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Page 14 AIRING THE ARCHER QUARTER HOUR

*Rochester*

**TV**  
*Guide*

ROCHESTER'S *Official* TV  
PROGRAM & NEWS GUIDE

WEEK OF JAN. 27 - FEB. 2, 1951



# Bored by the Colossal? Spoiled by the Magnificent?



EDDIE CANTOR



MARTIN & LEWIS

No matter. You'll still be as thrilled as the first time you saw television when you catch the wonderful

## COLGATE COMEDY HOUR

Sundays — 8:00 P. M.

starring Eddie Cantor, Martin & Lewis, Abbott & Costello, and other TOP stars—the cream of the TV crop! Don't miss it!



And see your grocer for the TOP Colgate products—Palmolive, Ajax Cleanser, Halo Shampoo, and Colgate Dental Cream.

### WHAM-TV

CHANNEL 6



## Broadway Open House . . . Planned Pandemonium

It's a "George" show. A "gasser." A real "beanbag" production.

Although you may not be currently hep to this latest addition to the King's English, you're certainly aware of its source if you've ever dialed in on NBC's latest contribution to late evening highjinks.

The show, of course, is "Broadway Open House" (Mon. - Fri., 11:15 - 12 P. M.), as mad and impetuous an hour as ever troubled the calm ether waves of a weekday evening. It has captured, with its zany, fast-paced night-club variety style, an audience so large that even bottle manufacturer Anchor-Hocking, which picks up a sizeable tab each week as the sponsor, must gasp in amazement.

Fair-haired emcee of this perpetual-emotion merry-go-round is a former ballet student who sports a shock of unruly brown hair and shines his wittiest without a script. His friends call him Jerry Lester.

"Jer", as he is affectionately called by members of the cast, dominates the show's Klieg lights thrice weekly.

With studied regret he frequently bolsters his hysterical antics with such regulars as the sultry blonde Dagmar, David Street and the Mellowlarks for vocals, the agile young dancer, Ray Malone, and on occasion the band-leader, Milton DeLugg who foils beautifully for Lester's rapier-like gags.

Hung together on a thread of a theme, Broadway Open House weaves a merry pace as it plunges from one so-called "Bit" to another, each and every one detonated by applause when "Jer" puts in his inevitable appearance that sets the studio audience howling in their seats. As a one-man show, Lester is sensational. He can sing. He can tell funny stories. He can dance a hippy sort of dance when wheedled into it (and it doesn't take much wheedling). He can clown to perfection. That may seem like a great deal of talent to be packed in such a relatively short human frame, but Lester's billfold bulges in equal proportion to his efforts: \$3,000 a week and Dagmar make a lot of beanbags in any living room.

Continued on Page 9



LT. HOMER BLISS

The state of the world and Homer Bliss get together officially five times a week. Unofficially they just don't mix.

Homer Bliss is the smiling gentleman who's been doing the Television newscasting each evening about 6:15 over WHAM-TV. With charts, graphs, maps and pictures he supplements his scripts to present a rounded picture of the things that are happening in the world. And during those ten minutes he's the number one man in the news, locally.

Getting into radio the hard way, he worked in a small area station for a while. Then came the war and Homer went into the service. Four years in the Army Quartermaster Corps and it was back to radio.

At WHAM, Bliss climbed rapidly to become the station's chief announcer. When operations moved to Rochester Radio City on Humboldt street, Bliss was named Studio manager, and naturally took over the job of Television chief announcer.

When it was decided to introduce a daily television news program, Homer was the unanimous choice of everyone concerned. The WHAM news department was instructed to prepare the

## HOMER BLISS

### THE VOICE

## With a Smile . . .

newscast each night, and Homer hauled out the make-up box.

A full hour before the news goes before the cameras, Homer has his script before him. He starts the job of memorizing and establishing the background firmly in mind. Then comes a conference with the news department TV editor to clear up any problems.

If charts, or maps are to be used that evening, they are developed during the conference, and Homer makes sure he can ad-lib away from his script during the time he's at the easel.

Then comes a voice and camera check, and minutes later the television news goes on the air. It's a smooth job because it's been completely prepared, and if an emergency comes up, Homer is always able to fill in with the background of the news.

Now, back to the news item that Homer hasn't read. This is about the way it would go. "Reserve Lt. Homer Bliss, of the army quartermaster corps, is hereby called back into service, and will leave for California the first of February for replacement duty overseas".

Waiting for him to get back to his new house, new car, and news spot will be wife Avis, and baby daughter Barbara. They'll be waiting in the house the Bliss family designed and built last year in Pittsford.

## **Backstage TELE-TALK**

by **GEORGE DRISCOLL**

In charge: Television Studio, Network,  
and remote operations WHAM-TV

The desire to observe distant events has always been a fascinating one. In the past, information about events was conveyed by the spoken word. Later the written word and radio added the advantages of reproduced sound. Drawings and photography gave picture detail which conveyed the story better and more accurately.

Reproduced sound had the disadvantage though of being static — or not moving. And some way had to be found to add the one further dimension to the object being recorded and reproduced.

With motion pictures the brain was fooled by a quick succession of still pictures giving the impression of rapid movement.

Television is the desire to transmit pictures by cable and radio. It has existed since the discovery that electrical current could go by wire and thru the air from one place to another.

No one knew way back then, and no one knows now, how to send a complete picture — such as a frame of motion picture film—thru the air or over wires.

In 1906 an attempt was made by connecting a bank of 64 very sensitive light cells to a bank of 64 lights by 64 wires. This sent kind of a picture, but wasn't very detailed or accurate. Even when the number of cells and lights were increased the result was not good.

The shadow of the object to be sent could be reproduced very roughly, and some definition was apparent. But the details that add depth and knowledge to the picture were missing. Something similar may be seen on Broadway now in the big moving display signs—called spectaculars. Detail, however, is still very much lacking.

This was the last attempt to create a system of transmitting picture information modeled after the action of the human eye. In the human eye, the picture is focused through the retina to a bank of millions of cells each individually connected to the brain, thus the complete picture is simultaneously transmitted to the brain and the accuracy and the detail is beyond any man-made system because of the number of picture elements—cells which individually convey picture information—far exceeds our ability to create synthetically.

In 1885 a new approach was tried. This was sending a series of very rapidly successive pictures which were broken up by a light beam—very tiny—which went from corner to corner. This was called sampling and is the basic method of transmitting and reproducing pictures by wire and television. In other words we see as many as 4½ million different elements a second.

Our eyes, therefore, are being fooled over and over again. We see a series of dots, and because the eye can't adjust fast enough, we see what looks to be a moving picture.

That's just the beginning of Television. It's an intricate series of problems, and each week we'll bring you a different facet of this fascinating story.



WILLIAM FAY

## A WORD OF WELCOME

Dear Friends:

All of us here at WHAM-TV welcome most enthusiastically the appearance of the ROCHESTER TV GUIDE.

We think it is a magazine you will enjoy reading.

Even more than that, we think you will get from it a direct link with WHAM-TV which will enable you to enjoy television even more than you already do

I understand this magazine will have very useful articles in every issue about TV service problems, and "inside" information as to what goes on "Behind the Scenes" in this fascinating industry.

We wish the magazine great success and promise its editors and writers our fullest cooperation.

*Sincerely yours,*

WILLIAM FAY

*Broadcasting Division*

STROMBERG CARLSON COMPANY



ROCHESTER RADIO CITY

## SATURDAY

January 27, 1951

- 8:00—Test Pattern  
 11:25—Billboard  
 11:30—Acrobat Ranch (ABC) — Western Circus with Jack Stilwell, Billy and Valerie Alberts  
 12:00—ABC Drama Feature  
 1:00—Test Pattern  
 2:00—American Air Forum (NBC)  
 2:30—Mrs. Roosevelt Meets the Public  
 3:00—Super Circus (ABC) — with Claude Kirchner and Mary Hartline  
 3:30—Morton Downey (CBS)  
 4:00—Hopalong Cassidy (NBC)—Cowboy Film  
 5:00—TV Teen Club (ABC)—Paul White-man and Nancy Lewis  
 5:30—Film  
 5:45—Basketball Ratings—with Dick Dunkel  
 6:00—Cisco Kid—Wild West Serial  
 6:30—Top Views in Sports (CBS)  
 6:45—Hollywood Line—Visiting the Homes of the Stars  
 7:00—Cavalcade of Bands (Dumont)  
 8:00—Jack Carter Show (NBC)—Comedy Variety  
 9:00—Your Show of Shows (NBC)—Sid Caesar and Imogene Coca—Variety Program  
 10:30—Wrestling from Chicago—with Russ Davis  
 11:30—Air Flyte Theatre (CBS)—Drama  
 12:00—News—Local, National, International  
 12:05—Tomorrow's Programs

## RTV

Ann Rogers, of WHAM-TV's "Open House" is having her 'house' problems these days. Recently married, the attractive young star is putting into practice some of the TV tips she hands out for others setting up their homes.

## RTV

Sam Levenson, CBS-TV comedy star, used to be a school teacher in Brooklyn. He taught Spanish to hundreds of Dodger fans.

Of all the things Curt Gerling, moderator of "Speak Up," owns, the most treasured of his possessions is a letter from the president, Harry S. Truman. It came after the 1948 elections. Mr. Truman wrote Gerling a note of thanks because his newspaper, "The Sun," was one of the few in the country that predicted Mr. Truman's reelection.

## RTV

Ross Weller, star of Cinderella Weekend, is one traveler who gets the welcome mat in Hollywood. When Ross was out West this summer he was entertained by an old Rochester friend, Paramount Movie Star, John Lund.

## RTV

Students of the future will soon be able to go to school via television. Allen Dumont Laboratories and Montclair State Teacher's college in New Jersey are preparing to telecast experimental programs from the college to selected high schools. Outsiders will not be able to tune in on the video experiments.

## RTV

When you watch the catchy 'Lucky Strike' commercials on "This Is Show Business", you'll be listening to some of the work of a former Rochesterian. Bernie Ryan, a former WHAM-TV announcer-producer is now with the advertising agency writing those Happy-Go-Lucky plugs.

## RTV

Captain of the Toastettes on "Toast of the Town" has the doubletalk name, Rae Wray. She's the wife of John Wray, director.

TUNE IN  
**INS**  
**"SPORTS NEWSREEL"**  
*Every Thursday*  
 6 P. M.  
 B F Goodrich  
**WHAM-TV** SID SCHNITMAN  
*Manager*  
**ROCHESTER SILVERTOWN**  
 E. MAIN AT UNION  
 phone baker 6500



**"PARADISE ISLAND"**  
 With  
**DANNY O'NEILL**  
**ANNE STERLING**  
**WEDNESDAY 10:30 P.M.**  
 — AND —  
**"WOMEN IN THE NEWS"**  
 With **ADELAIDE HAWLEY**  
**FRIDAY 6:00 P.M.**



SPONSORED BY  
**PEOPLE'S OUTFITTING COMPANY**

RTV

James Christianson, TV producer at WBEN-TV, Buffalo, drove into Rochester a few weeks ago. Purpose? To see the Fri. Nite Edwards' TV Club Show. Who said busmen have a monopoly on holidays.

## NBC's "Miss Music"



ROBERTA QUINLAN

A magazine writer once called Roberta Quinlan "Angel Face" because she "looks like an angel, sings like an angel, acts like an angel and must have the wings of an angel because she is soaring on the wings of song to stardom." Roberta blushed prettily and said "she must be referring to my round shoulders"—which Roberta doesn't have.

Star of "The Mohawk Showroom" (Mon., Wed., Fri., 6:30 P. M.), she was born Roberta Englemeier and educated in St. Louis, where she majored in music at Washington University. She had never intended to appear in public, but while she was accompanying another girl during an audition at Station KSD, St. Louis, the director asked Roberta to sing. She refused, but a little coaxing changed her mind. She won the audition and has been singing ever since.

Continued on Page 11

# SUNDAY

January 28, 1951

WHAM-TV

## Broadway Open House

Continued from Page 3

- 10:00—Test Pattern  
11:55—Billboard  
12:00—Ranger Joe (ABC) — Children's Variety Program  
12:15—Film  
12:30—Blind Date (ABC) — Six College Boys Compete via Telephone for Three Beautiful Models — Arlene Francis, emcee.  
1:00—Godfrey's Talent Scouts (CBS)  
1:30—Star Time (Dumont)—John Conte, Francis Langford, Lew Parker  
2:30—Stu Erwin Show (ABC)  
3:00—Chance of a Lifetime (ABC)—Quizmaster John Reed King and Contestants; Dick Collier, comedian; Russel Arms and Liza Palmer, Song and Dance Team  
3:30—Gabby Hayes Show (NBC)—Cowboy Tales  
4:00—One Man's Family (NBC) — Drama; Adventures of the Barbour Family  
4:30—Showtime USA (ABC)—Variety Program; Broadway Stars  
5:00—Super Circus (ABC)—Claude Kirchner, Mary Hortline, Clown "Scampy"  
5:30—Story Theatre—Barry Fitzgerald Tells Stories by Famous Authors  
6:00—Telenews Weekly  
6:25—Vienna Philharmonic — Orchestra, Music  
6:40—Public Prosecutor—Drama  
7:00—Paul Whiteman Revue (ABC) — Variety Show with Earl Wrightson, Baritone; Mimi Benzell; Vocal and Dance Groups  
7:30—Jack Benny (CBS)—Comedy  
8:00—Comedy Hour (NBC)—Eddie Cantor, Comedian  
9:00—Philco TV Playhouse (NBC)  
10:00—Celebrity Time (CBS) — Conrad Nagel, emcee; Variety Quiz  
10:30—Who Said That? (NBC)  
11:00—Hands of Mystery (Dumont)—Crime Stories  
11:30—Teller of Tales (CBS) — Somerset Maugham Stories  
12:00—News—Local, National, International  
12:00—Tomorrow's Programs

Lester's goose, however, once hung considerably lower than its present eminence. Born in Chicago, February 16, 1910, Mr. Lester's little boy took his schooling at Senn High School and Northwestern University. His father, a music critic, gave his young son a well-rounded musical training. Jerry studied ballet and voice, but despite the usual tedium of study, his star was twinkling very dimly when he took a job playing fairs in the Chicago district to earn money during summer vacations.

"Those were lean years," recalls the video funnyman. "I ate only sandwiches in those days," he says, "and the meat was sliced so thin it had only one side."

Lester made his debut as a comedian in an unusual way, but still, typically Lester. He tore a ligament while tripping through an intricate ballet step. He had to talk—and talk he did, starting a career which earned him the singular title of the "Talking Comic." A post script to his initial comic role was that he ad libbed through a routine for ten curtain calls.

Lester earned his first NBC paycheck as a guest artist on the "Shell Chateau" with Al Jolson. Since then a dazzling string of hit shows have been tacked to his name and reviewers have dug deep for such terms as "fracturing," "stampeding," and "bombastic" to amply describe his infectious informality. As an outdoor chef Jerry wields a mean salt shaker, and when he's eaten his fill at the family barbecue pit in Old Greenwich, Conn., he often repairs to the quiet sanctity of his library where he dabbles in — "never can tell when the bubble will bust"—his impressive collection of old United States coins.

Continued on Page 16

ROCH. TV GUIDE — PAGE 9

The Ultimate in Dramatic  
Presentation



# "STORY THEATRE"

BY THE WORLD'S MOST  
FAMOUS STORY TELLERS



EVERY SUNDAY  
5:30 TO 6 P.M.

SPONSORED JOINTLY BY  
**BROWN CHEVROLET**  
AND  
**5 BROWNBILT  
SHOE STORES**

REPRESENTED BY  
**HAV NASH AND ASSOCIATES**  
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BAker 8610-8619

## PROFILES



GABBY HAYES

If you had a beard, and were offered 25 thousand dollars to shave it off, would you take the money or keep the beard. Well, Gabby Hayes, (Sun. 3:30 P. M.) chose to keep his beard.

It all came about several years back in Hollywood. Hayes, a longtime fixture on the screen in Western Roles was offered another part. The pay was \$25,000 but the script called for someone with a closely shaved face — not even a little mustache.

"It was a hard choice," Hayes says now. "I really needed that money. It would have come in handy. But I'd had the beard a long time, and it would take me a long time to grow another one—a lot longer than the money would have lasted. It just wasn't worth it. Besides, I never did like shaving much. You've got to stand too close to the razor."

So Gabby kept his beard, and went on playing those grizzled prospector roles in Hollywood. He says he must have discovered gold in every square

Continued on Page 19

**MONDAY**

January 29, 1951

- 
- 8:00—Test Pattern
  - 1:55—Billboard
  - 2:00—Gary Moore Show (CBS)—Comedy Variety Show
  - 2:30—First 100 Years (CBS) — Daytime Serial Starring Jimmy Lydon, Olive Stacey
  - 2:45—Faye Emerson Interviews
  - 3:00—NBC Feature
  - 3:30—Bert Parks Show (NBC)
  - 4:00—Kate Smith Hour (NBC)—Song and Variety
  - 5:00—NBC Comics (NBC) — The Funny-page of TV
  - 5:15—Gabby Hayes (NBC)—The bearded Man of the Range
  - 5:30—Howdy Doody (NBC)—Bob Smith and His Friends
  - 6:00—Perry Como (CBS) — Mr. Como Sings
  - 6:15—News (Blue Boy Dairy)—Up to the Minute News
  - 6:30—Mohawk Showroom (NBC)—Roberta Quinlan Songstress
  - 6:45—Tower Clock Time — Louise Wilson Helps You Shop by TV
  - 7:00—Kukla, Fran and Ollie (NBC) — Puppets, Humans, Song and Story
  - 7:30—Melody Moods—Musical
  - 7:45—Camel News Caravan (NBC) — Today's News Today
  - 8:00—Lux Video Theatre (CBS)—The Best In Drama
  - 8:30—Speak Up (Columbia Music)—Rochester's Local Press Conference of TV
  - 9:00—Lights Out (NBC)—This Will Chill You
  - 9:30—John Kieran — Rambles Thru the World of Nature
  - 9:45—Strange Adventure—Mystery
  - 10:00—Studio One (CBS)—Top-flite Drama
  - 11:00—Telenews Daily—News In Review
  - 11:15—Broadway Open House (NBC) — Variety
  - 12:00—Tomorrow's Programs

While Will Osborn's band was playing in St. Louis, Peggy Lee, the vocalist, became ill and Roberta was asked to replace her for the remainder of the engagement. When the band left, she was asked to return to New York with it. She accepted. Later she joined Mitchell Ayres' orchestra, and then went out on her own. An extended engagement in New York's plush night spot, the Copacabana, followed, plus guest spots on network radio programs and motion picture work in New York.

During the war, before going overseas with the USO, Roberta had her own orchestra built around Benny Goodman's brass section. One day, while playing at the Grumman Aircraft plant on Long Island, she met one of the executives, Jack Quinlan, whom she later married.

While with the USO in England, she was called upon to take over the late Carole Landis' role in a camp show unit. When the war ended, Roberta remained in England with her husband, who was there on business, and she had her own television show there. Television in Great Britain is on a par with video in this country, according to Roberta.

Roberta's beauty — in addition to aiding and abetting her on television — also helps her in another way which to a performer means a great financial saving. She wears a different evening gown on each program and they come from a leading fashion designer, Cecil Chapman, who just wants it known that his gowns grace Roberta or vice versa. Harry Winston the jeweler, sends different wrist watches, bracelets, necklaces, pins and earrings for Roberta to wear on the telecasts. How tough can things get?

# STUDENT STAR ★★ ★

**Norma Ellis**



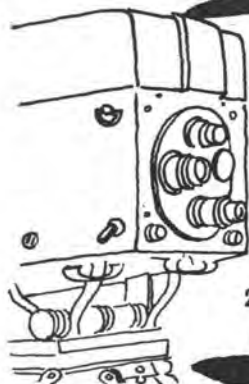
You'd think that going to the Eastman School of Music, practicing five hours a day, commuting back and forth from Buffalo once or twice a week, entertaining her fellow students, and still ranking about tops at the Eastman would be enough. But

not for Norma Ellis, 19 year old star of "A Boy, Girl, and a Piano," (Tues., Thurs. 7:30 P. M.). She also has become one of Rochester's leading TV stars while still a student.

Norma's no stranger to entertaining though — both short and long-hair variety. A native of Buffalo, she was one of the top attractions at the lounge in the Statler Hotel in that city for many months after she finished high school. An outstanding pianist in her own right, Norma had a gift for mimicry and invention that enabled her to double as a pianist, and vocalist, while being able to do a take-off on most of the popular entertainers of the day.

A Boy, Girl, and a Piano was one of the first locally produced shows on local Television, and even though the boy, and the piano have occasionally been shifted, the girl has been the same pretty young Norma Ellis.

She is now a junior at the Eastman School of Music, and is majoring in piano. Last year she had the distinction of being the first student to solo with the Civic Orchestra at a Sunday nite Pop concert. Equally versatile playing Chopin, Beethoven, or George Gershwin, Norma also likes to sing. And she's at home in front of the piano keyboard as well as the Television camera.



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## WHAM-TV

### TUESDAY

January 30, 1951

---

- 8:00—Test Pattern  
1:35—Billboard  
2:00—Gary Moore Show (CBS) — Wry  
Humor  
2:15—To be announced  
2:30—First 100 Years (CBS)—Serial  
2:45—Ship's Reporter—Who's Going and  
Coming  
3:00—NBC Feature  
3:30—Remember This Date (NBC) — Bill  
Stern  
4:00—Kate Smith Hour (NBC) — Variety  
and Music  
5:00—NBC Comics (NBC)  
5:15—Panhandle Pete (NBC) — Johnny  
Coons and Jennifer Holt  
5:30—Howdy Doody (NBC)  
6:00—Sports Scholar  
6:15—News  
6:30—Open House—Ann Rogers and Ross  
Weller  
7:00—Kukla, Fran and Ollie (NBC)—Hand  
Puppets  
7:30—A Girl, A Boy and a Piano—Norma  
Ellis  
7:45—Camel News Caravan (NBC)—John  
Cameron Swayze  
8:00—Milton Berle (NBC)—Mr. Television  
Himself  
9:00—Cinderella Weekend—Win a Week-  
end in N. Y.  
9:30—Circle Theatre (NBC)—Drama  
10:00—Original Amateur Hour (NBC) —  
Newcomers get a Chance  
11:00—Telenews Daily  
11:15—Broadway Open House (NBC)—Dag-  
mar, Jerry Lester  
12:00—Tomorrow's Programs

RTV

Bob Turner, WHAM-TV sports director, recently made a trip to the Bath Veterans hospital. Among the sports personalities accompanying Bob were members of the Rochester Royals, golfer Sam Urzetta, Notre Dame football star Jack Landry, and Wrestler Pedro Martinez.

## Letters to the Editor . . .

This space has been reserved for your comments on the Rochester TV Guide.

We invite your letters and comments which will appear in this space weekly starting with the next issue.

*The Editor*

TYPOGRAPHY

AND

PRINTING BY

MILTON H. NOWACK  
242 Powers Bldg. BA 6830

# AIRING THE ARCHER QUARTER HOUR ON WHAM-TV

When the second hand of the large studio clock in Radio City auditorium sweeps past the minute mark at exactly 6:45 p.m. on a Wednesday evening, one of the smoothest musical programs produced locally swings into production.

The "Archer Quarter Hour", sponsored by the Archer Motor Co., and produced for television by the Hav Nash & Associates advertising agency rates highly with a huge listening audience. Secret of the program's popular appeal is the versatility of the combined ensemble which includes a seven-piece orchestral group and two velvet-

throated songsters, lovely Jackie McNall and handsome Len Hawley. Immediately goes into a huddle with the show's producer, John Crosby, agency rep. Hav Nash and piano wizard Charlie Wood. A little skull scratching and out pop the tunes for next week. Jack immediately sets to work arranging the tunes for all pieces in the ensemble. Actually, Jack must scribble off 50 separate parts for the band, which is a big bundle of sharps and flats in any musician's portfolio.

While Jack is making with things musical, producer Crosby hunts himself a quiet room, buckles on his Imagination Cap, and tries to visualize new "trick" effects with the cameras and lights that will lend freshness and variety to his production. John often hits the jackpot, as he did the time the script called for a romantic duet between Jackie and Len. That particular song's lyrics suggested an outdoor winter scene. So what happens? The

audience saw snow drifting down lazily on a pair of moon-struck lovers serenading each other in the key of B. To the shows Prop Man, Birdsall Holly, however, it was merely a matter of sprinkling confetti in front of the camera lens from atop a step ladder, with a small fan adding to the simulated blizzard.

Meanwhile Mr. Nash is assembling a script which calls for split-second introductions to each of the numbers, as well as a smoothly delivered commercial from the persuasive larynx of emcee Ralph Collier.



throated songsters, lovely Jackie McNall and handsome Len Hawley.

But smoothness on-the-air in TV is never a simple process. Good showmanship just "doesn't happen." It's originated, improved upon, polished, and finally offered to the fireside audience for their final approval. For an inside peek on what happens to make the Archer Quarter Hour the 15-jewel movement that it is, let's eavesdrop on a typical broadcast day.

Actually the show begins at the end of any current Wed. night telecast. Jack End, clarinetist with the group,

## WHAM-TV

WEDNESDAY, JANUARY 31

- 8:00—Test Pattern
- 1:55—Billboard
- 2:00—Gary Moore Show (CBS)
- 2:30—First 100 Years (CBS) — Jimmy Lydon and Olive Stacey
- 2:45—Faye Emerson — Interviews by a Noted Personality
- 3:00—NBC Feature
- 3:30—Bert Parks Show (NBC) — Variety Show and Bobby Sherwood's Orchestra
- 4:00—Kate Smith Hour (NBC) — Guest Stars and Kate Herself.
- 5:00—NBC Comics (NBC)
- 5:15—Gabby Hayes (NBC) — Cowboy Stories

- 5:30—Howdy Doody (NBC) — Howdy-Doody Is the Children's Favorite
- 6:00—Shoppers' Guide—Betty Borden and Ann Holiday
- 6:15—News
- 6:30—Mohawk Showroom (NBC)—Roberta Quinlan, Songstress
- 6:45—Quarter Hour—Jackie McNall and Len Hawley Sing
- 7:00—Kukla, Fran and Ollie (NBC)
- 7:30—Bob Turner — Sports Interviews
- 7:45—Camel News Caravan (NBC)
- 8:00—Toast of the Town (CBS)—Ed Sullivan and Guests
- 9:00—Kraft TV Theatre (NBC)—Dramatic
- 10:00—Groucho Marx (NBC)—Comedy
- 10:30—Paradise Island—Song and Dancing
- 10:45—Perry Como (CBS)—Variety
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC)

When script, music and production effects are completed the show moves into rehearsal on Wed. afternoon. The twin pianos of Charlie Wood and Matt Pierce are trundled into position. Flats are raised. Fluorescent lighting, spots and Kleig lights arranged. Mikes are hung. Technicians don earphones. And then everyone takes his place.

"O.K. One Minute." That's Crosby calling the television stage from his castle of dials and switches, the engineering control room. "Standby" . . . thirty seconds." Half a minute later

Continued on Page 23

# ROCHESTER TV GUIDE

Rochester's Official TV Program  
and News Magazine

Vol. I

No. 1

Owned and Published by

## ROCHESTER PUBLICITY SERVICE

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Bus. Mgr. .... James M. Trayhern, Jr.  
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## Open House

Continued from Page 9

But to return to Broadway Open House minus Mr. Lester temporarily (which is quite a feat in itself), the big treat of the evening for all males from diapers to dotage occurs when lofty Dagmar puts in an appearance. You never have to be told that Dagmar is in the video picture. There are certain God-given characteristics peculiar to her voluptuous 5-foot 8-inch frame that make such a point totally unnecessary. An amazing amazon who swears by her birthplace of Huntington, West Virginia, the show's strawberry blond has an unnerving habit of stealing every scene she appears in. And understandably so. It is hard to concentrate on even Lester himself when the eye continually roves to the side of the picture and a tightly-garbed figure that automatically turns up the thermostat in any red-blooded circulatory system.

Jenny Lewis, which is Dagmar's real name, has been with Broadway Open House since its inception as a mad idea in the mind of a network willing to take a chance. She was hired for just one thing—no, two. The second was to act beautiful but dumb. As Lester answered when she asked what she was supposed to do, "Just stay in camera range, that's all."

And happily for all, she does. But few top performers are seldom

"dumb," and Huntington's prize winning typist is no exception. In her own right she is a first-rate actress. Her cool hauteur is not easily attained, and she carries on the role of studied ignorance with masterful finesse. Dagmar showed her astuteness recently when she turned down a movie contract on the grounds she was too inexperienced at the time. She's out to learn all she can about show business, and "Broadway Open House," to her, is an ideal first rung on the ladder.

Rounding out the array of talent which cavorts through 45 minutes on the local station (WHAM-TV carries only the last three quarter-hour segments because of other local commitments), are these notables: crooner Dave Street, a robust balladeer who rates high with the ladies; squeaky-voiced (it isn't, really) Ray Malone who trips a mean tap on any man's hardwood, and flying fingers DeLugg, another TV "Milty" who racks up mad solos on his rapid-fire accordian.

Fast . . . Comical . . . Musical . . . a perfect pattern for entertainment, it appears that the Genesee Brewing Company (local sponsor) has found a good thing in B.O.H. Critics along the cable have alternately said many good things and a few bad ones about the show, but after all it's the audience that either turns thumbs up or down. So far it's been up. The basic appeal is stunningly simple. As Jerry himself puts it:

"Art is freedom of expression and I don't like a monotonous sameness characterizing my performance. If our idea carries for an hour, who cares if six other ideas weren't expressed? Suppose the six ideas were so rushed, none of them were good? Which makes the better show? I prefer just having fun."

We're inclined to agree.

## WHAM-TV

# THURSDAY

February 1, 1951

- 8:00—Test Pattern
- 1:55—Billboard
- 2:00—Gary Moore Show (CBS) — Zany Comic M. C.
- 2:15—Ship's Reporter — Interviews with Travellers
- 2:30—First 100 Years (CBS)—1st TV Serial
- 2:45—To be announced
- 3:00—NBC Feature
- 3:30—Peter Lind Hayes (NBC) with Mary Healy
- 4:00—Kate Smith Hour (NBC) — Feature News by Ted Collins
- 5:00—Tele Comics (NBC) — For the Children
- 5:15—Panhandle Pete (NBC)—The West
- 5:30—Howdy Doody (NBC) — Entertainment for the Small Fry
- 6:00—To be announced
- 6:15—News
- 6:30—Open House—Ross Weller and Ann Rogers Help You Shop
- 7:00—Kukla, Fran and Ollie (NBC)—Puppet Show
- 7:30—A Girl, A Boy and A Piano—Vic Bartulis
- 7:45—Camel News Caravan (NBC)
- 8:00—Stop the Music (ABC)—Bert Parks Gives Prizes for Correct Answers
- 9:00—Jack Haley (NBC) — Mindy Carson Sings
- 10:00—Martin Kane (NBC) — Detective Story
- 10:30—Alan Young Show—(CBS)—Unusual Comedy
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC) — Jerry Lester, Dagmar
- 12:00—Tomorrow's Programs

### RTV

Claude Kirchner, ringmaster of the Super Circus has a background that's really international. He was born in Rostock, Germany, his mother in Russia, and his brothers in China and Germany. His father was an importer by profession and traveled a great deal.

**TUNE IN**  
**HEINRICH'S**  
**"NEWS PROGRAM"**  
*Every Wed. and Fri.*  
**6:15 P. M. WHAM-TV**



**HEINRICH**  
*In Chevrolet*  
 214 LAKE AVENUE

## "BUCK" BENNY RIDES AGAIN

Jack Benny is getting ready to make his second try at TV. This Sunday night, at 7:30 P.M., WHAM-TV will carry the second edition of "Benny on TV." Jack's first go at television was made about a year ago, and it was a full hour shot. On Sunday night, he'll take over the half hour usually used by "This Is Show Business". It will be for that night only, and "Show Business" will be back the following week.

Benny's Sunday night show promises to be a lot like his radio show, with many of the same personalities set for TV viewing. Rochester, Mary Livingstone, Dennis Day, and even the THING, Phil Harris, promise to be on hand.

The American Tobacco Company, makers of 'Lucky Strike' cigarettes will pick up the tab for Benny, and all his gang.

### RTV

Kate Smith, for years radio's number one lady, has been awarded the 1950 Gold Medal of the Catholic War Veterans. The award came for her work as a great humanitarian. Newly elected Mayor Impellitteri presented the medal to Miss Smith at ceremonies in New York City.

*Every Saturday Night on Television...* SATURDAY  
**DAW'S GREAT ONE-HOUR SHOW** 7 to 8 P. M.  
**CAVALCADE OF BANDS** WHAM-TV  
Each week big-name orchestras ... PLUS top variety acts

## TV's "Mr. Busy" Ralph Collier . . .

Imagine a gust of wind strong enough to pick up a man and carry him across the ocean. Imagine such a gust swept through Rochester Radio City and picked up Ralph Collier. Then suppose it dropped him right in front of a microphone or TV camera in Berlin, Germany. Ralph would go right on talking, but in German, and he'd feel perfectly at home.

For the first few years of his life, Ralph Collier—the busy man of Rochester TV — lived in Berlin. And one of the languages he speaks flawlessly is German. So well, in fact, that when the Supreme Headquarters of the Allies during the 2nd world war started their psychological warfare program, Ralph was one of the first men chosen. His job towards the end of the war was to go out into the front lines and persuade the Germans to surrender. He'd talk to them in their own language, and his voice was carried by loud-speaker several hundred yards.

After the war it was back to a microphone again—but not to Germans. Starting on a station in Long Island, Ralph rose to the networks, and was a news, special events, and variety announcer for NBC and the Mutual Broadcasting company. One of his jobs was the narration of a long series with Guy Lombardo.



"But New York is too frantic, and I wanted to leave it for a smaller city. That's why I was so glad to come to WHAM three years ago when the chance was offered me. You get ulcers too fast in New York."

And since Ralph has been in Rochester he's been one of the top disc jockeys and announcers in the city. Then came the great day — TV was here, and Ralph Collier was a natural.

Now he's just about as busy as one man can be with his shows. As triple-threat man for the W. W. O'Brien

HAV NASH AND ASSOCIATES

*Advertising*

SUITE 715  
COMMERCE  
BUILDING

BAker 8610-8619

## FRIDAY

February 2, 1951

- 8:00—Test Patterns  
 1:55—Billboard  
 2:00—Gary Moore Show (CBS)  
 2:30—First 100 Years (CBS) — Day Time Serial  
 2:45—Faye Emerson — Interviews With Interesting People.  
 3:00—NBC Feature  
 3:30—Bert Parks Show (NBC) — Variety Show With "The Heathertons"  
 4:00—Kate Smith Hour (NBC) — Miss Smith Sings  
 5:00—NBC Comics (NBC)—Entertainment With Comic Strips  
 5:15—Gabby Hayes (NBC) — The Old West  
 5:30—Howdy Doody (NBC) — Children's Fun  
 6:00—Women in the News — What the Ladies Are Doing  
 6:15—News  
 6:30—Mohawk Showroom (NBC)—Roberta Quinlan in Song  
 6:45—Perry Como (CBS)—Musical  
 7:00—Kukla, Fran and Ollie (NBC)  
 7:30—Ask the Kids—Jimmy O'Flynn Heads the Panel  
 7:45—Camel News Caravan (NBC)  
 8:00—Edward's TV Club  
 8:30—We the People (NBC)—Dan Seymour  
 9:00—Bigelow Theatre (CBS)—Drama  
 9:30—Telesports Digest  
 10:00—Boxing Match (NBC) — Top Boxing Bout of Week  
 11:00—Greatest Fights (NBC) — Great Fights From the Past  
 11:15—Telenews Daily  
 11:30—Broadway Open House (NBC) — Lester, Dagmar and the Bean Bags  
 12:00—Tomorrow's Programs

## RTV

Latest industry to yell "TV" because of business slackening off is the cleaning and dyeing trade. Reason; people are staying home more and more and, as a result, wear their best clothes less frequently.



- ASK THE KIDS
- FRIDAY NITE CLUB
- CINDERELLA WEEKEND
- HI, NEIGHBOR
- SPEAK UP

Burke Bldg. ● BA. 5695

## Ralph Collier

Continued from Page 18

Advertising Agency: "Ask The Kids", "Speak Up", "Cinderella Weekend"; the Hav Nash Agency: "Archer Quarter Hour"; and the Milton Seager Agency: "Melody Moods", Ralph is up to his larynx in TV scripts.

But busy as he is, Ralph still has time for other things. His dog Amos—a brindle boxer about a year old and full of the devil—spends a good part of the day getting the Collier household in East Rochester in an uproar. "So I just have to clean up and straighten up after him. I think my wife eggs him on to make me work".

Mrs. Collier, a lovely redhead is a Rochesterian — graduate of William Smith College, "and my favorite audience", says Collier.

"TV is enjoyable and fun to do, but it's difficult. No mistaking that. We worry about make-up, camera angles, clothes, and a host of other things . . . but I guess that's what makes it so interesting. There's always a challenge".

## RTV

Faye Emerson used to be very shy as a child. She grew out of it fast when she became a cheer-leader during her high school days.

# A Letter To Our Readers . . .

It is with much pride and pleasure that we welcome you to your Rochester TV Guide.

You are reading the first issue of the first magazine ever published in Rochester devoted exclusively to Television. It is the first magazine published locally for you, the Televiewers of Rochester, designed to increase your pleasure in Rochester Television.

Our aim is very simple. We intend to bring you accurate schedules of local programming. Day by day schedules that will enable you to know exactly what is on your Television screen at all times. For the benefit of those TV viewers able to get other stations, we are including accurate schedules of WBEN-TV in Buffalo and WSYR-TV in Syracuse.

We intend to bring you stories, pictures, and features about the programs you see, the people who entertain you, and the men behind the scenes.

In other words, our purpose is to make your television hours more enjoyable, profitable, and entertaining.

This is your magazine, and we want you to feel free to let us know your views on television, and on this publication. There is a department for your letters, and there is a department for your questions on your TV set's operation.

Thank you for joining us, and we hope you will be with us each week during the coming months and, we hope, years.

Very sincerely,

THE EDITORS.

## SUNDAY, JANUARY 28

- 12:30—Frank Sinatra
- 1:00—Mr. I. Magination
- 1:30—Super Circus
- 2:00—American Forum of Air
- 2:30—Bigelow Theater
- 3:00—Hopalong Cassidy
- 4:00—Meet the Press
- 4:30—Amateur Show
- 5:00—Super Circus
- 5:30—Sunday Party
- 6:00—One Man's Family
- 6:30—Let's Play Charades
- 6:50—News
- 7:00—Paul Whiteman Revue
- 7:30—This Is Show Business
- 8:00—Colgate Comedy Hour
- 9:00—Philco Playhouse
- 10:00—Celebrity Time
- 10:30—Allan Young Show
- 11:00—News and Weather
- 11:10—Sports Review
- 11:15—Showtime USA

## MONDAY, JANUARY 29

- 12:00—News
- 12:15—Ship's Reporter
- 12:30—Shoppers Guide
- 1:00—Matinee Playhouse
- 1:45—Fashion Show
- 2:00—Travelog
- 2:15—Faye Emerson
- 2:30—Meet the Millers
- 3:00—NBC Feature
- 3:30—Bert Parks
- 4:00—Kate Smith
- 5:00—Mohawk Show Room
- 5:15—Children's Theater
- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:45—Sports Spotlight
- 7:00—Kukla, Fran and Ollie
- 7:30—Strange Adventure
- 7:45—News Caravan
- 8:00—You Bet Your Life
- 8:30—Voice of Firestone
- 9:00—Lights Out
- 9:30—Yesterday's Newsreel
- 9:45—What's News
- 10:00—Studio One
- 11:00—Late News, Sports
- 11:10—Weather
- 1:15—Airflyte Theater
- 11:45—FBI Fugitives

## TUESDAY, JANUARY 30

- 12:00—News
- 12:15—Ship's Reporter
- 12:30—Film
- 1:00—Matinee Playhouse
- 1:45—Industry on Parade
- 2:00—Half-Hour Theater

- 2:30—Meet the Millers
- 3:00—NBC Feature
- 3:30—Dave Garroway
- 4:00—Kate Smith
- 5:00—John Conte
- 5:15—Uncle Lee & Pepsi Pete
- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:30—News
- 6:45—Sport Spotlight
- 7:00—Kukla, Fran and Ollie
- 7:30—The Clue
- 7:45—Camel News Caravan
- 8:00—Texaco Star Theater
- 9:00—Fireside Theater
- 9:30—Circle Theater
- 10:00—Amateur Hour
- 11:00—Barn Dance
- 11:30—Late News, Sports

## WEDNESDAY, JANUARY 31

- 12:00—News
- 12:15—Ship's Reporter
- 12:30—Shopper's Guide
- 1:00—Matinee Playhouse
- 1:45—Johnny From JN's
- 2:00—TV Travelog
- 2:15—Faye Emerson
- 2:30—Meet the Millers
- 3:00—NBC Feature
- 3:30—Bert Parks
- 4:00—Kate Smith
- 5:00—Mohawk Show Room
- 5:15—Children's Theater
- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:30—News
- 6:45—Sport Spotlight
- 7:00—Kukla, Fran and Ollie
- 7:30—Kieran's Kaleidoscope
- 7:45—News Caravan
- 8:00—Toast of the Town
- 9:00—Kraft TV Theater
- 10:00—Boxing Club
- 11:00—Late News, Sports
- 11:15—Dick Dunkel
- 11:30—The Web

## THURSDAY, FEBRUARY 1

- 12:00—News
- 12:15—Ships Reporter
- 12:30—Film
- 12:45—Charm Studio
- 1:00—Matinee Playhouse
- 1:45—Film
- 2:00—Half-Hour Theater
- 2:30—Meet the Millers
- 3:00—NBC Feature
- 3:30—Peter Lind Hayes
- 4:00—Kate Smith
- 5:00—John Conte
- 5:15—Children's Theater

- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:30—News
- 6:45—Sports Spotlight
- 7:00—Kukla, Fran and Ollie
- 7:30—Outdoor Camera
- 8:00—Stop the Music
- 9:00—Ford Star Revue
- 10:00—Martin Kane
- 10:30—Telesports Digest
- 11:00—Late News, Sports
- 11:20—Roving Camera
- 11:30—Somerset Maugham

## FRIDAY, FEBRUARY 2

- 11:30—Your Family
- 12:00—News
- 12:15—Ship's Reporter
- 12:30—Shopper's Guide
- 1:00—Matinee Playhouse
- 1:45—Johnny From JN's
- 2:00—TV Travelog
- 2:15—Faye Emerson
- 2:30—Meet the Millers
- 3:00—NBC Feature
- 3:30—Bert Parks Show
- 4:00—Kate Smith
- 5:00—Show Room
- 5:15—Unk & Andy
- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:30—News
- 6:45—Sports Spotlight
- 7:00—Kukla, Fran and Ollie
- 7:30—Top Views In Sports
- 7:45—News Caravan
- 8:00—Mama
- 8:30—We, the People
- 9:00—Wrestling
- 10:00—Cavalcade of Sports
- 11:00—Greatest Fights
- 11:15—Late News, Sports
- 11:30—Can You Top This?

## SATURDAY, FEBRUARY 3

- 2:30—Beat The Clock
- 3:00—Star Time
- 4:00—Morton Downey
- 4:30—TV Teen Club
- 5:00—The Cisco Kid
- 5:30—Comedy Playhouse
- 5:45—Stranger Than Fiction
- 6:00—Sports Spotlight
- 6:15—News
- 6:30—Western Theater
- 7:30—U. B. Round Table
- 8:00—Jack Carter
- 9:00—Show of Shows
- 10:00—One Chorus
- 10:15—Sportscholar
- 10:30—Late News, Sports
- 10:45—Strauss Playhouse



**CIRCULATION BOOSTER:** NBC Songstress Francey Lane. Her lovely face should boost circulation . . . the red-blooded type, that is.

## Airing The Archer Quarter Hour

Continued from Page 14

the picture comes up and the control room cues flow out at a machine gun rate: "Number one, get a close-up of the accordian . . . take it . . . bring the boom down a little . . . that's it . . . Number two, ready to dolly out on a closeup of the piano . . . standby with the dry ice effect. . . o.k., superimpose it . . . fade out Number one . . . dolly back, two . . . No! No! Cut!"

At the word "Cut", floorman Bud Senke whips a hand across his throat as a signal to stop everything. That last shot needed polishing. "Standby . . . we're taking it over from the end of Len's song. Ten seconds!"

The next rehearsal is a full dress. Accordionist Ann Russell, violinist John LoVerde, harpist Eileen Malone, Bill Thorpe on the string bass and clarinetist Jack End eye Charlie Wood's opening cue: a hand flashing downward . . . and the entire show runs through from start to finish, with floorman Senke, pencil poised, checking closely the elapsed time so that when the last word is spoken, and the last note played, the program will end in exactly 14 minutes and thirty seconds?

Hectic? Not a bit, when you've been doing it for more than 40 weeks, which is the time the Archer Quarter Hour has been pleasing local audiences.

Yes, few are the errors on the Archer show. But they sometimes do happen. Like the time Jack End was slated for a solo. "Just as I took the first note," he recalls, "I noticed that one of the keys on my clarinet was missing. I gulped — but kept right on. You know, I never realized until that night how hard it was to blow a tune around a missing note."

## WSYR-TV Syracuse, N. Y. Week of Jan. 27 - Feb. 2, 1951

### SATURDAY, JANUARY 27

- 5:30—Feature
- 6:00—Don McNeil
- 7:00—Feature
- 7:30—One Man's Family
- 8:00—Jack Carter Show
- 9:00—Show of Shows
- 10:30—Hit Parade
- 11:00—Wrestling Matches

### SUNDAY, JANUARY 28

- 2:15—World In Your Home
- 2:30—Feature
- 3:00—Yesterday's Newsreel
- 3:15—Exposition
- 3:30—Mrs. Roosevelt
- 4:00—Meet the Press
- 4:30—Zoo Parade
- 5:00—Gabby Hayes
- 5:30—Watch the World
- 6:00—Hop-Along Cassidy
- 7:00—Charade Parade
- 7:30—Aldrich Family
- 8:00—Comedy Hour
- 9:00—Television Theater
- 10:00—Garroway At Large
- 10:30—NBC Weekly News
- 10:45—Feature Film
- 11:45—Weather

### MONDAY, JANUARY 29

- 12:30—Blue Valley Junction
- 1:00—Hollywood Matinee
- 2:30—Ladies' Day
- 3:00—NBC Feature
- 3:30—Bert Parks
- 4:00—Kate Smith
- 5:00—NBC Comics
- 5:15—Gabby Hayes
- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:30—Ed Murphy Show
- 6:45—Camera Headlines
- 6:55—Sports Album
- 7:00—Kukla, Fran and Ollie
- 7:30—Mohawk Showroom
- 7:45—News Caravan
- 8:00—Winchell - Mahoney
- 8:30—Voice of Firestone
- 9:00—Lights Out
- 9:30—Musical Comedy Time
- 10:30—Who Said That?
- 11:00—Camera Headlines
- 11:15—Broadway Open House

# TV-QUIZ



by

## ROSS WELLER

Ross Weller, star of "Cinderella Weekend" (Tues. 9-9:30) invites you to dust off the mental cobwebs and tackle a few of the brain-teasers heard on his highly popular show. O.K. Let's go!

### *Whet Your Appetite On These:*

1. You can eat a prawn. What is another more common name for a prawn?
2. You also eat Sturgeon eggs, but by a different name which is?
3. You might eat a goober? If you swallowed one, what would you call it?
4. What part of the endive is eaten—leaf or root?
5. In what other drink besides coffee is caffeine found in large quantities?

*Guess My Pumpkin—It Can Be A Person, Place or a Thing.*

Our pumpkin today belongs to you,  
It isn't old nor is it new,  
It cannot walk, it cannot fly,  
It's with you always til you die,  
It's not alive and yet it grows,  
That's unusual, goodness knows,  
Now hear this clue if you're dismayed,  
You seldom have it in the shade.  
What is this dark Pumpkin?

**ANSWERS NEXT WEEK IN THIS COLUMN.**

**WSYR-TV**

**Syracuse, N. Y.**

**Week of Jan. 27 - Feb. 2, 1951**

**TUESDAY, JANUARY 30**

- 1:00—Hollywood Matinee
- 2:30—Ladies' Day
- 3:00—NBC Feature
- 3:30—Remember This Date
- 4:00—Kate Smith
- 5:00—NBC Comics
- 5:15—Panhandle Pete and Jennifer
- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:30—The Ed Murphy Show
- 6:45—Camera Headlines
- 6:55—Sports Album
- 7:00—Kukla, Fran and Ollie
- 7:30—John Conte
- 7:45—News Caravan
- 8:00—Star Theater
- 9:00—Fireside Theater
- 9:30—Circle Theater
- 10:00—Amateur Hour
- 11:00—Camera Headlines
- 11:15—Broadway Open House

**WEDNESDAY, JANUARY 31**

- 12:45—Blue Valley Junction
- 1:00—Hollywood Matinee
- 2:30—Ladies' Day
- 3:00—NBC Feature
- 3:30—Bert Parks
- 4:00—Kate Smith
- 5:00—NBC Comics
- 5:15—Gabby Hayes
- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:30—Ed Murphy
- 6:45—Camera Headlines
- 6:55—Sports Album
- 7:00—Kukla, Fran and Ollie
- 7:30—Mohawk Showroom
- 7:45—News Caravan
- 8:00—Four Star Revue
- 9:00—Television Theater
- 10:00—Break the Bank
- 10:30—Feature
- 10:45—Jimmy Powers, Sports
- 11:00—Camera Headlines
- 11:15—Broadway Open House

**RTV**

Alan Young, CBS-TV comic, reports Hollywood's first case of wartime sabotage. Someone complains Alan cut a hole in his bagpipe.

**WSYR-TV**  
**Syracuse, N. Y.**  
**Week of Jan. 27 - Feb. 2, 1951**

**THURSDAY, FEBRUARY 1**

- 1:00—Hollywood Matinee
- 2:30—Ladies' Feature
- 3:00—NBC Feature
- 3:30—Remember This Date
- 4:00—Kate Smith
- 5:00—NBC Comics
- 5:15—Panhandle Pete and Jennifer
- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:30—Ed Murphy
- 6:45—Camera Headlines
- 6:55—Sports Album
- 7:00—Kukla, Fran and Ollie
- 7:30—John Conte's Little Show
- 7:45—News Caravan
- 8:00—Groucho Marx
- 8:30—Peter Lind Hayes
- 9:00—Ford Star Revue
- 10:00—Martin Kane
- 10:30—Week In Sports
- 10:45—Red Parton, Locker Room
- 11:00—Camera Headlines
- 11:15—Broadway Open House

**FRIDAY, FEBRUARY 2**

- 12:45—Blue Valley Junction
- 1:00—Hollywood Matinee
- 2:30—Ladies' Day
- 3:00—NBC Feature
- 3:30—Bert Parks
- 4:00—Kate Smith
- 5:00—NBC Comics
- 5:15—Gabby Hayes
- 5:30—Howdy Doody
- 6:00—Cactus Jim
- 6:30—Ed Murphy Show
- 6:45—Camera Headlights
- 6:55—Sports Album
- 7:00—Kukla, Fran and Ollie
- 7:30—Mohawk Showroom
- 7:45—News Caravan
- 8:00—Quiz Kids
- 8:30—We, The People
- 9:00—Versatile Varieties
- 9:30—The Big Story
- 10:00—Boxing
- 10:45—Greatest Fights
- 11:00—Camera Headlines
- 11:15—Broadway Open House

**Gabby Hayes**

Continued from Page 10

inch of desert in California—according to the picture script. "Never did get much of it myself."

Then came the great day when TV needed a man with a beard named Gabby Hayes for the Gabby Hayes show. If it wasn't for the beard he wouldn't be on TV today, and so he's thanking his lucky stars he kept it.

Gabby spends a lot of time with kids, though, to keep his show aimed in their direction. And he's really a lot younger than he looks. Again Mr. Beard is to blame—making him look so much older. But Gabby just won't part with the beard. Says it brings him good luck . . . maybe not much money, but a lot of luck, and an awful lot of pleasure with the kids. "And that's the important thing, after all. Shucks—anybody can have money, but not everyone can get a beard like mine."

**RTV**

Burr Tillstrom, creator of "Kukla, Fran and Ollie" is the highest paid puppeteer in the world. He just signed a new contract with NBC calling for \$10,600 a week the first two years, plus thousand dollar raises the third and fourth year.

**RTV**

Sid Cesar, rising young NBC comedy TV star, may appear in Rochester next month. The Red Cross will open its annual fund raising campaign with a rally at the Chamber of Commerce. Caesar will be asked to appear here at the Rally, and if he can be flown up and back, chances are said to be good that he'll make it.

# It Comes from Chicago . . . But What Is It?

"Alors".

That's a French word meaning, 'Let's Go', but for Ransom Sherman the word can mean just about anything. And he uses it on every possible occasion. But even though his dictionary may be a little off, Sherman is right on when it comes to comedy.

Maybe that's because he tells his jokes to John—the friendly moose in the picture—before he tells them over the air and to the camera. But when the Moose laughs, as Sherman says he does, the joke must be funny.

Oddly enough, for a comedian, Sherman started off in a different direction. He wanted to be a musician—in fact he gave music every opportunity to make a career for him, but it failed in every department he sampled — from bass fiddle to saxophone. So it was into radio, way back when . . . in 1931, in Chicago. In 1937 he hit his stride with the famed "Club Matinee" on NBC, and his present show is patterned after that. You'll remember one of the other Club Matineers — tall fellow with a crew haircut, Gary Moore.

Sherman made his debut in modern Television in 1950, but he really broke into the medium back in 1927, over Chicago's experimental station W9XAP.

Before TV there was Hollywood, and the movies, and the radio—Sherman played various roles in the "Fibber McGee and Molly Show", notably that of Wallace Wimple with the wife named Sweetieface.



RANSOM SHERMAN

You might imagine that a comedian would be laughing and joking all the time—but not Ransom Sherman. He's just as serious as can be about his humor—sitting at a desk writing his comedy scripts against a deadline.

Sherman is a problem to his crew because he's very near sighted. The only way the producer can tell him anything while he's concentrating on the camera is to wave a big handkerchief in front of him. Maybe Sherman will see it.

But there's one thing about the near sightedness. Because of it, Ransom Sherman doesn't like to tie his ties, and he wears bow ties all the time. "Can't remember when I've worn any other kind", he says. "Saves looking in the mirror to tie them." And John, the friendly moose, as always, agrees.



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