

JIMMY O'FLYNN Part IV

See Page 7

# TV ROCHESTER

15c

Guide MAR. 31-Apr. 6, 1951

ROCHESTER'S *Official* TV  
PROGRAM & NEWS GUIDE

## RUTH McFARLAND

"SHE KNOWS  
ALL  
THE ANSWERS"

!!

See Page 3



COLUMBIA OPEN DAILY FROM 10 A. M. to 9 P. M.



Zenith Giant - Circle or Rectangular TV Screens—Marvels for Performance!

Zenith TV Prices Start at \$209.95



... Want to enjoy TV at its best?

Then get a new

# ZENITH

REG. U. S. PAT. OFF.

TV Set TODAY!

## 4 WAYS TO PAY AT COLUMBIA

1. No down payment—30 day charge. Immediate delivery and installation.
2. 90 day terms. No interest or carrying charges. Immediate delivery and installation.
3. No down payment—on Columbia's Equity Plan. Delivery of merchandise when 25% down payment is complete.
4. 25% down—balance within 65 weeks. Immediate delivery.

Columbia presents the following shows for your TV entertainment

Sun.—Who Said That? at 10:30

Mon.—Speak-up at 8:30

Tue.—Cinderella Weekend at 9:00

Wed.—Bob Turner Sport Show at 7:30

Fri.—Ask the Kids! at 7:30

Sat.—Wrestling Matches at 10:30

**COLUMBIA**  
MUSIC AND APPLIANCE STORE

ROCHESTER'S TV AND APPLIANCE CENTER - 77 Clinton Ave. So.

**I**N New York it's the nameless Old Gold cigarette "dancing pack." In Rochester it's the gorgeous blonde who signs on and off the "Archer Quarter Hour." (Wednesday, 6:45-7:00).

Her name is Ruth McFarland and according to the Hav Nash Advertising Agency, she will appear as mistress of ceremonies on a 15-minute telecast slated to begin Wednesday, April 4, following the Blue Ribbon Boxing program. Her program will feature a series of film

York she had extensive experience as a cover manequin; as Lilly Dache's "gal Friday;" and at one point in her career, signed up with the original Fred Astaire dancing school.

Ruth, who has been tabbed as "the gal who knows all the answers," is the wife of Owen McFarland, known to Rochester radio audiences as the Answer Man. Ruth met her scholarly hubby at a New York soiree. The temperature was 104 on that particular day. Owen's nose was red with hay fever sniffles, and a

# THE GAL WHO KNOWS

ALL



THE

ANSWERS

shorts produced in Hollywood with some of the top movie stars participating.

In her function as femcee, Ruth will enjoy a speaking role; a talent often overshadowed by her distracting, but delightful face and figure.

Ruth is a native of Lawton, Okla. Having lived in many cities, she scarcely has had time to hang her Lilly Dache chapeau in any one place. "Home" has been in Lawton; New York; Chicago; Hartford, Conn., and Abingdon, Va. where she starred in the famous Barter Theatre.

Her stock-in-trade is modeling. In New

would-be Russian "count" was oogling the lovely young miss. Owen stepped in, and in heroic fashion whisked her away to a more pleasant afternoon at the beach. Six months later they repeated their "I Do's"

Blue-eyed and slim, Ruth has an appetite that is astounding. According to "pop" who foots the weekly grocery bill, she eats more than he does, but it never seems to affect her figure. Once in awhile wifey goes off on a "Chocolate binge" and wolfs down enormous quanti-

(Continued on Page 19)

## ROCHESTER TV GUIDE

Rochester's Official TV Program  
and News Guide

Vol. 1



No. 10

Owned and Published by  
ROCHESTER PUBLICITY SERVICE

242 Powers Bldg. Rochester, 14, N.Y.  
Phone: LOcust 6727

Editor Ellison R. Jack  
Bus. Mgr. James M. Trayhern, Jr.  
Circulation Mgr. Anthony Ciaraldi

### THIS WEEK'S TV STORIES

|                                |        |
|--------------------------------|--------|
| The Gal Who Knows .....        | Page 3 |
| The Dishes Went Unwashed ..... | 5      |
| Ray Laws .....                 | 6      |
| Jimmy O'Flynn - Part IV .....  | 7      |
| 4 Star Revue .....             | 8      |
| Spring Bloomings .....         | 9      |
| Tele-Talk .....                | 10     |
| Shadow Stopper .....           | 12     |
| New York Picture .....         | 14     |
| Red Wings On TV .....          | 17     |
| Godfrey Says .....             | 17     |
| What's New On WHEN? .....      | 24     |
| TV Quiz .....                  | 26     |
| Shaye's Smile .....            | 29     |
| Press Time Flashes .....       | 31     |

### WHAM-TV PROGRAMS

|                 |    |
|-----------------|----|
| Saturday .....  | 11 |
| Sunday .....    | 13 |
| Monday .....    | 15 |
| Tuesday .....   | 19 |
| Wednesday ..... | 21 |
| Thursday .....  | 23 |
| Friday .....    | 25 |
| WSYR-TV .....   | 27 |
| WHEN .....      | 28 |
| WBEN-TV .....   | 30 |

Rochester TV Guide, Mar. 30-  
Apr. 6, 1951, published weekly at  
Rochester, N. Y. Vol. 1, No. 10.  
Subscription price, \$5.00 per year,  
in advance.

# CLASSROOM SMARTY CONNECTS "DRY BONES"

"What is Schenectady famous for?" a teacher asked her class, expecting her students to identify it as the home of General Electric. Instead, a bright pupil piped up with an answer of her own: "Fred Waring's 'Dry Bones,'" clarifying the startling answer by singing a line, "The head bone Schenectady neck bone." Coincidentally, the maestro actually teaches his Music Workshop students to think of Schenectady to clarify the words of the song, which go: "The head bone connects to the neck bone."



SECURITY TRUST CO.  
*presents*

**JOHN KIERAN'S  
KALEIDOSCOPE**

**WHAM-TV**

**9:30**

EVERY MONDAY NIGHT

# The Dishes Went Unwashed



It takes more than bacon and eggs to lure half the population of Rochester away from their breakfasts, beds or business offices.

But such a thing occurred last week when WHAM-TV carried ABC's excellent telecast of the Kefauver Crime Committee hearings in New York City.

The knock-down-drag-'em-out testimony lured more people to TV screens than did last year's baseball World Series. Hooper Ratings for the hearings zoomed to a peak of 31.5, compared to 23.2 for the ball park playoffs. More than eight million viewers sat in on the N. Y.

proceedings, with millions more on hand in taverns and stores.

Both locally and nationally the Kefauver probe caused a boom in sales of receivers. Dealers here reported last week as one of their busiest. Even the Red Cross hopped on the bandwagon by installing sets to attract blood donors.

Star of the proceedings, although universally disliked, was kingpin racketeer and gambler Frank Costello. Because he refused to be televised when offering testimony, he was tabbed by Kefauver as "The Faceless Man." Costello's right to

(Continued on Page 26)



Senator Estes Kefauver (D., Tenn.), right, heads up Senate Crime Committee currently probing big-time gambling in U. S. Sen. Charles Tobey (R., N. H.), left, committee's "sledge-hammer diplomat," made colorful viewing during N. Y. hearings.

**I**N the television business, everyone wants to be a Chief, nobody wants to be an Indian.

The reason, of course, is that there's a smidjeon of vanity in every one of us, and a certain satisfaction lies in the fact that you know your talents are being seen by thousands of people once you step in front of the camera.

But TV wouldn't operate if it weren't for those folks behind the scenes—workers who never appear on the video

Ray is probably most famous at WHAM-TV for his uncanny ability to pack more sentences, price tags, exclamation points, underscored words, names, paranthetical clauses and addresses into one breathful of commercial copy than any other spieeler West of Bushnell's Basin.

Reading fast, accurately and with a maximum of salesmanship is no mean trick. This knack did not come easily.

Ray is a veteran of radio, and before the war worked as an announcer at



---

## RAY LAWS

### Busy Brave in Tee Vee's Tee Pee

---

screen, but whose contributions are absolutely essential to overall operations.

Ray Laws, WHAM-TV Indian, is a station "anchor man," and in the vast and constant schedule of daily programs and commercials, all you see is his voice.

Ray is a tall, angular, bespectacled deep-voiced announcer who has logged more TV hours than any other local staffer. Yet he's had fewer hours on camera than any other man.

"Someone has to do the talking," Ray comments philosophically, "and I guess I was elected."

Actually the job of TV announcer involves more than just "talking." Timing, precise and to the split second, is a prime requisite. "Pause once to catch your breath, and you're in the middle of the next commercial," Ray cautions.

"Some shows—even short ones—often require a good, hard session at the mike," he states. In these rehearsals, Ray sits in the studio, script in hand and monitor in front of the mike. Behind the monitor and in the Control Room sits the producer who tosses cues at Ray like a warm-up pitcher during batting practice.



... All you hear is his voice. You seldom see Ray Laws, as here, on your TV screen.

station WSAY with disc jockey Mort Nusbaum. When Uncle Sam grabbed him, Ray was drafted from his home town of Penn Yan, N. Y., to spend four years as a medical technician. The Army did little for Ray's forensic ability, except to strengthen his vocal chords on occasion: "I developed quite a husky vibratto shouting at our cook," Ray re-

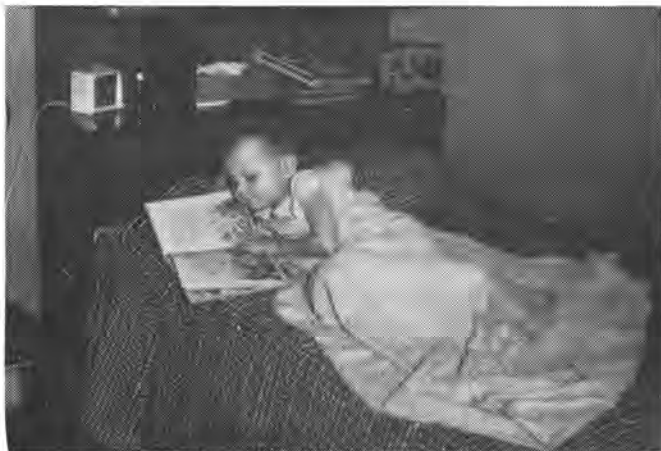
(Continued on Page 25)

★

“TV TWINKLING STAR”

JIMMY O’FLYNN - PART IV

★



“And does it not seem hard to you . . . When all the sky is clear and blue,  
And I should like so much to play . . . To have to go to bed by day?”

Robert Louis Stevenson

The brilliant sunshine which broke through fleecy clouds to reveal a crystal-clear sky on that August morning in 1948, might well have been a revelation of the future for Rochester’s favorite youngster, three-year-old Jimmy O’Flynn.

It was on that day, at an hour when Jimmy’s plight seemed hopeless, that Mom and Pop O’Flynn made a momentous decision. Instead of removing their son once again to a hospital as requested by attending physicians, they made one final grasp at a remaining straw of hope.

Jimmy was bundled into the family automobile and driven to the home of Dr. Christopher Gian-Cursio, of 5 Castle Park. Dr. Gian-Cursio, the parents had been told, was a Naturopath whose treatments for nephrosis, although radically different from those proposed by previous medical consultants, had proven unusually successful in many similar cases.

The family found Dr. Gian-Cursio to be a soft-spoken, sympathetic gentleman who reviewed Jimmy’s case history very carefully. He listened attentively to the long sequence of crises which had sapped the strength and vitality of the pale, smiling youngster before him. Then he spoke, quietly and with assured confidence.

“Your son can be cured. We will do it if we work together.” And speaking directly to Jimmy he added, “I know you have gone through a lot, son. You will have to endure much more. But soon you will be well. I promise you.”

Here, for the first time, came words of hope. Hope! A word almost forgotten in the O’Flynn family circle. That night both Mr. and Mrs. O’Flynn hoped their prayers would be answered. The next day Jimmy began a “new” life.

Dr. Gian-Cursio’s treatment relieved,

(Continued on Page 16)

**T**HE MOST battered and patched up shoes in the world are going to be on TV next Wednesday night, from 8-9.

They've been repaired so many times that there's not one stitch of the original shoes left. Maybe the shoes will be on the show for just a minute or two, but some time during the hour they'll be there.

You see, those shoes are the most

**R**  
★ **WYNN**  
**E**  
★ **DURANTE**  
**V**  
★ **CARSON**  
**U**  
★ **THOMAS**  
**E**

treasured possession of Ed Wynn, who will be guesting on the "Four Star Revue" to be seen on WHAM-TV, replacing "Toast of the Town."

The "Four Star Revue" will rotate Ed Wynn, Jack Carson, Danny Thomas, and Jimmy Durante, in person.

Wynn has been in show business for more years than Radio and TV put together. In each of his performances he wears the same shoes he wore at his debut as a comedian, more than 45 years ago. Since then the shoes have been worn out and patched up time and time again. Each time, however, they go back on his feet as a special kind of good luck superstition.

Ed says, "I'd be a sure flop without

the shoes." No one believes him.

The kind of humor that made Wynn the "Perfect Fool" and star of stage, screen and radio, doesn't depend on shoes. Outlandish and weird costumes help promote laughter and so do his gags and that delivery which is both intimate and involved. Most of the time he seems as confused as the audience about what's coming next.

There is one field of endeavor, however, that does not confuse Mr. Ed Wynn—his inventions. They range from eye-glasses with only the rims (so you



**THE PERFECT FOOL**

won't strain your eyes looking through the glass), to a piano mounted on a tricycle. "That's in case you find it difficult to carry a tune," explains the genius.

Wynn plans his first rehearsals two weeks ahead of the show to avoid any last minute rush. And best of all, his first rehearsal is informal. Instead of standard rehearsal clothes, he finds the zaniest kind of costumes to wear.

"That puts everyone in a good mood right from the beginning," according to Wynn. "When we start out laughing, we end up funny on the cameras."

When Ed Wynn was living on the West coast between movies, he edged into TV experimentally. His first show for Camel Cigarettes was so successful

(Continued on Page 18)

With the advent of a new month, many new programs will appear on your television screen from Channel 6. Among them will be, "Meet the Press," "Hawkins Falls," and the "James Melton Show."

# SPRING

# BLOOMINGS

Victor Reisel  
●  
Ned Brooks  
●  
Marshall McNeil  
●  
Murray Davis  
●  
Larry Spivak  
●  
Sister Kenny  
●  
Martha Rountree



## MEET THE PRESS

For thirty unrehearsed, uncensored minutes, four of the nation's top news reporters fire searching questions at a personality whose words and deeds make national news. The program is "Meet the Press." Originating in our nation's Capitol, each Sunday afternoon at four, the panel of newsmen literally "throw the book" at the frontpage figure.

Martha Rountree, moderator of the session, was a journalism major at the University of South Carolina. She is a member of the Women's National Press Club and the American Newspaper Women's Association. Her journalistic experience enables her to almost anticipate the questions to be asked. Said Miss Rountree recently, "Ours is the only country in the world where prominent statesmen and civic leaders are ready and willing to appear on a program where a wrong answer could easily ruin them politically."

## HAWKINS FALLS

"Hawkins Falls, Pop. 6200," is a day-by-day story of life in a typical small

American town. The mythical scene of action, completely characteristic of the American scene, is the composite of many small American towns. Action revolves around a group which is warm in its humor, greatly diversified in its pursuits and completely real.

The program originates in the Chicago studios in the Studebaker Theatre, and is telecast every week day at 5 o'clock.

## FOUR STAR REVUE

A new program begins on Thursday night at nine to replace the "Ford Star Revue." Your host and genial emcee will be James Melton who comes to the television cameras with a wealth of experience dating back to his first performance at New York's Roxy Theatre and climaxed many years later by his debut at the Metropolitan Opera.

Each week's edition of the show will feature a small company of regular members and a singing chorus of 12 voices. Top names from Broadway and Hollywood and the music world will appear as guests.

## Backstage

# TELE-TALK

By **GEORGE S. DRISCOLL**

*Supervisor of Television Studio Network  
and Remote Operations WHAM-TV*

## CBS COLOR SYSTEM

In the past two issues of the Rochester TV Guide, we have discussed the methods employed by two of the three basic methods of Color TV, now known, and demonstrated before the F.C.C. last year.

The third method, proposed by the Columbia Broadcasting System, is the color system accepted last year by the F.C.C. That decision is now being scrutinized by the Supreme Court.

Unlike the two previously discussed color systems (CTI and RCA), the CBS system does not use the present transmission reception standards for black and white, and present conventional receivers will not reproduce CBS color pictures without some modification.

The number of horizontal lines of the CBS color system (determining vertical picture resolution) is 405 compared to 525 for black and white.

The number of picture elements per frame is 83,000 (determining horizontal picture resolution) for the CBS system, compared with almost 200,000 for the black and white.

This degradation of picture resolution is partially disguised by the mere addition of color which, in itself, increases the apparent picture information by making objects of contrasting color more discernable to the eye.

The number of **complete** color pictures is 24 per second (compared to 10 for the CTI system, 15 for the RCA system and 30 for the black and white.)

### CBS Color Camera

The screen is focused by a single lens upon the photo-sensitive surface of a single image-orthicon camera picture tube.

Between the lens and the picture tube is a mechanically rotating color filter,

consisting of six filter segments. The rotating disc consists of red, blue, green, red, blue and green light filters. Therefore, for one single revolution, the picture is sampled twice in each additive primary color.

The disc rotates 1440 RPM or 24 revolutions per second. The color sequence is as follows:

- All **odd** horizontal lines—red.
- All **even** horizontal lines—blue.
- All **odd** horizontal lines—green.
- All **even** horizontal lines—red.
- All **odd** horizontal lines—blue.
- All **even** horizontal lines—green.

Thus, there are 24x6 equalling 144 color **samples** per second (color fields) or 24 **complete** color pictures per second (color frames.)

The electronic pulses, controlling the



electron sampling beam in the image-orthicon camera tube, must be changed from that now employed for black and white TV.

### CBS Color Receiver:

The CBS color receiver utilizes \*a single kinescope picture tube.

As presently demonstrated, a large mechanically rotating filter disc, or a large rotating filter drum, encompassing the picture tube, presents six color light filters between the picture tube and the observer.

The filter revolves at 1440 RPM in like manner as the filter disc revolves in the picture camera. However, the discs must be accurately synchronized, so that the red filter is before the observer at the

(Continued on Page 23)

# WHAM-TV

## SATURDAY

March 31, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on inside back cover of this guide.

- 11:55—Billboard
- 12:00—Two Girls Named Smith (ABC)—Dramatic feature stars Peggy Ann Garner
- 12:30—I Cover Times Square (ABC) starring Harold Huber, weekly adventures of Johnny Warren, Broadway columnist
- 1:00—The Big Top (CBS)—Life in the Circus. Jack Sterling, ringmaster
- 2:00—American Forum of the Air (NBC) Discussion program with Theodora Granik as moderator.
- 2:30—To be Announced.
- 3:00—Super Circus (ABC)—Claude Kirchner introduces circus talent. Mary Harline leads the circus band, and Cliff Soubrier provides the clowning antics
- 3:30—Morton Downey (CBS)
- 4:00—Hopalong Cassidy (NBC)—Cowboy Film with Bill Boyd
- 5:00—TV Teen Club (ABC)—Paul Whiteman and Nancy Lewis
- 5:30—The Nature of Things (NBC)—Science discussion program with Dr. Roy K. Marshall
- 5:45—Basketball Rating—with Dick Dunkel
- 6:00—Cisco Kid (NBC)—Film adventure series starring Duncan Renaldo and Leo Carrillo
- 6:30—Top Views in Sports (CBS)
- 6:45—Hollywood Line—Visiting the Homes of the Stars
- 7:00—Cavalcade of Bands (Dumont) Host Buddy Rogers presenting a different name band with top bracket variety stars.

- 8:00—The Jack Carter Show (NBC)—starring Jack Carter with Donald Richards and Harry Sosnik
- 9:00—Your Show of Shows (NBC) Sid Caesar and Imogene Coca. Robert Merrill and Marguerite Piazza, Metropolitan Opera artists plus guest stars
- 10:30—Wrestling from Chicago with Russ Davis
- 11:30—To be announced
- 12:00—World and Local News
- 12:05—I.B.C. Boxing (CBS) Commentary by Ted Husing.

EXPERT RADIO and TELEVISION SERVICE

**ALAMEDA RADIO SERVICE**

"Truetone Service Center"

**21 York St.      GEn. 7073**

*A* **W. W. O'BRIEN**  
*Advertising Agency*  
**PRODUCTION**



"SPEAK UP" Mon. 8:30 P. M.

"CINDERELLA WEEKEND"

Tue. 9 P. M.

"HEADLINES IN SPORTS"

Wed. 7:30 P. M.

"ASK THE KIDS" Fri. 7:30 P. M.

For Columbia Music and Appliance Store

"FRIDAY NITE TV CLUB" Fri. 8:00 P. M.

For E. W. Edwards & Son

"TELENEWS DAILY" 11 P. M. Mon. thru Fri.

For Doyle Main Motors

"INS SPORTS NEWSREEL" Thurs. 6 P. M.

For Rochester Silvertown

"SPORTSCHOLAR" Tue. 6 P. M.

For Rochester Savings Bank

"Hi, NEIGHBOR" Wed. 6 P. M.

Participating Shopper Guide

**Burke Bldg. • BA. 5695**

# SHADOW STOPPER



## CLUES

Former Band Leader  
at Denver University

## Guess The Shadow Win This Jackpot \$10.00

The **SHADOW STOPPER** can be either a person, place or thing.

Each week, if no reader guesses its identity correctly, a new **CLUE** will be added.

The **Jackpot Prize** will be increased by \$10.00 each week until some lucky reader names the shadow.

The first correct answer bearing the earliest postmark date will be declared the winner.

All entries must be postmarked not later than Sunday midnight following date of publication.

ROCHESTER TV GUIDE  
242 Powers Bldg.  
Rochester 14, N. Y.

MY GUESS FOR THE SHADOW STOPPER IS:

NAME

ADDRESS

(Please Print)

LAST WEEK'S WINNER

Jeanne Butts  
1910 East Ave.  
Rochester 10, N. Y.

She was the first to correctly identify  
the Shadow Stopper as



IMOGENE COCA

## ACT NOW!

The first correct answer received wins the Jackpot. In case of tie, Prize will be divided equally.

Print your answer on attached form and mail it to **ROCHESTER TV GUIDE, 242 POWERS BLDG., ROCHESTER 14, N. Y.**

# WHAM-TV

## SUNDAY

April 1, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on inside back cover of this guide.

- 10:55—Billboard
- 11:00—Junior Varieties
- 11:30—Frank Sinatra Show (CBS). June Hutton and the Heathertones.
- 12:00—Ranger Joe (ABC)—Children's Variety program featuring cowboy songs, games and guests
- 12:15—Film
- 12:30—Blind Date (ABC)—Six college students vie for dates with three glamour girls for an all-expense free evening's gala entertainment. Arlene Frances, emcee.
- 1:00—Godfrey Talent Scouts (CBS) Polished performers compete for stardom.
- 1:30—One Man's Family (NBC) Domestic drama of the Barbour family starring Bert Lytell and Marjorie Gateson
- 2:00—To be Announced
- 2:30—The Stu Erwin Show (ABC)—"The Trouble with Father," Comedy with June Collyer.
- 3:00—Battle Front (NBC) Official briefing of the American public on defense at home and abroad. John Steelman is moderator
- 3:30—Mrs. Roosevelt Meets the Public (NBC) Discussion program with well-known personalities
- 4:00—Meet the Press (NBC) Four of the nation's top reporters fire searching questions at a personality whose words make national news
- 4:30—Zoo Parade (NBC) Front seats at the animal parade at Lincoln Park Zoo in Chicago
- 5:00—Super Circus (ABC)—Claude Kirchner, Mary Hartline, Clown "Scampy"
- 5:30—Range Riders—Thirty minutes packed with thrills and spills as we ride on the great Western ranges

## NEVER BITE THE HAND THAT FEEDS YOU

Arlene Francis was up to some monkey business again today.

Miss Francis was bitten by a chimpanzee to whom she was extending a hearty handshake on a recent telecast of her "Blind Date" program.

Today she sent a telegram to "Babs", the baboon star who was celebrating her second birthday. Wired Arlene: "I don't mind sending you a wire to wish you a happy birthday, but I sure wouldn't want to shake your hand."

- 6:00—Telenews Weekly
- 6:25—Vienna Philharmonic Orchestra.
- 6:40—Public Prosecutor—Drama
- 7:00—Paul Whiteman Revue (ABC) Variety show with Earl Wrightson, and Maureen Cannon, vocalists.
- 7:30—Jack Benny Show (CBS) The "Buck's" third appearance on TV. Show business not to be viewed this week.
- 8:00—Colgate Comedy Hour (NBC) Variety and comedy with the top names in the entertainment field
- 9:00—Philco Television Playhouse (NBC). Celebrated actors in high-calibre drama adapted from best selling books and hit shows.
- 10:00—Celebrity Time (CBS)—Conrad Nagel, emcee. Quiz show with Martha Wright, singer and Herman Hickman, coach of the Yale Football team.
- 10:30—"Wha Said That?" (NBC) Robert Trout emcee; John Cameron Swayze, regular panel member.
- 11:00—Hands of Mystery (Dumont) Suspenseful melodrama with a cast of Broadway actors.
- 11:30—Somerset Maugham Theatre (CBS) presents romantic love stories by the "Teller of Tales."

Television and Radio Service

**GUYETTE & GUTACKER**

CULVER 4484 222 WINTON ROAD N.  
Open 'til 9:00 Tuesday and Friday Nights

The

## New York Picture

By BERNARD RYAN, Jr.

### THE DEAN OF THE T. D.'s

New York, N. Y.—You hear people say that television is the fastest-growing industry in the world. But you don't realize just how true that is until you learn that the senior Technical Director at N.B.C. television in New York was a staff photographer on the Rochester Democrat and Chronicle only six years ago. He's Jack Irving, a smiling, pipe-smoking young man who's responsible for every technical aspect of well over fifty-thousand dollars worth of programs every week.

Jack Irving was born in the heart of Manhattan, but he migrated to Rochester in his youth to become a staff photographer for the old Rochester Journal. His beat was Irondequoit and Greece, and he still knows their streets and people well. Two weeks before the Journal folded, he switched to the Democrat, where he stayed ten years on the city staff, shooting pictures of banquets, auto accidents, contests and murder victims. After a tour in the army during the war, he returned to Rochester and the Democrat, but in March 1945 he decided that maybe there was some future in this thing called television. Interested in the photographic aspects of it, he came to New York and convinced N.B.C. that it would be good to have a photographer on the TV staff. He was the first man they ever hired with a photographic background rather than a radio background.

In those days, N.B.C. had one field camera crew and one studio camera crew. (Today, they have twelve studio and three field.) Jack started off as a cameraman with the field crew, working remote telecasts. He set up a handy working procedure by always taking still photographs of the remote set-up for

his files, so that when they returned to the same scene they could set up the equipment in the same way.

"I was in on more darned firsts," says Jack. "We did the first heavy-weight boxing match ever telecast—a Joe Louis fight. The first telecast from a submarine, the first from an aircraft carrier, the first baseball game, from the Polo Grounds. And the first Army-Navy football game. For that one, we mounted a camera on a 40-inch lens. That's right. The lens was so big we mounted it on top of the press box, and then hooked a camera up to it. It was a Bausch and Lomb f5.6."

While working as a cameraman, Jack also learned to operate the audio and video control units. As N.B.C. concentrated on studio programming, he moved into the studio set-up. He worked camera, audio and video, and soon became a T.D. (The Technical Director is the "switcher," the man who actually pushes the buttons to make the switches from one camera to another during a program.) He's boss of all the technical



workers in the studio, and gives them their orders through a complicated intercom system.

Jack was T.D. on the "Camel News Caravan" for over a year, in its early days on the air. Frequently, John Cameron Swayze would switch during the program to London, Paris or Rome, for word from the N.B.C. correspondents overseas (on audio only, of course). One day at rehearsal, Swayze called

(Continued on Page 22)

# WHAM-TV

## MONDAY

April 2, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on inside back cover of this guide.

- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (CBS)—Daytime Serial Starring Jimmy Lydon, Olive Stacey
- 2:45—The Faye Emerson Show (ABC)—featuring interviews with prominent guests
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.
- 3:30—Bert Parks Show (NBC)—Musical variety featuring Betty Ann Grove and Bobby Sherwood
- 4:00—Kate Smith Hour (NBC)—Song and variety
- 5:00—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Gabby Hayes (NBC)—The Bearded Man of the Range
- 5:30—Howdy-Doody (NBC)—"Buffalo Bob," Howdy-Doody and Clarabell with the youngsters in the peanut gallery
- 6:00—Perry Como (CBS) with the Fontane Sisters
- 6:15—Local and National News with Earl Wood.
- 6:30—Mohawk Showroom (NBC)—Roberta Quinlan Songstress

## Betty Ann tans . . .

After nearly five months of appearing thrice weekly before the television cameras, Betty Ann Grove, lovely singing comedienne on the "Bert Parks Show," finally took time out for a well-earned two-week vacation.

While Betty Ann is sunning herself along the shores of Bermuda, her role is being taken over by another Betty Ann: Betty Ann Nyman.

Miss Nyman has an impressive background in show business. She had the ingenue lead in Broadway's "Annie Get Your Gun," a principal role in "Best Foot Forward" and the role of Corliss Archer in "Kiss and Tell."

- 6:45—Tower Clock Time—Louise Wilson Helps You Shop by TV
- 7:00—Kukla, Fran and Ollie (NBC)—Burr Tillstrom and Fran Alleson take you thru the merry antics of their puppets
- 7:30—Melody Moods.
- 7:45—Camel News Caravan (NBC)—John Cameron Swayze, commentator in Today's News Today
- 8:00—Lux Video Theatre (CBS) Unusual stories of adventure featuring Hollywood and Broadway actors.
- 8:30—Speak Up—Rochester's Local Press Conference of TV
- 9:00—Lights Out (NBC) Dramatic presentations with Frank Gallop as narrator.
- 9:30—Kieran's Kaleidoscope—John Kieran rambles thru the world of Nature
- 9:45—Strange Adventure—Mystery
- 10:00—Studio One (CBS) Widely acclaimed for exciting plays.
- 11:00—Telenews Daily—News In Review
- 11:15—Broadway Open House (NBC). Variety show. Richard Hayes, Estelle Sloane, Dell and Abbott, the Day Dreamers and the Kirby Stone Quintet.

HAV NASH AND ASSOCIATES

Advertising

SUITE 715  
COMMERCE  
BUILDING

BAker 8610-8619

## twinkling ☆

(Continued from Page 7)

chiefly, on a strict diet for the ailing boy. For breakfast he had orange juice; fresh fruit and raw nut butter for lunch; dinner consisted of goat's milk and a raw vegetable salad.

"The hours crept by," recalls Mom O'Flynn. "Jim's condition was so bad that his poor little body was terribly swollen from edema, and every day after the diet treatment started he seemed to get worse and worse. His face was so swollen he could hardly see. I had to hold back tears every time I looked at him."

On the third day Jimmy's frantic parents called Dr. Gian-Cursio and explained how their son was sinking, rather than improving. Dr. Gian-Cursio implored them to wait. Wait. Only three more hours. He was sure some reaction would begin by then.

The minutes ticked into hours. One, and Jim's breathing grew raspy and labored. Two. Sharp, insistent pains wracked his fevered body. Three. The hour of crisis . . .

"We saw a miracle take place before our eyes," said Mr. O'Flynn. "Jim's body began to lose its stored-up fluid. It was like watching a balloon deflate."

"Our prayers had been answered," Lou noted in her diary.

In one week Jimmy lost 12 pounds of fluid. As his weight decreased, his spirits and general physical stamina increased. Color crept back into cheeks that had been too long pale. There was that old sparkle in his eyes. "We had a new boy in the house," remembers Pop O'Flynn.

Much could be said and written of Jimmy O'Flynn's amazing recovery. Actually he was not completely cured. But he was on the road back, and the occasional but expected setbacks which temporarily halted his progress, came as an anti-climax to the long struggle.

There were times when his temper-

ature soared to 106 degrees and he was fed nothing but distilled water for three days. He accepted this privation when his mother, reading from the family Bible, told him that Jesus had fasted once in much the same way. Could he do as well? He could.

Dr. Gian-Cursio kept close watch on his young patient and for good reason.

"Jim's case has made medical history," Dr. Gian-Cursio states. "Jim's was the most hopeless case of nephrosis I had ever seen. The treatment which inspired his recovery has done much to revise medically accepted theories on the cause and treatment of this disease."

"More than that, Jim's recovery stands as a magnificent beacon of hope for those



Top left: Jimmy writes an answer to one of his TV fans. Top right: St. Patrick's Day finds Jimmy recording "Clancy Lowers The Boom." Bottom: Hopalong O'Flynn draws a bead on imaginary rustler.

other unfortunates similarly stricken. Jim's case now offers them this priceless message: No matter how hopelessly ill you may be, there is now hope for recovery."

Dr. Gian-Cursio is a rather colorful character in his own right. His renowned

(Continued on Page 20)

**RED WINGS  
STILL BAT  
.000%  
ON TV**

Is Rochester going to see the Red Wing baseball games on TV this summer?

No one at WHAM-TV or the ball club is willing to be openly specific, and the chances seem very remote. As of right now, Rochester TVViewers will have to journey to Norton Street to see the Red Wings.

Negotiations have been quietly going on among the club, WHAM-TV, and several prospective sponsors. No terms have been reached so far, and agreement is unlikely at this late date.

Baseball from the major leagues is a better prospect and those negotiations look more hopeful. Last year WHAM-TV carried some home games of the Cleveland Indians, plus the All-Star game and the World Series. That lineup appears set for the coming year with a big addition—some home games of the Pittsburgh Pirates, in the National League.

With both Cleveland and Pittsburgh, local TVViewers would be getting the top games of both leagues throughout the season, plus the All-Star game, plus the Series.

Local baseball telecasts, unfortunately, are just about counted out. No plans are being made to photograph the opener. Last year, the first game was held in Baltimore, and Bob Turner of WHAM and WHAM-TV was there to make some movies. This year the opening game is in Rochester, on April 18, and that definitely won't be televised.

The door is still open for some last minute agreements on local baseball, but prospects are dim and growing dimmer as the opening day draws closer.

*That Man Godfrey  
says...*

Here I am back from Florida. Notice the complexion! You think that's sunburn? Frostbite!

To tell you the truth, there's very little difference between New York and Florida. Down there the snow is a little warmer, that's all.



One day last week I saw a flock of geese flying straight south of Pensacola and down below there was a pelican just a-sitting there and a-shaking his head and shivering and saying, "You'll be sorry!"

I always thought that Steve Allen, who replaced me while I was away, was Fred's son, but I found out he isn't—he's Gracie's father.

I was promoted last year—I'm a full Commander now. That's great stuff except for one thing! I spent a good many years in the Navy as an enlisted man and consequently I know what THEY call a commander!

I was flattered indeed to see all of you here tonight. I thought, this is nice on a nasty night like this to see such a crowd; and then I overheard the lady over there, in the first row saying, "Well, Mabel, at least we're in out of the rain!"

## Revue . . .

(Continued from Page 8)

that in its first year it was awarded the Peabody prize (The Oscar of Radio and TV.) When NBC was organizing its Wednesday night rotational schedule, Wynn came back to New York, and has been whirling about with the other three comedians.

"A month for one show is just time enough," says Ed. "It takes time to think up gags, work out inventions (like the corn on the cob eating machine that rings a bell when you get to the end of a row) and plan situations. "Besides," he continued, "we have six dancers and some showgirls and five writers. They need time to earn their money."

Some of those productions are quite beautiful—others turn into miniature chaos. There was one sketch in which Wynn appeared as a portrait artist—Monsieur Chappie. He drew portraits of beautiful girls—on their backs. "That's so you can see what they look like coming and going," explained the "artiste."

Wynn's show, like the others in the Four Star Revue, comes from the huge Center Theatre, in Radio City.

Once in a while Ed's son Keenan, the movie comedian, turns up on the show. Because both father and son are such expert comic scene stealers, the situation is inevitably hilarious.

Wynn's other son so far hasn't appeared on the show. You see, he's too young, only five and one-half years old. He's the son of Wynn's second wife, much younger than himself, whom he married about 5 years ago when he decided to retire.

But with TV around the corner there was no chance for him to retire and pack away those shoes permanently. Now they're back, and so are the olives that Wynn says he keeps putting into the mouths of his audiences.

"That's because my humor is like an olive. You've got to cultivate a taste for it by getting a lot of them," says the master comic Ed Wynn.

# \$1.50 SPECIAL OFFER!

Due to the rapid rise in circulation of the Rochester TV Guide, many of our friends have been unable to obtain their issue every week.

Enjoy every exciting issue—take advantage of this special "get acquainted subscription offer!"

## 13 Weeks . . \$1.50

Or if you're a glutton for TV

|                |        |
|----------------|--------|
| 26 WEEKS ..... | \$3.00 |
| 52 WEEKS ..... | 5.00   |

---

## The Year's Best Buy! Rochester TV Guide

---

- Coming Attractions
- Complete TV Coverage
- Exclusive Picture Features
- Accurate Program Listings
- Backstage Stories of the Stars

## SUBSCRIBE TODAY!



# WHAM-TV

## TUESDAY

April 3, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on inside back cover of this guide.

- 1:55—Billboard
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (CBS) Daytime serial with Jimmy Lydon and Olive Stacey
- 2:45—Film
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.
- 3:30—Break The Bank (NBC)—Berl Parks, emcee, with Janis Gilbert and Jean Darling.
- 4:00—Kate Smith Hour (NBC)—Variety and Music
- 5:00—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Panhandle Pete (NBC) Johnny Coons and Jenifer Holt
- 5:30—Howdy Doody (NBC) with Bob Smith, Clarabel and the kids in the Peanut Gallery.
- 6:00—Sports Scholar
- 6:15—The News of the Day with Earl Wood.
- 6:30—Open House—Ann Rogers and Ross Weller

## Answer Girl . . .

(Continued from Page 3)

ties of chocolate candy, ice cream and cookies. When this mood passes they get back to a normal diet.

As the wife of "Mr. Answer" Ruth has a few confessions to make about her husband's highly popularized ability to put his finger on the unusual out-of-the-way facts and interesting bits of data. He can tell you to the last decimal point the number of molecules there are in a cubic foot of air, but when the little lady asks what happened to the front door key, all she gets is a sheepish grin and a blank expression.

- 7:00—Kula, Fran and Ollie (NBC)—Burr Tillstrom and his Puppet Show
- 7:30—Sidewalk Cafe. Rue de la East Avenue. Rochester version of Paris life. Norma Lee Clark, Norma Ellis and Lee Sherwin
- 7:45—Camel News Caravan (NBC)—John Cameron Swayze
- 8:00—Texaco Star Theatre (NBC)—starring Milton Berle; guests.
- 9:00—Cinderella Weekend. Win a free trip to New York. Ross Weller, quizmaster; Doug Duke, organist; Ralph Collier, announcer
- 9:30—Circle Theatre (NBC) Stories of real people in everyday situations
- 10:00—Original Amateur Hour (NBC) with Ted Mack, emcee. Talented contestants pass before the TV camera
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC)—Nite Club Variety starring Jerry Lester, Dagmar and guests

ROCHESTER

# TV Guide

242 POWERS BUILDING  
Rochester 14, New York

Gentlemen:

I go plain batty when I miss my copy of the Rochester TV Guide. I'm a lazy guy and can't see dashing wildly to newsstands. F'evven's sake mail me a copy each week. I'll keep my head, my know-it-all expression and will be grateful.

13 Weeks, \$1.50       26 Weeks, \$3.00       52 Weeks, \$5.00

MY NAME .....

ADDRESS .....

ZONE .....

## Twinkling ☆ ☆

(Continued from Page 16)

skill as a naturopath and chiropractor have brought many famous men and women to his office for treatment. Comedian Fred Allen, ball player George Toporcer, Jack Trop, producer of the "Hop-along Cassidy" movies, Felice Vladeck, the "Swedish Nightingale," and James Rafferty, chairman of the U.S. Atomic Energy Commission have all journeyed to the Rochester naturopath's doorstep.

"And it's interesting to note" says Dr. Gian-Cursio, "that young Jimmy understood and accepted his problem with a maturity and spirit of co-operation far superior to that of any of my adult patients. He was a little man every foot of the way."

Dr. Gian-Cursio gives much credit to Jim's parents for sticking by their guns and maintaining the rigid diet. Even to this day the parents eat the same meals—raw vegetables and fruits—that their son does. It is only when Jimmy is off to school or in bed that Mr. and Mrs. can sit down to a hearty meal of meat and potatoes.

During Jim's period of recovery he was required to take frequent sun baths in the nude. Because the family home at 3085 Culver Road is flanked by neighbor's houses, this posed somewhat of a problem for the young fellow who had to stretch out on a blanket with nothing more than a warm breeze to conceal his personality. However, time healed his embarrassment. In fact, so much so that more than once Mrs. O'Flynn would streak out of the house to retrieve her son, calmly viewing passing Culver Road traffic from his curbstone vantage point, clad only in the clothes he was born in.

During these months of convalescence Jim's restricted activity was brightened by a constant flow of literature which his parents read to him aloud. While still three years old, he was thrilling to the bold adventures of "Tom Sawyer," a rather advanced taste in reading material for so young a chap. Mom O'Flynn

tried to retard his desire to read adult literature as he grew better. She believed, and wisely so, that he might become bored when he was able to enter school.

Food, even today, is a strange, mystical thing-to-be-hoped-for by young Jimmy. He views the possibility of some-



Chief chef in the O'Flynn kitchen—Jimmy at work on Mom's recipe for chocolate cookies.

day biting into a cooked carrot or a chocolate bar much as you or I anticipate the golden crust of a Thanksgiving turkey. Dieting secretaries may well take heart at the will power of this young man. Never once, in more than a full year, has he enjoyed a cooked meal. Sweets, also, are prohibited. Consequently it is not difficult to understand why, on occasion, he used to ask his father for a dime, and with the coin clenched tightly in his small fist, would escort a playmate to the nearby drug store. There, after purchasing a double-dip ice cream cone, Jimmy would hand it to his playmate and silently, soulfully watch every delicious morsel disappear from sight.

Jim's tender ego flowered on several occasions. He appeared, and won by wide acclaim, the weekly winner title on Ed Meath's "Stars of Tomorrow" pro-

(Continued on Next Page)

# WHAM-TV

# Twinkling . . .

## WEDNESDAY

April 4, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on inside back cover of this guide.

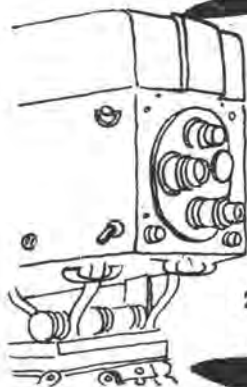
- 8:00—Test Pattern
- 1:55—Billboard
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (CBS)—Jimmy Lydon and Olive Stacey
- 2:45—The Faye Emerson Show (ABC)—interviews with interesting guests
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.
- 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—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Gabby Hayes (NBC)—Cowboy Stories
- 5:30—Howdy Doody (NBC)—with "Buffalo" Bob Smith; Clarabell and others
- 6:00—Hi Neighbor—Betty Borden and Ann Holiday
- 6:15—Top of the News with Earl Wood.

(Continued from preceding page)  
gram broadcast over WHEC. People loved him for his ability to talk—to take a joke and give one. But the real thrill—perhaps more for the parents than for Jim himself—came one balmy afternoon in April of last year.

Mom O'Flynn had her hair up in curlers. Jim was intently sorting out a new batch of Roosevelt dimes. The telephone rang. Mrs. O'Flynn answered it and almost fainted dead away when she heard the voice at the other end.

(To be concluded)

- 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—The Bob Turner Show. Bob interviews outstanding people in the sports world
- 7:45—Camel News Caravan (NBC)
- 8:00—Four Star Revue (NBC) Variety show with top name stars
- 9:00—Kra!t TV Theatre (NBC) The world's most distinguished plays and novels of all times are dramatized.
- 10:00—Blue Ribbon Boxing (CBS) A program of interest to all sports lovers, presenting the best in the boxing world
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC). Variety show. Richard Hayes, Estelle Sloane, Dell and Abbott, the Day Dreamers and the Kirby Stone Quintet.



**STORM** advertising  
Know-How  
produces TV sales...

210 HIRAM-SIBLEY BLDG. • BA 9140

(Continued from Page 14)

Rome to line up John Begon. The voice of an Italian porter came ringing through to the studio, saying "John-a Begon ees-a no here!" Later, when they were on the air, everyone assumed that by now Begon had surely come into the studio in Rome and was ready with his story. So Swayze said, "Come in, John Begon in Rome." Jack Irving punched the overseas audio line, and the same Italian voice repeated to a network of American listeners, "John-a Begon ees-a no here!"

For almost a year, Jack was T.D. for the "Howdy Doodly Show," and his many Rochester friends (among them Charlie Snyder and Bum Holley of the WHAM-TV engineering staff) saw a caricature of him flashed on the screen every afternoon at the end of the program. Then, as television boomed last year, Jack's experience and skill, and his talent for doing his job without errors, took him right to the top of the heap. He became T.D. for the "Colgate Comedy Hour" on Sunday evenings, and for the "Four Star Revue" on Wednesday nights. Thus, such NBC headliners as Fred Allen, Eddie Cantor, Martin and Lewis, Ed Wynn, Jack Carson, Danny Thomas and Jimmy Durante put their entire performances into the hands of Jack Irving.

"It was too much of a load," he says with a smile. "So after a couple of months of killing myself, I slacked off. Now I just do the 'Four-Star Revue' with either Durante, Wynn, Carson, or Thomas, every week. And the 'Bill Stern Show.'"

Jack still gets up to Rochester every now and then to see his old buddies on the paper, and when they're in New York they look him up. Jack now lives at Leonia, New Jersey, home town of his wife, the former Miss Florence James, whom he met while she was a reporter on the Democrat and Chronicle. "And TV keeps me at home," he says. "Like

## BERLE GETS 30 YEARS AT HARD LAUGHTER

Milton Berle, better known as "Mr. Television," has signed a virtual lifetime contract with the National Broadcasting Company.

Under the terms of the contract, which is for 30 years, NBC will have exclusive



use of Berle's talents and services in both radio and television.

Financial details were not disclosed beyond the announcement that the contract will run into seven figures.

Berle thus becomes the latest in a long series of the nation's greatest entertainers whose services and programs are under exclusive contract.

---

everybody else, I love to watch it. The neighbors enjoy coming in, because I can point out the technical side of things. It's a regular busdriver's holiday. When Sid Caesar is on, you couldn't tear me away—and I've had plenty of it." His son Jeffery, age eight, and daughter Judith, four, are real critics of their father's work, too. When Jack gets home after a strenuous hour on the Four-Star Revue, Jeff is likely to say to him, "The audio pickup was poor on that second song, Dad. And a couple of the camera cuts during the dance routine were pretty late."

# WHAM-TV

## THURSDAY

April 5, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on inside back cover of this guide.

- 1:25—Billboard.
- 1:30—Matinee Theatre (NBC) Films designed for a women's audience featuring romances, drama and comedy
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (CBS) Daytime serial with Jimmy Lydon and Olive Stacey
- 2:45—Bride and Groom (CBS) with John Nelson, emcee and Dick Foran, vocalist.
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.
- 3:30—Peter Lind Hayes (NBC)—with Mary Healy, Allen Jones and Irene Harvey.
- 4:00—Kate Smith Hour (NBC)—with Ted Collins and guests
- 5:00—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Panhandle Pete (NBC) Johnny Coons and Jennifer Holt
- 5:30—Howdy Doody (NBC)—Entertainment for the Small Fry
- 6:00—This Week In Sports
- 6:15—Latest National and Local News by Earl Wood.
- 6:30—Open House—Ross Weller and Ann Rogers help you shop.
- 7:00—Kukla, Fran and Ollie (NBC)—Puppet Show
- 7:30—Max Raney and his Hi Boys
- 7:45—Camel News Caravan (NBC)
- 8:00—You Bet Your Life (NBC) Groucho Marx as emcee
- 8:30—Alan Young Show (CBS) featuring Alan who gained fame with his distinctive humor and daffy characterizations
- 9:00—James Melton Show (NBC) Top names from Hollywood and Broadway appear as guests
- 10:00—Martin Kane (NBC) starring William Gargan as the sleuth.

## Tele-talk. . .

(Continued from Page 10)

exact instant the red filter is before the image orthicon camera tube.

The electronic pulses controlling the picture tube electron beam, in the receiver kinescope tube, must be changed from that now employed for black and white reception.

The advantages of the CBS color method are: Relative simplicity and low cost. Excellent color fidelity.

The disadvantages of the CBS color method are: Large mechanically rotating drum or disc influences practical cabinet size. (Methods for eliminating the mechanical filter system with an electronic system are subject to further development.)

CBS color pictures cannot be received as black and white on present receivers without modification.

This series has generalized the basic differences between the 3 color TV systems demonstrated before the F.C.C. last year.

—TV—

Baritone Earl Wrightson, star of the "Paul Whiteman Revue," has been asked to star in his own series of dramatic musical shorts for MGM. If he accepts, it will mean he'll be spending the summer in Hollywood.

10:30—To be Announced

11:00—Telenews Daily

11:15—Broadway Open House (NBC)—starring Jerry Lester, emcee; Dagmar, The Mel-lowlarks, Milton DeLugg Quintet.

TUNE IN  
INS  
"SPORTS  
NEWSREEL"  
Every Thursday  
6 P. M.  
WHAM-TV SID SCHNITMAN  
Manager



**ROCHESTER SILVERTOWN**  
E. MAIN AT UNION  
phone baker 6500

# WHAT'S New on WHEN!

WHEN morning programming takes another forward step with a full-hour telecast of the CBS network "Steve Allen Show," Monday thru Friday from 11:30 to 12:30.

The show features the young comedian who recently made such a hit when he replaced Arthur Godfrey on the "Talent Scouts" program. Allen's show replaces the "Bill Bohem Show" and "Mostly Music." These shows will be rescheduled at another time.

Television cowboy heroes may soon have another top-name Western favorite to contend with. He is Roy Rogers of radio, movie and comedy strip fame. Rogers is reported currently negotiating with Republic Pictures to allow him to make regular TV appearances. The popular Western star is expected to appear in a dramatic series patterned along the lines of his radio show.

Speaking of Western stars, just west of Syracuse there's a youngster who now has a splendid opportunity to "ride the range." Young Bob Thomas of Warners was recently awarded a real-live pony in the "Cisco Kid" contest held on WHEN. The contest called for viewers to send in a name for the pony, and Bob sent in the winning name, "Stepper."

Douglas Fairbanks, Jr. and Jan Peerce will headline the guest list on Ed Sullivan's "Toast of the Town" program on Sunday, April 1 at 8 o'clock.

The Les Paul instrumental trio will be the third starring attraction with the "Toastettes" and Ray Bloch's Orchestra.

## "MOLLY-VIEWS"

Heard on "The Goldbergs" starring Gertrude Berg as "Molly" (Mondays, 9:30 p.m., over WHEN)



When people realize that day-to-day living is knowledge in itself, no day passes without something gained, something learned.

The daily process of living constantly calls into play all our resources, testing our wits, our sensibilities and our patience. Each day gathers into our hearts knowledge and understanding — if we permit our hearts to remain open.

The only beauty in the world is that which comes from within.

*Every Saturday Night on Television...*

**DAW'S GREAT ONE-HOUR SHOW**

**CAVALCADE OF BANDS**

Each week big name orchestras... PLUS top variety acts

**WHAM-TV ... 7:00 to 8:00 P.M.**

# WHAM-TV

# Tee Vee Tee Pee . . .

## FRIDAY

April 6, 1951

To get fuller enjoyment and last-minute information always check "Press Time Flashes" on inside back cover of this guide.

- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (NBC) Daytime serial starring Olive Stacey, Jimmy Lydon
- 2:45—Faye Emerson—Interviews With Interesting People
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.
- 3:30—Bert Parks Show (NBC)—Variety Show With "The Heathertones"
- 4:00—Kate Smith Show (NBC)—with Ted Collins. Friday guests Ethel and Albert
- 5:00—Hawkins Falls, Pop. 6200 (NBC) The day to day story of life in a typical small town in America.
- 5:15—Gabby Hayes (NBC)—The Old South-west
- 5:30—Howdy Doody (NBC)—Children's Fun
- 6:00—Women in the News—What Ladies Are Doing
- 6:15—Up-to-the-Minute News flashes by Earl Wood.
- 6:30—Mohawk Showroom (NBC)—Roberta Quinlan in Song
- 6:45—Perry Como (CBS) assisted by the Fontane Sisters.
- 7:00—Kukla, Fran and Ollie (NBC)
- 7:30—Ask the Kids—Round Table discussion by the small fry. Ralph Collier, moderator
- 7:45—Camel News Caravan (NBC)
- 8:00—Edward's TV Club
- 8:30—We the People (NBC)—Dan Seymour, emcee; Oscar Bradley Orchestra.
- 9:00—Biglow Theatre (CBS)—Drama
- 9:30—Telesports Digest
- 10:00—Cavalcade of Sports (NBC) Jimmy Powers announces the country's best boxing bouts from Madison Square Garden.
- 10:45—Greatest Fights of the Century (NBC)—Dempsey vs Tunney
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC)—with Jerry Lester, Dagmar and all the Bean Bags

(Continued from Page 16)

calls. "He made beefsteak taste like an old barracks bag."

Ray stepped out of the service a Sergeant, a father and a young fellow undecided in his choice of careers. He soon settled on a job as lab technician at St. Mary's Hospital, with a dash of week-end announcing at Station WVET thrown in for good measure.

After a brief hitch at WSAY Ray packed his throat atomizer and moved to WHAM.

Now, five days a week he rattles off printed copy that forms the backbone of every TV station break, spot commercial and studio program.

Ray's had his problems, but the toughest question ever tossed in his direction is the one that comes from his three children. After hearing their father, but never seeing him on the TV screen, they demand to know: "Daddy, why don't we see your picture when we hear you talking?"

"See what I mean," moans Ray.

—TV—

Not too many youngsters know the real story behind "Topper," "Hopalong Cassidy's" faithful steed. "Topper" is an alumnus of a San Francisco riding academy, and 13 years ago Bill Boyd paid \$620 for him. Today, Boyd insists that no amount of money could persuade him to part with his snowwhite friend.

TUNE IN

## HEINRICH'S

### "NEWS PROGRAM"

*Every Wed. and Fri.*

6:15 P. M. WHAM-TV



**HEINRICH'S** *In character*

214 LAKE AVENUE



## TV-QUIZ

by

# ROSS WELLER

Ross Weller, star of "Cinderella Weekend" (WHAM-TV, Tues. 9-9:30)

Today we name the place—you name the person who lives there.

1. What famous American lady makes her home on Bedloe Island?
2. In what city of the U. S. would you address a letter to Albert Einstein?
3. If you had wished to visit Napoleon while he was in exile, to what island would you have gone?
4. Who would you expect to meet if you dropped in at 1600 Pennsylvania Ave., in Washington, D. C.?
5. Whose name was on the door plate at 221 Baker St.?

**GUESS MY PUMPKIN**—It Can Be A Person, Place, or Thing.

This pumpkin's a real little traveler. Some pumpkins are worth a great deal. Other pumpkins are only worth a penny. Pumpkins have many colors. Pumpkins stick to their job until it's done. Some people save pumpkins. Some pumpkins ride in airplanes. Others travel by train.

WHAT IS THIS PUMPKIN?

ANSWERS TO LAST WEEK'S TV QUIZ.

1. Horse Chestnut Tree
2. Apple Tree
3. Umbrella Tree
4. Elm Tree
5. Locust Tree

Pumpkin: PILOT

## Unwashed Dishes . . .

(Continued from Page 5)

object to being televised may soon be taken up in the courts.

TIME magazine, who picked up the TV tab as sponsor, was roundly praised and criticized. Some said the weekly had performed a fine public service. Others blasted TIME for inserting a commercial note in a serious investigation.

Former Mayor of New York, William O'Dwyer, gained the distinction of being the most-televised witness on TV. He was grilled by the committee for more than eight hours.

Colorful sidelights were injected by Senator Charles Tobey of New Hampshire who appeared at one point wearing a green eye visor to protect his eyes from the glaring Klieg lights. Costello, fastidious dresser and alleged accomplice



Camera-conscious Ambassador Wm. O'Dwyer turns his best profile to the audience.

The heat's onl Kingpin gambler Frank Costello sweats out a committee question.



in "Murder, Inc." togged himself out in a new suit every day he appeared.

A number of telegrams were read into the record. One arrived from Popcorn Village in Nashville, Tenn. It read: "Sincere congratulations to the committee for doing a wonderful job. Nashville sales of popcorn are up 112% because the public likes to have lots of hot popcorn on hand while it hisses the villain on TV."

Senator Tobey, with a wry grin, remarked that it would be nice if the committee were sent a sample of the popcorn.

## SUNDAY

- 1:15—Crosley Family Theater  
 3:00—University Showcase  
 3:30—Mrs. Roosevelt meets  
 the Public  
 4:00—Meet the Press  
 4:30—Zoo Parade  
 5:00—Gabby Hayes Show  
 5:30—Watch the World  
 6:00—Hopalong Cassidy  
 7:00—Charade Parade  
 7:30—The Aldrich Family  
 8:00—Colgate Comedy Hour  
 9:00—Philco Television  
 Theater  
 10:00—Garraway at Large  
 10:30—Yesterday's Newsreel  
 10:45—NBC News Review  
 11:00—The Last Mile

## MONDAY

- 12:45—Blue Valley Junction  
 1:00—Edwards' Hollywood  
 Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Gabby Hayes Show  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—Mohawk Showroom  
 7:45—Camel News Caravan  
 8:00—Winchell-Mahoney  
 Show  
 8:30—Voice of Firestone  
 9:00—Lights Out  
 9:30—Robert Montgomery  
 Presents  
 10:30—Who Said That?  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## TUESDAY

- 12:45—Index for Living  
 1:00—Edwards' Hollywood  
 Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Remember This Date

- 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Panhandle Pete and  
 Jennifer  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—John Conte's Show  
 7:45—Camel News Caravan  
 8:00—Texaco Star Theater  
 9:00—Fireside Theater  
 9:30—Armstrong's Circle  
 Theater  
 10:00—Original Amateur Hour  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## WEDNESDAY

- 12:45—Blue Valley Junction  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Gabby Hayes Show  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—Mohawk Showroom  
 7:45—Camel News Caravan  
 8:00—Four Star Revue  
 9:00—Television Theatre  
 10:00—Break the Bank  
 10:30—Flah's Little Theater  
 10:45—Feature Film  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## THURSDAY

- 12:45—Index for Living  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Remember This Date  
 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Panhandle Pete and  
 Jennifer  
 5:30—Howdy Doody  
 6:00—Cactus Jim

- 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—John Conte's Show  
 7:45—Camel News Caravan  
 8:00—Groucho Marx Show  
 8:30—Peter Lind Hayes Show  
 9:00—Ford Star Revue  
 10:00—Martin Kane, Private  
 Eye  
 10:30—Week in Sports  
 10:45—World in Your Home  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## FRIDAY

- 12:45—Blue Valley Junction  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Gabby Hayes Show  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—Mohawk Showroom  
 7:45—Camel News Caravan  
 8:00—The Quiz Kids  
 8:30—We, the People  
 9:00—Henry Morgan  
 9:30—The Big Story  
 10:00—Boxing  
 10:45—Greatest Fights  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## SATURDAY

- 3:30—Comedy Carnival  
 4:30—Kid Gloves  
 5:00—Western Film  
 5:30—The Nature of Things  
 5:45—Bob Considine  
 6:00—McNeill's TV Club  
 7:00—Oregon Winter  
 Reindeer  
 7:15—Sports Scholar  
 7:30—One Man's Family  
 8:00—Jack Carter Show  
 9:00—Your Show of Shows  
 10:30—Your Hit Parade  
 11:00—Wrestling

## DAILY — MONDAY THROUGH FRIDAY

|                        |                           |                            |
|------------------------|---------------------------|----------------------------|
| 10:55—World Headlines  | 12:30—Ozark Mountain Boys | 1:30—Matinee Theatre (T-T) |
| 11:00—What's New?      | 1:00—Day-Time Shopper     | 2:30—First 100 Years       |
| 11:30—Steve Allen Show | 1:30—Gary Moore (M-W-F)   | 2:45—Winner Take All       |

## SUNDAY

11:30—Versatile Varieties  
 12:00—Ranger Joe  
 12:15—Chester the Pup  
 12:30—Film Featurette  
 12:45—Inside City Hall  
 1:00—Youth on the March  
 1:30—Family Hour (ABC)  
 2:30—Showtime, U. S. A.  
 3:00—Beulah  
 3:30—Star Time  
 4:30—Your Pet Parade (ABC)  
 5:00—Super Circus  
 6:00—Billy Rose Show  
 6:30—Mr. I. Magination  
 7:00—Paul Whiteman Revue  
 7:30—This Is Show Business  
 8:00—Toast of the Town  
 9:00—Fred Waring Show  
 10:00—Celebrity Time  
 10:30—What's My Line?  
 11:00—Telenews Weekly  
 11:20—Rossi Reports  
 11:30—WHEN Previews

## MONDAY

3:30—Fashion Magic  
 4:00—Homemakers Exchange  
 4:30—Vanity Fair  
 5:00—Lucky Pup  
 5:15—Bob Ehle's Bunk House  
 6:00—Telenews Daily  
 6:20—Sportscope  
 6:30—T Corbett, Space Cadet  
 6:45—To Be Announced  
 7:00—Captain Video  
 7:30—Music for You  
 7:45—Perry Como Show  
 8:00—Lux Video Theater  
 8:30—Godfrey's Talent Scouts  
 9:00—Horace Heidt Show  
 9:30—The Goldbergs  
 10:00—Studio One  
 11:00—At Home Show  
 11:15—Faye Emerson Show  
 11:30—Mystery Theater  
 12:00—Telenews Daily

## TUESDAY

3:15—Bride & Groom  
 3:30—Betty Crocker Show  
 4:00—Homemakers Exchange

4:30—Vanity Fair  
 5:00—Lucky Pup  
 5:15—Bob Ehle's Bunk House  
 6:00—Telenews Daily  
 6:20—Sportscope  
 6:30—Famous Jury Trials  
 7:00—Captain Video  
 7:30—Madison Garden Sports  
 7:45—Stark Club  
 8:00—Family Playhouse  
 9:00—Vaughn Monroe Show  
 9:30—Suspense  
 10:00—Danger  
 10:30—Burns & Allen  
 11:00—The Show Goes On  
 11:30—Mystery Theater  
 12:00—Telenews Daily

## WEDNESDAY

3:30—V-I-D-E-O  
 4:00—Homemakers Exchange  
 4:30—Vanity Fair  
 5:00—Lucky Pup  
 5:15—Bob Ehle's Bunk House  
 6:00—Telenews Daily  
 6:20—Sportscope  
 6:30—Life Begins at 80  
 7:00—Captain Video  
 7:30—Furniture Trends  
 7:40—Motor Mart  
 7:45—Perry Como Show  
 8:00—Godfrey & His Friends  
 9:00—Somerset Maugham Theater  
 9:30—The Web  
 10:00—Boxing  
 10:45—Powerhouse of Sports  
 11:00—Holiday Hotel  
 11:30—Mystery Theater  
 12:00—Telenews Daily

## THURSDAY

10:45—Susan Adams  
 3:15—Bride & Groom  
 3:30—Betty Crocker Show  
 4:00—Homemakers Exchange  
 4:30—Vanity Fair  
 5:00—Lucky Pup  
 5:15—Bob Ehle's Bunk House  
 6:00—Telenews Daily  
 6:20—Sportscope  
 6:30—Can You Top This  
 7:00—Captain Video

7:30—The Lone Ranger  
 8:00—Stop the Music  
 9:00—Alan Young Show  
 9:30—Big Town  
 10:00—Truth or Consequences  
 10:30—Faye Emerson Show  
 10:45—Golden Gloves Boxing

## FRIDAY

3:30—Fashion Magic  
 4:00—Homemakers Exchange  
 4:30—Vanity Fair  
 5:00—Lucky Pup  
 5:15—Bob Ehle's Bunk House  
 6:00—Telenews Daily  
 6:20—Sportscope  
 6:30—T Corbett, Space Cadet  
 6:45—To Be Announced  
 7:00—Captain Video  
 7:30—TV Shopper  
 7:45—Perry Como Show  
 8:00—Mama  
 8:30—Man Against Crime  
 9:00—Charlie Wild, Pvt. Detec.  
 9:30—Live Like A Millionaire  
 10:00—Star Of Family (CBS)  
 10:30—Beat the Clock  
 11:00—Blind Date (ABC)  
 11:30—Wrestling (Dumont)  
 12:30—Telenews Daily

## SATURDAY

10:30—Scouting in Action  
 10:45—Acrobat Ranch  
 11:00—Theatre of Romance  
 11:30—Dick Tracy  
 12:00—Two Girls Named Smith  
 12:30—I Cover Times Square  
 1:00—The Big Top  
 2:00—Film Featurettes  
 3:00—Wrestling  
 4:00—Roller Derby  
 5:00—Mystery Matinee  
 6:00—Sam Levenson Show  
 6:30—Cisco Kid  
 7:00—Stu Erwin Show  
 7:30—Industry on Parade  
 7:45—Faye Emerson Show  
 8:00—Ken Murray Show  
 9:00—Frank Sinatra Show  
 10:00—Sing It Again  
 11:00—Pulitzer Prize Plays

## *Shaye's Smile*



Shaye Cogan's sunny smile has won for her a crack at Hollywood stardom. Sadly, CBS-TV bids adieu to the former blond vocalist on the "Vaughn Monroe Show."

## SUNDAY

- 10:45—Mass  
 11:30—Frank Sinatra  
 12:00—News Bulletins  
 12:15—Magic Clown  
 12:30—Mr. I. Magination  
 1:00—Gabby Hayes Show  
 1:30—Super Circus  
 2:00—Victor Borge Show  
 2:30—Sunday Theater  
 3:00—Hopalong Cassidy  
 4:00—Meet the Press  
 4:30—Buffalo Amateur Show  
 5:00—Super Circus  
 5:30—Sunday Afternoon Party  
 6:00—One Man's Family  
 6:30—Let's Play Charades  
 7:00—Paul Whiteman Revue  
 7:30—Jack Benny Show  
 8:00—Comedy Hour  
 9:00—Television Playhouse  
 10:00—Celebrity Time  
 10:30—Alan Young Show  
 11:00—Late News and Sports  
 11:15—Showtime U. S. A.

## MONDAY

- 12:15—First Hundred Years  
 12:30—Shoppers' Guide  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:15—Faye Emerson Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Children's Theater  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Vienna Philharmonic  
 7:45—News Caravan  
 8:00—You Bet Your Life  
 8:30—Howard Barlow  
 9:00—Lights Out  
 9:30—Yesterday's Newsreel  
 10:00—Studio One  
 11:00—Late News, Sports  
 11:15—Airflyte Theatre

## TUESDAY

- 12:15—First Hundred Years  
 12:30—Shoppers' Guide  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:15—Women in the News  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Garroway at Large

- 4:00—Kate Smith Show  
 5:00—John Conte's  
 5:15—Children's Theatre  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—The Clue  
 7:45—News Caravan  
 8:00—Star Theater  
 9:00—Fireside Theatre  
 9:30—Circle Theatre  
 10:00—Original Amateur Hour  
 11:00—Barn Dance  
 11:30—Late News and Sports  
 11:45—American Forum

## WEDNESDAY

- 12:15—First Hundred Years  
 12:30—Shoppers' Guide  
 1:00—Matinee Playhouse  
 1:45—Johnny from JN's  
 2:00—Garry Moore Show  
 2:15—Faye Emerson Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Ranger Joe  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sport Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Kieran's Kaleidoscope  
 7:45—News Caravan  
 8:00—Toast of the Town  
 9:00—Television Theater  
 10:00—International Boxing  
 11:00—Late News and Sports  
 11:30—The Web

## THURSDAY

- 12:15—First Hundred Years  
 12:30—Industry on Parade  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:15—TV Travelogue  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Treasury Men  
 4:00—Kate Smith Show  
 5:00—John Conte's Show  
 5:15—Teen-Age Charades  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Outdoor Camera

- 7:45—News Caravan  
 8:00—Pulitzer Playhouse  
 9:00—Star Revue  
 10:00—Martin Kane  
 10:30—Telesports Digest  
 11:00—Late News and Sports  
 11:30—Somerset Maugham

## FRIDAY

- 11:30—You and Your Family  
 12:00—News Bulletins  
 12:15—First Hundred Years  
 12:30—Shopper's Guide  
 1:00—Matinee Playhouse  
 1:45—Johnny from JN's  
 2:00—Garry Moore Show  
 2:15—Faye Emerson Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Children's Theater  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sport Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Top Views in Sports  
 7:45—News Caravan  
 8:00—Mama  
 8:30—We, the People  
 9:00—Wrestling Preliminaries  
 10:00—Cavalcade of Sports  
 11:00—Greatest Fights  
 11:15—Late News and Sports  
 11:30—Can You Top This?

## SATURDAY

- 11:30—Pet Parade  
 12:00—Girls Named Smith  
 12:30—I Cover Times Square  
 1:00—The Big Top  
 2:00—To be Announced  
 2:15—Science in Action  
 2:30—Beat the Clock  
 3:00—Armed Forces Hour  
 3:30—Film Featurette  
 4:00—Star of the Family  
 4:30—Frank Sinatra  
 5:00—The Cisco Kid  
 5:30—Science Museum  
 5:45—Stranger Than Fiction  
 6:00—Sports Spotlight  
 6:15—News, Ed Dinsmore  
 6:30—Western Theater  
 7:30—U. B. Round Table  
 8:00—Jack Carter Show  
 9:00—Your Show of Shows  
 10:00—Telenews Weekly  
 10:15—Sportscholar  
 10:30—Late News  
 10:45—Saturday Playhouse

## Press Time Flashes

### SATURDAY, MARCH 31

- 2:00—Forum; Discussion of "The Sales Tax," by James B. Carey, Sect.-Treas. CIO; and Phillip Cortney, president of COTY, cosmetic manufacturers
- 2:30—Mrs. Roosevelt; "The Three Secretaries," Guest speakers, Francis Matthews, Secy. of Navy; Thomas K. Finletter, Secy. of Air Force and Frank Pace, Secy. of the Army
- 12:05—Boxing; Ten round middleweight bout between Chuck Hunter and Roy Barnes from Olympia Stadium in Detroit.

### SUNDAY, APRIL 1

- 11:30—Sinatra Show; Beautiful Denise Darcel and veteran actor of the stage, Basil Rathbone are guests
- 12:30—Blind Date; "The Skater's Waltz," will be the official theme music when a trio of skaters from the "N. Y. Chiefs" and three experts from the "Jersey Jolters" expel their technique on a trio of Manhattan's loveliest models
- 1:00—Talent Scouts; Soprano Ruth Fleming; baritone Gene Martin; Court and Saunders, husband-and-wife vocal and the Masters Trio, accordionists compete for top honors
- 4:00—Meet the Press; Sen. Estes Kefauver, (D., Tenn.) chairman of Senate Crime Investigating Committee is guest.
- 4:30—Zoo Parade; April Fools' Day in the animal kingdom. Many of the common fallacies and trueisms regarding the habits of animals will be demonstrated on the inhabitants of the zoo.
- 6:25—Philharmonic; "Tales from the Vienna Woods" and "Pizzicata Polka," by Johann Strauss
- 7:00—Revue; Mimi Benzell, guest vocalist, joins "Pops" White man in a program in the mood of spring.
- 7:30—Benny Show; Lovely Claudette Colbert in her TV debut; Robert Montgomery and Basil Rathbone are guests
- 8:00—Comedy Hour; Eddie Fisher, Michelle Auclair, Evelyn Gould, William Warfield, Tony and Eddie, Joel Gray are guests.

9:00—TV Playhouse; "Parnassus on Wheels," by Christopher Morley. The story deals with a matronly woman who purchases a bookstore on wheels in an attempt to get away from her hum-drum existence.

10:00—Celebrity Time; Martha Wright takes over for Kyle MacDonnell (who is to become a mother). Guest panelists are Nancy Donovan and Phil Silvers.

10:30—Who Said That; Kitty Carlisle, Oscar Levant and Sen. Everett M. Dirksen, (R., Ill.) are guest panelists

11:00—Hands of Mystery; "Death and Taxes," starring William Lee and Henry Sharp. Lee portrays a private investigator with Sharp playing a has-been actor who is suddenly catapulted to fame with roles in films, television and the stage. When Sharp decides to attempt a tax-dodge on the \$50,000 he has earned, it leads to murder.

11:30—Maugham Theatre; "The Luncheon," stars Robert Cummings. A tale of subtle intrigue in an exotic setting.

### WEDNESDAY, APRIL 4

9:00—Kraft TV Theatre; Drama, "Yours Truly" by Adelaide Matthews.

### THURSDAY, APRIL 5

8:30—Alan Young; Screen favorite Diana Lynn plays the girl next door as Alan portrays an eight-year-old boy whose jealousy of his baby brother leads him into a peck of trouble. Ilene Woods, vocalist; James Gleason, character actor and the Mahoney Dancers complete the guest list.

9:00—Ford Hour; James Melton, popular emcee and singing star of the Metropolitan Opera is host in this new weekly program. Edgar Bergen and Charlie McCarthy will make their first "live" TV appearance.

### FRIDAY, APRIL 6

9:00—Bigelow Theatre; "Lady With Ideas," starring Gig Young and Pamela Britton.

**DON'T MISS THE FUN!**

**SUNDAY**

**APRIL FIRST**



**EDDIE  
CANTOR**

*on the*

**COLGATE COMEDY HOUR**

**8:00 P. M.**



And see your grocer or druggist for the Colgate Tele-Values . . . Palmolive, Ajax Cleaner, Halo Shampoo, and Colgate Dental Cream.

**WHAM-TV**

**CHANNEL 6**