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Official
TV PROGRAM and NEWS MAGAZINE

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TVue WEEKLY

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Entertainment Personalities

ANN HEERKENS, TV MODEL — Page 5

JAN. 19-25, 1952



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ROCHESTER'S TV AND APPLIANCE CENTER

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The Long Night

The day following the 13th of January was one when men, women and children, who seldom show the same reverence toward their families, took time out from busy lives to pay their respects to a gigantic personality—for the last time.

Jimmy O'Flynn was the personification of expressive talent. His impact, whether on stage, radio or television, was constantly of the highest tradition. One of his favorite songs, "Make Someone Happy Today," written expressly for him by a local citizen, was his credo. In turn, he gave his all to charity for medical campaigns and benefits of every conceivable kind. But, ironically, they could never find a cure for his own fatal ailment.

He was indeed a star. He could ad-lib on par with the finest. He sang and sold a song like Harry Richman, delivered gags with the surety of a Milton Berle and absorbed the lessons of the business with the maturity of an eager twenty-year-old. He always held up his end of the show, no matter what preceded him, and more important, gave his all, his ever changing health notwithstanding.

It's peculiar writing about Jimmy O'Flynn in the past tense. He always looked forward to full days ahead. Jim was seven—yet in those few years he lived the full lives of two youngsters.

He will be remembered by thousands, and Radio City's million dollar studios will be astonishingly empty without his talents and personality—the likes of which Rochester will not see again for a lifetime.

R. C.

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Rochester's Official TV Program
and News Magazine

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JANUARY 19-25, 1952

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Excerpts . . .

" . . . the article "Your TVviewer" has prompted me to write . . . let me begin by saying I believe WHAM-TV has done an excellent job in presenting a balanced program schedule to Rochester area viewers . . . The locally originated "Court of Public Opinion" is a fine program . . . I thoroughly enjoy discussion programs carried on the network . . . "Meet the Press", "American Forum of the Air" . . . The series of programs carried on the question of a sales tax to finance wage increases for county employees was an important example of the social functions that TV may serve . . . As one viewer, I would appreciate more programs of this type . . . Red Wing games televised from the stadium and Rochester Royal games from the court were thoroughly enjoyed—as well as the special features of the World Series . . . The comedy-variety shows—Texaco Star Theatre, Four Star Revue, Show of Shows—bring a great array of talent and entertainment . . . There is one negative comment I would like to make: television would be losing nothing if wrestling matches, so called, were dropped from the schedule. It seems to me that the time would be more usefully employed by a discussion program or a true athletic event—or, for that matter—by almost anything else . . . It may be that viewers in this area enjoy wrestling on TV—if so, I only would that it were not so."

Jack Siebert
Rochester, N. Y.

COVER *gal*



Ann "Clee" Heerkens

She's Lovely, She's Busy, She's a Top TV Model

The lovely Ann Heerkens—better known as "Clee"—knew at an early age she could never be satisfied with mere mediocrity. She was born with a zest for living!

As a youngster she had an eye on the future, and began to plan an extended trip to see all the places she had dreamed about. Although only 16, she realized that even the best of dreams didn't come true without careful planning and hard work. So—she began a surprising variety of occupations to save enough money for financing the journeys.

Ann's dreams were first realized when she made the initial jaunt to the West Indies. There she completed her education which was just as important to her

as fulfilling the dreams of travel. Being a sun-loving gal, she went on to South America, Peru, Havana, Haiti and Jamaica.

During this time many fascinating hobbies were developed—one of which was deep sea fishing. She soon became expert enough to land a whopper fish with a minimum of difficulty—and won the respect of more seasoned fishermen. Surf riding — another favorite pastime — was abetted by expert instruction from the island natives who knew the sea so well.

Just one among many other accomplishments, Ann learned to play the popular island sport, Jailai. It was only natural that "Clee" should become an expert swimmer, competent equestrienne and an able flyer. According to "Clee" she loves flying because it gives a feeling of complete freedom to be up in the clouds. Then, too, it's one way to be nearer the sun which she loves.

Even the best of travelers like to return to the "home town" and the nostalgic memories of the familiar. "Clee" made the return trip by boat. It should have been a trip of complete relaxation. But not for Miss Heerkens! Her thoughts and experiences about the people she had met during the sojourn inspired a book. She began to write aboard ship—and continued writing six months after she returned home. Ann feels that she has preserved the most wonderful moments and memories of the past experiences—experiences that can be relived with just the flip of a page.

But—new experiences do not cease at the end of a book—at least not for Ann.

(Continued on Page 6)

Ann Heerkens . . .

(Continued from Page 5)

A modeling career seemed right as the next step. This lithsome lass, with the help of Lois Gliewe, head of a Rochester modeling school and agency, graduated with top honors. Indeed, the day Ann finished the course was the beginning of a whirl of modeling assignments.

The goal of every model, after experience in fashion and photography, is to appear on TV. But—TV is one of the



WOW! This is "Clee" before she had ever dreamed of a modeling career! A natural wealth of material to work with.

most difficult types of modeling. It requires a perfect technique, plus facial and figure perfection. Leave it to "Clee"! Almost immediately she debuted as a model on the B. Forman show "The Show Goer." This program, TVued on Monday nights at 9:45, is produced by the Storm Agency.

"Clee" is a determined young lady—as

you may have guessed. She firmly believes—and proves—that there is nothing out of reach if one puts forth the necessary effort. With her many talents, natural attributes and colorful background, this lovely being will know the full measure of success in any venture she undertakes. Quite a gal!



Putting a thoroughbred through the paces, Ann tackles any hurdle in life competently — and capably.

*Lois
Gliewe*

**MODELING
AGENCY**

83 Clinton Ave. N.
BAker 6141

Don't Miss It!

"Woman's Digest"



Mon. thru Fri.

4-4:30 P. M.

**PAULINE
GAFFNEY**

PAULINE GAFFNEY'S "Woman's Digest" program offers the ladies just the kind of radio fare they most enjoy. She talks authoritatively about fashions, books, plays and all phases of homemaking and intersperses her comments with popular Bing Crosby recordings. Winner of the national "Wendy Warren Women's Commentator Contest", Pauline Gaffney is rapidly becoming a top favorite among her Rochester listeners.



W H E C

The Station That Listeners Built!



GUEST DISC JOCKEY . . .
JOE DEANE, WHEC

Inasmuch as this is to be the first in a series of columns to be devoted to the various wares of the music industry, it's probably appropriate in the beginning of this new year that we look backwards a few months and reappraise the merchandise received in the year gone by.

As I stated in my year end musical roundup via my afternoon disc show (WHEC-daily), 1951 will probably be long remembered as the greatest year ever for new voices on wax. The combined efforts of tin pan alley and the record companies gave to the American public the greatest array of new stars it has ever seen in any one year. All of these new stars became big time via one tremendous record which established their popularity in the hearts of many and made them top box office attractions at theaters and night clubs all over the nation. At this point, you're probably saying, "All right, Deane . . . let's scratch the old bean and see what is to be seen."

A certain young and handsome lad named **Guy Mitchell** attracted national attention via his talented heart. This heart not only beat for Guy and pumped blood through his muscular frame, but also had the additional qualification of being able to cry. It was this oddity of the human anatomy that made Guy Mitchell the star he is today, and he owes thanks to a lilting melody called "**My Heart Cries For You**." (Columbia).

It would seem on the surface that tears played an important part in America's musical taste in the year 1951 for it was due once again to the art of crying that another young discovery found fame and fortune. The person to whom I refer is



none other than the current singing sensation **Johnny Ray** who, via a record called "**Cry**", skyrocketed to the top of the heap of currently great performers. Johnny has probably one of the most controversial voices ever to be recorded: either you think he's the greatest thing since 7 UP, or he makes you somewhat ill. I haven't made up my mind as yet. One thing is certain however, we have not heard the last from the young man with the amazing ability to cry while he sings.

Gimmick records more than accounted for a fair share of the big records of '51. Most outstanding in this category was the **Les Paul-Mary Ford** entry in which they parlayed an old timer known as "**How High The Moon**" (Capitol) into a new smasher, this being accomplished by dubbing the playing of one guitar over and over again till it sounded like an army of guitars and doing the same trick with the delightful voice of Mary Ford. The net result, a hit disc. Also in the gimmick department a lil lassie known to her many fans as "**The Rage, Miss Patti Page**," hit all time heights for record sales with her version of an old hillbilly tune "**Tennessee Waltz**" (Mercury). Patti should perhaps be given credit for originating this idea of singing with yourself and creating a pint sized glee club.

From the Rochester scene we can well be proud of a former Rochesterian, **Sylvia Dee** who composed the outstanding bal-

lad of the year, "Too Young" successfully cut by Nat King Cole (Capitol).

Then of course there were the folksy entries like "Sparrow In The Treetop" and "On Top of Old Smoky" to name a couple and rounded out with a few hill-billy tunes that became big as popular songs such as "Tennessee Waltz" and "Cold Cold Heart."

The Tony Bennett's and the Rosemary Clooney's came to the public's attention in the year passed with such big entries as "Because of You" and "Come On A My House" respectively, and of course, there are many, many more that we couldn't possibly hope to cover in this one column. But in our own little way I hope we've succeeded in painting the musical picture for the year 1951.

Join the March of Dimes

Now
Starring
at the
TRITON

TIMMY ROGERS

with
LEN HAWLEY
and His Orchestra

COMPLETE MEALS

from

NO
COVER
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Triton

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NOW SHOWING

Direct from N.Y.C.'s Cocktail Lounges

HERMAN CHITTISON TRIO

featuring

IREN WILLIAMS

Featured Six Nights a Week

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QUONSET INN**

ROCHESTER-FAIRPORT RD.

- Chicken in the Basket \$1.75
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We Cater to Banquets and Parties



IREN WILLIAMS

featured with

HERMAN CHITTISON TRIO

Columbia Recording Artists

HE BEATS A DRUM...



And the Joint Starts Jumpin'

You're born a musician or you're not. Training develops technique, but the love of music is inherent within the heart that beats. That's the way it is with Tommy Thomas. He beats a drum—has professionally since 1924—and listeners enjoy it as much as he does.

Back in the roaring 20's era Tommy crashed a dance where Sax Smith's orchestra played. Tommy asked if he could "sit in with the boys." He could—and was hired immediately. That was the beginning.

Tommy, Sax and Bob Hemings (also a Smith band member) were a musical trio that officiated at the birth of radio. They made music over crystal sets and head phones—and had plenty of laughs

(Continued from Page 25)

THIS WEEK'S TV TIP

By

RADIO TECHNICIANS GUILD

OF ROCHESTER, N. Y., Inc.



DON'T assume that your television receiver can operate without needing repair. The average television receiver has from eighteen to twenty three tubes and approximately eight hundred small parts, all of which must do their required function in producing good picture and sound. When the television set is in operation it has about as many tubes and component parts at work, as there would be in six small radios. However the nature of television operation is such that the tubes and parts are subject to much more critical conditions, than the equivalent parts receive in a radio. Due to the fact that we are dealing in something that is seen as well as heard any defect in any of these components will be much more readily observed.

Occasionally we hear Mr. Television Owner say "My set has run for a whole year without any service." This is quite possible; but very often sets of this type do go bad, every thing goes at once and the cost of repair must necessarily be high.

The average television receiver will cost its owner approximately one dollar per week to maintain it. This amount may sound, at first, as the price of an expensive luxury, but on closer analysis it will prove to be probably rather inexpensive entertainment for an entire family. A family of four, who receive the major part of their entertainment from a television receiver, may pay out as much as \$50.00 a year for service, and still it only amounts to about twenty-five cents each per week for the entertainment. This amount is less than many families spend on comic books, etc., and without a doubt much finer entertainment.

TELEVISION SERVICE DIRECTORY

For The Finest TV Service Possible, Call One of The Reliable Concerns Listed Below.

LOCUST 8483 GLOBE RADIO & TV SERVICE CO.

Servicing Television - Radios
• PHONOGRAPHS •

Quick Efficient Service
ALL WORK GUARANTEED

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For Prompt, Courteous Service
and Quality Workmanship . . .

CALL:

ABMAR TELESERVICE CORP.

BAKER 9652

Television Service Specialists

942 HUDSON AVE. Rochester, N. Y.

"THE FINEST IN TELEVISION SERVICE"

Nu-Tone Radio & Television Service

Sales & Service - Admiral Dealer

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CITY ELECTRONICS SERVICE RADIO & TELEVISION SERVICE

Member of the Radio Tech's. Guild
1304 DEWEY AVE. GLenwood 7143

FOR TV and RADIO SERVICE

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561 So. Clinton cor. Alexander
Open Evenings Call MON. 9375

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Member of the Radio Tech's. Guild
98 SCIO STREET BAKER 5383

Authorized Television & Radio Service

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SALES & SERVICE - Factory Trained

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PROMPT RELIABLE SERVICE

954 PORTLAND AVE. HAMILton 0742

"AMERICAN BARN DANCE"

Every Wednesday at 8:45 on WHAM-TV

BUY NOW

FOR THAT NEW NASH
SEE JIM VOLPE . . .

CUMBERLAND NASH, INC.

209 Clinton Ave. N. HAMILton 4408

Rochester 5, N. Y.





New to Rochester, but an "old-timer" in radio and TV—Larry Mann is at home wherever there's a mike or camera

New Voice In Radio and TV

WHAM'S...

Larry Mann

This is the "Mann About Midnight"—or, Larry Mann, a recent addition to WHAM. The smooth, easy-going voice you hear nightly (except Sunday) on the Midnight Merry-go-round radio program from 11:20 to 1 A.M. belongs to this former Toronto CHUM network personality. Easy-going as his voice and style may sound on that late evening program, just catch his crisp, rapid-fire news and sports report nightly at 11:10 if you want a surprise contrast! Yes, and listen to Larry on the TV shows of Boston Blackie, Cosmopolitan Theatre and Focus on Photography. He delivers a commercial that is a treat to hear.

Prior to joining the WHAM station, Larry had a busy schedule in Toronto. He was cut-in announcer on the shows of Amos and Andy, Suspense, Ozzie and Harriet and Bob Hope. Because of commercial copy and price changes necessary to meet Canadian broadcast regulations, no American announcer is ever heard. So it was Larry who became as familiar as the stars on those shows broadcast to the vast listening audience of our Northern Neighbor.

But, actually, Mann is a man of many

voices. When he had his own early A.M. and late P.M. disc jockey shows—Larry's Coffee Shop—the numerous celebrities and customers who chatted away belonged to the one and capable Larry. Be it a dainty falsetto or a thundering bass, he talks a fast, smart patter in any voice.

While monitoring news for the NBC United States stations, Larry won the 1949 United States News Variety award for his coverage on the Nuromic ship disaster. That Variety award is eagerly sought by all newscasters—and was well deserved by Larry for his outstanding delivery on that dramatic story.

Born in Canada, schooled in England, now happily entrenched in a new home with his wife, there is only one thing missing in the Rochester life of Larry. His hockey games. As an avid fan of this sport he finds pursuit of same limited. In fact, non-existent. But, there are compensations. Now his best-loved hobby—the camera—gets full benefit of any free time. And—girls—he says he is always available for sorority parties, free of charge. (Note: his wife knows of this announcement.)

Parade and Dance in the MARCH of DIMES

Join the January 18th Noon MARCH OF DIMES PARADE! Dance in the evening to the music of two ten-piece bands! Be delightfully entertained by a star selection of local talent! Select a lovely winner for the "Monroe County March of Dimes Queen for 1952!"

What is this all about? It's the big parade and free admission dance for the March of Dimes drive in Rochester.

Mayor Dicker will lead the Army, Coast Guards, Marine Corps, Red Cross Mobile Unit and Eastern Ambulance Service in the noon parade. Watch for the portable Iron Lung that has saved the lives of so many Infantile Paralysis victims.

The parade begins at Alexander and East Avenue; goes down Main; turns at Fitzhugh; moves up to Broad.

In the evening at the Hotel Seneca's spacious Ballroom there's a full program of dancing from 9 P.M. until 1 A.M.—

Lot's of fun with Francine and Frankie Thompson's novelty act.



Joan Grabowski, Margaret Jerzak, Jean Schoenig, Joan Byrne, Shirley Bell—a lovely chorus of charm and rhythm.

music donated by the American Federation of Musicians, Local 66. A sparkling floor show will be presented by Val Mate's talented dance cast. One of the lovely entries from the Rochester Institute of Technology, University of Rochester, Rochester Business Institute or Nazareth College, will be selected as the March of Dimes Queen.

Be an active part of this exciting, entertaining and important program arranged by Mr. John Hill, manager of WSAY, chairman of the March of Dimes Dance.

Hey! There's a big time Ho-Down with Nancy Rinaldo and Gary Koepfel



YOUR TVIEWER

By SARAH PRESCOTT



Viewers in one-channel Rochester hold their breath when word comes down that a change in the WHAM-TV schedule is forthcoming. The most recent change has considerably altered our early evening lineup, and has crowded the Bob and Ray show right off the local map.

The locally produced programs originally shown at 7:30 Monday through Friday have been moved up to 7:15. This leaves the 7:30-7:45 interval free for "Those Two" on Monday, Wednesday, and Friday, and the Dinah Shore program on Tuesday and Thursday.

"Those Two" has neither the humor nor the originality of the Bob and Ray Show. It stars Vivian Blaine of "Guys and Dolls" fame, and Pinky Lee, who resembles a half-baked Jerry Lewis. The first performance here was on January 7th—and was a dreary business, indeed. The plot, if so it can be called, revolved around the heroine's attack of hiccoughs and the hero's efforts to stop them, in which attempt every old gag you've ever heard of was employed—including setting off a firecracker in the wastebasket. In the end—surprise, surprise—Miss Blaine was cured of her malady and Mr. Lee was hiccoughing.

During the proceedings, Mr. Lee sang, danced and pretended, unconvincingly, to accompany himself on the piano, Miss Blaine, who can sing and act, was called upon to do neither. The whole thing was most unremarkable. This program is inevitably going to displease those viewers who liked Bob and Ray and resent their replacement by such a pointless and banal

routine, as is now seen.

To pass from the ridiculous to the sublime, Tuesday and Thursday evenings bring us Dinah Shore. If the first Rochester performance of her sparkling 7:30 show is any indication of what is to follow, this program will go a long way toward making up for "Those Two," and a lot of other sub-standard stuff as well. Miss Shore is a smart girl who knows what she does best, and does it—she sings. What's more, she sings with a minimum of the contortions most television singers feel they must go through. She sang five songs on the first show, and that's a lot of songs for a fifteen-minute commercial program.

Miss Shore is, of course, a veteran entertainer, and her performance is as always poised and professional. Her writers, however, apparently realize that a poorly conceived show can diminish the most radiant personality, and they have carefully avoided some common errors that have detracted from many a previous television effort. The stage sets used for this performance were handsome and appropriate; the action was interesting and original; and the commercials were cleverly handled and pleasingly short.

* * *

Fans of Bob and Ray were sure that any change which took them off would be a bad one. Detractors of the two men with the many voices were equally certain that we would be better off with almost anything else. It looks as if both groups were half right. Net result: a gain on Tuesdays and Thursdays; on Mondays, Wednesdays, and Fridays—we was robbed!

Make a Note of This!

"LIBERTY JAMBOREE"

Tops in Western and Folk Music

Big Name Guest Stars

8:00 - 8:30 every morning

Sponsored By

SIMMONS MOTOR CORP.

336 East Ave.

Rochester's Oldest De Soto and Plymouth Dealer



WRNY *Dial*
680

WRNY-FM 97.9 MC

Liberty Broadcasting System



Ed Bryce (Capt. Strong, left), Al Markim (Cadet Astro, the Venusian, right) and Frankie Thomas (Cadet Corbett) are television's men of the future.

Tom Corbett Brings New Worlds of Thrills - - and Lingo - - To His Eager Viewers

Is it a bird? Is it a plane? Not by a meteor it isn't! That's "Tom Corbett, Space Cadet" filling your TV screen with new science fiction thrills, entertainment and a completely different set of terms for verbal expression. The young audience viewers are agog with this Kellogg Company sponsored show.

"Tom Corbett, Space Cadet" is setting a fast-action pace for the sandpile set. In fact, "Space Cadet" threatens to replace the former gun and holster by which the young fry thrived. And little wonder! This Monday, Wednesday, Fri-

day, 6:00-6:15 p.m. show on WHAM-TV features saucers—both the flying and the grounded variety—the rocket world of today finds nothing strange in trips to the moon. As a matter of fact, round trips are discussed in calm tones. So, "Tom Corbett," young cadet at Earth's Space Academy, rides the rockets of tomorrow in the overtones of today's news. His adventures in the Academy—a 24th Century version of Annapolis and West Point—are guaranteed science fiction proof.

Willy Ley, author of "Conquest of Space," lends his able technical advisory services to this show for an authoritative touch.

For adult edification: If you hear the kids about the house or around the neighborhood talking a "strange language," don't try the dictionary for a translation. Webster isn't hep to the new sandlot lingo that has been picked up from this science fiction favorite TV show.

In case the new conversation has you feeling like a "jethead" (square) here is a brief lexicon of space talk:

Rocketing on all tubes—cooking on all burners.

Space happy—slap happy

Blast off—scream!

Plug your jets—shut up

Space ace—a crackerjack space pilot

Blast me for a Martian mouse—boy, am I a dope

Cut your jets—lay off

Stand to!—Attention (an order)

Rocket ranger—space cowboy

You've been drinking jet juice—you're off the beam

Speak of Saturn—speak of the Devil



There's plenty of good stiff book work at Space Academy, under the watchful eyes of Commander Arkwright, standing, and Captain Strong, second from left.



Men and women of the future (2351 A.D.): Cadets Astro, Manning, Captain Strong, Dr. Joan Dale, and Cadet Corbett.

He's as unstable as a heavy isotope—he's "teched in the head"

Blow up some meteor dust—paint the town red

Space hobo—unidentified meteor

Spaceslug, spacecrawler, Neptunian gnat—(as in "you worm, you")

... Then, of course, there are the classic phrases:

By the moons of Jupiter! By the rings of Saturn! By the craters of Luna! These expressions indicate surprise (well, for heaven's sake), or anger (darn it), or amazement (gee whiz).

Whether or not this is indicative of future lingo, it certainly makes for interesting (?) listening and conversing—and confusion. But the kids are eating it up—and spouting it like real space men!

Watch this show—then watch yourself using the new expressions, too.

Next Week

**THE
JIMMY O'FYLNN
STORY**

Don't Miss It!

Behind the Scenes...

By JIM TRAYHERN

WHAM-TV



Television, like the apparel business, seems to gear its style with the four changing seasons.

During the summer our eye roves casually over a colorful array of slacks, bathing suits, sports shirts and other warm-weather attire. And, with the advent of the first crocus, TV script writers and producers also have a tendency to decorate their shows with appropriate settings.

Winter, with its snow and ice, presents an especially picturesque palate from which the TV biz can paint your screen. But sometimes Nature, which according to a nationally-syndicated slogan "isn't always right", is, and the men and women who undertake to copy Nature's miracles, aren't.

Such was the case on a recent show aired from Rochester Radio City. It was a variety program featuring several songs, one of which was to receive the "full treatment."

Now this particular number had to be sung in a simulated outdoor setting. And Rochester winters being what they are, one and all agreed that to transplant a couple of heavy cameras out into the snowbanks behind the station would require an almost astronomical amount of manpower. Besides, hot Klieg lights would probably melt all the snow anyway, and who would care to warble in a puddle? Certainly not the pretty young thing who was hired to do the singing.

So Mama Nature was "simulated." A flat was painted to resemble a snow-decked country lane, and before it stood a pretty missy all togged out in fur-lined parka, ski boots, mittens and wool muf-

fler. It may have looked frigid to the viewer at home, but the songstress remarked that she'd been cooler in a steam bath.

But things didn't end there. The script also called for snow to be drifting down, and if possible, there was to be a hint of wind.

The wind effect was simple enough—a somewhat dilapidated electric fan recruited from the producer's attic. And the snow—it came in a tin can all set to chill visually whatever it settled on, once a button on its lid was pushed.

During rehearsal everything worked fine. The singer sang, the snow fell, the fan wafted it a bit, and sleigh bells jingled in the distance.

But there's many a slip twixt the dry run and the on-air performance.

When the show was airing, the fan, which might have been built along about the same era as the One Hoss Shay, decided to short itself temporarily. To make matters worse the plastic snow clogged the spout on top of the can, and instead of spraying flakes, it flung sticky blobs of wet plastic. Then a few seconds later the fan came to life and completed the fiasco by drying the plastic and flinging it at the poor singer in small, hard pellets.

In due course the song ended and the audience was mercifully led to a commercial—all of which may or may not prove the point that although "Nature Isn't Always Right" she can still out-snowstorm a television crew when the chips are down.

FOR THE
'TEEN-AGE SET . . .

JUNIOR JUNCTION

Saturdays 11:00 - 11:30 A. M.

with an all Teen-Age Cast
. . . dance band . . . singers

Each week a famous guest
from the Screen or Stage

WARC

BASIC
ABC
NETWORK

950
ON YOUR
DIAL

TV Groaners



MORRIS SHAPIRO . . .

He's Sooo Pretty!

Brooklyn born Morris Shapiro has been a pro wrestler for more than ten years. He claims to be the strongest man in the entire world—and that he well might be. 'Tis said that he can drive a 10-inch bridge spike into 3 inches of wood with his bare hands—then grab it with his teeth and snap it off. (Wow!) It is also claimed he can pull a fire engine with his teeth.

His favorite hold is the full-nelson. His favorite trick is breaking a $\frac{3}{4}$ inch



Ahh—220 pounds of solid man—A man you love to hate

manilla rope by strapping a harness to his hips, which connects the rope to the floor. When he straightens his legs, the rope parts.

How did he develop such terrific strength? Well, mighty (and handsome) Atlas says, "I owe it all to my father. He was born in Russia. He traveled throughout Europe as a strong man in a circus."

Thirty-five years old, Atlas is six feet tall and tips the scale at 220 pounds—220 pounds of solid muscle!

Exceedingly popular in the ring, Atlas is called "The Man You Love to Hate." Why? "Because," he says, "I've got a fine body, good health, and great strength. The average man hasn't even one of these, so he hates me."

But, judge for yourself. The Mighty Atlas will be on the bill at the Sports Arena, January 24th.



JOE MARSH

As familiar on the Hollywood screen as in an arena

It is rare when you find the combination of topnotch wrestler and movie actor—but this Chicago born "Tiger" can claim both achievements. He has appeared in a supporting role in the film "Pinky"—and will soon be seen as a Mexican General in the new movie "Zapata."

Tiger Joe's movie roles and his arena bouts are a stark contrast. In the ring this six-foot, one-inch—221 pounder lets loose with tricks that put the opponent at a disadvantage—particularly when the opponent receives a massage with Joe's wrist wrapped in tape.

The Tiger has been wrestling professionally for 23 years—and is considered a tough guy to encounter. He has 3,000 matches to his credit—and an extremely high percentage of wins.

(Continued on Page 25)

WSAY *presents . . .*

THE SANDMAN SHOW

5 Minutes of News

10:30 - 10:35 followed

by 55 Minutes of

The Sandman's Top Tunes

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WSAY

ROCHESTER, NEW YORK

1370

ON YOUR RADIO DIAL



Coy has a tough job to do—but action—and discretion—follow where he goes

FFC Chairman Wayne Coy aired some of the nation's TV gripes at a recent meeting of the Southern Baptist Convention's TV clinic in Washington, and he urged the group to acquaint the FCC with their complaints when station licenses come up for renewal.

Referring to the National Association of Radio & Television Broadcaster's move to adopt a "television code," Coy reviewed in detail the 448 complaints received in November from viewers. These complaints, he said, covered both radio and television.

TV Indecency

Coy said that alcoholic beverage advertising drew 240 of the 299 radio complaints, or 83%, and these were followed by gripes on alleged false advertising, indecency, obscenity or profanity.

The chief complaint in TV was indecency which drew 76 out of 149 scorching letters, he said. A third of TV complaints dealt with alcoholics.

Coy reminded the convention that the FCC is forbidden by law to exercise censorship over advertising of alcoholics. And he went on to state that the U.S. Criminal Code makes it a crime to utter any obscene, indecent or profane lan-

COY Speaks . . .

and Shades of the "Hayes
Censor" Days in Hollywood
Appear for Radio and TV !

guage over radio or television, with a stiff fine of \$10,000 or two years imprisonment or both. But, he added, it is often difficult to determine whether any particular remark or scene is merely made in bad taste or is actually indecent.

Looks To Future

Looking into TV's future, Coy predicted that when the freeze is lifted (Feb. 1), more than 1,000 brand new television station applications are expected to be received. "That means almost a billion dollars has already been earmarked by various corporations and individuals to construct our new television stations," he said. He further predicted that there might be 1,200 to 1,500 TV stations on the air in five years, and 2,500 by 1960.

HANDSOME DANN

Roger Dann, romantic French singer on the daytime NBC-TV "Bill Goodwin Show," was discussing superstitions during rehearsal. Just as he finished saying that he had plenty of good-luck charms but refused to heed jinxes, he carefully detoured vocalist Eileen Barton around a standing ladder. "I may be immune," he laughed, "bu let's not tempt fate with such attractive bait!"

WHAM-TV

Saturday, January 19, 1952

- 9:30—Hopalong Cassidy
10:30—Smilin' Ed McConnell (CBS)
11:00—Star Matinee
11:30—A Date With Judy (ABC). Teen age trials and tribulations.
12:00—Big Top
1:00—Kate Smith (NBC)
2:00—Stars Cavalcade
3:00—TV Teen Club (ABC)
3:30—Super Circus
4:00—Roy Rogers
5:00—Better Homes
5:30—Nature of Things with Dr. Roy K. Marshall.
5:45—Film
6:00—Kit Carson
6:30—Wild Bill Hickok
7:00—Who Said That? (NBC)
7:15—Film.
8:00—Jack Carson

- 9:00—Your Show of Shows with Sid Caesar and Imogene Coca.
10:30—Wrestling from Chicago
11:30—Film Playhouse.

Read . . .
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- Accurate Schedules
- News and Picture Highlights
- Radio and TV Personalities



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CREATE AND MANAGE NEW TALENT FOR RADIO, TELEVISION, STAGE,
and SCREEN.

Private and class instruction for beginners, advanced and professionals

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Directly opposite Regent Theatre

BAker 8827

WHAM-TV

Sunday, January 20, 1952

- 11:30—Zoo Parade (NBC)
12:00—Ranger Joe (ABC)
12:15—Story Time
12:30—Sky King Theatre
1:00—Frontiers of Faith
1:30—One Man's Family (NBC) The lives and loves of the Barbour's.
2:00—The Name's The Same (ABC)
2:30—Stu Erwin Show
3:00—Godfrey's Talent Scouts
3:30—Assembly VI (NBC)
4:00—Meet The Press
4:30—Juvenile Jury.
5:00—Super Circus (ABC)—Claude Kirchner, Mary Hartline, Clow's "Scampy"
5:30—Range Riders—Stories of the great West with Jack Mahoney.
6:00—Boston Blackie, starring Kent Taylor with Lois Collier.
6:30—Faye Emerson's "Wonderful Town."
7:00—Paul Whiteman Revue. The "King" of Jazz with Maureen Cannon and Earl Wrightson. (ABC).
7:30—This Is Show Business (CBS).
8:00—Eddie Cantor (NBC)
9:00—TV Playhouse (NBC)
10:00—Celebrity Time (CBS)—Conrad Nagel,
10:30—Electric Theatre
11:00—Fireside Theatre.
11:30—Montgomery Presents (NBC)
12:30—News.

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The Year's Best Buy! ROCHESTER TV LIFE

- Coming Attractions
- Complete TV Coverage
- Radio Personalities
- Disc Jockey Review
- Exclusive Picture Features
- Accurate Program Listings
- Backstage Stories of the Stars

SUBSCRIBE TODAY!



Joe Marsh . . .

(Continued from Page 20)



"Tiger" Joe—not so pretty, but plenty tough

Joe's tiger robe and shoes always get a reaction from the arena crowds. The tiger head on the robe has green eyes that glow and glower fiercely. When Joe enters a ring he means business—rough business.

This versatile fellow still holds to bachelorhood—and can cook a meal with the best chefs. (Hmm—it's Leap Year, gals!) But for all of the culinary talent he is an unequalled spear fisherman and hunter.

Tiger Joe is scheduled for an appearance at the Edgerton Park Sports Arena in the not too distant future. Watch for him.

He Beats a Drum . . .

(Continued from Page 10)

over situations that came up while working along with the primitive conditions on radio infancy. This trio was the first staff orchestra at WHAM—where Tommy spent twenty years as staff drummer working under the batons of Gene Zacher and Charles Siverson—playing everything from symphonic to barn dance ho-down.

The call of the open road got Tommy in 1935 and he toured the country with Art Taylor and Hughie Barrett—leading bands of that day. But, be it ever so humble, there is no place like —, so, back to Rochester came Tom. First return engagement was at the Hotel Seneca with Bus Blum's orchestra. From there to the Sagamore, Odenbach, Powers, Windsor and Conesus Lake Hotels. Most recently Tommy played at the Triton with Len Hawley's band.

Being an ambitious fellow, Tom decided to form his own band and collected the excellent talents of Bob Seville, sax (played with Johnny Long), Frank Geimer, trumpet (former WHAM staff orchestra), and Lenny Corris, piano (who had his own band and also played with Bob Crosby and Jimmy Dorsey). Now these boys make beautiful music together at the Times Square Club.

Tommy has had offers to join Harry James, Benny Goodman, Henry Busse and Vaughn Monroe—but even the lure

(Continued on Page 30)

ROCHESTER

TV LIFE

35 CHURCH STREET
Rochester 14, New York

Gentlemen:

Please enter my subscription to ROCHESTER TV LIFE for one year for which I enclose \$3.00

MY NAME

ADDRESS

ZONE

- 10:00—Mel Martin Show (NBC)
10:30—Take It Easy
11:00—Film
11:15—You and Your Child (Mon.)
11:15—Tower Clock Time (Tues.) Louise Wilson helps you shop by TV.
11:30—Strike It Rich (CBS) Warren Hull gives money away, FREE.
12:00—Noonday News. Up to the minute happenings, at home and abroad.
12:15—Love of Life (CBS) Dramatic serial starring Peggy McCay.
12:30—Search for Tomorrow (CBS) stars Mary Stuart and John Sylvester.
12:45—Voice of R.I.T. (Mon.)
Film (Tues.)
12:45—Homemakers' Holiday (Tues.) Louise Wilson and George Haefner.
1:00—Steve Allen Show (CBS) Music, interviews, songs and what have you.
1:30—Garry Moore Show (CBS) with Durward Kirby and daily guest stars.
2:30—First Hundred Years (CBS) TV's first soap opera, with Olive Stacey.
2:45—Open House. Ann Rogers and Ross Weller match words.
3:00—The Big Pay-Off
3:30—Ralph Edwards (Mon.)
3:30—Bill Goodwin Show (NBC) (Tues.) Variety, starring Goodwin.
4:00—Kate Smith Hour (NBC) with Ted Collins. Entertainment, guidance, inspiration.
5:00—Hawkins Falls (NBC) The story of a small town.
5:15—Gabby Hayes (NBC) Stories by the movie star. (Cowboys).
5:30—Howdy Doody (NBC) The puppet and his friend Bob Smith.

Monday, January 21, 1952

- 6:00—Space Cadet
6:15—Local and National News with Earl Wood.
6:30—Speaking of Sports
6:45—Perry Como
7:00—Kukla, Fran & Ollie (NBC).
7:15—City Club Corner
7:30—Those Two (NBC)
7:45—Camel News Caravan (NBC)—John Cameron Swayze, commentator in Today's News Today
8:00—Lux Video Theatre (CBS).
8:30—You Can Be A Star. Mort Nusbaum gives talented contestants a chance.
9:00—"Lights Out." Spine chilling thrillers.
9:30—Sportsmen's Club.
9:45—Show Goer
10:00—Studio One (CBS) Top flight dramatic show.
11:00—News
11:15—Hollywood Opening Night (CBS)

Tuesday, January 22, 1952

- 6:00—Film
6:15—The News of the Day with Earl Wood.
6:30—Speaking of Sports
6:45—"TV Varieties"
7:00—Kukla, Fran & Ollie (NBC).
7:15—"On The Avenue"
7:30—Dinah Shore (NBC)
7:45—Camel News Caravan (NBC)—John Cameron Swayze
8:00—Milton Berle (NBC) The Texaco Star Theatre.
9:00—Cinderella Weekend. Ross Weller sends contestants to New York.
9:30—Circle Theatre (NBC) Half hour of drama.
10:00—Original Amateur Hour (NBC) with Ted Mack, emcee. Talented contestants pass before the TV camera
10:45—Film
11:00—News
11:15—I Love Lucy (CBS). Lucille Ball and Desi Arnaz star in domestic comedy.
11:45—Stars Playhouse (CBS) The "BEST" in drama with the "BEST" stars of Broadway and Hollywood.

SHADOW STOPPER

Guess The Shadow



CLUE

Puckers up, but never kisses

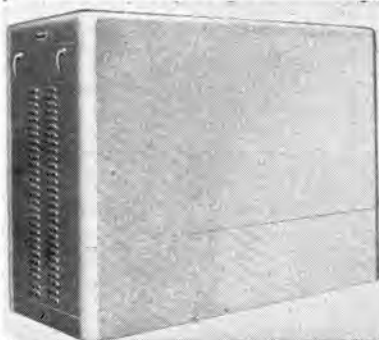
Win This Jackpot \$10.00

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.

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ROCHESTER TV LIFE
35 Church Street
Rochester 14, N. Y.

1-19-52

MY GUESS FOR THE SHADOW STOPPER IS:

NAME

ADDRESS

(Please Print)

WHAM-TV

DAYTIME PROGRAMS

Wednesday-Thursday

- 10:00—Mel Martin Show (NBC)
10:30—Take It Easy. Mort Nusbaum has guests, same easy talk, pleasant music, and generally enhances the morn
11:00—(Wed.) Dollar Derby. A chance to win prizes at Radio City.
11:00—Film
11:15—Tower Clock Time (Thurs.) Louise and you go shopping.
11:30—Strike It Rich (CBS) Deserving folk get \$\$\$ from Warren Hull.
12:00—Noonday News
12:15—Love of Life (CBS) Paul Potter and others in a daily drama.
12:30—Search For Tomorrow (CBS) An inspirational story of everyday living.
12:45—Art Gallery (Wed.)
12:45—How Do You Do It? (Thurs.)
1:00—Steve Allen Show (CBS) Steve is a popular young comedian, who emcees a variety show.

- 1:15—(Wed.) Bride and Groom (CBS) A marriage before the cameras.
1:30—Garry Moore Show (CBS) Entertainment and guests. Lots of laughs.
2:30—First Hundred Years (CBS) Jimmy Lydon and young married life.
2:45—Open House. Ross Weller and Ann Rogers invite you to join them.
3:00—The Big Pay-Off (NBC)
3:30—Ralph Edwards (Wed.)
3:30—Bill Goodwin Show (NBC) (Thurs.) Variety entertainment.
4:00—Kate Smith Hour (NBC) Kate sings and Ted Collins talks.
5:00—Hawkins Falls (NBC) Small town life, its people and problems.
5:15—Gabby Hayes (NBC) Western adventure with cowboys and rustlers.
5:30—Howdy Doody (NBC) Entertainment for the kids.

Wednesday, January 23, 1952

- 6:00—Space Cadet
6:15—Top of the News with Earl Wood.
6:30—Speaking of Sports
6:45—Perry Como
7:00—Kukla, Fran & Ollie (NBC).
7:15—Bob Turner
7:30—These Two
7:45—Camel News Caravan (NBC)
8:00—Crusade in The Pacific, "Time" and "Life" story of the Pacific war.
8:30—John Kiernan. A panorama of nature, with Kiernan as your host.
8:45—American Barn Dance
9:00—Philco TV Playhouse (NBC). The best in drama.
10:00—Blue Ribbon Boxing (CBS)
10:45—TV Varieties
11:00—News
11:15—Sammy Kaye (CBS). So You Want To Lead A Band.

Thursday, January 24, 1952

- 6:00—Industry On Parade.
6:15—Latest National and Local News by Earl Wood.
6:30—Speaking of Sports
6:45—Week in Sports
7:00—Kukla, Fran & Ollie (NBC).
7:15—Film
7:30—Dinah Shore
7:45—Camel News Caravan (NBC)
8:00—Groucho Marx (NBC). You Bet Your Life.
8:30—Alan Young
9:00—Sports Digest
9:15—Focus
9:30—James Melton Show
10:00—Martin Kane (NBC)
10:30—Film
11:00—News
11:15—Broadway to Hollywood
12:00—Telenews Daily.

NOTICE

So many people have written us asking if they could obtain one of the two pictures of Jimmy O'Flynn we recently ran in TVue Weekly that we referred their letters to Jimmy's photographer, Len Campagno. Len says he can supply prints as desired. Just call his office at 113 Clinton Ave. South—BAKER 4431.

WHAM-TV

Friday, January 25, 1952

To get fuller enjoyment and last-minute information, always check "Press Time Flashes" on Page 30 of this issue.

DAYTIME PROGRAMS

- 10:00—Mel Martin Show (NBC)
10:30—Take It Easy
11:00—Film
11:30—Strike It Rich (CBS).
12:00—News.
12:15—Love of Life (CBS).
12:30—Search for Tomorrow (CBS).
12:45—Make It and Market.
1:00—Steve Allen Show (CBS).
1:30—Garry Moore Show (CBS).
2:30—First Hundred Years (CBS).
2:45—Open House.
3:00—The Big Pay-Off
4:00—Kate Smith Hour (NBC).
5:00—Hawkins Falls (NBC).
5:15—Gabby Hayes (NBC).
5:30—Howdy Doody (NBC).

- 6:00—Air Cadet
6:15—Up-to-the-Minute News flashes by Earl Wood.
6:30—Speaking of Sports
6:45—Film
7:00—Kukla, Fran & Ollie (NBC).
7:15—Ask The Kids
7:30—Those Two
7:45—Camel News Caravan (NBC)
8:00—Hollywood Affairs
8:30—We The People, with Dan Seymour.
9:00—The Big Story (NBC).
9:30—Story Theatre
10:00—Gillette Fights (NBC)
10:45—Greatest Fights (NBC).
11:00—News
11:15—Charlie Wild, Detective (CBS)
11:45—Rocket Squad (CBS)



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PHOTOGRAPHY

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and music in the
Latin manner
for your dining
and dancing
pleasure

CARLOS ANNABALE
JIMMY DOYLE

every nite
except
SUNDAY

SHIRLEY TOBIN
AT THE PIANO
IN THE
SENECA LOUNGE

HOTEL

Seneca

L. H. STRAWHECKER
Managing Director

He Beats a Drum . . .

(Continued on Page 25)

of those big names can't take him away from his own home, band and family.

The colorful Mr. Thomas is expert at raising prize-winning bird dogs—and is a capable judge in the canine field trials. What's more, he finds time for the pursuit of hunting and fishing, and is an active member in several sports clubs.

Music runs in the Thomas family. His highschool sweetheart wife, Betty, is as enthusiastic about music as Tom. But both of them have to keep pace with 13-year-old daughter Lynne. She waits for the day her Eastman School of Music voice and piano training is over so she can join the Thomas orchestra.

Look for Tommy on the Heinrich Review TV show—and listen to him at the Times Square. He makes wonderful music.

Sensational Voice of

ROMOLO DeSPIRITO

Friday and Saturday Nites
FRAN RAYE, Vocalist

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Tommy Thomas Orch.

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NO COVER CHARGE
FULL COURSE DINNERS
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Press Time Flashes

FRIDAY, JANUARY 18th

- 10:00—Boxing. Eugene Hairston vs. Lee Sala.
10:45—Greatest Fights. Joe Louis vs. Tommy Farr.

SATURDAY, JANUARY 19th

- 9:30—Hopalong Cassidy starts again.
11:30—Date With Judy. "Is Father Henpecked?"
12:00—Big Top. Acts include "Flying LaFarma, trapeze artists; "Merideth Odds", contortionist; and "Rudenka Brothers", jugglers.
8:00—Comedy Hour with Jack Carson.

SUNDAY, JANUARY 20th

- 7:30—This Is Show Business with Glenda Farrell, Vivieene Segal, Larry Stack.
8:00—Colgate Comedy Hour. Eddie Cantor is the man of the hour.
10:00—Celebrity Time. Dina Lynn and Chico Marx are guests.
11:00—Fireside Theatre. "Land of Destiny" with Charlita and Bill Bishop.

MONDAY, JANUARY 21st

- 8:00—Lux Video Theatre. "The Sound of Waves Breaking" with Teresa Wright and Kent Smith.

TUESDAY, JANUARY 22nd

- 12:45—Rochester TV Life First Anniversary Party.
8:00—Comedy Hour. Berle is back after vacation.
9:30—Circle Theatre. "Price Tag" with Anne Jackson and Jack Hines.

WEDNESDAY, JANUARY 23rd

- 6:45—Perry Como has guest "Pee Wee" King.

THURSDAY, JANUARY 24th

- 9:15—Focus on Photography.

**AT YOUR BOOKSTORE
SOON**

Val Mates' "How To Dance"

WATCH FOR IT

SUNDAY

- 1:00—Film Featurette
 1:30—American Inventory
 2:00—The Law and You
 2:30—American Forum of Air
 3:00—Roy Rogers Show
 3:30—Claudia
 4:00—Meet the Press
 4:30—Buffalo Amateur Hour
 5:00—Super Circus
 6:00—Sunday Party
 6:30—Let's Play Charades
 7:00—Paul Whiteman Revue
 7:30—This Is Show Business
 8:00—Comedy Hour
 9:00—Television Playhouse
 10:00—Celebrity Time
 10:30—One Man's Family
 11:00—Late News & Weather
 11:15—Montgomery Presents

MONDAY

- 1:00—Matinee Playhouse
 1:45—Johnny's Show
 2:00—Garry Moore Show
 2:30—Meet the Millers
 3:00—The Big Payoff
 3:30—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Children's Theatre
 5:30—Howdy Doody
 6:00—Sagebrush Trail
 6:30—News, Ed Dinsmore
 6:45—Sports Spotlight
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray
 7:30—Film Featurette
 7:45—News Caravan
 8:00—Video Theatre
 8:30—Howard Barlow
 9:00—Lights Out
 9:30—Crusade In the Pacific
 10:00—Studio One
 11:00—Late News Roundup
 11:20—Weather Forecast
 11:25—FBI Fugitives
 11:30—Mr. District Attorney

TUESDAY

- 1:00—Matinee Playhouse
 1:45—Johnny's Show
 2:00—Garry Moore Show
 2:15—Tune Time, Ed Dinsmore
 2:30—Meet the Millers
 3:00—Film Featurettes
 3:15—Music Mart
 3:30—Bill Goodwin Show
 4:00—Kate Smith Hour
 5:00—Hawkins Falls
 5:15—Children's Theatre
 5:30—Howdy Doody
 6:00—Sagebrush Trail

- 6:30—News, Ed Dinsmore
 6:45—Sports Spotlight
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—The Clue
 7:45—News Caravan
 8:00—Millon Berle
 9:00—Fireside Theatre
 9:30—Circle Theatre
 10:00—Original Amateur Hour
 10:45—World Travel, Film
 11:00—Late News Roundup
 11:20—Weather Report
 11:30—Television Playhouse

WEDNESDAY

- 1:00—Matinee Playhouse
 1:45—Johnny from JN's
 2:00—Garry Moore Show
 2:30—Meet the Millers
 3:00—The Big Payoff
 3:30—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Ranger Joe
 5:30—Howdy Doody
 6:00—Sagebrush Trail
 6:30—News, Ed Dinsmore
 6:45—Sport Spotlight
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Kieran's Kaleidoscope
 7:45—News Caravan
 8:00—Arthur Godfrey
 9:00—Television Theater
 10:00—Blue Ribbon Boxing
 10:45—Sports Spot
 11:00—Late News and Sports
 11:10—Weather Report
 11:15—Sportscholar, quiz film
 11:30—The Web
 12:00—Show of Shows

THURSDAY

- 1:00—Matinee Playhouse
 1:45—Johnny from J. N.'s
 2:00—Garry Moore Show
 2:30—Meet the Millers
 3:00—Film Featurette
 3:15—Music Mart
 3:30—Bill Goodwin
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Children's Theatre
 5:30—Howdy Doody
 6:00—Sagebrush Trail
 6:30—News, Ed Dinsmore
 6:45—Sports Spotlight
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Sportsmen's Club
 7:45—News Caravan
 8:00—Groucho Marx

- 8:30—"T" Men In Action
 9:00—Herb Shriver Time
 9:30—James Melton Festival
 10:00—Martin Kane
 10:30—Sports Extras
 11:00—Late News Roundup
 11:18—Weather Report
 11:20—Industry on Parade
 11:30—Star Playhouse

FRIDAY

- 1:00—Matinee Playhouse
 1:45—Johnny from JN's
 2:00—Garry Moore Show
 2:30—Meet the Millers
 3:00—The Big Payoff
 3:30—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Spelldown
 5:30—Howdy Doody
 6:00—Sagebrush Trail
 6:30—News, Ed Dinsmore
 6:45—Sport Spotlight
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Telesports Digest
 7:45—News Caravan
 8:00—Mama
 8:30—We, The People
 9:00—Wrestling Preliminaries
 10:00—Boxing
 10:45—Greatest Fights
 11:00—Late News, Harry Webb
 11:10—Final Sports, Healy
 11:30—Rocket Squad
 12:00—Story Theatre

SATURDAY

- 1:00—Wild Bill Hickok
 1:30—Science in Action
 1:45—Film Featurette
 2:00—Range Rider
 2:30—Beat the Clock
 3:00—Hopalong Cassidy
 4:00—Paul Whiteman
 4:30—Schools At Work
 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—All Star Revue
 9:00—Show of Shows
 10:00—Telenews Weekly
 10:15—This Week in Sports
 10:30—Hit Parade
 11:00—Late News Roundup
 11:05—Weather Forecast
 11:10—Final Sports Review
 11:15—Saturday Playhouse

Jimmy wrote two articles for his fans. The second—and last—will be printed next week.

MY HOBBIES

By Jimmy O'Flynn

My most recent hobby is collecting bells. My instructor at the Eastman School of Music, Miss Coit, started arousing my interest in bells. So I dug around in my toy chests and found a cow bell, and a real Christmas bell, and a toy Christmas bell, and two little bells that I used when I was in the hospital to call my nurses. My friend Louise Wilson gave me two Elephant bells that came from India. The men who own elephants button the bells on their right front feet when they get near a town so everyone in town knows a caravan of elephants are coming and get out of their way.

My Aunt Ethel brought me a Queen Elizabeth Bell from New Jersey. It is a cute bell that is in the shape of Queen Elizabeth and when you pick the bell up to ring it instead of a clapper you find a pair of big, big feet. Because, you see, Queen Elizabeth wore long, long dresses to cover her big feet, and when the bell-makers made bells in her honor they included the big feet. Isn't that funny?

My cousin Beverly brought me a lovely china bell. It is a French bell and has NOEL hand painted on it. It makes a pretty tinkling sound when I ring it.

My Aunt Louise gave me a bell that is a small replica of the Liberty Bell; it even has a crack in it. I like that a lot.

I also have two little sheeps bells. They are little round bells and the reason they are round is because the sheep wear them around their necks and when they fall asleep they don't get cut or dug into by the bells. I have a little sweet-meat bell too. In India the man who runs a sweet-meat store, (sort of a candy

store here in the United States) rings this little bell to attract attention. And when you buy a sweet from him he wraps it in a palm leaf.

The newest addition to my collection is a shiny new old-fashioned School Bell or a Town Crier's Bell. I received it from my Grandma and Grampa for my seventh birthday.

I love my bells—they all have such nice tones, and each bell has a story that is lots of fun to learn. I hope someday soon to own a Goat's Bell, and a Glass Bell, but I'm willing to wait until I get just the ones I want.



O'FLYNN FAN FARE

By Jim's "Gal Friday"

Right here I want to thank fans who were kind enough to think of me at holiday time and send me such lovely cards. It was wonderful to be remembered and it added much to my Christmas.



Coloring Contest

Hey Kids...

Enter this Cartoon
Coloring Contest
and try to win Free
THEATER TICKETS!

Here is a coloring contest for all boys and girls 10 years and under. Each week—for the next 12 weeks—three boys and girls can win guest tickets to any movie in town they wish.

And—here's more big news! At the end of the 12 weeks the 36 lucky winners have a chance for a free merchandise prize from Field's Toy Department. So c'mon—read the easy rules, get out the crayons and paint—and send in a winner! Neatness in coloring counts.

RULES:

1. This contest is open to all boys and girls 10 years old or younger.

2. Three winners have the chance of guest tickets to any movie in town they select.

3. Print your name and address clearly. Send colored cartoons to Rochester TV Life, 35 Church St., Rochester 14, N.Y. All entries must be submitted before January 25, 1952.

4. Decision of the judges is final. All entries become the property of Rochester TV Life.

Clip and Mail Today!

WIN FREE THEATER TICKETS

NAME _____

ADDRESS _____

AGE _____



SUNDAY

12:55—Sign On Music
 1:00—Frontiers of Faith
 1:30—American Inventory
 2:00—Open Shelf Room
 2:30—Aldrich Family
 3:00—Fair Meadows USA
 3:30—Sarah Churchill
 4:00—Meet The Press
 4:30—Juvenile Jury
 5:00—Zoo Parade
 5:30—Boston Blackie
 6:00—Roy Rogers Show
 6:30—Claudia
 7:00—Charade Parade
 7:30—Young Mr. Bobbin
 8:00—Colgate Comedy Hour
 9:00—Television Playhouse
 10:00—Red Skelton
 10:30—Sound Off Time

MONDAY

12:00—Ruth Lyons 50 Club
 12:30—Deacon Doubleday
 12:30—Charlie Featherstone
 1:00—Hollywood Matinee
 2:00—Fun With Food
 2:30—Ladies Day
 3:00—The Big Payoff
 3:30—Bert Parks (M,W,F.)
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines
 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Those Two
 7:45—Camel News
 8:00—Winchell-Mahoney
 8:30—Voice of Firestone
 9:00—Lights Out
 9:30—Robert Montgomery
 10:30—Who Said That
 11:00—Cliff Norton Show
 11:05—Camera Headlines

TUESDAY

12:00—Ruth Lyons 50 Club
 12:30—Luncheon Date
 1:00—Hollywood Matinee
 2:00—Ladies Day
 3:00—Bill Goodwin Show

3:30—Bill Goodwin
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines
 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Dinah Shore Show
 7:45—Camel News
 8:00—Milton Berle
 9:00—Fireside Theatre
 9:30—Circle Theatre
 10:00—Amateur Hour
 10:45—To Be Announced
 11:00—Cliff Norton
 11:05—Camera Headlines

WEDNESDAY

12:00—Ruth Lyons 50 Club
 12:30—Luncheon Date
 1:00—Hollywood Matinee
 2:00—Ladies Day
 3:00—The Big Payoff
 3:30—Bert Parks
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines
 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Those Two
 7:45—Camel News
 8:00—Kate Smith
 9:00—Kraft TV Theatre
 10:00—Break The Bank
 10:30—Pantomime Quiz
 11:00—Cliff Norton Show
 11:05—Camera Headlines

THURSDAY

12:00—Ruth Lyons 50 Club
 12:30—Luncheon Date
 1:00—Hollywood Matinee
 2:00—Ladies Day
 3:00—Miss Susan
 3:30—Bill Goodwin
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes

5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines
 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Dinah Shore Show
 7:45—Camel News
 8:00—Groucho Marx
 8:30—"T" Men in Action
 9:00—To be announced
 9:30—Ford Festival
 10:00—Martin Kane
 10:30—Story Theatre
 11:00—Cliff Norton
 11:05—Camera Headlines

FRIDAY

12:00—Ruth Lyons 50 Club
 12:30—Luncheon Date
 1:00—Hollywood Matinee
 2:00—Ladies Day
 3:00—The Big Payoff
 3:30—Bill Goodwin Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doody
 6:00—Canyon Jack
 6:30—Ed Murphy
 6:45—Camera Headlines
 6:55—Red Parton's Sports
 7:00—Kukla, Fran & Ollie
 7:15—Bob & Ray Show
 7:30—Those Two
 7:45—Camel News
 8:00—The RCA Program
 8:30—We, The People
 9:00—Big Story
 9:30—Old Barn Dance
 10:00—Cavalcade of Sports
 10:45—Greatest Fights
 11:00—Camera Headlines

SATURDAY

1:10—Sign On Music
 1:20—Feature Film
 2:30—Canyon Jack
 4:00—Ted Husing Sports
 7:00—Sky King
 7:30—One Man's Family
 8:00—All Star Revue
 9:00—Show of Shows
 10:30—Hit Parade
 11:05—Cafes, USA

DAILY — MONDAY THROUGH FRIDAY

9:30—Langford & Ameche	11:30—Strike It Rich	1:00—Steve Allen Show
10:00—Kay's Kitchen	12:00—The Egg & I	1:30—Garry Moore
10:15—Arthur Godfrey	12:15—Love of Life	2:30—First 100 Years
10:30—Film Feature	12:30—Search for Tomorrow	2:45—Bride & Groom
	12:45—Who-What-Where-When	

SUNDAY

12:00—Ranger Joe
12:15—Magic Screen
12:30—Flying Tigers
1:00—What Do You Think
1:30—Sunday Matinee
2:30—The Big Question
3:00—The Name's the Same
3:30—See It Now
4:00—Pulitzer Prize Playhouse
5:00—Super Circus
6:00—Star of the Family
6:30—Burns & Allen
7:00—Paul Whiteman
7:30—This Is Show Business
8:00—Toast of the Town
9:00—Fred Waring
9:30—Break the Bank
10:00—Celebrity Time
10:30—What's My Line
11:00—News for Sunday
11:15—Rossi Reports
11:25—WHEN Previews

MONDAY

3:00—Mike & Buff
3:30—Bert Parks Show
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys
4:45—Everyone's A Scientist
5:00—Bob Ehle's Bunk House
6:00—Western Theatre
6:20—News & Sports
6:30—Space Cadet
6:45—Inside City Hall
7:00—Captain Video
7:30—John Kieran
7:45—Perry Como
8:00—Lux Video Theatre
8:30—Godfrey's Talent Scouts
9:00—I Love Lucy
9:30—It's News To Me
10:00—Studio One
11:00—Chronoscope
11:20—Mystery Theatre
12:20—WHEN Previews

TUESDAY

3:00—Mike & Buff
3:30—Dollar Derby
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys

4:45—County Schools Program
5:00—Bob Ehle's Bunk House
6:00—Western Theatre
6:15—News & Sports
6:30—Amos 'N Andy
7:00—Captain Video
7:30—Sportsmen's Club
7:45—Stork Club
8:00—Frank Sinatra Show
9:00—Crime Syndicated
9:30—Suspense
10:00—Danger
10:30—My Friend Irma
11:00—News Briefs
11:05—Sammy Kaye Show
11:30—Mystery Theatre
12:35—WHEN Previews

WEDNESDAY

3:00—V-I-D-E-O
3:30—Bert Parks Show
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys
4:45—How We Do It
5:00—Bob Ehle's Bunk House
6:00—Western Theatre
6:20—News & Sports
6:30—Space Cadet
6:45—Industry on Parade
7:00—Captain Video
7:30—Furniture Trends
7:45—Perry Como
8:00—Godfrey & His Friends
9:00—Strike It Rich
10:00—Boxing
10:45—Powerhouse of Sports
11:05—Mystery Theatre
12:05—WHEN Previews

THURSDAY

3:00—Mike & Buff
3:30—Dollar Derby
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys
4:45—S. U. Children's Theatre
5:00—Bob Ehle's Bunk House
6:00—Western Theatre
6:20—News & Sports
6:30—Headline Clues
7:00—Captain Video
7:30—The Lone Ranger
8:00—Stop The Music
9:00—Alan Young

9:30—Big Town
10:00—Racket Squad
10:30—Crime Photographer
11:00—News Briefs
11:05—Herb Shriner
11:35—Mystery Theatre
12:35—WHEN Previews

FRIDAY

3:00—Mike & Buff
3:30—Bert Parks Show
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys
4:45—Future Unlimited
5:00—Bob Ehle's Bunk House
6:00—Western Theatre
6:20—News & Sports
6:30—Space Cadet
6:45—Industry on Parade
7:00—Captain Video
7:30—Your TV Shopper
7:45—Perry Como
8:00—Mama
9:30—Man Against Crime
9:00—Playhouse of Stars
10:00—Live Like A Millionaire
10:30—Hollywood Opening
11:00—News Briefs
11:05—Amazing Mr. Malon
11:35—WHEN Previews

SATURDAY

10:30—Hollywood Jr. Circus
11:00—Smilin' Ed McConnell
11:30—Date with Judy
12:00—Big Top
1:00—Hopalong Cassidy
2:00—Betty Crocker's Matinee
2:30—Basketball
4:30—Paul Whiteman
5:00—Better Homes Show
5:30—Wild Bill Hickok
6:00—Beulah
6:30—Cisco Kid
7:00—Stu Edwin Show
7:30—Beat The Clock
8:00—Ken Murray Show
9:00—Faye Emerson
9:30—Show Goes On
10:00—Songs For Sale
11:00—Wrestling from Chicago
12:00—WHEN Previews



869 G's a year — That's "take" rung up by SAMMY KAYE

The band business may not be all it was in the golden days of Goodman, Miller, et al., but at least one member of the "name" circle of those days continues to make a respectable buck, waving the baton. That would be Sammy Kaye, who last year grossed a neat \$869,000.

This better than three quarters of a million total was achieved, according to figures revealed by Kaye manager Dave Kregel, via the following breakdown:

- \$105,000 on location jobs
- 233,000 on one-nighters
- 40,000 on theatre dates
- 120,000 in record royalties
- 196,000 about six months of TV
- 5,000 about four months of Radio
- 125,000 from his music publishing firms, plus his Sunday Sere-nade Book of Poetry.

These figures reveal that, for band leaders, beating the one-nighter bushes is still the Number One source of loot.

Kaye, using his "So You Want to Lead A Band" gimmick, incidently, is one of the few successful video band shows, and one of the most attractive TV buys in the business from his sponsor's viewpoint.

Abetting the success of his radio show, of course, is the Kaye habit of combining his one-nighters with tours of his AM-sponsor Sylvania. The Sammy Kaye Show appeared at the Auditorium last Tuesday night in conjunction with Sylvania's promotion of their Golden Jubilee line of television.

* * *

SOAP OPERA COMES TO LIFE

A SOAP OPERA will come to life this month when Hoan Tompkins and Carl Swenson, radio thespis, become man and wife. Both are well known in the daytime serial circuit.

Miss Tompkins portrays Nurse Nora on "This is Nora Drake." Swenson plays Lord Henry Brinthrope on "Our Gal Sunday," and also appears on "Lorenzo Jones."

The pay-off is that they first met when they were cast together in "Pursuit of Happiness."

* * *

Inaugurating a "Funnymen's Nursery" NBC-TV is teaming their youthful comedians with Big Name Comics. Bert Lahr is slated for the initial broad stint with new-comer Guy Raymond.

* * *

NO CELLULOID

Television techniques are fast approaching the perfection of films, according to Dan Seymour, program host of NBC-TV's "We, The People." After the program presented a live remote from West Point recently, a big Eastern producer phoned Dan, asking when he had shot the film. "It happened right there and then—no film," explained Dan.



. . . AND SHE SINGS, TOO !

If Bert Parks doesn't "Stop the Music" on time on his TV shows, over CBS-TV, the answer might very well be this beguiling songstress,

SHAYNE COGAN, now a featured vocalist on the program

"OVER THE TV FENCE"



How many times have you noticed that you can turn away from your television set, and still understand everything that is going on? This may be convenient, but it isn't good television. Until the top brass in this wonderful new medium learn that television cameras weren't invented to merely photograph radio programs, we'll never have really fine television. It will be well for everyone in the business to remember that television is a VISUAL medium. More shows like those of Garroway and Fred Waring, and fewer photographs of radio programs are what we viewers want. (After all, some of us still have a radio) . . . "Dapper Dan, the Muscle Man" on "Sealtest Big Top" every Saturday, is doing a new turn these days. Dan, as you may have guessed, is a physical culture expert, and he's in great demand for lectures at schools around New York. He gives the word on the body-perfect to the kids and inspires them to build up their muscles. The kids love it and the principals and teachers are delighted, judging from their letter response . . . A special new cocktail—"Old Income Tax"—is being concocted in Washington according to ARTHUR GODFREY. "One drink," says the "Talent Scouts" Impressario, "and you feel like deducting everything" . . . Television's newest marvel, the "walkie-talkie-lookie," a portable television camera, will be used for the first time at the Democratic and Republican Conventions this year. Incidentally, Philco Corporation will sponsor the more than 60 hours of convention coverage over the combined NBC radio and television stations. Westinghouse is picking up the tab for the entire CBS coverage. This will be a history-making event on all networks . . .

After almost five months of bickering, dispositions, cross-complaints and other legal action, the \$10,000,000 suit against Dean Martin and Jerry Lewis by Screen Associates reached an out-of-court settlement. While no figures were announced it was aid that SA was paid only a small fraction of the amount sought. Even a small fraction of ten million ain't hay, eh? . . . Pun of the week is credited to "Breakfast Club" host, DON McNEILL, who says that this is a time for decision and points out that with all this Eisenhower talk we're hearing, people will soon have to express their "Ikes" or "Dis-Ikes" . . . TV or not TV??? A recent survey conducted by Xavier University in Cincinnati, brought out the fact that there is no significant difference between the learning ability of children who have TV sets at home and those who don't. Data was obtained from nearly 1,000 children in the sixth and seventh grades of 16 public and parochial schools in the Cincinnati area. Study also revealed that youngsters spend an average of 30 hours weekly watching TV—as compared to 25 hours in school. Also 25% of them are allowed to watch any program they choose. "Uncle Milty" is still their top video favorite. It was also shown that the lower the child's IQ the more likely he is to watch wrestling and mystery-crime series. (It doesn't prove a thing!) . . . Local Radio and TV circle gossip has it that the station to get the FCC nod later this year is not the one originally thought most likely to succeed. More TV by any station will make for better viewing . . . ask any television set owner!!!

Mystery! Suspense!



"LIGHTS OUT"

Every Monday - 9:00 P.M.

Watch Frank Gallop blow out the candle. See the weird, bizarre, and exciting tales of strange adventure unfold!

MARTIN KANE - PRIVATE EYE

Every Thursday - 10:00 P.M.

Lloyd Nolan is the suave, keen, and probing detective who takes you each week through a half hour of mysterious murder and crime. Be sure to look in!



WHAM-TV

CHANNEL SIX

ROCHESTER

A black and white illustration of a soldier in a helmet and uniform, holding a rifle. In the foreground, a young boy in a cowboy hat and a white shirt with suspenders stands with his arms supported by crutches. The soldier's hand is extended towards the boy.

THIS FIGHT IS YOURS

JOIN THE MARCH OF DIMES
THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS - FRANKLIN D. ROOSEVELT, FOUNDER

FIGHT INFANTILE PARALYSIS