

ROCHESTER

TV
Life

15¢

Official
TV PROGRAM and NEWS MAGAZINE

FORMERLY ROCHESTER
TV *e* WEEKLY

★ Now Including Radio and
Entertainment Personalities

COVER GAL, LISA KIRK — Page 3

JAN. 26 - FEB. 1, 1952



In Person!

GENE AUTRY

CHAMPION and Little Champ

IN THE *New*
**HIT SHOW
OF 1952**

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PAT BUTTRAM
JOHNNY BOND**

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and the
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Letters



COVER gal



LISA KIRK

That dark-eyed lovely on the cover is LISA KIRK, of stage and screen fame. Lisa will fly into New York from Hollywood for a guest appearance on the Paul Whiteman Revue this Sunday, January 27 at 7:00 P.M. on WHAM-TV. She will join baritone Earl Wrightson and songstress Maureen Cannon in bringing the wonderful melodies of Harry Warren to life . . . the program being a tribute to Warren, one of the nation's top tunesmiths.

The exciting beauty of Lisa Kirk makes many a female tinge with green—but her thrilling voice enchants every listener.

"Happy Birthday—Roch. TV Life"

KENNY PURTELL

VibraHarpist

FRI. — SAT. — SUN.

**SQUEEZER'S
MUSICAL BAR**

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Excerpts . . .

(Letter to NBC) . . . "I think your move to cut the Kukla, Fran and Ollie show to fifteen minutes was an inexplicable injustice — explained only by the fact that there are certain nitwitted imbeciles under the title of 'Program Director' who think they can cut or drop any program they want and then substitute some stupid comic's program in its place without consent of the viewers." (Letter to us) . . . "I think that the viewers should have a chance to say what they want to see, and that the viewer should not have to watch what some director THINKS they should see . . . commercials should be limited in time . . . Here's hoping there'll be better TV soon!"

Richard Schtulberg
Rochester, N. Y.

"...I enjoy TV programs. I believe it has a great future in many fields... it would appear that there are four distinct program classifications: 1. Pure entertainment, 2. Educational, 3. Religious, 4. Inspirational... In my humble opinion TV should set its sights high, not ignoring the best of past entertainment . . . at present we are getting an overdose of ballet—which is good in small doses. Slap-stick comedy is not well received . . . pie-throwing was offered for laughs; the studio audience was silent. Don't comedians ever learn? . . . I believe in all forms of good sport, but why overload an evening's program with it—and with a post-mortem summation at the end? (The holiday games are an exception)

(Continued on Page 4)

ROCHESTER TV LIFE

Rochester's Official TV Program
and News Magazine

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Editor Bob Peiffer
Asst. Editor H. Kip Pierson
Adv. Mgr. Ralph Chinelly

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JANUARY 26 - FEBRUARY 1, 1952

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Letters . . .

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...TV has made marked progress in just one year. This is most noticeable in fine talent, improved scenery, better dramatic programs and far, far better photography. It is my fond hope that its standards will continue higher.

A friend of TV
Rochester, N. Y.

"...after reading all the gripes in your magazine, all I can say is Thank the Lord we are living in the good old USA, and TV sets are made with turn-off knobs so we can turn off the programs we dislike."

L. Gross
Rochester, N. Y.

"...why do we have a one and a half hour show with Sid Caesar . . . I would like to see something else. One and a half hours is quite a long show if you don't like it."

Mrs. A. Giebel
Rochester, N. Y.

"...we are very much in accord with the editorials on the TV programs. Our set is turned off too much because of programs we don't care for."

Mrs. Otto Mastin
Avon, N. Y.

I'm worried about the trend of TV. Now we are beginning to get soap operas by video. The radio ones were bad enough. These are as bad, and show every sign of becoming worse. When will TV learn the lessons that radio did?

Joan Wider

Every Wednesday at
7:30 P.M.—WHAM-TV

BOB TURNER SHOW

presented by



HEINRICH

In Character

213 LAKE AVENUE



there's no permanent home when **AL OSTRANDER** appears on the scene...

How would you like to decorate a new home every week? Or, better still, how would you like to dismantle a house every week? Well it happens on television, and a man who does just that is Al Ostrander, set designer for CBS-TV's Friday night dramatic series, "Schlitz Playhouse of Stars."

Working literally night and day with his five assistants, Ostrander has charge of designing and procuring all of the sets, props, et al., that are needed for the weekly hour-length dramatic show. "I actually work on the sets for three shows at one time," Ostrander explains. "While putting the finishing touches on this week's show, I'm completing designs for the next and doing preliminary planning for the one after that."

A native of Pittsfield, Mass., Ostrander has been connected with some aspect of theatrical design all his life. "My first

job was washing paint buckets," he recalls. He then went on to design for the Tony Sarg Puppet Enterprises, and later to a position on noted designer Norman Bel Gedde's staff.

In recent years he has designed sets not only for circuses and ice shows, but also such Broadway productions as "Panama Hattie," "Louisiana Purchase," "Hellzapoppin" and "Seven Lively Arts". Lately, sticking to video, he lists the Faye Emerson, Victor Borge, and Ford Theatre programs among his credits.

With his headquarters at a Park Ave. mansion, recently remodeled into an office building, Ostrander is using the living room of the house as a king-sized office, and the ex-butler's pantry as a room to house his library and files.

What with the uproar in his living-room-office created by the constant ringing of three telephones and the activity

of his assistants, Ostrander finds the two hours a day spent commuting to and from his home in Pleasantville, New York, the ideal time for his first reading of each script. While the other passengers are scanning their newspapers, he's making pencil sketches on the margin of a mimeographed script, crystallizing his impressions of how sets might be arranged.

The next step is a meeting with the show's executive producer, Felix Jackson, and the director. Here the number and types of sets are definitely decided on and the three discuss the characters and the general emotional feeling that should be conveyed in each scene.

The set for each room should be in keeping with the personality of the character who lives in the room. For instance, in "Not A Chance," Helen Hayes played a spinster who worked in a book shop. For the living room of her apartment, every single piece of furniture and bric-a-brac was chosen to suit the taste that this conservative woman would have—delicate Dresden figures on the shelves, the books, a Victorian mantle and sunburst clock.

People sometimes ask Ostrander why he bothers with so much detail when these small touches aren't actually observed by the video audience. "Though you don't think about them," he states, "you'd notice if they weren't there, for they add immeasurably to the total feeling of a setting."

For certain backgrounds it's necessary to do research to be positive the details are accurate, Ostrander explains. In the drama "The Name is Bellingham," for example, where much of the action occurred on the Seattle waterfront, a careful study was made in Ostrander's collection of nautical books, to insure that the docks and ship were correctly reproduced.

The Swiss Alps scene in "Not A Chance" employed a very attractive and realistic backdrop to depict the mountains. For accuracy here, Ostrander procured large photographs of the Alps, courtesy of the Swiss Air Lines.

After all the essentials are discussed

with the production staff, Ostrander's next step is to prepare a detailed master floor plan, drawn to scale, of the sets on the studio floor, indicating exactly where each wall, window, piece of furniture, etc. will be. Here complications arise—for each set must allow plenty of room for the easy movement of the four large television cameras and the two boom microphones. Then, the arrangements of the sets must take into consideration the action of the drama, so that the actors and cameras will have time to get from one setting to the next.



The sets and backgrounds in this recent Schlitz Playhouse production started at Al's drawing board

With limited space and many settings to depict, Ostrander sometimes employs an ingenious method of getting a suitable effect by using only one or two pieces of furniture—e.g., to give the impression of a hospital set in "Never Wave At A WAC," he used just a doctor's chair, table with instruments, and a white screen. The cameraman, taking a close shot, revealed only three or four feet of space, but the audience has the illusion of a much larger set. In "Not A Chance," one reproduction of the Mona Lisa, plus a uniformed guard, sufficed as the Louvre.

As soon as the master plan for the sets is drawn, Ostrander's draftsman makes detailed plans and elevations of each set, and these, with color sketches and swatches of material are swiftly

(Continued on Page 10)

ROGER GOODRICH



and the

BOND NEWS

6:00 P.M. MONDAY thru SATURDAY

Here's one of the oldest and most popular news programs on the air! It brings you nightly the world-wide and local news, and is broadcast here direct from the editorial rooms of the Rochester Democrat & Chronicle.



W H E C

The Station That Listeners Built!



GUEST DISC JOCKEY . . .

BOB JAMES, WSAY

Howdy, Hi and Lo, platter partners, and a tip of the hat to Bob Peiffer for the honors of guesting in this second-of-the-series sessions comprised of the ever-growing-in-popularity theme — **"What's On Wax?"**

Well, for one thing, two hours of this wax in "pop" record form—(and this is a very broad statement—details later) is beamed your way on our all-request show on **WSAY Melody Corner** . . . festivities getting under way nightly at 7 . . . and with so many requests consisting of postal-cards and letters daily (approx. 250) the show keeps pretty well up to date on the top "pop" tunes currently holding top honors on the nation's "hit parades."

Getting on with the details . . . What are the most popular "Facts On Wax" these days? Here's the line-up in our "Tunes-With-A-Smile" dept. **Theresa Brewer's "I Don't Care"** with **Frankie Laine** and **Jo Stafford's** teaming on **"Hey, Good Lookin'"** following close behind. Then of course, the **Ames Bros.** and **Les Brown's Band of Renown** also collaborating on the not-so-certain lyrics of **"Undecided."** Then too, is **Arthur** (What did you do—take a shampoo?) **Godfrey's "Slowpoke,"** and **Helen O'Connell's** intimate **"I Wanna Play House With You."** By this time, I believe, the crew of **"Shrimp Boats"** is recuperating from too much dancing last night.

Slipping over now to our Romance dept. for songs of a more tender classification, here's the current ballad that's gained popularity overnight, and **THE ONE MOST REQUESTED.** When a group of guys known as the **Four Aces**

team up on a song like **"Tell Me Why"**—you can bet your bottom dollar they have the answer.

How ironic the way public demand changes so methodically. First part of 1951 heard **"Aba-Daba Honeymoon"** as tops, then **"Tennessee Waltz"** (pretty Patti's, naturally), and jumping along a couple of months to **Rosemary C's. "Come On-a My House"** changing tempo, pace and taste.

Bring us back to our love-ballad hovel, don't all raise your hand and holler "I" when I ask "Who has heard Mrs. Ray's twenty-five-year-old son, Johnny sing **"Cry?"** Which incidentally, holds down the second allotment of requests currently, followed not far behind by its little brother on the flip side, **"The Little White Cloud That Cried,"** the latter being a Ray composition.

While on the subject of **Johnnie (Mr. Emotion) Ray**, there's probably just a handful of Ray enthusiasts who have heard Johnny's initial recording on the **"Okeh"** label, **"Whiskey and Gin,"** backed by **"Tell The Lady I Said Goodby,"** two more of the Ray compositions, but a recording which was quite difficult to obtain. Speaking of **Johnny Ray's "Cry"** as we were, has anybody noticed the number of one-worded song titles that have cropped and found their place with the rest, on everybody's popularity list. For instance, **Tony Martin's "Domino,"** **Toni Arden's "Once"** and **"Never,"** **Tony Bennett's "Solitaire,"** and more recently **Pfc. Eddie Fisher's "Anytime,"** and a host of others. Not so fantastic, but kinda interesting when you think back to that novelty by **Fred Astaire** and **Jane Powell** on **"Why'd you have to believe me when I said I loved you, when you know I've been a liar all my life."** There you have real comparison.

Definitely, 1951 was a big year for new names and talent and numerous recording companies. Standing out foremost in my mind is a fellow with a terrific voice and a personality to match. **Mr. Tony Fontaine** is the guy we mean . . . and a few more sides for Mercury such

Disc Jockey . . .

as "Cold, Cold Heart" and "Crazy Heart" should take him right up to the top rung on the ladder of success. Tony was our guest on "Melody Corner" recently, and as affable a chap as you'd ever want to meet . . . Also appearing on the show recently were a talented group of gals known as the "Brownlee Sisters" teaming up with Tommy Dorsey after the maestro spotted them on the Arthur Godfrey show, and appearing here on one of the sentimental gentlemen's one-night stands . . . One of the most refreshing sounds to emanate from the recording studios of Capitol was Les Paul and wifey Mary Ford who certainly have the art of "dubbing" perfected to a "T" Just to mention one of their latest and perhaps greatest is "Tiger Rag" on the reverse side of the very bluesy "It's a
(Continued on Page 25)

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We Cater to Banquets and Parties



IREN WILLIAMS
featured with
HERMAN CHITTISON TRIO
Columbia Recording Artists

Al Ostrander . . .

(Continued from Page 6)

dispatched to the set builders and scenery painters, so they will have the necessary 12 days working time. The sets, furniture, and properties must be installed in the studio by the day before the show, so that the actors may rehearse under actual telecast conditions.

"Though 'Playhouse of Stars' sets are seen by viewers only in shades of black, gray and white," Ostrander points out, "color is nevertheless of very important concern. It would be easy enough for me to use nothing but various shades of gray, which I have scaled according to the way they register on camera. But think how the performers and the technical staff would feel if they had to work in such drab depressing surroundings. So instead, I plan drapes in an attractive shade of pink which will give the same effect as gray number 3, and a sofa in a warm green which will produce a number 5 gray. Thus, the cheery and colorful settings will help generate optimism in the studio."

What about Ostrander's own headquarters? He hasn't gotten around to decorating his office yet . . . "I haven't had the time," he explains.

DID YOU KNOW

NBC's Groucho Marx began his theatrical career as a boy soprano in a Gus Edwards troupe?

* * *

NBC's Jimmy Durante once helped shave customers in his father's barber shop in New York?

* * *

Robert Young, star of the NBC radio comedy "Father Knows Best," is in hot pursuit of a new hobby, carpentry. He has finished a modern coffee table and contemplates tackling streamlined lawn chairs to match. Mrs. Young, who's all for it, hopes his enthusiasm won't be dampened by his heavy schedule of radio and film commitments.

THIS WEEK'S TV TIP

By

RADIO TECHNICIANS GUILD

OF ROCHESTER, N. Y., Inc.



This week's column of TV Tips is addressed primarily to the new owner of a television receiver. This new medium of entertainment can be a never-ending source of enjoyment once the new user understands its operation and knows what to expect in line of performance.

One of the first things a new user is apt to become conscious of is the wide variation in the quality of the images received. This becomes quite understandable once one realizes that the programs are produced from far different means, some by motion picture films, some from kinescope recordings, and, of course, live talent programs. Live shows are always the best, and the kinescopes the poorest.

Many times people who have seen television shows at the home of friends get the impression that their own set does not give as good a picture as some they have seen. Don't become discouraged with your own set. When you have had it in your own home and use it for a little while, you will become accustomed to its performance and you will then know your set is the best you've ever seen.

Probably the most important thing towards getting the best picture possible out of your new receiver, is in having it properly installed and adjusted, and the various controls explained to you so that you may thoroughly understand their functions. Ask your Service Technician to explain them to you, when he first adjusts your set, and try to remember the specific function each performs. A thorough understanding of all controls will add much to your enjoyment. If you have not had your set properly installed, call the RADIO TECHNICIANS GUILD.

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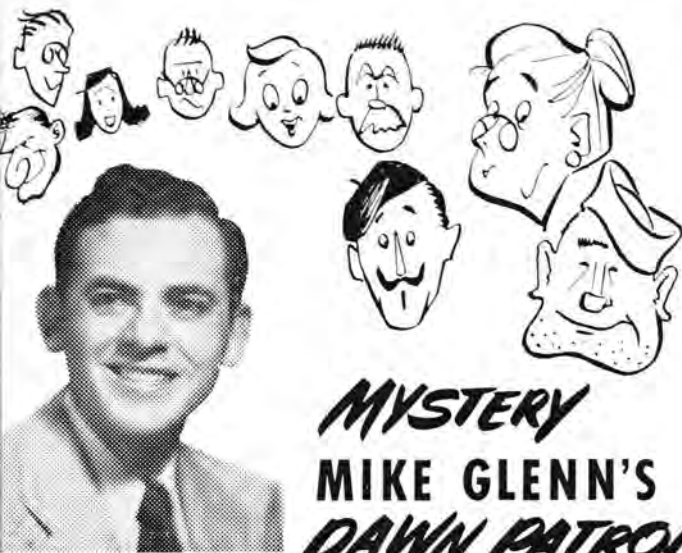
"MAY YOU ENJOY MANY
MORE YEARS OF SUCCESS.

HAPPY BIRTHDAY,
ROCHESTER TV LIFE."

Alvera Sarson

"CONGRATULATIONS
ROCHESTER TV LIFE
ON YOUR FIRST
BIRTHDAY."

Val Mates



MYSTERY MIKE GLENN'S DAWN PATROL

**New Voice
In Radio
and TV**

**WARC'S
Mike
Glenn**

To think this man of many voices might have continued as a school teacher — but he talked himself out of it

What does it take to become a disc jockey? Well, according to Mike Glenn, new WARC jockey, it takes imagination — perseverance — and plenty of hard work coupled with the "lucky breaks."

Glenn, a fast-growing favorite with Rochester and area radio listeners, does the early Dawn Patrol show, Monday through Friday, 7 to 9 a.m. This amiable fellow hails originally from Albany's WPTR station. There he kept an early-riser's circle of listeners amused by the many voice imitations and smooth chatter on his program. The same successful formula is followed for good, entertaining listening on his Rochester show. It's a sure way to start the day with a pleasant outlook and smile.

The Glenn career as disc jockey is really a surprise to the Glenn family. Mike was an established high school instructor, teaching English, French and Spanish to a young audience — and even then, his "show" was well received. It wasn't until the war when Mike entered the service that the idea of radio entertainment was born. He used to entertain the fellows at camp with many voice characterizations and "snappy chatter."

When his service career was ended and civilian life resumed, he was ready for radio as an experienced professional.

He embarked on this completely new career at Schenectady. During 1945-48 while at WBCA, Schenectady, he worked up to the position of Program Director. From there he went to Albany, to Rochester, where his A.M. show is put over with all the necessary ingredients of the plus for your pleasure in radio listening.

The Glenn family is comfortably at home in Rochester where Mrs. Glenn and ten-year-old son Stephen keep "Dad" informed about his show with suggestions about what to add, to change. They are his severest critics. But, like Mike, they are happily associated with the new, eventual way of life that has opened up to them with the advent of a radio personality in the family.

However you like your music or your disc jockey style, you'll like Mike Glenn — and his hundred and one characterizations. His approach to the early morning hours is soft and gentle, and it's a good way to start the day. Mike Glenn — wakes you up with a smile and helps keep it there all day long.



CARL DENGLER—known to his many dancers as "Mr. Clinton Avenue"—played on that Avenue for over ten years!

You request it — Dengler's got it! Carl has a fabulous musical library which contains 4,000 arrangements of "classic" melodies by the best composers—melodies that have stayed over from yesterday; there are 60,000 numbers on file of current tunes. In this tremendous arrangement library, all songs and arrangements have been carefully compiled and studied by Carl, and O.K.'d as best in all-time good dancing and listening music. So, with that background, you simply have to think of a number, request it, and Carl can play it—sweeter, hotter, jazzier or more exotic than any other band you've danced to.

Carl began his musical career in 1930 and worked with the top local and New York bands of Bill Jensen, Sax Smith and Paul Tremaine. Carl sat in on many of the Dixieland bands in 1930 while the transition from dixie to ballads was beginning. That is one reason dixie music is his favorite "hot music" of today. With Tremaine's band he barnstormed the country on one-night stands until the thought of travel left him comfortably pat, right here at home. That is, until 1935 when he organized his own orchestra and the group toured South America

DENGLER

He Makes Wonderful Music -- Any Way You Want It!

—right down to Buenos Aires.

After the S. A. tour, the perfected technique of Latin American rhythms and exotic tempos were added to the great Dengler repertoire. When you hear the scintillating tunes of the Latin tempo Monday nights at the Triton, hips sway to his music and inhibitions fly with the carefree tunes of our colorful Southern friends. Dengler's musical technique brings out the best in our North American temperments whether it's rumba, dixie, ballads or novelty tunes. It is the versatility of his music that has made—

(Continued on Page 20)



MARY HELEN BROWN has every requisite for success—Beauty, Brains, and a Lovely Voice.

YOUR TV VIEWER

By SARAH PRESCOTT



Surprises now seem to be the rule in WHAM-TV's recently shuffled evening schedule. A new one popped up on Tuesday, January 15th, when local viewers tuned in at 7:15 to see "On the Avenue." What they saw instead was "Melody Moods," a new program with an old name, featuring Syl Novelli and his quintet and singer Art Steffen. This change was unannounced, and nothing was said about the program's continuation. However, we shall comment on the initial performance on the chance that the show may turn up again.

On the whole, we found it an improvement over "On the Avenue." There is nothing extravagant about its format, but probably the sensitive viewer is sated with extravaganza and ready to be entertained quietly. "Melody Moods" is more than adequate for this function.

None of the performers is a stranger to Rochester television audiences. Pianist Novelli has made frequent appearances on many programs. Steffen has been off the air recently, but he was a regular on our screens for the first couple of years of local TV. The quintet, consisting of piano, guitar, vibraphone, bass, and drums, played two numbers on the evening in question and sounded fine in both, as always. Steffen also had two songs, and in both of them demonstrated clearly that his enormous popularity is based on real artistry and showmanship. We'd like to see all these gifted people settled into a regularly scheduled program.

On the debit side of the ledger, we found fault with some of the camera shots. Both Steffen and announcer

Bob Keefe appeared in front of the musicians, who in turn were in front of a cutout reproduction of two hands on a keyboard, hanging on the backdrop. All this resulted in a cluttered and distracting background against which neither the announcer nor the singer stood out clearly. In contrast, the close-up shots of Novelli, against a plain curtain, were distinct and pleasing.

This business of what is done with the cameras is a big question in itself. Locally produced shows seem in this regard to suffer more than they need to from comparison with the network programs. They are handicapped by restrictions of movement in all directions and by insufficient use of the cameras to produce unusual effects. We realize that the network has more studio space and more money than the local station. However, a freer use of imagination could go a long way toward uncramping our style.

A show such as "Melody Moods" would look better if each performer were placed in such a position that he could be seen as an individual from at least one angle and still be part of the group for long shots. Then the camera could switch from Steffen to quintet and back, and thus give more variety to the picture. Another improvement would be simplification or perhaps even elimination of the decorative backdrops, at least on musical programs. These add neither interest nor depth to the picture, but only serve to intensify the viewer's claustrophobia. We suggest also a wider use of such trick shots as superimposing one picture on another, for added eye-appeal in long musical numbers.

Sweetest Music this

Side of Paradise

THE GUY LOMBARDO SHOW

Every Sunday afternoon at 1:15

Sponsored By

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WRNY-FM 97.9 MC
Liberty Broadcasting System



Whatever the occasion, if Jimmy could lend his limitless talent and personality, he appeared. One of the most popular and unique performers, his mite-size presence added much to any program. Here Jim was a main part of the last Rochester Lilac Festival.

JIM — A GREAT LITTLE GUY — HE MADE
THOUSANDS OF FRIENDS — AND KEPT THEM ALL
— RIGHT TO THE END



A showman of the first order, Jimmy gave much confidence to other young fellow showmen. He could hold his own with the most seasoned performer—indeed, he was a challenge to most veterans in vying for the spotlight—and they loved him for it!



Sure he could cook, even if the menu was not particularly appealing. Jim had to remain on a most rigid diet for over four years. But he never complained about being denied tempting foods and sweets. Giving them up meant that he lived as long as he did.

Jimmy O'Flynn's life was filled—filled with time demands of friends, performances and hobbies. Also, it was filled with many struggles to survive, even seven years. But in all that time he lived so fully, he had so many experiences that seven years could be doubled to hold all the richness of understanding he had found. He was truly adult in his thinking and actions. He was all things that are good, kind and alive with interest.

January 12 was a shock and severe loss to all who knew Jimmy. Yet, as Jim would have wanted it and his parents requested—no flowers were sent for his funeral. The money for flowers was to start the Jimmy O'Flynn Memorial at his church, Irondequoit Presbyterian, so that a new organ can be purchased.

You don't forget a boy like that. A boy who, three days before his final illness, was collecting dimes for the March of Dimes; who thought of everyone and everything else first. No, you just don't forget Jimmy O'Flynn.



Writing was a favorite pastime. And Jimmy had plenty of wonderful things to write about. He was delighted with the many members in his fan club, and was pleased to have reached and made so many friends with his television, radio and stage shows. He kept personal contact with as many people as it was possible for him to manage.



Did Jimmy believe in Santa Claus? Yes, in the spirit of Santa Claus. He believed in the good and shining ideals that Christmas and Santa stood for . . . helping others, looking to a one, great provider that helped the needy. Jim was devout in contributing to every worthy cause.



There was always time in his young, busy life to give attention to his pet—just as there was always time to exchange some serious talk with his many friends. This young fellow had a mind and outlook that was far beyond his seven years.

Behind the Scenes...

By JIM TRAYHERN

WHAM-TV



It seems to be a recognized fact by now that wild and tame creatures—be they furred, finned or feathered—are prime fare for TV viewers.

During the past two and one half years a startling array of "beasties" have appeared before the cameras at WHAM-TV, and although their names seldom appeared on the closing credit cards, in 9 cases out of 10 they managed—by tooth, tail or claw—to steal the show.

There was the cast of Louise Wilson's talking Mynnah birds. Guesting on L. W.'s morning "Shop By Television" show for Sibley's, the two tiny seed-eaters had been carefully coached to utter their sponsor's trademark: "You can be sure if it's Westinghouse." Prior to the show, the camera crews (and rascal George Haefner) managed to get in their licks. When curtains were removed from the bird cages during the show, the first words uttered were: "Motorola TV."

On another occasion a half dozen lively goldfish were used on a local program commercial to demonstrate the water-tight quality of a cooking stove drawer. The drawer was filled with water, the fish added, and the spot rehearsed. Everything worked like a charm—for a while. Again, when the show was aired, an efficient agency representative added fresh, cold water to the drawer just prior to the commercial, and well-scheduled events took a different turn. This time, the fish which were obviously refreshed no end, proceeded to do aquatic flip-flops and funny back-gaynors when the drawer was opened. One managed to execute a

perfect leap from the drawer to the floor, leaving the announcer somewhat rattled and at a temporary loss for words.

Then there was the case of a pretty young heifer, presented to a 4-H youth (on camera) at the Security Trust Co. program, "John Kieran's Kaleidoscope." The poor cow, whose hoofs were nice and smooth, did a most unfeminine split when her hoofs met the highly waxed floors of the studio. An expensive Oriental rug, which provided the necessary traction, solved the problem of her equilibrium.

Ann Rogers once brought her lovely jet-black cat to "Open House" as a guest. But there was a mad scramble when Puss became frightened at the camera and hid under a large and cumbersome riser. Only a saucer of milk, recruited from the staff lounge, could coax him out.

Dogs, too, have their problems at WHAM-TV. Thunder, pet Shepherd of the Raney's—Max and Flossie—once sent his canine yowl out over the airwaves when Ben Franklin rolled his heavy camera dolly over the pup's tail. Ben, who is now No. 1 cameraman on Kate Smith's NBC show, almost jumped out of his shoes at the time.

But the pay-off in animal blunders occurred one afternoon many months ago. On the memorable day a baby elephant (weight 1,500 pounds) proceeded to disgrace both himself and all other members of the pachyderm race—and since that time all TV performers at WHAM-TV cast a jaundiced eye at anyone asking: "Say, would you like to have an elephant on your show?"

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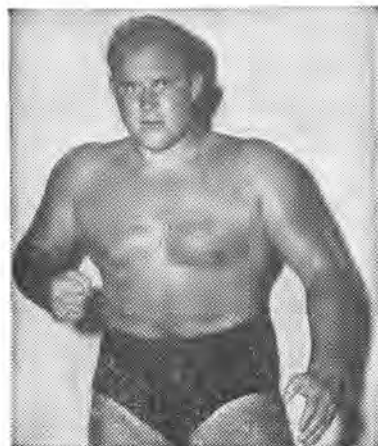
950
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TV Groaners



6 Feet of Massive Power

LOU SJOBERG



All is not wrestling in this young man's life Lou Sjoberg has a background that has variety far above the usual wrestler. In a glowing record of sports achievement he has played guard for the city championship football team at Denfield High School in Duluth, Minn., his home town. Along with that accomplishment, Lou was an outstanding performer in a gymnastics troupe where he was bottom man in the pyramids; Lou also added bar bell work and weightlifting to his gymnastic accomplishments—all of which added to and developed further his tremendous physique.

For three and a half years this 235 pound herculean giant served in the United States Navy. After his discharge he went back to his native state and the University of Minnesota to complete his education—as well as win the Northwest A.A.U. Amateur wrestling championship. While at the U. of M., Lou played guard on the football team and earned

a splendid record for star performance.

It wasn't until 1946 that Sjoberg turned to professional wrestling. In the colorful six years of pro-wrestling Lou has a winning record of three-fourths of all matches. In his pro career he has met such ring notables as Gorgeous George, Iron Talun and Laverne Baxter. They have come to know his favorite treatment, the flying body scissors.

This Swedish-descendent Duluthian has a hobby that befits the best of country gentlemen. Lou raises and trains bird dogs at his Minnesota home. "Blackie," a beautiful Labrador retriever, has been his master's pet and pride for ten years. When Lou decides to retire from the professional scene he'll find his hobby will take full time and attention. But retirement for this wrestler is only a faraway dream. He has an active wrestling schedule that will keep him going for years.



Dengler . . .

(Continued from Page 13)

and kept him—most-in-demand at all of the country clubs, hotels and colleges.

Carl is a serious musician and an active member in the Musician's Union. He holds a position on the Board of Directors. This gentleman knows music and all its problems, and has the wonderful gift of handling problems with the proper treatment—musical or otherwise.

His band is handled as any well-organized business man would handle duties of business and employees—efficiently. Proof that his orchestra members are the happy result of good organization is realized by the fact that most of them have been with Carl for over ten years. The smooth congeniality of the group is reflected in the sparkling arrangements of Gene Small who doubles as arranger-pianist. Fred Schubert, long known on the local scene, plays sax; Ray Shiner plays all the woodwind instruments, featuring oboe and bass clarinet, also doubles

(Continued on Page 21)

Dengler . . .

(Continued from Page 20)

as a hot "Scat-singer." Tony Cataldo does a beautiful job on the trumpet; Ed Gordon, recently returned from Jimmy Dorsey and Gene Krupa (and did bass on the Krupa recording of "Lover") is naturally, bass; while Carl leads this array on drums.

The very petite little songstress, Mary Helen Brown, has graced the Dengler band with her abundance of charm and talent for three years. Mary Helen is one of the most able thrushes on any scene, local or otherwise, whether before a mike, live audience or TV camera. She has a lovely treatment of French songs or South American melodies. In any language, she's good. Between her schedule of band engagements and completing an education at Nazareth College, she keeps busy, busy, busy.

Since Carl organized the band thousands and thousands have been dancing and enjoying his music and distinctive style—a style with a true cosmopolitan air. And just as many thousands have heard his melodies on such radio shows as Treasury Bandwagon and Spotlight on Youth. Carl's band was the first to play FM Remote Broadcasts over WHAM—a musical note to be mentioned with pride.

Carl Dengler's theory for success as a band leader is sound and simple—play music people can dance to and enjoy. He does, they do, and the combination is delightful.



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WSAY

ROCHESTER, NEW YORK

1370

ON YOUR RADIO DIAL

WHAM-TV

Saturday, January 26, 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—Story Time
6:00—Kit Carson
6:30—Wild Bill Hickok
7:00—Who Said That? (NBC)
7:30—Labor and Rochester
8:00—Jimmy Durante (NBC)



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with

LOUISE WILSON

WHAM-TV

11:15 a.m. to 11:30 a.m.

EVERY TUESDAY and THURSDAY

WHAM-TV

Sunday, January 27, 1952

- 11:00—Mr. Wizard
11:30—Zoo Parade (NBC)
12:00—Ranger Joe (ABC)
12:15—Film
12:30—Gruen 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—I Love Lucy
4:00—Meet The Press
4:30—Juvenile Jury.
5:00—Super Circus (ABC)—Claude Kirchner, Mary Hartline, Clown "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—Jack Benny (CBS)
8:00—Danny Thomas
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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- Exclusive Picture Features
- Accurate Program Listings
- Backstage Stories of the Stars

SUBSCRIBE TODAY!



Disc Jockey . . .

(Continued from Page 9)

Lonesome Old Town." Little doubt that Les is an electrical genius in his own right.

"Do you ever think the dance band business will ever become as popular as it once was?" is probably a question asked a number of times in the music industry these days. Recalling the days of yore, when crowds would gather outside theatres and dance halls, sometimes waiting for hours, to see their favorite band leader or musician perform. The years have changed with the entrance of so many entertaining artists in the vocal field, and with good reason . . . but perhaps, if the trend does sway in the opposite direction, the band business will owe a debt of gratitude to **Jerry Gray**, **Billy May**, and **Ray Anthony** to mention just a few. The brand new album recently released by Decca featuring the band of today batoned by **Jerry Gray**, recaptures what Gray believes to be the typical "Glenn Miller" style, were the band still intact today . . . and who should know better than Jerry, he being the one that immortalized some of the late and great Mr. Miller's classics, with his outstanding arranging and composing. Give a listen to "**Flag Waver**" and "**Introduction To A Waltz**" and I think you'll see what I mean . . . **Billy May**, and his more or less rejuvenated organization, has done it with instrumentals like "**My Silent Love**", "**When I Take My**

Sugar To Tea" and "**All of Me**" . . . and of course "**Mr. Anthony's Blues**" will certainly head the list of arrangements that will be responsible for the first swaying of the public's tempo back to the dance band business.

Well that's about it till we meet down on the musical blocks of "**Melody Corner**" at 7. Hope you'll join us.

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America's first commercial TV receiver, produced in 1938, is still in operation and was on display in Passaic, N. J., when the city marked the adoption of the slogan, "Passaic, Birthplace of Television," with a dinner honoring video pioneer Dr. Allen B. DuMont. On display also were a series of exhibits tracing television's progress from the earliest receiver and picture tubes to the most modern transmitting equipment and the giant, 30" home TV set.

ROCHESTER

TV LIFE

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

MY NAME

ADDRESS

ZONE

WHAM-TV

DAYTIME PROGRAMS Monday-Tuesday

- 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.)
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 28, 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 29, 1952

- 6:00—Film
6:15—The News of the Day with Earl Wood.
6:30—Speaking of Sports
6:45—"Life Begins"
7:00—Kukla, Fran & Ollie (NBC).
7:15—Film
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—Stars Playhouse (CBS)

SHADOW STOPPER

Guess The Shadow



CLUE

A Puller of Many Strings

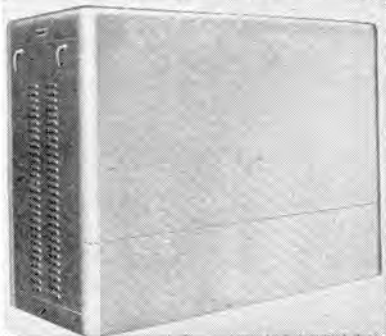
Win This Jackpot \$10.00

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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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, some 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 Doady (NBC) Entertainment for the kids.

Wednesday, January 30, 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—Kraft TV Theatre (NBC)
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 31, 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
11:45—Mr. D. A. (ABC)

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, February 1, 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 Doady (NBC).
- 6:00—Space 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—"Mama"
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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"CINDERELLA WEEKEND" Tue. 9 P.M.

For Columbia Music & Appliance Store

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For Heinrich Motors

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Press Time Flashes

SATURDAY, JANUARY 26th

- 9:30—Hopalong Cassidy in a film new to viewers.
- 12:00—Big Top 1st Anniversary Show with 6 famous European and American acts
- 7:30—U of R Program "Labor and Rochester"
- 8:00—Comedy Hour with Jimmy Durante
- 10:30—Wrestling
- 11:30—Genesee Film Playhouse "The Man Who Could Work Miracles" with Roland Young

SUNDAY, JANUARY 27th

- 11:00—Mr. Wizard. Science education for young people
- 3:30—"I Love Lucy" with Lucille Ball and husband Desi Arnez in popular film skit
- 7:00—"Paul Whiteman Revue", Tribute to music of Harry Warren with Lisa Kirk as guest star
- 7:30—"Jack Benny Show". Guests: Barbara Stanwyck & Maestro Ray Noble
- 8:00—"Colgate Comedy Hour." Danny Thomas is the man of the hour with Dorothy Lamour as guest
- 9:00—Philco Television Playhouse with "Segment", a husband and wife drama of martial rebellion
- 10:30—Electric Theatre first new show "Like the Rich People"
- 11:00—Fireside Theatre "The Flame of Faith," drama of a blind woman's dilemma

MONDAY, JANUARY 28th

- 7:30—"Those Two" starring Vivian Blaine and Pinky Lee in a new musical and comedy series

TUESDAY, JANUARY 29th

- 7:30—Dinah Shore, Musical varieties from Hollywood
- 9:30—Circle Theatre. "Yesterday's Magic" A housewife's calm existence is upset when a famous Movie star visits her hometown and revives memories of the past
- 11:15—Playhouse of Stars. (NOTE the new time for this show!)

WEDNESDAY, JANUARY 30th

- 6:45—Perry Como Show. Buddy Morrow
- 10:00—Blue Ribbon Bouts from Chicago. 10-round heavyweight match. Clarence Henry vs. Bob Satterfield

THURSDAY, JANUARY 31st

- 8:00—Groucho Marx "You Bet Your Life". Madcap Groucho, loaded with a headful of ad-libs and a jack-pot of cash

SUNDAY

- 1:00—Range Rider
 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
 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—Sports on Parade
 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—Amazing Mr. Malone

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—I Love Lucy

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

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 Shriner 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—Children's Theatre
 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—Film Featurette
 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—Telenevs 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

THE LAST ARTICLE
JIM WROTE
FOR HIS MANY FANS

MY HOBBIES

By Jimmy O'Flynn

I guess by now all of you who know me at all know I like money. When I first started collecting coins I collected only new money. I always like to collect new half-dollars. Then I started collecting Roosevelt Dimes. One night my Daddy and my pal Kenny Giewitz explained to me that old, old coins have a great deal of value. So I decided to start collecting old coins. My Dad had a few that he saved from when he was a boy and he gave them to me. My Gramp gave me a few he had also. Then some of my TV Fans sent me coins for my collection.

It always amazes me that each country has their own form of money. My Gramp has quite a few Marks from Germany and I have Canadian money, and some French money too. One day I asked my Grampa what money we have here in the United States that is the most valuable, and he said he thought Gold Pieces were pretty valuable. Well, I made up my mind I'd get some. But I found out that wasn't so easy. I talked to my friend Ken Geiwitz again, (by the way, Kenny is a banker), and I also asked my friend Mr. Harris Brayer, a banker, but they both said Gold Pieces came into their banks very rarely, so I almost gave up. But, well kids, I've got a wonderful Grampa! My Grampa did the almost impossible . . . thanks to him I am proud to say I have a two-dollar Gold Piece, a five-dollar Gold Piece, and a ten-dollar Gold Piece. They are all worth more than their face value, too.

Just recently I learned that in Washington, D. C., there is the United States

Mint where they make money. I want very much to go down there and watch them make our money. I think that will be very interesting, don't you?

I save almost all the money I get, old, new or used. I like to put my money in the bank, because I also learned that all the money I put in the bank works for me and makes more money for me. I am hoping by the time I go to college I'll have enough to pay my own way.



O'FLYNN FAN FARE

By Jim's "Gal Friday"

*In Memory
of my Beloved Jimmy*

An angel on this earth is rare.
We thank God when he puts one there
For such a brief sweet earthly stay,
To cram a whole year in a day.
For angels have a keener sight
To guide us with their shining light—
A loan with interest—Heaven pays—
To reap the harvest of their ways.
And when their job on earth is done
We give them back to God—each one.
For that's the bargain He has made,
A road of life already paved,
An angel doesn't say "Goodbye"
In language such as you and I—
But with his sweet and heavenly smile
Just tells us, "So long—for a while."

Jim's Gal Friday
Mary Licciardi

It is with sincere regret we say this is the final O'Flynn Fan Fare. To the many O'Flynn members: Continue with all the good in which Jimmy believed. By doing that you will have much fuller, richer lives.

Coloring Contest

Hey Kids...

**Enter this Cartoon
Coloring Contest!
A chance to win Free
THEATER TICKETS!**

Here is a coloring contest for all boys and girls 10 years and under. Each week—for the next 11 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 11 weeks the 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.

Winners for the January 19-25 Contest will be announced next week. Watch for the names!

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—To be announced

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—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doady
 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—The Bunch
 1:00—Hollywood Matinee
 2:00—Ladies Day
 3:00—The Big Payoff
 3:30—Bill Goodwin
 4:00—Kate Smith
 5:00—Hawkins Falls

- 5:15—Gabby Hayes
 5:30—Howdy Doady
 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—Bob Considine
 11:00—Cliff Norton
 11:05—Camera Headlines

WEDNESDAY

- 12:00—Ruth Lyons 50 Club
 12:30—The Bunch
 1:00—Hollywood Matinee
 2:00—Ladies Day
 3:00—The Big Payoff
 3:30—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doady
 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—Playwright Theatre
 10:30—Pantomine 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—The Big Payoff
 3:30—Bill Goodwin
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doady
 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—Money in the Home
 11:20—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—Ralph Edwards Show
 4:00—Kate Smith
 5:00—Hawkins Falls
 5:15—Gabby Hayes
 5:30—Howdy Doady
 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—Ezio Pinza Show
 8:30—We, The People
 9:00—Big Story
 9:30—Old Barn Dance
 10:00—Cavalcade of Sports
 10:30—Figs of the Century
 11:00—Hollywood Affair
 11:30—Camera Headlines

SATURDAY

- 1:10—Sign On Music
 1:20—Feature Film
 2:30—Canyon Jack
 4:00—Ted Husing Sports
 5:00—Youth Wants to Know
 5:30—The Nature of Things
 5:45—Morgan Beatty
 6:00—Film Feature
 6:30—Headline Forum
 7:00—Sky King
 7:30—One Man's Family
 8:00—All Star Revue
 9:00—Show of Shows
 10:30—Hit Parade
 11:00—Cliff Norton Show
 11:05—Cafes, USA
 11:45—Weather, Local News

DAILY — MONDAY THROUGH FRIDAY

10:00—Koy's Kitchen
 10:15—Arthur Godfrey
 10:30—Film Feature
 11:30—Strike It Rich

12:00—The Egg & I
 12:15—Love of Life
 12:30—Search for Tomorrow
 12:45—Who-What-Where-When

1:00—Steve Allen Show
 1:30—Garry Moore
 2:30—First 100 Years
 2:45—Bride & Groom

SUNDAY

12:00—Ranger Joe
 12:15—Magic Screen
 12:30—Flying Tigers
 1:00—What Do You Think
 1:30—Sunday Matinee
 3:00—The Name's the Same
 3:30—See It Now
 4:00—Television Workshop
 4:30—What In the World
 5:00—Super Circus
 6:00—Space Patrol
 6:30—Star of the Family
 7:00—Greatest Story
 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
 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—Stark 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
 9:30—The Web
 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—Mr. District Attorney
 11:35—Mystery Theatre
 12:45—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
 4:00—Film Feature
 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



STANWYCK AND BENNY TO STAR IN CHILLER

Barbara Stanwyck, Hollywood and radio actress, debuts on the TV screen with Jack Benny, Sunday at 7:30 on WHAM-TV. As guest on the third "Jack Benny Program" of the '51-'52 season, she appears in a take-off on the play "Gaslight." This psychological thriller-mystery drama is bound to offer plenty of psychological mystery when these two players get together.

Miss Stanwyck, outstanding for dramatic work in "Double Indemnity," "Sorry, Wrong Number," and other movie chillers, plays the wife who is being driven insane by her subtle plotting husband. She turns the tables on the villain who, under the guise of kindness, is trying to torture her into insanity. The suavely

sinister husband is, naturally, that suavely sinister man, Benny.

Well, there'll be no mystery as to laughs on this show. "This Is Show Business" temporarily vacates its time Sunday for the "Jack Benny Program."

* * *

POSTAGE DUE

Indiana's favorite son, HERB SHRINER, likes to tell about a friend of his from back home who got a wife from a matrimonial agency. "The marriage started off bad," recalls the star of ABC-TV's "HERB SHRINER TIME." "She was a mail order bride, and there was some postage due on her."

* * *

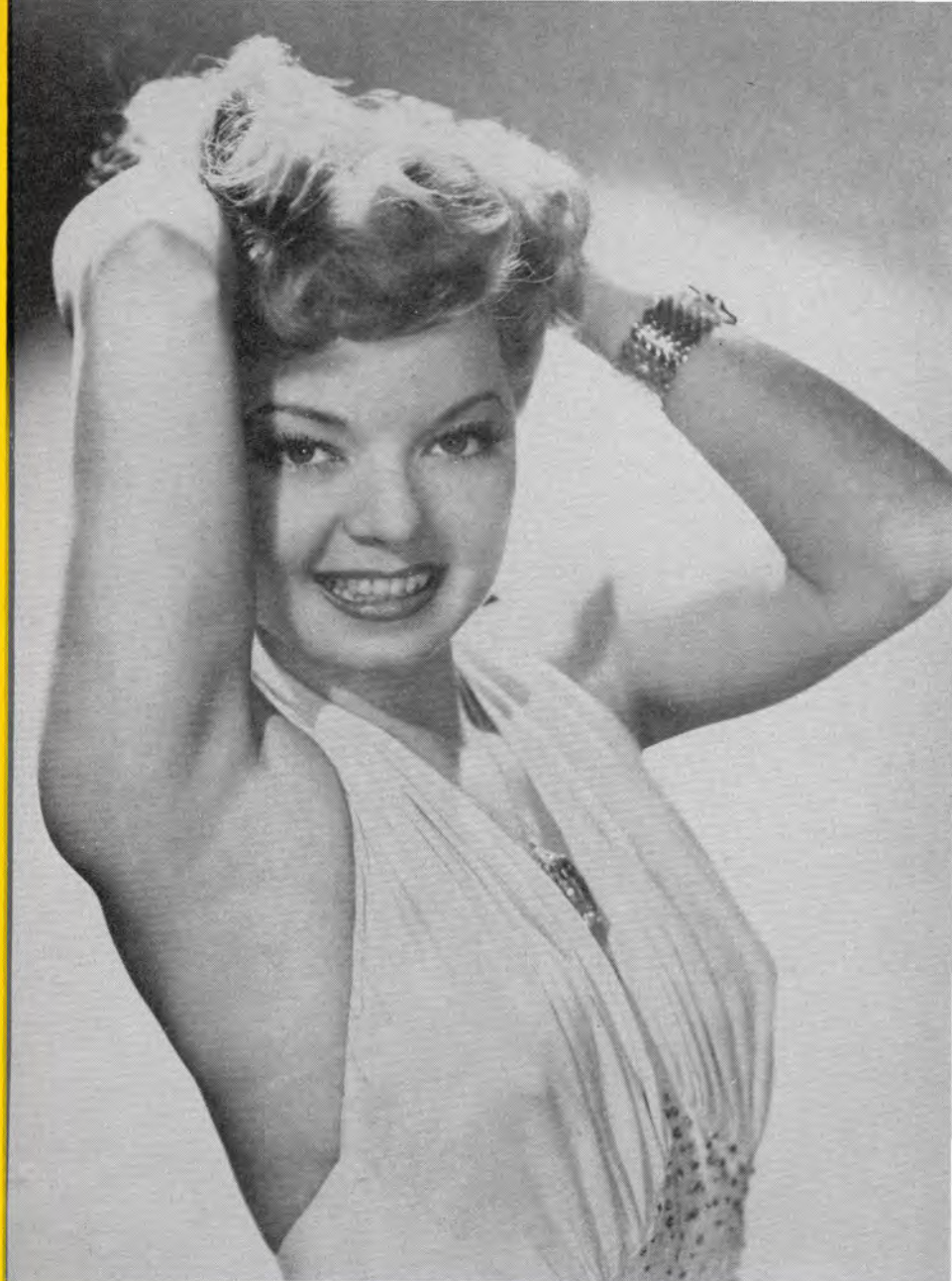
ATTENTION GIRLS

VAUGHN MONROE, star of NBC radio's "Vaughn Monroe Show," offers hints to aspiring chorus girls for television: "To become a chorus girl in television, the young hopeful should (1) dance extremely well, (2) weigh between 106 and 120 pounds, and (3) be neither too tall nor too short, too bony nor too muscular. Skin texture is important, as the bright light reveals every flaw. A chorus girl on TV must watch her chalk-marked positions, stay within camera bounds, watch for stray wires and lights. In other words, besides all the other requirements—brains are essential."

* * *

AUTHOR IS FRANK

Arthur Godfrey complimented Herb Shriner recently when Arthur returned to his "Talent Scouts" simulcast after an eight weeks vacation. Godfrey said that Herb had done a wonderful job, and that he certainly got a lot of laughs. "Outside of that, I like him fine," was Arthur's comment.



HUSKY - TONED SONGSTRESS . . .

Lovely FRANCES LANGFORD was a soprano — until a tonsillectomy produced her present rich husky tones. She has probably done more than any other gal in show business to entertain our servicemen.

"OVER THE TV FENCE"



Garry Moore, CBS Television's short-haired comedian, is going to hear a lot from viewers who are interested in a dog's life. Starting last Monday Garry is offering each week a pedigreed AKC-registered dog to the person writing the best 50-word letter on: "Why I Would Like to Own and Care for This Dog." The dogs are shown on Garry's daily 1:30 show, the first one offered being a brown, 3-month-old cocker spaniel. Dog lovers—take note . . . The "I Love Lucy" show has been transferred to the 3:30 Sunday spot to make it available to more viewers than formerly. This program ranks fourth in national popularity on current Videodex ratings and sixth on Trendex ratings. Lucille Ball and Desi Arnaz are another husband-and-wife team who have hit a winning combination . . . If the drugstore in the Hawkins Falls show looks exceptionally real to you it's because it was a real drug store just a short time ago. When asked to construct one in four days, set designer, Stan Rames went on a merry chase until he found just the kind he wanted. A small Chicago store similar to "Sperry's Pharmacy" in the script, was going out of business. Rames and his crew moved the entire establishment, broken into movable units, on a 40-foot trailer truck. With the numerous headaches in television, the staff at NBC's Studebaker Theatre agrees it's mighty handy to be able to step into Sperry's Pharmacy for a fast aspirin . . . Joan Davis will soon appear on the NBC network in a new series designed as a variety-situation comedy show with a story-line, permitting Joan to run the gamut of her talents . . . Gene Autry, favorite of small fry, has been on tour since January 16th. His entire radio and television cast is included and what will

be of real interest to the kids is that the show plays Rochester, Wednesday, February 5th . . . A new TV Cowboy will soon ride the micro range. "Rooky Jones, Space Cowboy" is currently negotiating a five-year contract with a top food firm. The combining of the cowboy theme with that of science-fiction seems to top TV brass to be a solution to the diminishing business in the cowboy merchandising field . . . Marie Wilson, the star of "My Friend Irma," will be on the auction block all during the month of January. She will offer her secretarial services for one day to the highest bidder during the month. Money is to go to the Anti-Polio fund, to tie in with the 1952 March of Dimes Campaign. Incidentally, Irma says, "Bosses who want their secretaries to sit on their knees should crease their trousers on the side." . . . Detroiters favor cartoons to Godfrey. His new experimental simulcast took over a new spot and received a terrific reception. Unfortunately it replaced an apparently innocuous 15 minutes of cartoon movies. Immediately the station began receiving phone calls, wires and letters and after two days put "Cartoon Capers" back on schedule following the Godfrey Show . . . Dagmar has new worries. Ralph Edwards, viewed on M, W, and F at 3:30 will feature "a male counterpart of Dagmar." Chesty newcomer is Steve Reeves, "Mr. America" and "Mr. Universe of 1950." Going Dagmar one better, the 24-year-old muscle man will by-pass the plunging neckline altogether, in favor of standard beach trunks garb. It hasn't been decided yet just what part Reeves will take on the show, but then, Dagmar didn't need to take a part either.

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



35 Church Street
Rochester 14, N. Y.

**THIS
FIGHT
IS YOURS**

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

**FIGHT
INFANTILE
PARALYSIS**