

ROCHESTER

TV
Life

15¢

Official
TV PROGRAM and NEWS MAGAZINE

• FORMERLY ROCHESTER
TVue WEEKLY

★ Now Including Radio and
Entertainment Personalities

PEGGY BARRETT — Page 3

FEBRUARY 16-22, 1952



TOPS IN LISTENING

"The General Electric Hour"

Monday through Saturday

- 9:45 - 10:00 A.M. **MOUNTAIN MUSIC**
(The best in Western and Folk Tunes,
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Letters

Excerpts . . .

"...Keep the list of the week's programs the way you have it now—all on two pages, not spread all over the magazine...TV is the greatest thing to hit these United States since sliced bread. I like all the night programs except "Lights Out." That is a real stinker in my book and does nothing but scare the kids. As for sports, I know guys who never spent a cent in their lives to see a sporting event of any kind; now they are all experts because of TV...The "Crusade in the Pacific" is tremendous."

"Lefty" Melville

Sonyea, N. Y.

". . . Just how is the Shadow Stopper chosen—a person whose picture has been in your books, or a person from television or radio? Do you give extra time when one lives in the country for mailing in entries?"

Mrs. Ida M. Burse,

Victor, N. Y.

ED'S NOTE: Shadow Stopper is a personality from television. It has been suggested that we use other personalities from radio, stage or night club, but have felt it unwise to use them until there are more requests to widen the Shadow Stopper selection. As entries are checked by postmark date, an out of town contestant is given 24 hours advantage over city entries. Thus an out-of-towner has as much chance to win as a local person who may have the first entry in.

COVER gal

Photos by Len Campagno



PEGGY BARRETT

The vivacious, curvacious eye-ful you see on the cover is the lovely Peggy Barrett—who, at 22, is pretty much of an "old timer" when it comes to singing with a style that's good, good, good!

Peggy has been—hold onto your hats!—gracing the band stands of such notables as Johnny Long, Art Mooney, Frankie Carle, Jimmy Dorsey—and you can now see—and hear—her at Moore's Quonset Inn nightly, ('cept Monday).

Blonde Miss Barrett embarked professionally after being judged "Miss Television" under the able eyes of Frankie Laine, Henri Rene and Walter Thornton. The contest was held in Newark, N.J. over WATV network. From that day on her career blossomed and took her all over the country, including the glamorous Coconut Grove in California, colorful New Orleans and all the swank popular supper spots in New York City.

Peggy, an ambitious lassy, decided to break away from the background of bands and go her own way. She is doing this most successfully soloing with a song style that is somewhat like Doris Day—but you never can forget you're listening to and seeing one Peggy Barrett.

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WHAM-TV PROGRAMS

— DAILY SCHEDULE —

Your complete week's listing in one
place for your easy reference—
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FEBRUARY 16-22, 1952

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Press Time Flashes

FRIDAY, FEB. 15, 1952

- 9:00—The Big Story. Dramatization of true experiences of reporter Maurice Dean of Richmond Times Dispatch.
- 10:00—Cavalcade of Sports. Billy Graham vs Jimmy Herring from Madison Sq. Garden.
- 10:45—Greatest Fights of Century. Filmed bout between Barney Ross and Billy Petrolle, Jan. 1934.

SATURDAY, FEB. 16, 1952

- 2:00—Cavalcade of Stars with Jackie Gleason and Guests.
- 8:00—All Star Revue. A full hour of comedy and songs starring Jack Carson.
- 9:00—Your Show of Shows starring Sid Caesar and Imogene Coca
- 11:30—Genesee Film Playhouse. "Foreign Correspondent" Joel McCrea, Herbert Marshall, George Sanders. (Alfred Hitchcock directs)

SUNDAY, FEB. 17, 1952

- 1:00—Frontiers of Faith. Service from Fordham University Chapel.
- 7:00—Paul Whiteman Revue.
- 8:00—Colgate Comedy Hour. Starring Eddie Cantor.
- 10:00—Celebrity Time. Conrad Nagle and guests Jane Morgan, Dick Kazmaier.
- 11:00—Fireside Theatre. "The Old Gallop" Story of days of Theodore Roosevelt.
- 11:30—Robert Montgomery Presents. "Rise Up and Walk" drama of polio victim

MONDAY, FEB. 18, 1952

- 7:15—City Club of the Air. "Rochester Institute of International Affairs"
- 8:00—Lux Video Theatre

TUESDAY, FEB. 19, 1952

- 9:30—Circle Theatre. "The Hal From Hangtown", a comedy of 1910.
- 11:15—Playhouse of Stars featuring Juanita Hall in "The Daughter", a story about Lincoln's wife.

WEDNESDAY, FEB. 20, 1952

- 10:00—Blue Ribbon Bout from the Chicago stadium. Luther Rawlings vs Jimmy Carter, 10 rounds.

THURSDAY, FEB. 21, 1952

- 8:00—You Bet Your Life. Groucho Marx with \$1000 in prizes.
- 9:30—Ford Festival starring James Melton with Morey Amsterdam and guests.



Jean Schantz, head of Radio and Television Dept., is also Vice President of the Storm Agency. Television is her business—and needless to say, she handles it successfully!

. . . Last week the need of qualified agency personnel was discussed. You can now appreciate the need of extensive training and experience that is necessary to make one qualified for such a job as Jean Schantz holds at the Storm Agency in Rochester. You now know the extensive preliminary research that is needed for a show. Production limitations are many and constant. But rehearsals — ah, rehearsals! . . .

while, in the back-ground — foreground, too — electricians are turning on klieg lights, prop men are bringing in scenery—bit by bit—and arranging each set according to the details of the floor plan prepared by Jean.

To say the least the atmosphere is one of excitement and expectation: What will the show be? How will it go? Would this lighting effect be worthwhile? And camera men busily dolly in and out

The (TV) Show Goes On

Photographs by Len Campagno

PART II

Rehearsals are mad! There is a frenzied excitement on WHAM's-TV stage as the cast and camera crew gather every Monday afternoon for the first rehearsal.

Jean's first action is to distribute scripts to each cast and crew member, the TV producer and floor man. Mean-

to get shots lined up as the script calls them. The pianist is running over the show's music. All of this is preparatory to first dry run rehearsal.

Morry Storm arrives. Storm clients are sometimes surprised that the head of the agency actually attends rehearsals in

Continued on Page 6)

Show Goes On . . .

(Continued from Page 5)

person—and works! But Morry Storm believes in television—and believes that a good show is worth all the energy and attention that goes into it.

Then the call from Jean: "Okay—can we get started? Let's try it from the opening!"

At this cue singers in the first scene take places on one of the three sets used in the show. Camera men are ready. The WHAM TV producer, Jim Trayhern, and Jean consult—just one of many times to come before rehearsals are over—about possible changes in the script. Suggestions are made and changes are noted; changes may continue to be made right up to seconds before your TV show time at home.

Now the stage is still. The camera red light flashes on. This is the first



Jean holds a last minute "confab" with WHAM-TV Producer Jim Trayhern and floor-man Bud Senke. With the problem solved, it's "On Camera" call.

dry run. The piano music starts, singers begin on cue. "No!" This from Jean. "Let's take it again. Try it this way, kids. Look as if you mean it. More "oomph." Because of such directions you, viewers, listen to and see a song production put across with the real touch of professional quality.

First rehearsal may last an hour or more. The prop men continue to change a chair here, a vase there. Electricians



"...take his hand, look into his eyes
—and sing as if you loved him."

cut lights, dim and brighten. The script—though completely finished when first distributed to the cast—must be changed for line cuts or increases, notes added for camera effects not before considered. The singers are coached about gestures, more or less emphasis, action and expression. The B. Forman models are instructed when to turn, when to smile into the camera. Then it's "Ok, let's take a breather," and the "Show-Goer" cast takes time out for a cigarett, makeup refreshing or script memorizing.

It's a short break before second "on camera" call. The second rehearsal is almost a wrinkle-free run. Suggestions and corrections are put into smooth effect. Parts are done and re-done several times by the individual cast performers until each line, song, gesture is down "pat."

The second hour passes quickly. Then it's "Nice going, gang," from Jean, and the stage empties until 9:15 p.m. when everyone reassembles to take places, don costumes and makeup.

Incidentally, the smooth, soft-spoken voice behind the Forman commercials—the voice that makes you want to buy—

(Continued on Page 19)

If You Like SPORTS -- You Like "MAC"!

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GUEST DISC JOCKEY . . .

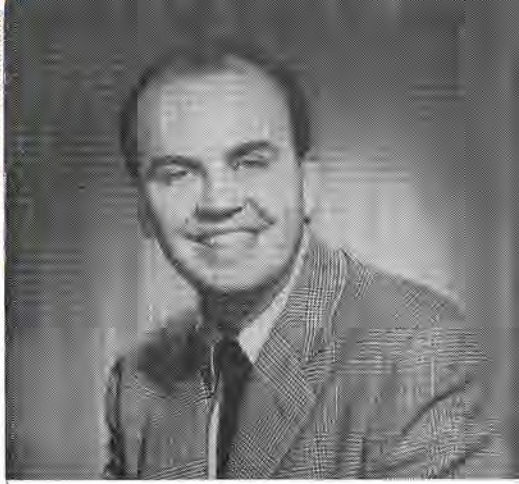
BOB TREBOR, WVET

Howdy m'friends, this is ole Trebor, your Robert-spelled-backwards kid, talkin' to you from the Brown Study. Before I do anything else I'd like to thank the editors of this new magazine for inviting me to appear as guest something or other. I wish them well. They have no worries if the people of Rochester receive them just half as graciously and warmly as they have your boy during the nearly five years I've been camped along the banks of the Genesee.

I believe I'm supposed to say a few words about music. To tell you the truth I get fed up to the teeth sometimes with pop records, and I'd just as soon discuss Gothic architecture or the love life of the Lepidoptera (of course that was pretty well covered in "Poor Butterfly") or the importance of onomatopoeia in prosody or maybe tell a couple of tall stories. Trouble is I don't know anything about those subjects and the politicians are already taking care of the tall stories. I guess I'd better say something about records.

Here are some of the things I like: **When It's Sleepy Time Down South** by **Armstrong and Jenkins**, **Sweetheart** by **Giselle McKenzie**, **The Flag Waver** by **Jerry Gray**, **Aint We Got Fun** by **Doris Day** and **Danny Thomas**, almost anything by **King Cole**, practically all of the discs in the **RCA Victor Immortal Performances** series, particularly **Sweethearts on Parade** by **Hamp**, and **Blue Lou** by **The Metronome All Stars**. I even surprise myself by liking the **Kleenix Kid**, **Johnny Ray**. How he suffers. The boy is currently shedding golden tears.

My listening pals in the A.M. and P.M. suffer along enthusiastically with



young Johnny. I think some of the gals would like to comfort the poor kid. Everyone seems sold on the **Paul-Ford** combination especially their latest effort, the ageless **Tiger Rag**. Me too. There are a lot of things we don't agree on, but of course that doesn't really matter. It is my pleasant duty to try to play the things the public wants. This I do, even if it does entail a bit of personal english occasionally. When the **Four Aces** start to wail I gnash my teeth, my eyeballs roll, and my breath comes in short agonized wheezes. My brownies who help me pick my music and do other chores around the Brown Study sometimes have to revive me after one of their records. I can't stand 'em. Apparently I constitute almost a one man minority in this view. I am assured by a local entrepreneur (that's short for saloon owner) that they are swell fellows. One is, he says, a cousin of his. They probably are likeable lads, but I'd rather listen to a wounded ocelot than hear them butcher a tune. (Note to the Editor: You'd better reserve a couple of pages in the next issue for the I-hate-Trebor mail you'll receive after this indiscreet outburst. Well, if Eisenhower won't commit himself on anything somebody has to.)

I was just beginning to feel gabby. Wish I had more space. In conclusion I'd like to say thanks to the people of Rochester who put up with me from six-thirty until ten every morning and

(Continued on Page 10)



DEAN of the DOWN BEAT

Reminisce With CARL DENGLER

What's happening to the U. of R. Campus? Is it too near Mt. Hope? Which one is dead? I ask this because the scene has changed plenty at the U. of R. since the gala years of 1931-39. Those were the years your dad really had a ball up there. The Campus jumped on open-house nights . . . parties weren't from the 9 to 1 a.m. hours then; they usually started at 10 and went full-strong on to 3 or 4 a.m. Of course the warm milk and hot toddies were brought over from Canada via the submarine route on Braddock's Bay. The "underground" used this tonic rather than the distilled beverage from the Genesee.

I can recall one open-house party when playing with Willis Jensen. There was a particularly sociable evening when a baseball game was started at the wee hour of 4 a.m. The team members used various bass drums for bases from the orchestras that were playing on Campus that night—such orchestras as Lloyd Huntley's Colegate Isle of Blues, Snooks Friedman from N. Y., Pinkie Hunter's band from Cleveland, Jimmy Lunceford's famous colored ork and "Red" Loring Nickal's and his great Five Pennies playing at the Theta Delta Chi house.

During the past 15-18 years there have been many fine bands playing on Campus. Before the outbreak of World War II there used to be stiff competition among the Fraternity Houses to get the top and semi-top names in bands to play at their Houses. The various Frat Houses had

such bands as Benny Goodman on one of his first road dates. The newly formed Goodman ork included such now-famous names as Gene Krupa, Jess Stacey on piano, Toots Mondello on sax, Chris Giffen on trumpet, and many other top jazz stars were in the band when they played at the Deke House around 1935 . . . for the fabulous sum of \$300.

Then there were the other famous bands to play Campus—bands such as Les Brown and his Blue Devils (Duke University), Jimmy Lunceford's Fisk University ork, and the perennial favorite, Mal Hallett, whose ork had many terrific jazz artists among the personnel.

Another top band was the late Bunny Berigan, the Happy Felton ork, and Psi Upsilon used to like Blanche Calloway—relative of Rochester's own Cab Calloway—A popular ork at Theta Chi House was the Wally Stoefler group from Kansas City . . . and one season Teddy Wilson brought a terrific jazz combo to Theta Delta Chi House.

Yes, it's such bands as I—and many of you—remember playing on Campus for the big end-of-season dances held at Cutler and Todd Union that make memories. Remember Hal Kemp with Skinny Ennis on drums and vocal, and that famous family radio team, Ozzie and Harriet (Hilliard) Nelson and his Rutgers College ork—and the King of Jazz, Paul Whiteman—all of them played at the Prom dances back in the 30's.

Since the war the Campus has quieted down to a slow candle-light flicker. Although the kids today are just as wonderful to play for, the big competition of the dance has become nil.

Of course, today a good band — a name band—would cost \$750 up to \$1500 for one night; but even back in those "depression" years, when the sum of \$300 was pretty great — the kids always managed — and managed to have some marvelous times that are fondly remembered today. Let's get together. Write to me, c/o Rochester TV Life.

Disc Kicks . . .

(Continued from Page 8)

from five past three until five in the P.M. I've had and am having a lot of fun. We seem to get along quite well. The only listeners who get my goat—and the other way around too, I know—are those who feel that a guy on the radio who plays records has no right to an opinion. There aren't too many of these, but on the other hand, one is too many. Just because I'm big and sometimes in the early morning my eyes look like the red neon tubing on a Wurlitzer, some people seem to mistake me for a juke box. I aint, I'm human and a man's entitled to an opinion. After all it's a free country and—(Editor's note: At this point Trebor was dragged forcibly from the typewriter. His well-formed mouth was covered with a light froth.)

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. . . we'll take the Candid*

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**LEN CAMPAGNO
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THIS WEEK'S TV TIP

By

RADIO TECHNICIANS GUILD

OF ROCHESTER, N. Y., Inc.



The purpose of the contrast control on a television receiver is to provide a means of controlling the dark parts of a picture.

The operation of this control is a big factor in the clearness and sharpness of a picture. One misconception which most television users have is that the more the contrast control is turned on the better a picture should be. This idea probably comes from tuning the volume control up on a radio to make it play loud and have more power. The contrast control on a television receiver works practically opposite to a volume control in its effect. As a contrast control is turned farther on the picture will get increasingly darker and in many sets will cause the picture to distort and may even cause a buzzing noise in the sound. The operation of this control involves the use of the brightness control in order to maintain proper background brightness and contrast at the same time.

Probably the easiest way to set a contrast control so that a receiver will show the clearest picture and the sharpest detail is to first turn the control all the way off or to the left, then set the brightness control to provide approximately the desired picture brightness, then slowly turn the contrast control on until the darkest parts of the picture is just changed from grey to black, then if the picture brightness has increased turn the brightness control down to the desired level. Operate with the contrast setting as low as possible keeping the blackest part just black

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Walter Tetley, who portrays Leroy on NBC radio's "The Great Gildersleeve," is the proud owner of a two-year-old black cocker spaniel, "Scots Wha' Hae," which recently won first prize in the American bred class at the Orange Empire dog show in San Bernardino, Calif.

"Breakfast Club" host Don McNeill tells about a surprise party given by employees and executives of a company for a man named Jones, who hadn't been absent from work one day in 20 years. They rushed into his office to present him with a gold cup for his perfect record. But on that day—Jones was absent.



Two Hearts That Beat As One -- **LUCY and DESI**

The real-life husband-wife teams, Lucille Ball and Desi Arnaz, who make a happy success of domestic bliss—and woe—in the TV show “I Love Lucy”

A revolution in Cuba and a mishap in World War II were fateful turns in the road of destiny Desi Arnaz has traveled on his way to stardom in CBS-TV's “I Love Lucy.”

The Cuban revolution destroyed his family's wealth, drove them to the U.S.

World War II got him a broken kneecap in basic training, and since he'd been a professional entertainer, he was placed in limited service and assigned to entertain hospitalized GIs. He'd had some doubts about returning to show business at war's end, but playing tropical drums and singing for convalescing servicemen convinced him he'd never be happy without a band to lead.

Desiderio Alberta Arnaz y de Acha III, was born in Santiago, Cuba, son of the mayor. Desi's mother, Dolores De Acha, was considered among the ten most beautiful women in Latin America.

Three ranches totaling 100,000 acres, a palatial home in the city, a private island in Santiago Bay, speed boats, a fleet of motor cars, and a racing stable were all at the command of the youthful

Desi during the pre-revolutionary days. His father, after eight years as mayor of Santiago, was made a member of the Cuban Congress in 1932.

On August 12, 1933, came the revolution. Congress was dissolved, its members jailed. The Arnaz property was confiscated, the homes burned to the ground. In 24 hours, everything was gone except \$500 Desi's mother had hidden. Desi and mother fled to Miami, devoted the next six months to efforts to free Papa Arnaz from prison. They were finally reunited in Florida.

For Desi, life in these United States for several years was hard but interesting: he worked at truck driving, train yard checking, taxi driving, bookkeeping and, of all things, bird cage cleaning. Desi's father managed to launch an importing business. It went broke when a shipment of fruit spoiled in transit.

Show business at this point finally caught up with Desi. His first job was playing guitar and singing with a seven-piece rhumba band at Miami's Roney-Plaza Hotel. Xavier Cugat spotted him, was impressed with this Cuban boy who

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CELEBS in the City...

The star dust is just a little bit brighter over Rochester since the fair city was graced with the talents of popular Mercury recording artist, vocalist Richard Hayes and attractive wife Peggy Ann Garner (*Tree Grows in Brooklyn*) who played the Triton last week.

Joe Deane, "Midnight Mayor" at the Triton, presides over the dias nightly, interviewing the visiting celebs. The animated pix at left is typical of the lively and entertaining show these young performers played to capacity audiences.

Although Hayes made a lot of friends during his brief city stay, 'tis rumored there is one DJ who cares not for this lad. (NOT Joe Deane!) However, Hayes



Midnight Mayor, Genial Joe Deane, and his guests, Peggy Ann Garner with her singing husband, Richard Hayes, recording artist talk about—you guessed it—Music!

managed to preserve his "stage presence" because of—or in spite of—the smouldering feud which openly blazed—and is currently running rampant on a late disc show.



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YOUR TVIEWER

By DORIS LESTER



Friend Sarah Prescott is away. In no sense of the word do I replace Sarah, but I will continue with unbiased comments on TV shows—local and national.

It is only as we continue to openly express opinions—rather than mumble them hovered around a TV set—that mere words become words of action. I ask you to openly participate in this column; bring your views before the "board". By doing that, perhaps some of the real "stinkers" we are too often forced to see on TV can be replaced—just as a kind, good word mentioned about a show or entertainer that deserves it, will mean more of the same. Join with me as one protesting viewer has done:

"After hearing last week that the Bob Turner Show was being shelved for a time I felt it was time to write in behalf of sport lovers and put in a bid for more sport programs and less of the ridiculous and the sublime.

"We purchased our TV set a few months ago and felt Rochester offered a well-balanced assortment of enjoyable viewing. We expected to put up with some programs we did not particularly enjoy as the pleasure we got from the ones we looked forward to amply repaid us. It is hard to sit thru the James Melton Show, Eastman House, Those Two and various TV Varieties and think back to the nights of Max Raney, live wrestling from the Arena—and now the Bob Turner Show. In this small community where we live, the majority of the TV owners are inclined to enjoy the sporting programs.

"Please try and bring back these really good shows and we will sit tight and not censure the programs we dislike but which do please others.

Sincerely, Robert Hurd,
Branchport, N. Y."

Readers and TViewers—if you, with Hurd, gather comments en masse and make your views known to me and to WHAM-TV, I'll wager you see a speedy return of the Turner Show!

Dozens of letters flow daily into the station protesting program changes, changes that are made for no apparent reason. BUT—let your voice be heard and you'll see a fast turn-about. After all, you can turn off your set if you don't like the show. That gives you some satisfaction. But by the same token, it makes a sponsor seem and feel rather futile when all his hard-earned money goes into a show that is not being enjoyed, (much less seen!) by the vast TViewing audience that is his potential customer. Well, now, let's be realistic. No one in sound mind is going to put a heavy outlay of the good old dollar into something that is not will received. Thus, march on with written comments. elieve it or not, none of you have to suffer through programs that are not endorsed by the majority—or denied programs that are replaced with an inferior calibre of talent. TV has advanced sufficiently from the embryo where viewers can now appreciate what is good, what is bad.

In all fairness we want sound opinions as to why you protest to or enjoy a certain show. For my money the western format is so overdone it should be brushed away in crumbs. How much of this dust-biting can one take without gritting teeth? That's only my humble opinion. However, I digress.

With good, constructive reason such as Heard voices, it means that united as a group you will get what you want in good programming, almost as quickly as you want it. Can you imagine what a hundred thousand idle TV sets would do to the TV industry? It would make program planners sit up and take notice of you, the individual viewer. You'd get not what some agency thinks you ought to see, not what some sponsor has had driven down his throat with one or more cocktails, not what some unfeeling director can toss over your TV screen. Rather, something you want to see. But there's no need for me to expound further... this hereby becomes your open page of discussion. Air your comments. The printed word has its own power. Write and see.

GENE AUTRY

Western Star
and Businessman
Views TV . . .

The affable Autry is one of the "real-great" showmen who can put across the warmth of his personality to an audience of one or a hundred or a hundred-thousand!

As capable a showman as a business man, he has definite views about the future of television for his type of show. The Autry type of action-filled show—rough riding, shooting and fighting—would have difficulty being confined to a small stage for live TV, so—you will see, when there is the opportunity, Autry TV on film. Unless he changes the program so that the action is confined to a ranch house with his musical format, the open spaces and horses remain.

His radio show has always been a popular favorite and gives free leeway to the imagination of the listener. And his fan following includes as many youngsters as adults. Gene has that knack of keeping everyone interested; he makes an almost impossible situation seem real when he gifts it with the Autry touch of credulity.

Listening to Gene joke about "Hoppy" and Rogers, he doesn't seem to be concerned about them as competition to his own long-established following. And why should there be? Gene Autry is in a class of cowboys all by himself—ask any one of his fans—he's the Tops!



Gene Autry relaxes during the press and radio reception at the Seneca before Showtime at the Arena. He received many friendships while here on February 5th—and thrilled thousands of spectators with his many songs and fine troupe of western entertainers during the recent "Lions" sponsored show.

Herb Shriner points out that postal service has changed a lot since the old days. Back home, everybody had a dog and the postman was always gettin' bit until the dog got to know him. In fact, one fella back home got rich putting out a dog food that tasted like a mailman's ankle.

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CHANNEL 6

CHECK THE SCHEDULES
DAILY—COMPACT, COMPLETE LIST
FOR THE ENTIRE WEEK

Saturday, Feb. 16, 1952

- 9:30—Hopalong Cassidy
- 10:30—Smilin' Ed McConnell (CBS)
- 11:00—Star Matinee
- 11:30—A Date With Judy (ABC).
- 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
- 4:30—Claudia
- 5:00—Better Homes Show
- 5:30—Nature of Things
- 5:45—Story Time
- 6:00—Kit Carson
- 6:30—Wild Bill Hickok
- 7:00—Who Said That? (NBC)
- 7:30—Court of Opinion
- 8:00—Ed Wynn
- 9:00—Your Shows of Shows
- 10:30—Wrestling from Chicago
- 11:30—Film Playhouse.

Sunday, Feb. 17, 1952

- 11:30—Mr. Wizard
- 11:30—Zoo Parade (NBC)
- 12:00—Ranger Joe (ABC)
- 12:15—Film
- 12:30—Sky King Theatre
- 1:00—Frontiers of Faith
- 1:30—One Man's Family
- 2:00—The Name's The Same (ABC)
- 2:30—Trouble With Father
- 3:00—Godfrey's Talent Scouts
- 3:30—I Love Lucy
- 4:00—Meet The Press
- 4:30—Juvenile Jury.

- 5:00—Super Circus
- 5:30—Range Rider
- 6:00—Boston Blackie
- 6:30—Faye Emerson's Town
- 7:00—Paul Whiteman Revue
- 7:30—This Is Show Business
- 8:00—Comedy Hour
- 9:00—TV Playhouse (NBC)
- 10:00—Celebrity Time
- 10:30—Electric Theatre
- 11:00—Fireside Theatre.
- 11:30—Montgomery Presents (NBC)
- 12:30—News.

Monday, Feb. 18, 1952

- 6:00—Space Cadet
- 6:15—Local and National News
- 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
- 8:00—Lux Video Theatre (CBS).
- 8:30—You Can Be A Star
- 9:00—"Lights Out." Spine chilling thrillers.
- 9:30—Sportsmen's Club
- 9:45—Show Goer
- 10:00—Studio One
- 11:00—News
- 11:15—Hollywood Opening Night (CBS)

Tuesday, Feb. 19, 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—U. of R. Interviews
- 7:30—Dinah Shore (NBC)
- 7:45—Camel News Caravan.
- 8:00—Milton Berle
- 9:00—Cinderella Weekend.
- 9:30—Circle Theatre (NBC)
- 10:00—Original Amateur Hour
- 10:45—Bob Considine
- 11:00—News
- 11:15—Stars Playhouse (CBS)

WHAM-TV

DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

- 10:00—Breakfast Party
10:15—(MTWT) Arthur Godfrey
(Fri) Film
10:30—Take It Easy with Mort Nusbbaum
11:00—(MTTF) Bride and Groom
(Wed) Dollar Derby
11:15—(Mon) You and Your Child
(T & T) Tower Clock Time
(Wed) Dollar Derby
(Fri) Film
11:30—Strike It Rich
12:00—Noonday News
12:15—Love Of Life
12:30—Search For Tomorrow
12:45—(Mon) Voice of R. I. T.
(Tues) Homemakers Holiday

- (Thur) How Do You Do It?
(Fri) Make It and Market
1:00—Steve Allen Show
1:15—(Wed) Bride and Groom
1:30—Gary Moore Show
2:15—(Mon) Film
2:30—First Hundred Years
2:45—Open House
3:00—The Big Pay-Off
3:30—(MWF) Ralph Edwards Show
(T & T) Bill Goodwin Show
4:00—Kate Smith Hour
5:00—Hawkins Falls
5:15—Gabby Hayes
5:30—Howdy Doody

Wednesday, Feb. 20, 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—Commercial Art
7:30—Those Two
7:45—Camel News Caravan (NBC)
8:00—Crusade in The Pacific.
8:30—John Kiernan, A panorama of nature
8:45—American Barn Dance
9:00—Kraft TV Theatre
10:00—Blue Ribbon Boxing (CBS)
10:45—TV Varieties
11:00—News
11:15—Sammy Kaye (CBS).

Thursday, Feb. 21, 1952

- 6:00—Industry On Parade.
6:15—Latest National and Local News
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
8:30—Alan Young Show
9:00—Sports Digest

- 9:15—Focus on Photography
9:30—James Melton Show
10:00—Martin Kane (NBC)
10:30—American Forum
11:00—News
11:15—Broadway
11:45—Mr. D. A.

Friday, Feb. 22, 1952

- 6:00—Space Cadet
6:15—News
6:30—Speaking of Sports
6:45—Perry Como
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—The Unexpected
10:00—Gillette Fights (NBC)
10:45—Greatest Fights (NBC).
11:00—News
11:15—Charlie Wild, Detective (CBS)
11:45—Racket Squad (CBS)

To get fuller enjoyment and last-minute
information, always check
★ "Press Time Flashes" on Page 4 ★

DOUBLING IN SONG



Meet Peggy Lee, who is heard on two CBS-TV programs— she is the featured vocalist on the Monday-through-Friday "Steve Allen Show," and a frequent guest on the Saturday night "Songs for Sale."

* * *

Dean Martin and Jerry Lewis, whose Friday night NBC radio show and appearances on NBC-TV's "Colgate Comedy Hour" have earned them even greater popularity than they enjoyed in night-clubs, theatres, and movies, were recently listed among 1951's favorite male stars in Box Office Magazine. This year their radio and TV schedule is so full that they will make very few night club and theatre dates.

* * *

She's only 14 but she's already wise in the ways of the female world: Estelle Hampton, a pretty blonde from Columbia, S. C., refused to divulge to Tommy Bartlett, host on NBC radio's "Welcome Travelers" program, the name of her favorite boy friend. "If I mention his name," she said, "the others won't come to call on me!"

The problem of traveling with an 18-piece band, complete with vocalists, instruments, music and personal luggage, is nothing new to maestro Sammy Kaye, who from his many years experience, has developed different techniques to cope with each problem. One of the biggest problems involves the bass fiddle. Whenever the band travels by plane, Sammy buys 19 seats, one for each member of the band and one extra for the bass fiddle. The bass fiddle, which is not only the bulkiest but also one of the most delicate instruments, occupies its own seat for the trip.

* * *

Dawn Bender, who joined the cast of NBC radio's "One Man's Family" as a youngster in pigtails, is now an attractive high school girl. She is heard as Margaret, Father Barbour's favorite granddaughter.

"CLAUDIA'S" HUBBY

Hugh Reilly plays "David Naughton" in "Claudia, Story of A Marriage," Sundays at 6:30 p.m., on NBC-TV.



Show Goes On . . .

(Continued from Page 6)

belongs to Miss Jean Schantz.

Consider now if you will, viewers, the many facts mentioned in this story. They have been presented without elaboration. Indeed, were the facts to be followed down to the exacting last detail it would take a volume! But now you can more fully appreciate the many, many factors that must be met by a TV agency producer; factors that must constantly be overcome to bring you a smooth-running entertaining TV show.

To merely present a TV show is comparatively simple. It is only when an agency strives to present a good show that every ounce of their creative resourcefulness is exacted. That's one reason Jean Schantz and Morry Storm are considered TV specialists. And both will tell you it is because of the helpful cooperation from the WHAM TV staff that Storm shows are smooth-running.

A television producer isn't born overnight. A good show isn't created and

produced in a matter of minutes. The work that goes into one weekly fifteen minute show involves hours of work—done weeks in advance of the actual program you so comfortably and enjoyably view on your TV screen at home. For the recently produced "Red Mill" musical comedy some twenty-four people were involved in behind scene work alone! That calls for a tremendous collection of talented, qualified personnel. But you know the "Show-Goer." . . . it speaks for itself.

So here, in part, is TV as it happens in Rochester—good, better and growing!

* * *

NEXT WEEK—Another article on the many TV problems faced by a Rochester agency.

Les Tremayne, star of NBC radio's "Woman in My House" serial, has a featured role in the movie, "Francis Goes to West Point," now being filmed. Francis is a talking mule. "It's a good role," Tremayne said, "so I don't mind taking second billing to a mule."

Here they are—Producers, Cast, Cameramen—the entire group before and behind the scenes, that make the entertaining "Show-Goer" possible.



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
- 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 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—The Big Payoff
- 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—Bob Considine
- 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—Ralph Edwards 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—Kate Smith
- 9:00—Kraft TV Theatre
- 10:00—Pantomime Quiz
- 10:30—To Be Announced
- 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 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—Dragnet
- 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 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—Ezia Pinza Show
- 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—Hollywood Affair
- 11:30—Camera Headlines

SATURDAY

- 2:25—Sign On and Music
- 2:30—Canyon Jack
- 4:15—Ted Husing
- 5:00—Youth Wants to Know
- 5:30—The Nature of Things
- 5:45—To Be Announced
- 6:00—To Be Announced
- 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—Kay's Kitchen	12:00—The Egg & I	1:00—Steve Allen Show
10:15—Arthur Godfrey	12:15—Love of Life	1:30—Garry Moore
10:30—Morning Matinee	12:30—Search for Tomorrow	2:30—First 100 Years
11:30—Strike It Rich	12:45—Who-What-Where-When	2:45—Bride & Groom

SUNDAY

12:00—Ranger Joe	5:00—Bob Ehle's Bunk House	9:30—Big Town
12:15—Tootsie Hippodrome	6:00—Western Theatre	10:00—Racket Squad
12:30—Flying Tigers	6:15—News & Sports	10:30—Crime Photographer
1:00—What Do You Think	6:30—Amos 'N Andy	11:00—News Briefs
1:30—Sunday Matinee	7:00—Captain Video	11:05—Herb Shriner
3:00—The Name's the Same	7:30—Sportsmen's Club	11:35—Mystery Theatre
3:30—See It Now	7:45—Stark Club	12:35—WHEN Previews
4:00—Television Workshop	8:00—Frank Sinatra Show	
4:30—What In the World	9:00—Crime Syndicated	
5:00—Super Circus	9:30—Suspense	
6:00—Space Cadet	10:00—Danger	
6:30—Star of the Family	10:30—My Friend Irma	
7:00—Paul Whiteman Show	11:00—News Briefs	
7:30—This Is Show Business	11:05—Sammy Kaye Show	
8:00—Toast of the Town	11:30—Mystery Theatre	
9:00—Fred Waring	12:35—WHEN Previews	
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

2:45—Mike and Buff	5:00—Bob Ehle's Bunk House	9:30—Man Against Crime
3:30—Bert Parks Show	6:00—Western Theatre	9:00—Playhouse of Stars
4:00—Film Matinee	6:20—News & Sports	10:00—Live Like A Millionaire
4:30—Ozark Mountain Boys	6:30—Space Cadet	10:30—Hollywood Opening
4:45—Everyone's A Scientist	6:45—Industry on Parade	11:00—News Briefs
5:00—Bob Ehle's Bunk House	7:00—Captain Video	11:05—Premier Playhouse
6:00—Western Theatre	7:30—Furniture Trends	11:35—WHEN Previews
6:20—News & Sports	7:45—Perry Como	
6:30—Space Cadet	8:00—Godfrey & His Friends	
7:00—Captain Video	9:00—Strike It Rich	
7:30—John Kieran	9:30—The Web	
7:45—Perry Como	10:00—Boxing	
8:00—Lux Video Theatre	10:45—Powerhouse of Sports	
8:30—Godfrey's Talent Scouts	11:05—Mystery Theatre	
9:00—I Love Lucy	12:05—WHEN Previews	
9:30—It's News To Me		
10:00—Studio One		
11:00—Chronoscope		
11:20—Mr. District Attorney		
12:20—WHEN Previews		

TUESDAY

2:45—Mike and Buff	5:00—Bob Ehle's Bunk House	9:00—That Wonderful Town
3:30—Dollar Derby	6:00—Western Theatre	9:30—Show Goes On
4:00—Film Matinee	6:20—News & Sports	10:00—Songs For Sale
4:30—Ozark Mountain Boys	6:30—Broadway to Hollywood	11:00—Wrestling from Chicago
4:45—County Schools Program	7:00—Captain Video	12:00—WHEN Previews
	7:30—The Lone Ranger	
	8:00—Stop The Music	
	9:00—Alan Young	

WEDNESDAY

2:45—Mike and Buff	9:30—Big Town
3:00—V-I-D-E-O	10:00—Racket Squad
3:30—Bert Parks Show	10:30—Crime Photographer
4:00—Film Matinee	11:00—News Briefs
4:30—Ozark Mountain Boys	11:05—Herb Shriner
4:45—How We Do It	11:35—Mystery Theatre
5:00—Bob Ehle's Bunk House	12:35—WHEN Previews
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

2:45—Mike and Buff	9:30—Man Against Crime
3:30—Dollar Derby	9:00—Playhouse of Stars
4:00—Film Matinee	10:00—Live Like A Millionaire
4:30—Ozark Mountain Boys	10:30—Hollywood Opening
4:45—S. U. Children's Theatre	11:00—News Briefs
5:00—Bob Ehle's Bunk House	11:05—Premier Playhouse
6:00—Western Theatre	11:35—WHEN Previews
6:20—News & Sports	
6:30—Broadway to Hollywood	
7:00—Captain Video	
7:30—The Lone Ranger	
8:00—Stop The Music	
9:00—Alan Young	

SATURDAY

10:30—Hold 'er Newt
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—That Wonderful Town
9:30—Show Goes On
10:00—Songs For Sale
11:00—Wrestling from Chicago
12:00—WHEN Previews

Lucy and Desi . . .

(Continued from Page 12)

was to be dubbed "The Tempo" by critics of modern music. After a year as featured vocalist with the Cugat band, Desi organized his own group of musicians and moved into the swank La Conga Cafe in Miami.

George Abbott's Broadway hit "Too Many Girls" was Desi's next step up the ladder, in 1939. He played a Cuban football player, one of the leads, and played tropical drums. RKO bought the film rights, and signed Desi to play his stage role. When the shooting was over Desi married Lucille Ball, leading lady.

He spent from Feb. 1943 to Nov. 1945 in the Army, after which he toured the nation with his band, playing theatres, dances, night clubs. He hasn't been without a band since. In 1948 Desi made the Columbia film "Holiday In Havana."

He made a vaudeville tour with Lucille Ball, and that convinced them they'd do well as a husband-and-wife team on television. The tour inspired the CBS-TV show "I Love Lucy," which has

"AMERICAN BARN DANCE"

On TV every Wed. at 8:45 p.m.



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been highly rated since it started.

Desi Arnaz' personality is as vibrant as the music he makes. He is friendly, direct in manner, has flashing dark brown eyes and brown hair. He's an avid fisherman, rides and swims expertly; his tennis is the envy of his San Fernando Valley neighbors, Sue and Alan Ladd, Francis Lederer, Jack Oakie, and the Andrews Sisters. A good cook, he specializes in such tempting dishes as Ginger Beef and Bouillabaisse. He keeps a 33-foot cruiser at Balboa, Calif., prefers to do all boat repairs himself.

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WSAY

**ROCHESTER, NEW YORK
1370
ON YOUR RADIO DIAL**

Coloring Contest

HEY KIDS! Here's a chance to win FREE THEATER TICKETS!

CONTEST WINNERS

(For the Week Feb. 9-15)

John E. Baker, Age 6, 115 Glendale Pk., Rochester, N. Y.

Shirley A. Venette, Age 7½, 107 Wash Rd., Pittsford, N. Y.

Joan Catherine Sands, Age 10, 129 Chestnut Ridge Rd., Rochester, N.Y.

Winners—Write to Rochester TV Life stating what movie you wish to see in Rochester. Two guest tickets will be mailed to you.

Here is a coloring contest for all boys and girls 10 years and under. Each week — for the next 8 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 8 weeks the lucky winners have a chance for a free merchandise prize from Field's Toy Department.

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 February 21, 1952

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

(CLIP AND MAIL TODAY)

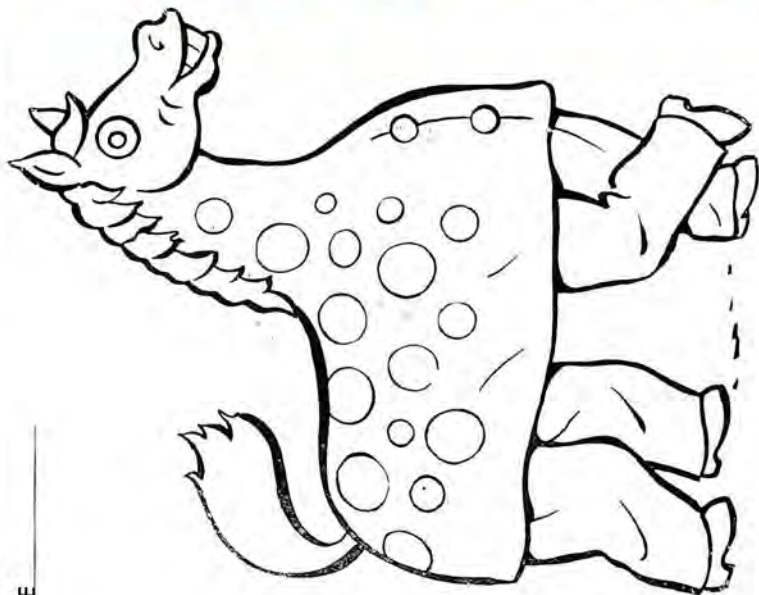
WIN FREE THEATER TICKETS

Send to: Coloring Contest, Rochester TV Life, 35 Church St., Roch. 14

NAME _____

ADDRESS _____

AGE _____



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
- 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—Fun to Learn
- 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—The Goldbergs
- 7:30—Stranger than Fiction
- 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
- 11:00—Mr. District Attorney

TUESDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny's Show
- 2:00—Garry Moore Show
- 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—Fun to Learn
- 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—Milton 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—Fun to Learn
- 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—The Goldbergs
- 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—Your 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—Fun to Learn
- 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—Washington Spotlight
- 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—Fun to Learn
- 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—The Goldbergs
- 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—Racket Squad
- 12:00—Story Theatre

SATURDAY

- 1:00—Wild Bill Hickok
- 1:30—Science in Action
- 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—To be Announced
- 5:45—To be Announced
- 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

SHADOW STOPPER

GUESS THE SHADOW



CLUE

Doesn't Pull Punches

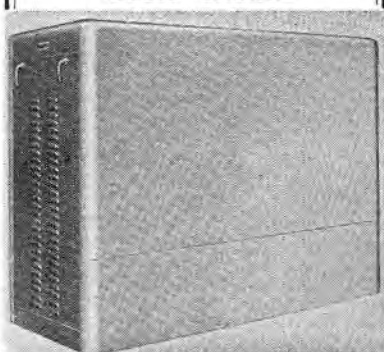
Win This Jackpot \$10.00

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.

FOLKS! Let
"DICK" MERTZ



Solve Your Heating Problem
M & M SUPPLY CO.
Heating Contractors
Automatic Gas & Oil Heat
20 SOMERTON ST.
HILLSIDE 3504 Free Estimates

The first to identify the "Shadow Stopper" as
ARTHUR GODFREY



MR. I. BILL SUSSMAN

65 Weaver St.

OFFICIAL ENTRY COUPON

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

2-21-52

MY GUESS FOR THE SHADOW STOPPER IS:

NAME.....
ADDRESS.....

(Please Print)

THIS RADIO AND TV WORLD



Fort Worth bid highest in the March of Dimes contest vying for the services of Marie "Irma" Wilson as secretary. Marie will put in a full day at the local March of Dimes headquarters as her part in the stunt. She personally is giving a full secretarial course to a needy polio victim in addition to the full day's work in Fort Worth . . . Although only nine, Marjorie Kurtz, can already count her bankroll in five figures. She's the composer of the hit tune "Showflakes" which is taking the country by storm. Her first purchase was a grand piano so that she could begin taking lessons—seems she can't read a note of music. (Eastman School of Music Students) take note . . .

. . . The recent news break on the stealing of waterfront cargo in New York was no surprise to regular "Counter-Spy" listeners. It seems a recent broadcast script for the "Counter-Spy" show dealt with the subject and, in the original version, differed only in the amount of the millions stolen by the racketeers . . . Arthur Godfrey, who has flown practically every modern type of Navy plane including jets, told his "Talent Scouts" audience that he has a new world to conquer—wants to go out to Lakehurst, N. J., to take a hand in flying one of those Navy blimps. Godfrey is probably the only man in radio who can miss his shows and still be on them. On Monday, (Feb. 4) bad flying weather had stranded him away from the New York CBS studios until his evening "Talent Scouts" simulcast. He did his morning show from his airplane enroute from Miami, landed in Washington, D. C., and took a train to New York, arriving just in time to make a last minute entrance on his evening show . . . Mike Freeman who rides

the monster camera on the "Paul Whiteman Show" and beautiful red-haired Alicia Krug, who dances on the Sunday night telecast and in Broadway's "Guys and Dolls," have set a June wedding date. The "Paul Whiteman Show" incidently has just won the annual award from the National Conference of Christians and Jews for "outstanding contributions during the past year to mutual understanding and respect" among American religious, racial and national groups . . . Richard Hayes, the Mercury recording star who has been playing a local night spot in Rochester this past week, is the subject of a misunderstanding with one of our newer DJ's. Seems upon his arrival here he was met by the DJ in question and asked to participate in his late disc show. Like all recording artists—and being a nice guy in general—he was very happy to accept the invite. However, when he arrived at the Triton, where he was engaged, he was asked by the owner to participate in Joe Dean's Midnight Mayor show, which originates from there nightly. Booked at the Triton, it seemed necessary for him to comply with his boss's request and he did so, sending due apologies to the first DJ, and offering to do a guest shot some other night. This was not possible however, because the aforesaid DJ's show is not carried every night. For some time thereafter, between records, Hayes was the subject of a bitter tirade and if the stood up DJ's words are to be believed, Hayes' records will not be played on his show in the future. Those who know both boys think it a shame that they can't get together to straighten out the matter. What do you say fellows, C'mon and make up.



IS THERE ANYONE FINER !

Why, 'SHORE'—It's Dinah! This little gal can toss a mighty sweet note on any scale—and does—over your TV screen at seven-thirty every Tuesday and Thursday.

"OVER THE TV FENCE"



HARPSICORD ANYBODY? Anybody who has a spare harpsichord in the house should have no trouble in renting it to television shows in New York, anyway. That was the conclusion of Preston Wood, director of "We, The People," who needed a harpsichord for a recent act. "It took three days to locate one," recalls Wood, "and it cost a small fortune to rent" . . . **ANTICIPATING EASTER**—for a dream sequence in NBC-TV's "Claudia: The Story of a Marriage". Hugh Reilly had to don a top hat and cut-away which would appear white. The demands of the television cameras are such that Reilly looked like he was anticipating Easter. The hat was a delicate pink and the cutaway, pale blue . . . **SOCIAL SECURITY CHUCKLE.** Video writer David Shaw got more than he bargained for when he visited Grandma Moses at her Eagle Bridge, N. Y. home, prior to writing her life story for presentation on Schlitz "Playhouse of Stars," February 29. While Shaw was there, the 92-year-old painter received a phone call from Troy, N. Y. It was the Social Security Board telling her that she must take out a Social Security card. As Shaw put it, "At 92, they tell her she must take out Old Age Benefits so she can collect when she's 65. P. S. He left it out of the script . . . **THAT'S TV FOR YOU!** Frankie Thomas, who plays "Tom Corbett, Space Cadet", has had many strange assignments in his 24th century existence, but this week's real-life one is the tops! He's making a 6-thousand mile weekend air trip to the West Coast to speak 48 words in a four-minute spot commercial with Danny Thomas (no relation), star of this week's "All-Star Revue." What won't they do for a commercial! . . . **PICTURES AND TV. A**

not uncommon movie plot calls for the villain to show his true colors toward the end of the picture and emerge as a hero in the story. It's probably unwise—if not annoying to the guy in the next seat—to predict how a picture is going to turn out during the first reel, but the ending to "The Perils of Pictures" feature seems headed for the same old surefire snapper finish formula in which the villain (TV) will turn hero to save the industry from itself. Although TV is being hissed by various sections of the industry as an evil force, its good is already evident—and the whole story has yet to unfold. Thanks to the new entertainment medium, the motion picture industry has been stimulated to activities heretofore untried. TV has united the industry to a degree never before achieved. An industry that had grown smug and complacent about its future has now been awakened to the need for continuing improvement . . . thank goodness! . . . **LARIAT MAY LASSO HOPPY.** John Wayne is about to thunder over the TV screen! Columbia Broadcasting System has been negotiating with John Wayne, one of filmdom's top box office draws, to do a Western radio series next fall. CBS would like to slot Wayne in the spot now occupied by "Hopalong Cassidy." "Cassidy" is expected to be cancelled by General Foods at the end of this season . . . **WISE MOVE.** Tony Bavaar was signed this week to replace Pinky Lee on the "Those Two." Bavaar, who is in the legit musical, "Paint Your Wagon," was signed to a two-year contract. This may help Vivian Blaine—certainly 'twill help a lot of viewers who now frown at the show.

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.

You've heard ABOUT **MIKE GLENN**
But have you HEARD **MIKE GLENN**

From 7:00 til 9:00 Weekday Mornings

MIKE GLENN AND

"The Mike Glenn Gang"

Till you hear the Program you won't know what you're missing

SO, MAKE A DATE TO TUNE IN

"DAWN PATROL" with MIKE GLENN

The Morning Program with the Great **BIG P L U S**

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