

ROCHESTER



15¢

Official
TV PROGRAM and NEWS MAGAZINE

FORMERLY ROCHESTER
TVue WEEKLY



Now Including Radio and
Entertainment Personalities

BETTE BORDEN — Page 5

FEBRUARY 23-29, 1952



"JR. TOWN MEETING"

Sundays, 5:00 P. M.



HOWARD SEYMOUR
Moderator



BILL ADAMS
Director-Producer

EVERY Sunday, boys and girls from one of forty vicinity high schools—public, parochial and private—discuss a subject of current interest. Dr. Howard C. Seymour is the program's moderator; Bill Adams is director-producer. This Sunday you will hear students of Allendale School analyse the question: "Should the Federal Government have more control over crime?"

Listen In! You'll Like It!



W H E C

The Station That Listeners Built!



Excerpts . . .

" . . . After reading the article, "Your TVviewer" by Sarah Prescott, in your Feb. 9-15 issue, it is plain to see that Miss Prescott is not a Godfrey Fan . . . I've been listening to the Arthur Godfrey program since it first came over our network . . . The reason you only see one performance on the 15-minute morning TV show is because of a ruling that the organization has . . . Several times on the radio program Arthur has wanted a certain act to go on, but was informed it could not go on at that particular time . . . I don't think he had anything to do

with the rule . . . Another one of his Ace Skating programs is going to be televised April 9 . . . I'm sure if you were to take a vote on the Wednesday night Godfrey Show, the majority of the people would want to see it."

A Weekly Reader,

" . . . Tonight my girl friend and I went out to Radio City to see the "You Can Be A Star" show. We had to wait half an hour; when they finally did start letting us in the studio, I was so tired I was ready to go home . . . The woman who took the tickets asked if we were sixteen . . . we weren't . . . The woman told us one had to be sixteen or, accompanied by an adult before we could go in . . . it was a new rule just started that night (our luck!) . . . Now, nothing had been mentioned about this on the previous show, or even when we went to Columbia to get the tickets . . . since we had no idea about this rule, why couldn't we have been given benefit of the doubt?"

A Disgusted TV Fan



VAL MATES

SCHOOL of DANCE

• Personalized and Exclusively Styled Dancing •

TAP, BALLET, MUSICAL COMEDY, TOE
ACROBATIC, BATON, MODERN BALLROOM

Including FOX TROT, WALTZ,
RUMBA, TANGO.



THE VAL MATES SCHOOL OF DANCE ENDEAVORS TO DISCOVER,
CREATE AND MANAGE NEW TALENT FOR RADIO, TELEVISION, STAGE,
and SCREEN.

Private and class instruction for beginners, advanced and professionals

62 EAST AVE.

Directly opposite Regent Theatre

BAKER 8827

ROCHESTER TV LIFE

Rochester's Official TV Program
and News Magazine

Vol. 2

12

No. 5

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WHAM-TV PROGRAMS

— DAILY SCHEDULE —

Your complete week's listing in one
place for your easy reference—

Pages 12 and 13

FEBRUARY 23-29, 1952

Rochester TV Life published weekly at
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Press Time Flashes

FRIDAY, FEB. 22, 1952

- 9:00—The Big Story. "Case of the Baffled Hounds," experience of reporter Justin Riorden, Niagara Falls.
10:00—Cavalcade of Sports. Robert Villemain vs. Danny Nardico
10:45—Greatest Fights of the Century. Filmed bout between Max Baer and Lou Nova, June 1939.

SATURDAY, FEB. 23, 1952

- 4:00—Roy Rogers. Story about an unscrupulous rancher and polio victim.
8:00—All Star Revue. A full hour of comedy and songs starring Jimmy Durante.
9:00—Your Show of Shows. Sid Caesar and Imogene Coca star.

- 11:30—Genesee Film Playhouse. "The Shape of Things to Come"

SUNDAY, FEB. 24, 1952

- 6:30—Faye Emerson's Town. Spotlighting New Orleans and the Mardi Gras.
7:00—The Greatest Story Ever Told
8:00—Colgate Comedy Hour. Starring Danny Thomas.
9:00—TV Playhouse. Play "The Tender Age."

- 10:00—Celebrity Time. Conrad Nagle and guests Jane Wilson and Herman Hickman.

- 11:00—Fireside Theatre. "The Last Stop" a melodrama about the Foreign Legion.

- 11:30—Robert Montgomery presents "The Moonstone," a famous mystery novel.

MONDAY, FEB. 25, 1952

- 7:15—City Club of the Air. "Democracy in the Near East" by Ambassador Abba S. Eban.

TUESDAY, FEB. 26, 1952

- 9:30—Circle Theatre. "Mr. Bemiss Takes a Trip," a comedy.
11:15—Playhouse of Stars. Dane Clark plays a boxer in "Fifty Grand."

WEDNESDAY, FEB. 27, 1952

- 9:00—Kraft TV Theatre. "September Tide" by Daphne du Maurier.
10:00—Blue Ribbon Boxing Bouts. Jimmy Slade vs. Wesbury Bascom, 10-round light heavyweight bout

THURSDAY, FEB. 28, 1952

- 7:00—Answer the Call, special program opening the 1952 Red Cross Fund Campaign with President Truman and many stars of the entertainment world.



Line-up of talent for each broadcast calls for discussions by Bette, John Crosby and popular "You Can Be A Star" MC, Mort Nusbaum.

PART III

"You Can Be A Star," the entertaining Monday night 8:30 talent show MC'd by Mort Nusbaum, is a show you know well. And, as you watch the credit cards, the names of Columbia Music and Appliance Store, John Crosby, WHAM-TV producer with W. W. O'Brien Agency are familiar. But now, so must you come to know Bette Borden, supervisor of the "Star" show.

To talk about Bette Borden is to talk about the W. W. O'Brien Agency—

COVER gal

Bette Borden

"You Can Be A Star"

Supervisor for

W. W. O'Brien Agency

New York City was all things to Bette Borden. Purely by chance, a visit to the "Great City" brought about the opportunity for her to break into the highly competitive modeling field. She modeled for two years in the wholesale clothing industry, showing furs and suits to buyers. This seasoned the tall, slim Borden—and whetted her ambition to future the career.

Next she tackled the hat modeling profession—and a carry-over of that experience is expressed by the dozens and dozens of chapeaus she now owns! Then, Harry Winston Jewelers beckoned "BB", and she modeled, oh, say, \$50,000 worth of gems at a time for clients who were primarily theatrical personalities—such as Barbara Stanwyck, Greer Garson and many other glamorous fems. However, as glittering as this experience was, Bette felt there was no "substance" or real future in it for her. And, too, having

The (TV) Show Goes On

Photographs by Len Campagna

they are synonymous. The energetic Miss "B" has grown up in local television at O'Brien's Agency, and O'Brien was a pioneer in Rochester TV.

But let's thumb back through the events in Bette's varried and interesting career, and start at the time she first left Rochester for New York.

spent so much time before the camera and the public eye, her feelings turned to being the girl behind the scene; instigating and directing the actions of others.

Opportunities in New York are unlimited when one seeks—and, again, by a chance answer to an ad, Beete was

(Continued on Page 6)

Show Goes On . . .

(Continued from Page 5)

next employed on the New York Post in their advertising department. As she says, "This was more like it. I could put my teeth into the work; it was solid."

Through a contact on the Post, this girl of "Chance Fortune" learned of an opening in radio advertising. As she was eager to learn all phases of advertising, this was her next move. For three and a half years she associated with the Edward Petry Co., the pioneer and largest of all the radio representatives. Her responsibilities were to schedule the Colgate-Palmolive Peet Co's spot radio advertising on the sixty 50,000 watt stations across the country—stations represented by Edward Petry Co. To her colleagues she was known as "Miss Colgate." It was her first experience with radio, (television was then only near birth) and her future looked as promising as the present was bright.

But the long, indirect hand of Fate made itself known again in her life.



With WHAM-TV Producer John Crosby, Bette irons out troublesome spots in program's format. These informal meetings give "You Can Be A Star" a smooth continuity.

Illness and an operation curtailed her career for a few months and she came back to Rochester and her family

While back in Rochester she met Mr. W. W. (Obie) O'Brien. At that time



Each program means many prop changes. Here prop man Bernard "Bum" Hawley, shares a behind-the-scenes laugh with Bette.

he was instigating the birth of most of the local TV shows. As he talked about what he was doing, what he wanted to do in TV, and the future that this new medium offered, Bette quickly caught the enthusiasm and took seriously the tentative offer of work at the O'Brien Agency.

Quick to act with a definite purpose, Bette returned to New York to conclude her duties there, and came back to Rochester and O'Brien's. She realized now, right back in her own hometown, there were all the tremendous potentials she wanted for a career—in television.

To know Bette is to know a gale! She breezes about the office, the studio and the street with an aura of vivacity that is contagious. She speaks the advertising language glibly, and is a fast ad-lib artist with a sense of humor that provokes a good old-fashioned laugh. All of her co-workers enjoy having her around—but she never stays "put" in any one place long, for work demands attention—and she has many duties to handle. Her light, interesting repartee doesn't cover the fact that she knows the advertising-television business inside and out!

The New York background helped to make her one of several experienced personnel to participate in the inauguration of the many TV firsts at O'Brien's:

(Continued on Page 9)

USERS ACCLAIM

★ SHARPER, BRIGHTER

TV PICTURES

with **MAGIC CIRCLE**

MAKES EXPENSIVE OUTSIDE ANTENNA UNNECESSARY!

WE GUARANTEE YOU . . .

CLEARER **BETTER** SHARPER

TV PICTURES

with

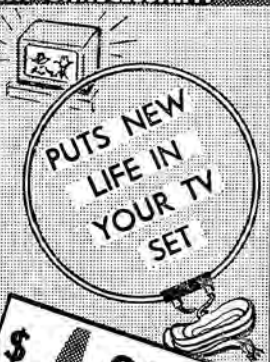
MAGIC CIRCLE

TV ANTENNA

"Flop over" and local disturbances eliminated—no loss in signal strength when someone stands near set. Picture tube lasts longer, set will require less service or repair because of reduced strain on vital parts and tubes. Gets far better signal than any other but expensive outdoor antenna installation in congested areas anywhere in 25 mile radius of transmitter.

★ **SIMPLE TO
INSTALL
INSIDE THE
HOUSE**

**MONEY BACK
GUARANTEE**



Postage FREE on prepaid orders. \$1.00 deposit must accompany C.O.D. orders.

FILL IN AND MAIL TODAY

MAGIC CIRCLE ANTENNA CO. Dept. MC
35 CHURCH ST., ROCHESTER 14, N. Y.

- Enclosed \$.....for..... MAGIC
CIRCLE ANTENNAS (\$4.95 each)
 I enclose \$1 deposit. Please send C.O.D.

Name

Address State.....



GUEST DISC JOCKEY . . .

LARRY MANN, WHAM

I have read many "record columns," and I am certain you have too, wherein the writer (generally a displaced disc jockey), reviews the current crop of popular records, (these are more often than not called cookies, stacks of shellac, biscuits, and upon rare instances records or discs) and tells the world **exactly why** the records will pass through the doorway to fame, or, through the grating to obscurity. The sixth sense, which enables the disc jockey to tell the difference between tripe and delight, is really not the outcome of years spent in acquiring musical degrees, (though many disc jockeys hold such weapons—Dave Garroway to name only one) but, rather it is an outgrowth of what the public has come to expect when they tune in a shellac rider. People have come to expect **answers** on radio, rather than too much thought-provoking data, and there, the people are not to blame—the masses are not really lazy—just busy; and so they look to the disc jock for the answer to the poignant poser: Will Johnny Ray's "Cry" outsell frozen broccoli next week, or, will the Four Aces "Tell Me Why" do the trick?

A little far fetched—well, yes, but you get the general idea I'm certain. Actually, when a groove custodian (see disc jockey) plays several thousand records he cannot help but acquire a **certain feeling** about the hit potentialities of the "thing," based, if nothing else, upon the "Wha-happen" to the thousands he has already heard, played, and passed comment upon in days and nights gone by; so you see, this column really is being written with malice towards none.

One thing in this "yar" music spinning (see groove custodian) is precarious—



and that is, trying to foretell sure-fire hits. Some of the . . . let's call it stuff . . . that hits the top is so bereft of all good musical taste and structure that using any God-given or "university purchased" musical sense to try and dope out the "hits" is sheer madness. As Lamont Cranston once said, "One never knows what evil lurks—I say **lurks**—in the hearts of music publishers."

If it sounds like it's destined for background music in a "D" movie—then be aware, oh mighty "spin-ho" (see disc jock) it might be number one hit of the week next week—Yep, trying to pick hits can be mighty risky business.

Back about two insurance premiums ago, I was doing a record show when a happy character waltzed into the studio and introduced himself as the head man of the London Record Company. He had just landed in town and had brought with him a test pressing of a record which, according to him, was the greatest thing in England since tea bags. Well, to make a short story longer—we played the record and then started to dissect the shellaced little monster. The general consensus of opinion was that the record would not only never hit the top ten list—but would never even hit the "up and comer" list. I guess I had better mention now that the record was "The Third Man Theme."

Show Goes On . . .

(Continued from Page 6)

Some of which were the first panel discussion public service show, "Speak Up"; the first audience participation show, "Cinderella Weekend;" the first commercially sponsored remote show from Heinrich's Motor Showroom; the first sports shows, Red Wing Baseball and live wrestling; the first children's show, "Ask The Kids" (which will always be well-remembered with the personality of little Jimmy O'Flynn); the first amateur show, "You Can Be A Star."

Bette has had an important part in all of these; working on behind—scene details that have made the shows possible; working with the clients, preparing the scripts, supervising production—yes, and appearing before the TV camera.

"BB" never intended to be a TV star. Again, it happened by pure chance. She had to make a quick substitute on one show and do the live commercial. It went

(Continued on Page 15)



*Invite us to your Wedding
... we'll take the Candid*

THE FINEST IN CANDIDS
AND FORMAL WEDDING
PHOTOGRAPHY

**LEN CAMPAGNO
STUDIO**

133 Clinton Ave. S. • BAker 4431

THIS WEEK'S TV TIP

By

RADIO TECHNICIANS GUILD
OF ROCHESTER, N. Y., Inc.



PURPOSE AND OPERATION OF THE BRIGHTNESS CONTROL

The purpose of this control is to provide a means of controlling the intensity of light on the picture tube or in other words making the picture brighter or dimmer.

The operation of this control is closely associated with the operation of the contrast control and will actually control picture contrast in the following way. If a contrast control were set to give a certain density of a picture and the brightness setting was changed to make the picture brighter the dark part of the picture would become grayer, or if the control were changed to make the picture dimmer the black part of the picture would become blacker.

One very common condition in many television receivers is a series of fine white lines appearing diagonally across the picture, this is usually caused by the brightness control being turned on to far. If these lines show on your picture try turning the brightness down and they will disappear.

The setting of the brightness and contrast controls are both effected by the amount of light used in the room. The more light in the room the more the contrast control must be turned on to get the black part of the picture black and consequently the more the brightness control has to be turned on to get the picture sharper.

A little experimenting with the amount of room light used and proper setting of the contrast and brightness will result in a better picture more enjoyable to watch.



DEAN of the DOWN BEAT

Reminisce With CARL DENGLER

After Rochester buried Mr. Volstead — the ulser tycoon — and his stupid act about 1933, night clubs once more could enjoy the diluted flavors of "7 UP" without fear of being kicked by a Kentucky Colonel's mule. Rochester once more remained awake after sundown.

One of the places for a pleasant evening's entertainment was the Hotel Seneca's Ivanhoe Grill, with one of the top society orchestra leaders of the day—Art Taylor. His ork was also featured at the Lake Placid Club. Art's following included some of the top names of Rochester's "400" Society—and the Seneca did a very flourishing business around 1934. Charlie Wicks, manager of the Hotel, imported the orchestra of Michael Covert from New York City's Hotel Weylin. Michael proved to be the Don Juan of Rochester's debutants during his stay at the Seneca. His orchestra alternated with the local Bobby Lyons (who is now a top insurance exec.)

Later on you folks may recall that wonderful fellow "Skeeter" Palmer and his fine orchestra. He did a tremendous business for the Seneca, and yours truly had the pleasure of alternating with him during the summer for three years. In fact, the late Charlie Wicks, Seneca Manager, was responsible for launching my band on its musical career.

During this era Fred Odenbach re-modeled his famous Coffee Shop and came forth with the fabulous Peacock

Room. Among the first orks to welcome in repeal were those of Artie Collins, Sleepy Hall, Al Katz, Tommy Tucker and his vivacious vocalist, Emily Lane. Dave Burnside and his orchestra and Carvel Craig and his West Coast band. During this period the Peacock Room catered to the young college crowd.

In the meantime the Marigold Restaurant, also on Clinton Ave., was vieing in the competitive race for Rochester's night life business, and featured such names as Little Freddy Large and his band (which was later taken over by the famous Jan Garber). Many will remember the smooth baritone voice of Lee Bennett, featured with Freddy. Another favorite band at the Marigold was Cato's Vagabonds—and a talented young pianist, Herb Waters, who was featured at the keyboard. Incidentally, Waters now has his own orchestra at the Peter Stuyversant Hotel in Buffalo.) Many of the college boys will remember the cute little vocalist, Midra Gardner, featured with Cato's band.

Following in line with the Hotel Entertainment Policy was the Powers Hotel, who inaugurated dancing in the ballroom with music by Opie Cates—who is now a musical director for one of the West Coast Network Stations in Hollywood. Other orchestras to play in the Powers were Abe Wittenberg and the fine musical aggregation of Johnny Schwab! which included in the personnel such talent as Jimmy Dennis (now an orchestra leader), and Chuck Collins, vocalist, who has been featured with my orchestra for many years.

As I reminisce over these wonderful days, a thought comes into my mind: How many of our readers remember the good times they had at these places of entertainment? And would they like to see a revival of good, wholesome entertainment in Rochester; wholesome to the point where it isn't necessary to have a half dozen strippers to make the evening's entertainment a success. Write about your idea. Send them to me, c/o Rochester TV Life.

GLOBE RADIO & TV SERVICE COMPANY

Quick, Efficient Service on Television—Radio—Phonographs. All work guaranteed. Established since 1935. 717 Clinton Ave. N. Rochester, New York. LOcust 8483.

ALBERT'S TELEVISION

Authorized Sales and Service for Radio and Television. Factory Trained. 1942 Main Street East. CULver 3672.

ABMAR TELESERVICE CORPORATION

Television Service Specialists. Prompt, Courteous Service combined with Quality Workmanship assure you of "The Finest in Television Service." 942 Hudson Ave. BAKER 9652.

ROBBINS TELEVISION SERVICE

Member of Radio Technicians Guild, Open Evenings and Sunday, 439 Joseph Avenue, HAmilton 0303.

CITY ELECTRONICS SERVICE

Radio and Television Service. Member of the Radio Technicians Guild. 1304 Dewey Ave. Glenwood 7143.

ED WHITE

For TV and Radio Service. Open Evenings. 561 S. Clinton, cor. Alexander. MOnroe 9375.

MICHAELS RADIO & TELEVISION

Capehart Specialist—365 Park Ave. Rochester, New York. MOnroe 1116.

MOHAWK TELEVISION & RADIO SERVICE

Prompt, Reliable Service. 954 Portland Ave. HAmilton 0742.

NU-TONE RADIO & TELEVISION SERVICE

Complete Sales and Service. Authorized Admiral Dealer. 240 Lyell Ave. Glen. 8455.

OUT OF GODFREY'S TEABAG

Heard of a guy the other day who switched to tea and bought a car with the money he saved on olives alone.

* * *

A close friend of mine has a clever expert helping him with his income tax return—the only guy I ever knew who could add with his fingers crossed.

* * *

Interior decorating has taken on quite a dignified aspect since the repeal of prohibition.

The crime investigations brought out more dirt than a soap opera.

* * *

Did you ever spend the afternoon in your doctor's office waiting to see him? Friend of mine ran into that problem and finally left—and left a note for the doctor, too. It read: "I've gone home to die a natural death."

* * *

Archie Bleyer used to be part of a famous ventriloquist act. Finally he was asked to retire—he kept falling off the guy's lap.

MOORE'S QUONSET INN

ROCHESTER-FAIRPORT RD.

- Chicken in the Basket \$1.75
- STEAKS
- SEA FOODS



FEATURING NIGHTLY

PAT COUGHLIN
with the
SWING FOUR

FINE FOODS ALWAYS

We Cater to Banquets and Parties

WHAM-TV

CHANNEL 6

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

Saturday, Feb. 23, 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—Campus Report
- 8:00—Jimmy Durante (NBC)
- 9:00—Your Shows of Shows
- 10:30—Wrestling from Chicago
- 11:30—Film Playhouse.

Sunday, Feb. 24, 1952

- 11:30—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
- 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—Greatest Story Ever Told
- 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. 25, 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. 26, 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—Tele-Quiz
- 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.) Breakfast Party
10:30—Take It Easy with Mort Nusbaum
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

- (Wed.) Art Gallery Program
(Thur) How Do You Do It?
(Fri) Make It and Market
1:00—To Be Announced
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 Doady

Wednesday, Feb. 27, 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—Tele-Quiz
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. 28, 1952

- 6:00—U of R Interview
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—Tele-Quiz
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. 29, 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 ★

YOUR TVIEWER

By DORIS LESTER



Let's talk about the brighter things of life, or, television, if you will. One thing that seems particularly bright over the TV screen is Ted Mack. He's a pretty wonderful guy; one of my favorite radio-TV personalities.

There are few people that have the warmth and sincerity that Mack radiates, his entire amateur show is one of complete naturalness—a rarity among shows usually viewed. Why, that show even has a plausible—interesting—commercial! And that's saying something!

The contestants are usually quite painless to take—and, somehow, you feel you are rooting for them, regardless of their act. Just to watch the expressions of Ted Mack makes you feel good. He has, not only the background of many year's experience in showbusiness, but the true enjoyment of being in that business and working with the eager aspirants. I'm not kindly disposed toward amateur shows — usually — but Mack's three quarter-hour stint is something quite above the ordinary. It can be taken by viewers as something really good.

Perhaps another thing that rates this show in a class of distinction is the commercial presentation. Honestly, I loth commercial jingles, weary of "clever" cartoon ditties, et al — and normally view such with a jaundice eye. Not so the "Old Gold." With all due credit to the agency copywriter for the "OG" cigs, I rather question that the commercial would, or could, be as smooth was it not for announcer Dennis James. I'm anxious to see what happens when he's replaced during vacation. I like the "style" he has. He is one announcer that doesn't try to be "cute", "disarming" or "clever." . . .

he's just Dennis James, man-with-a-job (and a darn good one, too.)

Amateur shows, to me, seem "loose" — there is no story, of course, that can be told. Yet, that master MC, Ted Mack, in a few minutes can weave a story about each contestant, or, at least, you feel you know their story, and are moved to sympathy, joy or cheers. He has a technique that is exclusive—though, admittedly, has been attempted by several other MCs who try to emulate. Mack—without success.

Godfrey—I know this is a tender subject and has been discussed before — follows the Mack style somewhat; but there can be no comparison. The "red-head" is the epitome of casualness—to the point of indifference. You've been fooled if you think G. is the average man's man; he isn't. Just because his voice sounds like coffee in the morning, hair in curlers and slippers on the feet, it is misleading and only because it's so darned subtle. Oh, sure, Godfrey is all right for what he is—the jovial, informal fellow—but just as you would choose to live with more than that, so I choose to view on TV more than that.

The polish of Mack is magnificent: solid but not bawdy. And the graciousness he shows towards contestants and viewers is genuine, he is not heddy with his own importance. Alas, if only there were more like him. But since there are not, nor can be, it is just as well—for you can more fully appreciate the personality of Ted Mack, his show and announcer Dennis James.

These views are probably not shared by the multitudes. But one thing you've got to admit: Mack's Amateur Show is good.

**The
Year's Best Buy!
ROCHESTER
TV LIFE**

52 Weeks..\$5.00

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

**SUBSCRIBE
TODAY!**

At A Saving of \$2.80 on the
Single Copy Price



Show Goes On . . .

(Continued from Page 9)

it became a regular part of her already busy working schedule. This TV initiation lead to the "Hi, Neighbor" 15-minute weekly shopping guide with Ann Holiday as the other neighbor. And, here again was another first for O'Brien

Bette found herself modeling again for TV clients—but this time in a limited studio space—with only split-seconds allowed for costume changes. She dashed out of camera range to don the fur coats; modeled on camera while Ann Holiday narrated the copy; shed the coat to rush back—composed—and join Ann at the "neighbor" table and chat about flowers, laundries, gadgets and food.

The girls did this show without benefit of a floorman, prop man or time clock. There was no studio monitor (a TV set that shows the actors how all is going during the telecast) and it was like "walking through a fog". Bette and Ann had no idea how the show was going—or what it looked like on your TV screen. Certainly there were problems—plenty of 'em, but for all of it, it was a marvelous experience, and one fondly remembered. Bette will quickly say, "Ann taught me camera technique—all I know about TV acting is due to her. Honestly, I never intended to appear before a camera again—TV or otherwise."

PART IV NEXT WEEK

ROCHESTER

TV LIFE

**35 CHURCH STREET
Rochester 14, New York**

Gentlemen:

Please enter my subscription to ROCHESTER TV LIFE for one year for which I enclose \$5.00

MY NAME

ADDRESS

ZONE



A throwback to the rough-tough detectives of fact and fiction is "Harrington," the right-hand man of "Mr. District Attorney." Len Doyle in real life, "Harrington" characteristically dishes out just a little more mayhem among law-breakers than is meted out to him during the regular half-hour radio and TV episodes.

DOUGHTY is the Word for DOYLE

If all the bullets fired at "Harrington" were laid end to end, he could build his own co-axial cable.

The durable hide of "Mr. District Attorney's" doughty assistant is unquestionably the most targeted area in TV, even as "Harrington" has absorbed more "punishment" in 12 years than any man in the acting business.

Not alone bullets, but assorted bludgeons, bombs, blades, brickbats, brands and/or brass knuckles have battered the burly detective during his regular half-hour cavortings in the interests of the downtrodden and victimized.

Hardly a week goes by that the hardy husky isn't engaged in some life and death struggle with diverse public enemies. Happily for all concerned, "Harrington's" recoveries have been miraculously achieved within an ABC-

TV half-hour stanza.

Truly this is TV's indestructible man! In his more than 12 years as chief aide to "Mr. D.A." on radio and currently on TV, "Harrington" has borne the brunt of more mayhem than Job ever dreamed. The things that happen to him could deplete a metropolitan police force or overcrowd a good-sized Boot Hill.

His getting shot at and violently assailed has been a regular "Mr. D.A." function since he donned his badge in April, 1939.

That was the time, recalls "Mr. D.A.'s" producer-director Ed Bryon, that Len Doyle ("Harrington's" real name) won out over 60 auditioners for the part. The veteran actor had appeared in an earlier airing of Byron's concerned with the life of John Dillinger. Doyle, of all things,

(Continued on Page 18)

Coloring Contest

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

CONTEST WINNERS
(For the Week Feb. 16-22)

Lorraine Iota, Age 4, 37 Columbia Ave.

Carol May, Age 5, 413 Durnan St.

George Herzog, Age 10, 1846 Main St. East.

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 7 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 7 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 28, 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 _____



Word for Doyle . . .

(Continued from Page 16)

played the desperado. But Doyle, who is as well a veteran of 39 Broadway play openings, made the switch from vice to virtue with consummate ease.

Says Byron: "Since 1939 more lethal stuff has been thrown at Doyle than was fired at Chancellorsville by both sides. You know, it's not even safe to let him walk near a magnet."

Doyle's reputation as an actor is built on the determination and gusto he throws into his role. Before camera or mike he's essentially "Harrington," officer of the law, although many a fan realism carried him too far. Brawling with one radio felon he threw a wild punch, breaking his hand on the microphone. Record has it that the mike failed to survive.

A true estimate of "Harrington" is that he's a cop's cop. Viewing officers of the law find him realistic but human. Therefore, he's likeable and fans are most understanding and sympathetic to his tribulations. He bumbles, errs, gets into jams, and dramatically blends a solid mixture of scientific detection work with the old rock 'em — sock 'em technique where need be. Always he is tempered and abetted by the good direction of his chief, "Mr. D.A." himself (Jay Jostyn) and the feminine wisdom of "Miss Miller" (Vicki Vola), his co-starring guardians of the law.

A further tip-off on his popularity might be the postcard a Leavenworth lifer wrote: "I keep listening, 'Harrington,' waiting for you to get knocked off!"

You would think with all this on-stage violence the guy would seek the ease and quiet of off-duty living. But the Toledo, Ohio, native is as virile as the character he portrays. An avid woodsman, he's hunted moose near the Arctic Circle and black bear in the West.

Shipwrecked off New Zealand before he was out of his teens, he's fished in waters throughout the world, and is genuinely proud of the fact that he's the first known white man to have fished one hitherto uncharted lake deep in the

Canadian wilds — a lake now officially mapped and tagged . . . "Lake Doyle."

The demands of TV have curtailed his outdoor activities considerably but haven't dampened his ardor for the excitement of the hunt, be it four-legged game or the the make-believe villains he tracks down weekly on "Mr. D.A."

If "Mr. District Attorney" claims to have never lost a case it's because there's a two-fisted guy like "Harrington" around who always gets up off the floor to get his man.

Doughty is the word for Doyle.

PROP MAN ON PROWL



HIS LOOT—Harry Petro, premier prop procurer for CBS-TV's "Schlitz Playhouse of Stars," picks his steps through blue chow, caged canary and painting—part of his "loot" for the Friday night dramatic show.

GEneese 8275

TV Service - Maintenance
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ZITT'S TELEVISION

824 W. MAIN ST. ROCHESTER, N.Y.

SHADOW STOPPER

GUESS THE SHADOW



CLUE

Doesn't Pull Punches
Well-known Duty

Win This Jackpot \$20.00

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
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HILLSIDE 3504 Free Estimates

"AMERICAN BARN DANCE"
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CUMBERLAND NASH, Inc.
209 Clinton Ave. N. HAmilton 4408

Play "Shadow Stopper"
Every Week

OFFICIAL ENTRY COUPON

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

2-28-52

MY GUESS FOR THE SHADOW STOPPER IS:

NAME

ADDRESS

(Please Print)



Texas Ranger, Joel McCrea stars weekly as Ranger Jace Pearson on NBC's "Tales of the Texas Rangers" program. The radio episodes of this action series are authentic stories taken from the contemporary files of the Ranger organization. "Tales of the Texas Rangers" at present is only playing via radio. We prophesy that it won't be long before you'll be seeing Ranger Jace Pearson on your TV screen.

* * *

HONORED AGAIN. The National Association for Better Radio and Television has named "THE HALLS OF IVY," starring Mr. and Mrs. Ronald Colman, as the best comedy-drama of all the radio programs on the air. It is the first annual awards of this new organization which named such fine radio programs as Theatre Guild, Edward R. Murrow, Chicago Round Table and the New York Philharmonic Orchestra in other classifications.

IMPORTANT TO ALL. Don MacLaughlin, the "David Harding" of "COUNTER SPY", has been in many important productions, but neither he nor his Connecticut confreres have ever been

any more excited than they are about acting in a Red Cross show which will be heard over a Norwalk, Conn. station late this month.

GENIUS AT WORK. Nobody ever qualified for the "WE, THE PEOPLE" program more oddly than recent guest, 17-year-old Bob Lealess. Bob worked in an engraving plant in Vancouver, B.C., where artists would test their air brush on cardboard. As a lark, Lealess sent the cardboard to a museum in Ottawa. Came the report, "Keep up the good work!" Bob was nominated to show the wonderous scrawl on "We, The People." "Maybe I'm a genius and don't know it," was his first solemn comment to a reporter.

HOLE EXPLANATION. The bagel bakers will probably be up in arms against ARTHUR GODFREY'S definition of their product, on his "Talent Scouts" simulcast: "A bagel is a soft, tender hole, surrounded by concrete."

IT COULDN'T HAPPEN TO A NICER HORSE. Roy Rogers' world-famous horse, Trigger, visited Houston recently in his own trailer, built at a cost of \$25,000 (he earned it). The trailer was designed and planned by Roy involving three months and ten sets of blueprints. It is fully insulated against heat, cold, dust and noise, completely air conditioned, and equipped with puncture-proof tires and tubes. The horse part of the trailer consists of three stalls, fully padded, and a tack room for saddles and bridles. Bunk beds are provided for the driver and the groom. The trailer has kennel space for Roy's famous dogs, unloading ramps on both sides and several tie rigs on the side of the trailer. Living quarters are complete from a stainless steel refrigerator right on down to the carpeted floors. (Anyone willing to lead a horse's life?).



SWEET SUE . . .

ONE LOOK at blond eye-ful, Susann Shaw, and you too will be singing
"You're The One I Love, Sweet Sue . . . Just You."

"OVER THE TV FENCE"



The trend is earlier morning, later night radio and TV shows. While television's expansion efforts (as far as early morning and late nighttime periods are concerned) are not nearly as marked as similar moves in the older and more stabilized radio medium, there are definite indications that the trend toward programming in the early morning and late night hours will hold firm and, in the reasonably near future, continue to spread among more TV networks stations.

Here's a retraction of an announcement made last week. Pinky Lee is slated to continue as co-star in the "Those Two" TV series. 'Tis also said that the statement about singer Tony Bavaar joining the show is in error. Vivian Blaine continues in the series. Wish somebody would make up their mind! Who's on first? What's on second?

With two \$1,000,000-plus sponsors revamping their current TV plans to shave their video budgets, it becomes virtually certain that practically all big budgeted regular hour shows will be sponsored either alternately or on a multiple basis next season. Schlitz this week had decided to cut its hour "Playhouse of Stars" dramatic program to a half hour and film it in Hollywood. Now Westinghouse is toying with the idea of going alternate weeks with "Studio One." In all cases these are programs which are producing good ratings. Schlitz can't meet the tough financial demands made by TV. It is, therefore, trying to get more for its dough by going into films. Perhaps it's a good thing. The money spent so freely isn't always spent wisely—good shows don't have to mean expensive shows.

Another retracted statement: "Martin Kane" is here to stay. It was reported that the "Kane" sponsor was soured on

the show—now we learn said sponsor is committed to the program through June on NBC-TV. The script writers should be committed to something other than TV.

Public reaction cues axing of "Lights Out". Admiral Corp. cancelled its sponsorship and this action is partly due to public reaction against crime shows. There has been an increase of public ill will toward the show, along with its creditable ratings.

Here are figures compiled in a Videodex survey, Dec., 1951. Shows in order with rating: Texaco Star Theater, 48.9; Comedy Hour, 44.4; Talent Scouts, 42.4; I Love Lucy, 39.4; Show of Shows, 36.3; You Bet Your Life, 34.9; Fireside Theater, 33.1; Mama, 32.1; Kraft Theater, 31.6; Boxing, 29.5; Playhouse of Stars, 28.0; Alan Young, 27.0; Hopalong Cassidy, 25.7.

Steve Allen's noontime show must vacate. CBS is currently searching for new program ideas for Allen.

The N.Y.C. Teleprompter Corp. is readying a new model of its video cuing system machine (scaled to meet budget requirements of local TV operations) and hopes to make it available to stations across the country in 90 days. Although a cuing system would be a prime manpower assist for small-staff local TV stations, Teleprompter, heretofore, has been too expensive for them.

New York's famed Hayden Planetarium is signing up interested persons for the first space flight to the moon. Frankie Thomas, who portrays Tom Corbett, Space Cadet, and the program's cast, signed up for the projected trip en masse. Either they want to get away from it all—or it's all-out for publicity.

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EVERY SUNDAY 1:30 - 2:30

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35 Church Street
Rochester 14, N. Y.

GENESEE



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WHAM and WHAM-TV

- ★ "BOLD VENTURE"*
Every Wed. Night at 10:30
- ★ "THE SPORTSMAN'S CLUB"
Every Mon. Night at 9:30
- ★ "THE UNEXPECTED"
Every Fri. Night at 9:30
- ★ "THE GENESEE PLAYHOUSE"
Every Sat. Night at 11:30

*Radio