

**ROCHESTER**

**TV**  
*Life*

15¢

Official  
TV PROGRAM and NEWS MAGAZINE

FORMERLY ROCHESTER  
TVue WEEKLY



Now Including Radio and  
Entertainment Personalities

JOAN BYRNE — Page 18

MARCH 1-7, 1952





**Ralph Knox and**

**Warren Doremus**



*... man the "mike" on*

# **"Journal of the Air"**

**6:30-6:45 P. M.**

***Mondays through Fridays***

This unusual type of news program covers world news, local news, Washington news, Rochesterians in the news—and nominates a local "Citizen of the Day." It also extends cordial greetings to new-comers to the city. Your old friends, Ralph Knox and Warren Doremus alternate at the microphone. Listen!

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**The Rochester Savings Bank**



# **W H E C**

***The Station That Listeners Built!***



Wow! The mail bag with filled with letters asking about the Shadow Stopper contest—particularly about the contest with Arthur Godfrey as the Shadow. There were many correct answers, and, naturally, each contestant wondered why they were not made the winner. Well, here's what happened and why:

We have a printing deadline to meet; our copy and pages have to be turned over to the printer at a specified time. The Shadow Stopper page, along with the other pages, went to the printer BEFORE A CORRECT ANSWER HAD BEEN RECEIVED. However, the next day's mail brought in a winner. Realizing what had happened—that we had a winner whose name would not appear in the next issue—we telephoned Mr. Sussman, 65 Weaver St., Rochester, and explained the situation to him; that he would receive \$20.00, which was the jackpot at the time of his entry. This was satisfactory to him. It was not possible nor practical to contact each contestant with a correct answer and explain what had happened—and why.

Naturally, many contestants were irate about the situation—not fully realizing that things like this can, and might again, happen if the circumstances are the same.

In choosing a winner there is no special choice; we have no "friends," "favorites," or "chosen few in or out of the city"—all we have is the entry, answer and postmark date. If you have an idea how to better the situation, let us know. We like the Shadow Stopper contest, and felt that most of you have enjoyed it. If

you're not happy with the contest, we can drop it entirely. If you have practical changes that can be put into effect, we will comply. But in any event—in any game—someone will win, others will lose. However, the winner must be chosen fairly—and is—or why bother?

\* \* \*

ANYONE WANT TO JOIN A FAN CLUB FOR BILL LAWRENCE? If you do join, you will receive Bill Lawrence Fan Club pins, Lawrence pictures, inside news, membership cards and a monthly issue of letters from Bill. So, girls, if you want to be among the "Lawrence Lassies" you may join the club by writing to:

Miss Margie Telfa  
1520 Fairview Ave.  
Park Ridge, Illinois.

\* \* \*

GEORGE NORMAN, BROOKS AVE., ROCHESTER: Doug Duke married singing star Lenni Lynn. They are in N. Y. City—and are frequently an item in Winchell's column.

\* \* \*

MRS. HOWARD NELSON, VICTOR, N. Y.: Contact the "Strike It Rich" program by writing your letter to them c/o WHAM, Radio City, Rochester, N. Y.

\* \* \*

". . . Like the TV Life book very much. Keep printing all the good stories."

Emmett McBurny  
Rochester, N. Y.

### "AMERICAN BARN DANCE"

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



**CUMBERLAND NASH, Inc.**

209 Clinton Ave. N.

HAmilton 4408

## ROCHESTER TV LIFE

Rochester's Official TV Program  
and News Magazine

Vol. 2



No. 6

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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

MARCH 1 - 7, 1952

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\$5.00 per year, in advance.

## Press Time Flashes

FRIDAY, FEBRUARY 29, 1952

10:00—Cavalcade of Sports. Jack Johnson  
vs. Stanley Ketchell.

10:45—Greatest Fights of the Century.  
Filmed boxing bout between Vince  
Dundee and Teddy Larosz, Sept.  
1934.

SATURDAY, MARCH 1, 1952

12:00—Sealtest Big Top, with new acts  
from overseas.

8:00—All Star Revue, starring Olsen and  
Johnson.

9:00—Your Show of Shows, starring Sid  
Caesar and Imogene Coca.

11:30—Genesee Film Playhouse. "House  
Across the Bay."

SUNDAY, MARCH 2, 1952

6:30—Faye Emerson's Town, showing a  
behind-the-scenes picture of a televi-  
sion performance from beginning to  
end.

7:00—Paul Whiteman Revue, with the  
regular cast and guest Mimi Benzell.

8:00—The Colgate Comedy Hour, starring  
Donald O'Connor.

10:00—Celebrity Time. Conrad Nagle has  
guests Rosemary Clooney and Pat  
O'Brien with his regulars.

11:00—Fireside Theater. "The Broken  
Cord," a drama of a matriarch.

11:30—Sammy Kaye Show.

MONDAY, MARCH 3, 1952

7:15—City Club of the Air. "The Issues  
Before the People," a debate between  
Senators Humphrey and Keating.

TUESDAY, MARCH 4, 1952

9:30—Circle Theater. "Domenico," a story  
about a humble Italian fisherman.

11:30—Playhouse of Stars. "World So  
Wide," with John Forsythe and Nina  
Foch.

WEDNESDAY, MARCH 5, 1952

10:00—Blue Ribbon Boxing Bouts. Jake La-  
Motta vs. Eugene Hairston. 10 rounds,  
middleweight bout.

THURSDAY, MARCH 6, 1952

8:00—The Groucho Marx Show . . . You  
Bet Your Life. Fast talk and cash  
prizes.



Tired but happy at her work, Bette relaxes while watching a final rehearsal from the auditorium

... Bette Borden, supervisor of the Columbia Music and Appliance Store "You Can Be a Star" show for O'Brien's Agency, happened into television purely by chance. Here are more of the situations that have happened in her busy career—all by chance:

#### PART IV

As a TV actress and TV supervisor, there have been many hair-pulling, nerve-racking experiences for Bette. On one show, for a special effect during a sentimental ballad, a burning cigarette with lipstick traces was needed. Bette provided both. At the crucial moment—seconds before the camera was to pick

## THE BETTE BORDEN STORY CONTINUES...

and did a strictly ad-lib show. (And how quickly viewers pick up things as seen via the screen! She was wearing a pert jockey cap that night; next day there was a flood of calls, "Where did you buy that hat? I want one just like it." It substantially increased hat sales that day for an O'Brien client.)

On the Heinrich remote, Bette, Doug Duke and the announcer arrived at the showroom prepared for a smooth two-camera show. Minutes before screen time they unhappily discovered one of the cameras was being used at the Red Wing Stadium! In all-too-few minutes the entire script, floor directions and commercial set-up had to be changed. Any of you viewers who recall the dizzy swinging background as the camera focused from star to announcer to commercial spot can now know the truth—necessity and quick substituting brought it about. Incidentally, Bette is the person who discovered Doug Duke while he was playing at one of the local pubs. Doug became an important personality on many of the O'Brien shows—just as

## *The (TV) Show Goes On*

Photographs by Len Campagno

up the smouldering cig—Bette eyed a cold butt. She quickly relit and replaced the prop—only to remove a trembling hand from the camera lens in the nick-o'-time.

On the E. W. Edwards "Celebrity Corner" show, a guest didn't appear at the final hour. Bette had to substitute—

little Jimmy O'Flynn was practically a trademark for Columbia Music and Appliance and O'Brien.

On a recent Nothnagle Realtor Gallery of Homes Show, a limerick contest was started. The winning limerick along the theme of "The Best Buys Before Your

(Continued on Page 6)

## Show Goes On . . .

(Continued from Page 5)

Eyes" would be \$50 richer. Out of the thousands of entries Bette sorted, one read: "Don't finagle—see Nothnagle." (Humorous, but not the winner.)

On the "You Can Be a Star" show, rehearsals are something like this: Bette gets to the station at 6:30. Usually she enters the WHAM portals carrying new slides, flip cards and props. Sometimes you can see Bette—other times the packages identify her as the "girl behind it all."

Each rehearsal has its own tempo; all glide along smooth and fast. None of the shows can be stilted; it's simply not that type of format. There is an ever-changing variety of eager contestants, from the youngest four-year-old up to a not-to-be-mentioned age.

The "Star" show was Mort Nusbaum's idea. He originated it first for radio, broadcasting from the stages of the Paramount and Palace Theater. This type of show was a natural for TV. And it



On camera, Mort Nusbaum checks last-minute details with producer and cameraman.

is Mort and WHAM's Gene Zacher who handle the auditions Tuesday nights (at WHAM), and urge everyone to try out for the show—everyone from the novice to the semi-professional.

The contestants are usually nervous



Pressing room tension is relieved as Bette helps contestants get ready for camera.

before rehearsal. Invariably they ask Bette (who looks like a young contestant), "Do you sing, dance, do ventriloquism?" Bette doesn't claim any of these accomplishments. But by the time she has helped the contestants put on makeup, joked with them, they are much more at ease and take rehearsal in stride.

Mort, a master when dealing with talents, instills a great amount of ease and confidence in the contestants. He will banter words and jokes with them and the crew. You may hear Mort and announcer Earl Wood do this routine: Wood: "Hey, Mort, your laundry came back." Mort: "Yeah?" Wood: "Yeah, they rejected it." Let's wrap that up. But it's this sort of levity that helps to make the entire atmosphere one of congeniality; much credit can also go to Bette, for she likes fun and casualness, and helps make it possible for everyone else to follow that happy way.

Bette and producer John Crosby discuss and decide which camera shots are the best from rehearsal. The ones they select are the ones you view satisfactorily on your TV screen. And, if you viewers are not satisfied, things can—and do—happen. For example, one time Mort gave a very pretty and very talented guest star a little "buss" on the cheek during a skit they were enacting. The next day letters poured in, pitched to the theme of "no sex on the Nusbaum show—I won't let my children watch it."

(Continued on Page 9)

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**WE GUARANTEE YOU . . .**

CLEARER **BETTER** SHARPER

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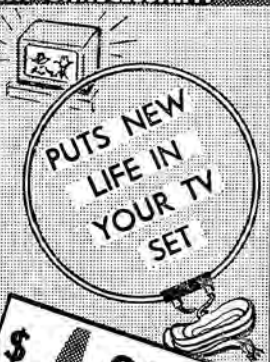
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Address ..... State.....



## DISC KICKS...

GUEST DISC JOCKEY . . .

### NICK NICKSON — WARC

Hello friends! So many facets of the record industry have been covered by my colleagues in previous issues of this charming and informative magazine that I'm somewhat at a loss as to where to begin. Should it be new releases . . . that an easy way out . . . or should we look over the general music scene and think of the freakish things that have been happening in the wax works? By that I mean the meteoric rise of Johnny Ray and the Four Aces, or the enormous productions with voices, choirs and all sorts of tricks with multiple recordings where we hear the same vocalists a thousand times at once and often wonder if such a stunt isn't being overdone. You can see that if I start veering over to that section we'll run out of space and never complete our discussion. So, I say let's look over the new releases and try to sort out those that promise to be big ones from those that'll wind up in the corner of some forsaken nook to be forgotten with the rest. From what these ears have been able to digest acoustically, the new one from the Four Aces looks like a sure bet to follow the footsteps of "Tell Me Why." Oddly enough, it's another original composition of Al Alberts of the Aces . . . "You Brought Me Love." Frank Sinatra seems to have regained much of his old lustre with a sounding, "I Hear a Rhapsody," Dinah Shore and Tex Williams go through a charming little argument on "Double Shuffle," Tony Bennett looks to have a sure thing with his "Silly Dreamer." Way up on top of everyone's request list coming in to "Insomnia Inn" is a rousing whirl of the "Wheel of Fortune" given by Kay



Starr. There are many more possibilities but I think if we confine ourselves to these, we'll wind up with a better average.

My personal taste? Somehow, every time I'm cornered by someone who is patient enough to listen to the verbal et cetera that flows o'er the ethereal waves of radio on Your Family Station, WARC, from midnite on, that question is almost always asked of me. Let me say I like all music that's sincerely presented and I get a great kick out of the swing bands of Jerry Gray, Les Brown, Duke Ellington and the like. I might also add that Les Brown's new album titled "You're My Everything" is loaded with great dance arrangements. Nat "King" Cole, Patti Page, Richard Hayes, Ella Fitzgerald, Louis Armstrong, Frank Sinatra and many more who are your favorites are also my favorites. I am sincere when I say there have been few artists on records whom I haven't been able to enjoy for one reason or another. Each in his own way contributes to the beautiful kaleidoscopic scene that is the music business. From their contributions will ultimately come new styles, new arrangements, new twists to an old theme to continue to enhance and intrigue our listening yen.

I like all sorts of popular music and

(Continued on Page 10)

## Show Goes On . . .

Since then, all has been as you viewers have requested.

Bette manages to maintain a happy relationship between the WHAM personnel and the O'Brien Agency. As supervisor of the "Star" show, she works energetically on the script, commercial settings and best camera shots—and yet she gives all credit to the WHAM crew, for without their complete cooperation there would not be, nor could be, a smooth-running show.

The WHAM show is only one phase of her duties. At the agency Bette is an account executive—contacting new clients, servicing current accounts, and acting as "Obie's" right-hand gal. Luckily, her vitality and interest in all things gives her the stamina necessary to keep on the run, handling this detail and that.

Bette is in the unique position of being one of the few women who have started with television in Rochester. She has

(Continued on Page 11)



*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.



### HORIZONTAL HOLD CONTROL

The purpose of the Horizontal Hold Control is to provide a means of synchronizing the television receiver with the television station or, in other words, locking the picture on the receiver screen to prevent it from showing a series of heavy black and white lines running diagonally across the screen.

The operation of the Horizontal Hold Control is something which every television user should understand and remember in order to avoid unnecessary service calls and the consternation that a mis-adjusted control can cause.

Before getting into the operation of this control, here is a very important point to remember. **DON'T TRY TO CENTER THE PICTURE ON THE SCREEN BY TURNING THE HORIZONTAL HOLD CONTROL.** It is not intended for this purpose and when used in this way will usually cause the picture to disappear and diagonal lines to appear every time a station changes programs. If the picture in your television screen is off center it is advisable to call in a service technician to correct the difficulty as it usually has to be done inside the set.

The actual setting of the Horizontal Hold Control differs somewhat on different makes of receivers; however, one will usually find that if the control is tuned to the extreme clockwise position a series of diagonal lines will appear on the screen. In receivers where this condition appears, the control can be properly adjusted by simply rotating it counterclockwise until the picture appears on the screen.

(Continued Next Week)



## DEAN of the DOWN BEAT

Reminiscence With CARL DENGLER

Take a quick look out the back window, folks, and see if your aerial is up. Make sure that the crystal is in good shape, 'cause we're going 'way back.

Do you recall the time when Bill Ludwig operated Rochester's first radio station under the call letters of WNBQ? It was back in the middle 20's. The station and transmitter were located in the back room of a combined music store and speakeasy—the Cherrio Club, on N. Goodman St. The station operated, more or less, in the speakeasy, and would go on the air any time of day or night that was convenient to the operation. Tommy Thomas relates the story of how he and Bob Hemming, well-known Rochester pianist, used to stop in at Bill's place (the Cherrio) at 3 a. m. for a late cup of tea and crumpets, and proceed to have a little "jam session" in the back room and many times the jam sessions were turned on when the station was turned on for the late radio listeners who enjoy that type of chamber music.

Another station that had a short life in Rochester was WOKT, with studios in the Terminal Bldg. on Broad St. One of the names to be remembered that played there was the late Bob Pierce, well-known as Old Man Sunshine. Some of the orchestras to play for programs at that station were Hugie Barrett and Sax Smith. One of the well-known sponsors was the Bond Bread programs with Smith's band playing the show.

Many will recall the Hickson Electric Co. station, WHEC, when the studios were at the Hotel Seneca—and then

moved to their present location in the Rochester Savings Bank Bldg., on Franklin St., under the ownership of the Gannett Newspapers. The manager at WHEC from 1927-28 was the well-known Nicholas Pagliara. Also, the first sports announcer in Rochester was that wonderful fellow, Gunner Wiig, who made his debut in the month of May in 1928. He announced the old Rochester Tribe baseball games (now the Redwings). I can recall working a commercial program at WHEC around 1928, called the Buster Brown Shoe Program. Gunner Wiig was the announcer on the show, and my good friend and colleague, Syl Novelli, was playing piano.

Some of the other early stars and well-known names at WHEC were Gordon Baldwin, the organist, and many will remember the names of such announcers as Ken French and Harry LeBrun.

Next week let's go back to the early days at WHAM. There's plenty to talk about—about people you remember and know now.

And, I want to thank all you swell people who have written in, remembering a lot of good times had at some of the old, famous places. Keep those letters coming in . . . send them to me, c/o Rochester TV Life.

\* \* \*

## Disk Kicks . . .

(Continued from Page 8)

in case you haven't had your sampling lately, join me some nite around 6:05 P. M. on the "Supper-time Review," or on the late one, "Insomnia Inn," from midnite 'til closing any day or evening on Your Family Station, WARC, 950 on your dial. Many thanks for scanning these lines.

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## NU-TONE RADIO & TELEVISION SERVICE

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

## Show Goes On . . .

(Continued from Page 9)

grown up with it, along with the O'Brien Agency. They are both pioneers in this exciting, still-new medium of advertising-entertainment.

Her abilities to realize the many problems that are to be contended with in TV—not only before the camera but behind it as well—gives her a working understanding and appreciation of what has to be done on both sides of the set. When an actor fluffs a line, rather than criticize, she knows such things are pos-

(Continued on Page 15)



An enthusiastic studio audience contributes much to a contestant's confidence during "You Can Be a Star" broadcast.

## MOORE'S QUONSET INN

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- STEAKS

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We Cater to Banquets and Parties

# WHAM-TV

CHANNEL 6

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

## Saturday, March 1st

- 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—Olsen & Johnson
- 9:00—Your Shows of Shows
- 10:30—Wrestling from Chicago
- 11:30—Film Playhouse.

## Sunday, March 2nd

- 11:30—Mr. Wizard
- 11:30—Zoo Parade (NBC)
- 12:00—Ranger Joe (ABC)
- 12:15—Film
- 12:30—Sky King Theatre (Derby)
- 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—Sammy Kaye
- 12:00—News

## Monday, March 3rd

- 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, March 4th

- 6:00—Rep. Keating
- 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—Quick-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

9:55—Lenten Thought for the Day  
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 Doody

### Wednesday, March 5th

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—Quick-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—Robt. Montgomery

### Thursday, March 6th

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—Quick-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—Film  
11:00—NBC Opera Theatre

### Friday, March 7th

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 TV VIEWER

By DORIS LESTER



Hi! Got some nice letters from readers last week. Like that very much. One letter that may rouse a lot of the staunch Western viewers from a lethargy and an overdose of inferior (pardon the expression, Hoppy) cowboys, comes from Jimmy and Gladys Shea, Rochester:

"The Gene Autry show was on TV for 13 weeks and was taken off because the people in Rochester didn't seem to care for his show. We were at the Autry show at the Sports Arena, and he sure had a packed house. Quite a contradiction. We seem to have all the Western shows, but we believe the best one of all is left out. We think Autry is fine entertainment, and sincerely believe there are lots of other folks who feel the same. We hope these people will take a few minutes and write in to the station, as we believe this is the only way to get results."

Well, as always, the "pen is mightier than the sword"—so if it's Autry on TV you want—take that minute out and let WHAM know about your sentiments. It cannot be denied Autry still packs a crowd wherever he goes. Just remember, TV is for your pleasure . . . you are the buyers of the products sponsored on the shows. Whatever you desire as TV entertainment should come your way. You create the trend of entertainment. There is no need to sit passively back and stare unhappily at some show that gives displeasure and you view it only because you have a TV set and are darned if you're not going to use it. I've said it before and will keep right on saying it: Let your ideas be heard where they will do the most good—at the source of action, the station—and on this page. No one can guess what you think.

Make your ideas known.

This is no issue—just a wishful thought. We have an ample supply of radio disc jockeys—but I'd sorta like to see a female TV disc jockey. Since the DJ is here to stay, would like to see a fem take a more active part in this type of show. . . . AND, it would be a treat to eye a new face and personality. In fact, when you consider the potential in a TV DJ show graced by a womanly charms, it opens complete new fields of selling (sponsor, please note), and certainly, a brighter way of entertaining. I'm not kindly disposed toward DJ shows—they lack a certain "sparkle." Then, too, show me the woman who doesn't like to talk—or the woman who won't offer an opinion on anything—even if she's not well informed, at least the gentler sex can fall back on the gift of "intuition."

As far as I'm concerned, the current crop of females in our local presentations offer nothing original. Maybe it isn't their fault—they have bosses who dictate what the program format will be—but, what say, gals—let's gather ideas and see just what kind of a show we would like, headed by the gracious personality of a local lass. Perhaps we could get some womanly, informative chatter—as well as some action and entertainment. It would be a change—and not a bad change at that.

\* \* \*

## AMAZING!

"The government is always coming up with amazing inventions," says HERB SHRINER, star of ABC-TV's "HERB SHRINER TIME". "They've got a new atomic submarine. It hardly ever has to surface. It comes up once every three or four years so that the crew can re-enlist."

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- Disc Jockey Review
- Exclusive Picture Features
- Accurate Program Listings
- Backstage Stories of the Stars

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At A Saving of \$2.80 on the  
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## Show Goes On . . .

(Continued from Page 11)

sible, and can happen for any number of perfectly logical reasons. Remember, television is young and so are the people working in it. Camera errors are possible, for with so many people connected with the production of one show, there is a wide margin of error that occasionally allows a mishap.

Bette feels that when the radio industry was in the earphone stage, the public thought it was terrific. Yet TV—still an infant—is ruthlessly and unjustly condemned. Let it grow up. Give it time. It's here to stay, so stay with it.

When a viewer compares local shows to network productions, it is unfair. Actually, there is no parallel, for the local client has only a small working budget as compared to the fabulous sums for each network production. And money makes a difference. The difficulties of production for the local sponsor won't be ironed out overnight—or even in a year.

Bette Borden doesn't pretend to be a "big shot" or "TV star." She is simply a career girl doing a job that is exciting and offers an outlet for her many ideas.

Growing up in the fascinating medium of TV has been—and is—a thrilling experience for her. She will gladly teach anyone all she has learned about TV—before and behind the camera—so that in time they, too, will be able to do a bang-up job in the television field—for O'Brien's.

**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 .....

# HI-TEEN DANCING PARTY

Every Saturday from 1:30 till 4, Rochester teensters have a veritable ball. Emanating from Otto's Ballroom, over Wegman's new supermarket at 373 East Main Street and broadcast over WHAM, this weekly dance is presided over by one of Rochester's newest and youngest radio personalities, Ted Jackson. Ted is already well-known to many through his late evening DJ stint at WHAM and for his part as auctioneer on the Wegman Dollar Derby Show. With Stan Kenzon, as engineer, handling the records, Ted gives out with a line of pleasant chatter and free gifts for the many lucky kids of high school age or thereabouts. Starting in mid-January, the program has met



Jitterbug, jive or what's the rage . . . you'll find them all at the Hi-Teen Dancing Party.



Genial Ted Jackson MC's the Hi-Teen Dancing Party and is received enthusiastically by teenagers who come in weekly from Rochester and surrounding towns to take part.

with increasing success, and Mr. Otto, who is well-known to the parents of the youngsters as well (he taught many of them to dance), finds his new ballroom filled to capacity. This, however, doesn't mean that there isn't room for a few more . . . so what say, you guys and gals, see you at the Hi Teen Dancing Party this coming Saturday . . . it's a date.



Stan Kenzon, WHAM engineer, spins the platter and handles the controls.

# Coloring Contest

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

## CONTEST WINNERS

(For the Week February 23-29)

Carol Davis, Age 5, 272 Laburnum Cres.

Mary Margaret Smith, Age 7, 503 Columbia Ave.

Sharon Shapiro, Age 10, 5 Burbank St.

Winners will receive 2 guest tickets to the Paramount Theatre for its current attraction.

Here is a coloring contest for all boys and girls 10 years and under. Each week — for the next 6 weeks — three boys and girls can win guest tickets to the Paramount Theatre.

And—here's more big news! At the end of the 6 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 will each receive 2 Guest Tickets to the Paramount Theatre for the current attraction.

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 March 6, 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 \_\_\_\_\_



# COVER gal

## JOAN BYRNE

This graceful redhead has been dancing all of her life! Her disposition is set to music. Joan—as an instructor, emcee and member of the Val Mates' Coquettes—has made dancing her business, hobby and paramount ambition.

At the tender age of eight, Joan took her first dancing lesson—and from then on it was dancing in school plays, Girl Scout gatherings, parties, recitals, banquets and clubs. She had danced enough miles to cover a trip from here to a star.

Her first teaching job was begun at the ripe old age of 14 while she studied and worked at the Marion Fahy School. Also, Joan instructed dance classes at the

Academy of the Sacred Heart while still a student there.

After graduation from the academy, Joan joined the Val Mates' School of Dance—and has been happily and successfully instructing many other aspiring youngsters—many of whom you have seen on TV.

Joan is completely rapt with thoughts of furthering her career. Realizing that "practice makes perfect," this 20-year-old professional continues to practice in every precious free moment; her feet have wings.

## Play "Shadow Stopper" Every Week

### NOTICE

Rochester TV Life has an opening for an experienced Advertising Salesman, full or part-time basis. Call BAKER 0513, or write, stating your qualifications. Splendid opportunity for the right man.

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Advertisements in this section, 5 cents per word, each insertion, minimum 20 words, payable in advance. Copy must be in our office Thursday of each week preceding date of issue. Address: Classified Advertising, c/o Rochester TV Life, 35 Church Street, Rochester 14, N. Y.

**PERSONALIZED LABELS**—250 deluxe gummed labels, \$1.50, in beautiful plastic case. Use for return address when mailing envelopes and packages or for any identification. Printed 2 colors with your name and address. LABELS, Box 1, c/o Rochester TV Life, 35 Church Street, Rochester 14, N. Y.

**PHOTO-STAMPS**—10 for \$2.00. Personalize your stationery, invitations, announcements, greeting cards, albums, etc., with your photograph in stamp form. Perforated and gummed, ready to use. Send any size photograph or negative (returned unharmed) with your remittance to PHOTO-STAMPS, Box 3, c/o Rochester TV Life, 35 Church Street.

**PERSONAL DECALS**—36 for \$1.50. Your choice of red, blue or yellow, size  $\frac{1}{2} \times 2$  inches. Use on billfolds, cigarette lighters, golf clubs, briefcases, car and other belongings. Order yours today. DECALS, Box 2, c/o Rochester TV Life, 35 Church Street, Rochester 14, N. Y.

**PERSONALIZED CARDS**—150 midget deluxe cards, \$2.00. Size  $1\frac{3}{8} \times 2\frac{3}{8}$  inches, white stock with black ink. Your initials stamped in gold on top of plastic case. Order yours today. PERSONALIZED CARDS, Box 4, c/o Rochester TV Life, 35 Church Street, Rochester 14, N. Y.

# SHADOW STOPPER

GUESS THE SHADOW



CLUE  
Gets a Big Hand

## 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.

Read "Shadow Stopper" explanation in "Letters to the Editor" column on Page 3.

FOLKS! Let  
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The first to identify the "Shadow Stopper" as  
JAY JOSTYN, Mr. District Attorney



HOWARD J. FERRIS, 25 N. Federal, Perry, N.Y.

### OFFICIAL ENTRY COUPON

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

3-6-52

MY GUESS FOR THE SHADOW STOPPER IS:

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

(Please Print)

# THIS RADIO AND TV WORLD



Congratulations to Joe Deane, who this week completes five years in Rochester at WHEC. Joe's rise to popularity is heartwarming and outstanding, especially when you consider he is one of our youngest disc jockeys, having just turned 24. . . . A really fine "Joe" and we at RTVL wish him the best. . . . Those of you who listen to the Dave Garraway Show have undoubtedly been aware that the pianist, Skitch Henderson, and his orchestra have joined the regulars with the new show, which is being broadcast from New York. This move from Chicago was made to enable Garraway to act as commentator of NBC-TV's preceding news show, "Today," which by the way is not televised in this area. . . . Sid Caesar's wife, Florence, who had been attending every performance of NBC-TV's "Your Show of Shows," gave birth to a nine-pound, 10-ounce boy, Richard Irwin, on Feb. 18, at New York's LeRoy Sanatorium. This baby is the Caesars' second child. Their first, Michele, is four years old. Sid's five inseparable friends—Carl Reiner and Howard Morris from the cast of "Your Show of Shows" and script writers Mel Tolkin, Lucille Kallen and Mel Brooks—all paced the floor with Caesar. Mother and son are doing fine. . . . Red Skelton is the No. 1 TV comedy favorite of many stenographers, secretaries and other girl office workers, according to a poll just completed by the Seaboard Finance Company among the secretarial and clerical girls in its 150 offices across the country. The survey was conducted as a means of evaluating television advertising time. NBS-TV comedy shows led by five to one as the girls voted. The four other NBC-TV shows among the top six were Martin and Lewis on the "Colgate Comedy Hour," "Your Show of Shows," Milton Berle's "Texaco Star Theater" and Groucho Marx's "You Bet Your Life."

. . . Of the 42 persons actively engaged as Breakfast Club cast, staff or orchestra members, 34 are married. Their 66 children, including three grandchildren, rate "DON McNEILL'S BREAKFAST CLUB" as radio's largest family. Principal cast members account for 26 of the children, 13 boys and 13 girls. Announcer Bob Murphy heads the list with seven children, while announcer Jack Callaghan is next with four. Toastmaster Don McNeill, music director Eddie Ballantine and announcer Don Dowd each have three, and comic Sam Cowling, singer Johnny Desmond and producer Cliff Petersen two each. . . . Justice Harold H. Burton of the United States Supreme Court issued a message, in connection with Crime Prevention Week, which was heard on the February 21 broadcast of "COUNTER-SPY." The message said, in part, "Crime Prevention Week . . . is a summons to better law observance by everyone in their daily lives—in traffic, in business, and in tax returns. It is especially a call for help for the underprivileged boys and girls of America—to give them better health, more happiness and a better chance to be their best selves." . . . "The Second Mrs. Burton" will be missing one member of her family soon from their CBS daytime serial. LARRY ROBINSON, who plays the role of her son, "Brad Burton," is going off to Boston to be in the pre-Broadway tryout of "The Grass Harp," a new play based on Truman Capote's book.

FRED HEIDER, producer of the "PAUL WHITEMAN REVUE," received a congratulatory telegram after last Sunday night's telecast. It came from an old friend in Hollywood, a former co-worker. The two had shared a locker while they were page boys at NBC some years ago. The telegram was signed—Gordon MacRae.



### TV'S MOST TYPICAL SMALL TOWN GIRL

In a recent poll of editors of weekly newspapers in towns of 10,000 and under, HAZEL DAWN Jr. was selected as "the girl on television most representative of the all around qualities of a small town girl."

We'll go along with that . . . won't you?

# "OVER THE TV FENCE"



After many false alarms it now looks as though the FCC is serious about lifting the freeze on new TV stations. Reports have it that about 22 will be placed in operation as soon as the long-awaited green light is received next month. Others will follow when hard-to-get material is available. . . . Did you know that there are still 15 states in the union which do not have TV stations? . . . NBC and CBS still at each other's throats in the battle for big name talent. . . . Skelton, whose rise to the top of the heap has been faster than penicillin, is now being wooed by CBS. Red, incidentally, is the subject of a picture story in a recent *Quick* magazine, complete with pictures and back cover. . . . Boston's Fred Allen to be emcee at a new TV quiz show, similar to Groucho Marx's. Maybe this is it for Fred. . . . CBS-TV producers busy dickering for a new variety show starring Ted Lewis, famed vaudeville musician. . . . Wholesale cancellations of ABC-TV shows has Video Row slightly off balance.

The axe will fall on the long-time Sunday evening musical, "The Paul Whiteman Show," and the new, highly regarded Herb Shriner program. Both will disappear some time in April. Too bad, for this department felt that Shriner was a great TV personality. . . . Robin Morgan, the "Dagmar" of the CBS-TV "Mama" series, making a series of appearances at leading New York department stores. In spite of her youth little Dagmar has great poise. . . . Another spring casualty is Alan Young, top-flight Hollywood comedian, who will bow off the coaxial cable to concentrate on a trio of films. . . . That Friday evening big dramatic show, "The Playhouse of

Stars," will be shortly seen strictly on film and for a half hour only in a sponsor cutback of ad expense. . . . Lookit who bobbed up on a WPIX fashion program as host: Freddie Bartholomew! . . . Snooky Lawson's first name is actually Roy, which is a relief to know.

Attractive Mary Hartline, seen over ABC-TV on her kid show, is under orders of her manager not to pose for any more sexy publicity pictures in bathing suits. Seems Mary is launching a new line of dolls and toys for kids, and parents might not like to see Mary in cheesecake. . . . Are the boys getting careless these days? On a recent "Suspense" telecast a couple of "dead" bodies actually were seen moving before fade-outs. . . . Newest radio show to take the plunge into TV is "Give and Take," a CBS audience participation program starring John Reed King as emcee. . . . Similar Eisenhower-TV rallies to the recent big shindig at the Madison Square Garden are being planned for Fort Worth, Cincinnati, Chicago and Hollywood. . . . Ginger Rogers hurrying through her latest picture to be ready for the opening of her new TV series in the spring. . . . Bill Goodwin's daytime program is being dropped. . . . Jazz trombonist Jack Teagarden set to record a series of vidfilms. . . . And speaking of jazz, who doesn't some enterprising TV genius come up with a video jazz show? Hot spots throughout the country have reported a sweeping upsurge in customers for this type of music. . . . Sid Caesar is now the proud father of a son, named Richard Irwin. The Caesar's have a four-year-old daughter.

***LISTEN to . . .***

**The UKRAINIAN HOUR**

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# GENESEE



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- ★ "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