

ROCHESTER

TV
Life

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Official
TV PROGRAM and NEWS MAGAZINE

FORMERLY ROCHESTER
TVue WEEKLY



Now Including Radio and
Entertainment Personalities

THE DANCING AUTHOR — Page 18

MARCH 8-14, 1952



Get acquainted with . . .

"MR. JAYCEE"

4:15 P. M.

SUNDAYS

THIS is a question-and-answer program in which outstanding authorities provide the answers to important community questions that have been submitted by listeners.

Howard M. Huff is heard in the role of "Mr. Jaycee", and Henry R. Dutcher, Jr., is chairman of the Program Committee. Thanks to intelligent Rochesterians, this program enjoys a very high share-of-audience rating.

Send Your Questions To Our "Jaycee" Box



W H E C

The Station That Listeners Built!

Letters



Can the answer to the Shadow Stopper contest be sent "Special Delivery" or must it be sent with a 3-cent stamp in the regular mail. I enjoy the contest very much.

Mrs. Myrtle M. Bonsignore.

ED'S NOTE: There are no restrictions on the method you use to send in your entry. When a question arises in regard to entries, we base our decision upon the time stamped on the envelope by the post office.

* * *

I am a subscriber to RTVL and enjoy it very much. However, I have one complaint. Some of my copies do not reach me until Monday or Tuesday and naturally since the programs are from Sat. to Fri. this leaves me without a TV program for several days. Can this be remedied?

Mrs. Leola Carney,
Soneya, N.Y.

ED'S NOTE: RTVL comes off the press on Wednesday afternoon of each week. They are addressed and mailed out to subscribers that evening or no later than Thursday morning. Any subscribers not receiving their RTVL on Friday or Saturday should take the matter up with their local post office or route man.

fashions at luncheon

Saturday,
March 8th

An intoxicating
collection of gowns
for the cocktail hour.
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EXCLUSIVE

I WAS A

ROCHESTER BOOKIE

● Inside details of the
horse room era

Begin The Series Today

THE
SUN

ROCHESTER TV LIFE

Rochester's Official TV Program
and News Magazine

Vol. 2



No. 7

Owned and Published by

ROBERT H. PEIFFER ASSOCIATES

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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 8 - 14, 1952

Rochester TV Life published weekly at
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\$5.00 per year, in advance.

Press Time Flashes

FRIDAY, MARCH 7, 1952

10:00—Cavalcade of Sports. Paddy Young
vs. Ernie Durando.

10:45—Greatest Fights of the Century.
Filmed boxing bout between Tony
Zale and Rocky Graziano.

SATURDAY, MARCH 8, 1952

12:00—Sealtest Big Top, with many new
circus acts.

8:00—All Star Revue, starring Ed Wynn;
with guest Jimmy Durante.

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

11:30—Genesee Film Playhouse. "Lydia,"
with Merle Oberon, Joseph Cotten
and Alan Marshall.

SUNDAY, MARCH 9, 1952

7:30—Jack Benny Program, with Gracie
Allen and George Burns as guests.

8:00—The Colgate Comedy Hour, star-
ring Bob Hope in comedy and song.

10:00—Celebrity Time. Conrad Nagel with
guests Virginia O'Brien and Jackie
Cooper.

11:00—Fireside Theater. "M'Liss," a West-
ern story.

11:30—The Sammy Kay Show.

MONDAY, MARCH 10, 1952

7:15—City Club of the Air. Cyrus Ching
on Labor Relations.

TUESDAY, MARCH 11, 1952

7:15—Quick-Quiz.

9:30—Circle Theater. "The Man in 308,"
a story of how love breaks through
the wall of amnesia.

11:15—Stars Playhouse. "Apple of His
Eye," with June Lockhart and Ward
Bond.

WEDNESDAY, MARCH 12, 1952

9:00—Kraft TV Theater. "The Thief," by
Henry Burnstein.

10:00—Blue Ribbon Bouts. Jimmy Carter
meets Luther Rawlings in an over-the-
weight match.

THURSDAY, MARCH 13, 1952

9:30—Ford Festival, starring James Mel-
ton with a variety show and guests.

10:00—Martin Kane, Private Eye. Defec-
tive drama starring Lloyd Nolan.



GOOD FRIENDS GET TOGETHER—Jack Benny (right), with all the trusting innocence of long friendship, will have George Burns and Gracie Allen as his guests on the CBS-TV "Jack Benny Program" Sunday, March 9, 7:30-8:00 P.M. EST. And from the look in Gracie's eyes there's no telling what she's cooking up for the occasion.

Vaudeville Friends . . . **Burns, Allen and Benny**

Jack Benny and George Burns have been friends since their early days in vaudeville.

Back in those days they shared bachelor quarters and started pulling jokes on each other. They became benedicts at about the same time (George in 1926 and Jack in 1927), which only served to strengthen their friendship and make for a continued series of personalized, wacky practical jokes.

The night that George married Gracie Allen in Cleveland, Jack called up from Vancouver at 4 A.M. "Hello, this is Jack Benny," he announced. George said, "Bring up two orders of ham and eggs!" and hung up.

While George was playing the Palace in New York, Jack sent him this wire from San Diego: "I think your act is sen-

sational. You've got the cleverest routine, the funniest gags Broadway has ever heard. I think you're a genius—better than Chaplin!" He signed it "George Burns."

After George and Gracie had made their radio debut, Jack addressed a fan letter to his pal: "I listened to your program last night and I think it was swell. I would appreciate it very much if you would send me a picture of Tom Mix's horse."

Forthwith, George found a photo of a jackass and inscribed it "To my very dear friend, Jack Benny." Jack acknowledged it with "Thank you for your picture."

On one occasion Jack wrote George a six-page letter. George, it seems, was too

(Continued on Page 9)

J V FASHION PREVIEW

Wednesday's "Take It Easy" show with Mort Nusbaum has as a permanent Wednesday guest, Pat Sumberg, a gal who has spent the last two years in New York City acting on network television shows and in stage productions. As a usual Wednesday feature Pat interviews interesting Rochester personalities and celebs that are in town. On this week's show she introduced to viewers a young Rochesterian who is making her mark in the fashion designing field—Libby Dragone. Miss Libby, as her dresses are labelled, not only creates the original design but makes the dresses as well. The complete process of designing and making dresses would, in a fashion center like New York, call for several dif-



Pat's first meeting with Libby was at Libby's home, where she was busy at work on her latest creations.



Miss Ann Trentwood, one of Rochester's top fashion models, modeled this "Miss Libby" creation on Wednesday's show and will also be seen at Saturday's Town and Country luncheon.

ferent artisans with their varied talents but Libby has them all and the finished outfit speaks for itself of the fine workmanship and beauty of line. How fortunate that Rochester women now have an opportunity to have a Miss Libby original that is designed just for them with the personal touch that comes with an original . . . Also, in Miss Libby's creation of a dress just for you, all the figure problems can be solved as well as all your fashion needs.

At 1:00 p.m., Saturday, March 8th, "FASHION '52", a newly formed and independent group, whose purpose is to present fashion shows to Rochester, will offer a first showing of a group of Miss Libby's year round cocktail dresses at a luncheon at the Town and Country Restaurant. So, here's a chance to see Miss Libby's dresses and meet the young designer. You can make reservations by

calling BAKER 6533, today. You'll have a very glamorous afternoon plus other features that "FASHION '52" have planned.

The lovely model on this week's show is a very familiar one to Rochester television enthusiasts. She is Miss Ann Trentman, one of Rochester's top fashion models who has appeared weekly on the Harry Levin "On The Avenue" show and is currently modeling for local fashion shows. Both the green taffetta dress (a Miss Libby creation) and Ann Trentman are an unbeatable combination for glamour. Don't you agree?



"Miss Libby" fashions have appeared on television in Syracuse also and have met with instant approval by all who have seen them.

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GUEST DISC JOCKEY . . .
ED MEATH — WHEC

Lots of folks, I imagine, believe Uncle Eddie is a little on the square side. This stems from the fact that he never features in the wee hours of the morning over WHEC the fine musical artistry of men like Hot Lips Page, Wild Bill Davis, etc. It might, of course, stem from many other reasons too. Early in the morning it seems that the major portion of the listening audience (I hope) likes light, bouncy numbers, with a moderate supply of novelty and ballad records thrown in our early morning show, is not a request for good measure. The Musical Clock, program. However, we do get a number of inquiries on tunes, which is indicative of the present trend of listening wants.

Most popular request at the moment seems to be for Kay Starr's "Wheel of Fortune," which is one of her best of a long string of fine records. The Four Aces double-side hit, "Tell Me Why" and "Garden in the Rain," still is spinning around with great success. Helen O'Connell has a fine Capitol record of "Anytime," although it does not eclipse the popular masterpiece turned in by Pvt. Eddie Fisher of the U. S. Army. There are two or three good recordings of "Please, Mr. Sun." The top three in my book belong to Fred Waring, Perry Como and Bill Kenny of the Ink Spots. I also like the other side of Waring's platter, "Tulips and Heather." Although Johnny Ray's sensational hit of "Cry" is still riding high, I lean to Georgia Gibbs' excellent recording of the same, in the morning. It's softer on the ears for that time of day. In fact, when I am in doubt, I play Lombardo. The Mills Brothers' and Rosemary Clooney's "Be My Life's Companion" still ranks in the top ten



sellers for Western New York, along with Teresa Brewer's "I Don't Care."

If you are a popular record fan, you just can't overlook at the moment such fine waxings as Les Paul and Mary Ford's "Tiger Rag," Ralph Flanagan's "Slow Poke," the Bell Sisters' "Bermuda," Hugo Winterhalter's "A Kiss to Build a Dream On," Gordon Jenkins' "Charmaine" and Frankie Lane's new item, "Gandy Dancer's Ball." A ballad recently recorded by Carmen Cavallaro which doesn't seem to be doing much but ranks high in my own personal favor is "It's All in the Game." This song, by the way, was written by General Charles Dawes, the former Vice President of the U. S. General Dawes composed it in the 1920s. For novelty records, Micky Katz's recording of "Herring Boats" is a stand-out, along with Stan Freberg's latest brainstorm, "Tel-e-vee-shun." Uncle Eddie usually plays a kiddies' record for his nieces and nephews at 8:20 each morning.

The standout record by far is an oldie, Ann Stephens' "Teddy Bear Picnic." Roy Rogers has a new Easter type record which might do something, called "Egbert, the Easter Egg," with Peter Cottontail on the bottom side.

I am sure my fellow workers at the various stations will help me out with the top jazz, classical and Western recordings, in the reviews to come. Kindest regards.

Vaudeville Friends . . .

(Continued from Page 5)

busy to answer, so he switched the names in the salutation and signature, and sent the letter back. Jack redoubled, and for a year and a half, that was the only letter that passed between them.

The most expensive and widely-heralded exchange of jokes between the two funsters came this wise:

On the opening night of Benny's engagement at the London Palladium in 1948, George put in a long distance call for him from his Beverly Hills, Calif., home. When the connection was made, George said, "Hello, Jack. This is George Burns," then abruptly hung up.

Jack got reprisal in full measure on the opening night for George and Gracie, the following year, at the Palladium. He flew all the way from Hollywood, and made his way to the apartment of Val Parnell, manager of the Palladium, where a party was in progress in honor of Burns and Allen.

(Continued on Page 11)



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

THE FINEST IN CANDIDS
AND FORMAL WEDDING
PHOTOGRAPHY

**LEN CAMPAGNO
STUDIO**

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THIS WEEK'S TV TIP

By

RADIO TECHNICIANS GUILD

OF ROCHESTER, N. Y., Inc.



HORIZONTAL HOLD CONTROL

(continued from last week)

A very simple and easy way to determine whether a Horizontal Control is set properly is to momentarily turn the Channel Selector to another Channel and then back and notice if the picture appears instantly. If the diagonal lines appear it is usually an indication that the control is not properly set and should be adjusted.

In many instances Service Technicians are told by television users that the picture disappears or lines appear on the screen repeatedly and the only way the picture can be made to appear again is by turning the set off and then back on. A condition of this kind can be very easily overcome by properly adjusting the Horizontal Hold Control.

The operation of this control in some cases can be rather difficult to understand but every television user should make an effort to learn how and when to use it. Your Service Technician knows and appreciates the difficulty that this Control can cause and will be happy to explain it to you.

* * * *

Readers are urged to send in their questions which will be answered in future issues. Address: TV TIPS, this magazine.



DEAN of the DOWN BEAT

Reminisc With **CARL DENGLER**

Many Rochesterians, and not such old-timers at that, will recall many of the early shows on WHAM. Of these, perhaps the ones easiest to remember will be the Arpeako Minstrels, Hank and Herb and the Saturday Night Barn Dance which starred the late Jack Lee and Gene Lang, who by the way is still associated with WHAM, doing the Sibley show mornings with Louise Wilson. Sax Smith is another local boy who starred on the Ivanhoe Program—long a favorite with listeners. Reminiscing as we are brings to mind the bubble baritone of Lowell MacMillan and his tattle-tale gray songs for the Fels Naptha program, which also featured Sax Smith. Lowell, incidentally, was also sports announcer at WHAM in the early days, doubling as a vocalist on various other programs. He is now one of the top execs at WHEC.

Another chap who has done real well in the radio field is Frank Kelly, who is now station manager for Station WBEN in Buffalo. Clyde Morse, an announcer and pianist on WHAM during the early 30s, left for San Francisco and there met a violent death which to this day remains an unsolved mystery. Then there was Dorothy Drakley, now Mrs. Dottie Mullen, and Inez Quinn, who were the hot canaries of the early thirties—Inez is still with WHAM. Bill Driscoll will be recalled by many as a most talented comedian and impersonator. Norbert Klem's Ork was featured on the Rochester Telephone Company's program and

was popular with radio listeners of the time.

May we be the first to offer advance congratulations to WHAM, who will celebrate their 30th year of broadcasting on July 11 of this year. Early studios were located in the Eastman Annex on Scio Street and later were moved to the Sagamore Hotel, which has since been renamed the Sheraton. All are familiar with WHAM's new home, "Rochester Radio City," on Humboldt Street.

Bill Fay, now vice president of Stromberg Carlson's radio division, joined the staff in the middle 20s as a program director and entertainer. Many will recall Bill as a very fine tenor in those days despite the fact that his executive position today may hide his vocal talent. Bill's career has paralleled that of many radio executives, in that he graduated from the active entertainment phase of the business to take over the reins of managing it. Much of WHAM's success can be credited to his efforts.

* * *

DRESSED FOR THE PART

LEN DOYLE, who puts everything he as into his role as "MR. DISTRICT ATTORNEY's" "Harrington," proved also that he comes from sturdy stock. Director ED BYRON called the cast for a rehearsal last week of a "Mr. D.A." radio chapter, one to be taped for broadcast during the hot part of the summer. Doyle arrived at the ABC studio bedecked in light summer attire, open sports shirt and all — on New York's coldest day of the year!

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

Vaudeville Friends . . .

(Continued from Page 9)

Before he arrived, he picked up Jane Wyman (then making a movie in London) and asked her to be his stooge in the finale to this running gag. Unbeknownst to George or Gracie, they hid in a room adjoining the party in progress.

Jane played like a veddy British telephone operator, and pretended to be putting through a call to George from Hollywood. "Mr. Burns, Mr. Burns," she said, "Hollywood calling, Mr. Burns. Righto, it's Mr. Benny. I'll put him on

the wire now."

George, in the other room, exclaimed to the guests, "That Jack!" Jack then said, "Hello, George," and hung up.

"He hung up on me!" George said rather plaintively. And he had hardly finished the sentence when Jack walked into the room.

George was so overwrought he cried.

Following a gruelling tour of the battlefronts of Korea to entertain the troops in 1951, Benny returned to Hollywood to resume his radio and television

(Continued on Page 15)

MOORE'S QUONSET INN

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FEATURING NIGHTLY

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with the

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WHAM-TV

CHANNEL 6

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

Saturday, March 8th

- 9:30—Hopalong Cassidy
- 10:30—Smilin' Ed McConnell (CBS)
- 11:00—Star Matinee
- 11:30—To be announced
- 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—Jack Carson
- 9:00—Your Shows of Shows
- 10:30—Wrestling from Chicago
- 11:30—Film Playhouse.

Sunday, March 9th

- 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—Jack Benny (CBS)
- 8:00—Bob Hope (NBC)
- 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 10th

- 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 11th

- 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—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 12th

- 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—Chronoscope
11:00—News
11:15—Robt. Montgomery

Thursday, March 13th

- 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—News (Doyle)

Friday, March 14th

- 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



The TV world has been shaken by the ban on radio and television coverage imposed by Speaker of the House Sam Rayburn. Your thoughts and comments on the matter are welcomed in this column and will be printed if you will take the time to write to me. My thoughts are very well expressed by the following statement by Frank Stanton, CBS president:

"The American public will be deprived of an opportunity for accurate and first-hand reporting of congressional hearings if the present ban on radio and television coverage imposed by Speaker Sam Rayburn is continued.

"There is no justifiable basis for barring radio and television from committee hearings which are otherwise open to the public and where facilities for broadcasting can be provided without interfering with the conduct of the proceedings. Any blanket prohibition will deprive the American people of an opportunity for first-hand information concerning governmental processes. There is no discernible difference in principle between a committee hearing attended by several hundred people in person and one which is heard on radio or seen on television by several hundred thousands or even millions.

"Our democratic system of government is founded on the fullest dissemination of information, and any ruling which thwarts or impairs this flow of information to the people is contrary to our traditional American principles.

"There can be no argument that a means of reporting where tones of voice and facial expressions and mannerisms are conveyed often adds meaning to the spoken word. The argument that broad-

casting or televising of committee hearings tends to encourage a 'spectacle' rather than an honest search for facts is a slander on the motives of the great majority of our elected representatives and is based on the assumption that the American people cannot recognize insincerity and irrelevancies when they hear them and see them.

"We hope that speedy action will be taken to restore the opportunity to millions of radio listeners and television viewers of hearing and seeing our government in action."

This is a perfect example of the kind of action you as a citizen can thwart if you will just take the time and effort necessary to do so. A letter to your Representatives would do much to show them what your sentiments are, and if enough of the citizenry will make the effort, their voices will be heard and acted upon. We have "Freedom of the Press" and it is about time that our lawmakers consider the writing of a "Free Radio" and "Free Television" into the laws of our nation. Whether you choose to write to us or better yet to your Congressman, you owe it to yourself and your country to at least make your voice heard one way or another. It is only by such expressions of your thoughts and desires that we can retain the freedom for which our forebearers fought and died.

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Vaudeville Friends . . .

(Continued from Page 11)

activities.

George had not seen Jack since his return, but he was not at a loss for a gag when Benny casually sauntered backstage at rehearsal for the Burns and Allen TV show.

"Why, hello, Jack," he said casually, "when are you leaving for Korea?"

Jack did what he usually does when George pulls a "fasty."

He doubled up with laughter, and hung onto George's knees before he straightened up.

He thinks George is the funniest man on earth. The feeling is mutual.

Back in the '40s, Burns and Allen contemplated a change in format before starting a new series of their radio show. Benny voluntarily attended many of the preliminary meetings in the office of the advertising agency. He offered some good advice. It was taken, and the new Burns and Allen show got off to a flying start.

George and Jack are pals who know how to talk—and listen.

GEnesee 8275

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824 W. MAIN ST.

ROCHESTER, N.Y.

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.....

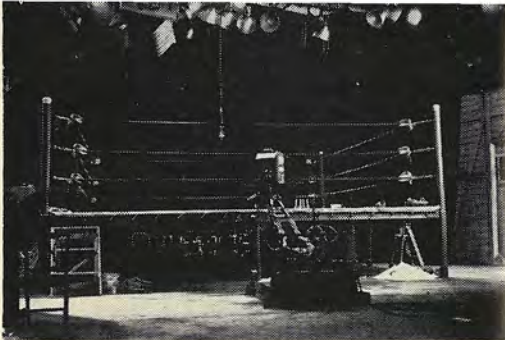
ADDRESS.....

ZONE.....

A RING for the PLAYHOUSE

Recently the Pulitzer Prize Playhouse wanted to dramatize the Ernest Hemingway story about boxing, "Fifty Grand." But they needed a 20-foot ring where the entire third act of the story was to take place. The champion, who was to be played by Dane Clark, was to fight through fifteen rounds of gruelling action and they wanted the action to be as realistic as possible.

The only one in the country capable of installing a ring that size and in the time needed was Everlast Sporting Goods Co. Their young, energetic president, Dan Golomb, went to the theatre . . . in this case CBS Playhouse 58, a transplanted movie theatre, surveyed the area and the next day had a complete 20-foot boxing ring in place. From the picture



Overall shot of the boxing ring which was used during the Pulitzer Prize Playhouse hour-long dramatization of the Ernest Hemingway story, "Fifty Grand." The ring was used throughout the play and the entire third act action took place in the ring. Dane Clark, a former fighter himself, was the star of the show. Photo was snapped right before the show went on the air in the CBS Playhouse 58, a remodeled theatre.

above you can see that it could have housed a fight staged for television or a world's championship bout. That the play went off without a hitch, will be verified by many Rochester viewers.



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*Private and class instruction for beginners,
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BAker 5815



Coloring Contest

HEY KIDS! Here's a chance to win FREE

CONTEST WINNERS

(For the Week March 1-7)

Mary C. Cole, Age 4, 19 Clinton St.,
Dansville, N. Y.

Joanne Kamola, Age 10, 45 Wakefield
St., Rochester, N. Y.

Judith Mary Adamski, Age 10, 349
Somershire Dr., Rochester, N. Y.

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

Tickets to the

Paramount Theater

Here is a coloring contest for all boys
and girls 10 years and under. Each week
— for the next 5 weeks — three boys
and girls can win guest tickets to the
Paramount Theatre.

And—here's more big news! At the
end of the 5 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 13, 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 _____



THE DANCING AUTHOR VAL MATES

Already well-known to Rochesterians for his specialized dance instruction for youngsters, Val Mates carved another niche in his already successful dancing career with the publication of his new book, "How to Tap Dance." With the paint hardly dry in his new enlarged studios located on Elm Street, Val took time out from his hectic schedule of teaching and the hundred and one problems connected with the opening of his new location to complete the work necessary to bring out the new publication.

Written in collaboration with his long-time friend and one-time "Show Biz" manager, Joseph Mann, of New York City, "How to Tap Dance" brings to those who have long wanted to learn tap dancing but who lacked the time, money or perhaps were too shy to attend regular classes, a chance to learn the basic fundamentals necessary.

As an instructor, Val has read most of the books published on dancing. However, he shares a belief with many other dance instructors that these books are



much too complicated for the amateur to understand. It was with the aim of overcoming this apparent lack that his book was written. In Val's own words, "How to Tap Dance" will eliminate confusion for the beginner.

Val's past experience in touring theaters and night clubs and his more recent success in teaching youngsters who have been winners on local TV and theater programs give credit to his words and insure "How to Tap Dance" great success.

READ AND USE **CLASSIFIED ADS** SAVE TIME SAVE MONEY

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 $\frac{1}{2}$ x 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 $1\frac{1}{8}$ x $2\frac{3}{8}$ 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

Old But New

Win This Jackpot

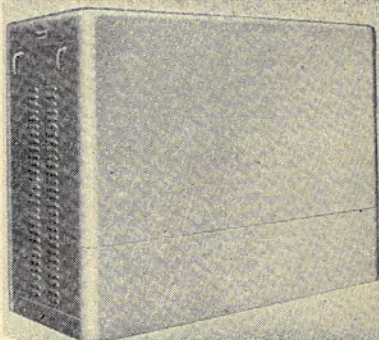
\$10.00

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



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M & M SUPPLY CO.
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The first to identify the "Shadow Stopper" as

KUKLA—Kukla, Fran and Ollie



ROSE MARY CANDELA, 1509 Clifford Ave.

OFFICIAL ENTRY COUPON

ROCHESTER TV LIFE

35 Church Street

Rochester 14, N. Y.

MY GUESS FOR THE SHADOW STOPPER IS:

NAME

ADDRESS

(Please Print)

THIS RADIO AND TV WORLD



Arthur Godfrey returns to the Talent Scout show on Monday, March 10. The program has been in the capable hands of old-timer Joe E. Brown, who is a newcomer to TV. . . . Robert Montgomery, who daily broadcasts "A Citizen Views the News," is to be commended for his expose of corruption and crime in New Jersey's Bergen County. Montgomery has had an enviable war record as a former PT boat commander and is a man who has learned through personal contact and experience about the evils of tyranny and how to measure its incipient roots wherever they sprout in the soil of public apathy. As a case history and as a prime example of the criminal and political slum area, Bergen County should be of interest to every other county in America. What has happened in that county can happen, and may be happening, in our very own. . . . Phil Harris, one of the entertainment world's most versatile stars, has signed a long-term contract with NBC for both radio and television. The contract calls for a continuation of the highly-successful Phil Harris-Alice Faye Show, which is heard over WHAM Sundays at 8 P.M. Phil and his charming wife, Alice Faye, began their radio program in the fall of 1946. Prior to this, Phil had been one of the nation's outstanding band leaders. The new pact with NBC will bring him into the ranks of television along with the network's other top TV stars, and will also provide him with the opportunity to develop a TV format of his own in the future. . . . Another news commentator whose words bear real interest for listeners is Paul Harvey, who is aired over WARC every Sunday evening at 10. His words may many times be in the vane of a cynic but they do make you stop and think—and that is good for all of us. . . . Harry Von Zell, well-known announcer

to listeners through the years, was recently inducted Mayor of Encino, Calif. Former mayor of the San Fernando Valley was Phil Harris; and his predecessor was the late Al Jolson. . . . Dean Martin and Jerry Lewis will stage an 18-hour telethon over New York WNBT starting Friday of this week to raise funds for the construction of the New York Cardiac Hospital—the first of its kind in the United States. They hope to raise \$2,000,000.

* * *

ONE TO TEM — Raymond Massey, who usually averages about 10 portrayals of Lincoln a year, is doing it only once this year. NBC's "Cavalcade of America" has the exclusive.

A W. W. O'BRIEN
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PRODUCTION

- "YOU CAN BE A STAR" Mon., 8:30 P.M.
For Columbia Music & Appliance Store
- "CINDERELLA WEEKEND" Tue. 9 P.M.
For Columbia Music & Appliance Store
- "BOB TURNER SHOW" Wed., 7:30 P. M.
For Heinrich Motors
- "ASK THE KIDS" Fri. 7:30 P.M.
For Rochester Savings Bank
- "TELENEWS DAILY" Mon. thru Fri. 11 P.M.
For Doyle Main Motors
- SATURDAY NIGHT WRESTLING Sat. 10:30
*For Rochester Silvertown
and Nothnagle Realtors*

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"MISS ROCHESTER"

Picked at the monthly meeting of the Friendship Club from a bevy of 30 local beauties, EMILY SANSERVINO was chosen as "Miss Rochester." With brown eyes, brown hair and standing 5 feet, 3 1/2 inches tall she wears her crown well, with intelligence and personality to match.

"OVER THE TV FENCE"



TV viewers have had much interesting reading the past few weeks, what with Wayne Coy's recent resignation from the chairmanship of the FCC. Despite his staff's apparent surprise at the move, it is now figured in TV circles that they had known about it a week previous. They were caught off guard by an observing FCC messenger who innocently asked them if they were surprised by "today's news." One of the staffers replied hastily, "No, we weren't surprised today, but we were when we first heard of it." . . . Another bit of national TC news that has started a great deal of speculation is Speaker Rayburn's ban of television and radio broadcasting of committee hearings. Television and radio coverage of news events is reaching such proportions that Congress must meet the issue immediately and set up definite rules regarding its use. The public wants this type of news coverage and there is no doubt that we eventually will have it. What better way is there for us to see and hear our government in action? . . . March 1st marked the day that the TV Program Standards Code became effective. Have you noticed any difference? . . . From nearby Syracuse a puzzled televiewer registered a unique "reception" complaint with the engineering department of WSYR-TV. The dialer claims that every time she tunes in Channel 5 (WSYR) her garage doors open. . . . Bob Hope will forsake the studio in favor of originating his March 9 "Colgate Comedy Hour" show at San Diego's Camp Elliott. This will mark the second time that a Colgate show moved into a service camp for its origination since Eddie Cantor's El Torro Marine Base show first of the year. NBC's camera crew and staff is being

shipped down to the service base aboard a naval craft. . . . Televiewers had the opportunity to see a real million-dollar attraction on a recent Blue Ribbon Marciano-Savold bout. That was the estimated price of the uncut diamonds that spelled out the familiar Pabst commercial questions, "What'll You Have?" Naturally a large police detail crowded the studio on guard. . . . March 8 ushers in a new and unusual "Junior Admakers Guild" contest for children 14 years and under. The contest is being conducted by the Kellogg Company on their Wild Bill Hickok TV show. Youngsters are asked to draw a picture and write some words to advertise Kellogg's Corn Flakes—sending each entry along with a Kellogg's Corn Flakes box top. Savings bonds are sent winners and all who submit entries will receive Junior Admakers' Guild membership pins. This is certainly one of the most original and novel contests ever conducted by Kellogg or any other company for that matter. . . . That familiar face you may have recognized on the Roy Rogers show is Carl "Alfalfa" Switzer, who early movie fans will recall as the freckle-faced star of the rib-tickling "Our Gang Comedies."

* * *

PROTECTION — While John Ireland rehearsing for "Theatre Guild on the Air," his brother, comedian Tom Noonan, came over to heckle. At the first break, Ireland turned to Tom and said, "What's the idea of wearing my raincoat?" Noonan replied, "You wouldn't want me to get your suit wet, would you?"

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Brackets and Type of Audience Which Statis-
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- ★ "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