

**ROCHESTER**

**20¢**

**TV**  
*Life*

Official  
TV PROGRAM and NEWS MAGAZINE

WITH BUFFALO AND  
SYRACUSE SCHEDULES



Now Including Radio and  
Entertainment Personalities

BARBARA BENSON — Page 9

MARCH 22 - 28, 1952



# RALPH KNOX

*The Man With  
The NEWS*



**NEWS  
ROUND-UP  
6:50 A.M.**

**8:00 A.M.  
NEWS**

**JOURNAL  
OF THE AIR  
6:30 P.M.**

Our News Director, Ralph Knox, is one of the busiest people on our whole staff. Featured in three important news programs daily (see boxes at left), when he isn't at the mike Ralph is running down leads on various news stories, or sticking close to our news studio in the editorial rooms of the Democrat & Chronicle.

If you wish to keep well-informed, listen to Ralph Knox three times daily!



# W H E C

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



... I have written my Shadow Stopper entry before and am wondering if it is necessary for me to use the "Official Entry Coupon" to be eligible. I am keeping all TV Life issues and prefer not to cut them.

Mrs. G. Furioso

ED'S NOTE: If you are a subscriber, it is not absolutely necessary to use the official coupon. If your copy of RTVL is purchased from the newsstand the coupon should be used to avoid any question regarding eligibility. The Shadow Stopper Contest is for the many readers who buy RTVL.

\* \* \*

Would phone calls from out of town entries to your Shadow Stopper be accepted?

Floretta Bartholomew

ED'S NOTE: No. It is not practical to

take telephone entries for the Shadow Stopper Contest. Out of town entries are given a 24 hour advantage over local players.

## BOYS

12 YEARS OLD AND OVER

\* \* \*

**Earn Your Own Spending Money  
—and Beautiful Bonus Prizes by  
being our Route Manager in your  
neighborhood**

... Send your name, address and telephone number on a postal card to Rochester TV Life, 35 Church Street, Rochester 14, New York.

## 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.

# TELEVISION SERVICE DIRECTORY

*For The Finest TV Service Possible, Call One of The Reliable Concerns Listed Below.*

### GLOBE RADIO & TV SERVICE COMPANY

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

# ROCHESTER TV LIFE

Rochester's Official TV Program  
and News Magazine

Vol. 2  12 No. 9

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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 22-28, 1952

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

## THIS WEEK'S TV TIP

By

### RADIO TECHNICIANS GUILD

OF ROCHESTER, N. Y., Inc.



### YOUR TV HOUSEKEEPING

(Continued from last week)

Location of the TV set should avoid nearness to windows and radiators. Excessive humidity or dryness is harmful to TV chassis. Allow at least one inch of free air-space on all sides of the set. TV sets work hard. Let them breathe freely. Wash the safety glass that protects the picture tube face. Dust in this "window" reduces picture brightness and quality. Use synthetic detergents, since they usually require no dry wiping. Dry wipe makes static charges on the glass that attract more unwanted dust.

Follow these three simple rules. They are similar to the rules of hospitality for a house guest. Make him comfortable, keep him out of the weather, see that he gets his face washed.

But when your TV set is under the weather, do not assume that you can cope with the special problems of TV innards. Call your TV serviceman regularly for chassis cleaning and adjustments that are required as a result of ordinary wear and tear through use. The TV serviceman is trained to provide expert physical and electrical TV checkup.

TV innards are dangerous to the layman. The big picture tube may collapse with explosive force if handled incorrectly. Voltages, more than ten times as high as those applied to the electric chair, may linger in the chassis and pack an unpleasant or deadly wallop.



"So You Want To Lead A Band" has proven to be one of the most powerful attractions ever devised by a band. Here Sammy Kaye shows 11-year-old Ruth Kelly of Staten Island, N. Y. the finer points of leading a band.

## *The Sammy Kaye Show*

Sammy Kaye's is today the only popular dance orchestra on television, an impressive accomplishment for a band in view of the loud cries that dance bands could not survive in TV. Let alone survive, the maestro has garnered top ratings for his show in both Hooper and Nielsen surveys. In percentage of audience, Kaye is sixth among ALL TV shows.

"The Sammy Kaye Show," Sundays, CBS-TV, 11:30 to 12:00, seems to have hit upon the correct formula for a band presentation. Many music stanzas have come and gone, but the Swing and Sway unit is solidly entrenched and has been since the program made its debut in July 1951. Listerine and Pro 59 toothbrushes, sponsors of the program, have renewed the program through next July

and hence are it will remain beyond that, if ratings are any determining factor.

The formula of Kaye's video success is rather simple. He keeps the show on a "homey" level with entertainment that might well be presented in the viewer's own town if the band were to visit it. Of course, musical numbers are embellished with settings and story lines, but they're all in keeping with the homespun pace of the program.

Perhaps the strongest feature on the program is "So You Want to Lead a Band," an audience participation contest which has met with much success. More than 10,000 persons have led the Swing and Sway band in recent years, a mere fraction of those who would like to try

**(Continued on Page 15)**

# STOP THE MUSIC



BERT PARKS HAS  
MORE FUN THAN  
ANYONE



In four fabulous years 3,000 people have shared the staggering sum of over half a million dollars in prizes given away by the musical "extravaganza," "Stop the Music," presented over WARC and the ABC radio network each Sunday evening at 8 P. M.

Some 208 broadcasts ago—March 21, 1948, to be exact—eloquent emcee Bert Parks asked listeners to identify the first "myster ymelody." Since then over 6,000 top tunes have been presented, and a staff of three has labored through 50,000 hours of research to select the elusive mystery tunes. As always, the contestants are chosen directly from telephone directories. If they can name the popular song being played at the time of the phone call, they are then given a chance at the more difficult, though vastly rewarding, mystery melody.

The most tremendous reward of all, since the program began, was the wind-fall worth \$35,250 which went to a lucky, and understandingly overjoyed, Philadelphian.

Other fortunate recipients have been made most happy with such gifts as airplanes, automobiles, an island in Maine, an elephant, a monkey, a number of scholarships, and enough home furnishings for 25 complete homes. Even the Shriner's Hospital in Springfield, Mass., got into the act when it received a complete dental clinic through the beneficence of one fortunate jackpot winner.

An indication of just how hard it is to name the mystery tune may be found in the long period of 10 weeks last year

when no one could come across with the answer—until a Chicago housewife broke the spell on October 4, 1951. On the other hand, the program of November 13, 1949, marks the shortest run on record, when someone identified a tune presented for the first time that very night.

Contributing the music, the vocals, the queries and the commercials is the same staff which started with the show. Singers Kay Armen and Dick Brown vocalize to the music of Harry Salter's 25-piece band . . . Ken Williams announces . . . and Bert Parks, as jovial as ever, emcees the program which may bring anyone, even you, a prodigious prize.

Currently, the new jackpot with a strong international flavor waits for some lucky listener. This is a gay, sparkling "Paris in the Spring" jackpot worth more than \$12,600, to the first man, woman or child that can correctly identify the

elusive "Mystery Melody" on the popular radio musical quiz program.

Heading "Stop the Music's" salute to one of the great nations of the world is an all-expense-paid two-week vacation in the French capital. After a thrilling flight across the Atlantic in a Constellation, the fortunate winner, plus guest, will be welcomed at the world's glamor capital, by "Left Bank" and "Right Bank," two stately pedigreed French poodles.

Additional Parisian awards will include custom-made French gowns, perfumes, trips to the Louvre, the Folies Bergere, Grand Opera de Paris, and

dining and dancing at the gay cafes and nightclubs in the city of light.

Upon return to the United States, a new automobile will be waiting, also a spinet piano, a sterling silver dinner service for 12—and a new art career, with a complete three-year home study course under the direction of America's 12 most famous illustrators.

\* \* \*

Don Quinn, creator and writer of "The Halls of Ivy," recently was asked to estimate the number of words he has written since the beginning of his professional career about thirty years ago. It amounts to around 19,000,000 words.

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**MAGIC CIRCLE**

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

Name .....

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



# DISC KICKS...

GUEST DISC JOCKEY . . .

## TED JACKSON—WHAM-TV

*(Continued from Last Week)*

All of us, no doubt, know a fairly large hunk of the Gettysburg Address by heart. How much of Funny Valentine or Manhattan or Lover do you know? Music is as much a part of your happy life as Abraham Lincoln, yet what does it do in your life for the most part? Provide noises for the blank space in polite conversation? Lend background setting for the vacuum cleaner? If your answer is yes to these last two, then you should *have* to listen to "Cry" or "The White Cloud that did the Same." Or better still, the guy who ground them down . . . Believe it or not, there are still hungry guys around who write lyrics like Larry Hart did, and music to fit them . . .

Bix Biederbeck or maybe Bunny Berrigan, is said to have once refused an offer to record with a vocalist, like this, "Do you know who buys records? High school girls . . . Do you know what for? To learn the words."

He was right to a degree . . . oh sure, you know the tune, well, almost—but did you ever listen to the *sound*? . . . or the the really combination of *sounds*? . . . great bits of noise that are often missed?



Yes! Well you're one in many. How about vocalists? Ever realize that some of them use the voice as an instrument to deliver quality and meaning and expression and feeling? Several, old Tiger. Several.

Take your ear away from what *you* can see, or what *you're doing* and really try, study, recognize the style and ability to accent a note, or phrase a word, and what it means when it's done well, and I think you'll forget about some of the things you've been buying, listening-to, requesting, remembering . . . to forget. You'll find yourself in a whole new world of sound and feeling. I'm also rather inclined to believe that you'll like it pretty much . . . and *more* after the glare of newness wears off.

Easy Things, Old Dear.

# 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

# COVER gal

Beautiful Barbara Benson, who is seen weekly as vocalist on the CBS Television Network's "Sammy Kaye Show," has been singing ever since she was three years old. Barbara received her initial recognition when she appeared on "Arthur Godfrey's Talent Scouts" at the age of sixteen. Her voice has an unusual range and is capable of undertaking from pop tunes to the classics.

With variety being the spice of the "Sammy Kaye Show," Barbara, in addition to her vocalizing, takes parts in the varied weekly skits and novelty acts which color each week's program. This experience has helped Barbara become a polished actress and has cause viewers to look forward to each week's "Sammy Kaye Show."



This weeks Cover Gal — BARBARA BENSON during one of her weekly stints before the camera with the "Sammy Kaye Show."

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.

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**HOW TO TAP DANCE** by Rochester's own Val Mates. If you lack the time or money, or are perhaps too shy to attend regular classes, this is the book for you. Definitely eliminates confusion for the beginner. Send \$1.00 to Val Mates Book, Box 5, c/o Rochester TV Life, 35 Church St., Rochester 14, N. Y.

**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  $1\frac{3}{8}$  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.

This CLASSIFIED SECTION is for you, our readers. Use it to Buy, Sell or Swap.

Your Listing Here Will Bring RESULTS!



## DEAN of the DOWN BEAT

Reminisc With **CARL DENGLER**

It's been very gratifying, writing these memoirs, and having so many of the readers write to me about their recollections. I want to thank all of you who have shared your favorite memories of the past decade.

One of the memorable affairs in Rochester that Mrs. Ed White—and I—recalled, was the fabulous annual Shrine Masque Ball which was held at the Armory. It was always one of the most colorful affairs of the season, and all of Rochester's notables attended the dance. Sax Smith's orchestra played at many of these gala parties.

Another early annual affair was the Radio Show, which used to be held at Convention Hall around 1928-29 as radio was emerging from the crystal set era.

I can remember one season when Ray Fagan's orchestra played there after returning from a successful cross-country theatrical tour.

An annual show that all of Rochester looked forward to was the Automobile Show at Edgerton Park. It was there that many now-extinct models were shown—the Flint, Durant, Star, Maxwell, Chandler and Rochester's own home-built Cunningham. One of the popular orchestras to play for that show was the clown-prince, Hughie Barrett.

Many "old-timers" will recall the great annual Rochester Exposition at Edgerton Park and the pleasure of looking forward to the wonderful concerts played by the famous Creator's Band, Arthur Pryor, Theodore Dosenbach, George Hebing, and our own 54th Regiment Band. And who could forget those great March of Dimes balls, held during the early days of the Roosevelt administration, when Ray Fagan had a 50-piece orchestra to play the program. (Incidentally, Ray's brother, Danny, still plays a hot square dance fiddle around town at the energetic age of 80!)

How about double-checking your dusty diaries and let me know some of the good times you recollect when you were wearing racoon coats and skirts above the knees.

## ***We Tried . . .***

OH HOW WE TRIED . . . to beat the high costs of living (printing, if you will) but we have as much woe trying to balance our budget as the next one. Increasingly high production costs have made it necessary to increase the price of ROCHESTER TV LIFE to 20 cents.

# SHADOW STOPPER

GUESS THE SHADOW



CLUE

Plays many parts

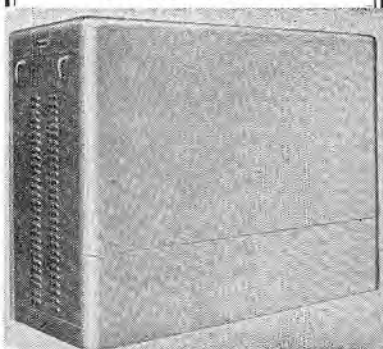
Win This Jackpot  
**\$10.00**

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.**  
**Heating Contractors**

Automatic Gas & Oil Heat  
20 SOMERTON ST.

HILLSIDE 3504      Free Estimates

The first to identify the "Shadow Stopper" as

MAUREEN CANNON



MR. HOWARD V. A. CAREY, 683 E. Main St.

-----

## OFFICIAL ENTRY COUPON

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

3-22-52

MY GUESS FOR THE SHADOW STOPPER IS:

NAME.....

ADDRESS.....

(Please Print)

# WHAM-TV

CHANNEL 6

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

## Sat. March 22nd

9:30—Hopalong Cassidy  
10:30—Smilin' Ed McConnell  
11:00—Mr. Wizard  
11:30—Star Matinee  
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—Kil Carson  
6:30—Wild Bill Hickok  
7:00—Who Said That? (NBC)  
7:30—Court of Opinion  
8:00—Jimmy Durante (NBC)  
9:00—Your Shows of Shows  
10:30—Wrestling from Chicago  
11:30—Film Playhouse.

## Sun. March 23rd

11:30—Amer. Air Forum (ABC)  
11:30—Amer. Air Forum  
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  
2:30—Trouble With Father  
3:00—Godfrey's Talent Scouts  
3:30—I Love Lucy  
4:00—Meet The Press  
4:30—Zoo Parade  
5:00—Super Circus  
5:30—Range Rider  
6:00—Boston Blackie  
6:30—Faye Emerson's Town  
7:00—Greatest Story Ever Told  
8:00—Martin & Lewis (NBC)  
7:30—Those Two  
9:00—TV Playhouse (NBC)  
10:00—Celebrity Time  
10:30—Electric Theatre  
11:00—Fireside Theatre.

11:30—Sammy Kaye  
12:00—News

## Mon. March 24th

6:00—Space Cadet  
6:15—Local, National News  
6:30—Speaking of Sports  
6:45—Perry Como  
7:00—Kukla, Fran & Ollie  
7:15—City Club Corner  
7:30—Those Two (NBC)  
7:45—Camel News Caravan  
8:00—Lux Video Theatre  
8:30—You Can Be A Star  
9:00—"Lights Out"  
9:30—Sportsmen's Club  
9:45—Show Goer  
10:00—Studio One  
11:00—News  
11:15—Hollywood Op. Night

## Tues. March 25th

6:00—Industry on Parade  
6:15—News of the Day  
6:30—Speaking of Sports  
6:45—Double Play  
7:00—Kukla, Fran & Ollie  
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)

## Wed. March 26th

6:00—Space Cadet  
6:15—News, Earl Wood.  
6:30—Speaking of Sports  
6:45—Perry Como  
7:00—Kukla, Fran & Ollie

7:15—Quick-Quiz  
7:30—Those Two  
7:45—Camel News Caravan  
8:00—Boston Blackie  
8:30—Nature, John Kiernan.  
8:45—Film  
9:00—Kraft TV Theatre  
10:00—Blue Ribbon Boxing  
10:45—Chronoscope  
11:00—News  
11:15—Broadway, Hollywood

## Thur. March 27th

6:00—U of R Interview  
6:15—Local, National News  
6:30—Speaking of Sports  
6:45—Week in Sports  
7:00—Kukla, Fran & Ollie  
7:15—Quick-Quiz  
7:30—Dinah Shore  
7:45—Camel News Caravan  
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—R.D.C. Theatre  
11:00—News (Doyle)

## Fri. March 28th

6:00—Space Cadet  
6:15—News  
6:30—Speaking of Sports  
6:45—Perry Como  
7:00—Kukla, Fran & Ollie  
7:15—Ask The Kids  
7:30—Those Two  
7:45—Camel News Caravan  
8:00—"Mama"  
8:30—We, the People  
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  
11:45—Racket Squad (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  
12:45—Paul Dixon (ABC)  
1:00—(Mon.) Voice of R.I.T.  
(Tues.) Homemakers' Holiday

- (Wed.) Art Gallery Program  
(Thurs.) 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—Gobby Hayes  
5:30—Howdy Doody

## Press Time Flashes

### FRIDAY, MARCH 21, 1952

- 9:00—The Big Story. "The Case of the Frightened Family."  
10:00—Cavalcade of Sports. 10 rounder between welterweights Don Williams and Gil Turner.  
10:45—Greatest Fights of the Century. Filmed boxing bouts between Joe Louis and Natie Mann, Feb. 1938.

### SATURDAY, MARCH 22, 1952

- 12:00—Sealtest Big Top. Many new exciting acts including a new lion routine.  
6:30—The Better Homes Show. Broken-shire offers data on plastering.  
8:00—All Star Revue. A full hour of comedy and songs starring Jimmy Durante. Margaret Truman is guest star.  
11:30—Genesee Film Playhouse. "Murder On Diamond Row" starring Edmond Lowe, Ann Todd and Sebastian Shaw.

### SUNDAY, MARCH 23, 1952

- 4:30—Zoo Parade from Lincoln Park Zoo in Chicago.  
6:30—Faye Emerson's Town. Buffalo is chosen town of the week.  
7:30—This Is Show Business, with Sam Levenson and George S. Kaufman  
8:00—The Colgate Comedy Hour. Dean Martin and Jerry Lewis.  
10:00—Celebrity Time. Patricia Morrison

and Peter Lorre guest-star with Conrad Nagel and Jane Wilson.

- 11:00—Fireside Theater. "Washington Rendezvous", story about the wife of an American diplomat who is being blackmailed by a communist. Lisa Ferraday and Craig Stevens star.

### MONDAY, MARCH 24, 1952

- 7:00—Kukla, Fran and Ollie. This marks the 1000th telecast for the Kuklapalians with a special anniversary program.  
7:15—City Club of the Air. Joseph Harsch on "The State of the Union."  
8:00—Lux Video Theater. Miriam Hopkins plays the title role in "Julie".

### TUESDAY, MARCH 25, 1952

- 9:30—Circle Theater. "High Ground" a story showing wealth and position do not always guarantee leadership and dependability in a crisis.  
11:15—Star Playhouse. "Make Room for Teddy", a human comedy of home life.

### WEDNESDAY, MARCH 26, 1952

- 11:15—Robert Montgomery Presents "Guardian Of The Clock" a comedy in which time is disjointed.

### THURSDAY, MARCH 27, 1952

- 9:30—Ford Festival. Diana Lynn and Dorothy Wareskjold are guests with Jan Murray hosting for James Melton

# YOUR TVIEWER

By DORIS LESTER



Hello, there! Today I feel in rather gay spirits, despite the impact of Income Tax. The reason: several pleasing TV shows viewed this weekend. One that is particularly worthy on the Sunday agenda is the Paul Whiteman clan of talent.

While thoroughly enjoying the fast pace of sensible story, good talent and songs delightfully arranged, one can take the show format apart, piece by piece, and laud each segment. Have you watched carefully the excellent settings? Admittedly, the stage area affords the pretentious outlay of props, but the overall effect is not one of unbearable ostentatiousness. Rather, it subtly gives the "right touch" to the story theme without losing the performers.

The shades of the "good old days," or "Gay 90's" if you will, theme of the Sunday show, could well bring a twinge of nostalgia to viewers who recall when the classic old timer songs were first introduced. Ah, what progress in entertainment we've made to now sit back comfortably in the livingroom and have a music hall brought back to life.

The camera technique used on the show is noteworthy. Shots and angles, fade-ins and outs that we simply never view on locally produced shows—or, for

that matter, on too few network productions, give viewers a pleasing variation. What's more, it shows the strides being made by camera technicians. There are some real "artists" developing in that field.

Who can question that "Pops" Whiteman is the undisputed master of popular music, ceremonies and a real showman. My one wish would be that viewers could see more of Whiteman and his personality that exudes charm right thru the TV screen.

It is with deep, sincere regret that I realize the rumors of ceasing the Whiteman show are true. Production costs are too high for the tax-ridden sponsor. Alas, when we, poor viewers, are blessed with entertainment that offers true pleasure and are just beginning to realize that really well-planned TV productions are possible—the show is whisked away. Yet, such absolute tripe as the Martin Kane who-dun-it has a sponsor renewal.

Is that justice!?

\* \* \*

Carole Richards, lovely brunette vocalist on the "Ralph Edwards Show", is the mother of two young daughters and the leader of a North Hollywood Girl Scout troop.

**EXCLUSIVE**

● Inside details of the horse room era

I WAS A

**ROCHESTER BOOKIE**

Running Currently

THE **SUN**

## Sammy Kaye Show . . .

(Continued from page 5)

it. Kaye draws his subjects from all walks of life and alternates from week to week between teen agers, kiddies, adults, and husband and wife teams. Prizes go to all contestants. But the winner receives a console television set and a chance at the bonus cash jackpot which increases each week. The jackpot question is worked into a humorous skit.

Kaye is among the few television artists who has not been forced to resort to highly-publicized "names" to draw an audience. His own band personnel has proven more than adequate. Barbara Benson, attractive, young and very talented, handles lines in skits as well as she does sharps and flats. Her vocal abilities include both popular songs and classics. Tony Russo, Don Rogers and Lloyd Roberts fill out the rest of the vocal staff. Each of them also participates in the musical stories. The Kaydets (vocal trio) and the Kaye Choir are frequently called upon to lend their talents to the show. They're all drawn from the band roster.

Rating special mention is Chubby Silvers, 350-pound saxophone player and scat singer, who is the show's comedian. A running gag with Chubby is the pop-up he effects with the entire band every time he plants his hulk on his bandstand seat. But even more laugh-provoking are the roles he is called upon



Here pictured as a ballet dancer, Chubby Silvers, 350 pound sax player and scat singer prompts waves of laughter as he goes through his many acts.

to play. His avoirdupois has been exhibited in every type of characterization from Shakespeare to sleuth. He may never win an Academy Award, but he is an excellent bid for the comedy hall of fame.

Kaye never loses sight of one important factor. When people tune in to Sammy Kaye, they do so because he has established himself as one of America's top band leaders. Kaye fans want the kind of music that has built the orchestra to its present high level of acceptance. So, that's the kind of music he dishes out.

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- Accurate Schedules
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## SUNDAY

- 1:00—Range Rider
- 1:30—American Inventory
- 2:00—Made in Buffalo
- 2:30—American Forum of Air
- 3:00—Roy Rogers Show
- 3:30—Claudia
- 4:00—Meet the Press
- 4:30—Buffalo Amateur Hour
- 5:00—Super Circus
- 6:00—Sunday Party
- 6:30—Let's Play Charades
- 7:00—Paul Whiteman Revue
- 7:30—This Is Show Business
- 8:00—Comedy Hour
- 9:00—Television Playhouse
- 10:00—Celebrity Time
- 10:30—One Man's Family
- 11:00—Late News & Weather
- 11:15—Montgomery Presents

## MONDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny's Show
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—The Big Payoff
- 3:30—Ralph Edwards Show
- 4:00—Kate Smith
- 5:00—Fun to Learn
- 5:15—Children's Theatre
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sports Spotlight
- 7:00—Kukla, Fran & Ollie
- 7:15—The Goldbergs
- 7:30—Stranger than Fiction
- 7:45—News Caravan
- 8:00—Video Theatre
- 8:30—Howard Barlow
- 9:00—Lights Out
- 9:30—Crusade in the Pacific
- 10:00—Studio One
- 11:00—Late News Roundup
- 11:20—Weather Forecast
- 11:25—FBI Fugitives
- 11:30—Amazing Mr. Malone

## TUESDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny's Show
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—Ship's Reporter
- 3:15—Music Mart
- 3:30—Bill Goodwin Show
- 4:00—Kate Smith Hour
- 5:00—Fun to Learn
- 5:15—Children's Theatre
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail

- 6:30—News, Ed Dinsmore
- 6:45—Sports Spotlight
- 7:00—Kukla, Fran & Ollie
- 7:15—Bob & Ray Show
- 7:30—The Clue
- 7:45—News Caravan
- 8:00—Milton Berle
- 9:00—Fireside Theatre
- 9:30—Circle Theatre
- 10:00—Original Amateur Hour
- 10:45—World Travel, Film
- 11:00—Late News Roundup
- 11:20—Weather Report
- 11:30—I Love Lucy

## WEDNESDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny from JN's
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—The Big Payoff
- 3:30—Ralph Edwards Show
- 4:00—Kate Smith
- 5:00—Fun to Learn
- 5:15—Ranger Joe
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sport Spotlight
- 7:00—Kukla, Fran & Ollie
- 7:15—The Goldbergs
- 7:30—Kieran's Kaleidoscope
- 7:45—News Caravan
- 8:00—Arthur Godfrey
- 9:00—Television Theater
- 10:00—Blue Ribbon Boxing
- 10:45—Sports Spot
- 11:00—Late News and Sports
- 11:10—Weather Report
- 11:15—Sportscholar, quiz film
- 11:30—The Web
- 12:00—Your Show of Shows

## THURSDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny from J. N.'s
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—Ship's Reporter
- 3:15—Music Mart
- 3:30—Bill Goodwin
- 4:00—Kate Smith
- 5:00—Fun to Learn
- 5:15—Children's Theatre
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sports Spotlight
- 7:00—Kukla, Fran & Ollie
- 7:15—Washington Spotlight
- 7:30—To Be Announced
- 7:45—News Caravan
- 8:00—Groucho Marx

- 8:30—"T" Men In Action
- 9:00—Herb Shriner Time
- 9:30—James Melton Festival
- 10:00—Martin Kane
- 10:30—Sports Extras
- 11:00—Late News Roundup
- 11:18—Weather Report
- 11:20—Industry on Parade
- 11:30—Star Playhouse

## FRIDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny from JN's
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—The Big Payoff
- 3:30—Ralph Edwards Show
- 4:00—Kate Smith
- 5:00—Fun to Learn
- 5:15—Children's Theatre
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sport Spotlight
- 7:00—Kukla, Fran & Ollie
- 7:15—The Goldbergs
- 7:30—Telesports Digest
- 7:45—News Caravan
- 8:00—Mama
- 8:30—We, The People
- 9:00—Wrestling Preliminaries
- 10:00—Boxing
- 10:45—Greatest Fights
- 11:00—Late News, Harry Webb
- 11:10—Final Sports, Healy
- 11:30—Rocket Squad
- 12:00—The Unexpected

## SATURDAY

- 1:00—Wild Bill Hickok
- 1:30—Science in Action
- 2:00—Film Featurette
- 2:30—Film Featurette
- 3:00—Hopalong Cassidy
- 4:00—Paul Whiteman
- 4:30—Schools At Work
- 5:00—The Cisco Kid
- 5:30—Beat the Clock
- 6:00—Sports Spotlight
- 6:15—News, Ed Dinsmore
- 6:30—NBC Symphony
- 7:30—U. B. Round Table
- 8:00—All Star Revue
- 9:00—Show of Shows
- 10:00—Telenevs Weekly
- 10:15—This Week in Sports
- 10:30—Hit Parade
- 11:00—Late News Roundup
- 11:05—Weather Forecast
- 11:10—Final Sports Review
- 11:15—Saturday Playhouse

# Coloring Contest

**HEY KIDS!** Here's a chance to win **FREE**  
Tickets to the

## Paramount Theater

CONTEST WINNERS — Week of March 15-21  
Patrick Tolli, Age 7, 178 Bronson Ave.  
Cheryl Ihwiston, Age 4, 225 W. Ivy St.  
Nelson Neill, Age 10, 36 W. Main St.,  
Webster, N. Y.

Winners will receive 2 guest tickets to the Paramount to see "Five Fingers" with James Mason, Danielle Darrieaux, and Michael Rennie. "Flaming Feathers" in technicolor is the second feature.

Here is a coloring contest for all boys and girls 10 years and under. Each week — for the next 3 weeks — three boys and girls can win guest tickets to the Paramount Theatre.

And—here's more big news! At the end of the 3 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.  
All entries must be submitted before March 27, 1952.

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

(CLIP AND MAIL TODAY)

**WIN FREE THEATER TICKETS**

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

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

AGE \_\_\_\_\_



## SUNDAY

- 11:50—Sign On & Music  
 12:00—Survival  
 1:00—Frontiers of Faith  
 1:30—American Inventory  
 2:00—The Public's Schools  
 2:30—Aldrich Family  
 3:00—Fair Meadows USA  
 3:30—Sarah Churchill  
 4:00—Meet The Press  
 4:30—Juvenile Jury  
 5:00—Zoo Parade  
 5:30—Boston Blackie  
 6:00—Roy Rogers Show  
 6:30—Claudia  
 7:00—Charade Parade  
 7:30—Young Mr. Bobbin  
 8:00—Colgate Comedy Hour  
 9:00—Television Playhouse  
 10:00—Red Skelton  
 10:30—Hollywood Theatre

## MONDAY

- 12:00—Ruth Lyons 50 Club  
 12:30—Deacon Doubleday  
 1:00—Hollywood Matinee  
 2:00—Fun With Food  
 2:30—Ladies Day  
 3:00—The Big Payoff  
 3:30—Ralph Edwards Show  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes  
 5:30—Howdy Doody  
 6:00—Canyon Jack  
 6:30—Ed Murphy  
 6:45—Camera Headlines  
 6:55—Red Parton's Sports  
 7:00—Kukla, Fran & Ollie  
 7:15—The Goldbergs  
 7:30—Those Two  
 7:45—Camel News  
 8:00—What's My Name  
 8:30—Voice of Firestone  
 9:00—Lights Out  
 9:30—Robert Montgomery  
 10:30—Who Said That  
 11:00—Camera Headlines

## TUESDAY

- 12:00—Ruth Lyons 50 Club  
 12:30—It's A Problem  
 1:00—Hollywood Matinee  
 2:00—Ladies Day  
 3:00—The Big Payoff  
 3:30—Bill Goodwin  
 4:00—Kate Smith

- 5:00—Hawkins Falls  
 5:15—Gabby Hayes  
 5:30—Howdy Doody  
 6:00—Canyon Jack  
 6:30—Ed Murphy  
 6:45—Camera Headlines  
 6:55—Red Parton's Sports  
 7:00—Kukla, Fran & Ollie  
 7:15—Bob & Ray Show  
 7:30—Dinah Shore Show  
 7:45—Camel News  
 8:00—Milton Berle  
 9:00—Fireside Theatre  
 9:30—Circle Theatre  
 10:00—Amateur Hour  
 10:45—Bob Considine  
 11:00—Camera Headlines

## WEDNESDAY

- 12:00—Ruth Lyons 50 Club  
 12:30—It's A Problem  
 1:00—Hollywood Matinee  
 2:00—Ladies Day  
 3:00—The Big Payoff  
 3:30—Ralph Edwards Show  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes  
 5:30—Howdy Doody  
 6:00—Canyon Jack  
 6:30—Ed Murphy  
 6:45—Camera Headlines  
 6:55—Red Parton's Sports  
 7:00—Kukla, Fran & Ollie  
 7:15—The Goldbergs  
 7:30—Those Two  
 7:45—Camel News  
 8:00—Kate Smith  
 9:00—Kraft TV Theatre  
 10:00—Pulitzer Prize Playhouse  
 11:00—Camera Headlines

## THURSDAY

- 12:00—Ruth Lyons 50 Club  
 12:30—It's A Problem  
 1:00—Hollywood Matinee  
 2:00—Ladies Day  
 3:00—The Big Payoff  
 3:30—Bill Goodwin  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes  
 5:30—Howdy Doody  
 6:00—Canyon Jack  
 6:30—Ed Murphy  
 6:45—Camera Headlines  
 6:55—Red Parton's Sports  
 7:00—Kukla, Fran & Ollie

- 7:15—Bob & Ray Show  
 7:30—Dinah Shore Show  
 7:45—Camel News  
 8:00—Groucho Marx  
 8:30—"T" Men in Action  
 9:00—Gangbusters  
 9:30—Ford Festival  
 10:00—Martin Kane  
 10:30—The Unexpected  
 11:00—Camera Headlines  
 11:05—Money in the Home

## FRIDAY

- 12:00—Ruth Lyons 50 Club  
 12:30—It's A Problem  
 1:00—Hollywood Matinee  
 2:00—Ladies Day  
 3:00—The Big Payoff  
 3:30—Ralph Edwards Show  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes  
 5:30—Howdy Doody  
 6:00—Canyon Jack  
 6:30—Ed Murphy  
 6:45—Camera Headlines  
 6:55—Red Parton's Sports  
 7:00—Kukla, Fran & Ollie  
 7:15—The Goldbergs  
 7:30—Those Two  
 7:45—Camel News  
 8:00—Ezio Pinza Show  
 8:30—We, The People  
 9:00—Big Story  
 9:30—Old Barn Dance  
 10:00—Cavalcade of Sports  
 10:45—Greatest Fights  
 11:00—Camera Headlines

## SATURDAY

- 2:25—Sign On and Music  
 2:30—Canyon Jack  
 4:00—Feature Film  
 4:30—It's Fun To Paint  
 5:00—Youth Wants to Know  
 5:30—The Nature of Things  
 5:45—To Be Announced  
 6:00—To Be Announced  
 6:30—Headline Forum  
 7:00—Sky King  
 7:30—One Man's Family  
 8:00—All Star Revue  
 9:00—Show of Shows  
 10:30—Hit Parade  
 11:00—Cliff Norton Show  
 11:05—Cafes, USA  
 11:45—Weather, Local News

## DAILY — MONDAY THROUGH FRIDAY

|                      |                           |                           |
|----------------------|---------------------------|---------------------------|
| 10:00—Kay's Kitchen  | 11:30—Strike It Rich      | 12:45—Who-What-Where-When |
| 10:15—Arthur Godfrey | 12:00—The Egg & I         | 1:00—Your Town            |
| 10:30—Bride & Groom  | 12:15—Love of Life        | 1:30—Garry Moore          |
| 10:45—Al Pearce Show | 12:30—Search for Tomorrow | 2:30—First 100 Years      |

## SUNDAY

12:00—Ranger Joe  
 12:15—Toolsie Hippodrome  
 12:30—Candy Carnival  
 1:00—What Do You Think  
 1:30—Sunday Matinee  
 3:00—The Name's the Same  
 3:30—See It Now  
 4:00—Television Workshop  
 4:30—Amateur Review  
 5:00—Super Circus  
 6:00—Space Patrol  
 6:30—Burns & Allen  
 7:00—The Story of Lazarus  
 7:30—This Is Show Business  
 8:00—Toast of the Town  
 9:00—Fred Waring  
 9:30—Break the Bank  
 10:00—Celebrity Time  
 10:30—What's My Line  
 11:00—News for Sunday  
 11:15—Rossi Reports  
 11:25—WHEN Previews

## MONDAY

2:45—Mel Torme Show  
 3:30—Bert Parks Show  
 4:00—Film Matinee  
 4:30—Ozark Mountain Boys  
 4:45—Everyone's A Scientist  
 5:00—Bob Ehle's Bunk House  
 6:00—Western Theatre  
 6:20—News & Sports  
 6:30—Space Cadet  
 6:45—Inside City Hall  
 7:00—Captain Video  
 7:30—To Be Announced  
 7:45—Perry Como  
 8:00—Lux Video Theatre  
 8:30—Godfrey's Talent Scouts  
 9:00—I Love Lucy  
 9:30—It's News To Me  
 10:00—Studio One  
 11:00—Chronoscope  
 11:20—Amazing Mr. Malone  
 11:50—Previews & Sign Off

## TUESDAY

2:45—Mel Torme Show  
 3:30—Dollar Derby  
 4:00—Film Matinee  
 4:30—Ozark Mountain Boys  
 4:45—County Schools Program

5:00—Bob Ehle's Bunk House  
 6:00—Western Theatre  
 6:15—News & Sports  
 6:30—Amos 'N Andy  
 7:00—Captain Video  
 7:30—To Be Announced  
 7:45—Stork Club  
 8:00—Frank Sinatra Show  
 9:00—City Hospital  
 9:30—Suspense  
 10:00—Danger  
 10:30—My Friend Irma  
 11:00—News Briefs  
 11:05—Sammy Kaye Show  
 11:30—Mystery Theatre  
 12:35—WHEN Previews

## WEDNESDAY

2:45—Mel Torme Show  
 3:00—N-I-D-E-O  
 3:30—Bert Parks Show  
 4:00—Film Matinee  
 4:30—Ozark Mountain Boys  
 4:45—How We Do It  
 5:00—Bob Ehle's Bunk House  
 6:00—Western Theatre  
 6:20—News & Sports  
 6:30—Space Cadet  
 6:45—Why Give?  
 7:00—Captain Video  
 7:30—Furniture Trends  
 7:45—Perry Como  
 8:00—Godfrey & His Friends  
 9:00—Strike It Rich  
 9:30—The Web  
 10:00—Boxing  
 10:45—Powerhouse of Sports  
 11:05—Mystery Theatre  
 12:05—WHEN Previews

## THURSDAY

2:45—Mel Torme Show  
 3:30—Dollar Derby  
 4:00—Film Matinee  
 4:30—Ozark Mountain Boys  
 4:45—S. U. Children's Theatre  
 5:00—Bob Ehle's Bunk House  
 6:00—Western Theatre  
 6:20—News & Sports  
 6:30—Broadway to Hollywood  
 7:00—Captain Video  
 7:30—The Lone Ranger  
 8:00—Stop The Music

9:00—Alan Young  
 9:30—Big Town  
 10:00—Racket Squad  
 10:30—Crime Photographer  
 11:00—News Briefs  
 11:05—Herb Shriner  
 11:35—Mystery Theatre  
 12:35—WHEN Previews

## FRIDAY

2:45—Mel Torme Show  
 3:30—Bert Parks Show  
 4:00—Movie Matinee  
 4:30—Ozark Mountain Boys  
 4:45—Future Unlimited  
 5:00—Bob Ehle's Bunk House  
 6:00—Western Theatre  
 6:20—News & Sports  
 6:30—Space Cadet  
 6:45—Industry on Parade  
 7:00—Captain Video  
 7:30—Your TV Shopper  
 7:45—Perry Como  
 8:00—Mama  
 9:30—Man Against Crime  
 9:00—Playhouse of Stars  
 10:00—Hollywood Open. Night  
 10:30—To Be Announced  
 11:00—News Briefs  
 11:05—Premier Playhouse  
 11:35—WHEN Previews

## SATURDAY

10:45—Sign-on, Test Pattern  
 11:00—Smilin' Ed McConnell  
 11:30—Betty Cracker  
 12:00—Big Top  
 1:00—Hopalong Cassidy  
 2:00—Film Featurette  
 4:30—Paul Whiteman  
 5:00—Better Homes Show  
 5:30—Wild Bill Hickok  
 6:00—Beulah  
 6:30—Cisco Kid  
 7:00—Stu Edwin Show  
 7:30—Beat The Clock  
 8:00—Ken Murray Show  
 9:00—That Wonderful Town  
 9:30—Songs For Sale  
 10:30—President Truman  
 11:00—Wrestling from Chicago  
 12:00—WHEN Previews

# THIS RADIO AND TV WORLD



With "Claudia," The Story of a Marriage" switching from NBC to CBS-TV, Monday, March 31, Hugh Reilly, "David" of the popular telecast, traditionally carries his stage bride, "Claudia," played by Joan McCracken, over the CBS threshold. That's Mike, CBS doorman, in the background, waiting to greet them.

\* \* \*

## SOME CHANGES WERE MADE

Actor Al Ramsen recently went around the world in about seven minutes, started out at the age of twenty-two, worked back to twelve and up to twenty-two again in the most remarkable series of behind-the-scenes changes ever contrived on a "WE, THE PEOPLE" show. Ramsen was first televised as a young man in Korea and 45 seconds later he was ten years younger and in a different costume in North Africa. Olympic sprinters never ran any faster, as Ramsen got to New York, France and Korea in re-enacting the role of patriotic Alexandria Stewart.

WHAT, NO SNOW! When "THE SECOND MRS. BURTON" cast heard that DWIGHT WEIST ("Stan Burton") planned a skiing weekend and was buying himself a new ski suit for his birthday, the members decided to give him some presents. He got ski wax, a new ski cap, mittens, etc., but there was one thing missing—snow. When he arrived at his destination there was none!

CELEBRATION IN HAITI. Peggy Wood, who portrays the title role on "Mama", celebrated a birthday recently while on a week's vacation in Haiti. The eminent actress received many cables of greeting from the states. When she returned home to New York, was delighted to find hundreds of birthday cards and telegrams from devoted "Mama" fans waiting for her.



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

**THE FINEST IN CANDIDS  
AND FORMAL WEDDING  
PHOTOGRAPHY**

**LEN CAMPAGNO  
STUDIO**

133 Clinton Ave. S. • BAKER 4431



**MISS AMERICA . . .**

BESS MYERSON, former Miss America, is now hostess on the NBC-TV show "The Big Payoff" which is aired daily at 3:00 P.M. on WHAM-TV.

# "OVER THE TV FENCE"



You may wonder why your favorite movie star doesn't appear on TV... reason why not, studio contracts forbid their appearance. But a quartet of Hollywoodites to debut in TV includes Doris Day, John Wayne, Spring Byington and Richard Hayden—all very happy with studio permission to TView . . . **Milton Berle rehearsals have become so crowded that Berle has requested the crew, entertainers and guest performers to wear identifying badges which would mean admittance for badge-wearers only . . . UHF TELEVISION DUE IN 1,000 COMMUNITIES SOON.** Strong Ultra High Frequency television will be seen in the near future through the introduction of a revolutionary new UHF transmitter by Du-Mont Laboratories, in New York. The new transmitter is made possible through the use of a newly developed tube called the "Klystron" which makes simple UHF transmitters possible at low cost. The development of this transmitter will have a far-reaching effect on plans for telecasters throughout the country—and Rochester will be one of the fortunate cities for the UHF... All four TV networks and 82 of the nation's 108 TV stations (Rochester's own WHAM-TV included) signed the

new TV program practices code of the National Association of Radio and TV Broadcasters. Incidentally, the FCC now has on hand more than 500 bids for TV stations—mostly from small cities and towns . . . to prove the point that some of our highest-paid movie stars are really thinking in terms of TV, recent reports are that Joan Crawford is submitting a five-year TV proposal to major networks. She is asking \$200,000 per year for 26 half-hour TV films yearly, plus one-half ownership of the finished properties. That ain't hay! . . . Though not carried by our local station, Joe DiMaggio's new TV show, which is aimed at American Youth, will bring him more income than his baseball salary when it starts the early part of April . . . Wayne Coy's position as chairman of the FCC has finally been filled by 71-year-old Paul Walker . . . One of the most terrific personalities to come before TV viewers is Sammy Davis, Jr.—who was recent guest on Eddie Cantor's Sunday show. This boy is as versatile, able and downright talented as any new face seen on screen, stage or TV! His impersonations are certainly the best ever— Agree?

**SAME DAY SERVICE AT NO EXTRA CHARGE**  
IF CALLED BEFORE NOON . . .

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- ★ "THE GENESEE PLAYHOUSE"  
Every Sat. Night at 11:30

\*Radio