

ROCHESTER

20¢

TV
Life

Official
TV PROGRAM and NEWS MAGAZINE

**WITH BUFFALO AND
SYRACUSE SCHEDULES**

★ **Now Including Radio and
Entertainment Personalities**

COVER GAL—DAGMAR—Page 9

MARCH 29 - APRIL 4, 1952



Keep Up To Date With

**PAULINE
GAFFNEY**

and

**“WOMAN’S
DIGEST”**



Tune in this bright, intelligent program just once and you'll see why it's one of the most popular of our locally-produced shows! Pauline Gaffney talks in her own engaging fashion about everything that women are interested in—fashions, books, plays, home-making, etc. Bing Crosby recordings add color to the program. Join the big audience that looks forward to listening to "Woman's Digest" every day!

4:00 P. M.

Mondays through Fridays



W H E C

The Station That Listeners Built!



. . . I am a great wrestling fan and on Saturday night when wrestling is on, the advertisements are much too long. We miss half of the match, or at least it seems so. Isn't there anything that can be done about it?

Annetta Furgon
Hilton, N. Y.

ED'S NOTE: If enough of the viewers would take the trouble to make their feelings known to the station I feel certain that some changes would be made and situations of this kind corrected.

. . . Would you please publish in your wonderful little magazine a picture of Patrica Morrison and also tell me if she has made any recordings. If so, where may I buy them? R. A. C.

ED'S NOTE: We shall be on the lookout for a good shot of Patrica to run in

RTVL. You will find her featured in the Columbia LP Album of "Kiss Me Kate", available at all record shops.

Your editor would like to thank Mr. Sebastian Fichera for his most interesting letter of constructive criticism.

Genesee 8275

TV Service - Maintenance
Aerial Erection

ZITT'S TELEVISION

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

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,
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For The Finest TV Service Possible, Call One of The Reliable
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CITY ELECTRONICS SERVICE

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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

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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 29 - APRIL 4, 1952

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THIS WEEK'S TV TIP

By

RADIO TECHNICIANS GUILD

OF ROCHESTER, N. Y., Inc.



VERTICAL HOLD CONTROL

The purpose of the vertical hold control is to synchronize the television receiver with the television station in order to prevent the picture from rolling or moving up or down the screen.

This control may be located either on the front panel or on the rear of the chassis, depending on the make of receiver.

Assume that a picture is rolling or moving either up or down the screen. To properly adjust the control, turn it either clockwise or counter-clockwise, until the picture stops moving, then turn the control one way or the other until the picture starts moving slowly **down** the screen. Then, reverse the direction of rotation of the control until the picture moves slowly up the screen and stops. When this point is reached, the control is properly set and the picture should remain stationary.

The line tuning control is usually located in back of the channel selector knob, and its purpose is to tune the television receiver to the station in much the same way that a station is tuned in on a radio. There is a wide variation in the action of this control on different sets. In some cases the control seems to have little or no effect, while in another, it may tune either picture or sound or both out completely, or cause a streaking thru the picture which varies with the sound. The adjustment of this control is quite easy as it is only a matter of turning the control one way or the other until the best picture and sound is obtained.



FRONTIER JUSTICE! — Guns blaze and bullets fly as television's "Wild Bill Hickok" (Guy Madison, right) and his deputy, Jingles (Andy Devine), defend the peace of a frontier town in an episode out of the life of America's greatest western peace officer.

WILD BILL HICKOK

Handsome Guy Madison plays the famous officer of the early west. "Wild Bill Hickok," on the exciting television adventure series. Guy's own story is nearly as exciting and full of chance as that of the westerner he portrays.

Long before he saw the inside of a movie studio, Robert Mosely (Guy's real name), was a strapping westerner himself—born, raised and schooled in Bakersfield, California, where his dad was a machinist. One of five children, he was "...a skinny kid and the most ornery one in Bakersfield," with a love for hunting and fishing and a yen for an outdoor life of travel.

Guy worked in and around Bakersfield as a telephone linesman until World War II broke into his life. Guy picked the Navy and landed, eventually, in San

Diego as a life guard.

Then—out of the blue—Hollywood entered his life and changed it completely.

Through a talent agent friend, the blond six-footer was noticed by Selznick studio officials while on pass from San Diego. Without an audition or screen test, they snapped him up, wrote him a special scene in their current picture and rewarded him amply for his four-day stint before the cameras. But that seemed to end it. Guy went back to the Navy and didn't even mention "his" picture for fear of being kidded by buddies.

However, when "Since You Went Away" hit the nation's screens in mid-1944, the studio was deluged with mail begging for pictures and information on "the cute sailor in the bowling alley

(Continued on Page 15)



Mrs. Oscar Bradley



SUCCESSFUL IN A CAREER SHE NEVER WANTED

Behind the wonderful music which fits all the shifting moods of "We, The People," and "Counter Spy" is Mrs. Oscar Bradley who is in charge of the Oscar Bradley orchestra. The late Oscar Bradley was paralyzed ten years ago and his wife helped him carry on until his death in 1948. Since then she has been in full command of one of the outstanding groups in the Radio and Television field.

It will be a strange tenth anniversary for Mrs. Oscar Bradley this April, for it will be the anniversary of a career she never wanted. That she has become one of the most successful musical supervisors, writers and arrangers in radio television is all part of a most unusual story.

Mrs. Bradley sets the kaleidoscope musical moods for "Counter-Spy," which has run for a decade on radio, "We, The People," now in its sixteenth year, and for other programs of lesser magnitude. She writes original theme music, she selects musicians for orchestras, she oversees their renditions, she is a bulwark to any program with which she is connected—and yet she never was a career woman nor wanted any part of it. Fate—a literal stroke of fate—diverted her course back in 1942.

That was when her husband, the late Oscar Bradley, was stricken with paralysis. He could carry on somewhat, but it seemed that all for which the brilliant ex-Londoner had striven, the consummate skill which had spurred him to honors at the Royal Academy of Music and which had steered him to America to become musical director for "The Student Prince," "Whoopee," "Rio Rita," and the Ziegfeld Follies, was doomed to oblivion. Apparently, he also was thwarted at the height of his radio work. But in his wife, Jessie, he had a remarkable helpmate.

They had known each other since childhood in England. They had common interests—she was a pianist, he played the French horn. When they came to America she settled down as a house-

wife. Their son, John, was born during the early years of the marriage—he is presently a professor at Western Reserve University in Cleveland. When Oscar was stricken Mrs. Bradley lent a warm and understanding hand.

"He still carried on," she recalls, "and we would labor over the sheet music together. I would play with one hand and he with his good hand." Oscar Bradley, too, was a man of vigorous and unyielding stuff. He died in 1948.

So it was that this most unusual tale developed. Wives will often carry on for ailing or departed husbands in business but in a professional situation, where there is probably no precedent, it requires pioneer courage, let alone talent. Yet Mrs. Bradley, the housewife, possessed that latent talent.

She is at home with the tremendous pressures and demands imposed by television's "We, The People," seen over NBC-TV on Fridays at 8:30 p.m. She is the fine-looking, knowing lady whose musical acumen sets all the moods for "Counter-Spy," which is heard over NBC

each Thursday evening at 9:30 p.m. She is a master of the "bridge," which connects scenes, the "stinger," which punctuates them, and of all the musical nuances which make for drama or emotional reactions. She is, behind the scenes, one of the mainstays of her profession.

Her rare good sense manifests itself in everything she attempts. Recently she offered a trio to a network. She was asked if she had had any experience with trios. Mrs. Bradley replied:

"If a reporter sends a full length story or a single line, does it make any difference as long as he is a competent reporter? What difference is it if you su-

pervise an orchestra or a trio?"

Result—the trio played commercially for a year. Mrs. Bradley, celebrating the tenth anniversary of a career she never desired, remains an indomitable, amazing and most successful lady.

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.

SEND FOR FREE DESCRIPTIVE FOLDER TODAY!

MAKES EXPENSIVE OUTSIDE ANTENNA UNNECESSARY!

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with

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TV ANTENNA

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INSTALL
INSIDE THE
HOUSE**

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GUARANTEE**



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

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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

YOU MEET SUCH INTERESTING PEOPLE . . .

By Ralph Collier

CHARLES BRINK, WHAM's pride and joy, who came through with a dandy teevee show, "The Country Editor," Saturday, has a video personality that is as wholesome as oat meal. Some smart sponsor will foot the bill . . . Rumors that a certain Rochester Radio Raconteur and his wife have parted are unfounded; they're really this close. No fooling . . . The opening and closing signature sung by the quartet on the Milton Berle show was originally a lovely Hungarian Rhapsody . . . Now what really happened to Walter Winchell seconds before his Sunday nighter on WARC . . . Margaret Truman's two appearances in one week on WHAM and WHAM-TV is something to sing about. Her pa claims one of her hobbies is collecting ivory elephants—and with primaries everywhere, too! . . . WHEC's moneymen, Uncle Eddy Meath, says he really gave it to the old income tax man on the fifteenth—"every last cent I had", says Ed . . . High News Ed, Jack Ross at WHAM, and many other local scribes will get a charge out of a line in the new pix, "Deadline USA", in which a young reporter asks her boss, "What's the lobster shift?" "That," he tells the novice, "is the hour when we serve the entire staff lobster" . . . Your youngsters' favorite (who's kidding whom) Gabby Hayes, now in his



umpteenth week on WHAM-TV, just celebrated his thirty-eighth wedding anniversary. I didn't think Gabby had any time for a woman . . . New teevee show on WHAM-TV stars Lorraine Day and Leo Durocher in "Double Play." A double treat . . . One of the "Oklahoma" cast at the swank Rochester Town & Country suggesting a new panel show to end all television panel shows—discard the people, substituting panels. That's bad? 'Sawful! . . . Add red faced people: the director and producer of "Ask The Kids," when one five-year-old was asked for her idea of the perfect mate mumbled something about "He shouldn't be naked" WARC's Nick Nickson has that spring-fever glint in his eye . . . ditto Max Raney's lead dog Thunder . . . Dave Garroway's stories and anecdotes, heard daily on WHAM, are the most repeated among disc jockeys these days. Just recently, as Dave tells it, he saw a friend on a bus, sitting there with his head buried in his hands. Dave went over to inquire whether anything was wrong. Garroway's chum just shook his head and said, "No thanks, Dave, I just can't bear seeing those old ladies stand." 'S a fact—you meet such interesting people.

MOORE'S QUONSET INN

ROCHESTER-FAIRPORT RD.

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



FEATURING NIGHTLY

THE SWING FOUR

Sheldon, Drums • Fowler, Bass
Shersey, Piano • Ausuni, Tenor

FINE FOODS ALWAYS

We Cater to Banquets and Parties

COVER gal

DAGMAR

Just look at what we're missing . . . Dagmar, the Junoesque mistress of mal-apropism, is hostess of "Dagmar's Canteen" a new Saturday night show, viewed over the NBC network . . . but not by Rochester TVViewers.

Dagmar, on any program is news and now that she is on this—her own show, featuring comedy and music with men and women in the Armed Forces we, as part of the neglected Rochester audience feel greatly slighted.

If the truth were known, we'd bet that many other Rochesterians feel the same, and if the local V.I.P.s in TV circles want to make a lot of new friends as well as keep the old, they'd do well to bring back this luscious blonde.



D A G M A R

Viewed from any angle, this gal is loaded with curves . . . Who'd ever think she once was a prize-winning typist . . . Oh well, that was before TV.



VAL MATES

VAL MATES

SCHOOL of DANCE

- Personalized and Exclusively Styled Dancing •

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

Including FOX TROT, WALTZ,

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

Private and class instruction for beginners, advanced and professionals.

49 Elm Street

BAker 5815





DEAN of the DOWN BEAT

Reminisce With **CARL DENGLER**

What's wrong with Rochester? Who stole the kerosene out of Rochester's night-life lantern? I have seen 25 years of constantly changing entertainment trends—from a depression to prosperity, from war to peace to insecurity—and there are so many questions that come into my mind, in trying to figure out the answer for the changes in entertainment.

During the depression there were more really good times, because then, when one had the extra money for a night out, it was a grand occasion—even if only a night of beer, it still meant there was good music to dance to, a congenial atmosphere in which to sit and laugh about the world in general. Bad as the situation was, somewhere one managed

a laugh. That seems to be more than is mustered today.

Prosperity brought forth the free-flowing of champaign, lavishly decorated night clubs, and patrons who were out to have a good time at any cost—and cost them it did. The fun they sought and made was almost hysterical—they had a "good time" with a vengeance. There were a los of laughs, to be sure, but with little humor.

The war years turned the trend of entertainment to one of complete escapism—it was unreal, and everyone knew it, but went along with it. There was an abundance of money—price was no object. Everyone tried to believe they were having a real ball . . . war nerves were the chief topic of conversation and heavy taxes began to take toll on the income.

Today, entertainment seekers are in a situation not before equalled. It is a peace-war-time situation that leaves one in complete insecurity. Excessively high taxes on night clubs have caused the night-out cost to reach an absurd proportion. Wages, though still higher than during the war, just don't stretch far enough after taxes and high living costs are deducted, to enjoy the weekly social relaxation of entertainment. And, when one does "go out for a night on the town," there is no spark, or real gaiety.

There's something that's plenty wrong with Rochester, and I darn well want to find out. You have your ideas about it—let's listen to your side of the story. Let's see if we can put back some of the spark in Rochester's Aladdin's Lamp.

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



CULver 8080

1010 CULVER ROAD

GUARANTEED Service On All Makes and Models
RADIO - Two Specialized Departments - TELEVISION

SHADOW STOPPER

GUESS THE SHADOW



CLUE
Busy Thrush

Win This Jackpot \$10.00

The **SHADOW STOPPER** can be either a person, place, or thing.

Each week, if no reader guesses its identity correctly, a new **CLUE** will be added.

The **Jackpot Prize** will be increased by \$10.00 each week until some lucky reader names the Shadow.

FOLKS! Let
"DICK" MERTZ

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

The first to identify the "Shadow Stopper" as
CHUBBY SILVERS



RUTH SANTORA, 9 Gordon Park

OFFICIAL ENTRY COUPON

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

3-29-52

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 29th

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—Story Time
5:45—Film
5:55—News, Beatty
6:00—Kit Carson
6:30—Wild Bill Hickok
7:00—Who Said That? (NBC)
7:30—UR Open House
8:00—Martha Raye
9:00—Your Shows of Shows
10:30—Wrestling from Chicago
11:30—Film Playhouse.

Sun. March 30th

11:30—"Fire on the Earth"
12:00—Ranger Joe (ABC)
12:15—Nature of Things
12:30—The Sky King
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—Film
4:00—Meet The Press
4:30—Zoo Parade
5:00—Super Circus
5:30—Range Rider
6:00—Film
6:30—Faye Emerson's Town
7:00—Paul Whiteman
7:30—This Is Show Business
8:00—Tony Martin
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 31st

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—Industry on Parade
7:30—Those Two (NBC)
7:45—Camel News Caravan
8:00—Lux Video Theatre
8:30—You Can Be A Star
9:00—I Love Lucy
9:30—Sportsmen's Club
9:45—Film
10:00—Studio One
11:00—News
11:15—Hollywood Op. Night

Tues. April 1st

6:00—Rep. Keating
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. April 2nd

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—Robert Montgomery

Thurs. April 3rd

6:00—Industry on Parade
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—Treasury Men in Action
9:00—Film
9:15—Focus on Photography
9:30—James Melton Show
10:00—Martin Kane (NBC)
10:30—To be Announced
11:00—NBC Opera Theatre

Fri. April 4th

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—Charles Wild, Detective
11:45—Rocket 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 Nussbaum
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 (CBS)
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
1:15—(M & F) Film
T & T) The Egg and I
(Wed) Bride and Groom (CBS)
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) Bert Parks (CBS)
(Tues) Mel Torme (CBS)
(Thur) Give and Take (CBS)
4:00—Kate Smith Hour
5:00—Hawkins Falls
5:15—Gabby Hayes
5:30—Howdy Doody

Press Time Flashes

FRIDAY, MARCH 28, 1952

- 9:00—The Big Story—"Case of the Midnight Massacre," story of Ray Maxwell, reporter on the Des Moines Register-Tribune.
9:30—The Unexpected. "Split Second," starring Neville Brand
10:00—Cavalcade of Sports. 10 rounds bout between middleweights Johnny Bratton and Rocky Castellani
10:45—Greatest Fights of the Century. Filled bout between Billy Conn vs. Melio Beltina, July, 1939.

SATURDAY, MARCH 29, 1952

- 12:00—Big Top. Your Saturday Circus featuring the famous acts of the Wilfred Mae Trio and Alfredo Landon and his Midgets
8:00—All Star Revue. Martha Raye returns with guest Sarah Chhurchill
11:30—Genesee Film Playhouse. "Vogues" starring Joan Bennett, Warner Baxter

SUNDAY, MARCH 30, 1952

- 3:00—Talent Scouts. A soprano, a baritone, an accordian duo and a vocal duet will compete for top honors
7:00—Paul Whiteman Revue. Peggy Lee and "Pops" reminisce on this final telecast of the show
7:30—This is Show Business. Actress Judith Evelyn joins as guest
8:00—Colgate Comedy Hour. Tony Martin stars with guests Chico and Harpo

Marx and Kay Starr

- 10:00—Celebrity Time. Phil Regan guests with Conrad Nagel, Jane Wilson and Herman Hickman
11:00—Fireside Theater. "Hurry Hurry", a play about a local war hero trying to find his rightful place as a civilian

MONDAY, MARCH 31, 1952

- 9:00—I Love Lucy. Lucy and Desi try living as their grandmothers did
TUESDAY, APRIL 1, 1952

- 9:30—Circle Theater. "Way of Courage" story of a man who has 3 months to live and determines to prepare his wife and children for their life without him
11:15—Stars' Playhouse. Diana Lynn and Vincent Price star in "The Human Touch", a play about a young pianist who must chose between love and a career.

WEDNESDAY, APRIL 2, 1952

- 10:00—Blue Ribbon Bouts. Glen Flanagan vs. Gene Smith. 10 round
11:15—Montgomery Presents. "The Wall", a murder drama set in a New England mansion

THURSDAY, APRIL 3, 1952

- 8:30—Treasury Men in Action. These dramas taken from the closed files of the US Treasury Dept.
9:30—Ford Festival. James Melton returns with his variety of guest stars

YOUR TVIEWER

By DORIS LESTER



Ho, hum—anyone care to have Alan Young? I mean, you can have him, because this is one weary viewer who really doesn't want any part of him. Sure, I suffered through his last Thursday p.m. stint only to find both eyelids and spirit drooping rapidly as time ticked by. I was wildly hoping that there might be something of merit to mention about the show, but after the futile half-hour, I felt bitter. And here's my lament:

The entire show format is inferior. There is nothing original or "catchy" in it. There is too much Young and not enough fun. I have assumed the show was a comedy-type program. (I have lived on this assumption long enough without substantiation!) In fairness, Alan and his writers and producers strive for the effect of comedy—but it just never quite comes off. There is always a lag when there should be a laugh. The skits are too ridiculous—shades of slapstick. And I resent that, for the American mentality should, by now, have progressed from the level of inferior slapstick fanfare.

The entertaining aspects—and the term is used loosely—depends too heavily on the guest stars. They cannot carry the load of the show with a brief appearance

or in a skit that uses none of their able talents. No, the guest stars' talents are not used, they are abused—and probably that holds true for Young. He must have talent—or at least a wealthy backer.

Another thing that gets my goat is the eye-straining qualities of a kinescope show—the Young flopper, of course, is a kine. The glare, flicker and completely unsatisfactory viewing results from a kine is tedious. Even if the show was well worth the effort to watch, it requires too much strain. (Just compare the kine with the movie films on TV—there's a world of difference).

Apparently the Esso sponsor is happy to outlay a sizeable sum of cash for this Young show—at least, the cost is tax-deductible. But unless the format is snapped up and humored into something more worthwhile, better the government gets the money. Oh, well, I can always turn off the set. Solitude has its merits.

* * *

DEFINITION—Helen Papashvily, whose new play, "The Hat from Hangtown," is presented on "Armstrong's Circle Theatre" Tuesday (Feb. 19) NBC-TV, is an enthusiastic admirer of dogs, but sums up her feelings about cats in these words—"four-legged mysteries."

EXCLUSIVE

I WAS A

ROCHESTER BOOKIE

Running Currently

● Inside details of the horse room era

THE **SUN**

Wild Bill Hickok . . .



The Two Wild Bill Hickoks—On the left, Guy Madison, popular young film star who plays the role of the West's most famous peace officer. On the right, the real Wild Bill, whose fame as a gunfighter has spread throughout the West and made him a legend.

(Continued from page 5)

scene with Jennifer Jones and Robert Walker." The response was clear to producer David O. Selznick

On his discharge from the service, the studio handed Guy a starring role opposite Dorothy McGuire in "Till the End of Time." Later, he free-lanced around Hollywood. His list of pictures stretched through "Honeymoon," "Texas, Brooklyn and Heaven," "Massacre River," and recently, "Drums in the Deep South."

"If I weren't in this business, I'd either be on a boat or else in some job where I could travel. I hate to be tied down and I don't like to have worries. I always wanted to be a commercial fisherman, and still think it would be fun."



DIVENA—The Underwater Ballerina

As might be expected, Billy McGinnis, better known to TV fans as "Divena" is a former dancer, having been featured in many of New York's better-known night clubs, prior to her aquatic escapades. With her fame constantly spreading through night spot and TV performances she attained new heights of popularity a few weeks ago as the mermaid who lured Sam Levenson into her watery abode during a guest appearance on the "This Is Show Business" telecast. She has since made a splash visit to the Garry Moore Show and is going to have another try at luring Sam L on April 20 when she will again appear on the 7:30, Sunday night fun spot.

For the past two weeks Rochester TV fans have had the opportunity to see and meet her at The Willows where she has been the feature attraction.

If you have yet to see Divena, by all means, don't miss the April 20th show.

SUBSCRIBE TODAY

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ADDRESS

ZONE

- Accurate Schedules
- News and Picture Highlights
- Radio and TV Personalities

Week-day Sign-on at 9:00 a.m.

SUNDAY

- 1:00—Range Rider
- 1:30—Here's to Your Health
- 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—Bert Parks 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—Mr. District Attorney

TUESDAY

- 1:00—Matinee Playhouse
- 1:45—Johnny's Show
- 2:00—Garry Moore Show
- 2:30—Meet the Millers
- 3:00—Ship's Reporter
- 3:15—Music Mart
- 3:30—To be Announced
- 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—Bert Parks 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—Durocher and Day
- 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—Give and Take
- 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—Bert Parks 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—Teleports Digest
- 7:45—News Caravan
- 8:00—Mama
- 8:30—We, The People
- 9:00—Film Feature
- 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 22-28
Shirley Lloyd, Age 4, 872 S. Goodman
Carol Davis, Age 5, 272 Laburnum Cres.
Sharon Lewis, Age 9, 230 Magee Ave.

Winners will receive 2 guest tickets to the Paramount to see "The Big Trees" with Kirk Douglas and Patricia Wymore in Technicolor. "I'll Never Forget You" is the second feature with Tyrone Power and Ann Blythe.

Here is a coloring contest for all boys and girls 10 years and under. Each week — for the next 2 weeks — three boys and girls can win guest tickets to the Paramount Theatre.

And—here's more big news! At the end of the 2 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 April 3, 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
 12:30—Your Own Home
 12:45—Nature of Things
 1:00—Frontiers of Faith
 1:30—Here's To Your Health
 2:00—Open Shelf Room
 2:30—Aldrich Family
 3:00—Fair Meadows USA
 3:30—Television Recital Hall
 4:00—Meet The Press
 4:30—Hall of Fame
 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
 12:00—Weather, Local News

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—King Richard III
 11:25—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—Dragnet
 9:30—Ford Festival
 10:00—Martin Kane
 10:30—The Unexpected
 11:00—Money in the Home
 11:15—Camera Headlines

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

- 1:10—Sign-On and Music
 1:20—Film Theatre of the Air
 2:30—Canyon Jack
 4:00—The Big Picture
 4:30—Kid Gloves
 5:00—Meet The Masters
 5:30—Youth Wants to Know
 5:55—Morgan Beatty, News
 6:00—Royal Showcase
 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—Cafes, U. S. A.
 11:45—Weather, News Sign-off

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—Tootsie 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—Star of the Family
 7:00—Paul White man
 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—Mike and Buff
 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—C'audia
 10:00—Studio One
 11:00—Chronoscope
 11:15—News and Sports
 11:20—Mr. District Attorney
 11:50—Previews & Sign Off

TUESDAY

2:45—Mike and Buff
 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
 6:20—News and Sports
 6:30—Amos 'N Andy
 7:00—Captain Video
 7:30—Washington Spotlight
 7:45—Stork Club
 8:00—Out There
 9:00—Crime Syndicated
 9:30—Automobile Show
 10:00—Danger
 10:30—To be Announced
 11:00—News Briefs
 11:05—Sammy Kaye Show
 11:30—Mystery Theatre
 12:35—WHEN Previews

WEDNESDAY

2:45—Mike and Buff
 3:00—V-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—To be Announced
 7:00—Captain Video
 7:30—Furniture Trends
 7:45—Perry Como
 8:00—Godfrey & His Friends
 9:00—Strike It Rich
 9:30—The Web
 10:00—Boxing
 10:45—Powerhouse of Sports
 11:05—Mystery Theatre
 12:05—WHEN Previews

THURSDAY

2:45—Mike and Buff
 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—Man Against Crime
 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—Mike and Buff
 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
 8:30—My Friend Irma
 9:00—Playhouse of Stars
 9:30—It's News To Me
 10:00—Police Story
 10:30—Presidential Timbre
 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 Crocker
 12:00—Big Top
 1:00—Hopalong Cassidy
 2:00—Film Featurette
 4:30—Paul White man
 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



CITIZEN—Robert Montgomery, who has had a notable career as actor, film producer, Naval officer and now NBC-TV executive producer, has taken on a new assignment for NBC radio: a five-times-weekly news commentary, "A Citizen Views the News."

* * *

AUTRY OR ROGERS? NBC's Roy Rogers has received thousands of letters begging him not to sell his famed horse, Trigger, but one letter in particular deserved attention: "I have always played cowboys," wrote a seven-year-old, "and I always play you. But if you sell Trigger, I'll be Gene Autry."

* * *

DINAH SHORE NAMED TOP GIRL SINGER

Dinah Shore, whose lilting voice is heard in solos and in duets with Jack Smith on CBS's "Jack Smith - Dinah Shore - Ginny Simms Show" (heard at 7:15-7:30 p.m. weekdays), has just been named as the number one female vocalist by the radio editors of the United States, in the 16th Annual Ballotting conducted for Fame by Motion Picture Daily.

MUSICAL STARDUST

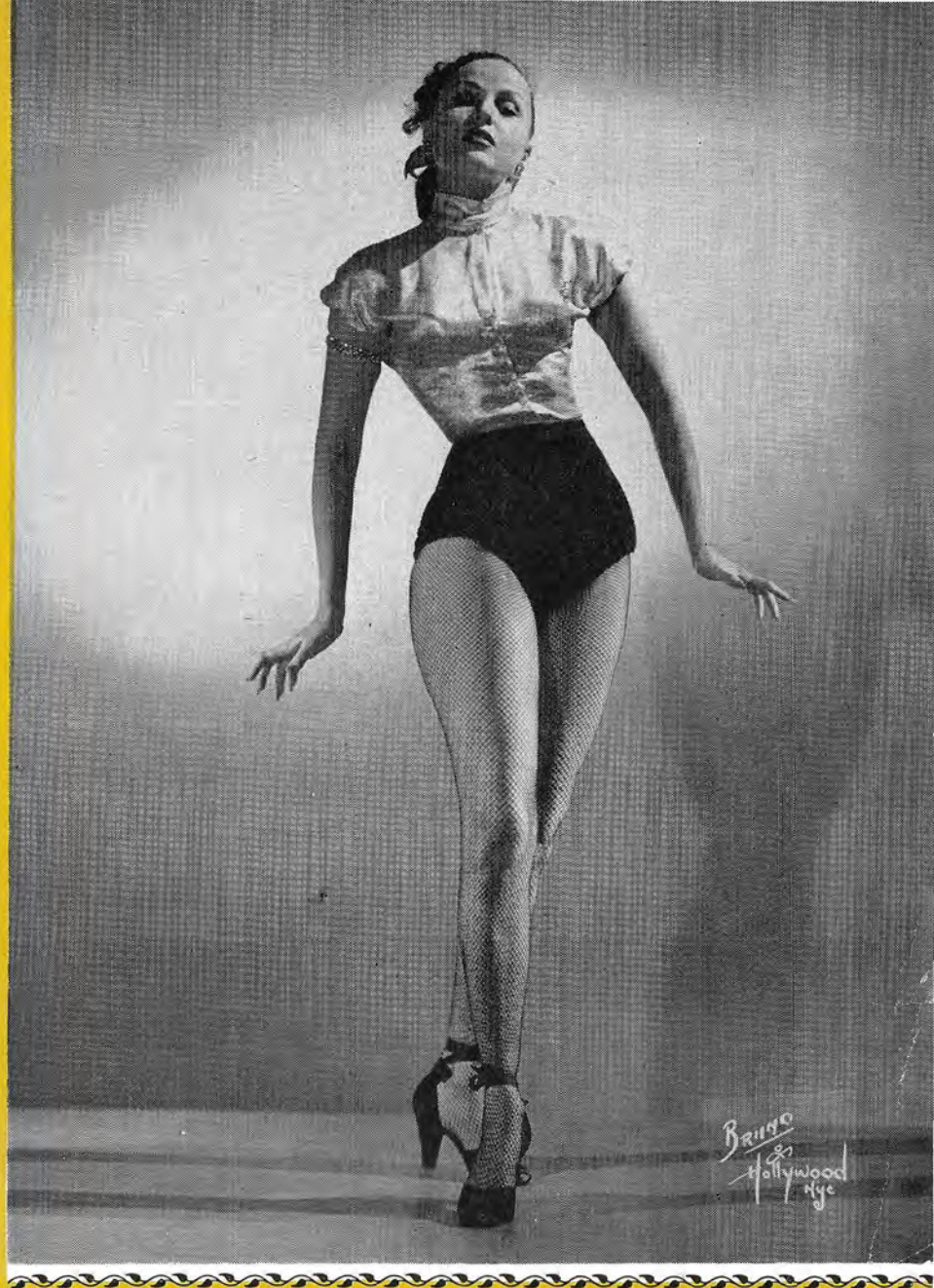
Bandleader Freddy Martin, who has been one of the top recording artists for RCA Victor for the past 13 years, has racked up an amazing total of 20,000,000 record sales during that time. This figure is even more amazing in view of the fact that Martin has faced some of the stiffest competition in the recording field. Being a top selling artist for Victor, his records are always "covered" by other recording companies with their own top artists, to cash-in on the sales built up by Martin. Despite this fierce competition, Martin always manages to be among the top sellers on any recording he makes. His current big disc is "Snowflakes" backed by "River In The Moonlight."



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

LEN CAMPAGNO STUDIO

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TERPSICHORE . . . Come To Life

The "Muse of Dancing" could look no lovelier than Rochester's own
IRENE MATES

"OVER THE TV FENCE"



Some time periods on the cream of the week-end schedules will soon be opening up if the wholesale cancellations by sponsors of some of TV's biggest shows continues. Next fall will obviously see a big reshuffling of programs, time-changes and some new, less expensive productions . . . Whatever became of the daytime soap operas on TV? The original serial, "The First Hundred Years" is about the only one still going strong . . . Keep hearing the hush-hush yarn that Jerry "Broadway Open House" Lester will eventually wind up on a brand new CBS-TV program . . . Television viewers in the East will get a break on April 16 when the Sugar Ray Robinson-Rocky Graziano bout is given the full TV treatment from Chicago . . . Joe E. Brown signed for a series of filmed comedies and Ethel Barrymore is likewise about to go before the cameras in still another filmed dramatic series . . . Although it seemed like strange casting to us when it was announced that the pert Joan McCracken, dancer, would portray the young wife in "Claudia," we must admit that she can act, too . . . Commentators Elmer Davis, Bert Andrews and Martin Agronsky will be the regular members of a new panel TV show to be launched over ABC-TV shortly. They'll discuss the news of the day with prominent political guests . . . Hey! Is that long-awaited merger between United Paramount and ABC ever going through? From what one hears along TV Row it looks like unless the merger is completed there will be one less network . . . Lloyd Nolan, who catches all those criminals on "Martin Kane" will take his life in his hands this Summer when he journeys to Sing Sing to umpire a number of baseball games played there by the inmates . . . Any doubts about the appeal of Dag-

mar (this week's "Cover Gal") can be dispelled when you examine the box office figures for a recent personal appearance at a Hartford theatre. Dag just broke the house record in spite of a three-day blizzard . . . Don't forget to catch the auto show on TV in April. If it is anywhere as near as good as the horse and dog show, it'll be slightly terrific . . . Carlo-Menotti's TV opera "Amahl and the Night Visitors" will be given again on NBC-TV Easter Sunday. Cast will be the same . . . Burr Tillstrom and the Kuklapolitans just about ran away with everything in Washington except the White House. Huge crowds turned out to greet them at each appearance . . . Not content with playing the leading role in the Broadway hit "The Shrike", Judith Evelyn took Sunday off to play three roles on TV Playhouse . . . All webs are furiously laying plans to give the best possible TV coverage of the upcoming conventions. At least 1952 will be one year when the delegates had better stay right close to business . . . Ed Sullivan (one of our former favorite shows) tells how he learned to become a TV emcee in the current Coronet. Sez he just plays to the studio audience and forgets to be nervous about the cameras, giving him a relaxed, easy style . . . Still love to listen to the diction and mellifluous voice of Frank Gallop on "Lights Out." Of course, such a distinguished talent can have emanated from only one place: Boston . . . Kay Starr is set to leave Danny Thomas for her own TVehicle (this we had predicted) . . . May we add our congratulations to Ann Rogers of WHAM-TV and her happy spouse upon the arrival of that little bundle the past week—it's a girl.

●

ON THE
EFFICIENT
1370
FREQUENCY



●

WSAY

●

Programs Are Specifically Directed To The Age
Brackets and Type of Audience Which Statis-
tics Show Have the **Greatest Buying Power.**

●

ROCHESTER



35 Church Street
Rochester 14, N. Y.

GENESEE



Programs on Radio and Television on

WHAM and WHAM-TV

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

*Radio