

ROCHESTER

20¢

TV
Life

Official
TV PROGRAM and NEWS MAGAZINE

IN THIS ISSUE:

Graziano-Robinson Fight
Photographing Your TV Screen

With Buffalo and Syracuse Schedules

MARGUERITE PIAZZA — Page 10

APRIL 12-18, 1952





**Intrigue
Mystery
Suspense!**

**DANGEROUS
ASSIGNMENT!**

with BRIAN DONLEVY

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STANDARD

Dry

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Original
Dry Ale**

**WHAM-TV MONDAYS
9:30 P.M.**

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ROCHESTER, N. Y.



... My daughter has entered the Coloring Contest a number of times and I am curious to know if the winning cartoons will be exhibited for the public to see.

Mrs. J. Anderson
Rochester, N. Y.

ED'S NOTE: The winning cartoons will be in the window of Field's Toy Store the week of the 14th.



... I would like to see some features on Rochester entertainment other than TV.
Mr. Jack Moore
Rochester, N. Y.

ED'S NOTE: We are starting such a feature with this issue, called "Nite Out."

Genesee 8275
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Aerial Erection
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824 W. MAIN ST. ROCHESTER, N.Y.

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Rochester 14, New York.

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ROCHESTER TV LIFE

Rochester's Official TV Program
and News Magazine

Vol. 2



No. 12

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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

APRIL 12-18, 1952

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Rochester, New York. Subscription price
\$5.00 per year, in advance.

Coloring Contest DRAWS TO A CLOSE

With only last week's entries to be judged, RTVL's Coloring Contest draws to a close. Winners of the previous week are:

James Hall, Age 4, 995 Avenue D
Harriet Baker, Age 9, 22 Overdale Pk.
Donald Stone, Age 9, 314 Lombard St.

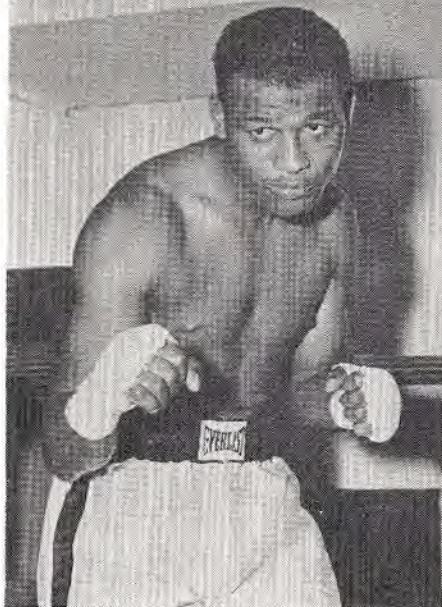
As usual, each of these winners has been sent 2 guest passes to the Paramount to see the coming attraction, "Deadline U.S.A." with Humphrey Bogart which follows "The Greatest Show On Earth" currently playing. Winning entries for the past twelve weeks will be on display at Field's Toy Store all of next week before the grand winner is chosen to receive a ten-dollar merchandise award from Fields.



Now is the time for a
Glamor Photo by the

LEN CAMPAGNO STUDIO

133 Clinton Ave. S. • BAKER 4431



SUGAR RAY ROBINSON



ROCKY GRAZIANO

IT'LL BE THE "LUCKY SEVENTH"

Blue Ribbon Title Bout April 16

Television fans throughout the nation will be sitting for the Lucky Seventh on Wednesday night April 16. That's the night the Pabst Brewing Company will present the middleweight title fight between champion Ray Robinson and former titleholder Rocky Graziano on the CBS Television Network. The 15-round battle at the Chicago Stadium will be the seventh title fight sponsored on CBS Television by the Pabst Brewing Company and indications are that it will attract the greatest boxing audience in the short history of television.

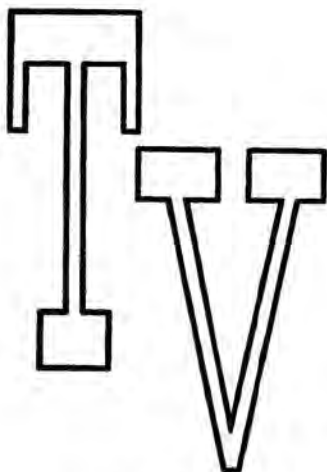
Robinson and Graziano have fought 219 ring bouts between them. Robinson won the title and lost it only to regain it again. Graziano also won the title and lost, and now gets his first opportunity to win back the coveted crown. Robinson is a scientific fighter, but knows how to slug it out. Called the greatest battler

in the ring, pound-for-pound, he will be facing his toughest opponent. Graziano, who learned to fight on the sidewalks of New York, finds the ring setting no different. He still remembers that the man who remains standing wins. And on April 16 Rocky believes he'll be standing up.

In the six previous title bouts on CBS-TV, only the one involving Robinson brought a new champion. If he were a superstitious fighter, Robinson might look upon this ominously. But fighters aren't a superstitious bunch. A quick review of the previous six Pabst Blue Ribbon championship bouts should give the middleweight titleholder a basis for thought.

The first title match was the beginning of the current series which now has extended through 85 consecutive fights. The inaugural contest was the battle

(Continued on Page 11)



A NEW WORLD -- FOR THE PHOTO-BUG

PHOTOGRAPHING THE TELEVISION SCREEN WILL BE FUN !

The advent of television places at the disposal of the resourceful photographer some fascinating new opportunities. By observing a few simple rules, and with the use of conventional photographic equipment, it is readily possible to photograph a wide range of subjects appearing on the television screen which otherwise might be inaccessible. Sports, celebrities, important events, talent shows, etc., are only a few of the television features which can be the subject of worthwhile photographic endeavor. While television images can be photographed without any knowledge of the process by which they are produced, the understanding of a few principles of television image formation will yield improved results. A television picture is not projected upon the face of the tube as a whole image, as in the case of motion pictures, but instead it is composed of a trace of modulated light which "scans" the phosphorescent screen of the picture tube, forming the elements of the image one line at a time.

The traces start at the upper left-hand corner of the picture and zigzag back and forth until the whole picture has been covered, or "scanned." The return traces are extinguished so that only the forward traces are visible. The intensity of light is modulated, or made to vary along the trace in order to correspond with the variation of brightness of the object being televised. The process is repeated sixty times a second, first trac-

ing all the odd-numbered lines, and then, all the even numbered lines. A complete picture is therefore made up of an even-line field and an odd-line field projected in succession upon the screen, one element at a time. Each field is traced in 1/60 second. The complete picture frame contains both fields and is traced in 1/30 second.

The alternate scanning of the even and the odd-line fields is technically known as "interlacing" and its purpose is to reduce flickering of the image.

In properly adjusted TV transmitter and receiver, the even-line field is so placed as to fill in the spaces between the lines of the odd-line field, therefore producing a continuous image. The fact that this is seldom realized in practice is in part responsible for the visible line structure of television images.

The above considerations at once provide the answer to the question of exposure time. Theoretically, to record one field, the exposure should be 1/60 second. To record one complete frame consisting of two fields, the exposure time should be 1/30 or 1/25 second. Cameras with slow lenses require the light of several frames for good exposure. If the exposure time is not an exact multiple of 1/60 second, you would expect the exposure of one or more complete fields, plus the exposure of a part of a field, producing uneven density of the negative. This is not unduly serious with between-the-lens shutters, because the shutter blades open rather slowly, eliminating sharp discontinuity at 1/50 second with a between-the-lens shutter will sometimes show horizontal streaks because of over-lapping of successive fields; however those taken at 1/25 second seldom show a noticeable streak.

Naturally you will want to experiment but you can be sure of getting a reasonably good picture by using 1/25 second

at f:4 or when the lack of movement permits, 1/10 second at f:4.

Next week we will go into a discussion about the other factors which must be considered to get the most from this combination of TV screen and camera.

To foster interest in this new and fascinating hobby, Marks & Fuller and Rochester TV Life are combining forces to carry on a TV Picture of the Week Contest. Rules and entry coupon are on this page for you to use.

(Continued Next Week)

ENTER THIS BIG TV Picture of the Week Contest

ANY TYPE CAMERA CAN BE USED

Each week, MARKS & FULLER, Rochester's leading photographic store, will award a beautiful Gad-Git Bag to the person sending in the best picture of a TV screen. The winner will also receive a full year's subscription to Rochester TV Life. Pictures will be judged on clarity and content with the prize-winning photo being published weekly. The decision of the judges is final and all entries become the property of Rochester TV Life.

IF YOU CAN SNAP A SHUTTER YOU CAN ENTER THIS CONTEST

Send your entry with the coupon below to:

TV PHOTO CONTEST,
ROCHESTER TV LIFE
35 Church Street
Rochester 14, New York

ENTRY COUPON

Date _____

Name _____

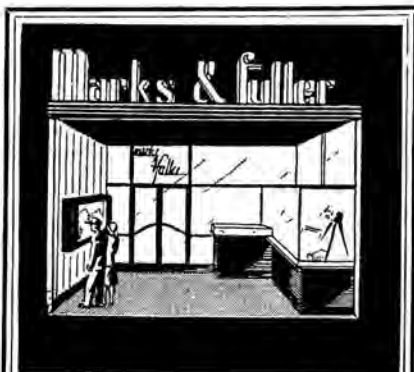
Address _____

Film Used _____

Camera Used _____

Shutter Speed _____

Lens Opening _____



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enjoy your Photography"

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92 YEARS OF PHOTOGRAPHIC
SALES AND SERVICE

332 E. Main St. Rochester, N. Y.



DISC KICKS...

GUEST EDITOR . . .

BOB JAMES, WSAY

Come on in Jacks and Jeans . . . It's encore time for James, Otherwise known as the Keeper of the "Waxworks" on WSAY's "Melody Corner."

Undoubtedly, there are many advocates to the Anthony appeal, who are familiar with the new group that have recently become Ray's righthand musical army of inspiration. The "Anthony Choir" is the title of the group that have made the Capitol Recording Co. very happy with their revivals of the ballads, "There Are Such Things", "I Hear A Rhapsody" and "At Last" ('member that one with Glenn Miller?) not to mention the fact that Ray Anthony and the band proper add a very soothing effect to the be-draggled nerves. Incidentally, he's the Cary Grant of the trumpet. (Meaning: If you didn't already know, he resembles the famous movie star.) And don't cha' forget to hear some of the fine instrumentals this guy has led during previous waxing sessions. Such as? Well, "Rollin' Home", "I'll See You in My Dreams" and one called "For Dancers Only" to mention just a few. There are more, but I'll

leave that up to you to watch for.

As proved by their recent appearance and the throngs that turned out to wish them well, The Four Aces will go down in musical history as one of the outstanding vocal groups of our time. If you're a 'steady listener' to Melody Corner then you'll remember a few weeks back I had the pleasure of interviewing the Four Aces on the airwaves. Main impression was 4 SWELL FELLAS! Take a friendly tip and follow the Four Aces . . . They're a good lead.

Let's go way, way back to the year 1938 when history was in the making in the annals of the band business. The city was New York and the place . . . Carnegie Hall. A young group of musicians was gathered to offer their musical talents to an audience which probably to this day have not heard anything quite like it since. Young artists who quite successfully made their mark on the musical horizon that night. Today you know them as Harry James, Bobby Hackett, Teddy Powell, Jess Stacy, Gene Krupa, Babe Russin and Lionel Hampton, etc. Leading the group was a guy by the name of Benny Goodman. So great was this performance (luckily it was recorded) that one album went to the library of Congress, the other to Goodman. Just recently Benny decided to have it re-recorded, and Columbia decided to put it on the market.

Well I would if I could, but time and space are running out and I may not go

(Continued on Page 15)

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



YOU MEET SUCH INTERESTING PEOPLE . . .

By Ralph Collier

AL SISSON, everybody's favorite radio reporter, adding his own inimitable touch to the nightly Rotary show at the Community Theatre . . . GLADYS VAUGHN who does so great a show in ANN ROGER's absence from Radio City . . . A local advertising man who's car was relieved of two hot program ideas, offers fifty dollars if NOBODY returns them. No names, please . . . WHEC's ROGER GOODRICH, who has the record flying time between French Road, Brighton, and the Franklin Street WHEC studios . . . Teevee star of song and the baton LEN HAWLEY into the Breakers . . . Five out of six critics panned the new DAGMAR show. Proves Jerry Lester's point . . . And who was it recommended the extra tall Martinis at John Shoemaker's Town & Country be reclassified: DAGMARTinis . . . WALTER O'KEEFE of Double or Nothing fame has another song hit: "Mama's on the Warpath" . . . ditto for the writers of ROSEMARY CLOONEY's wonderful "Come On A My House." The newie is called "What's The Use" and Johnnie (Cry) Raye

will have first crack . . . WARC's NICK NICKSON would like to have the handkerchief concession whenever the crying crooner (?) hits this area. Good get-rich-quick scheme . . . Recent inquiry to WHAM's Answer Man read: "do men even in this modern day and age still die with their boots on?" Said the wise one: "Why certainly. But one boot is usually on the accelerator" . . . The NELSON CASE ad libs at the end of the WHEC LOWELL THOMAS newscasts—an announcer's dream come true . . . WSAY told a young would-be femme gabber that it has no room for any woman's shows. Business booming? . . . add ROSS WEL- LER's embarrassing moments: the "Cinderella" (tv) male contestant who wanted to win a weekend in Manhattan so that he could "see all the sights this time." Last trip down was his honeymoon . . . a toastimonial (coke on the rocks) for ANN and BOB KEEFE, who launched another show Monday evening . . . Bob's just plain lucky: has a wife and lighter and both work . . . The town's two smoothest newsmen, and slotted oposite each other at eleven. JACK ROSS and WARREN DORE- MUS, on WHAM and WHEC respec-

(Continued on Page 15)

MOORE'S QUONSET INN

ROCHESTER-FAIRPORT RD.

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



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THE SWING FOUR

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

FINE FOODS ALWAYS

We Cater to Banquets and Parties

SHADOW STOPPER

GUESS THE SHADOW



CLUES

Frustrated Actor
From Radio to TV

Win This Jackpot
\$20.00

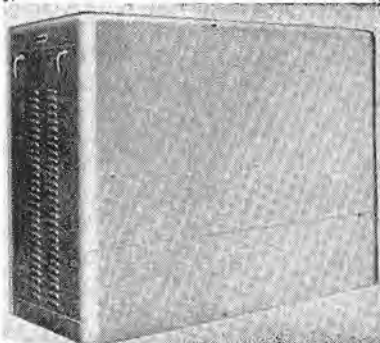
The **SHADOW STOPPER** can be either a person, place, or thing.

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

COVER *gal*

MARGUERITE PIAZZA—An operatic bouquet—lovely operatic soprano featured on NBC-TV's "Your Show Of Shows," adds the final gilt topping to our bouquet of Easter lilies for you.

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

OFFICIAL ENTRY COUPON

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

4-12-52

MY GUESS FOR THE SHADOW STOPPER IS:

NAME.....

ADDRESS.....

(Please Print)

"Lucky Seventh" . . .

(Continued from Page 5)

between Joe Louis and Ezzard Charles. Louis had retired, but on September 27, 1950 stepped into the Yankee Stadium ring in an effort to regain his title.

Louis was badly beaten that night. Barely able to hold on through the 14th round, he made a valiant effort against a stronger and younger opponent in the 15th round. The television audience saw the end of a great fighter. That bout achieved one of the highest ratings on record, and the one the Robinson-Graziano struggle is expected to surpass.

On February 14, 1951, one of the epic ring struggles of all time unfolded before the eyes of the nationwide television audience. It, too, was in the Chicago Stadium. That night, Robinson, trailing throughout the earlier rounds, knocked out Jake LaMotta in the 13th to capture the middleweight crown. It was in this fight that Robinson showed a nationwide audience his tremendous punching power and his general ring craftsmanship.

Last Decoration Day, Joey Maxim, the light-heavyweight king, tried to capture the heavyweight crown from Ezzard Charles. But the Cincinnati heavyweight champion proved his superiority and beat Maxim so badly that oxygen had to be administered in his dressing room.

The next title fight presented also involved light-heavyweight king Joey Maxim. That was on August 22, 1951, and Maxim taught Irish Bob Murphy, the San Diego redhead, why the left jab is important in a boxing contest. Maxim blackened both of Murphy's eyes and had his nose dripping blood for most of the 15 rounds. Maxim retained his crown easily.

The very next week, Kid Gavilan and Billy Graham fought in Madison Square Garden for the world's welterweight title. The decision awarding the victory to Gavilan will be debated for years to come. Gavilan, a fast starter, threw bolo punches, hooks and crosses in the early rounds, completely smothering the pre-

PREPARED FOR ANYTHING

When ANN SOTHERN came to New York recently for two weeks to appear on the "SCHLITZ PLAYHOUSE OF STARS" drama, "Lady With a Will," cast members were kidding the actress, one of Hollywood's best dressed, about her wardrobe. "Do you think you brought enough clothes with you for your vist," they asked. "Well," laughed Ann, who came with nine trunks in tow, "I want to be sure I'm prepared for anything that comes up."

PIED PIPER

DON McNEILL, host of ABC's "BREAKFAST CLUB," quotes an eager young man who wanted to enlist in the navy. His letter to the recruiting officials read: "I want to join the navy very badly. My father was a seaman who fell overboard and drowned. I am anxious to follow in his footsteps."

cision-like boxing skill of Graham. But after the sixth round Graham got rolling and many thought he won every round after the sixth and the title. The judges and referee gave Gavilan a split decision though, and television and boxing fans are still waiting for the rematch.

Last November 14, the CBS-TV cameras traveled to Los Angeles to carry the first sports event across the country on the new micro-wave relay. In the Olympic Auditorium, the first twilight title fight in history—at 7:00 P.M., Pacific Coast Time—took place between lightweight champion Jimmy Carter and challenger Art Aragon. It was this fight in which Carter proved himself a real fighting champion and retained his lightweight crown.

So there's the record for everyone to see. Robinson knows what went on before . . . as does Graziano. Both fighters won the middleweight crown in the Chicago Stadium. But both lost it in their very next title defense. Robinson won the title back . . . can Graziano?

No matter who wins, one thing is certain though . . . television fans throughout the nation will have the lucky seventh!

WHAM-TV

CHANNEL 6

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

Sat. April 12th

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—Jack Carson
9:00—Your Shows of Shows
10:30—Wrestling from Chicago
11:30—Film Playhouse.

Sun. April 13th

9:00—Hill No. 1
10:00—Solemn High Mass
11:00—Easter Mass
12:00—Easter Parade
1:00—Frontiers of Faith
1:30—Film
2:00—The Name's The Same
2:30—Trouble With Father
3:00—Godfrey's Talent Scouts
3:30—One Man's Family
4:00—Opera Theatre
5:00—Super Circus
5:30—Range Rider
6:00—Sky King Theater
6:30—Faye Emerson's Town
7:00—Royal Showcase
7:30—This Is Show Business
8:00—Eddie Cantor
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. April 14th

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—Bank Night
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—Dangerous Assignment
10:00—Studio One
11:00—News
11:15—Hollywood Op. Night

Tues. April 15th

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—Millon 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 16th

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 17th

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—Sportsman's Club
9:15—Focus on Photography
9:30—James Melton Show
10:00—Martin Kane (NBC)
10:30—American Air Forum
11:00—News
11:15—Broadway to Hollywood

Fri. April 18th

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
12:30—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—Garry 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—Gobby Hayes
5:30—Howdy Doody

Press Time Flashes

FRIDAY, APRIL 11, 1952

- 8:00—"Mama." The fun starts when a movie company wants to photograph the Hanson household and feature Mama.
9:00—The Big Story. "Case of the Spunky Kid," a dramatization of the true experiences of Virginia Bohlin, of the Boston Traveler.
10:00—Cavalcade of Sports. 10-round bout between lightweights Arthur King and Del Flannagan.
10:45—Greatest Fights of the Century. Filmed bout between Joe Dundee and Jackie Fields, July 25, 1929.

SATURDAY, APRIL 12, 1952

- 12:00—Big Top with wild animals, Belle Corinne, aerialist; and one of the great hoop jugglers.
8:00—Star Review with Danny Thomas.
11:00—Genesee Film Playhouse. "History is Made at Night."

SUNDAY, APRIL 13, 1952

- 4:00—Opera Theater. "Amahl and the Night Visitors" a story about a little crippled boy.
8:00—Colgate Comedy Hour. Eddie Cantor with guests Joe E. Brown, Constance Moore, and Dusty Walker.
9:00—TV Playhouse. "The Medea Cup" a story about the daughter of Anthony and Cleopatra.

- 11:00—Fireside Theater presents "The Living Thing" with Scott Forbes. A romantic melodrama about a late 19th century French nobleman.
11:30—Sammy Kaye with a special Easter salute.

MONDAY, APRIL 14, 1952

- 8:00—Lux Video Theater. "Decision" starring Burgess Meredith.
9:00—I Love Lucy. Ricky suspects Lucy of being a kleptomaniac.
10:00—Studio One. "Hold Back the Night" with John Forsythe.

TUESDAY, APRIL 15, 1952

- 9:30—Armstrong's Circle Theater. "The Darkroom." An eligible bachelor, all set to say "I do" to a sophisticated career woman, when an old flame appears.
11:30—Playhouse of Stars with Sylvia Sidney in "Experiment" in the part of a woman doctor.

WEDNESDAY, APRIL 16, 1952

- 10:00—Blue Ribbon Bouts. Sugar Ray Robinson vs. Rocky Graziano in a 15 round bout.
11:15—Montgomery Presents. "See No Evil" co-starring Betty Field and Tom Ewell.

THURSDAY, APRIL 17, 1952

- 8:30—Treasury Men In Action. These dramas taken from the closed files of the US Treasury Dept.

From Out of Disney Land

SNOW WHITE AND THE SEVEN DWARFS

(Continued from last week)

In 1812 the Grimm brothers published their first book of fairy tales. It delighted thousands. A century later, Walt Disney put some of these self-same stories on the screen—to the enchantment of millions. In a huge glass building overlooking the Pacific Ocean, 570 artists perform a task that is almost a fairy tale in itself.

For example, 2 million drawings went into transforming the irresistible Snow White into 35,678 feet of film. This included 35 animators, 167 in-betweeners and scores of inkers, background artists, layout people. Every time that Snow White moved a finger, it took as many as 18 different drawings. Every time that Sneezzy indulged in one of his sneezes it took half a dozen artists to interpret it. Every motion, every change of scene, every bit of action created a new production project and several days work for a dozen different artists. The drawings for this film, stacked in piles, would fill a large room.

Screen fans now, can witness again, this first feature-length Walt Disney



musical and animated production, "Snow White and the Seven Dwarfs" when it starts at the RKO Palace on April 9th. In conjunction with the picture release a search for Snow White has been started. Snow White, when she is found, will win a 3 day trip to New York for a chaperon and herself, including transportation, hotels, meals and entertainment. Eight runners-up will each receive a twenty-five dollar Savings Bond. An entry coupon was printed in last week's issue of Rochester TV Life or can be picked up at any of the Daws Drug Stores or the Palace Theatre. All entries must be deposited in the boxes provided in Daws Stores by 9 P.M. Tuesday, April 15th. Winners will be chosen by a board of judges whose decision will be final.

<p style="text-align: center;">GIRLS SEND IN YOUR ENTRY You May Be "SNOW WHITE"</p>

EXCLUSIVE

• Here are the answers to
your questions about alcohol

THE FACTS ABOUT DRINKING

READ THE LATEST
SCIENTIFIC FINDINGS

THE **SUN**

Such Interesting People . . .

(Continued from Page 9)

tively . . . Most distinguished citizen on American Federation of Radio Artists' rosters: JAMES W. GRAY, a bank vice president. Does the savings bank pitch on the "Ask The Kids" television show . . . JOE DEANE feted by the FOUR ACES at the Triton. Only disc jockey in this area to win the honor. Even wears the gold gift money-pin with their names in his pajama pocket . . . Former newscaster and East Rochester politico, MAX METCALF teaching school in Syracuse. Look maw, no ulcers here . . . WVET's RAY HUTCHESON the pm listeners' delight . . . one of the faces in the NBC bread TV display for "Snow White and the Seven Dwarfs" belongs to ALAN PINE who makes lotsa dough just that way . . . This could be a real scoop-er-doop: rumor has it that MARTIN KANE (TV) will undergo some major changes. Seems Lloyd Nolan would prefer to do show on film on West Coast. Spon-

Disc Kicks . . .

(Continued from Page 8)

on to mention all the other great names comprising the world of show business, so you keep one good eye on the look-out and I know you'll be hearing from them. Be with you on 1370 tonight at 7, at the request . . . that is, if you don't read this on Sunday . . . 'Bye.

sor says no. Exit Mr. Nolan on or about the 22nd of May . . . LORETTA YOUNG of the cinema now in the radio and teevee biz. Bought herself a piece of a station out west. Well, who wouldn't? . . . "Cinderella Weekend" with ROSS WELLER and Mrs. COLLIER's boy RALPH, on tour now being sponsored for big shindig by LIONS CLUB of LeRoy. Should be much fun for everyone . . . And Molly of "Goldbergs" fame says that the world would be a lot better place to live in, if people only had the courage to act as good as they really are . . . Interesting people? You can count on that . . .



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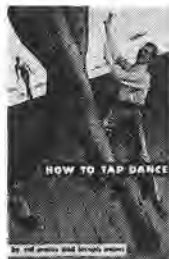
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Week-day Sign-on at 9:00 a.m.

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—Bell Aircraft Chorus
- 6:30—Let's Play Charades
- 7:00—Royal Showcase
- 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—Flash Gordon
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sports Spotlight
- 6:55—Eisenhower Club
- 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—I Love Lucy
- 9:30—Crusade in Europe
- 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—To be Announced
- 4:00—Kate Smith Hour
- 5:00—Fun to Learn
- 5:15—Flash Gordon
- 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—To be Announced
- 12:00—Charlie Wild

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—Flash Gordon
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sports Spotlight
- 6:55—Eisenhower Club
- 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—Duracher 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—Outdoor Camera

- 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—Flash Gordon
- 5:30—Howdy Doody
- 6:00—Sagebrush Trail
- 6:30—News, Ed Dinsmore
- 6:45—Sports Spotlight
- 6:55—Eisenhower Club
- 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—Film Feature
- 10:00—Boxing
- 10:45—Greatest Fights
- 11:00—Late News, Harry Webb
- 11:10—Final Sports, Healy
- 11:30—Racket 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—Telenews 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

NITE OUT

(Right) Barbara Ann Scott, featured star of the Hollywood Ice Revue looks over RTVL with Michael Kirby fellow skating star during a recent press reception at the Hotel Seneca. Their show played in the Memorial Auditorium in Buffalo. Many Rochesterians attended.

(Below) Celebrating their long stay at the Golden Grill, Rochester's "House of Dixieland Jazz," the Tailgate Ramblers had the assist of Eddie Condon's Firing Line during a recent concert. Jazz fans jammed the Lake Ave. spot to hear Cutty Cuttshal, trombone; Wild Bill Davison, trumpet; and Edmond Hall, clarinet sit in with the well-known Ramblers.



(Below) Don Cherry, popular recording star currently playing at the Triton, visits WHAM's "Man About Midnight" Larry Mann. That's Bob Davies, of Rochester Royals fame, on Larry's right. Don is probably most well known for his sensational diskings of "Vanity."



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MY NAME.....

ADDRESS.....ZONE.....

SUNDAY

- 12:20—Sign On and Music
- 12:30—Your Own Home
- 12:45—Nature of Things
- 1:00—Frontiers of Faith
- 1:30—American Inventory
- 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—Endearing Y'ng Charms
- 7:00—Charade Parade
- 7:30—Young Mr. Bobbin
- 8:00—Colgate Comedy Hour
- 9:00—Television Playhouse
- 10:00—Red Skelton
- 10:30—Electric Theatre
- 11:00—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—Camera Headlines

TUESDAY

- 12:00—Ruth Lyons 50 Club
- 12:30—Camera Headlines
- 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—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—Camera Headlines
- 12:45—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—Playwrights Theatre
- 11:00—How Did It Happen
- 11:15—Camera Headlines

THURSDAY

- 12:00—Ruth Lyons 50 Club
- 12:30—Camera Headlines
- 12:45—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—Bob & Ray Show
- 7:30—Dinah Shore Show
- 7:45—Camel News
- 8:00—Groucho Marx
- 8:30—"Y" Men in Action
- 9:00—Gangbusters
- 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—Camera Headlines
- 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—Dennis Day 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—It's Fun To Paint
- 5:00—Meet The Masters
- 5:30—Youth Wants to Know
- 5:55—Morgan Beatty, News
- 6:00—Royal Showcase
- 6:30—Experiment I
- 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—What's In A Name
- 11:15—Weather, 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—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—Burns and Allen
7:00—Gene Autry
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—Red Ryder
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—Claudia
10:00—Studio One
11:00—Chronoscope
11:15—News and Sports
11:20—To Be Announced
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—Red Ryder
6:20—News and Sports
6:30—Amos 'N Andy
7:00—Captain Video
7:30—Washington Spotlight
7:45—Stark Club
8:00—Out There
9:00—City Hospital
9:30—Suspense
10:00—Danger
10:30—To Be Announced
11:00—News Briefs
11:05—Sammy Kaye Show
11:35—Charlie Wild
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—Red Ryder
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—Red Ryder
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—Stations of the Cross
4:30—Ozark Mountain Boys
4:45—Future Unlimited
5:00—Bob Ehle's Bunk House
6:00—Red Ryder
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—Mystery Theatre
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 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
11:00—Jack Brickhouse
11:15—Wrestling from Chicago
12:00—WHEN Previews

THIS RADIO AND TV WORLD



STARS ON EASTER TELECAST—Noted British thespians Harry Andrews and Stella Andrew in a scene from "The Medea Cup"—an original play about Anthony and Cleopatra's daughter—which will be seen on the Easter presentation of "Goodyear Television Playhouse" Sunday, April 13, at 9:00 p.m.



A BONNET FOR TRIGGER—Roy Rogers, "King of the Cowboys" and Dale Evans, "Queen of the West," both admire their favorite horse, Trigger, as he models a fetching Easter bonnet especially designed for the equine star by Rex of Hollywood. Roy, Dale and Trigger appear regularly on the "Roy Rogers Show" on NBC radio and television.



EASTER PARADERS — Mme. Ooglepuss and Col. Crackie, regular performers on Burr Tillstrom's "Kukla, Fran and Ollie" show, display their new Easter Parade finery for the camera on the Kuklapolitan stage.



EASTER HYMNAL—Baritone Gordon MacRae, star of the Monday night program, "The Railroad Hour" on NBC radio, rehearses an Easter Hymn he will sing for his children at home in Hollywood.



A HONEY WITH A BUNNY . . .

Songstress BETTY ANN GROVE, the "Bert Parks Show" honey, makes a secretive date with the Easter Bunny

"OVER THE TV FENCE"



Everything's ready to bust out like June when the TV freeze is finally lifted this month. The first thing that TV viewers around the country will notice about the new stations as they come on the air is the prevalence of filmed shows and, second, will be the variety of programs offered . . . Well, chalk one up for radio. Jack Benny has agreed to give wireless another whirl next season, thus neatly killing any talk of his concentration in video. On the other hand, Bing Crosby still undecided, with likeliest angle being that Der Bingle will try out a few guest spots on TV next year . . . What goes with Chico and Harpo Marx these days? Their recent appearance on the Sunday "Comedy Hour" via NBC was hardly top drawer comedy. Maybe they should let Groucho continue to carry the ball for the family—as he's been doing for all these years . . . Don't worry about Uncle Miltie for next year. He'll be back on Tuesdays at the same old stand, only the Ad Row gossip has it that that oil company will pick up the tab for three shows a month, leaving the others to go to the highest bidder . . . When Bert Parks did his hilarious impersonation of "The Continental" the other afternoon, he got a telephone call right after the show went off the air. It was from the Continental himself, who thanked Bert for the swell bit and added that he didn't mind the broad burlesque at all . . . Sorry to see the Sunday evening "Paul Whiteman Show" go off the air. Always felt that the settings designed by Jimmy McNaughton, were tops in TV . . . Royal Showcase which replaced the Whiteman show hardly approaches the fine

settings and smooth running format that we have come to expect at this hour. Maybe time will improve it . . . Pay-as-you-see TV seems to be gaining momentum on both coasts and in the midwest. While FCC approval is still pending, many companies are setting up equipment necessary for its use at the end of the freeze. Big question now, is whether the television audience would stand for commercials on a show for which it pays cold cash. Some admen suspect that the high price of top-quality shows on pay-as-you-see TV must be met sooner or later by some share-the-cost arrangement between advertisers and the viewing audiences, very similar to that between advertisers and magazine buyers . . . Between now and Aug. expect to see and hear many tributes to Ed Wynn, who this year celebrates his 50th year in show business. Few people realize that Ed is responsible for many of the benefits and equitable contracts now given performers of every calibre . . . Chalk one up for "This Is Show Business" last Sunday night—the sixteen year old guest, a featured dancer in the hit Broadway show "Pal Joey" was the most terrific thing to hit our screen in many a day. Despite her extreme youth this little lady could hardly be called a "comer"—for our money she's already arrived . . . liked Godfrey's comment on his recent trip on the Congressional Limited. Says he knows why they named the train after Congress. It's always tooting its whistles, makes a lot of noise and leaves Washington every afternoon.

WARREN DOREMUS

and the

NEWS

Hear Him
Nightly At
11:00 P. M.

Hear Him Nightly On
"The Journal of the Air"
6:30 P. M.



— and on Sundays:

1:00 P. M.

NEWS

6:00 P. M.

NEWS

11:00 P. M.

NEWS



WHEC

The Station That Listeners Built!

ROCHESTER



35 Church Street
Rochester 14, N. Y.

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.**