

**ROCHESTER**

**SAMMY KAYE COMING**

Page 3

# TVUE

**15c**

**WEEKLY**

Jan. 12 - 18, 1952

**Official TV PROGRAM &  
NEWS MAGAZINE**



**Dolores Perriello**

Page 12 - 13

OPEN DAILY FROM 10 A.M. TO 9 P.M.  
(Wednesday & Saturday til 6)

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onderful value... wonderful set  
for enjoying all the new TV Shows  
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MUSIC AND APPLIANCE STORE

ROCHESTER'S TV AND APPLIANCE CENTER

77 CLINTON AVE. SO.



Lovely Barbara Benson rocks an aria as Sammy Kaye conducts his regular Sylvania Sunday Serenade radio broadcast heard over Station WARC.

# *Sammy Kaye's* **SYLVANIA SUNDAY SERENADE**

*To Appear at Auditorium*

Sammy Kaye—America's No. 1 exponent of "swing-and-sway" music, and originator of the highly popular "So You Want To Lead A Band" contest—has been booked for a one-night personal appearance here on Tuesday, Jan. 15.

The spectacular, two and one half hour musical revue will originate at the Auditorium Theatre and will feature the full Sammy Kaye ensemble, together with

a number of highly entertaining specialty acts. Curtain time will be 8:30 p.m.

During the concert, Kaye will actually transcribe his popular Sylvania Sunday Serenade radio program for the American Broadcasting Company network.

Admission to the performance, which is sponsored jointly by Sylvania Radio and Television and O'Donnell-Dunigan,

(Continued on Page 8)

# ROCHESTER TVue WEEKLY

Rochester's Official TV Program  
and News Magazine

Vol. 1

12

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Jan. 12 - 18, 1952. Vol. 1, No. 51

Dear Readers—

Next week you will find  
this magazine bears a  
new name — "Rochester  
TV Life."

New staff names will be  
listed in the masthead, for  
TVue Weekly has acquir-  
ed a new publisher—Mr.  
Robert Pfeiffer.

It is with a deep sense of  
gratitude — but an even  
greater feeling of confi-  
dence—that we turn over  
the reins to Bob.

You will soon discover  
that his ambitious plans  
to make this magazine a  
leader in its field deserve  
the fine support you have  
afforded us so generously  
in the past.

To all our many friends—  
adieu—and happy read-  
ing in '52.

*The Editors*



# CINDERELLAS IN HOLLYWOOD

Enjoying their weekend prize trip to Hollywood are two Rochester women who hit the jackpot in Rochester and went on to further winnings on the West Coast. Standing between Ross and Walter O'Keefe, emcee of the network radio "Double or Nothing" show are Mrs. Charles Bauman of 61 Field St. and Mrs. Wanda Adamski, 359 Somershire Drive. Both ladies took top honors on Weller's daytime "Cinderella Weekend" radio finals, and with Ross journeyed to Hollywood by air for a four-day vacation, Dec. 15-18. As contestants on "Double or Nothing," the Mesdames Bauman and Adamski came out on top—walking away with watches, \$235 in cash and ruddy suntans.



# Howdy Almost Won!

by BOB SMITH

It's a strange thing that a guy who runs a program with a puppet and a non-talking clown, with children making up the greater part of his audience, should be writing on such a seemingly weighty topic as television's commercial impact. But I think that what's happened to me and Howdy Doody since we went on NBC Television illustrates, more forcibly than any amount of statistics can, just what a powerful medium television is.

First of all, something about the show. It consists of Howdy Doody, a very nice little puppet whose age is somewhere around that of most of my

audience; Clarabell, a clown who can't talk but squeaks a horn to indicate negative and affirmative answers, and me. Then there are a whole lot of gadgets that the kids like—a machine that makes it easy to talk to Mother Goose, a contraction that answers almost any question you can put to it, and a movie projector that pops out of the wall and shows old-time comedy movies.

That's the show in a nutshell. Now let me tell you how this show indicates some of television's power as a commercial force.

Shortly after we went on the air, at a time when there were only around

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It started as a gag, but when Bob Smith nominated his pal Howdy Doody for president—the vote returns were staggering! Which just goes to prove that be you puppet or playwright—TV can make you famous in record time.

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200,000 television sets in the area covered by the NBC network (there are now more than 5,000,000), we decided to run a campaign for Howdy for President . . . partly to give the kids a kick and partly to see how many kids were watching us. We offered a free Howdy Doody for President button to anyone writing in.

But we were new to television then, and we made the mistake of using radio figures to estimate how many requests we'd receive. So, going by the ration of sets-to-requests that was used for radio, we had 5,000 buttons made up and waited for the letters to come in. Within three weeks we had not only sent out our 5,000 buttons but had another 55,000 requests still to be filled!

Even assuming that every single one of the 200,000 sets in the network's area was tuned to us (and actually it was probably less than half that) our response figure was about 30%. A truly phenomenal response!

Another example of just what televi-

sion can do in the commercial field is Howdy's impact on the field of children's merchandising. Quite honestly, when we put Howdy on the air we simply thought of him as a very nice little guy who would be welcome in a lot of houses. But here again we weren't taking television's impact into account. Within five months of the time Howdy went on the air we had been deluged by merchandisers of children's goods for licenses to use Howdy's name on their products. And don't forget—this was when there were far fewer than a million sets in the hands of the public and almost all of them on the East coast.

First in line were puppet manufacturers, who wanted to put out Howdy Doody puppets; then came the toy makers, then the children's apparel people, then record companies, book publishers and many others. They were all impressed with the tremendous exploitation value of television for their products.

As a matter of fact, the requests poured in in such volume that we've had to limit ourselves very strictly for fear of building such a tremendous commercial thing out of Howdy that the television program will become the dog that's being wagged by its tail. We've gone very cautiously and have licensed comparatively few manufacturers to start with dolls, sweaters, cowboy shirts and handbags.

We are now getting into the book and record fields as well, but here again we're not going to let Howdy Doody as a television star become secondary to Howdy as a commercial venture.

What all this proves, besides the fact that Howdy is a very endearing little fellow, is that television has a good deal more power behind it than most people (including me) thought before they got directly involved in it.

Through television, the stage has already been reached where Howdy may soon be as big a figure in the kids' world as Mickey Mouse or Donald Duck. And that's going some for a little boy who got into television only a couple of years ago.



**Saturday, Jan. 12, 1952**

- 10:30—Smilin' Ed McConnell (CBS)
- 11:00—Star Matinee
- 11:30—A Date With Judy (ABC). Teen age trials and tribulations.
- 12:00—Big Top
  - 1:00—Kate Smith (NBC)
  - 2:00—Gabby Hayes
  - 2:30—Mr. Wizard (NBC)
  - 3:00—TV Teen Club (ABC)
  - 3:30—Super Circus
  - 4:00—Roy Rogers
  - 5:00—Better Homes
  - 5:30—Nature of Things with Dr. Roy K. Marshall.
  - 5:45—Bob Considine
  - 6:00—Kit Carson
  - 6:30—Wild Bill Hickok
  - 7:00—Cosmopolitan Theatre
  - 7:30—Wild Bill Hickok
  - 8:00—Martha Raye
  - 9:00—Your Show of Shows with Sid Caesar and Imogene Coca.
- 10:30—Wrestling from Chicago
- 11:30—Film Playhouse.

\* \* \*

### Sammy Kaye . . .

(Continued from Page 3)

Inc., local Sylvania distributors, is free—but tickets must be obtained in advance.

Before and after the unique recording session, there will be music and entertainment by the Swing-and-Sway maestro, including the lively "So You Want

## Complex Situation

Children of star television performers develop rather strange complexes, Dan Seymour, program host of "We, The People," has discovered. Kathy, who is fifteen months old and youngest of the four vivacious Seymour children, occasionally stays up until 8:30 p.m., EST, when Dan and "We, The People," are seen on NBC-TV. The baby starts answering in gibberish when Dan speaks on the show. "We're afraid she'll take the television set apart one of these days to see if I'm in it," marvels Seymour.

To Lead A Band" contest. Lovely Barbara Benson, who is equally at ease in operatic arias and the latest popular ballads, will be featured soloist. Ernie Rudisill, daffiest of drummers, and 350-pound Chubby Silvers with his tenor sax and scat singing, will add clowning. The melodic Kaydets and Kaye Choir will round off the program with their stirring harmonies.

A special treat for Sammy Kaye fans will be his reading of verse to soft musical accompaniment. This poetic interlude has become a well-loved part of his Sunday afternoon radio show.

The high spot of viewer interest, however, will undoubtedly be observing the split-second precision with which the complex and swiftly-moving radio show is taped for broadcast over a nation-wide hook-up.

The Sylvania Sunday Serenade is appearing here during a coast-to-coast tour sponsored by the Radio and Television Division of Sylvania Electric Products Inc. The show will be presented in 26 different cities as part of the sponsor's promotion of their Golden Jubilee line of television receivers incorporating their new electronic television development, HaloLight.

Tickets for this free performance of the Sylvania Sunday Serenade may be obtained at any Sylvania dealer in Rochester or surrounding areas.

**FRANK'S**  
**ESSO SERVICENTER**

TIRES - BATTERIES - ACCESSORIES

Expert Collision Work

Open Daily 7 a.m. to 11 p.m.

793 MONROE AVE.    next to "Y"

# C'est la Dance . . . .



"One of the easiest ways to develop a graceful bearing is to dance," says a Rochesterian who should certainly know what he's talking about.

The young man is Mr. Jay Fox, dance instructor, who recently opened the doors to his new dancing studios at 32 South Avenue. A former instructor at the Arthur Murray studios, Fox has had enough seasoned experience to qualify him as an expert on the subject.

"I find that when a person develops a sense of rhythm, and is then able to transmit this feeling into actual body movements, it invariably results in what the modeling experts call "grace" or "poise."

Waltzing with Fox in the above photo is Miss Corrine Gage, one of his accomplished students, who certainly seems to be enjoying the lesson.

---

## ACTOR TOM NEAL HARD-HITTING DICK ON "BOSTON BLACKIE"

Actor Tom Neal, whose recent bout with Franchot Tone netted headlines, is cast in a hard-hitting role for TV's filmed, syndicated adventure series, "Boston Blackie." In the "Boston Blackie" series, Neal will play the role of a quick witted member of the city's detective force.

## THIS WEEK'S TV TIP

By

### RADIO TECHNICIANS GUILD

OF ROCHESTER, N. Y., Inc.



**DO**—locate your television receiver in a position which will insure the maximum viewing pleasure for the audience.

The set should be located in a position where light from windows or lamps do not cause reflection on the screen to be thrown back in the viewers' eyes. Reflection of any light from the screen makes it difficult to watch the picture and tends to cause eye fatigue. Another consideration in positioning of the receiver is proper viewing distance. The receiver should be viewed from a distance of approximately one foot for each inch of picture size.

**DON'T**—view you set in an improperly lighted room. Consider your living room as your own private theatre and try to duplicate as well as possible the lighting of a movie theatre. The lighting of a theatre is purposely subdued in order to give better clarity to the picture. In television, subdued lighting will provide clearer, sharper pictures with no glare or eye fatigue.

The amount of light to be used will depend on room furnishings and wall or ceiling color. A room with light colored walls and ceiling will require relatively little light because light will be reflected throughout the room. Consequently, a dark colored room will require more light.

As the amount of room light is increased, the TV picture becomes increasingly gray. Advancing the set's contrast loses picture detail. Pick a happy medium—and for the answers to any lighting problem in your TV room, call a member of the Radio Technicians Guild.

Now Appearing . . .

in the  
IVANHOE ROOM

GEORGE  
**SAPIENZA**  
AND HIS  
CONTINENTAL ORCHESTRA

Playing  
Viennese Waltzes  
and music in the  
Latin manner  
for your dining  
and dancing  
pleasure

CARLOS  
ANNABALE

JIMMY  
DOYLE

every nite  
except  
SUNDAY

SHIRLEY  
TOBIN  
AT THE PIANO  
IN THE  
SENECA LOUNGE

HOTEL

**Seneca**

L. H. STRAWHECKER  
Managing Director

JACK FORBES  
**FAWN CLUB**

Presents AL CIMINELLI

FEATURING

DICK STEB at the Hammond

— NITELY —  
EXCEPT TUES.

— SAT. NITE —

BILLY SPITZ and the  
Clambake Five  
FLOOR SHOW

DELICIOUS FISH FRY  
Every Friday

SMORGASBORD  
Every Sunday—3 - 9

1982 RIDGE RD. E.

CULver 7403

**WHAM-TV**

Sunday, Jan. 13, 1952

- 11:00—The Joyful Hour  
12:00—Ranger Joe (ABC)  
12:15—Story Time  
12:30—Film
- 1 00—Frontiers of Faith  
1:30—One Man's Family (NBC) The lives  
and loves of the Barbour's.  
2:00—The Name's The Same (ABC)  
2 30—Stu Erwin Show  
3 00—Godfrey's Talent Scouts  
3 30—Film.  
4 00—Meet The Press  
4 30—Juvenile Jury.  
5:00—Super Circus (ABC)—Claude Kirchner,  
Mary Hartline, Clown "Scampy"  
5:30—Range Riders—Stories of the great  
West with Jack Mahoney.  
6:00—Boston Blackie, starring Kent Taylor  
with Lois Collier.  
6:30—Faye Emerson's "Wonderful Town."  
7:00—Paul Whiteman Revue. the "King" of  
Jazz with Maureen Cannon and Earl  
Wrightson, (ABC).  
7:30—This Is Show Business (CBS).  
8:00—Donald O'Connor  
9:00—Fred Waring Show  
10:00—Celebrity Time (CBS)—Conrad Nagel,  
10:30—Who Said That (NBC) Bob Trout and  
his "quotes"  
11:00—Fireside Theatre.  
11:30—Film  
12:30—News.

APPEARING NIGHTLY

**JOE SQUEEZER**  
And His Trio

**SQUEEZER'S**  
MUSICAL BAR

420 State St. • Roch., N. Y.

# DAYTIME PROGRAMS

Monday-Tuesday

10:25—Billboard. Preview of the day's TV.

10:30—Mel Martin Show (NBC)

10:30—Take It Easy (Tues.) Mort Nussbaum, guests, music, chatter, humor

11:00—Film

11:15—You and Your Child (Mon.)

11:15—Tower Clock Time (Tues.) Louise Wilson helps you shop by TV.

11:30—Strike It Rich (CBS) Warren Hull gives money away, FREE.

12:00—Noonday News. Up to the minute happenings, at home and abroad.

12:15—Love of Life (CBS) Dramatic serial starring Peggy McCay.

12:30—Search for Tomorrow (CBS) stars Mary Stuart and John Sylvester.

12:45—Film (Mon.)

12:45—Homemakers' Holiday (Tues.) Louise Wilson and George Haefner.

1:00—Steve Allen Show (CBS) Music, interviews, songs and what have you.

1:30—Garry Moore Show (CBS) with Durward Kirby and daily guest stars.

2:30—First Hundred Years (CBS) TV's first soap opera, with Olive Stacey.

2:45—Open House. Ann Rogers and Ross Weller match words.

3:00—The Big Pay-Off

3:15—Here's Looking At You (NBC). Fashion and Beauty Advice.

3:30—Bert Parks Show (NBC) (Mon.) Music and comedy with Bert, Betty Ann Groves, and others.

3:30—Bill Goodwin Show (NBC) (Tues.) Variety, starring Goodwin.

4:00—Kate Smith Hour (NBC) with Ted Collins. Entertainment, guidance, inspiration.

5:00—Hawkins Falls (NBC) The story of a small town.

5:15—Gabby Hayes (NBC) Stories by the movie star. (Cowboys).

5:30—Howdy Doody (NBC) The puppet and his friend Bob Smith.

## Monday, Jan. 14, 1952

6:00—Space Cadet

6:15—Local and National News with Earl Wood.

6:30—Film

6:45—Perry Como

7:00—Kukla, Fran & Ollie (NBC).

7:15—City Club Corner

7:30—Those Two (NBC)

7:45—Camel News Caravan (NBC)—John Cameron Swayze, commentator in Today's News Today

8:00—Lux Video Theatre (CBS).

8:30—You Can Be A Star. Mort Nussbaum gives talented contestants a chance.

9:00—"Lights Out." Spine chilling thrillers.

9:30—Sportsmen's Club

9:45—Show Goer

10:00—Studio One (CBS) Top flight dramatic show.

11:00—Protestant Xmas Eve Service

12:00—Midnight Mass

## Tuesday, Jan. 15, 1952

6:00—Film

6:15—The News of the Day with Earl Wood.

6:30—Film

6:45—"TV Varieties"

7:00—Kukla, Fran & Ollie (NBC).

7:15—"On The Avenue"

7:30—Dinah Shore (NBC)

7:45—Camel News Caravan (NBC)—John Cameron Swayze

8:00—Milton Berle (NBC) The Texaco Star Theatre.

9:00—Cinderella Weekend. Ross Weller sends contestants to New York.

9:30—Circle Theatre (NBC) Half hour of drama.

10:00—Original Amateur Hour (NBC) with Ted Mack, emcee. Talented contestants pass before the TV camera

10:45—Film

11:00—Telenews Daily

11:15—I Love Lucy (CBS). Lucille Ball and Dezi Arnaz star in domestic comedy.

11:45—Stars Playhouse (CBS) The "BEST" in drama with the "BEST" stars of Broadway and Hollywood.

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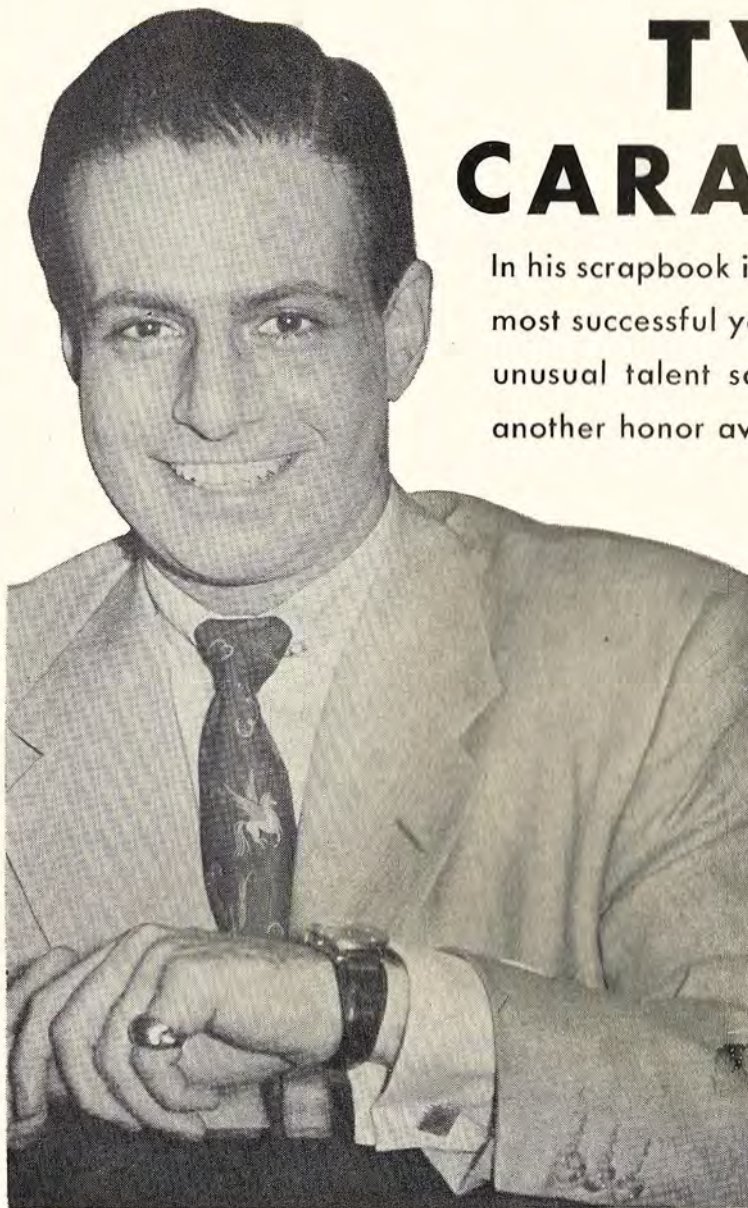
# RALPH COLLIER'S

# TV CARAVAN

In his scrapbook is the record of a most successful year for this most unusual talent safari. And now, another honor awaits:

**SOON  
TO  
APPEAR  
AT  
THE  
EASTMAN  
THEATRE**

Ralph  
Collier



The highly discerning mass, sometimes known as a station's "rural audience" has just had its pulse taken by the first television road show in the history of western New York. The show as well as the survey were conducted by a man who by this time is no mere stranger in the households of some 100,000 odd television households. He is Cinderella Weekend's Ralph Collier.

\* \* \*

There is no escaping the obvious: this has been a strong year for the TELEVISION CARAVAN, from Penn Yan to Pultneyville, from Caledonia to Clifton Springs and points in-between. While a few admirable things have been accomplished, such as the final selection of a winner in the show's gigantic TV Talent Search, most of the show's 1951 run suggested that our neighbors in the country areas are as willing as ever to welcome genuine talent with open arms and unlimited praise. The final winner, it is interesting to note, made a tremendous impression when she auditioned for the National Broadcasting Company's top brass just last week. She was flown down by the TELEVISION CARAVAN for that purpose and the results of her audition may land her in the public eye before too long. TELEVISION CARAVAN is very pleased to have helped another young singer on the way to ultimate success in show business.

In looking back on the many performances that the TELEVISION CARAVAN has given, there are many outstanding events. A good example was the addition to the cast of a young Rochesterian who captured TV audiences on the coast-to-coast PAUL WHITEMAN television show by way of her exceptional voice, not to mention her native beauty, that landed her, among other things, on the cover of this week's issue of the TVue Weekly, DOLORES PERRIELLO is on the way up, and TELEVISION CARAVAN audiences far and wide have acclaimed her one of the highlights of the show.

RALPH COLLIER, whose qualifications for assuming the direction and management of the TELEVISION CARAVAN include a stint with the National Broadcasting Company and the Mutual Broadcasting System in New York, executive duties for the Department of State in Germany and France, and origination of many radio and television programs, gives much of the show's credit to a performer who is just six times as old as the show itself . . . that would make him precisely six year old, and his name could only be Jimmy O'Flynn. Jimmy is the pride of the cast, and for very good reasons. His sense of showmanship and his know-how of what to do, even in a tight spot that might fell a veteran, is astonishing. There was the time that he finished his act and took his bows in Penn Yan, and in walking off stage into his mother's arms, fell flat on his little cherubic face in full view of nine hundred spectators. It wasn't Jimmy who would let a fall, no matter how painful, spoil his act . . . he came right back and waved at the audience, grinning all the time, and yelled, "Well, I guess I was a flop."

\* \* \*

Collier is proud of Jimmy O'Flynn and will tell anybody who'll listen "that's our favorite boy" . . . and Ralph will never forget that it was friend Eddie Meath of WHEC, who told him about Jimmy O'Flynn's extraordinary talents.

\* \* \*

The biggest audience in 1951 was at Sampson Air Base, outside of Geneva, where the TELEVISION CARAVAN played to 5,000 eager Air Force men. But the highest honor of all is the forthcoming appearance of the TELEVISION CARAVAN with Syl Novelli and his orchestra, at Rochester's coveted Eastman Theater. Ralph says "it will be the biggest and best show yet, and the first appearance of any television show in the Eastman Theater." The date, still undecided, will be early in 1952.

# "OVER THE TV FENCE"

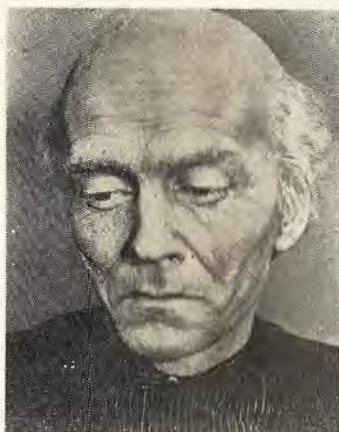


Hope your holidays were nice. We have merely to report "La Grippe" and "La TV" . . . Sid Stone's replacement on the Berle show hit a high note the first time, but will probably slough off quickly. But sponsor says he don't want no more pitchman, so Stone is out. AND!!! very quietly the tale goes about New York that Texaco is unhappy with Uncle Miltie, and next year may have another comic. Well, there goes the Texaco Star Theatre . . . The famed Earl Carroll Theatre in Hollywood is now a TV station . . . Bert Parks has made the switch. His show is shifting from NBC to CBS in January. Again a mystery. No one seems to know why, except Bert, and for once he's not talking . . . Quite a pity that WHAM-TV dropped the "Bob & Ray" show on TV. It was one of the better comedy quarter hours. The hodge-podge of local shows that replaced it hasn't the same kind of appeal . . . Bob Hope was offered a once a month spot on TV, following 3 weeks of a mystery series—but he balked. Said following a mystery like that wasn't his idea of good programming. He'd like to do shows just on holidays—Easter, the 4th, etc. So far, no one's taken him up on it . . . Mort Nussbaum's Xmas card showed a photo of his new boat—"The Tee-Vee" . . . Greta Garbo was offered \$25,000 for a 4 minute spot on CBS-TV. She turned it down. Said too many cameramen would have to be looking. Well, after all, dearie—someone's got to . . . Just to show you how seriously the West Coast is going to take over TV, NBC is going to spend \$25 million on a Los Angeles studio building . . . Too bad the TV cameras don't reach to Florida. The nudists are holding their convention there next month . . . Something about

that last Martin & Lewis show just didn't click, and the lads fell flat. They're trying too hard, and selling themselves instead of material. It's an old, old story. When the shows get too elaborate, they come a cropper. Not so with Jimmy Durante. He's always the same, and ranks with the great clowns, or rather the great people . . . "Tom Corbett," Space Cadet, caused a plethora of empty seats in schoolrooms lately. Seems he got sick, on TV, with something called Space Fever. Immediately, throngs of young fry reported themselves AWOL with the same ailment. Finally, in a classic type dilemma, Corbett announced that earthlings were not susceptible to the disease, and if it did occur, it was not serious. The next sound was the thud of feet racing back to school . . . The child of a musician, so the tale goes, was asked in school, "Who Freed the Slaves? What President?" "How silly," replied the kid, "Petrillo, of course." . . . For sheer excitement, the Rose Bowl Game on TV topped them all. Too exciting, though, for the cameraman. He was always following the wrong ball-carrier . . . WHAM-TV just raised its commercial rates again . . . It's official. Hildgarde has signed an NBC-TV contract. She'll do her same routines, although the rest of the show's format isn't set as yet . . . Thing we'd like to know is this—When is Jack Ross getting back on TV . . . Tallulah Bankhead, now that the current legal mess has simmered down, is set to do some more recordings with the Joe Bushkin piano stylings . . . Wouldn't "Fearless Fosdick" make a wonderful TV series? . . . It was the booze and not the sponsor that bade goodbye to Miss Susan.

# SHADOW STOPPER

## Guess The Shadow



DAN MORGAN

*Current Winner*

MRS. SHIRLEY YOUNG

471 Weidel Rd.

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.

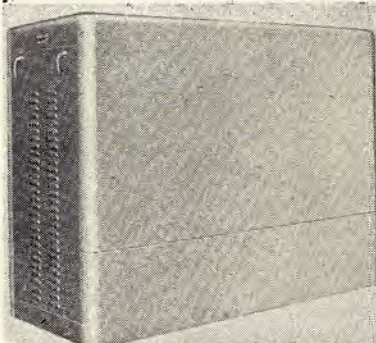
The Jackpot Prize will be increased by \$10.00 each week until some lucky reader names the shadow.

*Look for*

A New Shadow Stopper

Next Week

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*

*Sensational Voice of*

**ROMOLO DeSPIRITO**

Friday and Saturday Nites  
**FRAN RAYE, Vocalist**

Dancing Saturday Nites with  
**Tommy Thomas Orch.**

Saturday Nite

**All-Star Floor Show**

NO COVER CHARGE

FULL COURSE DINNERS  
SERVED NIGHTLY

Plan your parties with us

**TIMES SQUARE**

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Cor. Broad & Exchange

# YOUR TVIEWER

By SARAH PRESCOTT



Commercial radio and television stations are responsible, under the supervision of the Federal Communications Commission, for rendering public service. Part of their responsibility consists in reflecting the interests of the cultural minority, a term which in this connection refers to individuals or small groups whose listening interests may not be adequately served by the large-audience programs reflecting popular taste. The so-called "Public Service" programs are about the only concession made by the industry to these groups.

Referring to the schedule printed in *TVue Weekly*, we find that WHAM-TV devotes some six hours a week to educational and public service programs. One of the best of these programs is "Make It and Market," which can be viewed on Friday afternoons from 12:45 to 1:00 o'clock.

Let's be frank and admit that one thing most of us like about public service programs is that, being unsponsored, they have no commercial. Television commercials could and should be interesting, informative, and persuasive, but of the great majority of them it can be said that they are at best only tiresome and at worst downright offensive. However, "Make It and Market" has a lot more to offer the viewer than a mere lack of advertising spiel: it is a public service program that really does the public a service.

This program has George Haefner

as general master of ceremonies and Les Stutzman with market tips; and its real star is Sue Kamienski, who deals with the "make it" aspect. Mr. Stutzman, as might be expected, offers information on the best buys of the week and season. Miss Kamienski, who is a demonstration agent for the Monroe County Home Bureau, presents displays on cooking and home crafts, and explains how her efforts can be duplicated at home. The finished products she shows are both useful and original, and her demonstrations are clear and uncomplicated.

We feel that this program is almost a model of its kind, and that much can be learned from it by producers of sponsored, mass-appeal shows. First, it is timely, intelligent, and almost unfailingly interesting. Second, it has integrity. It does not spread itself thin by trying to please every single person in the area who might happen to tune in. At the same time it appeals to as wide as possible a range of interests and does not merely present a warmed-up rehash of previously used material. Third, it takes full advantage of the fact that there is a camera at hand, through extensive use of displays, pictures, charts, and step-by-step demonstrations. There are many programs which must be vastly more expensive to produce, which are not nearly so effective because they ignore these seemingly elementary procedures. Take a bow, "Make It and Market," and keep up the good work.

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## **STARTING SOON**

A RADIO and ENTERTAINMENT

Section for your

Added Enjoyment

## **Enthusiastic Audience**

Rehearsals of CBS-TV's "Schlitz Playhouse of Stars" are held in the meeting hall of the Junior Achievement Center on East 55th Street. Ever since the first day that the first show rehearsed, kids from a nearby school would pass by the

hall when school was out and, after a while, some of the braver ones entered. The directors permitted them to stay and watch as long as they were quiet. However, this week, the good neighbor policy stopped. Some of the tykes clattered in on roller skates.

## DAYTIME PROGRAMS Wednesday-Thursday

10:25—Billboard. The day on TV.

10:30—Take It Easy. Mort Nusbaum has guests, some easy talk, pleasant music, and generally enhances the morn-

11:00—(Wed.) Dollar Derby. A chance to win prizes at Radio City.

11:15—Tower Clock Time (Thurs.) Louise and you go shopping.

11:30—Strike It Rich (CBS) Deserving folk get \$\$\$ from Warren Hull.

12:00—Noonday News

12:15—Love of Life (CBS) Paul Potter and others in a daily drama.

12:30—Search For Tomorrow (CBS) An inspirational story of everyday living.

12:45—Art Gallery (Wed.)

12:45—How Do You Do It? (Thurs.)

1:00—Steve Allen Show (CBS) Steve is a popular young comedian, who emcees a variety show.

1:15—(Wed.) Bride and Groom (CBS) A marriage before the cameras.

1:30—Garry Moore Show (CBS) Entertainment and guests. Lots of laughs.

2:30—First Hundred Years (CBS) Jimmy Lydon and young married life.

2:45—Open House. Ross Weller and Ann Rogers invite you to join them.

3:00—The Big Pay-Off (NBC)

3:15—Here's Looking At You (NBC). For the ladies to become beautiful.

3:30—Bert Parks Show (NBC) Peggy Ann Grove, Bobby Sherwood and fun.

3:30—Bill Goodwin Show (NBC) (Thurs.) Variety entertainment.

4:00—Kate Smith Hour (NBC) Kate sings and Ted Collins talks.

5:00—Hawkins Falls (NBC) Small town life, its people and problems.

5:15—Gabby Hayes (NBC) Western adventure with cowboys and rustlers.

5:30—Howdy Doody (NBC) Entertainment for the kids.

### Wednesday, Jan. 16, 1952

6:00—Space Cadet

6:15—Top of the News with Earl Wood.

6:30—Film

6:45—Perry Como

7:00—Kukla, Fran & Ollie (NBC).

7:15—Bob Turner

7:30—These Two

7:45—Camel News Caravan (NBC)

8:00—Crusade in The Pacific. "Time" and "Life" story of the Pacific war.

8:30—John Kiernan. A panorama of nature, with Kiernan as your host.

8:45—American Barn Dance

9:00—Philco TV Playhouse (NBC). The best in drama.

10:00—Blue Ribbon Boxing (CBS)

10:45—TV Varieties

11:00—Telenews Daily

11:15—Sammy Kaye (CBS). So You Want To Lead A Band.

### Thursday, Jan. 17, 1952

6:00—Industry On Parade.

6:15—Latest National and Local News by Earl Wood.

6:30—Film

6:45—Film

7:00—Kukla, Fran & Ollie (NBC).

7:15—Max Raney

7:30—Dinah Shore

7:45—Camel News Caravan (NBC)

8:00—Groucho Marx (NBC). You Bet Your Life.

8:30—Alan Young

9:00—Films

9:30—James Melton Show

10:00—Film

10:30—Film

11:00—News

11:15—Broadway to Hollywood

12:00—Telenews Daily.

## NOTICE

So many people have written us asking if they could obtain one of the two pictures of Jimmy O'Flynn we recently ran in TVue Weekly that we referred their letters to Jimmy's photographer, Len Campagno. Len says he can supply prints as desired. Just call his office at 113 Clinton Ave. South—BAker 4431.

# WHAM-TV

Friday, Jan. 18, 1952

- 10:25—Billboard.  
10:30—Coffee Time.  
11:00—To Be Announced.  
11:30—Strike It Rich (CBS).  
12:00—News.  
12:15—Love of Life (CBS).  
12:30—Search for Tomorrow (CBS).  
12:45—Make It and Market.  
1:00—Steve Allen Show (CBS).  
1:30—Garry Moore Show (CBS).  
2:30—First Hundred Years (CBS).  
2:45—Open House.  
3:00—The Big Pay-Off  
3:15—Here's Looking At You (NBC).  
3:30—Bert Parks Show (NBC).  
4:00—Kate Smith Hour (NBC).  
5:00—Hawkins Falls (NBC).  
5:15—Gabby Hayes (NBC).  
5:30—Howdy Doody (NBC).

- 6:00—Air Cadet  
6:15—Up-to-the-Minute News flashes by Earl Wood.  
6:30—Film  
6:45—Film  
7:00—Kukla, Fran & Ollie (NBC).  
7:15—Ask The Kids  
7:30—Those Two  
7:45—Camel News Caravan (NBC)  
8:00—Hollywood Affairs  
8:30—We The People, with Dan Seymour.  
9:00—The Big Story (NBC).  
9:30—Story Theatre  
10:00—Boxing from The Garden (NBC).  
10:45—Greatest Fights (NBC).  
11:00—Telenews Daily  
11:15—Charlie Wild, Detective (CBS)

\* \* \*

NBC's Kenneth Banghart once conducted tours all over the world for Thomas Cook & Sons.



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AND FORMAL WEDDING  
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with

**Carl Dengler**

and His Orchestra

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**TIMMY ROGERS**

**COMPLETE MEALS**

from

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## DAILY — MONDAY THROUGH FRIDAY

9:30—Langford & Ameche	12:00—The Egg & I	1:30—Garry Moore
10:30—Telenews Daily	12:30—Search for Tomorrow	2:30—First 100 Years
10:45—What's New	12:45—Steve Allen	2:45—Bride & Groom
11:30—Strike It Rich	1:00—Daytime Shopper	3:00—Mike & Buff

## SUNDAY

12:00—Ranger Joe
12:15—Magic Screen
12:30—Flying Tigers
1:00—Chance of a Lifetime
1:30—Industry on Parade
1:45—Jimmy Crowley Show
2:00—Pro Football
5:00—Super Circus
6:00—Star of the Family
6:30—Ted Mack
7:00—Paul Whiteman
7:30—This Is Show Business
8:00—Toast of the Town
9:00—Fred Waring
10:00—Celebrity Time
10:30—What's My Line
11:00—News for Sunday
11:15—Rossi Reports

## MONDAY

3:30—Mel Torme
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys
5:00—Bob Ehle's Bunk House
6:30—Space Cadet
6:45—Inside City Hall
7:00—Captain Video
7:30—John Kieran
7:45—Perry Como
8:00—Lux Video Theatre
8:30—Godfrey's Talent Scouts
9:00—I Love Lucy
9:30—It's News To Me
10:00—Studio One
11:00—Chronoscope
11:20—Mystery Theatre

## TUESDAY

3:30—Dollar Derby
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys

5:00—Bob Ehle's Bunk House
6:15—News & Sports
6:30—Amos 'N Andy
7:00—Captain Video
7:30—Sportsmen's Club
7:45—Stork Club
8:00—Frank Sinatra Show
9:00—Crime Syndicated
9:30—Suspense
10:00—Danger
10:30—Garry Moore
11:00—Sammy Kaye
11:30—Mystery Theatre

## WEDNESDAY

3:30—V-I-D-E-O
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys
5:00—Bob Ehle's Bunk House
6:15—News & Sports
6:30—Space Cadet
6:45—Coaches Corner
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
11:00—Charlie Wild
11:30—Mystery Theatre

## THURSDAY

3:30—Dollar Derby
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys
5:00—Bob Ehle's Bunk House
6:15—News & Headlines
6:30—Headline Clues
7:00—Captain Video
7:30—The Lone Ranger
8:00—Stop The Music
9:00—Alan Young

9:30—Big Town
10:00—Racket Squad
10:30—Crime Photographer
11:00—Herb Shriner Show
11:30—Mystery Theatre

## FRIDAY

3:30—Life with Linkletter
4:00—Homemaker's Exchange
4:30—Ozark Mountain Boys
5:00—Bob Ehle's Bunk House
6:15—News & Sports
6:30—Space Cadet
7:00—Captain Video
7:30—Your TV Shopper
7:45—Perry Como
8:00—Mama
9:30—Man Against Crime
10:00—Live Like A Millionaire
10:30—Hollywood Opening
11:30—Guild Theatre
11:30—Mr. District Attorney

## SATURDAY

10:30—Hollywood Jr. Circus
11:00—Smilin' Ed McConnell
11:30—Date with Judy
12:00—Big Top
1:00—Betty Crocker Show
2:00—Space Patrol
2:30—Mystery Matinee
3:30—It's Up To You
4:00—TV Teen Club
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—Faye Emerson
9:30—Show Goes On
10:00—Songs For Sale
11:00—Wrestling from Chicago

## SUNDAY

12:30—Assembly VL  
 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—Juvenile Jury  
 4:00—Meet The Press  
 4:30—Zoo Parade  
 5:00—Gabby Hayes  
 5:30—Boston Blackie  
 6:00—Hopalong Cassidy  
 7:00—Charade Parade  
 7:30—Young Mr. Bobbin  
 8:00—Colgate Comedy Hour  
 9:00—Philco TV Playhouse  
 10:00—Red Skelton  
 10:30—Sound Off Time

## MONDAY

12:00—Ruth Lyons 50 Club  
 12:30—Deacon Doubleday  
 12:30—Charlie Featherstone  
 1:00—Hollywood Matinee  
 2:00—Ladies Day  
 3:00—Miss Susan  
 3:15—Here's Looking At You  
 3:30—Bert Parks (M.W.F.)  
 3:30—Bill Goodwin (T.T.)  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes  
 5:30—Howdy Doody  
 6:00—Canyon Jack  
 6:30—Ed Murphy  
 7:00—Kukla, Fran & Ollie  
 7:30—Dinah Shore  
 7:45—Camel News  
 8:00—Winchell-Mahoney  
 8:30—Voice of Firestone  
 9:00—Lights Out  
 9:30—Robert Montgomery  
 10:30—Who Said That

## TUESDAY

12:00—Ruth Lyons 50 Club  
 12:30—Charlie Featherstone  
 1:00—Hollywood Matinee  
 2:00—Ladies Day

3:00—Miss Susan  
 3:15—Here's Looking At You  
 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  
 7:00—Kukla, Fran & Ollie  
 7:30—John Conte  
 7:45—Camel News  
 8:00—Milton Berle  
 9:00—Fireside Theatre  
 9:30—Circle Theatre  
 10:00—Amateur Hour  
 11:00—Touchdown

## WEDNESDAY

12:00—Ruth Lyons 50 Club  
 12:30—Charlie Featherstone  
 1:00—Hollywood Matinee  
 2:00—Ladies Day  
 3:00—Miss Susan  
 3:15—Here's Looking At You  
 3:30—Bert Parks  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes  
 5:30—Howdy Doody  
 6:00—Canyon Jack  
 6:30—Ed Murphy  
 7:00—Kukla, Fran & Ollie  
 7:30—Dinah Shore  
 7:45—Camel News  
 8:00—Kate Smith  
 9:00—Kraft TV Theatre  
 10:00—Break The Bank  
 10:30—Freddy Martin Show

## THURSDAY

12:00—Ruth Lyons 50 Club  
 12:30—Charlie Featherstone  
 1:00—Hollywood Matinee  
 2:00—Ladies Day  
 3:00—Miss Susan  
 3:15—Here's Looking At You  
 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  
 7:00—Kukla, Fran & Ollie  
 7:30—John Conte  
 7:45—Camel News  
 8:00—Groucho Marx  
 8:30—"T" Men in Action  
 9:00—Ford Festival  
 10:00—Martin Kane  
 10:30—Eddie Drake's Adven.

## FRIDAY

12:00—Ruth Lyons 50 Club  
 12:30—Charlie Featherstone  
 1:00—Hollywood Matinee  
 2:00—Ladies Day  
 3:00—Miss Susan  
 3:15—Here's Looking At You  
 3:30—Bert Parks  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 5:15—Gabby Hayes  
 5:30—Howdy Doody  
 6:00—Canyon Jack  
 6:30—Ed Murphy  
 7:00—Kukla, Fran & Ollie  
 7:30—Dinah Shore  
 7:45—Camel News  
 8:00—To Be Announced  
 8:30—We, The People  
 9:00—Big Story  
 9:30—Royal Playhouse  
 10:00—Boxing  
 10:45—Greatest Fights  
 11:00—Syracuse Football

## SATURDAY

1:30—Football Preview  
 1:45—Football Game  
 4:30—Kid Gloves  
 5:30—Nature of Things  
 5:45—Bob Considine  
 6:00—Don McNeill  
 6:30—Headline Forum  
 7:00—Dick Tracy  
 7:30—One Man's Family  
 8:00—All Star Revue  
 9:00—Show of Shows  
 10:30—Hit Parade  
 11:05—Cafes, USA

## SUNDAY

12:00—News Bulletins  
 12:15—Magic Clown  
 12:30—Burns & Allen  
 1:00—Gabby Hayes  
 1:30—American Inventory  
 2:00—Pro Football  
 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 and Sports  
 11:15—Somerset Maugham

## MONDAY

12:15—Love of Life  
 12:30—Search for Tomorrow  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Roberta Quinlan  
 3:30—Bert Parks  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 5:15—Visit with Santa  
 5:30—Howdy Doody  
 6:00—Sagebrush Trail  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Sports On Parade  
 7:45—News Caravan  
 8:00—Alan Young Show  
 8:30—Howard Barlow  
 9:00—Lights Out  
 9:30—Crusade In the Pacific  
 10:00—Studio One  
 11:00—Late News, Sports  
 11:30—Amazing Mr. Malone  
 12:00—Herb Shriner

## TUESDAY

12:15—Love of Life  
 12:30—Search for Tomorrow  
 1:00—Matinee Playhouse  
 7:00—Garry Moore Show  
 2:15—Meet The Millers  
 4:00—Kate Smith

5:00—Hawkins Falls  
 5:30—Howdy Doody  
 6:00—Sagebrush Trail  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 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

## WEDNESDAY

12:15—Love of Life  
 12:30—Search for Tomorrow  
 1:00—Matinee Playhouse  
 1:45—Johnny from JN's  
 2:00—Garry Moore Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Roberta Quinlan  
 3:30—Bert Parks  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 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  
 7:45—News Caravan  
 8:00—Arthur Godfrey  
 9:00—Television Theater  
 10:00—Blue Ribbon Boxing  
 11:00—Late News and Sports  
 11:30—The Web

## THURSDAY

12:15—Love of Life  
 12:30—Search for Tomorrow  
 1:00—Matinee Playhouse  
 1:45—Johnny from J. N.'s  
 2:00—Garry Moore Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Music Mart  
 3:30—Bill Goodwin  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 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

7:30—Sportsmen's Club  
 7:45—News Caravan  
 8:00—Groucho Marx  
 8:30—"T" Men In Action  
 9:00—James Melton  
 10:00—Martin Kane  
 10:30—Madison Square Garden  
 11:30—Star Playhouse

## FRIDAY

11:30—Strike It Rich  
 12:00—News Bulletins  
 12:15—Love of Life  
 12:30—Search for Tomorrow  
 1:00—Matinee Playhouse  
 1:45—Johnny from JN's  
 2:00—Garry Moore Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Roberta Quinlan  
 4:00—Kate Smith  
 5:00—Hawkins Falls  
 5:15—Spelldown  
 5:30—Howdy Doody  
 6:00—Sagebrush Trail  
 6:30—News, Ed Dinsmore  
 6:45—Sport Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Telesports Digest  
 7:45—News Caravan  
 8:00—Mama  
 8:30—We, The People  
 9:00—Wrestling Preliminaries  
 10:00—Boxing  
 10:45—Greatest Fights  
 11:30—Charlie Wild  
 12:00—Racket Squad

## SATURDAY

11:30—A Date With Judy  
 12:00—Big Top  
 1:00—Wild Bill Hickok  
 1:30—Ted Husing  
 1:45—Football  
 4:30—Schools At Work  
 5:00—The Cisco Kid  
 5:30—Science Museum  
 5:45—Stranger Than Fiction  
 6:00—Sports Spotlight  
 6:15—News, Ed Dinsmore  
 6:30—Western Theater  
 7:30—U. B. Round Table  
 8:00—All Star Revue  
 9:00—Show of Shows  
 10:00—Telemews Weekly  
 10:30—Hit Parade  
 11:15—Saturday Playhouse



JAY FOX

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*"Just a few steps from Main will lead  
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Dancing Pleasure"*

- PERSONALIZED INSTRUCTIONS  
IN ALL PHASES OF DANCING

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CLASSES IN TAP, BALLET and BALLROOM ARE  
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*Columbia Recording Artists*

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# SAMMY KAYE

*And His Sensational Orchestra*

**AT THE AUDITORIUM**

*and featuring*

**"SO YOU WANT TO LEAD A BAND"**

**A Glittering 2-Hour Revue**

**Tuesday, January 15th**

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