

TV *Life*

20¢

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RADIO and ENTERTAINMENT Magazine

With Complete TV Schedules for
ROCHESTER, BUFFALO and SYRACUSE



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ROCHESTER WHIRL

MAGAZINE

MISS TV VISITS
ROCHESTER — Page 6



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Suspense!

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

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ROCHESTER, N. Y.

Press Time Flashes

FRIDAY, JUNE 6th

- 9:00—The Big Story. Bob Sloane narrates a reporter's true experience
- 10:00—Cavalcade of Sports. Feature 10 round boxing bout between Carl "Bobo" Olson of Honolulu and Jimmy Beau of New Orleans, Conn. from Madison Square Garden, N. Y.
- 10:45—Greatest Fights of the Century. Filmed boxing bout between Joe Louis and Jim Braddock, June 22, 1937
- 11:15—Charlie Wild. "The Case of the Candy Store Kid"

SATURDAY, JUNE 7th

- 12:30—Big Top. Guest performers: Kosmas, light-wire artist; The two Adams with their Chimpanzees, Bicyclists; Dime Wilson, Clown Rocking Chair specialists; Francine Volante, Aerialist; and Roland Tiebor's Seals
- 4:30—Belmont Stakes. Race results direct from Belmont Race Track on Long Island
- 8:00—All Star Revue. Danny Thomas stars in a variety program with guest star Betty Garrett and Bunny Lewbel
- 9:00—Blind Date. Arlene Francis brings her popular program to you at this new time
- 9:30—Saturday Night Dance Party. A new program featuring a top dance band each week. This Premiere show leads off with Ray Anthony and orchestra, Joey Bushkin and the Four Evans will also appear

SUNDAY, JUNE 8th

- 4:00—Fearless Fosdick. A new puppet show based on Al Capp's "Li'l Abner" cartoon
- 7:30—This Is Show Business. Clifton Fadiman welcomes talented Joy Hodges, Margie Robinson, Bert Wheeler, Richard Tucker
- 8:00—Comedy Hour. Eddie Cantor stars in this variety show
- 9:00—TV Playhouse. Leora Dana and John Baragrey star in "Four Meetings"
- 10:00—Celebrity Time. The show goes to a "County Fair" with visiting stars Fran Allison, Betty Ann Grove and a novelty act The Pitchmen. Conrad Nagel is host

11:00—Fireside Theatre. Ruth Warwick and Phillip Reed star in "Another Harvest", a drama about a wife's fight to pay her deserter-husband's debts

12:00—Hats In The Ring. New political series

MONDAY, JUNE 9th

- 4:00—Summertime U.S.A. Kate Smith's show takes us to Summertime in New York
- 7:30—Those Two. Pinky Lee and Martha Stewart use a new format to give variety to this popular show
- 9:30—Dangerous Assignment. Brian Danlevy stars in another adventure drama
- 11:15—Police Story. A new authentic mystery story of police activities

TUESDAY, JUNE 10th

- 6:00—Representative Keating and the Washington picture
- 8:00—Star Theatre. Dolores Gray and Peg Leg Bates are guests of Milton Berle
- 9:30—March of Medicine. A telecast of the 101st convention of the American Medical Association replaces Circle Theatre this time only
- 11:15—Stare Playhouse. Richard Haydn stars in "A Quarter For Your Trouble". Irene Dunne opens this new series

WEDNESDAY, JUNE 11th

- 10:00—Blue Ribbon Bouts. Chico Vejar vs. Chuck Lavey, 10 round welterweight bout from the Olympia Stadium, Detroit
- 11:15—Robert Montgomery Presents. "The Ring Master" starring Vincent Price and Anna Lee in a story about a crippled actor and his actress wife

THURSDAY, JUNE 12th

- 8:30—Treasury Men In Action. "The Case of the Fatal Souvenir." T Men face the problem of solving a murder though the only clue is an unregistered souvenir gun
- 9:30—Ford Festival. Jarmila Novotna and Edward Everett Horton are guests with James Melton heading the show
- 10:00—Marlin Kane. Lee Tracy stars in this new series of mystery dramas

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TV LIFE

Rochester's Official TV Program
and News Magazine

Vol. 2  12 No. 15

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WHAM-TV PROGRAMS

— DAILY SCHEDULE —

Your complete week's listing in one
place for your easy reference—
PAGE 14

JUNE 7 - 13, 1952

TV Life is published weekly at Rochester,
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year, in advance.

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Please explain which of the birth announcements in your TV Fence columns of April 19th and previously in March 29th were correct in regard to Ann Rogers' baby. Certainly they both couldn't be right. S.K. Ed's Note: You're right . . . and is our face red. The second announcement was correct. April 19th was the big day

* * *

Why You Didn't Get Your TV LIFE . . .

In answer to the many letters, postcards and telephone calls regarding the suspension of publication of TV LIFE for the past few weeks we have issued this News Release:

Because of an impending lawsuit brought against us by Time Inc., publishers of Life magazine, regarding our use of the word "Life" in our name, it was felt necessary to temporarily suspend publication of TV Life for the past few weeks. While ordinarily the case would have been reached for trial this month, it has now been postponed until sometime in October of this year.

We can say at this time that we will do everything possible to force a determination of the issues involved at the Federal Court session in the Fall.

In accordance with this action we are again resuming publication; June 7th being the date of our next issue.

We wish to thank all of our friends . . . readers, advertisers and dealers who swamped our office with letters, postcards and telephone calls. Your sincere interest and loyalty have been overwhelming. As the television industry in this area expands, so too, will our efforts to bring you a greater magazine. With your continued cooperation and support, we who bring you TV Life, face the future with much optimism.

Bob Peiffer, Editor.

Subscribers will be pleased to note that all subscriptions have been extended to make up for those issues missed these past few weeks.

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TV LIFE'S DIRECTORY

MISS TV VISITS ROCHESTER

One of the country's leading fashion models, Miss Marjorie Richardsen, of New York's Harry Conover Agency, flew into Rochester recently to begin a busy schedule of television, radio and personal appearances. She appeared at Rochester's well known fashion store, B. Forman Company, for a few days as part of a nationwide tour aimed at making American women more figure conscious.

After being greeted at the airport by officials of American Airlines and the Rochester Lilac Time Committee, Miss Richardsen was taken to the Sheraton Hotel for a press conference with representatives of newspapers, radio and television.

The title of "Miss Television" was conferred on her last year and recently the men of the Air Force crowned her "Miss Korea—the Girl We'd Like Most To Come Home To." She is the proud holder of a number of other titles including "Redhead of the Year for 1951" and she was selected by Universal-International Pictures as a double for Alexis Smith and named "Miss Undercover Girl."

At Forman's Miss Richardsen answered questioned put to her by figure conscious Rochesterians eager for first hand information on the very latest in fashion trends.

They were consulting a real expert, for Miss Richardsen has participated in most of the big fashion shows in New York, Chicago



and on the West Coast. Her opinions on fashion and figure problems have been quoted in newspapers all over the country.

Not forgetting her many serviceman friends she also made a motor trip to Sampson Air Base.

Here she personally appeared before an assembly of Cadets and then visited with them during the evening meal before returning to Rochester.

Marjorie's short stay in "The Flower City" will not be forgotten, because it added another title to a list already long. Captain Pierce, of the Army's local Recruiting Service, and his staff appointed her an Honorary Recruiter. She now answers to the title "The Girl Guys Would Like Most to be Signed Up by."



Arriving at Rochester's Airport, Marjorie was met by Miss Agnes King, B. Forman Co. Mr. and Mrs. Ted Howard, chairman of the Lilac Festival; and Ed Merritt, WARC. Miss TV's manager, Frank Fortune, is standing at the extreme right.



Marjorie greets Servicemen as she arrives at Sampson Air Base. It's easy to see why they have voted her "The Girl they'd like most to come home to."



Adding a new title to her already large collection, Miss TV has recruiting banner pinned to her arm by Captain Pierce of the Rochester Recruiting Office.



While at Sampson Air Base, the red-headed beauty took a turn at the Airlines ticket office. We'll wager ticket sales doubled during her brief stay.

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20 YEARS with "One Man's Family"

Twenty Years ago Carlton E. Morse, for-writer of many radio mystery programs, conceived the idea of a radio drama of normal American life which he labeled "One Man's Family" and dedicated to "the mothers and fathers of the younger generation and their bewildering offspring."

One Man's Family, perennially popular radio dramatic classic of everyday life in a typical American family, completed its 20th consecutive year on NBC radio, Tuesday, April 29.

The celebrated program, created and written by Carlton E. Morse since April 29, 1932, details the story of the Barbour family which was introduced to listeners 20 years ago as a middle class San Francisco family. It has since grown as real families do. Children have been born, sons and daughters have married and all the trials and triumphs that can do visit a family have left their mark on father and mother Barbour and their family.

The popularity of the program through the years stems primarily from Morse's strict adherence to events as they might occur to any average family. Listeners find the problems, happiness, sorrow and situa-



tions of the Barbour family reflected in their own lives. Morse never reaches into the realm of tears and torture. Instead, he sticks to the reality of problems which confront parents and young people and their down-to-earth solutions.

More than 1,500 players have had parts in the story of the Barbours during the past 20 years. More surprising than that great number is the fact that the basic family members are still played by regular cast members since the show began. The 20-year veteran cast members are J. Anthony Smythe (who plays Father Barbour), Minetta Ellen (Mother Barbour), Michael Raffetto (Paul), Bernice Berwin (Hazel) and Page Gilman (Jack). Barton Yarborough, until his death on Dec. 19, 1951, played the role of Clifford. Yarborough has not yet been replaced and Clifford has logically been written out of the script as working at a job in Scotland.

"One Man's Family" has received numerous awards and citations from magazines, newspapers and civic organizations throughout the United States and Canada for its contribution to radio drama. It also has placed first in the drama classification of many polls during the years.

Except for a few months when it was heard on another network, the program has been an NBC presentation since it began. It was heard as a half-hour weekly feature until June 5, 1950, when it became a Monday through Friday series sponsored by its current sponsor Miles Laboratories, Inc.

Morse brought his story of the Barbours to NBC television on Nov. 4, 1949. The TV version originates in New York with a different cast of actors portraying the members of the Barbour family.



FAMILY CONFERENCE—The oldest and youngest married couples of the Barbour clan prepare to celebrate the 20th anniversary of "One Man's Family" on NBC radio April 29. Fanny Barbour (played by Minetta Ellen) explains a party recipe to granddaughter Joan (Mary Lou Harrington). Family on NBC radio April 29. Fanny Barbour (played by Minetta Ellen) explains a party recipe to granddaughter Joan (Mary Lou Harrington), holding a glass of lemonade, and Joan's husband, Ross (Vic Perrin), join in the lesson.



YOU MEET SUCH INTERESTING PEOPLE . . .

By Ralph Collier

Straight from the KUKLA'S mouth, Burr Tillstrom's creation KUKLA, FRAN and OLIE stands a good chance of going into a thirty minute stretch. Tillstrom's check is ten thousand per week whether the show is on or not and NBC would like to save what are reported to be dropping ratings . . . add fade-outs: The KATE SMITH evening hour, seen hereabouts Saturday afternoons. Its expected momentarily—for those who care . . . Voice of the daily noon time ESSO REPORTER is that of WHAM & WHAM-TV News Chief DAVID E. KESSLER. Dave also does his own commentary each ayem at nine . . . Quote of the Week by former MUTUAL commentator Max Lerner, following his look-see at the teevee Easter Parade: "the resurrection of Christ has now been annexed by NBC and comes to us through their courtesy" . . . and do drop the boom on ANITA COLBY for the phoniest approach to the medium on record . . . a young admirer, Mr. F. G. of Fairport writes to enquire "how old is GLADYS VAUGHN?" Never one to tell a woman's age, you'll have to figure it out all by yourself. G. V. was born on Feb. 23, 1923 . . . WHEC'S New York Philharmonic, Sundays at half past two, still one of the outstanding music treats of the week . . . Now that there's much talk about an "educational" channel for television, will teachers be obliged to join the coveted ranks of the American Federation of Radio Artistes? . . . A. L. ALEXANDER'S Mediation Board heard on WVET goes into more personal subjects than a penicillin needle . . . Here's the Kiss of Death: a local disc jockey who imbibed a bit at a recent party and proceeded to tell all who'd listen that he "didn't need nobody" and that he owed his (dubious) success to no one except himself. It all got back to his front office, too . . . what happens to retired disc jockeys? LITTLE THEATER on WHAM TV premiered on the twenty-fourth. it's a weekly show, comprised of vignettes and promises to become one of the screen's real gems . . . EARL WOOD tells the story of a famous

columnist who bought a six FOOT screen. "Big enough for his living room" he explained. "Just hides my teevee set ever so well." . . . pretty PEGGY BARRETT will be remembered by Rochester teevee viewers for more reasons than one . . . CINDERELLA WEEKEND with its clown princes of comedy bound for Dansville, New York for a one night stand on the twenty-ninth of May . . . Prettiest girls' phone numbers in town can all be found in a much sought after red book. Twist is, said book is in the hands of a femme fatale herself, Sibley's LOUISE WILSON . . . WVET'S BOB TREBOR delighting the ladies at a lilac luncheon party at the Rochester . . . JACK HOOLEY back from a quickie hop to the big town . . . LITTLE SYMPHONY on WHAM taking its summer hiatus with recorded half hours subbing for warm weather . . . HOMER BLISS, WHAM & WHAM TV'S Chief Announcer, rumored to be back in states following a fourteen month trek for Uncle Sam in far away Korea . . . BING CROSBY'S new radio show, destined for premiere in the fall, to be highest priced package in the medium . . . HORACE HEIDT may return to radio. Ugh . . . The JOHN CROSBY'S decided to name her (correct) CHARLES. TV LIFE is never wrong . . . The big-wig politicians who are learning "how to act natural like" when on teevee, at CBS in New York City . . . WRNY'S BOB MILLS, who has been promoted to Music Director to "reinstate ourselves as number one music station in Rochester", to quote a release . . . FRED ALLEN whose entry into a GROUCHO MARX type thing is to become a reality any station break now . . . sponsored, too . . . Dept. of Irony: the pathetic story of NORM BROKENSHERE in the current Cosmopolitan dealing with his battle with John Barleycon. And on the opposite page, a staunch lure for you to drink Lord Calvert . . . Cinderella Weekend now bound for delightful Dansville (home of B. MacFadden) . . . Wonder who WW's talking about: "a certain announcer's limp wrist manner, etc." . . . could be his initials are A.H.? . . . MRS. A. DEXTER (Mae) JOHNSON, seriously bedded down for many months, still as beautiful and talented as any thespian who ever stepped on the Auditorium's stage (or

(Continued on page 11)

Dean of the Downbeat

Reminisce With CARL DENGLER



Actually, it wasn't Spring Fever which kept me from being with you good people—rather, a heavy band schedule has kept me on the go. Now, time for a breather.

It was extremely gratifying to receive so many letters from readers who wanted to know what had happened to this little corner. It makes a fellow feel good to realize so many of you have missed reading these few reminiscent lines.

During my daily treks around town I'm constantly meeting old friends who have wonderful stories of the old days—many of which are worthy of a full column.

With summer just around the corner, many folks have the urge to drive down along Lake Ontario. As I observe the lakefront, it brings back many ghosts of wonderful days—going back as far as the old street car line that used to run from Charlotte to Manitou Beach and the beautiful Odenbach's Manitou Beach Hotel where the Monk's orchestra entertained nightly. Also, that is where the annual gathering of the Colony Club of Pittsburgh, Penna. sparked the scene every summer with their entertainment.

That was really something in the old days. The Club had their own Tent City for two or four weeks at the beach. The fun that was had in those days is completely missed by people today. Regrettable.

Traveling back East along the lakefront, many people remember the good times at Joe Rossenbach's Grand View Beach Hotel during the prohibition days and after—up to the disastrous fire which destroyed the hotel a decade ago. Favorite bands to entertain dancers at these spots were Hughie Barrett, Abe Wittenberg and Frank Skultety.

Then there was the Crescent Beach Hotel which has come up in popularity as the Number One Spot along the lake—all of this since, and because of the genial host, Ray Geis. Also, there was plenty of fun had at Ward Vaughn's spot during the prohibition days, which was later taken over by Midge Staud and renamed The Breakers.

Thanks, Mrs. Ed White, for your letter from Florida. And, thanks again, all you good people for your interest.

WHAM-TV 3rd ANNIVERSARY PARTY

More than 100 city and area organizations have filed with station WHAM-TV names of representatives who will make blood donations on June 11 at Radio City in observance of Blood Donor Day sponsored by the station.

Occasion for the special promotion is WHAM-TV's third anniversary. The station aired Rochester's first television program on June 11, 1949 from the Rochester Chamber of Commerce.

In addition to the 200 pints of blood which the Red Cross Blood Center will receive at Radio City, the station is soliciting 3,000 individual pledges which the Red Cross will call up during the summer months, a low point in the year-round blood recruitment program.

Organizations each sending two representatives include groups in Elmira, Watkins Glen, Alfred, Corning, Penn Yann, Brockport, Dansville, Bath, Newark, Canandaigua, Churchville, Webster, and Spencerport.

Do you want to take part in Blood Donor Day?

It's not too late to take part in this anniversary celebration. If you wish to pledge a pint of blood, simply send a post card to

WHAM-TV

Rochester 3, N. Y.

or telephone the station at CULver 7240 . . . The station will forward your name to the Red Cross, which will send you a blood donor form on which you can indicate your preference as to the time this summer when you would find it most convenient to make your blood donation.

BOP MADE EASY

... with Stan Getz



Stan Getz and his quartet are making a 1 week appearance at the Quonset Inn starting June 5 and running thru to the 11th. Stan is considered by many to be the World's greatest Tenor Sax man and appearing with him are Charlie Mingus, Bass; Jimmy Raney, Guitar; Phil Brown, Drums; and Duke Jordan at the Piano. A highlight of their

stay will be a Big Jam Session on Sunday afternoon, June 8th, with the Swing Four joining in.

* * *

YOU MEET SUCH INTERESTING PEOPLE

(Continued from page 9)

any other), guested on CHAS. BRINK'S Saturday morning stanza on WHAM in her capacity as the A's promotion and publicity gal . . . Interview was made in her abode . . . They're still talking about Brink's inimitable bedside manner . . . GRAND OLE OPRY, long a WHAM Satiddy nite habit, to do an in-person shot at the Astor (no less) in New York . . . One of the RTC jockeys, when interviewed by a radio reporter as to what should be done with the Taft-Hartley Bill: "Pay it." . . . It's been denied all over the place, but the inside rumor is (inside NBC's fourth floor) that ARTURO TOSCANINI will not return for another season . . . neither will a poor disc jerkey unless he stops tilting the jug . . . ASK THE KIDS taking its annual summer leave at end of May . . . Talented young pianist WALTER DIXON back into John Shoemaker's TOWN & COUNTRY. Dixon holds the distinction of being heard coast-

to-coast on NBC without going near the studio. Special music, created by Dixon, was recorded by him locally, then flown into New York for use on Mr. District Attorney . . . CBS in Manhattan has just published the Sheffield Farms site on 57th St., and Alan Pine chimes in "that's really milking the industry" . . . JERRY LEWIS (of MARTIN and) goes in for monogrammed shirts. They all read, instead of his initials, "Boy Star" . . . and our nomination for the year's all-time radio low: NBC's BOB SNYDER show, via WGY, Schenectady, on Sunday nights. Should get credit for radio's ultimate obituary.

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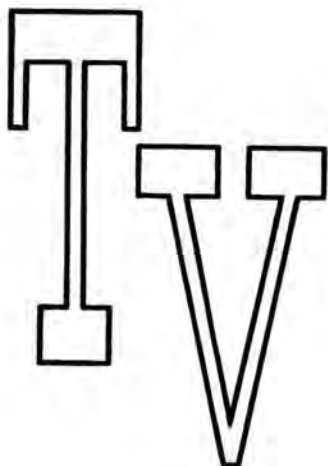
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A NEW WORLD -- FOR THE PHOTO-BUG

PART IV

FOLLOW THE RULES FOR SUCCESS

(Continued from Last Issue)

Assuming that you have tried your hand at photographing your TV screen and mastered the technique of capturing television images you will now find that this is a completely new field which is limited only by your own ingenuity.

Historically-minded amateurs will find it fascinating to prepare an album of current events and important personages and occasions, as they are shown on the television screen. In press work, the photograph may save the day in obtaining that important picture before the presses are closed; as a matter of fact it is not difficult to envision

the time when many of the news pictures will be received on special television receiver cameras installed directly in the photographic room of the newspaper.

This was actually done at the time Mac Arthur landed on the West coast. A Chicago newspaper picked up the telecast on a large TV screen and photographed it; the resultant picture being printed on its front page. They were thus able to scoop rival papers and without a question started a procedure that will someday be commonplace. Every photographer should become thoroughly acquainted with this new field of endeavor. The difficulties are few, the rewards many.

Never leaving your own parlor, you could easily compile a fascinating and permanent record of outstanding events, famous celebrities or important historical occasions.

Winning entries for the first two weeks of our TV Picture of the Week Contest held in cooperation with Marks and Fuller, are pictured here.

The first winner was W. Sampson of Pittsford, New York, and the second winner was Howard Ballard of 413 Parsells Ave., Rochester, New York. Each of these winners has been sent a beautiful Gadg-it bag from Marks and Fuller and will receive a year's subscription to TV Life.

Entries are still coming in and will be judged and announced in next week's issue.

After this contest is finished this magazine will still welcome pictures taken by viewers. Readers having their pictures published will win one year's subscription to TV Life.



Entry submitted by W. Sampson, Pittsford, New York. Taken with a Kodak Signet, 1/25 second at f:4 on Super XX film.



Entry submitted by Howard Ballard, 413 Parsells Ave., Rochester, N.Y. Taken with a Speed Graphic, 1/25 second, f:4.5 on Super XX film.

* * *

Remember . . .

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WHAM-TV

DAYTIME PROGRAMS MONDAY THROUGH FRIDAY

9:55—Thoughts for the Day
10:00—Prologue to the Future
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) Bride and Groom
11:30—Strike It Rich
12:00—Noonday News
12:15—Love Of Life
12:30—Search for Tomorrow (CBS)
12:45—Film
1:00—(Mon.) Voice of R.I.T.
(Tues.) Homemakers' Holiday

1:00—(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—Summertime - U.S.A.
5:00—Hawkins Falls
5:15—Gabby Hayes
5:30—Howdy Doody

CHECK THE SCHEDULES DAILY

Compact, Complete List for Entire Week

Sat. June 7th

10:30 Space Patrol
11:00 Mapalong Cassidy
12:00 Big Top
1:00 Kate Smith
2:00 Stars Cavalcade
3:00 Bishop Sheen
3:30 Super Circus
4:00 Roy Rogers
4:30 Belmont Stokes
5:00 TV Teen Club
5:30 Rootie Kazooli
6:00 Mr. Wizard
6:30 Wild Bill Hickok
7:00 Who Said That?
7:30 Court of Opinion
8:00 Danny Thomas
9:00 Blind Date
9:30 Dance Band Party
10:30 Wrestling
11:30 Film Playhouse

Sun. June 8th

11:30 Amer. Air Forum
12:00 In the Park
12:30 Candy Carnival
1:00 Frontiers of Faith
1:30 What's My Name
2:00 Name's the Same
2:30 Trouble with Father
3:00 Talent Scouts
3:30 One Man's Family

4:00 Fearless Fosdick

4:30 Zoo Parade
5:00 Super Circus
5:30 Range Rider
6:00 Sky King
6:30 Around the Town
7:00 Royal Showcase
7:30 Show Business
8:00 Eddie Cantor
9:00 TV Playhouse
10:00 Celebrity Time
10:30 R.D.C. Theatre
11:00 Fireside Theatre
11:30 Sammy Kaye Show
12:00 Hats in the Ring

Mon. June 9th

6:00 Space Cadet
6:15 News
6:30 Speaking of Sports
6:45 Perry Como
7:00 Kukla, Fran & Ollie
7:15 Do It Yourself
7:30 Those Two
7:45 News Caravan
8:00 Lux Video Theatre
8:30 You Can Be a Star
9:00 I Love Lucy
9:30 Dang's Assignment
10:00 Studio One
11:00 News
11:15 Police Story

Tues. June 10th

6:00 Rep. Keating
6:15 News
6:30 Speaking of Sports
6:45 Double Play
7:00 Kukla, Fran & Ollie
7:15 Quick Quiz
7:30 Dinah Shore
7:45 News Caravan
8:00 Millon Berle
9:00 Cinderella Weekend
9:30 March of Medicine
10:00 Orig. Amateur Hour
10:45 Bob Consideine
11:00 News
11:15 Stars Playhouse

Wed. June 11th

6:00 Space Cadet
6:15 News
6:30 Speaking of Sports
6:45 Perry Como
7:00 Kukla, Fran & Ollie
7:15 Quick Quiz
7:30 Those Two
7:45 News Caravan
8:00 Boston Blackie
8:30 John Kieran
8:45 Barn Dance
9:00 Kraft TV Theatre
10:00 Blue Ribbon Bouis
10:45 Film
11:00 News
11:15 Robert Montgomery

Thurs. June 12th

6:00 Industry on Parade
6:15 News
6:30 Speaking of Sports
6:45 Sports Parade
7:00 Kukla, Fran & Ollie
7:15 Quick Quiz
7:30 Dinah Shore
7:45 News Caravan
8:00 Groucho Marx
8:30 Treasury Men
9:00 Sportsman's Club
9:15 Little Theatre
9:30 James Melton Show
10:00 Martin Kane
10:30 Files of J. Jones
11:00 News
11:15 Broadway

Fri. June 13th

6:00 Space Cadet
6:15 News
6:30 Speaking of Sports
6:45 Perry Como
7:00 Kukla, Fran & Ollie
7:15 Film
7:30 Those Two
7:45 News Caravan
8:00 Mama
8:30 We The People
9:00 Big Story
9:30 The Unexpected
10:00 Gillette Fights
10:45 Great Fights
11:00 News
11:15 Charlie Wild
11:45 Rocket Squad

TV LIFE CONGRATULATES WHAM-TV

ON ITS THIRD ANNIVERSARY

Help Celebrate by Joining Their Blood Donation Drive June 11th

ROCHESTER WHIRL MAGAZINE COMBINED WITH TV LIFE

Whirl Magazine, published bi-monthly for the past few years by Harold P. Bittner, Inc., has now been combined with TV LIFE. Published under the latter heading, this the first issue of the combined publication will endeavor to bring to readers the highlights of TV-Radio and Entertainment News for Rochester and the surrounding Western New Yoork area.

Mr. Jack Perry, Sales Manager of Whirl Magazine, has taken over the duties of Advertising Manager for the new combination.

* * *

Popular "Green Thumb" Column To Appear Weekly

George Abraham, whose popular "Green Thumb" program is heard over WHAM every Saturday at 12:45 p.m. and whose column appeared regularly in Whirl Magazine, will write a weekly column for TV LIFE starting next week. A graduate of Cornell University's College of Agriculture and operator of a thriving greenhouse business at Naples, N. Y., George has helped thousands who enjoy raising plants and flowers. His wife Kate, is his partner in the bbbusiness theye both love. They have two young children, Leanna and Darryl. With George's fame spreading throughout the East, TV LIFE is proud to bring his weekly column to our many readers.

* * *

Please give me more details about selling Rochester TV Life as mentioned in your notice.
Sammy L

Ed's Note: Literature has just been received from our printer and will be mailed out to all who have requested it.

GOURMET'S GUIDE FOR THAT



"Delightful" is the word for **Town and Country**, 11 Gibbs Street. Menu practically unlimited and music soft and sweet while you eat. There's also dancing at **Town and Country** Saturday night, and owner-manager **John M. Shoemaker's** policy is "no cover—no minimum."

* * *

Parkway Restaurant offers pleasant dining in their pretty **Prairie Room**. The attractive decor, efficient service, and de-licious food make eating a wonderful pastime. Drive out Route 104 to the curve at West Webster across from the drive-in. Oh yes, and the Parkway is getting a new paint job.

* * *

At the **Fawn Club**, they brag about the steak—real he-man fare, this! Wrap yourself around one of their sizzlers sometime soon. Location: Ridge Rd. East near Culver Rd.

* * *

Try a new adventure in eating at the Italian Village, **Loperfido's**, Court Street near Chestnut. Besides specializing in Italian dishes, the chef can serve up a good old American steak or plate of chops as well.

* * *

For cosmopolitan dining, try the **Triton**, 1443 Main Street East. Sunday dinner for the whole family is fun and reasonable, and easy on "Mom."

**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**

THIS RADIO AND TV WORLD



VOCAL FOURSOME: The haunting harmonies of the Billy Williams Quartet are featured on NBC-TV's "Your Show of Shows," which is now in its third year on the air. Left to right are baritone Claude Riddick, Jr., Williams (standing), bass Eugene Dixon and tenor John Bell.

* * *

TELEVISION and POLITICS

It is doubtful that television alone could decide a Presidential election but it is certain it will help some candidates and perhaps hurt others. Unquestionably, television will inform more people about their government and they in turn will take a greater personal interest in government and political candidates because of the intimacy of the TV medium. In the final analysis, television's greatest political influence will be the encouragement of individual Americans to use their own influence at the polls.

As a Public Service feature, TV Life is planning a special "Convention Issue" for July 5th. **DON'T MISS IT!**

* * *



MEL TORME, singing idol and star of CBS-TV's "Mel Torme Show," is also talented as a pianist, drummer, songwriter, actor and orchestrator.



ADVENTURE—Sky King (portrayed by Grant Kirby) and his niece (played by Gloria Winters) find themselves in a tense situation in an adventure on the NBC-TV "Sky King Theatre." The hero of the series is a cowboy who is just as much at home in his airplane as in the saddle.

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

SUNDAY

- 1:00—Range Rider
- 1:30—Frontiers of Faith
- 2:00—Hals in the Ring
- 2:30—Made in Buffalo
- 3:00—Roy Rogers Show
- 3:30—Claudia
- 4:00—Star of the Family
- 4:30—Buffalo Amateur Hour
- 5:00—Super Circus
- 6:00—Sunday Afternoon Party
- 6:30—Let's Play Charades
- 6:50—News with Carl Erickson
- 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
- 7:00—Kukla, Fran & Ollie
- 7:15—The Goldbergs
- 7:30—Stranger Than Fiction
- 7:45—News Caravan
- 8:00—Buffalo-Toronto Game
- 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—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—Mel Torme Show
- 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—Endearing Charms
- 7:30—To Be Announced
- 7:45—News Caravan
- 8:00—Milton Berle
- 9:00—Fireside Theatre
- 9:30—March of Medicine
- 10:00—Original Amateur Hour
- 10:45—Invitation Playhouse
- 11:00—Late News Roundup
- 11:20—Weather Report
- 11:30—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—Ronger Joe
- 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—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—Film
- 3:30—Give and Take
- 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
- 7:00—Kukla, Fran & Ollie
- 7:15—Endearing Charms
- 7:30—Feminine Angle

- 7:45—News Caravan
- 8:00—Groucho Marx
- 8:30—"T" Men In Action
- 9:00—Gangbusters
- 9:30—James Melton Festival
- 10:00—Martin Kane
- 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
- 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—To Be Announced
- 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—To Be Announced
- 1:55—New York at Cleveland
- 4:00—Paul Whiteman
- 4:30—Film Featurette
- 5:00—Cisco Kid
- 5:30—Beat the Clock
- 6:00—Sports Spotlight
- 6:15—News, Ed Dinsmore
- 6:30—Western Theatre
- 7:30—U. B. Round Table
- 8:00—All Star Revue
- 9:00—Blind Date
- 9:30—To Be Announced
- 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

GIRLS... ENTER TV LIFE'S COVER GIRL CONTEST!

GIRLS! Here's exciting news for you. Here's your chance to be a magazine COVER GIRL and win wonderful prizes. Rochester T.V. Life is on the lookout for MISS COVER GIRL and you can win! The rules are simple, all you have to do is:

1. Be 18 years old or over.
2. Fill in the entry blank at the bottom of the page.
3. Send your picture to the magazine. Pictures should be preferably 8 by 10, or no smaller than 5 by 7.
4. All entries and pictures become the property of Rochester TV Life Magazine.

The weekly winners will be chosen by the staff of Rochester T.V. Life and the MISS COVER GIRL winner, who will be one of the four weekly winners will be chosen by the readers from their pictures which will be published in the magazine the week of July 19th. The votes can be mailed in to Rochester T.V. Life the week ending July 5th. The following July 26th issue will have the MISS COVER GIRL winning picture on the cover. There will be more information on how to vote in following issues.

So hurry and send in your picture for the first week's contest . . . Remember the deadline for the first week's entries is June 13th. Be sure to watch this column next week for the big list of prizes . . .

IMPORTANT: Here are the contest and deadline dates for your pictures to be in to ROCHESTER T.V. LIFE.

- FIRST WINNER:** Deadline—June 13
Winner announced June 27
- SECOND WINNER:** Deadline—June 20
Announcement July 5
- THIRD WINNER:** Deadline—June 27
Announcement July 11
- FOURTH WINNER:** Deadline—July 5
Announcement July 18

Weekly Winners Will Receive:

- Free skin care and make-up analysis in addition to a small make-up kit from BEAUTY COUNSELOR, INC.
- Small hair care kit containing Shampoo, Rinses, etc. from RADELLE HOME PERMANENTS
- Two passes to production playing at the time of winning from the ARENA THEATRE
- A beautiful hair-do by the EUGENE-JOSE BEAUTY SALON
- A beautiful 8 x 10 Portrait by LEN CAMPAGNO STUDIOS
- A year of TV LIFE

Miss Cover Girl Will Win:

- A travel make-up suitcase (over-night bag size) from BEAUTY COUNSELOR, INC.
- A large hair-care kit plus a Home Permanent from RADELLE HOME PERMANENTS
- A full season pass book for the entire summer's plays at the ARENA THEATRE
- A beautiful dress from the 800 SHOP
- A pair of Straw frame sun glasses from the STANLEY OPTICAL COMPANY
- A special hair-do from the EUGENE-JOSE BEAUTY SALON
- A Color Portrait from the LEN CAMPAGNO STUDIOS

OFFICIAL COVER GIRL ENTRY COUPON

Date _____

Name _____

Address _____

Where Employed _____

Tel. No. _____

Channel 8

W H E N

Syracuse, N. Y.

DAILY — MONDAY THRU FRIDAY

10:00 Sign On & Pattern	11:00 Your Surprise Store	12:30 Search for T'm'row
10:100 Morning Prayer	11:15 Bride and Groom	12:45 Who-What-etc.
10:15 CBS News	11:30 Strike It Rich	1:00 Your Town
10:30 Arthur Godfrey	12:00 The Egg & I	1:30 Garry Moore Show
10:45 Kay's Kitchen	12:15 Love of Life	2:30 First 100 Years

SUNDAY

12:00 Sign On
12:10 Morning Prayer
112:15 Tootsie Hippodrome
12:30 Candy Carnival
1:00 Sunday Chapel
1:15 Film Featurette
1:30 Life Is Worth Living
2:00 Sunday Matinee
3:30 Name's the Same
4:00 The Big Picture
4:30 Talent Revue
5:000 Super Circus
6:00 Space Patrol
6:30 See It Now
7:00 Gene Autry
7:30 Jack Benny
8:00 Toast of Town
9:00 Fred Waring Show
9:30 Break the Bank
10:00 Celebrity Time
10:30 What's My Line
11:00 Sunday News
11:15 Previews - Sign Off

7:00 Captain Video

7:30 Ozark Mt. Boys
7:45 Perry Como Show
8:00 Lux Video Theatre
8:30 Godfrey Talent Show
9:00 I Love Lucy
9:30 Claudia
10:00 Studio One
11:00 Chronoscope
11:15 News and Sports
11:20 Foursquare Court
11:50 Preview - Sign Off

TUESDAY

2:45 Mike and Buff
3:30 Mel Torme Show
4:00 Movie Matinee
5:00 The Bunkhouse
6:00 Red Ryder
6:20 News and Sports
6:30 Amos 'N' Andy
7:00 Captain Video
7:30 Wash. Spotlight
7:45 Stork Club
8:00 Sam Levenson Show
8:30 Keep Posted
9:00 City Hospital
9:30 Suspense
10:00 Danger
10:30 Rocky King
11:00 News and Sports
11:05 Sammy Kaye
11:35 Charlie Wild
12:05 Previews - Sign Off

WEDNESDAY

2:45 Mike and Buff
3:00 V-I-D-E-O
3:30 Bert Parks Show
4:00 Movie Matinee
5:00 The Bunkhouse
6:00 Red Ryder
6:20 News and Sports
6:30 Space Cadet
6:45 Industry on Parade
7:00 Captain Video
7:30 Furniture Trends
7:45 Perry Como Show
8:00 Godfrey
9:00 Strike It Rich
9:30 The Web
10:00 Boxing Bouts
10:45 Sports Spot
11:00 News and Sports
11:05 Mystery Theatre
12:30 Previews - Sign Off

THURSDAY

2:45 Mike and Buff
3:30 Give and Take
4:00 Movie Matinee
5:00 The Bunkhouse
6:00 Red Ryder
6:20 News and Sports
6:30 B'd'wy to Hollywood
7:00 Captain Video
7:30 Lone Ranger
8:00 Burns and Allen
8:30 Chance of Lifetime

9:00 Man Against Crime
9:30 Big Town
10:00 Racket Squad
10:30 Crime Photographer
11:00 News and Sports
11:05 Mystery Theatre
11:30 Previews - Sign Off

FRIDAY

2:45 Mike and Buff
3:30 Bert Parks Show
4:00 Movie Matinee
5:00 The Bunkhouse
6:00 Red Ryder
6:20 News and Sports
6:30 Space Cadet
6:45 Rossi Reports
7:00 Captain Video
7:30 Your TV Shopper
7:45 Perry Como Show
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
1:00 News and Sports
11:05 Premier Playhouse
12:30 Previews - Sign Off

SATURDAY

11:45 Sign On
11:55 Morning Prayer
12:00 The Big Top
1:00 Hopalong Cassidy
2:00 Mystery Matinee
5:00 Paul Whiteman
5:30 Will Bill Hickock
6:00 Beulah
6:30 The Cisco Kid
7:00 Stu Erwin Show
7:30 Beat The Clock
8:00 Ken Murray Show
9:00 All Around Town
9:30 Songs For Sale
11:00 Wrestling from Chi.
12:30 Previews - Sign Off

Channel 5

W S Y R - T V

Syracuse, N. Y.

DAILY — MONDAY THRU FRIDAY

12:00 Ruth Lyons 50 Club	3:00 The Big Payoff	6:55 Red Patron's Sports
12:30 (M) Deacon D'bydy (TWTF) Headlines	4:00 Kate Smith	7:00 Kukla, Fran & Ollie
1:00 (M) H'lywd Mat.	5:00 Hawkins Falls	7:15 (MWF) Goldbergs (TT) Showcase
2:00 (M) Fun with Food (TWTF) Dadies Day	5:30 Howdy Doody	7:30 (MWF) Those Two (TT) Dinah Shore
2:30 (M) Ladies Day	6:00 Canyon Jack	7:45 Camel News
	6:30 Ed Murphy	
	6:45 Camera Headlines	

SUNDAY

1:05 Sign On and Music
1:15 Nature of Things
1:30 Frontiers of Faith
2:00 Hat's In the Ring
2:30 Film Featurette
3:00 Midwestern Hayride
4:00 Fearless Fosdick
4:30 Hall of Fame
5:00 Zoo Parade
5:30 Boston Blackie
6:00 Roy Rogers Show
6:30 Aldrich Family
7:00 Am. Forum of Air
7:30 Meet the Press
8:00 Comedy Hour
9:00 TV Playhouse

10:00 Red Skelton Show
10:30 Electric Theatre
11:00 Hollywood Theatre
12:30 News - Sign Off

MONDAY

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

8:00 Milton Berle Show
9:00 Fireside Theatre

9:30 Circle Theatre
10:00 Orig. Amateur Hour
10:45 Bob Considine Show
11:00 Camera Headlines

WEDNESDAY

8:00 Kate Smith
9:00 Kraft TV Theatre
10:00 Pulitzer Playhouse
11:00 Camera Headlines

THURSDAY

8:00 You Bet Your Life
8:30 Treasury Men
9:00 Dragnet
9:30 Ford Festival

10:00 Martin Kane
11:30 The Unexpected
11:00 Camera Headlines

FRIDAY

8:00 Dennis Day Show
8:30 We, The People
9:00 The Big Story
9:30 American Barn Dance
10:00 Cavalcade of Sports
10:45 Greatest Fights
11:00 Camera Headlines

SATURDAY

1:05 Sign On and Music
1:15 Nature of Things
1:30 Frontiers of Faith
2:00 Hat's in the Ring
2:30 Film Featurette
3:00 Midwestern Hayride
4:00 Fearless Fosdick
4:30 Hall of Fame
5:00 Zoo Parade
5:30 Boston Blackie
6:00 Roy Rogers Show
6:30 Aldrich Family
7:00 Am. Forum of Air
7:30 Meet the Press
8:00 Comedy Hour
9:00 Philco TV Playhouse
10:00 Red Skelton
10:30 Electric Theatre
11:00 Hollywood Theatre
12:30 News - Sign Off



NITE LIFE

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Restaurant and Cocktail Lounge

Full Course Dinners - Lunches

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Fish Fry - Scallops - Fried Shrimp

Fils Trio — Fri. - Sat.

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IT'S

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SQUEEZER'S

Rochester's Only Authentic

Jazz Spot

Now Presents

'ACE HARRIS'

Pianist

Coral Records Star

420 State Street

EMpire 0967

Among the "Hi-Lites" that twinkle in the Rochester night is "Ace" Harris who beats out some nostalgic music on the piano at Squeezer's Musical Bar, 420 State Street.

• • •

"And the night shall be filled with music"—when the charming Suzanne plays the organ at picturesque Colonial Hotel which nestles in the dugway at 111 Empire Boulevard. Suzanne entertains Friday and Saturday nights. There's a spacious dance floor to glide over.

• • •

The gently rolling hills, the lovely Spring-time blossoms and the awakening countryside make a drive out to **Dumpling Hill** sheer pleasure. And when you get there (stop at 2130 Scottsville Road—that's the place), you'll be greeted with a relaxing cocktail and your choice of one of the specials of the house. If you go on a Friday or a Saturday the **Fils Trio** will serenade you—and you'll love it!

• • •

Billy Spitz' trumpet sounds the call to the **Fawn Club**, 1982 Ridge Road East, and the **Cugar Blues Five** come in with a few blue notes for you.

REX

STEVENSON'S LIQUOR STORE

Offers Your Choice

of

Fine Wines, Liquors and Cordials

1738 East Avenue

MONroe 1740

HIGH LITES



You've listened to them on the juke box, now see and hear them in person at **The Triton**, 1443 Main Street East. The Triton makes a specialty of snaring all the top notch entertainment it can latch on to.



You'll have to look for the **Hide-A-Way**, but it's worth finding! It's at 504 Atlantic Avenue near Culver. The whole place rocks on Fridays and Saturdays when **Lou Fellen and his Rhythmasters** go to town.



The **Garden Grill** has such a friendly atmosphere it advertises it! So, if you like friendly atmosphere, rollicking rhythms and dancing the polka, stop in at 1133 Norton Street. You'll be welcome.



Take a setting like the cocktail lounge of the Hotel Seneca, add a refreshing drink, sprinkled liberally with friends, blend — and there you have the perfect ingredients for a delightful evening. Try our recipe for **A Night at the Seneca**.

THE FAWN CLUB

Now Presents

Billy Spitz (His Trumpet)
Sugar Blues Five

BANQUETS and
PRIVATE PARTIES

1982 Ridge Rd. CU. 7403

TIMES SQUARE

Points With Pride To
CHARLIE PARKER
And His Saxophone
APPEARING FOR 1 WEEK

44 Exchange Street
LOcust 9442



HEADLINERS APPEAR AT
THE TRITON
Sunday Dinner Starts at 1 P. M.
Bowling Banquets Invited
LEN HAWLEY'S BAND

Hide-A-Way at THE HIDE-AWAY Always A Star-Studded Show

Lou Fellen and Rhythmasters
FRIDAY - SATURDAY
Book your bowling banquets
and parties now!

504 Atlantic Ave. (near Culver)
Phone: CULver 6329 for Reservations

COLONIAL HOTEL

Serving Lunches
and

Dinners Daily

SUZANNE
AT THE ORGAN

FRI. - SAT.

Dancing to Bert Latimer and His
Orchestra Saturday Evening
MATT REGER - Prop.

1111 EMPIRE BLVD.
CULver 3968

Happy Combination

LES PAUL and
MARY FORD

Six million records means a lot of music—and when it's music made by Les Paul and Mary Ford, it's good music! Rochesterians are familiar with this successful team, particularly after their smasheroo personal appearance at Lowe's Theatre where WHEC's DJ, Joe Deans, gifted them with a gold disc in celebration of that six millionth record.

But it wasn't always easy for this musical Paul. Born in Waukesha, Wisconsin, June 1916, he entered the musical world at 13. He played on radio stations as "Rhubarb Red." Many will recall him as the harmonica-guitarist on the old National Barn Dance on WLS in Chicago. But learning the modern guitar changed things; then he became—Les Paul.

It was 1940 that the call of fame and fortune lured him with a trio to New York in hopes of connecting with Paul Whiteman. Whiteman never materialized for them, but something better did—in the way of Fred Waring. The trio auditioned for Waring in the halls of a building while waiting for an elevator (which was also Waring's intent). Before the elevator reached the floor the trio was signed—and remained with Waring for five years.

Ambitious, Paul yearned to play with Bing Crosby. Enroute to California, Les met the old Maestro, Ben Bernie, and remained with his band until Bernie's death.

Another trio was formed and worked with



Crosby in California, making recordings with him for Decca. That was fine until 1944—Uncle Sam beckoned. Les found himself not only in uniform, but assigned to Meredith Wilson to make transcriptions for overseas, and accompany artists—such as Jack Benny, Joan Davis, Der Bingo and Andrews Sisters.

After the war Les signed with Decca to make more records with Crosby, Dick Haymes and many other notables. Les also cut records on his own—which in many cases have become collectors' items.

His climb to renown, once begun, was constant. Les Paul was known from coast to coast. But things changed when he had a serious accident which kept him bedridden for two years. During convalescence he composed several songs—one in particular, the Walkin' and Whistlin' Blues.

Recovery found Les on a coast-to-coast tour with a newly formed trio, which included Mary Ford. The lovely Mary played guitar and sang. Although Mary had worked with Gene Autry, it was Les who gave her the first taste of night club entertainment.

The trio succeeded on club, radio and recording engagements. Yes, the trio did very well, but it was Les and Mary who successfully combined in a matrimonial duet in 1949.

The year 1947 was memorable. Les developed the multiple voice and guitar technique for Capitol records. From then on it's known fact—Mockin' Bird Hill, How High the Moon, Lover—dozens more of their terrific discs have been recorded to make that six million sales mark.

You've heard this Paul-Ford team, seen them as TV guests on Perry Como's show, Milton Berle's and many more, and you'll be hearing and seeing this tremendous two-some of marvelous music makers for some long time to come.



Joe Deane, hiding behind microphone on stage of Loew's Rochester Theater, presents Les and Mary with a "Gold Disc," symbolic of the six million records purchased by their many fans.



TERPSICHOREAN INSTRUCTRESS...

JOAN GRABOWSKI, a Val Mates dance instructor, cuts a cute figure as she runs thru a pleasing routine for the lucky TV Life photographer

Major Move Planned By WHEN, Syracuse

Paul Adanti, Vice President and General Manager of Television Station WHEN, Syracuse, N. Y., announced today that the Federal Communications Commission has authorized the station to change its transmitter location from Court Street and Oswego Boulevard in Syracuse, to a position on Sentinel Heights, South of the city.

The move is a part of the station's long-range plans for improving service to Central New York television owners. According to Adanti, the move to Sentinel Heights is expected to be completed by Fall, and the entire change in location will be made without any loss of service to TV viewers.

In order to accomplish this, an auxiliary tower will be set up at the new location before the station's present equipment is dismantled. Transmitter equipment will be moved overnight to the Sentinel Heights site and connected to the temporary tower. When this move has been made, the WHEN tower on Court Street will be taken down and moved to the higher location.

H. Eugene Crow, WHEN Chief Engineer, and Henry C. Cronin, Assistant Chief Engineer, will supervise the move and will be responsible for the station's smooth operation while the change is being made.

Studio facilities at WHEN will not be affected by the Sentinel Heights move, and operations will continue at the station's Court Street location. When the transmitter is in operation at Sentinel Heights, added floor space will be available at the studio location.

The station's new location will put the 537-foot tower and antenna at 1886 feet above sea level, and at 930 feet above average terrain in the Syracuse area.

Coincidental with FCC approval of the station's change of location, WHEN has

requested a power increase to 200,000 Watts at the new site.

Television Station WHEN is owned and operated by the Meredith Syracuse Television Corporation, and is affiliated with the Meredith Publishing Company, Des Moines, Iowa, recent purchasers of WOW-TV, Omaha, Nebraska, and KPHO-TV, Phoenix, Arizona. The station has been on the air since December 1, 1948, and airs programs from the CBS, ABC and Dumont television networks.

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"TAKE IT EASY" SHOW BRINGS DIAMOND EXPERTS TO MORNING FANS

Wednesday morning on TV means the "Take It Easy" show with Mort Nusbaum and his permanent guest, Pat Sumberg.

After Mort goes over to Studio A to talk to the ladies, who are eagerly awaiting Wegman's Dollar Derby, Pat takes over the last half of "Take It Easy" and usually has an interesting guest. It could be someone from the Fashion world, show business, someone with an unusual hobby or job, in any case whoever it is that Pat interviews the viewers know they won't want to miss the show.

Recently a most interesting woman, Mrs. Gladys Hanneford, was Pat's guest. Mrs. Hanneford has the distinction of being the only woman representative of the Diamond Industry, whose job it is to travel around the country telling the story of the Diamond to University groups, women's clubs and other large civic groups. Mrs. Hanneford has, naturally, a wealth of knowledge about diamonds for she started her career as a research writer for the diamond industry and from there worked up to the job of representative. On Wednesday's show



Mort Nusbaum strikes a pose familiar to fans of "Take It Easy"

Mrs. Hanneford brought the replicas of the most famous diamonds in the world, including the Hope, Cullinan (the largest diamond in the world), the Star of South Africa, (the diamond that started the diamond rush) plus many others that she showed to the viewers. Then Mrs. Hanneford traced the actual process from the discovery of the diamond in the rock until the time that some lucky girl receives a diamond engagement ring. Which made most of the viewers realize how very valuable their diamond is regardless of size. Mrs. Hanneford, in some of her wonderful experiences with diamonds, has been to Africa down in the diamond mines near Johannesburg where she had the thrill of actually finding a rough diamond in the rocks.

From her tour of Rochester clubs, Mrs. Hanneford went on to many other cities across the country where she will undoubtedly be a welcome visitor with her precious display of Diamonds.



Mrs. Gladys Hanneford, representing the Diamond Industry, is a traveling encyclopedia on diamonds.



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"OVER THE TV FENCE"



Don't worry about the Summer replacements this year. Most of the shows you've been viewing all Winter will stay on for the hot months. Two big exceptions will be Milton Berle and Red Skelton, a couple of comedians who could stand a rest, and one or two other bigger programs . . . Now it's Britain's movie theatres who are feeling the TV pinch . . . Didja know that the American television play to be presented, sans commercials, natch, in England was "Portrait Of Rembrandt," seen here over "Studio One" . . . Martha Stewart who replaced Vivian Blaine in the B'way production of "Guys and Dolls," has replaced her again on TV's "Those Two." Could Vivian's bow-out be due to the frequent rumors of temperamental clashes with co-star Pinky Lee? . . . Edgar Bergen planning to do several TV shows next Fall . . . Looks like it is going to take a lot longer than anticipated to process all those applications for new TV stations. Maybe a year, maybe two . . .

What the well dressed conventioner will wear this Summer: Blue shirts. With white shirts giving off with a dazzling blanchness, most of those attending the political get-togethers in Chicago will blossom out in subdued blue shirts to keep the glare at a minimum . . . "Kraft Theatre" ran into a tough situation when its production of "The Last Mile" recently. So vociferous were squawks from organized religious groups that kinescopes of the program were pulled out of seven TV cities. Tough not to offend someone these days . . . Roy Rogers' horse "Trigger" now the proud father of a colt, born on Easter Sunday and appropriately named "Easter" . . . Lilli Palmer busy filming a new series for TV, to be released in the Fall . . . Leslie Nielsen, talented young man who's been getting around a lot on TV recently, is Jean Hersholt's nephew. Born in upper Saskatchewan, Canada, Leslie got his dramatic start at a Sumer playhouse in Boston . . . Jack Benny continues to peddle top flight stuff on his TV appearances. Jack's one comedian who doesn't mind letting other members of his cast get the laughs . . . Loved Bette Davis' TV debut, particularly when she came through with those hilarious impersonations of others impersonating her . . . Isn't Robert Montgomery becoming more

and more careless in his identification of actors on his TV program. Recently, for example, he persisted in referring to Teresa Wright as Martha Scott. Just back from a 10-day European junket, has done it often before. Nothing makes actors madder than to be incorrectly billed . . . Sports-caster Harry Wismer, switching to Mutual radio, will also jump headlong into TV soon . . . Dumont's "Captain Video" to serve as Grand Marshal for the A.A.A. parade in Washington, D. C. next month . . . This is the time of year that the cast of the CBS-TV "Mama" program really goes to work. Headed by Peggy Wood, they'll all make personal appearances in department stores within a 500 mile radius of New York City . . . Faye Emerson, temporarily off TV for the moment, is seriously considering a brief tour of the leading strawhat theatres of the East this Summer . . . Someday soon one of those post-fight interviews will scorch the airwaves. Nearly happened during the Ray Robinson-Rocky Graziano telecast . . . Bet all of Rochester was rooting for Miss Lou Ann Simms who appeared on the Godfrey show recently, our best goes along with the rest of the well-wishers and we'll predict that this personable bundle of charm goes places . . . Some of you will no doubt remember Larry Storch who pinch-hitted for Jackie Gleason on Cavalcade of Stars last Summer. He's been signed to replace Jackie come this July . . . "Blind Date" replaces Sid Caesar - Imogene Coco for the hot months. Jerry Lester who was slated to be "Dates" emcee, will not appear because of his differences with the top brass at NBC. That glib Arlene Francis takes over the spot instead . . . A new television film program, "Fearless Fosdick," based on the famous cartoon characters created by Al Capp is making its appearance this month, (Sunday at 4:00, WHAM-TV) . . . with politics all the talk these days Godfrey told a story that was most appropo—Seems the circus came to town and they had a big parade. It was a great success, except that all the way down the line the Democrats kept throwing stones at the elephants.

"The MAIDS of NOTE"



Featured On
"SILVER And GOLD"
Sundays, 4:30 P.M.

The beautifully-blended voices of this all-girl chorus, made up of talented youngsters from local public and parochial schools and the Eastman School of Music, are a joy to hear! They are under the capable direction of Suzanne Wigg.

The "Maids" were originally organized and promoted by Howard Severe who now writes, produces and announces the "Silver and Gold" program for WHEC, besides filling his morning role of "Weatherman". If you're not acquainted with "Silver and Gold", listen in next Sunday. You'll enjoy it!



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