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JIMMY O'FLYNN'S LIFE STORY

*Rochester*



ROCHESTER'S *Official* TV  
PROGRAM & NEWS GUIDE



MARCH 10-16, 1951

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from Crib to Camera . . .

## JIMMY O'FLYNN



### ★ "TV TWINKLING STAR" ★

The most talked-about youngster in Rochester today is a blue-eyed, taffy-haired tyke blessed with the disposition of a puppy and the courage of a lion.

His name is James Michael O'Flynn—or "Jimmy" as he is known to his thousands of devoted television friends.

Jimmy O'Flynn is not an ordinary boy.

A great deal has happened in his six short years—more, possibly, than should ever happen to any youngster. He has experienced pain, suffering and hardship such as few adults have ever known in an entire lifetime.

But today Jimmy O'Flynn has emerged from this valley of shadow stronger of heart, happier in spirit and with a tender philosophy of life that has endeared him to the hearts of everyone. This is the story of his struggle . . .

The Jimmy O'Flynn of today is a semi-serious minded young fellow who appears weekly on Ralph Collier's popular "Ask The Kids" program every Friday night.

Ever since his first appearance on the show, Jimmy has captured the love of all who have heard and seen him react in an adult manner to the panel's questions. His friends see him as an overly bright lad, quick of wit, mature in thought and natural in all things. Being in the public eye as he is, Jimmy, like other celebrities, has been the subject of many an oftentimes cruel rumor. People have said that he is adopted, that he is a German refugee, that he was brought in from New York City to start "Ask The Kids", that he is older than

six, and that he has only one month to live.

The truth of the matter is however, that none of these rumors are correct. Every action and reaction of this unusual little man has a definite reason and cause, and like most stories, the simplest way to tell it is to start at the beginning.

Jimmy O'Flynn breathed his first breath in Rochester's Highland Hospital at 10:20 a. m. on the frosty morning of Jan. 2, 1945. Charles and Leonore (Lou), his parents, who reside at 3085 Culver Road, were both a bit disheartened that their first-born was a boy.

"Oh, how I wanted a girl," recalls Mrs. O'Flynn. "When Dr. Wronker

(Continued on next page)

# ROCHESTER TV GUIDE

Rochester's Official TV Program  
and News Guide

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## THIS WEEK'S TV STORIES

TV Twinkling Star .....	3
Sugar 'N Spice .....	5
"Peachy's" Checkered Career .....	6
Lucky Listener .....	8
Three For "Buck" Benny .....	9
Backstage Tele-Talk .....	10
One Candle Party .....	11
New York Picture .....	12
High and Dry .....	14
Letters to the Editor .....	14
Aspirin Alley .....	16
Cable Chatter .....	19
Did You Know .....	21
Channel 8 .....	24
TV Quiz .....	26
Paul's Pride .....	27
Press Time Flashes .....	31
TView of Next Week .....	31

## WHAM-TV PROGRAMS

Saturday .....	11
Sunday .....	13
Monday .....	15
Tuesday .....	19
Wednesday .....	21
Thursday .....	23
Friday .....	25
WSYR-TV .....	28
WHEN .....	29
WBEN-TV .....	30

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## twinkling star

(Continued from preceding page)

(Dr. Harry Wronker, attending physician) told me it was a boy, I broke into tears."

Although Jimmy made his earthly debut 22 days ahead of schedule, he checked in at a spanking six pounds,



Young Jimmy rolls the dough for family's Christmas cookies.

twelve ounces.

In a small brown diary which Mom O'Flynn maintained through the years is a penciled note sidelighting the happy occasion:

"At 3 p. m. your daddy brought me a dozen roses and told me that we were the parents of a healthy, handsome boy. That was you, dear!"

That was the beginning. On April 1, 1945, Easter Sunday, the weather was wonderful. At 3:15 p. m. Lou dressed Jimmy in blue creepers, blue and white booties, a white sweater and bonnet, and a blue waffle cloth over a lacy

(Continued on Page 22)



## “Sugar 'n Spice”

Perhaps the first impression to be noted, upon meeting the vivacious Faye Emerson, “First Lady of Television,” is her complete charm and casual friendliness, born of the simple fact that she genuinely likes people. Her trigger-mind, together with her avid curiosity about things in general, combine to manifest themselves in an exciting personality which perfectly complements her curvacious loveliness.

Now firmly established in the Television World as one of its most glamorous personalities, Faye Emerson was born in Louisiana. As a tot, her family moved to Texas and New Mexico, and later to San Diego where she spent most of her adolescent childhood.

Any similarity between the effervescent personality that is hers today, and the shy retiring little lass known as Margaret Emerson back in Texas and New Mexico, is strictly not in keeping with the facts. She was certain in her own mind, as a child, that she would

grow up to become a prime example of a “wallflower,” but upon reaching adolescence during her school days in San Diego, Faye “discovered” dramatics. Immediately, she launched into a full-fledged campaign to become a mistress of histrionic art, beginning with a religious school play in which she aspired to the role of the Devil; instead, was handed the plum role of an angel, to her complete disappointment. Further proof of her decision to come out from her introspective shell, came about when, while at Point Loma High School in San Diego, she became a rip-roaring cheer leader to the delight of the crowds before whom she performed.

Dramatics continued uppermost in her mind while at San Diego State College, after which she joined the San Diego Community Theatre, an ardent, well-coached group which had its weather-eye on Hollywood. It was there, while appearing in “Here Today,” she won a

(Continued on Page 9)

"I was born in Toronto and moved to Rochester at the age of four. Even though it meant shifting from one country to another, I had absolutely no trouble with the language."

There's probably only one person in local radio or TV that could or would say that . . . Ross Weller.

And that WAS Ross G. (George) Weller talking; talking about himself something that doesn't happen very often. Most TV and radio fans in and around Rochester know who Ross is and what he looks and sounds like, for he's been around a fair amount of time. But What Makes Weller Run is a story all its own!

Going through the early years shows this lineup—#16 school, Madison Junior High School, West High School and the University of Rochester, '38, B.A. There was a lot more, though, than school-work that concerned Ross. For a long time he had been interested in dramatics, and that interest really dated way back—even to the 2nd and 3rd grades in grammar school when the teachers called on Ross to read the daily stories to the other children in class. In high school it was more grown-up — he was actually on the stage, and in one role played the part of an 80 year old man, and in another, played the late Joe Penner, when he carried a real live duck.

College, too, was mixed with classes and dramatics. During Ross' summers, there was actual on-the-stage experience with summer stock — in Phelps, Connecticut, and back in Rochester, where he played with John Lund, now of the movies. That summer with Lund took place at the Gregory Street Playhouse.

So, when Ross left the U. of R., it was a natural that he head for New York and the stage. But he neglected to let Broadway know he was coming, and for 3 months he tramped the streets with about 6,000 other hopefuls looking for that lucky break that sometime, but not this time, comes. Remembers Ross.

"It was with every intention of going

## "Peachy's" CHECKERED CAREER



back to New York when I came home for Thanksgiving in '38. But my family had just moved into a new house and there was a lot of work to be done, so I never did get back to New York. The stage lost me for a year to my father's business, the world of auto financing."

It wasn't the stage that called Ross from his desk, though. It was radio—first in Rochester and next in Batavia.

Then there was another call, in 1941. The President of the United States sent Weller greetings and asked him into the Army. "When the recruiting corporal asked me what my job had been, I said 'Radio Announcer.' He must have heard just the first word, so he marked me down for the Signal Corps. And that's where I landed. And stayed for five years."

Weller had risen to be Major Weller

before he contracted a fungus growth. After 10 months in and out of army hospitals, he was discharged late in 1946. (But he's still a Major in the reserves, and there's always the chance he'll be called back in.)

Then it was back to WHAM and his first real success in radio. Do you remember a 10 minute show every evening at 6:20 called "Tempo of the Day." It started as a filler and gradually the listener list grew, and with its informality and somewhat caustic fun, got to be a very popular show. Just in case anyone is interested, the theme of the show was "Night Whispers," by John Kirby. "I still get asked about the show, and some day hope to have it back on the air, but it was dropped just after I left WHAM to go to WBEN in Buffalo." Going along with Ross was Mrs. Weller, the former Jane Hoerrcher, whom he married on April 19th, 1947.

But Buffalo was a long way from his family and friends, and in January of 1949, Weller was back at WHAM. He first took over the "Cinderella Weekend" show and as he had done with

"Tempo of the Day," built it into an even more popular audience show that's been packing the WHAM Radio City Auditorium since it was moved there from a night club location. On that show, which has its TV counterpart each Tuesday evening at 9, Ross has been a great favorite with the ladies. "They call me up, and bring me hats and cookies. I like the show because I like to work with people, and I guess Emcee work is my forte."

Television also finds Weller on the "Open House" show each Tuesday and Thursday night at 6:30 with Ann Rogers.

And TV brings up a problem which is no secret to Weller. "A lot of people have asked me why I seem to talk so oddly when I'm on TV. It seems a lot of people notice that I use my mouth to excess. Well, it's done for a very good reason. Doing the commercials on Open House twice a week for more than a year—you get used to them, and there's a bad tendency to hurry through the copy. I've found it best to slow down, because I speak fast normally, and when I enunciate very particularly, I do slow down a lot. I'll admit its gotten to be a habit that I could do without and so I try to talk slowly and still not over-enunciate, but it's a tough routine to break yourself of."

And since Weller is one of the top TV men locally, he's got some ideas about getting into the new field, and that's where the humorous Weller stops and the serious one starts.

"Radio," he says, "is good background for TV. So is dramatics. They both do two things—give you a chance to learn using your voice, and give you a chance to work in front of people. They're about the best training ground for TV, so if anyone wants to get into Television, it's certainly the best way."

"One more thing—I want to clear up that language barrier business that came up when I moved from Canada to the United States. English, you know—that was the language."



Mammy's little baby, Rosso, loves shortnin' bread, crazy hats and bare knees.

# \$ LUCKY LISTENER \$

Mrs. Edward Santillo, who lives at 587 Smith Street in Rochester, picked up the phone and told Bert Parks on "Stop The Music" that the name of the mystery melody was "Three Jolly Fishermen."

That was the right answer, and since then, Mrs. Santillo's life hasn't been the



There's a small envelope from a local department store, and inside the envelope is a slip showing credit for \$1,000. That was another prize, and there'll be a supply of shoes for the four Santillo kids.

Still to come are a host of other gifts, ranging from tire chains, a 49-piece luggage set, complete clothing outfits for Mr. and Mrs. Santillo, bonds, and two boxes of Milky Ways every month for a year.

Mrs. Marie Fusilli, who lives next door and helped get the answer to the Mystery Tune, got a check from Mrs. Santillo for her part in the jackpot winnings.

"The excitement still hasn't worn off, and sometimes I still can't believe it all really happened. My husband Eddie is still out of a job, but he's got a couple of

## "STOPS THE MUSIC"

same. TV Guide called on the Santillos 10 days after the big event, and found a lot of changes in the little house on Smith Street.

For one thing, there's a "For Sale" sign on the house. "We're going to have to move," said Mrs. Santillo, "to make room for some of the gifts. A lady who won came over and said the furniture wouldn't fit in our house. We can use some of the cash as a down payment."

So far, a few of the gifts have come. There are some rings, a \$2,000 watch, handbags, and a case of giant sized cakes of "Sweetheart Soap."

One of the gifts was a vacation trip to Florida, but the Santillos decided they could use the money better than the vacation, and so took the cash, about \$425.

good leads," says Mrs. Santillo.

Every day the mailman brings more letters to the Santillos. And they find offers to buy some of the prizes. So far, all the purchase offers have come from



out of town but so far none of the things have been sold. In fact, only about a third of the prizes have arrived.

"Stop the Music is still my favorite program," she says, and you can't disagree with her choice one bit.

## \$\$ WINS A FORTUNE \$\$



## Sugar 'N Spice . . .

(Continued from Page 5)

modicum of interest on the part of an alert talent scout, which netted her a screen test and a long-term contract at Warner Brothers.

Publicity art — i.e., that business employed by studio publicists wherein all young "starlets" are utilized more by that department than by the talent department, for the purpose of garnering bathing-suit publicity to the credit of the studio, proved the bane of her existence, while she was given "walk-on" bit parts, she was sure she had no future there.

Her opportunity came when, after ten such bits, she was given her first big break in "Murder in the Big House." This was followed immediately by "Manpower," "Secret Enemies," "The Desert Song," "Destination Tokyo," "Mask of Dimitrios," and "Uncertain Glory," a virtual parade of important characterizations which tagged her as being one of the "young hopefuls" of the film colony.

It was while playing the feminine lead in "Hotel Berlin" however, that she married the late President's son, Elliott Roosevelt, and retired from films to the disappointment of the industry and movie fans, who had spotted her for certain stardom.

Miss Emerson spent much of the next three years in the East, making her Broadway debut in Molnar's "The Play's the Thing." In 1949, she returned to the screen in "Guilty Bystander," which was filmed in New York, and in the spring of 1950, she began another stage engagement, this time in Washington, appearing in "Goodbye My Fancy."

Greatly in demand as a guest star, Faye Emerson has been featured in a variety of television programs, including "We Take Your Word," "Who Said That," etc., in addition to starring in the dramatic radio serial, "Silent Partner."

With two television shows of her

## Two for the Show . . .

### Three for "Buck" Benny

Jack Benny, "39-year-old" popular comedian, will step into your homes, via the tee-vee screen on Sunday, March 18 at 7:30 p. m. This is the "Buck's" third appearance on TV, and with him will be lovely Claudette Colbert, making her TV debut; Robert Montgomery and Vincent Price. The regularly scheduled program, "This Is Show Business" will not be viewed for this one week only.

own having firmly established her "The Faye Emerson Show" and "Fifteen With Faye." Miss Emerson's dynamic radiance again is featured on the video screens of the nation in a series of programs televised three afternoons weekly, (WHAM-TV, Mon., Wed., Fri., 2:45 p. m.).

These thrice-weekly shows, which keep her forever on the move, give credence to radio critic John Crosby's recent observation that "there must be not one, but five Faye Emersons, to fulfill all her commitments."

For the record, Fay Emerson is 5'4" tall, and tilts the scales, usually, at from 120 to 125 pounds. She has large brown eyes, and hazel-brown hair which is tinted flaxen, and which she usually wears pulled severely back from her face, with a huge bun at the back of her neck. She is extremely fashion-conscious, as her television audiences are well aware, and is a firm believer in the need for exercise to keep in condition.

### Television and Radio Service GUYETTE & GUTACKER

CULVER 4484 222 WINTON ROAD N.  
Open 'til 9:00 Tuesday and Friday Nights

# TELE-TALK

By GEORGE S. DRISCOLL

Supervisor of Television Studio Network  
and Remote Operations WHAM-TV

## COLOR TELEVISION

In last week's issue of the Rochester TV Guide, we discussed the fact that virtually every known hue, tint or shade of color may be assimilated by only three primary colors.

The three **additive** primary colors are: Red, Blue and Green.

When presented separately, any one of the above three colors is apparent. When presented in combination, and correct relative intensity, a multitude of color sensations is available.

Because the transmitting system can only convey information by separate and individual picture sampling, color apparency is achieved by reproducing each primary color in rapid sequence at a rate beyond **persistence of vision**.

This means that the correct degree of brilliance of all red picture detail, all blue picture detail and all green picture detail, must be exhibited to the human eye—so rapidly—that the eye cannot perceive the exchange and thus convey to the brain a summation of the display.

Therefore, red appears red, blue appears blue, green appears green—red plus blue plus green appears white. Red plus green appears yellow, etc.

In a previous issue of the TV Guide, we discussed the fact that the amount of information transmitted—picture detail and numbers of complete pictures per second—determined the amount of radio spectrum space required by the TV transmitter.

Therefore, if each picture is to be broadcast separately in three colors, and with the same degree of detail in each color, it would require the space of three black-and-white TV channels for each color transmitter. Obviously, the imperative need for conservation of TV chan-

nels dictates that color TV occupy no more "space" than present monochrome TV.

This seemingly impossible task can be met either by compromise of picture detail (rate of picture sampling), increased picture flicker (rate of complete pictures per second) or taking advantage of new found limitations of the human eye to discern color accurately in extremely fine detail (at the edge of an object, for example).

Now, all presently known methods of color TV are represented in the three systems recently considered by the FCC.

1. R.C.A. Color system proposed by the Radio Corporation of America. This method is called a dot-sequential color system because the picture is presented as a multitude of superimposed dots in color sequence.

2. C.T.I. Color system proposed by Color Television, Incorporated. This method is called a line sequential color system because the color sequence is changed at the end of each horizontal line.

3. C.B.S. Color system, proposed by the Columbia Broadcasting System. This method is called a field sequential color



system because the color sequence is changed at the end of each field. (The first field contains all odd numbered horizontal lines in a complete picture, the second field contains all even numbered horizontal lines.)

We will discuss each of these systems in detail in the next few issues of the Rochester TV Guide.

Next week: The RCA Color System.

# WHAM-TV

## SATURDAY

March 10, 1951

---

- 11:55—Billboard
- 12:00—Two Girls Named Smith (ABC)—  
Dramatic feature stars Peggy Ann  
Garner
- 12:30—I Cover Times Square (ABC) starring  
Harold Huber, weekly adventures of  
Johnny Warren, Broadway columnist
- 1:00—The Big Top (CBS)—Life in the Circus.  
Jack Sterling, ringmaster
- 2:00—American Forum of the Air (NBC)  
"Victory or Disaster Thru Air Power."  
Major Alexander deSeversky and Mar-  
shall Andrews discuss this important  
timely subject.
- 2:30—Mrs. Roosevelt Meets the Public —  
Guests, Millard Caldwell, U. S. Civil  
Defense chief and Arthur Wallander,  
head of the N. Y. Civil Defense set up.
- 3:00—Super Circus (ABC)—Claude Kirchner  
introduces circus talent. Mary Hartline  
leads the circus band, and Cliff Soubier  
provides the clowning antics
- 3:30—Morton Downey (CBS)
- 4:00—Hopalong Cassidy (NBC) — Cowboy  
Film with Bill Boyd
- 5:00—TV Teen Club (ABC)—Paul Whiteman  
and Nancy Lewis
- 5:30—The Nature of Things (NBC)—Science  
discussion program with Dr. Roy K.  
Marshall
- 5:45—Basketball Rating—with Dick Dunkel
- 6:00—Cisco Kid (NBC)—Film adventure series  
starring Duncan Renaldo and Leo  
Carrillo
- 6:30—Top Views in Sports (CBS)
- 6:45—Hollywood Line—Visiting the Homes  
of the Stars
- 7:00—Cavalcade of Bands (Dumont) First  
Anniversary broadcast featuring Guy  
Lombardo and his orchestra. Jackie  
Gleason and Kitty Kallen.
- 8:00—The Jack Carter Show (NBC)—starring

# ONE CANDLE PARTY

"Cavalcade of Bands," the popular program which spotlights the top musical aggregations of the country each Saturday from 7-8 p. m. (EST) over WHAM-TV will mark its first anniversary on Saturday, March 10th.

Premiering in the winter of 1950, "Bands" has been presented in many cities by leading drug chains.

Guy Lombardo's orchestra, the lead-off band, will return with his soloists and "the sweetest music this side of heaven" for this gala anniversary show.

Also scheduled to add to the festivities are comedian Jackie Gleason, emcee for "Bands" companion show, "Cavalcade of Stars," and lovely Kitty Kallen, who was featured on the premiere last year. Miss Kallen recently concluded a ten-week engagement at the Waldorf-Astoria's Wedgewood Room and a tour with Dean Martin and Jerry Lewis.

During this past year the bands which have played one-night stands on this program can be considered the "blue book" of the music world. Such aggregations as Xavier Cugat, Charlie Barnet, Harry James, Tex Beneke, Art Mooney, Jimmy Dorsey, Ralph Flanagan, Duke Ellington, Carmen Cavallero and Lawrence Welk have offered the styles of music they made famous.

---

Jack Carter with Donald Richards and  
Harry Sosnik

- 9:00—Your Show of Shows (NBC) Sid Caesar  
and Imogene Coca. Robert Merrill and  
Marguerite Piazza, Metropolitan Opera  
artists plus guest stars
- 10:30—Wrestling from Chicago with Russ  
Davis
- 11:30—Air Flyte Theatre (CBS) presents  
"Scandalous Conduct" starring Dennis  
O'Keefe.
- 12:00—World and Local News
- 12:05—I.B.C. Boxing (CBS) with interesting  
sidelights by Ted Husing.

The

## New York Picture

By BERNARD RYAN, Jr.

### THE GIRL WHO JUST WANTED TO DANCE

New York, N. Y.—The first, and so far the only, soap opera on television is the story of the trials of a newlywed young couple named Chris and Connie Thayer, as they face the hardest part of life: "The First Hundred Years." A group of ambitious actors and actresses is pioneering this daily fifteen-minute drama, playing the roles of Chris and Connie, and their parents and sister.

Connie herself is played by a petite blonde with turned-up nose named Olive Stacey. And not so long ago Olive



Stacey was playing the real-life role of schoolgirl in Rochester's West High.

Olive Stacey never intended to get into the theatre. She studied the violin and expected to be a violinist while she was growing up in Rochester. She got interested in modern dance, too, and took lessons. At Drake University she majored in the dance and the violin, and one day back home in Rochester she was browsing in the public library when she ran across some pictures of Martha Graham. She decided to come

to New York and study with Miss Graham. After lessons with her had been going on for some time, some one told Olive that a touring company of "Oklahoma!" was being cast and parts were open for girl dancers. Ready to try for a job, she went round to the theatre, and a man named Richard Rodgers asked her to come to his office the following day. She was flabbergasted when she found out who Richard Rodgers was. One of the first questions he asked was "How long have you been trying to get into show business?" And she replied, truthfully, "Since yesterday."

She didn't get the dancing part—in-  
stead, that interview led to an acting part in "I Remember Mama." And other acting parts followed. She did Emily in "Our Town" with Raymond Massey. She tried out for a singing role in a musical, but was cast in an acting one in "Darling Darling Darling." And she appeared in "Come Back Little Sheba." On radio, Miss Stacey hasn't done much—just one appearance, in fact. But that was on Theatre Guild on the Air. On television, she's appeared on the Lanny Ross Show, the Philco Playhouse, and the Pulitzer Prize Playhouse, where she understudied Helen Hayes. What's become of her dancing? Well, she "taught a class once—but I never seem to get around to it myself."

Appearing in "The First Hundred Years" is a more than full-time job for Olive Stacey. "We start rehearsals at nine-thirty in the morning. At eleven we stop for lunch. Then at twelve we start dress rehearsals. Air time in two-thirty. There's sort of a lull or let-down right after we get off the air, while we get our make-up off and change into street clothes. Then we work until five-thirty blocking out the next day's show. At night we learn lines."

Does that leave any time for appearing on other programs? She smiled. "What do you think?" But she went

(Continued on Page 20)

# WHAM-TV

## SUNDAY

March 11, 1951

- 11:25—Billboard (TV Program Review)
- 11:30—Frank Sinatra Show (CBS). June Hutton and The Heathertones. Guests are Perry Como, Frankie Lane, Betty and Jane Kern.
- 12:00—Ranger Joe (ABC)—Children's Variety program featuring cowboy songs, games and guests
- 12:15—Film
- 12:30—Blind Date (ABC)—Six college students vie for dates with three glamour girls for an all-expense free evening's gala entertainment. Arlene Frances, emcee.
- 1:00—Godfrey Talent Scouts (CBS). Songstress Irene Stevens; Leon Merian, trumpeter; singer-impressionist Sandy Young, and the Trio San Juan vie for top honors.
- 1:30—Star Time (Dumont)—John Conte, Frances Langford and Lew Parker. Guest, Katherine Lee, ballerina
- 2:30—The Stu Erwin Show (ABC)—"The Trouble with Father," Comedy with June Collyer, Ann Todd and Shelia James
- 3:00—Chance of a Lifetime (ABC)—Quizmaster John Reed King and Dick Collier.
- 3:30—Gabby Hayes Show (NBC) presents a story, "Billy the Kid."
- 4:00—One Man's Family (NBC)—Domestic drama of the Barbour family starring Bert Lytell and Marjorie Gateson
- 4:30—Showtime . . . U.S.A. (ABC) Eve Garbor, mistress of ceremonies; Beatrice Kay and Dorothy Stickney are guests.
- 5:00—Super Circus (ABC)—Claude Kirchner, Mary Hartline, Clown "Scampy"
- 5:30—Story Theatre—Arthur Shields tells stories by the famous authors
- 6:00—Telenews Weekly
- 6:25—Vienna Philharmonic Orchestra playing Beethoven's Fifth Symphony (first movement) and Night Serenade by Mozart.
- 6:40—Public Prosecutor—Drama
- 7:00—Paul Whiteman Revue (ABC) Variety show with Earl Wrightson, and Maueen Cannon, vocalists. (See page 31)
- 7:30—This Is Show Business (CBS)—Variety entertainment with Clifton Fadiman, host. Panel of experts include Abe Burrows and George Kaufman.
- 8:00—Colgate Comedy Hour (NBC) starring Abbott and Costello, comedians. Tony Martin is your host. (See page 31)
- 9:00—Philco Television Playhouse (NBC). "Pop is a Hero" starring Brandon and Fritz deWilde.
- 10:00—Celebrity Time (CBS)—Conrad Nagel, emcee. Quiz show with Kyle MacDonell, singer; Herman Hickman, coach of the Yale Football team. (For guests, see page 31)
- 10:30—"Who Said That?" (NBC) Robert Trout emcee; John Cameron Swayze, regular panel member. Guests include Deems Taylor, H. V. Kaltenborn and Ilka Chase.
- 11:00—Hands of Mystery (Dumont). "The Smugglers" starring Frankie Thomas, Jr.
- 11:30—Somerset Maugham Theatre (CBS) presents your "Teller of Tales."

STOP THE MUSIC

TV Hint!

Let's try "M M"

—TV—

EXPERT RADIO and TELEVISION SERVICE

**ALAMEDA RADIO SERVICE**

"Truetone Service Center"

21 York St.

Gen. 7073



# HIGH AND DRY

## Letters To The Editor . . .

Sirs:

I think Arthur Godfrey is awful. I'd like TV a lot better if he was off the air. Most of it is good—but that Godfrey!!

Fred W., Rochester

Sirs:

We wish rumors could be stopped before they start. Several friends say Bert Parks is off TV. Hope not, and hope he stays on. We enjoy TV Guide and TV very much.

G. S., Kendall, N. Y.

(Bert Parks is very much on TV. See story in next issue . . . Ed.)

Sirs:

Can't you print more pin-up pictures of TV stars. I'm saving each one, and sending them on to my brother in Korea.

A. C., Rochester

Sirs:

What happened to Homer Bliss? We read he was going into the army, but what happened then? Is he in Korea or where?

B. C., Rochester

(Homer was last heard from on the West Coast and had been switched from the Signal Corps to the Air Force. After that, all information is a matter of military security . . . Ed.)

Sirs:

Are the Red Wings going to be on Television this summer? I don't have an F.M. set and can't hear the night games but am looking forward to seeing them on TV. Also, I like your magazine.

L. J., Rochester

(Don't know yet about the Red Wings.)



Denise Lor, star of the Garry Moore Show, (WHAM-TV, Mon.-Fri., 2 p. m.) stood at the foot of a waterfall up to her knees in water, but nobody got wet. A scenery flat was painted as the background for the waterfall, and buckets of hot water were hung behind the flat, just out of sight. When a brick of dry ice was dropped into each bucket, heavy vapor cascaded to the floor where it swirled around the singer's legs for a realistic effect.

# WHAM-TV

## MONDAY

March 12, 1951

---

1:55—Billboard

2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.

2:30—First 100 Years (CBS)—Daytime Serial  
Starring Jimmy Lydon, Olive Stacey

2:45—The Faye Emerson Show (ABC)—featuring interviews with prominent guests

3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters

3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.

3:30—Bert Parks Show (NBC)—Musical variety featuring Betty Ann Grove and Bobby Sherwood

4:00—Kate Smith Hour (NBC)—Song and variety

5:00—NBC Comics (NBC) —The funny page of TV. Animated cartoons

5:15—Gabby Hayes (NBC)—The Bearded Man of the Range

5:30—Howdy-Doody (NBC)—"Buffalo Bob," Howdy-Doody and Clarabell with the youngsters in the peanut gallery

6:00—Perry Como (CBS) with the Fontane Sisters

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

6:30—Mohawk Showroom (NBC)—Roberta Quinlan Songstress

6:45—Tower Clock Time—Louise Wilson Helps You Shop by TV

7:00—Kukla, Fran and Ollie (NBC)—Burr Tillstrom and Fran Alleson take you thru the merry antics of their puppets

7:30—Melody Moods.

7:45—Camel News Caravan (NBC)—John Cameron Swayze, commentator in To-



SECURITY TRUST CO.  
*presents*

## JOHN KIERAN'S KALEIDOSCOPE

WHAM-TV

9:30

EVERY MONDAY NIGHT

Because of the terrific heat generated by early tee-vee lighting equipment, engineers have developed a technique of "Cold light" using fluorescent tubes. Consequently, show talent no longer wear that wilted look.

day's News Today

8:00 Lux Video Theatre (CBS)

8:30—Speak Up—Rochester's Local Press Conference of TV

9:00—Lights Out (NBC). Dramatic presentation of "Leda's Portrait." Frank Gallop is the narrator.

9:30—Kieran's Kaleidoscope—John Kieran rambles thru the world of Nature

9:45—Strange Adventure—Mystery

10:00—Studio One (CBS) Drama

11:00—Telenews Daily—News In Review

11:15—Broadway Open House (NBC). Variety show with Dick Haymes, Estelle Sloane, Dell and Abbott, the Day Dreamers and the Kirby Stone Quintet.



TOP: Jerry Hall trims the picture quality of a network program being broadcast to local sets. CENTER: Orm Bullis checking cue marks on the "Toast of the Town" kinescope. BOTTOM: Art Ziehm pulls a slide sequence for an oncoming commercial.

**A**LL ROADS lead to Rome, but in Television at WHAM-TV, all lines lead to the TV Master Control Room.

Here, in a close-quartered room set squarely in the middle of Rochester Radio City, are packed the vital "in-nards" of all local TV switching equipment.

Tabbed the "Film Room," it serves as a nerve center for the entire station, and into its bewildering array of panels, tubes, wires and relays come pictures and sound from any or all station studios as well as programs originating along the network cable that are being fed to the station.

Bossing this highly skilled and complex operation are a crew of two, sometimes three engineers. Each man has specific duties to perform, and their operations knit together like a pair of ex-

---

WHAM

# ASPIRIN

(THE FILM

---

pensive Argyles.

It is in the Film Room that all slides, films, kinescopes, local and network shows are shunted by microwave relay to Pinnacle Hill for broadcast to area TV receivers. And although the entire operation has been sketched by thumbnail in a few words, the actual operation is a masterpiece of co-ordination.

The room houses a master switching panel, two 16-mm. film projectors that hold 40 minutes of film apiece, and one slide projector or Baloptican that accommodates two slides at a time. Pictures from both the film cameras and the slide projector are fed by aid of mirrors into a film camera picture tube, and it is the picture on this tube which eventually finds its way into your home. Off in a corner shelf sits a large bottle of Aspirin.



The Aspirin doesn't last long.

On an average day about 20,000 feet or four miles of film run through these projectors. As many as 200 slides may be fed into the hungry maw of the Balop. And if this weren't enough to operate, the crews must periodically run a check of the room's 2,100 tubes and the countless other electronic "gismos" which keep WHAM-TV on the air.

Because the Film Room operation is so exacting, split-second timing is essential. Each man is supplied with a Work Sheet listing all slides, films, kines and network or local program switching cues. It's the Film Room operator's job to see that each of these elements is supplied exactly as called for by the producer's cue.

But sometimes things don't always work out exactly as they should—despite repeated checking.

TV'S

# ALLEY

ROOM)

Rats in a tunnel under the building once gnawed away the coating of several feet of wire. Result: Stop the music.

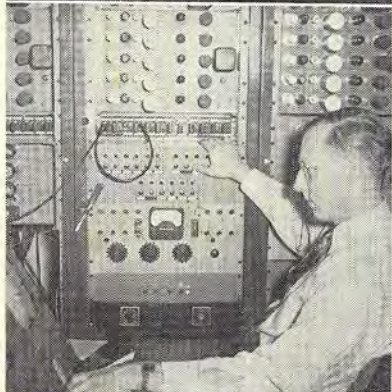
And once a bolt of lightning slammed into Pinnacle Hill, reducing the audio cable at Pinnacle to a charred rubble. Versatile crew members went to work and rigged up their own transmitter that sent the sound signal up to Pinnacle.

Power has failed and Film Room operators have literally been left in the dark.

Or, again, one of the take-up reels on the film projectors might get crotchety, as has happened more than once, and the 30-minute film show winds up on the floor in a bird's nest of twisted celluloid.

Add to this the fact that the temperature in the Film Room used to sizzle around the 95 degrees Fahrenheit mark

(Continued on Page 18)



TOP: Ralph Leurgens follows script as he carries out a slide change. CENTER: Walt Harrison's thumb cuts off Milton Berle and rolls in a Bulova station identification film. BOTTOM: Tony DeLucia eyes script for network cut-in. Note monitors to left.

## Aspirin Alley . . .

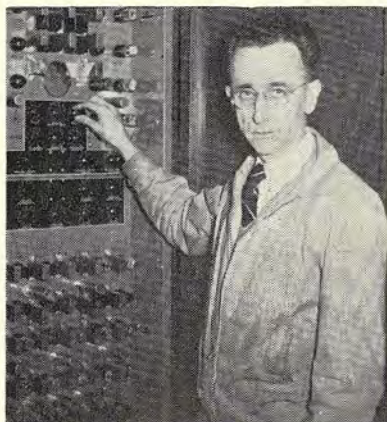
(Continued from Page 17)

mark during the summer months. Air conditioning has cooled off the atmosphere now.

With all this going on, do the Film Room operators have time to watch the programs they monitor so closely?

You bet they do. And a shapely pair of legs on any program brings the whole crew a-running.

Today, the Film Room operation has



Nelson "Smitty" Smith, TV maintenance engineer. His job: 2,100 good tubes—find the bad one.

been systematized to the point where slip-ups are few and far between. But the boys still color up when they recall the time a commercial film was put on the air upside down, backwards, and with the sound track running in reverse. The error, it was later discovered, was not theirs, but they still hate to think about it.

**TUNE IN  
INS  
"SPORTS  
NEWSREEL"**  
*Every Thursday*  
**6 P. M.**  
**WHAM-TV**



**SID SCHNITMAN**  
*Manager*

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- Coming Attractions
- Complete TV Coverage
- Exclusive Picture Features
- Accurate Program Listings
- Backstage Stories of the Stars

## SUBSCRIBE TODAY!



# WHAM-TV

## TUESDAY

March 13, 1951

- 1:55—Billboard
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (CBS) Daytime serial with Jimmy Lydon and Olive Stacey
- 2:45—Film
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.
- 3:30—Break The Bank (NBC)—Bert Parks, emcee, with Janis Gilbert and Jean Darling.
- 4:00—Kate Smith Hour (NBC)—Variety and Music
- 5:00—NBC Comics (NBC) Film Cartoons
- 5:15—Panhandle Pete (NBC) Johnny Coons and Jenifer Holt
- 5:30—Howdy Doody (NBC) with Bob Smith, Clarabel and the kids in the Peanut Gallery.
- 6:00—Sports Scholar
- 6:15—The News of the Day with Earl Wood.
- 6:30—Open House—Ann Rogers and Ross Weller
- 7:00—Kula, Fran and Ollie (NBC)—Burr Tillstrom and his Puppet Show
- 7:30—Sidewalk Cafe. Rue de la East Avenue. Rochester version of Paris life. Norma Lee Clark, Norma Ellis and Lee Sherwin

# CABLE CHATTER

Gabby Hayes was once a stage vaudeville star who acquired his famous beard on a two-week fishing trip. Hayes, who is 66 now, was ready to quit show business in 1928.

—TV—

Thirty-seven per cent of all Hollywood and Los Angeles television originates on film.

—TV—

Petite Maureen Cannon, songstress on the Paul Whiteman Revue, (WHAM-TV, Sun. 7 p. m.) has just been tagged with a new nickname. It all came about when Earl Wrightson quipped, "She's too little to be a cannon, we'll just have to call her 'pistol!'"

- 7:45—Camel News Caravan (NBC)—John Cameron Swayze
- 8:00—Texaco Star Theatre (NBC)—starring Milton Berle; guests
- 9:00—Cinderella Weekend. Win a free trip to New York. Ross Weller, quizmaster; Doug Duke, organist; Ralph Collier, announcer
- 9:30—Circle Theatre (NBC) Stories of real people in everyday situations
- 10:00—Original Amateur Hour (NBC) with Ted Mack, emcee. Talented contestants pass before the TV camera
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC)—Nite Club Variety starring Jerry Lester, Dagmar and guests

ROCHESTER

## TV Guide

242 POWERS BUILDING  
Rochester 14, New York

Gentlemen:

I go plain batty when I miss my copy of the Rochester TV Guide. I'm a lazy guy and can't see dashing wildly to newsstands. F'euven's sake mail me a copy each week. I'll keep my head, my know-it-all expression and will be grateful.

13 Weeks, \$1.50

26 Weeks, \$3.00

52 Weeks, \$5.00

MY NAME.....

ADDRESS.....

ZONE.....

## New York Pix . . .

(Continued from Page 12)

on to say how much they all enjoy doing the program, and how every member of the cast puts his heart into it. (The cast includes Jimmy Lydon, who plays her husband, and Robert Armstrong, Nana Bryant, and Valerie Cossart, Mary Linn Beller and Dan Tobin.) "I'd like to comment on the wonderfully even-tempered director we have," she said. "He's the center of support for the whole cast. And the cast has wonderful spirit. There's an almost fantastic feeling of everyone contributing to the success of the show. It's not a sloppy show, if you know what I mean."

An example of that is the cast's use of the Teleprompter. The Teleprompter is a brand-new invention the likes of which no actor has ever seen before. It has the entire script of the program printed in inch-high letters on a roll of paper and the script unrolls at the speed at which the scene is being played. Thus, with two Teleprompters just out of camera range, the cast gains a great feeling of security. But Olive Stacey is quick to point out that nobody depends on the machines. They rarely even glance at them.

And there are times when things happen that even the Teleprompter didn't expect. There was the day an old vaudeville actor was in with a bit part. One of his lines said: "The water heater is going to explode." Just as he delivered the line, a lens mounting fell off one of the cameras with a clatter. "There," he added, "what did I tell you?"

Miss Stacey says she misses the contact with a live audience that the legiti-

mate theatre provides. "But it's fun playing the same character in so many different situations, and building up the character. It's sort of a challenge." And the stage set itself, in the old Leiderkrantz Hall of Fifty-Eighth Street, adds to that feeling. There are eleven permanent sets, and the players are getting to know all the rooms in the house and to feel at home in them.

Olive Stacey is unmarried, and likes



to get up to Rochester when she can, even for a short weekend, for a visit with her family (Olive's sister is the well-known photographer, Jeanette Klute.) Like every one in the cast of "The First Hundred Years," she dreams of a time when she may not appear on the program for two whole days and can get a real weekend. Meantime, her mother can see her on television every day at two-thirty. The other day on a long-distance phone call her mother remarked, "I see you washed your hair. And aren't you losing a little weight?"

—TV—

The average television camera, including cable, sells over the counter for the tidy sum of \$12,000.

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# WHAM-TV

## WEDNESDAY

March 14, 1951

---



England has about 345,000 TV sets in use . . . Russia, 52,000.

—TV—

Color signals are being transmitted over CBS teevee from N. Y. to Philly.

—TV—

A contestant on "Break the Bank" walked off with \$5,650.00 by being able to tell Bert Parks in what year the Social Security Act was signed. Would you have cashed in? The answer is 1935.

—TV—

Frank Gallop, narrator on "Lights Out," is a former voice teacher and one-time straight man for the Milton Berle radio show.

—TV—

A revolutionary two-way camera which takes television and film shots at the same time, is being developed by RCA and NBC. They're building three of them for early delivery.

—TV—

Robert Turner, Chief Announcer and Sportsman at WHAM-TV, once worked in a Front St. meat market.

—TV—

The voice you hear on many of NBC-TV's network standby's (chimes) is that of Bill Hanrahan, former announcer at WHAM.

—TV—

Frank Sinatra has a collection of more than a hundred sweaters sent to him by friends.

---

10:45—Perry Como (CBS)—assisted by the Fontane Sisters

11:00—Telenews Daily

11:15—Broadway Open House (NBC). Variety show with Dick Haymes, Estelle Sloane, Dell and Abbott, the Day Dreamers and the Kirby Stone Quintet.

8:00—Test Pattern

1:55—Billboard

2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.

2:30—First 100 Years (CBS)—Jimmy Lydon and Olive Stacey

2:45—The Faye Emerson Show (ABC)—interviews with interesting guests

3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters

3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.

3:30—Bert Parks Show (NBC)—Variety Show and Bobby Sherwood's Orchestra

4:00—Kate Smith Hour (NBC)—Guest Stars and Kate Herself

5:00—NBC Comics (NBC)—Animated Cartoons for the Small Fry

5:15—Gabby Hayes (NBC)—Cowboy Stories

5:30—Howdy Doody (NBC)—with "Buffalo" Bob Smith; Clarabell and others

6:00—Hi Neighbor—Betty Borden and Ann Holiday

6:15—Top of the News with Earl Wood.

6:30—Mohawk Showroom (NBC)—Roberta Quinlan, Songstress

6:45—Quarter Hour—Jackie McNall and Len Hawley Sing

7:00—Kukla, Fran and Ollie (NBC)

7:30—The Bob Turner Show. Bob interviews outstanding people in the sports world

7:45—Camel News Caravan (NBC)

8:00—Toast of the Town (NBC) with Ed Sullivan. Byron Nelson, golf champion makes his initial appearance. Helen Forrest, vocalist; James Melton in his third appearance; Chaz Chase, comic; The DeMattiazis, acrobats; and Trini Reyers, flamenco dancer.

9:00—Kraft Television Theatre (NBC) Drama.

10:00—You Bet Your Life (NBC)—Groucho Marx, emcee

10:30—Paradise Island. Danny O'Neil and Ann Sterling sing

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## twinkling ☆

(Continued from Page 4)

white shawl. Then his parents took him to church and he was christened. Lou O'Flynn wrote in Jimmy's book, "It was a wonderful day and God was good to you dear! May He continue to bless you and keep you safe from harm." Lou later said she was sure it was only God's

He was very strong, too. After he learned to roll over by himself, the next thing they knew he had started to stand up on his own two little feet.

When Jimmy was only 7 months old, Chuck noticed his first tooth. At that time he weighed 15 pounds, 12 ounces.

You all know that Jimmy is very musical. (In fact, very soon he's going to make some records of his favorite songs).



*Highland Park's 1950 Lilac Festival finds Master Jimmy as star performer in celebration's pageant. Pageant was under supervision of Mrs. Elizabeth Alcox.*

help that pulled Jimmy through some of the trials he had to meet later.

Many people have asked about Jimmy's early days. What was he like as a baby? Was he as bright and precocious as he seems now? When did he begin to speak? Many other questions that are too numerous to mention.

Jimmy was really a wonderful baby. He seemed healthy and happy all the time. When he was five months old, he tried to roll over all by himself in his crib. With a little help, a few days later, he really did it. And by then he was eating three meals a day and doing very well with them.

But the one thing his parents remember most about Jimmy's early days was his happy smile, and the way he cooed and gurgled when they tucked him into his crib at night.

The first time his parents ever noticed his musical leanings was when he was six months old. When Lou sang to him, he would bounce up and down in time to the music.

Jimmy slept right through V-E and V-J days, and his mother remembers writing to him in his little book that she hoped would never have to fight in any war so terrible as that they had just gone through.

But the biggest day in the O'Flynn family was that day when Jim was just 8 months and 14 days old. He said his first word It wasn't very unusual—"Da-Die." And a month later he was saying "Ma-Ma." Very sweet and very plain.

Each day that passed, Jim was growing bigger and bigger, and stronger and stronger. Looking back, his parents were

(Continued on Next Page)

## THURSDAY

March 15, 1951

8:00—Test Pattern.

1:55—Billboard

2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.

2:30—First 100 Years (CBS) Daytime serial with Jimmy Lydon and Olive Stacey

2:45—Bride and Groom (CBS) with John Nelson, emcee and Dick Foran, vocalist.

3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters

3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.

3:30—Peter Lind Hayes (NBC)—with Mary Healy, Allen Jones and Irene Harvey, guests

4:00—Kate Smith Hour (NBC)—with Ted Collins and guests

5:00—Tele Comics (NBC)—For the Children

5:15—Panhandle Pete (NBC) Johnny Coons and Jennifer Holt

5:30—Howdy Doody (NBC)—Entertainment for the Small Fry

6:00—This Week In Sports

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

6:30—Open House—Ross Weller and Ann Rogers help you shop.

7:00—Kukla, Fran and Ollie (NBC)—Puppet Show

7:30—Max Raney and his Hi Boys

7:45—Camel News Caravan (NBC)

8:00—Stop the Music (ABC)—Bert Parks, emcee and the elusive "Mystery Melody." Marion Morgan, Jimmy Blaine and Betty Ann Grove, vocalists. Harry Salters Orchestra

9:00—Ford Star Revue (NBC)—Starring Jack Haley as emcee. Mindy Carson featured vocalist. Dr. Roy K. Marshall explains automotive engineering in plain "Americanese"

10:00—Martin Kane (NBC) starring William Gargan as the sleuth.

10:30—Alan Young Show (CBS) featuring Georgia Gibbs, singer; Tor Johnson and Mahmut Yousuf, wrestlers as guests.

## Twinkling ☆ ☆

(Continued from preceding page)



Young Jim poses for an early snapshot on the family's front porch.

glad he was that strong because he was going to need all that strength in a year or two.

And each day Jim was learning to do more and more things. He would say words, and recognize all his toys and even point to different objects when they mentioned their names. He was really quite clever.

Just before Jim's first birthday, Chuck and Lou took him to a doctor for a routine check-up. The doctor said Jim was in perfect shape—weight 21 lbs., and 30 inches tall.

Jumping to May 5, 1946 (Lou wasn't as steady in writing in Jim's book as she could have been), Jimmy had a whole page about the things he sang. Lou wrote: "You are so smart—you sing and dance and say darling things! You sing 'Shoo Fly Pie,' 'Pretty Baby,' 'Rock-A Bye Baby,' 'Make Believe,' and you know the words of many other songs.

(Continued on next page)

11:00—Telenews Daily

11:15—Broadway Open House (NBC)—starring Jerry Lester, emcee; Dagmar, The Mel-lowlarks, Milton DeLugg Quintet.

## Twinkling - - -

(Continued from Preceding Page)

Your first sentences was, 'Daddy working. Daddy all gone. Bausch's.' Quite a sentence for a fellow 16 months old."

Jimmy's first mishap occurred in July, 1946. He fell off the front porch and cracked open his forehead. He was raced to three doctors' offices before his parents could find one that was in. Finally the third was in and he took a stitch in the cut. Jim was a brave little fellow, "but he cried so hard as I held him in my arms while we raced from doctor to doctor."

When Jim was 19½ months, he knew more than 20 songs, and more than 20 verses. His first real toy about this time was a lovely, red-cast-iron jeep his Daddy bought for Jim. He loved it, and he used to race it down the kitchen floor.

Jimmy made his first airplane trip when he was 22 months old. The family went



*Mgr. Harris Berger accepts first deposit from Jimmy at opening of Genesee Valley Trust Co.'s Ridge-Culver branch office. Looking on are Mrs. O'Flynn and the late Tom Broderick, one of Jimmy's closest pals.*

to New Jersey and he had a wonderful time in the plane. The pilots and the hostess fell in love with him. He chatted with many of the passengers, and he walked off the plane all by himself. While in New Jersey, Jimmy added to his vocabulary by memorizing one of the cheers of the local high school.

Coming back from New Jersey, Jimmy showed that he was little different than any other boy his age. Mama O'Flynn

(Continued on Page 26)

## Channel 8 TVing ...

Television fight fans will take cheer in the announcement that the Pabst Brewing Company, sponsor of the Wednesday night bouts on CBS, has asked the network to find at least four more fights to extend the series into the Summer months. The brewing firm is spending nearly two million dollars to air the International Boxing Club bouts on radio and TV. The next big attraction in the Wednesday night series will be the heavyweight title battle between Ezzard Charles and Jersey Joe Walcott. Those in the know say that the IBC is given \$10,000 by the beer company for rights to each fight. In addition, \$3,000 is split equally between the two boxers fighting in the main event on the Wednesday night telecasts.

Jean Slade of the WHEN "What's New" and "Your TV Shopper" programs is back in front of the TV cameras this week. She recently underwent a minor operation at Syracuse Memorial Hospital.

Two Detroit video stations several weeks ago gave their viewers front-row seats at the Kafauver Committee inquiry in that city. Viewer interest was reportedly as high as that shown in World Series baseball telecasts, with bars and public places reporting overflow crowds jamming their establishments to glimpse the proceedings.

Syracuse March of Dimes Chairman Bob O'Hara is still chuckling over the treatment handed him by Wayne Schramm and the Ozark Mountain Boys when he visited their program. Bob appeared on the Ozarks' noontime show on WHEN to accept March of Dimes contributions that had been sent in to the hill-billy group. After being suspected of being a 'revenooer' the genial O'Hara was finally admitted to the set and presented with the funds. As he left, one of the Ozarks remarked that 'Poor Mr. O'Hara just fell in the hog-

(Continued on Next Page)



(Continued from preceding page)

## FRIDAY

March 16, 1951

- 1:55—Billboard
- 2:00—Garry Moore Show (CBS)—Comedy variety show with Denise Lor, Ken Carson and guests.
- 2:30—First 100 Years (NBC) Daytime serial starring Olive Stacey, Jimmy Lydon
- 2:45—Faye Emerson—Interviews With Interesting People
- 3:00—Miss Susan (NBC) Dramatic story of a woman attorney's career, starring Susan Peters
- 3:15—A Guest in Your Home (NBC) featuring Edgar Guest in informal interviews and recitations of new and old poems.
- 3:30—Bert Parks Show (NBC)—Variety Show With "The Heathertones"
- 4:00—Kate Smith Show (NBC)—with Ted Collins. Friday guests Ethel and Albert
- 5:00—NBC Comics (NBC)—Entertainment With Comic Strips
- 5:15—Gabby Hayes (NBC)—The Old Southwest
- 5:30—Howdy Doody (NBC)—Children's Fun
- 6:00—Women in the News—What Ladies Are Doing
- 6:15—Up-to-the-Minute News flashes by Earl Wood.
- 6:30—Mohawk Showroom (NBC)—Roberta Quinlan in Song
- 6:45—Perry Como (CBS) assisted by the Fontane Sisters.
- 7:00—Kukla, Fran and Ollie (NBC)
- 7:30—Ask the Kids—Round Table discussion by the small fry. Ralph Collier, moderator
- 7:45—Camel News Caravan (NBC)
- 8:00—Edward's TV Club
- 8:30—We the People (NBC)—Dan Seymour, emcee; Oscar Bradley Orchestra.
- 9:00—Biglow Theatre (CBS)—Drama
- 9:30—Telesports Digest
- 10:00—Boxing (NBC)—from Madison Square Garden.
- 10:45—Greatest Fights of the Century (NBC)—Ambers vs. Armstrong.
- 11:00—Telenews Daily
- 11:15—Broadway Open House (NBC)—with Jerry Lester, Dagmar and all the Bean Bags

waller' and ever since, Bob's many friends have been ribbing him about his alleged mishap.

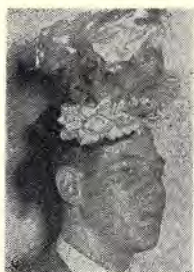
Add to the new faces soon to be regular TV performers, Gloria Swanson and Maria Riva. The ABC television network is discussing a once-a-week show for the actress. The program will probably be an hour-long variety show on either Saturday or Sunday to begin with, with plans calling for a daily 30-minute program by Swanson on weekdays, later on. Also to do a daily show is Maria Riva, daughter of Marlene Dietrich. She'll do a woman's program, "At Home with Maria."

Chairman Wayne Coy of the Federal Communications Commission now predicts that the Supreme Court will give a decision on color television some time in March. Coy made his prediction at a San Francisco meeting of CBS affiliates. Coy says that the defense economy will be the determining factor in whether a big beginning or a small start is made on color.

Dick Grossman recently came up with a 'natural' on his "Sportscope" program on WHEN. Early last week, he had arranged to have Syracuse University Athletic Director, Lew Andreas, as his guest on the show. On the afternoon of the show, the basketball scandal involving Long Island University players broke, and they admitted 'throwing' their game with Syracuse U. Naturally, the Grossman-Andreas topic was BASKETBALL.

Edgar Bergen makes another CBS television appearance in April. The popular Bergen will be scheduled in the 9:30 to 10:00 slot on Friday, April 27th.

CBS television producers are working on a Video version of their Radio show, "Hear It Now." The TV program will feature Edward R. Murrow and will follow the same lines of the radio show. Its title will be "See It Now," and the program will use film, still and live studio dramatizations.



# TV-QUIZ

by

## ROSS WELLER



(Continued from Page 24)

Ross Weller, star of "Cinderella Weekend" (Tues. 9-9:30)

Today we enter the Ivy-League. So dust off the old brain cells for these questions on colleges:

1. If you wanted to go to the University where Woodrow Wilson was once President, to what University would you go?
2. What famous singer attended Gonzaga University?
3. What are the Big Three Universities?
4. From what college did Elizabeth Bentley (former Russian spy) graduate?
5. What Eastern men's college is famous for its Winter Carnival?

**GUESS MY PUMPKIN**—It Can Be A Person, Place, or Thing.

Most everyone wants pumpkin

A kind of flower is called a pumpkin cup

There are pumpkin fish

There is white pumpkin

You don't find pumpkin leaf on a tree

Pumpkin makes some people crazy

You might have a little pumpkin in your mouth

A famous city has a pumpkin coast

**WHAT IS THIS PUMPKIN?**

Answers to Last Week's TV Quiz.

1. Stand Room Only.
2. Universal Military Training.
3. Rural Free Delivery.
4. His Majesty's Ship.
5. United States Army.

**PUMPKIN: WILD.**

changed his diapers at 20,000 feet.

1947, Jimmy's third year, was a very happy one for everyone. Jim grew taller and seemed to be a lot stronger. He learned many new words, and he got his first crush on a girl—his cousin Beverly who lived in New Jersey but often visited in Rochester.

On January 2, 1948, Jimmy celebrated his 3rd birthday, and Lou wrote in the diary: "You had a nice birthday. Five of your little friends were in and you weighed 34 pounds, and were 37½ inches high. It was a wonderful party."

But on the 6th of January, just 4 days after his birthday, came the first of those days which were so terrible for Jim, and for his parents. "When I think back now and remember how sick he was and how terribly near the end he seemed sometimes," Lou recalls, "I wonder how I could even write anything in Jim's book."

"The first inklings we had, came on that January 6. I was up with Jimmy all night. He was so sick. He just couldn't keep anything on his stomach.

"The doctor came in next morning and examined Jim, and decided he had the flu. And in the next day or two he seemed a little better. If he could get through the next two days he would be all right."

But on January 10, Jim got very sick once again.

And from then on, Jimmy O'Flynn was just as sick as any youngster could be, and still be alive. And he was only that—just alive. Day by day he seemed to get worse. Then came the news from the doctors.

(To be continued next week)

—TV—

Lenny Kent, popular night club comedian leaves for Hollywood to fulfill film commitments.

# PAUL'S PRIDE <sup>★</sup>

Gorgeous Isabel Bigley not only broke the ice when she made her TV debut on the "Paul White-man Revue", but managed to thaw it completely

*★ . . . and joy to hear*



## SUNDAY, MARCH 11

- 1:15—Crosley Family Theater  
 3:00—University Showcase  
 3:30—Mrs. Roosevelt meets  
 the Public  
 4:00—Meet the Press  
 4:30—Zoo Parade  
 5:00—Gabby Hayes Show  
 5:30—Watch the World  
 6:00—Hopalong Cassidy  
 7:00—Charade Parade  
 7:30—The Aldrich Family  
 8:00—Colgate Comedy Hour  
 9:00—Philco Television  
 Theater  
 10:00—Garraway at Large  
 10:30—Yesterday's Newsreel  
 10:45—NBC News Review  
 11:00—The Last Mile

## MONDAY, MARCH 12

- 12:45—Blue Valley Junction  
 1:00—Edwards' Hollywood  
 Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Gabby Hayes Show  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—Mohawk Showroom  
 7:45—Camel News Caravan  
 8:00—Winchell-Mahoney  
 Show  
 8:30—Voice of Firestone  
 9:00—Lights Out  
 9:30—Robert Montgomery  
 Presents  
 10:30—Who Said That?  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## TUESDAY, MARCH 13

- 12:45—Index for Living  
 1:00—Edwards' Hollywood  
 Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Remember This Date

- 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Panhandle Pete and  
 Jennifer  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—John Conte's Show  
 7:45—Camel News Caravan  
 8:00—Texaco Star Theater  
 9:00—Fireside Theater  
 9:30—Armstrong's Circle  
 Theater  
 10:00—Original Amateur Hour  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## WEDNESDAY, MARCH 14

- 12:45—Blue Valley Junction  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Gabby Hayes Show  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—Mohawk Showroom  
 7:45—Camel News Caravan  
 8:00—Four Star Revue  
 9:00—Television Theatre  
 10:00—Break the Bank  
 10:30—Flah's Little Theater  
 10:45—Feature Film  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## THURSDAY, MARCH 15

- 12:45—Index for Living  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Remember This Date  
 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Panhandle Pete and  
 Jennifer  
 5:30—Howdy Doody  
 6:00—Cactus Jim

- 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—John Conte's Show  
 7:45—Camel News Caravan  
 8:00—Groucho Marx Show  
 8:30—Peter Lind Hayes Show  
 9:00—Ford Star Revue  
 10:00—Marlin Kane, Private  
 Eye  
 10:30—Week in Sports  
 10:45—World in Your Home  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## FRIDAY, MARCH 16

- 12:45—Blue Valley Junction  
 1:00—Hollywood Matinee  
 2:30—Ladies' Day  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Hour  
 5:00—NBC Comics  
 5:15—Gabby Hayes Show  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—Ed Murphy Show  
 6:45—Camera Headlines  
 7:00—Kukla, Fran & Ollie  
 7:30—Mohawk Showroom  
 7:45—Camel News Caravan  
 8:00—The Quiz Kids  
 8:30—We, the People  
 9:00—Henry Morgan  
 9:30—The Big Story  
 10:00—Boxing  
 10:45—Greatest Fights  
 11:00—Camera Headlines  
 11:15—Broadway Open House

## SATURDAY, MARCH 17

- 3:30—Comedy Carnival  
 4:30—Kid Gloves  
 5:00—Western Film  
 5:30—The Nature of Things  
 5:45—Bob Considine  
 6:00—McNeill's TV Club  
 7:00—Oregon Winter  
 Reindeer  
 7:15—Sports Scholar  
 7:30—One Man's Family  
 8:00—Jack Carter Show  
 9:00—Your Show of Shows  
 10:30—Your Hit Parade  
 11:00—Wrestling

## DAILY — MONDAY THROUGH FRIDAY

10:55—World Headlines	12:00—Mostly Music	1:30—Garry Moore Show
11:00—What's New?	12:30—Ozark Mountain Boys	2:30—First 100 Years
11:30—Bill Bohan Show	1:00—Day-Time Shopper	2:45—Winner Take All

## SUNDAY, MARCH 11

11:30—Versatile Varieties
12:00—Ranger Joe
12:15—Chester the Pup
12:30—Film Featurette
12:45—Inside City Hall
1:00—Youth on the March
1:30—Wrangler's Ranch
2:30—Showtime, U. S. A.
3:00—Beulah
3:30—Star Time
4:30—The Lutheran Hour
5:00—Super Circus
6:00—Billy Rose Show
6:30—Mr. I. Magination
7:00—Paul Whiteman Revue
7:30—This Is Show Business
8:00—Toast of the Town
9:00—Fred Waring Show
10:00—Celebrity Time
10:30—What's My Line?
11:00—Telenews Weekly

## MONDAY, MARCH 12

3:30—Fashion Magic
4:00—Homemakers Exchange
4:30—Vanity Fair
5:00—Lucky Pup
5:15—Bob Ehle's Bunk House
6:00—Telenews Daily
6:10—News
6:20—Sportscope
6:30—Famous Jury Trials
7:00—Captain Video
7:30—Music for You
7:45—Perry Como Show
8:00—Lux Video Theater
8:30—Godfrey's Talent Scouts
9:00—Horace Heidt Show
9:30—The Goldbergs
10:00—Studio One
11:00—At Home Show
11:15—Faye Emerson Show
11:30—Mystery Theater
12:00—Telenews Daily

## TUESDAY, MARCH 13

3:15—Bride & Groom
3:30—Betty Crocker Show
4:00—Homemakers Exchange
4:30—Vanity Fair

5:00—Lucky Pup
5:15—Bob Ehle's Bunk House
6:00—News
6:20—Sportscope
6:30—Can You Top This?
7:00—Captain Video
7:30—Madison Garden Sports
7:45—Stork Club
8:00—Family Playhouses
9:00—Vaughn Monroe Show
9:30—Suspense
10:00—Danger
10:30—Burns & Allen
11:00—The Show Goes On
11:30—Mystery Theater
12:00—Telenews Daily

## WEDNESDAY, MARCH 14

3:30—V-I-D-E-O
4:00—Homemakers Exchange
4:30—Vanity Fair
5:00—Lucky Pup
5:15—Bob Ehle's Bunk House
6:00—Telenews Daily
6:10—News
6:20—Sportscope
6:30—Life Begins at 80
7:00—Captain Video
7:30—Furniture Trends
7:40—Motor Mart
7:45—Perry Como Show
8:00—Godfrey & His Friends
9:00—Somerset Maugham Theater
9:30—The Web
10:00—Boxing
10:45—Powerhouse of Sports
11:00—Holiday Hotel
11:30—Mystery Theater
12:00—Telenews Daily

## THURSDAY, MARCH 15

10:45—Susan Adams
3:15—Bride & Groom
3:30—Betty Crocker Show
4:00—Homemakers Exchange
4:30—Vanity Fair
5:00—Lucky Pup
5:15—Bob Ehle's Bunk House
6:00—Telenews Daily
6:10—News
6:20—Sportscope
6:30—Tele-Sports Digest

7:00—Captain Video
7:30—The Lone Ranger
8:00—Stop the Music
9:00—Alan Young Show
9:30—Big Town
10:00—Truth or Consequences
10:30—Airflyte Theater
11:00—Faye Emerson Show
11:15—Mystery Theater
12:00—Telenews Daily

## FRIDAY, MARCH 16

3:30—Fashion Magic
4:00—Homemakers Exchange
4:30—Vanity Fair
5:00—Lucky Pup
5:15—Bob Ehle's Bunk House
6:00—Telenews Daily
6:10—The News
6:20—Sportscope
6:30—Chance of a Lifetime
7:00—Captain Video
7:30—TV Shopper
7:45—Perry Como Show
8:00—Mama
8:30—Man Against Crime
9:00—Charlie Wild
9:30—Live Like a Millionaire
10:00—Star of the Family
10:30—Beat the Clock
11:00—Wrestling
12:00—Telenews Daily

## SATURDAY, MARCH 17

10:45—Acrobat Ranch
11:00—Theater of Romance
11:30—Armed Forces Hour
12:00—Two Girls Named Smith
12:30—I Cover Times Square
1:00—The Big Top
2:00—Film Featurette
2:15—Basketball
4:00—Roller Derby
5:00—Feature Film
6:00—Sam Levenson Show
6:30—Cisco Kid
7:00—Stu Erwin Show
7:30—Industry on Parade
7:45—Faye Emerson Show
8:00—Ken Murray Show
9:00—Frank Sinatra Show
10:00—Sing It Again
11:00—Pulitzer Prize Plays

## SUNDAY, MARCH 11

- 11:30—Frank Sinatra  
 12:00—News Bulletins  
 12:15—Magic Clown  
 12:30—Mr. I. Magination  
 1:00—Burns and Allen  
 1:30—Super Circus  
 2:00—Victor Borge Show  
 2:30—Sunday Theater  
 3:00—Hopalong Cassidy  
 4:00—Meet the Press  
 4:30—Buffalo Amateur Show  
 5:00—Super Circus  
 5:30—Sunday Afternoon Party  
 6:00—One Man's Family  
 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—Alan Young Show  
 11:00—Late News and Sports  
 11:15—Showtime U. S. A.

## MONDAY, MARCH 12

- 12:15—First Hundred Years  
 12:30—Shoppers' Guide  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:15—Faye Emerson Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Children's Theater  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Vienna Philharmonic  
 7:45—News Caravan  
 8:00—You Bet Your Life  
 8:30—Howard Barlow  
 9:00—Lights Out  
 9:30—Yesterday's Newsreel  
 10:00—Studio One  
 11:00—Late News, Sports  
 11:15—The Clock

## TUESDAY, MARCH 13

- 12:15—First Hundred Years  
 12:30—Shoppers' Guide  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:15—The Living Word  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Garroway at Large

- 4:00—Kate Smith Show  
 5:00—John Conte's  
 5:15—Children's Theatre  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—The Clue  
 7:45—News Caravan  
 8:00—Star Theater  
 9:00—Fireside Theatre  
 9:30—Circle Theatre  
 10:00—Original Amateur Hour  
 11:00—Barn Dance  
 11:30—Late News and Sports

## WEDNESDAY, MARCH 14

- 12:15—First Hundred Years  
 12:30—Shopper's Guide  
 1:00—Matinee Playhouse  
 1:45—Johnny from JN's  
 2:00—Garry Moore Show  
 2:15—Faye Emerson Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Ranger Joe  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sport Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Kieran's Kaleidoscope  
 7:45—News Caravan  
 8:00—Toast of the Town  
 9:00—Television Theater  
 10:00—International Boxing  
 11:00—Late News and Sports  
 11:30—The Web

## THURSDAY, MARCH 15

- 12:15—First Hundred Years  
 12:30—Industry on Parade  
 1:00—Matinee Playhouse  
 2:00—Garry Moore Show  
 2:15—The Living Word  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Peter Lind Hayes Show  
 4:00—Kate Smith Show  
 5:00—John Conte's Show  
 5:15—Children's Theater  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sports Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Outdoor Camera

- 7:45—News Caravan  
 8:00—Pulitzer Playhouse  
 9:00—Star Revue  
 10:00—Martin Kane  
 10:30—Telesports Digest  
 11:00—Late News and Sports  
 11:30—Somerset Maugham

## FRIDAY, MARCH 16

- 11:30—You and Your Family  
 12:00—News Bulletins  
 12:15—First Hundred Years  
 12:30—Shopper's Guide  
 1:00—Matinee Playhouse  
 1:45—Johnny from JN's  
 2:00—Garry Moore Show  
 2:15—Faye Emerson Show  
 2:30—Meet the Millers  
 3:00—Miss Susan  
 3:15—Edgar Guest  
 3:30—Bert Parks Show  
 4:00—Kate Smith Show  
 5:00—Show Room  
 5:15—Unk & Andy  
 5:30—Howdy Doody  
 6:00—Cactus Jim  
 6:30—News, Ed Dinsmore  
 6:45—Sport Spotlight  
 7:00—Kukla, Fran & Ollie  
 7:30—Top Views in Sports  
 7:45—News Caravan  
 8:00—Mama  
 8:30—We, the People  
 9:00—Wrestling Preliminaries  
 10:00—Cavalcade of Sports  
 11:00—Greatest Fights  
 11:15—Late News and Sports  
 11:30—Can You Top This?

## SATURDAY, MARCH 17

- 11:30—American Forum  
 12:00—Girls Named Smith  
 12:30—I Cover Times Square  
 1:00—The Big Top  
 2:00—Nursing at Home  
 2:15—Science in Action  
 2:30—Beat the Clock  
 3:00—Star Time  
 4:00—Star of the Family  
 4:30—Frank Sinatra  
 5:00—The Cisco Kid  
 5:30—Comedy Playhouse  
 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—Jack Carter Show  
 9:00—Your Show of Shows  
 10:00—Telenews Weekly  
 10:15—Sportscholar  
 10:30—Late News  
 10:45—Saturday Playhouse

## PRESS TIME FLASHES

SUNDAY, MARCH 11

- 7:00—Revue, Singer Margaret Whiting will join Earl Wrightson and "Pops" White-man in a salute to Miss Whiting's late father, composer Richard Whiting.
- 8:00—Comedy Hour, Lon Chaney makes his TV debut with Jarmila Novotna as guests with Abbott and Costello.
- 10:00—Celebrity Time, Leueen McGrath, actress and wife of Geo. S. Kaufman; and Morton Downey are guests.

MONDAY, MARCH 12

- 10:00—Studio One, "Chill on the Wind," with Reba Tassell.

TUESDAY, MARCH 13

- 8:00—Star Theatre, Evelyn Knight and Bali Anaizanko, adagio dancers are guests
- 9:30—Circle Theatre, "The Patcher-Upper", by John G. Fuller.

WEDNESDAY, MARCH 14

- 9:00—Kraft Theatre, "On Stage" by Benjamin Kaye.

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## VIEW OF NEXT WEEK

- Louise Wilson  
"THE MOUNTAIN COMES TO MOHAMMED"
- Why Bert Never Parks
- Shadow Stumper - Win Valuable Prizes!
- Will You Have to Pay for TV Programs?
- Jimmy O'Flynn's Life Story - Part 2

P L U S

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FOR THE ROCHESTER TV GUIDE

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*"Do I Look Happy?"*



Bud Abbott and I have cooked up another of those zany shows of crazy fun that's guaranteed to cure your indigestion and chase your ulcers right out of the front door! Take a look next Sunday night at eight!—LOU COSTELLO

WHAM-TV



CHANNEL 6