

**IN THIS CORNER**



**George Beahon**

Ron DeFrance stands there with a microphone in his hand and asks the housewife about her hobbies: (she gardens, plays tennis, bowls and watches TV). Ron DeFrance keeps smiling. He's always smiling. He asks the lady to whom she wants to say "hello."

She runs through half a dozen names and then brings out a list and Ron DeFrance keeps smiling but he's cringing a little inside.

At 39, Rochester-born and bred DeFrance is one of the finest commercial announcers in the business ("Best in the market," says Program Director Jerry Carr) and he's probably Rochester's best-dressed TV personality and he's one of the nicest guys you ever can meet, on or off the air.

His opening is a trademarked "Hello, everybody!" and he uses it to launch the weeknight "Bowling for Dollars" show on Channel 13.

With about 46 per cent of the audience in the Rochester area market, it is the highest rated local program ever. EVER.

It is successful in other markets — 36 cities use the copyrighted franchise format which is sold by Claster Productions in Baltimore.

Some of the numbers you won't find easy to believe. The station averages 3,000 postcards per day, from people who want to bowl or be "pin pals" of the bowlers. That's a lot of money in stamps alone. A record 7,566 cards arrived one recent day, after it was announced the barrel of cards was being dumped for new names. There have been more than 1.3 million postcards since the show started in August 1973.

The station has given away more than \$186,000 in cash and prizes (two TV sets, two automobiles) to contestants on the lanes and their "pin pals" who share equally in whatever is won by the bowlers.

It's been called corny and crude and commercial, but it's a winner, and not just in Rochester, although DeFrance's ratings are better than most of the other 35 cities using the format.

It's a show that blends luck

with human foibles and greed and boredom and excitement and even a little touch of democracy. It's played more to the average citizen than the elite. But the audience, by survey, includes many a doctor and lawyer and college prof. To many of them it's camp.

You could be buddy-buddy with any exec at Channel 13 but that won't help you get your friend on the show. Baltimore gets all the card applications and picks the seven nightly contestants. No interference.

It takes a Ron DeFrance type to make this show work. (I could bury it in two nights.)

"The show does not bore me," says Ron, who simply likes people and likes meeting people. "It's the guy next door who's on the show. It has viewer recognition. You see the cop who stopped you for running a light. Or a former school teacher. It's easy for me because being a local guy, I can identify with neighborhoods."

There's the occasional wise guy who wants to put down Ron. The guy might even be a little juiced.

"No sweat," says Ron. "Those lions become lambs when they get on the air. The red light makes them nervous."

"The biggest problem is timing. I like to give each contestant equal time. Our main complaint is too many "hellos," and that is hard to control."

You could make a case for the show as being culturally significant. It's Numero Uno locally, and it does involve a lot of dollars. For the contestants, for the "pin pals," and would you believe, also for Channel 13?

Among the reviews it's received is this line about the Boston chapter: "It is a sort of daily living edition of the book 'Working' by Studs Terkel."

**Hunger Theme Of CWU Seminar**

World and local hunger will be the theme of a World Community Day sponsored by Church Women United of Rochester and vicinity. Speaking at the seminar will be Bill McDonald of Action for a Better Community, Mrs. Ann Hoile, and Father Daniel Tormey of the Office of Human Development. They will relate their own experiences in work among the poor.

The event will be at 9:45 a.m. Friday, Nov. 7, at St. Thomas Episcopal Church, 2000 Highland Ave. A babysitting service will be provided. Anyone attending is asked to bring cheese, bread or fruit to share; a beverage will be provided. Further information may be obtained from Mrs. Dorothea Hunter at 454-6443.

POLITICAL ADVERTISEMENT

**Barbara Zartman**



**for the city!**

City Council's East District

Paid for by Friends of Barbara Zartman

**OHD Campaigns For Farm Workers**

Controversy marks the hundreds of elections now being held on the farms in California, the Office of Human Development said last week.

In the 235 elections that had been held as of Oct. 14, the UFW had been selected to represent the workers on 118 farms, the Teamsters on 83. In the Gallo Wine dispute, results of a second election have been held up while questions are handled concerning eligibility of voters. Workers who have been on strike for up to 2 years demand to be included in the voting; the farm owners are trying to receive permission for their office workers to vote, the OHD reported. Pro-UFW groups are calling for the boycott of Gallo wines to continue.

While the legal battle goes on, serious charges are being made on many fronts about the ac-

**FUND DRIVE**

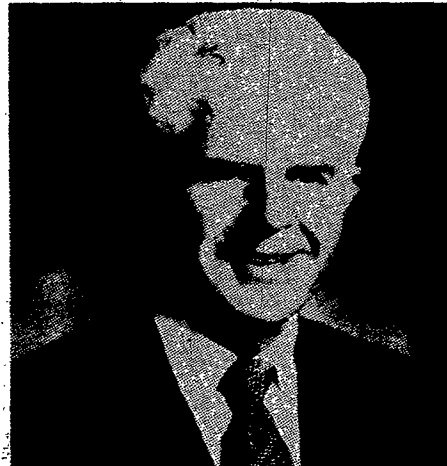
Nazareth College alumni who have not yet contributed to the Community Center under construction on the Nazareth campus will be contacted in November by alumna Wilma Lewis, this year's fund drive chairman, and her committee. The goal is \$10,000.

POLITICAL ADVERTISEMENT

OHD is promoting a letter campaign to urge Gov. Jerry Brown of California to "stop the fear and intimidation in the fields."

POLITICAL ADVERTISEMENT

**Help elect henry j klimley Irondequoit Town Justice**



As a defense attorney representing the accused, I insisted on fairness. As an Assistant District Attorney representing the people of the State of New York, I insisted on firmness.

As your Town Justice, I pledge to be both FAIR and FIRM.

Henry J. Klimley

ENDORSED BY REPUBLICANS and CONSERVATIVES

POLITICAL ADVERTISEMENT



**Another Tax? Who Needs It?**

The County Democratic Leadership is committed to you having to pay a county income tax. Sure, they claim it would lower your property taxes. But remember what happened when New York City imposed an income tax, supposedly to lower property taxes? Guess what happened? Property taxes skyrocketed. They ended up with a double tax. Mike Tobin doesn't want to see Monroe County become "Just like New York." He's against any county income tax.

**ELECT MIKE TOBIN**

County Legislature — City South

**Vote 5B or 5C**

Republican — Conservative

POLITICAL ADVERTISEMENT

POLITICAL ADVERTISEMENT



**LEE PATT**  
CITY COUNCIL — SOUTH DISTRICT  
**VOTE ROW 7B**

- 7 years auditor, City of Rochester
- 14 years auditor, large insurance company
- Volunteer counselor, McQuaid Jesuit High School
- Cancer Fund Drive Worker
- B.S., University of Rochester (1970); M.E., State University Brockport (1974)

Paid for by citizens to elect Lee Patt. Blanche Petrie, co-chairman.