



ROXANNE LOOMS LARGE ON TV

She's a sweet, unaffected green-eyed blonde only a few months out of Minneapolis, but already she's been voted "the most photogenic figure on TV" in a poll of editors. Now appearing on Sylvania's *Beat the Clock* (CBS-TV Friday night at 10:30, EST), she nudged out NBC's Dagmar by two points.

Name: Roxanne. Real name: Dolores Rosedale. Roxanne slaved away in Minneapolis as a dentist's assistant until she went to New York and landed magazine cover and modeling assignments from Harry Conover. He dubbed her "Roxanne." Now she's set for a big build-up. "We're going to marquee her," reports the ad-agency man who publicizes her show. The same breathless huckster says also that "over here there is a big picture of Roxanne in every vice president's office."

All this confuses Roxanne, who doesn't do much on the show but take pictures of contestants. "I can't see why everybody fusses over little me," she says. She talks like that.

TV's most photogenic figure stacks up like this: 5'8", 124 lbs., a 36" bust, 23" waist, 34" hips. Age: 21.



People
February 28,
1951: p. 58 **Today**

← SHE HAS TALENT TO SPARE

OldMagazineArticles.com

SECRETS OF ROXANNE



Her pet poodle couldn't stand the pace, developed a neurosis.

Even on CBS-TV's *Beat the Clock*, where things happen swiftly enough, Roxanne (*front cover*) has been nicknamed the "Golden Flash." She is, literally, video's fastest girl, off-stage as well as on. She not only whizzes through her stint on the Sylvania show, but averages a dozen appointments a day, has posed for more than 15,000 photos in her short 23 years, and once set a personal appearance record in Chicago, performing on 13 TV and radio shows in 24 hours. What makes Roxanne run?

Her real name is Delores Rosedale, and she admits she's a showoff who likes to be stared at. She got her first taste of being "stared at" back in hometown Minneapolis, when she was still in junior high and first attempted to bleach her now-famous hair blonde. The result was a striking bright green.

Her first ambition was to become a dentist, and as a dental assistant, she brags: "I made the best gold crowns in Minneapolis." But gold crowns do not a celebrity make, and Roxanne decided to capitalize on her lovely face and figure by becoming a model. A short time later, she became hostess on *Beat the Clock*. People really stared at her now, and she was a celebrity before her producers ever gave her a line to speak.

Although Roxanne says she wouldn't trade an instant of her hectic life, she admits there are some disadvantages. Constantly traveling, she sleeps less than 5 hours a night, and even has teeth-brushing down to a split-second science. Because of the fast pace, she had to send Chauncey, her pet poodle, back home. "The poor dog was getting a complex," she says. "I'd fly in the door, pat him on the head, and whisk out again. He was getting neurotic."



Roxanne exercises in bed; races to *Beat the Clock*.

ROXANNE

She's a little worried now about her husband, Tom Roddy. He's not neurotic yet, but they've been married 6 months and can only be together between Roxanne's trips. He may already be wondering: "What makes Roxanne run?"



TEMPO

August 16, 1954

p. 30

OldMagazineArticles.com