

QUAD-CITY

WOC-TV  
WHBF-TV

# Tele-VIEWS

15¢

Vol. I—No. 20



PROGRAM SCHEDULES FOR MAY 19th - 25th

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*First* with afternoon programming

*First* in afternoon audiences

**HIGH-RATED NBC SHOWS**

including Kate Smith, Bert Parks, Miss Susan, Gabby Hayes, Howdy Doody and Many Others

**TOP VIEWING LOCAL SHOWS**

**MR. WEATHERWISE**

**4:45-4:50 P.M.**

**Every Weekday**

**Monday thru Friday**

This jovial little puppet, big favorite with Quint-Cities viewers, makes the daily weather forecast entertaining, whether it is or not.

**SNOW CROP**

**MATINEE THEATRE**

**1:30-2:00 P.M.**

**Tuesday & Thursday**

Your favorite chair assures you a front-row seat at these thrilling dramatic productions, with outstanding casts and stories, twice weekly.

**COWBOY KEN**

**4:30-4:45 P.M.**

**Monday, Tuesday &  
Thursday**

This cowboy rides herd on some of the best western singing in show business. Small fry guests add sparkle to his shows.

**COMIC CUT-UPS**

**4:30-4:45 P.M.**

**Fridays**

Humorous, kibitzing little Pee Wee spins fantastic stories, which artist Ken Wagner brings to life with lightning-fast drawings.

**BEST  
PICTURE  
IN  
SIGHT**

**WOC-TV**

**AM FM**

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# Mail Bag

Editor:

As one of the many viewers of the programs from the Quad-Cities' two stations I have come to feel that the programs and their content have become part of my home life and that of my family. To this, there is little room for disagreement.

Now that TV has become more or less commonplace and is asserting itself in one way or another on our lives, what can we as the last link of the chain, do to control TV to our own liking, or at least to the liking of the majority of viewers? At the present there seems to be one positive plan, that of complaining to the FCC, and the controls that will ultimately follow if enough viewers make enough noise about it. Not wanting any more government controls and regulations than the next fellow, if some plan were devised for a voluntary poll of the listeners by the sponsors, something constructive might be accomplished.

Since most (probably) of the sponsors believe wholeheartedly that the drive they push out to us is top quality and that they know best, the above plan would probably never work. This would leave the first method of FCC control apparently the last resort.

There is, however, another way which I believe would work but it would require the cooperation of such periodicals as yours and this letter is more or less to propose the thing, possibly let your readers comment on it maybe either follow through or produce a better idea.

This would be a listing, say once a

month, either in the program itself or in a separate column, of the advertising agencies or sponsors name and address where complaints could be addressed with some hope of getting something done about it. If the com- of thinking, most of them are, if the commercials were too long, and to my way program content does not come up to what we believe it should, before we refuse to watch it again, a postcard to the sponsor might bring some improvement if the complaint was justified.

I am reminded of a comment made by a friend in the advertising business to the effect that the advertising used on the so-called "soap operas" is geared to a 12-year-old intellect. If a comparison were to be made to many of the TV commercials, the age index could be placed lower than this. Many of us have a better in-born sense of judgment than this and because we like the program, we suffer through the commercial and tolerate it with the mental reservation of "if they insult my intelligence like that, I sure won't buy their product," all of which adds up to a greater effort on the part of the advertiser to simplify things for the audience and a corresponding increase in resentment on the part of the viewer.

I think it will be readily agreed by most TV enthusiasts that there is plenty wrong with TV commercials even though the programs appear to be growing better. There is at present, no certain or sure way of making the viewers' opinions made known, particularly in an area such as ours, why not expand this thought of a means of getting our impressions over to the sponsors, they would no doubt be in favor of a more effective commercial and we as listeners and viewers and undoubtedly in favor of more intelligent commercials.

Monmouth, Ill.

Bob Forman

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# Saturday

MAY 19th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

- 9:00 4 **OH! KAY!**—  
Kay Westfall, Jim Dimitri and  
Dave LeWinter.
- 9:30 4 **GRAND CHANCE ROUND-UP**—
- 10:00 4 **BIG TOP**—  
A regular three-ring circus with  
Jack Sterling as ringmaster.
- 11:00 4 **TWO GIRLS NAMED SMITH**—
- 11:30 4 **THEATRE OF ROMANCE**—  
Faith Baldwin stories dramatized.
- 
- 12:00 4 **WESTERN FILM**—  
"Gun Code."
- 
- 1:30 5 **HORSE RACING**—  
With Clem McCarthy from Belmont  
Park, N.Y. The Metropolitan  
Handicap for three-year olds. One  
mile, \$30,000 purse.
- 2:30 5 **FILM SUBJECT**—
- 3:00 4 **HORSE RACING**—  
Preakness Stakes.
- 5 **MR. WIZARD**—  
Program devoted to better health  
and living. Don Herbert is Mr.  
Wizard. He will explain how  
centrifugal force operates using  
toys and kitchen appliances.
- 3:30 4 **FIRST AID**—  
This is a local program.
- 5 **THE NATURE OF THINGS**—  
Dr. Roy K. Marshall discusses  
a scientific subject.
- 3:45 5 **ON THE LINE**—  
With Bob Consigned—News report  
and interviews.
- 4:00 4 **LIFE BEGINS AT 80**—
- 5 **WESTERN PLAYHOUSE**—
- 4:30 4 **FLYING TIGERS**—
- 5:00 4 **SAM LEVENSON SHOW**—  
Comedy monologues concerning  
the bringing up of a family.
- 5 **VICTOR BORGE SHOW**—
- 5:30 4 **ON TRIAL**—
- 5 **ONE MAN'S FAMILY**—  
This domestic drama stars Bert  
Lytell and Marjorie Gateson.
- 6:00 4 **KEN MURRAY SHOW**—  
Screen star Ella Raines is guest.  
Also, bandleader Duke Ellington,  
singer Art Lund and the Korn  
Peppers.  
Musical theme presented by Daria  
Hood, the Enchanters and Murray  
Dancers. As always there will  
be the Glamourlovelies.

5 **SATURDAY NIGHT REVUE**—  
Variety-comedy show starring Jack  
Carter.

7:00 4 **FRANK SINATRA SHOW**—  
Variety musical with Phil Silvers  
as the guest star.

5 **SHOW OF SHOWS**—  
Stars Sid Caesar and Imogene  
Coca, Hamilton Dancers, Billy  
Williams Quartet.

7:30 4 **THE SHOW GOES ON**—

8:00 4 **FAYE EMERSON**—  
Interviews with people you know.

8:15 4 **STORK CLUB**—  
Stars Virginia Paine, Sherman  
Billingsley and guests.

8:30 4 **LONE RANGER**—

5 **YOUR HIT PARADE**—  
Snooky Lanson, Eileen Wilson and  
Dorothy Collins, vocalists; the Hit  
Paraders and Raymond Scott's or-  
chestra.

9:00 4 **WRESTLING**—  
From Marigold Gardens, Chicago.

5 **PUBLIC PROSECUTOR**—  
John Howard has starring role.

9:20 5 **SHEILA GRAHAM**—  
Interviews stars of Hollywood.

9:35 5 **MYSTERY PLAYHOUSE**—

— SEE —

## PUBLIC PROSECUTOR

SATURDAY at 9:00 P.M.

Sponsored by Your

# Motorola TV DEALERS

# Sunday

MAY 20th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5  
(Programs Subject to Change)

- 11:30 5 **AMERICAN FORUM OF THE AIR**  
Discussion program. Theodore Granik is moderator. Subject: "The Basic Issue of Our Foreign Policy." Sen. Robert Taft (R., Ohio) and Sen. Brian McMahon (D., Conn.)
- 12:00 5 **WATCH THE WORLD—**
- 12:15 4 **INS DAILY NEWS—**
- 12:30 4 **FEATURE FILM—**  
"Law of the Timber."
- 5 **UNIVERSITY HOUR—**
- 1:00 5 **FILM SUBJECT—**
- 1:15 5 **DREAM HOME DIRECTORY—**
- 1:30 4 **PARADE OF HOMES—**  
Local real estate men display their wares in an attempt to interest home-buyers in sales.
- 5 **MRS ROOSEVELT MEETS THE PUBLIC—**
- 2:00 4 **SPACE PATROL—**  
Commander Buzz Corry and Cadet Happy in an adventure in space.
- 5 **MEET THE PRESS—**
- 2:30 4 **YOUR PET PARADE—**  
Children and their pets on review.
- 5 **ZOO PARADE—**  
Marlin Perkins, director of Chicago's Lincoln Park Zoo, introduces you to some more of his guests.
- 3:00 4 **SUPER CIRCUS—**  
Clown Cliff Soubier and Mary Hartline's band assist some great circus acts for your enjoyment.
- 5 **GABBY HAYES SHOW—**  
Story of the California Gold Rush.
- 3:30 5 **HOLLYWOOD JUNIOR CIRCUS—**  
Art Jacobsen, ringmaster; Carl Marx, clown; ero, the midget; and guest artists.
- 4:00 4 **CHARLIE WILD, PRIVATE EYE—**  
A detective yarn that is sure to thrill you.
- 5 **MOPALONG CASSIDY—**
- 4:30 4 **TED MACK FAMILY HOUR—**  
Amateur talent vie for recognition on this program.

- 5:00 4 **PAUL WHITEMAN SHOW—**  
The setting is a Maine fishing village. Featured vocalists are Earl Wrightson and Maureen Cannon. Guests include the song-and-dance team of Helen Gallagher an Harold Lang, songstress Isabel Bigley.
- 5 **WEEK'S NEWS IN REVIEW—**
- 5:15 5 **INDUSTRY ON PARADE—**
- 5:30 4 **JACK BENNY SHOW—**  
Features the Waukegan violinist, his wife Mary Livingston, "Rochester" and guests Ben Hogan and Bob Crosby.
- 5 **THE ALDRICH FAMILY—**  
Learning that his neighbors are moving, Henry decides to patch up differences he's had with them.
- 6:00 4 **BURNS AND ALLEN—**
- 5 **COMEDY THEATRE—**  
Dean Martin and Jerry Lewis return for a slam-bang performance.
- 6:30 4 **STARLIGHT THEATRE—**
- 7:00 4 **FRED WARING SHOW—**  
Outstanding musical treat.
- 5 **TELEVISION PLAYHOUSE—**  
"Justice and Mr. Pleznik" with Joseph Buloff and Naomi Riordan. Drama of a new citizen's perseverance in uncovering a murder following a routine "accident."
- 8:00 4 **CELEBRITY TIME—**  
Conrad Nagel conducts quiz with regular panelist Herman Hickman and his new partner Mary McCarty. Guests are Robert Alda, star of "Guys and Dolls" and Dorothy Sarnoff, featured in "The King and I."
- 5 **GARROWAY AT LARGE—**  
Musical variety with Dave's gang.
- 8:30 4 **WHAT'S MY LINE?—**  
Panelists are Arlene Francis, Dorothy Kilgallen and Hal Block.
- 5 **MARCH OF TIME THROUGH THE YEARS—**  
"Airways to Peace."
- 9:00 4 **WEEKLY NEWSREEL—**
- 5 **KEITH GREKO TRIO—**
- 9:15 5 **MOVIE THEATRE—**  
"The Girl from Manhatatn" with Dorothy Lamour, Charles Laugh-ton, George Montgomery and Hugh Herbert.
- 9:30 4 **YOUTH ON THE MARCH—**



## CHANNEL ONE

**N**EW YORK.—Here's the lowdown on the backstage fight over Jerry Lester, Dagmar and "Broadway Open House." It started as a scrap over the legal ownership to the name **Dagmar**. The tall blonde's ex-stage name is **Jennie Lewis**. Jerry, who built her into a major attraction, claims he owns the name **Dagmar**.

Now she has signed with ABC-TV for a half hour comedy series starting next fall, but **Dagmar** will also continue on "Open House" with an increase in pay. Meantime, **Lester** wants a summer vacation, but his beer sponsor says "no" because that's the best sales time. If **Beanbag** leaves the show, it may be permanent. . . Watch for "**The Falcon**" to make its video debut shortly.

**Arthur Godfrey** has finally thrown in the sponge, asks fans to stop sending him live animals. A pair of mouse-like hamsters created a tizzy among Arthur's girl assistants, while another gift, a live rattlesnake, really tossed the place up for grabs. . . **Pert Bette Chapel** is reported considering Hollywood offers as a result of her top work in the **Dave Garroway** show. That's like leaving Broadway for summer stock. . . Now they're selling a TV series starring **Jackie Coogan**. It'll be called "Cowboy G-Men" and based in the late 1890's. . . Also coming: "I Love Lucy," a romantic comedy series with **Lucille Ball** and **Desi Arnaz**. This could be terrific.

NBComic **Danny Thomas** and his father-daughter act have been drawing raves. As a result, he'll do more of same. . . **Ted Brown**, announcer with the **Bert Parks** show, spends his off-time kneedeep in bricks, plaster and

two-by-fours. He's building a backyard patio. . . Disc jockey **Martin Block** predicted skyrocket success for bandleader **Vaughn Monroe** as far back as 1940.

**Jackie Kelk**, who plays **Homer** in "The Aldrich Family" is junior chairman of the National Safety Council. . . **Robert Q. Lewis** won't vacate his "Show Goes On" this summer, as reported. . . **Ellery Queen** speaks—**Lee Bowman**, who stars in that part, says "For a guy who couldn't find a lost collar button, it's been a big step into Ellery's shoes. Frankly, it's harder work than anything I've ever tackled before. . . **Betty Brewer** is a solid baseball fan. During rehearsal breathers on "Holiday Hotel," Betty finds a quiet corner and watches the Yankees play ball. . . **Sid Caesar**, the legitimate king of pantomime, has made a decision that will preserve his own TV career and physical health. The strenuous weekly pace has made inroads on Sid's endurance. Like the famed **Alexander, Caesar** conquered too young. Next season, he'll cut his shows to 30 or less, which will give him a much-needed breathing spell. . . "Man Against Crime" viewers have a good record of armchair solutions. Reason: **Ralph Bellamy** guarantees that all suspects will be seen before the first commercial, and all clues will be shown in the first 15 minutes.



Good sport dept.—**Yvonne de Carlo** visited the **Paul Whiteman** Revue to watch the show. While guest star **Olga San Juan** was having makeup applied, Yvonne "stood in" for her.

## Signed for TV



Mary Sinclair, one of TV's outstanding dramatic performers, has been signed to a long-term exclusive contract by CBS as the first artist in the network's projected television star system.

### NO FAVORITISM

Tom Eldridge, one of the singers in "The Holidays" quintet on Arthur Godfrey's "Talent Scouts," auditioned for the show in a solo role, and had to pass an audition the same as anyone else. And when he won, Arthur, playing it straight down the middle, picked a second winner.

—tv—

### OWN GAGS GAG THEM

Paul Harrison and Berni Gould of the "Bert Parks Show" (NBC-TV) are two people who really enjoy their work. Besides writing all the skits, Bernie and Paul are on hand as directors, and it's not an uncommon sight to see them off stage, roaring as loud as the audience at some of the antics they've dreamed up.

"LET

# GEORGE

DO IT"

In Our Large Modern Service Department We Offer the Outstanding Service in the Midwest on

- TELEVISION
- HOME RADIO
- CAR RADIO

**George's**  
RADIO & TELEVISION CO.

1003-07 W. 4th St. Davenport

LARGEST TELEVISION  
CENTER IN THE MIDWEST

Open Evenings Till 8:00 P.M.

3-2701—PHONES—3-2702

BARGAIN RADIO &  
TELEVISION STORE

1603 W. Locust St. Davenport

# Monday

MAY 21st

WHBF-TV—Ch. 4 WOC-TV—Ch. 5  
(Programs Subject to Change)

- 12:00 4 **GARRY MOORE SHOW**—  
Stars Denise Lor, Ken Carson.  
Guests are Kirkwood and Good-  
man, comedians.
- 12:30 4 **FIRST HUNDRED YEARS**—  
Stars Jimmy Lydon and Olive  
Stacey.
- 12:45 4 **VANITY FAIR**—  
1:00 5 **MISS SUSAN**—  
Daytime serial with Susan Peters,  
Hollywood star. This is a story  
of a woman attorney.
- 1:15 5 **HERE'S ERNIE**—  
A new show.
- 1:30 5 **BERT PARKS SHOW**—  
Musical variety featuring Betty  
Ann Grove and Bobby Sherwood.
- 2:00 5 **KATE SMITH SHOW**—  
Variety with Kate and her guests.
- 3:00 4 **MARY HARTLINE SHOW**—  
Delightful juvenile program.  
5 **HAWKINS FALLS, POP. 6200**—  
Serial of life in a small town.  
(See page 11)
- 3:15 4 **PARADISE ISLAND**—  
5 **GABBY HAYES SHOW**—  
Gabby has another yarn about a  
Western hero.
- 3:30 4 **MEET YOUR COMMUNITY**—  
Local personalities featured on  
this weekly show.  
5 **HOWDY DOODY**—  
Bob Smith's puppets in new ad-  
ventures to please the children.
- 4:00 4 **SMALL FRY CLUB**—  
A program especially for children.  
5 **CACTUS JIM**—  
Jim tells a story about his friends.
- 4:30 4 **SPACE CADET**—  
Tom Corbett's adventures in space  
with cadets in Space Academy.  
5 **COWBOY KEN**—
- 4:45 4 **BEANIE**—  
Popular character of the kids is  
brought back by popular demand.  
5 **MR. WEATHERWISE**—
- 4:52 5 **WOC-TV NEWSROOM**—  
Bob Frank and Bob Redeen report  
the latest news.
- 5:00 4 **CAPTAIN VIDEO**—  
An adventure story on earth and  
in space with the Video Ranger.  
5 **KUKLA, FRAN & OLLIE**—  
The puppets of Burr Tillstrom have  
fun with lovely Fran Allison.
- 5:30 4 **HOLLYWOOD SCREEN TEST**—  
Neil Hamilton directs young hope-  
fuls in two short sketches with  
guest star.  
5 **SHOWROOM**—  
Lovely Roberta Quinlan sings.
- 5:45 5 **NEWS CARAVAN**—  
John Cameron Swayze reports the  
news with on-the-spot films.
- 6:00 4 **VIDEO THEATRE**—  
Screen star Evelyn Keyes stars in  
"Wild Geese." A girl investigates  
when an Englishman tries to per-  
suade her to sell a ship model.  
5 **PAUL WINCHELL - JERRY  
MAHONEY SHOW**—  
New quiz-type show with ventri-  
loquist and dummy.
- 6:30 4 **GODFREY TALENT SCOUTS**—  
Professional talent competes for a  
break in the entertainment field.  
5 **VOICE OF FIRESTONE**—  
Musical concert with Howard Bar-  
low's rochestra. Guest vocalist  
is Christopher Lynh, tenor.
- 7:00 4 **HORACE HEIDT SHOW**—  
Youth Opportunity program with  
talent from all over the country.  
5 **LIGHTS OUT**—  
"Cat's Cradle," a mystery with  
Frank Gallup as narrator.
- 7:30 4 **SHOWTIME, U. S. A.**—  
Variety show.  
5 **ROBT. MONTGOMERY PRESENTS**  
"The House of Seven Gables,"  
starring veteran actor Gene Lock-  
hart and his able daughter, June.
- 8:00 4 **STUDIO ONE**—  
"A Chance for Happiness," star-  
ring Maria Riva (daughter of Mar-  
lene Dietrich.)
- 8:30 5 **WHO SAID THAT?**—  
Quiz that stars newspeople Bob  
Trout and John Cameron Swayze.  
Guest panelists are Sen. Blair  
Moody (D., Mich.) and sports col-  
umnist Red Smith.
- 9:00 4 **AT HOME PARTY**—  
Earl Wrightson is your host.  
Guest is Mimi Benzell, this week's  
cover star.  
5 **STARS OVER HOLLYWOOD**—  
"The Ageless."
- 9:15 4 **PERRY COMO SHOW**—  
Fontaine Sisters & Mitchell Ayres  
orchestra and a fine chorus.
- 9:30 4 **INS WEEKLY NEWS**—  
5 **FILM SUBJECT**—
- 9:45 4 **WEATHER SHOW**—  
9:50 4 **INS DAILY NEWS**—  
10:00 5 **WEATHER REPORT**—  
10:05 5 **NEWS**—  
10:10 5 **BASEBALL RESULTS**—  
10:15 5 **BROADWAY OPEN HOUSE**—

# Tuesday

MAY 22nd

WHBF-TV—Ch. 4    WOC-TV—Ch. 5  
(Programs Subject to Change)

- 11:30 4 **GARRY MOORE SHOW—**  
Stars Denise Lor, Ken Carson, Virginia Sale, character monologist, is guest.
- 12:30 4 **FIRST HUNDRED YEARS—**  
Stars Jimmy Lydon and Olive Stacey.
- 12:45 4 **VANITY FAIR—**
- 1:00 5 **MISS SUSAN—**  
New Daytime serial with Susan Peters. This is a story of a woman attorney.
- 1:15 4 **BRIDE AND GROOM—**  
One of radio's popular morning shows now on television.
- 5 **HERE'S ERNIE—**  
A new show.
- 1:30 5 **MATINEE THEATRE—**  
Daytime variety show.
- 2:00 5 **KATE SMITH SHOW—**  
Have fun with Kate and guests.
- 3:00 4 **MARY HARTLINE SHOW—**
- 5 **HAWKINS FALLS, POP. 6200—**  
Serial of life in a small town.
- 3:15 5 **PANHANDLE PETE & JENNIFER—**
- 3:30 5 **HOWDY DOODY—**  
An enjoyable visit with Bob Smith and his puppet friends.
- 3:45 4 **INS DAILY NEWS—**
- 3:55 4 **SHOW CASE—**  
Prevue of Coming Attractions.
- 4:00 4 **SMALL FRY CLUB—**  
A program especially for children.
- 5 **CACTUS JIM—**  
Jim tells a story about his friends.
- 4:30 4 **THE BUDDIES OF THE AIRLANES**  
You'll be hearing and seeing Pat, Speed and Curly.
- 5 **COWBOY KEN—**  
Ken and his Ranch Hands entertain you.
- 4:45 4 **BEANIE—**  
Popular character of the kids is brought back by popular demand.
- 5 **MR. WEATHERWISE—**  
Brief puppet show giving weather outlook for the day.
- 4:52 5 **WOC-TV NEWSROOM—**  
Bob Frank and Bob Redeen report the latest news.
- 5:00 4 **CAPTAIN VIDEO—**  
An adventure story on earth and in space.
- 5 **KUKLA, FRAN & OLLIE—**  
Burr Tillstrom's uncanny friends chat with lovely Fran Allison.
- 5:30 4 **BEULAH—**  
Ethel Waters stars in a comical adventure.
- 5 **LITTLE SHOW—**  
John Conte emcees this musical program with Dorothy Carless.
- 5:45 5 **NEWS CARAVAN—**  
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **COURT OF CURRENT ISSUES—**  
A new series of programs devoted to lively discussion of current affairs.
- 5 **STAR THEATRE—**  
Milton Berle stars. Guests: Singer Kay Armen and Harry Richman.
- 6:30 4 **JOHNS HOPKINS—**  
From the famed university comes a program giving scientific information in a most interesting way.
- 7:00 4 **VAUGHN MONROE SHOW—**  
Features Ziggy Talent and Shaye Cogan.
- 5 **FIRESIDE THEATRE—**  
"The Amber Gods" with William Henry and Mary Sinclair.
- 7:30 4 **BEAT THE CLOCK—**  
Bud Collyer conducts the stunts with curvacious Roxanne assisting.
- 5 **CIRCLE THEATRE—**  
"The Vote-Getter."
- 8:00 4 **DANGER—**  
"A Clear Case of Suicide" stars Joan Bennett and John Forsythe.
- 5 **ORIGINAL AMATEUR HOUR—**  
Ted Mack helps the talent along on the road to fame and fortune.
- 8:30 4 **COOLERATOR THEATRE—**  
Another play for you to enjoy.
- 9:00 4 **FAYE EMERSON—**  
Lovely Faye interviews folks you would like to meet.
- 5 **DIKIE SHOWBOAT—**  
Richard Lane is your captain.
- 9:15 4 **LOCAL DAILY NEWS—**
- 9:30 4 **INS DAILY NEWS—**
- 5 **FILM SUBJECT—**
- 10:00 5 **WEATHER REPORT—**
- 10:05 5 **NEWS—**
- 10:10 5 **BASEBALL RESULTS—**
- 10:15 5 **BROADWAY OPEN HOUSE—**  
Jerry Lester stars with Dagmar, Milton DeLugg, Ray Malone and Mello Larks on hand for this informal comedy show.

# Television's Tops!

TV INDUSTRY HONORS ITS OWN FAVORITES!

By JONATHAN DAVID

TOP AWARDS in the television industry were made recently at the second annual Awards Dinner of the Academy of Radio and Television Arts and Sciences.

Not to be outdone by Hollywood's famous "Oscar" awards, the TV Academy has developed statuettes, symbolizing first place in their respective categories.

The name of the new TV awards is "Michael."

Winners of the coveted awards were:  
Best Comedian—

**Groucho Marx**

Variety Show—

**"Toast of the Town"**

Dramatic Show—

**"Philco Playhouse"**

Situation Comedy—

**"Alan Young Show"\***

Forum Program—

**"Meet the Press"**

Mystery Show—

**"Suspense"**

News Commentator—

**John Cameron Swayze**

Quiz Program—

**"What's My Line?"**

Best Commercial—

**"Your Hit Parade"**

Musical Variety—

**"Fred Waring Show"**

Best Announcer—

**Bud Collyer**

Male Vocalist—

**Perry Como**

Sportscaster—

**Bill Stern\***

Female Vocalist—

**Dinah Shore\***

Producer-Director—

**Max Liebman**  
(**"Your Show of Shows"**)

Most Promising Star—

**Sam Levenson**

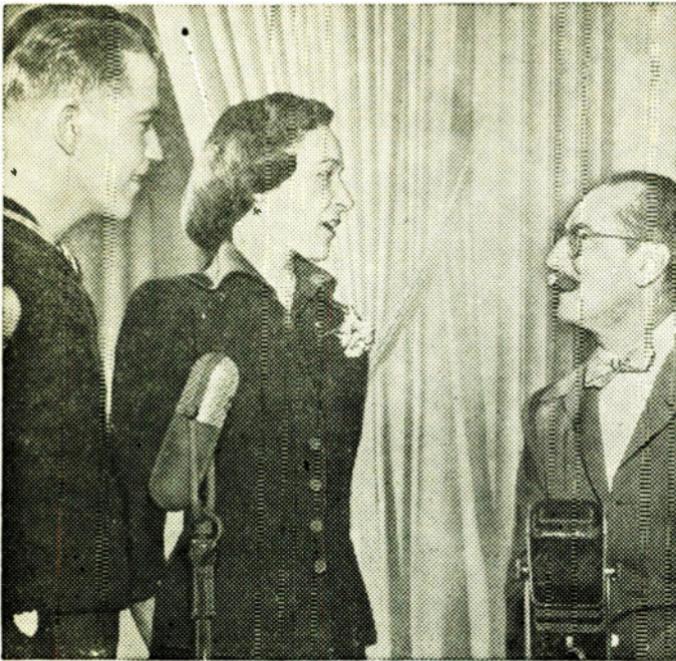
\*—Not seen on local stations.



"... a toastmaster"



"... a singer"



---

The man with the cee-gar shown at the right is the winner! Groucho Marx was named the best comedian on TV by the industry for his "You Bet Your Life" show.

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Special "Michael" Citations were awarded at the affair to Arthur Godfrey for "possessing and projecting the most engaging personality"; Eddie Cantor, for "deep devotion to causes of humanity;" and Bob Hope, for "dedication to the American armed services in this country and abroad."

The dinner was emceed jointly by Ed Sullivan, Frank Sinatra, Milton Berle and Jinx McCrary. Notable personalities included Gov. Thomas E. Dewey and the U.S. United Nations ambassador, Warren Austin.

The "Michael" awards are based on the results of a poll of approximately 5,000 persons in the radio and television industries.



"... a citation"



"... a musician"

# Wednesday

MAY 23rd

WHBF-TV—Ch. 4 WOC-TV—Ch. 5  
(Programs Subject to Change)

- 12:00 4 **GARRY MOORE SHOW—**  
Stars Denise Lor, Ken Carson.  
Guests Sarah Churchill, actress  
daughter of Winston Churchill.
- 12:30 4 **FIRST HUNDRED YEARS—**
- 12:45 4 **VANITY FAIR—**
- 1:00 5 **MISS SUSAN—**
- 1:15 5 **HERE'S ERNIE—**
- 1:30 4 **MEET YOUR COVER GIRL—**  
Features Reba Moness, world  
champion ping-pong player.
- 5 **BERT PARKS SHOW—**
- 2:00 5 **KATE SMITH SHOW—**
- 3:00 4 **MARY HARTLINE SHOW—**
- 5 **HAWKINS FALLS, POP. 6200—**  
Serial of life in a small town.
- 3:15 4 **COMMUNITY COLLEGE FORUM—**
- 5 **GABBY HAYES SHOW—**
- 3:30 5 **HOWDY DOODY—**
- 3:45 4 **INS DAILY NEWS—**
- 3:55 4 **SHOW CASE—**  
Preview of Coming Attractions.
- 4:00 4 **SMALL FRY CLUB—**
- 5 **CACTUS JIM—**
- 4:30 4 **SPACE CADET—**
- 5 **AT HOME WITH MARY LOUISE  
MARSHALL—**
- 4:45 4 **BEANIE—**
- 5 **MR. WEATHERWISE—**
- 4:52 5 **WOC-TV NEWSROOM—**  
Bob Frank and Bob Redeen report  
the latest news.
- 5:00 4 **CAPTAIN VIDEO—**  
An adventure story on earth and  
in space with the Video Ranger.
- 5 **KUKLA, FRAN & OLLIE—**  
The puppets of Burr Tillstrom have  
fun with lovely Fran Allison.
- 5:30 4 **CHANCE OF A LIFETIME—**  
John Reed King, emcee; Dick Col-  
lier, comedian, Russell Arms and  
Liza Palmer in a quiz show with  
large prizes.
- 5 **SHOWROOM—**
- 5:45 5 **NEWS CARAVAN—**
- 6:00 4 **ARTHUR GODFREY SHOW—**  
Musical variety with Arthur, Jan-  
ette Davis, Haleoke, Frank Parker,  
the Chordettes, the Mariners and  
Archie Bleyer's orchestra.
- 5 **FOUR-STAR REVUE—**  
Danny Thomas is emcee. Variety  
show with top name guest stars.
- 7:00 4 **DON McNEILL'S TV CLUB—**  
Festive sessions with Don, Johnny  
Desmond, Patsy Lee, Sam Cow-  
ling, and guests.
- 5 **TELEVISION THEATRE—**  
William McCleery's "A Play for  
Mary."

- 7:30 4 **THE WEB—**  
Enjoyable mystery thriller.
- 8:00 4 **BOXING—**  
From nation's leading arenas.
- 5 **BREAK THE BANK—**  
Quiz show with Bert Parks as the  
emcee.
- 8:30 5 **TWO FOR THE SHOW—**  
Musical program with George  
Sontag, Marjorie Meinert and War-  
ren Vasen.
- 8:45 5 **FILM SUBJECT—**
- 9:00 4 **BIG TOWN—**  
Steve Wilson and Lorelei go all  
out for a news story.
- 9:30 4 **PERRY COMO SHOW—**  
Fontaine Sisters & Mitchell Ayres  
orchestra and a fine chorus.
- 5 **MISS U.S. TELEVISION—**  
A new local show featuring tal-  
ented girls competing for the title  
of Miss Television.
- 9:45 4 **WEATHER SHOW—**
- 9:50 4 **ART INSTRUCTION—**
- 9:55 4 **INS DAILY NEWS—**
- 10:00 4 **TROUBLE WITH FATHER—**  
Stars Stu and June Erwin in an  
entertaining episode.
- 5 **WEATHER REPORT—**
- 10:05 5 **NEWS—**
- 10:10 5 **BASEBALL RESULTS—**
- 10:15 5 **BROADWAY OPEN HOUSE—**

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## COVER STAR

Beauteous Mimi Benzell, one of the Metropolitan Opera's leading American artists since her debut there in 1945, is seen on alternate Sundays on the Paul Whiteman show over WH-BF-TV.



In the past year, Miss Benzell, a lyric coloratura, has gained fame by becoming the first Met star to enter the "pop" singing field via night club appearances.

The Cotillion Room of New York's Hotel Pierre furnished the locale for her tradition-breaking debut.

She has since played a return engagement at the Pierre in addition to starring in stage shows at New York's Strand Theater and the Chicago Theater in the Illinois metropolis.

Born in Bridgeport, Conn., Benzell started her musical studies at the piano but soon switched to vocalizing and, on the strength of her voice, won scholarship to New York's David Mannes School, where she studied under Madame Eisner.

New Yorkers first took note of Benzell when she appeared as "Adele" in the Broadway hit, "Rosalinda," which ran for over a year. Famed conductor Sir Thomas Beecham heard her and engaged her for the role of "Zerlina" in "Don Giovanni," to be performed in

Mexico City, where she was conducting a series of operas. On the strength of her success there, Benzell was auditioned and signed by Edward Johnson, then General Manager of the Metropolitan Opera.

**There she won instantaneous success, not only for her fine voice, but also because of her beauty, a rare commodity at the Met.**

Currently, Benzell is on an extended leave of absence from the Metropolitan Opera, to devote her time to the "Paul Whiteman Revue" and a series of spring recitals she plans to give throughout the country.

—tv—

Dizzy Dean is the only mystery guest the panel of experts on CBS-TV's "What's My Line?" has failed to identify.

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# COWBOY KEN'S CORRAL



Howdy, Ranch Hands:

Today, I'd like to begin to tell you a story about some of my friends in the television studio—Mike Boom, the microphone, and Charlie Camera, the TV camera.

Mike Boom and Charlie Camera were talking one day about the trials and tribulations of television. Mike was a tall lanky fellow with a big platform as a body and a head that was forever hanging down—the reason being that Mike was unable to hear anybody with his head up.

Charlie, on the other hand, had feet that were wheels and his whole body was one unit with one eye in the front which enabled him to see people very clearly. In fact, Charlie was able to see people so clearly that his friends in New York were able to see the same people Charlie saw in Chicago at the same time Charlie saw them.

Well, the two boys were so busy talking about television that they failed to see that Mike Boom's hated enemy Standing Mike was nearing the place of their discussion. All of a sudden Standing Mike was upon the two boys and then the fight started between Mike Boom and Standing Mike with Charlie Camera busy ducking the punches. First one hit one and then the other hit the other and finally the blows were coming so fast and furious that both boys were battered.

Al] at once Comera One who was Charlie Camera's first cousin came in and said, "say boys, the director isn't going to like this—we're expensive to keep up."

With that the director walked into the studio and saw the boys fighting and he immediately unplugged both of them and packed them into boxes and crates and sent them off to "No Mike's Land" which was a dreaded place.

He said "until you two stop fighting over such a silly thing as who's better than the other, I will not have you in my studio." So off the boys went and the next time we hear from them they'll be in "No Mike's Land" and we'll see what happens there!



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## Let's Talk Television

# PRAISES HIGH STANDARDS OF PULITZER PLAYS

PLAYING a major part in television's rapid evolution from face on the barroom wall to a significant spot among the arts are the hour-long playhouses which bring the standards of the Broadway stage into your homes. Some of the best drama available anywhere today is offered with surprising regularity on, for example, Studio One and Robert Montgomery Presents and particularly on Pulitzer Prize Playhouse, which week after week maintains a remarkably high level of dramatic excellence.

Some of the individual presentations of the other shows have topped Pulitzer productions, I'll admit. But the quality of the Pulitzer plays is consistent. You know when you tune to Channel 4 at 7 Friday evening that you will most likely be offered a skilled performance of a good play.



Lucia Carter

One factor in Pulitzer Playhouse's successful maintenance of stratospheric standards is the source of the dramas—the works of Pulitzer prize-winning writers. Not only plays but books and newspaper stories are used. And since the number of prize-winners is comparatively limited, the producers—figuring, logically enough, that the author of a Pulitzer prize book or play has probably written something else too—have turned to other works by award-winning writers.

Even so, it's conceivable that Pulitzer Playhouse may run out of material some day, but I don't think you and I have to worry this week or next. At the moment the program has problems which has cornered some of its rivals. Studio One, for example, has top standards when it comes to acting, direction and production. But Studio One uses original TV plays, and some of its dramas are pretty weak.

Equally important to the success of Pulitzer Playhouse is the caliber of the actors, who range from competent young stars like Edmond O'Brien to great names of the theatrical world like Helen Hayes. Few movie stars—at least few from major constellations—appear, probably because Hollywood, hoping that television would go away if it were ignored, for a long time forbade its leading citizens to go near a TV set.

The New York-Hollywood feud and the fact that the coast-to-coast network connection is not yet a reality has so far been decided in favor of New York and consequently of the viewer. Fireside Theater, a half-hour condensation of what would make a lovely C movie, seems to be typical of what Hollywood thinks we want to watch on TV. New York gives us Pulitzer Playhouse. (Chicago gives us Garro-way, but let's not digress. Drama is the subject under discussion here).

Although the standards of Pulitzer Playhouse are those of Broadway, there is a difference in dramatic technique. Television, in fact, combining features of stage, movies and radio with a few new touches, seems to be evolving a dramatic technique all its own.

When a play is telecast direct—as it should be until film is perfected so that the viewer can see the actor's faces—an actor has to learn his lines and be ready for an emergency, as he does on the stage. He has the same limitations when it comes to action or change of scenery.

But he'd better not try to play to a crowded auditorium. TV has the intimacy of radio, and the TV actor's need to take it slowly and easily cannot be emphasized too greatly. Then there's the camera work, angle shots and close-ups, reminiscent of movies.

Television's magnetism is by now a familiar factor in our lives. It's hard to tear away from any video show. It's impossible to tear away from a good play. TV drama will be with us from now on. Let's hope the high standards of Pulitzer Playhouse will continue.

# Thursday

MAY 24th

**WHBF-TV—Ch. 4    WOC-TV—Ch. 5**  
(Program Subject of Change)

- 11:30 4 GARRY MOORE SHOW—**  
Stars Denie Lor, Ken Carson, guest comedian Winston L. Mitten-juice.
- 12:30 4 FIRST HUNDRED YEARS—**  
Stars Jimmy Lydon and Olive Stacey.
- 12:45 4 VANITY FAIR—**
- 1:00 5 MISS SUSAN—**  
Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.
- 1:15 5 HERE'S ERNIE—**  
A new show.
- 1:30 5 MATINEE THEATRE—**
- 2:00 5 KATE SMITH SHOW—**  
Variety with Kate and her guests.
- 3:00 4 MARY HARTLINE SHOW—**
- 5 HAWKINS FALLS, POP. 6200—**  
Serial of life in a small town.
- 3:15 5 PANHANDLE PETE & JENNIFER—**
- 3:30 5 HOWDY DOODY—**  
Bob Smith's puppets in new ad-ventures to please the children.
- 3:45 4 INS DAILY NEWS—**
- 3:55 4 SHOW CASE—**  
Preview of Coming Attractions.
- 4:00 4 SMALL FRY CLUB—**  
A program especially for children.
- 5 CACTUS JIM—**
- 4:30 4 THE BUDDIES OF THE AIRPLANES**  
Now seen as well as heard, Pat, Speed and Curley offer real western music.
- 5 COWBOY KEN—**
- 4:45 4 BEANIE—**  
Popular character of the kids is brought back by popular demand.
- 5 MR. WEATHERWISE—**  
Brief puppet show giving current weather outlook.
- 4:52 5 WOC-TV NEWSROOM—**  
Bob Frank and Bob Redeen report the latest news.
- 5:00 4 CAPTAIN VIDEO—**  
An adventure story on earth and in space with the Video Ranger.
- 5 KUKLA, FRAN & OLLIE—**  
The puppets of Burr Tillstrom have fun with lovely Fran Allison.
- 5:30 4 ARMED FORCES HOUR—**
- 5 LITTLE SHOW—**  
A musical show with John Conte and the Honeydreamers.
- 5:45 5 NEWS CARAVAN—**  
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 STOP THE MUSIC—**  
Bert Parks dishes out the prizes with help from vocalists Jimmy Blaine, Betty Ann Grove, Marian Morgan and the Variety Dancers.
- 5 YOU BET YOUR LIFE—**  
Groucho Marx and his quick wit enhance this quiz program.
- 6:30 5 YOU ASKED FOR IT—**  
Art Baker shows the unusual that you ask for.
- 7:00 4 ELLERY QUEEN—**  
Lee Bowman has the lead in this top mystery thriller.
- 5 FESTIVAL—**  
Stars singer James Melton with Dorothy Warrenskjold and the zany Wiere Brothers. Guest is Jack Pearl.
- 7:30 4 BLIND DATE—**  
Arlene Francis emcees as handsome men compete for dates with beautiful girls.
- 8:00 4 TRUTH OR CONSEQUENCES—**  
Ralph Edwards brings surprises to residents of North Hollywood.
- 5 MARTIN KANE, PRIVATE EYE—**  
Bill Gargan plays the sleuth in one of the best who-done-its.
- 8:30 4 PANTOMINE QUIZ—**  
Mike Stokey emcees with regular panel of movie stars Vincent Price, Jackie Coogan, Hans Conreid and Adele Jergens versus a panel of guest stars.
- 5 WAYNE KING SHOW—**  
The Waltz King better than ever.
- 9:00 4 FAYE EMERSON SHOW—**  
An informal visit with Mrs. Skitch Henderson as she plays hostess to her guests.
- 5 HOLLYWOOD REEL—**  
Hugh Herbert, Estelle Taylor and John Brown.
- 9:15 4 STORK CLUB—**  
Sherman Billingsley and Virginia Paine entertain their guests.
- 5 FILM SUBJECT—**
- 9:30 4 HOLIDAY HOTEL—**  
Stars Don Ameche and Betty Brewer.
- 5 MUSICAL MOODS—**  
Marjorie Meinert at the piano and organ with Jim Johnston assisting.
- 10:00 4 INS NEWS—**
- 5 WEATHER REPORT—**
- 10:00 5 WEATHER REPORT—**
- 10:05 5 NEWS—**
- 10:10 5 BASEBALL RESULTS—**
- 10:15 5 BROADWAY OPEN HOUSE—**

# Friday

MAY 25th

WHBF-TV—Ch. 4    WOC-TV—Ch. 5  
(Programs Subject to Change)

- 12:00 4 **GARRY MOORE SHOW—**  
Stars Denie Lor, Ken Carson, guest Milbourne Christopher, magician.
- 12:30 4 **FIRST HUNDRED YEARS—**  
Stars Jimmy Lydon and Olive Stacey.
- 12:45 4 **VANITY FAIR—**
- 1:00 5 **MISS SUSAN—**  
Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.
- 1:15 5 **HERE'S ERNIE—**  
A new show.
- 1:30 5 **BERT PARKS SHOW—**  
Musical variety, Betty Ann Grove.
- 2:00 5 **KATE SMITH SHOW—**  
Variety with Kate and her guests.
- 3:00 4 **MARY HARTLINE SHOW—**  
Delightful juvenile program.
- 5 **HAWKINS FALLS, POP. 6200—**  
Serial of life in a small town.
- 3:15 5 **GABBY HAYES SHOW—**  
Gabby has another yarn about a Western hero.
- 3:30 5 **HOWDY DOODY—**  
Bob Smith's puppets in new adventures to please the children.
- 3:45 4 **INS DAILY NEWS—**
- 3:55 4 **SHOW CASE—**  
Preview of Coming Attractions.
- 4:00 4 **SMALL FRY CLUB—**  
A program especially for children.
- 5 **UNC & ANDY—**  
A lesson in drawing for the kids.
- 4:15 5 **ART-CRAFT TIME—**  
"Modern Lithographer."
- 4:30 4 **SPACE CADET—**  
Tom Corbett's adventures in space with cadets in Space Academy.
- 5 **COMIC CUT-UP—**  
Features Ken Wagner and Peewee
- 4:45 4 **BEANIE—**  
Popular character of the kids is brought back by popular demand.
- 5 **MR. WEATHERWISE—**  
Brief puppet show giving current weather outlook.
- 4:52 5 **WOC-TV NEWSROOM—**  
Bob Frank and Bob Redeen report the latest news.

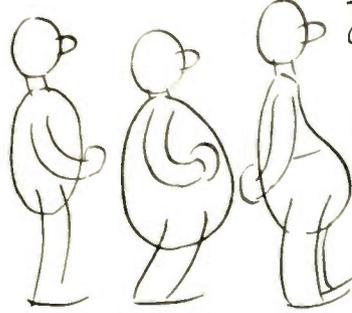
- 5:00 4 **CAPTAIN VIDEO—**  
An adventure story on earth and in space with the Video Ranger.
- 5 **KUKLA, FRAN & OLLIE—**  
The puppets of Burr Tillstrom have fun with lovely Fran Allison.
- 5:30 4 **LIFE WITH ART LINKLETTER—**  
Comedy and domestic skits with Art and the school kids.
- 5 **SHOWROOM—**  
Lovely Roberta Quinlan sings.
- 5:45 5 **NEWS CARAVAN—**  
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **"MAMA"—**  
Delightful stories of the homelife of an old fashioned family.
- 5 **QUIZ KIDS—**  
Joe Kelly tosses tough questions at the youngsters.
- 6:30 4 **MAN AGAINST CRIME—**  
One of the better private eye stories with Ralph Bellamy as Mike Barnett.
- 5 **PLAY OR PAY—**  
George Sontag, Marj Meinert and Shirley Burke asked to be stumped by your songs for prizes.
- 7:00 4 **PULITZER PRIZE PLAYHOUSE—**  
Outstanding drama.
- 5 **BIG STORY—**  
True newspaper story dramatized.
- 7:30 5 **HENRY MORGAN SHOW—**  
Features Morgan, Arnold Stang, Kay Ballard and Dorothy Clate.
- 8:00 4 **MORTON DOWNEY SHOW—**  
The Star of the Family is brought to your screen.
- 5 **BOXING—**  
World lightweight title bout. Ike Williams vs. James Carter, from Madison Square Garden.
- 8:30 4 **PENTHOUSE PARTY—**  
Betty Furness is your host.
- 8:45 5 **WRESTLING FROM HOLLYWOOD**  
Sandor Szabo vs. Baron Leone.
- 9:00 4 **PLAINCLOTHESMAN—**  
A detective thriller.
- 9:30 4 **PERRY COMO SHOW—**  
Fontaine Sisters & Mitchell Ayres orchestra and a fine chorus.
- 9:45 4 **WEATHER SHOW—**
- 5 **HOLLYWOOD THEATRE—**
- 9:50 4 **INS NEWS—**
- 11:00 5 **BROADWAY OPEN HOUSE—**  
Jerry Lester stars with Dagmar, Milton DeLugg, Ray Malone and Mello Larks on hand for this informal comedy show.

# COMIC CUTUPS

by KEN WAGNER



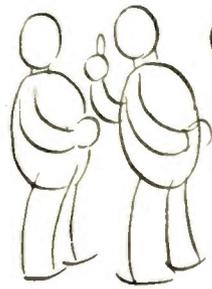
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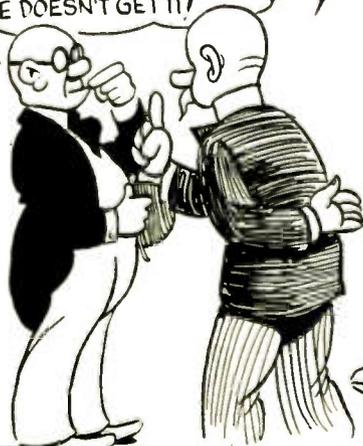
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HMM - BUT HAVE YOU NOTICED HOW SHE RAISES IT WHEN SHE DOESN'T GET IT!



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**MARY HARTLINE SHOW — 3:00 p.m.,** Monday thru Friday. Contests, stunts stories.

**SMALL FRY CLUB — 4:00 p.m.,** Monday thru Friday. Membership limited to younger set.

**TIME FOR BEANIE — 4:45 p.m.,** Monday thru Friday. All aboard the Leakin' Lena with Cecil, the seasick sea serpent, Capt. Huffenpuff, Clowny, Hopalong Wong.

**THE BIG TOP—10:00 a.m.,** Saturday. Bring your own peanuts and see a real circus on TV.

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## Children's Programs

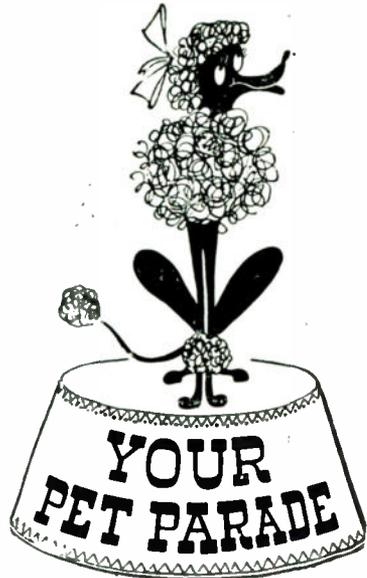
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