

TV TELE-VIEWS

MID-WEST

March 8-14

VOL. II—No. 62

15c

KAY WESTFALL'S
NIGHT ON THE TOWN



KEEP YOUR EYE ON CHANNEL 4

"I nearly fell off my chair laughing. Now I sit on the floor to watch Herb Shriner!"



HERB SHRINER TIME

THURSDAY
8:00 p.m.

WHBF-TV

Channel 4

ABC Television

MORE FUN!

"MY FRIEND
IRMA"

9:30 p.m.

Tuesday

MORE LAFFS!

"AMOS 'N'
ANDY"

10:00 p.m.

Tuesday

WHBF-TV – channel 4



Mail Bag

the Columbia Broadcasting System, 485 Madison Ave., New York, N.Y.)

* * *

Will you please tell me if Bill Gratton of WOC-TV is from Emmett, Idaho? Thank You.

Rock Falls, Ill. Mrs. Bill McKinnis

(According to Bill's biography he was born in Bemidji, Minn., and after being struck with polio at the age of one he spent some time in a Shriner's hospital in Portland, Oregon. He attended the University of Idaho and began his radio career at stations in Boise, Idaho, and Rapid City, South Dakota, before coming to the Quint-Cities and WOC.)

* * *

While watching our TV a few weeks ago, we had the "Dragnet" program on and noted at the end that it was dedicated to the memory of Barton Yarborough.

We heard the program One Man's Family for years and knew that he had played the part of "Clifford" and suddenly he was written out of the script, and were wondering what happened to him.

We have been watching the magazines, and noted in your TV news that he met his death suddenly. We would appreciate very much hearing, when and how it happened.

Anamosa, Iowa Mrs. Keith R. White
(When the program "Dragnet" began Barton Yarborough played the part of Sgt. Ben Romero, and upon completion of the first show he passed away quite suddenly on December 29, of cerebral hemorrhage, at the age of 59.)

* * *

Could you tell me if Marie Wilson is married and how old she is?

Creve Coeur, Ill. Mary Fowler
(Marie is 29 years of age and is married to TV producer Bob Fallon.)

Could you tell me who the Old Gold dancing pack and little book of matches are, please.

New Bedford, Ill. Patsy Swanson

(The girl in the dancing pack is Floria Vestoff, a member of the Vestoff family, which has provided leading dancers in Europe and America for generations. The little book of matches girl is Helen Ehfalz of Clifton, N. J., and no relation to Floria.)

* * *

We are very pleased to see that the "I Love Lucy" show is now received on channel 4. We enjoy it very much and think it provides a highly entertaining half hour of comedy. We have only one complaint. Will the "Mama" program be off indefinitely? The entire family misses this wholesome program and hope it will be viewed again. Galesburg, Ill.

C. L. O.

(Since the program "Mama" is still being produced by the network but not being picked up by the local station it is entirely possible that it will return if and when a sponsor is secured for the time on the local station.)

* * *

Would like address of the show, "Songs For Sale." Haven't seen it listed for television and therefore would like the radio address. Enjoy Tele-Views greatly.

Milan, Ill. Mrs. Walter Allen

(You can contact the "Songs For Sale" program by writing to them in care of

TELE-VIEWS

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TV Tele-Views Records . . .

THE public eye can be mighty discerning, mighty uncomfortable.

But, every so often, Chicago television celebrities brave the wide-eyed stares and the whispers to enjoy a night out, mingling with their fellow Chicagoans in the Windy City's top night spots.

Tele-Views' camera followed Mr. and Mrs. Grant Bruce of Elmhurst on such an expedition recently and recorded the activities of Grant, a coal executive, and his wife, television favorite Kay Westfall.

On these pages, Tele-Views readers can follow a picture review of this suburban couple's night on the town.

Kay Westfall will be remembered by local viewers for her "Oh Kay" show seen a few months ago on channel four, which was replaced by Hollywood Jr. Circus.



Amid whirling snowflakes, Kay and Grant, homebodies at heart, embark on one of their infrequent "nights on the town." Despite the winter fairyland, the Bruces manage to hail a cab which whisks them to . . .

KAY'S NIGHT OUT



... their first stop the Town and Country room of the Palmer House, where subdued lighting and a comfortably quiet setting provide a cozy atmosphere for their hors d'oeuvres. First course finished, Kay and Grant adjourn to . . .

... the Empire Room of the Palmer House where they consult with headwaiter Fritz Hagner who suggests house specialties. Grant heartily accepts Fritz's suggestions and while waiting for the main course . . .

... Kay and Grant try their fancy footwork on the intimate dance floor, stopping to exchange a friendly greeting with Eddie O'Neal, whose orchestra provides music for dancing. One hour and six courses later, the Bruces view the Empire Room floor show featuring . . .

... singer Evelyn Knight with whom they stop to chat briefly in the lobby before she flies off to other commitments. Another cab ride and some 15 minutes later, Kay and Grant find themselves in ringside seats in ..

(Continued on page 17)



Saturday

MARCH 8th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- 8:45 5 Test Pattern—
- 9:00 5 **Rootie Kazootie— Live**
Puppet show for the youngsters.
- 9:30 5 **Cactus Jim— Live-Film**
Bill Bailey portrays the bewhiskered old cowpoke with the remarkable memory as he tells his western tales.
- 10:00 4 **The Whistling Wizard— Live**
Featuring the Baird Puppets with a story line the children will all enjoy.
- 10:30 4 **Smilin' Ed's Gang— Film**
Watch and listen to the exciting tale, then enjoy the antics of Joe Mazzuca, Midnight the Cat, plus Squeaky the Mouse and Froggy the Gremlin.
- 5 **Midwestern Hayride— Live**
Emcee Bill Thall, vocalists Ernie Lee Jones, Bonnie Lou, and Harpo Kidwell; Buddy Ross, accordionist; Charlie Gore and the Rangers; the Kentucky Boys and the Pine Mountain Boys; Briarhoppers, square dancers.
- 11:00 4 **Big Top— Live**
Jack Sterling, ringmaster, with clowns Ed McMahon & Chris Keegan, Joe Basile's Brass Kings, the Quaker City String Band and Dapper Dan, the muscle man; Circus acts are: Ninon, iron-jaw trapeze artist; Freddy Wolthing, juggler; Alf Loyal's French poodles; and the Sky Rockets, aerialists.
- 5 **Jack Sprat Kitchen— Local**
With Norida Frank, home economist, and helpful hints on how to save money in the kitchen, and tasty recipes
- 11:30 5 **News and Week-End Weather— Local**
- 11:45 5 **Americans At Work— Film**
- 12:00 4 **City Hospital— Kine**
Melville Ruick stars as Dr. Crane in a drama of life in a big city hospital.
- 5 **Test Pattern—**
- 12:30 4 **Test Pattern—**
- 4:00 5 **Youth Wants To Know— Live**
Teen-agers fire the questions on current problems at their guest personalities.
- 4:30 5 **Television Recital Hall— Live**
Luboshutz and Nemenoff, duo-pianists are guest artists on this popular musical series.
- 4:55 5 **Morgan Beatty & The News—Live**
Up-to-the-minute news presented by top NBC newscaster.
- 5:00 4 **Survival— Kine**
Civilian Defense program on what to do under an A-Bomb Attack.
- 5 **Western Playhouse— Local**
Featuring the youngsters' favorite range - riding heroes in action; Title: "Saddle Serenade."
- 5:30 4 **Kit Carson— Film**
Western adventures with Bill Williams in the title role and Don Diamond as El Toro, his sidekick.
- 6:00 4 **Sammy Kaye Show— Live**
"So You Want To Lead A Band" Contest with teen-agers, kids from 6-12, husbands and wives.
- 5 **Watch Mr. Wizard— Live**
Don Herbert as the amazing Mr. Wizard, will demonstrate the wonders of air and water pressure on the first anniversary of the show.
- 6:30 4 **Trouble With Father— Film**
When Stu Erwin gets the tax assessor and termites in the basement at one and the same time, he's got real "Trouble Below."
- 5 **One Man's Family— Live**
Domestic drama of life in the Barbour family starring Bert Lytell and Marjorie Gateson.

SATURDAY—con't.

- 7:00 4 Ken Murray Show—** **Live**
Emcee Ken Murray leads revue featuring Anita Gordon, singer; Laurie Anders, comedienne; Art Lund, vocalist; the Glamourlovelies; Guests: Raphael Mendez, trumpeter; Bethel Leslie and Robert Sterling in a scene from "Ferdinand the Bull;" Virginia O'Brien, vocalist; Trini Reyes, dancer; Happy Spitzer and his bucking mule.
- 5 All-Star Revue—** **Live**
A full hour of comedy and song starring Ed Wynn and his guest Jimmy Durante, along with his two grandsons, Edmond & Tracy Wynn, sons of Keenan Wynn.
- 8:00 4 Wonderful Town—** **Live**
Your hostess Faye Emerson pays tribute to a town in the U.S. with help of famous guests from that town.
- 5 Your Show of Shows—** **Live**
Starring Sid Caesar and Imogene Coca, with Richard Hayes and Judy Johnson, vocalists; the Billy Williams Quartet; the Hamilton Trio and others.
- 8:30 4 I Love Lucy—** **Kine**
In "Young Fans" a cute teen-ager asks Lucy's permission to "borrow" Desi for a school dance.
- 9:00 4 Beat The Clock—** **Kine**
Parlor Games with Bud Collyer in charge with the curvacious Roxanne as assistant
- 9:30 4 Wrestling Matches—** **Live**
From Marigold Gardens, Chicago, and featuring in the main event, Vern Gagne vs. Ivan Rasputin; Jack Brickhouse describes.
- 5 Your Hit Parade—** **Live**
Nation's choice in seven top tunes of the week are sung and dramatized
- 10:00 5 Dangerous Assignment—** **Film**
A mystery adventure series starring Brian Donlevy.
- 10:30 5 Mystery Hour—** **Film**
Tonight's mystery is the story of the "Flying Serpent."

80,000 READERS



Hello, Ranch Hands:

How are you getting along with your unusual animal pictures? Are you finding a lot of them? Well, that's fine. Now don't forget to include your name and address and age on the envelope and send them to me: Cowboy Ken, in care of Tele-Views, Davenport, Iowa. The deadline for this Unusual Animal Pictures contest will be Saturday, March 15th, so be sure to get your pictures in the mail by then. And Ranch Hands do not send any pictures that you might want returned because I cannot return any pictures.

It looks to me like this month of March is going to have as many interesting events in it as February had. I see that March first through ninth is Four-H Club Week, which has probably made this a busy week for a lot of you Ranch Hands. The work done by you 4-Hers is amazing. It is some of the most modern and advanced farming being done today. I suppose all you Girl Scouts are busy finishing up projects and getting displays and ceremonies ready for your big Girl Scout Birthday on March twelfth. The Girl Scouts is a mighty fine organization too. Their activities are a lot like the Boy Scouts. They learn the same kind of fine things like First Aid, Life Saving, taking care of themselves out in the wilderness without modern conveniences, & also home-making skills. I hope you Girl Scouts have a mighty fine birthday with lots of cake and candles and fun. Of course, we have St. Patrick's Day and the First Day of Spring coming this month too, so there will be interesting things to do.

And for extra excitement don't forget to get your contest entry in the mail on time and join me at the old Bunkhouse where I'll announce the winners.

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LET'S TALK TELEVISION: PRO and CON

By **RICHARD GAGE**

For a long time 9 o'clock Saturday night has been heartbreak hour at our house. That is when the Hit Parade people, a couple of songbirds and a slightly quavering baritone, come calling with sad, sad songs and a quiver on their lips. Now I'm thinking of pulling in the welcome mat.

My heart can't bleed much more. It has been wrung just about dry.

Sometimes this venerable NBC show just tries too hard. Dorothy (Big Sister) Collins, for instance, can make a real production out of a little tear. A sob by Eileen Wilson wears the polish of sophistication. Any song by Snooky Lanson is a sad one. These are factors contributing to the weepyness of Hit Parade, but not its original trouble.

The fact is simply that a song is written to be sung. Act it out, especially one of these love ballads, and you wind up with some unconvincing nonsense. To analyze a ballad is to give it the kiss of death, something Hit Parade's deadly repetition will do soon enough anyway.

The show analyzed seven hits last week, its usual quota. Five were tear jerkers, all of which got the dewey-eyed treatment. A few weeks of this is enough to convince a guy that maybe after all the world is made up of Dear John letters and little white clouds that cry..

Hit Parade's theory is, of course, that songs win places on the show by being popular. So the emphasis on unrequited love and such stuff is not the doing of the show's producers. In fact, if the public keeps on liking the same song for six months, the Hit Paraders have to gesture through the thing until it just falls over dead. Somebody has to strain plenty figuring out new situations for shedding the same tears over and over and over.

These ideas men are among the

brightest assets the show has. But there are plenty of other reasons for its popularity.

Best of all are the voices of the songbirds, Wilson and Collins, a pair of consistently good, sweet-voiced performers. Also, the show never lags, but has real movement. And give a top rating to the music, photography and lighting. The settings are elaborate and novel.

On the other hand, I'm taking off points in my book for the work of the six good dancers, who every week are given little more to do than a series of the stereotyped "TV leaps." These graceful hops threaten to frighten me away from more than one variety show.

Also in red ink is Hit Parade's apparent reluctance to rid itself of Snooky Lanson, a guy who has his name in lights that look like they've been turned on too long. His potential successor, a youngster named Russell Arms, gets in a lick now and then, with a voice of clarity and sureness foreign to Lanson.

It is not Snooky, though, who squeezes out most of the tears. This is woman's work, the flutter of the eyelid, the trembling of the lower lip, the labored breath. What's to do about it? Mighty little.

Imagine trying to get a song writer to grind out numbers aimed at television—songs that will look good no matter how they sound. Or imagine Eileen and Dorothy passing up chances to out-sob each other in the middle of their race for top billing. Imagine women viewers wanting this emotional binge halted!

One answer could be to just listen to the pretty music and avoid the screen during trying moments. This looks like the ticket, because heartbreak hour will continue to be a Saturday night feature at our house. My wife likes the show.

Sunday

WHBF-TV
ch. 4

MARCH 9th
WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- | | | | | |
|-------|---|--|------------------|--|
| 11:45 | 5 | Nature Of Things— | Live | Marvels of the universe explained by Dr. Roy K. Marshall. |
| 12:00 | 5 | Frontiers Of Faith— | Live | From St. James Chapel of Union Theological Seminary; Dr. Ralph W. Sockman, pastor of Christ Methodist Church, N.Y., is the speaker; Seminary Choir sings. |
| 12:30 | 5 | American Inventory— | Live | Subject: "Opportunities Unlimited" a documentary pointing up scientific job possibilities now and in the future. |
| 1:00 | 5 | Local Politics In An Election Year— | Local | Political discussion program with Bob Frank, news director of WOC and guests. |
| 1:15 | 4 | Pentagon, Washington— | Kine | Report from the headquarters of the nation's armed forces. |
| 1:30 | 5 | American Forum of the Air— | Live | Subject: "Do We Need Tighter Price and Wage Controls?"; with Senators Homer Capehart (R., Ind.) and William Benton (D., Conn.), both members of the Senate Banking Committee. |
| 1:45 | 4 | INS Daily News— | Film | Up-to-Date report of the latest in news of the world. |
| 2:00 | 4 | Flying Tigers— | Kine | Major Dell Conway and Caribou Jones almost lose their lives as they tangle with a gang of notorious smugglers. |
| | 5 | Fairmeadows, U.S.A.— | Live | Mary Olcott enters into a dispute with the most influential woman in town when she comes to the aid of the new minister. |
| 2:30 | 4 | See It Now— | Live-Film | Edward R. Murrow, newscaster, takes you where the news is happening. |
| | 5 | Hall Of Fame— | Live | Sarah Churchill narrates the life story of "Juliette Low and the Girl Scouts" in a tribute to the fortieth birthday of the Girl Scout movement. |
| 3:00 | 4 | On Trial— | Kine | Current world and national problems are aired before the court. |
| | 5 | Meet The Press— | Live | Senator Estes Kefauver answers the questions of Lawrence Spivak, Ned Brooks and William White; Martha Rountree acts as moderator. |
| 3:30 | 4 | Horizons— | Kine | Discussion program conducted by lecturers from various universities. |
| | 5 | Juvenile Jury— | Live | Jack Barry emcees as the panel of youngsters answer the problems sent in by the kids at home. |
| 4:00 | 4 | Super Circus— | Live | With Claude Kirschner, ringmaster; Mary Hartline; Clowns Cluffy, Scampy and Nickie; Bernie Hoffman and his menagerie; Circus acts include: The Armandas Troupe, teeterboard specialists; Patricia and Rose, balancing act; Clown sketch: "The Chicken Cannon"; Arwood's Dogs; Concalcano, king of the tight wire; Side Show: Paul Stadelman and the "Mystery of the Polka Dot Paints." |
| | 5 | Zoo Parade— | Live | Marlin Perkins, director of the Lincoln Park Zoo, Chicago, will have his "Monkeys on Parade." |
| 4:30 | 5 | Meet The Masters— | Film | Marian Anderson is featured in music recital and dramatic episode; she will render "Deep River," "Comin' Thru the Rye" and "Ave Maria" among others. |
| 5:00 | 4 | Space Patrol— | Live | Adventurous police action in space with Commander Buzz Corry and his associates as they explore a strange planet that has broken loose from its orbit on another solar system. |
| | 5 | Hopalong Cassidy— | Film | Western adventures with William Boyd in the title role and his sidekicks Lucky and California |
| 5:30 | 4 | Festival of Sacred Music— | Local | Program of religious music presented by the choirs of the Council of Churches of Rock Island County. |

SUNDAY—con't.

- 6:00 4 Paul Whiteman Revue— Live**
Vocalists Earl Wrightson and Maureen Cannon are joined by top recording star, Margaret Whiting, in a musical trip to Hollywood.
- 5 U.S. Royal Showcase— Live**
Variety program with George Abbott as emcee and the Gordon Jenkins orchestra; Ben Grauer, announcer; Guests: Herb Shriner and Dolores Gray; also the 4-H talent winners from Oregon, Michigan and Maryland.
- 6:30 4 Jack Benny Show— Live**
With guest stars George Burns and Gracie Allen, Don Wilson and The Sportsmen Quartet.
- 5 Young Mr. Bobbin— Live**
Smitten by a lovely new bank employe, Alex puts his steady, Nancy, in the discard and love is hard put to find a way.
- 7:00 4 Live Like A Millionaire— Kine**
The youngsters bring their folks to vie for the interest on \$1 million.
- 5 Comedy Hour— Live**
Stars Bob Hope and his guests: Anna Maria Alberghetti, new movie star; Martha Stewart, vocalist; and Georgie Tapps, dancer; Les Brown's Band of Renown; program originates from Camp Elliott, near San Diego.
- 7:30 4 Star of the Family— Kine**
Frank Sinatra, songstress Connie Haines and comedian Hal Peary, join the fun with Peter Lind Hayes and Mary Healy.
- 8:00 4 Fred Waring Show— Live**
Presents a Hillbilly Scene and tunes: "Barefoot," "Retreat," and "Wimmin;" Varsity Showcase feature: Armin Watkins.
- 5 Philco Television Playhouse— Live**
Presents "Dusty Portrait" with John Lew Newland, Audra Lindley and Elizabeth Eustis; an old lady is found dead and in her suitcase the doctor finds three things which tell her tragic story.
- 8:30 4 Break The Bank— Live**
Bud Collyer emcees the biggest money-paying show on the air with Peter Van Steeden's orchestra and guest: Ann Crowley, vocalist.
- 9:00 4 Celebrity Time— Live**
Panel quiz session with Conrad Nagel, emcee, and regular panelists Jane Wilson and Herman Hickman; guest panelists are: Virginia O'Brien and Jackie Cooper, of stage and screen.
- 5 Red Skelton Show— Live**
Red clowns as Cauliflower McPugg, Klem Kaddidlehopper and his other varied characterizations; also comedy skits from "Skelton's Film Scrapbook;" Music by Dave Rose and his orchestra
- 9:30 4 What's My Line?— Live**
Panel quiz to find various occupations with John Daly as moderator and panelists Dorothy Kilgallen, Arlene Francis, Hal Block and guest.
- 5 Dr. Fixum— Film**
Hints on how to do the little odd repair jobs around the house.
- 10:00 4 INS Weekly News— Film**
Review of the week's news in picture and story.
- 5 Sylvania Theatre— Film**
The best of the old movies are brought back for you to enjoy; Tonight's feature: "Stand-In" with Humphrey Bogart and Joan Blondell.
- 10:20 4 Weather Show— Local**
Presenting up to the minute information on the weather
- 10:30 4 Whiteman Teen Club— Kine**
"Pops" gives the youngsters their big chance on this amateur show for talented teens
- 11:00 4 Youth on the March— Kine**
Religious program with music by the choir and sermons by Dr. Percy Crawford

DR. JERRY STRAIT

OPTOMETRIST

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East Moline

Channel One

NEW YORK.—The DuMont network-Life magazine tie-up for the national political conventions is getting the expected blast from politicians who claim the Life influence will cause favoritism. The national mag pooh-poohs the idea by saying, "We only supply the staff. DuMont will control the programming." . . . Dennis James, who struggled along with his own morning show on a sustaining basis over ABC, is losing it. The housewives-slanted program is being replaced by the Paul Dixon show. So for a while, at least, Dennis will be kissing no more middle-aged women. . . . Ventriloquist Paul Winchell gave his wooden partner Jerry Mahoney a tip on selling house to house. "Five little words," says Winchell, "will get you into any house. Just say, 'Miss, is your mother in?'"

John Daly, well-mannered and perfectly tailored emcee on "What's My Line?" has been signed to an exclusive contract with ABC. . . . Most comics look bad doing it, but humorist Sam Levenson adds to his personality by laughing at his own jokes. . . . Panelist Anna Lee on "It's News to Me" recently beat a hasty exit from the studio after a show. She confessed she wanted to rush home and see herself on TV. A local station was showing a film she made 18 years ago, and the charming actress wanted to catch it. . . . When Charles Laughton hits New York for an extended run of "Don Juan in Hell," he will bring his biblical and classical readings to TV.

With producers faced with a scarcity of fresh drama scripts, they are corraling the greats in the play world. A new dramatic series, called "Theater of America" is due for teeveeing next season. Among the writers already inked for the show are Ernest Hemingway and Noel Coward. And plans are almost iced for a showing of Shaw's "Devil's Disciple" on the same series. . . . Laurel & Hardy's best comedy film "Parade of the Wooden Soldiers" will soon be viewed around the country on television.

Comedienne Beatrice Lillie who was saluted on Ed Sullivan's "Toast of the Town" caused her host some embarrassment recently. Ed, who kept stressing that Bea gets her laughs "the clean, wholesome way without any off color material" said it once too often. At the show's end when Sullivan again mentioned Bea's strict wholesome adherence, the night club and legit stage comedienne exclaimed, "Well, now I don't know about that!" . . . NBC is starting to lose faith over the Kate Smith evening show. The execs feel the program is no competition for Arthur Godfrey. Although Kate's hourly opus is entirely sponsored, the show has a rating one-fifth of Godfrey's.

Irene Dunne is replacing Joan Bennett as a mistress of ceremonies for a new TV program scheduled for March. . . . in line with femcees, viewer reactions to Mrs. Arthur Murray, the hostess on the "Arthur Murray Party" are very favorable.



Daly



Smith



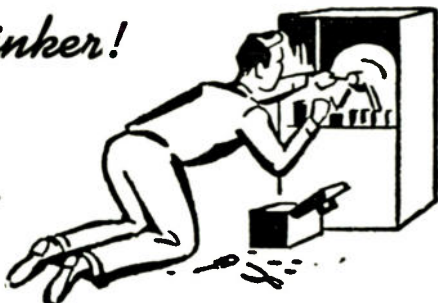
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—tv—

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Monday

MARCH 10th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- | | | | |
|-------|---|--------------------------------------|-------|
| 7:45 | 5 | Test Pattern— | |
| 8:00 | 5 | "Today" with Garroway— | Live |
| | | News and commentary with Dave | |
| 9:00 | 4 | Morning News— | Live |
| | | Information with Dorothy Doan | |
| | 5 | Mel Martin Show— | Live |
| | | Illean Martin with Belleaires Trio | |
| | | Early morning capers with music | |
| 9:15 | 4 | Arthur Godfrey Time— | Live |
| | | Portion of morning radio show | |
| | | televised | |
| 9:30 | 4 | Bride and Groom— | Live |
| | | Attend wedding with John Nelson | |
| | 5 | Winner Take All— | Live |
| | | With Bill Cullen as your emcee. | |
| 9:45 | 4 | Al Pearce Show— | Live |
| | | Feature: Elmer Blurt, salesman. | |
| 10:00 | 5 | Ernie Kovacs Show— | Live |
| | | Anything can happen on his show | |
| 10:30 | 4 | Strike It Rich— | Live |
| | | Audience quiz with Warren Hull | |
| | 5 | Dave and Charlie Show— | Live |
| | | Situation comedy from Hollywood | |
| 10:45 | 5 | Richard Harkness, News— | Live |
| | | From the nation's capitol | |
| 11:00 | 4 | Langford-Ameche Show— | Live |
| | | Morning variety with Don & Fran | |
| | 5 | Ruth Lyons 50 Club— | Live |
| | | A folksy chatter type program | |
| 11:15 | 4 | Love of Life— | Live |
| | | Serial story with Peggy McCay | |
| 11:30 | 4 | Search For Tomorrow— | Live |
| | | Serial featuring Mary Stuart | |
| | 5 | Test Pattern— | |
| 11:45 | 4 | Langford-Ameche Show— | Live |
| 12:00 | 4 | Test Pattern— | |
| 12:15 | 4 | Egg and I— | Kine |
| 12:30 | 4 | Garry Moore Show— | Live |
| | | Songs and chatter with Garry | |
| 1:15 | 5 | Table Five— | Local |
| | | With your host Bob Brown. | |
| 1:30 | 4 | First Hundred Years— | Live |
| | | Problems of young married couple | |
| | 5 | Today's Cooking— | Local |
| | | Norida Frank, home economist | |
| 1:45 | 4 | Mike and Buff Show— | Live |
| | | Interviews of interesting persons | |
| 2:00 | 5 | The Big Pay Off— | Live |
| | | Randy Merriman, host | |
| 2:30 | 4 | Bert Parks Show— | Live |
| | | Variety program with Betty Ann | |
| | | Grove and Bobby Sherwood | |
| | 5 | Ralph Edwards Show— | Live |
| | | Fun with Ralph from Hollywood | |
| 3:00 | 4 | Langford-Ameche Show— | Kine |
| | 5 | Kate Smith Show— | Live |
| | | Program with appeal to women | |
| 3:30 | 4 | Meet Your Community— | Live |
| | | Interviews with local personalities | |
| 4:00 | 4 | The Big Picture— | Film |
| | | Film story of the war in Korea. | |
| | 5 | Hawkins Falls, Pop. 6200— | Live |
| 4:15 | 5 | Gabby Hayes Show— | Live |
| | | Tall tales by master of them all | |
| 4:30 | 4 | Test Pattern— | |
| | 5 | Howdy Doody— | Live |
| | | Bob Smith entertains small fry | |
| 5:00 | 4 | League of Women Voters— | Local |
| | | Local discussion program | |
| | 5 | Cowboy Ken— | Local |
| | | Songs from the old bunkhouse | |
| 5:15 | 4 | INS Daily News— | Film |
| | | Latest news in picture and story | |
| | 5 | Ran, The Weather Man— | Local |
| | | Up-to-date weather information | |
| 5:22 | 5 | WOC-TV Newsroom— | Local |
| | | Bob Frank presents news, pictures | |
| 5:30 | 4 | Tom Corbett, Space Cadet— | Live |
| | | Space adventures with the crew | |
| | | of the Polaris | |
| | 5 | Kukla, Fran & Ollie— | Kine |
| | | Little characters with big ideas | |
| 5:45 | 4 | Time For Beanie— | Kine |
| | | Serialized story with puppet actors | |
| | 5 | Ship's Reporter— | Film |
| 6:00 | 4 | Captain Video— | Live |
| | | Police action in regions of space | |
| | 5 | Pages of Melody— | Local |
| | | With Marjorie Meinert, Raye Sis- | |
| | | ters and Rosemary Gast | |
| 6:30 | 4 | Hollywood Screen Test— | Live |
| | | Young hopefuls are guided in | |
| | | their roles by the veteran actress | |
| | | Judith Evelyn; special guest is | |
| | | Elaine Bercelli, French actress. | |
| | 5 | Those Two— | Live |
| | | Starring Vivian Blaine and Pinky | |
| | | Lee in songs and comedy, guests | |
| 6:45 | 5 | News Caravan— | Live |
| | | News in story and film clips. | |
| 7:00 | 4 | Lux Video Theatre— | Live |
| | | Presents "Promotion" with Thomas | |
| | | Mitchell; story of a man who suf- | |
| | | fered an affliction early in life, & | |
| | | his gallant fight to overcome it. | |
| | 5 | Paul Winchell - Jerry | |
| | | Mahoney Show— | Live |
| | | "What's My Name?" quiz with | |
| | | questions dramatized | |

MONDAY—con't.

- 7:30 4 **Godfrey's Talent Scouts—** Live
The old red-head returns to give the professionals a boost up the ladder of success.
- 5 **Voice of Firestone—** Live
Jussi Bjoerling, tenor, is the guest soloist with Howard Barlow's orchestra.
- 8:00 4 **Buddies of the Airlanes—** Local
Western music you're sure to enjoy, by Pat, Speed and Curley.
- 5 **Lights Out—** Live
"The Upstairs Floor" starring John Forsythe and Josephine Hull; the story of strange events when a former roomer returns to his old boarding house.
- 8:30 4 **Crusade in the Pacific—** Film
5 **Robert Montgomery Presents—Live**
And Stars in "Guardian of the Clock" with Jack Hartley, Helen Shields and Marcia Van Dyke; story of how the lives and fortunes of several people depend on the hands of the clock, and of a man who actually turned back time.
- 9:00 4 **Studio One—** Live
"Wings of the Dove" with Charlton Heston, Felecia Montealegre & Stella Andrew; classic story of Kate, Murten, a poor newspaperman and what they do to gain money and how this decision affects their lives.
- 9:30 5 **Square Dance Party—** Local
With the Promenaders.
- 10:00 4 **Chronoscope—** Live
With editors William Bradford Huie and Henry Hazlitt, discussion program
- 5 **Memory Lane—** Local
With George Sontag in piano and song.
- 10:15 4 **INS Weekly News—** Film
5 **Film Subject—**
- 10:30 4 **Weather Show—** Local
5 **Ran, The Weatherman—** Local
- 10:35 4 **WHBF-TV News—** Local
5 **WOC-TV News—** Local
- 10:40 5 **Sports Picture—** Local
Hal Hart brings you up-to-date on local and national sports
- 10:45 4 **Perry Como Show—** Kine
5 **Industry on Parade—** Film
Of Men and Metal; Pressure Pack; Hobby; Help, Fairyland, U.S.A.

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SETS PRICED FROM

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 - The only receiver fully shielded by a four-sided, fully-finished cabinet.
 - The only receiver with RCA Victor's new, improved Intercarrier Sound System that's buzz-free and hum-free.
 - The only receiver with RCA Victor's recently developed Sound Gain that eliminates noises even in difficult Metropolitan areas.
 - The only receiver among ten leading makes which has a protective Laminated Safety Glass Front.
 - The only receiver combining RCA Victor's extra powered circuits with full 26-tube performance.
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Tele-Views Records . . . KAY'S NIGHT OUT

(Continued from page 5)



. . . the Boulevard Room of the Conrad Hilton Hotel. Orrin Tucker, whose band provides music for the ice show as well as for dancing, stops at their table. "We'll be looking at you," he promises as he leaves to rejoin his orchestra. Following dessert and the midnight performance of the show . . .



. . . Kay and Grant, topping off their "night out," agree that a picture for their memory book would be nice, and are snapped by camera girl Martha Marx in the Boulevard Room. Its all over now but the trip home and ...

. . . as they prepare to leave, Grant assists Kay with her coat while hatcheck girl Justine Sayre looks on. The evening's over—a respite from humdrum reality, an escape from house furnishing problems, a rare treat for the Grant Bruces, just a suburban couple out on a "night on the town."

Tuesday

MARCH 11th

WHBF-TV

WOC-TV

ch. 4

ch. 5

Stations reserve the right to change listings
without notice

- | | | | |
|-------|---|--|--------|
| 7:45 | 5 | Test Pattern— | |
| 8:00 | 5 | "Today" with Garroway— | Live |
| | | One hour telecast of various fea-
tures and news | |
| 9:00 | 4 | Morning News— | Live |
| | | Harry Marble and interviews | |
| | 5 | Mel Martin Show— | Live |
| | | Variety with instrumental group,
the Belleaires | |
| 9:15 | 4 | Arthur Godfrey Time— | Live |
| | | Variety with the old red-head | |
| 9:30 | 4 | Bride and Groom— | Live |
| | | Phil Hanna sings favorite song | |
| | 5 | Winner Take All— | Live |
| | | Battle of the buzzer and the bell. | |
| 9:45 | 4 | Al Pearce Show— | Live |
| | | Rural sketches of Eb & Zeb. | |
| 10:00 | 5 | Ernie Kovacs Show— | Live |
| | | Comedy capers with a master | |
| 10:30 | 4 | Strike It Rich— | Live |
| | | Quiz show with a big heart | |
| | 5 | Dave and Charlie Show— | Live |
| | | Featuring Dave Willock and Cliff
Arquette | |
| 10:45 | 5 | Richard Harkness, News— | Live |
| | | From Washington, D.C. | |
| 11:00 | 4 | Langford-Ameche Show— | Live |
| | | Morning variety with Don & Fran | |
| | 5 | Ruth Lyons 50 Club— | Live |
| | | Music and chatter from Cincinnati | |
| 11:15 | 4 | Love of Life— | Live |
| | | Serial drama with Paul Potter | |
| 11:30 | 4 | Search For Tomorrow— | Live |
| | | John Sylvester and Lynn Loring | |
| | 5 | Test Pattern— | |
| 11:45 | 4 | Langford-Ameche Show— | Live |
| 12:00 | 4 | Test Pattern— | |
| 12:15 | 4 | Egg and I— | Kine |
| 12:30 | 4 | Garry Moore Show— | Live |
| | | With Denise Lor and Ken Carson. | |
| 1:15 | 5 | Table Five— | Local |
| | | Bob Brown introduces variety acts | |
| 1:30 | 4 | First Hundred Years— | Live |
| | | Serial drama with Jimmy Lydon | |
| | 5 | Today's Cooking— | Local |
| | | Helpful cooking hints and recipes | |
| 1:45 | 4 | Mike and Buff Show— | Live |
| | | With Mike Wallace and wife | |
| 2:00 | 5 | The Big Pay Off— | Live |
| | | Prizes for a letter on the woman
in your life | |
| 2:30 | 4 | Mel Torme Show— | Live |
| | | Songs by the Velvet Fog | |
| | 5 | Bill Goodwin Show— | Live |
| | | Variety with Eileen Barton, songs | |
| 3:00 | 4 | Langford-Ameche Show— | Kine |
| | 5 | Kate Smith Show— | Live |
| | | With Ted Collins and variety | |
| 3:30 | 4 | TV House Party— | Local |
| 4:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 6200— | Live |
| | | Problems of people in small town | |
| 4:15 | 5 | Gabby Hayes Show— | Live |
| | | Tall tales by master of them all | |
| 4:30 | 4 | Test Pattern— | |
| | 5 | Howdy Doody— | Live |
| | | Kids fun with the puppets | |
| 5:00 | 4 | It's Your Quad-Cities— | Local |
| | | Facts on the town you live in | |
| | 5 | At Home With Mary
Louise Marshall— | Local |
| | | Interviews with local personalities | |
| 5:15 | 4 | INS Daily News— | Film |
| | | Latest news in picture and story | |
| | 5 | Ran, The Weather Man— | Local |
| | | Up-to-date weather information | |
| 5:22 | 5 | WOC-TV Newsroom— | Local |
| | | Bob Frank presents news, pictures | |
| 5:25 | 4 | Show Case— | Slides |
| 5:30 | 4 | Buddies of the Airlines— | Local |
| | | Western music at its best | |
| | 5 | Kukla, Fran & Ollie— | Kine |
| | | Puppet show for young and old | |
| 5:45 | 4 | Time For Beanie— | Kine |
| | | Adventures with Beanie & friends | |
| | 5 | Bob and Ray Show— | Kine |
| | | Comedy skits and antics | |
| 6:00 | 4 | Captain Video— | Live |
| | | Al Hodge has title role | |
| | 5 | Musical Moods— | Local |
| | | Marjorie Melnert at piano and or-
gan with Bill Gratton | |

TUESDAY—con't.

- 6:30 4 **The Beulah Show**— **Film**
Bill Jackson continues to dodge Beulah's marital intentions
- 5 **Dinah Shore Show**— **Live**
Featuring the best in girl vocalists
- 6:45 5 **News Caravan**— **Live**
With John Cameron Swayze
- 7:00 4 **Amazing Mr. Malone**— **Kine**
Lee Tracy sars as the crime-sleuthing attorney in "Breakout," the story of a jailbreak.
- 5 **Star Theatre**— **Live**
Starring Milton Berle with Jimmy Nelson, ventriloquist, and guests Rise Stevens, Phil Regan, Bobby Lucas and Robert Maxwell.
- 7:30 4 **Keeping Posted**— **Live**
Current events discussion program with Martha Rountree and Lawrence Spivak and their guests.
- 8:00 4 **Crime Syndicated**— **Live**
Cases from the files of the Senate Crime Investigating Committee are dramatized with guest narrators.
- 5 **Fireside Theatre**— **Film**
Presents "The Secret," a boy long neglected by his mother and step-father develops an attachment for his instructor in a private school and a surprise climax results.
- 8:30 4 **Hands of Destiny**— **Kine**
Drama presented by all-star cast.
- 5 **Circle Theatre**— **Live**
Presents "The Man In 308" starring Leslie Nielson; an amnesia victim is thought to be a fugitive from the police.
- 9:00 4 **Danger**— **Live**
"Tattoo a Terrow" with Will Hare; a merchant seaman encounters intrigue in a seaport town.
- 5 **Original Amateur Hour**— **Live**
Ted Mack lends a helping hand to the nation's amateurs.
- 9:30 4 **My Friend Irma**— **Live**
Cathy Lewis as Jane tries to curb Irma's (Marie Wilson) zany antics; Gloria Gordon is featured as Mrs. O'Reilly.
- 9:45 5 **On the Line With Bob Considine**— **Live**

- 10:00 4 **Amos 'n' Andy**— **Film**
Starring Spencer Williams in the role of "Andy"; Alvin Childress as "Amos;" and Tim Moore as the "Kingfish."
- 10:00 5 **Film Subject**—
- 10:30 4 **Weather Show**— **Local**
- 5 **Ran, The Weather Man**— **Local**
Weather prospects for next day
- 10:35 5 **WOC-TV News**— **Local**
Bill Gress reports the latest news
- 10:40 4 **WHBF-TV News**— **Local**
- 5 **Sports Picture**— **Local**
Hal Hart presents the latest news from the world of sports
- 10:45 4 **Stork Club**— **Kine**
Sherman Billingsley introduces the celebrities in his club
- 5 **Theatre of the Air**— **Film**
One of the better movies revived for your enjoyment.

Cowboy Ken's "Boys' Names" Contest Winners

- 1st—Norma Berg, Box 156, Smithshire, Ill.—Age 12.
- 2nd—David Lamb, 403 Highland Ave., Dixon, Ill.—Age 12.
- 3rd—Everett Cherrington, RR 1, Bettendorf, Ia.—Age 14.
- 4th—Patty Morse, 521 Main St., Muscatine, Ia.—Age 12.

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Your Local TV Program Poll



After four weeks of balloting in the First Annual Tele-Views Awards Poll, the leaders are: Local—Golden Opportunity, Buddies of the Air Lanes, Play or Pay and Musical Moods. In the National Poll it is Herb Shriner Time and Colgate Comedy Hour in that order.

Remember, the voting ends this week Saturday, March 15th, so send in your ballot now!

This First Annual Awards Poll is to be limited to Four (4) Local (those programs which are produced either in the WHBF-TV, channel 4, or WOC-TV, channel 5, studios) and Two (2) national selections.

WHO ARE YOUR TV CHAMPIONS?

1st Annual Awards Poll

Sponsored by Tele-Views

These are my favorites:

1st Local

2nd Local

3rd Local

4th Local

1st National

2nd National

**Tear out and mail no later than March 15, 1952 to:
Awards Poll Editor, Box 350, Rock Island, Illinois**

PLEASE DO NOT USE SUBSCRIPTION ENVELOPES

OUT OF GODFREY'S TEABAG

Both the Republican and the Democratic national conventions are to be held in Chicago. That's appropriate—all the politicians together in the Windy City.

* * *

With each Federal tax refund they're going to include the following poem: You overpaid us, bless you.

Now here's your extra jack,
But don't you spend it foolishly—
Come March we'll have it back.

* * *
Some people want Taft elected as an economy measure. They wouldn't have to change the letter "T" on the White House towels.

* * *

A fellow standing at the bar put down his glass, blinked his eyes and fell flat on his face. His friend looked at him and said: "You know, that's the nice thing about John. He always knows when to stop."



"Like money in the bank!"

Enjoy new outfits every season . . . and save. It's so easy with the All-New NEW HOME. You just guide the material—your NEW HOME does the rest. See the distinctive new models today.



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Wednesday

MARCH 12th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- | | | | |
|-------|---|---|--------|
| 7:45 | 5 | Test Pattern— | |
| 8:00 | 5 | "Today" with Garroway— | Live |
| | | Dave is communicator with James Fleming handling news | |
| 9:00 | 4 | Morning News— | Live |
| | | Dorothy and Harry with news | |
| | 5 | Mel Martin Show— | Live |
| | | Mad hat designing contests and community singing | |
| 9:15 | 4 | Arthur Godfrey Time— | Live |
| | | Music by members Artha's family | |
| 9:30 | 4 | Bride and Groom— | Live |
| | | John Nelson interviews couple. | |
| | 5 | Winner Take All— | Live |
| | | The champ remains in continuous competition. | |
| 9:45 | 4 | Al Pearce Show— | Live |
| | | With monologist Arlene Francis. | |
| 10:00 | 5 | Ernie Kovacs Show— | Live |
| | | Variety show from Philadelphia With the king of the clowns | |
| 10:30 | 4 | Strike It Rich— | Live |
| | | With Warren and helping hand guest | |
| | 5 | Dave and Charlie Show— | Live |
| | | Warm and folksy humor | |
| 10:45 | 5 | Richard Harkness, News— | Live |
| | | Latest in the world of news | |
| 11:00 | 4 | Langford-Ameche Show— | Live |
| | | Morning variety with Don & Fran | |
| | 5 | Ruth Lyons 50 Club— | Live |
| | | With Bill Thall on the bass | |
| 11:15 | 4 | Love of Life— | Live |
| | | With Jean McBride, Peggy McCay | |
| 11:30 | 4 | Search For Tomorrow— | Live |
| | | Mary Stuart featured in the cast | |
| | 5 | Test Pattern— | |
| 11:45 | 4 | Langford-Ameche Show— | Live |
| 12:00 | 4 | Test Pattern— | |
| 12:15 | 4 | Egg and I— | Kine |
| 12:30 | 4 | Garry Moore Show— | Live |
| | | With Durward Kirby, co-emcee. | |
| 1:15 | 5 | Table Five— | Local |
| | | Bob Brown emcees variety on film | |
| 1:30 | 4 | First Hundred Years— | Live |
| | | Serial about young married couple | |
| | 5 | Today's Cooking— | Local |
| | | Norida Frank with kitchen helps | |
| 1:45 | 4 | Mike and Buff Show— | Live |
| | | With Buff Cobb and husband | |
| 2:00 | 5 | The Big Pay Off— | Live |
| | | Bess Myerson assists Randy | |
| 2:30 | 4 | Bert Parks Show— | Live |
| | | Variety with Bert, Bobby & Betty. | |
| | 5 | Ralph Edwards Show— | Live |
| | | Fun and frolic for the viewers | |
| 3:00 | 4 | Langford-Ameche Show— | Kine |
| | 5 | Kate Smith Show— | Live |
| | | Top entertainment and information | |
| 3:30 | 4 | TV House Party— | Local |
| 4:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 6200— | Live |
| | | Romances & sorrows of inhabitants | |
| 4:15 | 5 | Gabby Hayes Show— | Live |
| | | Tall tales by master of them all | |
| 4:30 | 4 | Test Pattern— | |
| | 5 | Howdy Doody— | Live |
| | | Featuring serialized childrens story | |
| 5:00 | 4 | Prices Limited— | Local |
| | | Jack Kerwin, District OPS Director | |
| | 5 | Cowboy Ken— | Local |
| | | With youngsters as his guests | |
| 5:15 | 4 | INS Daily News— | Film |
| | | Latest news in picture and story | |
| | 5 | Ran, The Weather Man— | Local |
| | | Up-to-date weather information | |
| 5:22 | 5 | WOC-TV Newsroom— | Local |
| | | Bill Gress presents news, pictures | |
| 5:25 | 4 | Show Case— | Slides |
| 5:30 | 4 | Tom Corbett, Space Cadet— | Live |
| | | Frankie Thomas in title role | |
| | 5 | Kukla, Fran & Ollie— | Kine |
| | | Fran Allison chats with puppets | |
| 5:45 | 4 | Time For Beanie— | Kine |
| | | Serialized story with puppet actors | |
| | 5 | Ship's Reporter— | Film |
| 6:00 | 4 | Captain Video— | Live |
| | | Police action in regions of space | |
| | 5 | Hollywood Spotlight Revue— | Local |
| | | Variety acts from the glamor capitol on film. | Local |
| 6:30 | 4 | The Name's the Same— | Live |
| | | Robert Q. Lewis, moderator, with panelists Meredith Willson, Abe Burrows and Joan Alexander | |
| | 5 | Those Two— | Live |
| | | Starring Vivian Blaine and Pinky Lee in songs and comedy, guests | |
| 6:45 | 5 | News Caravan— | Live |
| | | News in story and film clips. | |

TV TELE-VIEWS

WEDNESDAY—con't.

- 7:00 4 **Arthur Godfrey and His Friends—** **Live**
Arthur returns once again to take over the reins of his variety show.
- 5 **Kate Smith Evening Hour—** **Live**
Variety program with Ted Collins and guest stars: Eddie Condon & his Dixieland band; comedian Henny Youngman, and the De-Marco Sisters; from the Aircraft Carrier "Wasp."
- 8:00 4 **Boston Blackie—** **Film**
Stars Kent Taylor & Lois Collier.
- 5 **Kraft TV Theatre—** **Live**
Presents "The Thief" with Henry Burnstein, Carol Wheeler, Bob Shakleton and Vaughn Taylor; intense drama of love and friendship.
- 8:30 4 **The Web—** **Live**
"Phantom of the Bridge" starring Paul Langton, Bobby Santon and Rusty Lane; a weird apparition boldly seeks its prey.
- 9:00 4 **Blue Ribbon Bouts—** **Live**
Jimmy Carter, lightweight champion, meets Luther Rawlings, in a 10-round over-the-weight match in Chicago Stadium.
- 5 **Pantomime Quiz—** **Live**
Mike Stokey emcees
- 9:30 5 **Two For The Show—** **Local**
With George Sontag, Marjorie Meinert and Warren Vasen
- 9:45 4 **Sports Spot—** **Live**
With Mel Allen.
- 5 **Your Own Home—** **Film**
- 10:00 4 **Meet The Champ—** **Kine**
The best of the amateur boxers in our armed forces compete for the television championship
- 5 **TV Forum—** **Local**
Panel of local citizens discuss current problems; Neil Danberg is the moderator.
- 10:30 4 **Weather Show—** **Local**
- 5 **Ran, The Weatherman—** **Local**
- 10:35 4 **News—** **Local**
Events of the world reported
- 5 **WOC-TV News—** **Local**
Bill Gress is your newscaster
- 10:40 5 **Sports Picture—** **Local**
Hal Hart brings you the latest in sports
- 10:45 4 **Perry Como Show—** **Kine**
- 5 **Parade of Events—** **Film**

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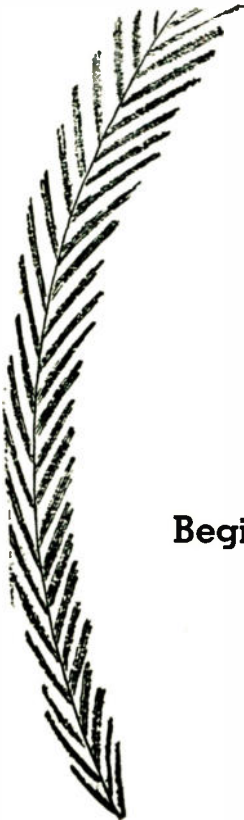
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MORNING PROGRAMMING

Beginning at 8:00 — Monday thru Friday

- 8:00—TODAY with Dave Garroway**
- 9:00—MEL MARTIN SHOW**
- 9:30—IT'S IN THE BAG**
- 10:00—ERNIE KOVACS**
- 10:30—DAVE and CHARLIE**
- 10:45—RICHARD HARKNESS, NEWS**
- 11:00—RUTH LYONS SHOW**



Channel 5

Davenport

Iowa





Sportscast

By HAL HART



Sports television is here to stay in one form or another. Controlled TV may be the answer, a better understanding of the potential good from television may be just as important. The mere mention of televising sports events often causes shock, nearly always results in alarm for the safety of all.

The problems must be considered carefully and the NCAA has released a 30-page booklet describing the survey taken after last fall's controlled TV of college grid games.

The average drop in football attendance was 6% over 1950, but college enrollment was down 10%. 1950 was the year of uncontrolled television when colleges decided their own TV policy. The survey compares 1950-51 with pre-television years, 1947-48. Actually, the 6% drop is misleading, because attendance increased in 31% of schools which had television competition in 1950 and 1951. Attendance decreased in 43% of schools in 1950 and 51% in 1951. What is not usually shown by those "cool" to television is that schools which had no competition (no TV in their area) actually suffered more at the gate than the colleges with television competition, decreasing in 43% of schools in 1950 and dropping in 68% of schools in 1951 where the NCAA TV program did not reach. Something other than television obviously caused fewer fans to attend games last fall.

The NCAA controlled TV football plan for next year calls for about 50 schools to be included to avoid overcommercialization of the few larger institutions. There will be the same "black-out" Saturdays for the protection of less important games.

* * *

Figures reveal that boxing attendance has increased two and one-half times in the first nine months of 1951 over 1950. Television, by creating new

fans, is the answer. Similarly, TV has brought professional wrestling to the whole family, and consequently the whole family has gone to the arena to see the matches first hand.

Gus Schrader, Cedar Rapids Gazette sports editor, says TV fights helped pick up interest in this year's Golden Gloves..

The 1951 survey of baseball television reveals that of the nine teams which TV'ed all home games or day games, four boosted attendance figures, five saw a decline. Chicago and Philadelphia in the American, New York and Brooklyn in the National, gained while the drop-off in ticket sales hit Cleveland, Boston and New York in the American, Chicago and Philadelphia in the National.

Seven teams reduced or eliminated television with the result that only two saw attendance figures climb, and only slightly, while five lost at the gate.

Television rights netted the majors \$4,562,312.50 in 1951. That nearly equals the gate receipts of the entire National League in 1940, the league's biggest pre-war season. The intake will increase with theater TV, wider television coverage, and tremendous promotional benefits from television.

Baseball's problem is the minor leagues with attendance continuing downward each year. Television is not responsible because less than 10% of minor league teams are near TV areas. Wilkes-Barre lost 50% at the gate and won pennants in 1950 and 1951, and has no TV in the area.

* * *

Two weeks ago, on the Hart of Sports and Sports Picture, we featured former Detroit pitcher Schoolboy Rowe, assistant farm club director Johnny McHale, and former American League umpire Red Ormsby. Rowe and McHale believe the Tigers are on the way to the top of the junior circuit.

Thursday

MARCH 13th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

7:45	5	TEST PATTERN—	
8:00	5	"TODAY" with GARROWAY—Live Dave is your commentator	
9:00	4	MORNING NEWS— Live News & interviews, Harry Marble	
	5	MEL MARTIN SHOW— Live Variety with personal interviews	
9:15	4	ARTHUR GODFREY TIME— Live Inimitable ad-libbing by master	
9:30	4	STEVE ALLEN SHOW— Kine	
	5	WINNER TAKE ALL— Live Quiz show with a host of prizes.	
9:45	4	AL PEARCE SHOW— Live Audience show with film novelties	
10:00	5	ERNIE KOVACS SHOW— Live Anything can happen and does	
10:30	4	STRIKE IT RICH— Live Warren Hull emcees unusual quiz	
	5	DAVE & CHARLIE SHOW— Live Popular west coast comedians	
10:45	5	RICHARD HARKNESS, NEWS—Live From Washington, D.C.	
11:00	4	LANGFORD-AMECHE SHOW—Live Morning variety with Don & Fran	
	5	RUTH LYONS 50 CLUB— Live Music and singing from Cincinnati	
11:15	4	LOVE OF LIFE— Live Soap opera with Marie Kennedy	
11:30	4	SEARCH FOR TOMORROW—Live John Sylvester featured in cast	
	5	TEST PATTERN—	
11:45	4	LANGFORD-AMECHE SHOW—Live	
12:00	4	TEST PATTERN—	
12:15	4	EGG AND I— Kine	
12:30	4	GARRY MOORE SHOW— Live With Denise Lor & Ken Carson.	
1:15	5	TABLE FIVE— Live Bob Brown is the man at the table	
1:30	4	FIRST HUNDRED YEARS Live With Jimmy Lydon & Anne Sargent	
	5	TODAY'S COOKING— Local Tasty recipes demonstrated	
1:45	4	MIKE AND BUFF SHOW— Live Interviews by husband-wife team	
2:00	5	THE BIG PAY OFF— Live Featuring Conover models	
2:30	4	MEL TORME SHOW— Live With the Mello-Larks, Kay Ballard	
	5	BILL GOODWIN SHOW— Live With Roger Dann, vocalist	
3:00	4	LANGFORD-AMECHE SHOW—Kine	
	5	KATE SMITH SHOW— Live Variety show slanted to women	
3:30	4	TV HOUSE PARTY— Local	
4:00	4	TEST PATTERN—	
	5	HAWKINS FALLS— Live Adventures in midwestern town	
4:15	5	GABBY HAYES SHOW— Live Tall tales by master of them all	
4:30	4	TEST PATTERN—	
	5	HOWDY DOODY— Live Bob Smith emcees kids show	
5:00	4	AUGUSTANA PRESENTS— Local Program by college student body	
	5	COMIC CUTUPS— Local With Ken Wagner and Peewee	
5:15	4	INS DAILY NEWS— Film Latest news in picture and story	
	5	RAN, THE WEATHER MAN—Local Up-to-date weather information	
5:22	5	WOC-TV NEWSROOM— Local Bob Frank presents news, pictures	
5:25	4	SHOW CASE— Slides	
5:30	4	BUDDIES OF THE AIRLINES—Local Featuring Pat, Speed and Curley	
	5	KUKLA, FRAN & OLLIE— Kine Burr Tillstrom, master puppeteer	
5:45	4	TIME FOR BEANIE— Kine	
	5	BOB AND RAY— Kine Comedy skits and antics	
6:00	4	CAPTAIN VIDEO— Live Don Hastings is Video Ranger	
	5	PLAY OR PAY— Local If George Sontag, Marjorie Meiner or Shirley Burke can't play or sing your tune they pay off	
6:30	4	LONE RANGER— Live Tonto and his partner bring wes- tern outlaws to justice	
	5	DINAH SHORE SHOW— Live Nothin' Finah Than Dinah in Song	
6:45	5	NEWS CARAVAN— Live Award-winning news show	
7:00	4	STOP THE MUSIC— Live Bert Parks does the calling as you are entertained by Shaye Cogan, Betty Ann Grove and the Variety Dancers.	
	5	YOU BET YOUR LIFE— Film Groucho Marx dishes out the cash as he wisecracks the contestants into submission	
7:30	5	TREASURY MEN IN ACTION— Live Drama from the closed files of the Treasury Department; stars Wal- ter Greaza as chief of the bureau	

THURSDAY—con't.

- 8:00 4 **HERB SHRINER TIME—** **Live**
Features a comedy-drama of small town life with Herb acting as guide and narrator
- 5 **DRAGNET—** **Film**
Dramatization of official cases from the files of the Los Angeles police dept.; Stars Jack Webb.
- 8:30 4 **BIG TOWN—** **Live**
Drama of big town newspaper reporter with Pat McVey as Steve Wilson & Julie Stevens as Lorelei
- 5 **FORD FESTIVAL—** **Live**
Starring James Melton, Met tenor, with Morey Amsterdam, Wally Brown, Billy Barty, the Jinglebells, Dr. Roy K. Marshall and Frank Black's orchestra.
- 9:00 4 **RACKET SQUAD—** **Film**
Captain Braddock exposes an unscrupulous attorney who preys on young divorcees in "The Home Wreckers."
- 5 **MARTIN KANE, PRIVATE EYE—** **Live**
- 9:30 4 **CRIME PHOTOGRAPHER—** **Live**
Starring Darren McGavin as Casey in the continuation of his crime-busting newspaper series.
- 5 **WAYNE KING SHOW—** **Live**
Fine musical program from Chicago presented by the waltz king
- 10:00 4 **FOREIGN INTRIGUE—** **Film**
Espionage adventure series starring Jerome Thor with Sidna Scott
- 5 **HOLLYWOOD REEL—** **Film**
The camera takes you on the inside of the glamour capitol
- 10:15 5 **HARMONY HOUSE—** **Local**
Hints on home interior decorating.
- 10:30 4 **WEATHER SHOW—** **Local**
Up-to-date weather information
- 5 **RAN, THE WEATHER MAN—** **Local**
Weather prospects for next day
- 10:35 5 **WOC-TV NEWS—** **Local**
Bill Gress reports the latest news
- 10:40 4 **WHBF-TV NEWS—** **Local**
Latest in local and national news
- 5 **SPORTS PICTURE—** **Local**
Hal Hart reports the sports
- 10:45 4 **STORK CLUB—** **Kine**
Sherman Billingsley is your host
- 5 **HART OF SPORTS—** **Local**
Latest sport news and interviews with local sports personalities.

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1.



2.



3.

GUESS THESE MYSTERY FACES

The pictures on this page are not clinical X-rays. They're photo negatives of some of your favorite TV stars. If you can correctly identify all seven versions of these top television personalities, you rate as an outstanding viewer. Answers appear on page 31.



4.



5.



6.



7.

They come, They see, SHE Conquers



Ruth Lyons

A Cincinnati television studio is the scene each week-day of a Julius Caesar quotation parody: Fifty people come, they see, but are conquered by the namesake of the Ruth Lyons' 50 club.

So named because it is limited to 50 guests, this housewives' sorority, dedicated to women who "don't have much to do except house work," has quietly and in unheralded fashion, carved a niche for itself in the network daytime web of programs.

Miss Lyons, a middle-aged blue-eyed blonde, who steers the conversation and activities through a helter-skelter pattern each day, has the power to captivate her audience. She and her hen-pecked announcer, "Willie," whose vocabulary is limited mainly to an occasional "What happened?," "That's true," or "Uh-huh," open the program with a gay song 'n' dance introduction faintly reminiscent of burlesque.

Perhaps Miss Lyons will offer a joke as an ice-breaker such as "If the pilgrims came over on the Mayflower, how did the midgets arrive?" Then, with a sly glance toward the audience, television cameras and Willie, she'll chirp: "On shrimp boats."

This animated femcee uses the now-familiar informal approach to the audience, strolling through for personal chit-chat, reading mail from far-away places, conducting a musical chairs session during which guests receive prizes if seated in the "lucky" chairs, and cementing these ingredients into program continuity with interspersed musical numbers and a constant stream of almost inane chatter.

The special Lyons magic, when an-

alyzed, is primarily a combination of cosmopolitan personality and a spark of Midwestern corn which adds up to housewife appeal. Employing a Kate Smith style of informality, volatile Ruth occasionally philosophizes, always with an overtone of merriment, but more often chatters like the proverbial chipmunk.

There's an air of the giddy, scatter-brained clubwoman—ala Gracie Allen—about this TV celebrity from Cincinnati, but credit is deservedly hers. During the 1937 flood crisis, she brought in \$56,000 to the Red Cross for Ohio flood victims in a single week through radio appeals, a feat which was the greatest single fund-raising achievement in Cincinnati at that time. More recently a fund-raising project conducted by her over the air netted \$40,000 towards Christmas presents for children in Ohio hospitals.

Back in 1929, just a year out of college, she began her radio career in her home town, Cincinnati, as a pianist, organist and musical librarian for an independent radio station and eventually won two full hours of radio time. In 1942, she left to join station WLW where she graduated from local to four-state coverage with "Morning Matinee" and in 1946 took over her present "50 Club." At home, she's wife of a college professor and mother of a six-year-old daughter, living in a Cincinnati suburb.

Friday

MARCH 14th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- | | | | |
|-------|---|---|--------|
| 7:45 | 5 | TEST PATTERN— | |
| 8:00 | 5 | "TODAY" with GARROWAY—Live
All the news that happened while
you slept and is happening while
you watch | |
| 9:00 | 4 | MORNING NEWS— | Live |
| | | Commentary on latest in the news | |
| | 5 | MEL MARTIN SHOW— | Live |
| | | Jingle contests conducted by the
table-hopping emcee | |
| 9:30 | 4 | BRIDE & GROOM— | Live |
| | | Glamorous weddings every day. | |
| | 5 | WINNER TAKE ALL— | Live |
| | | Bill Cullen emcees the quiz. | |
| 9:45 | 4 | AL PEARCE SHOW— | Live |
| | | Variety direct from Hollywood. | |
| 10:00 | 5 | ERNIE KOVACS SHOW— | Live |
| | | Comedy and variety program | |
| 10:30 | 4 | STRIKE IT RICH— | Live |
| | | Program with a heart | |
| | 5 | DAVE & CHARLIE SHOW— | Live |
| | | Comedy series from Hollywood | |
| 10:45 | 5 | RICHARD HARKNESS, NEWS—Live
From Washington, D.C. | |
| 11:00 | 4 | LANGFORD-AMECHE SHOW—Live
Morning variety with Don & Fran | |
| | 5 | RUTH LYONS 50 CLUB— | Live |
| | | Informal program you'll enjoy | |
| 11:15 | 4 | LOVE OF LIFE— | Live |
| | | Pat McCay featured in cast | |
| 11:30 | 4 | SEARCH FOR TOMORROW—Live
Lynn Loring in supporting role | |
| | 5 | TEST PATTERN— | |
| 11:45 | 4 | LANGFORD-AMECHE SHOW—Live | |
| 12:00 | 4 | TEST PATTERN— | |
| 12:15 | 4 | EGG AND I— | Kine |
| 12:30 | 4 | GARRY MOORE SHOW— | Live |
| | | With Durward Kirby, as co-emcee. | |
| 1:15 | 5 | TABLE FIVE— | Live |
| | | Filmed variety acts you can enjoy | |
| 1:30 | 4 | FIRST HUNDRED YEARS | Live |
| | | Anne Sargent featured in cast | |
| | 5 | TODAY'S COOKING— | Local |
| | | Kitchen Magic with Norida Frank | |
| 1:45 | 4 | MIKE AND BUFF SHOW— | Live |
| | | Mike Wallace and wife Buff Cobb | |
| 2:00 | 5 | THE BIG PAY OFF— | Live |
| | | Top prize, world trip & mink coat | |
| 2:30 | 4 | BERT PARKS SHOW— | Live |
| | | Variety program with Bert, Betty
and Bobby. | |
| | 5 | RALPH EDWARDS SHOW— | Live |
| | | Ralph up to his usual antics | |
| 3:00 | 4 | LANGFORD-AMECHE SHOW—Kine | |
| | 5 | KATE SMITH SHOW— | Live |
| | | Kate is hostess of variety show | |
| 3:30 | 4 | TV HOUSE PARTY— | Local |
| 4:00 | 4 | TEST PATTERN— | |
| | 5 | HAWKINS FALLS— | Live |
| | | Serial drama of life in small town | |
| 4:15 | 5 | GABBY HAYES SHOW— | Live |
| | | Tall tales by master of them all | |
| 4:30 | 4 | TEST PATTERN— | |
| | 5 | HOWDY DOODY— | Live |
| | | Variety for kids with puppets | |
| 5:00 | 4 | TEST PATTERN— | |
| | 5 | COWBOY KEN'S
DONALD DUCK SHOW— | Local |
| | | Fun for the youngsters | |
| 5:15 | 4 | INS DAILY NEWS— | Film |
| | | Latest news in picture and story | |
| | 5 | RAN, THE WEATHER MAN—Local
Up-to-date weather information | |
| 5:22 | 5 | WOC-TV NEWSROOM— | Local |
| | | Bob Frank presents news, pictures | |
| 5:25 | 4 | SHOW CASE— | Slides |
| 5:30 | 4 | TOM CORBETT, SPACE
CADET— | Live |
| | | Tom works to keep Astro out of
trouble | |
| | 5 | KUKLA, FRAN & OLLIE— | Kine |
| | | Puppet show for young and old | |
| 5:45 | 4 | TIME FOR BEANIE— | Kine |
| | | Serialized story with puppet actors | |
| | 5 | SHIP'S REPORTER— | Film |
| 6:00 | 4 | CAPTAIN VIDEO— | Live |
| | | Police action in regions of space | |
| | 5 | BOB ATCHER SHOW— | Film |
| | | Western music with one of the
stars of National Barn Dance. | |

FRIDAY—con't.

- 6:15 5 **FILM SUBJECT—**
- 6:30 4 **THE RANGE RIDER—** Film
Western adventures with Jack Mahoney, formerly of Davenport
- 5 **THOSE TWO—** Live
Starring Vivian Blaine and Pinky Lee in songs and comedy, guests
- 6:45 5 **NEWS CARAVAN—** Live
News in story and film clips.
- 7:00 4 **TO BE ANNOUNCED—**
- 5 **RCA VICTOR SHOW—** Live
Starring Ezio Pinza in song and dramatic sketch with his guest star, Patricia Morison, vocalist.
- 7:30 4 **MAN AGAINST CRIME—** Live
Featuring Mike Barnett, the roving private eye, played by Ralph Bellamy
- 5 **GOLDEN OPPORTUNITY—** Local
Local amateurs compete for trip to New York
- 8:00 4 **PLAYHOUSE OF STARS—** Live
Fine dramatic offering of the best plays with the tops in stars of the stage and screen.
- 5 **THE BIG STORY—** Live-Film
Prize-winning story of M. W. (Billy) Hout, former managing editor of Champalgn, Ill., Gazette; two respected citizens are unmasked as housing racketeers.
- 8:30 5 **THE ALDRICH FAMILY—** Live
Situation family comedy series with Barbara Robbins, House Jameson, Kenneth Nelson and Mary Malone.
- 9:00 4 **CAVALCADE OF STARS—** Live
Starring Jackie Gleason in a variety show with guest stars Dennis Clark, vocalist and Nancy Donovan of the Met. Opera.
- 5 **CAVALCADE OF SPORTS—** Live
Featuring a 10-round welterweight match between Johnny Saxton and Johnny Bratton.
- 9:45 5 **WRESTLING FROM HOLLYWOOD—** Film
West coast grunt-and-groaners in action from Long Beach Auditorium; Richard Lane at the mike.
- 10:00 4 **YOU ASKED FOR IT—** Kine
A show made up of the unusual requests of viewers.
- 10:30 4 **WEATHER SHOW—** Local
- 10:35 4 **NEWS—** Local
- 10:45 4 **PERRY COMO SHOW—** Kine
With the Fontaine Sisters and Mitchell Ayres orchestra; guests.
- 5 **RAN, THE WEATHER MAN—** Local
Weather outlook for coming day
- 10:50 5 **WOC-TV NEWS—** Local
Bill Gress reports the latest events
- 10:55 5 **SPORTS PICTURE—** Local
Hal Hart, sportscaster, presents the latest in the world of sports
- 11:00 4 **LOOKING AT SPORTS—** Local
With Bill Lohmeier.

ANSWERS TO MYSTERY FACE QUIZ ON PAGE 28

1. Milton Berle
2. Imogene Coca
3. Bert Parks
4. Dinah Shore
5. Lucille Ball
6. Mary Hartline
7. Ernie Simon

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