

QUAD-CITY

WOC-TV
WHBF-TV

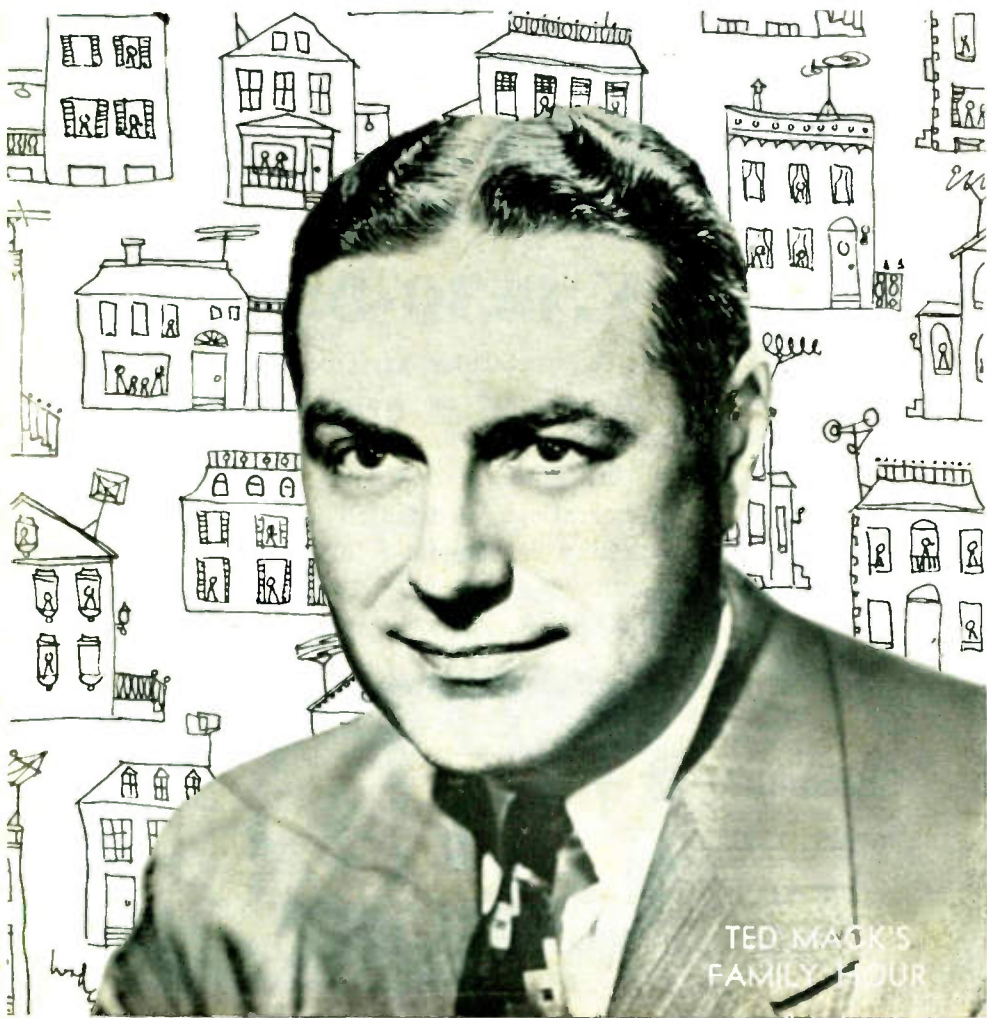
Tele-VIEWS

15¢

WEEK OF AUG. 11, 1951

Vol. I—No. 32

SAGA of JACK BRICKHOUSE *page 12, 13*



TED MACK'S
FAMILY HOUR

Your Hit Parade *page 4*

WATCH

CHANNEL FIVE

**THE
MARCH
OF TIME**

SUNDAY, 8:30-9:00 p.m.

A spectacular presentation of events that awed, amused or provoked this nation . . . with John Daly stepping before the TV cameras to bring these events up-to-date by interview or narration. You march with time through the startling developments of the years when you watch "MARCH OF TIME THROUGH THE YEARS," Sundays, starting at 8:30 p.m.

**Channel 5
Davenport,
Iowa**

WOC-TV
AM FM



Mail Bag

children? Also, I would like his home address.

East Moline, Ill.

J. P.

(I am sorry to report that there is no information available on the Baron's marital status. As to his home address it is not known, but he can be reached by writing in care of the Long Beach Auditorium, Long Beach, California.—Ed.)

* * *

Editor:

Could you please give me some information about Robert Q. Lewis?

I think he is swell and should have a longer show on the air.

Also, could you tell me what his middle initial stands for?

Davenport, Iowa Eleanor Jeschke

(Robert Q. Lewis, who holds a degree of Doctor of Satire conferred by the Gagwriters' Institute, explains that his middle initial is intended to remind people not to get stuffy. A native New Yorker (born April 25, 1921), and graduate of DeWitt Clinton High School, where he was active in drama, Lewis studied briefly at the University of Michigan, learned to ad-lib on small town radio served in the Army and rose to prominence subbing for Godfrey. Now he's the star of his own buffoonery on CBS.—Ed.)

* * *

Editor:

Could you please tell me who the story teller on Coolerator Theatre is, and also something about him?

Calamus, Iowa Dorothy Green

(His name is Byron Shields and he is better known for his roles in the movies. He has made a number of them with his brother, Barry Fitzgerald, who is probably better known than Byron.—Ed.)

* * *

Editor:

Could you tell me if Baron Leone is married and if so, does he have any

Editor:

Can you tell me Cowboy Ken's whole name and what movies he has made?

I would also like to know if he is married,

Prophetstown, Ill.

Cy Schipper

(Ken's movie was made for Columbia Pictures and is titled "Lightning Guns" with Charles Starrett and Smiley Burnette. His full name is Ken Houchins and he is married.—Ed.)

* * *

EDITOR'S NOTES: George Burns & Gracie Allen, on the air this summer with their comedy series, "vacation" between shows at Lake Arrowhead. . . . Denise Lor is taking a four-month leave of absence as singer on "Garry Moore Show," to await the arrival of the stork. . . . Billingsley Terrace, a street in The Bronx, New York is named for Sherman Billingsley, your "Stork Club" host. . . . Jimmy Lydon of "The First Hundred Years" was seen on dozens of magazine covers a few years ago, as a freckle-faced boy. . . . Garry Moore spent his month's vacation on board his 40-foot boat. . . . Did you know that the hobbies of: Jimmy Durante is reading American poetry? . . . Dave Garroway's is jazz racing cars and amateur astronomy . . . Victor Borge's hobby is farming, mainly tomatoes, which he hates to eat. . . .

TELE-VIEWS

Vol. I—No. 31

"Yesterday's Luxury — Today's Necessity"

Published weekly by Tele-Views News Co. ·· Copyright, 1951 ·· Box 350 ·· Rock Island, Ill.

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Davenport, Iowa

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Upon Request

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Member of TV Forecast News
Service, National Television
Program Publications

SUBSCRIPTION RATES: 1 Year \$5.00 2 Years \$8.00 15c per copy

Entered as Second Class Matter at the Postoffice at Rock Island, Ill.

Printed by Tri-City Review Publishing Co., 311-21st St., Rock Island, Ill.

YOUR HIT PARADE

SATURDAY night throughout cities and hamlets has long been known as romance time. Lovers of all ages—whether on dance floors, front porch hammocks or parked roadsters—turn on the music and settle down to dreamy bliss.

It was no wonder that "Your Hit Parade," a straight musical offering based directly on this pleasant pastime, became a national institution, first in radio and now in television.

The format of "Your Hit Parade" is a simple one. The top ten tunes of the country, selected by survey each week, are dished out gaily by Raymond Scott and his orchestra, with the vocals rotated among three personable singers—Eileen Wilson, Snooky Lanson and Dorothy Collins.

Along with the music goes considerable effort in staging a background "story line," which has to be different every week a tune is among the top ten. By the time a particular song has stayed among the leaders for six or seven weeks, the producers are nearly bugeyed from figuring out new and different settings.

One of the main features of WOC-TV's Saturday musical is the brilliant package of cigarette commercials that accompany "Your Hit Parade." When channel 5 viewers first glimpsed rows of gleaming ciggies marching, dancing, swooping and twirling, they were fascinated. The commercials soon became the TV talk of the town.

Much livelier than cigarettes, however, are the songsters who spark each show—Wilson, Lanson and Collins.

Eileen Wilson was born in 1923 in San Diego. She starred in her high school's annual operetta, and decided

on music for a career. At the University of California, she won an A.B. degree in music and performed on local radio shows. Success seemed imminent, so Eileen dropped her family name of Eshelman for the name of her vocal coach, Art Wilson.

Skitch Henderson, then on the west coast became enchanted with her voice and signed her as featured vocalist with his band. Later, Eileen joined Will Osborne's group. She also enjoyed periods with the bands of Ray Herbeck and Les Brown. Not so well known is the fact that Eileen's voice was dubbed in for Ava Gardner's in several movies which Ava was supposed to sing.

Eileen won a Hit Parade audition in 1948, and was an immediate success. She is married to a handsome male singer named Ray Kellogg.

Snooky Lanson has been called the Crosby of the South. His musical youth was chiefly distinguished by his rise from boy soprano to baritone in less than a year, due to Snooky's voice cracking. That much out of the way, Snooky became a star of station WSM, Nashville, and acquired a large bobby sox following.

Somewhere in Snooky's earlier career, he played semi-pro baseball, and picked up a healthy skill at fly casting. This athletic training probably helped a good deal last year, when Lanson used to commute 2,000 miles each week between Nashville and New York for his dual jobs.

Now Snooky lives with his family in Stamford, Conn., and helps his attractive wife Florence raise Ernie 5, and Beth 2.

the music that became an institution



Dimpled Dorothy Collins was born in Ontario, Canada in 1926. She got off to a fast start in show business by winning a local singing contest while still a moppet. From there, it was an easy jump to a kid radio show in Detroit.

In 1942, Dorothy visited Chicago and met bandleader Raymond Scott. A year later, Dorothy joined him as featured vocalist. Her biography is careful to state here that Dorothy's mother accompanied her daughter on her travels.



In 1948, Dorothy joined the Herb Shriner radio series. Then in 1950, the Hit Parade sponsor was looking for some new type commercial jingles. Raymond Scott made some recordings, using the Collins vocals, and sold his idea. Dorothy was hired to do the singing ads, but later joined the show as a major star.

Dorothy lives in New York, is five feet, two inches tall and weighs 106. Her hair is natural blonde and she has hazel eyes. Her hobbies are baseball and horseback riding. So far, the young songstar has remained single.

"Your Hit Parade" is seen every Saturday on WOC-TV at 8:30 p.m.



"Assignment: Man Hunt" has replaced "Your Hit Parade" for the summer, but be sure and watch for its return the first week in September.

Top to bottom: Eileen Wilson, Dorothy Collins, Snooky Lanson

Saturday

AUGUST 11th

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

- 9:00 4 **FASHION MAGIC—**
Arlene Francis is your host.
- 9:30 4 **DATE WITH JUDY—**
- 10:00 4 **BIG TOP—**
Jack Sterling, ringmaster; Wimpey the clown with his "Table Rock" act.
- 11:00 4 **TWO GIRLS NAMED SMITH—**
- 11:30 4 **THEATRE OF ROMANCE—**
Faith Baldwin stories dramatized.
- 12:00 4 **SMILIN' ED McCONNELL AND HIS BUSTER BROWN GANG—**
With Sueeky the Mouse and Midnight the Cat. Story of "The Rogue Elephant" dramatized.
- 3:00 5 **TEST PATTERN—**
- 4:00 4 **SPACE PATROL—**
- 4:30 4 **FIRST AID—**
Facts you should know.
- 5 **MR. WIZARD—**
Don Herbert as Mr. Wizard will explain how and why an airplane will fly.
- 5:00 4 **SAMMY KAYE SHOW—**
Features vocalists Barbara Benson and Tony Alamo with the audience taking part in the "So You Want to Lead a Band" contest.
- 5 **TOM CORBETT, SPACE CADET—**
An invader from another planet leads the crew of the Polarus into outer space.
- 5:30 4 **ON TRIAL—**
Current events brought before the court.
- 5 **THE ART FORD SHOW—**
A musical quiz with famous guests from show business as panel members.
- 6:00 4 **BUDWEISER SUMMER THEATRE**
George Arliss stars in "Guv'nor," with Patrick Knowles and Mary Claire. Powerful drama of a man's rise and fall thru a series of adversities.
- 5 **WESTERN PLAYHOUSE—**
- 7:00 4 **WONDERFUL TOWN—**
Faye Emerson is your host as she honors the city of Atlanta, Ga., with help from guests Jane Pickens and actor Lee Tracy.
- 5 **MIDWESTERN HAYRIDE—**
Bill Thall emcees. Members of the cast are the Pleasant Valley Boys, The Rangers, Ernie Lee, Bob Schrede and a host of others.
- 7:30 4 **THE SHOW GOES ON—**
Robert Q. Lewis tries to sell talent to Jim McKay, Ted Mills and Jim Stefanos.

(Letters to the mailbag should be sent to: Tele-Views, Box 350, Rock Island, Illinois. Sign all letters, designating whether you want your name or initials used. Please try to keep your mailbag letters limited to 30 words or less.—Editor).

Nu-Way
**Rug & Furniture
Cleaners
and Upholstering**
New Carpets and Draperies
INTERIOR DECORATORS
Free Estimates—Free Delivery
Dav. 2-5321 R.I. 8-5726
217 Perry St., Davenport

- 8:00 4 **FILM SUBJECT—**
- 5 **DOODLES WEAVER SHOW—**
Comedy variety with Doodles, the Mello Larks and Milt DeLugg.
- 8:15 4 **STORK CLUB—**
Sherman Billingsley your host.
- 8:30 4 **LONE RANGER—**
- 5 **ASSIGNMENT: MAN HUNT—**
"The Trap," by Thomas Walsh.
- 9:00 4 **WRESTLING—**
From Marigold Gardens, Chicago.
- 5 **SPORTS SCHOLAR—**
A test for your sports knowledge.
- 9:15 5 **MYSTERY HOUR—**
- 10:15 4 **WESTERN FILM—**
"Riders of Black Mountain."

Sunday

AUGUST 12th

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

- 1:30 5 **TV FORUM—**
- 1:50 4 **INS NEWS—**
- 2:00 4 **FLYING TIGERS—**
Exciting adventures of the famous flying group in China.
- 5 **SURVIVAL—**
How to rescue persons trapped in debris and rubble.
- 2:30 4 **YOUR PET PARADE—**
Children and their pets on review
- 5 **ZOO PARADE—**
The big cats of Lincoln Park Zoo get top billing this week.
- 3:00 4 **SUPER CIRCUS—**
With Cliff Sobier, Mary Hartline, Claude Kirschner & Nick Francis.
- 5 **HOW DOES YOUR GARDEN GROW—**
John Ott, lecturer, gives information on gardening with the help of time-lapse photography.
- 3:30 5 **HOLLYWOOD JUNIOR CIRCUS—**
Paul Barnes, ringmaster and Zero the midget.
- 4:00 4 **TED MACK FAMILY HOUR—**
Top amateurs perform for you.
- 5 **HOPALONG CASSIDY—**
- 5:00 4 **SUMMERTIME REVUE—**
Stars Earl Wrightson as emcee, with Maureen Cannon vocalist. Guest, Judy Johnson, helps to take you to a Canadian Fishing Village
- 5 **NBC WEEKLY NEWS IN REVIEW**
- 5:15 5 **FILM SUBJECT—**
- 5:30 4 **"GO LUCKY"—**
A comedy quiz with Jan Murray as emcee, and guests.
- 5 **MEET THE PRESS—**
Martha Rountree, moderator.
- 6:00 4 **BURNS AND ALLEN SHOW—**
- 5 **AMERICAN INVENTORY—**
"The Middle Years," dealing with parent-child relationship.
- 6:30 4 **STARLIGHT THEATRE—**
- 5 **TELEVISION RECITAL HALL—**
Concert recital program. Guest soloist is Arnold Eidus, violinist.

- 7:00 4 **GENERAL ELECTRIC GUEST HOUSE—**
Durwood Kirby emcees this quiz with guests Janis Paige, Pat Rooney, Sr., Gallagher & Lang, dancers; Russell Swan, magician.
- 5 **PHILCO TELEVISION PLAYHOUSE**
"Ephraim Tutt's Clean Hands," by Arthur Train.
- 8:00 4 **CELEBRITY TIME—**
Conrad Nagel emcees with regular panelists Jane Wilson and Herman Hickman and guests Dizzy Dean, broadcaster and Nancy Chaffee, tennis star.
- 5 **AMERICAN FORUM OF THE AIR**
Subject: "What Tax Program Do We Need?" Sen. Joseph G. O'Mahoney (D., Wyo.) and Chas. M. Sligh, chairman of Taxation Committee of Natl. Assn. of Mfrs.
- 8:30 4 **WHAT'S MY LINE?—**
Panelists are: Arlene Francis, Robert Q. Lewis, Bennett Cerf and Dorothy Kilgallen.
- 5 **MARCH OF TIME THROUGH THE YEARS—**
"The Irish Question."
- 9:00 4 **WEEKLY NEWSREEL—**
- 5 **TV SHOWROOM—**
- 9:20 4 **WEATHER SHOW—**
- 9:30 4 **WHITEMAN TV TEEN CLUB—**
Paul Whiteman entertains along with Muscles Lipton, Nancy Lewis, Junie Keegan, Jerry Donahue and Sonny Graham.
- 5 **HANK McCUNE SHOW—**
- 10:00 5 **HOLLYWOOD THEATRE—**

DON'T
MISS!!!

HANK McCUNE SHOW

Tonight at 9:30 p.m.

CHANNEL FIVE

Sponsored by
Belle Blind & Drapery House
Quad-City "Tele-Views" Magazine

TELEVISION TRIBULATION

Don McNeill who was recently in New York with his Breakfast Club, made a guest appearance on the "Bert Parks Show." Don arrived at the studio for rehearsal and watched everyone hustle and bustle, all the while grabbing a bite to eat. After observing the scene, Don turned to Bert and whispered, "That's television for you. A hand to mouth existence."

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BLINDS—Now All We Need
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How To Earn A New Baseball Glove—FREE!

Right now, while the weather is ideal for baseball, you can earn an official Wilson "Peanuts Lowrey" mitt or the popular three fingered baseball glove with very little effort.

You won't want to miss any baseball games this summer by not having a glove of your own. A good glove will improve your play as well as help you make the team. Here's all you have to do to earn one of these gloves:

Ask your friends if they have Tele-Views Magazine mailed to them every week. If not, use the subscription blank on back page and ask them to subscribe. Then have them sign the blank and collect \$5 for a one year subscription or \$8 for a two year subscription. That's all you have to do. For only 2 two year subscriptions or 3 one year subscriptions you can get one of these official Wilson baseball gloves.

If you have the required subscriptions, bring the money and blanks on any day of the week to the offices of Tele-Views, 311 - 21st St., Rock Island, Ill., or 1029 W. 2nd St., Davenport, Ia. You will receive your choice of one of the two gloves immediately. See gloves pictured on back cover page.

SERVICE DIRECTORY

MOLINE

Dove's Television Sales & Service
1714 Seventh Street
Call Moline 1323

DAVENPORT

Parker's Service Co.
110½ East River
Call Davenport 3-9423

ROCK ISLAND

Frankel Television Service Co.
2532 Fifth Avenue
Call Rock Island 6-6477

Ha, ha, ha, there he goes folks, our lion is eating Mr. James G. Paddock of Peoria Ill. . . .

Air Waves Lousy With New Quiz Shows

By JACK MABLEY



Everywhere you look these days you bump into a new quiz show. The air waves are lousy with them, and I use the word advisedly.

The main attraction to sponsors of these shows, obviously, is that they are cheap, and in some cases the returns are fantastic. The best example is the Groucho Marx session. What's My Line has paid off tremendously, too.

But look at the junk. The Goldbergs was replaced by a gem called Who's Whose, and it was so bad they yanked it off the air after the first week. Fred Waring was replaced by an astounding-ly inept hour full of nothing featuring Oscar Levant. Then he was replaced with Durward Kirby.

Others are good, bad, and indifferent. Twenty Questions has paid off its sponsors so well it has been signed for five years on DuMont.

Who's Whose was replaced by another quiz show called It's News to Me, with John Daly, a very successful quizmaster. There are Beat the Clock, Celebrity Time, Leave It to the Girls (ugh), Life Begins At 80, Who Said That, Q.E.D., Pantomime Quiz, Down You Go (best of the new ones). Quiz Kids, Juvenile Jury, and probably a few others that will be on the air by the time this gets into print.

Apparently the war cry of summer TV is "When all else fails, throw in a quiz show." It can have good results, but the boys are overdoing it. They'll drive us all out to the forest preserves.

* * *

Now that they're getting used to color television in New York, some of

"Tele-Views"

the first enthusiasm has been replaced by caution. Color still is wonderful but. . . .

After watching a while, the pictures do not seem as sharp as when you first shift from black and white, observers report. Colors in long shots tend to blur. The colors aren't always completely true. And on present receivers, with their magnifiers in front of the screens, it is necessary to sit nearly on a line with the center of the screen. Side angle viewing gives distortion.

I'd still take color, from my few views of it. But it isn't perfect. We'll probably all get a chance to make our own minds before very long.

* * *

The New York Times put dozens of its correspondents to work to find out what television is doing to the country. They confirmed, in detail, what most of us already know. But there was one finding which I think made the whole survey worth while.

People are reading more—not less—in television areas. The greatest effect of television nationally is in keeping people home. And being home, we are rediscovering reading — newspapers, magazines, books. (Some of the quiz shows, for instance, are great stimulants for turning off the set and curling up with a good book.)

Librarians and teachers report a demand for kiddie books, and say adults are deserting romance and whodunit fiction in favor of non-fiction and "how to" books.

Monday

AUGUST 13th

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

- 10:00 4 **STEVE ALLEN SHOW—**
Guests: The Sunnysiders, vocal group; The Trojans, hand balancers; Lynn Jackson, singer; Al Flosso, magician; Joey Faye, comedian.
- 11:30 4 **TEST PATTERN—**
- 12:00 4 **GARRY MOORE SHOW—**
Guest: Wally Cox, comedian.
- 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 **VACATION WONDERLANDS—**
- 1:30 4 **ALL AROUND THE TOWN—**
Mike Wallace, your guide-emcee.
- 5 **AMERICA SPEAKS—**
"Combat Bulletins," Defense films.
- 2:00 5 **STRAW HAT MATINEE—**
An hour of variety for your summer enjoyment.
- 2:30 4 **STRIKE IT RICH—**
Warren Hull is your quizmaster.
- 3:00 5 **HAWKINS FALLS, POP. 6200—**
Serial of life in a small town.
- 3:15 5 **COWBOY PLAYHOUSE—**
- 3:30 4 **INS DAILY & LOCAL NEWS—**
- 5 **HOWDY DOODY—**
Bob Smith's puppets in new adventures to please the children.
- 3:45 4 **FILM SUBJECT—**
- 4:00 4 **FILM SUBJECT—**
- 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 **WEATHER SHOW—**
- 4:52 5 **WOC-TV NEWSROOM—**
Bob Frank reports the news.
- 5:00 4 **CAPTAIN VIDEO—**
An adventure story on earth and in space with the Video Ranger.
- 5 **ERNIE IN KOVACSLAND—**
Comedy and variety.
- 5:30 4 **HOLLYWOOD SCREEN TEST—**
Neil Hamilton directs young hopefuls in two short sketches with guest star.
- 5 **SONG AT TWILIGHT—**
Songs and informal chatter, guests.
- 5:45 5 **NEWS CARAVAN—**
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **PANTOMIME QUIZ—**
Mike Stokey emcees with regulars Adele Jurgens, Jackie Coogan, Vincent Price, Hans Conreid and guests Barbara Britton, Dick Foran, Hillary Brooke and Eric Blore.
- 5 **CAMEO THEATRE—**
A dramatic presentation.
- 6:30 4 **GODFREY TALENT SCOUTS—**
Herb Shriner, Hoosier humorist, takes over for Arthur during his 8-week vacation.
- 5 **VOICE OF FIRESTONE—**
Met. Opera Tenor, Brian Sullivan, is guest soloist. Selections include "Serenade" by Schubert & songs from "Oklahoma."
- 7:00 4 **HORACE HEIDT SHOW—**
Youth Opportunity program with talent from all over the country
- 5 **LIGHTS OUT—**
"The Man from Englewood" by Harry Muheim.
- 7:30 4 **LIFE BEGINS AT EIGHTY—**
- 5 **SOMERSET MAUGHAM THEATRE**
- 8:00 4 **WESTINGHOUSE SUMMER THEATRE—**
Richard Purdy stars in "The Rabbit."
- 5 **AUTHOR MEETS THE CRITIC—**
Discussion of the book, "The China Story," by Freda Uitley. Godfrey P. Schmidt and Norman Thomas, panel members.
- 8:30 5 **WHO SAID THAT?—**
Bob Trout, John Cameron Swayze and guests John Mason Brown, Buff Cobb and Walter Trohan.
- 9:00 4 **CHRONOSCOPE—**
"The Truth of the Matter" with panelists Henry Hazlitt, William Bradford Huie and guest Sen. Everett M. Dirksen (R., Ill.)
- 5 **STARS OVER HOLLYWOOD—**
"Nor Gloom of Night."
- 9:15 4 **TV's TOP TUNES—**
Stars Peggy Lee and Mel Torme with the Fontaine Sisters.
- 9:30 4 **INS WEEKLY NEWS—**
- 5 **YOUR OWN HOME—**
Aids to your home decorating and furnishing problems.
- 9:45 4 **WEATHER SHOW—**
- 5 **INDUSTRY ON PARADE—**
Jet Engine Triumph; Special for Milady; Canned Water; Mass Housing Development.
- 9:50 4 **INS DAILY NEWS—**
- 10:00 5 **RAN, THE WEATHER MAN—**
- 10:05 5 **NEWS—**
- 10:10 5 **BASEBALL RESULTS—**
- 10:15 5 **HOLLYWOOD THEATRE—**

Tuesday

AUGUST 14th

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

- 10:00 4 **STEVE ALLEN SHOW**—
Guests: Ann Shelton, singer; The
Rayes, dancers; C. Ray Smith,
puppeteer; Miguelito Valdes, singer
- 11:30 4 **GARRY MOORE SHOW**—
Guests: Jim Kirkwood and Lee
Goodman, comedians.
- 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 **TEST PATTERN**—
- 5 **VACATION WONDERLANDS**—
- 1:30 4 **FASHION MAGIC**—
Arlene Francis, hostess.
- 5 **MATINEE THEATRE**—
Daytime dramatic program.
- 2:00 5 **STRAW HAT MATINEE**—
An hour of variety for your sum-
mer enjoyment.
- 3:00 5 **HAWKINS FALLS, POP. 6200**—
Serial of life in a small town.
- 3:15 5 **COWBOY PLAYHOUSE**—
- 3:30 5 **HOWDY DOODY**—
An enjoyable visit with Bob Smith
and his puppet friends.
- 4:00 5 **CACTUS JIM**—
Jim tells a story about his friends.
- 4:15 4 **INS NEWS**—
- 4:25 4 **SHOW CASE**—
- 4:30 4 **THE BUDDIES OF THE AIRPLANES**
You'll be hearing and seeing Pat,
Speed and Curly.
- 5 **COWBOY KEN**—
Ken and Ranch Hands entertain.
- 4:45 4 **BEANIE**—
Popular character of the kids is
brought back by popular demand.
- 5 **WEATHER SHOW**—
- 4:52 5 **WOC-TV NEWSROOM**—
Bob Frank reports the news.
- 5:00 4 **CAPTAIN VIDEO**—
An adventure story on earth and
in space.

- 5 **ROVING CAMERA AT THE FAIR**
Highlights of the Mississippi Val-
ley Fair & Exposition.
- 5:30 4 **BEULAH**—
Ethel Waters stars in a comical
adventure.
- 5 **SONG AT TWILIGHT**—
Songs and informal chatter, guests
- 5:45 5 **NEWS CARAVAN**—
John Cameron Swayze reports the
news with on-the-spot films.
- 6:00 4 **GEORGETOWN UNIVERSITY
FORUM**—
A discussion panel program.
- 5 **MEET THE PRESS**—
Weekday edition of your favorite
Sunday program. Martha Rountree,
Moderator.
- 6:10 4 **JOHNS HOPKINS**—
From the famed university comes
a program giving scientific infor-
mation in a most interesting way.
- 5 **JUVENILE JURY**—
Jack Barry is moderator when the
youngsters attempt to solve your
problems.
- 7:00 4 **HOW TO**—
Roger Price, moderator. Panelists
are Leonard Stern, Stanley Adams,
and Anita Martell.
- 5 **FIRESIDE THEATRE**—
Fine series of live dramatic shows.
- 7:30 4 **BEAT THE CLOCK**—
Bud Collyer conducts the stunts
with curvaceous Roxanne assisting.
- 5 **CIRCLE THEATRE**—
A live dramatic presentation.
- 8:00 4 **DANGER**—
Mystery-adventure drama.
- 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 **AMOS 'N' ANDY**—
Your all-time radio favorites now
can be seen. Spencer Williams is
Andy; Alvin Childress is Amos
with Tim Moore, the Kingfish.
- 5 **DIXIE SHOWBOAT**—
Richard Lane is your captain.
- 9:30 4 **WEATHER SHOW**—
- 5 **FILM SUBJECT**—
- 9:40 4 **INS DAILY NEWS**—
- 9:45 5 **FILM SUBJECT**—
- 9:50 4 **FEATURE FILM**—
"Broadway Big Shot."
- 10:00 5 **RAN, THE WEATHER MAN**—
- 10:05 5 **NEWS**—
- 10:10 5 **BASEBALL RESULTS**—
- 10:15 5 **HOLLYWOOD THEATRE**—



Jack at work with WGN-TV.

The Saga of Jack Brickhouse

By MILT HOPWOOD

SOME time ago a national magazine profiled Peoria (Ill.) and it was amazing to his many followers that not one line of the story was devoted to mention of Jack Brickhouse who has carried the public relations torch for that community among his friends and listeners on radio and television.

Unimpressed by this oversight, Mr. Brickhouse continues to act as a one-man committee for the preservation of Peoria as Utopia (jg) and as an inspiration to the vast multitude of would-be television personalities who hope to strike it rich.

If one were to conscientiously seek out details and attempt to write a Horatio Alger story, it would be difficult to find a more onward-and-upward tale than that of Jack Brickhouse.

The fall of 1933 found WGN-TV's sportscaster enrolled in what is now Bradley U. after something less than a meteoric career as a high school swimmer. The requirements of registration were exceedingly low and had it not been for an adamant attitude of the collector of tuition, Brick might very



TV's prodigy at four months.



A 1½ year old Brickhouse appears camera shy with mother.

A cocky, young "man on the street" interviewer. That's Jack with the hat and glasses.



"Tele-Views"

well have completed his four-year course and settled down to become one of the town's better bookkeepers (not bookmaker).

Jack lacked his matriculation fee, tuition, carefare, lunch money, books and even a briefcases, the standard mark of a freshman.

After a week or two of avoiding the man who kept asking for money, Jack resigned himself to a life in the hotel business and signed a binding contract to work seven days per week with three hours off on Saturday afternoon in the Pere Marquette hotel. His title was dishwasher and the management hinted frequently that one of these days he might even advance to bus boy, obviously a station beyond Jack's wildest dreams.

One particular Saturday, the boss, a narrow-minded individual, suggested that the veteran of pots and pans forget the three-hour recess. The male Cindarella protested, meekly at first, but eventually belligerently. A round-house right on the boss' noggin released Brickhouse from his servitude.

Jack entered a radio announcers' contest at WMBD and while he got to the finals, didn't obtain any loot but was offered an opportunity to develop any dormant ability for \$10 per week. His mother, fearing he was on the road to ruin, had wheedled a promise from the Pere Marquette to take the battle back. Perhaps you will recall that a very snappy saying in that era was, "I hope all your children grow up to be radio announcers." Funny, to some, but not to a mother who envisioned her boy as top man at the Pere Marquette in the future.

Brickhouse, faced with the horrible alternative of going back to work or remaining in radio, got on the payroll as a half-time announcer and half-time switchboard operator at \$17 per week—quite an increase over his previous salary.

The lad who was to some day cover the All-Star game and World Series over video next stepped into sportscasting. Huddled over a microphone in the end zone during a rainstorm, Brick managed to louse up a high school football game beyond all recognition. Three

continued on page 15

"Tele-Views"



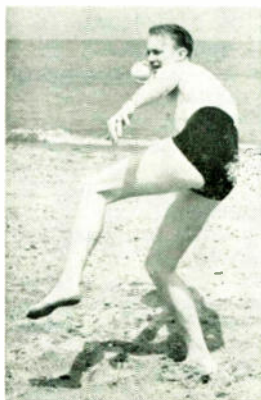
A hair-haired, pot-er-faced and thin Brickhouse (left) on his first CBS network show in 1935.



Ah! High School graduation in 1933.



Jack and Nelda on their wedding day: Aug. 7, 1939. They were wed in these clothes.



Yessir, that's Jack—a neat 173 lbs. making like a ballplayer.

Wednesday

AUGUST 15th

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

- 10:00 4 **STEVE ALLEN SHOW—**
Guests: Two Tones, vocal duo; Patsy Barton, singer; Marian Calahan, dancer; Capt. Shaw's monkeys; Shanghai Twins, acrobats.
- 11:30 4 **TEST PATTERN—**
- 12:00 4 **GARRY MOORE SHOW—**
Guest: Kenneth Vincent, flying missionary.
- 12:30 4 **FIRST HUNDRED YEARS—**
- 12:45 4 **VANITY FAIR—**
- 1:00 5 **MISS SUSAN—**
- 1:15 5 **VACATION WONDERLANDS—**
- 1:30 4 **ALL AROUND THE TOWN—**
- 5 **AMERICA SPEAKS—**
- 2:00 5 **TRAIL RIDERS SHOW—**
Direct from the Fair Grounds one of the feature shows.
- 2:30 4 **STRIKE IT RICH—**
- 3:00 5 **HAWKINS FALLS, POP. 6200—**
- 3:15 5 **COWBOY PLAYHOUSE—**
- 3:30 5 **HOWDY DOODY—**
- 4:00 4 **INS NEWS—**
- 5 **CACTUS JIM—**
- 4:10 4 **SHOW CASE—**
- 4:15 4 **PRICES UNLIMITED—**
- 4:30 4 **SPACE CADET—**
- 5 **AT HOME WITH MARY LOUISE MARSHALL—**
- 4:45 4 **BEANIE—**
- 5 **WEATHER SHOW—**
- 4:52 5 **WOC-TV NEWSROOM—**
Bill Gress reports the news.
- 5:00 4 **CAPTAIN VIDEO—**
- 5 **ERNIE IN KOVACSLAND—**
Comedy and variety.
- 5:30 4 **CHANCE OF A LIFETIME—**
- 5 **SONG AT TWILIGHT—**
Songs and informal chatter, guests.
- 5:45 5 **NEWS CARAVAN—**
- 6:00 4 **GODFREY'S FRIENDS—**
Frank Parker is your host while Arthur takes a rest. He will have the help of the Chordettes, the Mariners, Marian Marlowe, Archie Bleyer's orchestra and guest Billy Gilbert.
- 5 **HERITAGE—**
A program of music and a discussion of art from the National Gallery of Art in Washington, D.C.
- 7:00 4 **TELE-SPORTS DIGEST—**
A complete review of all sports.

- 5 **KRAFT TELEVISION THEATRE—**
Historical drama of "John Wilkes Booth," the man who shot Abe Lincoln. Stars John Baragrey and Oliver Thorndyke.
- 7:30 4 **THE WEB—**
An enemy agent employs a ruse to bring a security officer to the "Edge of Terror."
- 8:00 4 **SPORTS FILMS—**
- 5 **BREAK THE BANK—**
- 8:30 5 **TWO FOR THE SHOW—**
- 8:45 4 **FILM SUBJECT—**
- 5 **FILM SUBJECT—**
- 9:00 4 **BIG TOWN—**
Steve Wilson finds a story in two brothers and a gang rivalry that sets one against the other in "The Turning Point."
- 5 **TO BE ANNOUNCED—**
- 9:30 4 **TV'S TOP TUNES—**
Stars Peggy Lee and Mel Torme with the Fontaine Sisters.
- 5 **MISS U.S. TELEVISION—**
Beginning of the finals in the local contest.
- 9:45 4 **WEATHER SHOW—**
- 9:50 4 **INS DAILY NEWS—**
- 10:00 4 **TROUBLE WITH FATHER—**
- 5 **RAN, THE WEATHER MAN—**
- 10:05 5 **NEWS—**
- 10:10 5 **BASEBALL RESULTS—**
- 10:15 5 **HOLLYWOOD THEATRE—**

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The Saga of Jack Brickhouse

Continued from page 13

touchdowns were scored, but Jack missed one completely and it was necessary to send a substitute out from the studio on the trolley. The management recovered sufficiently by the following Saturday and Jack became a sportscaster.

With riches flowing about him Brickhouse bought a car on time. As he returned the keys to the finance company in lieu of the fourth payment, he suggested to the good-looking gal who coldly accepted the forfeiture that maybe they could take in a movie. Since Nelda Teach hadn't anything on the schedule, she accepted and, after a brilliant and forceful sales spiel by our hero, married him a respectable time later in Bessemer, Michigan.

Brickhouse joined WGN in the early 40's, did everything possible in the way of announcing chores, served a stretch in the marines and stepped into WGN-TV, Inc., as Sports Service Manager after the war.

One of the most charming personalities in the Chicago TV picture, Jack is continually engaged in a grim battle to keep his weight at an even 200, so that when it is spread over his 6 feet, 2½ inch frame, it doesn't bulge. Since Brickhouse is famous for rising at noon and can't resist high-calory tid-bits, you can see what we mean by grim struggle.

The sportscaster has also acquired a certain amount of admiration for his determined fight to preserve his curly blonde locks which, at this point, are becoming more and more difficult to discern. He confidentially confides that he is taking scalp treatments to stave off the ravages of time. At 35, Jack has been described by one TV viewer as looking like a "peeled onion."

Jack can be seen regularly on WHBF-TV on Saturday nights with the Wrestling from Marigold Gardens.

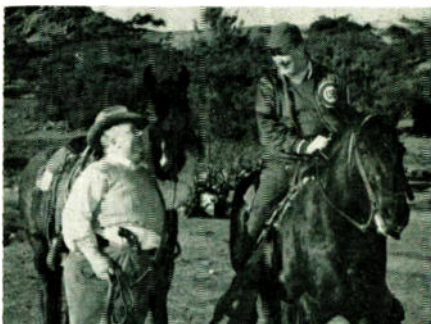
"Tele-Views"



Jack (left) broadcasting the firsts Chicago black-out from a plane.



A Buck Private in the Marine Corps., 1943.



Brickhouse (right) riding the ranges of Catalina Island with Cubs' traveling secretary, Bob Lewis in 1949.



Jack, as he is today, at home with his wife, Nelda, and daughter Jean.

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How are you standin' the heat these days? Are you keepin' cool? Well, this is the time of year for you to expect the old weather man to really turn on the heat because it's county fair and homecoming celebration time. I have been taking in some of these celebrations in the nearby towns and villages and I'm sure havin' the time of my life meetin' all of our fine Ranch Hands. I wish I could meet each and everyone of you in person, because it sure is interestin' to learn about your different hobbies and the good deeds you are doin'.

I was in Clinton, Iowa, last week and believe me we sure have oodles and gobs of Ranch Hands in that city. I was talkin' to a little boy there and you probably remember him. He is the boy who won our first cocker puppy on our bunk house program a few weeks ago. His name is Dale Putman. He was tellin' me all of the tricks he has taught little Bunky, and how they have grown to be such great pals. Well, Ranch Hands, this isn't just an ordinary case of a boy and his dog. You see, Dale is a victim of polio, and has to lie in bed most of the time. He can't get out and run and play like the rest of us, so I thought if you fine Ranch Hands out there will lend me a helpin' hand, I know a way to really brighten up this little Ranch Hand's life. Here's all I'm asking you to do. Sit down and write him a card or letter. Here is his name and address: Dale Putman, 1806 Pershing Blvd., Clinton, Iowa. You may tell him that Cowboy Ken gave you his address. If you can't write, have mommy write it for you. He loves to get mail, so I know he'll welcome the letters you Ranch Hands write him. When you drop your letter in the box you can rest assured that you've really done a good deed because you have then sent a ray of sunshine and happiness into this little handicapped boy's life.

TV Sportsviews

By ED PAZDUR

Sports Editor, TV Forecast

Carl Engstrom, wrestler, formerly known as "Zuma, the Man from Mars," is engulfed in a wage dispute with his former sponsor Benjamin F. Hirsch, head of the Plastone Corp. of Chicago. Hirsch, who initiated the Zuma gimmick, financed the publicity stunt and collected all the earnings. Following TV Forecast's expose of Zuma as Carl Engstrom, a DePaul U. student, Hirsch



Engstrom

killed the entire promotion as no longer feasible. Both Hirsch and Engstrom are currently wrapped in a wage dispute that may wind up in the courts. Meanwhile, Carl continues to wrestle under his own name.

We met Lou Thesz (at last!) & confronted him with Ruffy Silverstein's challenge to wrestle for the title along with Leonard Schwartz - Ray Fabiani's purse of \$5,000 to back up the proposed bout. . . . Before Thesz could exclaim "I'll moider the bum"—promoter Fred Kohler cut the dressing room interview short with: "Lou's gotta big fight tonight. I don't want him to get nervous. Talk to him some other night." . . . We took the hint and exited peacefully, but not before setting a luncheon date with Thesz on his next Chicago visit to discuss a possible match with Ruffy. . . . Thesz appears willing to meet Ruffy but it seems Kohler, the promoter, fears Silverstein! The full story should come out at our luncheon date.

Walter Palmer was recently honored on TV with a plaque for his contribution to the wrestling game. . . may we ask what contribution? . . . Joe Triner, Chairman, Illinois Athletic Commission, claims that if TV Forecast does get Thesz to meet Silverstein "it will be the most boring match on record."

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Thursday

AUGUST 16th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

- 10:00 4 **STEVE ALLEN SHOW**—
Guests: Jerry Cooper, singer; The Jades, dancers; Eadie Gorme, vocalist.
- 11:30 4 **GARRY MOORE SHOW**—
Guest: Pierpont Wiltzie III.
- 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 **VACATION WONDERLANDS**—
- 1:30 4 **MEET YOUR COVER GIRL**—
- 5 **MATINEE THEATRE**—
- 2:00 5 **JOIE CHITWOOD AUTO DARE-DEVILS AT THE FAIR**—
Direct from the Fair Grounds.
- 3:00 5 **HAWKINS FALLS, POP. 6200**—
Serial of life in a small town.
- 3:15 5 **COWBOY PLAYHOUSE**—
- 3:30 5 **HOWDY DOODY**—
Bob Smith's puppets in new adventures to please the children.
- 4:00 5 **CACTUS JIM**—
- 4:15 4 **INS DAILY NEWS**—
- 4:25 4 **SHOW CASE**—
- 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 **WEATHER SHOW**—
- 4:52 5 **WOC-TV NEWSROOM**—
Bob Frank reports the news.
- 5:00 4 **CAPTAIN VIDEO**—
An adventure story on earth and in space with the Video Ranaer.
- 5 **ROVING CAMERA AT THE FAIR**
Highlights direct from the Fair Grounds.
- 5:30 4 **PENTAGON, WASHINGTON**—
- 5 **SONG AT TWILIGHT**—
Songs and informal chatter, guests,
- 5:45 5 **NEWS CARAVAN**—
John Cameron Swayze reports the news with on-the-spot films
- 6:00 4 **STOP THE MUSIC**—
Bert Parks is your host with Jimmy Blaine, Betty Ann Grove, Marian Morgan & the Variety dancers.
- 5 **IT PAYS TO BE IGNORANT**—
Tom Howard quizzes the nonsensical panel of George Shelton, Harry McNaughton & Lulu McConnell.
- 6:30 5 **TREASURY MEN IN ACTION**—
Walter Greaza stars as chief of the bureau.
- 7:00 4 **MUSICAL PLAYHOUSE**—
Don runs into an old college flame and the collision sets Betty Brewer's temper aflame.
- 5 **FORD FESTIVAL**—
Starring James Melton, will originate from Detroit. Guests are Herb Shriner and dancer Dorothy Jarnac, plus two guests.
- 7:30 4 **BLIND DATE**—
Arlene Francis emcees as handsome men compete for dates with beautiful girls.
- 8:00 4 **RACKET SQUAD**—
Capt. Braddock breaks up a long-flourishing racket to dupe aspirants in modeling in "The Star Maker."
- 5 **FREDDY MARTIN SHOW**—
Features members of Freddy's band as soloists, and also an unknown female singer each week.
- 8:30 4 **CRIME PHOTOGRAPHER**—
Stars Darren McGavin in the role of Casey.
- 5 **SHORT STORY PLAYHOUSE**—
Short stories of top authors are dramatized for your pleasure.
- 9:00 4 **PARADISE ISLAND**—
A musical on film.
- 5 **HOLLYWOOD REEL**—
- 9:15 4 **STORK CLUB**—
- 5 **ARTCRAFT TIME**—
- 9:30 4 **WEATHER SHOW**—
- 5 **MUSICAL MOODS**—
Marjorie Meinert at the piano and organ with Jim Johnson.
- 9:40 4 **INS DAILY NEWS**—
- 10:00 5 **RAN, THE WEATHER MAN**—
- 10:05 5 **NEWS**—
- 10:10 5 **BASEBALL RESULTS**—
- 10:15 5 **HOLLYWOOD THEATRE**—

Friday

AUGUST 17th

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

- 10:00 4 **STEVE ALLEN SHOW—**
Guests: Vera Barton, singer; The Beach-Combers; The Stuarts, a dance team; FRANCIS THE MULE; Betty Lou Holt, dancer.
- 11:30 4 **TEST PATTERN—**
- 12:00 4 **GARRY MOORE SHOW—**
Guest: Arnold Stang.
- 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 **VACATION WONDERLANDS—**
- 1:30 4 **ALL AROUND THE TOWN—**
With Mike Wallace as your guide.
- 5 **AMERICA SPEAKS—**
Features the U.S. Marine Band from Washington, D.C.
- 2:00 5 **STRAW HAT MATINEE—**
An hour of variety for your summer enjoyment.
- 2:30 4 **STRIKE IT RICH—**
Warren Hull emcees a great show.
- 3:00 5 **HAWKINS FALLS, POP. 8200—**
- 3:15 5 **COWBOY PLAYHOUSE—**
- 3:30 5 **HOWDY DOODY—**
Bob Smith's puppets in new adventures to please the children.
- 4:00 5 **CACTUS JIM—**
- 4 **INS DAILY NEWS—**
- 4:10 4 **SHOW CASE—**
- 4:15 4 **STARS OF TOMORROW—**
- 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 **WEATHER SHOW—**
- 4:52 5 **WOC-TV NEWSROOM—**
Bob Frank reports the news.

- 5:00 4 **CAPTAIN VIDEO—**
An adventure story on earth and in space with the Video Ranger.
- 5 **ROVING CAMERA AT THE FAIR**
Highlights direct from the Fair Grounds.
- 5:30 4 **SAY IT WITH ACTING—**
A new form of dramatic show.
- 5 **SONG AT TWILIGHT—**
Songs and informal chatter, guests.
- 5:45 5 **NEWS CARAVAN—**
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **THE AD LIBBERS—**
Peter Donald is your host in a program of extemporaneous plays made up on the spot from just an outline. Cast includes veteran Broadway actors.
- 5 **QUIZ KIDS—**
A guest teacher pinch hits for recuperating Joe Kelly.
- 6:30 4 **MAN AGAINST CRIME—**
Ralph Bellamy stars as Mike Barnett in a fast-moving tale of espionage.
- 5 **GOLDEN OPPORTUNITY—**
A talent show with local contestants.
- 7:00 4 **FILM SUBJECT—**
- 5 **DOOR WITH NO NAME—**
Exciting tales of our U.S. Agents.
- 7:30 4 **ALL-STAR FOOTBALL GAME—**
College All-Stars vs. the Professional champs, the Cleveland Browns. Brickhouse, Red Grange and Harry Creighton will be at the mike.
- 5 **BATTLE REPORT, WASHINGTON**
Briefing of American people on defense with John Steelman.
- 8:00 4 **ALL-STAR FOOTBALL GAME—**
- 5 **SPORTS NEWSREEL—**
The latest in sports on film.
- 8:30 5 **WRESTLING FROM HOLLYWOOD**
Main Event features Emil & Ernie Dusek vs. Mr. Moto & Frank Jares.
- 9:00 4 **ALL-STAR FOOTBALL GAME—**
- 9:30 4 **ALL-STAR FOOTBALL GAME—**
- 10:00 4 **WEATHER SHOW—**
- 5 **RAN, THE WEATHER MAN—**
- 10:05 5 **NEWS—**
- 10:10 4 **INS DAILY NEWS—**
- 5 **BASEBALL SCOREBOOK—**
- 10:15 5 **HOLLYWOOD THEATRE—**



CHANNEL ONE

NEW YORK.—Biggest surprise seen along the networks is **Wayne King's** rapid rise to success. According to Videodex, Wayne's fine band music goes only to 10 stations, yet he holds up a creditable 31-plus rating. Nestling with him are such tremendous TV spreads as **Philco Playhouse** (56 cities), **Martin Kane** (60 cities) and **Studio One** (49 cities). . . . **Lugene Sanders**, lovely 17-year old newcomer to network TV, is one of the skillful impersonators of teen boyhood. If in doubt, watch her take-off on her video boyfriend, **Bobby Ellis**. **Jimmy Sommer**, heart interest in "Date With Judy," is an honor student at his Oyster Bay high school. . . . **John Daly**, highly regarded emcee of TV quiz shows, was formerly a crack war correspondent.

CBSinger Vaughn Monroe has a new twist—if his wife likes a song, he steers clear of it. If she turns thumbs down, he tries to parlay the tune into a best seller. So far, he's arrived right. . . . NBC is so hot to land singer **Dinah Shore** that an important executive was dispatched to the wilds of Montana to get her signature on a contract. . . . The **Tintair** company, and president **Martin Strauss**, announce that its TV programs are uncertain. That's a mild come-uppance for a company that flouted decency for sake of a catchy commercial.

Lisa Kirk, the Broadway singstar, is one good reason why the "GE Guest House" will remain on TV view. According to the critics, **Oscar Levant** was one bad reason for the same show. . . . Thinking about **Arthur Godfrey**? **Mugs Richardson**, the girl whom TV forgot, is back on a Washington video station. Insiders say the split between **Arthur** and **Mugs** was caused by a perceptive lifemate. . . . Wanna know what happened to the original "Broadway Open House" cast?—**Dagmar** and **Ray Malone** are still with the show. . . . the **Meadowlarks** are doing commercials. . . . **Estelle Loring** is with a local TV show down east. . . . **Dave Street** is in Cincinnati. . . . **Wayne Howell** is a N. Y. disc jockey. . . . **Jerry Lester** himself is resting in Las Vegas.

Vocalist **Jimmy Blaine** ABC's bright warbler on "Stop The Music," is a good reason why that program continues such good ratings. He's housebroken to housewives. . . . **Nancy Lewis**, the charming young co-emcee with **Paul Whiteman's Teen Club**, started her career by capturing a "beautiful baby" contest. . . . **Cliff Soubier**, that fabulous clown on "Super Circus," was born in Ontario, Canada. He actually fulfilled stage legend by crawling into his mother's arms from a theatrical trunk at the age of eight months. . . .



Sanders



DeLugg



Kirk



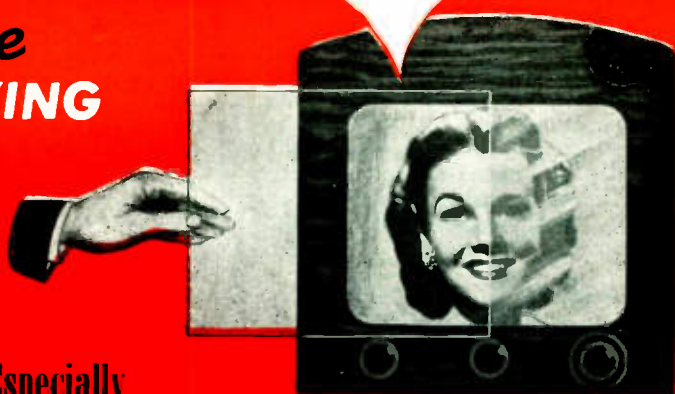
Blaine

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plus a **FREE Filter**. 2 year subscription for \$8 plus **FREE Filter**. I enclose

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Allow three weeks for processing of subscription and mailing of filter. Those who have already subscribed for 1 or 2 years and all new subscribers must mail this entire back page with blank filled out in order to receive Filter.

"Ernie in Kovacsland," Zany, But Very Enjoyable

By LUCIA CARTER
TV Editor, Moline Dispatch

Obviously there are no psychiatrists in Kovacsland, the mad little world we're permitted to visit at 5 each Monday through Friday afternoon (WOC-TV). The antics of Ernie Kovacs and his crew at times resemble the symptoms of long-untreated mental disorder.



Lucia Carter

At first glance it would seem that analysts have passed up a fertile field. But on second thought, there is no need for their services. If Kovacs behaved in normal fashion, he'd be out of a job and you and I would have nothing to do at 5 o'clock but wait for Kukla, Fran and Ollie to come back from vacation.

Ernie in Kovacsland, a strange but pleasant half-hour, originates in Philadelphia, which should shatter that city's staid reputation. It's a program of contrasts—sometimes chaotic, sometimes quiet. The comedy is sometimes sly and clever, but more often Kovacs offers us the ridiculous.

Kovacs, a carefree young man with a mustache and a cigar, clowns with wild abandon. He dons feminine costume and stages a fashion show. An old western movie is run off and, utilizing the superimposed shot, Kovacs joins in the action too, giving helpful advice to good guys and bad guys alike.

Strange things happen in the studio, where the atmosphere is casual, to say the least. Ernie mails a letter and music drifts up from the letter box. "Mail chorus," he explains. He kids his own jokes, tearing up studio props after they've served their purpose. He sits on the floor to hold conversations with Beauregard, a talking turtle, or stands helplessly when a robot, another of the peculiar creatures that inhabit the studio, gets out of hand.

There's a foolproof system too for attracting attention to the public service film bits shown in place of commercials. "Stop," someone yells. "Don't anybody move." The cast freezes, sometimes halting in the middle of a word or a musical note.

Ernie Kovacs is on more treacherous ground than one might guess from a quick look at the show. The maniac sort of comedy in evidence here is difficult to handle. It takes a deft comic sense to keep nonsense from degenerating into pointless stupidity. The Doodles Weaver fiasco is an example of what could have happened. Only a talented performer can avoid that sort of thing. But Kovacs keeps the show on a consistently entertaining plane—a particularly notable achievement when one considers that he has to do it five days a week.

The program falls into the family entertainment classification, appealing to any age group able to get its hands on the dial. It's in good taste, too—especially important in an early show.

Although the humor is unique, the general pattern is familiar enough. Besides the clowning, we have music by the Tony DeSimone Trio and by singer Edith Adams, who manages to maintain her poise amid all that disorder.

It's refreshing to find a summer show like this one in a season when even most of the second-stringers seem to have gone on vacation. It's one of the better replacement shows and I hope someone finds a spot for it after Kukla, Fran and Ollie return. (It was on the air, as a matter of fact, in the early afternoon for a while last spring). We might all need psychiatrists eventually, but it would be worth it.

—tv—

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