

*Quad City*

Your TV  
Program GUIDE

Sept. 29 - Oct. 5

# Tele-VIEWS

★ Vol. I—No. 39

*In This Issue . . .*

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## PROGRAM CHANGES!

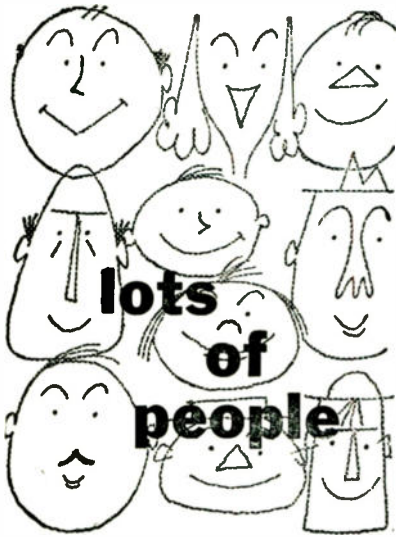
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- Complete New Schedule of  
WHBF-TV and WOC-TV Listings

- 
- Pictures, Features, Articles

- 
- Latest Time & Program Revisions

**TV Goes to School** *page 4*

**15¢**



. . . . will spend  
**SATURDAY  
AFTERNOONS**

**watching these great football games  
on WOC-TV**

- Sept. 29 — Columbia vs. Princeton
- Oct. 6 — Wisconsin vs. Illinois
- Oct. 27 — Wisconsin vs. Northwestern
- Nov. 3 — Southern California vs. Army
- Nov. 10 — Navy vs. Maryland
- Nov. 17 — Colorado vs. Nebraska
- Nov. 24 — Ohio State vs. Michigan

**SEE THESE THRILLING GRID BATTLES**

**Channel 5  
Davenport,  
Iowa**

**WOC-TV**  
**AM FM**

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# Mail Bag

Editor:

Could you please give me Laurie Anders address? The "Wide Open Spaces" girl.

Peoria, Ill. Judy Naylor

(Write to Laurie in care of Columbia Broadcasting Co., 485 Madison Ave. New York 22, N.Y.—Ed.)

\* \* \*

Editor:

Isn't the local station going to carry the Don McNeill TV show this season? Has he an hour or a half hour show?

It is such a good show, that it would be a shame to drop it.

Rock Island, Ill. Mrs. E. A. Hora

(Don McNeill's show has moved to an earlier time and the local station has another show in that spot. We may see Don later on if the schedule can be arranged.—Ed.)

\* \* \*

Editor:

Please, could you tell us if Roger Price of "How To" will be back on, we think he was one of the best programs. We rely on Tele-Views for our TV news.

Dixon, Ill. Mrs. V. Anderson

("How To" was a summer replacement show and there is no plans for its return.—Ed)

\* \* \*

Editor:

Hats off to Lucia Carter, Williard R. Bevans, of Kewanee, and KFO fan of Dubuque for their reaction on WOC-TV

and its latest boner. How many fans of KF&O will take a minute and write a note to Tele-Views in protest. At least if we must see KF&O by kinescope (Ish!) let's have it at an hour when we working people can see it.

Clinton, Iowa KF&O Fan

\* \* \*

Editor:

Please advise if the musicians in Howard Barlow's orchestra (Voice of Firestone) devote all their time to this organization, or are they employed in some other vocation during the day time.

Galseburg, Ill. DEBS

(According to our information the members of the orchestra devote full time to it as they play at concerts as well as on the program.—Ed.)

\* \* \*

Editor:

Why weren't Dean Martin and Jerry Lewis on the Comedy Hour of Sept. 2 as they promised on their last television show?

Clinton, Iowa D. W.

(Jerry Lewis has been ill and all appearances were postponed.—Ed.)

\* \* \*

Editor:

Kindly tell me if Dorothy Collins of the Hit Parade has made recordings currently on sale.

Kewanee, Ill. J. L.

(Dorothy Collins has made recordings for MGM in the past but none of these are currently in issue.—Ed.)

(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).

Business Office: 1029 West Second Street. Davenport, Iowa Phone: 6-0230

## TELE-VIEWS Vol. I—No. 39 "Yesterday's Luxury — Today's Necessity"

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

Publisher EDWARD E. JANOV	Production Manager HARRY WEHMAN	Advertising Rates Furnished Upon Request
Editor KENNETH A. DeBARR	Advertising Manager ALEX MacLEAN	Member TV Forecast News Service, National Television Program Publications
Associate Editor ERNEST G. BAUWENS	Executive Office: 1029 W. 2nd St., Davenport, Ia.	

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.

# SCHOOL GOES TO TV



## IOWA STATE COLLEGE REVERSES THE PROCEDURE

**I**N THE HEART of the Iowa Corn Belt, a few miles north of the state's capital city of Des Moines, stands a group of red brick buildings representing Iowa State College, the site of the U.S.'s first exclusively educational TV station.

Even with its thirty year background in radio, Iowa State's progressive step was a large undertaking—particularly from the financial standpoint. But with ambition and the necessary ingenuity plus a singleness of purpose, the Ames, Iowa institution has led the fight for proper educational TV coverage.

WOI-TV at Ames, upon which rests these days the envious eyes of educators from other colleges seeking TV permits, is the home of the nation's



Louie Lewis carefully looks to the up-keep of his transmitter equipment, which has been functioning on a par with regular commercial stations.

**first college-owned, non-commercial TV station. As such it is the birthplace of a revolution in the communication of information and ideas.**

Although education by television received lip service from all segments of the industry, it got little else until WOI-TV went on the air with test patterns early in 1950. Iowa State College, whose radio station WOI is one of 120 college-owned stations in the country, started surveying television's economic road in 1945 and was granted the first TV construction permit by the Federal Communications Commission. Then followed a freeze on permits—and WOI-TV found itself the only television station in the Des Moines area.

The net result is somewhat of a paradox. Where educators were normally forced to go to the networks to get education on the air, the networks are now approaching WOI-TV with the hope of airing commercial time in the Des Moines area.

Described as a non-profit, educational operation, the station has temporary NBC, ABC, CBS and DuMont network affiliations. They will continue until the FCC licenses a commercial station for the area.

All funds for the construction and operation of WOI-TV came from the college, a land grant institution supported by the state. Richard Hull, its director, confides that the cost of putting the station on the air was only a fraction of the normal cost of building and equipping a TV station. (Commercial stations run between \$750,000 and \$1,000,000).

**The function of an educational TV station varies, of course, with the interests of the community which it serves. The central Iowa region, being primarily agricultural, is beamed many programs along agrarian lines.**

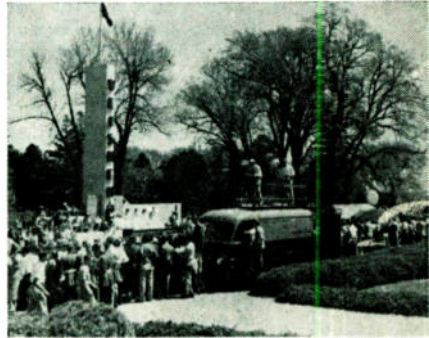
Remote control telecasts have become a familiar sight along Iowa's countryside. WOI-TV's big mobile unit, a specially equipped LM-152 International Harvester truck, is often present for coverage of local fairs, homemaking and agricultural field demonstrations and the like.

One of the highly successful on-the-spot shows the youthful video station has covered was the recent Iowa State

"Tele-Views"



**Chief engineer Lewis and Chauncey Hoover check over the WOI-TV transmitter.**



**The roving WOI-TV camera catches all the fire and verve of an exciting student parade by means of its mobile unit (center).**

College's annual spring festival. Sixty miles away, farmers left newly-plowed fields and huddled about their television sets to view the same event. It was Iowa at work and play through the magic medium of television.

Employing some of television's great potential, education through TV has begun to make headway by the pioneering initiative of such institutions as Iowa State College.

# Saturday

SEPTEMBER 29th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

- 8:30 4 **OH, KAY!**— **Live**  
With Kay Westfall, Jim Dimitri and Dave LeWinter.
- 9:00 4 **FASHION MAGIC**—  
Arlene Francis presents the latest in fashions.
- 9:30 4 **DATE WITH JUDY**—  
Mr. Foster's "Night of Rest" becomes a nightmare.
- 10:00 4 **BIG TOP**—  
The Hermanos, high wire act; the Karrells, ladder balancing; Rose Marie, Iron jaw act; Alfonse Loyal, juggling; plus other acts.
- 11:00 4 **TWO GIRLS NAMED SMITH**—  
Marcia Henderson replaces Peggy Ann Garner as "Babs" because of illness.
- 11:15 5 **TEST PATTERN**—
- 11:30 4 **I COVER TIMES SQUARE**— **Kine**  
Harold Huber is Johnny Warren.
- 5 **FOOTBALL HIGHLIGHTS**— **Film**  
With Ted Husing, sportscaster, and famous coaches.
- 11:45 5 **NCAA FOOTBALL**— **Live**  
Princeton vs. Columbia from the stadium at Princeton, N. J.
- 12:00 4 **SMLIN' ED'S GANG**—  
With Squeaky the Mouse, Midnight the Cat and Froggy the Gremlin. A children's story dramatized.
- 2:15 5 **FOOTBALL SCORES**— **Live**  
Jimmy Powers interviews leading players and gives up-to-minute results of other games.
- 2:30 5 **TEST PATTERN**—
- 3:30 5 **THE NATURE OF THINGS**—  
Dr. Roy K. Marshall will talk about astronomy and explain "The Sun, Our Star."
- 3:45 5 **ON THE LINE WITH CONSIDINE**  
Bob Considine with news, views and interviews.
- 4:00 5 **FILM SUBJECT**—
- 4:30 5 **MR. WIZARD**— **Live**  
Don Herbert (Mr. Wizard) and Bruce Lindgren (Willie) will make a small scale refrigeration plant.
- 5:00 4 **SAMMY KAYE SHOW**—  
Features vocalists Barbara Benson and Tony Alamo with the "So You Want to Lead a Band" contest as a feature.
- 5 **AMERICAN YOUTH FORUM**—**Live**  
Theodore Granik is moderator as the teen-agers question guest, Secy of the Army Frank Pace, Jr.
- 5:30 4 **ON TRIAL**—  
Current events brought before the court.
- 5 **ONE MAN'S FAMILY**—  
Domestic drama of the Barber family with Bert Lytell, Marjorie Gateson and Russell Thorsen.
- 6:00 4 **KEN MURRAY SHOW**—  
With the Glamourlovelies and vocalists Anita Gordon and Art Lund; Guests: Nancy Guild and Biff Elliott appear in sketch "Conflict;" the Mills Bros.; Three Iva-nous; Cedric Adams.
- 5 **ALL-STAR REVUE**—  
A full hour of comedy and songs starring Jack Carson.
- 7:00 4 **WONDERFUL TOWN**—  
Faye Emerson is your hostess as the city of Kansas City is honored. Guests are: Mary McCarty, Ernest Truex and Fred & Susan Barry.
- 5 **YOUR SHOW OF SHOWS**—  
With guest host Eva Gabor and Starring Sid Caesar and Imogene Coca with Mata & Hari, dancers; tenor Bill Hayes; Judy Johnson, vocalist; Billy Williams Quartet; Jack Russell, baritone; Hamilton Trio, dancers; Carl Reiner, straight man; and Marguerite Piazza, Met soprano.
- 7:30 4 **THE SHOW GOES ON**—  
Robert Q. Lewis tries to sell talent to prospective buyers.
- 8:00 4 **BEAT THE CLOCK**— **Kine**  
Quiz Game with Bud Collyer as emcee, and the curvacious Roxanne.
- 8:30 4 **LONE RANGER**—  
Outlaws of the old west brought to justice with help from Tonto.
- 5 **YOUR HIT PARADE**—  
Starring Snooky Lanson, Eileen Wilson and Dorothy Collins, with the Hit Paraders and Raymond Scott's orchestra.
- 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**—  
Billy the Kid's "Range War."

# Sunday

SEPTEMBER 30th

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

- |       |   |   |      |
|-------|---|---|------|
| 12:15 | 5 | <b>TEST PATTERN—</b>  |      |
| 12:30 | 5 | <b>AMERICAN INVENTORY—</b>  | Live |
|       |   | "Control of Climate" a report on man's ability to modify the climate will be dramatized.  |      |
| 1:00  | 5 | <b>TV FORUM—</b>  | Live |
|       |   | Neil Danberg moderates with a panel of local citizens.  |      |
| 1:05  | 4 | <b>INS DAILY NEWS—</b>  | Film |
| 1:30  | 4 | <b>PROFESSIONAL FOOTBALL—</b>   | Live |
|       |   | Philadelphia Eagles at Chicago Cardinals.   |      |
|       | 5 | <b>AMERICAN FORUM—</b>  | Live |
|       |   | Theodore Granik, moderator. Subject: "Inflation Concerns Everyone." Speakers: Lean H. Keyserling and Samuel B. Pettengill.                                  |      |
| 2:00  | 5 | <b>BATTLE REPORT—</b>   | Live |
|       |   | Briefing of the public on defense. John Steelman, moderator.  |      |
| 2:30  | 5 | <b>JUVENILE JURY—</b>   | Live |
|       |   | Jack Barry emcees as the youngsters solve the problems of the kids at home.   |      |
| 3:00  | 5 | <b>MEET THE PRESS—</b>  | Live |
|       |   | Members of the press interview famous guest as Martha Rountree moderates.   |      |
| 3:30  | 5 | <b>ZOO PARADE—</b>  | Live |
|       |   | Marlin Perkins will conduct a "Zoo Quiz" and see of you can name the animals.   |      |
| 4:00  | 4 | <b>SUPER CIRCUS—</b>  | Live |
|       |   | Claude Kirschner, ringmaster, with Cluffy, Scampy, and Nickie, the clowns and Mary Hartline.  |      |
|       | 5 | <b>GABBY HAYES SHOW—</b>  | Live |
|       |   | "James King of William," a true story of a battling editor in the vigilante days of San Francisco.  |      |
| 4:30  | 5 | <b>SKY KING THEATRE—</b>  | Film |
|       |   | Western action with favorite range-riding heroes.   |      |
| 5:00  | 4 | <b>TED MACK FAMILY HOUR—</b>  | Live |
|       |   | Musical variety program.  |      |
|       | 5 | <b>HOPALONG CASSIDY—</b>  | Film |
| 6:00  | 4 | <b>PAUL WHITEMAN REVUE—</b>   | Live |
|       |   | With Earl Wrightson, Maureen Cannon and guest Martha Wright in a musical salute to composer Gus Kahn.   |      |
|       | 5 | <b>NBC WEEKLY NEWS—</b>   | Film |
| 6:15  | 5 | <b>FILM SUBJECT—</b>  |      |
| 6:30  | 4 | <b>THIS IS SHOW BUSINESS—</b>   | Live |
|       |   | Regular panelists are Sam Levenson and George S. Kaufman with guest performers Julie Wilson, Bill Graves & Co., Joey Forman. Guest panelist, Betty Furness. |      |
|       | 5 | <b>YOUNG MR. BOBBIN—</b>  | Live |
|       |   | Alexander Bobbin resumes his pursuits in the business world.  |      |
| 7:00  | 4 | <b>LIVE LIKE A MILLIONAIRE—</b>   | Kine |
|       |   | John Nelson emcees as the kids bring their folks to entertain.  |      |
|       | 5 | <b>COLGATE COMEDY HOUR—</b>   | Live |
|       |   | Starring Eddie Cantor in an extravaganza of comedy and songs. First network show from Hollywood on coast-to-coast cable.                                    |      |
| 7:30  | 4 | <b>BURNS &amp; ALLEN SHOW—</b>  | Kine |
|       |   | Gracie at her usual best.   |      |
| 8:00  | 4 | <b>FRED WARING SHOW—</b>  | Live |
|       |   | With the Pennsylvanians and starring Joanne Wheatley, Jane Wilson and Joe Marine.   |      |
|       | 5 | <b>PHILCO TV PLAYHOUSE—</b>   | Live |
|       |   | "By-Line for Murder," story of a revengeful man who believes committing murder is his only salvation. Stars Hugh Reilly.                                    |      |
| 9:00  | 4 | <b>CELEBRITY TIME—</b>  | Live |
|       |   | Conrad Nagel, emcee, has guests Marie Wilson, movie star, and Jackie Robinson, Brooklyn Dodgers   |      |
|       | 5 | <b>RED SKELTON SHOW—</b>  | Film |
|       |   | Comedy-variety program with the "mean little kid."  |      |
| 9:30  | 4 | <b>WHAT'S MY LINE?—</b>   | Live |
|       |   | Panelists are: Hal Block, Bennett Cerf, Dorothy Kilgallen & Arlene Francis with John Daly as emcee.   |      |
|       | 5 | <b>PUBLIC PROSECUTOR—</b>   | Film |
|       |   | John Howard, as the prosecutor, gives you a chance to solve the crime.  |      |
| 9:55  | 4 | <b>PRESIDENT SPEAKS—</b>  | Film |
|       |   | President Truman officially opens Community Chest drives.   |      |
| 10:00 | 4 | <b>INS WEEKLY NEWS—</b>   | Film |
|       | 5 | <b>TV SHOWROOM—</b>   | Live |
|       |   | With The Debonaires and assorted local talent.  |      |
| 10:20 | 4 | <b>WEATHER SHOW—</b>  | Live |
| 10:30 | 4 | <b>WHITEMAN TEEN CLUB—</b>  | Kine |
|       |   | Paul Whiteman entertains along with Muscles Lipton, Nancy Lewis, Junie Keegan, Jerry Donahue and Sonny Graham.  |      |
|       | 5 | <b>SYLVANIA THEATRE—</b>  | Film |
|       |   | Presents "City Without Men", starring Linda Darnell.  |      |
| 11:30 | 4 | <b>YOUTH ON THE MARCH—</b>  | Kine |

"Tele-Views"

page seven



NEW YORK—It's finally official. Singer Dinah Shore, the subject of a heated woman-hunt by NBC for several months, has finally succumbed to the lure of pen and ink, and will tee off an NBC contract for two TV shows a week, probably starting in mid-November. . . . Censor boards are bending an eye towards the next appearance on "Toast of the Town." In previous shows, Lena set some sort of record for scanty costumes. . . . There's a rumor that columnist Westbrook Pegler will have his own weekly news show. Left wingers are up in arms over the proposal. . . .

Baritone Andy Roberts is a protege of veteran Morton Downey. Roberts is making September appearances on the Ted Mack Family Hour. . . . Variety magazine reports that NBC will pay Dave Garroway \$10,000 per week, whether or not Dave's show is sold to a sponsor, goes on a sustaining basis, or is kept in mothballs. . . . ABC's big plunge into the untouched film market has netted that web 72 old pictures, ten of which, however, have been made since 1942. ABC plans to schedule them on late hour time. . . . Jane Wilson is reported leaving the Fred Waring show for free lance appearances.

Anna Lee, star of the movies, is the daughter of a vicar. . . . Opera singer Helen Traubel will make two appearances with Jimmy Durante before Christmas. The first will be Oct. 6 . . . Vaughn Monroe tells about the man who was king in his own home—he got crowned every time he opened his mouth. . . . Net work moguls are finding out that late p.m. shows, such as "Broadway Open House," can draw big audiences. However, it's taking the local stations to prove it, by selling the time to sponsors at a fat profit.

Spike Jones has been signed to an exclusive NBC contract. The Caliph of Corn, above all others, realizes that his stuff would wear out with repeated performances, so he'll confine his TV work to occasional shots. . . . Dr. Roy K. Marshall will have his first book, "The Nature of Things," published by Henry Holt on Sept. 30. . . . During his recent stay in Britain, Milton Berle refused to do a regular TV show because the salary offered was too low. But then the NBC comic turned around and offered to do a charity marathon—for free.

The Goldbergs will move to NBC from CBS, after months of negotiations. Gertrude Berg, the sparkplug of the series, is in a huff over the way CBS sold the time out from under the show.



Horne



Roberts



Lee



Jones

"Tele-Views"



# COWBOY KEN'S GORRAL



Hi, Ranch Hands:

How are all my little pardners these days? I hope you are all mighty fine. Pardners, there is a very important week comin' up, and that's what I'd like to talk to you about in this issue. The week I'm referin' to, is National Fire Prevention Week and it runs from October 7th through the 13th.

Now to some folks, it's just another week, but Ranch Hands, let's all get together and make it a real fire prevention week, that'll keep remindin' us to prevent fires for a year. Until next fire prevention week comes along.

Fire prevention week is a "clean-up" week. Now here's where our Ranch Hand club rule number 2 will fit in very well. Rule number 2 is "Help

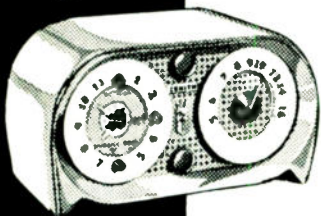
around the house as much as possible." Well, pardners, you can be a great help to mom and dad as they go along cleaning up for fire prevention. Perhaps dad will be cleaning up the garage, the attic or the basement. I imagine there are more fires that start in these three places than in any others. You can carry out papers, old magazines, rags and other things that might be fire starters. I suggest that you put them in a covered barrel or metal container that also has a lid on top. You can play a big part this week, and every week, in preventing fires. **DO NOT PLAY WITH MATCHES** at anytime.

Perhaps mom and dad have been real busy these days, so just in case Fire Prevention Week has slipped their minds, let's remind them that it is **FIRE PREVENTION CLEAN - UP TIME**. NOW is the time to do that important clean-up work before starting the fires for the winter.

I'll be a chattin' with you again next week. Until then, be good Ranch Hands and always be careful.

COWBOY KEN, WOC-TV.

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- ★ Radio has famous Zenith tone beauty and Long Distance\* reception.

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# Monday

OCTOBER 1st

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

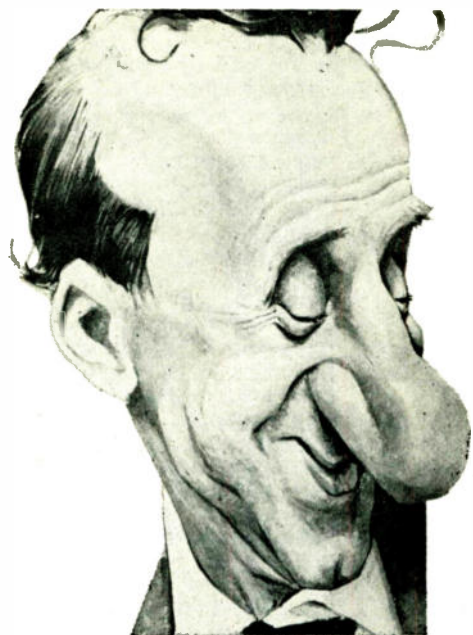
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|-------|---|--|------|--|-------|---|--|------|
| 10:30 | 4 | <b>STRIKE IT RICH—</b>   | Live |  | 5:45  | 4 | <b>BEANIE—</b>   | Kine |
|       |   | Warren Hull emcees the program with a heart.   |      |  |       |   | Popular character of the kids is brought back by popular demand.   |      |
| 10:45 | 5 | <b>TEST PATTERN—</b>   |      |  | 6:00  | 4 | <b>CAPTAIN VIDEO—</b>  | Live |
| 11:00 | 4 | <b>THE EGG AND I—</b>  | Live |  |       |   | An adventure story on earth and in space with the Video Ranger.  |      |
|       |   | Serial version of the famous best seller and movie.                                    |      |  | 5     | 5 | <b>PAGES OF MELODY—</b>  | Live |
|       | 5 | <b>RUTH LYONS 50 CLUB—</b>   | Live |  |       |   | Music at eventide for you.   |      |
|       |   | A folksy-chatter type program.   |      |  | 6:30  | 4 | <b>HOLLYWOOD SCREEN TEST—</b>  | Live |
| 11:15 | 4 | <b>LOVE OF LIFE—</b>   | Live |  | 5     | 5 | <b>MOHAWK SHOWROOM—</b>  | Live |
|       |   | Serial story of the life of a young business girl.                                     |      |  |       |   | Roberta Quinlan, songs & chatter.  |      |
| 11:30 | 4 | <b>SEARCH FOR TOMORROW—</b>  | Live |  | 6:45  | 5 | <b>CAMEL NEWS CARAVAN—</b>   | Live |
|       |   | Serial of American family life.  |      |  |       |   | John Cameron Swayze reports the news with on-the-spot films.   |      |
|       | 5 | <b>TEST PATTERN—</b>   |      |  | 7:00  | 4 | <b>LUX VIDEO THEATRE—</b>  | Live |
| 11:45 | 4 | <b>STEVE ALLEN SHOW—</b>   | Live |  |       |   | Josephine Hull stars in "Grandma Was An Actress," the whimsical story of an old lady infatuated with the stage.                              |      |
| 12:30 | 4 | <b>GARRY MOORE SHOW—</b>   | Live |  | 5     | 5 | <b>PAUL WINCHELL - JERRY MAHONEY SHOW—</b>   | Live |
| 12:45 | 4 | <b>TEST PATTERN—</b>   |      |  |       |   | The "What's My Name" quiz show with Dorothy Claire and Hilda Vaughn.   |      |
| 1:00  | 4 | <b>GARRY MOORE SHOW—</b>   | Live |  | 7:30  | 4 | <b>GODFREY TALENT SCOUTS—</b>  | Live |
|       |   | Guests: Jessica Tandy and Hume Cronyn.   |      |  |       |   | Arthur returns to once once more take charge of the talent.  |      |
| 1:30  | 4 | <b>FIRST HUNDRED YEARS—</b>  | Live |  | 5     | 5 | <b>VOICE OF FIRESTONE—</b>   | Live |
|       | 5 | <b>TODAY'S COOKING—</b>  | Live |  |       |   | With Howard Barlow's orchestra and guest soloist Rise Stevens. Selections include "Card Song" from "Carmen" and "Falling In Love with Love." |      |
|       |   | Norida Frank, home economist.  |      |  | 8:00  | 4 | <b>GENE AUTRY SHOW—</b>  | Kine |
| 1:45  | 4 | <b>THE WOMAN SPEAKS—</b>   | Film |  |       |   | Western adventures of cowboy star  |      |
| 2:00  | 4 | <b>VANITY FAIR—</b>  | Kine |  | 5     | 5 | <b>LIGHTS OUT—</b>   | Live |
|       | 5 | <b>MISS SUSAN—</b>   | Live |  |       |   | Frank Gallop narrates a thriller.  |      |
|       |   | Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney. |      |  | 8:30  | 4 | <b>CRUSADE IN THE PACIFIC—</b>   | Film |
| 2:15  | 5 | <b>VACATION WONDERLANDS—</b>   | Film |  |       |   | Documentary of military action.  |      |
| 2:30  | 4 | <b>ALL AROUND THE TOWN—</b>  | Live |  | 5     | 5 | <b>SOMERSET MAUGHAM THEATRE—</b>   | Live |
|       |   | Mike Wallace, your guide-emcee.  |      |  |       |   | Presents the play entitled "Grace" starring Betty Field.   |      |
|       | 5 | <b>BERT PARKS SHOW—</b>  | Live |  | 9:00  | 4 | <b>STUDIO ONE—</b>   | Live |
|       |   | With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.                     |      |  |       |   | Another fine dramatic presentation   |      |
| 3:00  | 5 | <b>KATE SMITH SHOW—</b>  | Live |  | 9:30  | 5 | <b>WHO SAID THAT?—</b>   | Live |
|       |   | Variety program slanted to appeal to a mass women's audience.                          |      |  |       |   | Guests: Dizzy Dean, Mrs. Dizzy Dean and Bob Considine.   |      |
| 4:00  | 5 | <b>HAWKINS FALLS—</b>  | Live |  | 10:00 | 4 | <b>CHRONOSCOPE—</b>  | Live |
|       |   | Serial of life in a small town.  |      |  |       |   | "The Truth of the Matter" with panelists Henry Hazlitt, William Bradford Huie and guest, Eugene Lyons.                                       |      |
| 4:15  | 5 | <b>GABBY HAYES SHOW—</b>   | Live |  | 5     | 5 | <b>FREDDY MARTIN SHOW—</b>   | Kine |
| 4:30  | 4 | <b>MEET YOUR COMMUNITY—</b>  | Live |  |       |   | Booming Texas is the scene with Francey Lane, guest vocalist.  |      |
|       | 5 | <b>HOWDY DOODY—</b>  | Live |  | 10:15 | 4 | <b>INS WEEKLY NEWS—</b>  | Film |
|       |   | Bob Smith's puppets in new adventures to please the children.                          |      |  | 10:30 | 4 | <b>WEATHER SHOW—</b>   | Live |
| 5:00  | 4 | <b>FILM SUBJECT—</b>   |      |  |       | 5 | <b>RAN, THE WEATHERMAN—</b>  | Live |
|       | 5 | <b>COWBOY KEN—</b>   | Live |  | 10:35 | 4 | <b>SALAD MASTER—</b>   | Film |
| 5:15  | 4 | <b>LEAGUE of WOMEN VOTERS—</b>   | Live |  |       | 5 | <b>WOC-TV NEWS—</b>  | Live |
|       | 5 | <b>WEATHER SHOW—</b>   | Live |  |       |   | Tom Corbett's adventures in space with cadets in Space Academy.  |      |
| 5:22  | 5 | <b>WOC-TV NEWSROOM—</b>  | Live |  | 10:40 | 4 | <b>INS DAILY NEWS—</b>   | Film |
| 5:30  | 4 | <b>SPACE CADET—</b>  | Live |  |       | 5 | <b>SPORTS PARADE—</b>  | Live |
|       |   | With Burr Tillstrom behind the scenes.   |      |  | 10:45 | 4 | <b>PERRY COMO SHOW—</b>  | Kine |
|       | 5 | <b>KUKLA, FRAN &amp; OLLIE—</b>  | Kine |  |       |   | Fontaine Sisters and Mitch Ayres.  |      |
|       |   | With Burr Tillstrom behind the scenes.   |      |  | 5     | 5 | <b>FILM SUBJECT—</b>   |      |

# Tuesday

OCTOBER 2nd

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

- |       |   |   |        |
|-------|---|---|--------|
| 10:45 | 5 | TEST PATTERN—   |        |
| 11:00 | 4 | THE EGG AND I—  | Live   |
|       |   | Serial version of the famous best seller and movie.   |        |
|       | 5 | RUTH LYONS 50 CLUB—   | Live   |
|       |   | A folksy-chatter type program.  |        |
| 11:15 | 4 | LOVE OF LIFE—   | Live   |
|       |   | Serial story of the life of a young business girl.  |        |
| 11:30 | 4 | SEARCH FOR TOMORROW—  | Live   |
|       |   | Serial of American family life.   |        |
|       | 5 | TEST PATTERN—   |        |
| 11:45 | 4 | STEVE ALLEN SHOW—   | Live   |
| 12:30 | 4 | GARRY MOORE SHOW—   | Live   |
|       |   | Guest: Comedian George Gobel.   |        |
| 1:30  | 4 | FIRST HUNDRED YEARS—  | Live   |
|       |   | Stars Jimmy Lydon and Olive Stacey.   |        |
|       | 5 | TODAY'S COOKING—  | Live   |
|       |   | Norida Frank, home economist.   |        |
| 1:45  | 4 | VANITY FAIR—  | Live   |
| 2:00  | 4 | TEST PATTERN—   |        |
|       | 5 | MISS SUSAN—   | Live   |
|       |   | New Daytime serial with Susan Peters. This is a story of a woman attorney.  |        |
| 2:15  | 5 | VACATION WONDERLANDS—   | Film   |
| 2:30  | 4 | FASHION MAGIC—  | Live   |
|       |   | Arlene Francis presents the latest in fashion news.   |        |
|       | 5 | BILL GOODWIN SHOW—  | Live   |
|       |   | Variety program with Eileen Barton and Roger Dann, vocalists.   |        |
| 3:00  | 5 | KATE SMITH SHOW—  | Live   |
|       |   | Variety program slanted to appeal to a mass women's audience.   |        |
| 4:00  | 5 | HAWKINS FALLS—  | Live   |
|       |   | Serial of life in a small town.   |        |
| 4:15  | 5 | GABBY HAYES SHOW—   | Live   |
| 4:30  | 5 | HOWDY DOODY—  | Live   |
|       |   | An enjoyable visit with Bob Smith and his puppet friends.   |        |
| 5:00  | 5 | COWBOY KEN—   | Live   |
| 5:15  | 4 | INS DAILY NEWS—   | Film   |
|       | 5 | WEATHER SHOW—   | Live   |
| 5:22  | 5 | WOC-TV NEWSROOM—  | Live   |
|       |   | Bob Frank reports the news.   |        |
| 5:25  | 4 | SHOW CASE—  | Slides |
| 5:30  | 4 | BUDDIES of the AIRPLANES—   | Live   |
|       |   | Pat, Speed, Curley & Gene.  |        |
|       | 5 | KUKLA, FRAN & OLLIE—  | Kine   |
|       |   | Burr Tillstrom behind the scenes.   |        |
| 5:45  | 4 | BEANIE—   | Kine   |
|       |   | Popular character of the kids is brought back by popular demand.  |        |
| 6:00  | 4 | CAPTAIN VIDEO—  | Live   |
|       |   | An adventure story on earth and in space.   |        |
|       | 5 | MUSICAL MOODS—  | Live   |
|       |   | Marjorie Meinert at piano and organ with Bill Gratton.  |        |
| 6:30  | 4 | BEULAH—   | Film   |
|       |   | Ethel Waters stars in a comical adventure.  |        |
|       | 5 | LITTLE SHOW—  | Live   |
|       |   | John Conte with songs and chatter.  |        |
| 6:45  | 5 | CAMEL NEWS CARAVAN—   | Live   |
|       |   | John Cameron Swayze reports the news with on-the-spot films.  |        |
| 7:00  | 4 | CHARLIE WILD—   | Live   |
|       |   | Starring John McQuade.  |        |
|       | 5 | TEXACO STAR THEATRE—  | Live   |
|       |   | Starring Milton Berle in a full hour of comedy and songs with guests.   |        |
| 7:30  | 4 | JOHNS HOPKINS—  | Live   |
|       |   | Famed university presents a program of scientific information.  |        |
| 8:00  | 4 | PHILLIPS FOOTBALL—  | Film   |
|       |   | Highlights of the college football game of the week.  |        |
|       | 5 | FIRESIDE THEATRE—   | Film   |
|       |   | Presents "The Birds Are Walking", a melodrama set in an isolated airfield in Newfoundland. Stars Edward Norris and Jimmy Smith. |        |
| 8:30  | 5 | CIRCLE THEATRE—   | Live   |
|       |   | A live dramatic presentation.   |        |
| 9:00  | 4 | DANGER—   | Live   |
|       |   | Presents a mystery thriller.  |        |
|       | 5 | ORIGINAL AMATEUR HR.—   | Live   |
|       |   | Ted Mack helps the amateur along the road to stardom.   |        |
| 9:30  | 4 | CRIME SYNDICATED—   | Kine   |
|       |   | Rudolph Halley is narrator as the story of international traffic in narcotics is dramatized.                                    |        |
| 10:00 | 4 | AMOS 'N' ANDY—  | Film   |
|       |   | Spencer Williams is "Andy"; Alvin Childress is "Amos" and Tim Moore is the "Kingfish."  |        |
|       | 5 | HOLLYWOOD SPOTLIGHT REVUE—  | Film   |
| 10:30 | 4 | WEATHER SHOW—   | Live   |
|       | 5 | RAN, THE WEATHERMAN—  | Live   |
| 10:35 | 5 | WOC-TV NEWS—  | Live   |
| 10:40 | 4 | SALAD MASTER—   | Film   |
|       | 5 | SPORTS PARADE—  | Live   |
| 10:45 | 4 | STORK CLUB—   | Kine   |
|       |   | Sherman Billingsley your host.  |        |
|       | 5 | FILM SUBJECT—   |        |
| 11:00 | 4 | FEATURE FILM—   |        |
|       |   | "Miracle Kid."  |        |



## Goodnight, Mrs. Calabash

When Jimmy Appears,  
Scripts Are Thrown Away

He's a spindly little comic with an outrageously hoarse voice. His clothes are three sizes too big and his mish-mash hat is a college boy's dream. In place of a walk, he shuffles along like a penguin with arthritis.

But most incredible of all is the great, swelling pendulum that masquerades as his nose. Despite all this—or probably because of it—Jimmy Durante has become an established American legend.

Durante in show business goes back almost beyond the memory of mortals. The younger generation, seeing him for the first time on TV, have much in common with their elders, because Jimmy Durante throughout the years has remained essentially the same—flapdoodle strut, windmill frenzy and the happiest personality in show business.

The famous Schnozz has rocked every TV show he's been on, whether he's a regular or a guest. The most conservative program achieves a certain joyous pandemonium the instant Durante

appears. Pianos get smashed, opera stars jitterbug and emcees toss away their scripts.

The Jimmy Durante legend started somewhere in New York's lower East side and continued through the Bowery, Coney Island, the vaudeville circuit and the movies. After that came radio, and finally television where the Durante personality burst like shrapnel over millions of grateful viewers.

As a boy, Jimmy taught himself to sing and pound the piano. He quit a job in a Coney Island night club to team up with Lou Clayton (now dead) and Eddie Jackson for vaudeville. Jackson still is with him as manager and business agent. Old timers will remember his smash comedy songs—"So I Ups to Him" and "Inka Dinka Doo."

On a London trip, Jimmy cracked all previous attendance records at the famed Palladium. NBC moguls, who never miss a gold flood if it pours in their laps, grabbed Jimmy for radio and TV where he now cavorts happily and noisily.

Jimmy is a city lover at heart. "Listen," he said, "to dose beautiful noises. Taxis bumping into each other. Cops hollerin at people. Newsboys yellin lies, What a place."

The Schnozz remembered his country home. "Da foist night I nearly died. Da silence wuz deafening. I couldn't sleep. Nuttin' made any noise. I loosened da blinds on da windows to have 'em make some noise. All night I stay awake and foist ting in da morning I rush down to da bank, get my money back and move into the busiest street I could find."

**Jimmy doesn't spend all his time on stage, although figuratively, he never gets off it. Between show business engagements, he goes fishing and golfing. For hobbies, Jimmy collects stamps and reads detective stories. But his major hobby is making people happy.**

"Just so's I c'n bang my pianna, tell 'em jokes and sing m' songs and make people laugh. I don't need nothin else. I ain't dreamin of yesterday or to-mora. I'm happy t'day."

TV has been called the merging point of a trio of entertainment arts—stage, screen and radio. And Jimmy Durante has scored terrific success in all three. And now, television.



Jimmy takes the stage in his role of Cyrano De Bergerac with actor Don Ameche.



Jimmy's nose isn't big enough for his role so they added some more and here he poses in all his glory.

\*Why does Jimmy say this, fans ask? Here's what he says—"Can't a man have some privacy in his life?" Your guess is as good as ours.

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# Wednesday

OCTOBER 3rd

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

- |       |   |  |        |
|-------|---|--|--------|
| 10:30 | 4 | <b>STRIKE IT RICH—</b>   | Live   |
|       |   | Warren Hull emcees the program with a heart.   |        |
| 10:45 | 5 | <b>TEST PATTERN—</b>   |        |
| 11:00 | 4 | <b>THE EGG AND I—</b>  | Live   |
|       |   | Serial version of the famous best seller and movie.  |        |
|       | 5 | <b>RUTH LYONS 50 CLUB—</b>   | Live   |
|       |   | A folksy-chatter type program.   |        |
| 11:15 | 4 | <b>LOVE OF LIFE—</b>   | Live   |
|       |   | Serial story of the life of a young business girl.   |        |
| 11:30 | 4 | <b>SEARCH FOR TOMORROW—</b>  | Live   |
|       |   | Serial of American family life.  |        |
|       | 5 | <b>TEST PATTERN—</b>   |        |
| 11:45 | 4 | <b>STEVE ALLEN SHOW—</b>   | Live   |
| 12:30 | 4 | <b>GARRY MOORE SHOW—</b>   | Live   |
| 12:45 | 4 | <b>TEST PATTERN—</b>   |        |
| 1:00  | 4 | <b>GARRY MOORE SHOW—</b>   | Live   |
|       |   | Guest: Comedian Wally Cox.   |        |
| 1:30  | 4 | <b>FIRST HUNDRED YEARS—</b>  | Live   |
|       | 5 | <b>TODAY'S COOKING—</b>  | Live   |
|       |   | Norida Frank, home economist.  |        |
| 1:45  | 4 | <b>VANITY FAIR—</b>  | Live   |
| 2:00  | 4 | <b>TEST PATTERN—</b>   |        |
|       | 5 | <b>MISS SUSAN—</b>   | Live   |
| 2:15  | 5 | <b>VACATION WONDERLANDS—</b>   | Film   |
| 2:30  | 4 | <b>ALL AROUND THE TOWN—</b>  | Live   |
|       | 5 | <b>BERT PARKS SHOW—</b>  | Live   |
|       |   | With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.   |        |
| 3:00  | 5 | <b>KATE SMITH SHOW—</b>  | Live   |
|       |   | Variety program slanted to appeal to a mass women's audience.  |        |
| 4:00  | 5 | <b>HAWKINS FALLS—</b>  | Live   |
| 4:15  | 5 | <b>GABBY HAYES SHOW—</b>   | Live   |
| 4:30  | 5 | <b>HOWDY DOODY—</b>  | Live   |
| 5:00  | 4 | <b>INS DAILY NEWS—</b>   | Film   |
|       | 5 | <b>MARY LOUISE MARSHALL—</b>   | Live   |
| 5:10  | 4 | <b>SHOW CASE—</b>  | Slides |
| 5:15  | 4 | <b>PRICES LIMITED—</b>   | Live   |
|       |   | With Jack Kerwin, District OPS Director.   |        |
|       | 5 | <b>WEATHER SHOW—</b>   | Live   |
| 5:22  | 5 | <b>WOC-TV NEWSROOM—</b>  | Live   |
|       |   | Bill Gress reports the news.   |        |
| 5:30  | 4 | <b>SPACE CADET—</b>  | Live   |
|       | 5 | <b>KUKLA, FRAN &amp; OLLIE—</b>  | Kine   |
|       |   | Burr Tillstrom behind the scenes.  |        |
| 5:45  | 4 | <b>BEANIE—</b>   | Kine   |
| 6:00  | 4 | <b>CAPTAIN VIDEO—</b>  | Live   |
|       | 5 | <b>CASES OF EDDIE DRAKE—</b>   | Film   |
|       |   | Detective mystery stories.   |        |
| 6:30  | 4 | <b>CHANCE OF A LIFETIME—</b>   | Live   |
|       | 5 | <b>MOHAWK SHOWROOM—</b>  | Live   |
|       |   | Robertia Quinlan, songs & chatter.   |        |
| 6:45  | 5 | <b>CAMEL NEWS CARAVAN—</b>   | Live   |
| 7:00  | 4 | <b>GODFREY &amp; HIS FRIENDS—</b>  | Live   |
|       |   | Arthur returns to take charge with Frank Parker, the Chordettes, the Mariners, Marian Marlowe, Janette Davis, Archie Bleyer's orchestra. |        |
|       | 5 | <b>THE KATE SMITH HOUR—</b>  | Live   |
|       |   | Kate and Ted Collins present another fine variety program for your evening enjoyment.  |        |
| 8:00  | 4 | <b>TELE-SPORTS DIGEST—</b>   | Kine   |
|       | 5 | <b>KRAFT TV THEATRE—</b>   | Live   |
|       |   | Drama with an all-star cast.   |        |
| 8:30  | 4 | <b>THE WEB—</b>  | Live   |
|       |   | Dramatic mystery adventure.  |        |
| 9:00  | 4 | <b>BLUE RIBBON BOUTS—</b>  | Live   |
|       |   | From one of the nation's leading arenas.   |        |
|       | 5 | <b>BREAK THE BANK—</b>   | Live   |
| 9:30  | 5 | <b>TWO FOR THE SHOW—</b>   | Live   |
|       |   | With Marjorie Meinert at the organ and George Sontag at the piano.   |        |
| 9:45  | 4 | <b>SPORTS SPOT—</b>  | Live   |
|       | 5 | <b>YOUR OWN HOME—</b>  | Film   |
|       |   | Hints on home decoration.  |        |
| 10:00 | 4 | <b>BIG TOWN—</b>   | Kine   |
|       |   | An innocent man becomes a prime suspect in a murder until Steve unravels a web of circumstantial evidence in "The Collector."            |        |
|       | 5 | <b>TELE-QUIZ—</b>  | Live   |
|       |   | "Tele-Views" brings you a local audience participation show with prizes for those at home as well as on the show.                        |        |
| 10:30 | 4 | <b>WEATHER SHOW—</b>   | Live   |
|       | 5 | <b>RAN, THE WEATHERMAN—</b>  | Live   |
| 10:35 | 4 | <b>SALAD MASTER—</b>   | Film   |
|       | 5 | <b>WOC-TV NEWS—</b>  | Live   |
| 10:40 | 4 | <b>INS DAILY NEWS—</b>   | Film   |
|       | 5 | <b>SPORTS PARADE—</b>  | Live   |
| 10:45 | 4 | <b>PERRY COMO SHOW—</b>  | Kine   |
|       |   | Fontaine Sisters & Mitch Ayres.  |        |
|       | 5 | <b>HART OF SPORTS—</b>   | Live   |
|       |   | With Hal Hart, your sportscaster.  |        |

## THIS TAKES THE CAKE

When Pat Hosley of Jackie Kelk's new Sunday NBC-TV series, "Young Mr. Bobbin," cut her birthday cake on camera a few weeks ago in her role as "Nancy", Jackie's girl friend, she was really in the mood for the part: it was Pat's own birthday too!

—————tv—————

## PUBLIC INTEREST

One of the first things Bill "Hopalong Cassidy" Boyd did when he returned from his Alaskan vacation was to visit his pet project, Hopyland, the playground for children that recently opened in Venice, California, under his sponsorship. The kids were disappointed that he couldn't be there on opening day and Bill tried to make it up to them by putting on a big show with Topper.

—————tv—————

## WATCH OUT, HERB!

Herb Shriner, subbing for Arthur Godfrey on Talent Scouts these Monday nights, usually checks his own watch during the warm-up period before the show. He explained last week why he keeps the watch in a pocket-book. Said Shriner, "I have to keep it in here. Turns my suit all green if I don't."

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The 1951 WHBF-TV professional football schedule is as follows:  
Sept. 30—Philadelphia Eagles at Chicago Cardinals (1:30 p.m.)  
Oct. 7—Chicago Bears at Chicago Cardinals (1:30 p.m.)  
Oct. 14—New York Yankees at Chicago Bears (1:30 p.m.)  
Oct. 21—San Francisco 49ers at Chicago Bears (1:30 p.m.)  
Oct. 28 — Chicago Bears at Detroit Lions (1:00 p.m.)  
Nov. 4—Chicago Bears at Washington Redskins (1:00 p.m.)  
Nov. 11 — Detroit Lions at Chicago Bears (1:30 p.m.)  
Nov. 18—Green Bay Packers at Chicago Bears (1:30 p.m.)  
Nov. 25—Chicago Bears at Cleveland Browns (1:00 p.m.)  
Dec. 2—Los Angeles Rams at Chicago Bears (1:00 p.m.)  
Dec. 9—Chicago Bears at New York Yankees (1:00 p.m.)  
Dec. 16—Chicago Bears at Chicago Cardinals (1:00 p.m.)

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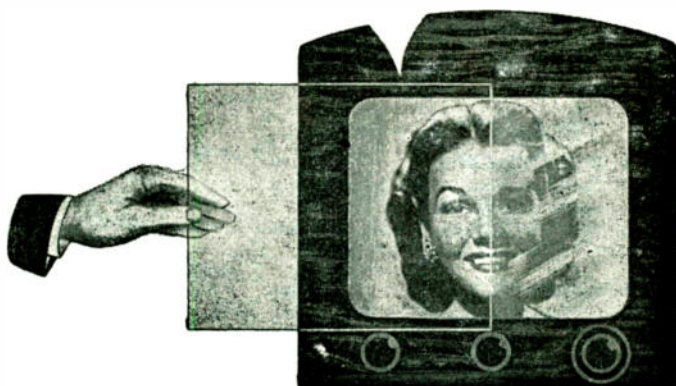
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Allow three weeks for processing of subscription and mailing of filter. Those who have already subscribed for 1 or 2 years and all new subscribers must mail this entire back page with blank filled out in order to receive Filter.

# Thursday

OCTOBER 4th

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

- |       |   |   |        |
|-------|---|---|--------|
| 10:45 | 5 | TEST PATTERN—   |        |
| 11:00 | 4 | THE EGG AND I—  | Live   |
|       |   | Serial version of the famous best seller and movie.   |        |
|       | 5 | RUTH LYONS 50 CLUB—   | Live   |
|       |   | A folksy-chatter type program.  |        |
| 11:15 | 4 | LOVE OF LIFE—   | Live   |
|       |   | Serial story of the life of a young business girl.  |        |
| 11:30 | 4 | SEARCH FOR TOMORROW—  | Live   |
|       |   | Serial of American family life.   |        |
|       | 5 | TEST PATTERN—   |        |
| 11:45 | 4 | STEVE ALLEN SHOW—   | Live   |
| 12:30 | 4 | GARRY MOORE SHOW—   | Live   |
|       |   | Guest: Lucille Watson, movie star   |        |
| 1:30  | 4 | FIRST HUNDRED YEARS—  | Live   |
|       |   | Stars Jimmy Lydon and Olive Stacey.   |        |
|       | 5 | TODAY'S COOKING—  | Live   |
|       |   | Norida Frank, home economist.   |        |
| 1:45  | 4 | VANITY FAIR—  | Live   |
| 2:00  | 4 | TEST PATTERN—   |        |
|       | 5 | MISS SUSAN—   | Live   |
|       |   | Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.                        |        |
| 2:15  | 5 | VACATION WONDERLANDS—   | Film   |
| 2:30  | 4 | MEET YOUR COVER GIRL—   | Live   |
|       | 5 | BILL GOODWIN SHOW—  | Live   |
|       |   | Variety program with Eileen Barton and Roger Dann, vocalists.   |        |
| 3:00  | 5 | KATE SMITH SHOW—  | Live   |
|       |   | Variety program slanted to appeal to a mass women's audience.   |        |
| 4:00  | 5 | HAWKINS FALLS—  | Live   |
|       |   | Serial of life in a small town.   |        |
| 4:15  | 5 | GABBY HAYES SHOW—   | Live   |
| 4:30  | 5 | HOWDY DOODY—  | Live   |
|       |   | Bob Smith's puppets in new adventures to please the children.   |        |
| 5:00  | 5 | COWBOY KEN—   | Live   |
| 5:15  | 4 | INS DAILY NEWS—   | Film   |
|       | 5 | WEATHER SHOW—   | Live   |
| 5:22  | 5 | WOC-TV NEWSROOM—  | Live   |
| 5:25  | 4 | SHOW CASE—  | Slides |
| 5:30  | 4 | BUDDIES of the AIRPLANES—   | Live   |
|       |   | Pat, Speed, Curley & Gene.  |        |
|       | 5 | KUKLA, FRAN & OLLIE—  | Kine   |
|       |   | Burr Tillstrom presents his popular puppets for your enjoyment.   |        |
| 5:45  | 4 | BEANIE—   | Kine   |
|       |   | Popular character of the kids is brought back by popular demand.  |        |
| 6:00  | 4 | CAPTAIN VIDEO—  | Live   |
|       |   | An adventure story on earth and in space with the Video Ranger.   |        |
|       | 5 | PLAY OR PAY—  | Live   |
|       |   | If Marjorie Meinert and George Sontag can't play your song, they pay off.                                     |        |
| 6:30  | 4 | LONE RANGER—  | Film   |
|       |   | Outlaws brought to justice with the help of Tonto.  |        |
|       | 5 | LITTLE SHOW—  | Live   |
|       |   | John Conte with songs and chatter.  |        |
| 6:45  | 5 | CAMEL NEWS CARAVAN—   | Live   |
|       |   | John Cameron Swayze reports the news with on-the-spot films.  |        |
| 7:00  | 4 | STOP THE MUSIC—   | Live   |
|       |   | Bert Parks is your host with Jimmy Blaine, Betty Ann Grove, Jane Morgan and the Variety Dancers.              |        |
|       | 5 | YOU BET YOUR LIFE—  | Film   |
|       |   | Groucho Marx dishes out the cash and the wisecracks.  |        |
| 7:30  | 5 | TREASURY MEN IN ACTION—   | Live   |
|       |   | Walter Greaza stars as chief of the bureau  |        |
| 8:00  | 4 | MUSICAL PLAYHOUSE—  | Live   |
|       |   | With Don Ameche Betty Brewer and Dorothy Greener. Last show.  |        |
|       | 5 | FORD FESTIVAL—  | Kine   |
|       |   | Stars James Melton with guests James Dunn in a comedy skit; Leo de Lyon, mimic; Norma Toomey Co., aerialists. |        |
| 8:30  | 4 | GRUEN GUILD THEATRE—  | Film   |
|       |   | Latest dramatic plays on film.  |        |
| 9:00  | 4 | RACKET SQUAD—   | Film   |
|       |   | Using a coon hunt as bait with which to lure their victims racketeers give an old trick a new twist.          |        |
|       | 5 | MARTIN KANE—  | Live   |
|       |   | Stars Lloyd Nolan, movie star, as Martin Kane.  |        |
| 9:30  | 4 | CRIME PHOTOGRAPHER—   | Live   |
|       |   | Darren McGavin has the role of Casey.   |        |
|       | 5 | WAYNE KING SHOW—  | Live   |
|       |   | The Waltz King presents a fine program of your favorite music.  |        |
| 10:00 | 4 | PRO FOOTBALL HIGHLIGHTS—  | Film   |
|       |   | Features the professional football games of the week.   |        |
|       | 5 | HOLLYWOOD REEL—   | Film   |
| 10:15 | 5 | DREAM HOME DIRECTORY—   | Film   |
| 10:30 | 4 | WEATHER SHOW—   | Live   |
|       | 5 | RAN, THE WEATHERMAN—  | Live   |
| 10:30 | 5 | WOC-TV NEWS—  | Live   |
| 10:40 | 4 | SALAD MASTER—   | Film   |
|       | 5 | SPORTS PARADE—  | Live   |
| 10:45 | 4 | STORK CLUB—   | Kine   |
|       |   | Sherman Billingsley your host.  |        |
|       | 5 | FILM SUBJECT—   |        |

# Friday

OCTOBER 5th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

- |       |   |   |           |
|-------|---|---|-----------|
| 10:30 | 4 | <b>STRIKE IT RICH—</b>  | Live      |
|       |   | Warren Hull emcees the program with a heart.  |           |
| 10:45 | 5 | <b>TEST PATTERN—</b>  |           |
| 11:00 | 4 | <b>THE EGG AND I—</b>   | Live      |
|       |   | Serial version of the famous best seller and movie.   |           |
|       | 5 | <b>RUTH LYONS 50 CLUB—</b>  | Live      |
|       |   | A folksy-chatter type program.  |           |
| 11:15 | 4 | <b>LOVE OF LIFE—</b>  | Live      |
|       |   | Serial story of the life of a young business girl.  |           |
| 11:30 | 4 | <b>SEARCH FOR TOMORROW—</b>   | Live      |
|       |   | Serial of American family life.   |           |
|       | 5 | <b>TEST PATTERN—</b>  |           |
| 12:30 | 4 | <b>GARRY MOORE SHOW—</b>  | Live      |
| 12:45 | 4 | <b>TEST PATTERN—</b>  |           |
| 1:00  | 4 | <b>GARRY MOORE SHOW—</b>  | Live      |
|       |   | Guest: Winston L. Mittenjuice.  |           |
| 1:30  | 4 | <b>FIRST HUNDRED YEARS—</b>   | Live      |
|       |   | Stars Jimmy Lydon, Olive Stacey.  |           |
|       | 5 | <b>TODAY'S COOKING—</b>   | Live      |
|       |   | Norida Frank, home economist.   |           |
| 1:45  | 4 | <b>VANITY FAIR—</b>   | Live      |
| 2:00  | 4 | <b>TEST PATTERN—</b>  |           |
|       | 5 | <b>MISS SUSAN—</b>  | Live      |
|       |   | Susan Peters stars in the role of a paraplegic woman attorney.  |           |
| 2:15  | 5 | <b>VACATION WONDERLANDS—</b>  | Film      |
| 2:30  | 4 | <b>ALL AROUND THE TOWN—</b>   | Live      |
|       |   | With Mike Wallace as your guide.  |           |
|       | 5 | <b>BERT PARKS SHOW—</b>   | Live      |
|       |   | With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.  |           |
| 3:00  | 5 | <b>KATE SMITH SHOW—</b>   | Live      |
|       |   | Variety program slanted to appeal to a mass women's audience.   |           |
| 4:00  | 5 | <b>HAWKINS FALLS—</b>   | Live      |
| 4:15  | 5 | <b>GABBY HAYES SHOW—</b>  | Live      |
| 4:30  | 5 | <b>HOWDY DOODY—</b>   | Live      |
|       |   | Bob Smith's puppets in new adventures to please the children.   |           |
| 5:00  | 4 | <b>INS DAILY NEWS—</b>  | Film      |
|       | 5 | <b>COMIC CUT-UPS—</b>   | Live      |
| 5:10  | 4 | <b>SHOW CASE—</b>   | Slides    |
| 5:15  | 4 | <b>STARS OF TOMORROW—</b>   | Film      |
|       | 5 | <b>WEATHER SHOW—</b>  | Live      |
| 5:22  | 5 | <b>WOC-TV NEWSROOM—</b>   | Live      |
| 5:30  | 4 | <b>SPACE CADET—</b>   | Live      |
|       |   | Tom Corbett's adventures in space with cadets in Space Academy.   |           |
|       | 5 | <b>KUKLA, FRAN &amp; OLLIE—</b>   | Kine      |
|       |   | Burr Tillstrom behind the scenes.   |           |
| 5:45  | 4 | <b>BEANIE—</b>  | Kine      |
|       |   | Popular character of the kids is brought back by popular demand.  |           |
| 6:00  | 4 | <b>CAPTAIN VIDEO—</b>   | Live      |
|       |   | An adventure story on earth and in space with the Video Ranger.   |           |
|       | 5 | <b>TO BE ANNOUNCED—</b>   |           |
| 6:15  | 5 | <b>FAMILY PARTY—</b>  | Live      |
|       |   | With the Raye Sisters and Jimmie O'Dette's orchestra.   |           |
| 6:30  | 4 | <b>THE RANGE RIDER—</b>   | Film      |
|       |   | Adventures in the old west.   |           |
|       | 5 | <b>MOHAWK SHOWROOM—</b>   | Live      |
|       |   | Roberta Quinlan, songs & chatter.   |           |
| 6:45  | 5 | <b>CAMEL NEWS CARAVAN—</b>  | Live      |
|       |   | John Cameron Swayze reports the news with on-the-spot films.  |           |
| 7:00  | 4 | <b>"MAMA"—</b>  | Live      |
|       |   | Starring Peggy Wood, with Judson Laire as "Papa;" Dick Van Patten as "Nels;" Rosemary Rice as "Katrin;" and Robin Morgan as "Dagmar."   |           |
|       | 5 | <b>QUIZ KIDS—</b>   | Live      |
|       |   | Joe Kelly fires the tough questions at the kids.  |           |
| 7:30  | 4 | <b>MAN AGAINST CRIME—</b>   | Live      |
|       |   | Ralph Bellamy stars as Mike Barnett in this better than average private-eye story.  |           |
|       | 5 | <b>GOLDEN OPPORTUNITY—</b>  | Live      |
|       |   | A talent show with local contestants.   |           |
| 8:00  | 4 | <b>PLAYHOUSE OF STARS—</b>  | Live      |
|       |   | Helen Hayes and David Niven star in "Not A Chance," a drama of a love affair between a spinster in a bookshop and a wealthy auto racer. |           |
|       | 5 | <b>THE BIG STORY—</b>   | Live-Film |
|       |   | Dramatization of true prize-winning stories of newspaper reporters  |           |
| 8:30  | 5 | <b>THE ALDRICH FAMILY—</b>  | Live      |
|       |   | With Barbara Robbins, House Jameson, Henry Girard and Mary Malone.  |           |
| 9:00  | 4 | <b>CAVALCADE OF STARS—</b>  | Live      |
|       |   | Stars Jackie Gleason in a comedy-variety show with guest artists.   |           |
|       | 5 | <b>GILLETTE BOXING BOUTS—</b>   | Live      |
|       |   | Leading match from one of New York's two main arenas.   |           |
| 9:45  | 5 | <b>HOLLYWOOD WRESTLING—</b>   | Film      |
|       |   | Baron Leone vs. Ernie Dusek.  |           |
| 10:00 | 4 | <b>YOU ASKED FOR IT—</b>  | Film      |
|       |   | A show full of the unusual.   |           |
| 10:30 | 4 | <b>WEATHER SHOW—</b>  | Live      |
| 10:35 | 4 | <b>SALAD MASTER—</b>  | Film      |
| 10:40 | 4 | <b>INS DAILY NEWS—</b>  | Film      |
| 10:45 | 4 | <b>PERRY COMO SHOW—</b>   | Kine      |
|       |   | Fontaine Sisters & Mitch Ayres. Guest: Nat "King" Cole.   |           |
|       | 5 | <b>RAN, THE WEATHERMAN—</b>   | Live      |
| 10:50 | 5 | <b>WOC-TV NEWS—</b>   | Live      |
| 10:55 | 5 | <b>SPORTS PARADE—</b>   | Live      |

# JACKIE DESIGNS, MAKES

## Off-Camera Wardrobe



by PATRICIA COOPER

**A**NCHORAGE, Alaska, during war-time . . . severe shortages of clothing . . . and Jacqueline James, featured singer with The Wayne King Show (WOC-TV) and then a civilian worker with the Army Air Corps, decided that the time had come to try her hand at designing and making her own clothes. So successful were her initial experiments that Jackie now fashions all of her off-camera wardrobe.

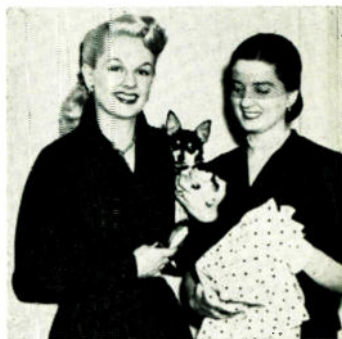
In her Chicago apartment with fashion dummy and sewing machine close at hand, Jackie quiets Pepita and Chiquita, her pet Chihuahuas, and begins to cut and drape the fabric on the mannequin. She favors two piece ensembles for evening wear and coordinates her costumes in order that she may wear the tops and skirts interchangeably.

1. Black velvet, high fashion this season, is worked into a striking cocktail gown, with halter neckline, draped bodice and repeated draping across the hipline. A floating panel accents the back, with an insert of satin under the panel to take the wear and tear of sitting. A small cape completes the costume.

2. An aqua rayon fabric is used in a simple summer dress with strapless bodice, outlined in black eyelet. With it she wears a black wide wale corduroy stole.

3. Before Jackie and I could discuss her plans for the material in hand, Pepita decided to jump into the picture. Jackie wears a black and red checked wool suit, with bloused, belted jacket and straight skirt.

4. For formal evenings, she chooses a silver lame bodice, strapless and draped, to wear with a bouffant skirt of white chiffon, flecked with silver stars.



# Direct from Factory to You

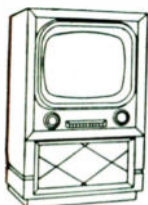
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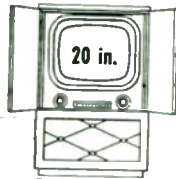
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## LET'S TALK TELEVISION *by Lucia Carter*

Television's other Dagmar — little Robin Morgan who plays the part of the youngest daughter in the Mama series Friday evenings on WHBF-TV—appeals to viewers in less spectacular fashion than her fabulous namesake. She's smaller, for one thing, and more apt to win the hearts of old ladies in the audience. And she too is a television success.



**Lucia Carter**

Robin, in the role of Dagmar Hanson, manages to steal at least a portion of each week's show—no mean trick when Peggy Wood is the star. Here the producers can thank a combination of factors — the natural appeal of any child, Robin's skill as an actress and, of course, the lines she is given to say. Where many youngsters inject an artificial note into dramatic roles, Robin seems completely natural as she combines charm and deviltry in the role of a very remarkable little girl.

The entire show is somewhat like that—a combination of the natural and the unique. Based on Kathryn Forbes' book, *Mama's Bank Account* (from which the movie, *I Remember Mama*, starring Irene Dunne, was also made), the show follows the adventures of the Norwegian-American Hanson family in San Francisco at the turn of the century. Despite the remoteness of setting, the characters are depicted with such warmth that one feels that they are as close as next-door neighbors. Still, few of our neighbors manage to get into the scrapes the Hansons have to meet every week.

A certain amount of credit must go to the original author for bringing the characters to life in the first place. But the fact that a television show is based upon a successful book and movie cannot alone win it a high rating. The Aldrich Family, so help me, resulted from a rather good stage play.

And during the morning hours when many of us, fortunately, are at work, CBS is busy butchering *The Egg and I*. The TV staff—writer, producer, director and, of course, the cast—will have to take credit here too.

Despite the competition from the child actress, Peggy Wood, who is billed as the show's star, turns in an outstanding performance as *Mama Hanson*. For my money, her version of the part tops Irene Dunne's movie performance. Mastery of the Norwegian accent the role requires is in itself quite an accomplishment. But she goes beyond the reciting of lines to become the human and likeable, but competent individual who seems more like a real-life housewife and mother than a television character.

Similar praise can be accorded the rest of the cast—Judson Laire as Papa, Dick Van Patten and Rosemary Rice as Nels and Katrin, the family's two teen-agers, and Ruth Gates as Aunt Jenny.

The stories are simple, dealing with the sort of problems that could beset people you know, although they probably don't. Papa has to make a speech, the youngsters think they have troubles or the family is beset by financial difficulties. *Mama* usually finds a solution.

The setting gives the program a faint nostalgic flavor, even for those of us completely unfamiliar with the background.

—tv—

### TV PARTY?

Real Hickory Barbequed  
Ribs to Take Out

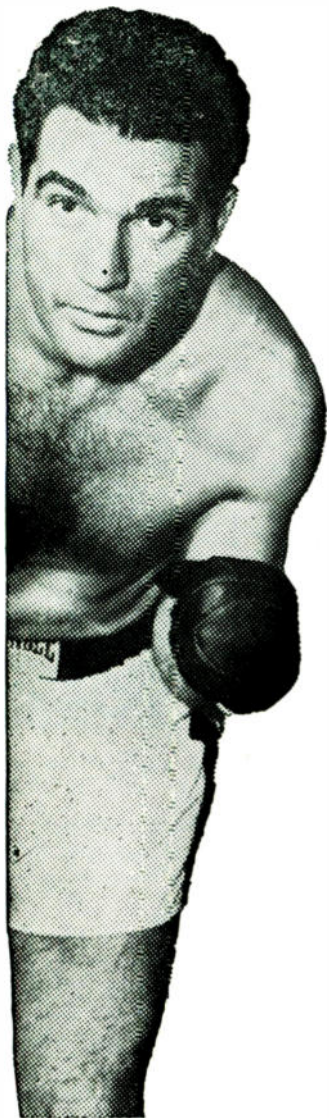
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**AGAIN on WHBF-TV**

# **"LIVE" FIGHTS**

**8:00 P. M.**

**WEDNESDAYS**

Stay tuned to Channel 4 for a season of "live" ring battles. The series brings you 41 fights, all promoted by the International Boxing Club, including the cream of fistic cards direct from Madison Square Garden, New York.

# **WHBF-TV**

**CHANNEL 4**

## **WITH YOU AGAIN!**

**PERRY COMO—9:45 p.m., Mon., Wed., Fri.**

**MAMA—6:00 p.m., Friday**

**KEN MURRAY—6:00 p.m., Saturday**

**PAUL WHITEMAN—5:00 p.m., Sunday**

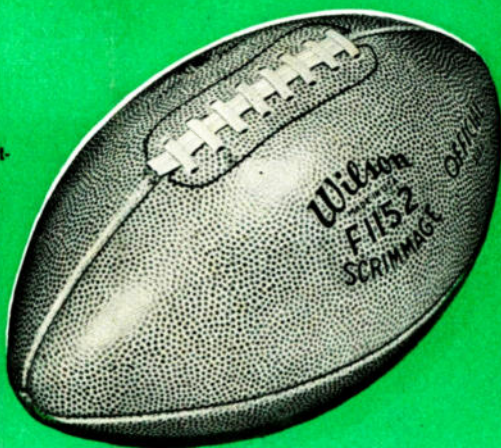
**THIS SHOW BUSINESS—5:30 p.m., Sunday**



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