

Quad City

Your TV
Program **GUIDE**

October 13 - 19

Tele-**TV**views

Vol. I—No. 41



ARTHUR GODFREY

—Hisses or Kisses?

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15¢ The Truth About Dagmar *page 4*

What's Cooking?



SEE *"Today's Cooking"*

1:30 - 2:00 P.M. — Monday thru Friday

"Jack Sprat Kitchen"

11:00 - 11:30 A.M. — Saturday

Norida Frank (above) Iowa State College home economics graduate and experienced telecaster of women's programs, shows you how to make foods more tantalizing . . . meals more appetizing. Watch live, informative cooking demonstrations direct from WOC-TV's new modern kitchen on these two new programs.

WOC-TV — channel 5

DAVENPORT, IOWA



Mail Bag

(Teddy Snow-Crop is a midget in costume, but his name is not available.—Ed.)

* * *

Editor:

I heard that the Philco Playhouse will be seen every other Sunday starting soon. Is this true?
Dubuque, Iowa Lee Murphy

(Yes, Philco will alternate its sponsorship of the Television Playhouse with Goodyear. This will affect the viewers only from the standpoint of getting a change of commercials. The same fine caliber of drama will be seen weekly.—Ed.)

* * *

Editor:

I listen to the James Melton program every Thursday and would like to know something about Herb Shriner. All I know is that he was born and raised in Indiana.
Clinton, Iowa Pat Allen

(The one piece of information you have about Shriner is incorrect. He was born in Toledo, Ohio, on May 29, 1918, altho he spent most of his adult life in Fort Wayne, Indiana. He started in radio at the age of 17, was a USO entertainer before he entered the U.S. Army in 1943. At one time he had his own daily TV show, but more recently has appeared as a guest on numerous top TV shows. He's married and became a Daddy in May of this year.—Ed.)

—tv—

(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).

Editor:

Could you please tell me why Jimmy Durante always says "Goodnight Mrs. Calabash"? And did he have a different name before? What program is he on?

Dixon, Ill. Sandra Dodd

(That saying of Jimmie's is a deep dark secret, known only to J'mmy himself. Jimmy Durante is his real and legal name. You will find him currently on the All-Star Revue about every fourth week on Saturday night.—Ed.)

* * *

Editor:

Your new Tele-Views is great—there is a lot more put into it—and it has taken a lot of effort on your part, we can realize that, to make it so.

We hope that Broadway Open House can be back again for us up here in the "fringe" to see, that surpasses the Hollywood Theatre. There are enough plays on TV anyway and Broadway Open House was funny and entertaining.

Savanna, Ill. Mrs. E. H. Gholson

(Broadway Open House will not be available for a while as at the present time it is off the air for lack of a sponsor.—Ed.)

* * *

Editor:

Would you please answer this question for us? Is Teddy Snow-Crop a trained bear or is he a small boy?
Rock Island, Ill. Theona Fischer

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Dagmar forgets her blank expression for awhile, combs her blonde locks and flashes a toothy smile for the photographer.

DAGMAR

How She Parlayed A Dumb Look and Other Assets Into TV Gold Mine

THE big girl from Huntington, West Virginia is really not so dumb—but she'd just as soon have everybody think so. Virginia Ruth Egnor, now known to all as just plain Dagmar, has scored her big TV success by looking dumb and pouring her big frame into low cut evening dresses.

Dagmar, who's just 24, is a pillar of well proportioned flesh and bones. She's 6 feet tall in high heels, but refuses to talk about weight. Her bust measurement has been estimated at 39 to 40 inches.

She's a charming gal with a glib tongue and a penchant for calling everybody "Honey." That dumb stare that any TV viewer is familiar with fades out when Dagmar talks of herself, her hubby, New York, TV, home, her measurements, or her fans.

Dag got her big break in show business when Jerry Lester cabled her and offered a job in his "Broadway Open House" show. He wanted a husky, good looking blonde to sit with the band and

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never sing a note. Dagmar was told to sit on a stool, look dumb, and forget about singing.

When anybody asked if the new female "vocalist" could sing—Lester said they were afraid to ask her—for fear she couldn't. Everybody agreed that, sing or not, "she sure dresses up the show, anyway."

From there, Dag got to say a few lines, much of it poetry, in her copyrighted, dumb-look style. (She has recently been billed as "America's foremost literary figure.") The letters poured in asking for more. Dagmar's success was made.

Dag is an ingenuous gal who has lost none of her West Virginian earthiness. Her tastes are simple. She's always wanted to take a "boat ride" and doesn't especially care where: "How about Hawaii?" someone suggested. "Fine" she agreed, "I'll go." So off she went "just like Arthur Godfrey."

Dagmar insists that the malaprops chalked up to her are unintentional. "When I first began to stumble over big words, the writers thought I was ad-libbing. Then they started writing them

Continued from page 5

"Tele-Views"



Dag looks in vain for a showing of herself on ABC television. "How does the thing work, anyway," she asks.

into the script but they never went over." Her favorite malaprop: when a reporter asked her bust size she replied, "I refuse to answer on the grounds that it might incinerate me."

We were curious to know how Dag stood with Jerry Lester, her former boss on "Open House." There were rumblings that Dagmar and Lester were on the "outs" because Jerry held Dag in the background. It was obvious that Dagmar felt she had been slighted by Lester, but she bears no grudge. "After all," she said, "it was through Jerry that I got my big chance. I feel very grateful to him for what he has done."

Dagmar's plans for the coming TV season include a tentative ABC series of family-type shows entitled "The Dagmar Story" in which she will portray a TV star living at home with her mother, brother, and kid sister. When asked if the show was biographical, Dag became her TV self, crossed her eyes and said, "Now what in the world does that mean, honey?"

Dagmar realizes her real stock-in-trade is her buxom figure. She pleases

"Tele-Views"



The Danny Dayton's (Dagmar and her husband) have breakfast with TV Forecast writer Tom O'Malley, center.

her fans accordingly. "Whenever I don't wear a low-slung gown, the fans lose interest. So why should I disappoint them?" "You know," she went on, "just because I feature a long formal dress, people think I'm ashamed of my legs." At this, Dag displayed a pair of slender, shapely legs to explode any such illusions.

The statuesque blonde has been married to actor Danny Dayton for two years. The two prefer home life instead of night clubbing. Danny likes to kid Dag about her being "dumb" and whenever he becomes absent-minded he'll claim it's all Dag's fault for "influencing" him. They're a congenial couple with each one the other's biggest booster. Dan is helping to further Dag's career, hoping to make her even bigger—"if that's possible."



"I hope this reading won't make me too intelligible," says Dagmar, dropping one of her famous malaprops.

Saturday

OCTOBER 13th

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

- 9:30 4 **OH, KAY!**— Live
With Kay Westfall, Jim Dimitri, and Dave LeWinter.
- 10:00 4 **FASHION MAGIC**— Live
- 10:30 4 **DATE WITH JUDY**— Live
The family hatchet is dug up in "Fight Night at the Fosters."
- 5 **TEST PATTERN**—
- 10:45 5 **FILM SUBJECTS**—
- 11:00 4 **BIG TOP**— Live
Jack Sterling, ringmaster, presents Evelyn Torell's great pony and dog troupe, plus other acts.
- 5 **JACK SPRAT KITCHEN**— Live
Norida Frank, home economist.
- 11:30 5 **TEST PATTERN**—
- 12:00 4 **TWO GIRLS NAMED SMITH**—Kine
Marcia Henderson replaces Peggy Ann Garner as "Babs" because of illness.
- 12:30 4 **I COVER TIMES SQUARE**— Kine
Harold Huber has starring role.
- 1:00 4 **SMILIN' ED'S GANG**— Kine
With Squeeky the Mouse, Midnight the Cat and Froggy the Gremlin. A children's story dramatized.
- 5 **FOOTBALL HIGHLIGHTS**— Film
Ted Husing, sportscaster, interviews coaches and players and reviews games of the day. WOC-TV is blacked out today under the NCAA football experiment.
- 1:30 4 **WESTERN THEATRE**— Film
Lone Rider in "Outlaws of Boulder Pass."
- 1:30 5 **WESTERN PLAYHOUSE**— Film
With one your favorite western heroes.
- 2:30 4 **FEATURE MOVIE**— Film
"Dangerous Lady."
- 5 **TEST PATTERN**—
- 3:30 4 **TEST PATTERN**—
- 4:30 5 **THE NATURE OF THINGS**— Live
Dr. Roy K. Marshall will talk about astronomy and explain "Stars and Stardust."
- 4:45 5 **ON THE LINE**— Live
Bob Considine with news, views and interview with Rear Admiral H. B. Miller (USN Ret.) of the Petroleum Institute.
- 5:00 5 **FILM SUBJECT**—
- 5:30 4 **PENTAGON, WASHINGTON**—Kine
- 5 **MR. WIZARD**— Live
Don Herbert (Mr. Wizard) and Bruce Lindgren (Willie) will discuss the marvels of electricity.
- 6:00 4 **SAMMY KAYE SHOW**— Live
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 their guest. Sen. Blair Moody (D., Mich.).
- 6:30 4 **TROUBLE WITH FATHER**— Film
Stu Erwin becomes an anonymous columnist on the school paper to solve some pesky professional and domestic problems.
- 5 **ONE MAN'S FAMILY**— Live
- 7:00 4 **KEN MURRAY SHOW**— Live
With the Glamourlovelies and vocalists Anita Gordon and Art Lund; Guest Sarah Churchill enacts the role of Henry VIII's fifth wife in an original playlet. Girl of the week setting: Sun Valley, Ida.
- 5 **ALL-STAR REVUE**— Live
A full hour of comedy and songs starring Danny Thomas with show regulars Kay Starr and Bunny Lewbel; Guests: Milton Berle, the Hurricanes, adagio act; Lola and Lita, jugglers.
- 8:00 4 **WONDERFUL TOWN**— Live
Faye Emerson is your hostess as the city of Baltimore, Md., is spotlighted; guests are: Garry Moore, the Ink Spots and Earl Wrightson. Dreamers, vocal group.
- 5 **YOUR SHOW OF SHOWS**— Live
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.
- 8:30 4 **THE SHOW GOES ON**— Live
- 9:00 4 **BEAT THE CLOCK**— Kine
Quiz Game with Bud Collyer as emcee, and the curvacious Roxanne.
- 9:30 4 **ARTHUR MURRAY PARTY**—Kine
Guests are William Eythe, musical comedy star and Art Barnett, imitator of sounds.
- 5 **YOUR HIT PARADE**— Live
Starring Snooky Lanson, Eileen Wilson and Dorothy Collins, with the Hit Paraders and Raymond Scott's orchestra.
- 10:00 4 **WRESTLING MATCHES**— Live
From Marigold Gardens, Chicago.
- 5 **SPORTSCHOLAR**— Film
A test for your sports knowledge.
- 10:15 5 **MYSTERY HOUR**— Film

Sunday

OCTOBER 14th

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

- 11:45 5 **TEST PATTERN**—
- 12:00 5 **FRONTIERS OF FAITH**— Live
From Brick Presbyterian Church, N.Y.; Speaker: Dr. Samuel Cavert; Scriptures: Dr. Paul Wolfe.
- 12:30 5 **AMERICAN INVENTORY**— Live
Subject: "Another American Revolution," a new evaluation of Eli Whitney's contribution to industrial power.
- 1:00 5 **TV FORUM**— Live
Neil Danberg, moderator, with a panel of local citizens.
- 1:05 4 **INS DAILY NEWS**— Film
- 1:15 4 **BENCH WARMER**— Local-Live
Pre-Football show.
- 1:30 4 **PROFESSIONAL FOOTBALL**—Live
New York Yankees vs. Chicago Bears from Wrigley Field.
- 5 **AMERICAN FORUM**— Live
Subject: "Box Score for 82nd Congress;" Speakers: Sens. Robert Kerr and George Malone; Reps. John Rooney and Leonard Hall.
- 2:00 5 **BATTLE REPORT**— Live
Briefing on defense; John Steelman, moderator.
- 2:30 5 **JUVENILE JURY**— Live
Jack Barry emcees as the youngsters solve the problems of the kids at home.
- 3:00 5 **MEET THE PRESS**— Live
Members of the press interview famous guest as Martha Rountree moderates.
- 3:30 5 **ZOO PARADE**— Live
Marlin Perkins will show what sportsmen are doing to improve the waterfowl population.
- 4:00 4 **SUPER CIRCUS**— Live
Side show features "Ingagi," most human gorilla in captivity; plus The Seven Marvels, teeterboard acrobats; Lucy Danlo and dogs; the Two Freddie's, jugglers; Russ Benzinger, cyclist.
- 5 **GABBY HAYES SHOW**— Live
The story of Pvt. Chas. Morgan, whose bravery caused a turning point in the American Revolution.
- 4:30 5 **SKY KING THEATRE**— Film
Western action with your favorite range-riding heroes.
- 5:00 4 **TED MACK FAMILY HOUR**—Live
- 5 **HOPALONG CASSIDY**— Film
- 6:00 4 **PAUL WHITEMAN REVUE**— Live
With Earl Wrightson, Maureen Cannon and guest.

- 5 **CHESTERFIELD SOUNDOFF TIME**
Bob Hope stars in the premiere program of this new rotating comedy star series. Watch for Jerry "Beanbag" Lester next week—Live
- 6:30 4 **THIS IS SHOW BUSINESS**— Live
Regular panelists are Sam Levenson and George S. Kaufman with guest performers Richard Tucker, tenor; Bert Wheeler, comedian; Gloria Gilbert, dancer; guest panelist: Arlene Francis.
- 5 **YOUNG MR. BOBBIN**— Live
Alex Bobbin loses a contest manuscript and turns the neighborhood upside down looking for it.
- 7:00 4 **LIVE LIKE A MILLIONAIRE**—Kine
John Nelson emcees as the kids bring their folks to entertain.
- 5 **COLGATE COMEDY HOUR**— Live
Starring Abbott and Costello in an hour of comedy and song; guests are: Gale Storm and Phil Regan.
- 7:30 4 **BURNS AND ALLEN SHOW**— Kine
Gracie spends \$2,000 planning a wedding for an unknown couple.
- 8:00 4 **FRED WARING SHOW**— Live
With the Pennsylvanians and starring Joanne Wheatley, Jane Wilson and Joe Marine. Guests Barbara Bel Geddes and Barry Nelson appear in scenes from "The Moon Is Blue," Broadway comedy.
- 5 **GOODYEAR TV PLAYHOUSE**—Live
Presents "October Story," starring Julie Harris, who plays a tomboyish teen-ager who built a pocket-size TV set from metal scraps for 14 cents.
- 9:00 4 **CELEBRITY TIME**— Live
Conrad Nagel, emcee, has guests Tom Ewell, movie actor and Peggy Lee, songstress; Program subject: Autumn and its changes.
- 5 **RED SKELTON SHOW**— Live
Comedy-variety program with the "mean little kid."
- 9:30 4 **WHAT'S MY LINE?**— Live
Panelists are: Hal Block, Bennett Cerf, Dorothy Kilgallen & Arlene Francis with John Daly as emcee.
- 5 **PUBLIC PROSECUTOR**— Film
John Howard, as the prosecutor, gives you a chance to solve the crime.
- 10:00 4 **INS WEEKLY NEWS**— Film
- 5 **TV SHOWROOM**— Live
- 10:20 4 **WEATHER SHOW**— Live
- 10:30 4 **WHITEMAN TEEN CLUB**— Kine
- 5 **SYLVANIA THEATRE**— Film
Presents "Behind Green Lights," with Norman Foster, Judith Allen, Sydney Blackmer.
- 11:30 4 **YOUTH ON THE MARCH**— Kine



NEW YORK—The big migration from east to west has already set in, now that coast-to-coast TV is a reality. Spearheading the trek from New York to Hollywood this fall are such bigtime stars as Eddie Cantor, Dinah Shore, Jimmy Durante, Ed Wynn, Danny Thomas, Jack Carson, Dean Martin & Jerry Lewis and Donald O'Connor. They'll do their TV shows from Los Angeles studios on a more-or-less regular basis. . . . Something-has-to-give-way dept.—With most stations offering late p.m. programs and movies, a major network is planning a morning program to start at 7 a.m. Perhaps America will become the first nation to exist entirely without sleep. . . . Doodles Weaver fans will see him on guest appearances this winter, even though his regular show has been dropped.

When Maria Riva and Mary Sinclair teamed up on the recent "Studio One" show, it marked a milestone in dramatics. Because both beauties were partnered once before, in a California drama workshop, with Miss Riva as teacher and Miss Sinclair as student. . . . Veteran Hollywood actor Lee Tracy will star in the TV version of "Amazing Mr. Malone." It'll be seen on alternate weeks with "Mr. District Attorney." . . .

Dave Garroway believes "it's a good idea to keep your words soft and sweet, because you never know when you'll have to eat them." Dave should know, since Variety magazine pointed out that two of Garroway's best-known shows last spring featured a blast at boxing, and NBC is now unable to clear enough stations for the Garroway show because of the IBC boxing shows at the same time. . . . Don't give up on Fred Allen. The longtime comedy favorite is still dickering for a TV offering of his own. . . . CBS is casting an envious eye at the daytime success of Kate Smith's show. The NBC songstar has picked up a huge following and racked up heavy profits for that network. CBS tried to get vocalist Jo Stafford for a similar program, but Jo won't have any of New York video. But CBS is still looking for likely feminine prospects.

Literary fans will get a rich menu Nov. 19 when the first of author George Bernard Shaw's works will be televised. The Robert Montgomery show will present "Cashel Byron's Profession." . . . Susan Peters already has adopted one child but is now planning to adopt another. Which is probably the good reason the NBC star was voted "TV's Perfect Mother" by an assortment of women's clubs. . . . Ralph Bellamy, back from vacation for his sleuth stint on "Man Against Crime," reports that "I was off the air so long, I've had to live in an oxygen tent." . . .

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Cantor



Sinclair



Garroway



Smith

"Tele-Views"

COWBOY KENS GORRAL



Hi, Ranch Hands:

I reckon now that fall and the football season are here, there are a lot of you fellows, and some of you girls, too, out playing football after school. You know, high school and college fellows don't play tackle football unless all of them have all of their uniforms on. They play "touch" football when they are just dressed in everyday clothes. So, if some members of your team do not have a complete uniform—you know, helmet, shoulder pads, knee pads and such—you would be considered a lot smarter to play "touch" football and play all season, than to risk breaking an arm playing tackle, and only get to play half a season!

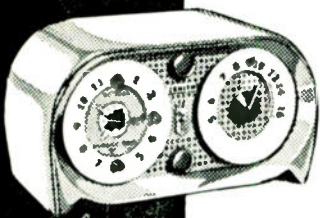
With the leaves starting to fall now,

we'll soon all be out helping our folks rake up the leaves and build bonfires out of them. I 'spect you and your pals will all sit around the bonfires, telling each other all the tales and ghost stories you can remember, just the way the ranch hands out west do, when they are out on the range tending herd and eating 'round a fire by the chuck wagon and sleeping out all night.

But don't forget, Ranch Hands, when you leave that fire to come in and join me in the Ol' Bunkhouse over WOC-TV, make sure that every little spark of fire is put out. Then, there won't be any danger of the wind blowing live sparks into your yard, and maybe setting your yard or garage on fire.

Of course, you know the same is true when you're out camping or having a weiner roast. Be sure to clear the ground where you're going to build a fire, so that the fire won't spread. And put out every spark of it before you leave. You Boy Scouts and Girl Scouts know how to build camp fires and put them out safely.

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Monday

OCTOBER 15th

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

10:30 4 STRIKE IT RICH— Live
 10:45 5 TEST PATTERN—
 11:00 4 THE EGG AND I— Live
 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 VACATION WONDERLANDS—Film
 11:45 4 STEVE ALLEN SHOW— Live
 12:00 5 TEST PATTERN—
 12:30 4 GARRY MOORE SHOW— Live
 12:45 4 TEST PATTERN—
 1:00 4 GARRY MOORE SHOW— Live
 Guest: Winston L. Mittenjuice.
 1:30 4 FIRST HUNDRED YEARS— Live
 5 TODAY'S COOKING— Live
 Norida Frank, home economist.
 1:45 4 THE WOMAN SPEAKS— Film
 2:00 4 VANITY FAIR— Kine
 5 MISS SUSAN— Live
 Daytime serial with Susan Peters Hollywood star. This is a story of a woman attorney.
 2:15 5 HERE'S LOOKING AT YOU—Live
 Hints on beauty care and makeup
 2:30 4 ALL AROUND THE TOWN— Live
 Mike Wallace, your guide-emcee.
 5 BERT PARKS SHOW— Live
 With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.
 3:00 4 HOMEMAKERS' EXCHANGE—Live
 With Louise Leslie.
 5 KATE SMITH SHOW— Live
 Variety program slanted to appeal to a mass women's audience.
 3:30 4 MEET YOUR COMMUNITY— Live
 4:00 4 LANGFORD-AMECHE SHOW—Kine
 Variety show featuring specialty acts, interviews, guest celebrities and Tony Romano's orchestra.
 5 HAWKINS FALLS— Live
 Serial of life in a small town
 4:15 5 GABBY HAYES SHOW— Live
 4:30 5 HOWDY DOODY— Live
 5:00 4 LEAGUE OF WOMEN VOTERS—Live
 5 COWBOY KEN— Live
 5:15 4 INS DAILY NEWS— Film
 5 RAN, THE WEATHER MAN—Live
 5:22 5 WOC-TV NEWSROOM— Live
 5:30 4 SPACE CADET— Live
 5 KUKLA, FRAN & OLLIE— Kine
 5:45 4 BEANIE— Kine
 6:00 4 CAPTAIN VIDEO— Live
 5 PAGES OF MELODY— Live

6:30 4 HOLLYWOOD SCREEN TEST—Live
 5 MOHAWK SHOWROOM— Live
 Roberta Quinlan, songs & chatter.
 6:45 5 CAMEL NEWS CARAVAN— Live
 John Cameron Swayze reports the news with on-the-spot films.
 7:00 4 LUX VIDEO THEATRE— Live
 Robert Preston and Maria Riva star in "Cafe Ami," a cloak and dagger story laid in the western sector of Berlin.
 5 PAUL WINCHELL - JERRY MAHONEY SHOW— Live
 The "What's My Name" quiz show with Dorothy Claire and Hilda Vaughn.
 7:30 4 GODFREY TALENT SCOUTS—Live
 Arthur returns to once once more take charge of the talent.
 5 VOICE OF FIRESTONE— Live
 With Howard Barlow's orchestra and guest soloist Nadine Conner, soprano, will sing selections from "Carmen" and "Vagabond King."
 8:00 4 GENE AUTRY SHOW— Kine
 Western adventures of cowboy star
 5 LIGHTS OUT— Live
 Frank Gallop narrates a thriller. "I Spy," co-starring Henry Hull and Dorothy Stickney.
 8:30 4 CRUSADE IN THE PACIFIC—Film
 Documentary of military action.
 5 SOMERSET MAUGHAM THEATRE
 Presents "Masquerade," adapted for television by Russell Beggs.
 9:00 4 STUDIO ONE— Live
 Another fine dramatic presentation entitled "Eternal Judas," starring Irja Jensen.
 9:30 5 TELE-QUIZ— Live
 Tele-Views brings you an audience participation show with fine prizes for those at home as well as on the show.
 10:00 4 CHRONOSCOPE— Live
 "The Truth of the Matter" with panelists Henry Hazlitt, William Bradford Huie and guest.
 5 FREDDY MARTIN SHOW— Kine
 Between one-night dance-band dates the troupe gets a look at a small town; Jo Sullivan, guest.
 10:15 4 INS WEEKLY NEWS— Film
 10:30 4 WEATHER SHOW— Live
 5 RAN, THE WEATHERMAN— Live
 10:35 4 INS DAILY NEWS— Film
 5 WOC-TV NEWS— Live
 Bill Gress Reporting.
 10:40 5 SPORTS PICTURE— Live
 Hal Hart, sportscaster.
 10:45 4 PERRY COMO SHOW— Kine
 Fontaine Sisters and Mitch Ayres.
 5 INDUSTRY ON PARADE— Film
 Friend of the Firefighter; Synthetic Soap; Shower Stylist; Dixie Dairy.

Tuesday

OCTOBER 16th

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 |
| | 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 | VACATION WONDERLANDS— | Film |
| 11:45 | 4 | STEVE ALLEN SHOW— | Live |
| 12:00 | 5 | TEST PATTERN— | |
| 12:30 | 4 | GARRY MOORE SHOW— | Live |
| | | Guest: Dorothy Jarnac, dancer. | |
| 1:30 | 4 | FIRST HUNDRED YEARS— | Live |
| | 5 | TODAY'S COOKING— | Live |
| | | Norida Frank, home economist. | |
| 1:45 | 4 | VANITY FAIR— | Live |
| 2:00 | 5 | MISS SUSAN— | Live |
| | | New Daytime serial with Susan Peters. This is a story of a woman attorney. | |
| 2:15 | 4 | TEST PATTERN— | |
| | 5 | HERE'S LOOKING AT YOU— | Live |
| | | Hints on beauty care and makeup | |
| 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 | 4 | HOMEMAKERS' EXCHANGE— | Live |
| | | With Louise Leslie. | |
| | 5 | KATE SMITH SHOW— | Live |
| | | Variety program slanted to appeal to a mass women's audience. | |
| 3:30 | 4 | TV HOUSE PARTY— | Local-Live |
| 4:00 | 4 | LANGFORD-AMECHE SHOW— | Kine |
| | | Variety and a quiz contest; Also excerpts from Miss Langford's "Purple Heart" diary. | |
| | 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 | 4 | TEST PATTERN— | |
| | 5 | COWBOY KEN— | Live |
| 5:15 | 4 | INS DAILY NEWS— | Film |
| | 5 | RAN, THE WEATHER MAN— | 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 |
| | 5 | MUSICAL MOODS— | Live |
| | | Marjorie Meinert at piano and organ with Bill Gratton. | |
| 6:30 | 4 | BEULAH— | Film |
| | | Eitel 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 | MR. DISTRICT ATTORNEY— | Kine |
| | | Starring Jay Jostyn, Len Doyle and Vicki Vola in "The Case of the Homecoming." A robber finds himself not only wanted by the police but central figure in sudden disension of three women. | |
| 8:00 | 4 | PHILLIPS FOOTBALL— | Film |
| | | Highlights of the college football game of the week. | |
| | 5 | FIRESIDE THEATRE— | Film |
| | | Presents "Treasure of the Heart," a romantic-comedy drama featuring Douglas Dick and Ruth Clifford | |
| 8:30 | 5 | CIRCLE THEATRE— | Live |
| | | A live dramatic presentation. | |
| 9:00 | 4 | DANGER— | Live |
| | | Mystery drama: "Inherit Murder." | |
| | 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 a policy bookie and the operation of his syndicate 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 |
| | | Bill Gress Reporting. | |
| 10:35 | 5 | WOC-TV NEWS— | Live |
| 10:40 | 4 | WHBF-TV NEWS— | Live |
| | 5 | SPORTS PARADE— | Live |
| | | Hal Hart, sportscaster. | |
| 10:45 | 4 | STORK CLUB— | Kine |
| | | Sherman Billingsley your host. | |
| | 5 | FILM SUBJECT— | |

ARTHUR GODFREY

Is He a Huck Finn?
Or Is He TV's
Jekyll & Hyde?



TWENTY years ago Arthur Godfrey, "TV's Middle-aged Huck Finn," was selling cemetery lots. Today he has reached such a pinnacle of success that experts are calling him "one of the major phenomena of this era."

He has been compared to Will Rogers for warmth, sincerity, and a human approach—yet unlike Rogers, he has many enemies. Plainly he is a controversial figure. Many people wonder why.

A recent incident helps point up the pro and con feeling about Godfrey: the TV set at a local bar was tuned to



FACTS ABOUT COLOR TV

Let's Retire This Ghost Right Now

THE looming specter of color television, within the space of a few short months, has tossed the video marketplace into a turmoil. Everyone concerned with TV — networks, local stations, manufacturers, dealers, stars and the buying public—has suffered immeasurably as a result of the color developments.

It's about time to retire the color ghost.

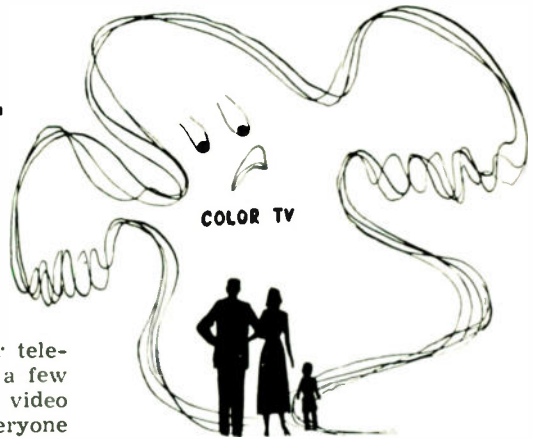
1. Black and white television sets are still good, and will be valuable for many more years. The overwhelming majority of TV programs, whether local or network, will continue in the black and white pattern for a long time to come.

This means that TV set owners not only will continue to get good service from their present sets, but more important, can continue to buy used and new sets at their local dealers with very little worry about their purchase becoming obsolete.

2. Color TV is still in an experimental stage, regardless of all the fanfare and ballyhoo surrounding it. Naturally, the networks and advertisers are going to move slowly before investing tremendous amounts of money and effort. That slowness will pay off for present-day set owners, because it will mean their present sets will be good for many years more.

3. Even when color TV becomes widespread enough—when a sizeable block of programs are carried in tint—owners of black and white sets will still be able to see those programs, by means of gadgets attached to their present sets.

Right now, these gadgets (adapters and converters) are considered too expensive. Their approximate cost ranges from \$50 to \$175. However, just as



soon as the mass production genius of TV manufacturers swings into high gear, viewers can start looking for a radical reduction in price. That means that in the foreseeable future, set owners who decide to readjust their present black and white sets to color programs, will be able to call in their repairman & have the job done for a few dollars.

4. Black & white TV sets will continue to receive all of the major programs, even after color programs become widespread. Networks and sponsors realize that the shift to tint video will be gradual. They will never deliberately shut out owners of black & white sets from their expensive shows (and advertising messages). Therefore, even when arrangements are made to telecast a big show in color, viewers can be sure that all set owners (both color and black & white) will be able to pick up the programs.

Set owners who delay on purchases or trade-ins are only cheating themselves of many benefits. First, dealers are offering many attractive bargains in new & used sets in an effort to build up their sales volumes. Customers who buy now will get the advantage of lower prices and improved models. Secondly, with TV programs getting bigger and better all the time, viewers who rely on ancient and early model sets only deny themselves the full satisfaction of big time shows and talent. There is as much difference between the first TV sets and present-day models as between the early crystal sets and later radios.

1952 hallicrafters

"the Set the Experts Own"

- Ready for Color
- Photographic Interlace
- The Only Set With
- Ready for UHF
- Fringe Area Performance
- "Dynamic Tuning"



17804C

\$199.95

17-in.
Rich-grained Mahogany
Leatherette.
Deluxe chassis with
"Dynamic Tuning"
Size 19" x 19-1/2" x 19"



17815H

\$249.95

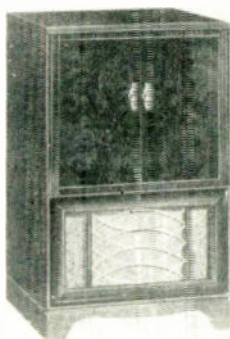
17-in.
Hand-rubbed Mahogany
Veneer
Deluxe Chassis
Size 17 5/8" x 18 1/4"
x 20-1/2"



17824

\$289.95

17 in.
Hand-rubbed Mahogany
Veneer.
Deluxe chassis
Size 23-1/2" x 38-3/4"
x 20-3/8"



17838

\$329.95

17 in.
Hand-rubbed Mahogany
Veneer. Half Doors.
Deluxe Chassis
Size 24 1/2" x 40-3/4"
x 24 1/2"



21923

\$339.95

20 in.
Hand-rubbed Mahogany
Veneer
Deluxe Chassis with
"Dynamic Tuning"
Size 24" x 34"
x 30 1/4"



21940

\$359.95

20 in.
Hand-rubbed Mahogany
Veneer
Deluxe Chassis with
"Dynamic Tuning"
Size 24 1/2" x 36 1/4"
x 31 1/2"

See Your Local

- ★ Extra Power for Fringe Area
- ★ Clearest Picture in TV History
- ★ Precision Built Television
- ★ Richly Styled Cabinets



17812

\$259.95

17-in.
Hand-rubbed Mahogany
Veneer
Deluxe Chassis
Size 21-1/8" x 20-5/8"
x 21-1/2"



21928

\$279.95

20-in.
Durable Mahogany
Leatherette
Gold escutcheon
Deluxe chassis
Size 24" x 22-7/8"
x 20-3/4"



17848

\$359.95

17-in.
Hand-rubbed Mahogany
Veneer, Full doors
Deluxe Chassis
Size 24" x 36-7/8"
x 21"



21980

19-in.
Hand-rubbed Mahogany
Veneer,
Deluxe chassis
Size 26-3/4" x 41-1/2"
x 20-1/2"



21936

\$379.95

21-in.
Rich grain Mahogany
Veneer, Half Doors,
Deluxe Chassis with
"Hemlock Taper"
Size 24-1/2" x 40-3/4"
x 24-1/2"



21943

\$399.95

21-in.
Striped Mahogany
Veneer, Half Doors,
Deluxe Chassis
Size 28-1/4" x 41-1/2"
x 20-1/2"

Dealer

Distributed by
Frankel Electric Co.

Rock Island, Illinois

hallicrafters TV

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Small Down Payment

18 Months to Pay

IMMEDIATE DELIVERY

THE WORKINGMAN'S
TV CENTER

Ziffren's

Service Station

225 E. 4th St. Davenport

CARRY-ALL

Women will be women and use unusual objects for pocketbooks — like bird cages and wicker baskets. Well, Pat Hosley, "Nancy" on NBC-TV's "Young Mr. Bobbin" series, regrets the day she bought an extra big wicker basket to serve as a pocketbook. The other day Nancy was standing on a street corner waiting for a bus and she took two pieces of gum from her basket. In a few minutes, she noticed several people lined up behind her. The first woman in line exclaimed: "Aren't you passing out free samples?"

—tv—

According to Herb Shriner, the people back in his Indiana home town are real proud of their hotel. The hotel has never in its long history required the services of a house detective. The rooms all have open transoms, and the manager is seven feet tall.

—tv—

Sam Levenson, reminiscing about singing in the old days on "This Is Show Business," said: "In Brooklyn we couldn't be crooners. We had to be legitimate singers, big and loud—because we practiced in the bathroom which didn't have a lock."



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Payments Made Easier . . .

PRICES ARE LOWER!

LOOK!

17" Hallicrafter.....	\$289.95
1 year parts warranty.....	10.00
State sales tax	6.00

\$305.95

ANTENNA FREE!

This Is It — No Extras!

Enjoy Television Now! Be ready for Professional and College Football!

HUGE 17" SCREEN

Down Payment.....	\$45.95
18 monthly payments	15.75

Phil Rosene
MOLINE EAST MOLINE
411—15th St. **STORES** 818—15th Avenue
WHERE YOU CAN BUY EVERYTHING YOU NEED

a Godfrey program. Suddenly, one of the customers slammed his fist on the bar and yelled, "That jerk is the most talentless guy in the business. He stinks!"

The other customers glared contemptuously at the man who had branded himself as "un-American." An angry woman shouted, "You're just stupid, that's all—stupid! You wouldn't like anything. And anyway, if you don't like it, why don't you leave?"

The man did just that.

This story points up a few facts about Godfrey. First, there are no fans in the show business world who are more fanatic to their idol than the Arthur Godfrey following. To them he exemplifies the common man, the wholesome element in the American way of life—the one who stands out among insincere "con-men," connivers, snobs, and the like.

To a white collar worker, Godfrey is one of his own kind who's made good. To a lonely housewife, he's wholesome companionship. To the kids, he's their favorite uncle.

On the other hand, there is an unimpressed group—mostly men—who find Godfrey leaves them "cold."

"What can he do," they argue. He can't sing. He's got a gravel voice. He yaks too much and he's not funny."

Godfrey is amazed that anyone would not like him. He is the first to admit that his talent is limited, but explains his success by stressing "people like me because they believe in me."

If public response means anything, Godfrey's fandom certainly believes in him. He has been called the greatest salesman in the country. Whatever product he endorses (he'll only plug products he believes in), sales invariably zoom. He caused a mild confusion in cigarette sales when he suggested everyone go out and "buy 'em by the carton."

His ardent listeners took the suggestion literally. They so disrupted cigarette sales that dealers complained that the grocery stores were taking away business.

Also, there's no doubt that Godfrey put the ukulele back in business. His enthusiasm for owning and flying his

Continued on page 16



Godfrey with singer Marion Marlowe whom he discovered in a Miami Beach night spot.



Arthur and the Chordettes appearing on a recent TV show.



The Redhead warbles with regular Janette Davis. Some fans wish he wouldn't sing.

Wednesday

OCTOBER 17th

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

- | | | | |
|-------|---|--|------------|
| 10:30 | 4 | STRIKE IT RICH— | Live |
| | | Warren Hull emcees the program with a heart. | |
| 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 | VACATION WONDERLANDS— | Film |
| 11:45 | 4 | STEVE ALLEN SHOW— | Live |
| 12:00 | 5 | TEST PATTERN— | |
| 12:30 | 4 | GARRY MOORE SHOW— | Live |
| 12:45 | 4 | TEST PATTERN— | |
| 1:00 | 4 | GARRY MOORE SHOW— | Live |
| | | Guest: Actress Lucile Watson. | |
| 1:30 | 4 | FIRST HUNDRED YEARS— | Live |
| | 5 | TODAY'S COOKING— | Live |
| | | Norida Frank, home economist. | |
| 1:45 | 4 | VANITY FAIR— | Live |
| 2:00 | 5 | MISS SUSAN— | Live |
| 2:15 | 5 | HERE'S LOOKING AT YOU— | Live |
| | | Hints on beauty care and makeup | |
| 2:30 | 4 | ALL AROUND THE TOWN— | Live |
| | 5 | BERT PARKS SHOW— | Live |
| | | With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests. | |
| 3:00 | 4 | HOMEMAKERS' EXCHANGE— | Live |
| | | With Louise Leslie. | |
| | 5 | KATE SMITH SHOW— | Live |
| | | Variety program slanted to appeal to a mass women's audience. | |
| 3:30 | 4 | TV HOUSE PARTY— | Local-Live |
| 4:00 | 4 | LANGFORD-AMECHE SHOW— | Kine |
| | | Music, variety, situation comedy. | |
| | 5 | HAWKINS FALLS— | Live |
| 4:15 | 5 | GABBY HAYES SHOW— | Live |
| 4:30 | 5 | HOWDY DOODY— | Live |
| 5:00 | 4 | PRICES LIMITED— | Live |
| | | With Jack Kerwin, District OPS Director. | |
| | 5 | MARY LOUISE MARSHALL— | Live |
| 5:15 | 4 | INS DAILY NEWS— | Film |
| | 5 | RAN, THE WEATHER MAN— | Live |
| 5:22 | 5 | WOC-TV NEWSROOM— | Live |
| | | Bill Gress reports the news. | |
| 5:25 | 4 | SHOW CASE— | Slides |
| 5:30 | 4 | SPACE CADET— | Live |
| | 5 | KUKLA, FRAN & OLLIE— | Kine |
| | | Burr Tillstrom behind the scenes. | |
| 5:45 | 4 | BEANIE— | Kine |
| 6:00 | 4 | CAPTAIN VIDEO— | Live |
| | 5 | CASES OF EDDIE DRAKE— | Film |
| | | Detective mystery stories. | |
| 6:30 | 4 | CHANGE OF A LIFETIME— | Live |
| | 5 | MOHAWK SHOWROOM— | Live |
| | | Roberta Quinlan, songs & chatter. | |
| 6:45 | 5 | CAMEL NEWS CARAVAN— | Live |
| 7:00 | 4 | GODFREY & HIS FRIENDS— | Live |
| | | Arthur returns to take charge with Frank Parker, the Chordettes, the Mariners, Marian Marlowe, Janette Davis, Archie Bleyer's orchestra. | |
| | 5 | THE KATE SMITH HOUR— | Live |
| | | Kate and Ted Collins present another fine variety program for your evening enjoyment. | |
| 8:00 | 4 | TELE-SPORTS DIGEST— | Kine |
| | 5 | KRAFT TV THEATRE— | Live |
| | | Drama with an all-star cast. | |
| 8:30 | 4 | THE WEB— | Live |
| | | Mystery adventure entitled: "The House Guests." | |
| 9:00 | 4 | BLUE RIBBON BOUTS— | Live |
| | | From one of the nation's leading arenas. | |
| | 5 | BREAK THE BANK— | Live |
| 9:30 | 5 | TWO FOR THE SHOW— | Live |
| | | With Marjorie Meinert at the organ and George Sontag at the piano. | |
| 9:45 | 4 | SPORTS SPOT— | Live |
| | 5 | YOUR OWN HOME— | Film |
| | | Hints on home decoration. | |
| 10:00 | 4 | BIG TOWN— | Kine |
| | | "Red for Danger," story of an actress and choice between love for a district attorney and loyalty to a gangster who launched her career. | |
| | 5 | SQUARE DANCE PARTY— | Live |
| | | With The Promenaders. | |
| 10:15 | 5 | HART OF SPORTS— | Live |
| | | With Hal Hart, your sportscaster. | |
| 10:30 | 4 | WEATHER SHOW— | Live |
| | 5 | RAN, THE WEATHERMAN— | Live |
| 10:35 | 4 | INS DAILY NEWS— | Film |
| | 5 | WOC-TV NEWS— | Live |
| | | Bill Gress Reporting. | |
| 10:40 | 5 | SPORTS PICTURE— | Live |
| | | Hal Hart, sportscaster. | |
| 10:45 | 4 | PERRY COMO SHOW— | Kine |
| | | Fontaine Sisters & Mitch Ayres. | |
| | 5 | FILM SUBJECT— | |

Tele-Quiz Winners For Week of October 1st

AT HOME WINNERS

Mrs. Eleanor Kelly, 915 5th Ave. So., Clinton, Iowa—Cosmetic set.

Mrs. Gladys Lovejoy, 3924 15th Ave., Rock Island, Illinois—Lengerie.

Mrs. Ceil Hawotte, 1929½ 7th Ave., Rock Island—Musical Christmas tree.

Mrs. Anna Vetter, Grand Mound, Ia., Table Grill.

Mrs. R. Chandlee, 2730 Main St., Davenport, Iowa, Silver Cigarette case.

—tv—

--- NOTES 'N' QUOTES ---

HOLD THAT "TIGER"

Petite Eileen Barton, songstress on the daytime "Bill Goodwin Show," has acquired a foreign car not much bigger than herself, which he has nicknamed "Tiger." Out driving the other day, she pulled alongside a taxi at a red light. The cab driver recognized the vivacious singer and gave her a big "hello," and studying "Tiger" from bumper to bumper, he scoffed: "Is that ALL you can afford?"

—tv—

FLY IN THE OINTMENT

Arthur Godfrey, reporting on his vacation to the "Talent Scouts" audience, said that he'd had a wonderful experience. He spent most of his time on an aircraft carrier at Pensacola Naval Air Base. Godfrey said that he now knows how a fly feels when it tries to land on the pea in a policeman's whistle.

—tv—

TUTORING TUTOR

Fourteen-year-old Laura Weber, who plays "Susie" on "Young Mr. Bobbin", has been having trouble with her Spanish lessons. Jackie Kelk, who recently returned from a trip to South America, has taken to tutoring Laura during rehearsals. The twist is that Jackie has benefitted more than the youngster.

—tv—

GOBBLED UP

Jackie Kelk, star of his own television series, "Young Mr. Bobbin" over NBC-TV, will give up a turkey dinner at his Pound Ridge N.Y., farm this Thanksgiving. Instead, he'll ride a giant float in the 1951 Thanksgiving Day Parade in Philadelphia, Pa.

"Tele-Views"

Shade Contest Winners

Following is the list of winners for "Name the Shade" contest, conducted by the Belle Blind Co.

First prize of 10 Belle-Aire Venetian Blinds and a 5-year subscription to Tele-Views went to Gordon J. Moss, 108 Sheridan St., Muscatine, Iowa.

Second prize of 5 Venetian Blinds and a 3-year subscription went to Mrs. Walter R. Peterson, Route 1, Milan, Ill.

Third prize of 2 pairs of draperies and a 2-year subscription went to Mrs. Mervil Stevens, 121 W. Van Buren, Clinton, Ill.

We Feature

**Williams Power-Full
Stoker Coal**

**M. J. GADIENT
COAL CO.**

416 Fillmore St.
Dial 3-2791

men prefer the

Syndicate Clothing Co.

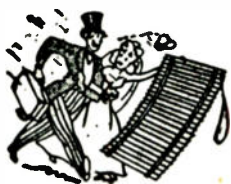
222 W. Second St.

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needs

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BELLE-AIRE VENETIAN
BLINDS—Now All We Need
Is An Apartment!"**



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DRAPERY HOUSE**

**1029 W. 2nd Street
Davenport, Iowa**

**Headline Your Next
Entertainment Program
With**

Cowboy KEN

WOC-TV Star

**Now Available for
Banquets—Theatres
Club Meetings
Civic Groups
Festivals**

**School Organizations
And Others**

**For Dates and Reasonable
Rates Call**

Davenport 2-3120



Arthur clowns with the Vagabonds. He has helped new talent like them get to the top.

ARTHUR GODFREY

Continued from page 13

private plane sent many of his better-heeled fans to airplane instructors as a first step toward flying their own. Airplane sales soared.

Arthur claims he has never once panned any sponsor. He likes to poke fun at the ridiculous commercials he's forced to read. Godfrey believes—and rightly so—that people are fed up with flowery commercials. He has worked the common approach to perfection. Fans and sponsors both seem to like it.

Godfrey's most extreme detractors deny he's "just one of the boys." They point to his hob-nobs with generals and presidents, his trips abroad, and his night club party when he received his Navy "wings." (The affair was covered by a national magazine.) They say Arturo's really a "Jekyll and Hyde" character, leading a double life.

His recent trip abroad seemed farcical to many. Apparently believing himself a speaker for the people, Arthur spent a few scant weeks this summer with General Eisenhower getting "inside" information on defense mobilization in Europe.

The fact that Godfrey is a controversial figure is paradoxical. He has a friendly, genial nature and a definite warmth, whatever his detractors might say. This very fact alienates a bloc of viewers. They expect too much of him.

How does the CBStar feel about it? The big fella might reason like others have, "They never boo a bum."

Statement of the Ownership, Management, and Circulation required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233)

Of Tele-Views published weekly at Rock Island, Ill., for September 17, 1951.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher: Edward Janov, 2128 Stadium Drive, Rock Island, Ill.; Editor: Kenneth DeBarr, 1530 W. 17th St., Davenport, Iowa; Managing Editor: Ernest Bauwens, 4504 15th Avenue, Rock Island, Ill.; Business Manager: Edward Janov, 2128 Stadium Drive, Rock Island, Ill.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

Edward Janov, 2128 Stadium Drive, Rock Island, Ill.; Ernest Bauwens, 4504 15th Avenue, Rock Island, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

NONE.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

5,400.

Ernest Bauwens,
Managing Editor.

Sworn to and subscribed before me this 21st day of September, 1951.

Laura Mae Feldman

My commission expires August 18, 1955.

-: TV Service Directory -:

DAVENPORT

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

A-1 Television Service
1815 Brady Street Dav. 6-0325
We service all makes of TV Sets

ROCK ISLAND

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

MOLINE

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

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Address

City

State

Thursday

OCTOBER 18th

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 **VACATION WONDERLAND**—Film
- 11:45 4 **STEVE ALLEN SHOW**— Live
- 12:00 5 **TEST PATTERN**—
- 12:30 4 **GARRY MOORE SHOW**— Live
Guest: Virginia Sale, monologist.
- 1:30 4 **FIRST HUNDRED YEARS**— Live
- 5 **TODAY'S COOKING**— Live
Norida Frank, home economist.
- 1:45 4 **VANITY FAIR**— Live
- 2:00 5 **MISS SUSAN**— Live
Daytime serial with Susan Peters Hollywood star. This is a story of a woman attorney.
- 2:15 4 **GRANT SHOPPER**— Local
Up-to-date shopping hints.
- 5 **HERE'S LOOKING AT YOU**—Live
Hints on beauty care and makeup
- 2:30 4 **MEET YOUR COVER GIRL**— Live
- 5 **BILL GOODWIN SHOW**— Live
Variety program with Eileen Barton and Roger Dann, vocalists.
- 3:00 4 **HOMEMAKERS' EXCHANGE**—Live
With Louise Leslie.
- 5 **KATE SMITH SHOW**— Live
Variety program slanted to appeal to a mass women's audience.
- 3:30 4 **TV HOUSE PARTY**— Local-Live
- 4:00 4 **LANGFORD-AMECHE SHOW**—Kine
Contestants from the audience quizzed on current events.
- 5 **HAWKINS FALLS**— Live
- 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 4 **TEST PATTERN**—
- 5 **COWBOY KEN**— Live
- 5:15 4 **INS DAILY NEWS**— Film
- 5 **RAN, THE WEATHER MAN**—Live
- 5:22 5 **WOC-TV NEWSROOM**— Live
- 5:25 4 **SHOW CASE**— Slides
- 5:30 4 **BUDDIES OF THE AIRLANES**— Live
Pat, Speed, Curley & Gene.
- 5 **KUKLA, FRAN & OLLIE**— Kine
Burr Tillstrom presents his popular puppets for your enjoyment.

- 5:45 4 **BEANIE**— Kine
- 6:00 4 **CAPTAIN VIDEO**— Live
- 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 in "The Case of the Careful Swindler."
- 8:00 4 **HERB SHRINER SHOW**— Live
Features a comedy-drama of small town life with Herb as guide and narrator.
- 5 **FORD FESTIVAL**— Live
Stars James Melton with Dorothy Warrenskjold, Billy Barty and Dr. Roy K. Marshall.
- 8:30 4 **GRUEN THEATRE**— Film
Presents "Angel" starring Steve Brodie.
- 9:00 4 **RACKET SQUAD**— Film
Reed Hadley as Capt. Braddock, exposes a racket worked on deceased G.I.'s relatives in "The Big Secret."
- 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 in "The Fix."
- 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
- 10:35 5 **WOC-TV NEWS**— Live
Bill Gress Reporting.
- 10:40 4 **WHBF-TV NEWS**— Live
- 5 **SPORTS PICTURE**— Live
Hal Hart, sportscaster.
- 10:45 4 **STORK CLUB**— Kine
Sherman Billingsley your host.
- 5 **FILM SUBJECT**—

Friday

OCTOBER 19th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

10:30 4 **STRIKE IT RICH—** Live
 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 famil life.
 5 **VACATION WONDERLAND—**Film
 11:45 4 **STEVE ALLEN SHOW—** Live
 12:00 5 **TEST PATTERN—**
 12:30 4 **GARRY MOORE SHOW—** Live
 12:45 4 **TEST PATTERN—**
 1:00 4 **GARRY MOORE SHOW—** Live
 Guest: Mitzi Riley, Rodeo rider.
 1:30 4 **FIRST HUNDRED YEARS—** Live
 Stars Jimmy Lydon, Olive Stacey.
 5 **TODAY'S COOKING—** Live
 Norida Frank, home economist.
 1:45 4 **VANITY FAIR—** Live
 2:00 5 **MISS SUSAN—** Live
 Susan Peters stars in the role of a paraplegic woman attorney.
 2:15 5 **HERE'S LOOKING AT YOU—**Live
 Hints on beauty care and makeup
 2:30 4 **ALL AROUND THE TOWN—** Live
 With Mike Wallace as your guide.
 5 **BERT PARKS SHOW—** Live
 With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.
 3:00 4 **HOMEMAKERS' EXCHANGE—**Live
 With Louise Leslie.
 5 **KATE SMITH SHOW—** Live
 Variety program slanted to appeal to a mass women's audience.
 3:30 4 **TV HOUSE PARTY—** Local-Live
 4:00 4 **LANGFORD-AMECHE SHOW—**Kine
 Guests discuss and demonstrate their hobbies.
 5 **HAWKINS FALLS—** Live
 4:15 5 **GABBY HAYES SHOW—** Live
 4:30 5 **HOWDY DOODY—** Live
 5:00 4 **TEST PATTERN—**
 5 **COMIC CUT-UPS—** Live
 5:15 4 **INS DAILY NEWS—** Film
 5 **RAN, THE WEATHER MAN—**Live
 5:22 5 **WOC-TV NEWSROOM—** Live
 5:25 4 **SHOW CASE—** Slides
 5:30 4 **SPACE CADET—** Live
 Tom Corbett's adventures in space with cadets in Space Academy.
 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 with the Video Rangers.
 5 **PARADE OF EVENTS—** Film
 6:15 5 **FAMILY PARTY—** Live
 With the Raye Sisters and Jimmie O'Dette's orchestra.
 6:30 4 **THE RANGE RIDER—** Film
 Adventures in the old west starring Jack Mahoney, formerly of Davenport, Iowa.
 5 **MOHAWK SHOWROOM—** Live
 Roberta Quinlan, songs & chatter.
 6:45 5 **CAMEL NEWS CARAVAN—** Live
 7:00 4 **"MAMA"—** Live
 Starring Peggy Wood, with Judson Laire as "Papa;" Dick Van Patten as "Nels;" Rosemary Rice as "Katrin;" and Robin Morgan as "Dagmar."
 5 **QUIZ KIDS—** Live
 Joe Kelly fires the tough questions at the kids.
 7:30 4 **MAN AGAINST CRIME—** Live
 Ralph Bellamy stars as Mike Barnett in this better than average private-eye story.
 5 **GOLDEN OPPORTUNITY—** Live
 A talent show with local contestants.
 8:00 4 **PLAYHOUSE OF STARS—** Live
 A fine dramatic presentation with an all-star cast.
 5 **THE BIG STORY—** Live-Film
 Dramatization of true prize-winning stories of newspaper reporters
 8:30 5 **THE ALDRICH FAMILY—** Live
 With Barbara Robbins, House Jameson, Henry Girard and Mary Malone.
 9:00 4 **CAVALCADE OF STARS—** Live
 Stars Jackie Gleason in a comedy-variety show with guest artists.
 5 **GILLETTE BOXING BOUTS—** Live
 Leading match from one of New York's two main arenas.
 9:45 5 **WRESTLING—** Film
 From International Amphitheatre in Chicago.
 10:00 4 **YOU ASKED FOR IT—** Film
 A show full of the unusual.
 10:15 5 **SPORTS PARADE—** Film
 Highlights of sporting events from yesteryear.
 10:30 4 **WEATHER SHOW—** Live
 10:35 4 **INS DAILY NEWS—** Film
 10:45 4 **PERRY COMO SHOW—** Kine
 Fontaine Sisters & Mitch Ayres.
 5 **RAN, THE WEATHERMAN—** Live
 10:50 5 **WOC-TV NEWS—** Live
 Bill Gress Reporting.
 10:55 5 **SPORTS PARADE—** Live
 Hal Hart, sportscaster.

LET'S TALK TELEVISION *by Lucia Carter*

As a sponsor, Tele-Views has come up in the world. Instead of the Hank McCune thing, this publication, together with the Belle Blind Co. of Dav-
enport, now sponsors Tele-Quiz, a program which, at least, attracts and holds a local audience.



Lucia Carter

Tele-Quiz is not the best show in the world, or even the best on local TV, but its audience appeal is unmistakable. A local show is particularly suited to the needs of this publication.

Tele - Quiz is frankly a give-away program. The questions are often remarkably easy, and there are always prizes for both studio contestants and viewers who have submitted questions.

The ethics of the giveaway have been open to debate for some years now. A good many critics have rallied against the substitution of cash for entertainment and the hiring of audiences.

Net work shows like Stop the Music, in which Bert Parks telephones people at home and gives them all the land west of the Mississippi, or Chance of a Lifetime, in which studio contestants are usually hit with bakery goods or something before they collect, deserve most of the harsh words that have been directed their way. They're not always entertaining to home viewers not di-

rectly involved in the prize competition. Stop the Music in particular has nothing to offer to the viewer who is not going to be called on the phone.

I'm not so sure that these criticisms apply to a local show like Tele-Quiz. Here the appearance of local contestants, many of them known to home viewers, is as important as the prizes. The participants' quick chats with emcee Bill Gratton—who conducts the quiz in easy, friendly manner, are often more interesting than the questions themselves. A local show can always build up an audience by bringing the public into the act.

Tele-Quiz prizes are more reasonable than those of the network giveaways and the nasty word "bribery" isn't as likely to turn up. (In fact, a reverse twist may apply here. I chuckled a couple of weeks back when a serious-minded young man won a set of building blocks).

The questions often appear ridiculously simple to you and me, watching the thing at home. Whether we'd know the answers if a TV camera were bearing down on us is a debatable point, however. A woman contestant on a recent show frankly gave up. But she pointed out, "If I were at home, I'd know that." I don't think she was joking. Stating a few facts at home is one thing. But I'm always amazed when a non-professional trapped in front of a TV camera manages to remember his own name.

Questions, as well as answers, are supplied by local viewers, and the contest there adds to the program's audience appeal.

There's one big-time touch—the use of two announcers, Gratton and Bob Brown. But Tele-Quiz is quite obviously a local show, which is good.

The giveaway is going to be with us for some time, it seems. On the networks, as a substitute for entertainment, it must be condemned. But on a local level, where participants and audience may know each other and where they may change places at any time, it is entertainment.

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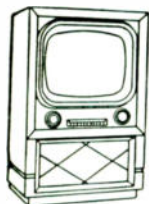
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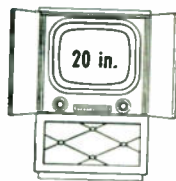
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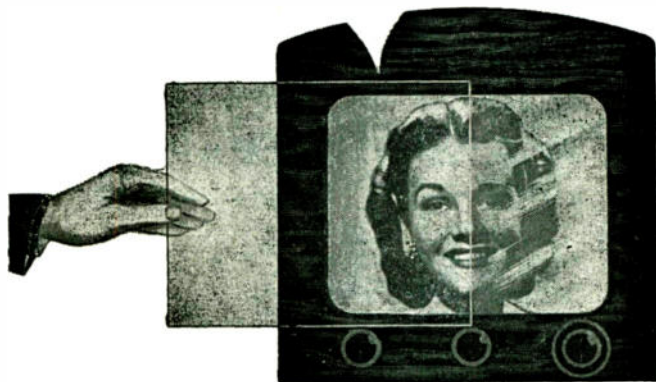
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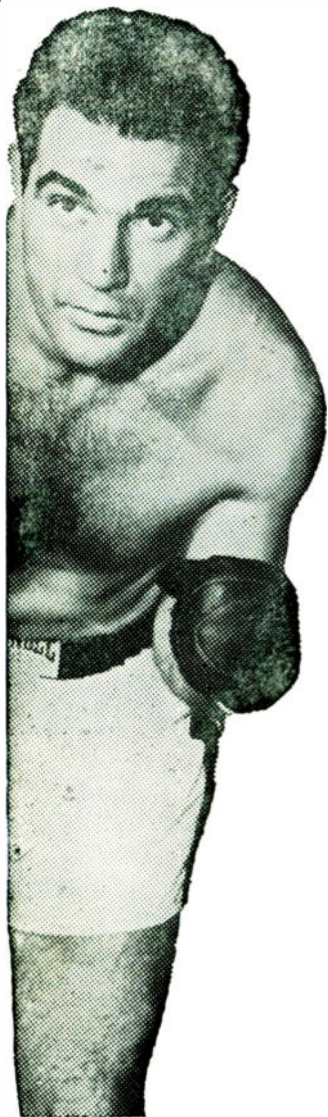
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