

TV TELE-VIEWS

MID-WEST

April 5 - 11

VOL. II—No. 66



HAL BLOCK
Ask for Dimples?

15c



CLAUDIA



COMES

TO

WHBF-TV

8:30 p. m.

MONDAY

You'll enjoy "Claudia, the Story of A Marriage" which brings you day-to-day doings of a delightful young married couple, who know about mortgaged homes, financed automobiles and life in suburban U.S.A.

SEE the NEWS

9:00 A.M.—CBS NEWS

5:15 P.M.—INS NEWS

10:15 P.M.—WEEKLY NEWS

10:35 P.M.—WHBF-TV NEWS

2:30 P.M.—Sunday "SEE IT NOW"

Meet
MY FRIEND
IRMA

7:30 p.m., FRIDAY

—and get set for a hilarious half hour.

WHBF-TV - channel 4



Letters to the

EDITOR



Editor:

Would you please tell me something about Bill Hayes, the young singer on Your Show of Shows? How old is he? Where is he from? Where does this program originate?

Williamfield, Ill. Erma Farquer
(Bill is 29 years old and hails from Chicago, Ill. The program originates in New York City).

* * *

Editor:

Please tell me if the Dick Lane on the Wrestling from Hollywood is the same Dick Lane who was Captain on the "Showboat" program?

East Moline, Ill. Earl Hipkind
(Richard Lane is a veteran movie actor, and was on both shows.)

* * *

Editor:

After the title of your programs in Tele-Views it shows the words "Live," "Film" and "Kine." What is meant by "Kine?" Will you please explain?

Peoria, Ill. Wm. Herman
(**"Kine"** is an abbreviation for the word **"Kinescope."** Kinescope is a process whereby an electrical reproduction is made on film of live telecast so the show can be shown at a later time on stations that do not have network service at the time of the live telecast.)

* * *

Editor:

Please let me know if Frank Parker is his right name or is it his stage name.

Burlington, Iowa L.C.M.
(According to the records Frank Parker is his legal name.)

* * *

Editor:

I would like to know how to write to the Whistling Wizard.

Galesburg, Ill. Judy Jenkins
(Write to them in care of the Columbia Broadcasting System, 48 Madison Ave., New York City.)

TV TELE-VIEWS

Editor:

We enjoy Marjorie Meinert's program very much. One member of our family says she is married and the other says she is not. Which is correct? Shannon, Ill. Allen Moll
(Marjorie is very definitely married and his name is Charles Flynn.)

* * *

Editor:

Is it possible for "My Friend Irma" to be on at an earlier time? The children enjoy it so but because of the late starting time they miss it.

Cedar Rapids, Ia. Mrs. Lyle Harris
(As of last week "My Friend Irma" is now seen at 7:30 p.m. on Fridays on WHBF-TV, channel 4.)

* * *

Editor:

Could you please tell me where I can write to Mary Hartline of the Super Circus and Lee Jones of Midwestern Hayride?

Wataga, Ill. John Harden
(Write to Mary Hartline in care of the American Broadcasting Co., 20 N. Wacker Drive, Chicago 6, Ill. and to Lee Jones in care of Station WLW, Cincinnati, Ohio.)

TELE-VIEWS



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VOL. II—No. 66

"Yesterday's Luxury—Today's Necessity"

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WHEN famed strip - teaser Gypsy Rose Lee appeared on "What's My Line?" blindfolded panelist Hal Block flexed his dimples and innocently asked "Are you famous for being well-dressed?" The audience went into hysterics. But many viewers' eyebrows were raised. Was the show becoming rigged?

"What's My Line?" is unquestionably the most popular quiz show on television. By milking audience laughs at the expense of the seemingly in-the-dark panel it has kept its rating high. But its polished formula was running into a snag. And the major cause of the trouble was ample-dimpled Hal Block.

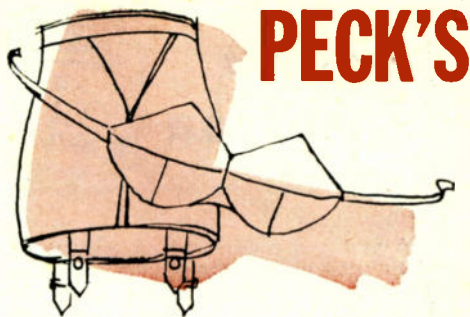
As a former gagman for such bosom-conscious comics as Ken Murray and Olsen & Johnson, Hal knows well the value of a double-edged joke. Looking as if butter wouldn't melt in his mouth, Hal launches questions at the show's guests that are dripping with suggestions.

While this practice has endeared Hal to the fans, it has also alarmed the sponsors. Moderator John Daly was called upon to blunt Hal's double-edged sword. Each time Hal bordered on the blue-line, John would pull his ear signifying that Hal should pass to the next panelist. This process backfired when the other panelists decided to get into the act. Daly began to look like a man with a defective ear.

As chief offender Hal Block became a liability. The sponsors tried to ease him out. When viewers found Hal's chair occupied by a new panelist, a storm of mail flooded CBS threatening



Molly Potkin, Mollycues Editor of TV Forecast engages in some horseplay with Hal during one of his visits to Chicago.



to boycott the show if Hal wasn't returned. But citizen groups threatened to boycott the show if off-color suggestions weren't dropped. After a few weeks' penance Hal came back on the show with the caution "Keep it clean."

The curly-headed center of this storm is an amiable well-groomed bachelor of 37 whose flair for humor was first cultivated as editor of Phoenix, the campus humor magazine at the University of Chicago. Hal is a Chicago boy and his father Max Block is a prominent Chicago lawyer.

Hal majored in law at the U. of C. but he also found time to dabble in dramatics and Captain the track team. But his first love was writing.

Upon graduation in 1935, Hal talked the then popular comic Phil Baker into hiring him as a gag writer. For three years Hal sweated out the famous Baker, Beetle and Bottle routines. When Baker's popularity waned, Hal departed for greener pastures. He has since written gags for most of the top comedians in the business.

While writing the Saturday night Ken Murray Show, Hal was tapped for the job as panelist on "What's My Line?" Then his former employers found that they had a competitor.

Typical of the Block-busters that have kept the sponsors in a frenzy is Hal's query of a lobster salesman. "Would I take it to bed with me on a cold night?" What products he would take to bed he didn't say but this double-meaning question was unusually singular.

Giving weight to the charge that the show is rigged are some of the other panelist's questionable questions. When

BAD BOY OF TV

Like Finnegan, Hal Block
is On-Again, Off-Again



The slickest quiz on television, "What's My Line?" usually features Moderator John Daly and panelists Dorothy Kilgallen, Bennet Cerf, Arlene Francis and Hal.

a Pullman berth manufacturer appeared on the show, panelist Garry Moore asked "Could an unmarried man and an unmarried woman be entertained in it?" While John Daly tugged frantically at his ear, sets all over the country were snapped off.

Despite all the furor over Hal Block, he is easily one of the best reasons why the show is popular. His nimble wit, his pixie charm and his twinkling smile add up to one of television's most winning personalities.

When Hal was served with the sponsor's ultimatum it cut down on his effectiveness. All his questions are now minutely examined for off-color implications. And as television's "Peck's Bad Boy," he's often misunderstood.

—Robert Cunniff

What's My Line is seen on Sundays at 9:30 p.m. on channel 4 (WHBF).



Mischievous Hal Block and famed journalist Dorothy Kilgallen relax after a grueling half-hour of "What's My Line?"

Saturday

APRIL 5th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- 10:00 4 **The Whistling Wizard—** Live
Featuring the Baird puppets in a story line the children will enjoy.
- 10:15 5 **Test Pattern—**
- 10:30 4 **Smilin' Ed's Gang—** Film
Watch and listen to the exciting tale, then enjoy the antics of Joe Mazzuca, Midnight the Cat, plus Squeaky the Mouse and Froggy the Gremlin.
- 5 **Kid's Theatre—** Film
Special features that will appeal to all the youngsters.
- 11:00 4 **Big Top—** Live
Jack Sterling, ringmaster, with clowns Ed McMahon & Chris Keegan, Joe Basile's Brass Kings, the Quaker City String Band and Dapper Dan, the muscle man; Cricus Acts are: Lotte and Joe Anders, juggling unicyclists; Lucy Gillette, aerialist; Hunt's Liberty Horses.
- 5 **Jack Sprat Kitchen—** Local
With Norida Frank, home economist, and helpful hints on how to save money in the kitchen, and tasty recipes
- 11:30 5 **News and Week-End Weather—** Local
- 11:45 5 **Americans At Work—** Film
"A Visit With Cowboys."
- 12:00 4 **City Hospital—** Kine
Drama of life in a big city hospital, starring Melville Rujck as Dr. Barton Crane.
- 5 **Test Pattern—**
- 12:30 4 **Test Pattern—**
- 4:00 5 **The Big Picture—** Film
UN Forces Escape Trap; Thanksgiving on the Yalu River; Evacuation from Hungnam.
- 4:30 5 **Youth Wants To Know—** Live
Teen-agers ask questions of their guest personalities from the nation's capital.
- 4:55 5 **Morgan Beatty & The News—**Live
Up-to-the-minute news presented by top NBC newscaster.
- 5:00 5 **Western Playhouse—** Film
Featuring the western heroes of the youngsters in action; Titled: "Valley of Fear."
- 5:30 4 **Kit Carson—** Film
Western adventures with Bill Williams in the title role and Don Diamond as El Toro, his sidekick.
- 6:00 4 **Sammy Kaye Show—** Live
"So You Want To Lead A Band"
Contest with teen-agers, kids from 6-12, husbands and wives.
- 5 **Watch Mr. Wizard—** Live
Don Herbert, as Mr. Wizard, will discuss those elements that comprise the physical universe such as fire, water, air and earth.
- 6:30 4 **Trouble With Father—** Film
Stu Erwin and his wife, June, in a domestic comedy drama.
- 5 **One Man's Family—** Live
Domestic drama of life in the Barbour family starring Bert Lytell and Marjorie Gateson.
- 7:00 4 **Ken Murray Show—** Live
Emcee Ken Murray presents a "Salute to St. Louis" with guests Johnny Johnston; W. C. Handy, composer of "St. Louis Blues;" Roberta Quinlan, vocalist; The Langs, teeterboard artists; Setting for Girl-of-the-Week: "St. Louis World's Fair."
- 5 **All-Star Revue—** Live
A full hour of comedy and song starring Ed Wynn and his guest Dinah Shore.
- 8:00 4 **Wonderful Town—** Live
Your hostess, Faye Emerson, will salute "Fashion Town, U.S.A." in a showing of women's fashions from the early days till now.
- 5 **Your Show of Shows—** Live
Starring Sid Caesar and Imogene Coca, with Richard Hayes and Judy Johnson, vocalists; the Billy Williams Quartet; the Hamilton Trio and others.

SATURDAY—con't.

- 8:30 4 **I Love Lucy—** Kine
Comedy drama starring Lucille Ball and her husband Desi Arnez.
- 9:00 4 **Beat The Clock—** Kine
With Bud Collyer, emcee, and the curvacious Roxanne.
- 9:30 4 **Wrestling Matches—** Live
From Marigold Gardens, Chicago, with the best of the nation's grapplers.
- 5 **Your Hit Parade—** Live
With Snooky Lanson, Eileen Wilson, Dorothy Collins, Russ Arms, Sue Bennett and the Raymond Scott orchestra.
- 10:00 5 **Dangerous Adventure—** Film
A mystery adventure series starring Brian Donlevy.
- 5 **Airflyte Theatre—** Film
Presents "Tornado" starring Chester Morris, Nancy Kelly and Marie MacDonald.
- tv—————

AMAZING!

"The government is always coming up with amazing inventions," says Herb Shriner. "They've got a new atomic submarine. It hardly ever has to surface. It comes up once every three or four years so that the crew can re-enlist."

—————tv—————

FLORIDA WEEKEND

Ever since he began his own "Herb Shriner Time" video show the Hoosier humorist hasn't had a day off. Last weekend, however, at the behest of his wife and on the advice of his doctor, Shriner took a plane to Florida immediately after his Thursday night telecast for a three-day vacation.

CADILLAC Owners

If you are not satisfied with your present service, call or see

HARROUN'S GARAGE

"Ask for Frank or Mac"

Phone R.I. 6-5133 1103 - 26th St.

80,000 READERS



Howdy Ranch Hands:

Do most of you have your contest entries sent in by now? I hope so because this is the last week on the contest of making other words out of Tele-Views. All your entries for this contest must be mailed on or before Saturday, April 12th. Then be sure to read your Tele-Views next week to see what the new contest will be and to get the rules for it. Be watching my Old Bunkhouse program where I'll be announcing the winners to this contest.

Well, "Sprig Id here." and if you don't keep your wraps on and buttoned up you'll be saying it this way. This is no time to have to stay in with a cold with all the nice things to do outside. One of the nice things to do outdoors is kite-flying. I guess all you Ranch Hands would know not to use wire but to use string on your kites. Wire conducts electricity and if you were holding your kite by wire and it should touch a power line you could be electrocuted as fast as lightning strikes.

There's something else I have heard of happening and I don't want it to happen to any of my Ranch Hand pals. It's this. Sometimes boys and girls on roller skates get going so fast down a hill that they can't stop when they reach the curb and they skate right into the street and into oncoming traffic. Sounds like a good way to have an accident doesn't it?

Another thing Ranch Hands, this is the time of year when grass is starting to grow and whether grass lives or dies depends on the treatment it gets. So, if you boys and girls could be extra careful not to walk on people's lawns and parking strips, then everyone could have nice grass to relax and play on this summer. By summer the grass will be tough enough not to be hurt if stepped on.

See you next week, here, and at the Bunkhouse.

COWBOY KEN.



Sportscast

By HAL HART



Basketball is over for high schools and colleges, but before we turn our attention to the pending baseball season, we have to leave a few more comments about the past cage year.

For example, Roland, Iowa, high school coach Buck Cheadle resigned to look for employment at a higher level and the question is: Cheadle was considered highly for the Rock Island job last year. Strings Allen took the reins and moved the Rocks to the semi-finals of the Illinois tournament. The Rocks lost to Mount Vernon 71 to 70 in the consolation game. Now, how would Cheadle have handled the run and shoot style of ball at the tournament had he been the coach? The man who led Roland to the Iowa finals two straight years likes to use a slow breaking style of ball, controlling the ball until a good shot presents itself. The Illinois clubs like to run, run and run.

Strings Allen told me last week he was laying in wait for Moline in the Regional tournament. Big, rugged Stu Thoms, a reserve, was kept on the bench while Moline scored a second straight season win over Rock Island. Allen wanted the tournament game and the trip to Champaign enough to plan ahead for the use of Thoms in the third meeting as added height against the Maroons. Thoms came thru with flying colors and Rock Island moved into Champaign.

Allen says Taylorville's Bill Ridley is the greatest shooter he has ever seen and Strings' background includes a coaching stint at Valparaiso College in Indiana.

Davenport cake fans still are chagrined from the booing their Blue Devils took while receiving a third straight Iowa tournament championship trophy. They say they don't mind the crowd booing the Imps through the game, but not when they advance to receive the spoils after a hard-fought victory. I

agree, but fans across the state are bound to question Davenport's right to three straight crowns, when there are 937 other schools in the state wanting the top prize as much as the Imps. Paul Moon, Imp coach, now has a record of 7 championships in 24 years at Davenport and 16 appearances in the finals. You don't have to like another Davenport victory, but the Imp players are still high school kids with a great will to win and enough skill and good coaching to make the grade thrice in succession. That should merit just recognition under any circumstances.

Thanks for the many cards and letters after we telecast the Rock Island-Moline sectional final from East Moline, and thanks for the splendid cooperation from United Township High school. Maybe you would like to know how much work goes into telecasting one such game. Our mobile unit crew of five men began setting up our equipment in the gymnasium at 7:30 a.m., finishing just before game-time. Meantime, five more were working at the studio end of the project, checking out the portable links by which the picture was transmitted from the gym to our studios and then to the transmitter and to your screen.

* * *

MAIL ROOM

Dear Sir: "Why don't we have major league baseball games telecast on local stations? It shouldn't hurt their attendance. It looks like the network could make arrangements for this and help everybody concerned.

Francis Hellyer, R.R. 1, Bushnell Ill.

* * *

I'm sure our TV stations feel the same way, but the "help" from Chicago stations amounts to about \$100,000 for the season as the cost of bringing you major league baseball. Somebody has to pay for that, and it is a tidy sum for any sponsor around the Quint-Cities.
... H.H.

TV TELE-VIEWS

Intrigue, Mystery Adventure

DANGEROUS ASSIGNMENT

Saturday — 10:00 p.m.

Starring famed actor Brian Donlevy, every minute of this fast-moving series is packed with suspense . . . action . . . excitement. Here's International intrigue, brought you by the makers of Manor House Coffee.

AIRFLYTE MYSTERY THEATRE

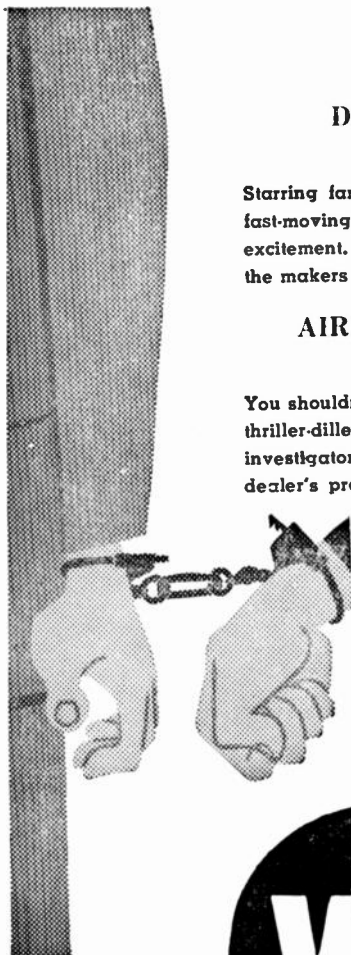
Saturday — 10:30 p.m.

You shouldn't go to bed Saturday night without viewing this thriller-diller . . . private eyes, special agents, criminal investigators galore. It's your Mississippi Valley Nash dealer's presentation.

DICK TRACY

Tuesday — 10:00 p.m.

Thrilling entertainment featuring crime-busting Dick Tracy and his behind-the-scenes police adventures in the war against crime. It's brought you by your nearby Crosley dealer.



Channel 5
Davenport,
Iowa

WOC-TV
AM FM

Sunday

APRIL 6th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- 9:45 5 **Test Pattern**—
- 10:00 5 **Palm Sunday Service**— **Live**
From St. Paul Presbyterian Church
in Philadelphia; Rev. Dr. Clark
Neale Edwards officiating; Church
Choir will sing.
- 11:00 5 **That I May See**— **Film**
With Jeffrey Lynn and Ruth Hus-
sey in the story of the Blind Beg-
gar miraculously healed by the
Lord.
- 12:00 5 **Frontiers Of Faith**— **Live**
Palm Sunday Services from the
Church in the Gardens, Long Isl-
and, N.Y.; Rev. Franklin P. Cole
officiating; Church Choir will sing.
- 12:30 5 **American Inventory**— **Live**
"Your Insurance Dollar" with the
Remo Dufano Marionettes; a dra-
matization of the story of the
important role insurance plays in
our economy.
- 1:00 5 **Local Politics in An
Election Year**— **Local**
With Bob Frank, WOC news direc-
tor, and guest.
- 1:15 4 **Pentagon, Washington**— **Kine**
Report from the headquarters of
the nation's armed forces.
- 1:30 5 **American Forum of the Air**—**Live**
"Should We Cut Off Foreign Aid?"
discussed by Rep. Michael Mans-
field (D., Montana) and Lawrence
Smith (R., Wisc.).
- 1:45 4 **INS Daily News**— **Film**
Up-to-Date report of the latest in
news of the world.
- 2:00 4 **Quiz Kids**— **Live**
Joe Kelly, quizmaster, fires the
questions at the panel of young-
sters who are: Joel Kupperman,
Pat Conlon, Naomi Cook, Frankie
VanderPloog and Laurie Miles.
- 5 **Fairmeadows, U.S.A.**— **Live**
Domestic drama of life in a small
town with the Olcott family.
- 2:30 4 **See It Now**— **Live-Film**
Edward R. Murrow, newscaster,
presents special news features;
- 5 **Clinton Presbyterian
Players**— **Local**
Present an Easter musical playlet.
- 3:00 4 **On Trial**— **Kine**
Current world and national topics
discussed before the court.
- 5 **Meet The Press**— **Live**
Frank McKinney, chairman of the
Democratic National Committee,
answers questions of a press
panel headed by Lawrence Spivak
& moderated by Martha Rountree.
- 3:30 4 **Horizons**— **Kine**
Discussion program conducted by
lecturers from various universities.
- 5 **Hall of Fame**— **Live**
Presents "Ordeal by White House"
starring E. G. Marshall with Al-
freda Wallace; story of a tense
episode in the life of President
Cleveland; Sarah Churchill nar-
rates.
- 4:00 4 **Super Circus**— **Live**
With Claude Kirschner, ringmas-
ter; Mary Hartline; Clowns Cliffy,
Scampy and Nickie; Bernie Hoff-
man and his menagerie; Circus
acts are: The Seven Marvels, teet-
erboard troupe; Clown sketch,
"Easter Parade;" Archery expert
Jim Lynch; Joe Jackson, comic
bicycle-riding routine; Super Side
Show: R. E. Leonard and Rusty,
the Wrestling Bear; and Nelson's
Performing Pigs.
- 5 **Zoo Parade**— **Live**
Marlin Perkins will demonstrate
that each animal has a distinctive
personality; also presents a day
in the life of TV star Heinie the II.
- 4:30 5 **Meet The Masters**— **Film**
World famous artists on this music
recital series are Jascha Heifitz,
violinist; Gregor Piatigorsky, cell-
ist and Artur Rubinstein, pianist.
- 5:00 4 **Space Patrol**— **Live**
An engineer discovers a deposit
of a rare ore on the Moon and
jeopardizes the lives of the Space
Patrol members in an effort to
discourage their use of the site.
- 5 **Cowboy Classics**— **Film**
Today's feature is a western ad-
venture entitled "West to Glory"
starring Eddie Dean.

SUNDAY—con't.

- 5:30 4 Festival of Sacred Music— Local**
Program of religious music presented by the choirs of the Council of Churches of Rock Island County.
- 6:00 4 You Asked For It— Live**
Program made up of the unusual requests of the viewers.
- 5 U.S. Royal Showcase— Live**
With George Abbott as emcee and Gordon Jenkins' orchestra; Ben Grauer, announcer; Guests: Paul Douglas, movie star and Frankie Laine, vocalist.
- 6:30 4 This Is Show Business— Live**
With Clifton Fadiman, emcee, Geo. S. Kaufman, Sam Levenson and guests: Jacqueline Sussan, panelist & Chaz Chase, comedian; Helen Wood, and Snooky Lanson.
- 5 Young Mr. Bobbin— Live**
Young Mr. Bobbin takes his boss fishing and the elements and Alex combine to make it a perfect day, well, nearly perfect.
- 7:00 4 Life Is Worth Living— Kine**
Informal discussion by Bishop Fulton J. Sheen and answers to queries.
- 5 Comedy Hour— Live**
A full hour of comedy and song starring Bud Abbott and Lou Costello with their special guest, Kate Smith.
- 7:30 4 Star of the Family— Kine**
Peter Lind Hayes and Mary Healy welcome their guests Bob Crosby, the Modernaires and Burton's Birds.
- 8:00 4 Fred Waring Show— Live**
In the musical production titled "The Museum," Egyptian Queens and Pharaohs will come to life to the imaginative eye of a little boy; Songs are "The Alphabet Song," "Benny, the Bob-Tailed Bunny," and "Summer Is Comin' Along."
- 5 Philco Television Playhouse—Live**
"The Room Next Door" starring Arthur Treacher with Gene Lyons, Ben Lackland, Dorothy Elder; Comedy about a couple who try to push their unwilling daughter up the social ladder.
- 8:30 4 Break The Bank— Live**
Bert Parks emcees the biggest money-paying show; Guest: Polly Bergen, vocalist.
- 9:00 4 Celebrity Time— Live**
Host Conrad Nagel and panelist Herman Hickman celebrate the 4th anniversary of the show with a host of guests including Steve Allen, Mary McCarty, Victor Borge Frank Sinatra and many others.
- 5 Red Skelton Show— Live**
Comedy by the master of them all and top comedian of the year.
- 9:30 4 What's My Line?— Live**
Panel quiz to find various occupations with John Daly as moderator and panelists Dorothy Kilgallen, Arlene Francis, Hal Block and Bennett Cerf.
- 5 Dr. Fixum— Film**
Hints on how to do the little odd repair jobs around the house.
- 9:45 5 News and Weather— Local**
- 10:00 4 INS Weekly News— Film**
Review of the week's news in picture and story.
- 5 Sylvania Theatre— Film**
The best of the old movies are brought back for you to enjoy; Tonight's feature is "Silver Queen" starring George Brent and Bruce Cabot.
- 10:20 4 Weather Show— Local**
Presenting up to the minute information on the weather
- 10:30 4 Whiteman Teen Club— Kine**
"Pops" gives the youngsters their big chance on this amateur show for talented teens
- 11:00 4 Youth on the March— Kine**
Religious program with music by the choir and sermons by Dr. Percy Crawford

DR. JERRY STRAIT

OPTOMETRIST

Manufacturers Bank Building

1501-7 Seventh Street

Dial 3-5342

East Moline

Channel One

NEW YORK.—Old guard Republicans were reported very happy about Senator Taft's celebrated TV hassle with Tex McCrary (an Eisenhower booster) on "Author Meets the Critics" show last month. The Senator, long noted for his colorless personality, had the viewers and the studio audience rooting for him. One critic opined: "They can't call him (Taft) dull anymore." . . . Roscoe Karns, who portrays inspector Rocky King on DuMont's whodunit series, holds the unofficial record for a TV star appearing in Hollywood films. The likeable character actor appeared in no less than 200 movies before his TV splash. . . . The report that Harpo Marx has signed an exclusive radio-TV contract with NBC leaves many in the dark as to what the speechless comic will do on radio. Play the harp, perhaps?

Here-We-Go-Again Dept.: A spokesman for the American Bar Association singled out "The Lone Ranger" and "Hopalong Cassidy" as shows that "glorify a self-appointed guardian of justice who takes the law into his own hands." . . . Milton Berle, who left for a two week vacation recently and returned to find his rating considerably deflated, is going on another hiatus the first two weeks in April. Nielsen, look out below! . . . She looks a few years older, but singer Marion Marlowe is actually 22 years of age. And in answer to the many inquiries, she is married.

Jerry Lester, one of the group of comics drawing a fat salary as a compensation for not working, will soon get employment. He is ticketed to emcee a TVersion of "Blind Date," the radio holdover formerly handled by Arlene Francis. . . . Columbia Records insists that the TV appearances of their current top singer, Johnnie Ray, has not hurt record sales. There were reports that Ray fans, upon seeing their idol perform, have been disillusioned. Tain't so. Sales are still booming.

This report slipped by the Southern California Chamber of Commerce: The recent heavy rains which deluged Hollywood penetrated the "My Friend Irma" set. Buckets were placed on the stage, in the aisles, and on some seats at show time. It seems the two million dollar studio roof was leaking. . . .

Peter Donald, who did a fine job subbing for Bert Parks on the latter's day-time show, tells this tale: It's about the chap who went to Yale and came home for his vacation sporting a long mane of uncut hair. His buddies noticed it, but made no comment. You see, explains Pete, they had all heard of Yale locks! . . . Vivian Blaine, the gal who's wowing 'em in New York in the legit show "Guys & Dolls," is receiving left-handed compliments from the TV critics. The boys who write the reviews claim her talent is going to pot on the TV flimsy "Those Two," adding that the less said about her partner Pinky Lee, the better.



Whiteman



Russell



Lester



Bara

TV TELE-VIEWS

OUT OF GODFREY'S TEA BAG

I came up here on the Congressional Limited. I know now why they named that train after Congress. It's always tooting its whistle, makes a lot of noise and leaves Washington every afternoon.

A lady in Wyoming just gave birth to her twenty-first child. And when they told the father, he said: "So, what else is news?"

Out in Hollywood they gave the top picture award to Francis, the Talking Mule. By golly, there's a switch — a jackass who made a movie star out of himself.

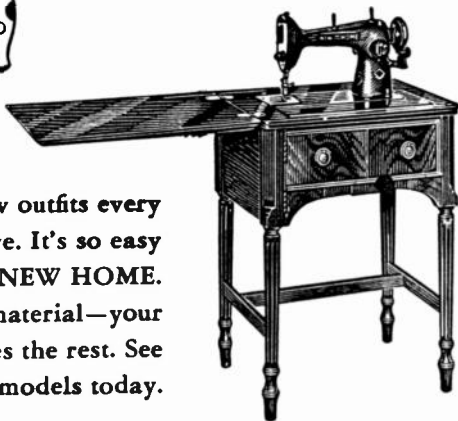
After March 15 I was worried about how to celebrate St. Patrick's Day—I hadn't anything green left to show.

I love Jersey tomatoes—I used to go with one.



"Like money
in the bank!"

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



Hepplewhite Table
Style 626.

Also Many
Other Models
to Choose from.

SEE YOUR LOCAL "NEW HOME" DEALER

Monday

APRIL 7th

WIBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- | | | | |
|-------|---|--|-------|
| 7:45 | 5 | Test Pattern— | |
| 8:00 | 5 | "Today" with Garroway— | Live |
| | | News and commentary with Dave | |
| 9:00 | 4 | Morning News— | Live |
| | | Information with Dorothy Doan | |
| | 5 | Breakfast Party— | Live |
| | | Illean Martin with Belleaires Trio | |
| | | Early morning capers with music | |
| 9:15 | 4 | Arthur Godfrey Time— | Live |
| | | Portion of morning radio show | |
| | | televised | |
| 9:30 | 4 | Bride and Groom— | Live |
| | | Attend wedding with John Nelson | |
| | 5 | Winner Take All— | Live |
| | | With Bill Cullen as your emcee. | |
| 9:45 | 4 | Al Pearce Show— | Live |
| | | Feature: Elmer Blurt, salesman. | |
| 10:00 | 5 | Prologue to the Future— | Film |
| | | Social, scientific & spiritual series. | |
| 10:30 | 4 | Strike It Rich— | Live |
| | | Audience quiz with Warren Hull | |
| | 5 | It's A Problem— | Live |
| | | With Fannie Hurst and Helen | |
| | | Parkhurst, alternating panelists. | |
| 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 with Peggy McCoy | |
| 11:30 | 4 | Search For Tomorrow— | Live |
| | | Serial featuring Mary Stuart | |
| | 5 | Test Pattern— | |
| 11:45 | 4 | Paul Dixon Show— | Kine |
| 12:00 | 4 | Test Pattern— | |
| 12:30 | 4 | Garry Moore Show— | Live |
| | | Guest: Bert Wheeler, comedian. | |
| 1:15 | 5 | Table Five— | Local |
| | | With your host Bob Brown. | |
| 1:30 | 4 | First Hundred Years— | Live |
| | | Problems of young married couple | |
| | 5 | Today's Cooking— | Local |
| | | Norida Frank, home economist | |
| 1:45 | 4 | Mike and Buff Show— | Live |
| | | With Mike Wallace and wife, Buff. | |
| 2:00 | 5 | The Big Pay Off— | Live |
| | | Randy Merriman, host | |
| 2:30 | 4 | Bert Parks Show— | Live |
| | | "Enjoy Yourself," "Totem Tom, | |
| | | Tom," "The Blacksmith Blues," | |
| | | "Me and My Shadow," "Just the | |
| | | Way You Look Tonight." | |
| | 5 | Ralph Edwards Show— | Live |
| | | Fun with Ralph from Hollywood | |
| 3:00 | 4 | The Big Picture— | Film |
| | | Film story of the war in Korea. | |
| | 5 | Kate Smith Show— | Live |
| | | "America Sings;" Comedian Paul | |
| | | Gray; Teen-Age Panel; The Tus- | |
| | | keegee Choir. | |
| 3:30 | 4 | Meet Your Community— | Live |
| | | Interviews with local personalities | |
| 4:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 6200— | Live |
| 4:15 | 5 | Gabby Hayes Show— | Live |
| 4:30 | 4 | Test Pattern— | |
| | 5 | Howdy Doody— | Live |
| | | Bob Smith entertains small fry | |
| 4:45 | 4 | League of Women Voters— | Local |
| | | Local discussion program | |
| 5:00 | 5 | Cowboy Ken— | Local |
| | | Songs from the old bunkhouse | |
| 5:15 | 4 | INS Daily News— | Film |
| | | Latest news in picture and story | |
| | 5 | Ran, The Weather Man— | Local |
| | | Up-to-date weather information | |
| 5:22 | 5 | WOC-TV Newsroom— | Local |
| | | Bob Frank presents news, pictures | |
| 5:30 | 4 | Tom Corbett, Space Cadet— | Live |
| | | Space adventures with the crew | |
| | | of the Polaris | |
| | 5 | Kukla, Fran & Ollie— | Kine |
| | | Little characters with big ideas | |
| 5:45 | 4 | Time For Beanie— | Kine |
| | | Serialized story with puppet actors | |
| | 5 | Ship's Reporter— | Film |
| 6:00 | 4 | Captain Video— | Live |
| | | Police action in regions of space | |
| | 5 | Memory Lane— | Local |
| | | George Sontag in piano and song. | |
| 6:30 | 4 | Hollywood Screen Test— | Live |
| | | Young hopefuls are guided in | |
| | | their roles by the veteran movie | |
| | | actor William Prince. | |
| | 5 | Those Two— | Live |
| | | Starring Vivian Blaine and Pinky | |
| | | Lee in songs and comedy, guests | |
| 6:45 | 5 | News Caravan— | Live |
| | | News in story and film clips. | |
| 7:00 | 4 | Lux Video Theatre— | Live |
| | | "Hunt the Man Down" by DeWitt | |
| | | Copp and starring Broderick Craw- | |
| | | ford; a convicted murderer es- | |
| | | capas on his way to penitentiary | |
| | | and is helped by a war buddy. | |
| | 5 | Paul Winchell - Jerry | |
| | | Mahoney Show— | Live |

MONDAY—con't.

- 7:30 4 **Godfrey's Talent Scouts—** Live
The old red-head gives the professionals a boost up the ladder of success.
- 5 **Voice of Firestone—** Live
Eleanor Steber, soprano, is the guest soloist featured with Howard Barlow's orchestra in a program of Easter music.
- 8:00 4 **Buddies of the Airlines—** Local
Western music you're sure to enjoy, by Pat, Speed and Curley.
- 5 **Lights Out—** Live
Frank Gallup narrates the mystery
- 8:30 4 **"Claudia, A Story of A Marriage"—** Live
Claudia decides to exchange an ugly wedding gift and encounters Dvaid's Aunt Agatha, whom they received the gift from, in the store.
- 5 **Robert Montgomery Presents—Live**
"O Evening Star" by Zoe Atkins, starring Fay Bainter with Katherine Neskell and Robert Harris; story of a once famous Broadway actress who tries for a comeback in films in her twilight years.
- 9:00 4 **Studio One—** Live
Presents a fine dramatic show with an all-star cast.
- 9:30 5 **Square Dance Party—** Local
With the Promenaders.
- 10:00 4 **Chronoscope—** Live
With editors William Bradford Huie and Henry Hazlitt, discussion program
- 5 **Sportscholar—** Film
- 10:15 4 **INS Weekly News—** Film
- 5 **This Is The Story—** Film
True and unusual facts about history, science, stage, screen, etc.
- 10:30 4 **Weather Show—** Local
- 5 **Ran, The Weatherman—** Local
- 10:35 4 **WHBF-TV News—** Local
- 5 **WOC-TV News—** Local
- 10:40 5 **Sports Picture—** Local
Hal Hart brings you up-to-date on local and national sports
- 10:45 4 **Perry Como Show—** Kine
- 5 **Industry on Parade—** Film
Mines Above Ground; A Lesson for Teachers; Ring Job; Work Horses of the Harbor.
- 11:00 5 **Lake Forest College Madrigal Singers—** Local
In a program of Easter music.

80,000 READERS

Returning!

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Thursday, April 17th

8:30 P.M.

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— Buy Tickets At —

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Fashion Facts BY

Miki Fisher

Fashion Stylist and
Designer

Can you afford to be a "Mood" shopper?

Wondering what I mean by this question?

Have you ever been down in the dumps and said, "Guess I'll buy me a new dress or somethin' to cheer me up!" Beware—my dear gals, when this mood strikes—Nine times out of ten, you'll end up with another of those "Things" that will just hang in your closet. Remember, unless you can afford to give vent to your feeling . . . here's a very good rule to follow. . . . Don't buy!



This letter sent in by Mrs. C. I. of Galesburg, Ill., will give a pretty good idea of what I mean. . . .

"Some time ago, I saw something quite 'cute' in a store window. It was very inexpensive, and I thought it would be a good fill-in for my wardrobe. However, I just got it back from the cleaners, and is it a mess! Aside from torn seams, the whole thing is out of shape. The cleaners told me to write to the manufacturer and complain. Shall I?"

It will do you no good my dear, for you've gotten exactly what you paid for. The next time you get the "urge" to buy, look for **QUALITY**. Instead of overloading your closet with cute, inexpensive clothes, put your money aside, add to it, until you can buy something "Good."

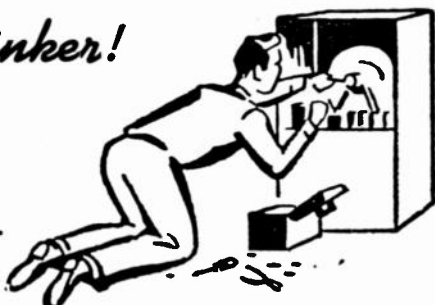
I love problems, please write me yours. . . .



Marjorie Meinert, gifted WOC-TV star, is wearing a costume designed by Miki Fisher at the Studio of Design, Davenport, Iowa. The stunning English tweed, custom-made jacket, compliments the simple classic sheer wool dress, which has detachable white collar and cuffs.

Don't Be A Tinker!

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Tuesday

APRIL 8th

WIBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- | | | | |
|-------|---|--|--------|
| 7:45 | 5 | Test Pattern— | |
| 8:00 | 5 | "Today" with Garroway— | Live |
| | | One hour telecast of various fea-
tures and news | |
| 9:00 | 4 | Morning News— | Live |
| | | Harry Marble and interviews | |
| | 5 | Breakfast Party— | Live |
| 9:15 | 4 | Arthur Godfrey Time— | Live |
| | | Variety with the old red-head | |
| 9:30 | 4 | Bride and Groom— | Live |
| | | Phil Hanna sings favorite song | |
| | 5 | Winner Take All— | Live |
| | | Battle of the buzzer and the bell. | |
| 9:45 | 4 | Al Pearce Show— | Live |
| | | Rural sketches of Eb & Zeb. | |
| 10:00 | 5 | Prologue to the Future— | Film |
| | | Social, scientific & spiritual series. | |
| 10:30 | 4 | Strike It Rich— | Live |
| | | Quiz show with a big heart | |
| | 5 | It's A Problem— | Live |
| | | Panel discussion program of fam-
ily and community life. | |
| 11:00 | 4 | The Egg and I— | Live |
| | 5 | Ruth Lyons 50 Club— | Live |
| | | Music and chatter from Cincinnati | |
| 11:15 | 4 | Love of Life— | Live |
| | | Serial drama with Paul Potter | |
| 11:30 | 4 | Search For Tomorrow— | Live |
| | | John Sylvester and Lynn Loring | |
| | 5 | Test Pattern— | |
| 11:45 | 4 | Paul Dixon Show— | Kine |
| 12:00 | 4 | Test Pattern— | |
| 12:30 | 4 | Garry Moore Show— | Live |
| | | Guests: Jack Carter, comedian,
and Lucille Watson, actress. | |
| 1:15 | 5 | Table Five— | Local |
| | | Bob Brown introduces variety acts | |
| 1:30 | 4 | First Hundred Years— | Live |
| | | Serial drama with Jimmy Lydon | |
| | 5 | Today's Cooking— | Local |
| | | Helpful cooking hints and recipes | |
| 1:45 | 4 | Mike and Buff Show— | Live |
| | | Interviews by Mike Wallace. | |
| 2:00 | 5 | The Big Pay Off— | Live |
| | | Prizes for a letter on the woman
in your life | |
| 2:30 | 4 | Mel Torme Show— | Live |
| | | Songs by the Velvet Fog & guests. | |
| | 5 | Ralph Edwards Show— | Live |
| | | Fun and frolic with Ralph. | |
| 3:00 | 4 | Test Pattern— | |
| | 5 | Kate Smith Show— | Live |
| | | With Ted Collins and variety | |
| 4:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 6200— | Live |
| | | Problems of people in small town | |
| 4:15 | 5 | Gabby Hayes Show— | Live |
| | | Tall tales by master of them all | |
| 4:30 | 4 | TV House Party— | Local |
| | 5 | Howdy Doody— | Live |
| | | Kids fun with the puppets | |
| 5:00 | 4 | INS Daily News— | Film |
| | 5 | At Home With Mary
Louise Marshall— | Local |
| | | Interviews with local personalities | |
| 5:10 | 4 | Show Case— | Slides |
| 5:15 | 4 | It's Your Quad-Cities— | Local |
| | | Facts About the town you live in. | |
| | 5 | Ran, The Weather Man— | Local |
| | | Up-to-date weather information | |
| 5:22 | 5 | WOC-TV Newsroom— | Local |
| | | Bob Frank presents news, pictures | |
| 5:30 | 4 | Buddies of the Airlines— | Local |
| | | Western music at its best | |
| | 5 | Kukla, Fran & Ollie— | Kine |
| | | Puppet show for young and old | |
| 5:45 | 4 | Time For Beanie— | Kine |
| | | Adventures with Beanie & friends | |
| | 5 | Bob and Ray Show— | Kine |
| | | Comedy skits and antics | |
| 6:00 | 4 | Captain Video— | Live |
| | | Al Hodge has title role | |
| | 5 | Musical Moods— | Local |
| | | Marjorie Meinert at piano and or-
gan with Bill Gratton | |
| 6:30 | 4 | The Beulah Show— | Film |
| | | Bill Jackson continues to dodge
Beulah's marital intentions | |
| | 5 | Dinah Shore Show— | Live |
| | | Nothin' finah than songs by Dinah | |

TUESDAY—cont.

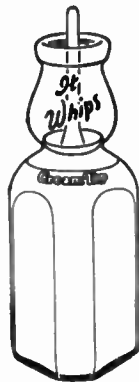
- 6:45 5 **News Caravan—** Live
With John Cameron Swayze
- 7:00 4 **Four-Square Court—** Kine
Ex-convicts and members of the N. Y. State Parole Board talk on social problems of men released from prison; Norman Brokenshire, moderator.
- 5 **Star Theatre—** Live
Starring Frank Fay, who subs for vacationing Miltie, with Jimmy Nelson, ventriloquist, and guests including Nat King Cole.
- 7:30 4 **Keeping Posted—** Live
Current events discussion program with Martha Rountree and Lawrence Spivak and their guests.
- 8:00 4 **City Hospital—** Live
Drama of life in a big city hospital, starring Melville Ruick as Dr. Barton Crane.
- 5 **Fireside Theatre—** Film
"The Living Thing," a romantic melodrama of a nobleman, Count Charles, who ignores the upstart Napoleon and is consequently imprisoned.
- 8:30 4 **Charlie Wild, Private Detective—** Kine
The inevitable always happens and Charlie gets his man.
- 5 **Circle Theatre—** Live
Presents "Troubled Sands" by Robert Mason Pollock, with Hildy Parks and Paul Langton; a former brother-in-law threatens to ruin the happiness a girl has found with her new husband.
- 9:00 4 **Danger—** Live
"Leaf in the Wind"; an individualist finds that he is his own worst enemy.
- 5 **Original Amateur Hour—** Live
Ted Mack lends a helping hand to the nation's amateurs.
- 9:30 4 **To Be Announced—**
- 9:45 5 **Bob Considine Show—** Live
- 10:00 4 **Amos 'n' Andy—** Film
Starring Spencer Williams in the role of "Andy"; Alvin Childress as "Amos;" and Tim Moore as the "Kingfish."

- 5 **Adventures of Dick Tracy—** Film
Stories in the life of your favorite comic strip detective.
- 10:30 4 **Weather Show—** Local
- 5 **Ran, The Weather Man—** Local
Weather prospects for next day
- 10:35 5 **WOC-TV News—** Local
Bill Gress reports the latest news
- 10:40 4 **WHBF-TV News—** Local
- 5 **Sports Picture—** Local
Hal Hart presents the latest news from the world of sports
- 10:45 4 **Stork Club—** Kine
Sherman Billingsley introduces the celebrities in his club
- 5 **Film Subject—**

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"Dragnet", the fine police action series, features Jack Webb as Sgt. Joe Friday. Show is seen on alternate Thursdays at 8:00 p.m. on channel 5, (WOC-TV).

Dean

Perry

Look



Alikes?

IN THE annals of show business, one of the great surprises of the 1940s was the rise of a series of crooners, each sending his bobbysox audience into spasms of ecstasy. Most of these singers have since fallen by the wayside. Sinatra is more comedian than singer and Dick Haymes has become an actor. The loyal legions of Perry Como claimed the field.

Then along came the team of Martin and Lewis. Como fans shuddered. Not only did Dean Martin employ many of the Como vocal mannerisms, but even went so far as to look like Perry.

But Como fans need not be overalarmed. Dean's singing is only a part of the all-around appeal of the Martin and Lewis team. Perry, for smooth and effortless singing, still ranks at the top.

And the physical resemblances between the two which at first glance seems striking, at second glance just isn't there. Both are dark featured Italians, Dean's real name being Dino Crossetti and Perry's, Pierino Como. But Dean is tall with long curly hair and a slightly battered nose which is a relic of his prizefighting days. Perry is constructed along smaller lines with a finely chiselled nose and short straight hair. The resemblance is more imagined than real.

Dean Martin is seen periodically on the Comedy Hour seen Sundays at 7:00 p.m. on channel 5 (WOC) and Perry Como is on Monday, Wednesday and Friday at 10:45 p.m. on channel 4 (WHBF).



Dean Martin

Not So!



Perry Como

Wednesday

APRIL 9th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- | | | | |
|-------|---|---|--------|
| 7:45 | 5 | Test Pattern— | |
| 8:00 | 5 | "Today" with Garroway— | Live |
| | | Dave is communicator with James Fleming handling news | |
| 9:00 | 4 | Morning News— | Live |
| | | Dorothy and Harry with news | |
| | 5 | Breakfast Party— | Live |
| | | With Ilean Martin & the Belleaires | |
| 9:15 | 4 | Arthur Godfrey Time— | Live |
| | | Music by members Artha's family | |
| 9:30 | 4 | Bride and Groom— | Live |
| | | John Nelson interviews couple. | |
| | 5 | Winner Take All— | Live |
| | | The champ remains in continuous competition. | |
| 9:45 | 4 | Al Pearce Show— | Live |
| | | With monologist Arlene Francis. | |
| 10:00 | 5 | Prologue to the Future— | Film |
| | | Social, scientific & spiritual series. | |
| 10:30 | 4 | Strike It Rich— | Live |
| | | With Warren and helping hand guest | |
| | 5 | It's A Problem— | Live |
| | | Ben Grauer moderates a discussion program on family life. | |
| 11:00 | 4 | The Egg and I— | Live |
| | 5 | Ruth Lyons 50 Club— | Live |
| | | With Bill Thall on the bass | |
| 11:15 | 4 | Love of Life— | Live |
| | | With Jean McBride, Peggy McCay | |
| 11:30 | 4 | Search For Tomorrow— | Live |
| | | Mary Stuart featured in the cast | |
| | 5 | Test Pattern— | |
| 11:45 | 4 | Paul Dixon Show— | Kine |
| 12:00 | 4 | Test Pattern— | |
| 12:30 | 4 | Garry Moore Show— | Live |
| | | Guest: Ben Blue, comedian. | |
| 1:15 | 5 | Table Five— | Local |
| | | Bob Brown emcees variety on film | |
| 1:30 | 4 | First Hundred Years— | Live |
| | | Serial about young married couple | |
| | 5 | Today's Cooking— | Local |
| | | Norida Frank with kitchen helps | |
| 1:45 | 4 | Mike and Buff Show— | Live |
| | | Folksy chatter and interviews. | |
| 2:00 | 5 | The Big Pay Off— | Live |
| | | Bess Myerson assists Randy | |
| 2:30 | 4 | Bert Parks Show— | Live |
| | | "I Can't Get Started," "There'll Be Some Changes Made," "You Can Have Him," "Speak Low." | |
| | 5 | Ralph Edwards Show— | Live |
| | | Fun and frolic for the viewers | |
| 3:00 | 4 | Test Pattern— | |
| | 5 | Kate Smith Show— | Live |
| | | Hector & Byrd, a painter's bit; Fashion show featuring Hats; Special guest, Phil Regan. | |
| 4:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 6200— | Live |
| | | Romances & sorrows of inhabitants | |
| 4:15 | 5 | Gabby Hayes Show— | Live |
| | | Tall tales by master of them all | |
| 4:30 | 4 | TV House Party— | Local |
| | 5 | Howdy Doody— | Live |
| | | Featuring serialized childrens story | |
| 5:00 | 4 | INS Daily News— | Film |
| | 5 | Cowboy Ken— | Local |
| | | With youngsters as his guests | |
| 5:10 | 4 | Show Case— | Slides |
| 5:15 | 4 | Prices Limited— | Local |
| | | Jack Kerwin, District OPS Director | |
| | 5 | Ran, The Weather Man— | Local |
| | | Up-to-date weather information | |
| 5:22 | 5 | WOC-TV Newsroom— | Local |
| | | Bill Gress presents news, pictures | |
| 5:30 | 4 | Tom Corbett, Space Cadet— | Live |
| | | Frankie Thomas in title role | |
| | 5 | Kukla, Fran & Ollie— | Kine |
| | | Fran Allison chats with puppets | |
| 5:45 | 4 | Time For Beanie— | Kine |
| | | Serialized story with puppet actors | |
| | 5 | Ship's Reporter— | Film |
| 6:00 | 4 | Captain Video— | Live |
| | | Police action in regions of space | |
| | 5 | Hollywood Spotlight Revue— | Local |
| | | Variety acts from the glamor capitol on film. | Local |
| 6:30 | 4 | The Name's the Same— | Live |
| | | Robert Q. Lewis, moderator, with panelists Meredith Willson, Abe Burrows and Joan Alexander | |
| | 5 | Those Two— | Live |
| | | Starring Vivian Blaine and Pinky Lee in songs and comedy, guests | |
| 6:45 | 5 | News Caravan— | Live |
| | | News in story and film clips. | |

WEDNESDAY—con't.

- 7:00 4 **Arthur Godfrey and His Friends—** **Live**
In response to public demand Arthur will repeat his ice show to-night with the help of Terry Roxanne and all the gang.
- 5 **Kate Smith Evening Hour—** **Live**
Variety program with Ted Collins and guests.
- 8:00 4 **Boston Blackie—** **Film**
Stars Kent Taylor & Lois Collier.
- 5 **Kraft TV Theatre—** **Live**
Presents "The Last Mile" by John Wexley; story of the last 3 hours in the life of a condemned man in the death house of a state penitentiary.
- 8:30 4 **The Web—** **Live**
Jane Morgan stars in "Rehearsal for Death;" a night club singer goes to South America for her "big break" and becomes involved in a revolution.
- 9:00 4 **Blue Ribbon Bouts—** **Live**
Jake LaMotta vs. Norman Hays, 10 rounds, middleweights.
- 5 **I Confess—** **Live**
True Story romances dramatized.
- 9:30 5 **Two For The Show—** **Local**
With George Sontag, Marjorie Meinert and Warren Vasen
- 9:45 4 **Sports Spot—** **Live**
With Mel Allen.
- 5 **Your Own Home—** **Film**
- 10:00 4 **Meet The Champ—** **Kine**
The best of the amateur boxers in our armed forces compete for the television championship
- 5 **TV Forum—** **Local**
Panel of local citizens discuss current problems; Neil Danberg is the moderator.
- 10:30 4 **Weather Show—** **Local**
- 5 **Ran, The Weatherman—** **Local**
- 10:35 4 **News—** **Local**
Events of the world reported

80,000 READERS

- 5 **WOC-TV News—** **Local**
Bill Gress is your newscaster
- 10:40 5 **Sports Picture—** **Local**
Hal Hart brings you the latest in sports
- 10:45 4 **Perry Como Show—** **Kine**
With the Fontaine Sisters
- 5 **Parade of Events—** **Film**
Newsreel shots from yesteryear.
- 11:00 5 **Journey to the Cross—** **Local**
Stanwood, Iowa, Lutheran Church All-Male Chorus in a program of Easter music.

WINNERS IN COWBOY KEN'S "UNUSUAL ANIMALS PICTURE" CONTEST!

- 1st Prize: Connie and Kenny Lewis, 2727 Fair Ave., Davenport, Iowa.
- 2nd Prize: Arlene Metz, 3401 Park 16th St., Moline, Ill.
- 3rd Prize: Janice Wharff, 422 9th Ave. So., Clinton, Iowa.
- 4th Prize: Steve Byers, Shannon, Illinois.

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1029 W. Second Street
Davenport, Iowa

LET'S TALK TELEVISION: PRO and CON

By **RICHARD GAGE**

There is misleading logic in assuming that the more stations serving an area, the better will be the variety and perhaps the quality of television programming. Beyond a total of two, more stations may bring just more of the same.

Two stations give Quad-City viewers about as much variety and choice as seven stations give to New Yorkers. There are differences that may be significant.



The two local stations offer relatively more variety shows, more quizzes and contests and more news programs than the New York stations. The reverse is true of drama, including crime and westerns, and perhaps for sport programs. The trend and the emphasis, however, is largely the same.

The National Association of Education Broadcasters had 35 people monitor all programs sent by the seven New York stations for one week. I didn't have the week to spend, so I monitored a week of program schedules for WOC-TV and WHBF-TV.

The Quad-City survey covered a recent "typical" week, and some thought may be provoked by the results. The total program time for both stations was 164 hours and 5 minutes, during which:

Variety programs occupied 45½ hours, or 27 percent of total Quad-City program time (in New York, variety shows received 18 percent of total time).

Drama programs, all types, used up about 36 hours or 25 percent of total time (in New York, 42 percent).

Crime drama accounted for 8 hours, or 5 percent, (in New York, 16 percent).

Westerns accounted for 3 hours of

drama time, or 2 percent of total time (in New York, 8 percent).

Quizzes and contests occupied 13½ hours, or 8 percent (in New York, 6 percent).

News and weather programs totaled 18 hours, or 11 percent (in New York, news got 6 percent).

Sports, including events, interviews and news, accounted for about 5 hours, or 3 percent of total time (in New York, 8 percent).

These program categories used up 76 percent of the total program time of the Rock Island and Davenport stations. The only other types given significant time were information, education and panel discussion shows, about 11 hours; light music, about 7 hours, children's programs (strictly) 9 hours; cooking, 3 hours, and straight comedy, 5 hours.

On the other hand, serious music received 1 hour and 55 minutes, including 30 minutes for a church choir program. A total of one hour was devoted to religion. One half-hour, devoted to "the wonders of air and water pressure," might be classified as a science program. A square dance show was allotted 30 minutes, yet there was no time at all for anything that would merit being classed as a fine arts program.

Some of the earlier figures may be misleading. The 8 hours of crime drama includes only those shows that always deal with crime; many other drama shows deal with this subject from time to time. By the same token, western drama may often exceed the 3 hours specifically listed in the schedules. The number of hours for sports similarly would be larger during a week when many special contests were telecast.

But this schedule monitor believes the figures are substantially accurate, and, as stated above, that they may provoke some thought. At the least they should tell you what you probably have suspected all along.

TV **Midwest Edition** **FORECAST**

Look for this New Name

ON THE ISSUE OF MAY 3rd

Effective with the edition dated May 3rd (on the newsstands April 30th), TELE-VIEWS will carry this new cover and will be published under the name of TV FORECAST, Midwest Edition.

The change will make available for our use the combined news-gathering resources of our own publication and Chicago's TV FORECAST, plus the facilities of central news bureaus which will be established. It is our plan to give our readers even more television news and program material than we have given in the past.

TV FORECAST, Midwest Edition, will continue to be owned and published by TELE-VIEWS NEWS, Inc. The publication will continue to be edited by the same staff.

Look For This New Cover

ON THE ISSUE OF MAY 3rd

MIDWEST EDITION

Thursday

APRIL 10th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- | | | | |
|-------|---|--|--------|
| 7:45 | 5 | Test Pattern— | |
| 8:00 | 5 | "Today" with Garroway—
Dave is your commentator | Live |
| 9:00 | 4 | Morning News—
News & interviews, Harry Marble | Live |
| | 5 | Breakfast Party— | Live |
| 9:15 | 4 | Arthur Godfrey Time—
Inimitable ad-libbing by master | Live |
| 9:30 | 4 | Steve Allen Show— | Kine |
| | 5 | Winner Take All—
Quiz show with a host of prizes. | Live |
| 9:45 | 4 | Al Pearce Show—
Audience show with film novelties | Live |
| 10:00 | 5 | To Be Announced— | |
| 10:30 | 4 | Strike It Rich—
Warren Hull emcees unusual quiz | Live |
| | 5 | It's A Problem—
With Fannie Hurst & Helen Parkhurst in a discussion program. | Live |
| 11:00 | 4 | The Egg and I— | Live |
| | 5 | Ruth Lyons 50 Club—
Music and singing from Cincinnati | Live |
| 11:15 | 4 | Love of Life—
Soap opera with Marie Kennedy | Live |
| 11:30 | 4 | Search For Tomorrow—
John Sylvester featured in cast | Live |
| | 5 | Test Pattern— | |
| 11:45 | 4 | Paul Dixon Show— | Kine |
| 12:00 | 4 | Test Pattern— | |
| 12:30 | 4 | Garry Moore Show—
Guest: Alice Pearce, comedienne. | Live |
| 1:15 | 5 | Table Five—
Bob Brown is the man at the table | Live |
| 1:30 | 4 | First Hundred Years—
With Jimmy Lydon & Anne Sargent | Live |
| | 5 | Today's Cooking—
Tasty recipes demonstrated | Local |
| 1:45 | 4 | Mike and Buff Show—
Interviews with Mike Wallace. | Live |
| 2:00 | 5 | The Big Pay Off—
Featuring Conover models | Live |
| 2:30 | 4 | Give and Take—
John Reed King brings you his famous radio quiz game. | Live |
| | 5 | Ralph Edwards Show—
Ralph is up to his usual antics. | Live |
| 3:00 | 4 | Test Pattern— | |
| | 5 | Kate Smith Show—
Variety show slanted to women | Live |
| 4:00 | 5 | Hawkins Falls, Pop. 6200—
Adventures in midwestern town | Live |
| 4:15 | 5 | Gabby Hayes Show—
Tall tales by master of them all | Live |
| 4:30 | 4 | TV House Party— | Local |
| | 5 | Howdy Doody—
Bob Smith emcees kids show | Live |
| 5:00 | 4 | INS Daily News— | Film |
| | 5 | Comic Cut-Ups—
With Ken Wagner and Peewee | Local |
| 5:15 | 4 | Augustana Presents—
Program by college student body | Local |
| | 5 | Ran, The Weather Man—
Up-to-date weather information | Local |
| 5:22 | 5 | WOC-TV Newsroom—
Bob Frank presents news, pictures | Local |
| 5:25 | 4 | Show Case— | Slides |
| 5:30 | 4 | Buddies of the Airlines—
Featuring Pat, Speed and Curley | Local |
| | 5 | Kukla, Fran & Ollie—
Burr Tillstrom, master puppeteer | Kine |
| 5:45 | 4 | Time For Beanie— | Kine |
| | 5 | Bob and Ray—
Comedy skits and antics | Kine |
| 6:00 | 4 | Captain Video—
Don Hastings is Video Ranger | Live |
| | 5 | Musical Guesses—
If George Sontag, Marjorie Meinert or Shirley Burke can't play or sing your tune they pay off | Local |
| 6:30 | 4 | Lone Ranger—
Tonto and his partner bring western outlaws to justice | Film |
| | 5 | Dinah Shore Show—
Nothin' Finah Than Dinah in Song | Live |
| 6:45 | 5 | News Caravan—
Award-winning news show | Live |
| 7:00 | 4 | Stop The Music—
Bert Parks does the calling as you are entertained by Jack Haskell, June Valli and Betty Ann Grove. | Live |
| | 5 | You Bet Your Life—
Groucho Marx dishes out the cash as he wisecracks the contestants into submission | Film |
| 7:30 | 5 | Treasury Men In Action—
Walter Greaza stars as the Chief of the Bureau. | Live |

THURSDAY—con't.

- 8:00 4 **Man Against Crime—** **Live**
Starring Ralph Bellamy as Mike Barnett, private eye.
- 5 **Dragnet—** **Film**
Sgts. Joe Friday and Ed Jacobs are assigned to track down the murderer of a mother mysteriously slain in her bed while her young son slept nearby.
- 8:30 4 **Big Town—** **Film**
"The Lady in Black;" the portrait of a beautiful woman sets off a mystery in which a simple conversation reveals a murder.
- 5 **Ford Festival—** **Live**
Starring James Melton with Wally Brown, Billy Barty and guests.
- 9:00 4 **Racket Squad—** **Film**
Starring Reed Hadley as Captain Braddock in a racket expose.
- 5 **Martin Kane, Private Eye—** **Live**
Starring Lloyd Nolan.
- 9:30 4 **Crime Photographer—** **Live**
Darren McGavin as Casey, uncovers a tax evader and murderer in "Double Entry."
- 5 **Wayne King Show—** **Live**
- 10:00 4 **Foreign Intrigue—** **Kine**
Espionage adventure series starring Jerome Thor with Sidna Scott
- 5 **Hart of Sports—** **Local**
Hal Hart interviews local and national sports personalities.
- 10:15 5 **Harmony House—** **Local**
Hints on home interior decorating.
- 10:30 4 **Weather Show—** **Local**
Up-to-date weather information
- 5 **Ran, The Weather Man—** **Local**
Weather prospects for next day
- 10:35 5 **WOC-TV News—** **Local**
Bill Gross reports the latest news
- 10:40 4 **WHBF-TV News—** **Local**
Latest in local and national news
- 5 **Sports Picture—** **Local**
Hal Hart reports the sports
- 10:45 4 **Stork Club—** **Kine**
Sherman Billingsley is your host
- 5 **Film Subject—**
- 11:00 4 **Belles and Beaus—** **Local**
Fun with the Square Dancers.



Beguiling Shaye Cogan will be remembered as the featured vocalist on "Stop the Music" this season and on the "Vaughn Monroe Show" of last year.

NOTHING TO IT

Just before his NBC-TV afternoon "Bert Parks Show," the star usually feigns the nervous "shakes" to get a laugh from the audience. However, the day before Christmas, he got a much larger laugh than planned. His twin sons—Jeff and Joel, age 6—were making an appearance on the show with their Pop and, when he began his "shaking" routine, Jeff naively looked up and, in a loud voice, remarked, "What are you so nervous for, daddy? This is fun."

—tv—

CAREER SET

Another "Talent Scouts" contestant has joined the numbers who have gone on to fame as a result of their appearing on this Arthur Godfrey show. He is Rico Turchetti, a steel guitarist, who so impressed Arthur that he was offered a permanent job on the Wednesday night Godfrey show.

Awards

POLL WINNERS

First Place

WITH the smoke of battle cleared away, here are the fans' choices for the best programs and performers of 1951, in the First Annual Awards Poll conducted by Tele-Views to find the most popular shows locally produced in the studios of WHBF and WOC, along with the two top shows on the network.

The total number of votes cast was well over 2,000 and definitely shows the interest of the viewers in the programs produced by the two local stations.

It was a close battle all the way between three of the top local shows, "Musical Moods" with Marjorie Meinert, and "Golden Opportunity" on WOC-TV; "Buddies of the Airlanes" on WHBF-TV.

The first place winner was not decided for sure until the last day of balloting when "Musical Moods" with Marjorie Meinert won out by a slim margin. Coming in second was that popular western music show on channel 4, the "Buddies of the Airlanes."

Third and fourth place were won by "Golden Opportunity" and "Play or Pay", in that order, both seen on WOC-TV, channel 5.

Also included in our First Annual Awards Poll were two places to be selected for network shows. First place in this category went to the "Comedy Hour" seen on WOC-TV, with second spot going to the "Ken Murray Show" seen locally on WHBF-TV.

Next year our poll will be conducted to find the most popular show in the different categories of drama, comedy, variety, etc., in both local and network programs.



MARJORIE MEINERT

Second Place

THE "BUDDIES OF THE AIRLANES"



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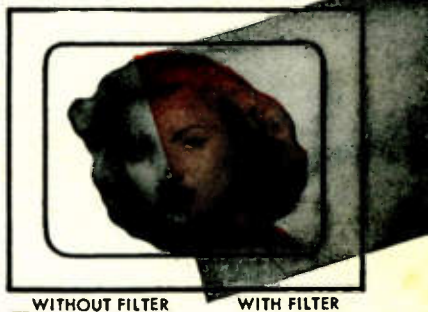
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Friday

APRIL 11th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- | | | | |
|-------|---|--|--------|
| 7:45 | 5 | Test Pattern— | |
| 8:00 | 5 | "Today" with Garroway— | Live |
| | | All the news that happened while you slept and is happening while you watch | |
| 9:00 | 4 | Morning News— | Live |
| | | Commentary on latest in the news | |
| | 5 | Breakfast Party— | Live |
| | | Jingle contests conducted by the table-hopping emcee | |
| 9:30 | 4 | Bride and Groom— | Live |
| | | Glamorous weddings every day. | |
| | 5 | Winner Take All— | Live |
| | | Bill Cullen emcees the quiz. | |
| 9:45 | 4 | Al Pearce Show— | Live |
| | | Variety direct from Hollywood. | |
| 10:00 | 5 | To Be Announced— | |
| 10:30 | 4 | Strike It Rich— | Live |
| | | Program with a heart | |
| | 5 | It's A Problem— | Live |
| | | Panel discussion of family and community life. | |
| 11:00 | 4 | The Egg and I— | Live |
| | 5 | Ruth Lyons 50 Club— | Live |
| | | Informal program you'll enjoy | |
| 11:15 | 4 | Love of Life— | Live |
| | | Pat McCay featured in cast | |
| 11:30 | 4 | Search For Tomorrow— | Live |
| | | Lynn Loring in supporting role | |
| | 5 | Test Pattern— | |
| 11:45 | 4 | Paul Dixon Show— | Kine |
| 12:00 | 4 | Test Pattern— | |
| 12:30 | 4 | Garry Moore Show— | Live |
| | | Guests: Herbert Coleman, musical star; Harold Acks, Inter-racial Choir director; Noonan & Marshall, comedians. | |
| 1:15 | 5 | Table Five— | Live |
| | | Filmed variety acts you can enjoy | |
| 1:30 | 4 | First Hundred Years— | Live |
| | | Anne Sargent featured in cast | |
| | 5 | Today's Cooking— | Local |
| | | Kitchen Magic with Norida Frank | |
| 1:45 | 4 | Mike and Buff Show— | Live |
| | | Buff Cobb assists hubby Mike. | |
| 2:00 | 5 | The Big Pay Off— | Live |
| | | Top prize, world trip & mink coat | |
| 2:30 | 4 | Bert Parks Show— | Live |
| | | "I'm a Ding Dong Daddy from Dumas;" "Brahm's Lullaby;" "You Mustn't Kick It Around;" "The Lord's Prayer." | |
| | 5 | Ralph Edwards Show— | Live |
| | | Ralph up to his usual antics | |
| 3:00 | 4 | Test Pattern— | |
| | 5 | Kate Smith Show— | Live |
| | | Kate is hostess of variety show | |
| 4:00 | 5 | Hawkins Falls, Pop. 6200— | Live |
| | | Serial drama of life in small town | |
| 4:15 | 5 | Gabby Hayes Show— | Live |
| | | Tall tales by master of them all | |
| 4:30 | 4 | TV House Party— | Local |
| | 5 | Howdy Doody— | Live |
| | | Variety for kids with puppets | |
| 5:00 | 4 | INS Daily News— | Film |
| | 5 | Cowboy Ken's Donald Duck Show— | Local |
| | | Fun for the youngsters | |
| 5:10 | 4 | Show Case— | Slides |
| 5:15 | 4 | Information for Voters— | Film |
| | 5 | Ran, The Weather Man— | Local |
| | | Up-to-date weather information | |
| 5:22 | 5 | WOC-TV Newsroom— | Local |
| | | Bob Frank presents news, pictures | |
| 5:25 | 4 | Show Case— | Slides |
| 5:30 | 4 | Tom Corbett, Space Cadet— | Live |
| | | Tom works to keep Astro out of trouble | |
| | 5 | Kukla, Fran & Ollie— | Kine |
| | | Puppet show for young and old | |
| 5:45 | 4 | Time For Beanie— | Kine |
| | | Serialized story with puppet actors | |
| | 5 | Ship's Reporter— | Film |

TV TELE-VIEWS

FRIDAY—con't.

- | | | | |
|-------|---|---|------------------|
| 6:00 | 4 | Captain Video— | Live |
| | | Police action in regions of space | |
| | 5 | Meadow Gold Ranch— | Film |
| | | Western music with one of the stars of National Barn Dance. | |
| 6:15 | 5 | Film Subject— | |
| 6:30 | 4 | To Be Announced— | |
| | 5 | Those Two— | Live |
| | | Starring Vivian Blaine and Pinky Lee in songs and comedy, guests | |
| 6:45 | 5 | News Caravan— | Live |
| | | News in story and film clips. | |
| 7:00 | 4 | To Be Announced— | |
| | 5 | RCA Victor Show— | Live |
| | | Starring Ezio Pinza in song and dramatic sketch with guest star. | |
| 7:30 | 4 | My Friend Irma— | Live |
| | | Cathy Lewis as Jane tries to curb Irma's (Marie Wilson) zany antics; Gloria Gordon is Mrs. O'Reilly. | |
| | 5 | Golden Opportunity— | Local |
| | | Local amateurs compete for trip to New York | |
| 8:00 | 4 | Playhouse of Stars— | Live |
| | | Fine dramatic presentation with an all-star cast; new half-hour time period. | |
| | 5 | The Big Story— | Live-Film |
| | | "Case of the Spunky Kid", a dramatization of the story of Virginia Bohlin of the Boston (Mass.) Traveler. | |
| 8:30 | 4 | It's News To Me— | Live |
| | | John Daly emcees a unique news quiz with panelist Anna Lee and guests. | |
| | 5 | The Aldrich Family— | Live |
| | | Situation family comedy series with Barbara Robbins, House Jameson, Kenneth Nelson and Mary Malone. | |
| 9:00 | 4 | Cavalcade of Stars— | Live |
| | | Starring Jackie Gleason in a variety show with his guest stars. | |
| | 5 | Cavalcade of Sports— | Live |
| | | Arthur King vs. Dell Flanagan, 10 rounds, lightweights. | |
| 9:45 | 5 | Wrestling from Hollywood— | Film |
| | | Richard Lane does the commentary on the matches from Long Beach Auditorium. | |
| 10:00 | 4 | Hands of Destiny— | Kine |
| | | Dramatic presentation with an all-star cast. | |
| 10:30 | 4 | Weather Show— | Local |
| 10:35 | 4 | News— | Local |
| 10:45 | 4 | Perry Como Show— | Kine |
| | | With the Fontaine Sisters and Mitchell Ayres orchestra; guests. | |
| | 5 | Ran, The Weather Man— | Local |
| | | Weather outlook for coming day | |
| 10:50 | 5 | WOC-TV News— | Local |
| | | Bill Gress reports the latest events | |
| 10:55 | 5 | Sports Picture— | Local |
| | | Hal Hart, sportscaster, presents the latest in the world of sports | |
| 11:00 | 4 | Looking At Sports— | Local |
| | | With Bill Lohmeier. | |

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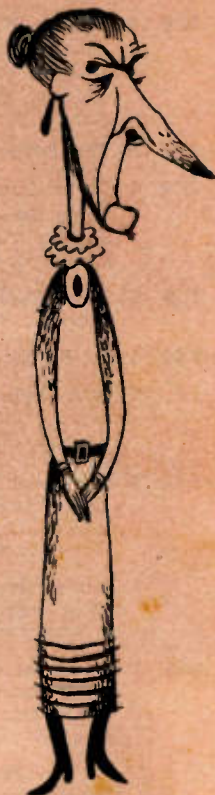
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