

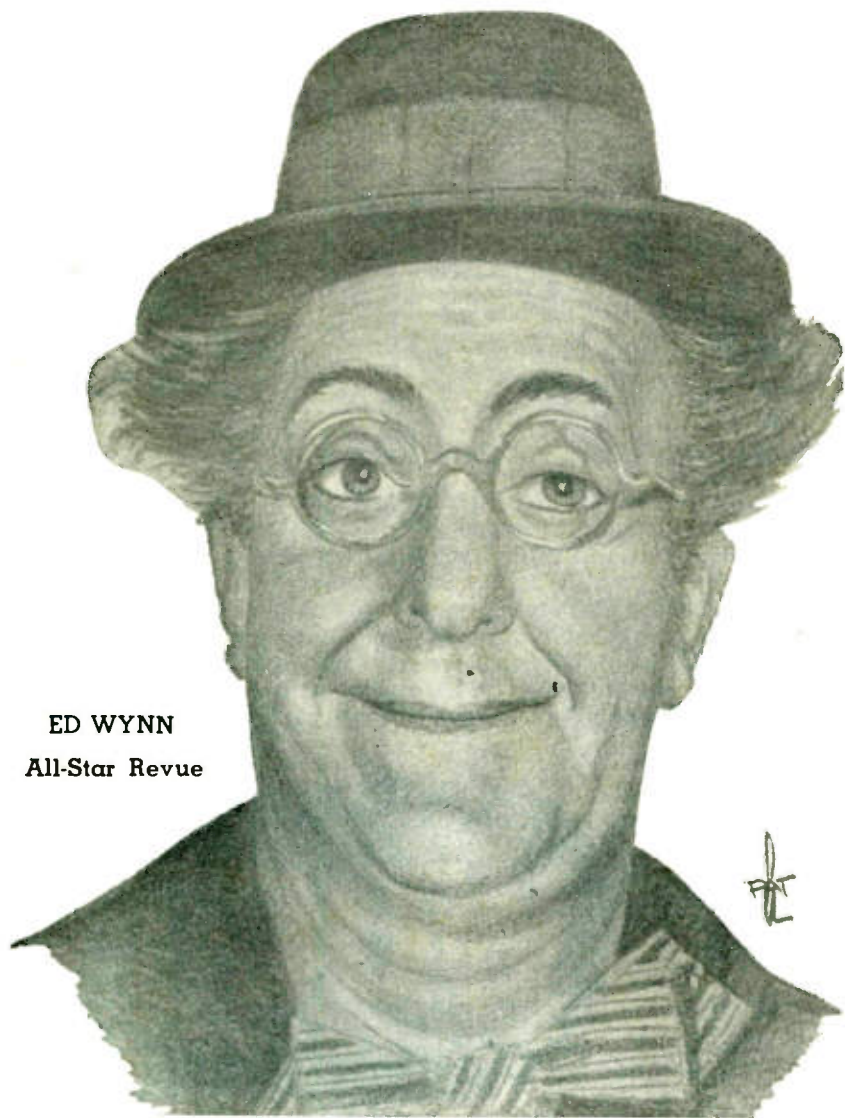
*Quad City*

Your TV  
Program GUIDE

September 15

# TV Tele-Views

Vol. 1—No. 27



ED WYNN  
All-Star Revue

**15¢**

**Milton Berle**

*page 4*

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# The Bupane Show

Featuring



# Musical Moods

THURSDAYS, 9:30 - 10:00 P.M.

**MARJORIE  
MEINERT**  
ORGANIST - PIANIST



**BILL  
GRATTON**  
COMMENTATOR

## "Musical Moods" Fans Write:

"Marjorie Meinert's superb playing paired with soothing narrations and poetry provide just the kind of relaxation I look forward to" . . . "I tell all my friends, 'Musical Moods' is worth the price of our TV set" . . . "We sincerely believe the show as good or better than many network shows" . . . "Thanks for the most enjoyable half-hour on television each week" . . . "We love your program—poetry and prose, organ and piano." — Get the "Musical Moods" habit . . . watch it this Thursday, and you'll be around regularly for each succeeding program.

Channel 5  
Davenport,  
Iowa



**WOC-TV**  
AM FM



# Mail Bag

returns. Write to Dagmar in care of Natl. Broadcasting Co., Rockefeller Plaza, New York, City.—Ed.)

\* \* \*

Editor:

Television authorities have long agreed that the "kinescope recording" film method is the poorest possible way of presenting a program. They also agree that "live network" is the best method. Thousands and thousands of dollars have been spent to build a TV network across the country so people may enjoy network "live."

Editor:

I see WOC-TV has soared to new heights in stupidity! They are going to telecast Kukla, Fran and Ollie at four-thirty in the afternoon, on film, and two weeks after the original show. Kewanee, Ill. Willard R. Bevans

\* \* \*

Editor:

Please tell us where Jim Johnston went. Is he on vacation or has he a different position?

We were on vacation for 2 weeks and when we came back he was gone, so we didn't hear his last program.

We love Marjorie Meinert but we wish she would leave the piano to others and play all organ programs. Galena, Ill.

Joan Smith

(Jim Johnston resigned his position at WOC-TV and accepted a position with WENR-TV in Chicago.—Ed.)

\* \* \*

Editor:

When will Broadway Open House return to television? Will Dagmar be on any other program while it is off the air? Does she have a program of her own?

Peoria, Ill.

B. L.

(Broadway Open House is still on TV and has been all summer but it is not carried locally at the discretion of the sponsor. Dagmar is not on any other program at present but you can look for her soon in either her own program or as a permanent member of the Frank Sinatra show when it

Please tell me why when WOC-TV has live network, we have to see one of TV's best liked shows, Kukla, Fran and Ollie on murky, cloudy, poor quality "kinescopes," at a different, inconvenient time, and a week or two after the program was originally presented when WOC-TV has presented K. F. & O. on "live" for one full year, previously?

Dubuque, Ia.

K.F.&O. Fan

(Television is a very expensive proposition, as yet, and therefore the wishes of the sponsors have to be complied with as they are the ones who pay the way. The earlier time is a little cheaper so therefore we have to be satisfied with the kinescope version.—Ed.)

\* \* \*

Editor:

When will we again see the Mary Hartline show that was so much fun for the children as well as adults? Why was it discontinued?

Moline, Ill.

Mrs. Ted Bonggren

(The Mary Hartline show was discontinued for the summer and as of now there has been no announcement of its return this fall.—Ed.)

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PERHAPS you're one of the millions of television set owners who wonders each week what keeps Milton Berle at the top? If so, you're not the only one without the answer, because it amazes even the experts who have always claimed the public tires of comedians about as fast as phonograph records.

Tuesday night, a sizeable segment of humanity dials NBC, sits back and watches Milton Berlinger—son of a stage-struck store detective—punch and gag his way to the peak of television popularity polls.

Like many present day stars, Berle got his start in a local vaudeville amateur contest, doing an imitation of Charlie Chaplin. He still has the silver cup.

While a teenager, Miltie toured in vaudeville with another youngster named Elizabeth Kennedy. Later, as a single act, he did so well as a last minute replacement at the Palace theater against such competition as Jack Benny and Bea Lillie, that he turned a one-week booking into a six-month run. A photo of Berle the teenager and the late Jack Holt is at the bottom page 4. (Immediately at the left is a scene snapped during a rehearsal of the Texaco Star Theatre, showing Andy Russell talking to Berle.)

While Berle never forgets to mention his best friend, Momma, he isn't bashful about plugging his brother, Frank. Our photographer snapped Frank (bottom of page 5) at a recent

telecast.

Currently Berle is the subject of much conversation in TV and radio circles for signing a 30-year contract with NBC. The comic's contract was set up to take advantage of the tax angles. While Berle collects \$50,000 per year for 30 years, he actually gives only 20 years of work. For the first 5 years, Berle must work for 39 weeks.

For the next 5 years, Uncle Miltie will work only 25 weeks. During the next 10 years, Berle is not required to perform as an actor but must work for NBC as a producer-writer-director-consultant. The last 10 years, he's not required to work at all.

Actually, the contract will mean a salary decrease for Berle. But here's

(Continued on page 20)







# *Uncle Miltie*

You can kid Berle about his jokes, but Miltie has a 30-year contract with NBC



Andy Russell and Berle



Late Jack Holt and Milton

# Saturday

SEPTEMBER 15th

WIBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

- 8:30 4 OH, KAY!**—  
With Kay Westfall, Jim Dimitri and Dave LeWinter.
- 9:00 4 FASHION MAGIC**—  
Andre D'Aulan, dress designer & vocalist Gloria Marlowe are Arlene Francis' guests.
- 9:30 4 DATE WITH JUDY**—  
Judy's father ends up with aching muscles and depleted bank account in the episode of "Father Double Dates."
- 10:00 4 BIG TOP**—  
Jack Sterling, ringmaster, presents Happy Harrison's troupe of dogs and ponies; the Juggling Glens; plus other acts.
- 11:00 4 TWO GIRLS NAMED SMITH**—
- 11:30 4 I COVER TIMES SQUARE**—  
Harold Huber plays Johnny Warren.
- 12:00 4 SMILIN' ED'S GANG**—  
With Squeaky the Mouse, Midnight the Cat and Froggy the Gremlin. A children's story dramatized.
- 3:00 5 TEST PATTERN**—
- 3:30 5 THE NATURE OF THINGS**—  
Dr. Roy K. Marshall will talk about astronomy and explain the path of the planets.
- 3:45 5 ON THE LINE WITH CONSIDINE**  
Bob Considine with news, views and interviews.
- 4:00 5 FILM SUBJECT**—
- 4:30 5 MR. WIZARD**—  
Don Herbert (Mr. Wizard) and Bruce Lindgren (Willie) will discuss water and the many things it will dissolve.
- 5:00 4 SAMMY KAYE SHOW**—  
Features vocalists Barbara Benson and Tony Alamo with the audience taking part in the "So You Want to Lead a Band" contest.
- 5 TO BE ANNOUNCED**—
- 5:30 4 ON TRIAL**—  
Current events brought before the court.
- 5 THE ART FORD SHOW**—  
The Disc Jockeys of America answer questions and interview guest vocalist.
- 6:00 4 KEN MURRAY SHOW**—  
With the Glamourlovelies and vocalists Anita Gordon and Art Lund; Guests: Lew Ayres narrating "A Tribute to the Red Cross;" Peggy Lee, singer; Lew Hearn, comedian; Beatrice Kraft, dancer.
- 5 ALL-STAR REVUE**—  
Stars Olsen & Johnson with guests "Two-Ton" Tessie O'Shea, English musical star; John Melina, 15-yr.-old child prodigy; the Dunhills, male dancers; C. J. Olsen, June Johnson and Marty May.
- 7:00 4 WONDERFUL TOWN**—  
Faye Emerson is your hostess as the city of London is honored. Guests: Anne Shelton, English songstress; Roland Young; Pat O'Malley and Lt. Col. Edward Heath, Tory member of Parliament.
- 5 YOUR SHOW OF SHOWS**—  
Starring Sid Caesar and Imogene Coca with Mata & Hari, dancers; tenor Bill Hayes; Judy Johnson, vocalist; Billy Williams Quartet; Jack Russell, baritone; Hamilton Trio, dancers; Carl Reiner, straight man; and Marguerite Piazza, Met soprano.
- 7:30 4 THE SHOW GOES ON**—  
Robert Q. Lewis tries to sell talent to prospective buyers.
- 8:00 4 FILM SUBJECT**—
- 8:15 4 FILM SUBJECT**—
- 8:30 4 LONE RANGER**—  
Outlaws of the old west brought to justice with help from Tonto.
- 5 YOUR HIT PARADE**—  
Starring Snooky Lanson, Eileen Wilson and Dorothy Collins, with the Hit Paraders and Raymond Scott's orchestra.
- 9:00 4 WRESTLING**—  
From Marigold Gardens, Chicago.
- 5 SPORTS SCHOLAR**—  
A test for your sports knowledge.
- 9:15 5 MYSTERY HOUR**—
- 10:15 4 WESTERN FILM**—  
"Texas Marshal."

# Sunday

SEPTEMBER 16th

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

- 12:45 5 **TEST PATTERN**—
- 1:00 5 **TV FORUM**—  
Neil Danberg moderates with a panel of local citizens.
- 1:30 5 **JUVENILE JURY**—  
Jack Barry emcees as the youngsters solve the problems of the kids at home.
- 1:50 4 **INS DAILY NEWS**—
- 2:00 4 **FLYING TIGERS**—  
Exciting adventures of the famous flying group in China.
- 5 **MEET THE PRESS**—  
Members of the press interview famous guest as Martha Rountree moderates.
- 2:30 4 **FILM SUBJECT**—
- 5 **ZOO PARADE**—  
Marlin Perkins presents "Bears on Parade" and will show how they can be trained; Features "Cuneo Cuties," a troupe of trained bears.
- 3:00 4 **SUPER CIRCUS**—  
Side show presents "World's Tallest Man," Frank Koehler, 8 ft. 2 in. Guest acts are Alfonso Royal, juggler; the Malinos, balancing act; the Orantos, perch pole and ladder act.
- 5 **GABBY HAYES SHOW**—  
A dramatization of an exciting incident in the childhood of David Crockett, famous Tennessee frontiersman.
- 3:30 5 **MAGIC SLATE**—  
Dramatization of well-known children's stories.
- 4:00 4 **TED MACK FAMILY HOUR**—  
Musical variety program.
- 5 **HOPALONG CASSIDY**—
- 5:00 4 **PAUL WHITEMAN REVUE**—  
With Earl Wrightson, Maureen Cannon will feature Maurice Robell's "Bolero."
- 5 **NBC WEEKLY NEWS IN REVIEW**
- 5:15 5 **FILM SUBJECT**—
- 5:30 4 **THIS IS SHOW BUSINESS**—  
Regular panelists are Sam Levenson and George S. Kaufman with guest performers Johnny Johnston, Mitzi Mayfair & Frank Fontaine.

- 5 **YOUNG MR. BOBBIN**—  
Repairing a door is ordinarily a simple job, but for Alexander Hawthorne Bobbin it becomes a community project.
- 6:00 4 **LIVE LIKE A MILLIONAIRE**—  
John Nelson emcees as the kids bring their folks to entertain.
- 5 **COLGATE COMEDY HOUR**—  
Starring Spike Jones with an extravaganza of comedy and songs as guest, Jan Peerce, supplies the culture for the show.
- 6:30 4 **FILM SUBJECT**—
- 7:00 4 **FRED WARING SHOW**—  
With the Pennsylvanians and starring Joanne Wheatley, Jane Wilson and Joe Marine; Guests Jessica Tandy and husband Hume Cronyn in a sketch from "The Catbird Seat;" Song "Take a Letter, Miss Smith" featured.
- 5 **PHILCO TELEVISION PLAYHOUSE**  
A romantic drama of a middle-aged composer who finds new zest in life when he falls in love with a young girl is presented in "The Wayward Season." Stars Kent Smith and Carol Goodman.
- 8:00 4 **CELEBRITY TIME**—  
Conrad Nagel emcees with regular panelists Jane Wilson and Herman Hickman and guest panelists Eva Gabor, actress, and Lowell Thomas, Jr., explorer.
- 5 **AMERICAN FORUM OF THE AIR**  
Subject: "Our National Tax Program," with speakers Charles Sleigh, Jr., chmn., Taxation Com. of NAM and Walter P. Reuther, Pres. of UAW-CIO.
- 8:30 4 **WHAT'S MY LINE?**—  
Panelists are: Hal Block, Bennett Cerf, Dorothy Kilgallen & Arlene Francis with John Daly as emcee.
- 5 **PUBLIC PROSECUTOR**—  
John Howard, as the prosecutor, gives you a chance to solve the crime.
- 9:00 4 **WEEKLY NEWSREEL**—
- 5 **TV SHOWROOM**—
- 9:20 4 **WEATHER SHOW**—
- 9:30 4 **WHITEMAN TV TEEN CLUB**—  
Paul Whiteman entertains along with Muscles Lipton, Nancy Lewis, Junie Keegan, Jerry Donahue and Sonny Graham.
- 5 **SYLVANIA THEATRE**—  
Presents "Captain Caution" starring Victor Mature, Alan Ladd, and Bruce Cabot.
- 10:30 4 **YOUTH ON THE MARCH**—



**N**EW YORK.—The Al Jolson Memorial project at little Brandeis University is drawing top attention from TV leaders of all religious faiths, and for a good reason. The late Mammy singer worked tirelessly throughout his career to promote better understanding among men of all creeds, and split the bulk of his \$4 million estate among Jewish, Catholic and Protestant institutions. . . . Patricia Bowman, who heads up her own weekly CBS show, is listed among America's leading dancers. Her stint should answer the wails of the highbrow set for more culture on video. . . . They say Shakespearian actor Maurice Evans is planning a TV debut this fall. . . . Duck, lads. Joe Palooka will shortly be clobbering opponents and the English language on video. It's a film series that may start in January. . . . Evangelist Billy Graham has inked a contract for time on ABC.

**Burr Tillstrom**, brilliant creator of "Kukla, Fran and Ollie" show, resumed that fascinating daily session August 27th after a European vacation—Seen locally two weeks later. . . . Man-baiters Maggi McNellis, Florence Pritchett and Eloise McElhone are moving their controversial "Leave It To The Girls" stanza to a later time on Sunday nights. . . . NBC has snagged exclusive TV rights to the annual Rose Bowl football games for three years. . . . Fred Allen may team up with Ed Herlihy this fall in a new series. They're actually cousins. . . . Rumors are flying that Pepsi-Cola, which sponsors Faye Emerson, is unhappy with her TV audience ratings. . . .

Bigtime producer Lou Cowan now owns TV rights to a Spring Byington-Charles Coburn film series, titled "Bed and Board" with the accent on situation comedy. . . . It's now official—the coast-to-coast network TV hook-up starts at 7 p.m. (CST) Saturday, September 29. American Telephone & Telegraph will sponsor a one-hour gala program on all four networks. . . . Schlitz is reported raiding both Hollywood and New York for dramatic stars to appear on its forthcoming "Playhouse" series. Already signed are Walter Hampden, Margaret Sullivan and Helen Hayes, while negotiations are going on with Lawrence Olivier.

**Smilin' Ed McConnell**, the kid show expert, is reported hurting the prospects of sandlot football. Instead of reporting early Saturday morning for practice, the small fry stay glued to their TV sets. . . . Phil Harris is an accomplished woodsman, hunter and fisherman. . . . Jack Carson is one of video's huskiest personalities. He's six feet two inches and weighs 210 pounds.



**Bowman**



**Tillstrom**



**Byington**



**McConnell**

"Tele-Views"



## Let's Talk Television

# Kukla, Fran & Ollie Loses Appeal On Kinescope

By LUCIA CARTER

Normally, I would never begrudge WOC-TV an opportunity to make a little more money. The television industry can never prosper unless individual stations, like WOC-TV, rake in the cash whenever possible. The Dav- enport TV outlet's latest move in the direction of earned income, however, is a different kettle of fish.

In order to increase its revenue from locally sponsored programs, WOC-TV



Lucia Carter

has chosen to run Kukla, Fran and Ollie on film this year. Local advertising rates for the half-hour when K. F. & O. is telecast live on the network are higher, it seems, than for the earlier half-hour when WOC-TV plans to carry the kinescope version. And scheduling of the show at the time of the network telecast is optional. If I looked at this thing objectively, or pretended for the moment that I was a television station, I might understand WOC-TV's action.

It's as a home viewer and a Kukla, Fran and Ollie fan, though, that I'm affected by this little outrage. I realize that WOC-TV has to eat, but when the station tampers with one of my favorite programs, I have the uneasy feeling that WOC-TV is eating my dinner.

Kukla, Fran and Ollie is, to put it conservatively, one of the best programs on television. Burr Tillstrom's puppets have a peculiar, whimsical quality matched rarely in literature or on the stage and never, for my money, in the media of the brave new world—other TV offerings, radio and movies not even the Disney productions, although some have come close).

Each individual program is an excursion into creative art. Each puppet—Kukla, the doll who is something of

a cross between master of ceremonies and chronic underdog, Allie, the dragon with delusions of self-importance, and their wonderful supporting cast—is an individual, depicted so strongly that one believes they are all real, after all. The strange mixture of fantasy and reality—the dragon baffled by the long distance telephone—produces a subtle humor difficult to beat.

And the charm of Fran Allison, who shares the stage and the problems of the day with the puppets, is something special too.

The show's unique flavor is going to be diluted somewhat in the kinescope version. One of the greatest assets of the program, one of the few that is really unrehearsed, is its spontaneity. Fran and her chums chat gaily about happenings of the moment—events so contemporary that they may not always be remembered a week or so later. And of course there's a time lag between production of the live show and release of the kinescope version.

Still worse, kinescope is a dark, gloomy thing, and it's difficult for the home viewer to see a kinescope program. The tiny puppets are going to wander around in a dismal smog—particularly when they're clad in dark costumes—and the audience is going to miss many of the quick, fine details of many shows.

A kinescope recording is not even as clear as motion picture film, let alone a live telecast.

We Feature

**Williams Power-Full  
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# Monday

SEPTEMBER 17th

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

- |       |   |   |
|-------|---|---|
| 9:30  | 4 | <b>STRIKE IT RICH—</b><br>Warren Hull emcees the program with a heart.  |
| 10:00 | 4 | <b>THE EGG AND I—</b><br>Serial version of the famous best seller and movie.  |
| 10:15 | 4 | <b>NEWS AT NOON—</b><br>With Dorothy Doan & John Schafer  |
| 10:30 | 4 | <b>SEARCH FOR TOMORROW—</b><br>Serial of American family life.  |
| 10:45 | 4 | <b>STEVE ALLEN SHOW—</b>  |
| 11:30 | 4 | <b>GARRY MOORE SHOW—</b>  |
| 11:45 | 4 | <b>TEST PATTERN—</b>  |
| 12:00 | 4 | <b>GARRY MOORE SHOW—</b><br>Guest: Waller O'Keefe, popular comedian and emcee.  |
| 12:30 | 4 | <b>FIRST HUNDRED YEARS—</b>   |
| 12:45 | 4 | <b>VANITY FAIR—</b>   |
| 1:00  | 5 | <b>MISS SUSAN—</b><br>Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.  |
| 1:15  | 5 | <b>VACATION WONDERLANDS—</b>  |
| 1:30  | 4 | <b>ALL AROUND THE TOWN—</b><br>Mike Wallace, your guide-emcee.  |
|       | 5 | <b>BERT PARKS SHOW—</b><br>With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.   |
| 2:00  | 5 | <b>THE KATE SMITH SHOW—</b><br>Variety program slanted to appeal to a mass women's audience.  |
| 3:00  | 5 | <b>HAWKINS FALLS, POP. 6200—</b><br>Serial of life in a small town.   |
| 3:15  | 5 | <b>GABBY HAYES SHOW—</b>  |
| 3:30  | 4 | <b>MEET YOUR COMMUNITY—</b>   |
|       | 5 | <b>HOWDY DOODY—</b><br>Bob Smith's puppets in new adventures to please the children.  |
| 4:00  | 4 | <b>FILM SUBJECT—</b>  |
|       | 5 | <b>CACTUS JIM—</b><br>Jim tells a story about his friends.  |
| 4:30  | 4 | <b>SPACE CADET—</b><br>Tom Corbett's adventures in space with cadets in Space Academy.  |
|       | 5 | <b>FILM SUBJECT—</b>  |
| 4:45  | 4 | <b>BEANIE—</b><br>Popular character of the kids is brought back by popular demand.  |
| 5:00  | 4 | <b>CAPTAIN VIDEO—</b><br>An adventure story on earth and in space with the Video Ranger.  |
|       | 5 | <b>COWBOY KEN—</b>  |
| 5:15  | 5 | <b>WEATHER SHOW—</b>  |
| 5:22  | 5 | <b>WOC-TV NEWSROOM—</b>   |
| 5:30  | 4 | <b>HOLLYWOOD SCREEN TEST—</b><br>Neil Hamilton directs young hopefuls in two short sketches with guest star.  |
|       | 5 | <b>MOHAWK SHOWROOM—</b><br>Roberta Quinlan, songs & chatter. Guests: "The Fourteens," quartet from Scott Field.   |
| 5:45  | 5 | <b>NEWS CARAVAN—</b><br>John Cameron Swayze reports the news with on-the-spot films.  |
| 6:00  | 4 | <b>LUX VIDEO THEATRE—</b><br>Roland Young will portray a harried Philadelphia socialite who finally manages to assert himself in "A Family Affair."                         |
|       | 5 | <b>PAUL WINCHELL-JERRY MAHONEY SHOW—</b><br>The "What's My Name" quiz show with Dorothy Claire and Hilda Vaughn.  |
| 6:30  | 4 | <b>GODFREY TALENT SCOUTS—</b><br>Herb Shriner, Hoosier humorist, takes over for Arthur during his 8-week vacation.  |
|       | 5 | <b>VOICE OF FIRESTONE—</b><br>With Howard Barlow's orchestra and guest soloist Eleanor Steber, soprano, in an operatic aria "Dove Sono" from Mozart's "Marriage of Figaro." |
| 7:00  | 4 | <b>HORACE HEIDT SHOW—</b><br>Youth Opportunity program with talent from all over the country.   |
|       | 5 | <b>LIGHTS OUT—</b><br>Frank Gallop, narrates another thriller for you.  |
| 7:30  | 4 | <b>LIFE BEGINS AT EIGHTY—</b>   |
|       | 5 | <b>SOMERSET MAUGHAM THEATRE</b><br>Presents a drama entitled "The Mother."  |
| 8:00  | 4 | <b>WESTINGHOUSE "STUDIO ONE"—</b><br>This fine dramatic show returns for the new season with a good selection of plays.   |
| 8:30  | 5 | <b>WHO SAID THAT?—</b>  |
| 9:00  | 4 | <b>CHRONOSCOPE—</b><br>"The Truth of the Matter" with panelists Henry Hazlitt, William Bradford Huie and guest, Gov. Theodore R. McKeldin, Jr., of Maryland.                |
|       | 5 | <b>FREDDY MARTIN SHOW—</b><br>Takes you to college and features Merv Griffin and Murray Arnold.   |
| 9:15  | 4 | <b>INS WEEKLY NEWS—</b>   |
| 9:30  | 4 | <b>WEATHER SHOW—</b>  |
|       | 5 | <b>YOUR OWN HOME—</b>   |
| 9:35  | 4 | <b>INS DAILY NEWS—</b>  |
| 9:45  | 4 | <b>PERRY COMO SHOW—</b><br>Fontaine Sisters & Mitch Ayres.  |
|       | 5 | <b>INDUSTRY ON PARADE—</b><br>Air Power Starts Here; Tailor for the Tailor; Steel Store; The All-Time Best Seller.  |
| 10:00 | 5 | <b>RAN, THE WEATHER MAN—</b>  |
| 10:05 | 5 | <b>NEWS—</b>  |
| 10:10 | 5 | <b>BASEBALL RESULTS—</b>  |
| 10:15 | 5 | <b>HOLLYWOOD THEATRE—</b>   |

# Tuesday

SEPTEMBER 18th

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

- |       |   |  |
|-------|---|--|
| 10:00 | 4 | <b>THE EGG AND I—</b><br>Serial version of the famous best seller and movie.   |
| 10:15 | 4 | <b>NEWS AT NOON—</b><br>With Dorothy Doan & John Schafer   |
| 10:30 | 4 | <b>SEARCH FOR TOMORROW—</b><br>Serial of American family life.   |
| 10:45 | 4 | <b>STEVE ALLEN SHOW—</b>   |
| 11:30 | 4 | <b>GARRY MOORE SHOW—</b><br>Guests: Comedians Jim Kirkwood and Lee Goodman.  |
| 12:30 | 4 | <b>FIRST HUNDRED YEARS—</b><br>Stars Jimmy Lydon and Olive Stacey.   |
| 12:45 | 4 | <b>VANITY FAIR—</b>  |
| 1:00  | 5 | <b>MISS SUSAN—</b><br>New Daytime serial with Susan Peters. This is a story of a woman attorney.   |
| 1:15  | 4 | <b>TEST PATTERN—</b>   |
|       | 5 | <b>VACATION WONDERLANDS—</b>   |
| 1:30  | 4 | <b>FASHION MAGIC—</b><br>Arlene Francis presents the latest in fashion news.   |
|       | 5 | <b>BILL GOODWIN SHOW—</b><br>Variety program with Eileen Barton and Roger Dann, vocalists.   |
| 2:00  | 5 | <b>THE KATE SMITH SHOW—</b><br>Variety program slanted to appeal to a mass women's audience.   |
| 3:00  | 5 | <b>HAWKINS FALLS, POP. 6200—</b><br>Serial of life in a small town.  |
| 3:15  | 5 | <b>GABBY HAYES SHOW—</b>   |
| 3:30  | 5 | <b>HOWDY DOODY—</b><br>An enjoyable visit with Bob Smith and his puppet friends.   |
| 4:00  | 5 | <b>CACTUS JIM—</b><br>Jim tells a story about his friends.   |
| 4:15  | 4 | <b>INS NEWS—</b>   |
| 4:25  | 4 | <b>SHOW CASE—</b>  |
| 4:30  | 4 | <b>BUDDIES OF THE AIRPLANES—</b><br>Pat, Speed, Curley & Gene.   |
|       | 5 | <b>FILM SUBJECT—</b>   |
| 4:45  | 4 | <b>BEANIE—</b><br>Popular character of the kids is brought back by popular demand.   |
| 5:00  | 4 | <b>CAPTAIN VIDEO—</b><br>An adventure story on earth and in space.   |
|       | 5 | <b>COWBOY KEN—</b>   |
| 5:15  | 5 | <b>WEATHER SHOW—</b>   |
| 5:22  | 5 | <b>WOC-TV NEWSROOM—</b><br>Bob Frank reports the news.   |
| 5:30  | 4 | <b>BEULAH—</b><br>Ethel Waters stars in a comical adventure.   |
|       | 5 | <b>LITTLE SHOW—</b><br>John Conte with songs and chatter.  |
| 5:45  | 5 | <b>NEWS CARAVAN—</b><br>John Cameron Swayze reports the news with on-the-spot films.   |
| 6:00  | 4 | <b>CHARLIE WILD, PRIVATE DETECTIVE—</b><br>Starring John McQuade.  |
|       | 5 | <b>TEXACO STAR THEATRE—</b><br>Starring Milton Berle in a full hour of comedy and songs; guests are Eddie Cantor and Jane Froman, vocalist.  |
| 6:30  | 4 | <b>JOHNS HOPKINS—</b><br>Famed university presents a program of scientific information.  |
| 7:00  | 4 | <b>FILM SUBJECTS—</b>  |
|       | 5 | <b>FIRESIDE THEATRE—</b><br>Two women find themselves strangely united in a shadow world from which there is no return, in "Solitaire." Stars Gertrude Michael and Margaret Field. |
| 7:30  | 4 | <b>BEAT THE CLOCK—</b><br>Bud Collyer conducts the stunts with curvacious Roxanne assisting.   |
|       | 5 | <b>CIRCLE THEATRE—</b><br>A live dramatic presentation.  |
| 8:00  | 4 | <b>DANGER—</b><br>Presents a mystery thriller.   |
|       | 5 | <b>ORIGINAL AMATEUR HOUR—</b><br>Ted Mack helps the amateur along the road to stardom.   |
| 8:30  | 4 | <b>TO BE ANNOUNCED—</b>  |
| 9:00  | 4 | <b>AMOS 'N' ANDY—</b><br>Brother-in-Law Leroy parks on the Kingfish and snafus his parking lot deal.   |
|       | 5 | <b>TO BE ANNOUNCED—</b>  |
| 9:30  | 4 | <b>WEATHER SHOW—</b>   |
|       | 5 | <b>SQUARE DANCE PARTY—</b>   |
| 9:40  | 4 | <b>WHBF-TV NEWS—</b>   |
| 9:45  | 4 | <b>STORK CLUB—</b><br>Sherman Billingsley your host.   |
|       | 5 | <b>FILM SUBJECT—</b>   |
| 10:00 | 4 | <b>FEATURE FILM—</b><br>"Gallant Lady."  |
| 10:00 | 5 | <b>RAN, THE WEATHER MAN—</b>   |
| 10:05 | 5 | <b>NEWS—</b>   |
| 10:10 | 5 | <b>BASEBALL RESULTS—</b>   |
| 10:15 | 5 | <b>HOLLYWOOD THEATRE—</b>  |

## MAUREEN CANNON DIRECTS HER SMILE TO FAMILY IN CHICAGO



Songstress Maureen Cannon  
with baritone Earl Wrightson

The "Paul Whiteman Revue" is seen at 6 p.m. Sunday on WHBF-TV, channel 4. It is sponsored by the makers of Goodyear tires.

MAUREEN CANNON, pert, dark-eyed beauty of "Paul Whiteman Revue" (WHBF-TV), cherished the dream of someday sing "The Bell Song" from Lakme on the stage of the Metropolitan. Today she's recognized wherever she goes as the gal who made a hit singing "The Tire Song" from Goodyear.

Barely five feet-two in her stocking feet, Maureen Catherine Cannon still directs her prettiest smile each Sunday night to Mom, Dad and brother, Edward in Chicago. The Cannon family advises her on hair-dos, make-up and general performance. And need we say they think her the best singer on TV?

Television inherited Miss Cannon as a result of a number of happy coincidences, starting about 25 years ago when Edward and Bridget Cannon tossed a couple of shamrocks in their luggage and set sail from County Donegal. At least one of the shamrocks was infused with the luck of old Erin, for Maureen has brought nothing but joy to the Cannon household since she presented her first bassinet solo in 1930.

Once shy and retiring, Maureen was sent to dancing school to hypo her self-confidence. She eventually chose singing instead of dancing and made her concert debut at 12.

Maureen landed the ingenue lead in George Abbott's "Best Foot Forward" at 14, followed by "Irene" and "No, No Nanette" in St. Louis, and then back to New York for her important role in "Up in Central Park." She landed this job because the girl originally picked proved wrong during the trial run in Philadelphia.

She gave a sparkling performance in this last musical and at the end of its run—two and a half years later—was at 17 a veteran of the musical stage.

Maureen became a regular on the "Paul Whiteman Revue" last September. And in January she sang her first singing commercial. Today she is known wherever she goes as the "Goodyear Girl."

"I'm not married," reports Maureen "but when I do find the right guy, marriage will come first and foremost, even if it means dropping my career."



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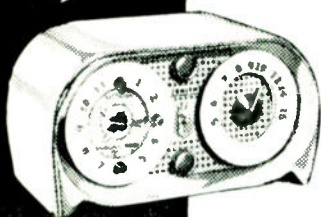
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# Wednesday

SEPTEMBER 19th

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

- 9:30 4 **STRIKE IT RICH—**  
Warren Hull emcees the program with a heart.
- 10:00 4 **THE EGG AND I—**  
Serial version of the famous best seller and movie.
- 10:15 4 **NEWS AT NOON—**  
With Dorothy Doan & John Schafer
- 10:30 4 **SEARCH FOR TOMORROW—**  
Serial of American family life.
- 10:45 4 **STEVE ALLEN SHOW—**
- 11:30 4 **GARRY MOORE SHOW—**
- 11:45 4 **TEST PATTERN—**
- 12:00 4 **GARRY MOORE SHOW—**  
Guest: Winston L. Mittenjuice and his earthy philosophies.
- 12:30 4 **FIRST HUNDRED YEARS—**
- 12:45 4 **VANITY FAIR—**
- 1:00 5 **MISS SUSAN—**
- 1:15 5 **VACATION WONDERLANDS—**
- 1:30 4 **ALL AROUND THE TOWN—**
- 5 **BERT PARKS SHOW—**  
With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.
- 2:00 5 **THE KATE SMITH SHOW—**  
Variety program slanted to appeal to a mass women's audience.
- 3:00 5 **HAWKINS FALLS, POP. 6200—**
- 3:15 5 **GABBY HAYES SHOW—**
- 3:30 5 **HOWDY DOODY—**
- 4:00 4 **INS NEWS—**
- 5 **CACTUS JIM—**
- 4:10 4 **SHOW CASE—**
- 4:15 4 **PRICES LIMITED—**  
With Jack Kerwin, District OPS Director.
- 4:30 4 **SPACE CADET—**
- 5 **FILM SUBJECT—**
- 4:45 4 **BEANIE—**
- 5:00 4 **CAPTAIN VIDEO—**
- 5 **AT HOME WITH MARY LOUISE MARSHALL—**
- 5:15 5 **WEATHER SHOW—**
- 5:22 5 **WOC-TV NEWSROOM—**  
Bill Gress reports the news.
- 5:30 4 **CHANCE OF A LIFETIME—**
- 5 **MOHAWK SHOWROOM—**  
Roberta Quinlan, songs & chatter.
- 5:45 5 **NEWS CARAVAN—**
- 6:00 4 **GODFREY'S FRIENDS—**  
Frank Parker is your host while Arthur takes a rest. He will have the help of the Chordettes, the Mariners, Marian Marlowe, Janette Davis, Archie Bleyer's orchestra.
- 5 **THE KATE SMITH HOUR—**  
Paul Lukas in dramatic sketch, "Life of Beethoven;" Wm. Bendix in comedy skit with Ann Thomas; the Williams Bros.; Kay Thompson and Stuart Morgan adagio dancers Kate will sing "I Hear Music" and "Loveliest Night of the Year."
- 7:00 4 **TELE-SPORTS DIGEST—**
- 5 **KRAFT TELEVISION THEATRE—**  
Dramatic presentation with an all-star Broadway cast.
- 7:30 4 **THE WEB—**  
Dramatic mystery adventure.
- 8:00 4 **BLUE RIBBON BOUTS—**  
Rocky Graziano vs. Tony Janiro, 10-round middleweight bout from Detroit's Olympia Stadium.
- 5 **BREAK THE BANK—**
- 8:30 5 **TWO FOR THE SHOW—**  
With Marjorie Meinert at the organ and George Sontag at the piano.
- 8:45 4 **SPORTS SALUTE—**
- 5 **FILM SUBJECT—**
- 9:00 4 **BIG TOWN—**  
Steve Wilson returns in "Come-back," story of a washed-up prize fighter and his efforts to return to the ring.
- 5 **FILM SUBJECT—**
- 9:15 5 **FILM SUBJECT—**
- 9:30 4 **WEATHER SHOW—**
- 5 **TELE-QUIZ—**  
"Tele-Views" brings you a local audience participation show with prizes for those at home as well as on the show.
- 9:35 4 **INS DAILY NEWS—**
- 9:45 4 **PERRY COMO SHOW—**  
Fontaine Sisters & Mitch Ayres.
- 5 **FILM SUBJECT—**
- 10:00 4 **TROUBLE WITH FATHER—**  
Stu Erwin as head of the family has more than his share of trouble.
- 5 **RAN, THE WEATHER MAN—**
- 10:05 5 **NEWS—**
- 10:10 5 **BASEBALL RESULTS—**
- 10:15 5 **HART OF SPORTS—**  
With Hal Hart, your sportscaster.

## NOTES 'N' QUOTES

### PAR-DNER

Bill "Hopalong Cassidy" Boyd has found a new range to ride and even though it is all covered with grass and surrounded by beautiful trees, Bill says it's just as tough as riding on a dusty desert in pursuit of a desperado. For Boyd has taken up golf!

—————tv—————

### WANNA BET

Herb Shriner, who is subbing for Arthur Godfrey on "Talent Scouts" this summer, said the great difference between radio and television is that on radio you can't ad lib a funny face.

—————tv—————

### "GUEST HOUSE" REUNION

Years ago, playing a small Midwestern town, Bill Gaxton and Joe Laurie Jr. were on the same bill with a new act a clever song-and-dance team. It was so good they suggested the pair try Broadway. So after 30 years the star panelists of the "General Electric Guest House" were reunited again on the same bill with "Buck and Bubbles" on the CBS-TV show.

## labor review



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# Entertaining Is Fun



Lessen your work  
with these new products  
now available

## Try These Shortcuts at Next TV Party

**L**UNCH, dinner or late evening snacks in the living room have become the rule instead of the exception since television entered the home.

For the hostess this often means additional steps and work—but if she uses two products now on the market she will speed up the service and lessen the work.

To speed up the service and save steps, she will serve from the smart looking "Tee Vee Matre Dee," a portable dining table that can be prepared in the kitchen and wheeled into the living room. The table, wonderful for parties and buffets, is equipped with the twin "ther-mo-server" that will keep foods hot or cold, as desired.

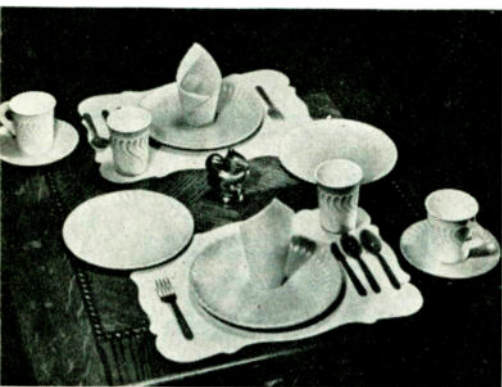
The "Tee Vee Matre Dee" is available in black ebony finish, with a no-mar, no-scratch surface and retails at \$39.95.

If she is really a smart hostess, she will use the new plastic coated paper plates, Bondware. Bondware plates, available in blue, yellow, green, pink, burgundy and silver, come in four sizes—6, 7, 8 and 9 inch.

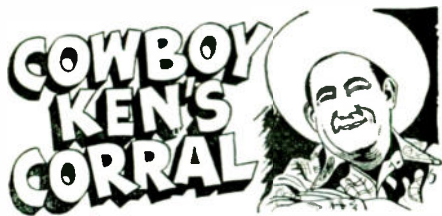
We think she will find that the 9 and 7 inch sizes will meet most meal needs and there are plastic treated cups to match, as well as napkins and tablecloths.

Bondware will not absorb greasy or moist foods and when the meal is over no dishes await the hostess. The deluxe line, silver and burgundy, is available in department stores only, while the pastel line is found in most stores throughout the Tri-Cities.

Try these shortcuts to entertaining that is fun instead of work!







Hi, Ranch Hands:

I'm back, after a week's vacation in the hills of ole Kentucky. Although I had oodles of fun, I'm glad to be back with all of you fine Ranch Hands. Well, how are you gettin' along in school? I hope you're enjoyin' it and makin' the best of it.

The other day, I talked about rule number one in our Ranch Hand television club. As you know, rule number one is "OBEY MOM and DAD." Well, I told you the other day that there was another person whom you should include in rule number one, and one whom you should also obey. That is your teacher. Today, I would like to remind you Ranch Hands that there is still another person to include in rule number one. It is your school Safety Patrol boy. He is a very important person in your life. He's the boy that has been appointed to stand on busy school corners, to guide you safely across the streets, to direct traffic until you've safely crossed the intersection. Let's obey him at all times, and never dart out around him at any time. He is there, in all kinds of weather, to protect you. You should always be courteous to him.

So, let's add him to our rule number one, in our Ranch Hand television club. Let's follow all of our club rules, because I think they are all equally important to help you.

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

Your pal and foreman,

COWBOY KEN

WOC-TV.

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# Thursday

SEPTEMBER 20th

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

- 10:00 4 **THE EGG AND I**—  
Serial version of the famous best seller and movie.
- 10:15 4 **NEWS AT NOON**—  
With Dorothy Doan & John Schafer
- 10:30 4 **SEARCH FOR TOMORROW**—  
Serial of American family life.
- 10:45 4 **STEVE ALLEN SHOW**—
- 11:30 4 **GARRY MOORE SHOW**—  
Guests: Comedy team of Mickey Ross and Bernie West.
- 12:30 4 **FIRST HUNDRED YEARS**—  
Stars Jimmy Lydon and Olive Stacey.
- 12:45 4 **VANITY FAIR**—
- 1:00 5 **MISS SUSAN**—  
Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.
- 1:15 5 **VACATION WONDERLANDS**—
- 1:30 4 **MEET YOUR COVER GIRL**—
- 5 **BILL GOODWIN SHOW**—  
Variety program with Eileen Barton and Roger Dann, vocalists.
- 2:00 5 **THE KATE SMITH SHOW**—  
Variety program slanted to appeal to a mass women's audience.
- 3:00 5 **HAWKINS FALLS, POP. 6200**—  
Serial of life in a small town.
- 3:15 5 **GABBY HAYES SHOW**—
- 3:30 5 **HOWDY DOODY**—  
Bob Smith's puppets in new adventures to please the children.
- 4:00 5 **CACTUS JIM**—
- 4:15 4 **INS DAILY NEWS**—
- 4:25 4 **SHOW CASE**—
- 4:30 4 **BUDDIES OF THE AIRPLANES**—  
Pat, Speed, Curley & Gene.
- 5 **KUKLA, FRAN and OLLIE**—  
Burr Tillstrom presents his popular puppets for your enjoyment.
- 4:45 4 **BEANIE**—  
Popular character of the kids is brought back by popular demand.
- 5:00 4 **CAPTAIN VIDEO**—  
An adventure story on earth and in space with the Video Ranger.
- 5 **COWBOY KEN**—
- 5:15 5 **WEATHER SHOW**—
- 5:22 5 **WOC-TV NEWSROOM**—  
Bob Frank reports the news.
- 5:30 4 **PENTAGON, WASHINGTON**—
- 5 **LITTLE SHOW**—  
John Conte with songs and chatter.
- 5:45 5 **NEWS CARAVAN**—  
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **STOP THE MUSIC**—  
Bert Parks is your host with Jimmy Blaine, Betty Ann Grove, Jane Morgan and the Variety Dancers.
- 5 **IT PAYS TO BE IGNORANT**—  
Tom Howard quizzes the nonsensical panel of George Shelton, Harry McNaughton & Lulu McConnell.
- 6:30 5 **TREASURY MEN IN ACTION**—  
Walter Greaza stars as chief of the bureau
- 7:00 4 **MUSICAL PLAYHOUSE**—  
A down-and-out boxing trainer almost succeeds in turning the playhouse into a reducing camp.
- 5 **FORD FESTIVAL**—  
Stars James Melton with guests Carl Ballantine, magician; Sarah Churchill, George DeWitt and Rudy Cardenas. Miss Churchill appears in a dramatic sketch.
- 7:30 4 **BLIND DATE**—  
Arlene Francis emcees as handsome men compete for dates with beautiful girls.
- 8:00 4 **RACKET SQUAD**—  
Reed Hadley, as Capt. Braddock, breaks up the old mud swindle in the case titled "The Miracle Mud."
- 5 **MARTIN KANE, PRIVATE EYE**—  
Stars Lloyd Nolan, movie star, as Martin Kane.
- 8:30 4 **CRIME PHOTOGRAPHER**—  
Darren McGavin has the role of Casey.
- 5 **WAYNE KING SHOW**—  
The Waltz King presents a fine program of your favorite music.
- 9:00 4 **FILM SUBJECT**—
- 5 **HOLLYWOOD REEL**—
- 9:15 5 **OUR ANIMAL FRIENDS**—
- 9:30 4 **WEATHER SHOW**—
- 5 **MUSICAL MOODS**—  
Marjorie Meinert at the piano and organ with narrator Bill Gratton.
- 9:40 4 **WHBF-TV NEWS**—
- 9:45 4 **STORK CLUB**—  
Sherman Billingsley your host.
- 10:00 5 **RAN, THE WEATHER MAN**—
- 10:05 5 **NEWS**—
- 10:10 5 **BASEBALL RESULTS**—
- 10:15 5 **HOLLYWOOD THEATRE**—

# Friday

SEPTEMBER 21st

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

- 9:30 4 **STRIKE IT RICH**—  
Warren Hull emcees the program with a heart.
- 10:00 4 **THE EGG AND I**—  
Serial version of the famous best seller and movie.
- 10:15 4 **NEWS AT NOON**—  
With Dorothy Doan & John Schafer
- 10:30 4 **SEARCH FOR TOMORROW**—  
Serial of American family life.
- 10:45 4 **STEVE ALLEN SHOW**—
- 11:30 4 **GARRY MOORE SHOW**—
- 11:45 4 **TEST PATTERN**—
- 12:00 4 **GARRY MOORE SHOW**—  
Guest: Dolores Gray of the Broadway hit "Two on the Aisle."
- 12:30 4 **FIRST HUNDRED YEARS**—  
Stars Jimmy Lydon and Olive Stacey.
- 12:45 4 **VANITY FAIR**—
- 1:00 5 **MISS SUSAN**—  
Susan Peters stars in the role of a paraplegic woman attorney.
- 1:15 5 **VACATION WONDERLANDS**—
- 1:30 4 **ALL AROUND THE TOWN**—  
With Mike Wallace as your guide.
- 5 **BERT PARKS SHOW**—  
With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.
- 2:00 5 **THE KATE SMITH SHOW**—  
Variety program slanted to appeal to a mass women's audience.
- 3:00 5 **HAWKINS FALLS, POP. 8200**—
- 3:15 5 **GABBY HAYES SHOW**—
- 3:30 5 **HOWDY DOODY**—  
Bob Smith's puppets in new adventures to please the children.
- 4:00 5 **CACTUS JIM**—
- 4:15 4 **INS DAILY NEWS**—
- 4:25 4 **SHOW CASE**—
- 4:30 4 **SPACE CADET**—  
Tom Corbett's adventures in space with cadets in Space Academy.
- 5 **FILM SUBJECT**—
- 4:45 4 **BEANIE**—  
Popular character of the kids is brought back by popular demand.
- 5:00 4 **CAPTAIN VIDEO**—  
An adventure story on earth and in space with the Video Ranger.
- 5 **COMIC CUT-UPS**—  
With Ken Wagner and Peewee.
- 5:15 5 **WEATHER SHOW**—
- 5:22 5 **WOC-TV NEWSROOM**—  
Bob Frank reports the news.
- 5:30 4 **SAY IT WITH ACTING**—  
Pantomime quiz game with Bud Collyer and Maggi McNellis.
- 5 **MOHAWK SHOWROOM**—  
Roberta Quinlan, songs & chatter.
- 5:45 5 **NEWS CARAVAN**—  
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **"MAMA"**—  
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**—  
Joe Kelly fires the tough questions at the kids.
- 6:30 4 **MAN AGAINST CRIME**—  
Ralph Bellamy stars as Mike Barnett in this better than average private-eye story.
- 5 **GOLDEN OPPORTUNITY**—  
A talent show with local contestants.
- 7:00 4 **SCHLITZ FILM FIRSTS**—  
Ozzie Nelson, Harriett Hilliard, and Jack Haley star in a musical comedy "Take It Big." A run-down ranch is turned into a successful dude ranch after several obstacles are cleared away.
- 5 **THE BIG STORY**—  
Dramatization of true experiences of newspaper reporter Ruth Magglebee of the Boston Record-American.
- 7:30 5 **THE ALDRICH FAMILY**—  
With Barbara Robbins, House Jameson, Henry Girard and Mary Malone.
- 8:00 4 **CAVALCADE OF STARS**—  
Stars Jackie Gleason in a comedy-variety show with guest artists.
- 5 **GILLETTE BOXING BOUTS**—  
Leading match from one of New York's two main arenas.
- 8:30 5 **WRESTLING FROM HOLLYWOOD**  
A fine bout on film from the Long Beach, Calif., arena.
- 9:00 4 **YOU ASKED FOR IT**—  
A show full of the unusual.
- 9:30 4 **WEATHER SHOW**—
- 9:35 4 **INS DAILY NEWS**—
- 9:45 4 **PERRY COMO SHOW**—  
Fontaine Sisters & Mitch Ayres.
- 10:00 5 **RAN, THE WEATHER MAN**—
- 10:05 5 **WOC-TV NEWS**—
- 10:10 5 **BASEBALL SCOREBOOK**—
- 10:15 5 **HOLLYWOOD THEATRE**—

## DINNER DATE

Don Ameche, star of ABC-TV's "Don Ameche's Musical Playhouse," has had a steady dinner date for the last two weeks. The night before the New York Giants began their 11-game winning streak, Ameche dined with his pal Leo Durocher, Giant manager. Afflicted with superstition, Durocher has insisted Ameche continue the coupling until the Giant streak ends.

## :-: TV Service Directory :-:

### DAVENPORT

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## FRANKEL Television Service Co.

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Rock Island, Ill.

## Uncle Miltie . . .

(Continued from page 5)

the gimmick. He will pay the government \$600,000 less in income taxes under the new arrangement. NBC also saves cash on the deal by spreading it out over the years.

Berle is a showman, but first he is a sensitive human being. The combination has produced one of the most outstanding feats in the history of show business. In three telethons he has been on-camera for 59½ hours and raised a total of \$3,472,663 for the Damon Runyon Memorial Cancer Fund. That total is two-thirds of the more than \$5,000,000 the fund has received since it was started.

Berle's hobbies are collecting stamps and doing card tricks. He likes baseball, tennis and golf, hates haircuts, spinach and breaking in new shoes. He is just short of six feet tall, has brown hair and blue eyes.

**Watch for Milton's return on NBC-TV on September 18th.**

—tv—

### SHOW REQUIRED VIEWING

Not to have her home-work assignments disintegrate under the influence of TV on kids, one clever junior high school teacher has made John Daly's "It's News To Me" on CBS-TV "required viewing" for her classes.

"Tele-Views" Presents "Tele-Quiz"  
Wednesdays, 9:30 p.m., WOC-TV  
Join in the Fun and Win Prizes!

### TV PARTY?

Real Hickory Barbequed  
Ribs to Take Out

The  
**Gay Nineties Room**  
in the  
Harper House Hotel  
Rock Island Phone 6-4411



# Cliffy the Clown

**"SUPER CIRCUS" STAR  
HAS A SECRET AMBITION**

**C**LIFF SOUBIER, the roly poly, putty-nosed Cliff on ABC-TV's "Super Circus," is probably video's best known clown. Loved by kids everywhere along the network, Cliff comes honestly by his achievement, because he's been in the laugh business for more than 50 years.

And in the historic tradition of Laugh Clown Laugh, Cliff Soubier has nursed a longtime ambition.

"I too, like many comedians, want to play in tragedies," he admitted. "I'd give my shirt to play a dramatic role."

Then the laughing eyes and network of facial wrinkles give him away—because they reveal the artistic background of the professional jester.

"Just look at me," says Cliff. "I weigh 250 pounds and I'm only five feet six inches tall. My hair is greying, although it used to be red. Look at my face. You chuckle. So has every casting director I've ever met.

"Maybe someday they'll let me play Macbeth. But until then, I'll play the clown as long as I can walk.

"I'm television's Pagliacci."

However, readers can dry those tears right now. Cliffy is doing dandy, just dandy, in the chuckle industry. The Spanish author Cervantes, put it quite neatly: "The most difficult character in comedy is the fool, and he must be no fool who plays that part."

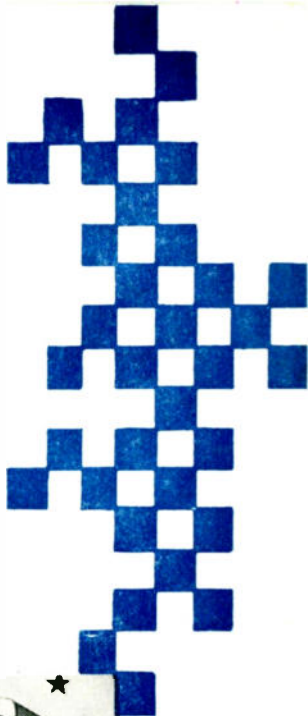


Three shots of Cliff in earlier days, first as a choir boy, second as a bright young sport, and third in a bygone dude's outfit.

"Tele-Views"



## CLIFF SOUBIER



One of Cliff's best kept secrets is his full name—Hursell Clifford Soubier. That label was tagged onto him in Radford, Ontario, where his show business parents were playing when Cliff was born. His father was a comedian and his mother a soubrette.

Cliff's first stage appearance was unrehearsed. At the age of eight months, he crawled from a theatrical trunk onto the stage and into the arms of his mother. The unexpected stunt drew such applause from the audience, it was incorporated into the act.

Up until the time he was 16, Cliff played a juvenile clown with his family. But at "sweet 16" and looking for Dame Success' first kiss, Cliff left to join a touring stock company in the U.S.

For the next 25 years, he played such diverse parts as barber, grocer, pugilist, cowboy, butler, preacher and villain—but always with a comic touch. Cliff was known and beloved by stock audiences from New England to the Mississippi river.

While appearing at the old Kedzie Theatre in Chicago (Kedzie & Madison), he met and married the troupe's second lady, Maria Wood Powers. Then he branched into radio, appearing on such shows as the Sinclair Minstrels, the Famous Opera series, and the WLS Minstrels. Cliff finally joined the First Nighter Show with Don Ameche and emceed a kid show called Old Pappy.

Besides all this, Cliff appeared in eight movies with such luminaries as Claudette Colbert, Charles Boyer, Ann Sheridan and Claude Rains. It remained for television to bring Cliff back to Chicago as a star of "Super Circus."

And while Cliffy the Clown may never get his wish to play Macbeth, he's a major hero in the hearts of U.S. small fry.

**"Super Circus" is seen every Sunday at 3:00 p.m. on WHBF-TV, sponsored partially by M & M candies and Canada Dry.**



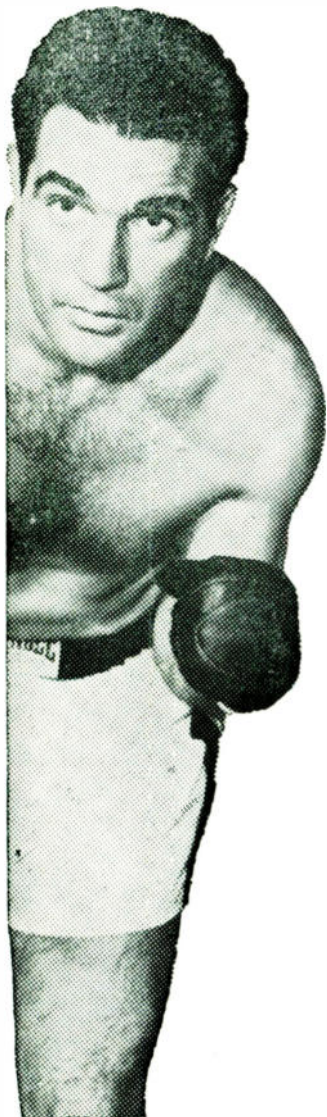
**Flirting with mock disaster by a phony dinosaur.**



**Can you recognize Cliff?**

**Move over, Beau Brummel.**





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**KEN MURRAY—6:00 p.m., Saturday**

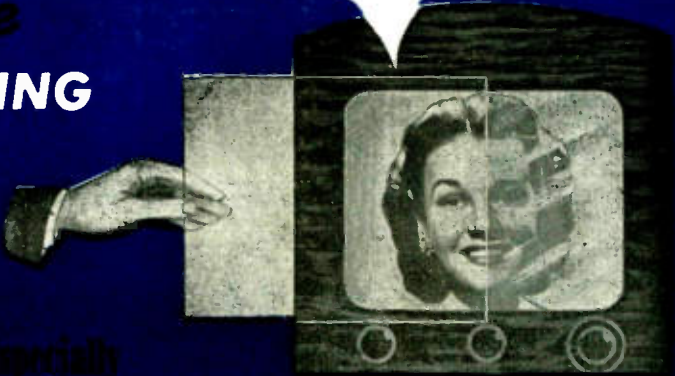
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