

Quad City

Your TV
Program **GUIDE**

October 6-12

TV Tele-VIEWS

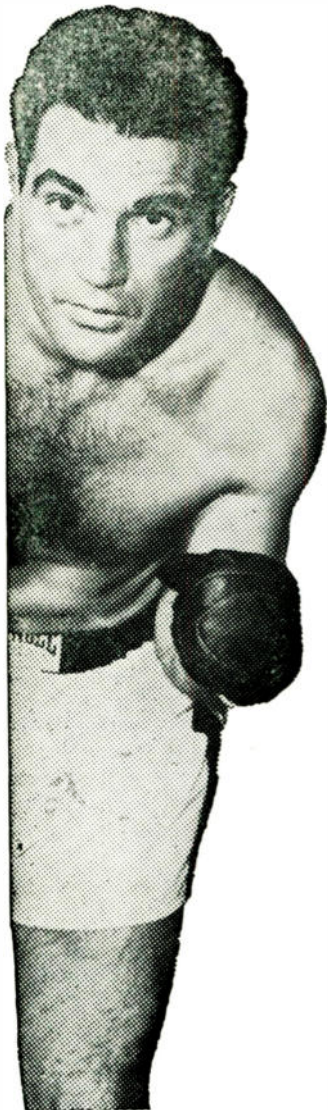
Vol. I—No. 40

Caesar and Coca - page 4



15¢

Wayne King Is Back - page 12



AGAIN on WHBF-TV

"LIVE" FIGHTS

8:00 P. M.

WEDNESDAYS

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

WHBF-TV

CHANNEL 4

WITH YOU AGAIN!

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

MAMA—6:00 p.m., Friday

KEN MURRAY—6:00 p.m., Saturday

PAUL WHITEMAN—5:00 p.m., Sunday

THIS SHOW BUSINESS—5:30 p.m., Sunday



Mail Bag

Editor:

Would like very much to know if we are going to be able to see Don McNeill's TV Club now that they are back on the air; also if there are going to be more programs on Saturday afternoons.

I enjoy reading Tele-Views very much and couldn't get along without it. Galesburg, Ill. Mrs. R. L.

(Don McNeill's TV Club will be seen every other week starting this week, on WHBF-TV. Saturday afternoon programs will have to wait until after the football season.—Ed.)

* * *

Editor:

Will "Crusade in the Pacific" by the March of Time be shown on Quad-City TV this fall?

Anamosa, Iowa Court Hawley

("Crusade in the Pacific" started last week on WHBF-TV.—Ed.)

* * *

Editor:

My folks and I enjoy watching TV very much, especially with the aid of your wonderful magazine.

Please tell me who the midget was on the Colgate Comedy Hour, Spike Jones show, Sunday the 16th of August. He looked like a familiar midget wrestler.

Sterling, Ill. L. L. J.

(His name is Billy Barty, but he does not do any wrestling.—Ed)

Editor:

Will Morey Amsterdam be back on TV in the near future?

Moline, Ill. Reader (Morey Amsterdam undoubtedly will be seen as a guest on a number of TV shows, but so far we know of no show in which he'll appear regularly.—Ed.)

* * *

Editor:

Could you please tell me Dagmar's weight?

Cedar Rapids, Ia. Sue (We once published the fact that Dagmar weighed 120 pounds, on the basis of information given to us by what we believed to be a reliable sources. Since then still other "reliable sources" have placed her weight at figures ranging up to 150 lbs. and more. Having something of an eye for figures, we think we were silly to have accepted the word of our original source.—Ed.)

* * *

Editor:

Please settle an argument for us. Do the characters on Amos 'n' Andy use their own voices or are the voices of the radio Amos 'n' Andy dubbed in? Iowa City, Iowa M. Sullivan

(They use their own voices.—Ed.)

* * *

Editor:

Are Perry Como and Tony Martin brothers?

Peoria, Ill. R. I. B.

(Lots of readers thought they detected a family resemblance, but Perry and Tony are not related.)

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

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

TELE-VIEWS

Vol. I—No. 40 "Yesterday's Luxury — Today's Necessity"

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

Publisher EDWARD E. JANOV Production Manager HARRY WEHMAN Advertising Rates Furnished Upon Request

Editor KENNETH A. DeBARR Advertising Manager ALEX MacLEAN

Associate Editor ERNEST G. BAUWENS Executive Office: 1029 W. 2nd St., Davenport, Ia. Member TV Forecast News Service, National Television Program Publications

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

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

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

CAESAR AND



COCA

Sid spurns custard pie humor
—Imogene sports an elastic
face—together they're terrific



LAST YEAR when TV's master of comedy pantomime, Sid Caesar, was starring in "Your Show of Shows" each Saturday evening, an anguished roar was sent up by a group of movie-house owners who tried to use their influence in switching the Caesar show to the middle of the week. Business was bad and the moguls knew who was responsible.

"How can we compete with a magician? Isn't television bad enough without one guy dominating Saturday night so completely that people are staying home en masse to see him perform?" was the plaintive cry.

For many a young couple the traditional date night has been placed in abeyance while Caesar, Imogene Coca, and company ply their entertainment wizardry over a huge video audience.

The man Caesar who works this week-end magic on the TV circuit is a quiet reserved fellow with a genuine humility that makes him one of the best liked personalities in show business. He's big, physically, which doesn't seem to deter from his wryly humorous characterization of the Confused, the Backward, and the Henpecked. Such greats as Charlie Chaplin, Harold Lloyd, and Buster Keaton, who used this "underdog" role as a rack to hang their humor were all "little" men—making their task an easier one, visually.

"Tele-Views"

Sid spurns the so-called custard pie humor, relying rather on expert pantomime without the use of any outrageous props. There are no seltzer bottles, female get-ups, buxom chorines, or mildewed jokes in Sid's routines. Situation comedy based on every-day occurrences is his formula. A midwest critic once opined, "A gag's as useless to Sid Caesar as a fresh situation is to Milton Berle."

Sid's monologues, in which he is liable to run the gamut of characterizations from a French general to a dial telephone or a cattle stampede, are his pet projects, although his bits of satire with the peerless Imogene Coca are more often compact twelve minute classics than not.

28-year-old Caesar's first break came when, in the stage and movie production of "Tars and Spars," he executed his now-famous satire on fighter plane movies—complete with roaring engines, snarling Nazi fighter pilots, smiling, clean-cut American aviators, and an air battle with fire spitting machine guns and flaming earth-bound aircraft. And it's all done by Sid, the impressionist, linguist and pantomimist extraordinary.

The female comedy lead of "Your Show of Shows" is a nonpareil in TV circles. Already America's leading co-

(Continued on page 20)

Saturday

OCTOBER 6th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

- | | | | |
|-------|---|---|--|
| 9:30 | 4 | HOLLYWOOD JR. CIRCUS— Live
Adrian and Charley, trampoline artists; Nita and Peppi, hand balances; Wanda Nixon and Bobby the Seal. | |
| 10:00 | 4 | FASHION MAGIC— Live
Arlene Francis presents the latest in fashions. | |
| 10:30 | 4 | DATE WITH JUDY— Live
Mr. Foster installs a "Time Clock" to see who works longer, him or his wife. | |
| | 5 | TEST PATTERN— | |
| 10:45 | 5 | FILM SUBJECTS— | |
| 11:00 | 4 | BIG TOP— Live
Jack Sterling, ringmaster, presents Sport and Sportina, aerial gymnasts, plus other acts. | |
| | 5 | JACK SPRAT KITCHEN— Live
Norida Frank, home economist. | |
| 11:30 | 5 | DIZZY DEAN SHOW— Live | |
| 11:45 | 5 | WORLD SERIES— Live | |
| 12:00 | 4 | TWO GIRLS NAMED SMITH— Kine
Marcia Henderson replaces Peggy Ann Garner as "Babs" because of illness. | |
| 12:30 | 4 | THEATRE OF ROMANCE— Kine
Paul Hartman stars in "Henry's Harem." | |
| 1:00 | 4 | SMILIN' ED'S GANG— Kine
With Squeaky the Mouse, Midnight the Cat and Froggy the Gremlin. A children's story dramatized. | |
| 1:30 | 4 | WESTERN THEATRE— Film
"Texas Manhunt." | |
| 1:45 | 5 | FOOTBALL HIGHLIGHTS— Film
With Ted Husing, sportscaster, and famous coaches. | |
| 2:00 | 5 | NCAA FOOTBALL— Live
Illinois vs. Wisconsin from Urbana, Illinois. | |
| 2:30 | 4 | FEATURE MOVIE— Film
"Hold That Woman." | |
| 3:30 | 4 | TEST PATTERN— | |
| 4:15 | 5 | FOOTBALL SCORES— Live
Jimmy Powers interviews leading players and gives up-to-minute results of other games. | |
| 4:30 | 5 | THE NATURE OF THINGS— Live
Dr. Roy K. Marshall will talk about astronomy and explain "What Are The Stars?" | |
| 4:45 | 5 | ON THE LINE— Live
Bob Considine with news, views and interview with Larry Goetz, National League umpire. | |
| 5:00 | 4 | SPACE PATROL— Kine
With Buzz Corry and Cadet Happy | |
| | 5 | FILM SUBJECT— | |
| 5:30 | 4 | PENTAGON, WASHINGTON— Kine | |
| | 5 | MR. WIZARD— Live
Don Herbert (Mr. Wizard) will discuss finer points of photography. | |
| 6:00 | 4 | SAMMY KAYE SHOW— Live
Features vocalists Barbara Benson and Tony Alamo with the "So You Want to Lead a Band" contest as a feature. | |
| | 5 | AMERICAN YOUTH FORUM— Live
Theodore Granik is moderator as the teen-agers question their quest. | |
| 6:30 | 4 | TROUBLE WITH FATHER— Film
Stu Erwin as head of the family has more than his share of worry. | |
| | 5 | ONE MAN'S FAMILY— Live | |
| 7:00 | 4 | KEN MURRAY SHOW— Live
With the Glamourlovelies and vocalists Anita Gordon and Art Lund; Guests: Thomas Mitchell, movie star in an original playlet; Opening number features baseball in honor of the World Series. | |
| | 5 | ALL-STAR REVUE— Live
A full hour of comedy and songs starring Jimmy Durante. | |
| 8:00 | 4 | WONDERFUL TOWN— Live
Faye Emerson is your hostess as the city of Westport, Conn., is honored. Guests are: Lillian Gish, actress; Gladys Swarthout, soprano; Eddie Mayhoff, comedian; Steve Dohanos, artist; and the Honey-Dreamers, vocal group. | |
| | 5 | YOUR SHOW OF SHOWS— Live
With guest hostess Kim Hunter & Starring Sid Caesar and Imogene Coca with Mata & Hari, dancers; tenor Bill Hayes; Judy Johnson, vocalist; Billy Williams Quartet; Jack Russell, baritone; Hamilton Trio, dancers; Carl Reiner, straight man; and Marguerite Piazza, Met soprano. | |
| 8:30 | 4 | THE SHOW GOES ON— Live | |
| 9:00 | 4 | BEAT THE CLOCK— Kine
Quiz Game with Bud Collyer as emcee, and the curvacious Roxanne. | |
| 9:30 | 4 | DON McNEILL TV CLUB— Kine
With Patsy Lee, Johnny Desmond, Sam Cowling and guests. | |
| | 5 | YOUR HIT PARADE— Live
Starring Snooky Lanson, Eileen Wilson and Dorothy Collins, with the Hit Paraders and Raymond Scott's orchestra. | |
| 10:00 | 4 | WRESTLING MATCHES— Live
From Marigold Gardens, Chicago. | |
| | 5 | SPORTSCHOLAR— Film
A test for your sports knowledge. | |
| 10:15 | 5 | MYSTERY HOUR— Film | |

"Tele-Views"

Sunday

OCTOBER 7th

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

- | | | | |
|-------|---|--|------------|
| 11:45 | 5 | TEST PATTERN— | |
| 12:00 | 5 | FRONTIERS OF FAITH— | Live |
| | | From Church of Heavenly Rest, New York, with Bishop Henry Knox Sherrill of Episcopal Church. | |
| 12:30 | 5 | DIZZY DEAN SHOW— | Live |
| 12:45 | 5 | WORLD SERIES— | Live |
| 1:05 | 4 | INS DAILY NEWS— | Film |
| 1:15 | 4 | BENCH WARMER— | Local-Live |
| | | Pre-Football show. | |
| 1:30 | 4 | PROFESSIONAL FOOTBALL— | Live |
| | | Chicago Bears at Chicago Cardinals, Comiskey Park. | |
| 2:30 | 5 | JUVENILE JURY— | Live |
| | | Jack Barry emcees as the youngsters solve the problems of the kids at home. | |
| 3:00 | 5 | MEET THE PRESS— | Live |
| | | Members of the press interview famous guest as Martha Rountree moderates. | |
| 3:30 | 5 | ZOO PARADE— | Live |
| | | Marlin Perkins takes you on a visit to the Reptile House and shows you how an 8-foot Monitor Lizard can be made a gentle household pet. | |
| 4:00 | 4 | SUPER CIRCUS— | Live |
| | | Claude Kirschner, ringmaster, with Cluffy, Scampy, and Nickie, the clowns and Mary Hartline. | |
| | 5 | GABBY HAYES SHOW— | Live |
| | | A special "Columbus Day" program based on Columbus' 2nd voyage to America dramatized. | |
| 4:30 | 5 | TO BE ANNOUNCED— | |
| 5:00 | 4 | TED MACK FAMILY HOUR— | Live |
| | | Musical variety program. | |
| | 5 | HOPALONG CASSIDY— | Film |
| 6:00 | 4 | PAUL WHITEMAN REVUE— | Live |
| | | With Earl Wrightson, Maureen Cannon and guest. | |
| | 5 | NBC WEEKLY NEWS— | Film |
| 6:15 | 5 | FILM SUBJECT— | |
| 6:30 | 4 | THIS IS SHOW BUSINESS— | Live |
| | | Regular panelists are Sam Levenson and George S. Kaufman with guest performers Jean Balibee and Nathalie Phillipart, ballerinas; Guy Raymond, comedian; June Hutton, vocalist. Guest panelist is Faye Emerson. | |
| | 5 | YOUNG MR. BOBBIN— | Live |
| | | The townsfolk discover that Alex's two aunts are sewing to raise money and thinking they are destitute, act to mend the situation. | |
| 7:00 | 4 | LIVE LIKE A MILLIONAIRE— | Kine |
| | | John Nelson emcees as the kids bring their folks to entertain. | |
| | 5 | COLGATE COMEDY HOUR— | Live |
| | | Starring Donald O'Connor in an hour of comedy and song. | |
| 7:30 | 4 | STARLIGHT THEATRE— | Kine |
| | | Dane Clark stars in "The Gravy Train," a comedy with a magazine background. | |
| 8:00 | 4 | FRED WARING SHOW— | Live |
| | | With the Pennsylvanians and starring Joanne Wheatley, Jane Wilson and Joe Marine. Guest of the week is Rudy Vallee, the Vagabond Lover. | |
| | 5 | PHILCO TV PLAYHOUSE— | Live |
| | | Presents "Requiem for a Model A," an unusual story of the "life" of an ancient automobile. | |
| 9:00 | 4 | CELEBRITY TIME— | Live |
| | | Conrad Nagel, emcee, has guests Helen Traubel and Raymond Massey welcome Dorothy Stratton of the Girl Scouts and Dr. Arthur Schuck of the Boy Scouts in a special program. | |
| | 5 | RED SKELTON SHOW— | Live |
| | | Comedy-variety program with the "mean little kid." | |
| 9:30 | 4 | WHAT'S MY LINE?— | Live |
| | | Panelists are: Hal Block, Bennett Cerf, Dorothy Kilgallen & Arlene Francis with John Daly as emcee. | |
| | 5 | PUBLIC PROSECUTOR— | Film |
| | | John Howard, as the prosecutor, gives you a chance to solve the crime. | |
| 10:00 | 4 | INS WEEKLY NEWS— | Film |
| | 5 | TV SHOWROOM— | Live |
| | | With The Debonaires and assorted local talent. | |
| 10:20 | 4 | WEATHER SHOW— | Live |
| 10:30 | 4 | WHITEMAN TEEN CLUB— | Kine |
| | | Paul Whiteman entertains along with Muscles Lipton, Nancy Lewis, Junie Keegan, Jerry Donahue and Sonny Graham. | |
| | 5 | SYLVANIA THEATRE— | Film |
| | | Presents "It Happened Tomorrow" starring Dick Powell and Linda Darnell. | |
| 11:30 | 4 | YOUTH ON THE MARCH— | Kine |

Direct from Factory to You

Call For a FREE Home Demonstration

R. I.

8-7411



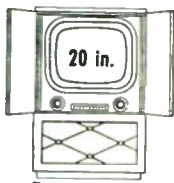
in leatherette



20-inch
Consolette
without doors

These models available in
MAHOGANY
WALNUT

BLONDE



20-inch
Consolette
with doors

Open Daily — 9:00 A.M. to 10:00 P.M.
SUNDAYS INCLUDED

Call In...

For a FREE
Home
Demonstration

R.I. 8-7411



Come In...

Factory
Showrooms:

1714 5th Avenue
Rock Island, Ill.

COWBOY KEN'S GORRAL



Howdy Ranch Hands:

Fall is right here at hand and that usually means that the hunting season is legally open. Yes, I can just see dad cleaning up his rifle or shotgun, to go hunting for squirrels or rabbits. And not too long away, the duck and pheasant season will be open, too.

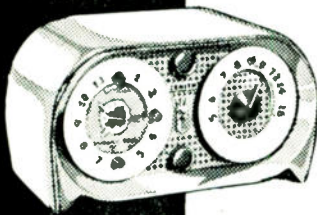
I know that some of you Ranch Hands will be going along with dad, and that's why I'd like to direct this message more or less to the boys. A lot of you boys will be going hunting without dad, so let's talk about the protection of our wild life. Let's practice wild life conservation. For instance, we might be strolling through the woods, trying to spot a squirrel in a tree, and maybe run across a great

big old owl. Now this big old owl may not seem to be of importance to you at the time, and I realize that all of you would be most tempted to take a shot at him. Well, fellows, the owl is much more important than maybe you've given thoughts to. The old owl is a very valuable bird to the farmers. He catches field mice, that are a menace to the crops in the fields.

Perhaps you might run across a nest of eggs in the woods. Let's not touch or go near that nest fellows, because it might be the nest of a pheasant, and as you all know, our part of the country is very scarce on pheasants. That is the reason there are only a few open days in which to hunt pheasants.

Before taking a shot at anything, let's make positive that there aren't any cattle around, or make sure that no houses are within shooting range. This factor is of most importance if you are using a .22 rifle. A .22 rifle has a range of about a mile. Let's also make sure that our guns are kept empty at home. It might be a good idea to remind dad about keeping his gun empty too.

The amazing new... **ZENITH**® **Clock Radio**



Choice of Ebony,
Burgundy or Ivory
Plastic.

see! hear! today!

- ★ Serenades you to sleep . . . wakes you up gently in the morning . . . with your favorite radio programs.
- ★ Turns bed lamp, fan or small appliances on and off . . . *automatically!*
- ★ Luminescent hands and dial . . . make it easy to tell time even in the dark.
- ★ Radio has famous Zenith tone beauty and Long Distance* reception.

\$39⁹⁵ Only

*Reg. U. S. Pat. Off.

SEE YOUR LOCAL ZENITH DEALER

Monday

OCTOBER 8th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

10:30	4	STRIKE IT RICH—	Live
10:45	5	TEST PATTERN—	
11:00	4	THE EGG AND I—	Live
	5	RUTH LYONS 50 CLUB—	Live
		A folksy-chatter type program.	
11:15	4	LOVE OF LIFE—	Live
		Serial story of the life of a young business girl.	
11:30	4	SEARCH FOR TOMORROW—	Live
		Serial of American family life.	
	5	DIZZY DEAN SHOW—	Live
11:45	4	STEVE ALLEN SHOW—	Live
	5	WORLD SERIES—	Live
12:30	4	GARRY MOORE SHOW—	Live
12:45	4	TEST PATTERN—	
1:00	4	GARRY MOORE SHOW—	Live
		Guest: Chaz Chase, pantomimist.	
1:30	4	FIRST HUNDRED YEARS—	Live
	5	TODAY'S COOKING—	Live
		Norida Frank, home economist.	
1:45	4	THE WOMAN SPEAKS—	Film
2:00	4	VANITY FAIR—	Kine
	5	MISS SUSAN—	Live
		Daytime serial with Susan Peters. Hollywood star. This is a story of a woman attorney.	
2:15	5	HERE'S LOOKING AT YOU—	Live
		Hints on beauty care and makeup	
2:30	4	ALL AROUND THE TOWN—	Live
		Mike Wallace, your guide-emcee.	
	5	BERT PARKS SHOW—	Live
		With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.	
3:00	4	HOMEMAKERS' EXCHANGE—	Live
		With Louise Leslie.	
	5	KATE SMITH SHOW—	Live
		Variety program slanted to appeal to a mass women's audience.	
3:30	4	MEET YOUR COMMUNITY—	Live
4:00	4	TEST PATTERN—	
	5	HAWKINS FALLS—	Live
		Serial of life in a small town	
4:15	5	GABBY HAYES SHOW—	Live
4:30	5	HOWDY DOODY—	Live
		Bob Smith's puppets in new adventures to please the children.	
5:00	4	LEAGUE OF WOMEN VOTERS—	Live
	5	COWBOY KEN—	Live
5:15	4	INS DAILY NEWS—	Film
	5	RAN, THE WEATHER MAN—	Live
5:22	5	WOC-TV NEWSROOM—	Live
5:30	4	SPACE CADET—	Live
		Tom Corbett's adventures in space with cadets in Space Academy.	
	5	KUKLA, FRAN & OLLIE—	Kine
		With Burr Tillstrom behind the scenes.	
5:45	4	BEANIE—	Kine
6:00	4	CAPTAIN VIDEO—	Live
	5	PAGES OF MELODY—	Live
		Music at eventide for you.	
6:30	4	HOLLYWOOD SCREEN TEST—	Live
	5	MOHAWK SHOWROOM—	Live
		Roberta Quinlan, songs & chatter.	
6:45	5	CAMEL NEWS CARAVAN—	Live
		John Cameron Swazze reports the news with on-the-spot films	
7:00	4	LUX VIDEO THEATRE—	Live
		Fine dramatic show, all-star cast.	
	5	PAUL WINCHELL - JERRY MAHONEY SHOW—	Live
		The "What's My Name" quiz show with Dorothy Claire and Hilda Vaughn.	
7:30	4	GODFREY TALENT SCOUTS—	Live
		Arthur returns to once once more take charge of the talent.	
	5	VOICE OF FIRESTONE—	Live
		With Howard Barlow's orchestra and guest soloist, Christopher Lynch, tenor, will sing a Stephen Foster medley of "Gentle Annie" and "Some Folks."	
8:00	4	GENE AUTRY SHOW—	Kine
		Western adventures of cowboy star	
	5	LIGHTS OUT—	Live
		Frank Gallop narrates a thriller. "Dark Image" by John McGreevey	
8:30	4	CRUSADE IN THE PACIFIC—	Film
		Documentary of military action.	
	5	ROBT. MONTGOMERY PRESENTS "To Walk the Night,"	Live
		starring Geraldine Fitzgerald.	
9:00	4	STUDIO ONE—	Live
		Another fine dramatic presentation entitled "Mighty Like A Rogue."	
9:30	5	TELE-QUIZ—	Live
		Tele-Views brings you an audience participation show with fine prizes for those at home as well as on the show.	
10:00	4	CHRONOSCOPE—	Live
		"The Truth of the Matter" with panelists Henry Hazlitt, William Bradford Huie and guest Sir Zafulla Kahn of Pakistan.	
	5	FREDDY MARTIN SHOW—	Kine
		The Martin troupe have a house-warming with guest vocalist Sue Bennett.	
10:15	4	INS WEEKLY NEWS—	Film
10:30	4	WEATHER SHOW—	Live
	5	RAN, THE WEATHERMAN—	Live
10:35	4	INS DAILY NEWS—	Film
	5	WOC-TV NEWS—	Live
		Bill Gress Reporting.	
10:40	5	SPORTS PICTURE—	Live
		Hal Hart, sportscaster.	
10:45	4	PERRY COMO SHOW—	Kine
		Fontaine Sisters and Mitch Ayres.	
	5	INDUSTRY ON PARADE—	Film
		Spirit of a City; July, 1951; Kansas City Comeback.	

Tuesday

OCTOBER 9th

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

- | | | | |
|-------|---|--|------------|
| 10:45 | 5 | TEST PATTERN— | |
| 11:00 | 4 | THE EGG AND I— | Live |
| | | Serial version of the famous best seller and movie. | |
| | 5 | RUTH LYONS 50 CLUB— | Live |
| | | A folksy-chatter type program. | |
| 11:15 | 4 | LOVE OF LIFE— | Live |
| | | Serial story of the life of a young business girl. | |
| 11:30 | 4 | SEARCH FOR TOMORROW— | Live |
| | | Serial of American family life. | |
| | 5 | DIZZY DEAN SHOW— | Live |
| 11:45 | 4 | STEVE ALLEN SHOW— | Live |
| | 5 | WORLD SERIES— | Live |
| 12:30 | 4 | GARRY MOORE SHOW— | Live |
| | | Guest: Russell Lynes, author. | |
| 1:30 | 4 | FIRST HUNDRED YEARS— | Live |
| | | Stars Jimmy Lydon and Olive Stacey. | |
| | 5 | TODAY'S COOKING— | Live |
| | | Norida Frank, home economist. | |
| 1:45 | 4 | VANITY FAIR— | Live |
| 2:00 | 5 | MISS SUSAN— | Live |
| | | New Daytime serial with Susan Peters. This is a story of a woman attorney. | |
| 2:15 | 4 | TEST PATTERN— | |
| | 5 | HERE'S LOOKING AT YOU— | Live |
| | | Hints on beauty care and makeup | |
| 2:30 | 4 | FASHION MAGIC— | Live |
| | | Arlene Francis presents the latest in fashion news. | |
| | 5 | BILL GOODWIN SHOW— | Live |
| | | Variety program with Eileen Barton and Roger Dann, vocalists. | |
| 3:00 | 4 | HOMEMAKERS' EXCHANGE— | Live |
| | | With Louise Leslie. | |
| | 5 | KATE SMITH SHOW— | Live |
| | | Variety program slanted to appeal to a mass women's audience. | |
| 3:30 | 4 | TV HOUSE PARTY— | Local-Live |
| 4:00 | 4 | TEST PATTERN— | |
| | 5 | HAWKINS FALLS— | Live |
| | | Serial of life in a small town. | |
| 4:15 | 5 | GABBY HAYES SHOW— | Live |
| 4:30 | 5 | HOWDY DOODY— | Live |
| | | An enjoyable visit with Bob Smith and his puppet friends. | |
| 5:00 | 5 | COWBOY KEN— | Live |
| 5:15 | 4 | INS DAILY NEWS— | Film |
| | 5 | RAN, THE WEATHER MAN— | Live |
| 5:22 | 5 | WOC-TV NEWSROOM— | Live |
| | | Bob Frank reports the news. | |
| 5:25 | 4 | SHOW CASE— | Slides |
| 5:30 | 4 | BUDDIES of the AIRPLANES— | Live |
| | | Pat, Speed, Curley & Gene. | |
| | 5 | KUKLA, FRAN & OLLIE— | Kine |
| | | Burr Tillstrom behind the scenes. | |
| 5:45 | 4 | BEANIE— | Kine |
| | | Popular character of the kids is brought back by popular demand. | |
| 6:00 | 4 | CAPTAIN VIDEO— | Live |
| | | An adventure story on earth and in space. | |
| | 5 | MUSICAL MOODS— | Live |
| | | Marjorie Meinert at piano and organ with Bill Gratton. | |
| 6:30 | 4 | BEULAH— | Film |
| | | Ethel Waters stars in a comical adventure. | |
| | 5 | LITTLE SHOW— | Live |
| | | John Conte with songs and chatter. Guest: Jo Sullivan, vocalist. | |
| 6:45 | 5 | CAMEL NEWS CARAVAN— | Live |
| | | John Cameron Swayze reports the news with on-the-spot films. | |
| 7:00 | 4 | CHARLIE WILD— | Live |
| | | Starring John McQuade. | |
| | 5 | TEXACO STAR THEATRE— | Live |
| | | Starring Milton Berle in a full hour of comedy and songs with guests. | |
| 7:30 | 4 | AMAZING MR. MALONE— | Kine |
| | | Mystery adventure thriller. | |
| 8:00 | 4 | PHILLIPS FOOTBALL— | Film |
| | | Highlights of the college football game of the week. | |
| | 5 | FIRESIDE THEATRE— | Film |
| | | Presents "Doctor Mac," story of how a country doctor is exposed as only a medical student who never received a degree. Stars Tom Powers. | |
| 8:30 | 5 | CIRCLE THEATRE— | Live |
| | | A live dramatic presentation. | |
| 9:00 | 4 | DANGER— | Live |
| | | Presents a mystery thriller. | |
| | 5 | ORIGINAL AMATEUR HR.— | Live |
| | | Ted Mack helps the amateur along the road to stardom. | |
| 9:30 | 4 | CRIME SYNDICATED— | Kine |
| | | Rudolph Halley is narrator as the story of the operations of a large gambling casino and the law's efforts to close it, is dramatized. | |
| 10:00 | 4 | AMOS 'N' ANDY— | Film |
| | | Spencer Williams is "Andy"; Alvin Childress is "Amos" and Tim Moore is the "Kingfish." | |
| | 5 | HOLLYWOOD SPOTLIGHT REVUE— | Film |
| 10:30 | 4 | WEATHER SHOW— | Live |
| | 5 | RAN, THE WEATHERMAN— | Live |
| | | Bill Gress Reporting. | |
| 10:35 | 5 | WOC-TV NEWS— | Live |
| 10:40 | 4 | WHBF-TV NEWS— | Live |
| | 5 | SPORTS PARADE— | Live |
| | | Hal Hart, sportscaster. | |
| 10:45 | 4 | STORK CLUB— | Kine |
| | | Sherman Billingsley your host. | |
| | 5 | FILM SUBJECT— | |



steeped in tradition
so successfully . . .
. . . the highlights
. . . are lost

Wayne King, a master showman

NOW that the Wayne King show is back for another season on NBC, the nation's music fans are feeling more like themselves these days. In entertainment as in any other field, people just can't suddenly knock out a habit that stretches back beyond the memory of mortal men.

And yet, like any other beloved institution, Wayne King and his orchestra have been steeped in tradition so successfully that sometimes the highlights of his great musical career are lost in the misty marshes of memory.

With no intention of punning, it's true that King's achievements place him in music's blue book of royalty.

Wayne was born in the friendly little town of Savannah, Ill., located on the Iowa-Illinois border. Thanks to his neat stints on the clarinet, he played his way through Valparaiso university, and then joined the house orchestra in Chicago's Tivoli Theatre.

Midway in the "twenties," a fabulous new ballroom opened up on the north side. Called the Aragon, the big exciting place beckoned to Wayne King. He stayed there as bandleader ten years, a record never since equalled.

During this time, he took a headlong gamble. During an era when "stomp jazz" was all the rage, Wayne turned to sweet music that featured the lovely old waltzes. It was a perfect decision. Crowds packed the Aragon. The first recording contracts came his way. Out-of-town engagements popped up so frequently that Wayne took to flying his

own plane from town to town, the first bandleader to own a pilot's license.

In 1927, the Wayne King band went on the airlines—with a brand new angle. Wayne refused to hire a girl singer, which violated all customs. "I didn't dislike girl singers," says Wayne, "I just couldn't find one who would fit in with our style."

But soon Dorothy Janis, a talented Hollywood vocalist, appeared on the scene. Again Wayne did the unusual. He not only hired her but married her.

As a measure of Wayne's popularity on records, it's a proven fact that more than 2,500,000 disks have been sold each season for 20 years. But the King talent still needed elbow room, and he turned his attention to composing.

Among his own creations are such well-remembered hits as "Josephine," "Annabelle," "That Little Boy of Mine," "Pretty Penny" and many others.

Looking to the future, Wayne bought a 640 acre tract of land in northern Wisconsin. There he relaxes with an extensive collection of pipes and his two children—Penny and Wayne, Jr.

In the realm of TV, King's grand old style takes on added impact. As a matter of record, the Wayne King show won four awards in its first two years on television, including two straight first places in the annual TV Forecast popularity poll.

The Wayne King show is seen on channel 5 every Thursday at 9:30 p.m. It is sponsored by Standard Oil Co. for the third successive year.

Wayne King



Gloria Van is termed "sultry." She's appeared as vocalist with name bands from coast-to-coast



Harry Hall rose to singing fame on radio's "Arthur Godfrey Show" and "Breakfast Club."



Barbara Becker is a new songstar with the show. She formerly sang with bands of Les Brown, Lawrence Welk and Horace Heidt.

Wayne throws himself into rehearsal sessions with the forceful activity of a cheerleader. Don

Large Chorus (left) was a Detroit favorite. The King Show has always featured balanced music



Wednesday

OCTOBER 10th

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

- | | | | |
|-------|---|--|------------|
| 10:30 | 4 | STRIKE IT RICH— | Live |
| | | Warren Hull emcees the program with a heart. | |
| 10:45 | 5 | TEST PATTERN— | |
| 11:00 | 4 | THE EGG AND I— | Live |
| | | Serial version of the famous best seller and movie. | |
| | 5 | RUTH LYONS 50 CLUB— | Live |
| | | A folksy-chatter type program. | |
| 11:15 | 4 | LOVE OF LIFE— | Live |
| | | Serial story of the life of a young business girl. | |
| 11:30 | 4 | SEARCH FOR TOMORROW— | Live |
| | | Serial of American family life. | |
| | 5 | DIZZY DEAN SHOW— | Live |
| 11:45 | 4 | STEVE ALLEN SHOW— | Live |
| | 5 | WORLD SERIES— | Live |
| 12:30 | 4 | GARRY MOORE SHOW— | Live |
| 12:45 | 4 | TEST PATTERN— | |
| 1:00 | 4 | GARRY MOORE SHOW— | Live |
| | | Guest: George Gobel, comedian. | |
| 1:30 | 4 | FIRST HUNDRED YEARS— | Live |
| | 5 | TODAY'S COOKING— | Live |
| | | Norida Frank, home economist. | |
| 1:45 | 4 | VANITY FAIR— | Live |
| 2:00 | 5 | MISS SUSAN— | Live |
| 2:15 | 5 | HERE'S LOOKING AT YOU— | Live |
| | | Hints on beauty care and makeup | |
| 2:30 | 4 | ALL AROUND THE TOWN— | Live |
| | 5 | BERT PARKS SHOW— | Live |
| | | With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests. | |
| 3:00 | 4 | HOMEMAKERS' EXCHANGE— | Live |
| | | With Louise Leslie. | |
| | 5 | KATE SMITH SHOW— | Live |
| | | Variety program slanted to appeal to a mass women's audience. | |
| 3:30 | 4 | TV HOUSE PARTY— | Local-Live |
| 4:00 | 5 | HAWKINS FALLS— | Live |
| 4:15 | 5 | GABBY HAYES SHOW— | Live |
| 4:30 | 5 | HOWDY DOODY— | Live |
| 5:00 | 4 | PRICES LIMITED— | Live |
| | | With Jack Kerwin, District OPS Director. | |
| | 5 | MARY LOUISE MARSHALL— | Live |
| 5:10 | 4 | SHOW CASE— | Slides |
| 5:15 | 4 | INS DAILY NEWS— | Film |
| | 5 | RAN, THE WEATHER MAN— | Live |
| 5:22 | 5 | WOC-TV NEWSROOM— | Live |
| | | Bill Gress reports the news. | |
| 5:30 | 4 | SPACE CADET— | Live |
| | 5 | KUKLA, FRAN & OLLIE— | Kine |
| | | Burr Tillstrom behind the scenes. | |
| 5:45 | 4 | BEANIE— | Kine |
| 6:00 | 4 | CAPTAIN VIDEO— | Live |
| | 5 | CASES OF EDDIE DRAKE— | Film |
| | | Detective mystery stories. | |
| 6:30 | 4 | CHANCE OF A LIFETIME— | Live |
| | 5 | MOHAWK SHOWROOM— | Live |
| | | Roberta Quinlan, songs & chatter. | |
| 6:45 | 5 | CAMEL NEWS CARAVAN— | Live |
| 7:00 | 4 | GODFREY & HIS FRIENDS— | Live |
| | | Arthur returns to take charge with Frank Parker, the Chordettes, the Mariners, Marian Marlowe, Janette Davis, Archie Bleyer's orchestra. | |
| | 5 | THE KATE SMITH HOUR— | Live |
| | | Kate and Ted Collins present another fine variety program for your evening enjoyment. | |
| 8:00 | 4 | TELE-SPORTS DIGEST— | Kine |
| | 5 | KRAFT TV THEATRE— | Live |
| | | Drama with an all-star cast. | |
| 8:30 | 4 | THE WEB— | Live |
| | | Mystery adventure entitled: "Volcano." | |
| 9:00 | 4 | BLUE RIBBON BOUTS— | Live |
| | | From one of the nation's leading arenas. | |
| | 5 | BREAK THE BANK— | Live |
| 9:30 | 5 | TWO FOR THE SHOW— | Live |
| | | With Marjorie Meinert at the organ and George Sontag at the piano. | |
| 9:45 | 4 | SPORTS SPOT— | Live |
| | 5 | YOUR OWN HOME— | Film |
| | | Hints on home decoration. | |
| 10:00 | 4 | BIG TOWN— | Kine |
| | | With Patrick McVey as Steve Wilson and Julie Stevens as Lorelei. | |
| | 5 | PARADE OF EVENTS— | Film |
| 10:15 | 5 | HART OF SPORTS— | Live |
| | | With Hal Hart, your sportscaster. | |
| 10:30 | 4 | WEATHER SHOW— | Live |
| | 5 | RAN, THE WEATHERMAN— | Live |
| 10:35 | 4 | INS DAILY NEWS— | Film |
| | 5 | WOC-TV NEWS— | Live |
| | | Bill Gress Reporting. | |
| 10:40 | 5 | SPORTS PICTURE— | Live |
| | | Hal Hart, sportscaster. | |
| 10:45 | 4 | PERRY COMO SHOW— | Kine |
| | | Fontaine Sisters & Mitch Ayres. | |
| | 5 | FILM SUBJECT— | |

Tele-Quiz Winners For Week of September 27th

AT HOME WINNERS

Mrs. Tom Boonstra, Lyndon, Ill.—
Tastee-Maid Sandwich & Waffle Maker

Mrs. James Flynn, 729 Kirkwood
Blvd., Davenport—Rich Rocking Horse.

Mrs. William Hauser, 2227 Davie St.,
Davenport—Morrill Scatter Rug.

Mrs. Geo. F. Adams, Jr., 509 Ada St.,
Rock Falls, Ill.—Royal Comb. Table
Grill.

Mrs. Robert N. Buck, 3119 Sunnyside
Ave., Davenport—Assorted Hosiery.

TV STUDIO WINNERS

Mrs. Harold Mayo, RR 1, Bettendorf
—Jensen 3-piece Epergne set.

Tom Rudbeck, Rt. 4, Green Acres,
Davenport—Colonial Premier Lamp.

Miss Delight Ullmark, 2729 11th Av.,
Moline—Elgin- American cigarette case

Roger Meersman, 1312 6th Ave., Mo-
line—Varia Blocks.

John Buckles, 503 21st Ave., Rock
Island—Sunbeam Camera.

—tv—

STIRRING STORY

According to Herb Shriner, there
was a fellow in his hometown who
was born with a silver spoon in his
mouth. He swallowed it. He hasn't
stirred since.

:-: TV Service Directory :-:

DAVENPORT

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

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

ROCK ISLAND

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

MOLINE

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

We Feature
**Williams Power-Full
Stoker Coal**

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

416 Fillmore St.
Dial 3-2791

men prefer the

Syndicate Clothing Co.

222 W. Second St.

Davenport



for all their clothing
needs

Nu-Way

**Rug & Furniture
Cleaners**

and Upholstering

New Carpets and Draperies

INTERIOR DECORATORS

Free Estimates—Free Delivery

Dav. 2-5321

R.I. 8-5726

217 Perry St., Davenport

"Well, We've Got Our
BELLE-AIRE VENETIAN
BLINDS—Now All We Need
Is An Apartment!"



FOR FREE ESTIMATE—
FREE INSTALLATION
Call Davenport 2-4684 or
Rock Island 6-2343

**BELLE BLIND and
DRAPERY HOUSE**

1029 W. 2nd Street
Davenport, Iowa

labor review



Printers ● Publishers

We Print Everything But Money

quality craftsmanship
priced reasonably

311 - 21st St. Phone
Rock Island 6-6439

Printers of 'Tele-Views'

HOW THE LONE RANGER MET SILVER

by **UNCLE HERBIE**



MANY of you boys and girls have been writing to me asking how the Lone Ranger found his horse, and how he started his famous cry, "Hi-Yo Silver, Awa-y-y!"

Here is how it all happened.

Silver was the king of a herd of wild horses. He had won fights from every horse he knew. But one day Silver decided he wanted to move away and become king of another herd of horses. So he left the valley where he lived, and crossed the hills, where he met a buffalo for the first time.

They started to fight and soon the buffalo was winning. Just then the Lone Ranger came riding by on his horse and saw the animals fighting. He pulled out his gun and shot the buffalo to save Silver. Silver ran away to rest and get better.

The Lone Ranger rode away but outlaws soon shot his horse, and the Lone Ranger was shot too. Silver came back in time to save the Lone Ranger from being killed, and this way he and the

Lone Ranger became lifelong pals in their fight for law and order.

After the Lone Ranger had made friends with this wild horse, he and his Indian friend, Tonto, could not take their eyes off this beautiful white animal whose hair was like silk, whose muscles felt like steel, and whose white body shone in the sun.

The Lone Ranger decided to name him Silver, and climbed on Silver's bare back.

When the Lone Ranger patted him on his neck, Silver wanted so much to show his new master that he was strong again that he jumped on his hind legs and then came down easily.

"High, Silver!" the Lone Ranger called out. "High Up—Again"

Trying to understand what the man on h's back wanted, Silver got up again on his hind legs and knew he did the right thing when he heard the happy laugh of his rider.

"Hi, there. you silver horse . . . away!"

Silver moved ahead, carrying his master. He wanted to satisfy the Lone Ranger, to show his happiness at finding a friend. As he moved again he heard the happy shouts of the Lone Ranger.

"That's it, Silver! Hi-you-Silver . . . away!"

The horse moved faster. Another shout, this time — "Hi-Yo, Silver. Away-y-y . . .!"

Silver started running real fast. Now he knew what the master wanted. At the next shout, the big horse ran still faster—so fast that his snowy body looked like a flash of light across the open plains.

The shout was one that later rang all over the West—the call of a mystery rider who wore a mask and was on the side of justice:

"HI-YO, SILVER, AWAY-Y-Y!"

The Lone Ranger is seen every Thursday on channel 4 at 6:30 p.m.

"Tele-Views"

SPECIAL OFFER!

TELE-VIEWS
for limited time offers

33 Weeks

**of News-Packed Issues, mailed
Direct to Your Home, at the
Special Rate of**

\$3.00

Mail This Coupon!
TELE-VIEWS
1029 W. 2nd Street
Davenport, Iowa

Name

Address

City

State

FRANKEL Television Service Co.

**"We Service All Makes of
Television Sets"**

Authorized Service Center for
HALLICRAFTERS TV

Outside Antennas Installed
PROMPT SERVICE

All Work Guaranteed

**FRANKEL
Television Service Co.**

2532 - 5th Ave. Ph.: 6-6477
Rock Island, Ill.

Thursday

OCTOBER 11th

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

- 10:45 5 TEST PATTERN—
- 11:00 4 THE EGG AND I— Live
Serial version of the famous best seller and movie.
- 5 RUTH LYONS 50 CLUB— Live
A folksy-chatter type program.
- 11:15 4 LOVE OF LIFE— Live
Serial story of the life of a young business girl.
- 11:30 4 SEARCH FOR TOMORROW—Live
Serial of American family life.
- 5 VACATION WONDERLAND—Film
- 11:45 4 STEVE ALLEN SHOW— Live
- 12:00 5 TEST PATTERN—
- 12:30 4 GARRY MOORE SHOW— Live
Guest: Alan Carney, comedian.
- 1:30 4 FIRST HUNDRED YEARS— Live
5 TODAY'S COOKING— Live
Norida Frank, home economist.
- 1:45 4 VANITY FAIR— Live
- 2:00 5 MISS SUSAN— Live
Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.
- 2:15 4 TEST PATTERN—
- 5 HERE'S LOOKING AT YOU—Live
Hints on beauty care and makeup
- 2:30 4 MEET YOUR COVER GIRL— Live
5 BILL GOODWIN SHOW— Live
Variety program with Eileen Barton and Roger Dann, vocalists.
- 3:00 4 HOMEMAKERS' EXCHANGE—Live
With Louise Leslie.
- 5 KATE SMITH SHOW— Live
Variety program slanted to appeal to a mass women's audience.
- 3:30 4 TV HOUSE PARTY— Local-Live
- 4:00 5 HAWKINS FALLS— Live
- 4:15 5 GABBY HAYES SHOW— Live
- 4:30 5 HOWDY DOODY— Live
Bob Smith's puppets in new adventures to please the children
- 5:00 5 COWBOY KEN— Live
- 5:15 4 INS DAILY NEWS— Film
5 RAN, THE WEATHER MAN—Live
- 5:22 5 WOC-TV NEWSROOM— Live
- 5:25 4 SHOW CASE— Slides
- 5:30 4 BUDDIES of the AIRLANES— Live
Pat, Speed, Curley & Gene.
- 5 KUKLA, FRAN & OLLIE— Kine
Burr Tillstrom presents his popular puppets for your enjoyment.

- 5:45 4 BEANIE— Kine
Popular character of the kids is brought back by popular demand.
- 6:00 4 CAPTAIN VIDEO— Live
5 PLAY OR PAY— Live
If Marjorie Meinert and George Sontag can't play your song, they pay off.
- 6:30 4 LONE RANGER— Film
Outlaws brought to justice with the help of Tonto.
- 5 LITTLE SHOW— Live
John Conte with songs and chatter.
- 6:45 5 CAMEL NEWS CARAVAN— Live
John Cameron Swayze reports the news with on-the-spot films.
- 7:00 4 STOP THE MUSIC— Live
Bert Parks is your host with Jimmy Blaine, Betty Ann Grove, Jane Morgan and the Variety Dancers.
- 5 YOU BET YOUR LIFE— Film
Groucho Marx dishes out the cash and the wisecracks.
- 7:30 5 TREASURY MEN IN ACTION—Live
Walter Greaza stars as chief of the bureau in "The Case of the Phoney Half."
- 8:00 4 HERB SHRINER SHOW— Live
Features a comedy-drama of small town life with Herb as guide and narrator.
- 5 FORD FESTIVAL— Live
Stars James Melton with Dorothy Warrenskjold, Billy Barty and Dr. Roy K. Marshall.
- 8:30 4 GRUEN THEATRE— Film
"Hit and Run," starring Bonita Granville and Robert Hutton.
- 9:00 4 RACKET SQUAD— Film
Reed Hadley as Capt. Braddock, probes arson in "The Case of the Old Flame."
- 5 MARTIN KANE— Live
Stars Lloyd Nolan, movie star, as Martin Kane.
- 9:30 4 CRIME PHOTOGRAPHER— Live
Darren McGavin has the role of Casey in "The Torch."
- 5 WAYNE KING SHOW— Live
The Waltz King presents a fine program of your favorite music.
- 10:00 4 PRO FOOTBALL HIGHLIGHTS—Film
Features the professional football games of the week.
- 5 HOLLYWOOD REEL— Film
- 10:15 5 DREAM HOME DIRECTORY—Film
- 10:30 4 WEATHER SHOW— Live
5 RAN, THE WEATHERMAN— Live
- 10:35 5 WOC-TV NEWS— Live
Bill Gress Reporting.
- 10:40 4 WHEF-TV NEWS— Live
5 SPORTS PICTURE— Live
Hal Hart, sportscaster.
- 10:45 4 STORK CLUB— Kine
Sherman Billingsley your host.
- 5 FILM SUBJECT—

Friday

OCTOBER 12th

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

10:30 4 **STRIKE IT RICH**— Live
Warren Hull emcees the program with a heart.

10:45 5 **TEST PATTERN**—

11:00 4 **THE EGG AND I**— Live
Serial version of the famous best seller and movie.

5 **RUTH LYONS 50 CLUB**— Live
A folksy-chatter type program.

11:15 4 **LOVE OF LIFE**— Live
Serial story of the life of a young business girl.

11:30 4 **SEARCH FOR TOMORROW**—Live
Serial of American family life.

5 **VACATION WONDERLAND**—Film

12:00 5 **TEST PATTERN**—

12:30 4 **GARRY MOORE SHOW**— Live
12:45 4 **TEST PATTERN**—

1:00 4 **GARRY MOORE SHOW**— Live
Guest: Lucile Watson, actress.

1:30 4 **FIRST HUNDRED YEARS**— Live
Stars Jimmy Lydon, Olive Stacey.

5 **TODAY'S COOKING**— Live
Norida Frank, home economist.

1:45 4 **VANITY FAIR**— Live

2:00 5 **MISS SUSAN**— Live
Susan Peters stars in the role of a paraplegic woman attorney.

2:15 5 **HERE'S LOOKING AT YOU**—Live
Hints on beauty care and makeup

2:30 4 **ALL AROUND THE TOWN**— Live
With Mike Wallace as your guide.

5 **BERT PARKS SHOW**— Live
With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.

3:00 4 **HOMEMAKERS' EXCHANGE**—Live
With Louise Leslie.

5 **KATE SMITH SHOW**— Live
Variety program slanted to appeal to a mass women's audience.

3:30 4 **TV HOUSE PARTY**— Local-Live

4:00 5 **HAWKINS FALLS**— Live

4:15 5 **GABBY HAYES SHOW**— Live

4:30 5 **HOWDY DOODY**— Live

5:00 5 **COMIC CUT-UPS**— Live

5:10 4 **SHOW CASE**— Slides

5:15 4 **INS DAILY NEWS**— Film

5 **RAN, THE WEATHER MAN**—Live

5:22 5 **WOC-TV NEWSROOM**— Live

5:25 4 **SHOW CASE**— Slides

5:30 4 **SPACE CADET**— Live
Tom Corbett's adventures in space with cadets in Space Academy.

5 **KUKLA, FRAN & OLLIE**— Kine
Burr Tillstrom behind the scenes.

5:45 4 **BEANIE**— Kine
Popular character of the kids is brought back by popular demand.

6:00 4 **CAPTAIN VIDEO**— Live
An adventure story on earth and in space with the Video Ranger

5 **FILM SUBJECT**—

6:15 5 **FAMILY PARTY**— Live
With the Raye Sisters and Jimmie O'Dette's orchestra.

6:30 4 **THE RANGE RIDER**— Film
Adventures in the old west.

5 **MOHAWK SHOWROOM**— Live
Roberta Quinlan, songs & chatter.

6:45 5 **CAMEL NEWS CARAVAN**— Live
John Cameron Swayze reports the news with on-the-spot films.

7:00 4 **"MAMA"**— Live
Starring Peggy Wood, with Judson Laire as "Papa;" Dick Van Patten as "Nels;" Rosemary Rice as "Katrin;" and Robin Morgan as "Dagmar."

5 **QUIZ KIDS**— Live
Joe Kelly fires the tough questions at the kids.

7:30 4 **MAN AGAINST CRIME**— Live
Ralph Bellamy stars as Mike Barnett in this better than average private-eye story.

5 **GOLDEN OPPORTUNITY**— Live
A talent show with local contestants.

8:00 4 **PLAYHOUSE OF STARS**— Live
John Payne stars in "The Name Is Bellingham." He plays the role of a custom's agent in a documentary drama of the war against narcotics smuggling in Seattle.

5 **THE BIG STORY**— Live-Film
Dramatization of true prize-winning stories of newspaper reporters

8:30 5 **THE ALDRICH FAMILY**— Live
With Barbara Robbins, House Jameson, Henry Girard and Mary Malone.

9:00 4 **CAVALCADE OF STARS**— Live
Stars Jackie Gleason in a comedy-variety show with guest artists.

5 **GILLETTE BOXING BOUTS**— Live
Leading match from one of New York's two main arenas.

9:45 5 **HOLLYWOOD WRESTLING**— Film
Hans Snabel vs. George Becker.

10:00 4 **YOU ASKED FOR IT**— Film
A show full of the unusual.

10:30 4 **WEATHER SHOW**— Live

10:35 4 **INS DAILY NEWS**— Film

10:45 4 **PERRY COMO SHOW**— Kine
Fontaine Sisters & Mitch Ayres.

5 **RAN, THE WEATHERMAN**— Live

10:50 5 **WOC-TV NEWS**— Live
Bill Gress Reporting.

10:55 5 **SPORTS PARADE**— Live
Hal Hart, sportscaster.

CAESAR and COCA

Continued from page 5

medienne, Imogene Coca, the gal with the elastic face, had only mediocre success prior to her TV splash. She was featured in a couple of Broadway revues, "New Faces" and then "Straw Hat Review." Although she was greatly admired by producers, they considered her caviar too rich for the general public.

These fears were dispelled, however, when Imogene wowed New York vaudeville devotees with skits such as her satire on Phil Spitalny's All Girl Orchestra ("I'm Slush Pump Annie. the Girl with the Mean Trombone").

Imogene is a bright beacon in the dwindling field of great comediennes. The little (5'3", 105 lbs.) star has often been compared to Gracie Fields—although no one would suggest that the two get their laughs in the same fashion. Imogene has, perhaps, a more diversified repertoire than the great English comedienne.

Miss Coca has a knack for broad satire delivered in such a straight-faced style she sometimes fools her audience. Her parodies of ballet and opera have TV viewers guessing that she might be playing it "straight"—until it becomes apparent that nothing so outlandish (sprinkling salt on the tail of an unsuspecting faun in a take off on the ballet "Afternoon of a Faun"), could take place on the stage and still pass for art.

Together, Sid and Imogene are none the less terrific. They often perform "Silent Epics of the '20's," their version of movies in their infancy — "tragic" melodramatic routines that end in utter frustration. To a heart rending piano accompaniment, every member of the cast, Imogene, Sid, and even some innocent Western Union boy, meet death in a small room so cluttered with bodies as to make the fifth act of "Hamlet" seem like child's play.

Often repeated (with variations) is the comedy team's fun poking at cliches. Two strangers meet. (Sid and Imogene, of course.) Both have a mutual friend. "Well, isn't it a small world," they chorus. Their mutual

friend had a friend who passed away at the age of 88. "You just never know from one day to the next," they lament. "Like I always say, 'Here today and gone tomorrow,'" says Imogene. "Yes, isn't it the truth!" echoes Sid. All royally performed with tongue in cheek, this skit is typical of the Caesar-Coca ribbing of American idiosyncrasies.

The only obstacle to Sid and Imogene maintaining their lofty perch on the TV ladder is the threat of exhausting their material. Both have had to repeat some of their acts from time to time—often because of popular demand, but mostly because of the scarcity of good routines. The demand that a 39 week schedule presents is frightening.

Many comics playing the theatre circuit have used the same act for years, playing to an entirely new audience at each performance. Caesar, Coca and the other TV stars play to their audience just once. Then it's over and the search for more new fresh material is on. Whether the Caesar-Coca combination can steer clear of the taunt, "Oh, that's old stuff. Same thing again," is a question that time and a couple of talented entertainers might be able to answer.

"Your Show of Shows" is seen Saturday over WOC-TV at 8 p.m.



The pair burlesque a fashion show.



NEW YORK—Eddie Cantor was the first TV star to have his show originate from Hollywood for live transmission across the country. His show of Sept. 30 was originated there. . . . The stage hit "Oklahoma" will be telecast to a million Germans this fall if State Dept. plans materialize. Another step in portraying American way of life to German citizenry. . . . Garry Moore, the CBS-TV comic says he has no trouble footing his bills, he kicks them out the window. . . . Wayne Coy, FCC chairman, insists that his commission has the power to require TV stations to devote a certain percentage of their broadcasting time for education. Sen. Johnson of Colorado is pushing legislation for the proposal.

Dagmar is planning a weekly series of family type shows for ABC. The tab has yet to be picked up. . . . The "Arthur Murray Show" will appear again on TV beginning the week of October 6th. It will alternate with the "Don McNeil Show." . . . Richard Rodgers, co-composer for the "South Pacific" and "Oklahoma" stage hits, was inked to a special TV assignment—composing a score for NBC's teevee series titled "Victory at Sea." The show will detail naval operations during the last war. . . . Susan Peters, star of "Miss Susan" observes that summer resorts may be crowded but there's always room for one bore. . . .

For its TV film syndication, NBC is employing mostly screen stars. So far, Brian Donlevy, Roy Rogers and Rosalind Russell have been signed. . . . Herb Shriner was such a hit subbing for Arthur Godfrey this summer that he will be seen in his own show beginning October 11th. . . . Dinah Shore who has been signed by NBC for a twice weekly TV series beginning the latter part of November, claims some girls can create triangles with curves. . . . Ralph Bellamy, star of the CBS-TV "Man Against Crime" says the trouble with signing treaties with Communists is that too often they turn out to be jilt-edged securities.

A weekly religious TV series has been scheduled by NBC beginning October 6th. . . . CBS-TV heads estimate that about 200,000 people per week will be seeing their color telecasts by mid-fall. . . . Videodex reports among the highly competitive cigarette programs show Arthur Godfrey in top spot. . . . Variety reports that TV moguls are concerned over the guest star situation for the new fall season. The execs maintain that the public will tire of the same guest personalities week after week. Also the guest talent fees are skyrocketing, they complain. . . .

"Tele-Views"



Dagmar



Rodgers



Shore



Bellamy

LET'S TALK TELEVISION *by Lucia Carter*

Network television has been a part of our lives for a year now. The wild excitement with which we approached TV a year ago, acclaiming just about anything because it originated somewhere else and featured a few famous faces, has given way to a more matter-of-fact attitude. But although we've started to take TV for granted, its magnetism remains the same. We've become more critical, but we still hate to turn the darned thing off.

Familiarity has bred contempt particularly when it comes to vaudeville shows. It took only a few months for us to become accustomed to the endless procession of comics, singers, dancers and trained animals.

Still, the variety show, well done, is hard to beat for casual TV entertainment. The industry will have to go far to top shows like *The Comedy Hour* and *All-Star Revue*.

NBC producers have shown wisdom, in the cases of these two shows, by rotating stars and performers. Although the general outline—comedy, variety, music—remains the same, each program takes on the personality of the individual entertainers featured at that time. Ezio Pinza, spokesman of opera and romance, and Ed Wynn, "the perfect fool," are going to put on completely different shows, for instance, even though both appear, at different times on *All-Star Revue*. *The Comedy Hour* is one show when Eddie Cantor is starred and a completely different sort of thing when Martin and Lewis tear the joint apart.

Not all of us can take TV variety undiluted. I for one require doses of drama, quiz contests and panel shows and comedy plays between vaudeville telecasts. And I approve of the *Comedy Hour*—*All-Star Revue* policy which

has brought a little variety to the variety program. I prefer four good shows once a month to the same show, however good, every week.

Still, there are vaudeville programs which have won success by offering the same old thing week after week. Most notable is Milton Berle's show—and the course Uncle Miltie's weekly thing will take is more predictable than that of the Mississippi river. Probably you and I could describe next week's Milton Berle show right now. Still Berle undeniably attracts and holds an audience, and, as I have pointed out before, whatever his faults as a TV performer, he does put on a good show.

Another program which seems to be on its way to fame and fortune with the same old stuff is the *Kate Smith Evening Hour*, a new show which already seems old. This one features music, dancing, a bit of drama and a bit of comedy—a familiar pattern reminiscent of other TV variety shows, *Kate Smith's* afternoon program and the standard radio programs—again including *Kate Smith's*—of some years back. It's good music, dancing, drama and comedy, however, and *Kate Smith*, like *Milton Berle*, will probably hold the thing together with her own remarkable personality. It's safe to predict, I think, that *Kate Smith* will prove indestructible, week after week.

—tv—

TV PARTY?

Real Hickory Barbequed
Ribs to Take Out

The

Gay Nineties Room

in the

Harper House Hotel

Rock Island Phone 6-4411

What's Cooking?



SEE *"Today's Cooking"*

1:30 - 2:00 P.M. — Monday thru Friday

"Jack Sprat Kitchen"

11:00 - 11:30 A.M. — Saturday

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

WOC-TV — channel 5

DAVENPORT, IOWA



HEY FELLOWS!

WIN A NEW FOOTBALL!

Here's a top quality, official football — ruggedly built for long, hard service. Made of high-grade grain cowhide with double lining for extra toughness and long life. Rawhide leather facing and rubber valve bladder . . . and it's so EASY to WIN It's your if you sell only 3 one-year or 2 two-year subscriptions to "Tele-Views." Be the football HERO of your neighborhood. Act NOW.



Bring in the money today!
Pick up football right away!

Renewals or Extensions accepted at same price

Out-of-town subscriptions will be accepted on mail orders accompanied by check or money order.

Sell Three one-year subscriptions or Two 2-year subscriptions

TELE-VIEWS, 1029 W. Second Street, Davenport, Iowa

Name

Address

City..... State.....

\$5 1 year subscription \$8 2 year subscription

Order obtained by

Name

Address

1113
SNAPP F

77

AVON ILL

NEWSPAPER