

# TV TELE-VIEWS

**MID-WEST**

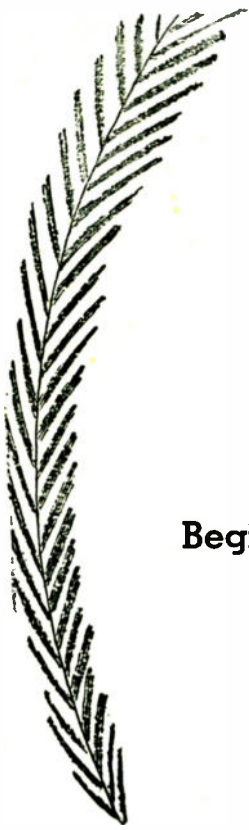
March 15-21

VOL. II—No. 63



**MARIE WILSON**  
**Your Friend Irma**  
page 8

15c



**Two Great Views  
For '52**

**DANGEROUS ASSIGNMENT**

**New Time!—10:00 P.M., SATURDAYS**

A half-hour of top-drawer intrigue featuring star performer **BRIAN DONLEVY** in a thrilling series of International adventures.

**MORNING PROGRAMMING**

**Beginning at 8:00 — Monday thru Friday**

- 8:00—**TODAY** with Dave Garroway
- 9:00—**MEL MARTIN SHOW**
- 9:30—**IT'S IN THE BAG**
- 10:00—**ERNIE KOVACS**
- 10:30—**DAVE and CHARLIE**
- 10:45—**RICHARD HARKNESS, NEWS**
- 11:00—**RUTH LYONS SHOW**



**Channel 5**

**Davenport**

**Iowa**





# Mail Bag

Editor:

We enjoyed seeing the wrestling matches listed in Tele-Views for Feb. 16 at the Wharton Fieldhouse in Moline. Seeing them listed in the TV magazine then we know when they are to be held. We drove up there to see them and really did enjoy it.  
Galesburg, Ill. Mrs. Arthur Morrison

\* \* \*

Editor:

I would like to comment on the baseball telecasts that may be shown. Have been hearing that because of the Minor League opposition to this, quite a number of fans in this area proposed to buy a few tickets each and give these to children in and around Rock Island, Moline and Davenport.

If this appeals to you I am sure there could be some way to solicit each fan in this area.

Towns in our area that receive good telecasts from WHBF-TV are Maquon, Yates City, Elmwood, Farmington, London Mills, Cuba, Fairview and Avon and each could have a solicitor.  
Fairview, Ill. Wm. VinCamp

\* \* \*

Editor:

Is Roy Rogers on, and if so, what channel, and what time and what day?  
Clinton, Iowa Charles Nyquist  
(The Roy Rogers Show is not carried by the local station due to previous commercial commitments at that time)

Editor:

We miss "Mama" although John Daly is very interesting. I hope that the program will soon be back.  
Galesburg, Ill. Krestin Dahlberg

\* \* \*

Editor:

I would like to write "Hit Parade." Would you please give me their address. I enjoy "Hit Parade" very much.  
Fulton, Ill. Marlee Ann Rysert  
(Write to the "Hit Parade" in care of the National Broadcasting Co., 30 Rockefeller Plaza, New York, N.Y.)

\* \* \*

Editor:

Could you tell me how to write to Dinah Shore, Garry Moore and Midwestern Hayride?  
Moline, Ill. Joyce Phillips

(Write to Dinah Shore in care of the National Broadcasting Co., Hollywood, Calif. Garry Moore in care Columbia Broadcasting Co., 485 Madison Ave., New York, N.Y., and Midwestern Hayride in care of Station WLW-TV, Cincinnati, Ohio).

\* \* \*

Editor:

I cannot let another day go by without expressing my disapproval of the article written about the program "Strike It Rich" that appeared in a recent issue of Tele-Views.

Thank God, there are very few who feel as that writer feels. When one has to watch such poor programs it is fine to find some program that is doing such good deeds.

Thank God for people who have kind hearts like Warren Hull. I have heard lots of comment on that article and I surely thing its poor publicity for Tele-Views.  
Iowa City, Ia. Mrs. D. J.

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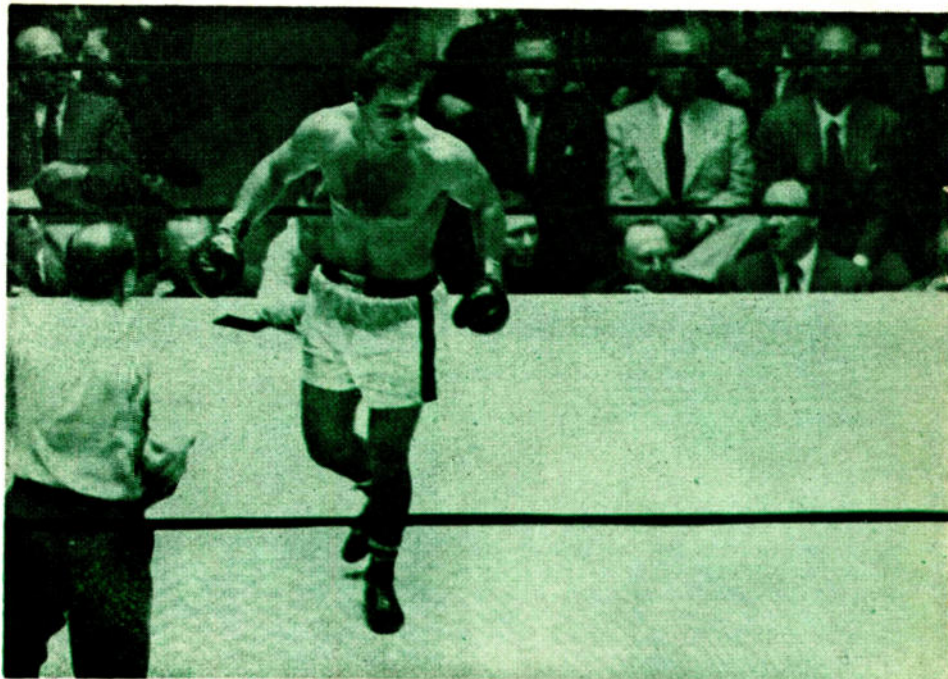
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Another TELE-VIEWS EXCLUSIVE



# How to Score

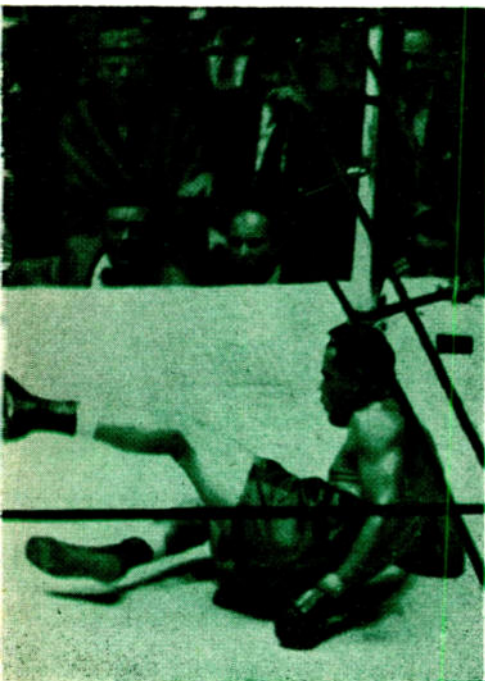
by RUBY GOLDSTEIN

**Editor's note:** A former lightweight fighter himself, Ruby Goldstein has gained a national reputation as the No. 1 referee via television. Millions have watched Goldstein in action during some of video's greatest fights. He ruled over the Louis-Marciano, Robinson-Turpin, Maxim-Murphy, & Louis-Walcott slugfests.

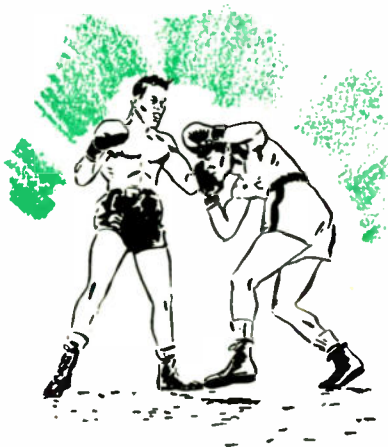
**THE** televising of boxing matches has made that sport one of the most popular in the country. And with its popularity I have received hundreds of letters asking how to score a fight. Most people think that scoring a fight is a complex system. On the contrary it's a simple procedure with a simple formula.

Aside from scoring I must be on the lookout for violations. Some include hitting low, kidney punches, rabbit blows, heeling, thumbing, butting and constant holding.

Very often when a low blow is struck, the crowd roars its disapproval to the referee for not taking the round away from the fighter. Actually, penalizing a fighter is a discretionary measure. If I feel that a blow didn't do



Joe Louis (right) goes sprawling backward on the canvas after a left hook from Rocky Marciano. Louis was up at the count of eight to be later KO'ed by Rocky. Referee, Ruby Goldstein.



## A Fight

any damage and was unintentional, I will warn the boxer. If he fouls his opponent the second time during the round, then I'll take the round away. Of course if a fighter is fouled and the blow definitely causes damage, then accidental or not, you must penalize the fighter.

For fights coming out of New York, each referee is given a scorecard with four categories of boxing proficiency. These categories are: clean punching, aggressiveness, ring generalship and defense. At the end of each round, I'll check the categories which I believe the fighter best conformed to.

Watching the fight on television, you can make your own score cards with the same categories and referee the fight along with me.

In addition to the four categories I will mark a W or L (won or lost)

80,000 READERS

alongside the fighter's name, plus the number of points he deserved in that round. Give one point if the boxer wins the round by a narrow margin. Two points if he had a clear-cut majority during a round. Even to television viewers watching a fight for the first time, it is easy to pick out a two-point round. Award three points if it's a completely one-sided three minutes. Award four points when a fighter scores two knockdowns and has complete command of the situation. Roger Donaghue did that against Vinnie D'Andrea during a Pabst Blue Ribbon Bout one Wednesday night.

In states where the point score is in effect, as in Illinois, the 10-point system is used. If the fighter has an advantage it will be in the ratio of 6-4, 7-3, 8-2, same as the one, two, three or four point rounds I just described. If a fighter loses a round because he fouled his opponent, he will lose it by a 6-4 margin. The decision is arrived at by totaling the points for each fighter and the one with the greatest number.

(Continued on page 12)

**NEXT WEEK:** You'll want to read about the inside story of Chicago's Golden Gloves. Be sure to reserve your copy of Tele-Views at your local newsstand.

# Saturday

MARCH 15th

WHBF-TV  
ch. 4

WOC-TV  
ch. 5

Stations reserve the right to change listings  
without notice

- 8:45 5 **Test Pattern—**
- 9:00 5 **Rootie Kazootie—** Live  
Puppet show for the youngsters.
- 9:30 5 **Cactus Jim—** Live-Film  
Bill Bailey portrays the bewhiskered old cowpoke with the remarkable memory as he tells his western tales.
- 10:00 4 **The Whistling Wizard—** Live  
Featuring the Baird Puppets with a story line the children will all enjoy.
- 10:30 4 **Smilin' Ed's Gang—** Film  
Watch and listen to the exciting tale, then enjoy the antics of Joe Mazzuca, Midnight the Cat, plus Squeaky the Mouse and Froggy the Gremlin.
- 5 **Midwestern Hayride—** Live  
Emcee Bill Thall, vocalists Ernie Lee Jones, Bonnie Lou, and Harpo Kidwell; Buddy Ross, accordionist; Charlie Gore and the Rangers; the Kentucky Boys and the Pine Mountain Boys; Briarhoppers, square dancers.
- 11:00 4 **Big Top—** Live  
Jack Sterling, ringmaster, with clowns Ed McMahon & Chris Keegan, Joe Basile's Brass Kings, the Quaker City String Band and Dapper Dan, the muscle man; Circus acts are: Jacques Gordon, unicyclist; The King Bros., hand balancers; Raquel, foot-juggler; perch act; Sikorska and her partner in an aerial perch act.
- 5 **Jack Sprat Kitchen—** Local  
With Norida Frank, home economist, and helpful hints on how to save money in the kitchen, and tasty recipes
- 11:30 5 **News and Week-End Weather—** Local
- 11:45 5 **Americans At Work—** Film  
"Building of a Highway."
- 12:00 4 **Personal Appearance Theater—** Kine  
"The Haircut" starring Clem Bevans and Marjorie Lord.
- 5 **Test Pattern—**
- 12:30 4 **There Is No Substitute—** Film
- 12:50 4 **Test Pattern—**
- 2:30 5 **Western Playhouse—** Local  
Featuring the favorite range-ridin' heroes of the youngsters in action; Title: "Lucky Texan."
- 3:30 5 **The Big Picture—** Film  
Film history of the Korean War; "Turing the Tide," August 10, 1950 to September 20, 1950.
- 4:00 5 **Youth Wants To Know—** Live  
Teen-agers ask questions of their guest, Rudolph Halley, as Mrs. Alice Thompson, editor of "Seventeen" magazine acts as guest moderator.
- 4:30 5 **Television Recital Hall—** Live  
The Reginald Kell Players, instrumental group, are guest artists on this popular music series.
- 4:55 5 **Morgan Beatty & The News—** Live  
Up-to-the-minute news presented by top NBC newscaster.
- 5:00 4 **Survival—** Kine  
Civilian Defense program on what to do under an A-Bomb Attack.
- 5 **Film Subject—**
- 5:30 4 **Kit Carson—** Film  
Western adventures with Bill Williams in the title role and Don Diamond as El Toro, his sidekick.
- 5 **NBC Symphony Orchestra—** Live  
Conducted by Arturo Toscanini; Selections are: "Intermezzo" by Cesar Franck; "En Saga" by Jan Sibelius; "Nuages" and "Fetes" by Claude Debussy; and Guiseppe Verdi's opera "Sicilian Vespers."
- 6:00 4 **Sammy Kaye Show—** Live  
"So You Want To Lead A Band" Contest with teen-agers, kids from 6-12, husbands and wives.
- 6:30 4 **Trouble With Father—** Film  
When Stu Erwin gets the tax assessor and termites in the basement at one and the same time, he's got real "Trouble Below."

## SATURDAY—con't.

- 5 **One Man's Family—** **Live**  
Domestic drama of life in the Barbour family starring Bert Lytell and Marjorie Gateson.
- 7:00 4 **Ken Murray Show—** **Live**  
Emcee Ken Murray leads revue featuring Anita Gordon, singer; Laurie Anders, comedienne; Art Lund, vocalist; the Glamourlovelies; "A Salute to St. Patrick's Day;" Guests: Dick Foran, Marcia Van Dyke; Pat Rooney, Sr.; Danny O'Neill, Marcia Scala and "Bronco" Charlie Miller.
- 5 **All-Star Revue—** **Live**  
A full hour of comedy and song starring Danny Thomas and his guests Jack Haley, Betty Garrett and Bunny Lewbel.
- 8:00 4 **Wonderful Town—** **Live**  
Your hostess Faye Emerson pays tribute to the town of Buffalo, New York, with the help of famous guests from that town.
- 5 **Your Show of Shows—** **Live**  
Starring Sid Caesar and Imogene Coca, with Richard Hayes and Judy Johnson, vocalists; the Billy Williams Quartet; the Hamilton Trio and others.
- 8:30 4 **I Love Lucy—** **Kine**  
"New Neighbors;" Lucy suspects the Kellys of being foreign spies plotting to overthrow the government.
- 9:00 4 **Beat The Clock—** **Kine**  
Parlor Games with Bud Collyer in charge with the curvacious Roxanne as assistant
- 9:30 4 **Wrestling Matches—** **Live**  
Grunt and groaners in action from Marigold Gardens, Chicago, with Jack Brickhouse doing the commentary.
- 5 **Your Hit Parade—** **Live**
- 10:00 5 **Dangerous Assignment—** **Film**  
A mystery adventure series starring Brian Donlevy.
- 10:30 5 **Mystery Hour—** **Film**  
Tonight's mystery is a thriller entitled: "I'll Name the Murderer."

80,000 READERS

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AS DEFINED BY WEBSTER

# "IRMA:



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# SEE DUMB CLUCK"

IN the up-coming edition of Webster's unabridged dictionary a new word will officially be born into the language. Snuggled somewhere between "irksome" and "iron" the name "Irma" will be included by the lexicographers.

It isn't definite how the eminent word compilers will define the new addition, but it might read like this:

**Irma** (ur'ma), **noun** (Origin: from fictional radio, movie and television character). A person, generally female and blonde of hair, with definite stupid or naive tendencies. SEE DUMB CLUCK.

Apparently there are enough Irmas in the world to justify such a move by the usually conservative men of words. Irmas are all over. In offices. Behind sales counters. In politics. Writing books. Some long-suffering men are even married to Irmas.

The inspiration for all this fuss—as everybody realizes — is a stacked blonde, who, when she isn't using her Irma monicker, answers to the name of Marie Wilson.

Playing the slightly pixilated secretary Irma Peterson on the TV comedy "My Friend Irma," Marie has found herself a lifetime job in show business. Like Mickey Rooney and his Andy Hardy; like Don Ameche and his telephone, she is a perfect composite of this fabulous girl called Irma.

Born in Anaheim, California—only a hot rod's jaunt from Hollywood — Katherine Elizabeth Wilson was left a neat little trust fund by her father which amounted to \$11,000. When the sum was turned over to her at the tender age of 16, she immediately be-

came a star-struck young lady, yearning for the glamour of the kleig lights, technicolor movies and backyard swimming pools.

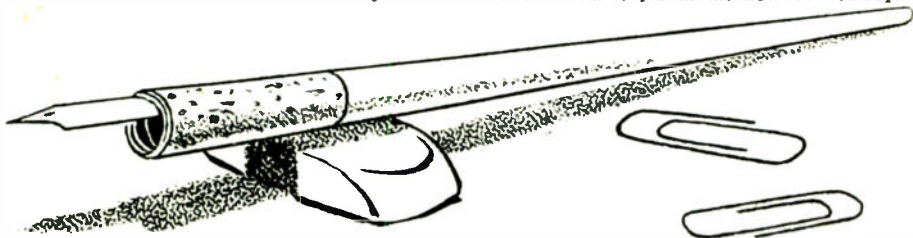
So with the impulsive drive of a 16 year-old, Marie lit out with her family for Hollywood. She paid a year's rent on a hilltop house, stocked the pantry with \$500 worth of canned goods, bought a convertible and had her teeth fixed. Then she purchased a closet full of evening clothes, topped off by the one sign of true success (even in sweltering Southern California)—a mink coat.

The stage was set for the blonde dynamo to crash the movies. She was broke by that time, but it didn't matter. The 'sin-ay-muh,' as Marie mouthed

(continued on page 27)



Kathy Lewis, who portrays Irma's friend Jane chats with her roomie who seems in character with those innocent popping eyes. Jane, the purest type "straight" girl, shows all the patience of a female job in the new TV comedy.



# Sunday

WHBF-TV  
ch. 4

MARCH 16th  
WOC-TV  
ch. 5

Stations reserve the right to change listings  
without notice

- |       |   |  |                  |
|-------|---|--|------------------|
| 11:45 | 5 | <b>Nature Of Things—</b>   | <b>Live</b>      |
|       |   | Marvels of the universe explained by Dr. Roy K. Marshall.  |                  |
| 12:00 | 5 | <b>Frontiers Of Faith—</b>   | <b>Live</b>      |
|       |   | From Union Theological Seminary, Dr. Henry Pitt Van Deusen, president, speaker; Seminary Choir sings.  |                  |
| 12:30 | 5 | <b>American Inventory—</b>   | <b>Live</b>      |
|       |   | Subject: "Opportunities Unlimited" a documentary pointing up scientific job possibilities now and in the future.   |                  |
| 1:00  | 5 | <b>University Hour—</b>  | <b>Local</b>     |
|       |   | Featuring a series on the foreign students attending the State University of Iowa.   |                  |
| 1:15  | 4 | <b>Pentagon, Washington—</b>   | <b>Kine</b>      |
|       |   | Report from the headquarters of the nation's armed forces.   |                  |
| 1:30  | 5 | <b>American Forum of the Air—Live</b>  | <b>Live</b>      |
|       |   | "What Is The Role of New Japan?" is the subject for debate of Rep. Walter Judd (R., Minn.) and Senator John J. Sparkman (D., Ala.)   |                  |
| 1:45  | 4 | <b>INS Daily News—</b>   | <b>Film</b>      |
|       |   | Up-to-Date report of the latest in news of the world.  |                  |
| 2:00  | 4 | <b>Flying Tigers—</b>  | <b>Kine</b>      |
|       |   | Major Dell Conway and Caribou Jones find adventure in all parts of the world.  |                  |
|       | 5 | <b>Fairmeadows, U.S.A.—</b>  | <b>Live</b>      |
|       |   | The Olcotts make an investment to help fight the unscrupulous methods used by the town's wealthiest man.   |                  |
| 2:30  | 4 | <b>See It Now—</b>   | <b>Live-Film</b> |
|       |   | Edward R. Murrow, newscaster, presents special news features; Guest: Rep. George S. Bender, who will sing Taft's campaign song.  |                  |
|       | 5 | <b>Hall Of Fame—</b>   | <b>Live</b>      |
|       |   | Sarah Churchill narrates the tale of "Constitution Island;" the story of Anna Warner and her devoted activities in behalf of West Point Cadets who regularly visited her island home just off the Point.   |                  |
| 3:00  | 4 | <b>Pulitzer Prize Playhouse—</b>   | <b>Kine</b>      |
|       |   | "Melville Goodwin, U.S.A." with Paul Kelly and Jayne Meadows; exploration into the life and loves of a competent military man whose power, confidence & mastery of big and little situations seems dependent on his uniform.   |                  |
|       | 5 | <b>Meet The Press—</b>   | <b>Live</b>      |
|       |   | Guest personalities answer the questions of a press panel headed by Lawrence Spivak; moderator is Martha Rountree.   |                  |
| 3:30  | 5 | <b>Juvenile Jury—</b>  | <b>Live</b>      |
|       |   | Jack Barry emcees as the panel of youngsters answer the problems sent in by the kids at home.  |                  |
| 4:00  | 4 | <b>Super Circus—</b>   | <b>Live</b>      |
|       |   | With Claude Kirschner, ringmaster; Mary Hartline; Clowns Cluffy, Scampy and Nickie; Bernie Hoffman and his menagerie; Circus acts include: Ziggy the Zebra; The Parker Bros.; Al Gordon and his Dog; Side Show: Zola the Bearded Lady; Clown sketch: "The Movie Makers." |                  |
|       | 5 | <b>Zoo Parade—</b>   | <b>Live</b>      |
|       |   | Marlin Perkins, director of the Lincoln Park Zoo, Chicago, will present various members of his Snake family at the Zoo.  |                  |
| 4:30  | 5 | <b>Sky King Theatre—</b>   | <b>Film</b>      |
|       |   | Small Fry's favorite western heroes in action.   |                  |
| 5:00  | 4 | <b>Space Patrol—</b>   | <b>Live</b>      |
|       |   | Adventurous police action in space with Commander Buzz Corry and his associates as they are enslaved in a mine when they respond to a tip in their search for three missing citizens of Terra.   |                  |
|       | 5 | <b>Hopalong Cassidy—</b>   | <b>Film</b>      |
|       |   | Western adventures with William Boyd in the title role and his sidekicks Lucky and California  |                  |
| 5:30  | 4 | <b>Festival of Sacred Music—</b>   | <b>Local</b>     |
|       |   | Program of religious music presented by the choirs of the Council of Churches of Rock Island County.   |                  |

# SUNDAY—con't.

- 6:00 4 Paul Whiteman Revue— Live**  
Vocalists Earl Wrightson and Maureen Cannon are joined by guests Joe Fingers Carr & Odette Myrtle in a "Gay Nineties Show."
- 5 U.S. Royal Showcase— Live**  
Variety program with George Abbott as emcee and the Gordon Jenkins orchestra; Ben Grauer, announcer; Guests: Jack Carson, Peggy Lee and Peggy Ryan.
- 6:30 4 This Is Show Business— Live**  
With Clifton Fadiman, emcee, Geo. S. Kaufman, Sam Levenson and guests: Veronica Lake, Johnny Johnston, and comedians Tim Herbert and Don Saxon.
- 5 Young Mr. Bobbin— Live**  
Alex runs into complications when he tries to join the town's best club at the suggestion of his boss.
- 7:00 4 Live Like A Millionaire— Kine**  
The youngsters bring their folks to vie for the interest on \$1 million.
- 5 Comedy Hour— Live**  
A full hour of comedy and song starring Eddie Cantor and his guests: Dorothy Kirsten, Met. opera; Sammy Davis, Jr.; Sharon Baird; Will Maskin Trio.
- 7:30 4 Burns & Allen Show— Kine**  
Gracie's scatterbrained antics are patiently endured by George.
- 8:00 4 Fred Waring Show— Live**  
Presents an Irish musical salute entitled "Erin Go Braugh" with such songs of Thomas Moore's as: "Believe Me If All Those Endearing Young Charms;" "Last Rose of Summer;" and "Bendeneer's Dream."
- 5 Goodyear Television Playhouse— Live**  
Presents "Three Letters" starring Judith Evelyn; an old maid school marm receives letters from three former pupils and is made to realize the many things she's been missing.
- 8:30 4 Break The Bank— Live**  
Bud Collyer emcees the biggest money-paying show on the air with Peter Van Steeden's orchestra and guest: Mohammed Bey, magician.
- 9:00 4 Celebrity Time— Live**  
Panel quiz session with Conrad Nagel, emcee, and regular panelists Jane Wilson and Herman Hickman; guest panelists are: comedian Henry Morgan; vocalist Elaine Stritch; Smith & Dale, comedy team.
- 5 Red Skelton Show— Live**  
Red clowns as Cauliflower McCugg, Klem Kaddiddlehopper and his other varied characterizations; also comedy skits from "Skelton's Film Scrapbook;" Music by Dave Rose and his orchestra
- 9:30 4 What's My Line?— Live**  
Panel quiz to find various occupations with John Daly as moderator and panelists Dorothy Kilgallen, Arlene Francis, Hal Block and Bennett Cerf.
- 5 Dr. Fixum— Film**  
Hints on how to do the little odd repair jobs around the house.
- 9:45 5 News and Weather— Local**
- 10:00 4 INS Weekly News— Film**  
Review of the week's news in picture and story.
- 5 Sylvania Theatre— Film**  
The best of the old movies are brought back for you to enjoy; Tonight's feature: "The Kansan," starring Richard Dix, Jane Wyatt and Albert Dekker.
- 10:20 4 Weather Show— Local**  
Presenting up to the minute information on the weather
- 10:30 4 Whiteman Teen Club— Kine**  
"Pops" gives the youngsters their big chance on this amateur show for talented teens
- 11:00 4 Youth on the March— Kine**  
Religious program with music by the choir and sermons by Dr. Percy Crawford

**DR. JERRY STRAIT**

OPTOMETRIST

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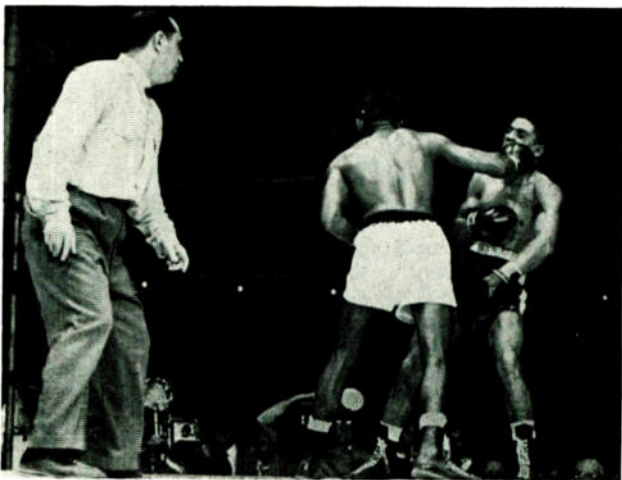
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East Moline

## HOW TO SCORE A FIGHT

(continued from page 5)

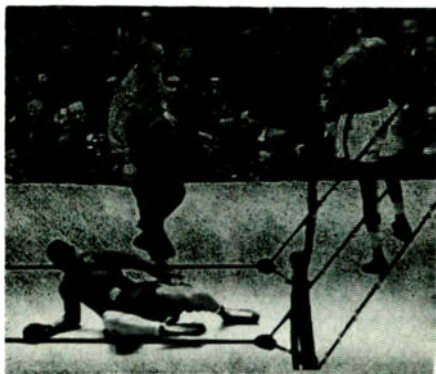
Robinson is pictured scoring a terrific right to Turpin's jaw as referee Goldstein closely watches the action. Robinson regained his title with a TKO.



ber of points wins the fight.

In other states, they use the "won and lost" record of rounds before totaling the point scores. If the "won and lost" rounds are even, then the point-scoring system is put in effect and the fighter with the most points earned will win the fight. It's possible for a boy winning the lesser number of rounds to still win the fight.

**One fallacy held by most TV viewers is when a fighter is knocked down, he**



Jersey Joe Walcott drops Louis for the count of seven in the fourth round as referee Ruby Goldstein orders Walcott to a neutral corner. Louis won a close decision.

**automatically loses the round. That is definitely not a hard and fast rule. If he is dropped, he may still recover completely and take command of the situation to finish strong and win the round.**

Clean and hard punching are all-important factors. A fighter must be aggressive and still punch and score. The other items, ring generalship and defense, are also taken into consideration. Many great boxers have relied almost completely on defensive tactics. However, back-pedaling in order to make the other fellow miss is not credited to the fighter, especially if he continually does his fighting in reverse.

Scoring a fight isn't a baffling art known to just a few of us. I believe that by studying these simple instructions, you can put your new found knowledge to work easily and accurately.

During the next Wednesday night bout, make your own score card and score a fight. I'd venture an opinion you'll come as close to the results on your card as the referee and judges.

**Pabst Blue Ribbon Bouts can be seen every Wednesday night at 9:00 p.m. over WHBF-TV, with Russ Hodges handling the commentary.**



# COWBOY KEN'S CORRAL



Hi, Ranch Hands:

Since you seemed to like the last two contests so well, we have decided on a third one. This will be a brand new, different contest, so all of you Ranch Hands are welcome to enter. It does not matter whether you have entered the other contests or not. Here are the rules. Read carefully.

This is to be a contest to see who can make the longest list of words out of TELE-VIEWS, the name of this magazine. I'm sure you have all worked this kind of contest before. Try to see how many words can be made out of the letters T-E-L-E-V-I-E-W-S, such as WE, or SEE, etc. The words cannot

have letters in them which are not in TELE-VIEWS . . . such as A, B, C, D, F, etc., and you can use the letters in TELE-VIEWS only as many times as they appear in the word. For example, a word can have only one T or one L in it, but it could have three E's, because there are three E's in TELE-VIEWS. Of course, neatness counts and misspelled words do not.

Write your name and address, and age on your list, and mail it to me: Cowboy Ken, care of Tele-Views, Davenport, Iowa. This contest will run for two weeks from the day that this issue appears on your newsstand. Do not send your entries to me at the Bunkhouse, or WOC-TV. Each person can mail only one list. The first prize will be one dollar and the second prize will be seventy-five cents. Third and fourth prizes, fifty cents each.

I will announce the winners of this contest at the end of the two weeks, over my Bunkhouse Program. So be watching—it could be you.

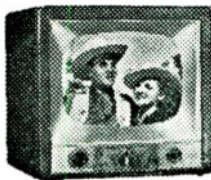
COWBOY KEN.

Long-time dream of TV science realized! No more nuisance of blur, distortion and edge-fading! Zenith brings you the world's finest full-focus picture. But let *your* eyes decide. Come in and

marvel at television as you have never seen it before, made possible by Zenith's spectacular "Electronex" Tube with built-in Radionic lens. It's the finest TV your money can buy—*bar none!*



New Zenith "Holmes" TV Console—Model J2044E. 17-inch (146 sq. in.) "Electronex" Tube screen. Graced with new "woven-thatch" grille.



New Zenith "Hawthorne" Table TV—Model J2026R. 20-inch (215 sq. in.) "Electronex" Tube screen. Covered all over with smart, stylish, crackle-grain Mahogany-look finish.

**NEVER BEFORE**  
**ZENITH QUALITY TV**  
at Anywhere Near  
these Prices!

-from \$229<sup>95</sup>!

**SEE YOUR LOCAL ZENITH DEALER**

# Monday

MARCH 17th

WHBF-TV

ch. 4

WOC-TV

ch. 5

Stations reserve the right to change listings without notice

- |       |   |                                     |       |
|-------|---|-------------------------------------|-------|
| 7:45  | 5 | Test Pattern—                       |       |
| 8:00  | 5 | "Today" with Garroway—              | Live  |
|       |   | News and commentary with Dave       |       |
| 9:00  | 4 | Morning News—                       | Live  |
|       |   | Information with Dorothy Doan       |       |
|       | 5 | Breakfast Party—                    | Live  |
|       |   | Illean Martin with Belleaires Trio  |       |
|       |   | Early morning capers with music     |       |
| 9:15  | 4 | Arthur Godfrey Time—                | Live  |
|       |   | Portion of morning radio show       |       |
|       |   | televised                           |       |
| 9:30  | 4 | Bride and Groom—                    | Live  |
|       |   | Attend wedding with John Nelson     |       |
|       | 5 | Winner Take All—                    | Live  |
|       |   | With Bill Cullen as your emcee.     |       |
| 9:45  | 4 | Al Pearce Show—                     | Live  |
|       |   | Feature: Elmer Blurt, salesman.     |       |
| 10:00 | 5 | Ernie Kovacs Show—                  | Live  |
|       |   | Anything can happen on his show     |       |
| 10:30 | 4 | Strike It Rich—                     | Live  |
|       |   | Audience quiz with Warren Hull      |       |
|       | 5 | Dave and Charlie Show—              | Live  |
|       |   | Situation comedy from Hollywood     |       |
| 10:45 | 5 | Richard Harkness, News—             | Live  |
|       |   | From the nation's capitol           |       |
| 11:00 | 4 | Langford-Ameche Show—               | Live  |
|       |   | Morning variety with Don & Fran     |       |
|       | 5 | Ruth Lyons 50 Club—                 | Live  |
|       |   | A folksy chatter type program       |       |
| 11:15 | 4 | Love of Life—                       | Live  |
|       |   | Serial story with Peggy McCay       |       |
| 11:30 | 4 | Search For Tomorrow—                | Live  |
|       |   | Serial featuring Mary Stuart        |       |
|       | 5 | Test Pattern—                       |       |
| 11:45 | 4 | Langford-Ameche Show—               | Live  |
| 12:00 | 4 | Test Pattern—                       |       |
| 12:15 | 4 | Egg and I—                          | Kine  |
| 12:30 | 4 | Garry Moore Show—                   | Live  |
|       |   | Songs and chatter with Garry        |       |
| 1:15  | 5 | Table Five—                         | Local |
|       |   | With your host Bob Brown.           |       |
| 1:30  | 4 | First Hundred Years—                | Live  |
|       |   | Problems of young married couple    |       |
|       | 5 | Today's Cooking—                    | Local |
|       |   | Norida Frank, home economist        |       |
| 1:45  | 4 | Mel Torme Show—                     | Live  |
|       |   | With the Mello-Larks, Kay Ballard   |       |
| 2:00  | 5 | The Big Pay Off—                    | Live  |
|       |   | Randy Merriman, host                |       |
| 2:30  | 4 | Bert Parks Show—                    | Live  |
|       |   | Variety program with Betty Ann      |       |
|       |   | Grove and Bobby Sherwood            |       |
|       | 5 | Ralph Edwards Show—                 | Live  |
|       |   | Fun with Ralph from Hollywood       |       |
| 3:00  | 4 | Langford-Ameche Show—               | Kine  |
|       | 5 | Kate Smith Show—                    | Live  |
|       |   | Program with appeal to women        |       |
| 3:30  | 4 | Meet Your Community—                | Live  |
|       |   | Interviews with local personalities |       |
| 4:00  | 4 | The Big Picture—                    | Film  |
|       |   | Film story of the war in Korea.     |       |
|       | 5 | Hawkins Falls, Pop. 6200—           | Live  |
| 4:15  | 5 | Gabby Hayes Show—                   | Live  |
|       |   | Tall tales by master of them all    |       |
| 4:30  | 4 | Test Pattern—                       |       |
|       | 5 | Howdy Doody—                        | Live  |
|       |   | Bob Smith entertains small fry      |       |
| 5:00  | 4 | League of Women Voters—             | Local |
|       |   | Local discussion program            |       |
|       | 5 | Cowboy Ken—                         | Local |
|       |   | Songs from the old bunkhouse        |       |
| 5:15  | 4 | INS Daily News—                     | Film  |
|       |   | Latest news in picture and story    |       |
|       | 5 | Ran, The Weather Man—               | Local |
|       |   | Up-to-date weather information      |       |
| 5:22  | 5 | WOC-TV Newsroom—                    | Local |
|       |   | Bob Frank presents news, pictures   |       |
| 5:30  | 4 | Tom Corbett, Space Cadet—           | Live  |
|       |   | Space adventures with the crew      |       |
|       |   | of the Polaris                      |       |
|       | 5 | Kukla, Fran & Ollie—                | Kine  |
|       |   | Little characters with big ideas    |       |
| 5:45  | 4 | Time For Beanie—                    | Kine  |
|       |   | Serialized story with puppet actors |       |
|       | 5 | Ship's Reporter—                    | Film  |
| 6:00  | 4 | Captain Video—                      | Live  |
|       |   | Police action in regions of space   |       |
|       | 5 | Pages of Melody—                    | Local |
|       |   | With Marjorie Meinert, Raye Sis-    |       |
|       |   | ters and Rosemary Gast              |       |
| 6:30  | 4 | Hollywood Screen Test—              | Live  |
|       |   | Young hopefuls are guided in        |       |
|       |   | their roles by the veteran movie    |       |
|       |   | actress Fay Bainter.                |       |
|       | 5 | Those Two—                          | Live  |
|       |   | Starring Vivian Blaine and Pinky    |       |
|       |   | Lee in songs and comedy, guests     |       |
| 6:45  | 5 | News Caravan—                       | Live  |
|       |   | News in story and film clips.       |       |
| 7:00  | 4 | Lux Video Theatre—                  | Live  |
|       |   | Presents "The Foggy, Foggy Dew"     |       |
|       |   | starring James Barton; the story    |       |
|       |   | of a wandering minstrel and the     |       |
|       |   | boy that brought him memories       |       |
|       |   | of the long, long ago.              |       |
|       | 5 | Paul Winchell - Jerry               |       |
|       |   | Mahoney Show—                       | Live  |
|       |   | "What's My Name?" quiz with         |       |
|       |   | questions dramatized                |       |

# MONDAY—con't.

- 7:30 4 **Godfrey's Talent Scouts— Live**  
The old red-head returns to give the professionals a boost up the ladder of success.
- 5 **Voice of Firestone— Live**  
Christopher Lynch, tenor, is the guest soloist with Howard Barlow's orchestra.
- 8:00 4 **Buddies of the Airlines— Local**  
Western music you're sure to enjoy, by Pat, Speed and Curley.
- 5 **Lights Out— Live**  
"The Borghia Lamp" starring Robert Sterling and Grace Kelly; an amateur chemist makes a strange discovery but fate steps in to foil his attempt to use it.
- 8:30 4 **Crusade in the Pacific— Film**
- 5 **Robert Montgomery Presents—Live**  
"The Wall" by Mary Roberts Rinehart and starring Gene Wyatt, Douglas Montgomery and Lydia Westman; a murder mystery set in an old New England mansion.
- 9:00 4 **Studio One— Live**  
Presents "The Vintage Years" by F. Q. Herbert; the human story of a man who runs a pastry shop, but is forced to retire by his two millionaire sons.
- 9:30 5 **Square Dance Party— Local**  
With the Promenaders.
- 10:00 4 **Chronoscope— Live**  
With editors William Bradford Huie and Henry Hazlitt, discussion program
- 5 **Memory Lane— Local**  
With George Sontag in piano and song.
- 10:15 4 **INS Weekly News— Film**
- 5 **Film Subject—**
- 10:30 4 **Weather Show— Local**
- 5 **Ran. The Weatherman— Local**
- 10:35 4 **WHBF-TV News— Local**
- 5 **WOC-TV News— Local**
- 10:40 5 **Sports Picture— Local**  
Hal Hart brings you up-to-date on local and national sports
- 10:45 4 **Perry Como Show— Kine**
- 5 **Industry on Parade— Film**  
The Solar System and "Solar;" Big Role for Rock; Setting the Standards; A Share in the Future.

80,000 READERS

## TV WRESTLING STARS IN ACTION . .

Thursday, March 20th  
8:30 P.M.

WHARTON FIELDHOUSE  
MOLINE, ILL.

Featuring . . .  
**TAG TEAM MATCH**  
**IVAN RASPUTIN**  
and  
**THE GREAT TOGO**  
VS.  
**JOHNNY BALBO**  
and  
**JIM DOBIE**

Also . . .  
**BALK ESTES, CARL GRAY,**  
**EINAR and MILT OLSEN**

— Buy Tickets At —  
AGNEW'S—East Moline  
OLD SHOE—Rock Island  
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Ringside & Balcony: \$1.75  
General Admission: \$1.00  
Child under 12: 25 cents

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Perk Purnhage Promotions  
Box 507 Davenport, Iowa



## Miltie Still Flourishing But Some TV Comics

**LIKE** nomads in the night, an endless caravan of unhappy comics wanders from channel to channel in the friendless land of nighttime television. Comedians, but not "top bananas," they must peddle their wares in any available marketplace. They are TV's displaced person — twentieth century Pagliaccis, tragic clowns all.

To hold a week-to-week audience a comedian must build a bond between himself and his audience. The DP builds a wall. Where the top TV comics have discarded the audience-baiting tactics of burlesque days, it's been observed that the DP keeps a chip on his shoulder and, as a result, is unloved.

Probably the saddest case in the DP group is well-traveled Henny Youngman. Henny has been accused of the lowest crime of all—stealing jokes from Milton Berle. Henny's penance has been a purgatory of guest appearances. Other comics are glad to have Henny around to make their own material look that much brighter.

Heir-apparent to Henny's TV tread-

mill of guest shots is brassy Jack E. Leonard. Jack's early appearances on TV went over well. His surefire vaudeville act—tossing his 300 pounds around in some fancy jitterbugging and spinning his ever-present Panama Hat—made him a popular guest star. But when Jack took over the Broadway Open House show, fans found that he was getting thin—in his material.

The Broadway Open House soon closed and Jack is again making the rounds. His most frequent visits are made on "This Is Show Business," where he exchanges verbal harpoons with regular panelist George S. Kaufman. His "problem" on the show is usually a complaint about his unemployment.

Always lurking about the TV scene is that celebrated cellist, Morey Amsterdam. Morey is a real TV pioneer and has had numerous shows shot out from under him. He is another comedian doubling in brass. But, lacking confidence in himself, Morey limits his TV appearances to five or six a week.





## Have Unemployment Problems

Just recently Morey's persistence was rewarded. He is now a regular panelist on the "Songs For Sale" show. There Morey's personality is subdued as he exchanges quips with acid emcee Steve Allen and co-panelist Barry Gray. Morey's new personality may give him more TV mileage. Years as a DP may have taught him a lesson in humility.

The original occupant of the Broadway Open House, Jerry Lester, is also living in quiet desperation. Jerry thought the early-evening air might be more bracing and abandoned the Open House for another ill-fated show, Sound-Off Time. But many fans complained that Jerry was sounding-off too much blue material. Still under contract to NBC, but without a show of his own, Jerry is now available for weddings, picnics and variety shows.

The dean of the TV school of unpolished brass, Milton Berle, still maintains his pinnacle. The critics continue to tune him in at every opportunity. It is rumored that he will soon aban-

don his show and restrict himself to directing.

Displaced for another reason is young comic Jack Carter. Jack was the victim of the "Battle of the Bucks" between CBS and NBC. NBC sunk most of its money into the Saturday night "Show of Shows" and Jack's program, an hour earlier, was left out in the cold. CBS, meanwhile, dropped most of its cash into the Ken Murray show opposite Jack. Something had to give and it was the Carter show.

Now roaming the TV wilds, but a good bet for another show of his own, Jack has been doing some bang-up guest appearances. He even subbed for Unca' Miltie one week and had the audience yelling for more. Jack shouldn't wear a DP cloak much longer.

Disturbing to old radio fans has been the failure of wonderful wit Fred Allen to click on TV. Fred seemed like a natural for television but his debut revealed a nervous uncomfortable scold complaining about how bad television was.

# Tuesday

WHBF-TV  
ch. 4  
Stations reserve the right to change listings  
without notice

MARCH 18th

WOC-TV

ch. 5

- |       |   |   |        |
|-------|---|---|--------|
| 7:45  | 5 | Test Pattern—   |        |
| 8:00  | 5 | "Today" with Garroway—                                | Live   |
|       |   | One hour telecast of various features and news        |        |
| 9:00  | 4 | Morning News—   | Live   |
|       |   | Harry Marble and interviews                           |        |
|       | 5 | Breakfast Party—                                      | Live   |
| 9:15  | 4 | Arthur Godfrey Time—                                  | Live   |
|       |   | Variety with the old red-head                         |        |
| 9:30  | 4 | Bride and Groom—                                      | Live   |
|       |   | Phil Hanna sings favorite song                        |        |
|       | 5 | Winner Take All—                                      | Live   |
|       |   | Battle of the buzzer and the bell.                    |        |
| 9:45  | 4 | Al Pearce Show—                                       | Live   |
|       |   | Rural sketches of Eb & Zeb.                           |        |
| 10:00 | 5 | Ernie Kovacs Show—                                    | Live   |
|       |   | Comedy capers with a master                           |        |
| 10:30 | 4 | Strike It Rich—                                       | Live   |
|       |   | Quiz show with a big heart                            |        |
|       | 5 | Dave and Charlie Show—                                | Live   |
|       |   | Featuring Dave Willock and Cliff Arquette             |        |
| 10:45 | 5 | Richard Harkness, News—                               | Live   |
|       |   | From Washington, D.C.                                 |        |
| 11:00 | 4 | Test Pattern—   |        |
|       | 5 | Ruth Lyons 50 Club—                                   | Live   |
|       |   | Music and chatter from Cincinnati                     |        |
| 11:15 | 4 | Love of Life—   | Live   |
|       |   | Serial drama with Paul Potter                         |        |
| 11:30 | 4 | Search For Tomorrow—                                  | Live   |
|       |   | John Sylvester and Lynn Loring                        |        |
|       | 5 | Test Pattern—   |        |
| 11:45 | 4 | Langford-Ameche Show—                                 | Live   |
| 12:00 | 4 | Test Pattern—   |        |
| 12:15 | 4 | Egg and I—  | Kine   |
| 12:30 | 4 | Garry Moore Show—                                     | Live   |
|       |   | With Denise Lor and Ken Carson.                       |        |
| 1:15  | 5 | Table Five—   | Local  |
|       |   | Bob Brown introduces variety acts                     |        |
| 1:30  | 4 | First Hundred Years—                                  | Live   |
|       |   | Serial drama with Jimmy Lydon                         |        |
|       | 5 | Today's Cooking—                                      | Local  |
|       |   | Helpful cooking hints and recipes                     |        |
| 1:45  | 4 | Mel Torme Show—                                       | Live   |
|       |   | Songs by the Velvet Fog & guests                      |        |
| 2:00  | 5 | The Big Pay Off—                                      | Live   |
|       |   | Prizes for a letter on the woman in your life         |        |
| 2:30  | 4 | To Be Announced—                                      |        |
|       | 5 | Bill Goodwin Show—                                    | Live   |
|       |   | Variety with Eileen Barton, songs                     |        |
| 3:00  | 4 | Langford-Ameche Show—                                 | Kine   |
|       | 5 | Kate Smith Show—                                      | Live   |
|       |   | With Ted Collins and variety                          |        |
| 3:30  | 4 | TV House Party—                                       | Local  |
| 4:00  | 4 | Test Pattern—   |        |
|       | 5 | Hawkins Falls, Pop. 6200—                             | Live   |
|       |   | Problems of people in small town                      |        |
| 4:15  | 5 | Gabby Hayes Show—                                     | Live   |
|       |   | Tall tales by master of them all                      |        |
| 4:30  | 4 | Test Pattern—   |        |
|       | 5 | Howdy Doody—  | Live   |
|       |   | Kids fun with the puppets                             |        |
| 5:00  | 4 | It's Your Quad-Cities—                                | Local  |
|       |   | Facts on the town you live in                         |        |
|       | 5 | At Home With Mary Louise Marshall—                    | Local  |
|       |   | Interviews with local personalities                   |        |
| 5:15  | 4 | INS Daily News—                                       | Film   |
|       |   | Latest news in picture and story                      |        |
|       | 5 | Ran, The Weather Man—                                 | Local  |
|       |   | Up-to-date weather information                        |        |
| 5:22  | 5 | WOC-TV Newsroom—                                      | Local  |
|       |   | Bob Frank presents news, pictures                     |        |
| 5:25  | 4 | Show Case—  | Slides |
| 5:30  | 4 | Buddies of the Airlanes—                              | Local  |
|       |   | Western music at its best                             |        |
|       | 5 | Kukla, Fran & Ollie—                                  | Kine   |
|       |   | Puppet show for young and old                         |        |
| 5:45  | 4 | Time For Beanie—                                      | Kine   |
|       |   | Adventures with Beanie & friends                      |        |
|       | 5 | Bob and Ray Show—                                     | Kine   |
|       |   | Comedy skits and antics                               |        |
| 6:00  | 4 | Captain Video—  | Live   |
|       |   | Al Hodge has title role                               |        |
|       | 5 | Musical Moods—  | Local  |
|       |   | Marjorie Meinert at piano and organ with Bill Gratton |        |

# TUESDAY—con't.

- 6:30 4 **The Beulah Show**— **Film**  
Bill Jackson continues to dodge Beulah's marital intentions
- 5 **Dinah Shore Show**— **Live**  
Featuring the best in girl vocalists
- 6:45 5 **News Caravan**— **Live**  
With John Cameron Swayze
- 7:00 4 **Mr. District Attorney**— **Kine**  
"The Case of the Powder Keg;" a young boy is accused of starting a fire that killed a scientist.
- 5 **Star Theatre**— **Live**  
Starring Milton Berle with Jimmy Nelson, ventriloquist, and guests Connie Haines and others.
- 7:30 4 **Keeping Posted**— **Live**  
Current events discussion program with Martha Rountree and Lawrence Spivak and their guests.
- 8:00 4 **Crime Syndicated**— **Live**  
"Floating Crap Game"; an average person who wants a little action soon finds himself in serious difficulty.
- 5 **Fireside Theatre**— **Film**  
"Washington Rendezvous" starring Lisa Farraday, Craig Stevens and John Dehner; the melodrama of the Hungarian born wife of a U.S. Diplomat who is blackmailed by a Communist agent in Washington, D.C.
- 8:30 4 **Hands of Destiny**— **Kine**  
Drama presented by all-star cast.
- 5 **Circle Theatre**— **Live**  
"The Laughing Shoes."
- 9:00 4 **Danger**— **Live**  
"The Way to Freedom," a mystery adventure.
- 5 **Original Amateur Hour**— **Live**  
Ted Mack lends a helping hand to the nation's amateurs.
- 9:30 4 **My Friend Irma**— **Live**  
Cathy Lewis as Jane tries to curb Irma's (Marie Wilson) zany antics; Gloria Gordon is featured as Mrs. O'Reilly.
- 9:45 5 **Bob Considine Show**— **Live**

- 10:00 4 **Amos 'n' Andy**— **Film**  
Starring Spencer Williams in the role of "Andy"; Alvin Childress as "Amos;" and Tim Moore as the "Kingfish."
- 5 **Adventures of Dick Tracy**— **Film**  
Stories in the life of your favorite comic strip detective.
- 10:30 4 **Weather Show**— **Local**
- 5 **Ran, The Weather Man**— **Local**  
Weather prospects for next day
- 10:35 5 **WOC-TV News**— **Local**  
Bill Gress reports the latest news
- 10:40 4 **WHBF-TV News**— **Local**
- 5 **Sports Picture**— **Local**  
Hal Hart presents the latest news from the world of sports
- 10:45 4 **Stork Club**— **Kine**  
Sherman Billingsley introduces the celebrities in his club
- 5 **Theatre of the Air**— **Film**  
One of the better movies revived for your enjoyment.

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WHIPS"  
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Rock Island, Illinois

# Your Local TV Program Poll



As this issue will reach some of our readers two or three days before the deadline of March 15, 1952, we are printing the ballot for the last time to give last-minute voters a chance to cast their ballot.

The leaders as we near the close of the balloting are as follows: Local—Golden Opportunity, Buddies of the Airplanes, Play or Pay and Musical Moods, in that order. First and second National leaders are Herb Shriner Time and Comedy Hour, respectively.

**This First Annual Awards Poll is to be limited to Four (4) Local (those programs which are produced either in the WHBF-TV, channel 4, or WOC-TV, channel 5, studios) and Two (2) national selections.**

## WHO ARE YOUR TV CHAMPIONS?

### 1st Annual Awards Poll

Sponsored by Tele-Views

These are my favorites:

1st Local .....

2nd Local .....

3rd Local .....

4th Local .....

1st National .....

2nd National .....

**Tear out and mail no later than March 15, 1952 to:  
Awards Poll Editor, Box 350, Rock Island, Illinois**

**PLEASE DO NOT USE SUBSCRIPTION ENVELOPES**



# LET'S TALK TELEVISION: PRO and CON

By **JOAN OSSEFORT**

Last month, on Feb. 29th, WHBF-TV televised the address of Senator Robert Taft, first of the presidential candidates to appear in the western Illinois-eastern Iowa area on a stump tour. Taft came to this area because there are television facilities here. He reportedly inasmuch as told party leaders of this district, "No TV—no speech."



So the party leaders had WHBF convert the Augustana gymnasium into a giant size studio and Taft got his TV coverage. And television took on a newer and greater significance in the field of politics. It has assumed the importance of radio and newspaper in the politician's world.

Taft's reasoning, in his demand for television cameras, is easy to follow. Bad weather—sleet, snow or rain—often keeps crowds away from the big, expensive political rallies. And many people are not interested in just hearing what a man has to say; they want to see him too. But the candidate covered by television is secure in the knowledge that, though the crowd before his eyes is small, there are probably countless scores eyeing him via the screens of their TV sets.

In fact, his audience is bound to be larger, even, than in other years, since many people who would never venture to buck the crowds at the rallies are watching quietly from the comfort of their homes. Middle-roaders, who are not affiliated with either party, may be sold on a candidate by evaluating not only texts of the speeches, but also by appearance—dignity, composure and sincerity.

It is very likely that the cost of

**80,000 READERS**

television campaigning is going to exceed considerably costs of other campaign methods. The other fields cannot be neglected, despite television's wide influence, and there is the added burden, the newness of the TV field. Someday it may be possible to set up studios practically any place at random. But today, it costs a heck of a lot to move the equipment, which cost a heck of a lot in the first place, to a spot outside the studio.

What it cost the 19th district Republicans to televise Senator Taft's speech is something to be speculated on, but no facts on the figures are at present available. It is very probable that both major parties are going to have to sell quite a few more tickets to their \$100-a-plate dinners to keep up with the rising costs of campaigning. But maybe this is the year the Republicans will find they got their money's worth.

In addition to televising Senator Taft's evening address, WHBF telecast a forum program, with Taft answering questions of a number of news and radio representatives. The program was styled very much after the Sunday afternoon Meet The Press program, which Taft was guest on a couple of months ago.

It is very likely that Taft, had he passed this way at all, would have done nothing more than wave from the platform of a train car, if television had not been available here. The fact that there are two television networks covering comparatively large areas of Illinois and Iowa, makes it extremely possible that other candidates—national and state-wide—will make it a point to try and insure the Quad-Cities as one stopping point on their itineraries.

The next step after that ought to be an attempt to snare both stations into covering the speeches. Then television fans in this area would have no alternative but to watch and listen to the candidates.

# Wednesday

MARCH 19th

WHBF-TV  
ch. 4

WOC-TV  
ch. 5

Stations reserve the right to change listings  
without notice

- |       |   |   |        |
|-------|---|---|--------|
| 7:45  | 5 | Test Pattern—   |        |
| 8:00  | 5 | "Today" with Garroway—  | Live   |
|       |   | Dave is communicator with James Fleming handling news                                       |        |
| 9:00  | 4 | Morning News—   | Live   |
|       |   | Dorothy and Harry with news   |        |
|       | 5 | Breakfast Party—  | Live   |
|       |   | With Ilean Martin & the Belleaires  |        |
| 9:15  | 4 | Arthur Godfrey Time—  | Live   |
|       |   | Music by members Artha's family   |        |
| 9:30  | 4 | Bride and Groom—  | Live   |
|       |   | John Nelson interviews couple.  |        |
|       | 5 | Winner Take All—  | Live   |
|       |   | The champ remains in continuous competition.  |        |
| 9:45  | 4 | Al Pearce Show—   | Live   |
|       |   | With monologist Arlene Francis.   |        |
| 10:00 | 5 | Ernie Kovacs Show—  | Live   |
|       |   | Variety show from Philadelphia With the king of the clowns                                  |        |
| 10:30 | 4 | Strike It Rich—   | Live   |
|       |   | With Warren and helping hand guest  |        |
|       | 5 | Dave and Charlie Show—  | Live   |
|       |   | Warm and folksy humor   |        |
| 10:45 | 5 | Richard Harkness, News—   | Live   |
|       |   | Latest in the world of news   |        |
| 11:00 | 4 | Langford-Ameche Show—   | Live   |
|       |   | Morning variety with Don & Fran   |        |
|       | 5 | Ruth Lyons 50 Club—   | Live   |
|       |   | With Bill Thall on the bass   |        |
| 11:15 | 4 | Love of Life—   | Live   |
|       |   | With Jean McBride, Peggy McCav  |        |
| 11:30 | 4 | Search For Tomorrow—  | Live   |
|       |   | Mary Stuart featured in the cast  |        |
|       | 5 | Test Pattern—   |        |
| 11:45 | 4 | Langford-Ameche Show—   | Live   |
| 12:00 | 4 | Test Pattern—   |        |
| 12:15 | 4 | Egg and I—  | Kine   |
| 12:30 | 4 | Garry Moore Show—   | Live   |
|       |   | With Durward Kirby, co-emcee.   |        |
| 1:15  | 5 | Table Five—   | Local  |
|       |   | Bob Brown emcees variety on film  |        |
| 1:30  | 4 | First Hundred Years—  | Live   |
|       |   | Serial about young married couple   |        |
|       | 5 | Today's Cooking—  | Local  |
|       |   | Norida Frank with kitchen helps   |        |
| 1:45  | 4 | Mel Torme Show—   | Live   |
|       |   | With the Mello-Larks, Kay Ballard   |        |
| 2:00  | 5 | The Big Pay Off—  | Live   |
|       |   | Bess Myerson assists Randy  |        |
| 2:30  | 4 | Bert Parks Show—  | Live   |
|       |   | Variety with Bert, Bobby & Betty.   |        |
|       | 5 | Ralph Edwards Show—   | Live   |
|       |   | Fun and frolic for the viewers  |        |
| 3:00  | 4 | Langford-Ameche Show—   | Kine   |
|       | 5 | Kate Smith Show—  | Live   |
|       |   | Top entertainment and information   |        |
| 3:30  | 4 | TV House Party—   | Local  |
| 4:00  | 4 | Test Pattern—   |        |
|       | 5 | Hawkins Falls, Pop. 6200—   | Live   |
|       |   | Romances & sorrows of inhabitants   |        |
| 4:15  | 5 | Gabby Hayes Show—   | Live   |
|       |   | Tall tales by master of them all  |        |
| 4:30  | 4 | Test Pattern—   |        |
|       | 5 | Howdy Doody—  | Live   |
|       |   | Featuring serialized childrens story  |        |
| 5:00  | 4 | Prices Limited—   | Local  |
|       |   | Jack Kerwin, District OPS Director  |        |
|       | 5 | Cowboy Ken—   | Local  |
|       |   | With youngsters as his guests   |        |
| 5:15  | 4 | INS Daily News—   | Film   |
|       |   | Latest news in picture and story  |        |
|       | 5 | Ran, The Weather Man—   | Local  |
|       |   | Up-to-date weather information  |        |
| 5:22  | 5 | WOC-TV Newsroom—  | Local  |
|       |   | Bill Gress presents news, pictures  |        |
| 5:25  | 4 | Show Case—  | Slides |
| 5:30  | 4 | Tom Corbett, Space Cadet—   | Live   |
|       |   | Frankie Thomas in title role  |        |
|       | 5 | Kukla, Fran & Ollie—  | Kine   |
|       |   | Fran Allison chats with puppets   |        |
| 5:45  | 4 | Time For Beanie—  | Kine   |
|       |   | Serialized story with puppet actors   |        |
|       | 5 | Ship's Reporter—  | Film   |
| 6:00  | 4 | Captain Video—  | Live   |
|       |   | Police action in regions of space   |        |
|       | 5 | Hollywood Spotlight Revue—  | Local  |
|       |   | Variety acts from the glamor capital on film.   |        |
| 6:30  | 4 | The Name's the Same—  | Live   |
|       |   | Robert Q. Lewis, moderator, with panelists Meredith Willson, Abe Burrows and Joan Alexander |        |
|       | 5 | Those Two—  | Live   |
|       |   | Starring Vivian Blaine and Pinky Lee in songs and comedy, guests                            |        |
| 6:45  | 5 | News Caravan—   | Live   |
|       |   | News in story and film clips.   |        |

# WEDNESDAY—con't.

- |       |   |   |              |
|-------|---|---|--------------|
| 7:00  | 4 | <b>Arthur Godfrey and His Friends—</b>  | <b>Live</b>  |
|       |   | With Frank Parker, Marion Marlowe, The Mariners and The Chordettes.   |              |
|       | 5 | <b>Kate Smith Evening Hour—</b>   | <b>Live</b>  |
|       |   | Variety program with Ted Collins and guest stars:   |              |
| 8:00  | 4 | <b>Boston Blackie—</b>  | <b>Film</b>  |
|       |   | Stars Kent Taylor & Lois Collier.   |              |
|       | 5 | <b>Kraft TV Theatre—</b>  | <b>Live</b>  |
|       |   | "The Bride—The Sun Shines On" by Will Cotton; stars Cloris Leachman; the story of how true love upsets a wedding.   |              |
| 8:30  | 4 | <b>The Web—</b>   | <b>Live</b>  |
|       |   | "Death Mask" by Selwyn James; stars Betty Field, Tom Helmore and Louella Gear; the story of a jealous plastic surgeon who gets more than he bargains for. |              |
| 9:00  | 4 | <b>Blue Ribbon Bouts—</b>   | <b>Live</b>  |
|       |   | Danny Nardico meets Dick Wagner in a 10-round light-heavy-weight bout from the Cleveland, Ohio, Arena.  |              |
|       | 5 | <b>Pantomime Quiz—</b>  | <b>Live</b>  |
| 9:30  | 5 | <b>Two For The Show—</b>  | <b>Local</b> |
|       |   | With George Sontag, Marjorie Meinert and Warren Vasen   |              |
| 9:45  | 4 | <b>Sports Spot—</b>   | <b>Live</b>  |
|       |   | With Mel Allen.   |              |
|       | 5 | <b>Your Own Home—</b>   | <b>Film</b>  |
| 10:00 | 4 | <b>Meet The Champ—</b>  | <b>Kine</b>  |
|       |   | The best of the amateur boxers in our armed forces compete for the television championship  |              |
|       | 5 | <b>TV Forum—</b>  | <b>Local</b> |
|       |   | Panel of local citizens discuss current problems; Neil Danberg is the moderator.  |              |
| 10:30 | 4 | <b>Weather Show—</b>  | <b>Local</b> |
|       | 5 | <b>Ran, The Weatherman—</b>   | <b>Local</b> |
| 10:35 | 4 | <b>News—</b>  | <b>Local</b> |
|       |   | Events of the world reported  |              |
|       | 5 | <b>WOC-TV News—</b>   | <b>Local</b> |
|       |   | Bill Gress is your newscaster   |              |
| 10:40 | 5 | <b>Sports Picture—</b>  | <b>Local</b> |
|       |   | Hal Hart brings you the latest in sports  |              |
| 10:45 | 4 | <b>Perry Como Show—</b>   | <b>Kine</b>  |
|       |   | With the Fontaine Sisters   |              |
|       | 5 | <b>Parade of Events—</b>  | <b>Film</b>  |
|       |   | Newsreel shots from yesteryear.   |              |
| 11:00 | 4 | <b>Disaster Strikes—</b>  | <b>Film</b>  |
|       |   | A Red Cross feature.  |              |

Would you like a flow of  
**STEADY INCOME?**  
 . . . AS MY PARTNER?

Even while you sleep, quarters will drop into your Coin-Operated TV Sets—hence into your pocket.

The man I select for my partner in an established local business will do no selling—needs no technical knowledge—just the honesty to give me a fair count in dividing our profits. He'll make a small secured investment equal to mine—reap better than 40% return—devote SPARE TIME only—and enjoy the security and prestige of business ownership.

Write J. Matt Thompson,  
 75 E. Wacker Drive, Chicago 1, Ill.  
 Your banker will approve this investment.

KEEP YOUR EYE ON CHANNEL 4



**HERB SHRINER TIME**

THURSDAY  
8:00 p.m.

**WHBF-TV**

Channel 4

ABC Television

MORE FUN!

"MY FRIEND  
IRMA"

9:30 p.m.

Tuesday

MORE LAFFS!

"AMOS 'N'  
ANDY

10:00 p.m.

Tuesday

**WHBF-TV - channel 4**





# Sportscast

By **BILL LOHMEIER**



Hi, Sports Fans—let's take a look at sports!

Approximately one month from now, April 24th, to be exact, the Three-I League will begin its season for the year 1952. And as far as I can find out, the Board of Directors, Mr. Hayes, "Mr. Baseball of this area", Perk Purnhage, and all of the officials of our Quad-City Tigers are very optimistic for the coming year.

The Quad-City Tigers will begin training March 27th at Haines City, Florida, along with three other Detroit farm clubs—Little Rock, Jamestown and Wassau. As this article is being written, twenty-six contracts have been sent out. So far, according to Perk, there is a possibility that three of these potential players will have to report to Uncle Sam. Also Mr. Purnhage informed us of the possibility of a Rock Island youth being on the roster of the Tigers this year. As of now we don't know who it is, but this is sure to add to the interest of the club. Also the fact that two more Iowa teams will be in the League this year—Keokuk and Burlington—will add a lot to the rivalry in the league. "A good thing for the League—making it more compact—and I'm real happy to see an eight-team league again," stated Purnhage, general manager of the Quad-City Tigers.

So far the advance season ticket sales have been in excess of last year and interest among the local fans seems to be a lot higher than previous years. Also success of the 1952 Quad-City Tiger's Buddies program was virtually assured following the announcement that six sporting goods firms of the Quad-Cities will act as registration

points for prospective members of the baseball "knot hole" gang. Joining together of the sporting goods firms in the Buddies project makes it more convenient for youths 14 years of age and under to sign up for their caps and cards. Dates for registration will be announced in the near future.

Opening day for the local team will be April 24th at the Muni Stadium with the new Burlington squad furnishing the opposition. Also as of now there will probably be two opening games. That is, the game on the 24th will be at night and the next local game will be an afternoon affair with Keokuk Sunday afternoon the 27th of April. If you haven't secured your season tickets yet, contact the Tiger office.

I know a lot of you folks are awaiting word on whether you'll be able to see the major league games on channel four this summer. I am very sorry that I have no final word to pass along at this time. However, I might add that negotiations are still in progress and as soon as possible we'll pass along the final word.

Well friends, that wraps up another TV Sportscast—so for now sports—that is sports.

—tv—

## YOU CAN'T WIN

Perhaps the most famed of Herb Shriner's hometown characters is "Al, the Barber," who makes fairly regular appearances on ABC-TV's "Herb Shriner Time." Continually quizzed about his pal, Shriner claims the best way to describe Al is . . . "He's the type of barber that'll talk your ear off—either that, or cut it off."

# Thursday

MARCH 20th

WHBF-TV

ch. 4

WOC-TV

ch. 5

Stations reserve the right to change listings  
without notice

- |       |   |  |        |
|-------|---|--|--------|
| 7:45  | 5 | Test Pattern—  |        |
| 8:00  | 5 | "Today" with Garroway—   | Live   |
|       |   | Dave is your commentator   |        |
| 9:00  | 4 | Morning News—  | Live   |
|       |   | News & interviews, Harry Marble  |        |
|       | 5 | Breakfast Party—   | Live   |
| 9:15  | 4 | Arthur Godfrey Time—   | Live   |
|       |   | Inimitable ad-libbing by master  |        |
| 9:30  | 4 | Steve Allen Show—  | Kine   |
|       | 5 | Winner Take All—   | Live   |
|       |   | Quiz show with a host of prizes.   |        |
| 9:45  | 4 | Al Pearce Show—  | Live   |
|       |   | Audience show with film novelties  |        |
| 10:00 | 5 | Ernie Kovacs Show—   | Live   |
|       |   | Anything can happen and does   |        |
| 10:30 | 4 | Strike It Rich—  | Live   |
|       |   | Warren Hull emcees unusual quiz  |        |
|       | 5 | Dave and Charlie Show—   | Live   |
|       |   | Popular west coast comedians   |        |
| 10:45 | 5 | Richard Harkness, News—  | Live   |
|       |   | From Washington, D.C.  |        |
| 11:00 | 4 | Test Pattern—  |        |
|       | 5 | Ruth Lyons 50 Club—  | Live   |
|       |   | Music and singing from Cincinnati  |        |
| 11:15 | 4 | Love of Life—  | Live   |
|       |   | Soap opera with Marie Kennedy  |        |
| 11:30 | 4 | Search For Tomorrow—   | Live   |
|       |   | John Sylvester featured in cast  |        |
|       | 5 | Test Pattern—  |        |
| 11:45 | 4 | Langford-Ameche Show—  | Live   |
| 12:00 | 4 | Test Pattern—  |        |
| 12:15 | 4 | Egg and I—   | Kine   |
| 12:30 | 4 | Garry Moore Show—  | Live   |
|       |   | With Denise Lor & Ken Carson.  |        |
| 1:15  | 5 | Table Five—  | Live   |
|       |   | Bob Brown is the man at the table  |        |
| 1:30  | 4 | First Hundred Years—   | Live   |
|       |   | With Jimmy Lydon & Anne Sargent  |        |
|       | 5 | Today's Cooking—   | Local  |
|       |   | Tasty recipes demonstrated   |        |
| 1:45  | 4 | Mel Torme Show—  | Live   |
|       |   | With the Mello-Larks, Kay Ballard.   |        |
| 2:00  | 5 | The Big Pay Off—   | Live   |
|       |   | Featuring Conover models   |        |
| 2:30  | 4 | Give and Take—   | Live   |
|       |   | John Reed King brings you his famous radio quiz game.  |        |
|       | 5 | Bill Goodwin. Show—  | Live   |
|       |   | With Roger Dann, vocalist  |        |
| 3:00  | 4 | Langford-Ameche Show—  | Kine   |
|       | 5 | Kate Smith Show—   | Live   |
|       |   | Variety show slanted to women  |        |
| 3:30  | 4 | TV House Party—  | Local  |
| 4:00  | 4 | Test Pattern—  |        |
|       | 5 | Hawkins Falls, Pop. 6200—  | Live   |
|       |   | Adventures in midwestern town  |        |
| 4:15  | 5 | Gabby Hayes Show—  | Live   |
|       |   | Tall tales by master of them all   |        |
| 4:30  | 4 | Test Pattern—  |        |
|       | 5 | Howdy Doody—   | Live   |
|       |   | Bob Smith emcees kids show   |        |
| 5:00  | 4 | Augustana Presents—  | Local  |
|       |   | Program by college student body  |        |
|       | 5 | Comic Cut-Ups—   | Local  |
|       |   | With Ken Wagner and Peewee   |        |
| 5:15  | 4 | INS Daily News—  | Film   |
|       |   | Latest news in picture and story   |        |
|       | 5 | Ran, The Weather Man—  | Local  |
|       |   | Up-to-date weather information   |        |
| 5:22  | 5 | WOC-TV Newsroom—   | Local  |
|       |   | Bob Frank presents news, pictures  |        |
| 5:25  | 4 | Show Case—   | Slides |
| 5:30  | 4 | Buddies of the Airlines—   | Local  |
|       |   | Featuring Pat, Speed and Curley  |        |
|       | 5 | Kukla, Fran & Ollie—   | Kine   |
|       |   | Burr Tillstrom, master puppeteer   |        |
| 5:45  | 4 | Time For Beanies—  | Kine   |
|       | 5 | Bob and Ray—   | Kine   |
|       |   | Comedy skits and antics  |        |
| 6:00  | 4 | Captain Video—   | Live   |
|       |   | Don Hastings is Video Ranger   |        |
|       | 5 | Play Or Pay—   | Local  |
|       |   | If George Sontag, Marjorie Meinert or Shirley Burke can't play or sing your tune they pay off                      |        |
| 6:30  | 4 | Lone Ranger—   | Film   |
|       |   | Tonto and his partner bring western outlaws to justice   |        |
|       | 5 | Dinah Shore Show—  | Live   |
|       |   | Nothin' Finah Than Dinah in Song   |        |
| 6:45  | 5 | News Caravan—  | Live   |
|       |   | Award-winning news show  |        |
| 7:00  | 4 | Stop The Music—  | Live   |
|       |   | Bert Parks does the calling as you are entertained by Shaye Cogan, Betty Ann Grove and the Variety Dancers.        |        |
|       | 5 | You Bet Your Life—   | Film   |
|       |   | Groucho Marx dishes out the cash as he wisecracks the contestants into submission                                  |        |
| 7:30  | 5 | Treasury Men In Action—  | Live   |
|       |   | "The Case of the Honest Thief;" a person who has committed one crime finds himself suspected of committing others. |        |

# THURSDAY—con't.

- 8:00 4 **Herb Shriner Time—** Live  
Features a comedy-drama of small town life with Herb acting as guide and narrator
- 5 **Gangbusters—** Film  
Phillip H. Lord presents the dramatization of a true police case with a guest narrator.
- 8:30 4 **Big Town—** Live  
Drama of big town newspaper reporter with Pat McVey as Steve Wilson & Julie Stevens as Lorelei
- 5 **Ford Festival—** Live
- 9:00 4 **Racket Squad—** Film  
Captain Braddock exposes a ring of con men posing as Continentals who prey on the affections of wealthy widows in "The Match Makers."
- 5 **Martin Kane, Private Eye—** Live  
Starring Lloyd Nolan.
- 9:30 4 **Crime Photographer—** Live  
Starring Darren McGavin as Casey in the continuation of his crime-busting newspaper series.
- 5 **Wayne King Show—** Live  
Fine musical program from Chicago presented by the waltz king
- 10:00 4 **Foreign Intrigue—** Kine  
Espionage adventure series starring Jerome Thor with Sidna Scott
- 5 **Hollywood Reel—** Film  
The camera takes you on the inside of the glamour capitol
- 10:15 5 **Harmony House—** Local  
Hints on home interior decorating.
- 10:30 4 **Weather Show—** Local  
Up-to-date weather information
- 5 **Ran, The Weather Man—** Local  
Weather prospects for next day
- 10:35 5 **WOC-TV News—** Local  
Bill Gress reports the latest news
- 10:40 4 **WHBF-TV News—** Local  
Latest in local and national news
- 5 **Sports Picture—** Local  
Hal Hart reports the sports
- 10:45 4 **Stork Club—** Kine  
Sherman Billingsley is your host
- 5 **Film Subject—**
- 11:00 4 **Belles and Beaus—** Local  
Fun with the Square Dancers.
- 5 **Hart of Sports—** Local  
Latest sport news and interviews with local sports personalities.

# MY FRIEND IRMA

(continued from page 9)



it, was awaiting a new actress.

Naturally, the Hollywood brass was not as receptive as Marie figured. She spent three years as the blondest extra on a studio lot before signing a contract with Warner Brothers.

But it wasn't until three years later, in 1942, that she found her niche. Ken Murray, a man with a broad leer and a keen eye for women, booked Marie for a part in his "Blackouts" revue—thereby creating the stock role of the stupid blonde.

For five years the Anaheim dynamo paraded on the legit stage uttering a lot of Dagmarish non sequiturs and displaying her native beauty to the hilt. The West Coasters liked it. And as the top-billed star she was making \$5,000 a week when the show closed.

During this "Blackouts" stint Marie was actually playing Irma without realizing it.

In private life the star struck beauty lives in a comfortable "outpost" section of the Hollywood hills with her husband, TV producer Bob Fallon. A smart fellow, Bob has coached his Marie on the answer to the question, "Are you really dumb?" Her rehearsed response: "Naturally, do you want me to lose my job?"

The emergence of other half-witted females like Claudia and Lucy into the fiction field leaves Irma in a peculiar position. She's the original girl dunce, yet the competition from the other two might well eclipse her.

The television version of "My Friend Irma" (following radio and movie editions) is still headed for some hefty viewer ratings. The old tried and true formula of the clown and straight man is still holding up. Using this pattern and some clever dialogue, Irma has become a kind of institution.

She'd certainly have to be something formidable for Noah Webster to take such an interest.

"My Friend Irma" is seen Tuesdays at 9:30 p.m. on channel 1, WHBF-TV.

# Channel One

**NEW YORK.**—The literate and entertaining old quiz show from radio days "Information Please" will make its debut on TV this summer as a seasonal replacement for Fred Waring. The packagers already have signed half of the regular crew, namely moderator Clifton Fadiman and his brightest quiz kid John Kieran. Oscar Levant and Franklin P. Adams, the other steadies, it is hoped, will be available. . . . Comic Lew Parker has been signed by CBS to emcee a new audience participation program entitled "Big Store." Parker's last regular assignment was with Benny Goodman and Frances Langford on their "Star Time" show. . . . Now that Dennis Day has made his video splash, another refugee from Jack Benny's radio show, Phil Harris, will make the plunge.

"Ozzie and Harriet," another in the line of AM shows making the switch, will make its video debut next fall on ABC. The situation comedy is strictly a family affair. Hubby and wife team, Ozzie Nelson and Harriet Hilliard, are generally up-staged by their talented young offsprings, David and Ricky, who can both flip off a gag line with adult proficiency. . . . Arthur Godfrey's morning simulcast is getting hefty TV ratings according to the research boys who do the tabulating. . . . The current "poodle" haircut rage, inspired by Mary Martin in her "South Pacific" stage role, is now making headway on the TV lanes. Latest to succumb to the fad is vocalist Denise Lor of the "Garry Moore Show" who calls the innovation "a most sensible advance in hair styling."

The failure of June Havoc to make an appearance on a recent "This Is Show Business" TV stint caused some barbed tongue kidding from emcee Clifton Fadiman and panelist George S. Kaufman. Actually Miss Havoc suffered a miscarriage earlier in the day which accounted for her absence. . . . The proposed DuMont network-Life magazine deal for covering the political conventions in July has fallen through, due to the net's failure to line up enough stations. Also, because of Life's all-out boom for General Eisenhower, political feelings against the deal were running high.

The Saturday Evening Post publishers are so pleased with the headway made by their "Keep Posted" interview and discussion stanza (which competes with Milton Berle) that it is arranging to sponsor the show twice a week on kinescope. . . . Steve Allen, the respected emcee of "Songs For Sale" opines: "Kisses may not spread germs but they certainly lower resistance."

Fred Allen's recent straight dramatic bit on Kate Smith's evening show was regarded as no great triumph for the talented comic. Many of his avid fans are hoping that Fred, if he doesn't make the grade as a TV performer, will at least lend his talents to the barren video writing field. . . . Edward R. Murrow's "See It Now" is about to go international. Plans are cooking for the news program to be shown over the French TV System. The government of France will pay for a kinescoping and for CBS' permission to run it, the net would be provided with French TV newsreel shots.



Allen



Colby



Roxanne



Nicky

TV TELE-VIEWS



# Don't Be A Tinker!

CALL THESE SERVICE-  
MEN FOR PROFESSIONAL  
TELEVISION SERVICE . . .



## DAVENPORT

---

### OFFICIAL RADIO and TV SERVICE

1621 W. Locust Dial 3-1920, 2-7352

—tv—

### TELEVISION ENGINEERS

736 Federal St. Dial 3-9941

—tv—

### SUPREME TELEVISION SERVICE

310 Perry St. Dial 3-4217

—tv—

### VETERAN'S RADIO and TV SERVICE

513 Brady St. Dial 2-4598

—tv—

### JORDAN'S RADIO and TV SERVICE

1302 Fillmore St. Dial 7-5110

—tv—

### WEST END TELEVISION SERVICE

2044 W. 3rd St. Dial 7-3627  
Service on Same Day of Call

—tv—

### MOULDER RADIO and TV SERVICE

214 Ripley Street Dial 2-1465

## ROCK ISLAND

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### FRANKEL TELEVISION SERVICE CO.

2532 - 5th Ave. Dial 6-4488

—tv—

### GUARANTEED RADIO and TV SERVICE

Day-Nite Service Dial 8-7511

—tv—

### JACK LESLIE'S RADIO and TV SERVICE

1137 - 3rd Ave. Dial 8-1152

—tv—

### ELEVENTH STREET TELEVISION

1712 - 11th St. Dial 6-2124

—tv—

### CHUCK'S TV SERVICE

We Service All Makes  
2024 - 4th Ave. Dial 8-6059

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## MOLINE

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### DOVE'S TELEVISION SALES & SERVICE

1714 - 7th St. Dial 2-1323

—tv—

### RAY ANDERSON TELEVISION & RADIO

402 - 15th St. Dial 4-3521

—tv—

### McMANAMA'S SPECIALIZED ADMIRAL SALES & SERVICE

1711 - 7th Ave. Dial 4-8623

# Friday

MARCH 21st

WHBF-TV  
ch. 4

WOC-TV  
ch. 5

Stations reserve the right to change listings  
without notice

7:45	5	Test Pattern—	
8:00	5	"Today" with Garroway— All the news that happened while you slept and is happening while you watch	Live
9:00	4	Morning News— Commentary on latest in the news	Live
	5	Breakfast Party— Jingle contests conducted by the table-hopping emcee	Live
9:30	4	Bride and Groom— Glamorous weddings every day.	Live
	5	Winner Take All— Bill Cullen emcees the quiz.	Live
9:45	4	Al Pearce Show— Variety direct from Hollywood.	Live
10:00	5	Ernie Kovacs Show— Comedy and variety program	Live
10:30	4	Strike It Rich— Program with a heart	Live
	5	Dave and Charlie Show— Comedy series from Hollywood	Live
10:45	5	Richard Harkness, News— From Washington, D.C.	Live
11:00	4	Test Pattern—	
	5	Ruth Lyons 50 Club— Informal program you'll enjoy	Live
11:15	4	Love of Life— Pat McCay featured in cast.	Live
11:30	4	Search For Tomorrow— Lynn Loring in supporting role	Live
	5	Test Pattern—	
11:45	4	Langford-Ameche Show—	Live
12:00	4	Test Pattern—	
12:15	4	Egg and I—	Kine
12:30	4	Garry Moore Show— With Durward Kirby, as co-emcee.	Live
1:15	5	Table Five— Filmed variety acts you can enjoy	Live
1:30	4	First Hundred Years— Anne Sargent featured in cast	Live
	5	Today's Cooking— Kitchen Magic with Norida Frank	Local
1:45	4	Mel Torme Show— With the Mello-Larks, Kay Ballard.	Live
2:00	5	The Big Pay Off— Top prize, world trip & mink coat	Live
2:30	4	Bert Parks Show— Variety program with Bert, Betty and Bobby.	Live
	5	Ralph Edwards Show— Ralph up to his usual antics	Live
3:00	4	Langford-Ameche Show—	Kine
	5	Kate Smith Show— Kate is hostess of variety show	Live
3:30	4	TV House Party—	Local
4:00	4	Test Pattern—	
	5	Hawkins Falls, Pop. 6200— Serial drama of life in small town	Live
4:15	5	Gabby Hayes Show— Tall tales by master of them all	Live
4:30	4	Test Pattern—	
	5	Howdy Doody— Variety for kids with puppets	Live
5:00	4	Test Pattern—	
	5	Cowboy Ken's Donald Duck Show— Fun for the youngsters	Local
5:15	4	INS Daily News— Latest news in picture and story	Film
	5	Ran, The Weather Man— Up-to-date weather information	Local
5:22	5	WOC-TV Newsroom— Bob Frank presents news, pictures	Local
5:25	4	Show Case—	Slides
5:30	4	Tom Corbett, Space Cadet— Tom works to keep Astro out of trouble	Live
	5	Kukla, Fran & Ollie— Puppet show for young and old	Kine
5:45	4	Time For Beanie— Serialized story with puppet actors	Kine
	5	Ship's Reporter—	Film

# FRIDAY—con't.

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|-------|---|--|------------------|
| 6:00  | 4 | <b>Captain Video—</b>  | <b>Live</b>      |
|       |   | Police action in regions of space  |                  |
|       | 5 | <b>Bob Atcher Show—</b>  | <b>Film</b>      |
|       |   | Western music with one of the stars of National Barn Dance.  |                  |
| 6:15  | 5 | <b>Film Subject—</b>   |                  |
| 6:30  | 4 | <b>The Range Rider—</b>  | <b>Film</b>      |
|       |   | Western adventures with Jack Mahoney, formerly of Davenport  |                  |
|       | 5 | <b>Those Two—</b>  | <b>Live</b>      |
|       |   | Starring Vivian Blaine and Pinky Lee in songs and comedy, guests   |                  |
| 6:45  | 5 | <b>News Caravan—</b>   | <b>Live</b>      |
|       |   | News in story and film clips.  |                  |
| 7:00  | 4 | <b>To Be Announced—</b>  |                  |
|       | 5 | <b>RCA Victor Show—</b>  | <b>Live</b>      |
|       |   | Starring Dennis Day in songs and comedy drama of a day in the life of Day.   |                  |
| 7:30  | 4 | <b>Man Against Crime—</b>  | <b>Live</b>      |
|       |   | Featuring Mike Barnett, the roving private eye, played by Ralph Bellamy  |                  |
|       | 5 | <b>Golden Opportunity—</b>   | <b>Local</b>     |
|       |   | Local amateurs compete for trip to New York  |                  |
| 8:00  | 4 | <b>Playhouse of Stars—</b>   | <b>Live</b>      |
|       |   | Presents "The Human Touch" starring Diana Lynn & Vincent Price; the tale of a beautiful, young pianist who forced to choose between love and a career. |                  |
|       | 5 | <b>The Big Story—</b>  | <b>Live-Film</b> |
|       |   | A reporter who looked for a human interest story and found a murder is the story of Arville Schaleben of the Milwaukee Journal, dramatized.            |                  |
| 8:30  | 5 | <b>The Aldrich Family—</b>   | <b>Live</b>      |
|       |   | Situation family comedy series with Barbara Robbins, House Jameson, Kenneth Nelson and Mary Malone.  |                  |
| 9:00  | 4 | <b>Cavalcade of Stars—</b>   | <b>Live</b>      |
|       |   | Starring Jackie Gleason in a variety show with his guest stars.  |                  |
|       | 5 | <b>Cavalcade of Sports—</b>  | <b>Live</b>      |
|       |   | 10-round welterweight bout between Don Williams and Gil Turner from Madison Square Garden.   |                  |
| 9:45  | 5 | <b>Wrestling from Hollywood—</b>   | <b>Film</b>      |
|       |   | Main Event features a tag team match between Baron Michel Leone and Mr. Moto vs. Lord James Blears and Don Arnold.                                     |                  |
| 10:00 | 4 | <b>You Asked For It—</b>   | <b>Kine</b>      |
|       |   | A show made up of the unusual requests of viewers.   |                  |
| 10:30 | 4 | <b>Weather Show—</b>   | <b>Local</b>     |
| 10:35 | 4 | <b>News—</b>   | <b>Local</b>     |
| 10:45 | 4 | <b>Perry Como Show—</b>  | <b>Kine</b>      |
|       |   | With the Fontaine Sisters and Mitchell Ayres orchestra; guests.  |                  |
|       | 5 | <b>Ran, The Weather Man—</b>   | <b>Local</b>     |
|       |   | Weather outlook for coming day   |                  |
| 10:50 | 5 | <b>WOC-TV News—</b>  | <b>Local</b>     |
|       |   | Bill Gress reports the latest events   |                  |
| 10:55 | 5 | <b>Sports Picture—</b>   | <b>Local</b>     |
|       |   | Hal Hart, sportscaster, presents the latest in the world of sports   |                  |
| 11:00 | 4 | <b>Looking At Sports—</b>  | <b>Local</b>     |
|       |   | With Bill Lohmeier.  |                  |

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