

# TV TELE-VIEWS

**MID-WEST**

April 12 - 18

VOL. II—No. 67

**JACK BENNY  
& MAEY LIVINGSTONE**

15c



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## Two GREAT New Shows



### BOB ATCHER SHOW

6:00-6:30 Friday

Star of the National Barn Dance, Bob Atcher, combines an authentic Western flavor of song and story with the antics of animal puppets that inhabit a stump on "Meadow Gold Ranch." Here's a show that is a "hit" with young viewers—endorsed by PTA groups & the National Safety Council.



### "DR. FIXUM"

9:30-9:45 Sunday

"Dr. Fixum" is a sly sleuth who comes up with startlingly simple solutions to perplexing household problems. If you want the wife to believe that you are a MASTER HANDYMAN about the house, just watch "Dr. Fixum" each Sunday night and you'll discover a lot of short-cuts in the handling of pliers, saw, hammer and those other tricky tools in the tool chest.

BEST  
PICTURE  
IN  
SIGHT

**WOC-TV**  
AM FM

Channel 5

Davenport

Iowa

\*\*\*\*\*

Letters to the

## EDITOR



Editor:

What has happened to "Date With Judy?" I missed it very much and I hope it comes back again.

Dixon, Ill. Dolores Newman  
(**"Date With Judy" has been cancelled by the network.**)

\* \* \*

Editor:

Please tell me what happened to Homemaker's Exchange with Louise Leslie? I enjoyed her program very much. Is that program still on the air? If so, what station does it come over?

Peoria Hgts., Ill. Mrs. John Cast  
(**"Homemakers Exchange" with Louise Leslie was cancelled by the network when Louise left to take a job with an advertising agency in Chicago.**)

\* \* \*

Editor:

Could you please tell me if the members of the panel on "The Name's The Same" show pay the money out of their own pocket, or does the sponsor furnish the money for the checks? Rock Island, Ill.

Mrs. E. A. Hora  
(**This answer is purely supposition on our part but we would say that the sponsor undoubtedly furnishes the money in a special checking account. We would imagine that it would be pretty hard to get panel members if they had to pay for their inability to guess the name of the contestant.**)

\* \* \*

Editor:

May I suggest to those persons who find television programs in bad taste or unfit for children that they turn that little knob to "Off? Better yet, put the children in bed where they should be. The complaints are utterly ridiculous. No one is compelled to watch television.

Children have their own shows every day in the week, and the evening shows

**TV TELE-VIEWS**

should be for adult entertainment. Can you imagine how boring television would be if producers had to cater to child viewers every time they produced a show?

James Dedina

\* \* \*

Editor:

Would you please tell me who Arthur Godfrey's wife is? We enjoy Arthur's Wednesday night program very much. Is Janette Davis married? Roseville, Ill. Karen Brookhart  
(**Arthur is married to Mary Bourke, an unknown in the professional entertainment world. Janette Davis is not married at the present time but she was married once when she was a teen-ager.**)

\* \* \*

Editor:

We have seen and heard "The Continental" on TV. Does he have a program that is televised on channel 4 or 5?

Davenport, Ia. Mrs. Harry Jones  
(**The Continental has a show on TV but it is not carried by the local station.**)

## TELE-VIEWS



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# Jack Benny--

**THERE** is no entertainer in show business that the public feels it "knows" better than the lovable old skinflint, Jack Benny. Operating for some 17 years behind the opaque curtain of radio, Benny has created and fostered a character whose foibles and flaws everybody knows. The character of course is himself—the penny pinching, buffeted, mistreated 39-year-old with a motley assortment of friends, an ancient automobile and a pair of baby blue eyes.

Benny is an era. An era that the show world will seldom ever see again. He was only recently voted the outstanding entertainment figure in the last 25 years. Now, after bridging the gap from radio to TV, his in-the-flesh appearance in the new medium is like meeting an old pen pal for the first time.

The theory behind the Benny success is succinctly summed up like this: "gags die, humor remains." Jack plays on the endless humor of a series of exaggerations and elaborations with characters who have been carefully drawn over the years. The success of his theory has carried over to the famous supporting cast of the Benny clan. Already established as stars in their own right are Phil Harris, the bourbonized band leader with a consummate ego; Dennis Day, the gullible tenor; Rochester, the raspy voiced valet who knows his boss better than anyone; and Mary Livingstone, Jack's wise-cracking perennial girl friend.

Unlike conventional comedians, Jack is not, of himself, a funny guy. He could never stand on his feet, for instance, and publicly challenge a Fred Allen or a Groucho Marx to a battle of wits. The results would be disastrous. Either Marx or Allen would verbally thrash him into an early retreat. Once when actually getting the worst of it with Allen, Jack moaned, "If I had my writers here you wouldn't get away with this."

No ad-libber (he freely admits it), Benny was the subject of another of baggy-eyed Fred Allen's gems: "Jack Benny," pronounced rival Allen, "couldn't ad-lib a belch after a Hungarian dinner."

The department where skinflint Benny far outstrips his fellow comedians, however, is delivery. Give him a line



Benny at the age, when all things considered, he really needed a toupee most.

and if there is an iota of humor in it, Jack will milk it. He can wring a laugh—just by a masterful inflection—out of an auditor's report. His timing, probably the most essential element in humor, is flawless. Seldom has a line delivered by Benny been smothered by audience applause or laughter, a common occurrence among less skilled comics.

Perhaps the most famous case of Benny's uncanny timing was the incident of his "holdup" on his radio show a few years ago. Trilled by two gangsters down a lonely street, he was confronted by one of the "stick-up" men who gave him the conventional underworld ultimatum of "your money or your life." The hoodlums were awaiting an answer. Then for 25 seconds (a lifetime of silence in radio) Benny said nothing, nary a word. It was an utterly masterful way of convulsing an audience by sheer silence. Here was a joke which required years of character building to bring off. Benny, the notorious miser, the penurious millionaire, was actually thinking it over. By the time his audience (which knew so well

TV TELE-VIEWS



# Lovable Skinflint



At fourteen, talented Benny Kubelsky & his violin were inseparable musical pals.



Sailor Jack teamed up at Great Lakes with Lyman Woods in an act that vowed their fellow swabies.

his thinking processes) was almost sick with laughter, he threw them into higher hysterics by uttering a still undecided, "We-e-e-ell."

The subject of Benny's miserly reputation is something the comedian never ceases to fight when not in character. Although most people realize the skinflint pose is a gambit for laughs, Jack leaves no room for mistake. As a kind of calculated counterpropaganda he spends money like an Egyptian monarch. When entertaining the overseas troops he paid all his own expenses. At Christmas time, he lavishes expensive gifts on his friends. It is impossible to pay a check at bars or restaurants when he is present. And bellboys, porters and cab drivers rank him at the top of the list in the tipping department.

The opposite types of the professional Benny and the personal Benny stamp the comedian as another show business schizophrenic. In spite of his tremendous success he is forever seeking generally dictates a diet of fingernails and black coffee.

(Continued on page 20)



# Saturday

APRIL 12th

WHBF-TV  
ch. 4

WOC-TV  
ch. 5

Stations reserve the right to change listings  
without notice

- |       |   |   |              |
|-------|---|---|--------------|
| 10:00 | 4 | <b>The Whistling Wizard—</b>  | <b>Live</b>  |
|       |   | Featuring the Baird puppets in a story line the children will enjoy.  |              |
| 10:15 | 5 | <b>Test Pattern—</b>  |              |
| 10:30 | 4 | <b>Smilin' Ed's Gang—</b>   | <b>Film</b>  |
|       |   | 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 | <b>Kid's Theatre—</b>   | <b>Film</b>  |
|       |   | Special features that will appeal to all the youngsters.  |              |
| 11:00 | 4 | <b>Big Top—</b>   | <b>Live</b>  |
|       |   | 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; plus circus acts.   |              |
|       | 5 | <b>Jack Sprat Kitchen—</b>  | <b>Local</b> |
|       |   | With Norida Frank, home economist, and helpful hints on how to save money in the kitchen, and tasty recipes   |              |
| 11:30 | 5 | <b>News and Week-End Weather—</b>   | <b>Local</b> |
| 11:45 | 5 | <b>Americans At Work—</b>   | <b>Film</b>  |
|       |   | "Cattle Drive."   |              |
| 12:00 | 4 | <b>Personal Appearance Theatre—</b>   | <b>Kine</b>  |
|       |   | "Angel of Mercy" with Glenn Langan and Adele Jergens; a young married couple find the past threatens their future.  |              |
|       | 5 | <b>Test Pattern—</b>  |              |
| 12:30 | 4 | <b>Test Pattern—</b>  |              |
| 2:00  | 5 | <b>The Big Picture—</b>   | <b>Film</b>  |
|       |   | UN Forces Consolidate below 38th Parallel; UN Forces Evacuated from Hungnam; Evacuation of Seoul; Withdrawal Across the Han River.  |              |
| 2:30  | 5 | <b>"Hill Number One"—</b>   | <b>Film</b>  |
|       |   | With Ruth Hussey, Joan Leslie and Gene Lockhart; story based on the Resurrection as applied to present day problems.  |              |
| 3:30  | 5 | <b>Rock Island High School Chorus—</b>  | <b>Local</b> |
|       |   | Present a program of Easter music   |              |
| 4:00  | 5 | <b>Youth Wants To Know—</b>   | <b>Live</b>  |
|       |   | Teen-agers question their guest personalities from the nation's capitol.  |              |
| 4:30  | 5 | <b>Rootie Kazootie—</b>   | <b>Live</b>  |
|       |   | Puppet show for the youngsters.   |              |
| 5:00  | 5 | <b>Western Playhouse—</b>   | <b>Film</b>  |
|       |   | Featuring the western heroes of the youngsters in action; Titled: "Stage to Mesa City."   |              |
| 5:30  | 4 | <b>Kit Carson—</b>  | <b>Film</b>  |
|       |   | Western adventures with Bill Williams in the title role and Don Diamond as El Toro, his sidekick.   |              |
| 6:00  | 4 | <b>Sammy Kaye Show—</b>   | <b>Live</b>  |
|       |   | "So You Want To Lead A Band" Contest with teen-agers, kids from 6-12, husbands and wives.   |              |
|       | 5 | <b>Watch Mr. Wizard—</b>  | <b>Live</b>  |
|       |   | Don Herbert, as Mr. Wizard, will demonstrate the compounding and mixing of chemical elements to get various reactions.  |              |
| 6:30  | 4 | <b>Trouble With Father—</b>   | <b>Film</b>  |
|       |   | Stu Erwin and his wife, June, in a domestic comedy drama.   |              |
|       | 5 | <b>One Man's Family—</b>  | <b>Live</b>  |
|       |   | Domestic drama of life in the Barbour family starring Bert Lytell and Marjorie Gateson.   |              |
| 7:00  | 4 | <b>Ken Murray Show—</b>   | <b>Live</b>  |
|       |   | Starring Ken Murray as emcee with Anita Gordon, Art Lund, Laurie Anders, the Glamourlovelies, in a Special Easter program with guests Lew Ayres, actor; Eileen Barton, Billy Gilbert, Gautier's Steeplechase and the 90-Voice Dayton Boys' Choir. |              |
|       | 5 | <b>All-Star Revue—</b>  | <b>Live</b>  |
|       |   | A full hour of comedy and song starring Danny Thomas and his guests James and Pamela Mason, Betty Garrett and Bunny Lewbel.   |              |

TV TELE-VIEWS

# SATURDAY—con't.

- 8:00 4 Wonderful Town—** **Live**  
Your hostess, Faye Emerson, will salute "Times Square, U.S.A." with guests Jack Haskell and Connie Russell, vocalists.
- 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**  
Comedy drama starring Lucille Ball and her husband Desi Arnez.
- 9:00 4 Beat The Clock—** **Kine**  
With Bud Collyer, emcee, and the curvacious Roxanne.
- 9:30 4 Wrestling Matches—** **Live**  
From Marigold Gardens, Chicago, with the best of the nation's grapplers.
- 5 Your Hit Parade—** **Live**  
With Snooky Lanson, Eileen Wilson, Dorothy Collins, Russ Arms, Sue Bennett and the Raymond Scott orchestra.
- 10:00 4 Jack Brickhouse Show—** **Live**  
A program of interviews.
- 5 Dangerous Assignment—** **Film**  
A mystery adventure series starring Brian Donlevy.
- 10:15 4 Wrestling Matches—** **Live**
- 10:30 5 Airflyte Theatre—** **Film**  
Presents "Wildcat" starring Richard Arlen, Buster Crabbe and Arline Judge.
- 11:00 4 Formula Nine—** **Film**



Hi, Ranch Hands:

I've got some big news for you, so be sure to read carefully. This week, we're starting a brand new contest, with different rules and everything. There'll be cash prizes for the winners—\$1.00 First Prize, 75c for the Second Prize, and Third and Fourth Prizes will be 50c each. Now I'll bet you have plenty of things you could do with that One Dollar First Prize, so just follow these easy rules and see if you can't win it.

This is a picture contest, to see who can draw the best picture of me. It can be just a picture of my face, like you see at the top of this column, or a picture of me and the whole gang at the Ol' Bunkhouse like you see on WOC-TV.

The pictures will be judged not so much by which one looks the most like me, but more by which one shows the most originality, and the most work put into drawing it. In other words, you do not have to be a real, wonderful artist in order to win, as long as you put some real thought into your picture, and try to make the best one you can.

Send your picture to PICTURE CONTEST, TELE-VIEWS, 1029 West Second Street, Davenport, Iowa. Now be sure to address your envelope just that way—you don't need to put my name on the envelope at all. Of course, you can enter more than once, if you want to, but I'll tell you right now you'll have a better chance if you put a lot of work into one real good picture than if you send in a whole bunch of slip-shod pictures.

Well, try your hand at it, and be watching for the winners when I announce them on the Bunkhouse Program. See you next week.

COWBOY KEN

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# Sportscast

By BILL LOHMEIER



With the coming of spring the other day, came the cry "fore," as the duffers, the pros and the beginners look forward to many happy hours on the links throughout the summer. Waldo Johnson, Short Hills pro looks forward to their greatest year.

Of course the highlight of this golfing season will take place at the Credit Island course beginning August 14th thru the 17th. Confirmation of these dates by the P.G.A. was announced March 27th by Arthur H. Lorenzen, president of the "200" Club. The Quad-City Open will follow immediately the fabulous Tam O'Shanter tourney in suburban Chicago.

Marty Furgol, winner of the Western Open held at the Davenport Country

Club last year, is virtually certain to be in the field in the Quad-City event along with Slammin' Sammy Snead, tempermental Cary Middlecoff, dapper Lloyd Mangrum and other greats on the play-for-pay circuit.

There has been a lot of talk locally about the Credit Island course. Is it hard enough to offer the big names a real challenge? According to latest reports, the Course will be extended to approximately 6100 yards with par remaining at the present 70. Water hazard holes will be lengthened, and bunker will be added. Also I presume the fairways will be narrowed somewhat, so the course should offer a real challenge to the pitch and putt boys. In fact Waldo Johnson has predicted 62, or 8 below par will be the best effort. What do you think?

If the some 20,000 spectators who crowded the Davenport Country Club course last year is indicative of the interest among the fans, the Quad-City Open is virtually assured of success. And rightly so, because a lot of hard work has gone into securing this tourney. So a big bouquet of roses to the "200" Club for their work.

In closing out the TV Sportscast for this time. I have some information to pass on to all of you golfers who are bothered with that goldarned slice. My friend, Johnny Stengel of the Athletic Shop, showed me a driver perfected by Freddie Hass, successful New Orleans pro, the other day. The originator says he guarantees it will not slice.. The shaft is flush with the head and Stengel claims 90 per cent effectiveness. Now if someone could only perfect a one-putt putter we could all travel with the big stars.

So that wraps up another TV Sportscast. Be sure to replace your divots and drive straight—both on the course and on the road.

So for now, Sports—that is Sports.

TV TELE-VIEWS

men prefer the

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Davenport



for all their clothing  
needs





# CLAUDIA



COMES

TO

## WHBF-TV

8:30 p. m.

MONDAY

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

### SEE the NEWS

9:00 A.M.—CBS NEWS

5:15 P.M.—INS NEWS

10:15 P.M.—WEEKLY NEWS

10:35 P.M.—WHBF-TV NEWS

2:30 P.M.—Sunday "SEE IT NOW"

### Meet MY FRIEND IRMA

7:30 p.m., FRIDAY

—and get set for a hilarious half hour.

## WHBF-TV — channel 4



# Sunday

APRIL 13th

WHBF-TV  
ch. 4

WOC-TV  
ch. 5

Stations reserve the right to change listings  
without notice

- 9:45 5 Test Pattern—
- 10:00 4 Easter Services— Local  
5 Easter Sunday Mass— Live  
Solemn High Mass from St. Patrick's Cathedral, Philadelphia.
- 11:00 4 Easter Parade— Live  
5 Easter Parade— Live  
From Fifth Avenue, New York, with Dennis James and Betty Furness; Dave Garroway and Marguerite Piazza; Bob Elliott and Ray Goulding.
- 12:00 4 Easter Parade and and Fashion Show— Live  
With Mike Wallace & Buff Cobb, Robin Morgan, Steve Allen, Ed Sullivan, June Havoc, Ken Murray and Laurie Anders.  
5 Frontiers of Faith— Live  
Easter Choral Music; Sermon by Dr. Harold Case, President of Boston University.
- 12:30 5 American Inventory— Live  
Presents Canada Lee in the story of George Washington Carver, famous Negro scientist.
- 1:00 5 University Hour— Local  
Presented by members of the student body and faculty of the State University of Iowa.
- 1:15 4 Pentagon, Washington— Kine  
Report from the headquarters of the nation's armed forces.
- 1:30 5 American Forum of the Air—Live  
"Baseball Forecast for the 1952 Season;" Discussed by Tim Cochran, sports editor of Look Magazine; Mr. Shirley Pouich, sports editor of Washington Post; Senator Edwin C. Johnson, of Colorado, President of the Western Baseball League.
- 1:45 4 INS Daily News— Film  
Up-to-Date report of the latest in news of the world.
- 2:00 4 Quiz Kids— Live  
Joe Kelly, quizmaster, fires the questions at the panel of youngsters who are: Joel Kupperman, Pat Conlon, Naomi Cook, Frankie VanderPloog and Laurie Miles. Easter Bunny makes a visit to the Kids; Winner of Janet's kitten-naming contest will be announced.
- 5 Fairmeadows, U.S.A.— Live  
John Olcott decides to allow young Wally Brown to go free in return for a promise which the minister will help him keep.
- 2:30 4 See It Now— Live-Film  
A behind-the-scenes feature story of the multi-million dollar movie "Hans Christian Anderson."  
5 TV Recital Hall— Live  
Guest artist: Pianist Menahem Pressler.
- 3:00 4 Pulitzer Prize Playhouse— Kine  
"Robert E. Lee;" a biography with Robert Keith and Ilka Chase; story of Mr. Lee as a colonel in the Virginia militia just prior to the Civil War.  
5 Hall of Fame— Live  
Presents the Opera, "Amahl and the Night Visitors;" tells the story in song of a little crippled boy, Amahl, and his mother, whom the Three Wise Men visit on their way to Bethlehem to adore the Christ child; when Amahl offers his crutch as a gift for the Infant he is miraculously cured; Stars Chet Allen, 12-year-old boy soprano.
- 4:00 4 Super Circus— Live  
With Claude Kirschner, ringmaster; Mary Hartline; Clowns Cliffy, Scampy and Nickie; Bernie Hoffman and his menagerie; Circus acts are: Melitta and Wickens, perch act; Clown sketch: "Easter Eggs;" The Winlows, unicyclists; The Sikorskas, iron jaw act; Side Show: The Great Conrad, escape artist; The Ivanos, bar casting act.  
5 Zoo Parade— Live  
Marlin Perkins presents his charges in their annual Easter Parade; he will also read the animal's Easter story.

# SUNDAY—con't.

- 4:30 5 Sky King Theatre— Film**  
Starring Grant Kirby in the title role, and Gloria Winters and Ron Haggerty as Penny and Clipper in "Operation Urgent," a western adventure involving a spy and a secret defense project.
- 5:00 4 Space Patrol— Live**  
The United Planets of the Universe are gripped with fear when a phantom space fleet bombs one planet after another and threatens to destroy Terra.
- 5:00 5 Cowboy Classics— Film**  
Presents a western adventure entitled "Wild Horse Phantom" and starring Buster Crabbe.
- 5:30 4 Festival of Sacred Music— Local**  
Program of religious music presented by the choirs of the Council of Churches of Rock Island County.
- 6:00 4 You Asked For It— Live**  
Program made up of the unusual requests of the viewers.
- 6:00 5 U.S. Royal Showcase— Live**  
With George Abbott as emcee and Gordon Jenkins' orchestra; Ben Grauer, announcer; Guests: Kukla, Fran & Ollie; Hilde Gueden, Met soprano; The Royal Chords, 32-Voice male choral group.
- 6:30 4 This Is Show Business— Live**  
With Clifton Fadiman, emcee, Geo. S. Kaufman, Sam Levenson and guests: Jack Carter, comedian, and John Raitt, musical comedy star.
- 6:30 5 Young Mr. Bobbin— Live**  
Alex Bobbin comes down with a "mysterious malady" — Spring Fever—on the eve of the Spring Formal.
- 7:00 4 Life Is Worth Living— Kine**  
Informal discussion by Bishop Fulton J. Sheen and answers to queries.
- 7:00 5 Comedy Hour— Live**  
A full hour of comedy and song starring Eddie Cantor and his guests Joe E. Brown, Constance Moore and Dusty Walker.
- 7:30 4 Burns & Allen Show— Kine**  
Gracie's antics keep George stepping.
- 8:00 4 Fred Waring Show— Live**  
Presents the "Song of Easter" based on fourteen spirituals including "The Night Was Cold," "Led My Lord Away" and others.
- 8:00 5 Goodyear Television Playhouse— Live**  
Presents "The Medea Cup" starring Harry Andrews and Stella Andrew; the little-known story of Cleopatra Selene, daughter of Anthony and Cleopatra, and her marriage to Juba, Prince of Numidia.
- 8:30 4 Break The Bank— Live**  
Bert Parks emcees the biggest money-paying show.
- 9:00 4 Celebrity Time— Live**  
Conrad Nagel and panelists Mary McCarty and Herman Hickman, attend the Circus at Madison Square Garden and see the side show act, animals and performers. Guests: John Ringling North and actress Anita Colby.
- 9:00 5 Red Skelton Show— Live**  
Comedy by the master of them all and top comedian of the year.
- 9:30 4 What's My Line?— Live**  
Panel quiz to find various occupations with John Daly as moderator and panelists Dorothy Kilgallen, Arlene Francis, Hal Block and Bennett Cerf.
- 9:30 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.
- 10:00 5 Sylvania Theatre— Film**  
Presents "History Is Made At Night" starring Charles Boyer and Jean Arthur.
- 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

# Channel One

NEW YORK.—Colorful, tempestuous Tallulah Bankhead may bring her "Big Show" radio melange to television next season. Dahling Tallu, who is nudging 50, has had some misgivings about entering TV. She is reported as feeling that after the video electrons work their magic, she won't appear very glamorous to her viewers. . . . Warmest sight on TV in a long time: the appearance of Met opera stars Roberta Peters and Robert Merrill on "Toast of the Town" recently, when Ed Sullivan announced their engagement to be married in April. Merrill, who was not scheduled to appear, stood at his fiance's side while she dreamily warbled Cole Porter's "So In Love With You Am I."

Who's Who in America has included in its first batch of stars who gained their fame through television. Sid Caesar, Imogene Coca and Burr Tillstrom are now listed with the greats from all other fields. . . . The "new" Faye Emerson is winning a larger audience than ever before. Currently holding down two network shows, CBS's "Wonderful Town" and DuMont's "Author Meets the Critics," Faye is somewhat less sensational than of yore, but her newly acquired charm is catching on.

Shoe-on-the-other-foot dept.: Dagmar, who began her "Canteen" show March 22, is in a peculiar spot. In a position to hire her old boss Jerry Lester (currently unemployed), she probably won't. Buxom Dag got her first big break from Lester on "Broadway Open House," but the comic allegedly resented the fact that she was getting the headlines and cut down her material. A private rift ensued and now Jerry is on the outside looking in. . . . Martin & Lewis, who will gross two million dollars this year, unhesitatingly agree that TV takes the most out of them physically.

Joe E. Brown, subbing for Arthur Godfrey, played Cupid to the hilt on a "Talent Scout" program recently. Interviewing a scout, he found out she had her heart set on a young man in the audience. Brown spotlighted the chap and learned the feeling was mutual. Right there a marriage proposal was demanded—and obtained. . . . "All Star Revue," in an effort to hypo its Saturday night rating, plans to guesstar Jimmy Durante (one of the show's alternates) frequently. The Schnoz will share billing with the other "Star" headliners.

Nomination for the most provoking man on TV: Lawrence Spivak who needles guests (usually politicians) on "Meet the Press" and "Keep Posted" forum programs. Spivak has an uncanny ability to pin-point the issue and draw quotable quotes from some of our most polished statesmen. For an hour show that would blow the top off the ratings, how about a pre-election tee-vee'er with a cast of just three—the Democratic and Republican presidential nominees and Mr. Spivak? . . . The latest group to mark "Ol' debbil TV" is a group of Pennsylvania cleaners and dyers who claim heavy loss of business in homes that installed television.



Hadley



Quinlan



Melton



Emerson

TV TELE-VIEWS



## :-: NOTES 'N' QUOTES :-:

### HOPEFUL

The gorgeous Anna Lee keeps her fingers crossed panel-sitting these days on "It's News to Me". She and her Texan hubby, George Stafford, have just bought 90 acres near Palestine, Texas—and discovered their property is right next to an oil field.

### CLOCK-EYED SECRETARIES

Bobby Sherwood, bandleader on the "Bert Parks Show" makes the observation that some young women would make good secretaries if they weren't clock-eyed.

### REPARTEE

"Talent Scouts" impresario Arthur Godfrey is spreading the story of a battle of wits between two of England's great men—Winston Churchill and the late George Bernard Shaw. Seems that Shaw sent Churchill two tickets for the opening of one of his new plays.

"Bring a friend if you have one," he wrote. Churchill's reply was, "I'm sorry I can't make it opening night, but I'll go the second night if you have one!"

### FAMILY AFFAIR

Peggy Marshall, who heads the "Holidays," commercial quintet on "Arthur Godfrey's Talent Scouts," has composed a new tune, "It's Just About Time," released this week by Main Street records. The vocalist is baritone Tom Eldridge, also one of the "Holidays"—and Peggy's husband.

### 16 SHOWS A WEEK

With the addition of CBS-TV's "Give and Take" to his schedule, John Reed King now has sixteen regular shows per week on the air waves and cables.

### HOLE EXPLANATION

The bagel bakers will probably be up in arms against Arthur Godfrey's definition of their product: "A bagel is a soft, tender hole, surrounded by concrete."

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

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

**SEE YOUR LOCAL ZENITH DEALER**

# Monday

APRIL 14th

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 | Prologue to the Future—                | Film  |
|       |   | Social, scientific & spiritual series. |       |
| 10:30 | 4 | Strike It Rich—                        | Live  |
|       |   | Audience quiz with Warren Hull         |       |
|       | 5 | It's A Problem—                        | Live  |
|       |   | With Fannie Hurst and Helen            |       |
|       |   | Parkhurst, alternating panelists.      |       |
| 11:00 | 4 | The Egg and I—                         | Live  |
|       | 5 | Ruth Lyons 50 Club—                    | Live  |
|       |   | A folksy chatter type program          |       |
| 11:15 | 4 | Love of Life—                          | Live  |
|       |   | Serial story with Peggy McCay          |       |
| 11:30 | 4 | Search For Tomorrow—                   | Live  |
|       |   | Serial featuring Mary Stuart           |       |
|       | 5 | Test Pattern—                          |       |
| 11:45 | 4 | Paul Dixon Show—                       | Kine  |
| 12:00 | 4 | Test Pattern—                          |       |
| 12:30 | 4 | Garry Moore Show—                      | Live  |
|       |   | Guest: Ray Malone, dancer; Wiers       |       |
|       |   | Brothers, comedy team.                 |       |
| 1:15  | 5 | Table Five—                            | Local |
|       |   | With your host Bob Brown.              |       |
| 1:30  | 4 | First Hundred Years—                   | Live  |
|       |   | Problems of young married couple       |       |
|       | 5 | Today's Cooking—                       | Local |
|       |   | Norida Frank, home economist           |       |
| 1:45  | 4 | Mike and Buff Show—                    | Live  |
|       |   | With Mike Wallace and wife, Buff.      |       |
| 2:00  | 5 | The Big Pay Off—                       | Live  |
|       |   | Randy Merriman, host                   |       |
| 2:30  | 4 | Bert Parks Show—                       | Live  |
|       |   | Spring and Summer Fur Fashion          |       |
|       |   | Show; Songs: "Silver and Gold,"        |       |
|       |   | "Fascinating Rhythm," "Fit As A        |       |
|       |   | Fiddle," "Deep Purple."                |       |
|       | 5 | Ralph Edwards Show—                    | Live  |
|       |   | Fun with Ralph from Hollywood          |       |
| 3:00  | 4 | The Big Picture—                       | Film  |
|       |   | Film story of the war in Korea.        |       |
|       | 5 | Kate Smith Show—                       | Live  |
|       |   | "America Sings;" Teen-Age panel;       |       |
|       |   | Dramatic skit with actor Walter        |       |
|       |   | Slezak; Comedian Roly Rolls.           |       |
| 3:30  | 4 | Meet Your Community—                   | Live  |
|       |   | Interviews with local personalities    |       |
| 4:00  | 4 | Test Pattern—                          |       |
|       | 5 | Hawkins Falls, Pop. 6200—              | Live  |
| 4:15  | 5 | Gabby Hayes Show—                      | Live  |
| 4:30  | 4 | Test Pattern—                          |       |
|       | 5 | Howdy Doody—                           | Live  |
|       |   | Bob Smith entertains small fry         |       |
| 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 | Memory Lane—                           | Local |
|       |   | George Sontag in piano and song.       |       |
| 6:15  | 5 | The Skylarks—                          | Film  |
| 6:30  | 4 | Hollywood Screen Test—                 | Live  |
|       |   | In the guide role is actress Ver-      |       |
|       |   | onica Lake; Guest emcee: Bert          |       |
|       |   | Lytell.                                |       |
|       | 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  |
|       |   | Burgess Meredith stars in "De-         |       |
|       |   | cision," the story of a man's          |       |
|       |   | inner conflict between self-respect    |       |
|       |   | and avarice.                           |       |
|       | 5 | Paul Winchell - Jerry                  |       |
|       |   | Mahoney Show—                          | Live  |

# MONDAY—con't.

- 7:30 4 **Godfrey's Talent Scouts—** Live  
The old red-head gives the professionals a boost up the ladder of success.
- 5 **Voice of Firestone—** Live  
Rise Sevens, mezzo soprano, is the guest soloist with Howard Barlow's orchestra.
- 8:00 4 **Buddies of the Airlanes—** Local  
Western music you're sure to enjoy, by Pat, Speed and Curley.
- 5 **Lights Out—** Live  
Frank Gallup narrates the mystery drama, "The Signalman."
- 8:30 4 **"Claudia, A Story of A Marriage"—** Live  
With Joan McCracken as Claudia, Hugh Reilly as David.
- 5 **Robert Montgomery Presents—Live**  
"Operation Hitchhike" with June Lockhart; story of a Red Cross hostess on an errand to deliver a phonograph who gives a jeep ride to 3 G.I.'s suspected of being Nazi soldiers.
- 9:00 4 **Studio One—** Live  
Presents "Hold Back The Night" starring John Forsythe; a poignant story of the First Marine Division's heroic stand against a mass attack by Chinese Communists.
- 9:30 5 **Square Dance Party—** Local  
With the Promenaders.
- 10:00 4 **Chronoscope—** Live  
With editors William Bradford Huie and Henry Hazlitt, discussion program
- 5 **Sportscholar—** Film
- 10:15 4 **Rock Island City Forum—** Local
- 5 **This Is The Story—** Film  
True and unusual facts about history, science, stage, screen, etc.
- 10:30 4 **Weather Show—** Local
- 5 **Ran, The Weatherman—** Local
- 10:35 4 **WHBF-TV News—** Local
- 5 **WOC-TV News—** Local
- 10:40 5 **Sports Picture—** Local  
Hal Hart brings you up-to-date on local and national sports
- 10:45 4 **Perry Como Show—** Kine
- 5 **Industry on Parade—** Film  
The Electrical Team; Saw-making Savvy; Walk, Don't Run; Courage Plus.

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# Fashion Facts BY

Miki Fisher

Fashion Stylist and  
Designer

What makes a woman feminine? What gives her that little touch of "sex-appeal" that is so very important? If you think that to be a true woman with appeal means that you need to wear tight fitting, low-cut dresses and walk like a "hussy," you are much mistaken. Even Grandma can have that "feminine look."



As the well-dressed woman knows, the art of dressing starts with the very first garment put on. Make sure that you are properly fitted, so that when you wear your clothes, you have a smooth flowing line. If your figure calls for the "Gay-Deceiver" don't think it shocking to wear them. Clothes today demand fullness in the right places!

If you have always considered yourself the severely tailored type, realize that men are always interested in a little touch of softness. Wear your severe lines (if you will), in suits and dresses, but add soft nylon blouses with a touch of lace. A new sparkle of jewelry, a pin, a choker or a yummy pair of earrings can do so much.

Now look to your make-up. This, too, should be used as an accessory. Pale powder, rouge and lipstick, with a touch of mascara for daytime. Deeper tones of powder and lipstick with a slight pencil accent at the corners of the eyes for evening will add spice to your personality.

After doing this, you be the judge and select what looks and feels right for YOU to win compliments and give you that complete feminine look from top to toe.



This week, our lovely WOC-TV star, Marjorie Meinert, has a special party to attend, so she has consulted Miki Fisher at the Studio of Design and come up with this adorable printed paper thin, silk-taffeta cocktail dress. The stole held in her hand drapes the shoulders to form a jacket.



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## DAVENPORT

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### OFFICIAL RADIO and TV SERVICE

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

—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

# Tuesday

APRIL 15th

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   |
|       |   | One hour telecast of various fea-<br>tures and news         |        |
| 9:00  | 4 | Morning News—   | Live   |
|       |   | Harry Marble and interviews                                 |        |
|       | 5 | Breakfast Party—  | Live   |
| 9:15  | 4 | Arthur Godfrey Time—  | Live   |
|       |   | Variety with the old red-head                               |        |
| 9:30  | 4 | Bride and Groom—  | Live   |
|       |   | Phil Hanna sings favorite song                              |        |
|       | 5 | Winner Take All—  | Live   |
|       |   | Battle of the buzzer and the bell.                          |        |
| 9:45  | 4 | Al Pearce Show—   | Live   |
|       |   | Rural sketches of Eb & Zeb.                                 |        |
| 10:00 | 5 | Prologue to the Future—                                     | Film   |
|       |   | Social, scientific & spiritual series.                      |        |
| 10:30 | 4 | Strike It Rich—   | Live   |
|       |   | Quiz show with a big heart                                  |        |
|       | 5 | It's A Problem—   | Live   |
|       |   | Panel discussion program of fam-<br>ily and community life. |        |
| 11:00 | 4 | The Egg and I—  | Live   |
|       | 5 | Ruth Lyons 50 Club—   | Live   |
|       |   | Music and chatter from Cincinnati                           |        |
| 11:15 | 4 | Love of Life—   | Live   |
|       |   | Serial drama with Paul Potter                               |        |
| 11:30 | 4 | Search For Tomorrow—  | Live   |
|       |   | John Sylvester and Lynn Loring                              |        |
|       | 5 | Test Pattern—   |        |
| 11:45 | 4 | Paul Dixon Show—  | Kine   |
| 12:00 | 4 | Test Pattern—   |        |
| 12:30 | 4 | Garry Moore Show—   | Live   |
|       |   | Guest: Cliff Norton, comedian.                              |        |
| 1:15  | 5 | Table Five—   | Local  |
|       |   | Bob Brown introduces variety acts                           |        |
| 1:30  | 4 | First Hundred Years—  | Live   |
|       |   | Serial drama with Jimmy Lydon                               |        |
|       | 5 | Today's Cooking—  | Local  |
|       |   | Helpful cooking hints and recipes                           |        |
| 1:45  | 4 | Mike and Buff Show—   | Live   |
|       |   | Interviews by Mike Wallace.                                 |        |
| 2:00  | 5 | The Big Pay Off—  | Live   |
|       |   | Prizes for a letter on the woman<br>in your life            |        |
| 2:30  | 4 | Mel Torme Show—   | Live   |
|       |   | Songs by the Velvet Fog & guests.                           |        |
|       | 5 | Ralph Edwards Show—   | Live   |
|       |   | Fun and frolic with Ralph.                                  |        |
| 3:00  | 4 | Test Pattern—   |        |
|       | 5 | Kate Smith Show—  | Live   |
|       |   | With Ted Collins and variety                                |        |
| 4:00  | 4 | Test Pattern—   |        |
|       | 5 | Hawkins Falls, Pop. 6200—                                   | Live   |
|       |   | Problems of people in small town                            |        |
| 4:15  | 5 | Gabby Hayes Show—   | Live   |
|       |   | Tall tales by master of them all                            |        |
| 4:30  | 4 | TV House Party—   | Local  |
|       | 5 | Howdy Doody—  | Live   |
|       |   | Kids fun with the puppets                                   |        |
| 5:00  | 4 | INS Daily News—   | Film   |
|       | 5 | At Home With Mary<br>Louise Marshall—                       | Local  |
|       |   | Interviews with local personalities                         |        |
| 5:10  | 4 | Show Case—  | Slides |
| 5:15  | 4 | It's Your Quad-Cities—                                      | Local  |
|       |   | Facts About the town you live in.                           |        |
|       | 5 | Ran, The Weather Man—                                       | Local  |
|       |   | Up-to-date weather information                              |        |
| 5:22  | 5 | WOC-TV Newsroom—  | Local  |
|       |   | Bob Frank presents news, pictures                           |        |
| 5:30  | 4 | Buddies of the Airlines—                                    | Local  |
|       |   | Western music at its best                                   |        |
|       | 5 | Kukla, Fran & Ollie—  | Kine   |
|       |   | Puppet show for young and old                               |        |
| 5:45  | 4 | Time For Beanie—  | Kine   |
|       |   | Adventures with Beanie & friends                            |        |
|       | 5 | Bob and Ray Show—   | Kine   |
|       |   | Comedy skits and antics                                     |        |
| 6:00  | 4 | Captain Video—  | Live   |
|       |   | Al Hodge has title role                                     |        |
|       | 5 | Musical Moods—  | Local  |
|       |   | Marjorie Meinert at piano and or-<br>gan 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  
Nothin' finah than songs by Dinah
- 6:45 5 **News Caravan—** Live  
With John Cameron Swayze
- 7:00 4 **Mr. District Attorney—** Kine  
"The Case of the Beetle;" Surprised in the act, a pretty thief becomes involved romantically and homicidally, with a wealthy architect.
- 5 **Star Theatre—** Live  
Starring Milton Berle with ventriloquist Jimmy Nelson and guests.
- 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  
Senator Herbert R. O'Connor tells the story of the efforts of the U.S. Customs Agents to clean up a diamond smuggling racket.
- 5 **Fireside Theatre—** Film  
"Brown of Calaveras," a melodrama of the Old West and a moving love story about a young couple almost driven apart by the husband's overriding ambition.
- 8:30 4 **Charlie Wild, Private Detective—** Kine  
The inevitable always happens and Charlie gets his man.
- 5 **Circle Theatre—** Live  
Presents "The Dark Room" starring John Newland and Louise Albritton; an eligible bachelor all set to say "I Do" to a sophisticated career woman, is struck speechless when an old high school flame appears on the scene
- 9:00 4 **Danger—** Live  
"Cornbelt Kid" by Leo Davis and starring Josh Shelley and Eddie Binns; story of two convicts who joined forces to outwit a hood.
- 5 **Original Amateur Hour—** Live  
Ted Mack lends a helping hand to the nation's amateurs.

- 9:30 4 **To Be Announced—**
- 9:45 5 **Bob Considine Show—** Live
- 10:00 4 **Amos 'n' Andy—** Film  
Starring Spencer Williams in the role of "Andy"; Alvin Childress as "Amos;" and Tim Moore as the
- 5 **Adventures of Dick Tracy—** Film  
Stories in the life of your favorite comic strip detective.
- 10:30 4 **Weather Show—** Local
- 5 **Ran, The Weather Man—** Local  
Weather prospects for next day
- 10:35 5 **WOC-TV News—** Local  
Bill Gress reports the latest news
- 10:40 4 **WHBF-TV News—** Local
- 5 **Sports Picture—** Local  
Hal Hart presents the latest news from the world of sports
- 10:45 4 **Stork Club—** Kine  
Sherman Billingsley introduces the celebrities in his club
- 5 **Film Subject—**
- 11:00 4 **Formula Nine—** Film

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Rock Island, Illinois

# Lovable Skinflint

(Continued from page 5)



The Benny family in 1937 arriving in Waukegan for a gala welcoming (left). Below fourteen years later daughter Joan, now a young lady, and wife Mary welcome Jack back from Korea.



He lives quietly with his wife Mary Livingstone (who as Sayde Marks, a May Co. salesgirl, married Jack in 1926) and their adopted daughter, Joan, who is 16. His host of friends includes other career couples, among them George Burns and Gracie Allen, Mr. and Mrs. Danny Daye and Dr. and Mrs. Joel Pressman (Claudette Colbert).

His favorite author is the English satirist **Stephan Leacock** and in the line of comedians **Benny claims George Burns is the "funniest man alive,"** with crony **Danny Kaye following closely behind.**

The early life of Benny Kubelsky, the young man from Waukegan, Illinois (now a show biz shrine), hardly augured the creation of a comedian. Benny was a musician, a serious-minded youth whose father—a haberdasher—had aspirations for him to become a well-known violin virtuoso. At eight he was giving local concerts. While still in his teens he played in small orchestras at school dances and policemen's balls. At 17 he teamed with another youngster in a duet that was described as a "dumb" act because neither of them spoke. The effect of the two silent performers was a numbing one on their audience except when Benny paused to "ham" up the act by sawing away at his instrument, the little finger of his bow hand extended affectively while his eyes followed the action in mock curiosity. The laughs he got kept the act alive.

In 1918, when 22 (a crushing statistic for our perennial 39-year-old) Jack joined the Navy and discovered his potentials as a laugh-getter. Playing with the Maritime Frolics Revue at the

Great Lakes Naval Training Station, he included a little patter with his violin playing, poking fun at his ability and playing off key. His fellow gobs were a good audience and young Ben was encouraged to make entertaining a career.

Upon being discharged after World War I, Jack threw himself into the show world with added gusto. By 1921 he was playing the bigger theaters in New York. Having changed his name (which people confused with Ben Bertram Benny Kubelsky to Ben K. Benny nie) and eventually to his present monicker, Jack was enjoying a successful career. Already a veteran of Earl Carroll's Vanities and having made a couple of Hollywood pictures he debuted on radio—the industry he was to revolutionize—in 1932.

Appearing as a guest of columnist Ed Sullivan (currently a top ranking TV star himself), Jack's first radio utterance was this classic opening line: "This is Jack Benny talking — now there will be a brief pause for everyone to say, 'Who Cares?'"

A short time later Benny lauded his

TV TELE-VIEWS



own show—with a sponsor—and he has been among the top three radio personalities ever since. Today, making his swing to TV a gradual process, he remains as one of the few big names working steadily in radio. Partly from sentimental attachment, partly for hard business reasons, he has stayed in the older medium. As one of the remaining vestiges of great names in radio, Jack's laugh formula has been rushing thru "wireless" network veins like last-ditch plasma.

Next season television will fully inherit this "era" known as Jack Benny. Judging from his first four or five TV appearances, Jack will probably concentrate on situation comedy just as he has done on radio, but, naturally, the slant will be on action. The character he created will remain unblemished, his shocking manners in society, his inept, but prideful violin playing will still be a part of the Benny makeup. The old crew, Mary, Don Wilson, Rochester, Dennis and Phil will make periodic visits. Many of the old standby props will be used—his famous basement vault, the home-installed pay telephone, his gabby parrot and, of course, his celebrated Maxwell.

For a man who a few years ago was satisfied with ending his career quietly in radio, Jack Benny has certainly had a change of heart. But as the old skinflint puts it, "You can't quit when you're just 39."



Television will be able to capture the famous Benny look of exasperation which radio was unable to convey. Here Jack says a million things with an expression that crushes Don Wilson.

80,000 READERS

Saturday thru Thursday  
April 12th to 17th

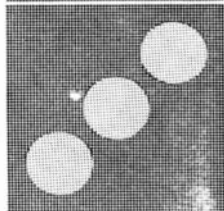


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STARTS FRIDAY, APRIL 18th  
"RASHOMON"

# Wednesday

APRIL 16th

WHBF-TV  
ch. 4

WOC-TV  
ch. 5

Stations reserve the right to change listings  
without notice

7:45	5	Test Pattern—	
8:00	5	"Today" with Garroway— Live Dave is communicator with James Fleming handling news	
9:00	4	Morning News— Live Dorothy and Harry with news	
	5	Breakfast Party— Live With Ilean Martin & the Belleaires	
9:15	4	Arthur Godfrey Time— Live Music by members Artha's family	
9:30	4	Bride and Groom— Live John Nelson interviews couple.	
	5	Winner Take All— Live The champ remains in continuous competition.	
9:45	4	Al Pearce Show— Live With monologist Arlene Francis.	
10:00	5	Prologue to the Future— Film Social, scientific & spiritual series.	
10:30	4	Strike It Rich— Live With Warren and helping hand guest	
	5	It's A Problem— Live Ben Grauer moderates a discus- sion program on family life.	
11:00	4	The Egg and I— Live	
	5	Ruth Lyons 50 Club— Live With Bill Thall on the bass	
11:15	4	Love of Life— Live With Jean McBride, Peggy McCay	
11:30	4	Search For Tomorrow— Live Mary Stuart featured in the cast	
	5	Test Pattern—	
11:45	4	Paul Dixon Show— Kine	
12:00	4	Test Pattern—	
12:30	4	Garry Moore Show— Live Guests: Steve Condos and Jerry Brandow, dance team; Lucile Watson, actress.	
1:15	5	Table Five— Local Bob Brown emcees variety on film	
1:30	4	First Hundred Years— Live Serial about young married couple	
	5	Today's Cooking— Local Norida Frank with kitchen helps	
1:45	4	Mike and Buff Show— Live Folksy chatter and interviews.	
2:00	5	The Big Pay Off— Live Bess Myerson assists Randy	
2:30	4	Bert Parks Show— Live "It's Delightful," "How Deep Is the Ocean," "Mama Inez," "Spring Is Here."	
	5	Ralph Edwards Show— Live Fun and frolic for the viewers	
3:00	4	Test Pattern—	
	5	Kate Smith Show— Live Soldier Skit with Private Joey Rothus from Mitchell Field, Long Island; Howard & Shelton, com- edy team; Vince and Gloria Hay- dock, tap dancers; George Schrei- ber in a painter's bit.	
4:00	4	Test Pattern—	
	5	Hawkins Falls, Pop. 6200— Live Romances & sorrows of inhabitants	
4:15	5	Gabby Hayes Show— Live Tall tales by master of them all	
4:30	4	TV House Party— Local	
	5	Howdy Doody— Live Featuring serialized childrens story	
5:00	4	INS Daily News— Film	
	5	Cowboy Ken— Local With youngsters as his guests	
5:10	4	Show Case— Slides	
5:15	4	Prices Limited— Local Jack Kerwin, District OPS Director	
	5	Ran, The Weather Man— Local Up-to-date weather information	
5:22	5	WOC-TV Newsroom— Local Bill Gress presents news, pictures	
5:30	4	Tom Corbett, Space Cadet— Live Frankie Thomas in title role	
	5	Kukla, Fran & Ollie— Kine Fran Allison chats with puppets	
5:45	4	Time For Beanie— Kine Serialized story with puppet actors	
	5	Ship's Reporter— Film	
6:00	4	Captain Video— Live Police action in regions of space	
	5	Hollywood Spotlight Revue— Local Variety acts from the glamor capi- tol 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>  | Frank Parker, Janette Davis, Marion Marlowe, the Chordettes, the Mariners and Archie Bleyer.   |
| 5     |   | <b>Kate Smith Evening Hour—</b>        | <b>Live</b>  | Variety program with Ted Collins and guests.   |
| 8:00  | 4 | <b>Boston Blackie—</b>                 | <b>Film</b>  | Stars Kent Taylor & Lois Collier.  |
| 5     |   | <b>Kraft TV Theatre—</b>               | <b>Live</b>  | Presents "Green Cars Go Last" by Paul Carroll; story of a family from the wrong side of the tracks; some of it's members surrender to their environment, some of them don't.               |
| 8:30  | 4 | <b>The Web—</b>                        | <b>Live</b>  | "Prescription Death" by A. J. Russell; Stars Peter Hobbs and Ed Binns; story of a girl who tricks a doctor into leaving his sick patient to take care of her boy friend who has been shot. |
| 9:00  | 4 | <b>Blue Ribbon Bouts—</b>              | <b>Live</b>  | 15-round bout for the middleweight championship of the world between Sugar Ray Robinson and Rocky Graziano.  |
| 5     |   | <b>Your Prize Story—</b>               | <b>Live</b>  | Dramatizations of everyday emotional situations confronted by ordinary folks.  |
| 9:30  | 5 | <b>Two For The Show—</b>               | <b>Local</b> | With George Sontag, Marlorie 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.  |

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# LET'S TALK TELEVISION: PRO and CON

By JOAN OSSEFORT

Television, for all its virtues, has one very bad habit. It is often inclined to ride things to death. If it finds a new type program which has proved a success, lo and behold, before another Monday has gone by, there are at least six more such productions on the TV channels.

It has done that with quiz programs, with variety shows and with drama programs. With mystery programs, it has gone all overboard. But there are a few outstanding programs which as yet, at least, have not been picked up and worked to death by each and every network.

There is, for instance, the Firestone Hour, which happens to be a program of semi-classical music. The only other venture that came close to approaching Firestone's parade of fine singers was the Ezio Pinza show.

Even that was a horse of a slightly different color. Some



sort of feeble plot was generally woven thruout the program, with Ezio spouting off melodically at short intervals, and usually a guest artist thrown in here or there to share the spotlight. The program was an enjoyable one—is, I should

say, for it is still on WOC on Friday night at 7. It is a pleasantly relaxing half hour which requires no serious concentration or draining of the tear ducts.

But RCA Victor, sponsors of the show, apparently decided Pinza was being overdone. The market for classical music, while there is such a market, is smaller than the popular music market. And the Pinza brand of humor is generally a little heavy-handed. So RCA played it smart and safe and teamed Pinza up with a fresh young tenor by the name of Dennis Day, who is not only a good popular singer, but also has a brand of humor

more apt to catch on with the general public.

Day made one movie once which did not go over very big with anyone, and he immediately and wisely abandoned that field. He was discovered several years ago by Jack Benny and is most famous, probably, in his role as a Benny stooge. But even without the well-known Benny name to back him, Dennis does very well.

In addition to having a pleasant voice, he has a remarkable talent for mimicry. And strangely enough, his imitations are not limited to James Cagney, Humphrey Bogart and Edward G. Robinson. He does Sir Harry Lauder very realistically, but he is not limited to a Scotch dialect. He is not, in fact, limited at all. He can even imitate the voices of women, such as Red Hot Mama, Sophie Tucker, quite well.

On his bi-monthly RCA Victor show, Dennis strings together a few songs, a few imitations and some remarkably funny sequences with Verna Felton, who portrays his over-dominating mother.

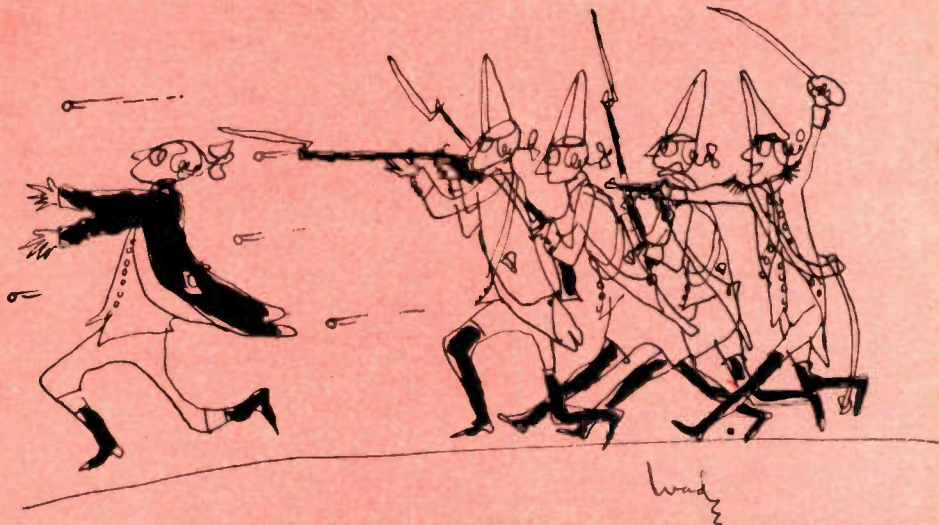
Possibly, if the networks are going to seize on any phase of the Dennis Day show to over-manufacture, that will be the phase. The psychology of motherhood has become a popular fad since Phil Wylie first started writing books on the subject, but up to now it has been a serious criticism of the over-protective, overly-dominating & overly-idolized Mom.

The Friday night show, innocuously titled *A Day in the Life of Dennis Day*, picks up the theme and turns it into a sort of burlesque of the too-much-mother idea.

Which is probably a fine thing. In this day and age we are inclined to become too rabid about a good many things and to look too hard for a scapegoat of some sort to pin all our troubles on. When we get too intense on any given subject, it is sometimes a good idea to hold it up, at least temporarily, in the light of ridicule. It's a good way to get the proper perspective back again.

# Inconceivable! . . .

*Paul Revere without a horse!*



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# Thursday

APRIL 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—<br>Dave is your commentator  | Live   |
| 9:00  | 4 | Morning News—<br>News & interviews, Harry Marble  | Live   |
|       | 5 | Breakfast Party—  | Live   |
| 9:15  | 4 | Arthur Godfrey Time—<br>Inimitable ad-libbing by master   | Live   |
| 9:30  | 4 | Steve Allen Show—   | Kine   |
|       | 5 | Winner Take All—<br>Quiz show with a host of prizes.  | Live   |
| 9:45  | 4 | Al Pearce Show—<br>Audience show with film novelties  | Live   |
| 10:00 | 5 | Prologue to the Future—<br>Social, scientific & spiritual series.   | Film   |
| 10:30 | 4 | Strike It Rich—<br>Warren Hull emcees unusual quiz  | Live   |
|       | 5 | It's A Problem—<br>With Fannie Hurst & Helen Parkhurst in a discussion program.                                 | Live   |
| 11:00 | 4 | The Egg and I—  | Live   |
|       | 5 | Ruth Lyons 50 Club—<br>Music and singing from Cincinnati  | Live   |
| 11:15 | 4 | Love of Life—<br>Soap opera with Marie Kennedy  | Live   |
| 11:30 | 4 | Search For Tomorrow—<br>John Sylvester featured in cast   | Live   |
|       | 5 | Test Pattern—   |        |
| 11:45 | 4 | Paul Dixon Show—  | Kine   |
| 12:00 | 4 | Test Pattern—   |        |
| 12:30 | 4 | Garry Moore Show—<br>Guest: Monty Wooley, actor.  | Live   |
| 1:15  | 5 | Table Five—<br>Bob Brown is the man at the table  | Live   |
| 1:30  | 4 | First Hundred Years—<br>With Jimmy Lydon & Anne Sargent   | Live   |
|       | 5 | Today's Cooking—<br>Tasty recipes demonstrated  | Local  |
| 1:45  | 4 | Mike and Buff Show—<br>Interviews with Mike Wallace.  | Live   |
| 2:00  | 5 | The Big Pay Off—<br>Featuring Conover models  | Live   |
| 2:30  | 4 | Give and Take—<br>John Reed King brings you his famous radio quiz game.   | Live   |
|       | 5 | Ralph Edwards Show—<br>Ralph is up to his usual antics.   | Live   |
| 3:00  | 4 | Test Pattern—   |        |
|       | 5 | Kate Smith Show—<br>Variety show slanted to women   | Live   |
| 4:00  | 5 | Hawkins Falls, Pop. 8200—<br>Adventures in midwestern town  | Live   |
| 4:15  | 5 | Gabby Hayes Show—<br>Tall tales by master of them all   | Live   |
| 4:30  | 4 | TV House Party—   | Local  |
|       | 5 | Howdy Doody—<br>Bob Smith emcees kids show  | Live   |
| 5:00  | 4 | INS Daily News—   | Film   |
|       | 5 | Comic Cut-Ups—<br>With Ken Wagner and Peewee  | Local  |
| 5:15  | 4 | Augustana Presents—<br>Program by college student body  | Local  |
|       | 5 | Ran, The Weather Man—<br>Up-to-date weather information   | Local  |
| 5:22  | 5 | WOC-TV Newsroom—<br>Bob Frank presents news, pictures   | Local  |
| 5:25  | 4 | Show Case—  | Slides |
| 5:30  | 4 | Buddies of the Airlanes—<br>Featuring Pat, Speed and Curley   | Local  |
|       | 5 | Kukla, Fran & Ollie—<br>Kire Burr Tillstrom, master puppeteer   | Kine   |
| 5:45  | 4 | Time For Beanle—  | Kine   |
|       | 5 | Bob and Ray—<br>Comedy skits and antics   | Kine   |
| 6:00  | 4 | Captain Video—<br>Don Hastings is Video Ranger  | Live   |
|       | 5 | Trip the Trio—<br>If George Sontag, Marjorie Meinert or Shirley Burke can't play or sing your tune they pay off | Local  |
| 6:30  | 4 | Lone Ranger—<br>Tonto and his partner bring western outlaws to justice  | Film   |
|       | 5 | Dinah Shore Show—<br>Nothin' Finah Than Dinah in Song   | Live   |

# THURSDAY—con't.

- |       |   |   |       |
|-------|---|---|-------|
| 6:45  | 5 | <b>News Caravan—</b><br>Award-winning news show   | Live  |
| 7:00  | 4 | <b>Stop The Music—</b><br>Bert Parks does the calling as you are entertained by Jack Haskell, June Valli and Betty Ann Grove.                     | Live  |
|       | 5 | <b>You Bet Your Life—</b><br>Groucho Marx dishes out the cash as he wisecracks the contestants into submission                                    | Film  |
| 7:30  | 5 | <b>Treasury Men in Action—</b><br>Walter Greaza stars as the Chief of the Bureau.   | Live  |
| 8:00  | 4 | <b>Man Against Crime—</b><br>Starring Ralph Bellamy as Mike Barnett, private eye.   | Live  |
|       | 5 | <b>Gangbusters—</b><br>Dramatization of true police cases and up-to-the-minute clues on wanted criminals.   | Film  |
| 8:30  | 4 | <b>Big Town—</b><br>"Hit and Run;" Steve Wilson is involved with an election campaign in which victory hinges on the outcome of an auto accident. | Film  |
|       | 5 | <b>Ford Festival—</b><br>Starring James Melton with Wally Brown, Billy Barty and guests.  | Live  |
| 9:00  | 4 | <b>Racket Squad—</b><br>Reed Hadley as Captain Braddock exposes another racket in "The Case of the Empty Houses."                                 | Film  |
|       | 5 | <b>Martin Kane, Private Eye—</b><br>Starring Lloyd Nolan.   | Live  |
| 9:30  | 4 | <b>Crime Photographer—</b><br>Darren McGavin stars as Casey as he fights the rackets.   | Live  |
|       | 5 | <b>Wayne King Show—</b>   | Live  |
| 10:00 | 4 | <b>Foreign Intrigue—</b><br>Espionage adventure series starring Jerome Thor with Sidna Scott  | Kine  |
|       | 5 | <b>Hart of Sports—</b><br>Hal Hart interviews local and national sports personalities.  | Local |
| 10:15 | 5 | <b>Harmony House—</b><br>Hints on home interior decorating.   | Local |
| 10:30 | 4 | <b>Weather Show—</b><br>Up-to-date weather information  | Local |
|       | 5 | <b>Ran. The Weather Man—</b><br>Weather prospects for next day  | Local |
| 10:35 | 5 | <b>WOC-TV News—</b><br>Bill Gress reports the latest news   | Local |
| 10:40 | 4 | <b>WHBF-TV News—</b><br>Latest in local and national news   | Local |
|       | 5 | <b>Sports Picture—</b><br>Hal Hart reports the sports   | Local |
| 10:45 | 4 | <b>Stork Club—</b><br>Sherman Billingsley is your host  | Kine  |
|       | 5 | <b>Film Subject—</b>  |       |
| 11:00 | 4 | <b>Formula Nine—</b>  | Film  |



Connie Clausen, assistant emcee on "Live Like a Millionaire," is also featured frequently on "Suspense" and other dramatic shows. "Millionaire" is seen Sundays at 7:00 p.m. on channel 4 (WHBF).



Another FORECAST EXCLUSIVE

MESA, ARIZONA.—A manager can't play for his men, but he can make sure they play the best they can, and play to win.

That's what I'm going to try to do this year with our Chicago Cubs. I'm not going to predict what the results will be, but I'm confident that we're not a last-place ball club. I always played to win when I was in the ranks. And I'm going to expect all of my players to do just that, or else.

**While it's easy to be optimistic in the spring, I feel that a first-division finish is within our reach, with the breaks.**

I expect Roy Smalley to come back from his bad year. Roy's a great shortstop and he's shown he has ability.

That broken ankle he suffered early last season hurt his effectiveness, even when he came back to the lineup late in the year. But he's all right now, and I think Roy is ready for real greatness.

Eddie Miksis, at second base, can become one of the finest ball players in the game this year. At first base, I still feel able to play 80 or 90 games, but hope I don't have to play at all. Dee Fondy hit .376 for Los Angeles last season, and if he can hit anywhere near that figure—even 70 points below it—I have a hunch he's going to be the Chicago Cubs' first baseman.

We've got a battle royal at third base with Ransom Jackson, Bill Serena and Leon Brinkopf battling it out.

Jackson had a great rookie year in '51, while Serena had to sit it out with a broken wrist. As for Brinkopf, he's one of the finest rookies to come out of the minors this spring, and he may

## A First-Division Finish

**"We're not cellar-dwellers," says Cavvy. "This year we win — or else!" Cubs open with Cards April 18**

Cub shortstop Roy Smalley (below) desperately goes sprawling for the ball to force Andy Seminick in a game against the Philadelphia Phillies.



help our ball club—if not at third base, somewhere else in the infield, or possibly the outfield. Leon drove in 93 runs and hit 25 homers for Los Angeles last year, and we can always use that kind of power.

**Our catching is much stronger than it has been in a long while, with John Pramesa, Toby Atwell, the sensational 19-year-old Harry Chiti and Bruce Edwards. If Bruce recovers from his arm injury this season, he alone can prove a big factor in moving us up a few notches this summer.**

I like our pitching, too. Young fellows like Bob Rush, Bob Kelly, Turk Lown, Johnny Klippstein and Warren Hacker give us a great potential. And don't forget we have veterans Dutch Leonard, Willie Ramsdell, Joe Hatten and Walt Dubiel to back them up. We're not overlooking some of the fine rookies with us this spring, either. Most

of them have shown great promise, and you might hear a lot about fellows like Tom Simpson, Fred Baczewski, Vern Fear, Bob Schultz and Andy Varga.

Our outfield should be improved with the addition of Bob Addis from Boston and Bobby Usher from Cincinnati. Slugging Hank Sauer, speedster Hal Jeffcoat and the dependable Frank Baumholtz are going to have a rough battle with these new boys for first-string honors. Gene Hermanski is going to figure in that battle, too.

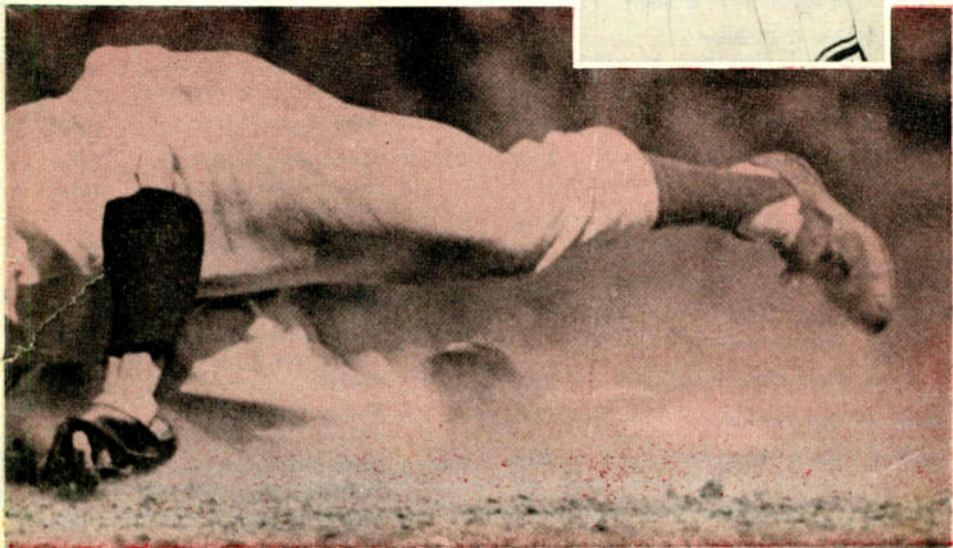
As I've said before, I'm not going to forecast where we'll finish, but I know we're not cellar-dwellers, and I believe we're going to give a lot of folks a pleasant surprise once the race gets underway at Wrigley Field against those Cardinals April 18th.

## Within Reach?

by

*Phil Cavarretta*

Manager, Chicago Cubs



# Friday

APRIL 18th

WHBF-TV  
ch. 4

WOC-TV  
ch. 5

Stations reserve the right to change listings  
without notice

- |       |   |   |        |
|-------|---|---|--------|
| 7:45  | 5 | Test Pattern—   |        |
| 8:00  | 5 | "Today" with Garroway—  | Live   |
|       |   | All the news that happened while you slept and is happening while you watch   |        |
| 9:00  | 4 | Morning News—   | Live   |
|       |   | Commentary on latest in the news  |        |
|       | 5 | Breakfast Party—  | Live   |
|       |   | Jingle contests conducted by the table-hopping emcee  |        |
| 9:30  | 4 | Bride and Groom—  | Live   |
|       |   | Glamorous weddings every day.   |        |
|       | 5 | Winner Take All—  | Live   |
|       |   | Bill Cullen emcees the quiz.  |        |
| 10:00 | 4 | Al Pearce Show—   | Live   |
|       |   | Variety direct from Hollywood.  |        |
|       | 5 | Prologue to the Future—   | Film   |
|       |   | Social, scientific & spiritual series.  |        |
| 10:30 | 4 | Strike It Rich—   | Live   |
|       |   | Program with a heart  |        |
|       | 5 | It's A Problem—   | Live   |
|       |   | Panel discussion of family and community life.  |        |
| 11:00 | 4 | The Egg and I—  | Live   |
|       | 5 | Ruth Lyons 50 Club—   | Live   |
|       |   | Informal program you'll enjoy   |        |
| 11:15 | 4 | Love of Life—   | Live   |
|       |   | Pat McCay featured in cast  |        |
| 11:30 | 4 | Search For Tomorrow—  | Live   |
|       |   | Lynn Loring in supporting role  |        |
|       | 5 | Test Pattern—   |        |
| 11:45 | 4 | Paul Dixon Show—  | Kine   |
| 12:00 | 4 | Test Pattern—   |        |
| 12:30 | 4 | Garry Moore Show—   | Live   |
|       |   | Guests: Jo Mielzinger, stage designer; Senor Wences, ventriloquist.   |        |
| 1:15  | 5 | Table Five—   | Live   |
|       |   | Filmed variety acts you can enjoy   |        |
| 1:30  | 4 | First Hundred Years—  | Live   |
|       |   | Anne Sargent featured in cast   |        |
|       | 5 | Today's Cooking—  | Local  |
|       |   | Kitchen Magic with Norida Frank   |        |
| 1:45  | 4 | Mike and Buff Show—   | Live   |
|       |   | Buff Cobb assists hubby Mike.   |        |
| 2:00  | 5 | The Big Pay Off—  | Live   |
|       |   | Top prize, world trip & mink coat   |        |
| 2:30  | 4 | Bert Parks Show—  | Live   |
|       |   | Guests: Musical Clowns from Ringling Bros. Circus; Songs: "The Lady's In Love With You," "I'm Fancy Free," "Mr. Five by five;" "Come Rain, Come Shine." |        |
|       | 5 | Ralph Edwards Show—   | Live   |
|       |   | Ralph up to his usual antics  |        |
| 3:00  | 4 | Test Pattern—   |        |
|       | 5 | Kate Smith Show—  | Live   |
|       |   | Kate is hostess of variety show   |        |
| 4:00  | 5 | Hawkins Falls, Pop. 6200—   | Live   |
|       |   | Serial drama of life in small town  |        |
| 4:15  | 5 | Gabby Hayes Show—   | Live   |
|       |   | Tall tales by master of them all  |        |
| 4:30  | 4 | TV House Party—   | Local  |
|       | 5 | Howdy Doody—  | Live   |
|       |   | Variety for kids with puppets   |        |
| 5:00  | 4 | INS Daily News—   | Film   |
|       | 5 | Cowboy Ken's<br>Donald Duck Show—   | Local  |
|       |   | Fun for the youngsters  |        |
| 5:10  | 4 | Show Case—  | Slides |
| 5:15  | 4 | Information for Voters—   | Film   |
|       | 5 | Ran, The Weather Man—   | Local  |
|       |   | Up-to-date weather information  |        |
| 5:22  | 5 | WOC-TV Newsroom—  | Local  |
|       |   | Bob Frank presents news, pictures   |        |
| 5:25  | 4 | Show Case—  | Slides |
| 5:30  | 4 | Tom Corbett, Space Cadet—   | Live   |
|       |   | Tom works to keep Astro out of trouble  |        |
|       | 5 | Kukla, Fran & Ollie—  | Kine   |
|       |   | Puppet show for young and old   |        |
| 5:45  | 4 | Time For Beanie—  | Kine   |
|       |   | Serialized story with puppet actors   |        |
|       | 5 | Ship's Reporter—  | Film   |

# FRIDAY—con't.

- |       |   |  |                  |
|-------|---|--|------------------|
| 6:00  | 4 | <b>Captain Video—</b>  | <b>Live</b>      |
|       |   | Police action in regions of space  |                  |
|       | 5 | <b>Meadow Gold Ranch—</b>  | <b>Film</b>      |
|       |   | Western music with one of the stars of National Barn Dance.  |                  |
| 6:30  | 4 | <b>The Ruggles—</b>  | <b>Kine</b>      |
|       |   | Domestic comedy drama starring Charlie Ruggles.  |                  |
|       | 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>Hollywood Off-Beat—</b>   | <b>Film</b>      |
|       |   | Melvyn Douglas stars as Steve Randall, private investigator.   |                  |
|       | 5 | <b>RCA Victor Show—</b>  | <b>Live</b>      |
|       |   | Starring Dennis Day in a comedy dramatic sketch of a day in the life of Day.                         |                  |
| 7:30  | 4 | <b>My Friend Irma—</b>   | <b>Live</b>      |
|       |   | Cathy Lewis as Jane tries to curb Irma's (Marie Wilson) zany antics; Gloria Gordon is Mrs. O'Reilly. |                  |
|       | 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>      |
|       |   | Fine dramatic presentation with an all-star cast; new half-hour time period.                         |                  |
|       | 5 | <b>The Big Story—</b>  | <b>Live-Film</b> |
|       |   | Dramatization of prize-winning stories of reporters on the nation's newspapers.                      |                  |
| 8:30  | 4 | <b>It's News To Me—</b>  | <b>Live</b>      |
|       |   | John Daly emcees a unique news quiz with panelist Anna Lee and guests.                               |                  |
|       | 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>      |
|       |   | Roland LaStarza vs. Joe McFadden, 10 rounds, heavyweights, from St. Nicholas Arena.                  |                  |
| 9:45  | 5 | <b>Wrestling from Hollywood—</b>   | <b>Film</b>      |
|       |   | Richard Lane does the commentary on the matches from Long Beach Auditorium.                          |                  |
| 10:00 | 4 | <b>Hands of Destiny—</b>   | <b>Kine</b>      |
|       |   | Dramatic presentation with an all-star cast.   |                  |
| 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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