

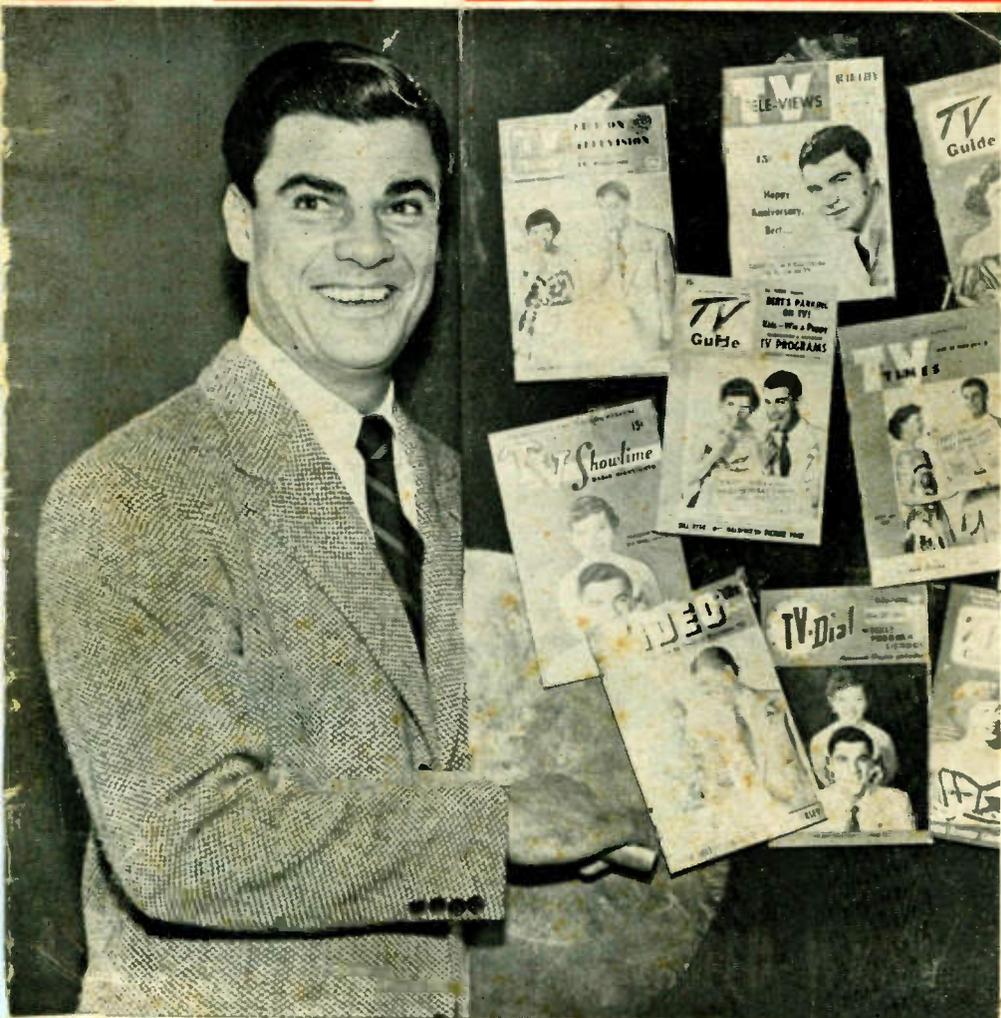
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TV TELE-VIEWS

MID-WEST

March 22-28

VOL. II—No. 64



Intrigue, Mystery Adventure

DANGEROUS ASSIGNMENT

Saturday — 10:00 p.m.

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

AIRFLYTE MYSTERY THEATRE

Saturday — 10:30 p.m.

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

THEATRE OF THE AIR

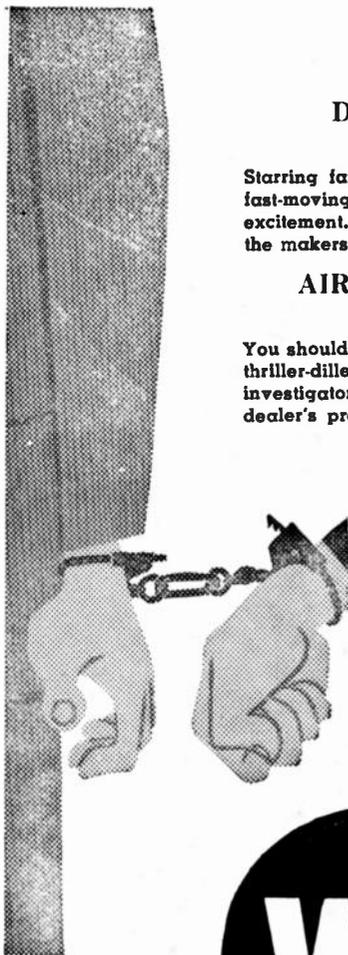
Tuesday — 10:45 p.m.

This weekly full-length feature film series offers you sure-fire escapism into a world of mystery, portrayed by outstanding movie stars, "heavies," hawkshaws. Sponsored by Craine Furniture Company.

DICK TRACY

Tuesday — 10:00 p.m.

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



Channel 5
Davenport,
Iowa

WOC-TV

AM FM

Letters to the

EDITOR



Editor:

Could you please tell us if Sid Caesar and Imogene Coca are married to each other?

Galesburg, Ill. Don Pettit
(Sid and Imogene are not married to each other).

* * *

We would like to know if Sharon Baird on the Comedy Hour with Eddie Cantor is his granddaughter? If not, has his granddaughter ever been on any of his shows?

Dubuque, Ia. Mrs. Joe Deggendorf
(Sharon Baird is another one of Eddie's many talent discoveries and is not his granddaughter. To our knowledge his granddaughter has never appeared on his show, but we could be wrong).

* * *

Could you tell me if Phonevision has solved its difficulties with the FCC? Phonevision is the way to raise revenue to keep sports on television.

Moline, Ill. Kenneth Heuck
(The backers of Phonevision and the FCC are still on the outs.)

* * *

I know that women wrestlers are barred in Illinois. But do they wrestle in Davenport and are they televised and when?

Gilson, Ill. R. A. Westfall
(Women wrestlers do perform in Davenport once in awhile but they are not televised.)

* * *

Please tell me a little bit about Verne Gagne, the wrestler. How old is he? Is he married? If so, how many children? Home town?

Kirkwood, Ill. Irene Lanson
(Verne is 26 years old and is married to Mary Marxen, his high school sweetheart. They have two children, a three year old son, Greg, and a 10-month old daughter, Kathy. His home town is Robbinsdale, Minnesota).

TV TELE-VIEWS

I would like to know where to get a picture of Marie Wilson. I enjoy Tele-Views very much.

Peoria, Ill. Marion LeSourd
(You might try writing to the publicity dept. of the Columbia Broadcasting System, 485 Madison Ave., New York City).

* * *

Why does Jimmy Durante say "Goodnight Mrs. Calabash wherever you are.?"

Jacksonville, Ill. J. Paul Rhoads
(That is the \$64 question and the big mystery of the entertainment world because that is one question that Jimmy won't answer).

* * *

Have wondered, when listening to "Live Like A Millionaire," what the interest on a million dollars is for a week.

Cedar Rapids, Ia. I. Slutsky
(Using the standard bank rate of interest of 6% a year, the interest on One Million Dollars for a week comes to \$1,150).

TELE-VIEWS



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VOL. II—No. 65

"Yesterday's Luxury—Today's Necessity"

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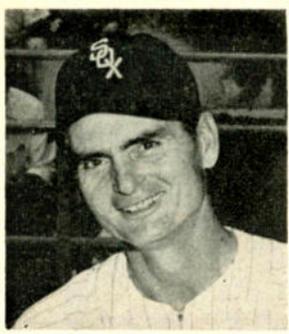
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Another FORECAST EXCLUSIVE

ⁿ
This

by

Paul Richards

Manager, Chicago White Sox

Editor's note: Launching his second year at the helm of the Chicago White Sox, Paul Richards gives viewers his personal views of a team that will become a pennant contender this season.

PASADENA, CALIF.—There is no doubt in my mind that the Chicago White Sox of 1952 will be a stronger team than the one which represented Chicago in the 1951 American League race.

The team we are taking to spring training this year is far superior to the one which headed west a year ago. In fact, it is a stronger club than the one which finished last season in fourth place.

This could be THE year. We have been strengthened considerably in three vital positions. The addition of Sherman Lollar will round out our catching staff and give the lineup some added punch. Lollar was injured and missed a good deal of the second half of 1951, but up to the time of his injury he was hitting .280. In spite of the fact that he played in 98 games, he drove in 44 runs . . . one less than the total driven in by our entire catching staff in 155 games.

There will be five third basemen, not including Orestes Minofo, and if Hector Rodriguez, a Cuban speedster, lives up to expectations our third base problem will be no more. In addition to Rodriguez we will also have Sam Dente and Bob Dillinger, two experienced third basemen, and rookies Rocco Krsnich and Mel Hoderlein.

Rodriguez hit a cool .302 for Montreal last season and topped the International League in stolen bases with 26. He was voted the "Rookie of the Year" and finished second in the balloting for the "Most Valuable Player." He also won the All Star third base job over Don Richmond of Rochester who led the league in hitting in 1950 and 1951. That's a substantial recommendation for any rookie.

The White Sox of 1951 led the league in hitting with a mark of .270 and we feel we have added punch with Lollar behind the plate and Rodriguez at third.

The pitching was second only to that of Cleveland in '51 and here, too, we feel that definite improvements have been made. Even if none of our off-season acquisitions came through, our pitching should be stronger with the extra year of experience enjoyed by such pitchers as Bill Pierce, Saul Rogovin, Ken Holcombe and Lou Kretlow. All four figure very prominently in the White Sox starting plans.

Another starter, looking at the season this far in advance, should be southpaw Chuck Stobbs, the 22 year old bonus pitcher obtained from the Boston Red Sox. Though 22 years of age, Stobbs will be entering his sixth season in the American League and already has a 33-23 record for his previous work.

Then we may come up with added mound strength from Harold Brown and Marv Grissom, the two top "Triple A" pitchers last season. Between them they won 36 games and were in-

(continued on page 12)

could be the ~~the~~ White Sox year."



Chico Carrasquel (right—top) comes roaring home in bouncing style, skidding across the plate (bottom) to beat Johnny Mize's belated throw (arrow) to backstop Yogi Berra of the Yankees. The umpire is Bill Summers.

Saturday

MARCH 29th

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 | Rootle Kazootle—
Puppet show for the youngsters. | Live |
| 9:30 | 5 | Cactus Jim—
Bill Bailey portrays the bewhiskered old cowpoke with the remarkable memory as he tells his western tales. | Live-Film |
| 10:00 | 4 | The Whistling Wizard—
Featuring the Baird puppets in a story line the children will enjoy. | Live |
| 10:30 | 4 | Smilin' Ed's Gang—
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. | Film |
| | 5 | Midwestern Hayride—
Emcee Bill Thail, 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. | Live |
| 11:00 | 4 | Big Top—
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: The Wilfred Mae Trio, hoop juggling act; Alfredo Landon and his Midgets, acrobatic tumbling; The Farias Duo, roly-poly act; Marcelli & Janis, high wire act. | Live |
| | 5 | Jack Sprat Kitchen—
With Norida Frank, home economist, and helpful hints on how to save money in the kitchen, and tasty recipes | Local |
| 11:30 | 5 | News and Week-End
Weather— | Local |
| 11:45 | 5 | Americans At Work—
"Irrigation Farming." | Film |
| 12:00 | 4 | Personal Appearance
Theatre—
"The Death Clause" with Tom Tully; mystery story of the investigation of the death of a scientist. | Kine |
| | 5 | Test Pattern— | |
| 12:30 | 4 | Test Pattern— | |
| 4:00 | 5 | The Big Picture—
Chinese enter Korean War; Evacuating Wounded by Air; Navy action in Korean Waters; Air Force Tests Cargo Planes. | Film |
| 4:30 | 4 | Test Pattern— | |
| | 5 | Youth Wants To Know—
Teen-agers ask questions of their guest personalities from the nation's capital. | Live |
| 4:55 | 5 | Morgan Betty & The News—
Up-to-the-minute news presented by top NBC newscaster. | Live |
| 5:00 | 4 | Survival—
Civilian Defense program on what to do under an A-Bomb Attack. | Kine |
| | 5 | Western Playhouse—
Featuring the western heroes of the youngsters in action; Titled: "West of the Alamo." | Film |
| 5:30 | 4 | Kit Carson—
Western adventures with Bill Williams in the title role and Don Diamond as El Toro, his sidekick. | Film |
| 6:00 | 4 | Sammy Kaye Show—
"So You Want To Lead A Band" Contest with teen-agers, kids from 6-12, husbands and wives. | Live |
| | 5 | Watch Mr. Wizard—
Don Herbert, as Mr. Wizard, will perform experiments to show some of the uses of coal for heat and power. | Live |
| 6:30 | 4 | Trouble With Father—
Stu Erwin and his wife, June, in a domestic comedy drama. | Film |
| | 5 | One Man's Family—
Domestic drama of life in the Barbour family starring Bert Lytell and Marjorie Gateson. | Live |

SATURDAY—con't.

- 7:00 4 Ken Murray Show— Live**
Emcee Ken Murray leads his revue with guests: John Barrymore, Jr. and Maria Riva in a dramatic sketch; Pee Wee King and his Band; Guy Raymond, comedian; Fayne & Foster; Virginia O'Brien, singer; Susan Halloran, child actress.
- 5 All-Star Revue— Live**
A full hour of comedy and song starring Martha Raye and her guest Sarah Churchill in a comedy sketch on Show Business.
- 8:00 4 Wonderful Town— Live**
Your hostess Faye Emerson salutes Mexico City with her guest Carlos Ramirez.
- 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 curvaceous Roxanne.
- 9:30 4 Wrestling Matches— Live**
Main event from Marigold Gardens features The Mighty Atlas vs. Don Beitelman with Vince Lloyd at ringside.
- 5 Your Hit Parade— Live**
With Snooky Lanson, Eileen Wilson, Dorothy Collins, Russ Arms, Sue Bennett and the Raymond Scott orchestra.
- 10:00 5 Dangerous Assignment— Film**
A mystery adventure series starring Brian Donlevy.
- 10:30 5 Mystery Hour— Film**
Tonight's mystery is a thriller entitled: "Strange Illusion."



Hi, Ranch Hands:

I have important news about these contests we've been having here in Tele-Views. The contest we were running last week to see who could make the most words out of Tele-Views, will be continued for two more weeks. So you Ranch Hands who thought you were too late can still send in entries. We've gotten so many fine entries from you boys and girls that my helpers and I here at Tele-Views couldn't make a fair decision about the winners in just two weeks. So we will extend this contest to four weeks and then we will start a new contest.

I see this week has that funny day in it known as April Fool's Day or All Fool's Day. I hope the pranks that you Ranch Hands play will be only funny and not serious or destructive or injurious to anyone or anything. Just remember to ask yourself first "How would I feel if this trick were played on me."

Did you know that it was on April 2nd in 1902, fifty years ago, that the first moving picture theater opened. And it was only a circus-front tent show called a blacktop, at 262 South Main Street, Los Angeles. But the first all motion picture house didn't open until June 1905. It was the "Nickelodeon" at 433 Smithfield Street, Pittsburg. If any of you Ranch Hands paid a nickel and saw those movies you would probably want your money refunded. If any of you go to Chicago for a visit you should visit the Museum of Science and Industry. It has an old fashioned street with a real "Nickelodeon" movie theater on it and you can pay a nickel and go in and see one of these old movies, just like your parents and grandparents used to do.

I'll be with you here next week and at the old Bunkhouse. I hope you will be there too.

COWBOY KEN

CADILLAC Owners

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"Ask for Frank or Mac"

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Sportscast

By BILL LOHMEIER



Hi, sports fans—let's take a look at sports. Spring training is now in full swing, and the king of sports—baseball—is very optimistic of the oncoming year. This year the Grapefruit circuit will uncover a lot of new stars. Perhaps one or two will ultimately wind up in baseball's Hall of Fame. Just this past week, Vinegar Bend Mizell of the St. Louis Cardinals has



been very much in the news, and according to all advance publicity, may be the one to reach the aforementioned Hall of Fame. The draft board has placed the much heralded youngster in Class 3A. So at least for the time being, Mizell will have an opportunity to prove worthy of his fame. However, the draft board has put a halt to many other youngster's dreams of the majors. For instance, young Chet Nichols of the Boston Braves, has to report for the service. Chet led all National League pitchers last year in the ERA department with a neat 2.88 although Nichols won only 11 games while dropping 8.

There are also some big names in the baseball world that will leave for active duty with Uncle Sam soon including the best hitter (?) in the game today, the Splendid Splinter, thumpin' Ted Williams of the Boston Red Sox and outfielder Bob Kennedy of the Cleveland Indians and many others.

Also for the first time since way back in 1936, the "Ole Clipper" Joe DiMaggio will be out of baseball. DiMaggio this year will start his own television show prior to all the Yankee games. "Ole Case" Stengel still has to fill his shoes, which will be a pretty big job. However, he has a number of good looking candidates including former All American Jackie Jensen and the much heralded Mickey Mantle to choose from.

So, in spite of the troubled world, loosing some of the all-time greats, taxes, investigations and other unpleasant things—the great American sport—baseball will be back for another great year. Here's hoping your team comes through; in the meantime keep your eyes on Eddie Stanky and those Cardinals from St. Louis. Hustling Eddie might get his name added to the select list of first year manager's who have won pennants.

As this story is being written, no definite word yet on WHBF-TV carrying the proposed Chicago Cubs and Chicago White Sox games this summer. Negotiations are still going on. However, in my next column in Tele-Views we ought to have the final word—so keep hoping.





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

MARCH 30th

WHBF-TV
ch. 4

WOC-TV
ch. 5

Stations reserve the right to change listings
without notice

- 11:45 5 Nature Of Things— Live**
Marvels of the universe explained
by Dr. Roy K. Marshall.
- 12:00 5 Frontiers Of Faith— Live**
From All Saints Church in Brook-
lyn, N.Y.; Rev. George Boardman
officiates in the Episcopal Service;
Church Choir sings.
- 12:30 5 American Inventory— Live**
"Biography Book," a program em-
ploying new TV techniques to tell
the story of George Washington
Carver, Negro scientist.
- 1:00 5 University Hour— Local**
Program featuring interviews with
students of the Middle East at
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**
Subject: "Should Congress Be
Televised?"; Senator Charles Tob-
ey, (R., N.H.); Rep. Emanuel Cel-
lar (D., N.Y.)
- 1:45 4 INS Daily News— Film**
Up-to-Date report of the latest in
news of the world.
- 2:00 4 Quiz Kids— Live**
Joe Kelly, quizmaster, fires the
questions at the panel of young-
sters who are: Laurie and Melvin
Miles, Paul Kosinski, Janet Ahern
and Frankie Vander Ploog.
- 5 Fairmeadows, U.S.A.— Live**
Domestic drama of life in a small
town with the Olcott family.
- 2:30 4 See It Now— Live-Film**
Edward R. Murrow, newscaster,
presents special news features;
- 5 Television Recital Hall— Live**
Classical music recital with guests
Eugene List, pianist and Carroll
Glenn, violinist.
- 3:00 4 Pulitzer Prize Playhouse— Kine**
Presents Booth Tarkington's "Mon-
sieur Beaucaire" with Vincent
Price, Anna Lee and Audrey
Meadows; historical romance.
- 5 Meet The Press— Live**
Guest personalities answer the
questions of a press panel headed
by Lawrence Spivak; moderator:
is Martha Rountree.
- 3:30 5 Hall of Fame— Live**
Presents "The Vision of Father
Flanagan" starring Dennis Harri-
son with Sarah Churchill as nar-
rator.
- 4:00 4 Super Circus— Live**
With Claude Kirschner, ringmas-
ter; Mary Hartline; Clowns Cliffy,
Scampy and Nickie; Bernie Hoff-
man and his menagerie; Circus
Circus acts are: Trixie, the lady
juggler; The Aceveda Troupe,
man and two women on a high
wire; The Cantons, Chinese hand
balancing and hoop juggling act;
Clown sketch: "The Troupadors;"
The Four Kentons, aerial acrobats;
Super Side Show: Jack Gwynne
and East Indian Temple Mystery.
- 5 Zoo Parade— Live**
Marlin Perkins, director of the
Lincoln Park Zoo, Chicago, will
re-create the Answer Shop of the
Zoo and take up some of the most
common queries about the
animals.
- 4:30 5 Sky King Theatre— Film**
Featuring the youngsters' favorite
western heroes in action.
- 5:00 4 Space Patrol— Live**
Adventurous police action in space
with Commander Buzz Corry and
his associates when a lone bandit
robs an interplanetary reserve
bank of several million credits.
- 5 Cowboy Classics— Film**
Today's feature is a western ad-
venture entitled "Cheyenne Takes
Over" starring Lash LaRue.
- 5:30 4 Festival of Sacred Music— Local**
Program of religious music pre-
sented by the choirs of the Coun-
cil of Churches of Rock Island
County.

SUNDAY—con't.

- 6:00 4 Paul Whiteman Revue— Live**
With vocalists Earl Wrightson and Maureen Cannon; guest Peggy Lee joins in a review of all the musicals staged in 3 years as this is the final telecast of the show.
- 5 U.S. Royal Showcase— Live**
Full production number of Gordon Jenkins' "Manhattan Towers" with guests Rosemary Clooney, vocalist, and dancers Barbara Heath and Arthur Partington.
- 6:30 4 This Is Show Business— Live**
With Clifton Fadiman, emcee, Geo. S. Kaufman, Sam Levenson and guests: Judith Evelyn, actress; impressionist Dean Murphy and singer Toni Arden.
- 5 Young Mr. Bobbin— Live**
Because of an April Fool's joke Alex is fired from the bank but everything turns out well in the end.
- 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 Tony Martin and his guests Chico and Harpo Marx, and Kay Starr.
- 7:30 4 Burns and Allen Show— Kine**
Scatterbrain Gracie involves her friends and George when she misinterprets a situation.
- 8:00 4 Fred Waring Show— Live**
Presents a salute to Spring with such tunes as "Singing in the Rain;" "Over the Rainbow;" "Rain" and "It's Raining;" Varsity Showcase: Frank Davis of Xavier University; "Blacksmith Blues" by Daisy and Buddy Bernier.
- 5 Goodyear Television Playhouse— Live**
Presents John Beal & Haila Stoddard in "Tigers Don't Sing;" a light-hearted comedy of the break up of a husband and wife play-writing team and its resultant consequences.
- 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: Connie Haines, vocalist.
- 9:00 4 Celebrity Time— Live**
Panel quiz session with Conrad Nagel, emcee, and regular panelists Jane Wilson and Herman Hickman; guest panelists are: Rex Harrison and his wife Lilli Palmer; Phil Regan and Mary McCarty.
- 5 Red Skelton Show— Live**
Red clowns as Cauliflower McGugg, 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 Kilg and Bennett Cerf.
- 5 Dr. Fixum— Film**
Hints on how to do the little odd repair jobs around the house.
- 9:45 5 News and Weather— Local**
- 10:00 4 INS Weekly News— Film**
Review of the week's news in picture and story.
- 5 Sylvania Theatre— Film**
The best of the old movies are brought back for you to enjoy; Tonight's feature is "To Be Or Not To Be" starring Jack Benny and Carole Lombard.
- 10:20 4 Weather Show— Local**
Presenting up to the minute information on the weather
- 10:30 4 Whiteman Teen Club— Kine**
"Pops" gives the youngsters their big chance on this amateur show for talented teens
- 11:00 4 Youth on the March— Kine**
Religious program with music by the choir and sermons by Dr. Percy Crawford

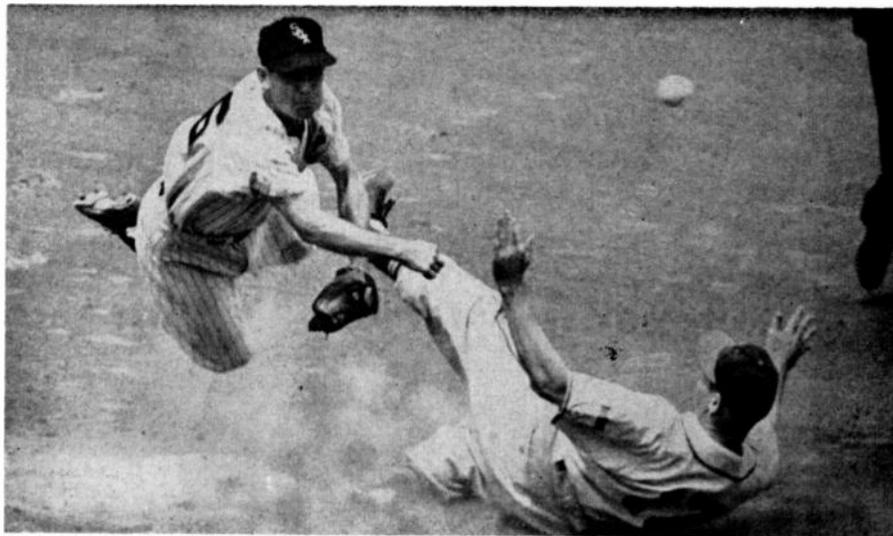
DR. JERRY STRAIT
OPTOMETRIST

Manufacturers Bank Building

1501-7 Seventh Street

Dial 3-5342

East Moline



With knees folded back, Nelson Fox, White Sox second sacker, misses sliding Brown's outfielder Ray Coleman as he throws to first base. Manager Richards attributes most of the team's spirit to Nellie's fiery brand of baseball.

(continued from page 5)

strumental in Seattle winning the Coast League title. Al Widmar may be a "dark horse" candidate and our relief corps will be headed by Luis Aloma and will include Harry Dorish and Ross Grimsley. The veteran Joe Dobson has completely recovered from injuries which sidelined him through much of last season and Howie Judson has acquired poise and a fine curve ball which can put him in the running for a starting berth.

On the power side of the ledger we start with Eddie Robinson, who drove in 117 runs last season and cracked out 29 home runs to tie the all-time White Sox record. Back of him will be "Minnie" Minoso, the "Rookie of the Year" in 1951. Minnie should be an outfielder from start to finish this year, but that of course, will depend on Rodriguez or one of the other "hot corner" candidates filling the bill. Minoso and Nelson Fox placed in the top five hitters in the league last season and should enjoy good years in '52. Minnie was second with a .326 average and Fox fifth with a mark of .313.

In Fox and Chico Carrasquel the White Sox have the finest keystone combination in baseball and a duo which will cut off many potential enemy runs. Chico suffered slightly from the "sophomore jinx" last season as he

lost 14 points in his batting average, but I look for him to bounce back and wind up around the .300 mark this year.

Ray Coleman and Jim Busby figure as the two other outfielders . . . along with Minoso . . . and both of them give us good defensive strength and consistent hitting. Busby hit .283 last year and Coleman hit .280. Between the two of them they drove in 144 runs. Add to that 76 by Minoso, 117 by Robinson and 44 by Lollar and you have a total of 381 RBI's by the players who will carry the brunt of our attack.

Behind the starting outfield trio will be Al Zarilla, who, if he returns to his form of 1950 when he hit .325 for Boston, could move into a regular assignment.

Yes, speed will again be the White Sox keynote. Exclusive of pitchers and a catcher, we could field a team that accounted for 188 stolen bases last season, but if our season were to open tomorrow this would be our starting lineup and batting order:

Carrasquel	SS	Pitchers:
Fox	2B	Pierce
Minoso	LF	Rogovin
Robinson	1B	Holcombe
Coleman	RF	Stobbs
Lollar	C	Kretlow
Busby	CF	
Rodriguez	3B	

COVER STAR:

Bert Parks beams proudly at the display of television magazine covers picturing him and vocalist Betty Ann Grove in honor of the one year old birthday of his daytime "Bert Parks Show."

TELE-VIEWS devoted the cover and a feature story to saluting the famous comedian in the issue pictured in the top row, the second magazine from the left.

"Mr. Enthusiasm" celebrated the first anniversary of his show the first of November when he was featured on the NBC network. Since January '4 the show has been seen on the CBS net-

work with its outlet here being WHBF-TV, channel 4. Our schedule for cover material has been so crowded that we have just now been able to feature this cover.

—tv—
TALKATIVE WOMEN

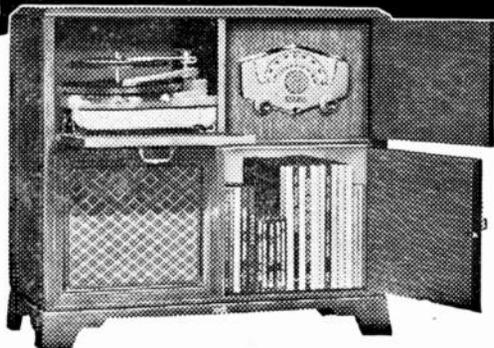
The star of the CBS-TV "Bert Parks Show" overheard on a plane one of the two women seated near him say to the pilot. "Now, don't start going faster than sound. We want to talk."

—tv—
TIP TO BACHELORS

The Justice of the Peace back in Herb Shriner's home town gave the same bit of advice to all bachelors. Says Herb, "he used to tell us never to get married 'till we had enough money for a divorce."



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"Mayflower" Console
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In charming, Decorator-Designed period cabinet of Mahogany veneers and solids. Generous record storage compartment.

A Television Set PLUS a Console Radio-Phonograph will give you complete home entertainment.

SEE YOUR LOCAL ZENITH DEALER

Monday

MARCH 31st

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 | To Be Announced— | |
| 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 |
| | | 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 | Mike and Buff Show— | Live |
| | | With Mike Wallace and wife, Buff. | |
| 2:00 | 4 | Iowa Wesleyan Chorus— | Local |
| | 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 | To Be Announced— | |
| 6:30 | 4 | Hollywood Screen Test— | Live |
| | | Young hopefuls are guided in | |
| | | their roles by the veteran movie | |
| | | actress, Vanessa Brown. | |
| | 5 | Those Two— | Live |
| | | Starring Vivian Blaine and Pinky | |
| | | Lee in songs and comedy, quests | |
| 6:45 | 5 | News Caravan— | Live |
| | | News in story and film clips. | |
| 7:00 | 4 | Lux Video Theatre— | Live |
| | | Presents "Taste" by Rould Dahl | |
| | | and starring Peter Lorre; the story | |
| | | of a man who gambles for big | |
| | | stakes when he bets his friends | |
| | | that he can tell the vintage of | |
| | | wine to be served at dinner. | |
| | 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
Jerome Hines, bass, 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 **To Be Announced—**
- 8:30 4 **"Claudia, A Story of A Marriage"—** Live
With Joan McCracken as Claudia and Hugh Reilly as David.
- 5 **Robert Montgomery Presents—Live**
"See No Evil" co-starring Betty Field and Tom Ewell; story of how the average American family cooperates with the police when one of its members must be a witness against a notorious criminal.
- 9:00 4 **Studio One—** Live
Presents "The Story of Mary Malone" by Wm. Dozier; a hard-hitting behind the scenes story of a big shot politician and his daughter who regards him highly until sudden violence enters her life.
- 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 Marjorie Meinert in piano and organ music.
- 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
Black Diamonds; Everyday Art; Unsinkable Boats; Waste Not, Want Not.

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Fashion Facts BY

Mike Fisher

Photos by
NORM BERGSMAN

"Gosh, she always looks like a Fashion Model!" Have you ever said that (with a little tinge of envy) about some well turned-out female?

Sure . . . you've probably said, "She wouldn't look that good if she had a house and children to take care of . . . and no help to boot!" True?

Excuses and self-pity will get you nowhere. . . . So, let's do something about "Us."

They say that "clothes make the woman." . . . I say that "women can make the clothes."

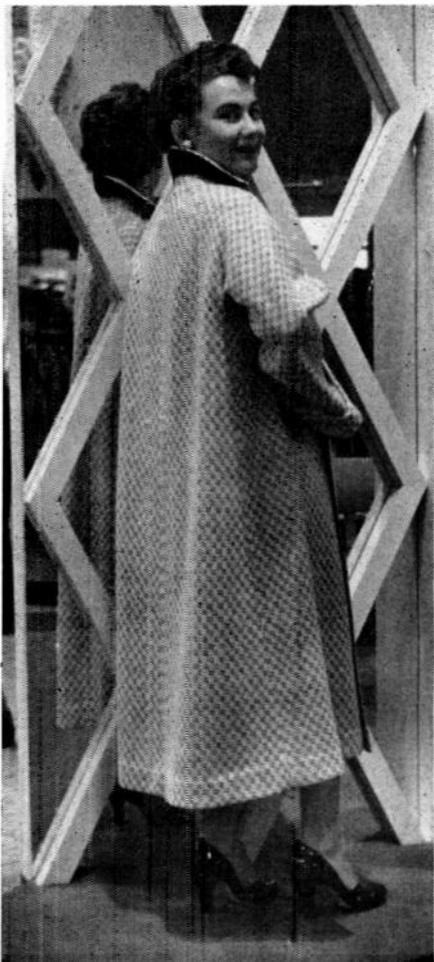


What you need is a good foundation to start off with. You've got to learn to make the most of your figure, (whether you weigh 90, or 190 pounds, it makes no difference), as long as you carry yourself well! **POSTURE** is most important. If you were to take a second look at the gal you

found so attractive, you would have noticed that her shoulders were back, tummy in, and head held high. . . .

Here are two basic exercises that will only take a few minutes a day, (and you'll notice a world of difference in just a little while). Now, don't laugh, for it is very important. Take a medium-sized book, place it on your head, and walk around the room, preferably in front of a mirror. This will give you balance and grace in your walk. . . . Another very good exercise is to stand with your back against the wall, heels, seat, shoulders and head touching. . . . This will place any outstanding asset in its rightful place.

Then . . . next time hubby says "Let's do the town!", don your best bib and tucker—(make sure if you have white collar, cuffs and gloves, they are sparkling) straighten up, walk with confidence! . . . and you'll look like a million!



Ma Jorie Meinert, WOC-TV star, wears a stunning Lassie Jr. pyramid tweed coat, with velvet-lined collar, which she has selected at the M. L. Parker Co., Davenport, Iowa. Her shoes are black patent pumps by Martinique.

Don't Be A Tinker!

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Tuesday

APRIL 1st

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-
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 | To Be Announced— | |
| 10:30 | 4 | Strike It Rich— | Live |
| | | Quiz show with a big heart | |
| | 5 | It's A Problem— | Live |
| | | Panel discussion program of fami-
ly 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 |
| | | 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 | Mike and Buff Show— | Live |
| | | Interviews by Mike Wallace. | |
| 2:00 | 5 | The Big Pay Off— | Live |
| | | Prizes for a letter on the woman
in your life | |
| 2:30 | 4 | Mel Torme Show— | Live |
| | | Songs by the Velvet Fog & guests. | |
| | 5 | Ralph Edwards Show— | Live |
| | | Fun and frolic with Ralph. | |
| 3:00 | 4 | 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 Airplanes— | Local |
| | | Western music at its best | |
| | 5 | Kukla, Fran & Ollie— | Kine |
| | | Puppet show for young and old | |
| 5:45 | 4 | Time For Beanie— | Kine |
| | | Adventures with Beanie & friends | |
| | 5 | Bob and Ray Show— | Kine |
| | | Comedy skits and antics | |
| 6:00 | 4 | Captain Video— | Live |
| | | Al Hodge has title role | |
| | 5 | Musical Moods— | Local |
| | | Marjorie Meinert at piano and or-
gan with Bill Gratton | |
| 6:30 | 4 | The Beulah Show— | Film |
| | | Bill Jackson continues to dodge
Beulah's marital intentions | |
| | 5 | Dinah Shore Show— | Live |
| | | Nethin' finish than songs by Dinah | |

TUESDAY—con't.

- 6:45 5 **News Caravan—** **Live**
With John Cameron Swayze
- 7:00 4 **Mr. District Attorney—** **Kine**
"Case of the Golden Square;" sudden death follows theft from a Tabernacle and Mr. D.A. weeds out the black sheep.
- 5 **Star Theatre—** **Live**
Starring Frank Fay, who subs for vacationing Millie, with Jimmy Nelson, ventriloquist, and guests Smith & Dale, comedy team; singer Rose Marie; The Szonys, dance team.
- 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 of Maryland narrates the story of racketeers who sold horse meat to restaurants and butcher shops.
- 5 **Fireside Theatre—** **Film**
"Sound in the Night," a melodrama with an unexpected twist, as a killer who was willing to let an innocent man die, is trapped by the law.
- 8:30 4 **Charlie Wild, Private Detective—** **Live**
The inevitable always happens and Charlie gets his man.
- 5 **Circle Theatre—** **Live**
Presents "Way of Courage" starring Douglas Montgomery; a story of a man who has a possible 3 months to live, and determines to prepare his wife and two children for their life without him.
- 9:00 4 **Danger—** **Live**
"Escape Artist" by Leo Davis; a bank robber goes on the theory that "you can buy anything with money" but soon finds out differently.
- 5 **Original Amateur Hour—** **Live**
Ted Mack lends a helping hand to the nation's amateurs.
- 9:30 4 **To Be Announced—**
- 9:45 5 **Bob Considine Show—** **Live**

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

THE PHENOMENON of singer Johnnie Ray CAN be explained, but it's a complicated job at best. The main reason is the extreme reactions he invokes in his listeners. They either love him or they hate him.

Samples of fan praise are: "I think he's the best singer yet, and handsome too. People just rib him because they're jealous." "Just because Johnnie is proud and humble enough to show his feelings and he likes the teen agers and we love him. . . ."

But look at these blasts: "Mr. Ray . . . is definitely not a singer in any sense of the word, but another loud buffoon with a stomach-ache." "A poison dagger I've readied. . . . To Johnnie Ray I'll send. . . . For to plunge into his broken heart. . . . Right to the bitter end."

Questions about Johnnie's origin naturally arise after every appearance. This is the straight, unvarnished story:

Johnnie (yes, that's the right spelling) was born on Jan. 10, 1927 at Roseburg, Oregon. His father is a half-blood Blackfoot Indian. At the age of 15, Johnnie appeared on a Portland, Oregon, radio program. This was his first public performance. At 17, he left school for good, determined to strike out on his own in show business. Even then, he was using the frenzied, frantic style that is his trademark today.

He tried different jobs as car-hop, soda fountain clerk and actually landed a part-time job as an extra on a movie lot in Hollywood. But, like many other cases we know of, the movie moguls paid him no attention. Johnnie quit in disgust and headed east to New York.

It seems the big city boys there were no smarter—they patronized the slim young singer, but kept their contracts in their desks. Johnnie hit the road again, still convinced he had something to offer the entertainment world. This time, he landed in Detroit, that great melting pot where anything can happen. And something did happen.

While Johnnie was singing in a night club there last spring, hustling young Roy Rodde, the owner of Chicago's Tele-Tronics company, flew to the Motor City on a tip—about ANOTHER male singer. But the other lad failed to impress and Roy prepared to leave the club. Then Johnnie came on stage for his own act, and proceeded to put on a terrific show.

Rodde immediately got interested, and talked about contracts. When everything seem settled, Rodde left for Chicago. But meantime, a New York song plugger named Bernie Lang, acting on a confidential tip, flew from New York to Detroit and signed up Johnnie on a permanent, exclusive basis.

No one can deny that Lang's management has been of great benefit to the young singer. Here's what Johnnie has done since: His recording of "Cry" and "Little White Cloud" has soared past the 1,650,000 mark. Johnnie's platter with "Broken Hearted" & "Please, Mr. Sun" has pushed to the half-million goal. And his original disk, "Whiskey and Gin," recorded before his nation-wide fame, is beyond the respectable 150,000 mark.

Roy Rodde, meantime, scored a scoop of his own. Thanks to a long-range plan laid out in cooperation with Chicago's Wright & Associates Agency, he brought Johnnie in for a special 45-minute program of his own on WGN-TV that literally jammed the studio and caused fan mail to pour in by the bushel.

However, Johnnie should have no complaints about Lang's handling of his career. It's being done smartly—practically everything the amazing young singer makes goes into a trust fund. Johnnie gets some spending money, about \$150 per week, which for a

of Johnnie Ray (PART II)

celebrity isn't magnificent.

Despite the unkind remarks of some critics, Johnnie is looking forward anxiously to the time when he can get married and settle down. However, there's no special girl friend as yet. His parents still live in Roseburg, Oregon, and they follow his career eagerly.

Johnnie has written 143 different songs. He has no favorite song of his own, but he does think Perry Como is the greatest male singer. He's six feet tall and weighs 135 pounds.

How does he compare with other

singing "greats?" His style is not at all like the relaxed Como, but it's close to the extravagant Frankie Laine mode. Speaking of success, his recordings have matched the sales of Laine's finest, and he's starting to press Como.

Where is he going? Only the American public will determine that. It's logical to believe, tho, that even if Johnnie's style does start to pall on the listeners, it will be many years before he leaves the top ranks. His destiny has already been assured in the entertainment field.



Closing the deal for Johnnie's recent WGN-TV appearance are (l to r) Don Campbell and Bill Wright of Wright & Associates agency, Ray, and Tele-Tronics proxy Roy Rodde.



Here are two action shots of Johnnie in the frantic style that has provoked nation-wide controversy. One teen-ager's comment: "He shivers me right down to my saddle shoes."

Wednesday

APRIL 2nd

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	To Be Announced—	
10:30	4	Strike It Rich—	Live
		With Warren and helping hand guest	
	5	It's A Problem—	Live
		Ben Grauer moderates a discussion program on family life.	
11:00	4	The Egg and I—	Live
	5	Ruth Lyons 50 Club—	Live
		With Bill Thall on the bass	
11:15	4	Love of Life—	Live
		With Jean McBride, Peggy McCay	
11:30	4	Search For Tomorrow—	Live
		Mary Stuart featured in the cast	
	5	Test Pattern—	
11:45	4	Paul Dixon Show—	Kine
12:00	4	Test Pattern—	
12:30	4	Garry Moore Show—	Live
		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	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
		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 capitol on film.	
			Local
6:30	4	The Name's the Same—	Live
		Robert Q. Lewis, moderator, with panelists Meredith Willson, Abe Burrows and Joan Alexander	
	5	Those Two—	Live
		Starring Vivian Blaine and Pinky Lee in songs and comedy, guests	
6:45	5	News Caravan—	Live
		News in story and film clips.	

WEDNESDAY—con't.

- | | | | |
|-------|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| 7:00 | 4 | Arthur Godfrey and His Friends— | Live |
| | | With Frank Parker, Marion Marlowe, The Mariners and The Chorquettes. | |
| 5 | | Kate Smith Evening Hour— | Live |
| | | Variety program with Ted Collins and guests. | |
| 8:00 | 4 | Boston Blackie— | Film |
| | | Stars Kent Taylor & Lois Collier. | |
| 5 | | Kraft TV Theatre— | Live |
| | | Presents "The Ryan Girls" by Edmond Goulding and starring Audrey Christie, Edmond Ryan and Una O'Connor; the story of a young war hero whose father is wanted for murder. | |
| 8:30 | 4 | The Web— | Live |
| | | "The Terrible Truth," a mystery drama starring Pat Crowley, John Connell and Frances Williams. | |
| 9:00 | 4 | Blue Ribbon Bouts— | Live |
| | | Glen Flanagan vs. Gene Smith, 10-round featherweight bout from Uline Arena, Washington, D.C. | |
| 5 | | Pantomime Quiz— | Live |
| | | Mike Stokey emcees a charade game with regulars Adele Jergens, Hans Conreid, Jackie Coogan and Vincent Price plus a guest. | |
| 9:30 | 5 | Two For The Show— | Local |
| | | With George Sontag, Marjorie Meinert and Warren Vasek | |
| 9:45 | 4 | Sports Spot— | Live |
| | | With Mel Allen. | |
| 5 | | Your Own Home— | Film |
| 10:00 | 4 | Meet The Champ— | Kine |
| | | The best of the amateur boxers in our armed forces compete for the television championship | |
| 5 | | TV Forum— | Local |
| | | Panel of local citizens discuss current problems; Neil Danberg is the moderator. | |
| 10:30 | 4 | Weather Show— | Local |
| 5 | | Ran, The Weatherman— | Local |

80,000 READERS

- | | | | |
|-------|---|------------------------------------------|--------------|
| 10:35 | 4 | News— | Local |
| | | Events of the world reported | |
| 5 | | WOC-TV News— | Local |
| | | Bill Gress is your newscaster | |
| 10:40 | 5 | Sports Picture— | Local |
| | | Hal Hart brings you the latest in sports | |
| 10:45 | 4 | Perry Como Show— | Kine |
| | | With the Fontaine Sisters | |
| 5 | | Parade of Events— | Film |
| | | Newsreel shots from yesteryear. | |
| 11:00 | 4 | Disaster Strikes— | Film |
| | | A Red Cross feature. | |

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LET'S TALK TELEVISION: PRO and CON

By JOAN OSSEFORT

Sid Caesar and Imogene Coca have been on vacation the last couple of weeks and their Saturday night Show of Shows has had to struggle along with out them. Personally, I would suggest they give up any foolish ideas of vacationing because, frankly, the show just can't get along without them. Some of these days they're going to hurry home and find nothing left for their Saturday night amusement but a big blank stage and some unpaid bills.

I watched the night Dave Garroway, the old sheik himself, took over temporarily, thinking he might have something real good to offer in the interim. But he was no more than an emcee, such as the show has anyway, whether Caesar and Coca are kicking around or not. He drawled homey little



compliments at the rest of the cast and reeled off one or two brief, humorous sequences, but the rest of the show was so routine as to be positively deadly.

There are, on the whole, too darn many variety shows on television to make the field a push-over for success. There are, throughout the week, a half dozen very high caliber programs dealing in the showing off of various types of well-known, semi-well-known, and brand-new talent. There are a lot more very low caliber variety shows scattered sparsely through the middle of the week as alternates to wrestlers and gumshoe detectives. There really isn't any middle ground. Everything is real good or else it's real bad, that's always been the way in the entertainment field.

It is very likely that the folks who never cared for Caesar and Coca to begin with, long ago found a lucrative field on the opposite channel for Saturday night and never knew tragedy was stalking another network while they happily hailed Faye Emerson and Lucille Ball. But for the Show of

Shows fans, who have followed that program since its inception, the last couple of Saturday nights have been tear-jerkers.

The acts include several song and dance routines, not outstandingly original or clever, a few guest artists, such as an opera singer and a ventriloquist, and a couple of luke-warm comedians. Nobody seems quite up to par with the show's top talent off sky-larking some place. Like in the old proverb, while the cat's away the mice will play, and the mice—in this case, the cast that's left—are apparently doing a little sky-larking of their own. Everybody has a tendency to sluff off when the boss is gone—but in variety shows, that can be fatal.

You have to hand it to Caesar and Coca—when they are counted among those present, the show almost never lags. Clever dialogue plus good acting adds up to success for them. There are many cases when, given the same smart scripts, other good talent can't put it across. It's a case of suiting the script to the star (or stars) and there are two notable cases where the comedians themselves aid with the writing and wind up with a couple of darn good things.

One case is the aforementioned Sid Caesar. The other is Red Skelton. Both of them are almost completely successful in avoiding flops. They maintain a high level of performance almost unequalled on television networks. There are lots of people in the audience—which runs into the millions—who hate Skelton and can't stand Caesar, but that is a matter of personal taste and in no way reflects on the technical end of the show.

I have heard Skelton's material criticized—particularly his imitation of drunks—as in poor taste. Admittedly, drunks are not nearly so funny in real life, but the world has gone on making jokes about them for years and Skelton isn't breaking down any barriers in bad form. He's just cashing in on what has always been a good bet for a laugh.

TV FORECAST

Look for this New Name

ON THE ISSUE OF MAY 3rd

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

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

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

Look For This New Cover

ON THE ISSUE OF MAY 3rd

MIDWEST EDITION

Thursday

APRIL 3rd
 WHBF-TV WOC-TV
 ch. 4 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	To Be Announced—	
10:30	4	Strike It Rich—	Live
		Warren Hull emcees unusual quiz	
	5	It's A Problem—	Live
		With Fannie Hurst & Helen Parkhurst in a discussion program.	
11:00	4	The Egg and I—	Live
	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	Paul Dixon Show—	Kine
12:00	4	Test Pattern—	
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	Mike and Buff Show—	Live
		Interviews with Mike Wallace.	
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	Ralph Edwards Show—	Live
		Ralph is up to his usual antics.	
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 Beanie—	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
		Walter Greaza stars as the Chief of the Bureau.	

THURSDAY—con't.

- 8:00 4 **Man Against Crime—** **Live**
Starring Ralph Bellamy as Mike Barnett, private eye.
- 5 **Gangbusters—** **Film**
Dramatization of the true cases of criminals brought to justice.
- 8:30 4 **Big Town—** **Film**
Jane Nigh and Patrick McVey are featured in "The Man Who Wanted To Die;" an accident at a railroad crossing turns out to be murder when Steve digs up a clew to the killer.
- 5 **Ford Festival—** **Live**
Starring James Melton with his guest Peter Lorre, movie actor.
- 9:00 4 **Racket Squad—** **Film**
Starring Reed Hadley as Captain Braddock in a racket expose.
- 5 **Martin Kane, Private Eye—** **Live**
Starring Lloyd Nolan.
- 9:30 4 **Crime Photographer—** **Live**
Casey finds it pays to be kind to animals as a friendly bulldog leads him to a ring of dope smugglers.
- 5 **Wayne King Show—** **Live**
- 10:00 4 **Foreign Intrigue—** **Kine**
Espionage adventure series starring Jerome Thor with Sidna Scott
- 5 **Hollywood Reel—** **Film**
- 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 5 **Hart of Sports—** **Local**
Latest sport news and interviews with local sports personalities.

80,000 READERS

World's Champion



LOU THESZ

World's Heavyweight Champion

Lou Thesz, the World's Heavyweight Wrestling Champion, was born of humble parents, he settled in St. Louis, Illinois and became a common shoe cobbler. From such a beginning came the most colorful and certainly one of the best wrestlers the game has ever seen.

His closest rival (of which he has many) is a Chicago gentleman, Ruffy Silverstein, who at one time posted a \$5,000 bond in order to get a return match with the champion.

It has been estimated that his yearly earnings is in the neighborhood of \$75,000.

As many of his opponents can verify Lou is both a vicious and scientific wrestler. His strength and endurance has enabled him to cope with many heavier men who employ the so-called unfair and brutal tactics. When the going gets really rough he can always depend on his drop-kick which he has made famous.

Channel One

NEW YORK.—Fred Allen is set with an audience participation quiz show which his agency is peddling to interested sponsors. Fred has never loosened up on TV due to his being shackled to a script. But with an ad-lib format many feel the comic will come into his own. . . . Hoosier comic Herb Shriner, who hit so well on some 90 guest shots before landing his own half hour show, is being dropped by his sponsor April 3. Reason given is budget reallocation, but insiders feel that Herb doesn't have enough mileage to single handedly carry a thirty minute show.



Shriner

Is that a wild eyed story about NBC carrying the Coronation via specially equipped airplanes or are the NBC execs just playing coy? The net higher ups admit they might televise a royal crowning, but add it probably would be Bonnie Prince Charlie's, not his mother's. Technical advances are not that far ahead, apparently. . . . Fifteen years ago a pretty girl's favorite pet was a scotty. Now apparently it's a dachshund. And one of the nicest eye-fuls in New York is Betty Ann Grove (of the Bert Parks Show) and her pet dachshund Cyrano strolling down Fifth Avenue. Both Betty Ann and Cyrano sport green turtle-neck sweaters.



Grove

With Walter Winchell adamant about not entering TV, his Sunday radio rival and newspaper counterpart, Drew Pearson, will make the move. Pearson will probably out-strip the TV weatherman when it comes to making predictions. . . . "Claudia," the new comedy series based on the famous stories by Rose Franken, is switching from NBC to CBS. In order to take advantage of a possible high rating, the series will be sandwiched between the top rated "I Love Lucy" and "Studio One" shows on Monday nights.



Cantor

In a Trendex survey it was reported that an overwhelming majority (9 out of 10 in New York) of TV viewers specified stations by channel number, rather than call letters. . . . Ted Lewis is dickering with CBS for a show of his own. The famous "Is Everybody Happy" showman with the battered top hat and cane has made several well-received appearances on "Toast of the Town."

In their annual list of the "Ten Best Dressed Men in America," TV announcer Ed Herlihy was chosen for his "outstanding blending of his suits, shirts and ties." . . . Television shows are being framed around Western balladeer Tennessee Ernie and comic - impressionist Larry Storch. The latter has been rumored as the star of CBS' big extravaganza planned for next Fall to compete with NBC's "Your Show of Shows." . . . Eddie Cantor asserts philosophically that he never misses an opportunity to make others happy—even if he has to leave them alone to do it. . . . Cantor's wife Ida, who on her first TV appearance muffed her only line, is said to be eager to do a show of her own, keyed to America's teen-agers.



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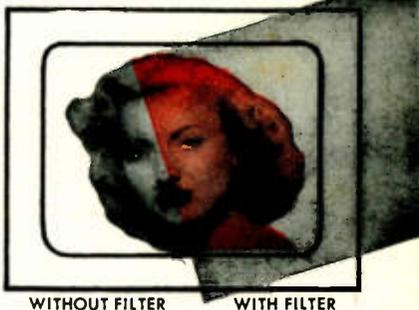
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Friday

APRIL 4th

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 emcees	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	To Be Announced—	
10:30	4	Strike It Rich— Program with a heart	Live
	5	It's A Problem— Panel discussion of family and community life.	Live
11:00	4	The Egg and I—	Live
	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	Paul Dixon Show—	Kine
12:00	4	Test Pattern—	
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	Mike and Buff Show— Buff Cobb assists hubby Mike.	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	Information for Voters—	Film
	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.

- | | | | | | |
|-------|---|----------------------------------|------------------|------------------------------------------------------------------------------------------------------------|--|
| 6:00 | 4 | Captain Video— | Live | Police action in regions of space | |
| | 5 | Meadow Gold Ranch— | Film | Western music with one of the stars of National Barn Dance. | |
| 6:15 | 5 | Film Subject— | | | |
| 6:30 | 4 | The Range Rider— | Film | Western adventures with Jack Mahoney, formerly of Davenport | |
| | 5 | Those Two— | Live | Starring Vivian Blaine and Pinky Lee in songs and comedy, guests | |
| 6:45 | 5 | News Caravan— | Live | News in story and film clips. | |
| 7:00 | 4 | To Be Announced— | | | |
| | 5 | RCA Victor Show— | Live | Starring Dennis Day in comedy sketch of a day in the life of Day. | |
| 7:30 | 4 | My Friend Irma— | Live | Cathy Lewis as Jane tries to curb Irma's (Marie Wilson) zany antics; Gloria Gordon is Mrs. O'Reilly. | |
| | 5 | Golden Opportunity— | Local | Local amateurs compete for trip to New York | |
| 8:00 | 4 | Playhouse of Stars— | Live | Fine dramatic presentation with an all-star cast; new half-hour time period. | |
| | 5 | The Big Story— | Live-Film | "Case of the Innocent Victim," a dramatization of the story of Phil Clifford of the New York Daily Mirror. | |
| 8:30 | 4 | It's News To Me— | Live | John Daly emcees a unique news quiz with panelist Anna Lee and guests. | |
| | 5 | The Aldrich Family— | Live | Situation family comedy series with Barbara Robbins, House Jameson, Kenneth Nelson and Mary Malone. | |
| 9:00 | 4 | Cavalcade of Stars— | Live | Starring Jackie Gleason in a variety show with his guest stars. | |
| | 5 | Cavalcade of Sports— | Live | Main event from one of New York's arenas with Jimmy Powers doing the commentary. | |
| 9:45 | 5 | Wrestling from Hollywood— | Film | Main event from Long Beach Auditorium features Baron Michel Leone vs. Don Arnold. | |
| 10:00 | 4 | You Asked For It— | Kine | A show made up of the unusual requests of viewers. | |
| 10:30 | 4 | Weather Show— | Local | | |
| 10:35 | 4 | News— | Local | | |
| 10:45 | 4 | Perry Como Show— | Kine | With the Fontaine Sisters and Mitchell Ayres orchestra; guests. | |
| | 5 | Ran, The Weather Man— | Local | Weather outlook for coming day | |
| 10:50 | 5 | WOC-TV News— | Local | Bill Gress reports the latest events | |
| 10:55 | 5 | Sports Picture— | Local | Hal Hart, sportscaster, presents the latest in the world of sports | |
| 11:00 | 4 | Looking At Sports— | Local | With Bill Lohmeier. | |

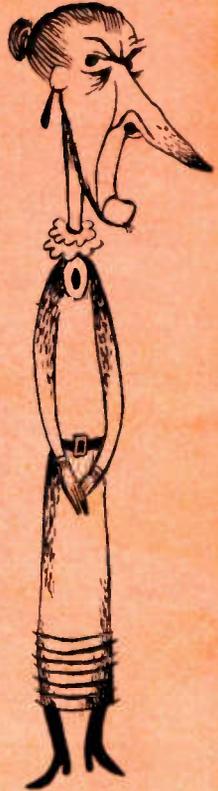
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