

Johnnie Ray - Number 4 - page 25

15c

TV
TELE-VIEWS

MID-WEST

May 17 - 23

VOL. II—No. 72

MARGE and GEORGE Make the "Big Time" page 28



PLAY BALL



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WHBF-TV**

8:00 p.m.
WEDNESDAY

WRESTLING

From Marigold Gardens,
Chicago

WHBF-TV

8:30 p.m.
SATURDAY

WHBF-TV — channel 4

Letters to the

EDITOR



Editor:

Please tell me if Frank Parker is married, and if so, does he have a family?

Bowen, Ill.

S. P. M.

(Frank is not married at the present time, although he was married once and divorced. He has no family.)

* * *

Editor:

Please tell me where I can write to Jerry Lewis and Dean Martin. Is there any chance for Gene Autry to come back on TV? Why isn't Perry Como earlier?

Williamsfield, Ill.

Sharon Wolfe

(You can write to Dean and Jerry in care of the National Broadcasting Co., 30 Rockefeller Plaza, New York City. There is a good chance of Gene Autry coming back if and when a sponsor is found for his show. Due to the lack of an open time spot at an earlier hour the Perry Como show has to be shown at its present time period.)

* * *

Editor:

On "Robert Montgomery Presents" of April 21, Teresa Wright was supposed to star, but at the end of the show he thanked her as Martha Scott. Would you please tell me if Robert Montgomery made a mistake or was it really Martha Scott instead of Teresa Wright.

DeLong, Ill.

Audrey Howerter

(In all of the advance publicity on the show the star was listed as Teresa Wright, and being a movie-goer of sorts we would say that it was Teresa Wright who played the part as we also saw the television show. At the beginning of the show when the credit lines were shown it also listed the star as Teresa Wright. So, we would say that Mr. Montgomery had made a slight error in calling her Martha Scott. Those things happen every once in a while on TV.)

80,000 READERS

Editor:

Is Jackie Gleason married? Also is Cathy Lewis married?

Roseville, Ill.

S.D.

(Jackie Gleason has been married for 15 years and is the father of two daughters. Cathy Lewis is married to Elliott Lewis, radio and TV producer.)

* * *

Editor:

Please tell me why Arlene Francis always wears the same heart-shaped necklace on all the programs she appears on?

Muscantine, Ia.

Kathleen Barry

(According to Arlene it is her good luck charm and she wears it for that purpose.)

* * *

Editor:

What has become of the Juvenile Jury? This always brought a laugh and where children are concerned usually the best enjoyment. Will they be back on the air?

Rock Falls, Ill.

Marie Thomas

(Juvenile Jury was cancelled by the sponsor this winter but it is due to return this summer as a replacement for one of the bigger shows.)

TELE-VIEWS



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VOL. II—No. 72

"Yesterday's Luxury—Today's Necessity"

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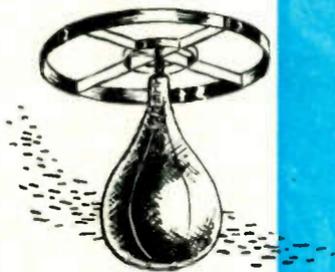
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Vejar (R) ducks under Sonny Volpe at Saint Nicks Arena in New York. Chico won.

TELEVISION is mighty proud of Chico Vejar. The 20-year-old New York University drama student with the potential of a world's welterweight champion, is one of TV's most exalted examples. Always providing an exciting and enter-

taining show, the spongy fighter has drawn \$14,290, \$22,655, and \$23,431 gates in his last three Madison Square Garden appearances. And he's big news today, because of TV.

Slugging his way with skill and precision through 40 wins in his last 42 professional fights, Chico has become a leading contender for the welterweight title.

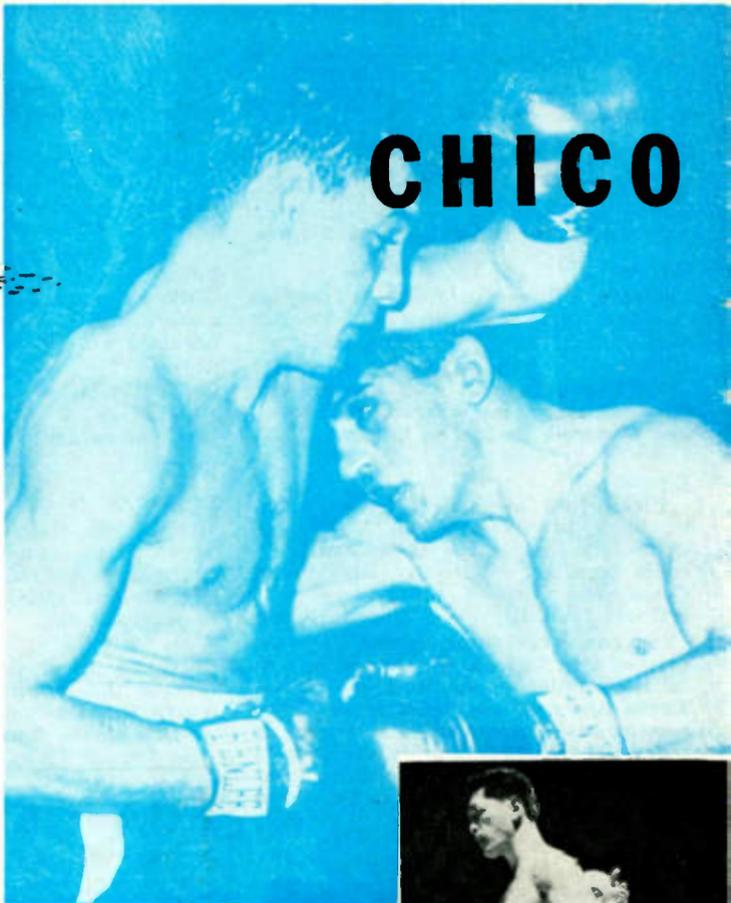
How far Chico will go in the ring remains to be seen. Vejar has all the necessary attributes—speed, punch and sharp reflexes. Although Chico claims to be slow and awkward, he has shown flashes of speed and grace in the ring.

His approach is somewhat unorthodox. As a combination puncher, he can throw leather from any angle. He's best known for his ramrod left jab to the head followed up with a crushing right to the ribs.

Because of Chico's peculiar eagerness, he takes

(Continued on page 8)

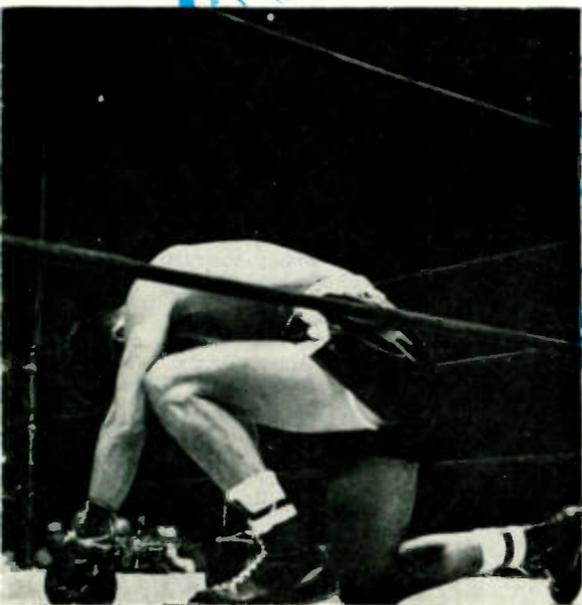
CHICO



tv's glamour boy

VEJAR

A spunky fighter, Chico has become
a box office attraction at ringside



Dropped by a hard right to head from Fitzie Pruden (L), Chico Vejar takes a long look at the canvas in 1st round of a 10-rounder at Madison Sq. Garden. An underdog, Vejar came back to win.

Saturday

MAY 17th

WHBF-TV
ch. 4

WOC-TV
ch. 5

(Programs Subject to Change Without Notice)

- | | | | |
|-------|---|--|--------------|
| 9:00 | 4 | The Whistling Wizard— | Live |
| | | Featuring the Baird puppets in a story line the children will enjoy. | |
| 9:30 | 4 | Pentagon, Washington— | Kine |
| | | Report on our fighting men from the nation's Armed Forces Headquarters. | |
| 10:00 | 4 | Big Top— | Live |
| | | Jack Sterling, ringmaster, with clowns Ed McMahon & Chris Keegan, Joe Basile's Brass Kings, the Quaker City String Band and Dapper Dan, the muscle man; Circus acts are: The Orioles, aerialists; Ferdinand, the Bull; Linon, pantomimist tramp act; the Magnolia Boys, unicyclists. | |
| 10:15 | 5 | Test Pattern— | |
| 10:30 | 5 | Kid's Theatre— | Film |
| | | Special features that will appeal to all the youngsters. | |
| 11:00 | 4 | Test Pattern— | |
| | 5 | Jack Sprat Kitchen— | Local |
| | | With Norida Frank, home economist, and helpful hints on how to save money in the kitchen, and also offers tasty recipes. | |
| 11:30 | 5 | News and Weekend Weather— | Local |
| 11:45 | 5 | The How of Sports— | Film |
| | | Ball handling in Basketball. | |
| 11:55 | 5 | Sergeant Bruce Reporting— | Film |
| | | Public Safety. | |
| 12:00 | 5 | Admiral Moebus Interview— | Local |
| | | In connection with Armed Forces Day celebration. | |
| 12:25 | 4 | Baseball Warmup— | Local |
| | | Pre-Game lineups. | |
| 12:30 | 4 | Major League Baseball— | Live |
| | | Chicago White Sox and Philadelphia Athletics from Comiskey Park | |
| | 5 | Big Picture Presentation— | Film |
| 12:35 | 5 | The Big Picture— | Film |
| | | UN Counter-Attack; Navy Rocket Vessels Blast Wonsan Harbor; Allied Units Push Ahead Along Entire Front; Air Arm Delivers Supplies to Front. | |
| 1:05 | 5 | Film Subject | |
| 1:30 | 5 | Hats in the Ring— | Kine |
| | | Presidential candidates express their point of view on the coming election. | |
| 2:00 | 5 | The Maya Through the Ages— | Film |
| 3:00 | 4 | Horse Racing— | Live |
| | | The Preakness Stakes. | |
| | 5 | Youth Wants To Know— | Live |
| | | Teen-agers question their guest personalities from the nation's capitol. | |
| 3:25 | 5 | Morgan Beatty and the News— | Live |
| 3:30 | 4 | Test Pattern— | |
| | 5 | Rootie Kazootie— | Live |
| | | Puppet show for the youngsters. | |
| 4:00 | 4 | Test Pattern— | |
| | 5 | Western Playhouse— | Film |
| | | Featuring the western heroes of the youngsters in action. | |
| 4:30 | 4 | Kit Carson— | Film |
| | | Western adventures with Bill Williams in the title role and Don Diamond as El Toro. | |
| 5:00 | 4 | Sammy Kaye Show— | Live |
| | | "So You Want To Lead A Band" Contest with teen-agers, kids from 6-12, husbands and wives. | |
| | 5 | Meadow Gold Ranch— | Film |
| | | With Bob Atcher, western singer, and Sammy the Squirrel. | |
| 5:30 | 4 | Trouble With Father— | Film |
| | | June and Stu Erwin featured in a domestic comedy drama. | |
| | 5 | One Man's Family— | Live |
| | | Domestic drama of life in the Barbour family starring Bert Lytell and Marjorie Gateson. | |
| 6:00 | 4 | Ken Murray Show— | Live |
| | | Starring Ken Murray as emcee with Anita Gordon, Art Lund, Laurie Anders, the Glamourlovelies and guests: Tim Holt and Johnny Mack Brown in western skit; Dr. Lee DeForrest receives the Sylvania Pioneer Award. | |
| | 5 | All Star Revue— | Live |
| | | A full hour of comedy and song starring The Ritz Brothers and their guests Evelyn Knight, vocalist, and Jack Webb, star of the "Dragnet" series. | |

SATURDAY—continued

- 7:00 4 **All Around the Town—** Live
Mike Wallace and Buff Cobb conduct interviews from outstanding points of interest in New York.
- 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.
- 7:30 4 **I Love Lucy—** Film
Comedy drama with Lucille Ball and her hubby Desi Arnaz.
- 8:00 4 **Beat The Clock—** Kine
With Bud Collyer, emcee, and the curvacious Roxanne.
- 8:30 4 **Wrestling Matches—** Live
Main Event: Tag Team Match: Frederick Von Schacht and Ivan Rasputin vs. Babe and Chris Zaharias; Ned Taylor vs. Cuban Pete; Billy Venable vs. Art Bull; Baron Arena vs. Carl Engstrom.
- 5 **Your Hit Parade—** Live
- 9:00 4 **Sports Showcase—** Live
A program of interviews.
- 5 **Dangerous Assignment—** Film
A mystery adventure series starring Brian Donlevy.
- 9:15 4 **Wrestling Matches—** Live
- 9:30 5 **Airflyte Theatre—** Film
Presents "Dangerous Passage" with Robert Lowery, Phyllis Brooks, Jack LaRue.

Don't Miss "IF YOU ASK ME," a New Local Quiz Show, Wednesdays, 9:30 p.m., channel 5, WOC-TV

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Final Indoor Show of Season!

"Pat"
O'Connor
VS.
JOE DUSEK

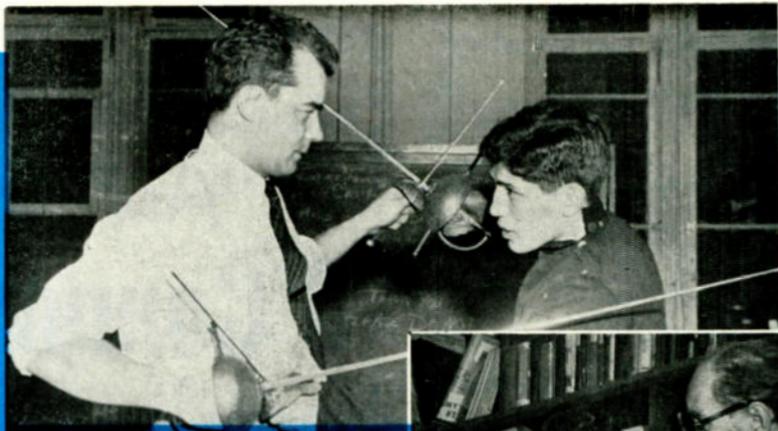
—Also—
**JIM DOBIE vs.
THE MIGHTY ATLAS**
**MIKE DeBIAS vs.
EIANR OLSEN**
**ALO LEILANI vs.
THE CHEST BERNARD**

Saturday, May 17th
8:30 P.M., C.S.T.
WHARTON FIELDHOUSE
MOLINE, ILL.

— Buy Tickets At —
AGNEW'S—East Moline
OLD SHOE—Rock Island
GRANADA—Moline
MARTIN'S—Davenport

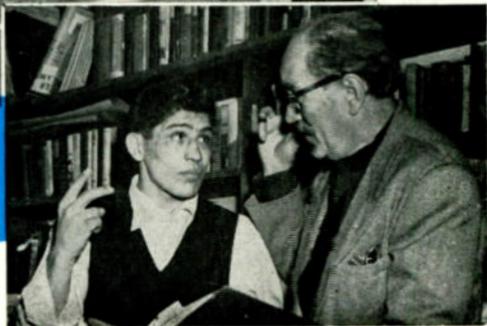
Ringside & Balcony: \$1.75
General Admission: \$1.00
Child under 12: 25 cents

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Perk Purnhage Promotions
Box 507 Davenport, Iowa



Just in case he's ever called on to play a swash-buckling role, acting hopeful Chico (R) practices fencing with Albert Quinlan of NYU.

Professor Randolph Somerville (R), of NYU's school of drama, gives Chico some instructions in the art of interpreting Shakespeare.



tv's glamour boy

CHICO VEJAR

(Continued from page 5)

criticism seriously. His most impressive ring lesson was a lecture by Sugar Ray Robinson. He doesn't pattern himself after Robinson but has adopted many of Sugar's tricks and is quick to admit he still has many more to learn.

Vejar's devotion to boxing turned him from a prospective hoodlum into a major network television attraction. As a budding problem child, Chico quit Stamford (Conn.) High School but matured enough to realize his mistake. He wasn't ashamed to return to school, slightly older than his classmates, and eventually correct past mistakes.

"I was more or less a hoodlum," admits Chico. "I used to bum around, hitched busses, got into fights and didn't care for school. All that was before I started boxing. It was the be-

ginning of my new outlook on life."

As an amateur, he won 11 straight bouts. Under the careful grooming of radio and TV sportscaster Steve Ellis, he turned pro and registered 40 wins in 42 contests, losing to Eddie Compo and Chuck Davey. Currently enrolled as a freshman at New York U., he hopes someday to become an actor.

Classified 1A, Chico will probably remain exempt until June in order to finish the semester or he may become exempt until graduation three years hence.

Well versed in courtesy, Chico prides himself as a true sportsman. "At the start of each round," says Vejar, "I wish my opponent good luck. After that it's him or me!" Only one boxer has tested Chico's good nature. That was Sonny Luciano at Madison Square Garden who exclaimed: "You put that — in your filing cabinet. Just come out and fight." Luciano growled in one round and cussed in another, trying to make Chico lose his temper. Chico didn't and copped the fight.

TV TELE-VIEWS

Music - - Music

More Music



HARMONY HOUSE

9:00 p.m. Thursday

Here's 15 minutes of smooth, delightful music—your favorite standard melodies performed by such outstanding musical stars as Lawrence Welk, Patricia Morrison, Connie Haines, Ada Leonard, Lanny Ross and others. Emcee Joseph Sonnevill brings you important home decorating messages.

SPOTLIGHT REVIEW

9:00 p.m. Wednesday

Those Gold Dust twins of Quint-City telecasting—Ran Jensen and Warren Vasen—weave together an entertaining 30 minutes of sparkling music . . . as they turn the "spotlight" on interesting news from the local retail front.



The Quint-City Station

Bettendorf and Davenport
in Iowa

Rock Island, Moline and
East Moline in Illinois

THE BEST PICTURE IN SIGHT

Sunday

WHBF-TV
ch. 4

MAY 18th
WOC-TV
ch. 5

(Programs Subject to Change Without Notice)

- 10:30 5 Test Pattern—**
- 10:45 5 The Nature of Things— Live**
"Life on Other Worlds;" Dr. Roy K. Marshall will discuss life on Mars, Venus and other planets.
- 11:00 5 Frontiers of Faith— Live**
"Rachel" starring Joan Loring; a drama based on the life of the Israelite poet.
- 11:30 5 American Inventory— Live**
Presents "Abe Lincoln's Story" dealing with the his election in the year 1860.
- 12:00 5 Local Politics In An Election Year— Local**
With Bob Frank, WOC News Director and guests.
- 12:25 4 Baseball Warmup— Local**
Pre-game lineups.
- 12:30 4 Major League Baseball— Live**
Chicago White Sox and Washington Senators from Comiskey Park.
- 5 TV Forum— Local**
Current local and world problems discussed by a panel of local citizens with Neil Danberg as moderator.
- 1:00 5 Midwestern Hayride— Live**
From Station WLW, Cincinnati, comes the popular Barn Dance show with Bill Thall, emcee; Lee Jones, Judy Perkins, Ernie Lee, Neal Burris and Bob Shreve, along with the Pleasant Valley Boys, the Briarhoppers, tapping square-dancers, and the Rangers.
- 2:00 5 Meet The Press— Live**
A press panel headed by Lawrence Spivak questions their guest Senator Estes Kefauver; Martha Rountree is the moderator.
- 2:30 5 Hall of Fame— Live**
"Reign of Terror" starring Sarah Churchill as Elizabeth Monroe, wife of the 4th President of the U.S., in a story based on the French Revolution when he was minister to France.
- 3:00 4 Super Circus— Live**
With Claude Kirschner, ringmaster; Mary Hartline; Clowns Clifty, Scampy and Nickie; Bernie Hoffman, and his menagerie; Circus acts include: Wells and the 4 Fayes, acrobatic comedy tumbling; Clifty, Scampy, Nickie & Mary in "Goin' Fishin'"; Matt Tuck and his foot juggling; Hustru Sisters, trapeze act; James M. Cole, 13-year-old elephant trainer Side Show; Jack Gwynne, magician, and the disappearing elephant trick.
- 5 Zoo Parade— Live**
Marlin Perkins will present the "Animal Flower Garden" with such plants as skunk weed, cow-slip, wild horse and others along with their animal namesakes.
- 3:30 5 Genesee Grace Church Choir— Local**
In a program of religious music.
- 4:00 4 Space Patrol— Live**
Commander Corry and his friends rescue a man found floating in space in a space suit and land amongst a group of 5th columnists
- 5 Cowboy Classics— Film**
Presents the western adventure entitled "Wild Country" starring Eddie Dean.
- 4:30 4 See It Now— Live**
Edward R. Murrow, CBS ace newscaster, presents special features in the news.
- 5:00 4 You Asked For It— Live**
Program made up of the unusual requests of the viewers.
- 5 U.S. Royal Showcase— Live**
With Jack Carson as emcee and Gordon Jenkins' orchestra; Ben Grauer, announcer; Guests: Johnny Johnston, vocalist and Lola Albright, actress.
- 5:30 4 This Is Show Business— Live**
Clifton Fadiman, emcee, and panelists George S. Kaufman, Sam Levenson and guests: Bert Wheeler, Ray Middleton, Kay Thompson, Marcia Van Dyke & Gene Baylos.

SUNDAY—continued

- 5 Young Mr. Bobbin— Live**
Hoping to spend the summer together, but planning for their vacation without consulting each other, Nancy and Alex find themselves working at cross purposes.
- 6:00 4 Life Is Worth Living— Kine**
Informal discussion by Bishop Fulton J. Sheen and answers to your queries.
- 5 Comedy Hour— Live**
A full hour of comedy and song starring Eddie Cantor and his guests Caesar Romero, the Szonys and Rusty Draper.
- 6:30 4 Four-Square Court— Kine**
Ex-convicts and members of the N. Y. State Parole Board talk on social problems of men released from prison; Norman Brokenshire, moderator.
- 7:00 4 Fred Waring Show— Live**
The Pennsylvanians will sing and dance their way thru the capitals of Europe by use of a new process of superimposing film clips with live telecast; Varsity Show Case guest: Ed Nolte, tenor soloist from Wm. Jewell College, Liberty, Mo.
- 5 Philco Television Playhouse—Live**
Presents "A Cowboy for Chris" starring Brandon de Wilde and Buster Crabbe; a boy's worship for a former movie cowboy invokes the wrath of another roomer in his mother's boarding house.
- 7:30 4 Break The Bank— Live**
Bert Parks and Bud Collyer conduct the biggest money-paying show on the air.
- 8:00 4 Celebrity Time— Live**
Conrad Nagel and panelists Mary McCarty and Herman Hickman, welcome their guests: Joe E. Brown, dancer Helen Gallagher, monologist Wally Cox and dancers Peggy Ryan & Ray McDonald
- 5 Red Skelton Show— Live**
Comedy by the master of them all and top comedian of the year.
- Don't Miss "IF YOU ASK ME," a New Local Quiz Show, Wednesdays, 9:30 p.m., channel 5, WOC-TV**
- 8:30 4 What's My Line?— Live**
Panel quiz to find various occupations with John Daly as moderator and panelists Dorothy Kilgallen, Arlene Francis, Hal Block and Bennett Cerf.
- 5 Dr. Fixum— Film**
Hints on how to do the little odd repair jobs around the house.
- 8:45 5 News and Weather— Local**
- 9:00 4 INS Weekly News— Film**
Review of the week's news in picture and story.
- 5 Drew Pearson— Live**
Famed commentator gives his views of the news and predictions of things to come.
- 9:15 5 Sylvania Theatre— Film**
Presents "Winter Carnival" starring Ann Sheridan and Richard Carlsen.
- 9:20 4 Weather Show— Local**
Presenting up to the minute information on the weather.
- 9:30 4 Whiteman Teen Club— Kine**
"Pops" gives the youngsters their big chance on this amateur show for talented teens.
- 10:00 4 Youth on the March— Kine**
Religious program with music by the choir and sermons by Dr. Percy Crawford.

TELE-VIEWS Special Offer!

10 weeks for \$1.00

Send to: 1029 W. 2nd Street,
Davenport, Iowa

Channel One

NEW YORK.—Two years ago, a personal theater appearance by Lucille Ball or Desi Arnaz would have netted either personality \$5,000 at the most. This summer, skyrocketed to fame by virtue of their "I Love Lucy" series, the couple will earn about \$75,000 for a two-week stint at New York's Roxy Theater in mid-July. . . . Crack sleuther Martin Kane will pass his crumbled trenchcoat to another actor next season. Succeeding William Gargan and Lloyd Nolan (the current private eye Kane) will be Hollywood idol Don DeFore. During his movie career handsome DeFore was definite swoon bait. . . . On a recent Nielsen survey, "Strike It Rich" ranked as the top listened-to daytime show. The maudlin quizzer barely out-distanced such afternoon offerings as "The Egg & I," Kate Smith and "Hawkins Falls."

The Quiz Kids pulled a scoop on a recent telecast when, for the first time in television' history, two presidential aspirants appeared on a TV program together. On hand to greet the kids were Democrat Estes Kefauver and Republican Harold Stassen. . . . Veteran trouper Paul Whiteman tells of an actor he knew who was such a ham that he once shaved off all his hair because the "part" was too small. . . . Arthur Godfrey's faux pzes of telling his vast TV audience that rabbits should be picked up by their ears brought a wave of corrections from rabbit lovers. Happily, hare-minded Artha' set the record straight before the Easter holidays. It seems rabbits handled thus develop drooping ears and that erroneous notion at Eastertime would have been a national disaster for the bunnies. The correct way: pick the rabbit up by the nape of the neck.

NBC's decision over a year ago to commission Gian Carlo Menotti to write an opera expressly for TV has proved to be a master stroke. The opera, 'Amahl and the Night Visitors,' was shown for a second time this Easter and again the critics and viewers were unanimous in their favorable acclaim. . . . Blonde songstress Jacqueline (Jackie) James, currently starring on "This Is Music," is not using her Jackie monicker on the Chicago-originated program because of a possible confusion between herself and dark-haired Jackie Van. The latter is paired with Miss James in handling the show's female vocalizing.

In view of the program's dignity, the DuMont network will probably not sell the air time of Bishop Fulton Sheen's "Life Is Worth Living." It ranks as one of the outstanding sustaining shows on TV. . . . Comedian Danny Thomas takes a droll attitude on women's satorial habits. Observes Danny: "When it comes to some gals wearing slacks, they're just too big for their britches."

Latest in the line of guest stars to pull a last minute change of heart and beg off appearing for a TV stint: Jackie Gleason. The comic was due to bow in a dramatic lead on a mystery show recently, but reneged at the last minute and Chester Morris had to sub for him.



THOMAS



JAMES



WYNN



SKELTON

MALE-ADJUSTMENT

When contestants on "Give and Take" get flustered, they frequently come up with the wrong words which usually gives emcee John Reed King something to laugh about. Just last week he was asking a woman what kind of people go to psychiatrists. He swears that she answered, "People suffering from male-adjustment."

—tv—

He Solves 'Em; But Don't Try 'Em

"Come to think of it," remarked Jay Jostyn, "I've been 'Mr. District Attorney' for 13 years and I've never been inside a courtroom." And, come to think of it, such is the case—a courtroom scene has never been written around the ace prosecutor.

A PSYCHOLOGIST

"A psychologist," observes Hugh Reilly, "David" of "Claudia: The Story of a Marriage," "is a guy who, when a pretty girl enters the room, looks at everybody else."

—tv—

GETS MOVIE OFFERS

Stella Andrew, who starred on the Easter Sunday "Goodyear Television Playhouse" presentation of "The Medea Cup" has been receiving movie offers as a direct result of her performance as "Cleopatra Selene," the daughter of Anthony and Cleopatra.

—tv—

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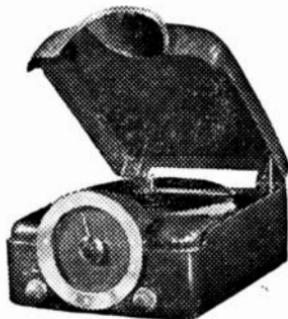
NEW ZENITH Cobra-Matic



RECORD PLAYER *With Pitch and Tempo Control*

Now you just set one "Cobra-Matic" Dial for speed—any speed from 10 to 85 r.p.m. . . . the other dial for record size—7, 10 or 12 inch—and that's all there's to it! The "Cobra-Matic" plays them all, with new tonal beauty as only the new Cobra Tone Arm can reproduce it—on a Radionic® Wave. No needles to switch—no tone arm adjustments.

Now you can actually play any record faster or slower for dancing or accompanying with voice or musical instrument. Exclusive "Cobra-Matic" Pitch and Tempo Control lets you *adjust* record speed . . . lets you play records at the *exact* speed they were recorded at for perfect pitch, tempo and tone quality.



New Zenith "Saratoga" Table Model Radio-Phonograph — With Cobra-Matic® record player. Swirl Walnut plastic cabinet.

SEE YOUR LOCAL "ZENITH" DEALER

Monday

MAY 19th

WHBF-TV
ch. 4

WOC-TV
ch. 5

(Programs Subject to Change Without Notice)

- 6:45 5 **Test Pattern**—
- 7:00 5 **"Today" with Garroway**— **Live**
News and commentary with Dave
- 8:00 4 **Morning News**— **Live**
Information with Dorothy Doan.
5 **Prologue to the Future**— **Film**
Social, scientific & spiritual series
- 8:15 4 **Arthur Godfrey Time**— **Live**
Morning visit with the red-head.
- 8:30 4 **Bride and Groom**— **Live**
Attend wedding with John Nelson
5 **Breakfast Party**— **Live**
Illean Martin with Belleaires Trio.
- 8:45 4 **Your Surprise Store**— **Live**
Lew Parker & Jacqueline Susann
conduct a swap club quiz.
- 9:00 5 **Mrs. Uncle Sam**— **Film**
Social, scientific & spiritual series.
- 9:30 4 **Strike It Rich**— **Live**
Audience quiz with Warren Hull
5 **It's A Problem**— **Live**
Fannie Hurst & Helen Parkhurst.
- 10:00 4 **The Egg and I**— **Live**
5 **Ruth Lyons 50 Club**— **Live**
A folksy chatter type program.
- 10:15 4 **Love of Life**— **Live**
Serial story with Peggy McCay.
- 10:30 4 **Search For Tomorrow**— **Live**
Serial featuring Mary Stuart.
5 **Test Pattern**—
- 10:45 4 **Test Pattern**—
- 11:30 4 **Garry Moore Show**— **Live**
With Denise Lor and Ken Carson.
Guest: Buck & Bubble, dance team
- 12:30 4 **First Hundred Years**— **Live**
Problems of young married couple
- 12:45 4 **Mike and Buff Show**— **Live**
With Mike Wallace and wife, Buff.
5 **Table Five**— **Local**
With Bob Brown.
- 1:00 5 **The Big Pay Off**— **Live**
Randy Merriam, your host.

- 1:30 4 **Bert Parks Show**— **Live**
"Be My Life's Companion," "Get
Happy," "Hiawatha's Mitten,"
"I've Never Been In Love Before."
- 5 **Today's Cooking**— **Local**
Norida Frank, home economist.
- 2:00 4 **Test Pattern**—
-
- 5 **Kate Smith Show**— **Live**
Salute to WOC-TV, Davenport, Ia.;
Guests: George Sontag and Mar-
jorie Meinert, piano-organ duo,
(see page 28); Howard and Shel-
ton, comedy team; dancer Bill
Callahan.
-
- 3:00 4 **The Big Picture**— **Film**
Film story of the war in Korea.
5 **Hawkins Falls, Pop. 6200**— **Live**
Drama of life in a small town.
- 3:15 5 **Gabby Hayes Show**— **Live**
Western adventure drama.
- 3:30 4 **Meet Your Community**— **Local**
Interviews with local personalities
5 **Howdy Doody**— **Live**
Bob Smith and his puppets.
- 4:00 4 **INS Daily News**— **Film**
5 **Take A Break**— **Local**
Ran Jensen, Warren Vasen, guest.
- 4:15 4 **League of Women Voters**— **Local**
Political discussion program.
- 4:25 4 **Show Case**— **Slides**
- 4:30 4 **Tom Corbett, Space Cadet**— **Live**
Space action with Polarix crew.
5 **Kukla, Fran and Ollie**— **Kine**
Little characters with big ideas.
- 4:45 4 **Time For Beanie**— **Kine**
5 **Ship's Reporter**— **Film**
- 5:00 4 **Captain Video**— **Live**
With Al Hodge & Don Hastings.
5 **Cowboy Ken**— **Local**
Songs from the old Bunkhouse.
- 5:15 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 **Hollywood Screen Test**— **Live**
Young screen hopefuls are guided
in their roles by the veteran actor
Sydney Blackmer.
5 **Those Two**— **Live**
Starring Vivian Blaine and Pinky
Lee in songs and comedy, guests.

MONDAY—continued

- | | | | |
|-------|---|--|--------------|
| 5:45 | 5 | News Caravan—
With John Cameron Swayze. | Live |
| 6:00 | 4 | Lux Video Theatre—
Frederic March and his wife, Florence Eldridge co-star in "Ferry Crisis at Friday Point;" the old skipper of a ferry boat and his wife fight the town council when they plan to replace his vessel with a bridge. | Live |
| | 5 | Paul Winchell - Jerry Mahoney Show—
Play the "What's My Name" quiz | Live |
| 6:30 | 4 | Arthur Godfrey's Talent Scouts—
The old red-head presents the best in professional talent. | Live |
| | 5 | Voice of Firestone—
Cesare Siepi, bass, is the guest soloist with Howard Barlow's orchestra. | Live |
| 7:00 | 4 | Buddies of the Airlines—
Pat, Speed and Curley & the boys | Local |
| | 5 | Lights Out—
"Little Girl" featuring Patsy Bruder, Betty Lou Keim and Kathleen Comegys. | Live |
| 7:30 | 4 | Claudia, A Story of a Marriage—
Joan McCracken and Hugh Reilly. During spring cleaning Claudia receives a visit from a seal. | Live |
| | 5 | Robert Montgomery Presents—Live
"The Longest Night" starring Joan Caulfield; story of a famous concert pianist who tries to regain the man she lost in pursuit of her career. | Live |
| 8:00 | 4 | Studio One—
"A Connecticut Yankee in King Arthur's Court" starring Thomas Mitchell and Boris Karloff. | Live |
| 8:30 | 5 | Who Said That?—
Walter Kiernan, emcee, with panelist Bill Henry and guests Gene Raymond, June and Gene Lockhart. | Live |
| 9:00 | 4 | Chronoscope—
Discussion program with William Bradford Huie and Henry Hazlitt. | Live |
| | 5 | Ford Playhouse—
Presents Virginia Muller in "Mother's Mutiny." | |
| 9:15 | 4 | Rock Island City Forum—
Panel discussion program. | Local |
| 9:30 | 4 | Weather Show— | Local |
| | 5 | Square Dance Party—
With the Promenaders. | Local |
| 9:35 | 4 | WHBF-TV News— | Local |
| 9:45 | 4 | Perry Como Show—
Fontaine Sisters, Mitch Ayres orch. | Kine |
| 10:00 | 4 | Baseball Scoreboard— | Local |
| | 5 | Ran, The Weatherman— | Local |
| 10:05 | 4 | Pullitzer Prize Playhouse—
Drama with an all-star cast. | Kine |
| | 5 | WOC-TV News— | Local |
| 10:10 | 5 | Sports Picture—
Hal Hart, your sportscaster. | Local |
| 10:15 | 5 | TV Guest Book— | Film |
| 10:30 | 5 | Charles Antell— | Film |

DR. JERRY STRAIT

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Fashion Facts BY

Miki Fisher

Fashion Stylist and
Designer

What is more traditional than a June Bride? And, who has more problems?

Take, for instance, this poor mother, Mrs. C. G. of Rock Island, Ill., who wishes to do the very best for her daughter.

Dear Miki:

My daughter is to be married in June. She would like to have six brides-maids dressed alike. The girls all live in our town, and hate the thought of investing in another gown that they will never use again.

Have you any suggestions? Do you think I should pay for the gowns myself?

Dear Mrs. C. G.:

I don't believe it is the customary procedure for you to pay for the brides-maids dresses, unless of course your budget permits you to do so.

However, if the girls will concentrate on two-piece ballerina dresses, all problems will be solved.

For the wedding they can wear the same tops, and after that, by merely changing the blouse, they can have an entirely new formal.

This next problem, no doubt, has come up with all wedding parties from January to December.

Miss E. F., Cedar Rapids, writes:

Dear Miki:

I am to be married some time during the month of June, and have decided on a semi-formal wedding.

You could be a great help to me by for myself, my attendants, and also informing me as to the proper attire my mother. Thank you very much.

Dear Miss F.:

You will be in the traditional style by wearing either a short-trained or train-less gown. You may choose between a finger-tip veil, or a veil-less head-dress, since either is correct. (I personally prefer the veil). Carry a bouquet, or a white prayer book.

Your attendants should wear ballet of floor-length gowns, (depending on what you choose for yourself), with head-dresses. They should also carry bouquets. Gloves may be worn if they so desire.

If your wedding is to be in the afternoon, your mother should choose a street or afternoon length dress, with hat, gloves and corsage. If it is an evening affair, she should wear a long dinner dress, gloves and corsage. A hat, only if required by the church.

The greatest time in a young girl's life is when she is about to be married. So, very many problems arise at this time to confuse her.

If I can help in any way, please write.

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Local Quiz Show, Wednesdays, 9:30

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Tuesday

MAY 20th

WHBF-TV
ch. 4

WOC-TV
ch. 5

(Programs Subject to Change Without Notice)

- | | | | |
|-------|---|--|--------|
| 6:45 | 5 | Test Pattern— | |
| 7:00 | 5 | "Today" with Garroway— | Live |
| | | Various features and the news. | |
| 8:00 | 4 | Morning News— | Live |
| | | Harry Marble and interviews. | |
| | 5 | Prologue to the Future— | Film |
| | | Social, scientific & spiritual series | |
| 8:15 | 4 | Arthur Godfrey Time— | Live |
| | | Music by Artha's family members | |
| 8:30 | 4 | Bride and Groom— | Live |
| | | Phil Hanna sings favorite song. | |
| | 5 | Breakfast Party— | Live |
| | | Early morning capers with music. | |
| 8:45 | 4 | Your Surprise Store— | Live |
| | | Lew Parker & Jacqueline Susann | |
| 9:00 | 5 | Mrs. Uncle Sam— | Film |
| | | Social, scientific & spiritual series. | |
| 9:30 | 4 | Strike It Rich— | Live |
| | | Quiz show with a big heart. | |
| | 5 | It's A Problem— | Live |
| | | Fannie Hurst & Helen Parkhurst. | |
| 10:00 | 4 | The Egg and I— | Live |
| | 5 | Ruth Lyons 50 Club— | Live |
| | | Music and chatter from Cincinnati | |
| 10:15 | 4 | Love of Life— | Live |
| | | Serial drama with Paul Potter | |
| 10:30 | 4 | Search For Tomorrow— | Live |
| | | John Sylvester and Lynn Loring. | |
| | 5 | Test Pattern— | |
| 10:45 | 4 | Test Pattern— | |
| 11:00 | 4 | Charles Antell— | Film |
| 11:30 | 4 | Garry Moore Show— | Live |
| | | With Denise Lor and Ken Carson.
Guest: Lucile Watson, actress. | |
| 12:30 | 4 | First Hundred Years— | Live |
| | | Serial drama with Jimmy Lydon. | |
| 12:45 | 4 | Mike and Buff Show— | Live |
| | | With Mike Wallace and wife, Buff. | |
| | 5 | Table Five— | Local |
| | | With Bob Brown. | |
| 1:00 | 5 | The Big Pay Off— | Live |
| | | Bess Myerson assists. | |
| 1:30 | 4 | Mel Torme Show— | Live |
| | | Songs by the Velvet Fog & guests. | |
| | 5 | Today's Cooking— | Local |
| | | Norida Frank, home economist. | |
| 2:00 | 4 | Test Pattern— | |
| | 5 | Kate Smith Show— | Live |
| | | Guests: John & June Beimont; Dramatic skit with Basil Rathbone; Interview with Paul Hoffman; and the 3 Edward Bros. | |
| 3:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 6200— | Live |
| | | Drama of life in a small town. | |
| 3:15 | 5 | Gabby Hayes Show— | Live |
| | | Western adventure drama. | |
| 3:30 | 4 | TV House Party— | Local |
| | 5 | Howdy Doody— | Live |
| | | Kid's fun with the puppets. | |
| 4:00 | 4 | INS Daily News— | Film |
| | 5 | At Home With Mary Louise Marshall— | Local |
| 4:10 | 4 | Show Case— | Slides |
| 4:15 | 4 | It's Your Quad-Cities— | Local |
| | | Facts about the town you live in. | |
| | 5 | Film Fare— | Local |
| 4:30 | 4 | Buddies of the Airlines— | Local |
| | | Pat Speed and Curley. | |
| | 5 | Kukla, Fran and Olle— | Kine |
| | | Little characters with big ideas. | |
| 4:45 | 4 | Time For Beanie— | Kine |
| | 5 | Film Subject— | |
| 5:00 | 4 | Captain Video— | Live |
| | | With Al Hodge & Don Hastings. | |
| | 5 | Cowboy Ken— | Local |
| | | Songs from the old Bunkhouse. | |
| 5:15 | 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 | The Beulah Show— | Film |
| | | Beulah heeds Oriole's idle chatter that the Hendersons are heading for divorce and advises her employers to patch things up with a second wedding. | |
| | 5 | Dinah Shore Show— | Live |
| | | Nothin' firah than songs by Dinah | |

TUESDAY—continued

- 5:45 5 **News Caravan**— **Live**
With John Cameron Swayze.
- 6:00 4 **Sam Levenson Show**— **Live**
Folksy humor with the former school teacher and his guests.
- 5 **Star Theatre**— **Live**
Starring Milton Berle with ventriloquist Jimmy Nelson and guests. Kay Starr, vocalist.
- 6:30 4 **Keeping Posted**— **Live**
Panel discussion of current problems with Martha Rountree as moderator and Lawrence Spivak, panel member and guests.
- 7:00 4 **City Hospital**— **Live**
"Angel in the Infield" starring Melville Ruick; the story of a baseball star.
- 5 **Fireside Theatre**— **Film**
Presents "To Stand Alone," a comedy about an old army veteran turned prospector, who refuses to evacuate a desert area that is to be turned into a target range.
- 7:30 4 **Charlie Wild, Private Detective**— **Kine**
The inevitable always happens and Charlie gets his man.
- 5 **Circle Theatre**— **Live**
Presents "Portraits" starring Eli Wallach with Claudia Morgan, Patricia Barry and Lauren Gilbert. A career woman finds her young niece a rival when both of them fall for the same man.
- 8:00 4 **Danger**— **Live**
"A Buck Is a Buck" starring Constance Dowling; a small time gangster and his girl friend find themselves in trouble when he makes a deal with a big time gangster.
- 5 **Original Amateur Hour**— **Live**
Ted Mack lends a helping hand to the nation's amateurs.
- 8:30 4 **Man Against Crime**— **Kine**
Starring Ralph Bellamy as Mike Barnett, private eye.
- 8:45 5 **Bob Considine Show**— **Live**
- 9:00 4 **Amos 'n' Andy**— **Film**
Starring Spencer Williams, Alvin Childress and Tim Moore.
- 5 **Musical Moods**— **Local**
With Marjorie Meinert featured at piano and organ.
- 9:30 4 **Weather Show**— **Local**
- 5 **Adventures of Dick Tracy**— **Film**
Ralph Byrd has title role.
- 9:40 4 **WHBF-TV News**— **Local**
- 9:45 4 **Stork Club**— **Kine**
Sherman Billingsley your host.
- 10:00 4 **Baseball Scoreboard**— **Local**
- 5 **Ran, The Weatherman**— **Local**
- 10:05 5 **WOC-TV News**— **Local**
- 10:10 5 **Sports Picture**— **Local**
Hal Hart, your sportscaster.
- 10:15 5 **TV Guest Book**— **Film**
- 10:30 5 **Charles Antell**— **Film**
- 10:45 5 **Nineteenth Hole**— **Local**
With Jack Fleck, local golf pro, and Hal Hart, with instructions to help your golf game.

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Sportscast

By HAL HART



ON GOLF:

There will be no major golf tournament in Davenport this summer, but across the nation, the pros will make the swing from tournament to tournament in the richest summer circuit in history. Three new tournaments this summer will boost the prize money to \$413,000. The new meets are the Pan-American open in Mexico City, the Ardmore, Oklahoma, Open, and the Insurance City Open in Hartford, Connecticut.

George Mays, fabulous Chicago sportsman, has raised the jackpot at his All-America Open and World Championship to \$100,000, with a first prize of \$25,000 riding on the World Championship.

If there is no Quad-City Open in 1953, the reason will be lack of a site, not lack of interest or work toward providing big time golf in the Quint-Cities. Quad-City 200 Club president, Art Lorenzen, did everything within his power to keep a major tournament in Davenport this summer. The tourney would have been held at Credit Island, Davenport public course, had the flood waters not inundated the links. The Davenport Country Club, site of last year's successful Western Open tournament, did not desire the meet two straight years. The other Davenport course, Duck Creek, is the only public course available and parking would have been a problem. Parking, wartime restrictions, lack of desire for the tournament at other courses prevented holding it elsewhere in the Quint-Cities.

When Lorenzen contacted PGA president, Horton Smith, about the difficulty, it was suggested alternate dates

be submitted, but Credit Island, the only possible site, would not be available this year and September was the first open date, but that would interfere with football.

The 200 Club, a group of businessmen who invested the necessary capital to bring last year's tournament to this area, decided to wait and try next year. They still have a balance of about \$18,000 which is to be used to sponsor major golf tournaments.

Lorenzen says the club was prepared to sink \$3,000 into the improvement project at Credit Island to bring the course up to tournament standards. According to the 200 Club executive, the Davenport Country Club was paid \$2,800 last year to cover expenses of moving in the equipment necessary to run a big golf show.

On the subject of golf, link enthusiasts are sharpening their game in Davenport with the hope that they can beat Ben Hogan on May 31 when the National Golf Day tournament is held. Thousands of golfers will compete against the U.S. Open champion on 4,970 courses in America. Hogan will play 18 holes May 31 at Dallas, Texas, and his score goes up against other golfers across the nation who will receive handicap score. If a golfer, with handicap, whips Hogan, the prize is a bronze medal inscribed, "I Beat Ben Hogan, National Golf Day, May 31, 1952."

It costs one dollar to play in this tournament, the proceeds split evenly between the USO and the National Golf Fund. The tourney is sponsored by Life Magazine, the PGA, and WGA. So, May 31, it's Mr. and Mrs. America versus Ben Hogan. Best of luck.

Wednesday

MAY 21st

WHBF-TV
ch. 4

WOC-TV
ch. 5

(Programs Subject to Change Without Notice)

- | | | | |
|-------|---|---|--------|
| 6:45 | 5 | Test Pattern— | |
| 7:00 | 5 | "Today" with Garroway— | Live |
| | | Dave is communicator with James Fleming handling news. | |
| 8:00 | 4 | Morning News— | Live |
| | | Dorothy and Harry with news. | |
| | 5 | Prologue to the Future— | Film |
| | | Social, scientific & spiritual series | |
| 8:15 | 4 | Arthur Godfrey Time— | Live |
| | | Inimitable ad-libbing by the best. | |
| 8:30 | 4 | Bride and Groom— | Live |
| | | John Nelson interviews couple. | |
| | 5 | Breakfast Party— | Live |
| | | With Illean Martin & the Belleaires | |
| 8:45 | 4 | Your Surprise Store— | Live |
| | | Lew Parker & Jacqueline Susann | |
| 9:00 | 5 | Mrs. Uncle Sam— | Film |
| | | Social, scientific & spiritual series. | |
| 9:30 | 4 | Strike It Rich— | Live |
| | | Features helping hand guest. | |
| | 5 | It's A Problem— | Live |
| | | Fannie Hurst & Helen Parkhurst. | |
| 10:00 | 4 | The Egg and I— | Live |
| | 5 | Ruth Lyons 50 Club— | Live |
| | | With Bill Thall on the bass. | |
| 10:15 | 4 | Love of Life— | Live |
| | | With Jean McBride, Peggy McCay | |
| 10:30 | 4 | Search For Tomorrow— | Live |
| | | Mary Stuart featured in the cast. | |
| | 5 | Test Pattern— | |
| 10:45 | 4 | Test Pattern— | |
| 11:30 | 4 | Garry Moore Show— | Live |
| | | With Denise Lor and Ken Carson.
Guest: Alan Carney, comedian. | |
| 12:30 | 4 | First Hundred Years— | Live |
| | | Serial about young married couple | |
| 12:45 | 4 | Mike and Buff Show— | Live |
| | | With Mike Wallace and wife, Buff. | |
| | 5 | Table Five— | Local |
| | | With Bob Brown. | |
| 1:00 | 5 | The Big Pay Off— | Live |
| | | Win prizes with your letter. | |
| 1:30 | 4 | Bert Parks Show— | Live |
| | | "They Went Thata Way," "Danny Boy," "Clap Yo' Hands," "I'll Walk Alone." | |
| | 5 | Today's Cooking— | Local |
| | | Norida Frank, home economist. | |
| 2:00 | 4 | Test Pattern— | |
| | 5 | Kate Smith Show— | Live |
| | | Tex Beneke and his orchestra;
Korean hospital film; Ethel and Albert; singer Will Oakland. | |
| 3:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 8200— | Live |
| | | Drama of life in a small town. | |
| 3:15 | 5 | Gabby Hayes Show— | Live |
| | | Western adventure drama. | |
| 3:30 | 4 | TV House Party— | Local |
| | 5 | Howdy Doody— | Live |
| | | Featuring serialized children story | |
| 4:00 | 4 | INS Daily News— | Film |
| | 5 | Take A Break— | Local |
| | | Ran Jensen, Warren Vasen, guest. | |
| 4:10 | 4 | Show Case— | Slides |
| 4:15 | 4 | Prices Limited— | Local |
| | | Jack Kerwin, District OPS Director | |
| 4:30 | 4 | Tom Corbett, Space Cadet— | Live |
| | | Space action with Polaris crew. | |
| | 5 | Kukla, Fran and Ollie— | Kine |
| | | Little characters with big ideas. | |
| 4:45 | 4 | Time For Beanie— | Kine |
| | 5 | Ship's Reporter— | Film |
| 5:00 | 4 | Captain Video— | Live |
| | | With Al Hodge & Don Hastings. | |
| | 5 | Cowboy Ken— | Local |
| | | Songs from the old Bunkhouse. | |
| 5:15 | 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 | The Name's The Same— | Live |
| | | Robert Q. Lewis, moderator, with panelists Meredith Willson, Joan Alexander and Abe Burrows. | |
| | 5 | Those Two— | Live |
| | | Starring Vivian Blaine and Pinky Lee in songs and comedy, guests. | |
| 5:45 | 5 | News Caravan— | Live |
| | | With John Cameron Swayze. | |
| 6:00 | 4 | Arthur Godfrey and His Friends— | Live |
| | 5 | Kate Smith Evening Hour— | Live |
| | | Variety program with Ted Collins and guests. | |

WEDNESDAY—con't.



Hi, Ranch Hands:

I'll bet you are all thinking a lot about Safety these days, and about the big School Safety Patrol Program that the Davenport Police Department is giving next Saturday for you boys and girls. I understand nearly all of you, in or out of Davenport, are having special Safety Patrol programs this month. And, like the Davenport Police say, it's "Our Way of Thanking you for a Job Well Done."

Yes Sir! You Patrol Boys and Girls take on a big responsibility in your Patrol job, and you handle it well. I expect to be down at the Orpheum theatre next Saturday for your Safety Patrol Program and maybe I'll see you there. Whatever you do, don't miss the special Safety Patrol Program on WOC radio and television.

Another thing, we have a brand new contest that starts this week to run for the next four weeks. And since you are all thinking about Safety, and the Safety Patrols, we decided to make the contest about Safety, too. So, this contest is to see who can write the best four-line poem on the subject of safety.

This has to be an original poem or verse—not something copied from some place else. And it can be on any subject, just so it includes or teaches something about safety. And remember, it should have some rhythm and rhyme, too! You can send in as many poems as you think might be good enough to win. Send your entries to Poem Contest, Tele-Views, 1029 W. 2nd St., Davenport. Don't put my name on the envelope—just that address I gave you.

Well, try your hand at it, and I'll be seeing you at the Safety Patrol Programs!

COWBOY KEN

- | | | | |
|--------|----------------|---|--------------|
| 7:00 | 4 | Boston Blackie— | Film |
| | | Stars Kent Taylor & Lois Collier. | |
| | 5 | Kraft TV Theatre— | Live |
| | | "Prologue to Glory" starring Tom Conley, Pat Breslin, Una O'Connor and Butch Cavell; a dramatic episode from the early life of Abe Lincoln which formed a prologue to his later glory. | |
| 7:30 | 4 | The Web— | Live |
| | | "The Perfect Out" with Whit Russell, Richard Webb and Virginia Vincent; a man who has embezzled money from a bank tries to stage a fake robbery to save himself. | |
| 8:00 | 4 | Blue Ribbon Bouts— | Live |
| | | Return match between Gene "Silent" Hairston and Jake LaMotta from Detroit's Olympia. | |
| | 5 | Your Prize Story— | Live |
| | | Dramatizations of everyday emotional situations confronted by ordinary folks. | |
| 8:30 | 5 | Sportscholar— | Film |
| 8:45 | 4 | Sports Spot— | Live |
| | | With Mel Allen. | |
| | 5 | Film Subject— | |
| 9:00 | 4 | Tele-Sports Digest— | Kine |
| | | Week's review of the nation's sporting events. | |
| | 5 | Spotlight Revue— | Film |
| 9:30 | 4 | Weather Show— | Local |
| ***** | | | |
| | 5 | If You Ask Me— | Local |
| | | Tele-Views and Belle Blind Co. brings you a new and different panel show with Miki Fisher as moderator; Panel members are: Pat Sundine, Elly Carlson, Glenn Herman, Joe Brandmeyer, Sy Raben, Betty Abel. | |
| ***** | | | |
| 9:35 | 4 | News— | Local |
| 9:45 | 4 | Perry Como Show— | Kine |
| | | Fontaine Sisters, Mitch Ayres orch. | |
| 10:00 | 4 | Baseball Scoreboard— | Local |
| | 5 | Ran, The Weatherman— | Local |
| 10:05 | 5 | WOC-TV News— | Local |
| 10:10 | 5 | Sports Picture— | Local |
| | | Hal Hart, your sportscaster. | |
| 10:15 | 5 | TV Guest Book— | Film |
| 10:30 | 5 | Health Aids— | Film |
| 80.000 | READERS | | |

LET'S TALK TELEVISION: PRO and CON

By RICHARD GAGE

A newspaper colleague of mine has expressed the opinion that WHBF-TV's summer baseball series is unfair to the majority of the station's viewers. The week-end ball games, he said privately, cut out good programs many people would rather watch. Unless you are willing to settle for the dreadfully monotonous slow-moving "national pastime," you're out of luck for a few hours on the Rock Island channel.

My colleague pretty clearly is no baseball fan. Neither am I, at least not yet, and his sentiment looked like my own, the sentiment of a guy who's utterly ignorant about batting averages. But put baseball's merits aside for a moment and you find that this opinion is part phoney. The facts stack up against it.

In the first place, what programs are lost?

On Saturdays, none. WHBF-TV used to show its test pattern during the time now filled with balls and bats. On Sunday afternoons, some so-so film and kinescope programs have been sacrificed, and they probably won't be terribly missed. The only really significant cancellation was *Greatest Story Ever Told*, a once-a-month live presentation. Extra-inning games eat into *Super Circus*' hour, a blow to the kids.

Since the program losses on Saturday are nothing, and on Sunday, not overwhelming, it would appear that the issue of whether most viewers want baseball is merely an academic question. Then you come back to the issue of the game itself.

Even a non-believer is entitled to an opinion, and mine is that rabid baseball fans are not in the majority among viewers within range of quad-city television. A non-believer will concede that baseball physically lends itself to TV. Camera techniques are much improved.

But the game is no faster than it ever was. It is a draggy affair which a few fleeting moments of action are

hardly adequate to enliven. It would seem to require of its fans more hot-blooded partisanship than appreciation of a display of athletic prowess and endurance. Is it too unreasonable to resent long periods in which three men—pitcher, catcher and batter—are the only participants bending any muscle?

The pro-baseball side, of course, has a strong foundation for argument. In fact, it is hard to argue at all with 20,000 pieces of mail, the number received by the Rock Island station, all asking for televised major league baseball. And you can't sneer at the fact that some quad-city theater managers winced over the dip in matinee attendance on the first two Sundays WHBF-TV carried the games.

Station officials reacted partly to public demand when they rounded up a baseball sponsor, at \$40,000 for the season. But there may be more significance in the weakness of WHBF-TV's regular early afternoon line-up for Sunday, no match for WOC-TV and its American Forum of the Air, Meet The Press and Hall of Fame.

The Rock Island station, in fact, expects to make little if any money with its \$40,000 summer contract. Line charges for the lengthy games are extremely heavy and other costs send the bill mounting. The non-profit expectation, however, does not allow for the value of gaining a strong competitive position where the station's programming was woefully weak.

The game telecasts just might soften this non-believer's view. Only last week I caught myself showing a spark of interest during a deadlocked tenth inning. A few more weeks will tell. It is a certainty that the series already is doing some good for the sponsor.

After watching only two games, I'll probably never forget what brand of appliances the sponsor sells, and I've learned that he is a distributor for four counties, and has been for more than 20 years. Couldn't have told you that three weeks ago. Didn't even know how the guy spelled his name.

Johnnie Ray

NUMBER

4

CLEANS UP AFTER A GOOD "CRY"

When one of the modern poets called this the "Age of Anxiety" he must have been thinking about a fervent young singer named Johnnie Ray. Johnnie is the final release of that emotional wave that began with Sinatra's whimpering over his lonely Saturday nights and continued with Frankie Laine wailing his mating call to a wild goose. Johnnie not only whimpers and wails, he also whines and weeps. His supercharged approach merits him the number four spot in our choice of America's top five male singers.

Up until about eight months ago, Johnnie was just another obscure singer, playing small club dates and waiting for that "break." Agents regarded him as hands-off material, fearing his over-emotional style might cause permanent damage to the nervous systems of his sensitive listeners. A courageous song-plugger named Bernie Lang finally took a chance on him and now he and Johnnie are cleaning up.

It was a record called "Cry" that did the trick. Johnnie is one of those singers that believes in getting under the skin of a song. On "Cry" he turned on the hearts and flowers routine. The anguished climax of the song finds tears coursing down the cheeks of this tormented soul. When Johnnie debuted on TV, this tear-spilling act must have caused many sweet young things to decide that here was their soulmate.

It's been said that a singer is as popular as his latest record release. Johnnie's fans have gobbled up each of his new releases and for the present his popularity should continue. But the

80,000 READERS



teen-age market that most singers aim at is extremely fickle and tomorrow may find some new singer stealing their devotion.

Already the reaction has set in. "Try," an extremely witty parody on "Cry," is making the rounds and Johnnie has even recorded it himself. By spoofing his own tricks he may confuse some of those abandoned youngsters that have hitched onto Johnnie's star because of his sincerity. But the general public may be more tolerant of a man who can laugh at himself.

At 25 years old Johnnie has changed the direction of popular music. Short of out-and-out suicide it is hard to imagine a singer surpassing Johnnie in the business of "living" a song. His high pressure approach may eventually wear on the public, but as an expression of our anxious times, Johnnie qualifies as one of today's top singers.

Thursday

MAY 22nd

WHBF-TV
ch. 4

WOC-TV
ch. 5

(Programs Subject to Change Without Notice)

- | | | | |
|-------|---|---------------------------|---|
| 6:45 | 5 | Test Pattern— | |
| 7:00 | 5 | "Today" with Garroway— | Live
Dave is your commentator. |
| 8:00 | 4 | Morning News— | Live
News & interviews, Harry Marble. |
| | 5 | Prologue to the Future— | Film
Social, scientific & spiritual series |
| 8:15 | 4 | Arthur Godfrey Time— | Live
Variety with the old red-head. |
| 8:30 | 4 | Mel Torme Show— | Kine |
| | 5 | Breakfast Party— | Live
Mel Martin is your host |
| 8:45 | 4 | Your Surprise Store— | Live
Lew Parker & Jacqueline Susann. |
| 9:00 | 5 | Mrs. Uncle Sam— | Film
Social, scientific & spiritual series. |
| 9:30 | 4 | Strike It Rich— | Live
Warren Hull emcees unusual quiz |
| | 5 | It's A Problem— | Live
Fannie Hurst & Helen Parkhurst. |
| 10:00 | 4 | The Egg and I— | Live |
| | 5 | Ruth Lyons 50 Club— | Live
Informal program you'll enjoy. |
| 10:15 | 4 | Love of Life— | Live
Soap opera with Marie Kennedy. |
| 10:30 | 4 | Search For Tomorrow— | Live
John Sylvester featured in the cast |
| | 5 | Test Pattern— | |
| 10:45 | 4 | Test Pattern— | |
| 11:00 | 4 | Test Pattern— | |
| 11:30 | 4 | Garry Moore Show— | Live
With Denise Lor and Ken Carson.
Guests: Sibyl Bowan, comedienne,
and Mrs. Alan G. Kirk. |
| 12:30 | 4 | First Hundred Years— | Live
Jimmy Lydon and Anne Sargent. |
| 12:45 | 4 | Mike and Buff Show— | Live
With Mike Wallace and wife, Buff. |
| | 5 | Table Five— | Local
With Bob Brown. |
| 1:00 | 5 | The Big Pay Off— | Live
Featuring Conover models. |
| 1:30 | 4 | Give and Take— | Live
John Reed King brings you his
famous radio quiz game. |
| | 5 | Today's Cooking— | Local
Norida Frank, home economist. |
| 2:00 | 4 | Test Pattern— | |
| | 5 | Kate Smith Show— | Live
Program with the woman in mind. |
| 3:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 6200— | Live
Drama of life in a small town. |
| 3:15 | 5 | Gabby Hayes Show— | Live
Western adventure drama. |
| 3:30 | 4 | TV House Party— | Local |
| | 5 | Howdy Doody— | Live
Bob Smith emcees kids show. |
| 4:00 | 4 | INS Daily News— | Film |
| | 5 | Comic Cut-Ups— | Local
With Ken Wagner, artist. |
| 4:10 | 4 | Show Case— | Slides |
| 4:15 | 4 | Test Pattern— | |
| | 5 | Film Fare— | Film |
| 4:30 | 4 | Buddies of the Airlines— | Local
Pat Speed and Curley. |
| | 5 | Kukla, Fran and Ollie— | Kine
Little characters with big ideas. |
| 4:45 | 4 | Time For Beanie— | Kine |
| | 5 | Film Subject— | |
| 5:00 | 4 | Captain Video— | Live
With Al Hodge & Don Hastings. |
| | 5 | Cowboy Ken— | Local
Songs from the old Bunkhouse. |
| 5:15 | 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 | Lone Ranger— | Film
Tonto and his partner bring wes-
tern outlaws to justice. |
| | 5 | Those Two— | Live
Starring Vivian Blaine and Pinky
Lee in songs and comedy, guests. |
| 5:45 | 5 | News Caravan— | Live
With John Cameron Swayze. |

THURSDAY—continued

- 6:00 4 **Burns and Allen Show—** Live
Gracie's antics befuddle George and the neighbors.
- 5 **You Bet Your Life—** Film
Groucho Marx dishes out the cash as he wisecracks the contestants into submission.
- 6:30 4 **Chance of A Lifetime—** Live
Dennis James gives professional talent their big break.
- 5 **Treasury Men in Action—** Live
Walter Greaza stars as chief of the bureau in cases from the files of the Treasury Dept.
- 7:00 4 **Mystery Theatre—** Kine
Starring Tom Conway as Inspector Mark Saber.
- 5 **Dagnet—** Film
Starring Jack Webb in dramatization of police cases from the files of Los Angeles police dept.
- 7:30 4 **Big Town—** Film
"The Cinder Dick;" the dramatic story of a reform school boy and his code of honor; Stars Pat McVey and Jane Nigh.
- 5 **Ford Festival—** Live
Starring James Melton with Wally Brown, Billy Barty and guests.
- 8:00 4 **Racket Squad—** Film
Reed Hadley as Captain Braddock exposes another racket.
- 5 **Martin Kane, Private Eye—** Live
Starring Lloyd Nolan.
- 8:30 4 **Crime Photographer—** Live
Starring Darren McGavin as Casey in "A Hero Comes Home."
- 5 **Wayne King Show—** Live
- 9:00 4 **Foreign Intrigue—** Film
Espionage adventure series starring Jerome Thor and Sidna Scott.
- 5 **Harmony House—** Local
Hints on home interior decorating.
- 9:15 5 **Industry on Parade—** Film
Exploration Underground; Purity by the Ton; Keeping Saws in Shape; Super Secretary.
- 9:30 4 **Weather Show—** Local
- 5 **Trip The Trio—** Local
George Sontag, Marjorie Meinert, Shirley Burke pay off if they can't play or sing your song.

- 9:40 4 **WHBF-TV News—** Local
- 9:45 4 **Stork Club—** Kine
Sherman Billingsley is your host.
- 10:00 4 **Baseball Scoreboard—** Local
- 5 **Ran, The Weatherman—** Local
- 10:05 5 **WOC-TV News—** Local
- 10:10 5 **Sports Picture—** Local
Hal Hart, your sportscaster.
- 10:15 5 **TV Guest Book—** Film
- 10:30 5 **Charles Antell—** Film
- 10:45 5 **Hart of Sports—** Local
Hal Hart interviews local and national sports personalities.

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George Sontag



Kate Smith



Marjorie Meinert

Appearing As Guests on the **GEORGE and**

On Monday afternoon of this week, May 19th, at 2:00 p.m., Station WOC-TV's popular piano and organ duo, George Sontag and Marjorie Meinert, reach a new height in their careers when they appear as guest stars on the Kate Smith television show over WOC-TV and the entire network of the National Broadcasting Company.

They will appear as part of Miss Smith's hour-long variety program, and will play the piano and organ arrangements that have made them one of the Midwest's top radio and television attractions. Prior to their appearance on the show, Kate Smith will interview George and Marge and she will salute Davenport and station WOC-TV.

Selections to be played by the duo on the program, which originates in NBC's Hudson Theater in New York City, will include Miss Meinert's own composition, "Dream and Awakening," Ernesto Lecuona's "Siboney," "Stardust" by Carmichael and Rimsky-Korsakoff's "Flight of the Bumble Bee."

Marjorie Meinert started her musical career at an early age when she gave her first class recital at the age of 5, and her first solo recital at the age of 9. While a student at Dubuque University Marge did a classical piano program over a Dubuque radio station. While spending a vacation at her home in Clinton, station KROS of that city opened and she was asked to play. It was then that the radio bug hit her and she gave up the concert career she had planned for herself.

Marge possesses another rare quality in the world of music and that is a "perfect pitch". While a member of the Dubuque U. A Cappella Choir, she was the gal who gave the pitch to the rest of the choir.

Marge is married to Charles Flynn, an Ohio boy, and her hobbies include swim-

"Kate Smith Show"

MARGE Make the "Big Time"

ming, golf and record collecting. She is 5 feet, 1 inch in height and weighs 108 pounds. Her hair is a decided brunette to go with her blue eyes.

Miss Meinert says she likes piano and organ equally well, but if she had to make a choice she would take piano. Although she has been composing music for the past 11 years, she has only just recently offered a few of her selections for publication.

As for the other half of this musical duo, George Sontag didn't take up music until he was 11 years of age. A course of lessons came as a birthday present from his mother, but he didn't want to take the lessons until he was forced to, as some children are. He took the lessons for four years before the bug hit him and then he started to play in earnest. He concentrated on pop stuff so he could make some money playing for school dances in the school gym. He made himself \$3 each time he played a dance.

At the age of 15 he played his first pro engagement and at 19 left home to play with Jules Alberti and his orchestra. In order to get the job he had to grow a mustache to make himself look older, but much to George's dismay the mustache grew out in an odd-pink color and he had to use eyebrow pencil to darken it.

George joined Orrin Tucker's band when he was 20, playing the piano and doing arranging. Bonnie Baker, of "Oh Johnny" fame was with the band at the time and George wrote song arrangements for her. While with the band they made a feature picture for Paramount titled "You're the One," starring Albert Dekker, Edward Everett Horton and Jerry Colona. After making the picture they toured the nation's leading hotels and played on

the "Hit Parade" when that program used different bands over the country. Tucker went in the Navy in 1942 and the band broke up.

George was playing with a small ensemble at the Ambassador West Hotel, Chicago, when WOC's manager happened in and heard him and signed him up pronto for WOC's musical director. That was in 1943 and George has been with the station ever since.

He hails from Aurora, Ill., where at the High School on Class Day, he had his first and last case of stage fright. Scheduled to play Gershwin's "Rhapsody in Blue" before 1100 students, he became so scared he was paralyzed and someone had to come out of the wings and nudge him to start to play. He got through it somehow but to this day he wonders how.

George took his classical work at the Chicago Conservatory of Music because he believes that one can't lose sight of serious music if he wants to get any place.

He is married and has a daughter. His hobbies include, collecting pipes, of which he has one of the best collections in this area, and playing golf, which he does quite well, shooting in the low 80's.

George Sontag is seen as accompanist for the amateurs on "Golden Opportunity" Fridays at 6:30 p.m., and "Trip the Trio," Thursdays, at 9:30 p.m. Marjorie Meinert has her own popular show "Musical Moods", Tuesdays at 9:00 p.m. and also appears as a member of "Trip the Trio" show.

Friday

MAY 23rd

WHBF-TV
ch. 4

WOC-TV
ch. 5

(Programs Subject to Change Without Notice)

- | | | | |
|-------|---|--|--------|
| 6:45 | 5 | Test Pattern— | |
| 7:00 | 5 | "Today" with Garroway— | Live |
| | | News brought to you as it is happening. | |
| 8:00 | 4 | Morning News— | Live |
| | | Commentary on latest in the news. | |
| | 5 | Prologue to the Future— | Film |
| | | Social, scientific & spiritual series | |
| 8:30 | 4 | Bride and Groom— | Live |
| | | Glamorous weddings every day. | |
| | 5 | Breakfast Party— | Live |
| | | Jingle contests conducted by the table-hopping emcee. | |
| 8:45 | 4 | Your Surprise Store— | Live |
| | | Lew Parker & Jacqueline Susann. | |
| 9:00 | 5 | Mrs. Uncle Sam— | Film |
| | | Social, scientific & spiritual series. | |
| 9:30 | 4 | Strike It Rich— | Live |
| | | Program with a heart. | |
| | 5 | It's A Problem— | Live |
| | | Fannie Hurst & Helen Parkhurst. | |
| 10:00 | 4 | The Egg and I— | Live |
| | 5 | Ruth Lyons 50 Club— | Live |
| | | Music and singing from Cincinnati | |
| 10:15 | 4 | Love of Life— | Live |
| | | Featuring Peggy McCay. | |
| 10:30 | 4 | Search For Tomorrow— | Live |
| | | Lynn Loring in supporting role. | |
| | 5 | Test Pattern— | |
| 10:45 | 4 | Test Pattern— | |
| 11:30 | 4 | Garry Moore Show— | Live |
| | | With Denise Lor and Ken Carson. Guest: Ivan Sanderson, scientist-explorer. | |
| 12:30 | 4 | First Hundred Years— | Live |
| | | Anne Sargent featured in cast. | |
| 12:45 | 4 | Mike and Buff Show— | Live |
| | | With Mike Wallace and wife, Buff. | |
| | 5 | Table Five— | Local |
| | | With Bob Brown. | |
| | 5 | The Big Pay Off— | Live |
| | | Prize, world trip & mink coat. | |
| 1:30 | 4 | Bert Parks Show— | Live |
| | | "Carolina in the Morning," "Blacksmith Blues," "If I Could Be With You," "The Night Is Young." | |
| | 5 | Today's Cooking— | Local |
| | | Norida Frank, home economist. | |
| 2:00 | 4 | Formula Nine— | Film |
| | 5 | Kate Smith Show— | Live |
| | | Program with the woman in mind. | |
| 2:15 | 4 | Test Pattern— | |
| 3:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 6200— | Live |
| | | Drama of life in a small town. | |
| 3:15 | 5 | Gabby Hayes Show— | Live |
| | | Western adventure drama. | |
| 3:30 | 4 | TV House Party— | Local |
| | 5 | Howdy Doody— | Live |
| | | Variety for kids with the puppets. | |
| 4:00 | 4 | INS Daily News— | Film |
| | 5 | Take A Break— | Local |
| | | Ran Jensen, Warren Vasan, guest. | |
| 4:10 | 4 | Show Case— | Slides |
| 4:15 | 4 | To Be Announced— | |
| 4:30 | 4 | Tom Corbett, Space Cadet— | Live |
| | | Space action with Polarix crew. | |
| | 5 | Kukla, Fran and Ollie— | Kine |
| | | Little characters with big ideas. | |
| 4:45 | 4 | Time For Beanie— | Kine |
| | 5 | Ship's Reporter— | Film |
| 5:00 | 4 | Captain Video— | Live |
| | | With Al Hodge & Don Hastings. | |
| | 5 | Donald Duck Show— | Local |
| | | With Ken Wagner. | |
| 5:15 | 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 | The Ruggles— | Kine |
| | | Starring Charlie Ruggles, in a domestic comedy drama. | |
| | 5 | Dinah Shore Show— | Live |
| | | Nothin' finah than songs by Dinah | |
| 5:45 | 5 | News Caravan— | Live |
| | | With John Cameron Swayze. | |
| 6:00 | 4 | Hollywood Off-Beat— | Film |
| | | Melvyn Douglas stars as Steve Randall, private investigator. | |
| | 5 | RCA Victor Show— | Live |
| | | Starring Dennis Day in song and comedy drama. | |
| 6:30 | 4 | My Friend Irma— | Live |
| | | Cathy Lewis as Jane tries to curb Irma's (Marie Wilson) zany antics; Gloria Gordon is Mrs. O'Reilly. | |

TV TELE-VIEWS

FRIDAY—continued

- | | | | |
|-------|--|--------------|--|
| 5 | Golden Opportunity— | Local | |
| | Local amateurs compete for trip to New York. | | |
| 7:00 | 4 Playhouse of Stars— | Live | |
| | Dramatic presentation. | | |
| | 5 The Big Story— | Live | |
| | "Case of the Dead-End Street," a drama of the true experience of Patricia Carmichael of the Cincinnati Times-Star. | | |
| 7:30 | 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 | |
| | Domestic comedy drama of the trials and tribulations of one Henry Aldrich played by Kenneth Nelson. | | |
| 8:00 | 4 Cavalcade of Stars— | Live | |
| | Starring Jackie Gleason in a variety show with his guest stars. | | |
| 8:45 | 5 Wrestling from Hollywood— | Film | |
| | Main event: Gorgeous George vs. Wild Red Berry with Richard Lane doing commentary. | | |
| 9:00 | 4 Not For Publication— | Kine | |
| | Stars Jerome Cowan in the role of a newspaper reporter. | | |
| 9:30 | 4 Weather Show— | Local | |
| 9:35 | 4 News— | Local | |
| 9:45 | 4 Perry Como Show— | Kine | |
| | With the Fontaine Sisters and Mitchell Ayres orchestra; guests. | | |
| 10:00 | 4 Baseball Scoreboard— | Local | |
| | 5 Ran, The Weatherman— | Local | |
| 10:05 | 4 Looking At Sports— | Local | |
| | With Bill Lohmeier. | | |
| | 5 WOC-TV News— | Local | |
| 10:10 | 5 Sports Picture— | Local | |
| | Hal Hart, your sportscaster. | | |
| 10:15 | 5 TV Guest Book— | Film | |
| 10:30 | 5 Film Parade— | | |

BILLIONTH TUBE CONTEST!

A billion electronic tubes! That's the record that Sylvania Electric Products, Inc., will hit this week! The company founded in 1901 has been producing electronic tubes, television sets, lighting and superflash flashbulbs as well as many other products—for lo, these 50 years.

To help celebrate the production of their one billionth tube Sylvania invited "TELE-VIEWS" to run this contest for its readers. At the right of the page you'll see a picture of one of Sylvania's tubes—of course, this one has as its pretty filament, Roxanne, star of "Beat the Clock." Below you will find an unfinished couplet. Finish that couplet and send it in and you'll have a chance to win one of the following prizes: A Movie Camera and Projector, 17 Ansco Cameras with Flash Attachments, or a Sylvania Television Set.

A billion of these—Sylvania's made
A Sylvania tube—inside, a maid!
Roxanne, the pretty filly-ment



Contest Closes at Midnight, May 23rd, 1952
Send entries to: Billionth Tube Contest, Tele-Views,
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