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(MIDWEST EDITION)

FORECAST

June 21 - 27

VOL. II—No. 77

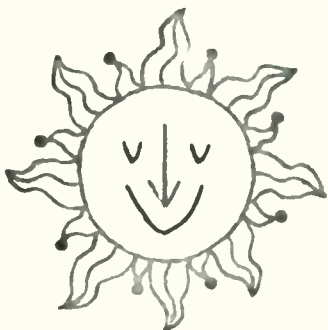
Formerly
TELE-VIEWS

15c



GENE AUTRY

What Does Champion Think?



HOW TO KEEP TAB ON OL' SOL

Don't let an unexpected storm nip that fishing trip . . . a sudden squall spoil the ball. **KEEP POSTED** on the prospects for sunny play days by viewing, regularly, WOC-TV's weather forecasting. You can be in the know by watching these weather shows:

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THE BEST PICTURE IN SIGHT

Letters to the
EDITOR



Editor:

Could you please tell me where I can write to Don Hastings who plays the part of the Video Ranger on Captain Video, and if he is married?
Princeton, Ill.

Ann Pullen

(Write to Don in care of the DuMont Television Network, 245 Madison Avenue, New York City. He is not married).

* * *

Editor:

Please explain the shining object on a chain that Jerry Lewis wears around his neck.
Iowa City, Ia.

Sandra Linsky

(It's a medallion which Jerry Lewis treasures. It has St. Christopher on one side and the Star of David on the other.)

* * *

Editor:

Please tell me the real name of Dennis James, announcer on the Old Gold show.
Peoria, Ill.

W. C. F.

(It's Demi J. Sposa).

* * *

Editor:

Please let me know what must be done to get on the Bride and Groom program. To whom do we write?
Davenport, Ia.

M. G. S.

(Guests on the Bride and Groom show are selected from couples who write the show. The address is CBS-TV, 485 Madison Ave., New York, N.Y.)

* * *

Editor:

Why some people think wrestling is a downfall to TV puzzles me.

People of that sort don't appreciate good talent, and don't carry the good sportsmanship load. I never enjoyed wrestling a whole lot until TV brought about such wrestlers as Pat O'Connor and Verne Gagne and a lot of others. I was fortunate enough to see Pat O'Connor in person here in my home town on May 29th, and I couldn't of

had a more enjoyable evening. If these people who don't care for wrestling could see these boys in person and really see what ability and power they have, they wouldn't miss another bout for anything in the world.

Of course, I can see where a lot of these cruel and mean critters such as Rasputin and a lot of others like him can spoil wrestling but a good clean wrestling bout is the best tonic ever. Let's have more.

Galesburg, Ill.

Mrs. A. L. A.

* * *

Editor:

Donald O'Connor and Sid Miller work so wonderfully together that I have been wondering if they ever worked together before O'Connor's TV show.

Dubuque, Ia.

Mrs. L. Donnelly

(Donald and Sid have worked together a number of times and are old vaudeville buddies.)

* * *

ED. NOTE: Please confine your letters to the editor to 25 words and address them in care Editor, TV Forecast, Box 350, Rock Island, Ill.

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IN THE good old days all a movie cowboy had to do was shoot fast, be quick-on-the-draw and win all the cliff-edge battles. Then an upstart named Gene Autry came along and changed all the rules. Not only could he perform all of the normal cowpoke's duties, but during lulls in the movie (heaven forbid) would break into song. Since Gene's debut things have been tough for old-style cowboys, but they haven't been tough for Gene.

Roy Rogers modestly claims the title "King of the Cowboys," but he'll have to yield to Gene when it comes to the honor of being the world's richest. Since Gene's first recording, a wistful job called "That Silver Haired Daddy of Mine," he has spent most of his waking hours in hot pursuit of all available American currency. He's staked out claims in practically all the entertainment fields and most of the claims are yielding lush profits.

Of course not all the credit should go to Gene. For his ride to fame and for-



Cowboy

Gene Autry Rides Waist

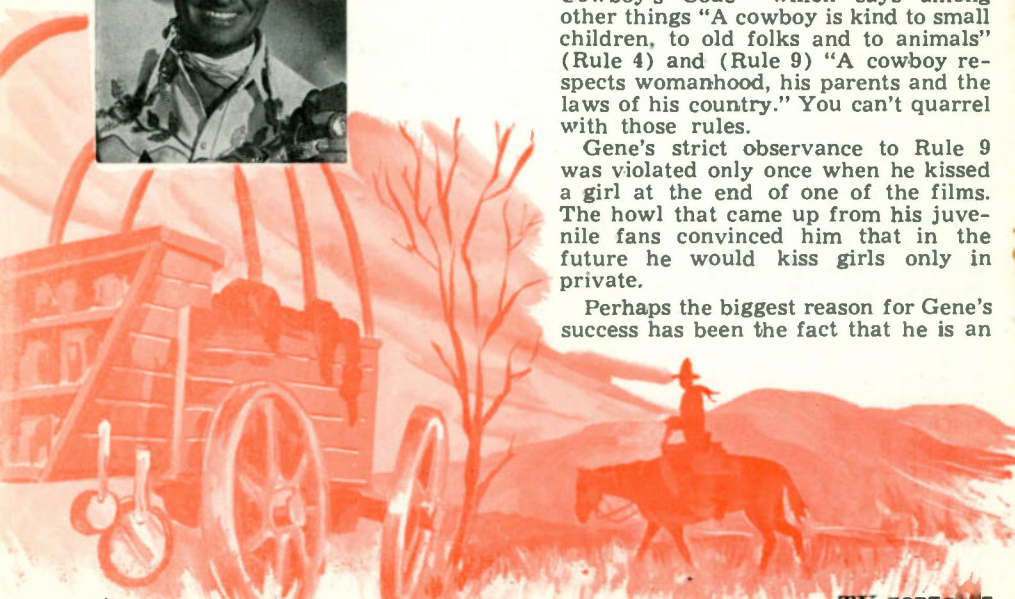
tune has been upon the back of his faithful horse Champion, the equine with the high I.Q. When Gene gets into ticklish situations in one of his dusty horse operas, Champion often manages to think of a way out.

The trite & true formula for the successful modern western was first worked out in an early Autry film. It usually involves the hero and his extra-smart horse, a pretty young girl whose ranch is in danger of being taken by conniving real-estate men, the girl's hard-headed brother who looks like he's headed for a bad end, and lastly, a full-fledged villain. With only slight variations this theme has been a money-maker for years. The climax finds the ranch saved, the cowboy crooning a farewell ballad to the rescued lady and then riding off into the sunset.

By clinging to this formula Gene has kept his matinee audience hanging in suspense until the next Autry film. He has worked out something called "The Cowboy's Code" which says among other things "A cowboy is kind to small children, to old folks and to animals" (Rule 4) and (Rule 9) "A cowboy respects womanhood, his parents and the laws of his country." You can't quarrel with those rules.

Gene's strict observance to Rule 9 was violated only once when he kissed a girl at the end of one of the films. The howl that came up from his juvenile fans convinced him that in the future he would kiss girls only in private.

Perhaps the biggest reason for Gene's success has been the fact that he is an



in Clover

High Thru The Green Stuff

honest-to-goodness cowboy. He was born in Tioga, Texas, in 1907 and shortly thereafter he moved to Oklahoma where his youth was spent learning the lore & life of a cowhand.

His first job was that of a telegraph man for the railroad. He sent away for a mail-order guitar and at the same time learned singing at his church. For his own amusement he whiled away the lonely nights in the railroad station by singing along with his own guitar accompaniment. Legend has it that a traveler passing through town told Gene to stick to his singing, which encouraged Gene to try his hand at show biz. The traveler was Will Rogers.

Gene was quickly rejected by the urbane New Yorkers, but he returned to Oklahoma where he hooked on at a local station in Oklahoma City. Known as "Oklahoma's Singing Cowboy", his fortune began to rise.

Braying out songs in friendly nostalgic twang, Gene worked up a following in the corn belt. "That Silver Haired Daddy" was his first recorded hit and he's followed that up with dozens of successes since.

His first movie part was as a bit player in a western in 1935 and he scored such a success that he starred in eight movies that same year.

Gene soon spread his activities to radio, using the same "hero leaves girl with a song" formula and in 1950 took it onto TV where it also made healthy rings on the cash register.

Not one to let his money gather dust, Gene has invested it wisely. The Autry financial empire is estimated to be worth between four and seven million dollars. He owns radio stations in Phoenix, Tucson and Santa Monica, two music publishing companies, a flying school, a crop dusting service, two newspapers, and his own production units for movies, radio and TV.

Autry, the hard-headed businessman, is not the Autry that Gene likes to parade before his public. He prefers to be thought of as a happy-go-lucky guitar strumming cowboy wandering

80,000 READERS



aimlessly across the western wastes.

And still the money keeps rolling in. His recording of Rudolph, The Red-Nosed Reindeer of a few years back has become a minor Christmas classic and has sold over three and a half million copies. When General MacArthur turned song-plugger last spring and waxed wistful over "Old Soldiers Never Die," Gene recorded same and unloaded two million more copies. Fortunately the latter song did die.

Gene almost found himself out in the

(Continued on page 13)



All first-rate cowboys are abetted by a comic sidekick. In Autry movies the humor situation is handled by Pat Buttram pictured here with Gene as they prepare to tackle the badmen.

Saturday

(Central Standard Time) June 21

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 |
| | | Ringmaster Jack Sterling presents Sylvia's Canines; Bobby Whaling and Yvette, high unicycle comedy act; Malikova, high wire artist; the Two Kayos, balancing duo. | |
| 10:15 | 5 | Test Pattern— | |
| 10:30 | 5 | Kid's Theatre— | Film |
| | | Special features that will appeal to all the youngsters. | |
| 11:00 | 4 | Space Patrol— | Kine |
| | | Police action in space with Commander Buzz Corry and his associates. | |
| | 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 | 4 | Test Pattern— | |
| | 5 | News and Weekend Weather— | Local |
| 11:45 | 5 | The How of Sports— | Film |
| 11:55 | 5 | Sergeant Bruce Reporting— | Film |
| | | Public Safety — "Following Too Close." | |
| 12:00 | 5 | Test Pattern— | |
| 12:25 | 4 | Baseball Warmup— | Local |
| | | Pre-Game lineups. | |
| 12:30 | 4 | Major League Baseball— | Live |
| | | Chicago White Sox and the New York Yankees from Comiskey Park | |
| 2:30 | 5 | Hats in The Ring— | Kine |
| | | Presidential candidates express their views on the coming election. | |
| 3:00 | 4 | Test Pattern— | |
| | 5 | The Big Picture— | Film |
| | | "The Citizen Soldier;" Information and Education. | |
| 3:30 | 4 | Test Pattern— | |
| | 5 | Rootie Kazootie— | Live |
| | | Puppet show for the youngsters. | |
| 4:00 | 4 | Test Pattern— | |
| | 5 | Western Playhouse— | Film |
| | | Youngsters' favorite western heroes 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 |
| | | Domestic comedy drama with June and Stu Erwin. | |
| | 5 | One Man's Family— | Live |
| | | Domestic drama of life in the Barbour family starring Bert Lytell and Marjorie Gateson. | |
| 6:00 | 4 | Feature Film— | |
| | 5 | All Star Revue— | Live |
| | | Starring Ed Gardner in "Duffy's Tavern" on film from Hollywood, with guest stars Jeanette MacDonald and Rudy Vallee. | |
| 7:00 | 4 | Feature Film— | |
| | 5 | Blind Date— | Live |
| | | Arlene Francis is your hostess as six boys compete for dates with three beautiful girls. | |
| 7:30 | 4 | My Little Margie— | Film |
| | | Margie (Gale Storm) uses her young-womanly wiles to keep her dad, Vernon Albright (Charles Farrell) from re-kindling an old romance. | |
| | 5 | Dance Party— | Live |
| | | Jerry Lester is your host as one of the nation's leading bands is featured. | |

SATURDAY—continued

- 8:00 4 **Beat The Clock**— Kine
With Bud Collyer, emcee, and the
curvacious Roxanne.
- 8:30 4 **Wrestling Matches**— Live
From Marigold Gardens, Chicago,
with Jack Brickhouse on the com-
mentary.
- 5 **Your Hit Parade**— Live
With Snooky Lanson, Russ Arms,
Eileen Wilson, Dorothy Collins,
and Sue Bennett.
- 9:00 4 **Sports Showcase**— Live
A program of interviews.
- 5 **Dangerous Assignment**— Film
A mystery adventure series star-
ring Brian Donlevy.
- 9:15 4 **Wrestling Matches**— Live
- 9:30 5 **Airflyte Theatre**— Film
Revival of an old movie for your
enjoyment.
- 10:15 4 **Baseball Scoreboard**— Local
- 10:20 4 **Summer Theatre**— Local
- 10:30 5 **Bob Hope TV Marathon**— Live
Bob Hope and Bing Crosby co-
emcee a marathon to raise funds
for the U.S. Olympic Team; a host
of guests are featured.

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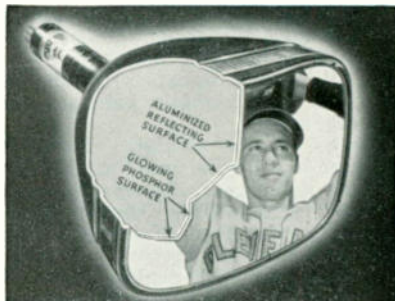
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Sportscast

By HAL HART



They say baseball is only a game. but there is a lot of difference whether you are winning or losing. The Quad-City Tigers experienced the Three-Eye League's top losing streak this year, dropping 16 straight. During that stretch, the Davenport Class "B" team lost both close ones and slug-fests, and whether they started fast, or finished with a roar, they never seemed to have as many runs as the opposition when the firing stopped. You might think the players would finally be gripped with an inferiority complex strong enough to make them think they don't belong to the human race. That was not the case because Manager Marv Owen staunchly contended that the players were taking the defeats in stride, and going out each night to get back their winning ways.

Owen speaks straight from the shoulder in his quiet manner no matter how the game goes. He says he expected the Tigers to drop from their lofty position in the first division the first week or two of the season.

"I knew our luck couldn't hold. My pitching staff was being overworked. What really finished us was the stretch where we played five games in four days, and used every pitcher on the team. Third baseman Bud Stone even tossed in some games," said Owen.

The former great Detroit third base-

man continued, "We had our share of bad luck during that losing streak. Injuries, sore arms, and the inability of pitchers Dick Keyoth and Glenn Olson to win games, hurt us. We never did have the hitting power to stay at the top of this league. When we won two double-headers on only 12 and 11 hits, I knew we were in for some rough games."

The Tigers had one player hitting over three hundred, former Bradley star, Bill Tuttle, but he was moved up to Williamsport in the Class A Eastern League.

Chatting with Owen the eve before the Tigers broke their 16-game losing streak, I asked a usual question. "Is there anything you plan differently to help the boys get out of the rut?"

"Well," the manager replied, "I told the boys during workout this morning that there is one sure way to win—pitch a shut-out."

On player attitude, Owen commented, "I can't complain. The boys have never stopped thinking they would win. They are sure they will win this one tonight. It's the last game of the second straight home stand in which we haven't won a game." (The Tigers got the victory, beating Terre Haute.)

Send your World Series trip entries to Baseball Contest, TV Forecast, Box 350, Rock Island, Illinois.

OFFICIAL TV FORECAST BASEBALL CONTEST ENTRY BLANK	
American League	National League

.....	1st
.....	2nd
.....	3rd
.....	4th
.....	5th
.....	6th
.....	7th
.....	8th

SCRAP BOOK SKETCHES

YOUR 1952 CUBS AND SOX

WILLIAM EDWARD ROBINSON: Batted himself into the White Sox's Hall of Fame last year by knocking 29 home runs, tying the all-time club record. . . . The team's holler guy, he leads the players in college-like yells after they stomp into the clubhouse. . . . Robbie's 117 runs-batted-in was tops for the White Sox last year. . . . Member of the American League All-Star squads of 1949 and 1951. . . . Formerly of the Indians and the Senators. . . . Born in Paris, Texas. . . . Lives in Towson, Maryland. . . . Married, with one child.



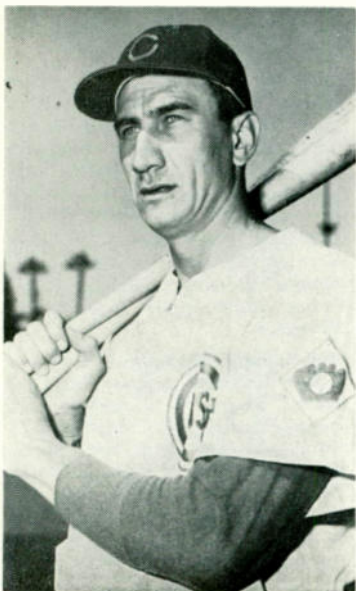
Eddie Robinson, 1st base, White Sox

LIFETIME RECORD

YEAR	CLUB	G	AB	R	H	HR	RBI	BA
1939	Valdosta	136	518	58	129	7	88	.249
1940	Valdosta	137	569	90	184	8	105	.323
1941	Elmira	139	491	77	145	4	78	.295
1942	Baltimore	143	526	83	161	27	104	.306
1942	Cleveland	8	8	1	1	0	2	.125
1943-45 (In military service)								
1946	Baltimore	140	528	99	168	34	123	.318
1948	Cleveland	7	27	5	11	3	4	.407
1947	Cleveland	95	318	52	78	14	52	.245
1948	Cleveland	134	493	53	125	16	83	.254
1949	Washington	143	527	66	155	18	78	.294
1950	Wash.-Chi.	155	553	83	163	21	85	.295
1951	Chicago	151	564	85	159	29	117	.282

ALL-STAR GAME RECORD

1951	American	1	0	0	0	0	0	.000
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Hank Sauer, Outfielder, Cubs

HANK SAUER: One of the most popular players ever to don a Cub uniform, Sauer rose to major league status labeled as one of the International League's greatest products. . . . Hank makes his home in Inglewood, Calif., where he and his brother manage a service station. . . . He's married and has a 1-year-old daughter.

LIFETIME RECORD

YEAR	CLUB	G	AB	R	H	HR	RBI	BA
1937	Butler	64	235	40	63	3	38	.268
1938	Butler	100	385	89	135	12	74	.351
1939	Akron	127	472	87	142	13	92	.301
1940	Birm'ham	118	384	47	112	9	79	.292
1941	Birm'ham	154	595	96	193	19	114	.330
1941	Cincy	9	33	4	10	0	5	.303
1942	Cincy	7	20	4	5	2	4	.250
1942	Syracuse	82	291	35	62	11	44	.213
1943	Syracuse	154	571	73	157	12	75	.275
1944-45 (In military service)								
1945	Cincy	31	116	18	34	5	20	.293
1946	Syracuse	140	517	99	145	21	90	.282
1947	Syracuse	145	542	130	182	50	141	.336
1948	Cincy	145	530	78	138	35	97	.260
1949	Cincy-Chgo	138	509	82	140	31	89	.275
1950	Chicago	145	540	85	148	32	103	.274
1951	Chicago	141	525	77	138	30	89	.263

ALL-STAR GAME RECORD

1950	National	1	2	0	0	0	1	.000
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Sunday

(Central Standard Time) June 22

WHBF-TV
ch. 4

WOC-TV
ch. 5

(Programs Subject to Change Without Notice)

- 10:15 5 **Test Pattern**—
- 10:30 5 **Bob Hope TV Marathon**— **Live**
With Bing Crosby as co-emcee to raise funds for the U.S. Olympic Team. Guest stars.
- 11:00 5 **Test Pattern**—
- 11:30 5 **Frontiers of Faith**— **Live**
Explanation of the "Sacrament of Holy Eucharist" presented by the National Council of Catholic Men.
- 12:00 5 **University Hour**— **Local**
Presented by the students and faculty of the State University of Iowa.
- 12:10 4 **Baseball Warmup**— **Local**
Baseball lineups of all the games
- 12:30 4 **Major League Baseball**— **Live**
Chicago White Sox and the New York Yankees 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 **Your Future Home**— **Local**
With Al Swore.
- 2:00 5 **Fearless Fosdick**— **Film**
Series based on the famous character created by Al Capp; animated puppets act out each comedy adventure.
- 2:30 5 **Hall of Fame**— **Live**
Sarah Churchill narrates the play "Forgotten Children" starring Cloris Leachman; the story of Martha Berry, the woman who dedicated her life to the mountain people of Georgia.
- 2:45 4 **INS Daily News**— **Film**
- 2:55 4 **Showcase**— **Slides**
- 3:00 4 **Super Circus**— **Live**
Claude Kirchner presents Francine and Rita Rose, juggling and Rolla Rolla act; Bernie Hoffman and the Menagerie; Sharkey, the Seal; Mary Hartline and the Band; The Parroff Trio, a high ladder act; Cluffy, Scampy & Nicky in "The Haunted House" and Chase & Park on the trampoline.
- 5 **Zoo Parade**— **Live**
R. Marlin Perkins and Jim Hurlbut take a tour of Main Street at the Zoo and visit the Polar Bears, Foxes, Wolves and Judy, the Elephant.
- 3:30 5 **Sky King Theatre**— **Film**
Grant Kirby has the title role in a modern western adventure.
- 4:00 4 **Production For Freedom Theatre**— **Film**
Industrial films showing the part the nation's leading companies are playing in the fight for Freedom of the world.
- 5 **Cowboy Classics**— **Film**
Presents the western adventure entitled "Range Beyond the Blue" 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**
Emcee Art Baker presents Raymond Letzer, 32-year-old handless concert pianist; also a man who will be buried alive; some "animated fireworks;" and a strongman known as the "Great Atlas."
- 5 **U.S. Royal Showcase**— **Live**
With Jack Carson as emcee and Gordon Jenkins' orchestra; Ben Grauer, announcer; Guest: Jane Pickens.
- 5:30 4 **This Is Show Business**— **Live**
Clifton Fadiman, emcee, Sam Levenson, George S. Kaufman and guests: Jacqueline Susann; Nat King Cole; comedian Larry Storch and dance team of Vince & Gloria Haydock.
- 5 **Meet The Press**— **Live**
A press panel headed by Lawrence Spivak question their guest on current issues with Martha Rountree as moderator.

SUNDAY—continued

6:00 4 Life Is Worth Living— Kine
 Informal discussion by Bishop Fulton J. Sheen and answers to your queries.

5 The Big Payoff— Live
 Popular day-time quiz show with Randy Merriman and Bess Myerson as host & hostess; win that mink coat or trip to Europe.

6:30 4 Rocky King, Detective— Kine
 Starring Roscoe Karns, in a mystery drama based on fine police work.

7:00 4 Fred Waring Show— Live
 For the last show of the season the Pennsylvanians present a repeat of "God's Trombones," a dramatic musical arrangement of 3 poems by the late James Weldon Johnson; Frank Davis of Xavier University has the lead role.

5 Goodyear Television Playhouse— Live
 Presents "It's A Small World" starring Arthur Treacher; a young wealthy scion falls in love with the daughter of a French peasant and his intended marriage causes turmoil in the social world.

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 is your master of ceremonies for a variety program with guests Patricia Morrison, Robert Sterling and Roger Price, comedian.

5 Red Skelton Show— Live
 Comedy by the master of them all and top comedian of the year.

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 American Forum of the Air— Live
 "What Is the Stake in the Battle for the Ballot?;" Discussed by Senator Joseph McCarthy (R., Wis.) & Congressman Eugene McCarthy (D., Minn.)

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 News and Weather— Local

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.

5 Home Movie Theatre— Film
 Best of the old movies revived for your enjoyment.



Here's Bill Williams in his television role of Kit Carson, the fearless frontiersman of a century ago. "The Adventures of Kit Carson" series is presented each Saturday on channel 4 at 4:30 p.m. by The Coca-Cola Bottling Company.

Channel One

NEW YORK.—The death rate on TV comics has one encouraging effect. It gives the younger yak artists a chance to come up in the ranks. Due to debut this Summer on their own shows are a couple of "comers." One, Larry Storch, will bow as the headliner on DuMont's Cavalcade of Stars on July 4 (succeeding comedians Jack Carter, Jerry Lester and Jackie Gleason on that program). The other is Wally Cox, considered by many to be the most underrated comic in the business. He will star in a situation comedy called Mr. Peepers. . . .

Sherman Billingsley and his much - commercialized Stork Club will be darkened on the telelanes after the current season. The Stork's ciggie sponsor is pulling out—over no one's protests. The question now: after Billingsley's departure, who will take over as TV's worst emcee? . . . Peggy Wood and the rest of the cast of *Mama* will appear in a stage play based on the video series this Summer.

Kukla, Fran & Ollie, which has been making new friends guest starring on other network shows, has shown a definite up-swing in the ratings department. Burr Tillstrom, the genius behind the ingratiating KFO package, reports the stanza has reached its highest point since the show went on the network. KFO's Nielsen placed it only slightly below the popular Dinah Shore Show. . . . Viewers have noticed the obvious slump in Royal Showcase without the Broadway know-how of emcee George Abbott. Jack Carson, a likeable enough guy, has failed to give the show the necessary lift since Abbott's leaving.

The new format of *Celebrity Time* is winning plenty of viewers away from Red Skelton. But with *Celebrity's* panel format junked, the biggest headache for the show's writers is to find a spot for football-TV personality Herman Hickman. It's obvious the boys have been straining to find chubby Herman a part each week. . . . Discussion programs are getting more and more frequent what with the political fireworks coming up. Latest entry is *The Hot Seat*. Senator Joe McCarthy was a recent guest and true to expectations, the show was a sizzler.

Here's a partial lineup for NBC during the Summer months: Quiz Kids to sub for Winchell and Mahoney. . . . Juvenile Jury and Youth Wants to Know to take over for Milton Berle. . . . Groucho Marx will show re-runs. . . . A musical show called *Heritage* to be shown. . . . *Midwestern Hayride* takes over the Kate Smith evening slot. . . . Wally Cox replaces *Ford Festival*. . . . Martin Kane will take a vacation. . . . *Big Story* exits for *Doorway to Danger*, another whodunit. . . . *Blind Date* and *Dance Party* fills in for *Show of Shows*. . . . *Assignment Manhun* pre-empts the tuneful array on *Hit Parade*. . . . *Meet the Press* moves into *Young Mr. Bobbin* slot. . . . *Big Payoff* replaces the *Comedy Hour*. . . . Watch your TV Forecast program listings for all the new shows.



Carson



Bara



Flynn



Benny

TV FORECAST

COWBOY IN CLOVER

(Continued from page 5)

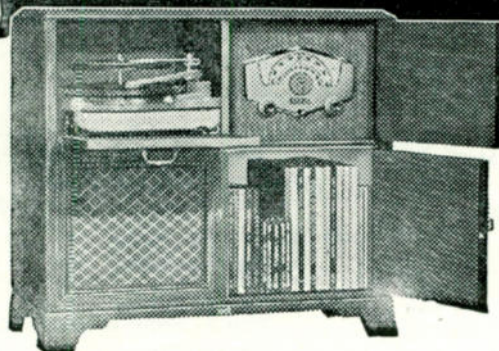
cold during the war when he spent three years in the Army Air Force, where he flew 150 missions over "The Hump" in Burma. When he returned to Republic Pictures he found that another cowboy (by the name of Rogers) had taken away his kid audience. Gene went over to Columbia Pictures and methodically began singing his way back into young Saturday afternoon hearts. He has succeeded in weaning many a youngster away from Roy and it's hard to tell who's the more popular now.

Champion, now aging, has already sown his wild oats and now looks forward to a comfortable old age. But Gene is all ready with Champion Jr. who threatens to surpass his old man in the brains department. He's learned his tricks in a circus ring Gene has built right off the living room in the Autry's Hollywood hills home.

Gene admits that his movies are corny, but it's an incontestable fact that they are just what his public wants. Besides his tidy 14 roomer in the Hollywood hills, he owns a ranch in the San Fernando Valley. But he can't escape his number one rival. His next door neighbor in the Hollywood hills—Roy Rogers.



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Monday

(Central Standard Time) June 23

WHBF-TV
ch. 4

WOC-TV
ch. 5

(Programs Subject to Change Without Notice)

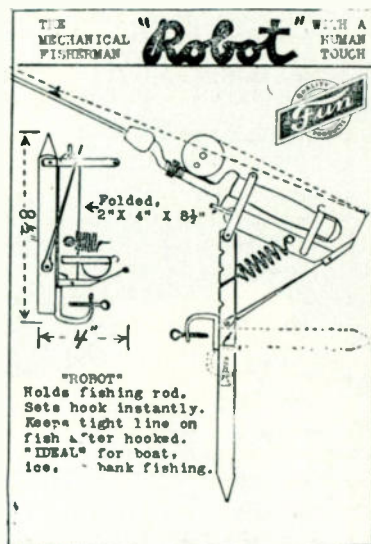
- | | | | |
|-------|---|---------------------------|--|
| 6:45 | 5 | Test Pattern— | |
| 7:00 | 5 | "Today" with Garroway— | Live
News and commentary with Dave |
| 8:00 | 4 | Morning News— | Live
Information with Dorothy Doan. |
| | 5 | Prologue to the Future— | Film
Social, scientific & spiritual series |
| 8:15 | 4 | Morning News— | Live
Information with Dorothy Doan. |
| 8:30 | 4 | Arthur Godfrey Time— | Live
Morning visit with the red-head. |
| | 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. |
| 9:15 | 4 | Bride and Groom— | Live
Attend wedding with John Nelson. |
| 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. |
| 12:20 | 5 | Stars At Noon— | Film |
| 12:30 | 4 | First Hundred Years— | Live
Problems of young married couple |
| | 5 | Rural Roundup— | Local
Farm News and Market Reports
with Bob Frank. |
| 12:45 | 4 | Mike and Buff Show— | Live
With Mike Wallace and wife, Buff. |
| | 5 | Home Place— | Local
With Ken Houchins |
| 1:00 | 5 | The Big Pay Off— | Live
Randy Merriman, your host. |
| 1:30 | 4 | Bert Parks Show— | Live
"You're the Top," "I Didn't Know
What Time It Was," "If I Could
Be With You," "Fire Dance,"
"Who Takes Care of the Care-
taker's Daughter." |
| | 5 | Today's Cooking— | Local
Norrida Frank, home economist. |
| 2:00 | 4 | Test Pattern— | |
| | 5 | Matinee In New York— | Live
Bill Goodwin & Robin Chandler.
Robert Clary, singer-comedian;
Cracker Barrel Interview with
Gen. Cavanaugh; also winner of
Take-All Quiz on every day. |
| 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 Vason, guest. |
| 4:15 | 4 | Relay Quiz— | Local |
| 4:25 | 4 | Show Case— | Slides |
| 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. |

MONDAY—continued

- 5:30 4 **Hollywood Screen Test—** Live
Guest actress: Constance Cummings.
- 5 **Those Two—** Live
Martha Stewart and Pinky Lee.
- 5:45 5 **News Caravan—** Live
With John Cameron Swayze.
- 6:00 4 **Lux Video Theatre—** Live
Presents Chester Morris in "Welcome Home, Lefty," a story of a baseball player who has reached the end of the road.
- 5 **Paul Winchell - Jerry Mahoney Show—** Live
- 6:30 4 **Arthur Godfrey's Talent Scouts—** Live
- 5 **Voice of Firestone—** Live
Rise Stevens, soprano, is the guest soloist with Howard Barlow's orchestra.
- 7:00 4 **Buddies of the Airlanes—** Local
Pat, Speed and Curley & the boys
- 5 **Lights Out—** Live
Frank Gallup narrates a mystery thriller.
- 7:30 4 **Claudia, A Story of a Marriage—** Live
Starring Joan McCracken with Hugh Reilly.
- 5 **Robert Montgomery Presents—** Live
"Till Next We Meet;" story of a struggling reporter who falls in love with a wealthy girl; stars James Daly and Barbara Britton.
- 8:00 4 **Westinghouse Summer Theatre—** Film
Presents "There Was a Crooked Man," co-starring Judy Parrish and Robert Webber, in a taut mystery by Kelly Roos.
- 8:30 5 **Who Said That?—** Live
Walter Kiernan, emcee, with panelist Bill Henry and their guests: news commentator Frank Eschen, tennis champ Nancy Chaffee and actor Gene Raymond.
- 9:00 4 **Chronoscope—** Live
Guest: Thomas K. Finletter, Secretary of the Air Force.
- 5 **Ford Playhouse—**
"The Bunker" with Elaine White, Gertrude Michael and Rob. Stevenson; story of Hitler's last days.

- 9:15 4 **Rock Island City Forum—** Local
Panel discussion program.
- 9:30 4 **Weather Show—** Local
5 **Square Dance Party—** Local
With the Promenaders.
- 9:35 4 **WHBF-TV 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 **Charles Antell—** Film

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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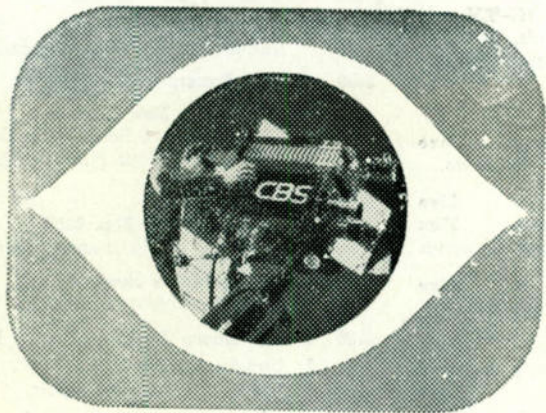
MAIL ORDER DIVISION

1029 W. Second Street
Davenport, Iowa



Lovely actress Lola Albright is scheduled to wed comic star Jack Carson this summer. Lola has shared the spotlight with Jack on his periodic appearances on the All-Star Revue, seen Saturdays at 6 p.m. on WOC-TV, channel 5.

Keep Your Eye on Channel 4



**For Coverage
of the 1952**

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July 9 to 23

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WHBF-TV

Channel 4

Tuesday

(Central Standard Time) June 24

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 | Arthur Godfrey Time— | Live |
| | 5 | Prologue to the Future— | Film |
| | | Social, scientific & spiritual series | |
| 8:15 | 4 | Morning News— | Live |
| | | Harry Marble and interviews. | |
| 8:30 | 4 | Arthur Godfrey Time— | Live |
| | | Music by Artha's family members | |
| | 5 | Breakfast Party— | Live |
| | | Early morning capers with music. | |
| 8:45 | 4 | Your Surprise Store— | Live |
| | | Low Parker & Jacqueline Susann | |
| 9:00 | 5 | Mrs. Uncle Sam— | Film |
| | | Social, scientific & spiritual series. | |
| 9:15 | 4 | Bride and Groom— | Live |
| | | Phil Hanna sings favorite song. | |
| 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. | |
| 12:20 | 5 | Stars At Noon— | Film |
| 12:30 | 4 | First Hundred Years— | Live |
| | | Serial drama with Jimmy Lydon. | |
| | 5 | Rural Roundup— | Local |
| | | Farm News and Market Reports with Bob Frank. | |
| 12:45 | 4 | Mike and Buff Show— | Live |
| | | With Mike Wallace and wife, Buff. | |
| | 5 | Home Place— | Local |
| | | With Ken Houchens. | |
| 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 | Matinee In New York— | Live |
| | | Bill Goodwin & Robin Chandler. | |
| | | Guests: The Four Paulette Sisters. | |
| 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 | Relay Quiz— | Local |
| | 5 | Summer Fun— | Local |
| | | Presented by Davenport Park & Recreation Board. | |
| 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 | The Beulah Show— | Film |
| | | "The Marriage Racket;" Bill promises to marry Beulah, but a con man steps in and changes the picture. | |
| | 5 | Dinah Shore Show— | Live |
| | | Nothin' finish than songs by Dinah | |

TUESDAY—continued

- 5:45 5 **News Caravan—** **Live**
With John Cameron Swayze.
- 6:00 4 **Mr. District Attorney—** **Kine**
a series of false fire alarms takes Mr. D.A. to a fashionable residential district and a visit to the high school.
- 5 **Midwestern Hayride—** **Live**
Bill Thall, emcee; Lee Jones, Judy Perkins, Ernie Lee, Neal Burris and Bob Shreve; Pleasant Valley Boys, Briarhoppers & The Rangers.
- 6:30 4 **Keep Posted—** **Live**
Panel discussion of current problems with Martha Rountree as moderator and Lawrence Spivak, panel member and guests.
- 7:00 4 **Crime Syndicated—** **Live**
Sen. Herbert R. O'Connor, narrator, tells how stolen gems are used on the waterfront.
- 5 **Fireside Theatre—** **Film**
"The Boxer and the Stranger;" a prizefighter becomes involved with a fugitive murderess and is brought to realize his error.
- 7:30 4 **Charlie Wild, Private Detective—** **Kine**
The inevitable always happens and Charlie gets his man.
- 5 **Circle Theatre—** **Live**
Presents "Cappie S. Candles" by Edward R. Knowlton; made bitter by his mistakes a young army doctor tries to hide from the world on a lonely island.
- 8:00 4 **Danger—** **Live**
"Lonely Hearts Club" with Leo Davis; story of a girl with an inferiority complex who meets a man by joining a club, but she doesn't know he is a murderer.
- 5 **Original Amateur Hour—** **Live**
Ted Mack gives the nation's amateurs a helping hand.
- 8:30 4 **Man Against Crime—** **Kine**
Starring Ralph Bellamy as Mike Barnett, private eye.
- 8:45 5 **Bob Considine Show—** **Live**

80,000 READERS

- 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 4 **Summer Theatre—** **Film**
- 5 **WOC-TV News—** **Local**
- 10:10 5 **Sports Picture—** **Local**
Hal Hart, your sportscaster.
- 10:15 5 **Nineteenth Hole—** **Local**
With Jack Fleck, local golf pro, and Hal Hart, with instructions to help your golf game.

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they're



Roberta Quinlan, one of the more luscious piano & song stars, had a loyal following on her supertime musical. She fell a victim of "sponsoritis." When Mohawk pulled the rug from underneath her, Roberta had no other national sponsor to turn to. Besides, the easy-going pace of her show, intended to put viewers at their ease, possibly surpassed that goal by putting them to sleep early.



Don McNeill shows here with songstar Patsy Lee, ~~made two~~ ~~bride~~ bids for TV fame with his "TV Quiz." Major reason for the show's demise—McNeill ~~essed~~ ~~his~~ successful radio format overboard and attempted a semi-slick variety type program. Viewers couldn't identify the familiar McNeill type of folksy corn that makes him a radio favorite.



Windmill pianist Al Morgan was the toast of the DuMont network one year ago. But Al, although he's a show business veteran, never learned one important lesson—that you have to be nice to people off-stage as well as on-stage. As a result, he made many important enemies that jumped in at the kill when his TV future faltered. He still draws the fans at night clubs around the U.S.

trying a comeback

TELEVISION, the hungry giant of entertainment, has gobbled up talent, material and programs faster than stage, radio & movies combined. TV has also eaten up sponsors' money speedier than their aching heads care to remember.

Some stars—Arthur Godfrey, Milton Berle, Dave Garroway—manage to keep their place in the front ranks. But the TV hospital is filled with distinguished casualties—less lucky stars who hit the top and then slid back.

On these pages are six major entries in the TV sweepstakes. One year ago, their shows were top rung. Now they're climbing back up the comeback ladder. With any kind of luck, they'll make it. But in television, anything can happen.



Talented Jack Carter was once TV's leading comedian. His style was fresh and uninhibited. But somehow, Jack fell into the stale, noisy Broadway concept of funny-men. Consequently, Main Street set-owners all over the country started tuning him out. In desperation over losing his TV audience, Jack simply increased the noise content of his program without freshening it up. Result—he's unemployed.



Madcap Jerry Lester ruled briefly as the nation's Beanbag King on his popular show "Broadway Open House." But Jerry ran afoul of his beer sponsor, and now sits in lonely splendor on the NBC sidelines. He's just sued the network for \$112,000, claiming to get \$4,000 per week no matter whether he has a regular TV show or not. NBC disputes the claim, and it's pending in the courts now.



Danish Victor Borge brought a puckish whimsy to TV as the star of his own show. His humor was primarily directed at the arty set but he wisely added a sure-fire gimmick of low comedy—spoofing the musical masters. Here he rips up Rachmaninoff (note scissors). Borge, however, was dropped by a sponsor who felt the pianist's humor was too limited for mass consumption. He's doing guest shots on TV besides nite club work.

Wednesday

(Central Standard Time) June 25

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
Up-to-the-minute news from N.Y. | |
| | 5 | Prologue to the Future— Film
Social, scientific & spiritual series | |
| 8:15 | 4 | Morning News— Live
Dorothy and Harry with news. | |
| 8:30 | 4 | Arthur Godfrey Time— Live
Inimitable ad-libbing by the best. | |
| | 5 | Breakfast Party— Live
With Illean Martin & the Belleaires | |
| 8:45 | 4 | Your Surprise Store— Live
Lew Parker & Jacqueline Susann | |
| 9:15 | 4 | Bride and Groom— Live
John Nelson interviews couple. | |
| 9:00 | 5 | Mrs. Uncle Sam— Film
Social, scientific & spiritual series. | |
| 9:30 | 4 | Strike It Rich— Live
Features helping hand quest. | |
| | 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. | |
| 12:20 | 5 | Stars At Noon— Film | |
| 12:30 | 4 | First Hundred Years— Live
Serial about young married couple | |
| | 5 | Rural Roundup— Local
Farm News and Market Reports with Bob Frank. | |
| 12:45 | 4 | Mike and Buff Show— Live
With Mike Wallace and wife, Buff. | |
| | 5 | Home Place— Local
With Ken Houchins. | |
| 1:00 | 5 | The Big Pay Off— Live
Win prizes with your letter. | |
| 1:30 | 4 | Bert Parks Show— Live
Alabama Bound," "Is It True What They Say About Dixie," "Hawaiian War Chant," "If You've Got the Money I've Got the Time," "I Kiss Your Hand Madam," "Al-lentown Jail." | |
| | 5 | Today's Cooking— Local
Norida Frank, home economist. | |
| 2:00 | 4 | Test Pattern— | |
| | 5 | Matinee in New York— Live
Bill Goodwin & Robin Chandler.
Guests: interior decorator William Pahlman and Woolfred S. Dachshund. | |
| 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
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 | Relay Quiz— Local | |
| 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
Martha Stewart and Pinky Lee. | |
| 5:45 | 5 | News Caravan— Live
With John Cameron Swayze. | |

WEDNESDAY—con't.

- 6:00 4 **Arthur Godfrey and His Friends—** Live
- 5 **Youth Wants To Know—** Live
Teen-agers question their guest.
- 6:30 5 **Juvenile Jury—** Live
Youngsters attempt to solve the problems of kids at home.
- 7:00 4 **Boston Blackie—** Film
Stars Kent Taylor & Lois Collier.
- 5 **Kraft TV Theatre—** Live
Presents "Thorn in the Flesh" by Frances O'Neill; powerful drama about a successful career woman who leaves her business for marriage.
- 7:30 4 **The Web—** Live
Presents a mystery adventure entitled "The Dark Shore" with John Raitt, Carmen Matthews & Stella Andrews.
- 8:00 4 **Blue Ribbon Bouts—** Live
Chuck Davey meets Chico Vejar in a return match at Detroit's Olympia; 10 rds., welterweights.
- 5 **Where The People Stand—** Live
With Elmo Roper, noted public opinion analyst; discussion of issues in coming elections.
- 8:30 5 **Film Subject—**
- 8:45 4 **Sports Spot—** Live
With Mel Allen.
- 9:00 4 **Tele-Sports Digest—** Kine
- 5 **Spotlight Review—** Film
- 9:30 4 **Weather Show—** Local
- *****
- 5 **If You Ask Me—** Local
TV Forecast and Belle Blind Co. brings you a new and different panel show with Warren Vassen as moderator; Panel members are: Kaye Getz, Elly Carlson, Sy Raben, Glen Herman, Renae Levine, and Joe Brandmeyer.
- *****
- 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 4 **Quad-City Music Guild—** Local
- 5 **WOC-TV News—** Local
- 10:10 5 **Sports Picture—** Local
Hal Hart, your sportscaster.
- 10:15 5 **TV Guest Book—** Film

80,000 READERS



Howdy Ranch Hands:

This week we start a brand new contest. Read carefully now because this is going to be sort of complicated. This contest is to see who has the best and most original ideas for earning extra money during summer vacation. The contest is open to all fellows and girls but the jobs described should be the kind that boys and girls under high school age can do. What you do is write a description of what you did do to earn money, or a way in which you think you could earn money. If you have more than one idea you want to send in, go ahead, but send each idea on a separate piece of paper and be sure to put your name and address and age on each piece of paper.

You could send ideas that both boys and girls could use or ideas that just boys or just girls could use. Maybe you have an older brother or sister who had a good scheme for making money that you could describe, just so they were under high school age when they were doing that job. Write what you think is a good description of a job, and length is not important. Some jobs will just seem to need more describing than other jobs. But please don't make the description more than one page.

We will have cash prizes for this contest like the rest, but we will have only three prizes instead of the regular four. There will be a one dollar prize for the best idea for ways boys can make money; another one dollar prize for the best ideas that girls can use; and a seventy-five cent prize for the best idea that would work for either boys or girls.

Send to Job Contest, TV Forecast, 1029 West Second Street, Davenport, Iowa. That's all for now. I'll be seeing you here next week.

COWBOY KEN

LET'S TALK TELEVISION: PRO and CON

By RICHARD GAGE

In its fast and loose treatment of newspapermen, television has merely followed the lead of one of its forefathers, the movies. Movie-goers a long time ago found out what hard-drinking, fast-talking, rude yet positively brilliant glamour boys newsmen are, and how excruciatingly exciting their lives are.

At its best, television does not go quite this far. But at the worst extreme, with *Crime Photographer* as perhaps the prize example, TV deals out a tinsel picture of modern newspapering.

If there is harm in the situation, it is to policemen everywhere who may be developing inferiority complexes from watching reporters and private detectives solve all of the crimes. Newsmen, in fact, are the first to recognize that stories about themselves usually have to be jazzed up to qualify as commercial formula fiction.

In its naked, natural state, the life of the average reporter or editor is entwined in unexciting, routine hard work, not often fit stuff for drama. The \$500 prize-winning tales of resourceful reporters on *Big Story* are exceptions; many of these, in fact, are obviously padded out or given fictional "lifts" to get them up on their feet.

This department, conducted by a member of the working press, doesn't argue with good fictional plots. The point is that errors you might term "technical" result in story weaknesses that should make even an unskilled viewer suspect something is rotten in the pastepot, and also maybe reporters ought to take a cut in pay because they have so much fun.

Crime Photographer, featuring a cameraman who browbeats and bullies hardened criminals into traps to the consternation of the bumbling police, is easily the worst offender on TV's press row. Even the greenest layman can sense the absurdity when Casey, the photog, elbows his way through a news contact while a reporter hangs meekly in the background clutching a

pencil but too inferior to dare ask a question. The show does make an after-thought concession to reality by having Casey fire off a flashbulb somewhere near the end.

With its prize-winning stories, *Big Story* is just as easily the best of the newspaper programs. Despite some strained puffing up and padding of an occasional weak plot, the program has convincing qualities. They can be attributed to the basis of fact for the stories, which usually deal with how some reporter covered a good yarn. There is the additional fact that *Big Story* reporters make a habit of asking police chiefs if it's okay before they start leading the cops around by the nose.

Steve Wilson, the "fighting managing editor" of the *Big Town* series takes his vigilante role a little less seriously on television than on the radio show of the same name. Getting the story is the thing, he sometimes mentions, as he's cracking a nest of Communist spies the FBI knows nothing about.

There is left one TV newshawk, Jerome Cowan, star of the *Kinescope* series, *Not For Publication*. This guy has the softest touch in all newsdom: He never has to write a line. It is the gimmick of the series.

Although the stories Cowan digs up are considered interesting enough to make TV drama material, for some high-minded reason he always decides he can't print the facts. Us TV viewers get the dope, but readers of Cowan's newspaper get only the funnies and the markets.

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80,000 READERS

Thursday

(Central Standard Time) June 26

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 **Arthur Godfrey Time**— Live
- 5 **Prologue to the Future**— Film
Social, scientific & spiritual series
- 8:15 4 **Morning News**— Live
News & interviews, Harry Marble.
- 8:30 4 **Arthur Godfrey Time**— Live
Variety with the old red-head.
- 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.
- 9:15 4 **Mel Torme Show**— Kine
- 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.
- 12:20 5 **Stars At Noon**— Film
- 12:30 4 **First Hundred Years**— Live
Jimmy Lydon and Anne Sargent.
- 5 **Rural Roundup**— Local
Farm news and market reports
with Bob Frank.
- 12:45 4 **Mike and Buff Show**— Live
With Mike Wallace and wife, Buff.
- 5 **Home Place**— Local
With Ken Houchins.

- 1:00 5 **The Big Pay Off**— Live
Featuring Conover models.
- 1:30 4 **Mel Torme Show**— Live
Songs by the Velvet Fog.
- 5 **Today's Cooking**— Local
Norida Frank, home economist.
- 2:00 4 **Test Pattern**—
- 5 **Matinee in New York**— Live
Bill Goodwin & Robin Chandler.
- 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 **Relay Quiz**— Local
- 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 western outlaws to justice.
- 5 **Dinah Shore Show**— Live
Nothin' finish than songs by Dinah
- 5:45 5 **News Caravan**— Live
With John Cameron Swayze.

THURSDAY—continued

- | | | | |
|-------|---|---|-------|
| 9:40 | 4 | WHBF-TV News— | Local |
| 9:45 | 4 | Stork Club—
Sherman Billingsley is your host. | Kine |
| 10:00 | 4 | Baseball Scoreboard— | Local |
| | 5 | Ran, The Weatherman— | Local |
| 10:05 | 4 | Burlington Theatre— | Local |
| | 5 | WOC-TV News— | Local |
| 10:10 | 5 | Sports Picture—
Hal Hart, your sportscaster. | Local |
| 10:15 | 5 | Hart of Sports—
Hal Hart interviews local and national sports personalities. | Local |
-
- | | | |
|------|--|--|
| 6:00 | 4 | Star of the Family— Live
Peter Lind Hayes and Mary Healy welcome their guests, Bill Kenny and the Ink Spots; Jack Leonard, comedian; Sue Bennett, singer. |
| 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
Starring Walter Greaza as chief of the bureau. | |
| 7:00 | 4 | Mystery Theatre— Kine
Starring Tom Conway as Inspector Mark Saber. |
| 5 | Gangbusters— Film
True police cases dramatized with up-to-the-minute clues on wanted criminals. | |
| 7:30 | 4 | Big Town— Film
In doing a feature series on a tenement district, Steve discovers a boy being framed for a crime he didn't commit. |
| 5 | Ford Festival— Live
Starring James Melton with Billy Barty, Wally Brown and guests. | |
| 8:00 | 4 | Racket Squad— Film
Reed Hadley as Captain Braddock exposes another racket. |
| 5 | Martin Kane, Private Eye— Live
Starring Lee Tracy in the title role. | |
| 8:30 | 4 | I've Got A Secret— Live
Garry Moore emcees as the panelists try to ferret out innermost secrets of contestants. |
| 5 | Wayne King Show— Live | |
| 9:00 | 4 | Foreign Intrigue— Film
Espionage adventure series starring Jerome Thor and Sidna Scott. |
| 5 | Industry On Parade— Film
Sub-Zero Service; Birthdays Stop At 90; Picture of Precision; Dolls That Dance. | |
| 9:15 | 5 | Film Subject— |
| 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. | |



Al Hodge as Captain Video and Don Hastings as the Video Ranger in a tense moment on one of their space adventures.

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Janette Davis

NUMBER

5

- - but to Rex No. 1

WITH the air just clearing from our recent survey of TV's top five male vocalists, we plunge back into action. Our music expert bravely chose young Eddie Fisher as TV's top male vocalist over such perennial favorites as Perry Como, Billy Eckstine and Frank Parker. Now, just as bravely, he looks over the femme singer field. For the next five weeks we spotlight TV's top five gal vocalists. This week—number five.

The Arthur Godfrey legend has made great copy for the press agents. But the ingredients involved in his success are often overlooked. Such an ingredient is Janette Davis.

Spunky young Janette was staff singer at CBS in New York when Arthur arrived in New York to start his network show. Janette signed on with Godfrey on a two-week basis with the option to quit after that time if she didn't like the setup. That was seven years ago and she's still a member of the Godfrey Gang.

Along with crooner Bill Lawrence, Janette helped spark the Godfrey show to the top of the radio ratings. When Arthur went TV, the pair went along. But since that time the going has been rough for both Bill and Janette. Bill, after a four month spell in the army, returned to find his job taken by Frank Parker. And Janette has found herself being quietly shoved further and further into the background in favor of Arthur's new "find," Marion Marlowe.

With Miss Marlowe and Frank Parker handling the romantic interludes, Janette has been consigned to the role of a jump-singer. Her skill with an up-tempo tune matches that of the best in the jazz field. But sorely missed is her expert handling of slow love ballads, where Janette's style often gives the words some interesting implications.

Born in Memphis, Janette has had her sights set on the top ever since she won an amateur contest when she was 14 years old. She had a radio show of her own in Pine Bluff, Arkansas, when she was seventeen and has sung on radio in such diverse places as Dallas, Shreveport, Cincinnati and Chicago before landing in New York.

Now in her early thirties and unmarried, Janette is too good a singer to be relatively ignored as she is with Godfrey. Her years of singing experience have given her a confidence that some fans mistake for cockiness. But she also has a verve and a brilliance that ranks her with TV's best.

Janette Davis can be seen on the Arthur Godfrey and his Friends Show. Wednesday at 6 p.m. on channel 4 (WHBF-TV).

80,000 READERS



Friday

(Central Standard Time) June 27

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—
News brought to you as it is
happening. | Live |
| 8:00 | 4 | Morning News—
Commentary on latest in the news. | Live |
| | 5 | Prologue to the Future—
Social, scientific & spiritual series | Film |
| 6:30 | 4 | Your Surprise Store—
Lew Parker & Jacqueline Susann. | Live |
| | 5 | Breakfast Party—
Jingle contests conducted by the
table-hopping emcee. | Live |
| 9:00 | 4 | Bride and Groom—
Glamorous weddings every day. | Live |
| | 5 | Mrs. Uncle Sam—
Social, scientific & spiritual series. | Film |
| 9:30 | 4 | Strike It Rich—
Program with a heart. | Live |
| | 5 | It's A Problem—
Fannie Hurst & Helen Parkhurst. | Live |
| 10:00 | 4 | The Egg and I— | Live |
| | 5 | Ruth Lyons 50 Club—
Music and singing from Cincinnati | Live |
| 10:15 | 4 | Love of Life—
Featuring Peggy McCay. | Live |
| 10:30 | 4 | Search For Tomorrow—
Lynn Loring in supporting role. | Live |
| | 5 | Test Pattern— | |
| 10:45 | 4 | Test Pattern— | |
| 11:30 | 4 | Garry Moore Show—
With Denise Lor and Ken Carson. | Live |
| 12:20 | 5 | Stars At Noon— | Film |
| 12:30 | 4 | First Hundred Years—
Anne Sargent featured in cast. | Live |
| | 5 | Rural Roundup—
Farm news and market reports
with Bob Frank. | Local |
| 12:45 | 4 | Mike and Buff Show—
With Mike Wallace and wife, Buff. | Live |
| | 5 | Home Place—
With Ken Houchins. | Local |
| 1:00 | 5 | The Big Pay Off—
Top prize, world trip & mink coat. | Live |
| 1:30 | 4 | Bert Parks Show—
"I'm From Texas," "Eighteenth
Century Drawing Room," "A Good
Man Is Hard To Find," "Elmer's
Wedding Day." | Live |
| | 5 | Today's Cooking—
Norida Frank, home economist. | Local |
| 2:00 | 4 | Test Pattern— | |
| | 5 | Matinee In New York—
Bill Goodwin & Robin Chandler. | Live |
| 2:15 | 4 | Test Pattern— | |
| 3:00 | 4 | Test Pattern— | |
| | 5 | Hawkins Falls, Pop. 6200—
Drama of life in a small town. | Live |
| 3:15 | 5 | Gabby Hayes Show—
Western adventure drama. | Live |
| 3:30 | 4 | TV House Party— | Local |
| | 5 | Howdy Doody—
Variety for kids with the puppets. | Live |
| 4:00 | 4 | INS Daily News— | Film |
| | 5 | Take A Break—
Ran Jensen, Warren Vasen, guest. | Local |
| 4:10 | 4 | Show Case— | Slides |
| 4:15 | 4 | Relay Quiz— | Local |
| 4:30 | 4 | Tom Corbett, Space Cadet—
Space action with Polaris crew. | Live |
| | 5 | Kukla, Fran and Ollie—
Little characters with big ideas. | Kine |
| 4:45 | 4 | Time For Beanie— | Kine |
| | 5 | Ship's Reporter— | Film |
| 5:00 | 4 | Captain Video—
With Al Hodge & Don Hastings. | Live |
| | 5 | Donald Duck Show—
With Ken Wagner. | Local |
| 5:15 | 5 | Ran, The Weather Man—
Up-to-date weather information. | Local |
| 5:22 | 5 | WOC-TV Newsroom—
Bob Frank presents news, pictures. | Local |
| 5:30 | 4 | The Ruggles—
Starring Charlie Ruggles, in a
domestic comedy drama. | Kine |
| | 5 | Those Two—
Martha Stewart and Pinky Lee. | Live |
| 5:45 | 5 | News Caravan—
With John Cameron Swayze. | Live |
| 6:00 | 4 | Hollywood Off-Beat—
Melvyn Douglas stars as Steve
Randall, private investigator. | Film |
| | 5 | Curtain Call—
Presents "The Soul of the Great
Bell" by Worthington Miner based
on an old legend by Lafcadio
Hearn. | Live |

FRIDAY—continued

- 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.
- 5 **Golden Opportunity—** Local
Local amateurs compete for trip to New York.
- 7:00 4 **Schlitz Playhouse of Stars—** Film
Irene Dunne sets the scene as Steve Brodie and Joan Leslie co-star in "The Van Linden File," a story about a private eye and his "eyeful" who trap a foxy wolf with a mink.
- 5 **The Big Story—** Live
"Case of the Mine Disaster" the true experience of Peter Dixon of The World, Tulsa, Okla.
- 7:30 4 **It's News To Me—** Live
John Daly emcees a unique news quiz with panelist Anna Lee and guests.
- 5 **Campbell Playhouse—** Film
Presents "Return To Vienna."
- 8:00 4 **Cavalcade of Stars—** Live
Featuring a guest emcee in a variety show with guest stars.
- 5 **Cavalcade of Sports—** Live
10-round middleweight bout between Ernie Durando and Norman Hayes from Madison Sq. Garden.
- 8:45 5 **Wrestling from Hollywood—** Film
Richard Lane does the commentary on the bouts at Long Beach Auditorium.
- 9:00 4 **Ellery Queen—** Kine
With Lee Bowman in the title role
- 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 **Let's Play Golf—** Local
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—**

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NEWSPAPER

AVON ILL