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PROGRAM SCHEDULES FOR MARCH 31 - APRIL 6

something **NEW** in television

BIGTIME

DAYTIME

FUNTIME

→ **The Bert Parks Show** ←

with

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2:30 — 3:00 p.m.

MONDAY — WEDNESDAY — FRIDAY

WOC-TV — channel 5

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Mail Bag

Editor:

On Comedy Hour on Sunday awhile back, Abbott and Costello stated that it was their first TV show. Is this true?

Davenport, Iowa E. H.

Basically, it is true. They have appeared on TV as guest stars, but that was the first show of their own.—Ed.

* * *

Editor:

Could you tell us if Jane Wilson is married to Fred Waring?

Moline, Ill. E. W. R.

Jane Wilson is Mrs. John Richardson. Her husband is a violinist with the Waring orchestra.—Ed.

* * *

Editor:

Is the small blonde girl that sings with Vaughn Monroe his wife? If not, who is his wife and who is the vocalist?

Dubuque, Iowa N. S.

Usually when people refer to a "certain blonde" on the Vaughn Monroe Show, they probably mean Shaye Cogan who appeared on the cover of Tele-Views. No, Vaughn is not married to Shaye. His wife is the former Marian Baughman of Jeannette, Pa.—Ed.

* * *

Editor:

Could you please tell me the full name of Cliffy, the clown on Super Circus?

Rock Island, Ill. S. M.

His name is Cliff Soubier.—Ed.

Editor:

Could you please clear up this point for me? Is the Robin Morgan who plays the role of "Dagmar" in "Mama" the same Robin Morgan who took part in the Juvenile Jury Panel (on radio) a few years ago?

Rock Island, Ill. J.M.D.

Robin Morgan, a grand little actress at the age of nine, is the same Robin Morgan who appeared in Juvenile Jury.—Ed.

* * *

Editor:

Could you please tell me the age of Robert Q. Lewis? I say he's 30; my father says 40.

Rock Island, Ill. M. G.

According to our records, he'll be 30 in April.—Ed.

* * *

Editor:

Quite a while back Margo White-man left the television show she emceed with her father, Paul White-man. The reason given was that she was going to have a baby. Has the blessed event taken place yet?

Davenport, Iowa E. S.

Yes indeed! A bouncing baby boy was delivered at the home of Thomas and Margo Haas more than three months ago.—Ed.

* * *

Editor:

Would you please set us straight? Were the "Toy Boys," acrobats on Abbott and Costello's Comedy Hour Show, children or midgets?

Sterling, Ill. A. J.

Midgets.—Ed.

* * *

Editor:

Please tell me what is Frank Sinatra's real name?

Clinton Iowa G. R.

Frank Sinatra.—Ed.

TELE-VIEWS

Vol. 1—No. 13 -- Week of March 31, 1951 -- Enjoy TV Better

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Printers of 'Tele-Views'

30-Year Contract!!

Milton Berle, better known as "Mr. Television," has signed a virtual life-time contract with the National Broadcasting Company.

Under the terms of the contract, the National Broadcasting Company will have exclusive use of Berle's talents and services in both radio and television. The NBC contract is for 30 years.



Berle will expand his genius and artistry into four major fields of activity under the contract. The No. 1 television personality gives NBC his services in acting, producing, writing and directing. The agreement covers his regular appearances on his own television show on Tuesday nights on WOC-TV and his guest appearances on other programs.

Financial details were not disclosed beyond the announcement that the contract runs into seven figures.

Berle thus becomes the latest in a long series of the nation's greatest entertainment stars whose services and programs are under exclusive contract to the National Broadcasting Company. Berle's current program was a hit from the start and has remained unchallenged as television's No. 1 show from its inception.

Berle launched his fabulous television career when the "Star Theatre" started over the NBC television network on June 8, 1948. Originally signed for four weeks on the program, which was planned to feature different emcees each week, Berle became permanent master of ceremonies on the program Sept. 21, 1948. It has received the highest national ratings ever accorded any single radio or television program in broadcasting history.

—iv—

Ralph Edwards, of "Truth or Consequences," holds the Dwight D. Eisenhower Award for war bond sales in World War II.

Saturday

MARCH 31st

WHBF-TV—Ch. 4 WOC-TV—Ch. 5
(Programs Subject to Change)

- 10:00 4 **THEATRE OF ROMANCE**—
Dramatic presentations of Faith Baldwin's romantic stories.
- 10:30 4 **GRAND CHANCE ROUNDUP**—
Amateur program of first order.
- 11:00 4 **BIG TOP**—
A regular three-ring circus with Jack Sterling as ringmaster.
- 12:00 4 **TWO GIRLS NAMED SMITH**—
Trouble seems to hunt them out.
- 12:30 4 **I COVER TIMES SQUARE**—
Johnny Warren, played by Harold Huber, will help anybody out for the story.
- 2:30 5 **MOTOROLA FAMILY THEATRE**—
Films covering a variety of subjects for young and old to enjoy.
- 4:30 5 **THE NATURE OF THINGS**—
Dr. Roy K. Marshall discusses "Riddles of the Past—Egypt," a study of ancient tombs, monuments and religion.
- 4:45 5 **ON THE LINE**—
With Bob Considine—News report and interview with General Mark Clark.
- 5:00 5 **MR. WIZARD**—
Program devoted to better health and living. Don Herbert is Mr. Wizard.
- 5:30 5 **FILM SUBJECT**—
- 6:00 4 **SAM LEVENSON SHOW**—
Comedy monologues concerning the bringing up of a family.
- 5 **VICTOR BORGE SHOW**—
Stars the "Pixie of the Paderewskis."—Guest stars.
- 6:30 4 **TROUBLE WITH FATHER**—
Stu and June Erwin star in this delightful family comedy.
- 5 **ONE MAN'S FAMILY**—
This domestic drama stars Bert Lytell and Marorie Gateson.
- 7:00 4 **KEN MURRAY SHOW**—
Musical theme presented by Darla Hood, the Enchanters and Murray Dancers. As always there will be the Glamourlovelies.
- 5 **SATURDAY NIGHT REVUE**—
Variety-comedy show starring Jack Carter and guests.
- 8:00 4 **FORD THEATRE**—
Presenting another top-notch dramatization.
- 5 **SHOW OF SHOWS**—
Stars Sid Caesar and Imogene Coca with Marguerite Piazza, Robert Merrill, Hamilton Dancers, Billy Williams Quartet.

- 9:00 4 **FAYE EMERSON**—
Interviews with people you know.
- 9:15 4 **STORK CLUB**—
Stars Virginia Paine, Sherman Billingsley and guests.
- 9:30 4 **WRESTLING**—
From Marigold Gardens, Chicago.
- 5 **YOUR HIT PARADE**—
Snooky Lanson, Eileen Wilson and Dorothy Collins, vocalists; the Hit Paraders and Raymond Scott's orchestra.
- 10:00 5 **PUBLIC PROSECUTOR**—
A Who-Does-It for you to enjoy.
- 10:20 5 **SHEILA GRAHAM**—
Tony Curtis and Piper Laurie are the Hollywood Columnists guests.
- 10:35 5 **TELE-VEPERS**—
—tv—

ON THE WING

Substituting for the vacationing star of the "Bert Parks Show," Bill Goodwin enriched the airplanes and wore himself out. Within 48 hours, Bill did a show in New York, flew to the Coast for another, and returned to New York for a third. "And en route," sighed Goodwin, "I met a Chicago producer who wanted me to do a show for him between planes."

— SEE —

MOTOROLA FAMILY THEATRE

Saturday—2:30-4:30 P.M.

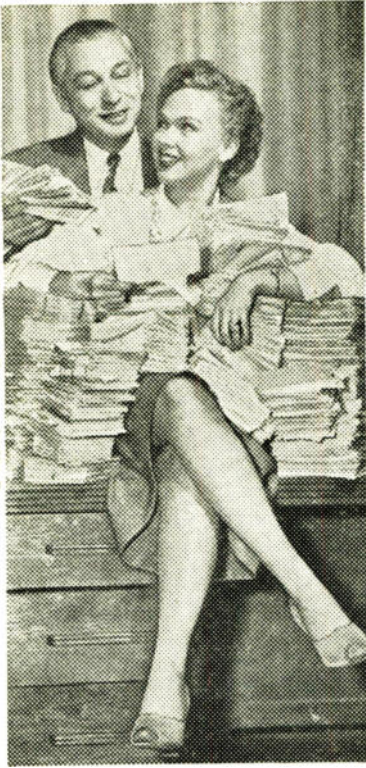
— and —

PUBLIC PROSECUTOR

Saturday at 10:00 P.M.

Sponsored by Your

Motorola TV DEALERS



FAIR CHOICE — Fact-finding expert Joseph Nathan Kane, of the NBC-TV "Break the Bank" show, is aided by songbird Betty Jane Watson in selecting the 25,000th question to be asked on the April 4 telecast.

With a working cast and crew of well over 100 on the Sunday night "Paul Whiteman Revue," director Dick Eckler is hard to find when he comes out of the control room onto the set during rehearsals. But young Eckler remedied that situation. He bought himself a red plaid sports jacket and now he's not only easy to spot, but he also stands out like a sore thumb.

—————tv—————

Gracie Allen, co-starred with husband George Burns, was born in San Francisco the year of the earthquake.

—————tv—————

Sam Levenson started as a professional entertainer as an m.c. at a Cat-skill resort.

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Clothing Is Important Factor In TV Appearances!

By **JOHN CAMERON SWAYZE**
NBC Television Newsman

OF ALL the instruments yet devised by man, the television camera is probably the most sensitive. It sees not only the visible but the invisible as well.

It will see a beard that is not a beard at all; it will see a spot on a suit that was washed off weeks ago. It will put rings under your eyes and lines in your face just after you have looked in the mirror and assured yourself that you never looked better in your life.

All in all, it is a hard task master, as I have found in facing television cameras for the past year and a half. And the television audience tends to be just as critical as the cameras.

For instance, when I go before the cameras each weekday to appear on the News Caravan, I must make sure that the tie I am wearing hasn't just had a dry cleaning job done on it. In some cases I have received letters from viewers complaining that what I had thought was a perfectly clean necktie was actually spotted like a leopard. The camera's sensitive tubes had picked up the invisible traces of cleaner's fluid.

The classic example of how this ability to see the invisible can play havoc with a television show was the time I had William Green, president of the AFL, as guest on my show. Just before we went on the air, one of the engineers, who was watching us on a studio monitor, signaled frantically to me.

It seems that Green had a jacket with a lapel that bore invisible spots—invisible, that is, to everybody but the million or so people watching us on television. The only solution was to have him trade jackets with the engineer, which he did. He went on the air with trousers and jacket decidedly not matched but luckily we were seated at a table and nobody was any the wiser.

Another thing that television does is emphasis little actions that would otherwise go unnoticed. On "Who Said That?" for instance, we have a rule that if the panel of experts misses a

question each member must forfeit a ten-dollar bill, the bills being collected in a fishbowl on the table in full view of the audience.

Once Quentin Reynolds inadvertently plucked a dollar bill, instead of a ten-dollar bill, out of his pocket and popped it into the bowl. Nobody in the studio noticed it, but the next day our mail consisted of practically nothing but irate protests against poor Reynolds for his unintentional swindle.

On the news show I find it necessary to memorize a good deal of my script ahead of time, since the audience would tire of the show pretty easily if all they saw was the top of my head as I read a script on the table in front of me.

But if I ever have to concentrate too hard on the news I have memorized rather than on my appearance, I hear about it next day in my mail. It seems that I lose my expression in my face when I am concentrating too hard on the news. And of course it shows up on the screen.

In radio, of course, there is nothing to worry about but how your voice sounds and whether you have written a good script. On television you have to worry about the expression on your face, the sound of your voice, the condition of your clothes, and the efficiency of your dry cleaner.

When I was a cub reporter, the last thing I thought I would ever have to worry about was the press in my trousers when I was on a story. But television has a way of making you sorry.

We Feature

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Sunday

APRIL 1st

WHBF-TV—Ch. 4 WOC-TV—Ch. 5
(Programs Subject to Change)

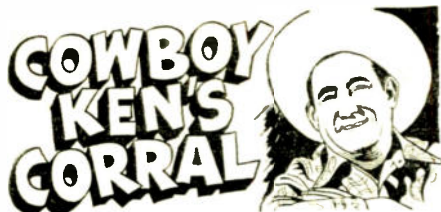
- 12:30 5 **AMERICAN FORUM OF THE AIR**
Harold Stassen and Edward W. Barrett, ass't. sec'y. for Public Affairs discuss "Is the Voice of America Adequate?"
- 1:00 5 **FILM SUBJECT—**
- 1:30 4 **PARADE OF HOMES—**
Local real estate men display their wares in an attempt to interest home-buyers in sales.
- 1:45 5 **KIERAN'S KALEIDOSCOPE—**
John Kieran gives a lesson on nature.
- 2:00 4 **TO BE ANNOUNCED—**
- 5 **WESTERN THEATRE—**
John Wayne stars in another of his western adventures.
- 3:00 4 **SPACE PATROL—**
Commander Buzz Corry and Cadet Happy in an adventure in space.
- 5 **MEET THE PRESS—**
The nation's current No. 1 crime sleuth, Sen. Estes Kefauver faces the reporters.
- 3:30 4 **ANIMAL FUN—**
Children and their pets on review.
- 5 **ZOO PARADE—**
Chicago Lincoln Park Zoo director, Martin Ferkins debunks common fallacies concerning the habits of animals.
- 4:00 4 **SUPER CIRCUS—**
Clown Cliff Soubier and Mary Hartline's band assist some great circus acts for your enjoyment.
- 5 **GABBY HAYES SHOW—**
Gabby spins another yarn for you.
- 4:30 5 **MAGIC SLATE—**
The story of "Pinocchio" presented
- 5:00 4 **CHARLIE WILD, PRIVATE DETECTIVE—**
Slugging, a slaying and sleuthing.
- 5 **MOPALONG CASSIDY—**
Bill Boyd rides another adventure.
- 5:30 4 **TED MACK FAMILY HOUR—**
Amateur talent vie for recognition on this program.
- 6:00 4 **PAUL WHITEMAN SHOW—**
Spring weather is on the agenda when guest Met singer Mimi Benzell joins Earl Wrightson and Moureen Cannon. Baritone Wrightson offers "Stormy Weather" and sings "Sometimes I'm Happy" with Mimi. Miss Benzell sings "April Showers."
- 5 **WEEK'S NEWS IN REVIEW—**
- 6:15 5 **FILM SCRAPBOOK—**
- 6:30 4 **JACK BENNY SHOW—**
Returning to television, Jack brings his regular gang along for this show. His guests include glamorous Claudette Colbert and actors Robert Montgomery and Basil Rathbone.
- 5 **THE ALDRICH FAMILY—**
Henry, playing an April Fool's joke on his girl friend, finds himself the victim of his own hoax.
- 7:00 4 **THE SHOW GOES ON—**
Robert Q. Lewis emcees an audition program.
- 5 **COMEDY THEATRE—**
Stars Eddie Cantor for 2nd successive week. Guests are Eddie Fisher, Michelle Auclair, Tony and Eddie, Joel Gray and others.
- 7:30 4 **BURNS AND ALLEN—**
Gracie and hubby George present another hilarious episode.
- 8:00 4 **FRED WARING SHOW—**
April, with its traditional showers and fool's court, will be the theme. Musical offerings include "Why Does It Have to Rain on Sunday?" and "April Showers" by the Pennsylvanians. Other songs are "Zing zing, Zoom zoom," "Sunny Side of the Street," and "Laugh, Clown, Laugh."
- 5 **TELEVISION PLAYHOUSE—**
"Parnassus on Wheels" by Christopher Morley. Stars Muriel Kirkland, Russell Hardie and Una O'Connor. The story of a matronly woman who finds excitement in a book store.
- 9:00 4 **CELEBRITY TIME—**
Conrad Nagel conducts quiz with panelists Martha Wright who replaces Kyle McDonnell, and Herman Hickman along with guests Phil Silvers and Nancy Donovan.
- 5 **GARROWAY AT LARGE—**
The Garroway crew takes a trip to the moon with thrush Connie Russell, Jack Haskell, Cliff Norton and Russell and Aura. Guest slated was jazzdom's "Big Sid" Catlett who died suddenly this week.
- 9:30 4 **WHAT'S MY LINE?—**
This will be the last opportunity for awhile to watch one of the finest unrehearsed TV shows. Regular panelists are Dorothy Kilgallen, Arlene Francis, Hal Block and Louis Untermeyer. John Daly is emcee for final show.
- 5 **SOIREE WITH SONTAG—**
- 10:00 4 **WEEKLY NEWSREEL—**
- 5 **INDUSTRY ON PARADE—**
- 10:15 5 **SYLVANIA THEATRE—**
- 10:30 4 **YOUTH ON THE MARCH—**

Monday

APRIL 2nd

WHBF-TV—Ch. 4 WOC-TV—Ch. 5
(Programs Subject to Change)

- 12:30 4 **GARRY MOORE SHOW**—
Stars Denise Lor, Ken Carson and guests.
- 1:30 4 **FIRST HUNDRED YEARS**—
New soap opera based on the popular radio series depicting the woes and laughs of a couple of newlyweds. Stars Jimmy Lydon and Olive Stacey.
- 1:45 4 **WINNER TAKE ALL**—
New quiz show with Barry Gray as your emcee.
- 2:00 5 **MISS SUSAN**—
Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.
- 2:15 5 **EDGAR GUEST**—
Some homespun poetry for you.
- 2:30 4 **FASHION MAGIC**—
Something new for the ladies. Popular authoress, Ilka Chase, is emcee.
- 5 **BERT PARKS SHOW**—
Musical variety featuring Betty Ann Grove and Bobby Sherwood.
- 3:00 4 **TO BE ANNOUNCED**—
5 **KATE SMITH SHOW**—
Variety with Kate and her guests.
- 3:30 4 **PARADISE ISLAND**—
3:45 4 **MEET YOUR COMMUNITY**—
Local personalities featured on this weekly show.
- 4:00 4 **MARY HARTLINE SHOW**—
Delightful juvenile program.
- 5 **TEA TIME**—
Features outstanding trio — Keith Greko, piano; Ward Irwin, bass; Ernie Vosikis, drums; Jean Crume, vocalist.
- 4:15 4 **TO BE ANNOUNCED**—
5 **GABBY HAYES SHOW**—
Gabby has another yarn about a Western hero.
- 4:30 5 **HOWDY DOODY**—
Bob Smith's puppets in new adventures to please the children.
- 5:00 4 **SMALL FRY CLUB**—
A program especially for children.
- 5 **CACTUS JIM**—
Jim tells a story about his friends.
- 5:30 4 **SPACE CADET**—
Tom Corbett's adventures in space with cadets in Space Academy.
- 5 **COMIC CUT-UPS**—
Ken Wagner draws with the able assistance of his puppet friend.
- 5:45 4 **BEANIE**—
Popular character of the kids is brought back by popular demand.
- 5 **MR. WEATHERWISE**—
- 5:52 5 **WOC-TV NEWSROOM**—
Bob Frank and Bob Redeen report the latest news.
- 6:00 4 **CAPTAIN VIDEO**—
An adventure story on earth and in space with the Video Ranger.
- 5 **KUKLA, FRAN & OLLIE**—
The puppets of Burr Tillstrom have fun with lovely Fran Allison.
- 6:30 4 **HOLLYWOOD SCREEN TEST**—
Neil Hamilton directs young hopefuls in two short sketches with this week's star Edward Everett Horton.
- 5 **SHOWROOM**—
Lovely Roberta Quinlan sings.
- 6:45 5 **NEWS CARAVAN**—
John Cameron Swayze reports the news with on-the-spot films.
- 7:00 4 **VIDEO THEATRE**—
New series of dramatic programs.
- 5 **PAUL WINCHELL - JERRY MAHONEY SHOW**—
New quiz-type show with ventriloquist and dummy.
- 7:30 4 **GODFREY TALENT SCOUTS**—
Professional talent competes for a break in the entertainment field.
- 5 **VOICE OF FIRESTONE**—
Musical concert with Howard Barlow's orchestra. Elena Nikolaidi, mezzo soprano, sings Bizet's "Gypsy Song," "Neranzula," "Ave Maria" and "Let My Song Fill Your Heart."
- 8:00 4 **HORACE HEIDT SHOW**—
Youth Opportunity program with talent from all over the country.
- 5 **LIGHTS OUT**—
A Drama to thrill you.
- 8:30 4 **SHOWTIME U. S. A.**—
A variety of music and drama.
- 5 **SOMERSET MAUGHAM THEATRE**
New series of full-hour stories by Maugham.
- 9:00 4 **STUDIO ONE**—
- 9:30 5 **WHO SAID THAT?**—
Quiz that stars newspeople Bob Trout and John Cameron Swayze.
- 10:00 4 **AT HOME PARTY**—
Earl Wrightson is host. Guest is Denise Lor, singer.
- 5 **STARS OVER HOLLYWOOD**—
"Old Mother Hubbard" with Ellen Corby.
- 10:15 4 **PERRY COMO SHOW**—
Fontaine Sisters & Mitchell Ayres orchestra and a fine chorus.
- 10:30 4 **THE CIRCUIT RIDER**—
5 **FILM SUBJECT**—
- 11:00 4 **THE CIRCUIT RIDER**—
Film series about clergymen in the U.S. after the Revolution.
- 5 **BROADWAY OPEN HOUSE**—



Howdy, Ranch Hands:

It looks like my little message last time about Spring coming was a bit too early. but I guess we really can say that Spring is here now. I hope you keep in mind what I told you about running into the streets after a ball or a dog or anything else:

Be sure to stop and look both ways before running or walking across the streets.

* * *

I get an awful lot of calls from your folks—both Mom and Dad. They ask me what I think about that little old question of homework and television. Well, I've given it a lot of thought and I think there isn't any problem at all.

It's easy to figure out that boys and girls should finish their homework before they sit down in the living room to watch television. Most of the ranch owners that I know won't have anything to do with ranch hands that are not pretty smart—and you know that the only way to get smart is to do your school work the way teacher wants it.

So, when Dad or Mom tell you to finish up that school work. I reckon that they're doing just about the best thing for you. And believe me, ranch hands, I'd really listen to them.

Besides, summer vacation is just around the corner, and you'll be free as a desert pup to play and watch television all you want.

* * *

Here's a little game for you to enjoy, and maybe win a prize too—take the word "horseback" and form as many different words from that word as you can. First prize, \$1.00; second prize, 50 cents; third and fourth prizes, 25 cents each. Mail to Cowboy Ken's Corral, c/o Tele-Views, P.O. Box 350, Rock Island, Illinois.

[10]

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—TV—

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KEN MURRAY SHOW GETS HONOR MEDAL

As a signal tribute to its series of brilliant documentary sketches, the "Ken Murray Show" has received an honor medal in the second annual awards of Freedoms Foundation, national organization furthering the cause of American freedom.

The award, first honor to be accorded a television program by the organization, was given the "Ken Murray Show" for a documentary drama presented on the broadcast titled "Between Americans." The sketch was written by Norman Corwin, adapted for TV by Ben Brady and produced by Ken Murray.

The medal, among awards made to 833 individuals and organizations, shows George Washington praying at Valley Forge, Pa., which is the headquarters of Freedoms Foundation. The reverse side contains this inscription: "For outstanding achievement in bringing out a better understanding of the American way of life."

Screen and stage star Van Heflin narrated the "Between Americans" sketch, which was a stirring portrayal in ballet, music and drama of American song and story, pointing up the heritage of American liberty and equality. Virginia Johnson was choreographer and David Broekman conducted the orchestra.

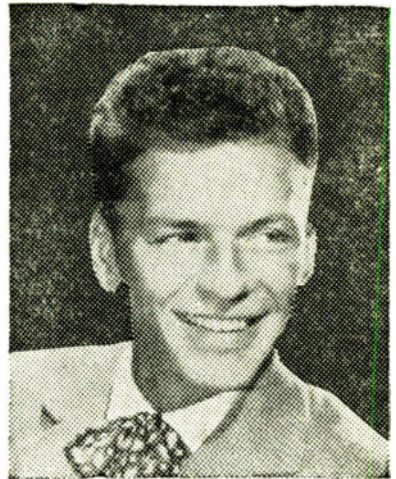
This was the first of several impressive documentaries presented by the "Ken Murray Show" this season. Others were "A Tribute to West Point," "Christmas Around the World," "Cavalcade of Champions," a year-end review of headline makers, and "A Tribute to the U.S. Marines."

—tv—

To keep in trim for his role as "Charlie Wild, Private Detective," Kevin O'Morrison works out in a gym four times a week.

—tv—

Robert Fryer, a casting director, is co-producer with George Abbott of the forthcoming Broadway musical "A Tree Grows in Brooklyn."



FRANK SINATRA, who is seen every other week on Saturdays over WHBF-TV, features vocalists June Hutton and The Heathertones who provide some smooth singing during his hour-long variety program.

THEY'RE OFF!

Racing fans on television—they're off early in May, with Clem McCarthy calling the races. The white-haired dean of turf reporters will bring viewers the classic races of the 1951 New York racing season over WOC-TV.

NBC will present the best in horse racing every Saturday through July for the third successive year. The program, supervised by NBC's assistant Director of Sports James Dolan, has won praise from the New York State Racing Commission and from the Jockey Club in years past.

Assisting Clem McCarthy will be Sammy Renick, former star jockey and owner who has been telecasting horse races ever since Alfred G. Vanderbilt drafted him into the job in 1948. Ray Barrett, NBC announcer, will be the other man on McCarthy's racing staff. The telecasts will originate from Jamaica, Belmont Park, and from Aqueduct.

—tv—

Ed McMahon, who plays a clown tramp on "Big Top," was just two points short magna cum laude honors on graduation from Catholic U.

Tuesday

APRIL 3rd

WHBF-TV—Ch. 4 WOC-TV—Ch. 5
(Programs Subject to Change)

- 12:30 4 **GARRY MOORE SHOW—**
Stars Denise Lor, Ken Carson and guests.
- 1:30 4 **FIRST HUNDRED YEARS—**
New soap opera based on the popular radio series depicting the woes and laughs of a couple of newlyweds. Stars Jimmy Lydon and Olive Stacey.
- 1:45 4 **WINNER TAKE ALL—**
New quiz show with Barry Gray as your emcee.
- 2:00 5 **MISS SUSAN—**
New Daytime serial with Susan Peters. This is a story of a woman attorney.
- 2:15 4 **BRIDE AND GROOM—**
One of radio's popular morning shows now on television.
- 5 **EDGAR GUEST—**
With some homespun poetry.
- 2:30 4 **TO BE ANNOUNCED—**
- 5 **MATINEE THEATRE—**
Daytime variety show.
- 3:00 5 **KATE SMITH SHOW—**
Have fun with Kate and guests.
- 4:00 4 **OZMOE—**
Puppet show for all the children.
- 5 **MUSICAL MATINEE—**
Mari Meinert at the piano-organ.
- 4:15 4 **TO BE ANNOUNCED—**
- 5 **PANHANDLE PETE & JENNIFER—**
"Pancho Chihuaha and the Magic Umbrella."
- 4:30 5 **HOWDY DOODY—**
An enjoyable visit with Bob Smith and his puppet friends.
- 5:00 4 **SMALL FRY CLUB—**
A program especially for children.
- 5 **CACTUS JIM—**
Jim tells a story about his friends.
- 5:30 4 **THE BUDDIES OF THE AIRPLANES**
The popular western crooners of begin a new television program. You'll be hearing and seeing Fat, Speed and Curly.
- 5 **COWBOY KEN—**
Ken and his Ranch Hands entertain you.
- 5:45 4 **BEANIE—**
Popular character of the kids is brought back by popular demand.
- 5 **MR. WEATHERWISE—**
Brief puppet show giving weather outlook for the day.
- 5:52 5 **WOC-TV NEWSROOM—**
Bob Frank and Bob Redeen report the latest news.
- 6:00 4 **CAPTAIN VIDEO—**
An adventure story on earth and in space.
- 5 **KUKLA, FRAN & OLLIE—**
Burr Tillstrom's uncanny friends chat with lovely Fran Allison.
- 6:30 4 **BEULAH—**
Ethel Waters stars in a comical adventure.
- 5 **LITTLE SHOW—**
John Conte emcees this musical program with occasional guests.
- 6:45 5 **NEWS CARAVAN—**
John Cameron Swayze reports the news with on-the-spot films.
- 7:00 4 **COURT OF CURRENT ISSUES—**
A new series of programs devoted to lively discussion of current affairs.
- 5 **STAR THEATRE—**
Mr. Television, Milton Berle, provides the laughs with his guests.
- 7:30 4 **JOHNS HOPKINS—**
From the famed university comes a new program giving scientific information in a most interesting manner.
- 8:00 4 **VAUGHN MONROE SHOW—**
Features Ziggy Talent and Shaye Cogan.
- 5 **DIXIE SHOWBOAT—**
Richard Lane emcees a variety show with the oldtime showboat flavor.
- 8:30 4 **BEAT THE CLOCK—**
Bud Collyer conducts the stunts with curvacious Roxanne assisting.
- 5 **CIRCLE THEATRE—**
Another fine play for you to enjoy.
- 9:00 4 **DANGER—**
Hollywood villain Walter Slezak stars in "The Undeclared," a mystery-adventure drama.
- 5 **ORIGINAL AMATEUR HOUR—**
Ted Mack helps the talent along on the road to fame and fortune.
- 9:30 4 **COOLERATOR THEATRE—**
Another play for you to enjoy.
- 10:00 4 **FAYE EMERSON—**
Lovely Faye interviews folks you would like to meet.
- 5 **FIRESIDE THEATRE—**
"The Gentleman from LaPorte" by Bret Harte. The puritanical ladies from LaPorte accuse a glamorous remale croupie of running a crooked wheel.
- 10:15 4 **INS DAILY NEWS—**
- 10:30 5 **STAR REVUE—**
Warren Vassen conducts a video disc show.
- 11:00 5 **BROADWAY OPEN HOUSE—**
Jerry Lester stars with Dagmar, Milton DeLugg, Ray Malone and Mello Larks on hand for this informal comedy show.

THE WINNAH!

After several days of lengthy deliberations, the board of judges chose the winner of the Tele-Views Chicago trip contest.

The decision was not arrived at easily.

But, in the opinion of the board, the prize-winning entry was that of:

Mrs. Hugh Pettinger, 222 Will St., Lanark, Illinois.

Mrs. Pettinger wrote that "I'd like to see a network television show to better understand the sacrifice, money and great effort Quad-City viewers have in bringing us such top television entertainment."

As a result, Mrs. Pettinger and a guest, will spend the weekend of April 14-15 in Chicago with Tele-Views as their host. All expenses to, in and from Chicago will be paid. They will stay at the Hotel Sherman, take in a stage play, dine and dance at a smart night spot—and, of course, watch a network television show in action.

Tele-Views congratulates Mrs. Pettinger and wishes all the other entrants better luck next time. All those who submitted entries are invited to witness a television show produced here by writing to the Tele-Views Contest Editor, Box 350, Rock Island, Illinois.

June Hutton, "Frank Sinatra Show" songstress, is a skilled skipper of sailboats, has her own craft at San Pedro, Calif.

— SEE —

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—O—
Write in 25 words or
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of Tele-Views.

Decision of Judges is Final.

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Montgomery Named to Drama Advisory Committee

Robert Montgomery, noted executive television producer, has accepted the national chairmanship of the Drama Advisory and Sponsoring Committee of the National Recreation Association.

Among those serving on the committee with Montgomery are Richard Aldrich, Sidney Blackmer, Helen Bonfils, Gilmore Brown, Bing Crosby, George Freedley, Robert E. Gard, Paul Green, Edgar L. Kloten, Percy MacKaye, Kenneth MacGowan, Carroll McComas, Frederic McConnell, William Miles, Robert Porterfield, Maida Reade and Cornelia Otis Skinner.

Montgomery, well-known as a screen actor, director, producer and commentator, and whose "Robert Montgomery Presents" is one of the leaders in top dramatic video programs, was the first top-name film personality to enter television on a full scale.

The National Recreation Association was organized in 1906 with Theodore Roosevelt as the first honorary president. The organization strives to find the best and most satisfying use of expanding leisure time for young and old throughout the country.

It is widely known as the central

service agency for the recreation forces of America, and has been active for many years in encouraging drama throughout the nation, particularly among young people.

—tv—

Frank Sinatra can memorize a script after reading it just three times.

—tv—

Tony Mottola, guitarist and composer of the mood music on "Danger," plans to publish his original compositions for the show.



"I never watch Junior when I'm looking at the "House Beautiful Show."



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New Daytime Show Slated by WOC-TV for May

"Hawkins Falls, Pop. 6200," the day-by-day story of life in a typical small town in America, returns to the television network in the form of a "television novel" sometime in May, and will be seen every Monday through Friday over WOC-TV.

The program will be televised from NBC's Chicago studios in the Studebaker Theatre.

Written by Doug Johnson and produced by Ben Park, the team that launched "Hawkins Falls, Pop. 6200" to national critical acclaim in the Summer of 1950, the program has been developed into a "novel for television" with the audience invited to partake of a chapter a day.

Hawkins Falls, mythical scene of the action, is the composite of many small American towns, and the people who populate it are completely characteristic of the American scene. Action revolves around a group which is warm in its humor, greatly diversified in its pursuits and completely real.

Under present plans, the program will use more than 30 different character actors a week. The group includes Bernadine Flynn, well known to the radio audience for her lead role in the "Vic & Sade" programs, who will play the part of Lona Drewer, Hawkins Falls housewife. Phil Lore, veteran character actor of both radio and TV, will portray Judge Willard Sharp, prominent citizen of the town. Hope Summers has been cast as Belinda Catherwood, social leader. Norm Gottschalk will play Phinny Ziets, town handyman. Others in the cast include Butles Manville, Jean Mowry, Win Stracke, Rosalinde Twokey, Les Spreas and Jim Green.

Ben Parks and Doug Johnson, although young in years, represent top-rated experience in the radio and television fields. Johnson, the author, was active as a "Lights Out" writer while still an undergraduate at Northwestern University. Following service in the U.S. Navy, he wrote for the Saturday Evening Post, Coronet and other magazines, played in stock and turned to



PERRY COMO, seen on WHBF-TV Monday, Wednesday and Friday, had something new added to a recent telecast—a "scenescop." This new gadget makes three dimensional scenery almost out of thin air. It is a photo-electronic device, used in front of a camera, so that the camera shoots through it at the performer.

television to become one of Dave Garroway's writers.

Park, once production manager for the University of Wisconsin's radio station, became a staff manager with the Armed Forces Radio Service, later winning many awards for various radio productions in the field of public service. He became producer of NBC's "Saturday Square" series in February, 1950, thereafter collaborating with Johnson in the development of "Hawkins Falls, Pop. 6200."

—tv—

Ralph Edwards, producer-star of "Truth or Consequences," was born on June 13, 1913. He's not superstitious.

—tv—

Franklin Heller, producer of "The Web," is a model railroader.

—tv—

Brooklyn-born Clifton Fadiman, host of "This Is Show Business," is an authority on Charles Dickens.

Wednesday

APRIL 4th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5
(Programs Subject to Change)

- 12:30 4 **GARRY MOORE SHOW**—
Stars Denise Lor, Ken Carson and guests.
- 1:30 4 **FIRST HUNDRED YEARS**—
New soap opera based on the popular radio series depicting the woes and laughs of a couple of newlyweds. Stars Jimmy Lydon and Olive Stacey.
- 1:45 4 **WINNER TAKE ALL**—
New quiz show with Barry Gray as your emcee.
- 2:00 5 **MISS SUSAN**—
Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.
- 2:15 5 **EDGAR GUEST**—
Some homespun poetry for you.
- 2:30 4 **TO BE ANNOUNCED**—
- 5 **BERT PARKS SHOW**—
Musical variety, Betty Ann Grove, Bobby Sherwood.
- 3:00 5 **KATE SMITH SHOW**—
Variety with Kate and her guests.
- 3:45 4 **MR. & MRS. CARROLL**—
- 4:00 4 **MARY HARTLINE SHOW**—
Delightful juvenile program.
- 5 **MUSICAL MATINEE**—
Marj Meinert at the piano-organ.
- 4:15 4 **TO BE ANNOUNCED**—
- 5 **GABBY HAYES SHOW**—
Gabby has another yarn about a Western hero.
- 4:30 5 **HOWDY DOODY**—
Bob Smith's puppets in new adventures to please the children.
- 5:00 4 **SMALL FRY CLUB**—
A program especially for children.
- 5 **CACTUS JIM**—
Jim tells a story about his friends.
- 5:30 4 **SPACE CADET**—
Tom Corbett's adventures in space with cadets in Space Academy.
- 5 **AT HOME WITH MARY LOUISE MARSHALL**—
Interview program with local personalities.
- 5:45 4 **BEANIE**—
Popular character of the kids is brought back by popular demand.
- 5 **MR. WEATHERWISE**—
Brief puppet show giving current weather outlook.
- 5:52 5 **WOC-TV NEWSROOM**—
Bob Frank and Bob Redeen report the latest news.
- 6:00 4 **CAPTAIN VIDEO**—
An adventure story on earth and in space with the Video Ranger.
- 5 **KUKLA, FRAN & OLLIE**—
The puppets of Burr Tillstrom have fun with lovely Fran Allison.
- 6:30 4 **CHANCE OF A LIFETIME**—
John Reed King, emcee; Dick Collier, comedian, Russell Arms and Liza Palmer in a quiz show with large prizes.
- 5 **SHOWROOM**—
Lovely Roberta Quinlan sings.
- 6:45 5 **NEWS CARAVAN**—
John Cameron Swayze reports the news with on-the-spot films.
- 7:00 4 **ARTHUR GODFREY SHOW**—
Musical variety with Arthur, Janette Davis, Haleoke, Frank Parker, the Chordettes, the Mariners and Archie Bleyer's orchestra.
- 5 **FOUR-STAR REVUE**—
Ed Wynn in a variety program with his guests.
- 8:00 4 **DON McNEILL'S TV CLUB**—
Festive sessions with Don, Johnny Desmond, Patsy Lee, Sam Cowling, and guests.
- 5 **TELEVISION THEATRE**—
"Yours Truly" by Adelaide Matthews.
- 8:30 4 **THE WEB**—
Mystery drama to thrill you.
- 9:00 4 **BOXING**—
From one of the top fight arenas with Russ Hodges describing.
- 5 **BREAK THE BANK**—
Quiz show with Bert Parks as the emcee.
- 9:30 5 **TWO FOR THE SHOW**—
Musical program with George Sontag and Marjorie Meinert.
- 9:45 5 **FILM SUBJECT**—
- 10:00 4 **BIG TOWN**—
Steve Wilson and Lorelei go all out for a news story.
- 10:30 4 **PERRY COMO SHOW**—
Fontaine Sisters & Mitchell Ayres orchestra and a fine chorus.
- 5 **SCRAMBLEGRAMS**—
Exciting quiz show with Ran Jensen, emcee. People you know face the questions.
- 10:45 4 **INS DAILY NEWS**—
- 11:00 5 **BROADWAY OPEN HOUSE**—
Variety show with Dell and Abbott, Richard Hayes, Earl Barton, Estelle Sloame, Kirby Stone Quintet and Maureen Cannon.

Thursday

APRIL 5th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5
(Program Subject at Change)

- 12:30 4 **GARRY MOORE SHOW—**
Stars Denise Lee, Ken Carson and guests.
- 1:30 4 **FIRST HUNDRED YEARS—**
New soap opera based on the popular radio series depicting the woes and laughs of a couple of newlyweds. Stars Jimmy Lyden and Olive Stacey.
- 1:45 4 **WINNER TAKE ALL—**
New quiz show with Barry Gray as your emcee.
- 2:00 5 **MISS SUSAN—**
Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.
- 2:15 4 **BRIDE AND GROOM—**
One of radio's popular morning shows now on television.
- 5 **EDGAR GUEST—**
- 2:30 4 **TO BE ANNOUNCED—**
- 5 **MATINEE THEATRE—**
- 3:00 5 **KATE SMITH SHOW—**
Variety with Kate and her guests.
- 4:00 4 **OZMOE—**
New puppet show for children.
- 5 **TELECOMICS—**
Comic serials for children.
- 4:15 4 **TO BE ANNOUNCED—**
- 5 **PANHANDLE PETE & JENNIFER—**
"George Burro and the Atomic Bomb."
- 4:30 5 **HOWDY DOODY—**
Bob Smith's puppets in new adventures to please the children.
- 5:00 4 **SMALL FRY CLUB—**
A program especially for children.
- 5 **CACTUS JIM—**
- 5:30 4 **THE BUDDIES OF THE AIRPLANES**
Now seen as well as heard, Fal, Speed and Curley offer real western music.
- 5 **COWBOY KEN—**
- 5:45 4 **BEANIE—**
Popular character of the kids is brought back by popular demand.
- 5 **MR. WEATHERWISE—**
Brief puppet show giving current weather outlook.
- 5:52 5 **WOC-TV NEWSROOM—**
Bob Frank and Bob Redeen report the latest news.
- 6:00 4 **CAPTAIN VIDEO—**
An adventure story on earth and in space with the Video Ranger.
- 5 **KUKLA, FRAN & OLLIE—**
The puppets of Burr Tillstrom have fun with lovely Fran Allison.
- 6:30 4 **LONE RANGER—**
Western adventure story with his friend, Tonto, always there to help
- 5 **LITTLE SHOW—**
A musical show with John Conte and the Honeydreamers.
- 6:45 5 **NEWS CARAVAN—**
John Cameron Swayze reports the news with on-the-spot films.
- 7:00 4 **STOP THE MUSIC—**
Bert Parks dishes out the prizes with help from vocalists Jimmy Blaine, Betty Ann Grove, Marian Morgan and the Variety Dancers.
- 5 **YOU BET YOUR LIFE—**
Groucho Marx and his quick wit enhance this quiz program.
- 7:30 5 **YOU ASKED FOR IT—**
Art Baker shows the unusual that you ask for.
- 8:00 4 **ELLERY QUEEN—**
A new detective mystery with one of the top sleuths in the business.
- 5 **HOME MOVIE THEATRE—**
A film you should enjoy.
- 8:30 4 **TO BE ANNOUNCED—**
- 9:00 4 **TRUTH OR CONSEQUENCES—**
Ralph Edwards dishes out the trouble for the contestants.
- 5 **MARTIN KANE, PRIVATE EYE—**
Bill Gargan plays the sleuth in one of the best who-done-its.
- 9:30 4 **PANTOMINE QUIZ—**
Mike Stokey emcees with regular panel of movie stars Vincent Price, Jackie Coogan, Hans Conreid and Adele Jergens versus a panel of guest stars.
- 5 **WAYNE KING SHOW—**
The Waltz King better than ever.
- 10:00 4 **FAYE EMERSON SHOW—**
An informal visit with Mrs. Skitch Henderson as she plays hostess to her guests.
- 5 **HOLLYWOOD REEL—**
Behind the scenes with Carmen Miranda, Benny Rubin, Lon McCallister and Dick Haymes.
- 10:15 4 **CRUSADE IN EUROPE—**
The real story of World War II.
- 5 **FILM SUBJECT—**
- 10:30 5 **MUSICAL MOODS—**
Marjorie Meinert at the piano and organ with Jim Johnston assisting.
- 10:35 4 **STORK CLUB—**
Sherman Billingsley and Virginia Paine entertain their guests.
- 10:50 4 **INS DAILY NEWS—**
- 11:00 5 **BROADWAY OPEN HOUSE—**
Jerry Lester stars with Dagmar, Milton DeLugg, Ray Malone and Mello Larks on hand for this informal comedy show.

TV Looks Easy When Faye Steps Before the Cameras

GLAMOROUS Faye Emerson has a way of making things look easy. When she steps before a television camera, she gives a double impression that she's always worked in television and that stardom just came naturally to her. The star of "The new Faye Emerson show" will be the first to tell you that neither impression is accurate.

Actually, the First Lady of Television has been exceedingly active in such other fields as motion pictures, theatre and radio — and stardom was no more easily achieved by Faye than by most actors and actresses.



Faye Emerson was born in Louisiana. While still a tot, she moved to the West, a section of the country whose informality and vitality she still reflects. After living successfully in Texas and New Mexico, she enrolled at San Diego State College in California.

She had been intensely interested in acting since her first year of high school, where she gave vent to it in part as a cheer leader. On finishing college, she joined the San Diego Community Theatre, an ardent, well-coached group which had a weather eye on Hollywood. When she was appearing there in "Here Today" she won a beckoning nod from a Warner Brothers scout. Her screen test was labeled "excellent."

Her early dreams of a rosy parade of good roles didn't materialize. It was not until after her tenth walk-on bit that Faye got her first big break in "Murder in the Big House." Such subsequent folms as "Manpower," "Secret Enemies," "The Desert Song," "Destination Tokyo," "Mask of Dimitrios" and "Uncertain Glory" proved her box office following. It was while she was playing the feminine lead in "Hotel Berlin" that she married the late President's son, Elliott Roosevelt.

Withdrawing from the film world

the following season, Miss Emerson spent much of the next three years in the East. She made her Broadway debut in Molnar's "The Play's the Thing." In 1949, she returned to the screen in "Guilty Bystander," made in New York. On March 21, 1950, Miss Emerson began another stage engagement, this time in "Goodbye, My Fancy" in Washington.

Because of her success in television and her fondness for that medium, the star would prefer to accept future film roles only when the productions will be made in the East. She has her heart set on becoming a permanent resident of New York. And New Yorkers, judging by that rising index of television mail, are very happy about it.

—tv—

THREE CENTS WORTH

Underneath Bobby Sherwood's casual attitude on the daytime "Bert Parks Show" lies a quality of quick thinking in tight spots. The other day, the program ran several mintes short and while everyone was frantically figuring what to do, Bobby calmly picked up a newspaper and filled the time by showing how to entertain friends with parlor tricks for only three cents.

—tv—

A few young tykes had the thrill of a lifetime a few weeks ago though they don't know that it was a sham. At Studio No. 1, "Pulitzer Prize Playhouse" presented Maxell Anderson's "Valley Forge," with Albert Dekker as George Washington. A few of the stage crew brought their young progeny down to view the show and learn a little bit of American history. Once the kids arrived, the crew couldn't resist and led each one of the youngsters up to Dekker, saying, "Now, sonny, this is General George Washington." That's all fine, except that Monday morning there were some perplexed school teachers when their students insisted that they had met Geo. Washington!

—tv—

Robert Q. Lewis, a devotee of old vaudeville, didn't play the Palace until he took "The Show Goes On" bill there.



GABBY HAYES, who has lassoed the hearts of Western fans from five to 95, spins a yarn of American history each week to Clifford Sales and Lee Graham on the "Gabby Hayes Show." Gabby usually goes out on a limb with a tale from his family tree, too.

3-Minute Song Takes 154 Man-Hours to Present

Joanne Wheatley's vocal interpretation of the song "I Remember the Cornfields" took three minutes in presentation, on a recent "Fred Waring Show." Two dancers, Nadine Gae and Marc Breau were part of the song production.

On conclusion of the number, maestro Fred Waring revealed that it required 154 man-hours to complete. The breakdown follows:

Music Copying	2 men—7 hrs.	7 hours
Arranging	1 man—5 hrs. each	10 hours
Rehearsal	30 men—2 hrs. each	60 hours
Dance	2 men—2 hrs. each	4 hours
Scene Design & Paint.....	6 men—5 hrs. each	30 hours
Cameras	8 men—1 hr. each	8 hours
Sound	6 men—1 hr. each	6 hours
Lighting	5 men—1 hr. each	5 hours
Stagehands	15 men—1 hr. each	15 hours
Wardrobe	3 men—2 hrs. each	6 hours
Make-up	2 men—1 hr. each	2 hours
Hairdresser	1 man—1 hr.	1 hour
	81 men	154 hours

Friday

APRIL 6th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5
(Programs Subject to Change)

- 12:30 4 GARRY MOORE SHOW—**
Stars Denise Lor, Ken Carson and guests.
- 1:30 4 FIRST HUNDRED YEARS—**
New soap opera based on the popular radio series depicting the woes and laughs of a couple of newlyweds. Stars Jimmy Lydon and Olive Stacey.
- 1:45 4 WINNER TAKE ALL—**
New quiz show with Barry Gray as your emcee.
- 2:00 5 MISS SUSAN—**
Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.
- 2:15 5 EDGAR GUEST—**
Some homespun poetry for you.
- 2:30 4 FASHION MAGIC—**
Something new for the ladies. Popular authoress, Ilka Chase, is emcee.
- 5 BERT PARKS SHOW—**
Musical variety, Betty Ann Grove.
- 3:00 4 TO BE ANNOUNCED—**
- 5 KATE SMITH SHOW—**
Variety with Kate and her guests.
- 3:45 4 MR. & MRS. CARROLL—**
- 4:00 4 MARY HARTLINE SHOW—**
Delightful juvenile program.
- 5 TEA TIME—**
Features outstanding trio — Keith Greko, piano; Ward Irwin, bass; Ernie Vosikis, drums; Jean Crume, vocalist.
- 4:15 4 TO BE ANNOUNCED—**
- 5 GABBY HAYES SHOW—**
Gabby has another yarn about a Western hero.
- 4:30 5 HOWDY DOODY—**
Bob Smith's puppets in new adventures to please the children.
- 5:00 4 SMALL FRY CLUB—**
A program especially for children.
- 5 UNOC & ANDY—**
A lesson in drawing for the kids.
- 5:15 5 FILM SUBJECT—**
A delightful film surprise.
- 5:30 4 SPACE CADET—**
Tom Corbett's adventures in space with cadets in Space Academy.
- 5 BACON'S BANDSTAND—**
Norman Bacon spins top records.
- 5:45 4 BEANIE—**
Popular character of the kids is brought back by popular demand.
- 5 MR. WEATHERWISE—**
Brief puppet show giving current weather outlook.
- 5:52 5 WOC-TV NEWSROOM—**
Bob Frank and Bob Redeen report the latest news.
- 6:00 4 CAPTAIN VIDEO—**
An adventure story on earth and in space with the Video Ranger.
- 5 KUKLA, FRAN & OLLIE—**
The puppets of Burr Tillstrom have fun with lovely Fran Allison.
- 6:30 4 LIFE WITH ART LINKLETTER—**
Comedy and domestic skits with Art and the school kids.
- 5 SHOWROOM—**
Lovely Roberta Quinlan sings.
- 6:45 5 NEWS CARAVAN—**
John Cameron Swayze reports the news with on-the-spot films.
- 7:00 4 "MAMA"—**
Delightful stories of the homelife of an old fashioned family.
- 5 QUIZ KIDS—**
Joe Kelly tosses tough questions at the youngsters.
- 7:30 4 MAN AGAINST CRIME—**
One of the better private eye stories with Ralph Bellamy as Mike Barnett.
- 5 PLAY OR PAY—**
George Sontag, Marj Meinert and Jean Crume asked to be stumped by your songs for prizes.
- 8:00 4 PULITZER PRIZE PLAYHOUSE—**
A good play by a prize-winning author.
- 5 BIG STORY—**
A reporter's true story dramatized.
- 8:30 5 HENRY MORGAN SHOW—**
A talent hunt by Henry and his sidekick, Gerard.
- 9:00 4 MORTON DOWNEY SHOW—**
The Star of the Family is brought to your screen.
- 5 BOXING—**
From one of New York's two big arenas.
- 9:30 4 SOMERSET MAUGHAM THEATRE**
Tales from the pen of Maugham are dramatized for your enjoyment
- 9:45 5 WRESTLING FROM HOLLYWOOD**
Top West Coast Wrestlers are brought to you on film.
- 10:00 4 PLAINCLOTHESMAN—**
A detective thriller.
- 10:30 4 PERRY COMO SHOW—**
Fontaine Sisters & Mitchell Ayres orchestra and a fine chorus.
- 10:45 4 INS DAILY NEWS—**
- 11:00 5 BROADWAY OPEN HOUSE—**
Jerry Lester stars with Dagmar, Milton DeLugg, Ray Malone and Mello Larks on hand for this informal comedy show.



NEW YORK — Next TV development to make headlines will be the Federal Communications Commission drive against hawkers of mail order items. The FCC considers that pitching household gadgets and cooking items right in your living room is a carnival nuisance. . . . Four big CBS radio shows are ready to make their video debut—Our Miss Brooks, Life With Luigi, My Friend Irma, and My Favorite Husband. . . . Trade rumors say that Hopalong Cassidy is slipping in appeal. Naturally, he's getting more competition in the hill-and-dale department from cowboy stars like Gene Autry, but we suggest you disregard the experts and ask your own small fry.

Johnny Johnston, the popular young singer, caused a flood of viewer reaction on his recent shows with Ken Murray. Midwest viewers may see the "Johnny Johnston" series shortly if plans go through. . . . Eloise McElhone is starting to draw a panning from critics for her anti-male attitude on "Leave It To The Girls." The press feels that Eloise goes out of her way to get her sharp digs across, and they prefer a more reasonable attitude — like that of Dorothy Kilgallen.

This talk about Milton Berle switching to twice a month shows brings up Edgar Bergen's opinion that "even great comedians can get burned out." Bergen thinks that once a month is about par for the course. . . . TV critic John Crosby is reported dickering for a Mr. & Mrs. chatter show. This is the writer who claimed he never went near a studio. . . . Amos n' Andy will make their tele debut this summer, but originators Freeman Gosden and Charles Correll will have subs playing their roles.

Look for these new faces on your screens — Edmud Lowe, the oldtime screen star, Ilona Massey as a glamorous interviewer, Claudette Colbert in a situation comedy series, and George Raft in a tough guy role. . . . Sugar Chile Robinson, the young piano whiz whom you've seen on "Ford Star Revue," started beating the keys when he was two years old. When he gets into a real boogie-woogie lather, Sugar Chile uses fingers, knuckles and elbows on the keyboard. . . . Censor boards across the country are getting interested in a forthcoming series based on short stories by Ernest Hemingway. The author will tee off with a live introduction. . . . Rapidly achieving top interest among viewers is luscious Gloria Van, who warbles with the "Wayne King Show." Her soothing style and brunette beauty really click.

Buster Crabbe is splashing about in the news with a \$500 000 lawsuit against three networks and other assorted defendants for showing his films on video without his okay. . . . Comic Fred Allen has temporarily given up on TV since his recent unexciting appearances, but the odds say Fred will be back after further study. . . . Ralph Edwards is setting up his own film company to handle comedy shows. It means that comedians can sign up on a free lance basis, and then peddle their own shows to sponsors.

Senator Ford likes the story about the fighter who was on the canvas so much they sold him for an oil painting.

As with most people these days, Don Ameche spent his spare moments during rehearsal of "Holiday Hotel" discussing the Korean situation. Gradually, the conversation turned to Red propaganda which Ameche termed . . . "impropaganda."

Berle Evaluated: Found Not Bad . . . Not Always Good

By LUCIA CARTER

TV Editor, Moline Dispatch

FROM A critical standpoint, Milton Berle doesn't quite measure up as a comedian and master of ceremonies. Loud-mouthed and boorish at times, he seems addicted to bad jokes and slapstick antics. Apparently he believes that a guest artist, no matter how talented cannot get through an act without an assist from the great man himself. The bumper crop yielded by his show each week (7:00 Tuesday nights on WOC-TV) must be the envy of Illinois and Iowa farmers in the home audience.

Yet the public has acclaimed the Berle show with consistency — and even the most exacting critic must go along with that acclaim. The Berle telecast offers the best vaudeville available in these parts.



Lucia Carter

Just as stage vaudeville cannot be judged by the standards of musical comedy or drama, the TV variety show should be put to the test only against other programs whose guest rosters are apt to include acrobats. Comparing Berle to Dave Garroway, Sid Caesar or Billy Rose, who are engaged in enterprises far more complex and subtle than Uncle Miltie's, is a little unfair, like expecting a boxer to demonstrate baseball proficiency. And when you compare Berle's Star Theatre to something in its own field, like the Jack Haley show, you realize that Milton's sponsor has a good thing there, after all.

A certain amount of Berle's success can be attributed to the fact that he got there first. Television was still pretty primitive when Berle first launched his variety show, and I imagine even Berle at his worst was a relief to pioneer viewers of a couple

of years back after a steady diet of wrestling matches and children's programs. It's too bad that it wasn't someone with the talent of a Bob Hope or Jimmy Durante who was first in line. But it's understandable that Berle, who had nothing to lose—his radio and movie attempts had been overwhelmingly mediocre—would head for the TV studios almost before the paint was dry on the walls.

Since then it has been a case of finders keepers. Having cornered an audience which preferred vaudeville to Gorgeous George, Berle kept his viewers trapped by booking the best acts available. The competition has grown more formidable today and the TV audience, of course, has increased tremendously, but Berle's hold on vaudeville fans continues. The variety acts offered on his show are still, undeniably, of top quality.

To a certain extent, Berle's program has succeeded in spite of the star not because of him. His only skill is in the most obvious kind of stage techniques. He'll do anything to attract attention to himself. His grimaces and weird costumes are not always entertaining and the pratfall school of comedy is not always particularly edifying.

But every so often, the viewer is pleasantly surprised. Corn, you know, can be entertaining—witness the success of Spike Jones. And Milton Berle is sometimes clever as well as loud. I have on occasion been sickened by Uncle Miltie's antics, but on other occasions I've laughed out loud.

In polls of network audiences, Berle's Star Theatre and Ed Sullivan's Toast of the Town have vied consistently for first place in the variety field. I prefer Sullivan, whose working habits, unlike Berle's, include the rules of ordinary politeness. But, since Sullivan's sponsor is unwilling to offer Toast of the Town here, I'll recommend Berle's program to TV vaudeville fans in the quad-city area.

—tv—

Charles W. Russell, producer of "Danger," avoids whodunits, seeks tense dramas of people in jeopardy.

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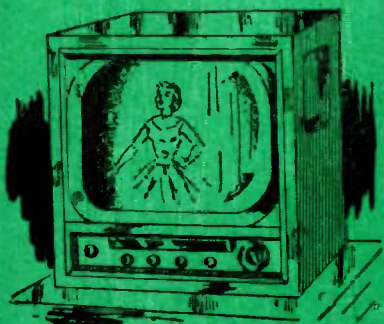
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