

QUAD-CITY



Tele-VIEWS

15¢

★ Vol. I—No. 17



PROGRAM SCHEDULES FOR APRIL 28 - MAY 4



SUNDAY, 4:00 P.M.—

A full hour of animal acts, acrobats, trapeze artists, brass bands. The greatest show on TV.

Don't Miss —

MARY HARTLINE SHOW — 4:00 p.m., Monday, Wednesday, Friday. Contests stunts, stories.

OZMOE — 4:00 p. m., Tuesday, Thursday. A monkey named Ozmoie, and fellow puppets entertain for children and people young in heart.

SMALL FRY CLUB — 5:00 p.m., Monday thru Fridays. Membership limited to younger set.

TIME FOR BEANIE — 5:45 p.m., Monday thru Friday. All aboard the Leakin' Lena with Cecil, the seasick sea serpent, Capt. Huffenpuff, Clowny, Hopalong Wong.

THE BIG TOP—11:00 a.m., Saturday. Bring your own peanuts and see a real circus on TV.

**BOYS! — GIRLS!
HAVE YOU SENT FOR
YOUR BEANIE CAP?**

Send 25c and two box tops from CUTOUT COOKIES to WHBF-TV and a cap exactly like Beanie wears will be flying your way.

Children's Programs

—Cheered by Youngsters

—Approved by Parents

WHBF-TV

Channel 4

WHBF-TV proudly presents juvenile programs that are parent approved, lively shows guaranteed to keep youngsters happy at home.



WHBF-TV

SUNDAY, 3:30 P.M.

A weekly television look at pets and their pals.



Mail Bag

DEFENDS WRITER

Editor:

(In reply to a letter by "A Viewer" in April 14th issue).

I don't believe Lucit Carter is out of line the least bit. She is as much complimentary as she is critical. Without critics our entertainment would no doubt be unbearable. . . . I'm wondering if the viewer has a personal grudge. Keep up the good work, Lucia.

P.S.—That letter really got my dander up. In my opinion, she is really good.

Savanna, Ill.

Mrs. M. B.

(There have been a number of inquiries by readers who wish to know whether Miss Carter's column, in which she reviews different shows, reflects the thinking of the magazine. Miss Carter's opinions are her own and do not necessarily reflect our opinion. We have given Miss Carter a free hand in writing what she chooses about the programs she reviews. We will continue to do so because we believe that differences of opinions are healthy and sound for the television industry. However, we do not expect every reader to share every opinion expressed by our columnist, and we shall welcome constructive criticism from our readers.—The Editor.)

* * *

CUBS NOT HERE

Editor:

Could you please tell me if the Chi-

cago Cubs baseball games will be on television? If so, will we be able to see them on Channel 4? . . . we enjoy Tele-Views very much.

Monmouth, Ill. Mrs. Robt. Bollman
(The Chicago Cubs will not be seen over the two local stations.—Editor.)

* * *

Editor:

Could you please tell me if Joan Lorry who sings with the Mello-Larks on the "Broadway Open House" show is married to one of the male vocalists she sings with? If so, which one is she married to? If not, whom is she married to? . . . Think your TV magazine is tops.

Burlington, Ia. Norma Gene Reynolds
(She isn't married.—Editor.)

* * *

Editor:

I would like to know if Ted Mack's hair is his own, or a toupee?

Davenport, Ia.

S. B.

(We're wiring him today for the answer.—Editor)

* * *

Editor:

I don't have to coax my 11-year-old daughter to eat anymore. She practically eats up all the food commercials on television and is gaining in weight.

Moline, Ill.

Mrs. L. K.

* * *

Editor:

My boyfriend and I would like to know if William Gargan of the Martin Kane TV show is married and if so, to whom.

Kewanee, Ill.

C. E.

(Bill Gargan has been married for 20 years. His wife, Mary, is a former dancer. They have two sons.—Ed.)

TELE-VIEWS

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Publisher
EDWARD E. JANOV

Production Manager
HARRY WEHMAN

Executive Office: 1029 W. 2nd St.
Davenport, Iowa

Editor
HERBERT WEINBERG

Advertising Manager
EARLE EDWARDS

Advertising Rates Furnished
Upon Request

Associate Editor
KENNETH DeBARR

Circulation Manager
AL ANDICH

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NEW YORK.—A new five-year deal with NBC-TV puts a hike in Burr Tillstrom's income, with the Kuklapolitans due for \$10,600 a week instead of the former \$3,500. While Burr has to pay off Fran and the production and musical crew from this new contract—to say nothing of the upkeep on all the puppets—that's not bad for a young, single fella. . . . **We hear that Bill Gargan, the shamus of "Martin Kane, Private Eye," is turning in his badge. He'll be replaced by another flicker luminary—probably Lloyd Nolan. . . .** The pioneer question and answer man of radio—the great Professor Quiz — probably will be taking the plunge into TV this summer.

Kate Smith will be vacationing from TV this summer and it will take two stars to replace her. We don't mean that because of bulk, but because of talent. The subs will be Dorothy Killgallen and her husband, Dick Kollmar. . . . **The popularity of the Kefauver hearings has sponsors scrambling for the rights to place a new show titled "Senate Investigator" on TV as soon as possible. Mebbe Senator K. himself might serve as narrator. . . .** Welcome news is that sparkling comedienne Jean Carroll will have a summer variety series. . . . If and when Josephine Baker goes teevee, she'll favor a show with an all-Continental motif. . . . Lanny Ross made a quickie trip to Hollywood to make a series of TV films.

Jack Carter is planning to present a winner from the "Original Amateur Hour" on his show once a month. . . . Bill Boyd was recording one of his "Hopalong Cassidy" radio shows when Director Ted Bliss called a halt to the proceedings and asked Bill to slow down the tempo of his lines. "Sorry, Ted," said Bill, "the script's so exciting that I can't wait to get to the finish!"

Lucky thing for Arthur Godfrey that he remains seated through his "Talent Scouts" simulcasts. Last week, just before he went on stage his suspenders broke! . . . Jane Froman, song star of the Sunday night "Paul Whiteman Revue," will spend her summer in Hollywood. 20th Century-Fox is making a movie of her life and Miss Froman will go to the coast to sing the songs and act as a technical adviser on the film. . . .



Years ago, when Bobby Sherwood, bandleader on the daytime "Bert Parks Show" NBC-TV, toured the country with his orchestra, the twenty-five piece band would often find themselves making time while waiting for their next booking. During these lean periods, Bobby had rough sledding trying to take care of twenty-five hungry mouths until he hit on a brilliant idea. He instructed all his musicians to make dates with the local belles and the dates had to be for picnics. . . .

Directors have their favorite actresses, and for Frank Telford, director of ABC-TV's "Pulitzer Prize Playhouse," June Lockhart is high on his list. Right before Miss Lockhart starred in "The Just and The Unjust," she went to the control booth to wish Director Telford good luck. "She's the first performer to do that in the three years I've been directing TV shows," said Telford.

Sid Caesar and Imogene Coca may ink a Hollywood deal that would call for making one movie along Your Show of Shows lines. . . .

Saturday

APRIL 28th

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

- 10:00 4 **THEATRE OF ROMANCE—**
Faith Baldwin stories dramatized
- 10:30 4 **GRAND CHANCE ROUNDUP—**
- 11:00 4 **BIG TOP—**
A regular three-ring circus with Jack Sterling as ringmaster.
- 12:00 4 **TWO GIRLS NAMED SMITH—**
- 12:30 4 **I COVER TIMES SQUARE—**
Johnny Warren, played by Harold Huber, will help anybody out for the story.
-
- 1:00 4 **WESTERN FILM—**
"Along the Sundown Trail."
-
- 2:00 4 **CRUSADE IN EUROPE—**
- 2:20 4 **FESTIVAL OF SACRED MUSIC—**
Norman Clayton, vocalist.
- 2:30 5 **MOTOROLA FAMILY THEATRE—**
- 4:00 4 **ARMED SERVICES HOUR—**
- 4:30 4 **FIRST AID—**
This is a local program.
- 5 **THE NATURE OF THINGS—**
Dr. Roy K. Marshall discusses a scientific subject.
- 4:45 5 **ON THE LINE—**
With Bob Considine—News report and interviews.
- 5:00 4 **LIFE BEGINS AT 80—**
- 5 **MR. WIZARD—**
Program devoted to better health and living. Don Herbert is Mr. Wizard. He will explain why soap makes water wetter.
- 5:30 4 **FLYING TIGER—**
- 5 **FILM SUBJECT—**
- 6:00 4 **SAM LEVENSON SHOW—**
Comedy monologues concerning the bringing up of a family. Guests are Comic Morey Amsterdam and son, Gregory.
- 5 **VICTOR BORGE SHOW—**
- 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 Marjorie Gateson.
- 7:00 4 **KEN MURRAY SHOW—**
Don Ameche will portray Stephen Foster in a tribute to the great American composer. (See page 10) 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.
- 8:00 4 **FORD THEATRE—**
Margaret Sullivan will star in "The Touchstone." This is Miss Sullivan's TV debut.
- 5 **SHOW OF SHOWS—**
Stars Sid Caesar and Imogene Coca, Hamilton Dancers, Billy Williams Quartet.
- 9:00 4 **FAYE EMERSON—**
Interviews with people you know.
- 5 4 **STORK CLUB—**
Stars Virginia Paine, Sherman Billingsley and guests.
- 9:30 4 **BERGEN-McCARTHY SHOW—**
Edgar and Charlie provide plenty of entertainment. (See p. 7).
- 5 **YOUR HIT PARADE—**
Snooky Lanson, Eileen Wilson and Dorothy Collins, vocalists; the Hit Paraders and Raymond Scott's orchestra.
- 10:00 4 **WRESTLING—**
From Marigold Gardens, Chicago.
- 5 **PUBLIC PROSECUTOR—**
John Howard has starring role.
- 10:20 5 **SHEILA GRAHAM—**
Interviews stars of Hollywood.
- 10:35 5 **TELE-ESPERS—**

— SEE —

MOTOROLA FAMILY THEATRE

Saturday—2:30-4:30 P.M.

— and —

PUBLIC PROSECUTOR

Saturday at 10:00 P.M.

Sponsored by Your

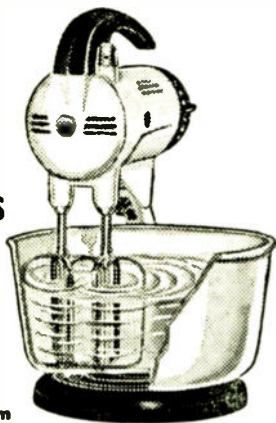
Motorola TV DEALERS

ANOTHER
**Tele-Views
 Contest!**

WIN
 The Sensational NEW

Sunbeam
 MODEL 10 AUTOMATIC
MIXMASTER

NEW,
 LARGER
 BOWL-
 FIT
 BEATERS



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 All the
 batter goes
 into and
 through them

(Used by over 5 million
 homemakers)

**Write in 25 words or
 less:**

"My favorite television pro-
 gram is
 because:"

Contest Ends April 30th.
**Each entry must be accom-
 panied by entry blank.**

Name

Address

City..... State.....

All entries become the property
 of Tele-Views.

Decision of Judges is Final.

In TV Drama



MARGARET SULLIVAN, stage and
 screen star, will appear in Edith Whar-
 ton's "The Touchstone" on the Ford
 Theatre on WHBF-TV Saturday night.
 This is Miss Sullivan's TV debut.

MAGIC MISCHIEF

"Magic" was at work in the corridors
 of Television Center the other night
 when actress Bobbie Trelease, who
 played the part of the Fairy Queen in
 a "Pulitzer Prize Playhouse" produc-
 tion of "The Wisdom Tooth," playfully
 tapped a vending machine with her
 magic wand and—lo and behold!—a
 can of tomato juice dropped out. Bob-
 bie never did learn that the stunt was
 rigged: another performer had dropped
 a dime in the slot and, seeing her
 come along, stepped aside to await
 developments.

—tv—

OLD BERT PARKS HAD A FARM

Next time Bert Parks will know
 better than to distribute his gifts to
 the audience before his daytime "Bert
 Parks Show." For 30 minutes during
 the telecast, the NBC-TV studio echoed
 the peeps and chirps of a barnyard—
 Bert had given a baby chick to every
 arriving youngster.



EDGAR BERGEN will have Messrs. McCarthy & Snerd with him for his program Saturday night on station **WHBF-TV**. Mortimer seems to enjoy the prospects of facing the teevee cameras.

Top Variety Acts Planned for McCarthy-Bergen Show

The Wiere Brothers, comical threesome who have been a hit in films, radio and night clubs; the Mellomen, male singing quartet; and Tom Holland, screen and radio actor, have been added to the cast of the third CBS-TV "Edgar Bergen-Charlie McCarthy Show," on which opera singer Dorothy Kirsten makes her video debut. Saturday, April 28 at 9:30 p.m. over **WHBF-TV**.

The program is set in a western ghost town, with Charlie McCarthy, Mortimer Snerd and Bergen's other little known dummy, Effie Klinker, providing much of the harum scarum antics.

Miss Kirsten, appearing as **Jenny Lind**, the Swedish Nightingale, sings a ballad titled "One Red Rose," written for her by the Bergen show maestro, **Ray Noble**.

Noble appears in a skit with the Wiere Brothers, who as fiddle players do Mozart's "Eine Kleine Nachtmusik" in a saloon scene. Tom Holland portrays **Jesse James**.

An abandoned hotel in a deserted California village is the setting of a lot of the ghostly comicalities. Bergen and Charlie transform the place into life, peopling it with colorful characters of the past. **Frank Gill, Jr.**, produces.

—tv—

TONE IT DOWN

For the first time in TV history, a cameraman shouted for a lens filter, last week on the "Talent Scouts" show. **Arthur Godfrey** turned up wearing a bright red tie — which absolutely shrieked defiance at his carrot-colored hair.

Sunday

APRIL 29th

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

- 11:30 5 **AMERICAN FORUM OF THE AIR**
Discussion program. Theodore Granik is moderator. Subject: "What's Ahead—War or Peace?" Sen. Harry P. Kane (D., Wash.) and Sen. Hubert Humphrey (D., Minn.).
- 12:00 5 **WATCH THE WORLD—**
- 12:15 4 **INS DAILY NEWS—**
- 12:30 4 **FEATURE FILM—**
"Double Cross."
- 5 **TV FORUM—**
- 1:00 5 **WESTERN THEATRE—**
John Wayne stars in another of his western adventures.
- 1:30 4 **PARADE OF HOMES—**
Local real estate men display their wares in an attempt to interest home-buyers in sales.
- 2:00 4 **SPACE PATROL—**
Commander Buzz Corry and Cadet Happy in an adventure in space.
- 5 **MEET THE PRESS—**
- 2:30 4 **ANIMAL FUN—**
Children and their pets on review.
- 5 **ZOO PARADE—**
Marlin Perkins invites you for dinner in the Lion's House at Chicago's Lincoln Park Zoo.
- 3:00 4 **SUPER CIRCUS—**
Clown Cliff Soubier and Mary Hartline's band assist some great circus acts for your enjoyment.
- 5 **GABBY HAYES SHOW—**
Dramatization of the fabulous career of P. T. Barnum.
- 3:30 5 **MAGIC SLATE—**
"Cinderella."
- 4:00 4 **CHARLIE WILD, PRIVATE EYE—**
A detective yarn that is sure to thrill you.
- 5 **HOPALONG CASSIDY—**
Bill Boyd rides another adventure.
- 4:30 4 **TED MACK FAMILY HOUR—**
Amateur talent vie for recognition on this program.
- 5:00 4 **PAUL WHITEMAN SHOW—**
- 5 **WEEK'S NEWS IN REVIEW—**
- 5:15 5 **FILM SCRAPBOOK—**
- 5:30 4 **THIS IS SHOW BUSINESS—**
Panelists interview variety talent. Clifton Fadiman is emcee. Guests include Phil Silvers, The Harmonicats, Singer Dorothy Sarnoff and comedian Johnny Burke.

- 5 **THE ALDRICH FAMILY—**
Henry and Homer get in a jam when a key is lost.
- 6:00 4 **THE SHOW GOES ON—**
Robert Q. Lewis emcees an audition program.
- 5 **COMEDY THEATRE—**
Comedians Martin and Lewis are featured. (See p. 15).
- 6:30 4 **BURNS and ALLEN—**
- 7:00 4 **FRED WARING SHOW—**
Outstanding musical treat.
- 5 **TELEVISION PLAYHOUSE—**
"Mr. Arcularis" with Nelson Olmsted. A supernatural yarn about the dream of a man undergoing an operation. (See p. 14).
- 8:00 4 **CELEBRITY TIME—**
Conrad Nagel conducts quiz with panelists Martha Wright and Herman Hickman along with guests John Conte and actress Joan Caulfield.
- 5 **GARROWAY AT LARGE—**
Musical variety with Dave's gang.
- 8:30 4 **WHAT'S MY LINE?—**
Popular show returns. Panelists are Arlene Francis, Dorothy Kilgallen and Hal Block. ((See p. 10)
- 5 **SOIREE WITH SONTAG—**
- 9:00 4 **WEEKLY NEWSREEL—**
- 5 **INDUSTRY ON PARADE—**
- 9:15 5 **MOVIE THEATRE—**
"Lady Be Good," Marie Wilson.
- 9:30 4 **YOUTH ON THE MARCH—**

"HOPALONG" O'BRIEN

Edmund O'Brien was not supposed to walk with a limp in the "Pulitzer Prize Playhouse" production of "Icebound." However, due to an error somewhere in the show's lengthy TV chain of command, the boots sent over for him to wear were a mere three sizes too large, and by the time they arrived, it was too late to make a change. Thus the limp.

—tv—

Sam Levenson married his wife, Esther, on Christmas day, 1936, "so my teacher's holiday could be a honeymoon."

Theme music for "Charlie Wild, Private Detective," starring John McQuade, is Alfred Newman's "Street Scene."

Monday

APRIL 30th

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

- 11:30 4 **GARRY MOORE SHOW—**
Stars Denise Lor, Ken Carson. Today's guest is Winston L. Mittenjuice, the slick hillbilly.
- 12:30 4 **FIRST HUNDRED YEARS—**
Stars Jimmy Lydon and Olive Stacey.
- 12:45 4 **VANITY FAIR—**
- 1:00 5 **MISS SUSAN—**
Daytime serial with Susan Peters, Hollywood star. This is a story of a woman attorney.
- 1:15 5 **VACATION WONDERLAND—**
- 1:30 5 **BERT PARKS SHOW—**
Musical variety featuring Betty Ann Grove and Bobby Sherwood.
- 2:00 5 **KATE SMITH SHOW—**
Variety with Kate and her guests.
- 2:30 4 **MEET YOUR COMMUNITY—**
Local personalities featured on this weekly show.
- 3:00 4 **MARY HARTLINE SHOW—**
Delightful juvenile program.
- 5 **TEA TIME—**
Features outstanding trio — Keith Greko, piano; Ward Irwin, bass; Ernie Vosikis, drums; Shirley Burke, vocalist.
- 3:15 4 **PARADISE ISLAND—**
- 5 **GABBY HAYES SHOW—**
Gabby has another yarn about a Western hero.
- 3:30 4 **INS WEEKLY NEWS—**
- 5 **HOWDY DOODY—**
Bob Smith's puppets in new adventures to please the children.
- 3:45 4 **INS DAILY NEWS—**
- 3:55 4 **SHOW CASE—**
Prevue of Coming Attractions.
- 4:00 4 **SMALL FRY CLUB—**
A program especially for children.
- 5 **CACTUS JIM—**
Jim tells a story about his friends.
- 4:30 4 **SPACE CADET—**
Tom Corbett's adventures in space with cadets in Space Academy.
- 5 **BACON'S BANDSTAND—**
- 4:45 4 **BEANIE—**
Popular character of the kids is brought back by popular demand.
- 5 **MR. WEATHERWISE—**
- 4:52 5 **WOC-TV NEWSROOM—**
Bob Frank and Bob Redeen report the latest news.
- 5:00 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.
- 5:30 4 **HOLLYWOOD SCREEN TEST—**
Neil Hamilton directs young hopefuls in two short sketches with guest star.
- 5 **SHOWROOM—**
Lovely Roberta Quinlan sings.
- 5:45 5 **NEWS CARAVAN—**
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **VIDEO THEATRE—**
Noted husband-wife acting team, Frederic March and Florence Eldridge, star in "The Speech."
- 5 **PAUL WINCHELL - JERRY MAHONEY SHOW—**
New quiz-type show with ventriloquist and dummy.
- 6:30 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. Patrice Munsel, Met soprano, will sing the "Laughing Song" from "Der Fledermaus," "Romany Life" and "Comin' Thru the Rye." The orchestra will offer "I Love a Parade," "Oh, Susanna," and the finale from Tchaikovsky's 5th Symphony.
- 7:00 4 **HORACE HEIDT SHOW—**
Youth Opportunity program with talent from all over the country.
- 5 **LIGHTS OUT—**
- 7:30 4 **SHOWTIME, U. S. A.—**
Variety show.
- 5 **SOMERSET MAUGHAM THEATRE**
Actor Lee J. Cobb stars in "The Moon and Sixpence." (See p. 14).
- 8:00 4 **STUDIO ONE—**
"Rembrandt" with Maria Riva and Barry Kroeger.
- 8:30 5 **WHO SAID THAT?—**
Quiz that stars newspeople Bob Trout and John Cameron Swayze. Guest panelists are authors Paul Gallico and Betty Smith.
- 9:00 4 **AT HOME PARTY—**
Earl Wrightson is your host.
- 5 **STARS OVER HOLLYWOOD—**
"Pretty Boy" with Robert Clarke.
- 9:15 4 **PERRY COMO SHOW—**
Fontaine Sisters & Mitchell Ayres orchestra and a fine chorus.
- 9:30 4 **THE CIRCUIT RIDER—**
- 5 **FILM SUBJECT—**
- 10:00 5 **BROADWAY OPEN HOUSE—**

DON AMECHE TO PORTRAY FOSTER

Screen and radio star, Don Ameche, portrays Stephen Foster, America's great folk composer, in a drama-music-dance presentation of Foster's life and works on the "Ken Murray Show" Saturday, April 28 at 7 p.m.

Ameche will re-enact his film role as the immortal creator of "My Old Kentucky Home," "Jeanie with the Light Brown Hair," "Old Folks At Home" and some 170 other songs rich in the Dixie tradition.

The program's "Girl of the Week" musical production, titled "Destination Moon," is a gay fantasy featuring leading lady Darla Hood, who takes a trip to the outer spaces in song and story.

Supporting her will be comedian Ken Murray; Risco, noted juggler of saucers, simulating the flying saucer legend; Frankie Thomas, star of the TV show "Tom Corbett, Space Cadet"; and Billy Barty, pint-sized dancer and comedian.

Murray's little glamour "cowboy," Laurie Anders, will again sing "The Wide Open Spaces," which she introduced on the broadcast of April 14.

The other Glamourlovelies, Barbara Dobbins, Jean Marshall, Ruth Thomas and Rosemary Buas, will appear as humorous versifiers.

The cast also includes the Enchanters, harmony quintet, and the Murray dancers.

—————tv—————

STAR STAND-IN

Yvonne de Carlo, Hollywood film star who guested on last Sunday's ABC-TV "Paul Whiteman Revue," showed that she's serious about her work. She arrived at the studio the previous Sunday to review the regular "Whiteman" proceedings in preparation for her own stint. She even stood in for guest star Olga San Juan, while Miss San Juan was having her make-up applied.

* * *

George S. Kaufman, panelist on "This Is Show Business," began writing plays in 1918.

[10]



JAMES MELTON, a top star of radio, opera and the concert stage, takes over in a new medium as emcee of the weekly full-hour "Festival" television show seen on WOC-TV on Thursday nights.

BULLETIN!

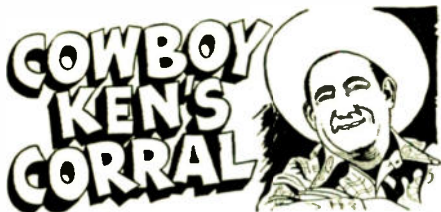
As Tele-Views went to press this week, officials at station WHBF-TV announced that the popular program, "What's My Line?" would return to the local video waves this Sunday, April 29th, at 8:30 p.m.

The program was dropped several weeks ago by the sponsor for many of the midwest television stations. Evidently, the sponsor has reconsidered and will continue to make most television fans happy again.

Featured on the show are Hal Block, comedy writer; Louis Untermeyer, noted poet; Dorothy Kilgallen, columnist; and Arlene Francis, actress. The point of the show is to guess the occupation or profession of guests by asking questions.

—————tv—————

Couples married on "Bride and Groom" have the privilege of exchanging the program's gifts if they duplicate things they own.



Howdy, Ranch Hands:

By the time you read this, I hope that everyone living in cities and towns along the Mississippi have been able to shoo away that rolling water. It was certainly terrible the way so many people had to move out of the path of the flood around here.

It was also grand the way people pitched in and helped those who were unfortunate enough to get caught right in the middle of the waters.

I've been telling you boys and girls an awful lot about safety lately and this week I want to add another little item on the subject.

Do you know what I saw with my very own eyes this week?

I actually saw someone—a boy in the downtown section of one of our large cities—cross the street in the middle of the block!

You wouldn't believe it would you, but this boy just walked between two parked cars and started across the street. Luckily, nothing happened to him, but you know that if a car was going by and didn't see him in time he would have been hit and injured.

I can't begin to tell you how foolish it is to cross streets in the middle of a block—you should always walk to the corner and look in all directions before stepping off the curb.

Remember, any foolish person can take a chance on hurting himself or herself, but it's a wise Ranch Hand who's always careful when it comes to protecting themselves.

Here's another contest for everyone to enter. Make a pencil or crayon drawing of your favorite television star. (Don't make any of me!) Try drawing Kukla, or Howdy or anyone else you enjoy on your set. Send your drawing to: Cowboy Ken's Corral, c/o Tele-Views, Box 350, Rock Island, Ill. First prize is \$1; second, \$.75; third and fourth, fifty cents each. The contest closes May 5th.

"LET

GEORGE

DO IT"

In Our Large Modern Service Department We Offer the Outstanding Service in the Midwest on

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- HOME RADIO
- CAR RADIO

George's
RADIO & TELEVISION CO.

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LARGEST TELEVISION
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Open Evenings Till 8:00 P.M.

3-2701—PHONES—3-2702

—○—
BARGAIN RADIO &
TELEVISION STORE

1603 W. Locust St. Davenport

Tuesday

MAY 1st

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

- 11:30 4 GARRY MOORE SHOW—**
Stars Denise Lor, Ken Carson. Today's guest is Barry Nelson, actor.
- 12:30 4 FIRST HUNDRED YEARS—**
Stars Jimmy Lydon and Olive Stacey.
- 12:45 4 VANITY FAIR—**
- 1:00 5 MISS SUSAN—**
New Daytime serial with Susan Peters. This is a story of a woman attorney.
- 1:15 4 BRIDE AND GROOM—**
One of radio's popular morning shows now on television.
- 5 VACATION WONDERLAND—**
- 1:30 5 MATINEE THEATRE—**
Daytime variety show.
- 2:00 5 KATE SMITH SHOW—**
Have fun with Kate and guests.
- 3:00 4 MARY HARTLINE SHOW—**
- 5 MUSICAL MAGIC—**
Marj Meinert at the piano-organ.
- 3:15 5 PANHANDLE PETE & JENNIFER—**
- 3:30 5 HOWDY DOODY—**
An enjoyable visit with Bob Smith and his puppet friends.
- 3:45 4 INS DAILY NEWS—**
- 3:55 4 SHOW CASE—**
Prevue of Coming Attractions.
- 4:00 4 SMALL FRY CLUB—**
A program especially for children.
- 5 CACTUS JIM—**
Jim tells a story about his friends.
- 4:30 4 THE BUDDIES OF THE AIRLANES**
The popular western crooners begin a new television program. You'll be hearing and seeing Pat, Speed and Curly.
- 5 COWBOY KEN—**
Ken and his Ranch Hands entertain you.
- 4:45 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.
- 4:52 5 WOC-TV NEWSROOM—**
Bob Frank and Bob Redeen report the latest news.

- 5:00 5 CAPTAIN VIDEO—**
An adventure story on earth and in space.
- 5 KUKLA, FRAN & OLLIE—**
Burr Tillstrom's uncanny friends chat with lovely Fran Allison.
- 5:30 4 BEULAH—**
Ethel Waters stars in a comical adventure.
- 5 LITTLE SHOW—**
John Conte emcees this musical program with Dorothy Carless.
- 5:45 5 NEWS CARAVAN—**
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 COURT OF CURRENT ISSUES—**
A new series of programs devoted to lively discussion of current affairs.
- 5 STAR THEATRE—**
Miltie cuts up with his guests.
- 6:30 4 JOHNS HOPKINS—**
From the famed university comes a program giving scientific information in a most interesting way.
- 7:00 4 VAUGHN MONROE SHOW—**
Features Ziggy Talent and Shaye Cogan.
- 5 FIRESIDE THEATRE—**
"The Moment of Truth" with Edward Norris.
- 7:30 4 BEAT THE CLOCK—**
Bud Collyer conducts the stunts with curvacious Roxanne assisting.
- 5 CIRCLE THEATRE—**
"The Big Rainbow."
- 8:00 4 DANGER—**
A mystery-adventure drama.
- 5 ORIGINAL AMATEUR HOUR—**
Ted Mack helps the talent along on the road to fame and fortune.
- 8:30 4 COOLERATOR THEATRE—**
Another play for you to enjoy.
- 9:00 4 FAYE EMERSON—**
Lovely Faye interviews folks you would like to meet.
- 5 DIXIE SHOWBOAT—**
Richard Lane is your captain.
- 9:15 4 LOCAL DAILY NEWS—**
- 9:30 5 SPORTS REVIEW—**
- 10:00 5 BROADWAY OPEN HOUSE—**
Jerry Lester stars with Dagmar, Milton DeLugg, Ray Malone and Mello Larks on hand for this informal comedy show.

Ralph Edwards, a zany as emcee of "Truth or Consequences," is a soft-spoken, thoughtful fellow at home.

* * *

John McQuade, "Charlie Wild, Private Detective", began his show business career as a boy soprano.

Television Shows Now End Earlier — Start Earlier

Time changes on all programs seen locally over WHBF-TV and WOC-TV go into effect this Sunday, April 29th.

Glancing through the schedules you will note that beginning with Sunday's list of programs all the shows have been pushed up one hour.

According to local station officials, all the programs will be starting one hour earlier due to Daylight Saving Time starting in the two big television cities—New York and Chicago.

Most network shows now originate from these two metropolitan cities.

Daylight Saving Time has meant a few changes in local programming, but at this time there are not too many. For the time being neither local television station has any plans to produce local shows or fill-in with film subjects at the end of the shortened television day.

For the immediate future, programs on both stations will simply end one hour earlier. It is possible that as the summer schedule of new network shows come up to replace some of the regular programs which will go on vacation that there will be more activity on the local front.

—tv—

KINESCOPIC KISS

A 4-year-old New York boy, David Goldstein, had the audience of the NBC-TV "Bert Parks Show" in an uproar when he insisted on kissing each one of the Heathertones, female quartet, on the telecast. It seems the gals are his TV favorites, and his only ambition of late, his mother explained, has been to give each one a big kiss.

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SONG WRITER

Peggy Marshall, whose "Holidays" open the "Talent Scouts" simulcasts with their familiar "Here comes Arthur Godfrey" vocalization, has recorded, in a duet with her husband Tom Eldridge, a song which she wrote—"Bluebells." On the reverse side of the record, which has been released under the Polo label, Tom solos "I'm Just Another Song."

—tv—

GOOD OLD DAYS NOTE

Sam Levenson, CBS-TV humorist, says that when he was a kid, "I got 19 jelly beans for a penny and made them last all week. Today, if you gave a kid a penny he'd be insulted and tell you condescendingly 'Pop, you need it worse than I do; keep it for sales tax.'"

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TOP TV DRAMAS SLATED BY WOC

Two top-notch dramas have been scheduled for TV sets this coming week over station WOC-TV.

Nelson.. Olmsted, popular storyteller for almost 10 years, will star in Conrad Aiken's "Mr. Arcularis" on "Television Playhouse" Sunday, April 29 at 7 p.m.

This will be the fifth "Television Playhouse" program that Olmsted has written and acted in. He adapted the play for TV and will star in its presentation.

"Mr. Arcularis" is a drama based on the supernatural. It revolves around the suspense and tension attached to the expansion and contraction on an anesthesia re-breathing bag as a patient's life hangs in balance on an operating table.

While under the anesthetic, his mind takes a mythical journey to the heavens. As he regains consciousness he realizes that his eerie dream was the result of his fear of death.

Featured in the cast of "Mr. Arcularis" will be Leora Dana, Eddie Andrews, Stuart MacIntosh and Herbert Nelson. Gordon Duff will direct the production.

* * *

Lee J. Cobb, who created the title role in the long-run Broadway hit, "Death of a Salesman," will star in the full-hour television adaptation of "The Moon and Sixpence" on the "Somerset Maugham Theatre" Monday, April 30, at 7:30 p.m.

Walter Bernstein did the television adaptation of this novel by the celebrated British author.

It is the life story of Charles Strickland, an English stockbroker, who suddenly deserts his wife and children, leaving them penniless, while he goes to study art in Paris.

Strickland, with a ruthless devotion to his work which precludes the slightest humane considerations for those he hurts, woos the wife of his benefactor, breaks her heart, and ends his days in Tahiti.

The brutal brilliance of the paintings he leaves bring him posthumous acclaim as a genius. Daniel Petrie directs this Anne Marlowe and John Gibbs production.



Plays presented on the full-hour "Somerset Maugham Television Theatre" are adapted from the works of the distinguished author and playwright. This week's presentation is "The Moon and Sixpence" with Lee J. Cobb.

COVER STAR

Darla Hood, our cover gal, is the charming singer on the "Ken Murray Show" seen every Saturday evening on WHBF-TV.

Darla has been a regular with the

Ken Murray gang for quite some time. Her rise in the TV world has been due to two wholesome qualities: her lovely voice and naturally, her looks.

Starting at the bottom of the ladder by

singing with small dance bands, Miss Hood, gained the attention of the entertainment world moguls after several years of hard work.

Some of you TV fans may think that Darla looks like the little girl that used to be in the old "Our Gang" comedies. Well, those of you who think along those lines would be right as rain. That little girl is the Darla Hood of today.



Martin & Lewis, Zany Comedians, on 'Comedy Hour'

Dean Martin, with his singing voice, and Jerry Lewis, with his squeaky falsetto, started mixing their own brand of comedy magic just four years ago and will bring their hilarious antics to "The Comedy Hour." at 6 p.m., Sunday.

It was in 1947, when Jerry was appearing at the famous 500 Club in Atlantic City. Martin arrived in town in search of a band. Jerry persuaded the manager to hire Dean and they went on as a comedy team. They worked without benefit of script or writers, doing comedy bits and impersonations. Of course, Dean sang.

Since then, they have steadily advanced to the big time. Recently they brought standing room business to the Copacabana night club in New York City and were starred on their own NBC radio show every Sunday.

Jerry Lewis—he still calls himself "child star"—was born March 16, 1926, in Newark, N. J., the only child of Danny and Mona Lewis, who have been in show business for 20 years. Jerry attended Irvington, N.J., High School and started to put on amateur shows when quite young.

At 14, he received a plaque for an American Red Cross benefit show, and during a Summer vacation was a waiter at a Catskill mountain resort. The first day there, he broke his arm and the manager was ready to ship him home. Jerry had other plans, however, and started entertaining the guests with impromptu antics. The manager found Jerry could make people laugh, and kept him on as an entertainer.

It was during this stint in the Borscht Circuit that Jerry started his record act. He would play recordings by Al Jolson, Rudy Vallee and other stars, and then would imitate them through pantomime. He continued this record act for several years and became well known because of it.

Jerry has a "Cereal bowl" haircut which he keeps combed down over his eyes "shaggy dog" style. He favors unusual neckwear, like a loop of drapery in lieu of a tie! He is six feet tall, weighs 137 pounds, is full of

nervous energy. His wife, Patti Palmer, has sung with the Jimmy Dorsey and Ted Fiorito bands. The Lewises have a son, Gary, four.

Although Jerry is never without his distinctive label, "child star," on his clothes, Dean Martin makes no claim singing only five years ago. Before to being a child prodigy. He started that he was an amateur prize fighter, a gas station attendant, a mill hand and a coal miner. His father was a barber in Steubenville, Ohio, where Dean was born on June 7, 1917, and grew up in a family of six children.

Dean, a 176-pound six footer, is a singing favorite with all age groups. has an easy, effortless style of singing, and favors ballads in his selections.

Martin and Lewis, after teaming up in Atlantic City, later appeared in Philadelphia, where they broke Ted Lewis's nine-year record both attendance and receipts.



Television, radio, movie and stage actor John McQuade has taken over the title role of "Charlie Wild, Private Detective," popular mystery series presented Sunday afternoons over WHBF-TV.

Wednesday

MAY 2nd

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

- 11:30 4 **GARRY MOORE SHOW—**
Stars Denise Lor, Ken Carson.
Morgan Basset is guest.
- 12:30 4 **FIRST HUNDRED YEARS—**
- 12:45 4 **VANITY FAIR—**
- 1:00 5 **MISS SUSAN—**
- 1:15 5 **VACATION WONDERLAND—**
- 1:30 4 **MEET YOUR COVER GIRL—**
- 5 **BERT PARKS SHOW—**
- 2:00 5 **KATE SMITH SHOW—**
- 3:00 4 **MARY HARTLINE SHOW—**
- 5 **MUSICAL MAGIC—**
- 3:15 4 **COMMUNITY COLLEGE FORUM—**
- 5 **GABBY HAYES SHOW—**
- 3:30 5 **HOWDY DOODY—**
- 3:45 4 **INS DAILY NEWS—**
- 3:55 4 **SHOW CASE—**
Prevue of Coming Attractions.
- 4:00 4 **SMALL FRY CLUB—**
- 5 **CACTUS JIM—**
- 4:30 4 **SPACE CADET—**
- 5 **AT HOME WITH MARY LOUISE MARSHALL—**
- 4:45 4 **BEANIE—**
- 5 **MR. WEATHERWISE—**
- 4:52 5 **WOC-TV NEWSROOM—**
Bob Frank and Bob Redeen report the latest news.
- 5:00 5 **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.
- 5:30 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—**
- 5:45 5 **NEWS CARAVAN—**
- 6:00 4 **ARTHUR GODREY 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 is emcee. Guests are Constance Moore, Dean Murphy, Hermione Gingold, the Paul Steffan dancers and the bicycle troupe, The Therons.
- 7:00 4 **DON McNEILL'S TV CLUB—**
Festive sessions with Don, Johnny Desmond, Patsy Lee, Sam Cowling, and guests.
- 5 **TELEVISION THEATRE—**

- 7:30 4 **THE WEB—**
Russell Hardie, Howard Smith and Cliff Hall are starred in a hard-hitting drama of a police officer who fights corruption and vice.
- 8:00 4 **BOXING—**
Joe Louis vs. Omelio Agramonte, heavyweights, 10 rds., from Detroit.
- 5 **BREAK THE BANK—**
Quiz show with Bert Parks as the emcee.
- TWO FOR THE SHOW—**
Musical program with George Sontag and Marjorie Meinert.
- 8:45 5 **FILM SUBJECT—**
- 9:00 4 **BIG TOWN—**
Steve Wilson and Lorelei go all out for a news story.
- 9:30 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.
- 9:45 4 **INS DAILY NEWS—**
- 10:00 5 **BROADWAY OPEN HOUSE—**
Variety show with Dell and Abbott, Richard Hayes, Earl Barton, Estelle Sloane, Kirby Stone Quintet and Maureen Cannon.

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Thursday

MAY 3rd

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Program Subject of Change)

- 11:30 4 **GARRY MOORE SHOW**—
Stars Denise Lor, Ken Carson and
guest comedian Herb Shriner.
- 12:30 4 **FIRST HUNDRED YEARS**—
Stars Jimmy Lydon and Olive
Stacey.
- 12:45 4 **VANITY FAIR**—
- 1:00 5 **MISS SUSAN**—
Daytime serial with Susan Peters,
Hollywood star. This is a story
of a woman attorney.
- 1:15 5 **VACATION WONDERLAND**—
- 1:30 5 **MATINEE THEATRE**—
- 2:00 5 **KATE SMITH SHOW**—
Variety with Kate and her guests.
- 3:00 4 **MARY HARTLINE SHOW**—
5 **GARDEN GUIDE**—
- 3:15 5 **PANHANDLE PETE & JENNIFER**—
- 3:30 5 **HOWDY DOODY**—
Bob Smith's puppets in new ad-
ventures to please the children.
- 3:45 4 **INS DAILY NEWS**—
- 3:55 4 **SHOW CASE**—
Prevue of Coming Attractions.
- 4:00 4 **SMALL FRY CLUB**—
A program especially for children.
5 **CACTUS JIM**—
- 4:30 4 **THE BUDDIES OF THE AIRLINES**
Now seen as well as heard, Pat,
Speed and Curley offer real west-
ern music.
5 **COWBOY KEN**—
- 4:45 4 **BEANIE**—
Popular character of the kids is
brought back by popular demand.
5 **MR. WEATHERWISE**—
Brief puppet show giving current
weather outlook.
- 4:52 5 **WOC-TV NEWSROOM**—
Bob Frank and Bob Redeen report
the latest news.
- 5:00 5 **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.
- 5:30 4 **LONE RANGER**—
Western adventure story with his
friend, Tonto, always there to help
- 6 **LITTLE SHOW**—
A musical show with John Conte
and the Honeydreamers. Jen Nel-
son, guest vocalist.
- 5:45 5 **NEWS CARAVAN**—
John Cameron Swayze reports the
news with on-the-spot films.
- 6:00 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.
- 6:30 5 **YOU ASKED FOR IT**—
Art Baker shows the unusual that
you ask for.
- 7:00 4 **ELLERY QUEEN**—
Lee Bowman has the lead in this
top mystery thriller.
5 **FESTIVAL**—
Stars singer James Melton.
- 7:30 4 **BLIND DATE**—
Arlene Francis emcees as hand-
some men compete for dates with
beautiful girls.
- 8:00 4 **TRUTH OR CONSEQUENCES**—
Ralph Edwards brings surprises
to residents of North Hollywood.
5 **MARTIN KANE, PRIVATE EYE**—
Bill Gargan plays the sleuth in
one of the best who-done-its.
- 8:30 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.
- 9:00 4 **FAYE EMERSON SHOW**—
An informal visit with Mrs. Skitch
Henderson as she plays hostess to
her guests.
5 **HOLLYWOOD REEL**—
Barbara Britton, Buddy Baer, Mar-
garet Whiting and Darryl Hick-
man.
- 9:15 4 **STORK CLUB**—
Sherman Billingsley and Virginia
Paine entertain their guests.
- 5 **FILM SUBJECT**—
- 9:30 4 **INS NEWS**—
- 5 **MUSICAL MOODS**—
Marjorie Meinert at the piano and
organ with Jim Johnston assisting.
- 10:00 5 **BROADWAY OPEN HOUSE**—
Jerry Lester stars with Dagmar,
Milton DeLugg, Ray Malone and
Mello Larks on hand for this in-
formal comedy show.



SILVER, a dog that is real smart, outfoxed veteran Hollywood star Albert Dekker in a recent TV drama—Pulitzer Prize Playhouse — seen on WHBF-TV on Friday evenings.

Canine Star Outfoxes Veteran Movie Actor on TV

Though Albert Dekker was billed as the star of "Valley Forge" on a recent play of "Pulitzer Prize Playhouse," all day long the Hollywood celebrity was forced to take a back seat to a lesser-known but equally talented member of the cast.

And Dekker was among the first to join this new-found star's fan roster. Was it beauty? No. The star had grey hair and a commonplace figure. Voice? No. He didn't speak a word the whole time. Money? No. He didn't have a cent.

There was just no explaining the drawing power that Silver—an eight-year-old dog—had on everyone at the TV studio, where he played "General Howe's" pet in "Valley Forge."

True. Silver is not an ordinary dog by any means, being a cross between a Spitz and a silver fox, the only dog of his kind in show business today according to owner Stacy Hall.

Silver made his show business debut at Hubert's Flea Circus on New York's Times Square—"Ten shows a day, seven days a week" reminisces Hall. "Then he only knew a few tricks, but today he obeys 128 word commands."

Only last year, Silver stole the opening night reviews of a Broadway show, "Dance Me A Song," when he did a dance routine with Bob Scheerer. Critics and the public could hardly believe it, and the little four-legged dancer took three curtain calls.

Recently Silver began to conquer the field—and hearts—of television, making guest appearances on the Kate Smith Show and "Big Top" prior to his role on "Pulitzer."

Silver pays income taxes, receives fan mail and is temperamental like his human counterparts—actors. "Is there anything he can't do?" quizzed Dekker. "Yes," replied Hall sadly.

"He'll never make a football player. He can't go to his left."

Churchill Address To Be Televised and Seen Here

An important message to the English-speaking peoples of the world, to be delivered by Winston Churchill, Britain's wartime Prime Minister and now leader of the minority Conservative Party in the House of Commons, will be broadcast from Convention Hall, Philadelphia, Tuesday, May 8, at 8 p.m. over WHBF-TV and WOC-TV.

The address, which will be delivered at the University of Pennsylvania's bi-centennial convocation exercises, will also be broadcast by other television networks.

According to advance information, Mr. Churchill's address will be based "on a realistic analysis of the current world situation with a background of our common culture."

The British statesman will speak following introductory remarks by Harold E. Stassen, President of the University of Pennsylvania. The convocation ex-

ercises and Mr. Churchill's speech will be preceded by an academic procession.

The broadcast is under the supervision of Helen J. Sioussat, CBS Director of Talks.

—tv—

HOLLYWOOD BOUND?

Baritone Earl Wrightson, star of "Paul Whiteman Revue," has been asked to star in his own series of dramatic musical shorts for MGM. If he accepts, it will mean he'll be spending the summer in Hollywood.

—tv—

Fred Waring, maestro, has been named "Man of the Year" by the Penn State Alumni Association in Philadelphia.

* * *

Vladimir Selinsky, CBS-TV "Lux Video Theatre" director, sketches members of the cast during rehearsal breakers.



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Friday

MAY 4th

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

- 11:30 4 **GARRY MOORE SHOW**—
Stars Denise Lor, Ken Carson and
guests are Jim Kirkwood and Leo
Goodman.
- 12:30 4 **FIRST HUNDRED YEARS**—
Stars Jimmy Lydon and Olive
Stacey.
- 12:45 4 **VANITY FAIR**—
- 1:00 5 **MISS SUSAN**—
Daytime serial with Susan Peters,
Hollywood star. This is a story
of a woman attorney.
- 1:15 5 **VACATION WONDERLAND**—
- 1:30 5 **BERT PARKS SHOW**—
Musical variety, Betty Ann Grove.
- 2:00 5 **KATE SMITH SHOW**—
Variety with Kate and her guests.
- 3:00 4 **MARY HARTLINE SHOW**—
Delightful juvenile program.
- 5 **TEA TIME**—
Features outstanding trio — Keith
Greko, piano; Ward Irwin, bass;
Ernie Vosiks, drums; Shirley
Burke, vocalist.
- 3:15 5 **GABBY HAYES SHOW**—
Gabby has another yarn about a
Western hero.
- 3:30 5 **HOWDY DOODY**—
Bob Smith's puppets in new ad-
ventures to please the children.
- 3:45 4 **INS DAILY NEWS**—
- 3:55 4 **SHOW CASE**—
Prevue of Coming Attractions.
- 4:00 4 **SMALL FRY CLUB**—
A program especially for children.
- 5 **UNC & ANDY**—
A lesson in drawing for the kids.
- 4:15 5 **FILM SUBJECT**—
A delightful film surprise.
- 4:30 4 **SPACE CADET**—
Tom Corbett's adventures in space
with cadets in Space Academy.
- 5 **COMIC CUT-UP**—
Features Ken Wagner and Pee-wee
- 4:45 4 **BEANIE**—
Popular character of the kids is
brought back by popular demand.
- 5 **MR. WEATHERWISE**—
Brief puppet show giving current
weather outlook.
- 4:52 5 **WOC-TV NEWSROOM**—
Bob Frank and Bob Redeen report
the latest news.
- 5:00 5 **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.
- 5:30 4 **LIFE WITH ART LINKLETTER**—
Comedy and domestic skits with
Art and the school kids.
- 5 **SHOWROOM**—
Lovely Roberta Quinlan sings.
- 5:45 5 **NEWS CARAVAN**—
John Cameron Swayze reports the
news with on-the-spot films.
- 6:00 4 **"MAMA"**—
Delightful stories of the homelife
of an old fashioned family.
- 5 **QUIZ KIDS**—
Joe Kelly tosses tough questions
at the youngsters.
- 6:30 4 **MAN AGAINST CRIME**—
One of the better private eye stor-
ies with Ralph Bellamy as Mike
Barnett.
- 5 **PLAY OR PAY**—
George Sontag, Marj Meinert and
Shirley Burke asked to be stumped
by your songs for prizes.
- 700 4 **PULITZER PRIZE PLAYHOUSE**—
Tops in drama with all-star cast.
- 5 **BIG STORY**—
- 7:30 5 **HENRY MORGAN SHOW**—
Features Morgan, Arnold Stang,
Kay Ballard and Dorothy Claire.
- 8:00 4 **MORTON DOWNEY SHOW**—
The Star of the Family is brought
to your screen.
- 5 **BOXING**—
Roland LaStarza vs. Vern Mitchell,
heavyweights, 10 rds., from Mad-
ison Square Garden.
- 8:30 4 **FILM SUBJECT**—
- 8:45 5 **WRESTLING FROM HOLLYWOOD**
Sandor Szabo vs. Mr. Moto.
- 9:00 4 **PLAINCLOTHESMAN**—
A detective thriller.
- 9:30 4 **PERRY COMO SHOW**—
Fontaine Sisters & Mitchell Ayres
orchestra and a fine chorus.
- 9:45 4 **INS NEWS**—
- 10:00 5 **BROADWAY OPEN HOUSE**—
Jerry Lester stars with Dagmar,
Milton DeLugg, Ray Malone and
Mello Larks on hand for this in-
formal comedy show.

Heidt's Stand on Juvenile Delinquency Examined

By LUCIA CARTER

TV Editor, Moline Dispatch

THE ENTERTAINERS who appear on the Arthur Godfrey Talent Scout show or even the Original Amateur Hour win their spots after exacting auditions. Their performances then and later on television are judged on the basis of talent and showmanship. And Arthur Godfrey and Ted Mack, however kindhearted they may be, admit frankly that their goal is TV entertainment. Although they've given many a young performer a helping hand, they've never seemed to lose sight of the fact that, to succeed, they must keep the viewer hard by his TV set while they are on the air. And it takes talented entertainers to hold an audience.

The artists who take part in Horace Heidt's Youth Opportunity program, too, must be hired, in reality after meeting the same standards of talent. It's obvious after a study of the program (8 Monday nights on WHBF-TV) that the performers (like Lyle Lyon of Silvis and Rod Swanson of Moline, who took part in the April 16 show, filmed in Des Moines) are skilled and that their variety acts are tailored for television. Judged as a vaudeville show, the Heidt program is better-than-average entertainment—thanks to the ability of the participants.



But, Heidt implies, performers are hired for his show not because they display talent but "because it is better to build boys than to mend men." Heidt devotes a portion of each show to a discussion of his program's magnificent contribution to the fight against juvenile delinquency.

I don't question the sincerity of the stand Mr. Heidt takes against delinquency. I'm sure he's against sin too. (I know

he's for motherhood. He concludes each telecast with a goodnight message to his mother—a sweet-looking old lady whose picture used to be flashed on the screen too).

I do wonder a little in just what way he thinks he is combatting delinquency. Though most of his performers are teen-agers, some are old enough to be full-fledged criminals, rather than delinquents. And, in the second place, I suspect that young performers if they weren't hired by Horace would head for the Original Amateur Hour rather than a life of law-breaking.

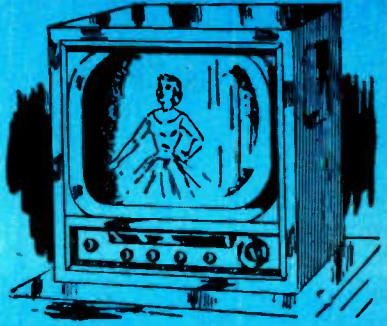
Patriotism too seems to play a large part in the Youth Opportunity show. Heidt lets on that the entertainers on his program cannot help but succeed because they are Americans. But I wonder if the loyalty test can really supplant the audition. This country is teeming with loyal Americans who, patriotic as they may be, will never crash show business because they cannot sing, dance, play an instrument, act or do tricks.

Again I don't question the Americanism of Horace Heidt, the individual, but I don't think his patriotism applies to his TV show, except in passing. All TV stars should be loyal Americans, but Heidt leads one to believe he is unique. I'm pretty sure though that Mack and Godfrey are on our side too.

I resent, too, the blatant fakery that accompanies the Heidt program. His Davenport telecast (filmed February 15 and shown April 9), for example, was not quite the same on the TV screen as it had been in the auditorium. Richard Melari's "championship" performance—the championship was allegedly decided by audience applause—had been changed. The supposed interior of the Masonic auditorium looked unfamiliar.

I'll admit Heidt's traveling troupe gives many young entertainers their first break. But, balanced against his altruism, is the fact that his program would collapse without those young entertainers and the talent they bring to his show.

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