

Quad-City

WOC-TV  
WHBF-TV

Vol. 1—No. 9

# TELE-VIEWS

15¢

*"Enjoy TV Better"*



PROGRAMS LISTED FOR MARCH 1st - 7th

something **NEW** in television

**BIGTIME**

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**DAYTIME**

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**FUNTIME**

—▶ **The Bert Parks Show** ◀—

**with**

BETTY ANN GROVE • HAROLD LANG  
BOBBY SHERWOOD AND HIS ORCHESTRA  
THE HEATHERTONES

2:30 — 3:00 p.m.

MONDAY — WEDNESDAY — FRIDAY

**WOC-TV — channel 5**

**NOTICE TO ADVERTISERS:** Get Facts About Low-Cost of  
Announcements Adjacent to This Popular Show. Call WOC-TV  
Sales Department—3-3661.

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## COVER STAR

Roxanne, curvacious television star, appears regularly on the "Beat the Clock" show on station WHBF-TV.

Considered one of New York's finest models, the blonde beauty, has quickly risen to stellar heights. Last year, Roxanne was chosen by the nation's leading photographers as the "most photogenic television starlet."



One look at her and anyone can plainly see why she was given that honor.

The show on which she appears, "Beat the Clock," features Bud Collyer as emcee and is now seen on Tuesday evenings.

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## Mail Bag

Editor:

Can you please tell me the number of television sets in the Quad-City area?

East Moline

J.R.

(The last count of receivers announced on Feb. 1st listed 44,668 sets for the immediate area. This was a gain of 6,202 sets since Jan. 1st.)

\* \* \*

Editor:

Congratulations on a fine magazine. We were very unhappy to see "Toast of the Town" dropped from the WHBF-TV schedule. Hope other viewers are complaining too.

Iowa City

Robert A. Gettin

(They are.)

\* \* \*

Editor:

Can the subscribers to Tele-Views help you choose the "cover star?" I'd like to nominate Arthur Godfrey.

Davenport

A Subscriber

(Go right ahead and let us know your choice for the cover picture. Arthur will adorn Tele-Views in the near future.)

Tele-Views is a weekly digest of schedules, news, features and pictures of television programs and stars appearing on stations WHBF-TV and WOC-TV.

Business Office—

1029 West Second Street, Davenport, Iowa

Edward E. Janov .....	Editor
Herbert L. Weinberg .....	Editor
Kenneth A. DeBarr .....	Associate Editor
Ernest G. Bauwens .....	Production
Lewis R. Keane .....	Advertising
Earl L. Edwards .....	Business Manager
Rex A. Vance .....	Circulation Manager
Al Andich .....	Newsstand Circulation

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Subscription Rates:

1 Year—\$5.00

2 Years—\$8.00

# *All Expenses Paid!*

## **A weekend in Chicago! As guests of Tele-Views**



### **ALL YOU HAVE TO DO IS:**

Write in 25 words or less "Why I'd Like to see a Network Television Show?" accompanied with coupon appearing on this page.

Send as many entries as you wish, but each entry must be accompanied by separate coupon. Coupons will appear weekly in Tele-Views.

Deadline is midnight, March 22nd. Decision of judges is final. All entries become the property of The Tele-Views News Co., Rock Island, Ill.

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**CONTEST EDITOR, TELE-VIEWS, Box 350, Rock Island, Ill.**

Enclosed find my entry to your "Week-end in Chicago" contest.

Name .....

Address .....

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

**Entries must be postmarked by midnight, March 22, 1951.**

For Further Details  
See Story on Page 19



# Thursday

MARCH 1st

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

- 2:00 5 VACATION WONDERLAND — An interesting travelogue.
- 2:30 5 REMEMBER THIS DATE—with Bill Stern.
- 3:00 5 KATE SMITH SHOW — A variety show.
- 4:00 4 MARY HARTLINE SHOW — Juvenile program.
- 5 TELECOMICS—Serials for children.
- 4:15 4 CHUCKWAGON PLAYHOUSE — with Sheriff Bob Dixon.
- 5 PANHANDLE PETE & JENNIFER—Tall tales of the Southwest.
- 4:30 5 HOWDY DOODY — Bob Smith's puppets in new antics.
- 5:00 5 CACTUS JIM—Western Feature.
- 5:30 5 COWBOY KEN — Guitarist and singer of American folk songs.
- 5:45 4 DAILY NEWSREEL — Roundup of current news.
- 5 MR. WEATHERWISE—Brief puppet show giving weather outlook.
- 5:52 5 WOC-TV NEWSROOM — News from near and far.
- 6:00 4 CAPTAIN VIDEO — 20th Century adventures.
- 5 KUKLA, FRAN & OLLIE—For kids and adults.
- 6:30 4 LONE RANGER—Familiar western
- 5 LITTLE SHOW—A musical show with John Conte, Honeydreamers.
- 6:45 5 NEWS CARAVAN — with John Cameron Swayze.
- 7:00 4 STOP THE MUSIC—Bert Parks emcees with lots of music & prizes.
- 5 YOU BET YOUR LIFE—Quick-witted Groucho Marx ad libs.
- 7:30 5 YOU ASKED FOR IT—A novelty show.—Art Baker is emcee.
- 8:00 4 HOLIDAY HOTEL—Don Ameche is manager; Betty Brewer, vocalist; June Graham, dancers; Don Craig chorus; Bernie Green's orchestra.
- 5 FORD STAR REVUE—Jack Haley with Mindy Carson, vocalist, and guests. Carl Hoff's orchestra.
- 8:30 4 STRANGE ADVENTURE—Just that.
- 9:00 4 TRUTH OR CONSEQUENCES — Ralph Edwards conducts the proceedings.
- 5 MARTIN KANE, PRIVATE EYE—Bill Gargan plays the sleuth.
- 9:30 4 AIRFLYTE THEATRE—Dennis O'Keefe stars in "Scandalous Conduct."
- 5 WAYNE KING SHOW — Musical show.



**LOVELY MARION MORGAN** vocalist, is an eye-fel as well as an ear-fel on the full hour television program, "Stop the Music." Thursday nights at 7:00 p.m. over WHBF-TV.

—TV—

## NO EFFORT

At one point in the "Pulitzer Prize Playhouse" presentation of "The Silver Cord," star Judith Anderson was called upon to cry, which she did with a copious supply of tears. After the show, director Frank Telford was complimenting her upon her realism. "It's nothing on television," replied Miss Anderson, who was making her video debut with this performance. "Most of the time I was so scared that I had trouble keeping my eyes dry."

—TV—

## LITTLE TOPPER

Bill "Hopalong Cassidy" Boyd is donating a white pony, "Little Topper," as a door prize at the Grand National Livestock Exposition in San Francisco this March.

- 10:00 4 FAYE EMERSON SHOW—An informal visit with Mrs. Skitch Henderson as she plays hostess to guests.
- 5 WOMEN IN THE NEWS.
- 10:15 4 CRUSADE IN EUROPE—The gripping real story of World War II
- 5 FILM SUBJECT.
- 10:30 5 MUSICAL MOODS—with Marjorie Meinert at the piano and organ.
- 10:35 4 STORK CLUB — with Sherman Billingsley.
- 11:00 5 BROADWAY OPEN HOUSE — Jerry Lester frolics with Dagmar and Milton DeLugg.

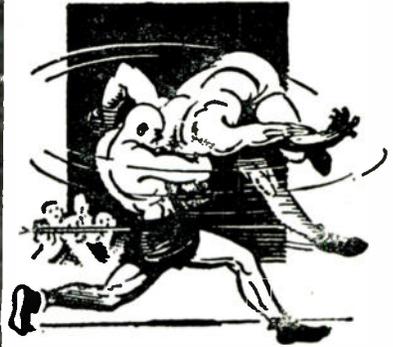
# Friday

MARCH 2nd

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

- 2:00 5 VACATION WONDERLAND — An interesting travelogue.
- 2:30 5 BERT PARKS SHOW — Musical variety.
- 3:00 5 KATE SMITH SHOW — A variety show.
- 4:00 4 MARY HARTLINE SHOW — Juvenile program.
- 5 TEA TIME—Features outstanding trio. Keith Greko, piano; Ward Irwin, bass; Ernie Vosikis, drums. Jean Crume, vocalist.
- 4:15 4 CHUCKWAGON PLAYHOUSE — with Sheriff Bob Dixon.
- 5 GABBY HAYES SHOW—Enjoy a tale about one of your Western heroes.
- 4:30 5 HOWDY DOODY — Bob Smith's puppets in new antics.
- 5:00 5 UNC & ANDY—For kids.
- 5:15 5 FILM SUBJECT.
- 5:30 4 SPACE CADET—Adventures with Tom Corbett.
- 5 BACON'S BANDSTAND—Music.
- 5:45 4 DAILY NEWSREEL — Roundup of current news.
- 5 MR. WEATHERWISE—Brief puppet show giving weather outlook.
- 5:52 5 WOC-TV NEWSROOM — News from near and far—Bob Redeen.
- 6:00 4 CAPTAIN VIDEO — 20th Century adventures.
- 5 KUKLA, FRAN & OLLIE—The family will enjoy it.
- 6:30 4 ART LINKLETTER SHOW—Comedy and domestic skits with Art.
- 5 SHOWROOM—Roberta Quinlan.
- 6:45 5 NEWS CARAVAN — with John Cameron Swayze.
- 7:00 4 "MAMA"—Stories taken from the book "I Remember Mama."
- 5 QUIZ KIDS—Joe Kelly tosses stickers at the smart kids.
- 7:30 4 MAN AGAINST CRIME — Ralph Bellamy is private eye Mike Barnett.
- 5 PLAY OR PAY—George Sontag, Meinert or Jean Strume have to play or sing the musical title you send in, or you get paid in prizes. Jean Parker and John Beal co-star in Marc Connelly's play, "The Wisdom Tooth," written by Maxwell Anderson.
- 5 HENRY MORGAN SHOW—A talent hunt by Henry and his sidekick, Gerard.
- 8:30 5 BIG STORY—True drama of newspaper stories.

Your Nash Dealer  
present



## "wrestling from hollywood"

Each Friday Nite  
at 9:45 P.M. on  
WOC-TV

PIGGOTT MOTORS, INC.  
1500 Fourth Ave., Rock Island  
BLASER'S AUTO SALES  
1500 Fourth Ave., Moline  
DAVENPORT NASH, INC.  
320 Ripley St., Davenport

- 9:00 4 PENTHOUSE PARTY — Variety show with Betty Furness as emcee and guests.
- 5 BOXING—Bouts brought to you direct from New York. Harry Matthews vs. Bob Murphy, lightweights, 10 rounds.
- 9:30 4 SOMERSET MAUGHAM THEATRE — Tales from the pen of Maugham dramatized.
- 9:45 5 WRESTLING—Grunt-and-groan antics from Hollywood.
- 10:00 4 PLAINCLOTHESMAN—A detective thriller.
- 10:30 4 PERRY COMO SHOW—Fontaine Sisters and Mitchell Ayres orches.
- 11:00 5 BROADWAY OPEI HOUSE — Jerry Lester, emcee, Dagmar, Ray Malone, Dave Street and Milton DeLugg.

# Saturday

MARCH 3rd

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

- 10:30 4 GRAND CHANCE ROUNDUP.
- 11:00 4 BIG TOP—A circus show with Jack Sterling as ringmaster.
- 12:00 4 TWO GIRLS NAMED SMITH.
- 12:30 4 I COVER TIMES SQUARE—Stories of a newspaperman on Broadway played by actor Harold Huber.
- 1:15 4 COLLEGE BASKETBALL—Army at Navy with Vin Scully describing from Annapolis.
- 2:30 5 MOTOROLA FAMILY THEATRE—Films covering a variety of subjects for young and old.
- 4:30 5 THE NATURE OF THINGS—A nature study.
- 4:45 5 ON THE LINE with Bob Considine—News report and interviews.
- 5:00 5 WESTERN FILM.
- 6:00 4 SAM LEVENSON SHOW—Comedy monologues concerning the bringing up a family.
- 5 VICTOR BORGE SHOW—Stars the witty Dane who is a whiz at the piano keyboard.
- 6:30 4 TROUBLE WITH FATHER — Stu Erwin is papa in this delightful family scene.
- 5 ONE MAN'S FAMILY — Domestic drama starring Bert Lytell and Marjorie Gateson.
- 7:00 4 KEN MURRAY SHOW—Regulars are Darla Hood, Betty Lou Walters, Johnny Johnston, Oswald and the Glamourlovelies.
- 5 SATURDAY NIGHT REVUE—Variety-comedy show starring Jack Carter—Guests.
- 8:00 4 FORD THEATRE—Top-notch drama with fine cast.
- 5 SHOW OF SHOWS—Variety with Sid Caesar, Imogene Coca, Marquerite Piazza, Robert Merrill, Hamilton dancers, Billy Williams Quartet.
- 9:00 4 FAYE EMERSON—Interviews.
- 9:15 4 STORK CLUB — Stars Virginia Peine, Sherman Billingsley and guests.
- 9:30 4 WRESTLING—from Marigold Gardens in Chicago.
- 5 YOUR HIT PARADE—Snooky Lanson, Eileen Wilson and Dorothy Collins, vocalists; the Hit Paraders and Raymond Scott's orchestra.
- 10:00 5 SHEILA GRAHAM—Movie Gossip



"I COVER TIMES SQUARE" starring Harold Huber, formerly telecast on Thursday night, has moved to Saturday at 12:30 p.m. The move is part of WHBF-TV's innovation in television programming. "Two Girls Named Smith," starring Peggy Ann Garner, is seen preceding this show.

TV

## Tele-Views

invites you  
to play

"Scramblegrams"

WEDNESDAY NIGHT

AT 10:30 P.M.

on WOC-TV

MARCH 4th

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

- 1:45 5 KIERAN'S KALEIDOSCOPE — John Kieran gives a lesson on nature.
- 2:00 5 WESTERN THEATRE—John Wayne in an exciting horse-opera.
- 3:00 5 MEET THE PRESS — Celebrities face the barrage of questions hurled by a group of expert newspaper people.
- 3:30 4 MORTON DOWNEY SHOW—Variety and music.
- 5 ZOO PARADE—Excellent animal study brought from Chicago's Lincoln Park.
- 4:00 4 SUPER CIRCUS — Acts in three rings with clown Cliff Soubier, Mary Hartline's circus band, Claude Kirchner.
- 5 GABBY HAYES SHOW—The old-timer spins another dramatized yarn.
- 4:30 5 MAGIC SLATE—Something for the whole family. A dramatization of well-known fairy tales.
- 5:00 4 TED MACK FAMILY HOUR — A full hour of enjoyable entertainment with Mr. M.
- 5 HOPALONG CASSIDY—Bill Boyd rides again.
- 6:00 4 PAUL WHITEMAN SHOW—Musical and variety program.
- 5 NBC NEWS.
- 6:15 5 FILM SCRAPBOOK.
- 6:30 4 THIS IS SHOW BUSINESS—Guests appear before advisory board composed of Clifton Fadiman, Abe Burrows and George S. Kaufman.
- 5 THE ALDRICH FAMILY—Comical goings on of a couple of high school kids.
- 7:00 4 THE SHOW GOES ON—Robert Q. Lewis emcees an audition program.
- 5 COMEDY THEATRE—Singer Tony Martin is emcee—Guests include Milton Berle and the Andrews Sisters.
- 7:30 4 BURNS AND ALLEN—George and Gracie in some comical situations along with Bill Goodman and John Brown.
- 8:00 4 FRED WARING SHOW—Musical.
- 5 TELEVISION PLAYHOUSE—Salute to Richard Rodgers—A star-studded cast will honor the famed American composer with a full-hour review of his musical career. Guests include Mary Martin, Celeste Holm, June Havoc, Zorina, Ray Bolger, Patrice Munsel and Alfred Drake.

## Plans Are Revealed To Increase TV Radius

Television's viewing radius is being increased from a limit of 40 miles to 60 miles by a new measurement basis used by NBC for coverage maps for the network and individual stations.

The new coverage concept also has been adopted by CBS, with ABC and DuMont believed ready to go along.

The revised figures are based on a .1 millivolt per meter contour, instead of the .05 mv/m basis used until now. Result is a basic change in TV coverage estimates of retail sales areas, effective buying income, food and drug sales, etc.

The data has been in preparation since June, and the change was induced by such factors as TV's heavy mail response from viewers outside the former arbitrary 40-mile limit, reception measurement reports, and use of TV advertising by retailers attributing sales to families usually regarded as unreachable.

According to the revised yardstick, television now is within range of 62 per cent of the nation's population, instead of the 53 per cent previously reckoned. U.S. population, as of January 1, 1950, was estimated at 149,000,000.

The new contour yardstick also has video reaching areas comprising 66 per cent of the national retail sales, 68 percent of effective buying income, 68 percent of drug sales and 66 per cent of food sales.

- 
- 9:00 4 CELEBRITY TIME—Conrad Nagel conducts quiz with panelists Kyle McDonnell, Herman Hickman and guests.
  - 5 GARROWAY AT LARGE—A variety show with Dave at the helm.
  - 9:30 4 WHAT'S MY LINE?—A quiz with panelists Arlene Francis, Dorothy Kilgallen, Louis Untermeyer and Hal Block.
  - 5 SOIREE WITH SONTAG — Song-and-piano patter with George Sontag.
  - 10:00 4 WEEKLY NEWSREEL—Review of the week's events.
  - 5 FILM SUBJECT.
  - 10:15 5 SYLVANIA THEATRE.
  - 10:30 4 YOUTH ON THE MARCH—Mixed chorus—Men's Glee Club—Sermon by Rev. Percy Crawford.

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**RALPH EDWARDS,** star and producer of "Truth or Consequences," is faced with a pleasant interruption while working in his Los Angeles home as his wife, Barbara Jean, serves up a snack.

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## PUBLIC CAN EXPECT MORE TV SOAP OPERAS

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Recent time buying activities by the major soap companies indicate that they will shortly be moving into TV to the same dominant extent they now occupy in radio, and have occupied for years.

Latest moves are Colgate's tentative commitment to the Susan Peters show on the National Broadcasting Company; a conditional order, placed with the same network, by Lever Brothers and the purchase of an additional 30 minutes on NBC by Procter & Gamble.

P&G will also sponsor a new TV soap opera by Elaine Stern Carrington shortly, altho no time has been bought yet.

Procter & Gamble recently bought the last open spot on Kukla, Fran and Ollie on NBC. This account now bankrolls Musical Comedy Time and five quarter hours of the Kate Smith show on NBC-TV, and First 100 Years, on CBS-TV, this being the first commercial soap opera in TV. It is also a consistent spot announcement buyer in TV.

Colgate's most expensive entry is its three-times-a-month support of NBC-TV Comedy Hour on Sunday nights, a weekly time and talent expenditure of around \$75,000. It also is sponsoring Howdy Doody three times weekly.

Lever Brothers has been the last of the major soap accounts to get into TV.

Network execs declared this week that they believe that several factors account for this new spurt of activity. One is the competitive situation; another is the tax structure, and a third is the likelihood of peak consumption due to the U.S. expansion in war economy.

— TV —

### FULL HOUSE EXPECTED

With three boys and a girl already tearing in and out of the new Larchmont, N.Y., home of Mr. and Mrs. Phil Sharpe, a fifth youngster is scheduled to add to the domestic din this summer. Daddy is a writer on "The Aldrich Family."



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The Andrews Sisters will make their TV debut as guest stars of host Tony Martin on "Colgate Comedy Hour" on Sunday, March 4 over WOC-TV. Milton Berle will be the romantic singer's special guest star on the show.

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## *Do You* **WANT A BLIND DATE?**

Call

Davenport 2-4684 or Rock Island 6-2343

1029 W. 2nd Street

# **Belle Blind and Drapery House**

# —SPORTS BOWL—



By GAD

In case you haven't had time to sit back at eventide—as the wife badgers you first into washing dishes and later into a game of canasta and the young one pleads mightily for the family car—you might not have had time to assimilate some recent developments in the sports field which have great application to television.

Let's take them in order.

First of all, there was that classic fight where immovable Jake LaMotta surrendered his middleweight title to irresistible Ray Robinson. Conservatively speaking, millions saw the fight over the media of television. Now what, exactly, did this do to the box office?

**Very little! Exactly 14 802 persons paid \$180.619 to get into Chicago stadium and make the match the most successful promotion in the history of the International Boxing club. This, it seems to one small mind, thoroughly proves that if the sports event is good enough, people will come to watch it. Notre Dame's athletic office didn't lose any rubles last fall—and every one of their home games was televised.**

Secondly, there was the blast made by Dick Larkins, athletic director at Ohio State university. Larkins swung an oral sledge-hammer against college athletics, calling the present collegiate picture "rotten through and through." More than any one sport, he blamed football as shoving the emphasis away from the "play-for-sport" angle to the "play-for-bigger-crowds" corner.

Larkins suggested that TV might make schools realize the true nature of college athletics—that being the provision of athletic training and competition for the entire student body as contrasted with recruiting 11 gorillas to give 60,000 bottle-lugging fans thrills on Saturday afternoon. We for one, like this thinking. We concur with the former president of Chicago university who outlined the two methods of having a great university.

"Either you have a great president," said Robert Hutchens, "or you have a great football team." Honest-to-gosh "amateur" athletics certainly is no less filled with spectator-thrills than is pseudo-amateur and professional athletics. And it's healthier in all aspects.

**Thirdly was the fight between Paddy Young and Eugene Hairston. It was in this scrap that Young hit the padding six times in less than two completed rounds to the chorus of some highly-critical and dubious rasberries.**

Now the question was, did or did not Young throw the fight? Afterward, Paddy said a wallop in the kidneys shattered him in the first round. He denied taking a dive.

About 30,000,000 TV fans were right there at ringside, judging along with the best of them.

The important thing here, it appears to us, is not that each viewer had the opportunity to make a decision—but that untold persons were learning something about the fight game—formerly restricted to cash-carrying fans. This is put one application of knowledge being broadcast by TV.

men prefer the  
**Syndicate Clothing Co.**

222 W. Second St.

Davenport



for all their clothing  
needs

# The Mighty Caesar



**SID CAESAR**

**Only 28 Years Old, Sid Caesar  
Is Considered a Top TV Comic**

Sid Caesar, star of "Your Show of Shows" the second portion of "Saturday Night Revue," is a young man of 28 of nimble wit with a flair for satirical and experimental humor.

He was at one time a very young man with serious musical intentions, who made a failure out of trying to make the saxophone as legitimate and classical an instrument as the violin and the piano.

**But, his failure along the long-hair lines is making him a fortune and has already made him one of the brightest comedy stars on the Broadway stage and television.**

Caesar has a winning type of humor which pokes fun at American idiosyncrasies, and jests with phases of our group culture. His satirizations of Hollywood movies and incidents from our individual lives is strictly "Caesar." Added to this material-gathering technique are realistic sounds and novel methods of presentation.

Caesar studied music seriously at Juilliard, with intentions of furthering his music career at the Paris Conservatory and then discovered that he had to make some money. That's when he by-passed long-hair and began playing the sax in such salary-making bands as Charlie Spivak, Claude Thornhill and Shep Fields.

His musical pursuits were halted when he joined the U.S. Coast Guard at the age of 19. When he was selected

to be the comedian of the Coast Guard show, "Tars and Spars," it was the first time he had ever appeared as a visual entertainer. Then he made the movie version of the aforementioned show and wowed audiences with his remarkable airplane routine. It was the first time he had ever appeared before the cameras.

When he realized his career was in the direction of comedy, Caesar concentrated along those lines. His choice was justified in his first Broadway legitimate appearance in "Make Mine Manhattan." Just seven years before he had appeared at the New York Capitol Theatre—as a doorman!

In his first season in TV, Caesar, who in appearance is a cross between the late John Barrymore and Danny Kaye, starred on the "Broadway Revue" over NBC Television. On Sept. 9th, he started his second season as the star of NBC-TV's "Your Show of Shows."

"Humor should know no boundaries," declares Caesar. "It is universal, like music. When people start looking for political implications in good clean humor, then it is time for those people to analyze themselves more thoroughly."

That he may have discovered a new trend in comedy, is Caesar's belief. His is certainly different from the usual noisy, wise-cracking material. He avoids "blue" comedy. He holds that a comedian should deliver a sane message as well as make people laugh.

# ar Has A Coca!

## Satirist Imogene Coca Began To Entertain When Only 8 yrs. Old



Imogene Coca, the satirical comedienne and partner of Sid Caesar was discovered by New Yorkers when she was featured in "New Faces" and then "Straw Hat Review," two smart Broadway revues. Then night clubs claimed her, and quite a few East Side spas featured her comedy before her rise in video circles. From the classes to the masses was just a matter of taking a cab a few blocks towards the West Side here she opened at the Paramount Theatre.

There she proved that smart material and comedy showmanship can click with all audiences as her satire on Phil Spitalny's All-Girl Orchestra "I'm Slush Pump Annie, The Girl with a Mean Trombone") and her impudent joshing of I. J. Fox, the late furrier king registered belly laughs, from even Fox himself.

**Imogene's family name is Spanish and at one time extended to the length of Fernandez de Coca, but a great-grandfather cropped it down to plain Coca for business reasons.**

She went into vaudeville at eight, doing tap and ballet dancing, contorting a little and doing straight things that got meager applause and never a laugh. She became a comedienne in "New Faces" by accident.

Trying to keep warm backstage she donned Henry Fonda's polo coat and did a fan dance. The director came along and said he needed three little spots to break up the show. Imogene did her fan dance with the polo coat on and the director said he'd try it. It was put into the show and people laughed. She scored again in "Fools Rush In."

Imogene's mother was Sadie Brady who worked with the magician Thurston and at sixteen was floating around vaudeville stages like ectoplasm. Sadie married Joe Coca, orchestra leader of the Chestnut Street Opera House in Philadelphia.

In New York City, the comedienne has been seen often at Cafe Society Uptown, Cafe Society Downtown and Le Ruban Bleu. The Palmer House in Chicago and the Park Plaza in St. Louis also acquired her talents in the past. She also appeared in Billy Rose's "Concert Varieties."

This past Summer, before returning to NBC television and "Your Show of Shows" she scored a smash hit in the Chevy Chase Summer Theatre and was given an ovation by capacity crowds. The result: the show was booked two weeks rather than the usual one—ample proof that her TV appearances were primarily responsible for the sell-out audiences there!

## Marc Connelly Comedy Slated for Pulitzer Show

Jean Parker and John Beal will co-star in "The Wisdom Tooth," a fantastic comedy by Pulitzer Prize-winner Marc Connelly, on "Pulitzer Prize Playhouse," Friday, March 2, over WHBF-TV.

While Marc Connelly won the Pulitzer Award for his drama "The Green Pastures," special permission has been granted to present "The Wisdom Tooth."

John Beal plays the part of "Bemis," a young man who has enjoyed a contented existence, saving the money he earns as a clerk in a New York office.

**He is shocked one night to discover that his lack of convictions has cost him the respect of his friends. Although Sally (Jean Parker), the newspaperwoman whom he loves, sees his dormant potentialities, she tells him that he is becoming a carbon copy instead of an individual.**

Alone in the living room of his boarding house that night, he picks up an old book of fairy tales and falls into a phantasy of his boyhood days. The spirits of his grandmother, grandfath-

er, the fairy queen Lalita, his boyhood playmates, and the boy, "Skeeter," that he was, appear to recreate childhood events.

Bemis, recognizing that he has changed far from the decisive lad he was then, finds the courage to loose his job but regain his individuality—and love.

"The Wisdom Tooth" was first presented at New York's Little Theatre by John Golden. Opening February 15, 1926, this comedy starred Thomas Mitchell in the role of the vacillating "Bemis."

In supporting roles are 13-year-old Junie Keegan as a childhood girl friend, "Mildred," and Bobby Nick as the boy "Skeeter," with Howard Freeman, Jonathan Harris, Helen Donaldson, Gilda Oakley, Ben Lackland, Bob Lieb, Bobbie Trelease, Graham Velsey and Buzzy Martin.

"The Wisdom Tooth," produced by Edgar Peterson, will be directed by Bill Brown. The television adaptation is by Joseph Schrank.

"LET

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## Show Goes On



Jack Haley was stricken with a kidney ailment during the dress rehearsal of the "Ford Star Revue" television show recently, a little more than an hour before the program went on the air.

Haley was rushed to his home, where he is now resting under his doctor's care.

Haley's sudden illness might have caused a cancellation of the show but for the versatility of show people. Mindy Carson, featured vocalist on the program, immediately took over some of Haley's emcee chores.

Among those in the theater watching the rehearsal was vocalist Bob Haymes, brother of singer Dick Haymes.

**Bob was asked, and agreed, to sing the songs Haley had scheduled.**

Miss Carson, Haymes and Albertson did some rapid study and cooperated to present a polished performance with the featured guests, Grace and Paul Hartman, satirical dancing team, and Frank "Sugar Chile" Robinson, young boogie-woogie piano prodigy.



"Would you fellas care to have me tune in the fights on TV?"

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## CONGRESSIONAL BATTLE LOOMS ON TV ISSUE

The likelihood that Congress will become a battleground for the educational TV allocations issue pending a verdict from the Federal Communications Commission was broadly hinted recently in a blistering climax to a week-long hearing on the issue.

The hint went on the hearing record when Telford Taylor, chief counsel for the Joint Committee on Educational Television, asked President Justin Miller, of the National Association of Broadcasters, whether he would have any objection to Congress's speaking out on the subject of reserving educational TV channels. Miller answered: "... I think it might be a good thing."

Taylor's interrogation came during lengthy cross-examination of Miller, who, along with Columbia Broadcasting System President Frank Stanton

and other industry witnesses, testified recently against the educators' demands for permanent reservation of a portion of the very high frequency spectrum for non-commercial educational TV stations.

Taylor's question to Miller on the congressional aspect is viewed as a tip-off that the stage will shift to Capitol Hill after current formalities are concluded. Several congressmen have already sounded off in favor of the educators, and the word is that there will be more of the same while the FCC is deliberating a verdict.

Industry witnesses held the stand since early in the hearing after the educators unleashed findings of a monitoring survey which, the educators contend, show excesses in commercials and inadequacies in educational TV.



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**JOANNE WHEATLEY**, featured ballad singer on the 'Fred Waring Show,' originally, had far different career plans. A Phi Beta Kappa in her college days, she went on to receive a master's degree in sociology before her interests turned to singing.

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# Monday

MARCH 5th

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

- 2:00 5 VACATION WONDERLAND — An interesting travelogue.
- 2:30 5 BERT PARKS SHOW — Musical variety.
- 3:00 5 KATE SMITH SHOW — A variety show.
- 4:00 4 MARY HARTLINE SHOW — Juvenile program.
- 5 TEA TIME—Features outstanding trio. Keith Greko, piano; Ward Irwin, bass; Ernie Vosikis, drums. Jean Crume, vocalist.
- 4:15 4 CHUCKWAGON PLAYHOUSE — with Sheriff Bob Dixon.
- 5 GABBY HAYES SHOW—Western tale as told by the veteran storyteller.
- 4:30 5 HOWDY DOODY — Bob Smith's puppets in new antics.
- 5:00 5 CACTUS JIM—Western Feature.
- 5:30 4 SPACE CADET—A pseudo-scientific serial.
- 5 COMIC CUT-UPS—Features a puppet and a drawing board.
- 5:45 4 DAILY NEWSREEL — Roundup of current news.
- 5 MR. WEATHERWISE—Brief puppet show giving weather outlook.
- 5:52 5 WOC-TV NEWSROOM — News from near and far.
- 6:00 4 CAPTAIN VIDEO — 20th Century adventures.
- 5 KUKLA, FRAN & OLLIE—The family will enjoy this visit.
- 6:30 4 HOLLYWOOD SCREEN TEST — Neil Hamilton emcees.
- 5 SHOWROOM—Roberta Quinlan.
- 6:45 5 NEWS CARAVAN — with John Cameron Swayze.
- 7:00 4 CAN YOU TOP THIS?—Tall tales club with members Senator Ford, Harry Hershfield, Joe Laurie, Jr., and Ward Wilson.
- 5 PAUL WINCHELL-JERRY MAHONEY SHOW—Versatile ventriloquist in funny scenes.
- 7:30 4 GODFREY TALENT SCOUTS — Variety talent on professional plane with Arthur.
- 5 VOICE OF FIRESTONE — Musical concert with Howard Barlow's orchestra.
- 8:00 4 HORACE HEIDT SHOW—Musical with outstanding talent of all types
- 5 LIGHTS OUT—A real chiller-drama.

## New 'Tea Time' Show Stars Local Artists

A fast moving, highly entertaining musical show titled "Tea Time," is a new addition to station WOC-TV's afternoon schedule. Showing Mondays and Fridays at 4 p.m., the program features the Keith Greko instrumental trio, and interviews with representatives of the various women's organizations in the Quad-City area.

With Mr. Greko at the piano; Ward Irwin, bass; Ernie Vosikis, drums; and songstress Jeanne Crume, the group features its own interpretations of popular music.

Each women's club member is interviewed about her organization, its history and its place in the community.

—TV—



"Don't stop me—I've lost my Tele-Views—life isn't worth living."

- 8:30 4 SHOWTIME, U.S.A.—Variety musical.
- 5 MUSICAL COMEDY THEATRE — Another delightful musical show with star-studded cast.
- 9:00 4 STUDIO ONE—One of the finest dramatic shows on TV.
- 9:30 5 WHO SAID THAT?—Quiz stars newspeople Bob Trout and John Cameron Swayze—Guests.
- 10:00 4 AT HOME PARTY—Variety.
- 5 STARS OVER HOLLYWOOD.
- 10:15 4 PERRY COMO SHOW—Fontaine Sisters and Mitchell Ayres orches.
- 10:30 4 OLD FASHIONED MEETING—Religious program—Hymns.
- 5 FILM SUBJECT.
- 11:00 4 THE CIRCUIT RIDER—New series based on efforts of clergymen to teach Christian doctrines in the U.S. following the Revolution.
- 5 BROADWAY OPEN HOUSE—Variety show with Lenny Kent, emcee.

# Tuesday

MARCH 6th

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

- 2:00 5 VACATION WONDERLAND — An interesting travelogue.
- 2:30 5 SEWING LESSONS—This is for the women.
- 3:00 5 KATE SMITH SHOW — A variety show.
- 4:00 4 MARY HARTLINE SHOW — Juvenile program.
- 5 4-H CLUB GIRLS—Something of interest to all young girls.
- 4:15 4 CHUCKWAGON PLAYHOUSE — with Sheriff Bob Dixon.
- 5 PANHANDLE PETE & JENNIFER— Fairy tales and cartoons.
- 4:30 5 HOWDY DOODY—An enjoyable visit with Bob Smith and his puppet friends.
- 5:00 5 CACTUS JIM—Western Feature.
- 5:30 5 COWBOY KEN—Tells about his new club for small fry.
- 5:45 4 DAILY NEWSREEL — Roundup of current news.
- 5 MR. WEATHERWISE—Brief puppet show giving weather outlook.
- 5:52 5 WOC-TV NEWSROOM — News from near and far.
- 6:00 4 CAPTAIN VIDEO — 20th Century adventures.
- 5 KUKLA, FRAN & OLLIE — Burr Tillstrom's uncanny friends chat with lovely Fran Allison.
- 6:30 4 BEULAH—Stars Ethel Waters in a comical adventure.
- 5 LITTLE SHOW—John Conte emcee's this musical program.
- 6:45 5 NEWS CARAVAN — with John Cameron Swayze.
- 7:00 4 LIFE BEGINS AT 80—Fun with the Old Folks.
- 5 STAR THEATRE—Uncle Miltie provides the laughs with guest stars.
- 7:30 4 VAUGHN MONROE—The maestro conducts this musical show.
- 8:30 4 BEAT THE CLOCK—Bud Collyer is emcee—Curvacious Roxanne is also present.
- 5 DIXIE SHOWBOAT—Variety show presented with the spirit of a real oldtime showboat cast.
- 8:30 4 HOLLYWOOD THEATRE—Dramatic presentation.
- 5 CIRCLE THEATRE—Dramatic presentation.

## HOMEWORK

Being a gentleman farmer isn't as easy as it might sound. Last Thursday night after "The Aldrich Family" broadcast, Ezra "Henry Aldrich" Stone arrived home at his Bucks County (Pa.) farm to discover one of his prize cows dying. After an all night vigil, during which he saved the animal's life, Stone finally went to bed at five a.m.

—————TV—————

## PASS THE BUTTONHOOK

Last week Arthur Godfrey added another dubious talent to the list he ascribes to Archie Bleyer, conductor of the "Talent Scouts" orchestra. Said Godfrey, "Archie is a talented man with the needle and thread. He sews all the buttons on his shoes."

- 9:00 4 STAR TIME—Stars Frances Langford and Lew Parker in the comedy sketch "The Bickersons." Reginald Gardiner and John Conte also on hand.
- 5 ORIGINAL AMATEUR HOUR—Under the direction of Ted Mack, all kinds of talent sparkle on this show.
- 10:00 4 FAYE EMERSON—Lovely Faye interviews interesting folks from all walks of life.
- 5 FIRESIDE THEATRE — Dramatic show.
- 10:30 5 STAR TIME—Just that.
- 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.

— SEE —

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# Wednesday

MARCH 7th

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

- 2:00 5 VACATION WONDERLAND — An interesting travelogue.
- 2:30 5 BERT PARKS SHOW — Musical variety.
- 3:00 5 KATE SMITH SHOW — A variety show.
- 4:00 4 MARY HARTLINE SHOW — Juvenile program.  
5 NBC COMICS—Animated cartoons
- 4:15 4 CHUCKWAGON PLAYHOUSE — with Sheriff Bob Dixon.  
5 GABBY HAYES SHOW—Western tale told by the oldtimer.
- 4:30 5 HOWDY DOODY — Bob Smith's puppets in new antics.  
5:00 4 MUSICAL INTERLUDE.  
5 CACTUS JIM—Western Feature.
- 5:15 4 DAILY NEWS.
- 5:30 4 SPACE CADET—Adventure thriller for kids.  
5 AT HOME WITH MARY LOUISE MARSHALL — Interview program with a local personality.
- 5:45 4 MEET YOUR COMMUNITY—Local program featuring people you know.  
5 MR. WEATHERWISE—Brief puppet show giving weather outlook.
- 5:52 5 WOC-TV NEWSROOM — News from near and far.
- 6:00 4 CAPTAIN VIDEO — 20th Century adventures.  
5 KUKLA, FRAN & OLLIE—Relaxing program for both youngsters and grownups.
- 6:30 4 CHANCE OF A LIFETIME — John Reed King emcee, Dick Collier, comedian, Russell Arms and Liza Palmer, song and dance team.  
5 SHOWROOM—Roberta Quinlan.
- 6:45 5 NEWS CARAVAN — with John Cameron Swazey.
- 7:00 4 ARTHUR GODFREY SHOW—Musical variety with Arthur and all his friends.  
5 FOUR-STAR REVUE — Comedy hour with top-notch comedians. Music and variety.
- 8:00 4 DON MCNEILL'S TV CLUB—Festive session with Don, Johnny Desmond, Patsy Lee, Sam Cowling and guests.  
5 TELEVISION THEATRE — One of the better dramatic programs. Ezzard Charles vs. Jersey Joe Walcott for the heavyweight championship of the world direct from Detroit—15 rounds or less.

## Chicago Trip Offered In New TV Contest

An opportunity to see a network program directly from Chicago is now being offered by Tele-Views magazine.

And the beauty of it is—two persons can see the show during a weekend trip into Chicago with all expenses paid!

Tele-Views is the sponsor of a contest for teevee viewers in the local area who want to spend the glorious weekend of March 31st in Chicago.

There are no wrappers to send, no products to buy—the contestants don't even have to be regular Tele-Views subscribers.

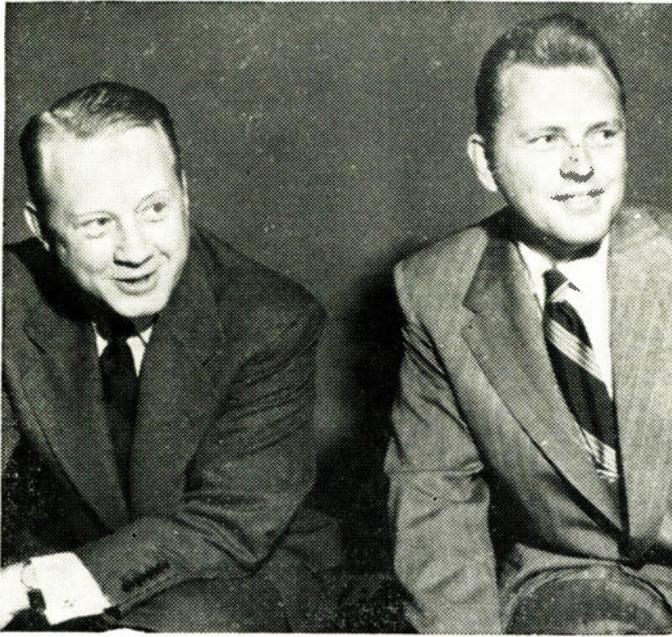
All that has to be done is to answer in 25 words or less—"Why I'd like to see a television network program." Each entry must be accompanied by the contest coupon appearing Tele-Views this week on Page Four.

The coupon will appear in every issue until March 22nd. Contestants may send in as many entries as they wish. The contest deadline is midnight, Mar. 22nd.

The winner may choose a guest to make the trip expense free. A suite at the Sherman hotel will be reserved. The two lucky persons will have transportation paid to, in and from Chicago, as well as all meals.

Two tickets to a top-notch play will be included—and of course, Sunday breakfast will be served in the hotel room.

- 
- 5 BREAK THE BANK — Quiz show with Bert Parks as m.c.
- 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—The dramatic adventures of news reporters.
- 10:30 4 PERRY COMO SHOW — Musical numbers.  
5 SCRAMBLEGRAMS — Top quiz show with personable Ran Jensen. Contestants are local folks you might know. Assisting Ran is WOC-TV's gift to sweet femininity, "Dagmar" Duffy.
- 11:00 5 BROADWAY OPEN HOUSE—Variety show with Lenny Kent, m.c.



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**FRANK STANTON, left, president of the Columbia Broadcasting System, and James B. Conkling, new president of Columbia Records, Inc., at reception welcoming Mr. Conkling into the official CBS family.**

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## Durante plus Thomas plus Carson plus Wynn

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"Each of the 'Four Star Revue' shows is differently designed, but it's doubtful that anyone really designs a Durante show, not even the Schnozz himself. His is a case of spontaneous combustion."

So says the current issue of Radio Television Mirror in a special eight-page salute to NBC's quartet of Wednesday night jesters, Jimmy Durante, Ed Wynn, Danny Thomas and Jack Carson who rotate on the "Four Star Revue."

Opposite exclusive color photos of the four stars, the magazine continues chronicling the major differences between the program formats.

"The Wynn humor is built on 'sight' gags, bizarre inventions and intimate delivery that let the audience in on the jokes," says writer Frances Kish.

"Danny Thomas mingles story-telling, comedy sketches and musical numbers with sentimentalizing and philosophizing," while Jack Carson, a Hollywood actor, thinks in terms of screen treatment.

"His program is situation comedy, with a complete new story every time, the same characters running through all. Jack, as the central character, is the big, well-meaning guy who gets into as much trouble as if he went out looking for it."

—TV—

### SIMPLE EXPLANATION

Someone asked Bill Boyd why he didn't wear a cowboy outfit in private life inasmuch as he played Hopalong Cassidy on radio and television. "Well," laughingly answered Boyd, "why not ask Robert Taylor why he doesn't wear a Roman toga around Hollywood. After all he just finished the lead in 'Quo Vadis.'"

—TV—

### WHOA BOY!

In recognition of his boundless energy, the star of the "Bert Parks Show," has just been made an honorary member of the Oglala Sioux Indian Tribe of South Dakota. Brave Bert's new monicker is "Cloud Horse," inherited from a famed Indian warrior of the last century.

# Critic Favors the Garroway-Type of Program

By **LUCIA CARTER**  
TV Editor, Moline Dispatch

That the television audience is an audience of individuals sounds like a fundamental principle. It should be obvious that people watch TV in living rooms not theaters. But the intimacy of the medium sometimes seems to be a secret between the viewers and a handful of performers who have won success by playing to the easy chair next to the TV set instead of the last row of the balcony.

Outstanding among those stars alert to the true nature of the television audience is Dave Garroway, whose program originates in Chicago, where, more than in other network-centers, the producers seem to be conscious of the home viewers.

Garroway's smooth, easy style presents a refreshing contrast to the working habits of some of his colleagues, who, in their efforts to overwhelm you, sometimes drive you away instead. And he knows apparently that although his show is seen by millions, he must reach them one at a time



**Dave Garroway**

The television performer ideally comes into your home as a privileged guest. In return for a bit of entertainment, you permit him to extol the merits of some product or other. But if he proves unmannerly, you needn't invite him back.

Yelling and leaping around are unnecessary. The living room is, after all, comparatively small. And he should not demand applause. The viewer does not sit in his own home, self-consciously clapping his hands.

The parted curtain, the breathless emcee and the applauding studio crowd are unfortunate fixtures of TV today. Too many stars who spent their formative years on the stage have brought the trappings of the theater

into television with them. Some have adapted their material to video, but have retained the outward devices of the theater, unaware apparently that the home viewer can make up his own mind without any irritating assists from a studio audience. Others have simply transferred stage shows to another medium.

Garroway, on the other hand, took his basic training in radio, which like television plays to the individual. His approach is casual and quiet and his show is a semi-private affair between you at home and the cast in the studio.

The variety label does not quite fit the program, though it offers some of the cleverest comedy and some of the best music and dance numbers of any TV show. The star himself has turned this telecast into something unique. There is the remarkable use of studio equipment. There's the magnetic charm of the man himself. And there's the relaxed approach.



**Lucia Carter**

Garroway stands in contrast not only to the stylized stage performers but to such heralds of informality as Jerry Lester, who gets a little too boisterous for the average American living room. The informal show is essentially a personality show, as I pointed out in last week's review of the Jerry Lester program, and the Garroway personality meets the most exacting standards of the home viewer. The Garroway program is casual, but not sloppy.

I never watch *Celebrity Time*, which WHBF-TV carries at 9 Sunday nights while WOC-TV shows Garroway. *Celebrity Time* is one of the better programs but the Garroway show is one of the best. Similarly, I would never go out of my way to obtain a piece of pie, a dessert of which I am moderately fond, if I had handy a piece of chocolate cake, a goody I find irresistible.



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**"Penthouse Party,"** starring Betty Furness, is a Friday night (WHBF-TV) television attraction. Miss Furness, lovely screen and TV actress, offers a sparkling variety program and interviews well-known guests.

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## Lavish Show Planned For Tribute To Richard Rodgers

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Richard Rodgers, whose 25 extraordinary years in show business have enriched America with some of its greatest music, will be honored during a special one-hour television production with many of the theater's outstanding stars joining in tribute performance over the full NBC television network Sunday, March 4.

The show: "America Applauds. An Evening for Richard Rodgers."

The lavish show will span the composer's musical career from the "Manhattan" number of the "Garrick Gaieties" of 1925, first of the great Rodgers and Hart hits, to "I'm in love with a Wonderful Guy" from "South Pacific," latest and biggest of the Rodgers and Hammerstein wonders.

A dozen top Broadway stars have indicated their plans to take part in the TV tribute. Among the first to be signed are Mary Martin, currently starring in "South Pacific;" Celeste Holm, who plays the leading role in "Affairs of State;" June Havoc, a leading light of Hollywood as well as Broadway, and Zorina, famous ballerina. Others expected to join in honoring the famous composer are Alfred

Drake of "Kiss Me Kate," who created the role of Curley in "Oklahoma;" Ray Bolger of "Where's Charley?"; John Riatt, who played the lead in "Carousel." Patrice Munsel of the Metropolitan Opera and Dick Haymes of Hollywood and radio.

—TV—

Fréd Waring's Pennsylvanians, doing a Scotch song recently, called in elevator starter "Scotty" Mullen as tutor in the Highland burr.

—TV—

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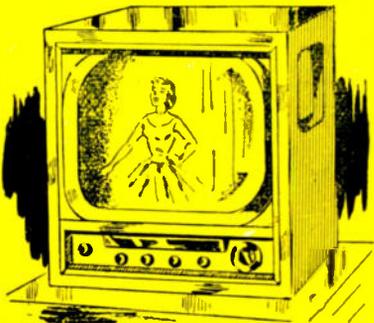
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