

Quad City

Your TV
Program GUIDE

Sept. 22 - 28

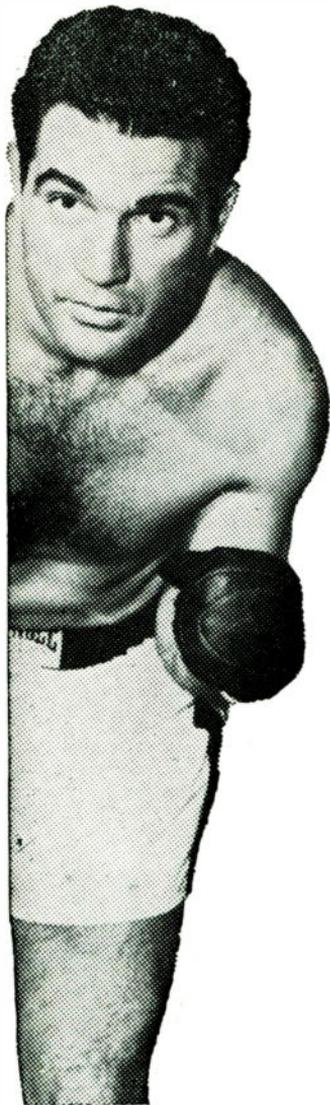
TV Tele-Views

Vol. I—No. 38

Teen Dope -- Kiplinger *page 4*



15¢ Eloise McElhone -- **MANBAITER** *page 12*



AGAIN on WHBF-TV

"LIVE" FIGHTS

8:00 P. M.

WEDNESDAYS

Stay tuned to Channel 4 for a season of "live" ring battles. The series brings you 41 fights, all promoted by the International Boxing Club, including the cream of fistic cards direct from Madison Square Garden, New York.

WHBF-TV

CHANNEL 4

WITH YOU AGAIN!

PERRY COMO—9:45 p.m., Mon., Wed., Fri.

MAMA—6:00 p.m., Friday

KEN MURRAY—6:00 p.m., Saturday

PAUL WHITEMAN—5:00 p.m., Sunday

THIS SHOW BUSINESS—5:30 p.m., Sunday



Mail Bag

Editor:

Please tell us what happened to Jim Johnston, we liked him very much.

Also please tell us why so many of the good programs always are on at the same time—and then it happens there are plays on both channels. We are way up her in the “fringe” where we only get two channels—and have to put up with a lot of plays and wondered why they could not be staggered so we wouldn't have to always look at one.

We like to be entertained rather than to have things too serious—life itself is rough enough without having to look at stuff too sad.

We surely enjoy Tele-Views and how we can get along without it we just don't know. Thanks so much for your untiring efforts. We do appreciate it very much.

Savanna, Ill. Mrs. E. H. Gholson

(Jim Johnston has accepted a position with WENR-TV in Chicago. I am sure that if you will have patience until after Sept. 30 when all the program changes will be complete you will find a better selection of programs.—Ed.)

* * *

Editor:

Could you tell me if the Sammy Kaye show will be a regular winter program? Also how old is Sammy Kaye and is he married?

Is Doodles Weaver going to have a regular show now that “Show of

Shows” is back. Thank you.
Galesburg, Ill.

J. L.

(Sammy Kaye is scheduled to remain on the air all winter and he is married, but his age is not available. Doodles will not return in a show of his own but you will see him in many guest spots.—Ed.)

* * *

Editor:

Why hasn't “Bride and Groom” been on the air, also what has become of Jim Johnston.

Rock Island, Ill.

R.L.

(WHBF-TV is no longer authorized to carry the program in this area.)

* * *

Editor:

I would like to know if Hollywood Theatre will be on earlier when the time changes back.

Kewanee, Ill.

Willis Good

(Hollywood Theatre will be on an hour later when the time returns to normal on Sept. 30.—Ed.)

* * *

Editor:

Could you tell me how I can get in touch with Lee Jones and Billy Thall as I know they went off the air, however Billy said we could get in touch with them. Also how can I get in touch with Faye Emerson and Jack Brickhouse.

Moline, Ill.

J. P.

(Write to Lee Jones and Willie Thall in care of Station WLW-TV, Cincinnati, Ohio. Faye Emerson in care of Columbia Broadcasting System, 485 Madison Ave., New York 22, N.Y. Jack Brickhouse can be reached in care of Station WGN-TV, Chicago, Ill.—Ed.)

Business Office: 1029 West Second Street. Davenport, Iowa Phone: 6-0230

TELE-VIEWS

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Austin Kiplinger, Chicago newscaster whose militant series on the dope menace stirred thousands of viewers.



DOPE

Is Destroying Our Teens

by AUSTIN KIPLINGER

Austin Kiplinger,
Hard Hitting
Chicago Newscaster,
Flays The New Menace
In This Exclusive Article

AN ENEMY bent on destruction of the United States could think of no better strategy than to spread dope addiction among the youth.

This is exactly what has happened since the end of the last war. Whether the enemy is external (a foreign nation) or internal (an underworld syndicate of crime), the effect is the same: misery, degradation, and a life of law violation for thousands of boys and girls who had the right to hope for something better.

The use of narcotics by teen-agers has been a critical problem only since the end of World War II. Before that time, the federal narcotics squad, under Treasury Agent Harry Anslinger, was convinced that addiction was on the wane, and would pass into oblivion when the aging addicts died off.

Then something happened. The sadistic overlords of dope decided to cultivate new fields, to catch young people who would provide customers for the narcotics trade for years to come.

Judge Gibson Gorman of Chicago Narcotics Court began to notice an upswing in the use of narcotics by boys only three or four years ago. The problem became acute for the Juvenile Protective Association a little over two years ago. Recently, a teen-age addict told police officers: "Nine out of ten of the fellows I know (at a South side high school) use the stuff."

Marijuana is the breaking-in drug. Though it is not physically habit-forming in the severest sense, it is frequently offered free by the peddlers to get the youths "hopped up" and in a frame of mind to want the deadlier cocaine and heroin. Once the boy or girl is "hooked" on the more potent drugs, the dependency is physical, and nothing short of medical treatment can break the habit.

The federal government maintains two hospitals for narcotic victims. Chicago cases go to the one at Lexington, Kentucky, and the only cost for the patient is the \$14.06 for a railroad ticket from Chicago to Lexington. Yet thousands of addicts do not avail themselves of this treatment, because it is voluntary. Addiction usually strikes where there is emotional instability—among children of divorced parents, in house-

holds where mother and father are separated, or where some other instability dominates the scene. In such circumstances, the victim is not likely to muster enough interest to commit himself to a federal hospital.

The narcotic habit is no respecter of education or social position. One young student recently apprehended was the son of a successful attorney. His mother was a school teacher. He himself had begun college, but dropped out when the habit took hold.

The habit quickly pulls even the strongest character into complete servitude. Some youths have been known to spend as much as \$40 or \$50 a day on cocaine and heroin. To get the money, they beg, borrow, and then steal. Crime is the inescapable conclusion of addiction. So the lawless underworld syndicate profits in two ways: from proceeds of the sale of dope, and from recruits to its ranks hauled in by a ruthless addiction.

How many youths in Chicago are addicts? No absolute figures are available. But some officials estimate that 5000 or 6000 teen-agers use marijuana, cocaine or heroin, and about half of these are addicts of the stronger drugs.

In the five months since the Narcotics Court was opened in Chicago (April 2nd, 1951) Judge Gorman, alone, has handled more than 4500 cases.

Yet while the problem is reaching its critical stage, the campaign of attack is gaining momentum. The Illinois Legislature at its last session increased the penalties for sale of dope to minors, making it punishable by jail sentences up to life imprisonment. Possession of narcotics alone can now be punished by five years in prison. Since the law became effective, one man has been sentenced to 15 years up to life in prison.

But victory against dope hinges on breaking the ring of peddlers and higher-ups. The sale of narcotics is not an isolated phenomenon. Someone gave the word to "go after the kids," and anyone who would give such an order is obviously depraved. Narcotics addiction provides a breeding ground for all kinds of crime — prostitution, petty thievery, looting, grand larceny, mur-

Continued on Page 20



A brilliant Chicago policewoman in action. Dr. Lois Higgins, director of Crime Prevention Bureau, says that youthful dope violations have risen almost 800% in two years.



Senate Crime Committee receives evidence that a teen-age epidemic of dope is spreading thru large cities. Sen. Estes Kefauver (in white suit) is major factor against the menace.



A heroin addict at 18 years, this young girl points to the ugly purple marks of the needle. She was "glad to be arrested."

Saturday

SEPTEMBER 22nd

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

- 8:30 4 **HOLLYWOOD JR. CIRCUS**—
With Paul Barnes, ringmaster, and Zero, the midget.
- 9:00 4 **FASHION MAGIC**—
Arlene Francis presents the latest in fashions.
- 9:30 4 **DATE WITH JUDY**—
The Foster family presents another episode in their life.
- 10:00 4 **BIG TOP**—
Jack Sterling, ringmaster, presents Ferdinand the Bull; Lott & Joe Anders, juggling unicyclists; La Paloma, aerial trapeze artists, plus other acts.
- 11:00 4 **TWO GIRLS NAMED SMITH**—
Starring Peggy Ann Garner.
- 11:30 4 **THEATRE OF ROMANCE**—
"We Have These Hours," starring Sarah Churchill.
- 12:00 4 **SMILIN' ED'S GANG**—
With Squeeky the Mouse, Midnight the Cat and Froggy the Gremlin. A children's story dramatized.
- 3:00 5 **TEST PATTERN**—
- 3:30 5 **THE NATURE OF THINGS**—
Dr. Roy K. Marshall will talk about astronomy and explain the "Reasons for the Seasons."
- 3:45 5 **ON THE LINE WITH CONSIDINE**
Bob Considine with news, views and interview with Col. Mary Halloran, head of the WACS.
- 4:00 4 **SPACE PATROL**—
With Buzz Corry & Cadet Happy.
- 5 **FILM SUBJECT**—
- 4:30 4 **FILM SUBJECT**—
- 5 **MR. WIZARD**—
Don Herbert (Mr. Wizard) and Bruce Lindgren (Willie) will discuss how complicated machines can be made simple.
- 5:00 4 **SAMMY KAYE SHOW**—
Features vocalists Barbara Benson and Tony Alamo with the "So You Want to Lead a Band" contest as a feature.
- 5 **FOOTBALL KICKOFF, 1951**—
A pre-season view of football with coaches Lou Little of Columbia; Chas. Caldwell of Princeton; Jack LaVelle, Yale scout; & Mel Allen.
- 5:30 4 **ON TRIAL**—
Current events brought before the court.
- 5 **ONE MAN'S FAMILY**—
Domestic drama of the Barber family with Bert Lytell, Marjorie Gateson and Russell Thorsen.
- 6:00 4 **KEN MURRAY SHOW**—
With the Glamourlovelies and vocalists Anita Gordon and Art Lund; Guests: Diana Lynn & Robt. Sterling in a comedy sketch; Benny Goodman and his quintet.
- 5 **ALL-STAR REVUE**—
A full hour of comedy and songs starring Ed Wynn with guest stars Joan Blondell, Anne Jeffreys, Valerie Bettis; Tippy and Cobina, a monkey act.
- 7:00 4 **WONDERFUL TOWN**—
Faye Emerson is your hostess as the city of Pittsburgh is spotlighted with guests Bill Eythe, screen star; Maxine Sullivan, vocalist; Errol Garner, pianist; Jackie Heller.
- 5 **YOUR SHOW OF SHOWS**—
With guest host Tom Ewell and Starring Sid Caesar and Imogene Coca with Mata & Hari, dancers; tenor Bill Hayes; Judy Johnson, vocalist; Billy Williams Quartet; Jack Russell, baritone; Hamilton Trio, dancers; Carl Reiner, straight man; and Marguerite Piazza, Met soprano.
- 7:30 4 **THE SHOW GOES ON**—
Robert Q. Lewis tries to sell talent to prospective buyers.
- 8:00 4 **FILM SUBJECT**—
- 8:15 4 **FILM SUBJECT**—
- 8:30 4 **LONE RANGER**—
Outlaws of the old west brought to justice with help from Tonto.
- 5 **YOUR HIT PARADE**—
Starring Snooky Lanson, Eileen Wilson and Dorothy Collins, with the Hit Paraders and Raymond Scott's orchestra.
- 9:00 4 **WRESTLING**—
From Marigold Gardens, Chicago.
- 5 **SPORTS SCHOLAR**—
A test for your sports knowledge.
- 9:15 5 **MYSTERY HOUR**—
- 10:15 4 **WESTERN FILM**—
Lone Rider in "Border Roundup."

Sunday

SEPTEMBER 23rd

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

- 12:45 5 **TEST PATTERN**—
- 1:00 5 **TV FORUM**—
Neil Danberg moderates with a panel of local citizens.
- 1:30 5 **JUVENILE JURY**—
Jack Barry emcees as the youngsters solve the problems of the kids at home.
- 1:50 4 **INS DAILY NEWS**—
- 2:00 4 **FLYING TIGERS**—
Exciting adventures of the famous flying group in China.
- 5 **MEET THE PRESS**—
Members of the press interview famous guest as Martha Rountree moderates.
- 2:30 4 **FILM SUBJECT**—
- 5 **ZOO PARADE**—
Marlin Perkins presents another group of his charges.
- 3:00 4 **SUPER CIRCUS**—
Side show presents Frank Cole, magician with the "Magic Sword Box"; guest acts: The Sandys, trampoline act; Jannie Lucyn, hand balancer; The Aerial Dobritch.
- 5 **GABBY HAYES SHOW**—
The heroic story of Lydia Darrah, elderly Quaker who lived in the besieged city of Philadelphia, 1777
- 3:30 5 **TO BE ANNOUNCED**—
- 4:00 4 **TED MACK FAMILY HOUR**—
Musical variety program.
- 5 **HOPALONG CASSIDY**—
- 5:00 4 **PAUL WHITEMAN REVUE**—
With Earl Wrightson, Maureen Cannon and guest Jane Froman, will feature Greig's "Concerto."
- 5 **NBC WEEKLY NEWS IN REVIEW**
- 5:15 5 **FILM SUBJECT**—
- 5:30 4 **THIS IS SHOW BUSINESS**—
Regular panelists are Sam Levenson and George S. Kaufman with guest performers Georgie Kaye, comedian; ballerine Nanci Compton and baritone Frank Guerrara, of the Met.
- 5 **YOUNG MR. BOBBIN**—
Alex Hawthorne sets literature back a century as he attempts to write a novel and is almost charged with plagiarism as he copies Mark Twain.
- 6:00 4 **BURNS AND ALLEN SHOW**—
Gracie buys several kitchen items at a discount under the assumption she can collect the discount in cash.
- 5 **COLGATE COMEDY HOUR**—
Starring Ezio Pinza and guests Milton Berle, Paul Winchell and Jerry Mahoney; Martha Wright.
- 6:30 4 **STARLIGHT THEATRE**—
Chester Morris stars in "Acts of God Notwithstanding." Crisis is precipitated when power failure threatens large electric plant.
- 7:00 4 **FRED WARING SHOW**—
With the Pennsylvanians and starring Joanne Wheatley, Jane Wilson and Joe Marine; Guest of the Week, Beatrice Kay, will star in a "Gay Nineties Revue".
- 5 **PHILCO TELEVISION PLAYHOUSE**
Presents "The Spur," a forceful drama of the bitterness that led John Wilkes Booth to assassinate Pres. Lincoln. Stars Alfred Ryder and Wesley Addy.
- 8:00 4 **CELEBRITY TIME**—
Conrad Nagel emcees with regular panelists Jane Wilson and Herman Hickman and guest panelists Geo. S. Kaufman and his wife, Lueen McGrath, playwright.
- 5 **WOMAN POWER**—
A program dealing with women in the services with Asst. Defense Secy. Anna Rosenberg and Helen Hayes, actress.
- 8:30 4 **WHAT'S MY LINE?**—
Panelists are: Hal Block, Bennett Cerf, Dorothy Kilgallen & Arlene Francis with John Daly as emcee.
- 5 **PUBLIC PROSECUTOR**—
John Howard, as the prosecutor, gives you a chance to solve the crime.
- 9:00 4 **WEEKLY NEWSREEL**—
- 5 **TV SHOWROOM**—
- 9:20 4 **WEATHER SHOW**—
- 9:30 4 **WHITEMAN TV TEEN CLUB**—
Paul Whiteman entertains along with Muscles Lipton, Nancy Lewis, Junie Keegan, Jerry Donahue and Sonny Graham.
- 5 **SYLVANIA THEATRE**—
Presents "There Goes My Heart" with Frederic March and Virginia Bruce.
- 10:30 4 **YOUTH ON THE MARCH**—



NEW YORK.—One major radio casualty coming up this fall will move NBC's "Your Hit Parade," AM version, back from Saturday night to Thursday p.m. Luckies, which sponsors the song and dance routine, apparently doesn't want to sell all of its smokes on weekends. . . . Lou Cosello and Bud Abbott are scheduled for a quartet of full hour shows in the coming season, but Abbott and Costello fans can expect much than that. In the works are 22 additional film programs. . . . The FCC's recent boost in power to 41 stations is expected to needle TV set manufacturers into a record fall volume. . . . Humorist Sam Levenson may move into the panel of "This Is Show Business" on a permanent basis, now that Abe Burrows is departing. . . . Now they're talking about a "Claudia" series, based on the Rose Franken novel.

Pert Roberta Quinlan is better than ever in her new series on the "Mohawk Showroom" . . . ABC has raided the NBC network successfully by snagging the popular kid show "Hollywood Junior Circus." . . . Dagmar, the buxom blonde, may be eased out of NBC now that "Broadway Open House" is having trouble locating a sponsor. However, towering Dagmar is ready with her own weekly program on ABC. . . .

There's a remarkable response to actor Franchot Tone's recent TV appearance on CBS' "Starlight Theatre." It may signalize a comeback for the veteran film idol. . . . Variety magazine reports that Herb Shriver, the homespun Hoosier story-teller, may take over the CBS time formerly held by "The Goldbergs." Watch for Herb on Tues., October 11 at 8:00 p.m. on WHBF-TV . . .

The network TV future of comic Cliff Norton, one of last season's freshest laugh-getters, is shaky as a result of the recent stalemate over Dave Garroway's return to the networks. . . . Zenith is quietly experimenting with color television over its local Chicago channel. . . . Comic Garry Moore says that a good-looking girl seldom passes a good looking glass. . . . CBS is prepared to spend \$25,000 each week on the "See It Now" newscasts being planned for early fall. . . . Keep those hankies out, girls. Forthcoming is a TVersion of radio's veteran soap opera, "Aunt Jenny." . . . Starting October 14 Philco will sponsor "Television Playhouse" on Sunday only every other week with the Goodyear Rubber Co. sponsoring on the alternate weeks. . . . Did you know that: Fran Allison, Kukla's big sister, was a schoolmarm in Iowa . . . Sid Caesar was a bouncer in his father's eatery—at the age of 14. . . .



Costello



Quinlan



Tone



Norton

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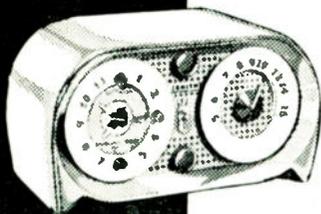
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SEE YOUR LOCAL ZENITH DEALER

Monday

SEPTEMBER 24th

WHBF-TV—Ch. 4 WOC-TV—Ch. 5

(Programs Subject to Change)

- 9:30 4 **STRIKE IT RICH**—
Warren Hull emcees the program with a heart.
- 10:00 4 **THE EGG AND I**—
Serial version of the famous best seller and movie.
- 10:15 4 **LOVE OF LIFE**—
Serial story of the life of a young business girl.
- 10:30 4 **SEARCH FOR TOMORROW**—
Serial of American family life.
- 10:45 4 **STEVE ALLEN SHOW**—
- 11:30 4 **GARRY MOORE SHOW**—
- 11:45 4 **TEST PATTERN**—
- 12:00 4 **GARRY MOORE SHOW**—
Guests: Comedians Jim Kirkwood and Lee Goodman.
- 12:30 4 **FIRST HUNDRED YEARS**—
- 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 WONDERLANDS**—
- 1:30 4 **ALL AROUND THE TOWN**—
Mike Wallace, your guide-emcee.
- 5 **BERT PARKS SHOW**—
With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.
- 2:00 5 **THE KATE SMITH SHOW**—
Variety program slanted to appeal to a mass women's audience.
- 3:00 5 **HAWKINS FALLS, POP. 6200**—
Serial of life in a small town.
- 3:15 5 **GABBY HAYES SHOW**—
- 3:30 4 **MEET YOUR COMMUNITY**—
- 5 **HOWDY DOODY**—
Bob Smith's puppets in new adventures to please the children.
- 4:00 4 **FILM SUBJECT**—
- 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 **KUKLA FRAN, & OLLIE**—
With Burr Tillstrom behind the scenes.
- 4:45 4 **BEANIE**—
Popular character of the kids is brought back by popular demand.
- 5:00 4 **CAPTAIN VIDEO**—
An adventure story on earth and in space with the Video Ranger.
- 5 **COWBOY KEN**—
- 5:15 5 **WEATHER SHOW**—
- 5:22 5 **WOC-TV NEWSROOM**—
- 5:30 4 **HOLLYWOOD SCREEN TEST**—
- 5 **MOHAWK SHOWROOM**—
Roberta Quinlan, songs & chatter.
- 5:45 5 **NEWS CARAVAN**—
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **LUX VIDEO THEATRE**—
"A Matter of Life" starring Edmund O'Brien in a timely drama of how one parent faced the problem of a teen-age dope addict. See exclusive story on this problem on page four of this issue.
- 5 **PAUL WINCHELL-JERRY MAHONEY SHOW**—
The "What's My Name" quiz show with Dorothy Claire and Hilda Vaughn.
- 6:30 4 **GODFREY TALENT SCOUTS**—
Arthur returns to once once more take charge of the talent.
- 5 **VOICE OF FIRESTONE**—
With Howard Barlow's orchestra and guest soloist Lauritz Melchior, tenor. Selections include "Spring Song" and "Spring Come Back to Vienna."
- 7:00 4 **HORACE HEIDT SHOW**—
Youth Opportunity program with talent from all over the country.
- 5 **LIGHTS OUT**—
Frank Gallop narrates a thriller titled "Rappacini's Daughter" by Nathaniel Hawthorne.
- 7:30 4 **LIFE BEGINS AT EIGHTY**—
- 5 **ROBT. MONTGOMERY PRESENTS**
Drama titled "I Am Still Alive" starring Donald Woods.
- 8:00 4 **WESTINGHOUSE "STUDIO ONE"**—
Dramatic presentation of the play entitled "The Little Black Bag."
- 8:30 5 **WHO SAID THAT?**—
- 9:00 4 **CHRONOSCOPE**—
"The Truth of the Matter" with panelists Henry Hazlitt, William Bradford Huie and guest, Wm. C. Bullitt, former U.S. Ambassador.
- 5 **FREDDY MARTIN SHOW**—
Shipboard in the Atlantic is the locale with guest vocalist Jo Sullivan and Merv Griffin.
- 9:15 4 **INS WEEKLY NEWS**—
- 9:30 4 **WEATHER SHOW**—
- 5 **YOUR OWN HOME**—
- 9:35 4 **INS DAILY NEWS**—
- 9:45 4 **PERRY COMO SHOW**—
Fontaine Sisters & Mitch Ayres.
- 5 **INDUSTRY ON PARADE**—
Open House; Fares Please; Mop Up; Car of Tomorrow.
- 10:00 5 **RAN, THE WEATHER MAN**—
- 10:05 5 **NEWS**—
- 10:10 5 **BASEBALL RESULTS**—
- 10:15 5 **HOLLYWOOD THEATRE**—

Tuesday

SEPTEMBER 25th

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

- 10:00 4 **THE EGG AND I**—
Serial version of the famous best seller and movie.
- 10:15 4 **LOVE OF LIFE**—
Serial story of the life of a young business girl.
- 10:30 4 **SEARCH FOR TOMORROW**—
Serial of American family life.
- 10:45 4 **STEVE ALLEN SHOW**—
- 11:30 4 **GARRY MOORE SHOW**—
Guest: Lucille Watson, stage and screen actress.
- 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 **TEST PATTERN**—
- 5 **VACATION WONDERLANDS**—
- 1:30 4 **FASHION MAGIC**—
Arlene Francis presents the latest in fashion news.
- 5 **BILL GOODWIN SHOW**—
Variety program with Eileen Barton and Roger Dann, vocalists.
- 2:00 5 **THE KATE SMITH SHOW**—
Variety program slanted to appeal to a mass women's audience.
- 3:00 5 **HAWKINS FALLS, POP. 6200**—
Serial of life in a small town.
- 3:15 5 **GABBY HAYES SHOW**—
- 3:30 5 **HOWDY DOODY**—
An enjoyable visit with Bob Smith and his puppet friends.
- 4:00 5 **CACTUS JIM**—
Jim tells a story about his friends.
- 4:15 4 **INS NEWS**—
- 4:25 4 **SHOW CASE**—
- 4:30 4 **BUDDIES OF THE AIRPLANES**—
Pat, Speed, Curley & Gene.
- 5 **KUKLA, FRAN & OLLIE**—
Burr Tillstrom behind the scenes.
- 4:45 4 **BEANIE**—
Popular character of the kids is brought back by popular demand.
- 5:00 4 **CAPTAIN VIDEO**—
An adventure story on earth and in space.
- 5 **COWBOY KEN**—
- 5:15 5 **WEATHER SHOW**—
- 5:22 5 **WOC-TV NEWSROOM**—
Bob Frank reports the news.
- 5:30 4 **BEULAH**—
Ethel Waters stars in a comical adventure.
- 5 **LITTLE SHOW**—
John Conte with songs and chatter.
- 5:45 5 **NEWS CARAVAN**—
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **CHARLIE WILD, PRIVATE DETECTIVE**—
Starring John McQuade.
- 5 **TAXACO STAR THEATRE**—
Starring Milton Berle in a full hour of comedy and songs with guests.
- 6:30 4 **JOHNS HOPKINS**—
Famed university presents a program of scientific information.
- 7:00 4 **PHILLIPS FOOTBALL**—
Highlights of the college football game of the week.
- 5 **FIRESIDE THEATRE**—
"White Violet," a romantic story of old California. Stars Eve Miller and Jim Davis.
- 7:30 5 **CIRCLE THEATRE**—
A live dramatic presentation.
- 8:00 4 **DANGER**—
Presents a mystery thriller.
- 5 **ORIGINAL AMATEUR HOUR**—
Ted Mack helps the amateur along the road to stardom.
- 8:30 4 **TO BE ANNOUNCED**—
- 9:00 4 **AMOS 'N' ANDY**—
Spencer Williams is "Andy"; Alvin Childress is "Amos" and Tim Moore is the "Kingfish."
- 5 **NICK KENNY SHOW**—
Songwriter interviews guests.
- 9:15 5 **FILM SUBJECT**—
- 9:30 4 **WEATHER SHOW**—
- 5 **SQUARE DANCE PARTY**—
- 9:40 4 **WHBF-TV NEWS**—
- 9:45 4 **STORK CLUB**—
Sherman Billingsley your host.
- 5 **FILM SUBJECT**—
- 10:00 4 **FEATURE FILM**—
- 10:00 5 **RAN, THE WEATHER MAN**—
- 10:05 5 **NEWS**—
- 10:10 5 **BASEBALL RESULTS**—
- 10:15 5 **HOLLYWOOD THEATRE**—



ELOISE McELHONE



I Just Adore

by ELOISE McELHONE



Jackie Gleason entertains ELOISE on a recent telecast.

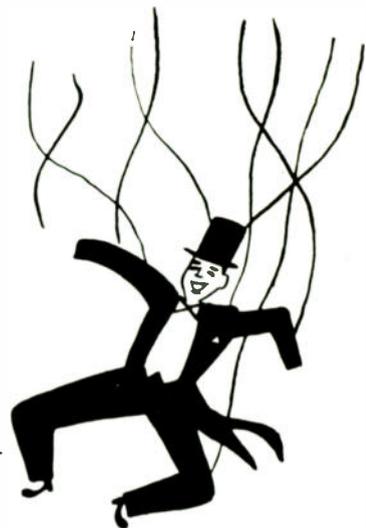
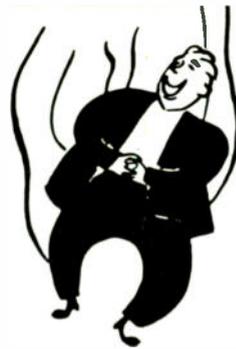
Dinner at the Stork finds ELOISE breaking bread with her recent bridegroom, William Warwick.



EVEN after my recent marriage to that one-guy-in-a-million, Bill Warwick, my opinion of most men has not faltered. The majority of them are still the same, but I hope that now my quips and comments will help these fellows to look at themselves and to realize their mistakes and correct them.

In men, I despise all the Surprise Packages. Like the man who tells you ahead of time that you're going dancing. This is okay. You put on your brand-new strapless job and your spike heels. He waits till he's got you two miles from home, then he suddenly yells, "Guess where we're going? Surprise, surprise! To the amusement park!" This happened to a friend of mine recently. She lost her purse on the roller coaster; smashed her glasses and broke off one of her high heels. Her new cocktail dress looked as if it had been torn off the back of lady coal miner. Why couldn't the date have told her where they were going so she could have dressed accordingly—in flat sandals and a cotton dress.

I also hate the Surpriser, who dates up a gal weeks in advance for a special night, making it sound as if you're headed for Mrs. Astor's ball. When the days have passed and the date rolls around, where does he take you? To Joe's Greasy Spoon, where the juke box peals and you go snow-blind from the shirt sleeves. You spend the entire evening kicking sawdust away from your best satin slippers.



2 Men, BUT-

Then there is the guy who's disguised like the wholesomest guy in town. He acts brother-like, and he's your pal all evening—until the taxi ride home, when he suddenly becomes the mad tackle.

I further hate the Human Clam. There are two varieties of this species. The first one is in camouflage. When you're out with him alone, nobody could be more charming and entertaining. You rave about him to your friends, and they carol happily, "Bring him around to a party." This you do, preening with pride—and then—Boom! Your friends get you in the pantry and you stammer that something has changed him for the worse; get him by the arm and yank him out. Then, you can guess what happens on the way home! Yes, sir, alone with you once more, he a riot of fun and color!

The other type of Human Clam does not go under protective coloring, and if you get caught with him, it's your own fault. He barely gets his lips open to rap out, "Date," and once you've rapped back, "Yes," you're in for an evening of stony silence.

This type always reminds of the story of our silent President Calvin Coolidge. A woman sitting next to him at a dinner party said coyly, "Mr. President, I made a bet that I can make you say more than three words." Coolidge replied, "You lose."

Then there is the Darling of the "Tele-Views"

Telephone Company. This one telephones at the very instant he is due at your door to say, "I'm leaving the office right now and am coming by fast pogo stick. Sorry, I'm late, but pin on your corsage and grab your gloves. I'm moving in your direction, so you wait." Thirty minutes later, here he is again—by telephone! "Sugar, ran into the boys and stopped for a quick one, but I'm really on my way." You know the type. By the time he gets there, your corsage has turned a bilious brown and ditto your disposition.

After my recent marriage, a man asked me, "What should a girl look for in a man?" Answer: "He should be healthy, wealthy—leave out the wise part. Expect men, not miracles. When you're looking for a peach of a man, you have to go through an awful lot of lemons."

Eloise is that rare human, a native New Yorker, born in New York City. She attended convents and the Todhunter Finishing school and Junior college.

Starting with radio's "Leave It to the Girls," she gained fame as a fast-talking, man-hating gal and carried this over into television on the same show. Eloise still does this show, another television program not seen in the Quad-Cities and a weekly radio show.

Recently married to William Warwick, an advertising executive, she and her husabnd live in mid-Manhattan.

Wednesday

SEPTEMBER 26th

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

- 9:30 4 **STRIKE IT RICH—**
Warren Hull emcees the program with a heart.
- 10:00 4 **THE EGG AND I—**
Serial version of the famous best seller and movie.
- 10:15 4 **LOVE OF LIFE—**
Serial story of the life of a young business girl.
- 10:30 4 **SEARCH FOR TOMORROW—**
Serial of American family life.
- 10:45 4 **STEVE ALLEN SHOW—**
- 11:30 4 **GARRY MOORE SHOW—**
- 11:45 4 **TEST PATTERN—**
- 12:00 4 **GARRY MOORE SHOW—**
Guest: Willy Ley, member of the American Rocket Society.
- 12:30 4 **FIRST HUNDRED YEARS—**
- 12:45 4 **VANITY FAIR—**
- 1:00 5 **MISS SUSAN—**
- 1:15 5 **VACATION WONDERLANDS—**
- 1:30 4 **ALL AROUND THE TOWN—**
- 5 **BERT PARKS SHOW—**
With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.
- 2:00 5 **THE KATE SMITH SHOW—**
Variety program slanted to appeal to a mass women's audience.
- 3:00 5 **HAWKINS FALLS, POP. 6200—**
- 3:15 5 **GABBY HAYES SHOW—**
- 3:30 5 **HOWDY DOODY—**
- 4:00 4 **INS NEWS—**
- 5 **CACTUS JIM—**
- 4:10 4 **SHOW CASE—**
- 4:15 4 **PRICES LIMITED—**
With Jack Kerwin, District OPS Director.
- 4:30 4 **SPACE CADET—**
- 5 **KUKLA, FRAN & OLLIE—**
Burr Tillstrom behind the scenes.
- 4:45 4 **BEANIE—**
- 5:00 4 **CAPTAIN VIDEO—**
- 5 **AT HOME WITH MARY LOUISE MARSHALL—**
- 5:15 5 **WEATHER SHOW—**
- 5:22 5 **WOC-TV NEWSROOM—**
Bill Gress reports the news.
- 5:30 4 **CHANCE OF A LIFETIME—**
- 5 **MOHAWK SHOWROOM—**
Roberta Quinlan, songs & chatter.
- 5:45 5 **NEWS CARAVAN—**
- 6:00 4 **GODFREY AND HIS FRIENDS—**
Arthur returns to take charge with Frank Parker, the Chordettes, the Mariners, Marian Marlowe, Janette Davis, Archie Bleyer's orchestra.
- 5 **THE KATE SMITH HOUR—**
Kate and Ted Collins present another fine variety program for your evening enjoyment.
- 7:00 4 **TELE-SPORTS DIGEST—**
- 5 **KRAFT TELEVISION THEATRE—**
"Climax," an exciting drama of the efforts of a woman and her lover to do away with her husband. Olive Deering, Jack Arthur and Oliver Thorndyke comprise the entire cast.
- 7:30 4 **THE WEB—**
Dramatic mystery adventure.
- 8:00 4 **BLUE RIBBON BOUTS—**
Sandy Saddler vs. Willie Pep in a 10-round match from Madison Square Garden.
- 5 **BREAK THE BANK—**
- 8:30 5 **TWO FOR THE SHOW—**
With Marjorie Meinert at the organ and George Sontag at the piano.
- 8:45 4 **SPORTS SALUTE—**
- 5 **FILM SUBJECT—**
- 9:00 4 **BIG TOWN—**
Steve Wilson reads his own obituary and finds an ex-con is out to get him in "Notice of Death."
- 5 **FILM SUBJECT—**
- 9:15 5 **FILM SUBJECT—**
- 9:30 4 **WEATHER SHOW—**
- 5 **TELE-QUIZ—**
"Tele-Views" brings you a local audience participation show with prizes for those at home as well as on the show.
- 9:35 4 **INS DAILY NEWS—**
- 9:45 4 **PERRY COMO SHOW—**
Fontaine Sisters & Mitch Ayres.
- 5 **FILM SUBJECT—**
- 10:00 4 **TROUBLE WITH FATHER—**
Stu Erwin as head of the family has more than his share of trouble.
- 5 **RAN, THE WEATHER MAN—**
- 10:05 5 **NEWS—**
- 10:10 5 **BASEBALL RESULTS—**
- 10:15 5 **HART OF SPORTS—**
With Hal Hart, your sportscaster.



COUNTRY vs. CITY

Don Ameche and Irvin Graham, writer of "Don Ameche's Musical Playhouse" (ABC-TV), were discussing the old chestnut of city vs. country life. City-dweller Ameche, who's summering in the countryland at Shawnee, Pa., was ahead in his arguing about the merits of the rural life. "Its great all right," agreed Graham. "But there's one trouble with the country—why did they have to put it so far from the city?"

Howdy, Ranch Hands:

I noticed some of the schools started a little bit later than others, but I guess all of you are back at your studies by now. During the last few days before school started, I heard some of you complaining a little bit about having to go back . . . but tell the truth now. Now that you are back, meeting all your old friends again, maybe finding some new ones; now that you're getting into the school work; I'll bet you're really pretty glad to be back. Y'know, anybody who's been around for a whi'e will tell you the only people who really get places are the ones who really worked hard and got a lot out of their studies when they were in school.

Something else to remember about going to school Ranch Hands: be a little extra careful crossin' the streets. If you've been goin' over the same way to school for a week or so now, it may seem like old stuff to you. But folks who've been driving to work all summer without worrying about youngsters going to school, may forget sometimes that school has started again. So don't count too much on the cars stopping for you . . . they might be in a hurry, and forget to watch for you.

Matter of fact, that's a good rule to keep in mind all the time. If you watch out for the cars, and stay on the curb till the road is clear, you'll be a whole lot safer than if you depend on the driver to see you, and stop in time. He might just happen to be lookin' the other way, or his brakes might not stop in time . . . oh, just about anything might happen. But if you stay up on the curb till he's gone by, then you're sure to be all right. Even if you're crossing with a stop sign, like those they put in the streets near the schools, keep an eye out to make sure the car is really going to stop, before you start across.

men prefer the

Syndicate Clothing Co.

222 W. Second St.
Davenport



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Rug & Furniture Cleaners and Upholstering

New Carpets and Draperies
INTERIOR DECORATORS

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Dav. 2-5321 R.I. 8-5726
217 Perry St., Davenport

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- HOME RADIO
- CAR RADIO

George's

Radio and Television Co.

1003-07 W. 4th St. Davenport

LARGEST TELEVISION
CENTER IN THE MIDWEST

Open Evenings Till 8:00 P.M.

3-2701—PHONES—3-2702

YOU CAN'T WIN

After a busy season on the daytime "Bert Parks Show" on NBC-TV, singing dates, guest appearances, etc., songstress Betty Ann Grove was happy to accept a friend's suggestion to "rest-up" at a New England resort. On arriving, Betty Ann discovered that the "resort" was a health farm for women of matronly figures. Each dawn a loud-speaker system spoiled her siestas, blaring: "Mrs. So-and-So . . . time for your treatment." To her dismay, instead of resting and gaining a few pounds, the petite songbird lost three!

TELE-QUIZ

Local Television's
Biggest Give-Away
Program

Sponsored by

TELE-VIEWS

"The Family TV Magazine"

— and —

**BELLE BLIND and
DRAPERY HOUSE**

1029 W. 2nd St. Davenport

WOC-TV

Channel 5

EVERY WEDNESDAY

9:30-10:00 p.m.



RED SKELTON is boning up for his debut on TV Sun. Sept., 30. The NBComedian finds "Chinese for Beginners" the most practical volume yet to insure his success. Skelton will occupy the time spot on NBC-TV once held by Garroway.

Thursday

SEPTEMBER 27th

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

- 10:00 **4 THE EGG AND I—**
Serial version of the famous best seller and movie.
- 10:15 **4 LOVE OF LIFE—**
Serial story of the life of a young business girl.
- 10:30 **4 SEARCH FOR TOMORROW—**
Serial of American family life.
- 10:45 **4 STEVE ALLEN SHOW—**
- 11:30 **4 GARRY MOORE SHOW—**
Guest: Winston L. Mittenjuice.
- 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 WONDERLANDS—**
- 1:30 **4 MEET YOUR COVER GIRL—**
- 5 BILL GOODWIN SHOW—**
Variety program with Eileen Barton and Roger Dann, vocalists.
- 2:00 **5 THE KATE SMITH SHOW—**
Variety program slanted to appeal to a mass women's audience.
- 3:00 **5 HAWKINS FALLS, POP. 6200—**
Serial of life in a small town.
- 3:15 **5 GABBY HAYES SHOW—**
- 3:30 **5 HOWDY DOODY—**
Bob Smith's puppets in new adventures to please the children.
- 4:00 **5 CACTUS JIM—**
- 4:15 **4 INS DAILY NEWS—**
- 4:25 **4 SHOW CASE—**
- 4:30 **4 BUDDIES OF THE AIRLANES—**
Pat, Speed, Curley & Gene.
- 5 KUKLA, FRAN and OLLIE—**
Burr Tillstrom presents his popular puppets for your enjoyment.
- 4:45 **4 BEANIE—**
Popular character of the kids is brought back by popular demand.
- 5:00 **4 CAPTAIN VIDEO—**
An adventure story on earth and in space with the Video Ranger.
- 5 COWBOY KEN—**
- 5:15 **5 WEATHER SHOW—**
- 5:22 **5 WOC-TV NEWSROOM—**
Bob Frank reports the news.

- 5:30 **4 PENTAGON, WASHINGTON—**
- 5 LITTLE SHOW—**
John Conte with songs and chatter.
- 5:45 **5 NEWS CARAVAN—**
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 **4 STOP THE MUSIC—**
Bert Parks is your host with Jimmy Blaine, Betty Ann Grove, Jane Morgan and the Variety Dancers.
- 5 IT PAYS TO BE IGNORANT—**
Tom Howard quizzes the nonsensical panel of George Shelton, Harry McNaughton & Lulu McConnell.
- 6:30 **5 TREASURY MEN IN ACTION—**
Walter Greaza stars as chief of the bureau
- 7:00 **4 MUSICAL PLAYHOUSE—**
With Don Ameche Betty Brewer and Dorothy Greener.
- 5 FORD FESTIVAL—**
Stars James Melton with guests Zasu Pitts, Harvey Stone and storyteller Peter Donald.
- 7:30 **4 GUILD THEATRE—**
Latest dramatic plays on film.
- 8:00 **4 RACKET SQUAD—**
Reed Hadley, as Capt. Braddock, breaks up the old swindle of selling a money-making box in "The Skin Game."
- 5 MARTIN KANE, PRIVATE EYE—**
Stars Lloyd Nolan, movie star, as Martin Kane.
- 8:30 **4 CRIME PHOTOGRAPHER—**
Darren McGavin has the role of Casey.
- 5 WAYNE KING SHOW—**
The Waltz King presents a fine program of your favorite music.
- 9:00 **4 PRO FOOTBALL HIGHLIGHTS—**
Features the professional football games of the week.
- 5 HOLLYWOOD REEL—**
- 9:15 **5 OUR ANIMAL FRIENDS—**
- 9:30 **4 WEATHER SHOW—**
- 5 MUSICAL MOODS—**
Marjorie Meinert at the piano and organ with narrator Bill Gratton.
- 9:40 **4 WHBF-TV NEWS—**
- 9:45 **4 STORK CLUB—**
Sherman Billingsley your host.
- 10:00 **5 RAN, THE WEATHER MAN—**
- 10:05 **5 NEWS—**
- 10:10 **5 BASEBALL RESULTS—**
- 10:15 **5 HOLLYWOOD THEATRE—**

Friday

SEPTEMBER 28th

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

- 9:30 4 **STRIKE IT RICH—**
Warren Hull emcees the program with a heart.
- 10:00 4 **THE EGG AND I—**
Serial version of the famous best seller and movie.
- 10:15 4 **LOVE OF LIFE—**
Serial story of the life of a young business girl.
- 10:30 4 **SEARCH FOR TOMORROW—**
Serial of American family life.
- 10:45 4 **STEVE ALLEN SHOW—**
- 11:30 4 **GARRY MOORE SHOW—**
- 11:45 4 **TEST PATTERN—**
- 12:00 4 **GARRY MOORE SHOW—**
Guest: Comedian Phil Foster.
- 12:30 4 **FIRST HUNDRED YEARS—**
Stars Jimmy Lydon, Olive Stacey.
- 12:45 4 **VANITY FAIR—**
- 1:00 5 **MISS SUSAN—**
Susan Peters stars in the role of a paraplegic woman attorney.
- 1:15 5 **VACATION WONDERLANDS—**
- 1:30 4 **ALL AROUND THE TOWN—**
With Mike Wallace as your guide.
- 5 **BERT PARKS SHOW—**
With Betty Ann Grove, Bobby Sherwood, The Heathertones and guests.
- 2:00 5 **THE KATE SMITH SHOW—**
Variety program slanted to appeal to a mass women's audience.
- 3:00 5 **HAWKINS FALLS, POP. 6200—**
- 3:15 5 **GABBY HAYES SHOW—**
- 3:30 5 **HOWDY DOODY—**
Bob Smith's puppets in new adventures to please the children.
- 4:00 5 **CACTUS JIM—**
- 4:15 4 **INS DAILY NEWS—**
- 4:25 4 **SHOW CASE—**
- 4:30 4 **SPACE CADET—**
Tom Corbett's adventures in space with cadets in Space Academy.
- 5 **KUKLA, FRAN & OLLIE—**
Burr Tillstrom behind the scenes.
- 4:45 4 **BEANE—**
Popular character of the kids is brought back by popular demand.
- 5:00 4 **CAPTAIN VIDEO—**
An adventure story on earth and in space with the Video Ranger.
- 5 **COMIC CUT-UPS—**
With Ken Wagner and Peewee.
- 5:15 5 **WEATHER SHOW—**
- 5:22 5 **WOC-TV NEWSROOM—**
Bob Frank reports the news.
- 5:30 4 **LIFE WITH LINKLETTER—**
Audience participation show with Art in charge.
- 5 **MOHAWK SHOWROOM—**
Roberta Quinlan, songs & chatter.
- 5:45 5 **NEWS CARAVAN—**
John Cameron Swayze reports the news with on-the-spot films.
- 6:00 4 **"MAMA"—**
Starring Peggy Wood, with Judson Laire as "Papa;" Dick Van Patten as "Nels;" Rosemary Rice as "Katrin;" and Robin Morgan as "Dagmar."
- 5 **QUIZ KIDS—**
Joe Kelly fires the tough questions at the kids.
- 6:30 4 **MAN AGAINST CRIME—**
Ralph Bellamy stars as Mike Barnett in this better than average private-eye story.
- 5 **GOLDEN OPPORTUNITY—**
A talent show with local contestants.
- 7:00 4 **SCHLITZ FILM FIRSTS—**
Paul Kelly stars in a startling psychological drama titled "Fear In The Night." Watch for "Playhouse of Stars" next week.
- 5 **THE BIG STORY—**
Dramatization of true prize-winning stories of newspaper reporters
- 7:30 5 **THE ALDRICH FAMILY—**
With Barbara Robbins, House Jameson, Henry Girard and Mary Malone.
- 8:00 4 **CAVALCADE OF STARS—**
Stars Jackie Gleason in a comedy-variety show with guest artists.
- 5 **GILLETTE BOXING BOUTS—**
Leading match from one of New York's two main arenas.
- 8:30 5 **WRESTLING FROM HOLLYWOOD**
Main Event features Lou Thesz vs. Mr. Moto.
- 9:00 4 **YOU ASKED FOR IT—**
A show full of the unusual.
- 9:30 4 **WEATHER SHOW—**
- 9:35 4 **INS DAILY NEWS—**
- 9:45 4 **PERRY COMO SHOW—**
Fontaine Sisters & Mitch Ayres.
- 10:00 5 **RAN, THE WEATHER MAN—**
- 10:05 5 **WOC-TV NEWS—**
- 10:10 5 **BASEBALL SCOREBOOK—**
- 10:15 5 **HOLLYWOOD THEATRE—**

Dope Is Destroying Our Teens

Continued from Page 5

der, violence of all kinds. Coldblooded gangsters who are pushing dope into schools must be stopped by the only language they know: tough penalties and careful police work, aided by public vigilance.

:- TV Service Directory :-

DAVENPORT

Parker's Service Co.
110½ East River
Call Davenport 3-9423

A-1 Television Service
1815 Brady Street Dav. 6-0325
We service all makes of TV Sets

ROCK ISLAND

Frankel Television Service Co.
2532 Fifth Avenue
Call Rock Island 6-6477

MOLINE

Dove's Television Sales & Service
1714 Seventh Street
Call Moline 1323

FRANKEL Television Service Co.

"We Service All Makes of
Television Sets"

Authorized Service Center for
HALLICRAFTERS TV

Outside Antennas Installed
PROMPT SERVICE
All Work Guaranteed

**FRANKEL
Television Service Co.**

2532 - 5th Ave. Ph.: 6-6477
Rock Island, Ill.



Detective G. T. Belland looks over a \$400 cache of marijuana seized in a Seattle hotel room. Note the oversized, coarse paper wrapping, a distinguishing mark of the deadly "reefers."

TV has alerted the public to the chilling menace. Dope hearings of the Senate Crime Committee pointed the danger, and local programs have taken up the good work. Illinois has enacted the legal tools that are needed to do the clean-up job. If federal laws are stiffened to match the menace, we may yet keep faith with the frightened and shaken youth who was brought into police court recently as an addict.

His arms were purple from the injections of the needle. His eyes were vacant, his expression vague.

"What," asked the officers, "can we do to help kids like you?"

He answered: "Stop the sale of dope."

—tv—

We Feature
**Williams Power-Full
Stoker Coal**
**M. J. GADIENT
COAL CO.**

416 Fillmore St.
Dial 3-2791

Direct from Factory to You

Call For a FREE Home Demonstration

R. I.

8-7411



in leatherette



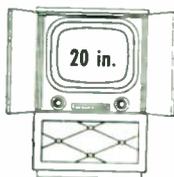
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Console
without doors

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Open Daily — 9:00 A.M. to 10:00 P.M.

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Rock Island, Ill.

Let's Talk Television

Somerset Maugham Better As A Half-Hour Show

By LUCIA CARTER

Somerset Maugham is described, on the TV dramatic series that bears his name, as the "world's greatest living story-teller." Probably he is. Certainly he's the most prolific. And his literary rivals seem to aspire to grander titles.



Lucia Carter

Whatever your opinion of Maugham's literary stature, he must certainly be classed among the major contemporary authors. For that reason, his entry into television is commendable. The TV industry has nightmares about script shortages, and good writers and good material for dramatic programs are sometimes hard to come by. The Maugham novels and short stories provide a better-than-average source of television drama.

Maugham's productivity helps a great deal, too. Television eats dramatic material at a rapid rate. Pulitzer Playhouse, for instance, is changing its name this fall, because the producers have run out of Pulitzer prize-winning material. But the Maugham stories seem to come from a bottomless pit. By the time the present supply is exhausted (if possible) Maugham will quite likely have written something else.

It may seem ironic that a program with more artistic pretensions than most should be supported by some of the most blatantly commercial advertising on television. The Somerset Maugham Theatre — which alternates with the Robert Montgomery dramatic show Monday nights on WOC-TV—is sponsored by a corporation whose goal is to persuade every woman to dye her own hair.

Thinking it over, however, I can find no major fault with the sharp contrast between the commercials and the rest of the program. There's nothing wrong with feeding the artists. And while

Maugham may have written a novel extolling art for art's sake, he has never appeared adverse to operating at a profit. The author, the TV industry, the home viewer and the hair-dye people all come out ahead here. And the program demonstrates that the creative writer need not fear the commercial world of television.

Production of the plays is superior. A deft, urbane, witty touch and a dramatic emphasis through understatement seem to characterize the work of director Dan Petrie, who before the Maugham series began last winter directed the short-lived but equally good Billy Rose Theatre.

But while the program is on the right track, there's a possibility that the people in charge are running the wrong train. The show has just returned to its winter format—hour-long shows on alternate weeks—after a summer of weekly half-hour shows. The summer product was, I assume, intended to be inferior. Actually, it was somewhat superior. Maugham's stories it seems, are more easily adapted as half-hour dramas than as longer plays.

Many of Maugham's stories almost adapt themselves to television. Written in a style which fits Petrie's direction, they have a light and fascinating charm. The quick characterizations and unique twists of plot are ideal for TV. But Maugham's most entertaining stories are slight stuff, easily handled in a half hour. Stretched over an hour, even with time out for commercials, they have their dull moments.

TV PARTY?

Real Hickory Barbequed
Ribs to Take Out

The

Gay Nineties Room

in the

Harper House Hotel

Rock Island Phone 6-4411

The Bupane Show

Featuring



Musical Moods

THURSDAYS, 9:30 - 10:00 P.M.

**MARJORIE
MEINERT**
ORGANIST - PIANIST



**BILL
GRATTON**
COMMENTATOR

"Musical Moods" Fans Write:

"Marjorie Meinert's superb playing paired with soothing narrations and poetry provide just the kind of relaxation I look forward to" . . . "I tell all my friends, 'Musical Moods' is worth the price of our TV set" . . . "We sincerely believe the show as good or better than many network shows" . . . "Thanks for the most enjoyable half-hour on television each week" . . . "We love your program—poetry and prose, organ and piano." — Get the "Musical Moods" habit . . . watch it this Thursday, and you'll be around regularly for each succeeding program.

New Time! — Tuesday, Oct. 2nd — 6:00-6:30 p.m.

**Channel 5
Davenport,
Iowa**



WOC-TV
AM FM

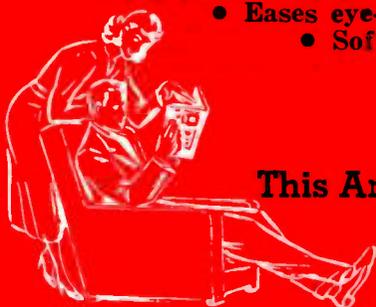
Free
**AMAZING
 NEW
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 FILTER**



Made Especially

for us, this Tele-Views Filter is FREE with a 1 or 2 year subscription to Midwest's finest weekly program-fan magazine.

This new, thin filter reduces cloudiness—



- Eases eye-strain
- Softens the glare
- Fits all screens
- Simple to attach
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