Quit boozing, or else. (Nope,

not Joe E.) . , . Bing Crosby

wants to film "Bells Are Ring-ing"—if Judy Holliday's part of the package . . Milko Taki of "Sayonara" did the

pastrami-and-borscht bit at the

Stage delicatessen . . . Bill-board, the veteran show biz

paper, is dropping its TV sec-

The ex-Mrs. Edward G. Rob-

EARL'S PEARLS: The same

WISH I'D SAID THAT: A bargain sale's where women fight for stuff that is price-reduced because no one'd buy

(Distributed 1958, by The Hall Syndicate) FREE OPEN GAME OF BOWLING

45 cents a game

CLARK BOWLING CENTER
5200 Clark AT 1-9474

COAL

CLEVELAND COAL BUYERS

WHO PREFER

GOOD COAL

CALL

**EN 1-3000** 

We sell sizes and grades for every heating unit.

CITY ICE & FUEL DIVISION CITY PRODUCTS CORPORATION

EN 1-3000

## Pity TV's Promoters, They Have Problems

By Tom O'Connell



station's location words.

closer than you the contest."

Anyway, even if you are not contest seem like they may have been accidents.)

It is always interesting to come in contact with these contest conscious characters after they have hit upon a new fidea. They adopt a proud and superior air, based on the knowledge that they know the word, or phrase or fact that will win a round-trip to Berea for some lucky entrant, but they ain't tellin' no one. Wild horses wouldn't drag the secret from them, It is just a matter from them, It is just a matter zon.

of basic ethics as they see it.

Meanwhile, back at the sta-

"Well, no, not at all," Mer-



DOROTHY BRAMWELL is the leading lady in the ad-, "Passenger to on "Scotland Yard" tomorrow night at 10 on Channel 5.

WJW-850 KC

7:00-Bruce MacDonald: News 1:00-Wally King; News

WERE-1300 KC

7:00—Walt Henrich-Music 8:15—Wayne Johnson-N. 8:30—Walt Henrich-Music

5:30—Pete Myers 12:00-Sign Off

9:00—Biggest Show 2:00—Bob Neal

7:00-News: Sports

7:10—Phil McLean 7:45—Rosary 8:00—Phil McLean

11:00—News & Sports 11:15—Phil McLean

12:00—Carl Reese On All Night

12:00—N., Mack 1:00—Pop Concert 2:00—Norman Wain

6:00-News; Sport

7:00-Joe Mayer 9:30—Candy Lee 10:00—Joe Mayer

WDOK-1260 KC

**NON-NETWORK STATIONS** 

Cleveland, Saturday, January 25, 1958

tens cut in while trying to Radio and television promosmooth the furrows out of his tion managers—an odd collection managers—and collection managers tion of floor-pacing idea men man and he said it would prob-at best—are constantly on the ably take about a week. Of prowl for that clusive new course, if we have a cold snap and original scheme for lur-..." and Mertens voiced trailed off. He was still talking but it was difficult to understand his

station's location on the dial.

Just as some delightful prospect to this conpeople are accident prone, promotion men are contest prone. "We could have a hot spell and the dog-gone ice could have a hot spell the propile by the certain the made is telling the people by the certain on the made is telling the people by the certain on the made is telling the people by the certain on the made is telling the people by the certain the content of the made is telling the people by the certain the content of the made is telling the people by the certain the cert to be made is telling the people how to enter closer than you the contest."

of basic ethics as they see it.

This, however, is not the case tion, WJW-TV that is, everywith Bud Mextens of WJW-TV.

Meanwhile, back at the station, WJW-TV that is, everywith Bud Mextens of WJW-TV. Mertens dreamed up a contest new news program, "City Camfor the introduction of Ed era," which makes its debut Fisher, the station's new per-Monday night at 6:30 with

for the introduction of Ed Fisher, the station's new personality who takes over as host of the feature film series, "Star Matinee," Monday at 1 p.m. Monday morning at 9:15. Fisher will be introduced to the Ghannel 8 audience during the "Susie" show. Fisher will be outside the building, cuddling up to a five-foot-high ice block, shaped like a figure eight. Here's where the contest comes in.

It's called Ed' Fisher's Ice Follies Contest and the public will be invited to guess how long it will take for the 'gieght" to melt. The contest closes Wednesday night at midnight.

"Approximately how long WILL it take for the ice to melt?" Fisher and Mertens were asked the other afternoon. Fisher pointed at Mertens and Mertens paled

were asked the other after noon. Fisher pointed at Mericus paled.

"We don't know—exactly," Mertens returned evasively. "What he means," added Fisher, "is that he doesn't have the slightest idea."

We don't know—exactly," odds.

"We don't know—exactly," odds.

"Radio Selections" "Finda. (3) "Cry Havoc"—Margaret Sullivan.

11:20 P.M. (3) "My Dar-line Sullivan.

11:20 P.M. (4) "My Dar-line Sullivan.

11:



THEY LOVE HIM. Eddie Rubin seems very pleased with his work and who can blame him. Rubin has the job of selecting—from such charming company as shown above—the girls who will portray the models on the "Bob Cummings Show" seen Monday nights at 10:30 on Channel 5.

## Television's Weekend Movie Schedule

Sunday

10:00 A.M. (8) "Tidga Kid"

12:00 NOON (5) "Code of the Lawless"—Kirby Grant, 1:00 P.M. (3) "Along the Rio Grande"—Tim Holt. 1:00 P.M. (5) "Raiders of

2:00 P.M. (5) "The Old Chisholm Trail"—Tex Ritter.

11:00 P.M. (5) "The Whis-11:00 P.M. (3) "Cry Havoc"

## Radio Selections

"CITY CLUB FORUM" Highway Director Charles M. Noble tells of Ohio's super highway plans. WGAR at 1

"POP CONCERT" — Fandango from "Dona Francisquita," Artists' Life Waltz. WDOK at 1 p.m.
"METROPOLITAN OP-

ERA"—Verdi's "La Forza del Destino," with Zinka Mi-lanov, Flaviano Labo, Mario

Sereni. WSRS at 2 p.m. "MONITOR"-Features include visit to Gervais Dog College in Willoughby to find out how clothes are made for

dogs. WHK at 2:30 p.m.
"CLEVELAND OKCHES-TRA"—George Szell conducts orchestra in Boris Blacher's Music for Cleveland, cellist Pierre Fournier plays Saint-Saens' Concerto for Cello No. 1 in A Minor. WGAR at 7:05

p.m. "CANDLELIGHT CON-

6:15-Album Time 7:00-Viennese

7:30-Album Time

WIMO-

8:00—Mary's Spirituals 8:30—Unity Viewpoint 8:45—Downtown Noon—Mary's Spirituals 12:30—Polka Parade

KYW-1100 KC

2:00—J. J. Jazz 5:15—Sign Off

KYW—1100 K6
6:00—N.; R.F.D.
6:15—Dairy Farmer
6:30—Big Wilson
9:45—Changing Times
10:00—Wes Hopkins
12:00—News; Finan
12:15—Joe Finan
4:00—Dick Reynolds

6:00—Manning 6:05—Dick Reynolds

8:00—Program P.M. 10:00—Dick Reynolds

12:00-Johnny Bell

1:00—Sign Off

—1540 KC

WDOK-FM 102.1 Meg. KYW-FM 105.7 Meg.

1:00-Sign Off

CERT" - Brahms Academic Festival Overture, Rachman-

1:00 A.M. (8) "Mask of Diijon"—Eric Von Stroheim. 10:00 A.M. (5) "Riders of the Rio Grande"—Tom Ty-

> 10:30 A.M. (3) "Wanderer of the Waste Land"—James Warren.

11:00 A.M. (5) "Border Wolves"—Bob Baker. 11:30 A.M. (3) "The Captain is a Lady"—Charles Coburn. -

1:00 P.M. (8) "Tampico"—Edward G. Robinson.

1:00 P. M. (3) "At Sword's Point"—Cornel Wilde. 2:30 P.M. (5) "Fire One"

2:30 P.M. (3) "Bad Lands" -Noah Berry Jr. 4:00 P.M. (8) "Boomer ng"—Dana Andrews.

10:30 P.M. (3) "The Citadel"—Robert Donat.

11:00 P.M. (5) "Murder Will Out"—Valerie Hobson. 11:20 P.M. (8) "Wake Up and Live"—Alice Fay.

ming the flabby, paunchy weaker sex if they aren't already.

"Maybe I should settle for a massage," I mumbled.

Tina sniggered. She was now rehearsal suit" and it was air mailed to him in LA... diner told a restaurateur, "I mailed to him in LA... don't like to diet, but I'm in no change of argue."

ficult lately.

"Have you compared muscles with Faye Emerson and Rita Hayworth, the judo experts?" I puffed to Tina.
"I don't think I'd ever use

judo on a man. I like men too much to throw them around,"

Tina, who comes from by Aldo Ray "who didn't catch me, darn it." Finally I got my jacket off.

her."
"Afraid I might break you

Kim Novak's look-alike Scott Weldon, 16, Hoboken's

### SUNDAY'S TELEVISION Cleveland, Sunday, January 26, 1958 \*BOLDFACE LISTINGS DENOTE COLOR PROGRAMS.

	KYW-3	· WEWS_5	WJW-8
	NBC	ABC	CBS
7:00			
:30 :45	Test Pattern		Test Pattern
O:00	Sunday School		Face the Nation
0:30	Faith Frontiers	Test Pattern	This Is the Life
00: 15:	This Is Answer	Prayer Meeting	Sacred Heart
J:30 :45	Mary Holt	Sagebrush Theater	Christian Science Global Frontiers
10:00	" "	,, ,, ,, ,,	What Am I Bid?
IU :30 :45	Stagecoach Thea	ter " "	,, ,, ,, ,,
11 :00 15:15	. 11 . 11	Western,	Rex Humbard
	Movie "	n n n n	,, ,, ,,
:00	,,, ,,, ,, ,,		Latch Key Kid
Z:15 :30	Star Babes	# # # #	Wild Bill
:45	Playhouse	Polka Parade	Family Theater
:15	# # # # # # # # # # # # # # # # # # #	Man to Man	ramily ineater
:+3	gerral y rikita aa	Catholic Schools	" "
7:15		Know the News	
<b>L</b> :30:45	Men of West	Movie ,,	Charades
<b>1</b> :00 :15	" "	# #	Let's Take a Trip
J:30 :45	"; Ohio Story	Bowling Champs	Halls of lvy
A:15	Omnibus	" "	Theater ,
4 :30 :45	, a , a ,	Paul Winchell	# # # #
<b>□</b> :00	" " .	Texas Rangers	" "
J :30 (	Constant Search	Lone Ranger	Mama
:15	Meet the Press	Kit Carson	Boots and Saddles
U:30 E	Ellery Queen	Range Rider	Jane Wyman
	Martin Kane	Lassie	You Asked for It
:30 5	saliy "	Mayerick	Jack Benny
	Steve Allen	# . # # . #	Ed Sullivan
0:30	,, ,, ,, ,,	Scott Island	
		Sid Caesar	G. E. Theater
J:30 :45	# # # . #	Star Performance	Alfred Hitchcock
∩:00 L	oretta Young	Scotland Yard	\$64,000 Challenge
U :30 ∧	" "	Public Defender	What's My Line
:00 :15	" "	Movie "	News; Sports Weather; Movie
:30	" " I.; Sign Off 12:45	" " Sign Off 12:30	Movie Sign Off 1
		IS SUBJECT TO	Pigni Ott I N

## WAKR-TV AKRON, CHANNEL 49

Sunday, January 26, 1958

11:00—Rex Humbard 12:00—Movie 1:00- Movie 2:30-

5:30-Frontier Play 6:30-Premiere Parade 9:00-Movie 11:00-Movie

MUSCLING IN

## Tina's Biceps Impress Columnist

Learn from the mistakes

of others—you can't live long enough to make them all

yourself. . . . Some girls want

a mink that'll get them a man; most girls, though,

want a man that'll get them

gift to glamour (another Wil-

bosomy ex-waitress and cashier

One of the top B'way comics

son Girl nomineel, is training to do Kim's skating scenes Esclaston Fisher Park to do Alm's skating scenes leggleston... Pinky Lee's new cafe act will feature Elaine bosomy ex-waitress and cachier.

' and make the film, too.

shape to argue.'

Wilson Sez:

a mink.

By Earl Wilson

NEW YORK - Like most New Yorkers, I get my prin-cipal exercise by lifing a check or raising my voice. But they finally got me into Reilly's Health Club up in the RCA

Building the other day — by promising me the famous beauty, Tina Louise of TV, stage and cinewould be there in gym togs.
"Well, well," I

said as soon as Earl
I saw Tina. "I'd Wilson
like to take a half hour of
setting-up myself."

bosomy ex-waitress and cashier

Jackie Gleason's off to Jackie Gleason's off to Salme Beach for golf . Talented Jules Munshin plays Ichabod Crane on Shirley Temple's Feb. 19 TVer

Roz Russell's already packin's location of the Salme S Pat Reilly smiled icily. "You Roz Russell's already packin' couldn't last a half hour at the to leave "Auntie Mame," and kind of exercise Tina does, She Greer Garson's husband, Buddy

kind of exercise Tina does, She has a real workout!"

And he mentioned that Eleanor Holm, Shirley Booth, Jinx Falkenberg and Bea Wain also ton's folks couldn't get tickets

EARL'S PEARLS: The same for man must have invented the tickets for a "Texas Week" salute to his BW... Bob Pressure ton's folks couldn't get tickets. H. G. Hutcheson. take real workouts—and that to his great hit, "The Music men are in danger of becoming the flabby, paunchy weaker sex if they aren't already.

Betty Hutton wants Henny Youngman to play her mana-

Tina sniggered. She was now working with 20-pound dumbbells. "I don't believe in massages. I believe in doing the exercise myself."

A nervy fellow with me said, "Tina, let's feel your muscle."

He fell back in dismay. Her heading West spling works with me said, "Let's feel your muscle."

He fell back in dismay. Her heading West spling works with me said, "Let's feel your muscle."

Theresa Brewer may be heading West spling.

He fell back in dismay. Her biceps are 13½ inches, Her heading West—she's selling highness—she's 5-8½—weighs her new New Rochelle home. 140, and measures 38-25-37½ One of the top B'way comics if you care for such childish facts. Deciding to show Tina I've

got a pretty good physique my self, I began getting my jacket off-which itself is a little dif

she said.

Miami, Connecticut and other places, said her workouts helped her switch from "Li'l Abner" on B'way to the movie "God's Little Acre." In the latter she had to run a total of a couple miles once being chased

"Wanna wrestle, Tina?" I challenged her.
"No." She smiled sweetly.
"You're afraid?" I taunted

in two," she said.

The Midnight Earl ...

BILL GORDON

the fastest wit on wheels! He picks you up in the morning, 7:15-10 a.m. and in the afternoon, 4:30-5:45 p.m.

## WHK

1420 on your dial.



#### WHK-FM 100.7 Meg. WJW-FM WSRS-FM 95.3 Meg. WGAR-FM WBOE-FM 90.3 Meg. WERE-FM 104.1 Meg. 99.5 Meg.

The MIKE WALLACE INTERVIEW

TONIGHT

FM STATIONS

WALTER P. REUTHER President, United Auto Workers on the UAW'S 1958 Collective

**Bargaining Program** 



10:00 P. M. 5





WDOK at 8 p.m. "PROGRAM PM"-Samm Davis Jr. show. KYW at 8:30 "MONITOR"-Lee Castle directs Jimmy Dorsey Or-

inoff's Symphonic Dences.

chestra from the Shoreham Washington, D.C.

#### JAN STERLING costars with her husband, Paul Douglas, for the first time in a murder mystery entitled "Comfort for the Grave" on "Suspicion" Monday night at 10 on Channel 3.

# TODAY'S RADIO

Cleveland, Saturday, January 25, 1958				
	WGAR 1220 KC CBS	WORK STATI	WSRS 1490 KC MBS-ABN	
1:15	T. Armstrong N.; Martin T. Armstrong	Bill Gordon	N.; Contact	
	News T. Armstrong	N.;, ",	N.; " N.; "	
9:15 3:30 :45	N.; Armstrong T. Armstrong J. Taylor	N.; ", ", ", ", ", ", ", ", ", ", ", ", ",	Sat. Session	
00 }	N · Flight	N1 + Ma=:+==	N. 1. 1.171 C. 1.1.1	

N.; Hits of Week N.; Monito :15 R. Q. Lewis :30 "" :45 "" N.; N.; " :45 :00 N.; Amos :15 Amos 'n' Andy :30 Gunsmoke :45 ";S. N.; Farm-Home N.; Wheel Chance Red Foley Hits of Week :00 City Club :15 "" :30 "" N.; Monitor N.; Album Week "; "; N. N.;, :00 N.; H. Morgan :15 "" :30 "" Met Opera :00 N.; :15 " :30 " :30 00 N.; N.;, " 00 N.; Barbershop N.;

N.; Parade of Hits :30 Jim Taylor 00 News; Sports 15 Sports; Serenade 30 I Found a Story 45 Hour St. Francis N.; S. Jackson N.; Changing Times N.; George Tear :00 S.; Cleve. Orch N.; G. Lon.bardo N.; " N.; Monitor N.; Music 00 Heartbeat Th. N.; Dance Party . :30 N.; Serenade :45 Sports N.;, N.;,

:45 Sports :00 N.; World Tonite N.;, N.;, 15 World Tonite Ole Opry N.;, :30 Entertainment USA :00 Dance Band N.; Monito N.;, 30 Hockey N.;, Monitor, :45 Dance Band :00 News: Sports N.; :15 After Dark :30 N.; اباً.; Monitor U.S. Playhouse :00 N.; :15 " N.; Chris Miller

:45 Sign Off 2 a.m

N.; " Till 2 a.m.

10:30-Oral Roberts

-Serenade 12:00-Sign Off 3:00-Movle