

RADIO-TV BACKSTAGE

Pity TV's Promoters, They Have Problems

By Tom O'Connell
Radio and television promotion managers—an odd collection of floor-pacing idea men at best—are constantly on the prowl for that elusive new and original scheme for their station's dial on the dial.
Just as some people are accident-prone, promotion men are contest-prone. (The comparison to be made is closer than you think.)



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.

MUSCLING IN

Tina's Biceps Impress Columnist

By Earl Wilson

NEW YORK — Like most New Yorkers, I get my principal exercise by lifting a check or raising my voice. But they finally got me into Betty's Health Club up in the RCA Building the other day — by promising me the famous beauty, Tina Louise of TV, stage and cinema, would be there in gym tocs.



"Well, well," I said as soon as I saw Tina. "I'd like to take a half hour of setting-up myself."
Pa' Reilly smiled icily. "You couldn't last a half hour at the kind of exercise Tina does. She has a real workout!"

Wilson Sees:

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 a mink.
Quit boozing, or else. (Nops, not Joe E.) . . . Bing Crosby wants to film "Bells Are Ringing"—if Judy Holliday's part of the package . . . Milko Tald of "Sayonara" did the pastrami-and-borscht bit at the Stage delicatessen . . . Billboard, the veteran show biz paper, is dropping its TV section . . .

Television's Weekend Movie Schedule

Table listing television movie schedules for Sunday, January 26, 1958. Includes titles like 'Mask of Diijon', 'Riders of the Rio Grande', 'Wanderer of the Waste Land', etc., along with times and channels.

Radio Selections

Table listing radio program selections for Sunday, January 26, 1958. Includes programs like 'CITY CLUB FORUM', 'POP CONCERT', 'METROPOLITAN OPERA', etc.



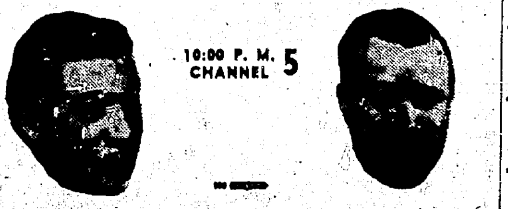
DOROTHY BRAMWELL is the leading lady in the adventure, "Passenger to Tokyo" on "Scotland Yard" tomorrow night at 10 on Channel 5.

NON-NETWORK STATIONS

Table listing non-network radio stations for Cleveland, Saturday, January 25, 1958. Includes stations like WJW-850 KC, WERE-1300 KC, WJMO-1540 KC, etc.

Table listing FM radio stations for Cleveland, Saturday, January 25, 1958. Includes stations like WBOE-FM, WHK-FM, WJW-FM, etc.

TONIGHT
The MIKE WALLACE INTERVIEW
WALTER P. REUTHER
President, United Auto Workers
on the UAW'S 1958 Collective Bargaining Program



GOOD 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 REMEMBER THE GOOD COAL NUMBER EN 1-3000

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. Image of a man on a motorcycle.

TODAY'S RADIO

Table listing today's radio network stations for Cleveland, Saturday, January 25, 1958. Includes stations like WGAR 1220 KC, WHK 1420 KC, WSR5 1490 KC, etc.

SUNDAY'S TELEVISION

Table listing Sunday's television programs for Cleveland, Sunday, January 26, 1958. Includes programs like 'Test Pattern', 'Sunday School', 'Faith Frontiers', etc.