

your weekly TV program GUIDE



TV FORECAST

SEPT. 22, 1951



ARTHUR GODFREY

—Hisses or Kisses?

page 6

The Truth About Dagmar • page 5

15c

TOPS IN TV DRAMA!

Meet one of your favorite families, The Barbours, as they begin the new fall season of . . .

**ONE MAN'S
FAMILY**
*This Saturday
6:30 pm*

Also, don't miss . . .



**ROBERT MONTGOMERY
PRESENTS . . . YOUR
LUCKY STRIKE THEATRE**

*This Monday
8:30 pm*

And every Friday be sure to tune in . . .

BIG STORY
8:00 pm
and
**THE
ALDRICH FAMILY**
8:30 pm

WNBQ
CHANNEL 5



Channel One

NEW YORK—The big migration from east to west has already set in, now that coast-to-coast TV is a reality. Spearheading the trek from New York to Hollywood this fall are such bigtime stars as Eddie Cantor, Dinah Shore, Jimmy Durante, Ed Wynn, Danny Thomas, Jack Carson, Dean Martin & Jerry Lewis and Donald O'Connor. They'll do their TV shows from Los Angeles studios on a more-or-less regular basis. . . . Something-has-got-to-give-way dept.—With most stations offering late p.m. programs and movies, a major network is planning a morning program to start at 7 a.m. Perhaps America will become the first nation to exist entirely without sleep. . . . Doodles Weaver fans will see him on guest appearances this winter, even though his regular show has been dropped.

Now it's definite. Herb Shriner, the homespun Hoosier who clicked so well while subbing for Arthur Godfrey, will have his own weekly show on ABC. . . . When Maria Riva and Mary Sinclair teamed up on the recent "Studio One" show, it marked a milestone in dramatics. Because both beauties were partnered once before, in a California drama workshop, with Miss Riva as teacher and Miss Sinclair as student. . . . Veteran Hollywood actor Lee Tracy will star in the TV version of "Amazing Mr. Malone." It'll be seen on alternate weeks. . . . "Toast of the Town," with Ed Sullivan, will honor a great lady of the U. S. stage Sept. 30 when it stages "The Story of Helen Hayes." Miss Hayes will play the leading part.

Dave Garroway believes "it's a good idea to keep your words soft and sweet, because you never know when you'll have to eat them." Dave should know, since *Variety* magazine pointed out that two of Garroway's best-known shows last spring featured a blast at boxing, and NBC is now unable to clear enough stations for the Garroway show because of the IBC boxing shows at the same time. . . . Don't give up on Fred Allen. The longtime comedy favorite is still dickering for a TV offering of his own. . . . According to Doc Gibbs in "Hawkins Falls," if a horse had any people-sense at all, he'd lie down and try to figure out how to keep from working. . . . CBS is casting an envious eye at the daytime success of Kate Smith's show. The NBC songstar has picked up a huge following and racked up heavy profits for that network. CBS tried to get vocalist Jo Stafford for a similar program, but Jo won't have any of New York video. But CBS is still looking for likely feminine prospects.

Literary fans will get a rich menu Nov. 19 when the first of author George Bernard Shaw's works will be televised. The Robert Montgomery show will present "Cashel Byron's Profession." . . . Susan Peters already has adopted one child but is now planning to adopt another. Which is probably the good reason the NBC star was voted "TV's Perfect Mother" by an assortment of women's clubs. . . . Ralph Bellamy, back from vacation for his sleuth stint on "Man Against Crime," reports that "I was off the air so long, I've had to live in an oxygen tent." . . . Patti Andrews of the famous song trio has said "yes." She'll wed the group's piano accompanist, Wally Wechsler.



CANTOR



SINCLAIR



GARROWAY



SMITH

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Letters to the Editor

All letters must be signed; names will be withheld if requested.

Judging from the picture of Eloise McElhone on the cover of the Sept. 1 issue, your standards are slipping again . . . (regarding) studied vulgarity. . . .
Oak Park, Ill. HELEN McLAUGHLIN

We were terribly disappointed in not seeing and hearing Mr. Dulles give his wonderful speech (at the San Francisco Conference). . . . Why is it that such worthwhile events are not televised?

Gary, Ind.

TAFT PLACE TV VIEWERS

Mr. Lawrence Spivak would be doing his program "Meet the Press" inestimable good by keeping his own thoroughly repulsive personality off it.
Michigan City, Ind. CHARLES K. CANNON

. . . you made the remark about Tom Duggan's Pepsodent smile. You must admit he would be unhandsome with a poker face. I'm all for it. It's very becoming.

Hammond, Ind.

BARBARA BEDENE

MY BIG GRIPE, WHICH I HOPE YOU WILL PRINT IN BIG, BOLD LETTERS FOR NBC TO SEE, IS THE TALK ABOUT THE "GARROWAY AT LARGE" SHOW NOT RETURNING TO TV. HOW CAN SPONSORS CONTINUALLY ENDORSE SOME OF THE HIDEOUS PROGRAMS THEY DO AND IGNORE ONE OF THE MOST ORIGINAL, ENTERTAINING AND BEST PLANNED SHOWS ON THE MEDIUM?
Chicago, Ill. CHUCK DEANY

I heartily agree with (Chub McCarthy) regarding the Cliff Johnson children. Personally, I think they are hopeless. . . .

Chicago, Ill.

L. WALLACE

Why don't they give the public programs that they like. The Goldbergs have been a longtime favorite in my home and in thousands of other homes. Here's hoping the sponsors wake up soon.

Chicago, Ill.

MRS. NANCY LIPSCHULTZ

Isn't it possible to keep "Midwestern Hayride" on the air. . . . Everyone I know with TV sets could hardly wait for Saturday to roll around for this one program.

Gary, Ind.

M. RISINGER



Dagmar forgets her blank expression for awhile, combs her blonde locks and flashes a toothy smile for the photographer.

DAGMAR

How She Parlayed a Dumb Look and Other Assets Into a TV Gold Mine

THE big girl from Huntington, West Virginia is really not so dumb—but she'd just as soon have everybody think so. Virginia Ruth Egnor, now known to all as just plain Dagmar, has scored her big TV success by looking dumb and pouring her big frame into low cut evening dresses.

Dagmar, who's just 24, is a pillar of well proportioned flesh and bones. She's 6 feet tall in high heels, but refuses to talk about weight. Her bust measurement has been estimated at 39 to 40 inches.

She's a charming gal with a glib tongue and a penchant for calling everybody "Honey." That dumb stare that any TV viewer is familiar with fades out when Dagmar talks of herself, her hubby, New York, TV, home, her measurements, or her fans.

Dag got her big break in show business when Jerry Lester called her and offered a job in his "Broadway Open House" show. He wanted a husky, good looking blonde to sit with the band and



never sing a note. Dagmar was told to sit on a stool, look dumb, and forget about singing.

When anybody asked if the new female "vocalist" could sing—Lester said they were afraid to ask her—for fear she couldn't. Everybody agreed that, sing or not, "she sure dresses up the show, anyway."

From there, Dag got to say a few lines, much of it poetry, in her copy-righted, dumb-look style. (She has recently been billed as "America's foremost literary figure.") The letters poured in asking for more. Dagmar's success was made.

Dag is an ingenuous gal who has lost none of her West Virginian earthiness. Her tastes are simple. She's always wanted to take a "boat ride" and doesn't especially care where. "How about Hawaii?" someone suggested. "Fine" she agreed, "I'll go." So off she went "just like Arthur Godfrey."

Dagmar insists that the malaprops chalked up to her are unintentional. "When I first began to stumble over big words, the writers thought I was ad-libbing. Then they started writing them

Continued on page 34

ARTHUR GODFREY

Is He a Huck Finn?
Or Is He TV's
Jekyll & Hyde?



TWENTY years ago Arthur Godfrey, "TV's Middle-aged Huck Finn," was selling cemetery lots. Today he has reached such a pinnacle of success that experts are calling him "one of the major phenomena of this era."

He has been compared to Will Rogers for warmth, sincerity, and a human approach—yet unlike Rogers, he has many enemies. Plainly, he is a controversial figure. Many people wonder why.

A recent incident helps point up the pro and con feeling about Godfrey: the TV set at a local bar was tuned to

a Godfrey program. Suddenly, one of the customers slammed his fist on the bar and yelled, "That jerk is the most talentless guy in the business. He *stinks!*"

The other customers glared contemptuously at the man who had branded himself as "un-American." An angry woman shouted, "You're just stupid, that's all—stupid! You wouldn't like anything. And anyway, if you don't like it, why don't you leave?"

The man did just that.

This story points up a few facts about Godfrey. First, there are no fans in the show business world who are more fanatic to their idol than the Arthur Godfrey following. To them he exemplifies the common man, the wholesome element in the American way of life—the one who stands out among insincere "con-men," connivers, snobs, and the like.

To a white collar worker, Godfrey is one of his own kind who's made good. To a lonely housewife, he's wholesome companionship. To the kids, he's their favorite uncle.

On the other hand, there is an unimpressed group—mostly men—who find Godfrey leaves them "cold."

"What can he do," they argue. He can't sing. He's got a gravel voice. He yaks too much and he's *not* funny."

Godfrey is amazed that anyone would not like him. He is the first to admit that his talent is limited, but explains his success by stressing "people like me because they believe in me."

If public response means anything, Godfrey's fandom certainly believes in him. He has been called the greatest salesman in the country. Whatever product he endorses (he'll only plug products he believes in), sales invariably zoom. He caused a mild confusion in cigarette sales when he suggested everyone go out and "buy 'em by the carton."

His ardent listeners took the suggestion literally. They so disrupted cigarette sales that dealers complained that the grocery stores were taking away business.

Also, there's no doubt that Godfrey put the ukulele back in business. His enthusiasm for owning and flying his private plane sent many of his better-

Continued on page 10



Godfrey with singer Marion Marlowe whom he discovered in a Miami Beach night spot.



Arthur and the Chordettes appearing on a recent TV show.



The Redhead warbles with regular Janette Davis. Some fans wish he wouldn't sing.

movie program

SATURDAY

- 6:30 The Grand Fleece
- 7:00 Scarlet Thread & Rossiter Case
- 10:00 Red Dragon
- 10:00 Pardon Us
- 10:00 Amateur Girl
- 11:00 Feature Film*
- 12:00 What A Man

SUNDAY

- 10:00 Chance Of A Lifetime
- 11:30 House Of Secrets
- 12:30 Feature Film*
- 3:30 Some Small Nobility
- 4:00 Jive Junction & Dreaming Lips
- 5:00 Marines Come Through
- 7:00 Man Called Back
- 9:30 Dragnet
- 10:00 Inner Sanctum
- 10:00 Topper
- 11:00 Strangler Of The Swamp
- 12:00 Shadow Over Chinatown

MONDAY

- 1:00 Paradise Isle
- 8:00 Secret Service
- 8:00 Law Of The Sea
- 9:30 Thunder In The Pines
- 11:00 French Leave
- 11:00 Feature Film*
- 11:20 Murder In The Museum

TUESDAY

- 1:00 Skyway
- 10:00 History Is Made At Night
- 11:20 Feature Film*
- 12:00 Mile A Minute Love

WEDNESDAY

- 1:00 Flying Serpent
- 7:00 Knights Without Armor
- 10:00 Mask Of Korea
- 11:00 Rembrandt
- 11:20 Behind Stone Walls
- 11:30 His Double Life
- 12:00 Million Dollar Racket

THURSDAY

- 1:00 King Kelly U.S.A.
- 9:00 A Man's Affair
- 11:00 Queen Of Broadway
- 12:00 Sky Racket

FRIDAY

- 1:00 Phantom Of 42nd St.
- 8:00 Fear In The Night
- 10:00 Blockade
- 11:00 Rocky
- 11:15 I'll Sell My Life
- 11:20 Brute Man
- 12:00 Dick Barton Strikes Back

*Title To Be Announced

(For More Detailed Information Please Refer to the Regular Program Listings)

Added information

FRIDAY, SEPTEMBER 21, 1951

- 9:00 4 Fun And Features See if you're a good driver, take a driving test with George Menard
- 12:00 7 Bob And Kay Show Fran Allison is substitute femcee with guest Herb Allen
- 2:15 5 Vacation Wonderlands Caroline Burke discusses travel in New Zeland
- 2:30 5 Bert Parks Show Betty Ann and Bobby do "Smile, Darn Ya, Smile," "Hooray for Hollywood," Heathertones sing "Hucklebuck," and Betty sings "Hawaii"
- 3:00 5 Kate Smith Hour Additional guest: Charles E. Wilson, dir. of Office Of Defense Mobilization
- 5:00 9 Trail Blazers' Theater "Arizona Badmen" western feature film
- 7:00 4 Mama Refusing Dagmar's request for fifty cents to purchase a magic set, Papa tells youngster she should earn the money thus causing himself no end of trouble
- 5 Quiz Kids Joel Kupperman, Naomi Cooks, Frankie Vander Ploeg, Lonnie Lundie, and Penny Bergstrom
- 7:30 4 Man Against Crime Mike solves the murder of a wealthy Texan victimized by the slot machine racket
- 7 The Ruggles Domestic comedy starring Charles Ruggles and Ruth Tedrow
- 8:00 9 Down You Go Panel guest is Robert Breen
- 8:30 5 Aldrich Family Henry & Homer are so upset when they find that the same girl has given both of them her photo that their families believe they are ill.
- 7 Versatile Varieties Variety show with Lady Iris Mountbatten hostess
- 9:00 5 Cavalcade Of Sports Chito Vejar vs Eddie Campo, boxing bout
- 9 Cavalcade Of Stars Jackie Gleason presents Mimi Benzell, Carl Ravazza baritone, Kathryn Lee ballerina, the June Taylor Dancers
- 9:30 7 Today's Teens Panel discussion with John Gallagher moderator
- 10:00 9 Community Theater Feature film "Crystal Ball" with Paulette Goddard and Ray Milland; tale about a girl who takes the place of a crystal gazer and sets out to hook one of her customers

NOW! Greatest values ever for RCA VICTOR Million Proof television

Quality already proven in millions of homes now costs as little as—

\$329⁹⁵

For a limited time only—this big screen console model at a savings of more than \$85.00.

The Regency*. Beautiful—from its clear, steady 17-inch television to its gracious Regency-style cabinet. Model 7T123 was \$415. Now only \$329.95.



The Highland*. 17-inch Million Proof television in a graceful, Traditional-style cabinet. Big, 12-inch speaker. 7T112 was \$359.50. Now only \$289.95.

The Winston*. Style and entertainment beautifully combined. 17" television with "Victrola" 45 Phonograph built in. Cabinet in classic simplicity. 7T132 was \$495.00. Now only \$395.95.

The Newport. 17-inch television in maroon metal cabinet only 21 inches high. A quality set at a price far lower than you'd expect. 7T103 was \$269.95. Now only \$239.95.

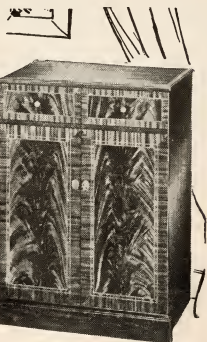
*Set is available with "power-plus" chassis for peak reception in weak signal areas at additional cost of only \$30. See your dealer for details.

RCA VICTOR

DISTRIBUTING CORPORATION

Watch "Kukla, Fran and Ollie," Monday—Friday 6:00 p.m., WNBQ (Channel 5).

TV FORECAST



Prices are suggested list prices including Federal Tax. Subject to change without notice and to Government Price Ceiling Regulations. "Victrola"—T.M. Reg. U. S. Pat. Off.



ARTHUR GODFREY

Continued from page 7



Arthur clowns with the Vagabonds. He has helped new talent like them get to the top.

heeled fans to airplane instructors as a first step toward flying their own. Airplane sales soared.

Arthur claims he has never once panned any sponsor. He likes to poke fun at the ridiculous commercials he's forced to read. Godfrey believes—and rightly so—that people are fed up with flowery commercials. He has worked the common approach to perfection. Fans and sponsors both seem to like it.

Godfrey's most extreme detractors deny he's "just one of boys." They point to his hob-nobs with generals and presidents, his trips abroad, and his night club party when he received his Navy "wings." (The affair was covered by a national magazine.) They say Arturo's really a "Jekyll and Hyde" character, leading a double life.

His recent trip abroad seemed farcical to many. Apparently believing himself a speaker for the people, Arthur spent a few scant weeks this summer with General Eisenhower getting "inside" information on defense mobilization in Europe.

The fact that Godfrey is a controversial figure is paradoxical. He has a friendly, genial nature and a definite warmth—whatever his detractors might say. This very fact alienates a bloc of viewers. They expect too much of him.

How does the CBStar feel about it? The big fella might reason like others have, "They never boo a bum."

Saturday Sept. 22

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

9:15 7 Magic Screen—Film

9:30 4 Smilin' Ed's Gang—Stories

Tales of fantasy with Squeaky and Froggy, Joe Mazzuca and Midnight the Cat

7 Hollywood Junior Circus

Paul Barnes ringmaster, Boffo the clown, Zero the candyman and guest acts: Jimmy Ray, knockabout tumbler, Texas Tommy and his wonder dogs, and the Flying Barry Family, roller skating dare devils

10:00 4 Bob Atcher & Sammy Squirrel

Puppet fun for children of all ages; a host of tiny animals make themselves at home at "Short Stump" village in the corner of the corral

7 Foodini The Great—Puppets

The ingenious magician, aided by the always befuddled Pinhead, invents

10:30 4 Kiddie Showtime—Serial

"Utah Trail" with Tex Ritter; also a cartoon

7 A Date With Judy—Comedy

Situation comedy starring Frank Albertson as Melvin Foster and Pat Crowley as Judy; "Oogie Woos Father," the amorous suitor, perturbed at learning of Mr. Foster's dislike for him, makes an all-out effort to win his affections

11:00 4 Big Top—Circus Show

Jack Sterling, ringmaster with clowns Ed McMahon, Chris Keegan, Joe Basile's Brass Kings, and the Quaker City String Band; Ferdinand, famous bull of movie fame, pays a visit; other acts include juggling team of unicyclists Lott and Joe Anders from Denmark, and La Paloma, aerial trap-eze artist

7 2 Girls Named Smith—Comedy

Starring Peggy Ann Garner and Peggy French. Babs returns to the "scene of the crime" when she visits the private eye who caused her and her boyfriend so much trouble; this time, however, she tries to land a job with the detective

11:30 7 Faith Baldwin Theater—Drama

"Henry's Harem" with Paul Hartman as the efficiency expert whose major problem is his wife Marcia who as a writer "becomes" the heroine of each novel

12:00 4 Movies For Kids—Films

"Wolf Dog" V, "Devil Horse" V, and two cartoons for the small fry

12:55 9 Batting Practice—Vince Lloyd

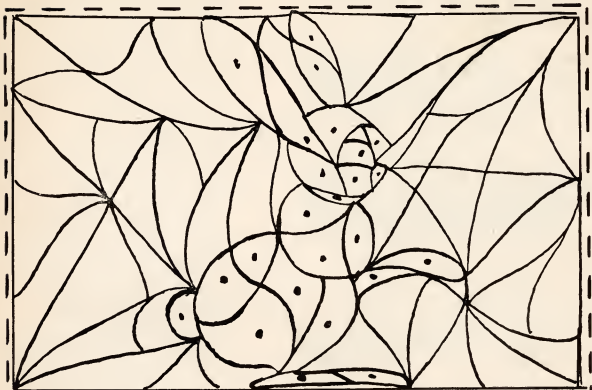
Watch the players as they warm up

1:00 4 Film

(Continued on page 12)

MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1951



THE NAME IS

Shade in all the spaces that have NO dots in them. Then color the spaces that are left over. You will see an animal. There is such an animal on the "Kukla, Fran and Ollie" show. What is his name? Write your answer,

and then mail it to Mollycues, TV Forecast, 185 N. Wobash avenue, Chicago 1, Ill.

First prize is \$1; second prize is 50 cents; next twelve prizes are 25 cents each. Solution will be given in next week's issue.

Solution to last week's puzzle is: "Tom Corbett—Spoce Codel"

MOLLYCUE WINNERS

Jock Drill	Davy Assorson
Richard Hentschel	Shirely Bouer
Frank Ibbotson	Joan Beattie
Alice Jagillo	Patricio Cowhom
Potricio Kubistal	Kotherine Emerson
Jock Kundrot	Judith Fuchs
Charlene Morkes	Harold Heinberg
Betty Oberg	Catherine Holderman
Adrienne Schwartz	Joyce Lunski
Diono Sobon	Borboro Michoelsen
Morolyn Thomas	Jockye Murphy
Eloine Weiss	Robert Nono



Solution to last week's crossword puzzle

SATURDAY—continued

- 1:10 9 Lead-Off Man—Harry Creighton**
Interviews with players and *TV Fore-
cast* autographed baseball award to
Marjorie Brown of Zion, Illinois
- 1:25 9 Baseball—Sox vs St. Louis**
Game described by Jack Brickhouse
- 1:30 4 Multiscope News—Ticker Tape**
- 3:45 9 Tenth Inning—Harry Creighton**
Interviews with fans and *TV Fore-
cast's* guest Sam Koverskin
- 4:00 4 Man's Confidence In Man**
9 "Love, Life, & Laughter"—Film
Feature with Gracie Fields
- 4:30 4 Film**
5 Nature Of Things—Discussion
Science program with Dr. Roy K.
Marshall explaining "Reasons For The
Seasons." How the combination of
Earth's rotation on its axis & an-
nual trip around the Sun brings
about the seasonal cycle
- 7 Lucky Seven Ranch—Western**
"Silver Bullet" feature film starring
Tom Tyler
- 4:45 5 On The Line With Considine**
Guest: Col. Mary Halloran of the
WAC
- 5:00 4 Toni Kemp Health Revue**
Be healthy! Keep yourself in condi-
tion the Toni Kemp way
- 5:15 4 Western Theater—Feature**
- 5:30 5 Mr. Wizard—Science Study**
Don Herbert, with his young assistant
Bruce Lindgren discuss "Every day is
moving day." Experiments with lev-
ers, pulleys, wedges, and inclined
planes to show that most complicated
machines operate on simple prin-
ciples. He'll have a mock-up of the
human arm & leg to show how these
principles operate in human body
- 7 Nail The Champ—Stunts**
Competition by six youngsters in
various games and antics conducted
by emcee Herb Allen; also inter-
views with the youngsters and
awards
- 9 Teleports Digest—Film**
Latest news on all the sports
- 5:45 4 Patricia Bowman Show**
Musical variety with Norman Paris
Trio, Paul Shelley pianist, Jack
Brown singers and guests: singer Gail
Meredith and dancer Hadapsah
- 6:00 4 Sammy Kaye Show—Musical**
Contestants from audience lead the
band; comedy vignette; community
singing; Barbara Benson and Tony
Alamo are featured vocalists

- 6:00 5 One Man's Family—(Drama)**
Featuring Bert Lytell, Marjorie Gath-
son, Russell Thorson, Lillian Schaaf,
Eva Marie Saint and James Lee
- 7 For Cowboys Only—Film**
- 9 Pet Shop—Comptons Present**
On hand with Gail and Gay will be
Bill Maloney who will discuss and
show you the best spots in Illinois for
fishing; Mrs. Macaluso, of Harvey,
Ill., brings her 10 yr. old cat and
parakeet who are close friends; also
Mitzie the monkey, and a cockateel
from Crown Point
- 6:30 4 Beat The Clock—Quiz**
Bud Collyer emcee asks the questions
while contestants race through antics
and try to beat the ticking of the
clock
- 5 Football Kick-Off 1951**
Coach Lou Little of Columbia, Charles
Caldwell of Princeton, and Jack
Levelle, Yale scout tell us what to
expect during the coming season.
J. N. McKibbin v.p. of Westinghouse
Elec. Corp. guests along with Mel
Allen announcer
- 7 Stu Erwin Show—Comedy**
Stu is winner by a nose when he
cooks up a track meet and then has
to train the team himself when the
regular coach falls ill, has to coddle a
team star (allergic to geraniums),
and has to insure his team's winning
in order that the school board let the
meets continue
- 9 Range Rider—Western Feature**
Film (first showing in Chgo.) with
Jack Mahoney, Dick West, Steve
Clark, & Jonathan Hale in "The
Grand Fleece" where Range Rider
uncovers a powerful gang of ex-
tortionists
- 7:00 4 Ken Murray Show—Variety**
Comedienne Laurie Anders and vocal-
ists Art Lund & Anita Gordon;
Screen stars Diana Lynn and Robert
Sterling appear in a light romantic
comedy sketch; Benny Goodman and
his band quintet head up the "Girl of
the Week" musical number, titled
"Carnegie Hall"
- 5 All Star Revue—Variety**
Emcee Ed Wynn presents guests:
Joan Blondell, Anne Jeffreys, and
Valerie Bettis; Miss Blondell plays
nurse in Wynn's version of a Holly-
wood hospital; two production num-
bers feature the singing of Miss
Jeffreys and dancing of Miss Bettis;
also a monkey act, Tippy and Cobina,
and the Bruce Brothers, a trampoline
act
- 7 Paul Whiteman's TV Teen Club**
Youngsters display their talents in a
variety of singing, dancing, and in-
strumental acts; Nancy Lewis co-
emcees with "Pops"

SATURDAY—continued

7:00 9 "Scarlet Thread"—Feature Film
Also "Rossiter Case"—Feature Film with Helen Shingler and Clement McCallin; murder story

8:00 4 Wonderful Town—Musical
Femcee Faye Emerson pays special tribute to Pittsburgh. Guests: actor Bill Eythe, vocalist Maxine Sullivan, pianist Errol Garner, and Jackie Heller, widely known as "Little Mr. Pittsburgh"

5 Your Show Of Shows—Variety
Sid Caesar and Imogene Coca with dancers Mata & Hari, tenor Bill Hayes, vocalist Judy Johnson, Billy Williams Quartet, baritone Jack Russell, Hamilton Trio dancers, and Carl Reiner with guest host Tom Ewell

7 Lessons In Safety—Film
"Shooting Safety"

8:30 4 Show Goes On—Variety
Robert Q. Lewis is host to buyers Lawrence Tibbett, Henry Kimmerman, and Lou Appleby

7 Harness Racing—Maywood Park
Three or four of the evenings' events with informative interviews to augment the activity

9:00 4 Songs For Sale—Musical
Steve Allen host presents tunes from the pens of 4 unknowns sung by guests Toni Arden and Donald Richards; judges: Mitch Miller, Morey Amsterdam, Bob Hilliard, & Martin Block

9 Wrestling From Marigold
1st match: Bozo Brown vs Chester Hayes; 2nd: Jack Malkov vs Nature Boy; main event: Big Humphrey vs Chest Bernard; Jack Brickhouse announces matches

9:30 4 Mr. and Mrs. Kup—Interviews
Informal interview, discussion and variety show with the Kucinets and their guests

5 Your Hit Parade—Musical
Snooky Lanson, Eileen Wilson, Dorothy Collins vocalists, and Raymond Scott's orchestra with seven top tunes of the week

10:00 4 "Red Dragon"—Feature Film
Sidney Toler and Carol Hughes star

5 "Pardon Us"—Feature Film
Comedy with Laurel and Hardy

7 "Amateur Girl"—Feature Film

11:00 9 Feature Film

11:30 4 Murder Before Midnight—Film
Your bedtime mystery story

12:00 4 "What A Man"—Feature Film
Reginald Denny and Anita Louise in the story of how a timid clerk becomes a manager and helps a girl apparently hiding from the police

(Stations reserve the right to change above listings without notice)



HAIL the CHAMP

Stunts! Races! Swell prizes! Fun for the whole family!

Presented by



EVERY SATURDAY
5:30 to 6:00 P.M.
WENR-TV
Channel 7

PICK'N CHICK'N

Trade Mark Reg.

PROMPT
DELIVERY
SERVICE

A Full Half of CHICKEN
Fried to a Golden Brown
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Sunday Sept. 23

WBKB 4 WNBQ 5 WENR-TV 7 WGN-TV 9

- 10:00 4 “Chance Of A Lifetime”—Film
Feature with Basil Radford, Bernard Miles, & Jeanne Bates; convict on parole to do factory work becomes involved in gun battle
- 10:45 9 Magic Carpet—Film Short
“Model Railroads”
- 11:00 7 TV Tots Time—Film Cartoons
“Trip To Pole” & “Last Hal Hal”
- 9 Flying Tigers—Drama
- 11:15 7 Chester The Pup—Comedy
Drizzlepuss buys a horse for \$11.00 from a farmer, takes it home and puts in the barn, whereupon the horse immediately demands to stay in the house, and Drizzlepuss discovers he has a talking horse
- 11:30 7 Faith For Today—Religious
Rev. W. A. Fagal interviews
- 9 “House Of Secrets”—Feature
Film with Sidney Blackmer and Leslie Fenton in starring roles; mysterious goings on in an English castle inherited by an American who is thoroughly puzzled by who and what dominates his new home
- 11:45 4 Your Future Home—Ed Cooper
- 12:00 4 Movie Playhouse—Feature Film
- 7 Peoples’ Playhouse—Film
- 12:30 5 American Inventory—Discussion
- 7 Amateur Hour—Chgo. Talent
Youngsters get a chance to demonstrate their talents and win the prize
- 12:55 9 Batting Practice—Vince Lloyd
- 1:00 4 Commercial Film
- 1:10 9 Lead Off Man—Harry Creighton
TV Forecast winner Miss Carol Lekas
- 1:25 9 Baseball—Sox vs. St. Louis
- 1:30 4 Multiscope News—Ticker Tape
- 5 American Forum Of The Air
Theodore Granik moderator, subject: “Is Universal Military Training Necessary?” speakers: Rep. Dewey Short (R-Mo) and Erle Cocke Jr., Nat’l. Comdr. Amer. Legion
- 7 Adventures Of Wild Bill Hickok
Guy Madison and Andy Devine star
- 2:00 5 Battle Report—Washington
Official briefing of the American public at home and abroad
- 7 Cisco Kid—Western Movie
Duncan Renaldo and Leo Carrillo star in “Lynching”
- 2:30 4 Multiscope News—Ticker Tape
- 5 Juvenile Jury—Panel Quiz
John Barry emcees pint-size wise guys giving advice to other youngsters; Panel members: Patti Milligan, 10; Fonda Ruby Plotkin, 5; Laura Mangels, 6; Billy Knight, 5, & Richard Goodall, 8
- (Continued on page 16)



and “CHICAGO
PLAYHOUSE”

2 HALF HOUR TELEPLAYS

“DOUBLE FEATURE”

Starring Diana Lynn and Don De Fore
And

“THE WEB”

Starring Alan Wells and Byron Foulge
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WNBQ

CHANNEL 5



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Address

SUNDAY—continued

- 2:30 7 Saddle & Sage—Western Film**
"The Law Rider"
- 3:00 4 Your Neighbor Celebrates**
5 Meet The Press—Discussion
Lawrence Spivak, Martha Rountree moderator plus guest statesmen
- 3:30 4 "Some Small Nobility"—Film**
Feature with Joan Banks. Drama of a courageous girl who sacrifices her happiness for the man she loves
- 5 Zooparade—About Animals**
R. Marlin Perkins and Jim Hurlbut discuss some of the many ways man has learned to utilize the phenomena of nature to his own advantage in "Nature Before Man"
- 7 Space Patrol—Adventure Story**
Commander Buzz Corry and Cadet Happy are spurred to action when another payroll ship is robbed
- 3:45 9 Tenth Inning—Harry Creighton**
Interviews with fans & TV *Forecast's* guest, Mrs. Sophie Hiemier
- 4:00 4 Lamp Unto My Feet—Religious**
"The Letter" by Dr. Jesse Stitt; also Francis G. Sayre
- 5 Gabby Hayes Show—Tall Tales**
Dramatization of the story of Lydia Darrah, elderly Quaker who lived in city of Philadelphia in 1777
- 7 Super Circus—Variety Stanza**
Claude Kirchner, Mary Hartline, Cluffy, Scampy, and Nickey invite you to watch the Super Circus Side Show featuring Frank Cole & the magic sword box; also the Sandys trampoline & Trapeze act; Johnny Lucyne, hand balancing act; the aerial Dobritch in looping the loop; and clown stunt "hair growers"
- 9 Double Feature Film**
"Jive Junction" with Tina Thayer, Dickie Moore, & Johnny Michaels; also "Dreaming Lips" with Raymond Massey and Elizabeth Burke; love story in which duty interferes
- 4:30 4 Man Of The Week—Interview**
Discussion with statesmen, Geo. Allen moderator, & guest panel
- 5 To be announced**
- 5:00 4 "Marines Come Thru"—Feature**
Film with Wallace Ford and Grant Withers in lead roles
- 5 Hopalong Cassidy—Western**
- 7 Ted Mack's Family Hour**
Variety show; songs, music and dancing with professional entertainers, featuring vocalist Andy Roberts
- 6:00 4 Gene Autry Show—Western**
"The Devil's Brand" a band of land racketeers who kill ranch owners to buy property cheap is unmasked
- 5 How Does Your Garden Grow?**
John Ott discusses gourds
- 7 Paul Whiteman Revue—Variety**
Earl Wrightson baritone, Maureen Cannon and guest

- 6:30 4 This Is Show Business—Variety**
Clifton Fadiman host, regular panelists: Sam Levenson, George S. Kaufman; guests: Georgie Kaye, Nanci Compton, and Frank Guerrara
- 5 Young Mr. Bobbin—Comedy**
Starring Jackie Kelk, Nydia Westman and Jane Seymour; Alexander does some copying of Mark Twain and Aunts thinking it original turn manuscript over to newspaper
- 7 Music In Velvet—Musical**
Rex Maupin and his orchestra
- 9 Not For Publication—Drama**
Revealing the hidden facts in the stories that make the headlines
- 6:45 9 Powerhouse Of Sports—News**
John Powers discussing events of interest in the sports world
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan introduces Elsa Lancaster, Evelyn Knight, dancers Susan Meyer and Alfred Dowling, winners at Harvest Moon Ball; several of baseball's top players will be given awards; among them, Roy Campanella, Jackie Robinson, Gil Hodges, Sal Maglie, and Ted Williams
- 5 Comedy Hour—Variety**
Ezio Pinza as host greets Milton Berle, Martha Wright, Paul Winchell & Jerry Mahoney
- 7 "The Man Called Back"**
Film with Conrad Nagel and Alan Mowbray; famous surgeon becomes a tramp after operation fails
- 9 Chicagoland Newsreel Review**
Latest reports on all the local news
- 7:30 9 Pentagon—Washington—Talks**
Brig. Gen. James P. Riseley, USMC Chief of Staff, Marine Corps Schools talks on comprehensive training being given Marines to prepare them for leadership in combat. Also 2nd Lt. Oliver Van Den Berg narrates his experiences
- 8:00 4 Fred Waring Show—Musical**
Beatrice Kay will star in a Gay Nineties Revue
- 5 Philco Playhouse—Drama**
"The Spur" with Alfred Ryder and Wesley Addy is the story of the neuroticism and bitterness that led John Wilkes Booth to assassinate Pres. Abraham Lincoln
- 7 Sawyer Views Hollywood—Chats**
Hal Sawyer interviews the celebrities
- 9 Rocky King, Detective—Drama**
"Slightly Suicide" with Earl Hammond and Grace Carney
- 8:30 7 Marshall Plan In Action—Film**
Our aid to Europe & how it works
- 9 Plainclothesman—Drama**
"Sleet For Sale" police dragnet for the manufacturer of poison sleeping pills which claim one victim and threaten the lives of hundreds
- 9:00 4 Celebrity Time—Quiz**
Conrad Nagel mc with Jane Wilson, Herman Hickman, & guest panelists Geo. S. Kaufman and Leueen McGrath

SUNDAY—continued

9:00 5 **Woman Power**—Defense Prog.
Women in the services with Anna Rosenberg, Asst. Sec. of Defense, and group of prominent women headed by Helen Hayes

7 **Industries For America**—Film

9 **Stars Of Tomorrow**—Variety
Lee Bennett emcees as Chicago talent competes for top place. Communities of Irving Pk. and Portage Pk. represented by the Peacock Papers are saluted

9:30 4 **What's My Line?**—Panel Quiz
John Daly, moderator, with panelists Dorothy Kilgallen, Bennett Cerf and Hal Block, and Arlene Francis

5 **Film Feature**

7 **Youth On The March**—Religious
Sermon by Dr. Percy Crawford

9 **Courtesy Theater**—Feature

Film (1st showing) "Dragnet" with Henry Wilcoxon & Mary Brian; action, suspense, and mystery combine in a hunt for a murderer

10:00 4 **"Inner Sanctum"**—Feature Film
Mary Beth Hughes, Charles Russell & Billy House; a girl learns of her fate from a chance acquaintance (1st showing)

5 **Weatherman**—Clint Youle

7 **"Topper"**—Feature Film

Cary Grant, Constance Bennett, Roland Young & Billie Burke in story of a bored millionaire who has a hilarious time with ghosts of a girl and her boy friend

10:10 5 **Dorsey Connors**—Helpful Tips

10:15 5 **Alex Dreier**—News Report

10:30 5 **Sports Star Time**—Tom Duggan

11:00 5 **DeMet Pontiac**—Film Dramas

"Double Feature" a young married couple, each in show business, find themselves faced with the breakup of their marriage. Also "The Web" with Byron Foulger & Alan Wells; a detective devotes his life to making a youthful criminal confess to a murder

9 **"Strangler Of The Swamp"**

Feature with Robert Barrett & Rosemary LaPlanche; spirit of a dead man seeks to avenge his lynching by murdering his executioners

11:30 4 **Film**

7 **"Racing Blood"**—Feature Film

Frankie Darro & Kane Richmond; jockey is kidnapped but escapes in time to ride his horse

11:45 4 **Ulmer Turner And The News**

12:00 4 **"Shadow Over Chinatown"**

Feature with Sidney Toler as Charlie Chan detective in mystery

12:45 7 **Commercial Film**

(Stations reserve the right to change above listings without notice)

FIRST RUN FILM!



★ DRAGNET ★

SUNDAY
9:30 P.M.
WGN-TV
(9)

1949 Production.
Action-Packed
Suspense Drama
Presented by JIM MORAN
"THE COURTESY MAN"

DON'T MISS THIS 1ST RUN FEATURE.

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"COUNTRY STYLE"

See the NEW ICE SHOW
Dinner Show 8:30 Supper Show 12:00

ORRIN TUCKER'S orchestra
FAMILY MATINEE EVERY SUNDAY
special children's menu
CALL "PHIL" WAbash 2-4400

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The **STEVENS** CHICAGO • A HILTON HOTEL

next week . . .

TV programs approved for children will be announced in the Sept. 29 issue of TV Forecast Magazine, as rated by the National Television Review Board.

One Hour



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REPAIRS**

All Makes and Models
BY QUALIFIED TECHNICIANS

ROdney 3-2200

TELE-TRONICS

I wanna give 'em away—
but Mrs. Muntz won't let me.
SHE'S CRAZY!



Monday Sept. 24

WBKB 4 WNBQ 5 WENR-TV 7 WGN-TV 9

- 9:00 4 **Fun And Features**—G. Menard
- 9:30 4 **Fun And Figure**—Exercises
- 9:50 4 **Fun And Features** (continued)
- 10:00 9 **Your Figure Ladies**—Fogarty
Have a trim waistline
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
- 9 **Chicago Cooks**—Recipes
Demonstrations by Kay Middleton
- 11:00 4 **Creative Cookery**—Recipes
How to make peanut brittle and coconut macaroons
- 7 **Frances Langford-Don Ameche**
Music, variety, sketches, & excerpts from the "Purple Heart" diary; quiz contest with people from the audience
- 11:30 5 **Norman Ross' Varieties**
- 9 **Hi Ladies**—Interviews
- 12:00 4 **Garry Moore Show**—Variety
Walter O'Keefe comedian is guest
- 5 **Meet Mintz**—Musical Favorites
- 7 **Bob And Kay Show**—Variety
Ruth Desmond subs for Kay. Lowell Lawson from dog foundation & Robert Jones, building editor
- 9 **Let's Have Fun**—Variety
Hank Grant mc with vocalists Kyle Kimbrough and Elaine Neblett
- 12:15 5 **Newsroom**—Late Information
- 12:30 4 **First Hundred Years**—Serial
- 5 **Your Luncheon Date**—Musical
- 12:45 4 **Garry Moore Show**—Cont'd
- 12:55 9 **Musical Snapshot**—Film Short
- 1:00 4 **Bill Evans Show**—Variety
- 5 **"Paradise Isle"**—Feature Film
Movita and Warren Hull star
- 9 **Individually Yours**—Designs
- 1:15 9 **Travelers' Sketchbook**—Film
"Art Survives The Times"
- 1:30 4 **Multiscope News**—Ticker Tape
- 9 **Showtime**—Musical Film Short
- 1:45 4 **Vanity Fair**—Robin Chandler
- 2:00 5 **Miss Susan**—Susan Peters
- 7 **Beulah Karney Show**—Foods
- 9 **Test Pattern Til 4:00**
- 2:15 5 **Vacation Wonderlands**—Film
A trip to the Grand Canyon
- 2:30 4 **All Around The Town**—Views
People interviewed by Mike Wallace
- 5 **Bert Parks Show**—Variety
Tunes and guests presented in this stanza with the Heathertones
- 7 **Barbara Moro**—Creative Ideas
- 3:00 4 **Homemakers' Exchange**—Foods
- 5 **Kate Smith Hour**—Variety
Moderator Ted Collins and guests: Georgia Price, the Juvellis and the John Butler ballet group

(Continued on page 20)

NEW YORK VARIETY IS INSULTING

by JACK MABLEY

I TURNED off the first Comedy Hour of the fall season with a feeling that television is contemptuous of us viewers. The show was hackneyed, and was slanted down to a moronic level.

This is early in the life of the television industry to be decrying the lack of freshness and imagination in our TV shows. But most of the junk that is coming out of New York in the variety shows is insulting.

The quality of programs began to run down during the summer. It was attributed to a natural summer lull. But the fall programs are here now, and they seem even worse, because for the most part, they are merely continuations of where they left off last spring.

The public is going to get sick of the TV vaudeville shows, and in a hurry. This is written after the first Comedy Hour, but before the fall debuts of the Show of Shows and Ken Murray and Berle. And yet I'll bet these shows could almost be reviewed in advance.

Laurie Anders will still be popping her eyes over the "Wiiide Open Spayces." Sid Caesar will get off a plane as a famous psychiatrist from Vienna, and he and Imogene will portray a quarreling couple in a kitchen.

The same singers and the same dancers will be back with the same songs in



INERTIA SMITH

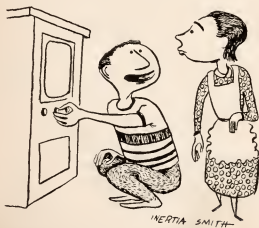
"I've got a great new gag for the Berle show—Miltie's out on the stage, see, and his suspenders break. . . ."

either Central Park or a county fair. The men of Texaco will herald Berle, who will leap before the cameras in a baby costume, shout for a minute or two, then remove his pants. Henny Youngman will fiddle.

How long will viewers accept this pap? Not much longer. All of us are conscious of the well-publicized "impact" of television. The sight plus sound plus immediacy plus convenience make for an impact unmatched in other media of communication.

There also is an impact in the volume of viewing that we do. The average person watches television 20 to 25 hours a week. Thus in a week we see more TV than we used to see of movies in four or six months. Our week's budget of TV viewing would equal a year's budget of vaudeville or legitimate stage dramas. Many of us used to listen to the radio more than 25 hours a week, but not with the full attention that we give to TV.

Many viewers are seeing their 30th or 40th Comedy Hour, their 150th or 170th Ed Sullivan show, their 100th Berle show. The novelty is wearing off. We're going to get some fresh, imaginative new entertainment, or we are going to turn to other stations or else turn off the sets and revert to reading and conversation and sleeping.



INERTIA SMITH

"This Truman character must be a new star or something—He's on all the channels."

MONDAY—continued

- 3:30 4 **Multiscope News—Ticker Tape**
- 4:00 4 **Who's Talking?—Quiz Game**
Frann Weigle asks you to identify celebrity from masked photo and record of his voice giving you clues
- 5 **Hawkins Falls, Pop. 6200**
The Flagles talk themselves into a second honeymoon
- 9 **Russ Davis Show—Commentary**
- 4:15 4 **Breezy, Don, & Vera—Puppets**
- 5 **Gabby Hayes Show—Tall Tales**
Pictorial history of the west
- 4:30 4 **Assembly—Military Questions**
Guests from the Civil Air Patrol
- 5 **Howdy Doody Show—Kids Fun**
Bob Smith emcees the puppets
- 7 **Sagebrush Theatre—Western**
"Gold"
- 9 **Telephone Game—Quiz Session**
Exciting prizes if you can answer
- 5:00 4 **Kids Karnival Kwiz—Film**
- 5 **Cactus Jim—Western Film**
- 9 **Trail Blazers' Theatre—Western**
"Gun Packer" feature film
- 5:30 4 **Silhouettes Of The West**
Discussion and song by Roy Starkey
- 5 **Visit With Cactus Jim**
- 7 **Tom Corbett Space Cadet**
Exciting adventures into the future
- 5:35 5 **Weatherman—Clint Youle**
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
Subject: Hitchhike Heartbreak
- 7 **Uncle Mistletoe—Adventures**
With a whizz and a whirr we're off on another adventure with our friends from wonderland
- 9 **Foto Test—Frank Sweeney Quiz**
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Music Bowl—Remembered Tunes**
Danny O'Neil and Carolyn Gilbert
- 5 **Kukla, Fran, And Ollie**
Laughter, skits & tunes
- 7 **Austin Kiplinger And The News**
- 9 **Captain Video—Adventures**
Thrilling episodes in the world of the future and the fight against evil
- 6:10 7 **Top O' The Weather—Russ Reed**
- 6:15 4 **Ulmer Turner And The News**
- 6:20 7 **Sports Highlights—John Bryson**
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Showroom—Musical Session**
Guest: Elliott Lawrence
- 7 **Hollywood Screen Test—Drama**
Emcee Neil Hamilton introduces young actors and actresses with assistance from Horace McMahon
- 9 **First Edition—Frann Weigle**
- 6:45 4 **Perry Como Show—Musical**
Tunes: "Sweet Violets," "Everything I Have Is Yours," "Come-on-a My House" & "Till the End of Time"
- 5 **News Caravan—John C. Swayze**

6:45 9 **Chicagoland Newsreel**

7:00 4 **Video Theater—Drama**

"A Matter of Life" by Mac Shoub, with Edmond O'Brien; how one parent faced problem of a teen-age dope addict; a widower, bringing up his daughter alone, suddenly notes a strange change coming over her and finally learns that she has been taking dope

5 **Paul Winchell—Jerry Mahoney**
Music and comedy in "What's My Name" quiz with Dorothy Claire and Hilda Vaughn

7 **Amazing Mr. Malone—Drama**
Mystery starring Lee Tracy as a criminal lawyer who also acts as a "public defender"

9 **Comedy Cameo—Old Time Films**

7:15 9 **Our World—Film Short**
"The Edinburgh Festival"

7:30 4 **Arthur Godfrey's Talent Scouts**
Professional talent competes

5 **Voice Of Firestone—Musical**
Guest tenor Lauritz Melchior sings "Spring Song" from Wagner's "Die Walkure," "Morning By Speaks," "Zueignung," and "Spring Came Back To Vienna" by Rotter

7 **"Secret Service"—Feature Film**
Charlie Chan & Mantan Moreland; Chan aids police in discovering how a man was murdered in a locked room

9 **Madam Liu-Tsong—Film Drama**
"The Burning Sands" Film starring Anna May Wong as she ventures forth in search of treasured art objects

8:00 4 **Horace Heidt Show—Musical**

5 **Lights Out—Drama**
"Rappaccini's Daughter" by Nathaniel Hawthorne.

9 **"Law Of The Sea"—Feature**
Priscilla Dean and William Garnum; Story of a shipwreck in 1912 in which the captain, his wife, son, & first mate are only survivors & are picked up by a raider ship

8:30 4 **It's News To Me—Panel Quiz**
John Daly moderator with panelists: Dwight Cook, Anna Lee, John Henry Faulk, and Robin Chandler

5 **Robert Montgomery Presents**
"I Am Still Alive" with Donald Woods, Judy Parrish, Jack Hartley and Hollis Irving; a young author becomes a public hero on false pretenses

7 **Crusade In The Pacific—Film**
"The U.S. and the Philippines"

9:00 4 **Studio One—Drama**
"The Little Black Bag" with Harry Townes & Howard St. John; authentic documentary drama which centers around the heroic and celebrated efforts of Charles Seymour Whitman, D.A. of N. Y. County, to choke down attempts by gambling elements to gain full control of municipal government

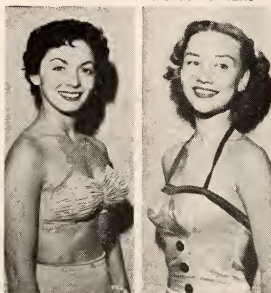
MONDAY—continued

- 9:00 7 Front Page Detective—Drama**
Edmund Lowe stars as David Chase in "The Murderer Is Anonymous." Three people have good reason to dislike the columnist, but only one is out to kill him
- 9 Miss U. S. Television Contest**
Marty Hogan mc presents weekly contests and preliminaries for the national beauty competition
- 9:30 5 Who Said That?—Quiz**
Robert Trout mc quizzes John Cameron Swayze, and guests: Paul Hartman, Joan Alexander and Walter Kiernan
- 7 Studs Place—Informal Variety**
Studs Terkel as proprietor with some homey philosophy
- 9 "Thunder In The Pines"—Film**
Feature with Geo. Reeves, Ralph Byrd, Greg McClure, & Denise Darcel; two feuding lumberjacks who unite in defense of each other's rights
- 10:00 4 Ernie Simon—Curbstone Cutup**
Informal interviews with the crowd on State Street
- 5 Weatherman—Clint Youle**
- 7 Page One—News And Sports**
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Disk Jockey Show—Musical**
- 5 Clifton Utley And The News**
- 10:30 4 Film**
- 5 Let's Look At Sports—T. Duggan**
- 7 Handy—Tips And Ideas**
- 10:45 4 Linger Awhile—Musical**
- 5 Herbie Mintz Show—Musical**
- 11:00 4 Today In Sports—Commentary**
- 5 "French Leave"—Feature Film**
Jackie Coogan and Jackie Cooper in comedy where two merchant seamen become involved in the French black market (1st showing)
- 7 Paul Harvey And The News**
- 9 Feature Film**
- 11:10 7 Sports Highlights—John Bryson**
- 11:15 4 Wendell Hall—Musical Variety**
- 11:20 7 "Command Performance"—Film**
Feature with Arthur Tracy and Lilli Palmer; stage idol whose voice breaks down, runs away and joins a gypsy camp
- 11:30 4 Murder Before Midnight—Film**
"Hard Guy" with Jack LaRue and Mary Healy (feature in three parts)
- 12:00 4 Midnight Edition—Ulmer Turner**
- 12:30 7 Commercial Film**
- 1:00 9 Chicagoland Newsreel**
- (Stations reserve the right to change above listings without notice)

TV FORECAST

presenting

**DOLORES BOOTH
& SALLY CARLISLE**
TWENTY-FIRST WEEK'S CO-WINNERS



Watch

**MISS U. S. TELEVISION
CONTEST OF 1951**

EVERY MONDAY

WGN-TV

9:00 P.M.

A Walter Schwimmer Production

WBKB

PRESENTS

FOR

YOUR

ENTERTAINMENT



WENDELL HALL

with Mel Brandt, accordion, Bud Foster, bass, in "Song Reflections"

the type of music you want to hear

Monday thru Friday
11:15 to 11:30 PM

The Case of the Sounds in the Night

by UNCLE HERBIE

I WONDER if you boys and girls will do me a favor? Will you listen to a story of the amazing adventure I had last night and tell me what in the world caused those mysterious noises in the night—but wait a minute! I'm ahead of my story.

I went to bed right after the Herbie (we're no relation) Mintz show. I guess I'd been asleep about three hours when suddenly a strange sound jerked me wide awake. At first I thought I was still asleep—you know how you get mixed up between dreams and awakeness? But when the sounds got louder and louder I was sure I must be hearing them with my wide awake ears.

I'll admit I was frightened at first. Burglars, I thought. Then I realized that burglars wouldn't be making that much noise unless they were just beginners—out on their first job. So I said to myself: "If they're just beginners, maybe I can talk them out of being bad and feed them a couple of cookies and some milk and send them home."

I stopped being afraid then, long enough to slip into my robe and slippers. Quietly, ever-so-carefully I slipped down stairs. One step at a time. Closer and closer to the bottom of the stairs till I could see right into the living room. That is I could have if I'd been able to see in the dark.

Then suddenly I felt that even if I couldn't see, dozens and dozens of pairs of eyes were staring at me out of the blackness. I tell you, it was an awful feeling. The strange sounds were much softer as I stood there on the bottom step—sort of like a crowd of excited people whispering.

What were they saying? Were they deciding whether to rush me or to run



away? I couldn't make out a word they were saying. In fact I wasn't even sure they were human sounds!

Then the mutterings grew louder again and more excited. I decided I'd rush straight to the front door and snap on the light—fast, before I had a chance to lose my nerve. And I did. I turned on the light with a furious click and there, crowded around my TV set, what do you think I saw?

How about it? Let's see who can think up the best answer to the puzzle of the sounds in the night. There isn't any RIGHT answer but I'll give prizes for the most interesting answer. Put on your imagination caps and let's see who wins. \$1 for first prize, 50 cents for second prize, and 25 cents for the next twelve prizes. Send to Uncle Herbie, TV Forecast, 185 N. Wabash ave., Chicago 1, Ill.

Color-Minded Youths

What's all this fuss about adapting TV sets for color? Two teenage boys from South Orange, N. J., are unawed by the transformation problem that has some TV moguls working overtime these days. For less than \$1, thirteen year-old Bobby Peters and 16 year-old Carl Weiner have been adapting black and white receivers for color TV for several years.

"Two resistors and a couple of controls are all it needs," explains Bobby. The boys claim the reception and color fidelity is "perfect."

favorite recipes

no. 13 in a series

forecast for women

tall, attractive and brunette is Shellie Mintz, wife of WNBQ's master of the keyboard, Herbie Mintz. When asked for a favorite recipe from their household, she found two equally popular and sent both along for the readers of Forecast for Women.



Shellie Mintz

TUNA and NOODLES

- 1 package noodles
- 1 can Tuna
- Asparagus

Cook and drain one package of noodles. Flake tuna. Cook and drain generous helping of asparagus. Arrange noodles, tuna and asparagus in layers in buttered casserole.

Then cover with sauce made as follows: melt one package of Velveeta cheese in enough milk to cover the noodles. Sprinkle with bread crumbs and dot with butter. Bake in moderate (350 degree) oven until warmed through and browned.

ORANGE ICE

- Juice of 4 oranges
- Juice of 1 lemon
- Small can of crushed pineapple
- 2 bananas (mashed)
- 1 cup sugar
- 2 cups milk (or part cream)

Dissolve sugar in juices; add milk. Add pineapple and mashed bananas. Place all in refrigerator ice tray and turn thermostat to fastest freezing point. Stir several times while freezing.

Sylvia and Russ check over the next day's guests at desk in their home, where they do much of the work behind their show.



She Works for Her H — and Like

Sylvia Davis is
“Mrs. Legwork”
Sets Up Shows
for Russ

HAVE you wives ever stopped to consider how little of the day you spend with your husbands? And you have probably said a thousand times that you would never want to work with them forty-eight hours a week.

Well, you can take a lesson from one of television's newest and most popular leading ladies—Sylvia Davis. Sylvia, the tall, blonde, and very attractive hostess on WGN-TV's “Russ Davis Show,” estimates that she has probably spent more time with her husband in the few short years they have been married than most wives do in a lifetime!

Russ and Sylvia conduct their interview show on Channel 9 every day, Monday through Friday, 4 to 4:30 p.m., and the charming Mrs. Davis confides to us that being able to spend all of her day with Russ is the very nicest part of her job. And don't think that **HE** doesn't love it! Probably one of the happiest couples in the television world, Russ and Sylvia remind us of a couple

of kids holding hands over a soda in the corner drug store!

Although this is Sylvia's first experience before the cameras, she has been “the power behind the scenes” for most of Russ's shows ever since they have been married. “Mrs. Legwork,” as many of her co-workers refer to her, still handles a large part of the planning that goes into each day's show, which includes lining up their guests, arranging for props for each day's show, as well as the tremendous job of meeting and entertaining all the people they invite to the studio.

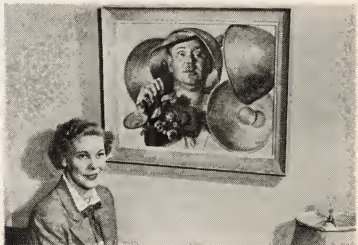
In her spare time, Sylvia Davis manages to run her own household, with a minimum of help, and do most of the cooking, ordering, and cleaning. But all of this falls into the realm of “fun,” according to the lovely Swedish star. Even with all her other numerous tasks, she lists polishing her silver as one of her most pleasurable jobs! (Russ complains, though, that his wife's love of silver threatens to put him in the poor-

or Husband es it!



Russ Davis gets a helping hand with his tie from his lovely wife, Sylvia, confessing they would never be tied if she didn't do it.

Sylvia poses with one of her prize possessions—a portrait of Russ that hangs in her living room.



house. One of the Davis's recent guests was an outstanding silversmith, and before the show was over, Sylvia had picked out several of his most expensive items that she "just couldn't live without".)

A charming couple both on and off the screen, the Davises plan an annual holiday party, featuring Sylvia's native "glög", which she makes up in 40-quart lots. The tremendous open house usually lasts for two days, with their many, many friends dropping in whenever they have a chance. They considered discarding the idea last year, but by September people were calling to find out the exact date for the party so that they could make their plans accordingly.

Sylvia was born and raised in Göteborg, Sweden, and lived there until the outbreak of World War II. Her family had moved to San Francisco by then, and Sylvia was visiting on the continent at the time on the Munich conferences. After a frantic wire from her parents, she set sail for the United States, and

has remained here ever since, with the exception of one year spent back in Sweden.

A successful career gal before her marriage, Sylvia was on the executive staff of the Palace hotel in San Francisco. She managed both there and in her marriage to put most of her early training to good use. In Scandinavian countries young girls are taught all the fine details of homemaking almost before they learn to talk. Even Sylvia's knack with Russ's bow ties dates back to her early years. She learned the art standing on a chair and practicing on her uncle's formal ties.

Incidentally, although Russ can tie almost any kind of sailor's knot and holds a Master's license in sailing, his bow ties would probably always hang loose around his neck if it weren't for his wife!

So if you homemakers think you have more to do than time permits, take a lesson from Sylvia. I'm sure she could teach us all a few tricks!

SHE'S BACK IN THE CITY!

*To Bernardine Flynn
this means hot water,
elevators and comfort*

by *Patricia Cooper*

editor, forecast for women

AS THERE is "no business like show business" to those in the profession there is "no living like city living" to Bernardine Flynn, who plays Lona Drewer in "Hawkins Falls, Pop. 6200" on WNBQ.

"We moved back into the city this summer and I couldn't be happier," said Bernardine as we enjoyed a cup of coffee in a Chicago studio. "But before I explain that statement, I'd like to make it clear that I am not sour grapes on the country. I just feel that every family must find the way of living that is best for them. After three years in the Fox River Valley, we decided we preferred city life and its many conveniences."

The Flynnns—Bernardine; her husband, Dr. Chester Flynn; and two sons, Tony, 14 and Ruffin, 10—bought a home in the valley about three years ago. To most city dwellers it would seem a dream home—eight rooms, an acre and one-third, a small orchard and a beautiful rose garden.

"But when we looked at that beautiful lawn and saw that crabgrass was slowly taking it over, we felt completely inadequate," Bernardine continued. "Then after carefully tending the 1,000 rose bushes in the gardens, we discovered they all had died during the winter. The effect on the family was terribly depressing."

The orchard meant apples and apples mean canning. Or how else could we begin to utilize all the fruit, asked Bernardine? So she canned and canned and the apples continued to come. Finally at the height of the season, she went into town and bought a can of applesauce! "It felt so good to get it



Bernardine Flynn and two of her "city loves"—the incinerator and the elevator.

that easily."

"Then come the garbage collections," she explained. "Tuesday was garbage; Wednesday was burnable trash; and Thursday was non-burnable trash. And rain, sleet or snow the containers had to be carried to the highway by 7:30 a.m. You can imagine how delighted we are with an incinerator just a few steps from our apartment door!"

And it seemed as if no matter how large the hot water supply, it never stretched to the last member of the family to enter the shower. Week-end guests who decided to wash their hair the morning they left could set the laundry schedule off a good three hours. Now, says Bernardine, the supply is endless. Every member of the family could stay under the shower an hour and there would still be an adequate supply of water!

"We've elevators instead of endless flights of stairs, excellent repair and laundry service only as far away as the phone, and the boys have had a delightful summer visiting the museums and library, learning about the city."

"We now call our three years in the country 'our mistake.' We're glad we realized it and returned to the city instead of trying to make the most of a bad situation," concludes Bernardine.

"Hawkins Falls, Pop. 6200" is seen at 4 p.m. Monday thru Friday on Channel 5.

Tuesday Sept. 25

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 **Fun And Features**—G. Menard
Variety, music and interviews
- 9:30 4 **Fun And Figure**—Exercises
- 9:50 4 **Fun and Features** (continued)
- 10:00 9 **Your Figure Ladies**—Exercises
A hip streamliner exercise
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
Tips on what to buy, why you should buy, and general information
- 9 **Chicago Cooks**—Recipes
New dishes to please your family
- 11:00 4 **Creative Cookery**—F. Pope
How to prepare breast of chicken supreme en casserole and special French dressing
- 7 **Frances Langford-Don Ameche**
Musical variety with guests, songs, sketches, and a quiz contest. Also excerpts from Miss Langford's "Purple Heart" diary
- 11:30 5 **Norman Ross' Varieties**
- 9 **Hi Ladies**—Interviews
Tommy Bartlett chats with gals
- 12:00 4 **Garry Moore Show**—Comedy
Guests: Kirkwood and Goodman
- 5 **To be announced**
- 7 **Jessie DeBoth's TV Notebook**
Homemaking hints & processes dramatized, and cooking recipes explained
- 9 **Let's Have Fun**—Variety
Hank Grant emcees comedy session
- 12:30 4 **First Hundred Years**—Serial
Jimmy Lydon and Olive Stacey star
- 5 **Your Luncheon Date**—Variety
- 7 **Bob And Kay Show**—Variety
Commentary, interviews, and fun with Bob Murphy and Kay Westfall with guest, Miss Gertrude Gscheidle, librarian
- 12:45 4 **Garry Moore Show**—Cont'd.
- 12:55 9 **Musical Snapshot**—Film
- 1:00 4 **Bill Evans Show**—Musical
- 5 **"Skyway"**—Feature Film
Ray Walker and Kathryn Crawford become involved in an embezzling racket and aid in the conviction of the culprits
- 9 **Plan-A-Room**—Paul MacAlister
- 1:15 9 **Travelers' Sketchbook**—Film
"The Great Trail"
- 1:30 4 **Multiscope News**—Ticker Tape
- 9 **Showtime**—Musical Film Short
- 1:45 4 **Vanity Fair**—Robin Chandler
- 2:00 5 **Miss Susan**—Susan Peters
Day-to-day drama of problems facing a woman lawyer
- 7 **Housewives Holiday**—Kirchner
Claude and Ruth Kirchner emcee variety session
- 9 **Test Pattern** Til 4:00

TV FORECAST

DAY AND NIGHT

➔ **TV SERVICE***

PHONE DISPATCHED

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Liability Insurance Company

ACE TELEVISION

4766 N. MILWAUKEE AVE.

SP ring 7-5110

ERNIE SIMON
THE CURBSTONE CUTUP

MONDAY THRU FRIDAY

WBKB Channel 4 10:00 PM

Sponsored by

COLE-FINDER, INC.

Chicago's Busiest Mercury Dealers

2700 N. CICERO AVE.

WBKB

PRESENTS

FOR

YOUR

ENTERTAINMENT



ULMER TURNER

and the news

Monday thru Friday

6:15 to 6.30 PM

TUESDAY—continued

- 2:15 4 **Bride And Groom—Interviews**
A wedding on TV, John Nelson mc
- 5 **Vacation Wonderlands—Film**
"Scotland"
- 2:30 4 **Fashion Magic—Arlene Francis**
- 5 **Bill Goodwin Show—Variety**
Music with vocalists Eileen Barton and Roger Dann with the Joe Bushkin Trio
- 7 **Barbara Moro—Creative Ideas**
New sewing tricks and designs
- 3:00 4 **Homemakers' Exchange—Foods**
- 5 **Kate Smith Hour—Variety**
Guests: Kay Hall, Sig Rothschild, Evalyn Tyner and a scene from "Lace On Her Petticoat"
- 3:30 4 **Multiscope News—Ticker Tape**
- 4:00 4 **Steve Allen Show—Variety**
- 5 **Hawkins Falls, Pop. 6200**
Doc Gibb is faced with the menacing prospect of a job
- 9 **Russ Davis Show—Interviews**
See "Smorgie" the pet parakeet
- 4:15 4 **Breezy, Don And Vera—Puppets**
- 5 **Gabby Hayes Show—Tall Tales**
- 4:30 4 **Assembly—Military Questions**
Guests from Naval Air Station
- 5 **Howdy Doody—Variety**
Fun with Clarabell, hornblowing clown
- 7 **Sagebrush Theater—Western**
"West of Nevada"
- 9 **Telephone Game—Quiz Session**
Join Harold and Jane as they call contestants, you may be one of them
- 5:00 4 **Kids Carnival Kwiz—Games**
Suppertime frolic for the kiddies
- 5 **Cactus Jim—Western Feature**
- 9 **Trail Blazers' Theater—Western**
"Riding Cherokee Trail" film
- 5:30 4 **Silhouettes Of The West**
Roy Starkey sings & discusses
- 5 **Visit With Cactus Jim**
- 7 **Paddy The Pelican—Cartoon**
- 5:35 5 **Weatherman—Clint Youle**
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
Subject: Bright Garland of Table Manners, a comedy skit
- 9 **Foto Test—Frank Sweeney**
Cash prizes for the ladies
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Danny O'Neil At Home Show**
Music and variety with the gang
- 5 **Kukla, Fran, And Ollie**
Join the gay trio as they sing
- 7 **Austin Kiplinger And The News**
- 9 **Captain Video—Adventures**
- 6:10 7 **Top O'The Weather—Russ Reed**
- 6:15 4 **Ulmer Turner And The News**
- 6:20 7 **Sports Highlights—John Bryson**
Late news in the world of sports

- 6:30 4 **CBS News—Douglas Edwards**
- 5 **John Conte's Little Show**
Musical variety with the Three Beaus and a Peep Quartet; Marguerite Hamilton as a farm wife sings "Never Put Your Money in a Joint Account"
- 7 **Beulah Show—Comedy**
Ethel Waters stars as mediator in Henderson's bustling household; Harry writes a letter to a publisher which gets the whole family in trouble
- 9 **First Edition—Frann Weigle**
Weather, races and baseball scores
- 6:45 4 **Stork Club—Interviews**
Guests: Baroness Rothschild and Margaret O'Brien
- 5 **News Caravan—John Swayze**
- 9 **Chicagoland Newsreel**
- 7:00 4 **Star Of The Family—Variety**
Peter Lind Hayes and Mary Healy present guests Andy & Della Russell, Lina Romay, and Jack Gilford
- 5 **Star Theater—Comedy-Variety**
Emcee Milton Berle introduces guests: Vaughn Monroe, Patrice Munsel, Basil Rathbone, Louis Armstrong and Condos Brando
- 7 **Charlie Wild, Detective—Drama**
"The Case of the Unpaid Rent"
- 9 **Health Talk—Dr. VanDellen**
"Polio" discussed by Dr. E. Wm. Immermann, clinical asst. in dept. of bone & joint surgery, Stritch Schl. of Med., Loyola U.
- 7:30 4 **I Hear Music—Melody Time**
Vocalist Jackie Cain is featured
- 7 **What's On Your Mind?**
"Your Children's Sleep," psychiatry for the layman, Isabel Leighton femcee and guests
- 9 **Johns Hopkins Science Review**
- 8:00 4 **Crime Syndicated—Drama**
Rudolph Halley narrates drama based on case material from various confidential files
- 5 **Fireside Theater—Film Drama**
"White Violet" with Eve Miller, Jim Davis, & Anthony Sydes; a poetess who writes of the beauty of Calif. and two shipbuilders who are more interested in the trees
- 7 **Football Films**
- 9 **Cavalcade Of Bands—Musical**
Emcee Don Russell introduces guests Guy Lombardo and Kitty Kallen
- 8:30 4 **Suspense—Mystery Drama**
"Dr. Anonymous" with Walter Slezak; death stalks the streets of London in the guise of an insane doctor who has developed a new technique of doctoring
- 5 **Circle Theater—Drama**
"Danny's Tune" with George Hall, Mary Kay Stearns and Rodney McLennan; songwriting milkman winning contest, finds he needs more than talent and ambition
- 9:00 4 **Danger—Mystery Drama**
Perfect crime is almost achieved

TUESDAY—continued

- 9:00 5 **Amateur Hour**—Ted Mack mc
Ted Mack gives future stars a chance
- 7 **On Trial**—Discussion
- 9 **Public Prosecutor**—Drama
Panel attempts to guess solution before story comes to the climax
- 9:30 4 **Two Minutes To Go**—Quiz
Jack Drees emcee; celebrities from the sports world match wits against questions sent in by viewers
- 7 **Chicago Symphony Chamber Orch.**
"Pops" concert series conducted by Rafael Kubelik with Ken Nordine announcing the selections
- 9 **Camera Caravan**—Film
"When All The People Play"
- 10:00 4 **Ernie Simon**—Curbstone Cutup
Interviews with people on the street at the corner of State & Lake
- 5 **Weatherman**—Clint Youle
- 7 **Hollywood Theater Time**—Film
- 9 **"History is Made at Night"**
Feature film with Jean Arthur and Charles Boyer; a love story complicated by murder and a disaster
- 10:10 5 **Dorsey Connors**—Helpful Ideas
Timely tips for the homemaker
- 10:15 4 **Ulmer Turner**—News
- 5 **Clifton Utley And The News**
Today's news expounded upon
- 10:30 4 **What's Wrong With This Picture**
- 5 **Let's Look At Sports**—T. Duggan
Events of the day in the sports world
- 7 **America Prepares**—Film
- 10:45 4 **Linger Awhile**—Musical
- 5 **Herbie Mintz Show**—Musical
- 11:00 4 **Today In Sports**—Joe Wilson
- 7 **Paul Harvey And The News**
- 11:10 7 **Sports Highlights**—John Bryson
- 11:15 4 **Wendell Hall**—Musical
- 11:20 7 **"Detour"**—Feature Film
Starring Tom Neal and Ann Savage; hitch-hiker gets ride with socialite who dies while driving and he is arrested
- 11:30 4 **Murder Before Midnight**—Film
- 7 **Touchdown**—Football Film
- 9 **Eloise Salutes The Stars**—Chats
Guest: Marco Jones, noted stage director and producer
- 11:45 9 **Be Your Own Boss**—Commercial
- 12:00 4 **"Mile A Minute Love"**—Film
Feature with William Bakewell, Arletta Duncan, & Duncan Renaldo; poor inventor is in love with ship owner's daughter, comes to father's aid in a robbery
- 9 **Chicagoland Newsreel**
- 12:30 7 **Commercial Film**
- 1:30 4 **Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above listings without notice)

WBKB

PRESENTS

FOR

YOUR

ENTERTAINMENT



LUCKEY NORTH

"Window Shopping"

Luckey has super values and wonderful products for you.

Monday thru Friday

5:45 to 6:00 PM

ON
Channel 7
See and hear

The
Chicago
Symphony
Chamber
Orchestra

TUESDAYS - 9:30 P. M.

PRESENTED BY
CHICAGO TITLE & TRUST COMPANY

WENR-TV

FACTS ABOUT COLOR TV

Let's Retire This
Ghost Right Now

THE looming specter of color television, within the space of a few short months, has tossed the video marketplace into a turmoil. Everyone concerned with TV—networks, local stations, manufacturers, dealers, stars and the buying public—has suffered immeasurably as a result of the color developments.

It's about time to retire the color ghost.

1. Black and white television sets are still good, and will be valuable for many more years. The overwhelming majority of TV programs, whether local or network, will continue in the black & white pattern for a long time to come.

This means that TV set owners not only will continue to get good service from their present sets, but more important, can continue to buy used and new sets at their local dealers with very little worry about their purchase becoming obsolete.

2. Color TV is still in an experimental stage, regardless of all the fanfare and ballyhoo surrounding it. Naturally, the networks and advertisers are going to move slowly before investing tremendous amounts of money and effort. That slowness will pay off for present-day set owners, because it will mean their present sets will be good for many years more.

3. Even when color TV becomes widespread enough—when a sizable block of programs are carried in tint—owners of black & white sets will still be able to see those programs, by means of gadgets attached to their present sets.

Right now, these gadgets (adapters and converters) are considered too expensive. Their approximate cost ranges from \$50 to \$175. However, just as



soon as the mass production genius of TV manufacturers swings into high gear, viewers can start looking for a radical reduction in price. That means that in the foreseeable future, set owners who decide to readjust their present black & white sets to color programs, will be able to call in their repairman and have the job done for a few dollars.

4. Black & white TV sets will continue to receive all of the major programs, even after color programs become widespread. Networks and sponsors realize that the shift to tint video will be gradual. They will never deliberately shut out owners of black & white sets from their expensive shows (and advertising messages). Therefore, even when arrangements are made to telecast a big show in color, viewers can be sure that all set owners (both color and black & white) will be able to pick up the programs.

Set owners who delay on purchases or trade-ins are only cheating themselves of many benefits. First, dealers are offering many attractive bargains in new & used sets in an effort to build up their sales volumes. Customers who buy now will get the advantage of lower prices and improved models. Secondly, with TV programs getting bigger and better all the time, viewers who rely on ancient and early model sets only deny themselves the full satisfaction of big-time shows and talent. There is as much difference between the first TV sets and present-day models as between the early crystal sets and later radios.

Wednesday Sept. 26

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 **Fun And Features**—Variety
Animal of the week is presented
- 9:30 4 **Fun And Figure**—Exercises
Fun and exercise with Ed Allen
- 9:50 4 **Fun And Features** (continued)
- 10:00 9 **Your Figure Ladies**—Exercises
Have trim legs & a smart walk
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
Helpful hints for budgeting
- 9 **Chicago Cooks**—Recipes
New dishes to please your family
- 11:00 4 **Creative Cookery**—Recipes
Francois Pope prepares golden sponge cake for the baked Alaska
- 7 **Frances Langford**—Don Ameche
Music, variety, plus situation comedy
- 11:30 5 **Norman Ross' Varieties**
- 9 **Hi Ladies**—Interviews
Informal chats with Tommy Bartlett
- 12:00 4 **Garry Moore Show**—Variety
Winston L. Mittenjuice with his earthy philosophies pays a visit
- 5 **Meet Mintz**—Herbie Mintz
Hit tunes of yesteryear
- 7 **Bob & Kay Show**—Commentary
Unusual interviews and discussions
- 9 **Let's Have Fun**—Variety
Hank Grant mc with Elaine Neblett, Kyle Kimbrough vocalists, and accordionist Reno Tondelli
- 12:15 5 **Newsroom**—Late Information
- 12:30 4 **First Hundred Years**—Serial
Olive Stacey and Jimmy Lydon star
- 5 **Your Luncheon Date**—Musical
Hugh Downs, Nancy Wright, and the Art Van Damme Quintet
- 12:45 4 **Garry Moore Show**—Cont'd.
- 12:55 9 **Musical Snapshot**—Film
- 1:00 4 **Bill Evans Show**—Interview
- 5 **"Flying Serpent"**—Feature Film
George Zucco stars
- 9 **Travelers' Sketchbook**—Film
"Otago" a film on New Zealand
- 1:30 4 **Multiscope News**—Ticker Tape
- 9 **Showtime**—Musical Film Short
- 1:45 4 **Vanity Fair**—Interviews
Robin Chandler chats with guests
- 2:00 5 **Miss Susan**—Susan Peters
Serial story of a woman attorney
- 7 **Beulah Karney Show**—Foods
Adventures in the art of cooking
- 9 **Test Pattern Til 4:00**
- 2:15 5 **Vacation Wonderland**—Travel
Travel film "Hongkong"
- 2:30 4 **All Around The Town**—Chats
Mike Wallace interviews the public
- 5 **Bert Parks Show**—Musical Treat
Variety with Betty Ann Grove, the Heathertones, & Bobby Sherwood

TV FORECAST

WBKB

PRESENTS

FOR

YOUR

ENTERTAINMENT



FRANCOIS POPE

"Creative Cookery"

*new, different, exciting
ways to prepare your foods*

Monday thru Friday

11:00 to 12 Noon

LOOK	COMING	LOOK
LOOK		LOOK
LOOK	SOON	LOOK
LOOK		LOOK
LOOK	• College Basketball Predictions	LOOK
LOOK	• Features	LOOK
LOOK	• Pictures	LOOK
LOOK	• Records	LOOK
LOOK	• Tourneys	LOOK
LOOK	• Rules	LOOK
LOOK	• All-Stars	LOOK

TV FORECAST'S	
BASKETBALL GUIDE	
by ED PAZDUR	
A Must for Every Television Sports Fan	

WEDNESDAY—continued

- 2:35 7 Barbara Moro—Creative Ideas**
- 3:00 4 Homemakers' Exchange—Foods**
Louise Leslie demonstrates recipes
- 5 Kate Smith Hour—Variety**
Songfests, vocal groups, recipes, fashions, dramatic sketches, etc. Guests: The Wright Bros., Ethel & Albert, also children's segment
- 3:30 4 Multiscope News—Ticker Tape**
- 4:00 4 Who's Talking—Quiz Game**
Frann Weigle mc asks you to identify nationally known celebrities from his masked photograph
- 5 Hawkins Falls, Pop. 6200**
Knap Drewer demands peace and quiet at home while he works
- 9 Russ Davis Show—Interviews**
Popular melodies of today & guests
- 4:15 4 Breezy, Don, & Vera—Puppets**
Watch for Captain Crusty
- 5 Gabby Hayes Show—Tall Tales**
Story of early American heroes
- 4:30 4 Assembly—Military Questions**
Guests from High School R.O.T.C.
- 5 Howdy Doody Show—Bob Smith**
Puppet fun for the kiddies
- 7 Sagebrush Theater—Western**
"Great White Trail"
- 9 Telephone Game—Harold Isbell**
Jane Quinn assists Harold
- 5:00 4 Kids Karnival Kwiz—Games**
Art Hern mc gives prizes to kids
- 5 Cactus Jim—Western Feature**
Stories of the heroes of the west
- 9 Trail Blazers' Theater—Film**
"Wild Horse Canyon" western
- 5:30 4 Silhouettes Of The West**
Western music & discussions
- 5 Visit With Cactus Jim**
Jim answers questions
- 7 Tom Corbett Space Cadet**
Futuristic adventure stories
- 5:35 5 Weatherman—Clint Youle**
Report on climatic conditions
- 5:45 4 Window Shopping—Commercial**
- 5 Public Life Of Cliff Norton**
Subject: Moonset at the Manicurist's, a comedy skit
- 7 Uncle Mistletoe—Adventures**
Puppet stories for children
- 9 Foto Test—Frank Sweeney**
Exciting game with prizes for all
- 5:50 5 Clifton Utley And The News**
- 6:00 4 Music Bowl—Danny O'Neil**
Favorite tunes requested by you
- 5 Kukla, Fran, And Ollie**
Burr Tillstrom's laugh-provoking puppets in another merry session
- 6:00 7 Austin Kiplinger and The News**
Round-up of world events
- 9 Captain Video—Adventures**
Super-sonic world tales
- 6:10 7 Top O' The Weather—Russ Reed**
Prediction for tonight and tomorrow
- 6:15 4 Ulmer Turner And The News**
News events of vital interest
- 6:20 7 Sports Highlights—John Bryson**
Important events in the world
- 6:30 4 CBS News—Douglas Edwards**
- 5 Showroom—Musical Time**
Guest: Snooky Lanson
- 7 Chance Of A Lifetime—Quiz**
John Reed King emcee
- 9 First Edition—Frann Weigle**
Watch for race results and baseball
- 6:45 4 Perry Como Show—Musical**
Tunes: "Shanghai," "Wonder Why," "Josephine," & "More Than You Know"
- 5 News Caravan—John Swayze**
- 9 Chicagoland Newsreel**
- 7:00 4 Arthur Godfrey And His Friends**
Musical variety with Frank Parker, Marion Marlowe, Janette Davis, the Chordettes, and the Mariners
- 5 Kate Smith Hour—Variety**
Guests: Ed Wynn, John Butler and the ballet group, Evalyn Tyner pianist, and Miriam Hopkins in a dramatic skit
- 7 Frosty Frolics—Musical Variety**
Ice revue on film with the skating stars of today's shows
- 9 "Knights Without Armor"—Film**
Feature (1st showing) with Marlene Dietrich, Robt. Donat & Irene Vanburgh; an English spy captured during Russian revolution assists a widow doomed to die
- 8:00 4 Strike It Rich—Quiz**
Warren Hull emcee of the "quiz with a heart." Patrice Munsel is guest
- 5 Kraft Theater—Drama**
"Climax" by Jacques Deval with Olive Deering, Jack Arthur, & Oliver Thorndike; Mr. and Mrs. Charles Mitchell are living happily until they meet Paul Ryan; Wife immediately falls in love and they begin plotting to eliminate her husband
- 7 Don McNeill's TV Club—Variety**
Vocalists Johnny Desmond & Patsy Lee; Sam Cowling, Cliff Petersen, Eddie Ballantine & his orch., and "Aunt Fanny" with her "pixilated" gossip about her unusual friends
- 8:30 4 The Web—Mystery Drama**
"The Customs of the Country"
- 7 Wrestling From Rainbow Arena**
Wayne Griffin announces matches
- 9 Shadow Of The Cloak—Drama**
Tale of intrigue and mystery starring Helmut Dantine
- 9:00 4 Blue Ribbon Bouts—Boxing**
Freddie Dawson vs Virgil Akins (10 rds lightweight) bout from St. Louis Stadium tentatively scheduled

WEDNESDAY—continued

- 9:00 **5 Break The Bank—Quiz**
Bert Parks emcee with Bud Collyer and Peter Van Steeden's orchestra
- 9 **Press Conference—Interviews**
Representatives of the 4 newspapers interview a prominent citizen or politician; Lee Schooler, moderator
- 9:30 **5 Freddy Martin Show—Musical**
Variety, Martin's "singing sax," Murray Arnold pianist, Merv Griffin and Judy Lynn vocalists with guest vocalist Sue Bennett. Theme: at his new home; tunes: "Everything Happens To Me," & "Come On A My House"
- 9 **Camera Caravan—Film**
"Routine Job"
- 9:45 **4 Sports Quiz—Film**
- 10:00 **4 Ernie Simon—Curbstone Cutup**
Impromptu interviews with people from all walks of life
- 5 **Weatherman—Clint Youle**
- 9 **"Mask Of Korea"—Feature Film**
Eric Von Stroheim & Sissu Hayakawa
- 10:10 **5 Dorsey Connors—Helpful Ideas**
Timely tips for the homemaker
- 10:15 **4 Ulmer Turner—News**
Roundup of the day's events
- 5 **Clifton Utley And The News**
- 10:30 **4 What's Wrong With This Picture**
Quiz session with Hank Grant emcee
- 5 **Let's Look At Sports—T. Duggan**
Sports news and interviews
- 10:45 **4 Linger Awhile—Musical**
Marty Hogan commentator
- 5 **Herbie Mintz Show—Musical**
Tunes that bring back memories
- 11:00 **4 Today In Sports—Joe Wilson**
- 5 **"Rembrandt"—Feature Film**
Charles Laughton, Gertrude Lawrence & Elsa Lancaster; a faithful biography on the life of the famous Dutch painter
- 7 **Paul Harvey And The News**
Report on news around the world
- 11:10 **7 Sports Highlights—John Bryson**
- 11:15 **4 Wendell Hall—Musical**
Relax and listen to your favorites
- 11:20 **7 "Behind Stone Walls"—Film**
Feature with Elliott Nugent
- 11:30 **4 Murder Before Midnight—Film**
- 9 **Topper Theater—Feature Film**
"His Double Life" with Roland Young, Lillian Gish & Montague Love; his valet dies and is buried under his name while the artist rather than correct error assumes valet's role
- 12:00 **4 "Million Dollar Racket"—Film**
Feature with Bruce Bennett, Dave O'Brien and Joan Barclay starring
- 12:45 **9 Chicagoland Newsreel**
- 1:30 **4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

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TV FORECAST

DAGMAR

Continued from page 5



Dag looks in vain for a showing of herself on ABC television. "How does the thing work, anyway," she asks.

into the script but they never went over." Her favorite malaprop: when a reporter asked her bust size she replied, "I refuse to answer on the grounds that it might incinerate me."

We were curious to know how Dag stood with Jerry Lester, her former boss on "Open House." There were rumblings that Dagmar and Lester were on the "outs" because Jerry held Dag in the background. It was obvious that Dagmar felt she had been slighted by Lester, but she bears no grudge. "After all," she said, "it was through Jerry that I got my big chance. I feel very grateful to him for what he has done."

Dagmar's plans for the coming TV season include a tentative ABC series of family-type shows entitled "The Dagmar Story" in which she will portray a TV star living at home with her mother, brother, and kid sister. When asked if the show was biographical, Dag became her TV self, crossed her eyes and said, "Now what in the world does that mean, honey?"



The Danny Daytons (Dagmar and her husband) have breakfast with TV Forecast writer Tom O'Malley (center).

Dagmar realizes her real stock-in-trade is her buxom figure. She pleases her fans accordingly. "Whenever I don't wear a low-slung gown, the fans lose interest. So why should I disappoint them?" "You know," she went on, "just because I feature a long formal dress, people think I'm ashamed of my legs". At this, Dag displayed a pair of slender, shapely legs to explode any such illusions.

The statuesque blonde has been married to actor Danny Dayton for two years. The two prefer home life instead of night clubbing. Danny likes to kid Dag about her being "dumb" and whenever he becomes absent-minded he'll claim it's all Dag's fault for "influencing" him. They're a congenial couple with each one the other's biggest booster. Dan is helping to further Dag's career, hoping to make her even bigger — "if that's possible."



"I hope this reading won't make me too intelligible," says Dagmar, dropping one of her famous malaprops.

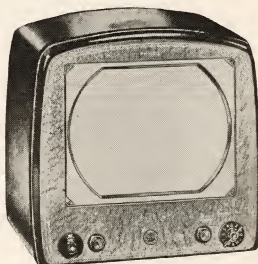
Thursday Sept. 27

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 **Fun And Features**—G. Menard
Music, variety, comedy with George
- 9:30 4 **Fun And Figure**—Exercises
- 9:50 4 **Fun And Features** (continued)
- 10:00 9 **Your Figure Ladies**—Exercises
Exercises for bust & shoulders
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
What's new in the stores
- 9 **Chicago Cooks**—Recipes
- 11:00 4 **Creative Cookery**—Recipes
Relish Tray and sail boat, strawberry,
and swan shrimp appetizers
- 7 **Frances Langford—Don Ameche**
Contestants from the audience quizzed
on current events
- 11:30 5 **Norman Ross' Varieties**
- 9 **Hi Ladies**—Interviews
- 12:00 4 **Garry Moore Show**—Comedy
Guests: Mickey Ross and Bernie West,
comedy team
- 5 **To be announced**
- 7 **Bob & Kay Show**—Commentary
Music, variety, discussion and guest
- 9 **Let's Have Fun**—Hank Grant mc
- 12:30 4 **First Hundred Years**—Serial
- 5 **Your Luncheon Date**—Musical
Nancy Wright, Hugh Downs vocal-
ists, Art Van Damme Quintet
- 12:45 4 **Garry Moore Show** (cont'd.)
- 12:55 9 **Musical Snapshot**—Film
- 1:00 4 **Bill Evans Show**—Comment
- 5 **"King Kelly U. S. A."**—Feature
Film with Guy Robertson, Irene
Ware, and Edgar Kennedy starring
- 9 **Interior Decoration**—Designs
Paul MacAllister shows you how
- 1:15 9 **Camera Caravan**—Film
"Trappers Of The Sea"
- 1:30 4 **Multiscope News**—Ticker Tape
- 9 **Showtime**—Musical Film Short
- 1:45 4 **Vanity Fair**—Interviews
- 2:00 5 **Miss Susan**—Susan Peters
- 7 **Housewives' Holiday**—Kirchner
- 9 **Test Pattern** Til 4:00
- 2:15 4 **Bride And Groom**—Interviews
John Nelson emcees session
- 5 **Vacation Wonderlands**—Film
The Belgian Congo
- 2:30 4 **Multiscope News**—Ticker Tape
- 5 **Bill Goodwin Show**—Variety
Variety with vocalists Eileen Barton
and Roger Dann; Joe Bushkin & trio
- 7 **Barbara Moro**—Creative Ideas
- 3:00 4 **Homemakers' Exchange**—Foods
Louise Leslie demonstrates the art
- 5 **Kate Smith Show**—Variety
Guests: Hoctor & Byrd, Jackie &
Heller and cracker barrel statement

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THURSDAY—continued

- 3:30 4 Multiscope News—Ticker Tape
- 4:00 4 Steve Allen Show—Variety
Music, comedy, & guest celebrities
- 5 Hawkins Falls, Pop. 6200—Serial
Millie Flagle tells Lona she is frightened by her vacation plans
- 9 Russ Davis Show—Commentary
- 4:15 4 Breezy, Don, And Vera
Puppet fun with Captain Crusty, Florence Flutterby and Clementine
- 5 Gabby Hayes At The Double Bar M Ranch—Western Story
- 4:30 4 Assembly—Military Questions
Interviews from Hawaii
- 5 Howdy Doody Show—Variety
- 7 Sagebrush Theater—Western
"Gun Law"
- 9 Telephone Game—Harold Isbell
Join Jane & Harold as they award prizes in this quiz
- 5:00 4 Kids Karnival Kwiz—Games
Kids quizzed on films they have viewed and awarded prizes
- 5 Cactus Jim—Western Feature
Rip roaring western tales
- 9 Trail Blazers' Theater—Film
"Down Wyoming Trail" western
- 5:30 4 Silhouettes Of The West
Roy Starkey in western tale
- 5 Visit With Cactus Jim
- 7 Paddy The Pelican—Cartoon
Adventures of a bird by Sam Singer
- 5:35 5 Weatherman—Clint Youle
- 5:45 4 Window Shopping—Commercial
- 5 Public Life Of Cliff Norton
Subject: Woman I Propose Marriage
- 9 Foto Test—Quiz Session
Frank Sweeney emcee awards cash
- 5:50 5 Clifton Utley And The News
- 6:00 4 Danny O'Neil At Home Show
- 5 Kukla, Fran, And Ollie
Madeup rompings of loveable trio
- 7 Austin Kiplinger And The News
- 9 Captain Video—Adventure Tale
- 6:10 7 Top O'The Weather—Russ Reed
- 6:15 4 Ulmer Turner And The News
- 6:20 7 Sports Highlights—John Bryson
- 6:30 4 CBS News—Douglas Edwards
- 5 John Conte's Little Show
Musical variety with Three Beaus and a Peep vocal group
- 7 Lone Ranger—Western Drama
- 9 First Edition—Frann Weigle
- 6:45 4 Stork Club—Interviews
Guests: 1st winners of the Stork Club contest
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel

- 7:00 4 Burns & Allen Show—Comedy
Gracie's spending \$2,000 on a wedding while George tries to figure out who the bride and groom are
- 5 It Pays To Be Ignorant—Quiz
Tom Howard conducts this comedy game. Panel: Geo. Shelton, Harry McNaughton, & Lulu McConnell
- 7 Stop The Music—Musical Quiz
Bert Parks emcee with Kay Armen Jimmy Blaine, and Betty Ann Grove vocalists & the "Mystery Melody"
- 9 Our World—Film
"Who Killed Van Loom"
- 7:30 4 Amos 'n' Andy—Comedy Drama
"The Kingfish's Last Friend"
- 5 Treasury Men in Action
Based on T-Men files, Walter Greaza stars in "The Case of the Troubled Waters" a fleet owner cheats both the government and his employees
- 9 Club House—Sports Discussion
- 8:00 4 Alan Young Show—Comedy
Cesar Romero is guest
- 5 Ford Festival—Musical Variety
James Melton emcee with vocalist Dorothy Warenskjold and guests: Jan Murray, Diana Lynn and Park & Clifford
- 7 Don Ameche Show—Musical
Musical comedy depicting life and laughs backstage at a summer theater; Mischa Auer, down and out comedian, impersonates a famous wrestler; song: "Be A Clown"
- 9 Adventures Of Ellery Queen
"Murder In The Death House" Ellery prevents a jail break in a federal penitentiary
- 8:30 4 Big Town—Newspaper Drama
Pat McVey stars as Steve Wilson of "Illustrated Press" with Julie Stevens as Lorelei in "House By The Track." Steve covers a train wreck involving criminal negligence
- 7 Guild Theater—Film Drama
"Unfinished Business" with Dane Clark, Ann Rutherford, & Alan Mowbray. An esoteric character who is allowed to return to earth; difficulty when he resumes his earthly existence, is that only his wife can see him
- 9 Beauty Contest—Bill O'Connor
Seven finalists are presented, vote for the queen
- 9:00 4 Racket Squad—Drama
Reed Hadley as Captain John Bradnock in "Skin Game." A debonair "con" works a beautiful fraud on the owner of a string of cosmetic shops
- 5 Martin Kane, Private Eye
Lloyd Nolan stars as big-city detective working with police in fight against crime, Walter Kinsella as Happy McMann and Nicholas Saunders as Sergeant Ross
- 7 To be announced

THURSDAY—continued

- 9:00 9 "A Man's Affair"—Feature Film**
Joyce Linden and David Keir in a story of the trials and tribulations of young love
- 9:30 4 400 House Party—Variety**
Toni Gilman and Ken Nordine co-meece adult talent show with amateurs invited to participate
- 5 Wayne King Show—Musical**
Variety featuring Harry Hall, Gloria Van, Barbara Becker and Don Large Chorus; weinie roast show with tunes: "The Musicians," "My Resistance Is Low," "Shine On Harvest Moon," "Autumn Leaves," and "The Breeze and I"
- 7 At Home Show—Musical Variety**
- 9:45 7 To be announced**
- 10:00 4 Ernie Simon—Curbstone Cutup**
Join the fun! You may see your friends and relatives being interviewed
- 5 Weatherman—Clint Youle**
- 7 Bigelow Theater—Film Drama**
- 9 Wrestling From Chicago**
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Ulmer Turner—News**
- 5 Clifton Utley And The News**
- 10:30 4 What's Wrong With This Picture**
- 5 Let's Look At Sports—T. Duggan**
- 7 Dr. Fixum—Household Tips**
How to prepare home or apartment for winter; simple furn. construction plan, & coat hanger gimmick
- 10:45 4 Linger Awhile—Musical**
- 5 Herbie Mintz Show—Musical**
- 11:00 4 Today In Sports—Joe Wilson**
- 7 Paul Harvey And The News**
- 9 "Queen Of Broadway"—Feature Film**
Film with Rochelle Hudson and Buster Crabbe; female sports expert runs into difficulties when she predicts boy friend's team will end last
- 11:10 7 Sports Highlights—John Bryson**
- 11:15 4 Wendell Hall—Musical Treat**

- 11:20 7 "Let's Live A Little"—Film**
Feature with Hedy Lamarr & Robert Cummings; romantic misadventures of a high-strung advertising executive and two female clients
- 11:30 4 Murder Before Midnight—Film**
"Dawn Express" with Michael Whalen & Anne Nagel; federal agents & fifth columnists dodging death
- 12:00 4 "Sky Racket"—Feature Film**
Bruce Bennett and Joan Barclay
- 12:15 9 Chicagoland Newsreel**
- 12:30 7 Commercial Film**
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

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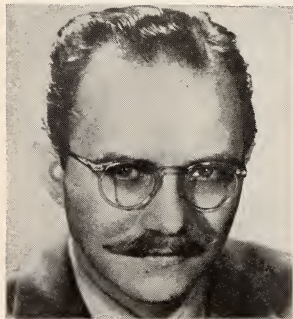
CHICAGO-TV Row will miss a great and good friend if rumors are true that Ernie Simon, the conductor of "Curbstone Cutup," is moving to New York. Down at the corner of State and Lake streets, there's a touch of sadness. In that fantastic, bustling little world bound by the Chicago and State-Lake theatres, Fritzel's and the westward sweep of the Loop elevated, there are many folks who'll miss the prankster with the trim mustache and the sparkling ad-libs.

Ernie in many ways expressed the Chicago spirit—a rollicking, swash-buckling, mischievous, generous rascal. He never let himself get above the people, and his friends are legion—executives, cabbies, housewives, waiters,



ELIZABETH

NO BRUSHOFF HERE . . .



John Alexander, WBKB director, proudly claims to be the possessor of the sharpest, finest groomed mustache this side of Capitol Hill. Seems he regards Secretary of State Acheson as his only rival. Which makes John "dean" of handlebars in Our Town.

newsboys, bartenders, fellow-stars, columnists, and especially the kids (how they love Ernie).

Not goodbye, pal, just "so long."

Due to the last minute rush of entries, the finals of the Tavern Pale Miss T.V. contest have been postponed 'till October 4. . . Little Elizabeth Suzanne Ruskin, daughter of WBKB director Phil Ruskin, is her daddy's biggest fan. She faithfully watches and applauds Phil's technique on his Assembly show over WBKB. . . Al Trace's recording of "Half-Fast Waltz" has been tabooed by most Chicago stations for being in "poor taste." Juke boxes, however, will be blaring the tune in bars, restaurants, and recreational spots. . . To dispel any doubts as to whether Mary Hartline plays the trumpet herself on WENR-TV's Super Circus—she does. The blonde teevee star was a state trumpet champ as a senior in high school. . . Sig Sakowicz, Chicago columnist, has collaborated with Billy Fairmann in composing a ballad called "On My Mind." Lois Costello supplies the vocals with music by Ray Pearl and his band.

Vince Fiorino, the hustling, likeable press agent for the Whitcomb Hotel in St. Joseph, Mich., is opening a publicity office for Chicagoland TV talent in Our Town next month. He'll team with Odette



FIORINO

Tomas, one of the more capable femmes in the tub thumping business, under the handle of Fiorino & Tomas. . . Jim Greer of the Motorola Co. has been named Sales Training Manager of that company. . . Wendell Hall has added two musicians to his TV show on WBKB—Mel Brandt at the accordion and Bud Foster at bass. Wendell is changing the format of his nightly musical get-together from the nostalgic to novelty and danceable tunes. . . Cliff Norton, one of the shattered fragments of the Dave Garroway show, is displaying his top rate comedy ability at the Palmer House's Empire Room. He'll be there two weeks.

Friday Sept. 28

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 **Fun And Features**—G. Menard
Variety of fun, music, and interviews
- 9:30 4 **Fun And Figure**—Exercises
Exercises for poise and grace
- 9:50 4 **Fun And Features**—(continued)
- 10:00 9 **Your Figure Ladies**—P. Fogarty
Streamline your thighs
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
Hints for budget-wise women
- 9 **Chicago Cooks**—Recipes
Exciting ways to prepare food
- 11:00 4 **Creative Cookery**—Recipes
Mr. Pope makes Russian Vintzies
- 7 **Frances Langford**—Don Ameche
Guests discuss and demonstrate their hobbies; also quiz, music & variety
- 11:30 5 **Norman Ross' Varieties**
- 9 **Hi Ladies**—Interviews
Tommy Bartlett chats with gals
- 12:00 4 **Garry Moore Show**—Variety
Guest: Dolores Gray, musical comedy star; Ilene Woods & Ken Carson
- 5 **Meet Mintz**—Herbie Mintz
Relax with the piano melodies
- 7 **Bob And Kay Show**—Variety
Women from the American Women's Bankers' Assoc. are guests
- 9 **Let's Have Fun**—Variety
- 12:15 5 **Newsroom**—Late Information
- 12:30 4 **First Hundred Years**—Serial
Problems of young marriage
- 5 **Your Luncheon Date**—Musical
Hugh Downs mc, Nancy Wright vocalist & Art Van Damme Quintet
- 12:45 4 **Garry Moore Show** (cont'd.)
- 12:55 9 **Musical Snapshot**—Films
- 1:00 4 **Bill Evans Show**—Variety
Music, interviews and commentary
- 5 **"Phantom Of 42nd Street"**
Feature with Dave O'Brien, Kay Aldrich & Frank Jenks; drama columnist solves mysterious murders committed among theatrical people
- 9 **Travelers' Sketchbook**—Film
"The Magic of Mink" & "New Earth"
- 1:30 4 **Multiscope News**—Ticker Tape
- 9 **Showtime**—Musical Film Short
- 1:45 4 **Vanity Fair**—Robin Chandler
- 2:00 5 **Miss Susan**—Susan Peters
- 7 **Beulah Karney**—Foods
- 9 **Test Pattern** Til 4:00
- 2:15 5 **Vacation Wonderlands**—Film
Caroline Burke discusses travel
- 2:30 4 **Fashion Magic**—Arlene Francis
Beauty and styles for the ladies
- 5 **Bert Parks Show**—Musical
Betty Ann Grove, Bobby Sherwood and the Heathertones harmonize
- 2:35 7 **Barbara Moro**—Creative Ideas

Six New Stations For Chicago Fans

The latest reports from Washington, despite the inertia and befuddlement of the Federal Communications Commission, indicate that it won't be long before Chicago has six brand new TV stations, giving this city a total of ten channels for telecasting.

Of the six new outlets, one has tentatively been scheduled for educational use, and will probably come under the authority of the Board of Education. The remaining five will be commercial stations.

While Chicago's four present stations all operate in the very high frequency (VHF) television band, the new outlets will be in the ultra high frequency level, with some channel numbers set for 20, 26, 32, 38 and 44.

How does this affect set owners, whose channel ranges don't run that high? According to trade experts, present sets will require only a new tuning band, a minor adjustment that will cost only a nominal sum. After that adjustment, present sets will be able to pick up all six of the new stations.

The main obstacle to the new stations is the FCC freeze on new station construction. Right now, the Commission is knee-deep in applications for the new channels. Hearings will be held sometime this winter, and once the applications are processed and granted, building activity will start with a rush.

Best guess on the new station timetable is that Chicago will probably start telecasting on its new channels by next spring, or summer at the latest. When that happens, local viewers will have an unlimited choice of programs.

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FRIDAY—continued

- 3:00 4 Homemakers' Exchange—Foods**
Louise Leslie demonstrates recipes
- 5 Kate Smith Show—Musical**
Variety of features with the John Butler ballet group, Molly Ticon, & Kate sing old favorites
- 3:30 4 Multiscope News—Ticker Tape**
- 4:00 4 Who's Talking?—Frann Weigle**
Listen to those clues and guess the well-known celebrity whose voice you can hear, photo gives clue too
- 5 Hawkins Falls, Pop. 6200**
Flags leave on a 2nd honeymoon; Lona Drewer asks Knap to be nicer to their friends
- 9 Russ Davis Show—Commentary**
- 4:15 4 Breezy, Don & Vera—Puppet**
- 5 Gabby Hayes Show—Tall Tales**
- 4:30 4 Assembly—Military Questions**
Tokyo calling Chgo., GI's talk to their parents and relatives
- 5 Howdy Doody Show—Bob Smith**
- 7 Sagebrush Theater—Western**
"Sky Bandits"
- 9 Telephone Game—Harold Isbell**
Your phone number's all they need for you to join in the fun
- 5:00 4 Kids Karnival Kwiz—Games**
Youngsters get a chance to win prizes
- 5 Cactus Jim—Western Feature**
Stories of heroes of the old west
- 9 Trail Blazers' Theater—Film**
"Danger At Ghost Town" western
- 5:30 4 Silhouettes Of The West**
- 5 Visit With Cactus Jim**
- 7 Tom Corbett Space Cadet**
- 9 Raving Beauty—Story Time**
Lady Corine entertains little girls
- 5:35 5 Weatherman—Clint Youle**
- 5:45 4 Window Shopping—Commercial**
- 5 Public Life Of Cliff Norton**
Subject: Shattered Heart and Clotted Perfume, a comedy skit
- 7 Uncle Mistletoe—Adventures**
Another exciting adventure
- 9 Foto Test—Quiz Game**
- 5:50 5 Clifton Utley And The News**
- 6:00 4 Music Bowl—Danny O'Neil mc**
- 5 Kukla, Fran And Ollie**
- 7 Austin Kiplinger And The News**
- 9 Captain Video—Adventures**
Adventures in a world furnished with supersonic devices
- 6:10 7 Top O'The Weather—Russ Reed**
- 6:15 4 Ulmer Turner And The News**
- 6:20 7 Sports Highlights—John Bryson**
- 6:30 4 CBS News—Douglas Edwards**
- 5 Showroom—Roberta Quinlan mc**
Guest: Bob Haymes
- 7 Life With Linkletter—Quiz**
Art Linkletter quizzes contestants
- 9 First Edition—Frann Weigle**
Weather, baseball scores and races

- 6:45 4 Perry Como Show—Musical**
Guest: King Cole Trio, singing "Too Young" tunes: "Cool, Cool of the Evening," "Surprising," "Over the Rainbow"
- 5 News Caravan—John Swayze**
- 9 Chicagoland Newsreel**
- 7:00 4 Mama—Domestic Comedy Skit**
Peggy Wood stars with Judson Laire, Dick Van Patten, Rosemary Rice, and Robin Morgan as Dagmar in "Mama and the Daring Library Book"
- 5 Quiz Kids—Questions & Answers**
Joe Kelly conducts this brain battle, junior size; guest: Dr. R. K. Marshall
- 7 Comedy Circus Films**
- 9 Twenty Questions—Panel Quiz**
Bill Slater mc with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee, and guest panelist Alley Reynolds
- 7:30 4 Man Against Crime—Drama**
Ralph Bellamy stars as Mike Barnett enters the internation war market to cheer a pair of murderers
- 5 Walt's Workshop—Creative**
Mr. Durbahn demonstrates the making of the doors & drawers to go with the kitchen counter sink unit started last week
- 7 Ruggles—Domestic Comedy Skit**
Charles Ruggles & Ruth Tedrow as Mom & Pop face family problems
- 9 You Asked For It—Films**
Art Baker presents films on everything requested by viewers.
- 8:00 4 "Fear In The Night"—Feature**
Film (1st showing) Paul Kelly, De Forest Kelley, Ann Doran, & Kay Scott. While under influence of some inexplicable force, Vince Grayson kills a man
- 5 Big Story—Newspaper Drama**
Reporter pretends to be a bootlegger in order to catch a mob of rum runners
- 7 Crime With Father—Drama**
Life with the chief of the homicide bureau & his teen-age daughter; Rusty Lane & Peggy Lobb in "Where Love Is A Stranger"
- 9 Down You Go—Panel Quiz**
Dr. Bergan Evans mc, panelists: Toni Gilman, Carmelita Pope, Fran Coughlin and guest: Robert Breen
- 8:30 5 Aldrich Family—Comedy**
Henry Girard, House Jameson, Barbara Robbins, Mary Malone, Robt. Barry, and Peter Griffith star
- 7 Tales of Tomorrow—Drama**
Mystery "Dark Angel" with Sidney Blackmer & Meg Mundy; story of a woman who never grows old
- 9 Mal Bellairs Show—Musical**
- 9:00 4 Live Like A Millionaire**
Children introduce their talented parents; John Nelson and Connie Clawson conduct session
- 5 Cavalcade Of Sports—Boxing**
Don Williams vs Fitzie Pruden

FRIDAY—continued

- 9:00 7 **Cases Of Eddie Drake**—Drama
Don Haggerty, private eye; Pat Morrison, Dr. Karen Gayle, psychologist
- 9 **Cavalcade of Stars**—Variety
Jackie Gleason emcee presents guests
- 9:30 4 **Hit Spot**—Musical Variety
Danny O'Neil emcees session
- 7 **Today's Teens**—Discussion
Parents & teens on problems of today's youth; Don Gallagher, moderator
- 9:45 5 **Greatest Fights Of The Century**
Primo Carnera vs Jimmy Maloney; boxing bout on film
- 10:00 4 **Ernie Simon**—Curbstone Cutup
Gather 'round and hear what the man-on-the-street has to say
- 5 **Weatherman**—Clint Youle
Report on nationwide climate
- 7 **Courtesy Hour**—Jim Moran
Variety of music, dancing, and singing acts performed by professionals accompanied by Bruce Chase
- 9 **"Blockade"**—Feature Film
Madaline Carroll, Henry Fonda & Leo Carrillo in a story of romance and espionage against the background of civil war in Spain
- 10:10 5 **Dorsey Connors**—Helpful Ideas
Gadgets for every room of your home
- 10:15 4 **Disk Jockey Show**—Musical
- 5 **Clifton Utley And The News**
- 10:30 4 **Football Forecast**—Dick Dunkel
- 5 **Let's Look At Sports**—Duggan
- 10:45 4 **Linger Awhile**—Musical
- 5 **Herbie Mintz Show**—Musical
- 11:00 4 **Today In Sports**—Joe Wilson
- 5 **"Rocky"**—Feature Film
(1st showing) Roddy McDowall, Edgar Barrier, Nita Hunter, & Gale Sherwood; story of a dog wrongfully suspected of being a sheep-killer
- 7 **Paul Harvey And The News**
- 11:10 7 **Sports Highlights**—John Bryson
- 11:15 4 **Wendell Hall**—Musical
- 9 **"I'll Sell My Life"**—Feature
Film with Michael Whalen and Rose Hobart in a story where girl offers to confess to murder for \$20,000
- 11:20 7 **"Brute Man"**—Feature Film
Tom Neal and Jane Adams; a whole town cowers behind locked doors as a psychopathic killer murders his latest victim
- 11:30 4 **Murder Before Midnight**—Film
- 12:00 4 **"Dick Barton Strikes Back"**
British feature film with Don Stanard and Sebastian Cabot; young police officer is assigned to find out how and why whole towns of people have been killed
- 12:15 9 **Chicagoland Newsreel**
- 1:30 4 **Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above listings without notice)



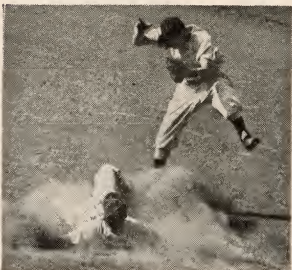
NEXT WEEK

Glamorous songbird Frances Langford has TV-teamed with Don Ameche. What new trend is TV taking on daytime stints?



NEXT WEEK

A funnyman with a soft heart and an inborn clowning nature, Red Skelton will be profiled in an exclusive article.



NEXT WEEK

It's history in the making when the World Series will be carried on a Coast to Coast hook-up. Watch for a sports exclusive.



DEAR BOSS:

When I watch the commercials for cigarettes I get that judicial, legal-eagle feeling. Then a few minutes later I'm seeing a deodorant commercial with the squeeze-it bottle and bang—just like that—I DEMAND POOF!

Jackie Gleason's twice(?)—told tales on the first Colgate Comedy Hour session makes me wonder. Jackie's a funny lad but unless he buys some new skits, I'm for Leasin' Gleason for the Season!

Those gal announcers intrigue me—professionally, that is. Take the Westinghouse supersales-lass, Betty Finesse. Smooth, slick, sincere. Then YOU take Windy Barrie. Tintair she may sell by the tank car. I wouldn't know. But hasn't she the most sincere sneer!

And while we're on the subject of Tintair—did you see their Somerset Mom drama the other Monday (APPEARANCE & REALITY with Joseph Schildkraut.) At the opening they always use a short film intro with the Grand Old Tale-Spinner inviting one and all to lend an ear. Fine. But last week someone slipped in a new sound track without changing the film and poor old Mom keeps working his lips in a desperate attempt to match the words. Reminded me of an old codger trying to draw fire from a dead cigar.

Say, remember cute little blonde Janet Tyler who does the commercials on the Admiral shows? The other nite (TUESDAY) she pops up on Danger as Mrs. John Melville, a picked-at-random housewife interviewed by that great announcer Dick Stark (spelled P-Y-C-O-P-A-Y.) A very fast switch from professional to amateur ranks. Isn't that the same crime Jim Thorpe committed and got thrown out of the Olympics? I'd hate to see that blonde lose out on the shot put just because she testified her kids had cavities.

CHUB

“Stars of Tomorrow” Gets Studio Laughs

THE weekly *TV Forecast* Talent Salutes on WGN-TV's “Stars of Tomorrow” show was omitted Sunday, Sept. 16 because of the Rubin's all-star show. It will be resumed on Sunday, Sept. 23 with a salute to the communities of Irving Park, Belmont, Portage Park, Logan Square and Mayfair. The talent search in that area was conducted by the Peacock community papers.

“Stars of Tomorrow” viewers who have never watched the channel 9 program in person miss one of TV's funniest backstage shows. With emcee Lee Bennett leading the fun, the Rubin's audience is treated each week to a series of rib-tickling episodes never caught by the camera.

Main victim is usually announcer Howard Dorsey. When he starts his commercial spiel, Bennett swings into action. He'll empty Dorsey's pockets, roll up his pants leg, lean on his shoulder, blow into his ear or muss up his hair. How Dorsey concentrates on his material in the face of such antics, is a chuckling mystery to studio observers.

During a recent audience “warm-up session,” when Dorsey was introducing the Rubin's musical jingle, he no sooner uttered several bars of the ditty than Bennett stuck his head in the door, let out a ringing squawk of terror—and fled.

Meantime, the studio audience enjoys itself thoroughly. Lou James, the veteran producer who sits in the control room, is a onetime star himself.



Lee Bennett (left) with winner Courtney Burress, his prize, and sponsor A. S. Rubin (right).



Sportscast

BY ED PAZDUR



How NOT to Win Friends and Influence People . . .

AFTER this column announced the possibility of television for the Cleveland Browns' steamroller over the Chicago Bears last Sept. 9th, our telephone switchboard lit up like a Xmas tree and our desk swamped with mail. As you well know, the Bears-Brown game was televised with the Chicago area being blacked out. We guessed WBKB would telecast the game in Chicago and erred.

The fact remains that the game could have been telecast. There were absolutely no insurmountable obstacles to overcome. The game was there. WBKB was prepared and willing to carry it for the Dumont network. The sponsor (Miller Brewing Co.) had cash ready in hand to foot the bill. Nevertheless, Chicagoans were still deprived of TV.



HALAS

George Halas and Frank Korch of the Bears and Dick Hackenberg, sports editor of the *Sun-Times*, argue TV hurts the gate of a charitable game. Halas points out it would be unfair to fans who already purchased tickets without knowing beforehand it would be televised. Perhaps they acted in the best interests of the fan, but it's certainly a poor method with which to cultivate more of them.

We cannot deny TV can be a detriment to sports. There are facts to substantiate both: that TV does and does not hurt the gate. However, wherever you have an outstanding attraction, such as the Sugar Robinson-Jake LaMotta fight, All-Star football and baseball games, World Series, etc.—Then TV will NOT hurt the gate.

There's little doubt that television is competition. It's competition in the sense it is another medium of entertainment. In televising the Chicago Stadium's college basketball doubleheaders last year, *TV Forecast* learned TV was competitive as an entertainer. Attendance did not fall off at the Stadium because games were being telecast by

★ ★ ★

TV Forecast. Attendance was equal to that of the year before without TV.

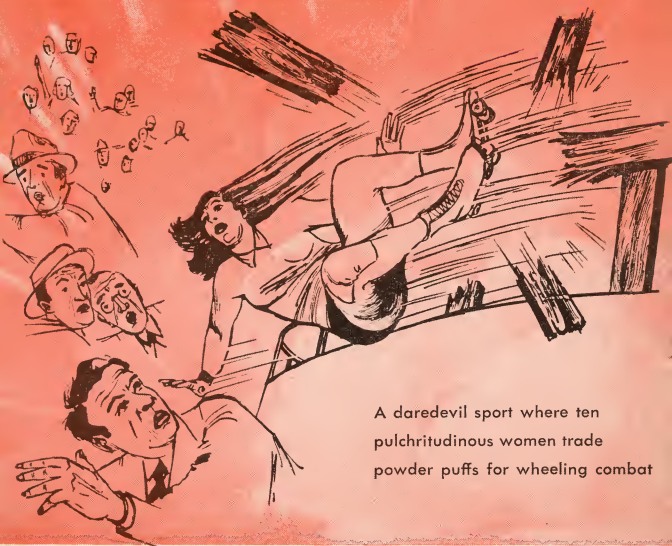
Video was competitive by offering fans Sid Caesar, Imogene Coca, Ken Murray, Jimmy Durante, Frank Sinatra, etc.—for free! Give the fans a good show and they'll turn out, TV or no TV. Let's hope that George Halas and Dick Hackenberg reconsider the TV angle and televise next year's game. They'll still draw 60,000 fans even with television. Don't you agree?

Some 19 collegiate football games will be telecast over the 52 stations of the National Broadcasting Co. For Chicagoans (because of the NCAA TV experiment) the football TV season will begin Oct. 6 when the Illini pit their wares against the Wisconsin Badgers in Madison. WNBQ will carry the game. . . . For the tiny handful of color TV owners, WBKB will carry seven college football games starting Sept. 29 with California playing at Pennsylvania; Oct. 6—Princeton at Navy; Oct. 13—Dartmouth at Army; Oct. 20—North Carolina at Maryland; Oct. 27—Columbia at Army; Nov. 3—Notre Dame at Navy; Nov. 10—Maryland at Navy. These games cannot be seen on your regular black and white TV sets.

However, WNBQ offers the following:

- Oct. 6—Illinois vs. Wisconsin
- Oct. 13—Notre Dame vs. SMU
- Oct. 20—Ohio State vs. Indiana
- Oct. 27—Northwestern vs. Wisconsin
- Nov. 3—Army vs. Southern California
- Nov. 17—Nebraska vs. Colorado
- Nov. 24—Michigan vs. Ohio State

*Over ½ Million Readers
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A daredevil sport where ten
pulchritudinous women trade
powder puffs for wheeling combat

DERBY DARLING OF '51- GLORIA CLAIRBEAUT



A devotee of sports, Gloria loves swimming, baseball and softball. Here Gloria relaxes on a float during a day off.

GENERALLY you'd expect a lady to behave like a lady—that is—until she hits the rounded, wooded track of the Roller Derby. On your TV screen, 10 women of varying degrees of pulchritude, let go with roundhouse clouts, jerk each other's hair out by the roots and slam one another through track barriers. Out of this hell on wheels comes an amiable, charming, and beautiful skater named Gloria Clairbeaut to reign as "Queen of the Roller Derby" for 1951.

After viewing the Derby over WENR-TV, most fans expect to find the female skaters gruff and harsh sounding. Actually they are ladies in the true sense of effeminacy. That's Gloria Clairbeaut—lovely to look at, well-mannered, and a talented competitor.

"I was thrilled to be voted by the Derby fans as their Queen," said Gloria while accepting the numerous awards at Asbury Park, N.J. In *TV Forecast's* recent poll, Chicagoans voted her as their favorite. Ballots came in from distant places as from G.I.'s in Korea.

Gloria first became interested in the Roller Derby when she watched it on

video. She liked the action, tried out for the Westerners in 1950 and was signed by Russ Massro. The new Queen (second in Roller Derby history) skated during the summer with the Jersey Jolters although she is currently listed on the Brooklyn Red Devils' roster.

Some vital statistics on the 19 year old Derbyite: 130 lbs., 5'5" tall, 37" bust, 26" waist, and 37" hips . . . need we say more?

She is regarded by veteran skaters as a "comer" to the sport. "Gloria is young and still hates to throw a hard block. She's learning fast that unless you play and block hard you'll get it twice as hard from opposing players," says Toughie Brasuhn.

Before joining the Derby, Gloria was a professional model. She was employed as a seamstress and often modeled dresses of her own design. As for sports, she always managed to compete in most forms of athletics during her high school days at Nutley, N.J. She loves baseball, softball, swimming and dancing.

In copping the title to reign as
(Continued on page 46)

Continued from page 45

"Queen of the Derby," Gloria defeated such wheeling beauties as Gerry Murray, Monta Jean Payne and Mary Lou Palermo. She was crowned at Convention Hall, Asbury Park, New Jersey on August 30th. She held the biggest bouquet of roses this side of heaven following the presentation by a local mayor. Gloria is the second queen in Roller Derby history, the first being Arlynn Buchman.

In last year's contest Gloria finished tenth, an admirable position in view of her short period of skating. This year Gloria took the lead early only to relinquish it to Gerry Murray temporarily until a huge block of Brooklyn votes flooded the offices of promoter Dick Broderick at the last minute to secure the crown for her. However, Miss Murray made a big advance over her 1950 rating when she finished sixth. She finished 814 votes behind Gloria while Monte Jean closed in with only 503 ballots behind Murray.

A hectic schedule requires a healthy appetite. Her favorite dessert—chocolate ice cream sundaes after a nourishing meal. She maintains a 26" waist line.



Her modeling experience and good looks make her an easy and pleasant subject for photographers and reporters.

Final Tabulations . . .

NAME	VOTES
Gloria Clairbeaut	22,657
Gerry Murray	21,843
Monte Jean Payne.....	21,340
Mary Lou Palermo.....	20,979
Gloria Brendt	17,317
Joan Hill	17,312
Eliza Kruck	13,626
Julie Patrick	9,721
Ginger Foley	9,085
Barbara Mateer	7,961



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SOUTHSHORE TELEVISION
ENGINEERS
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south

AUBURN PARK ELECTRONICS
7654 S. Wabash STewart 3-6391

RACINE RADIO & TELEVISION
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WHOLESALE TELEVISION
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TELEVISION SERVICE
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FOSTER DAY & NIGHT
TELEVISION SERVICE
2922 N. Milwaukee HUmboldt 9-0911

ADLER TELEVISION &
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3154 W. Lawrence IRving 8-4662

ACE DAY & NIGHT
TELEVISION SERVICE
4766 N. Milwaukee SPring 7-5110

RCM RADIO AND TELEVISION
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RITE PRICE DAY & NIGHT
TELEVISION SERVICE
TUxedo 9-0479

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CRITTENTON
RADIO & TELEVISION CO.
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PACKARD RADIO AND
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