

IS THERE A SPORTS CRISIS?



TV FORECAST

OCT. 13, 1951

*your weekly TV
program guide*

15c

KUKLA, FRAN & OLLIE
Backstage with Tillstrom



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Channel One

NEW York—Walter Winchell is definite in nixing any possible simulcast of his Sunday evening radio show. His sponsor insists that the TV market is necessary but the glib Winchell is satisfied in marking time. . . . Jack Benny is planning four TV shows this year. First scheduled for November 4. His radio sponsor is none too happy about it. . . . Noel Coward, the English playwright with his eye forever on the dollar is drawing a \$4,000 royalty for his one act play "Still Life" set for a TV shot on the "Schlitz Playhouse." Helen Hayes will star. . . . CBS is apparently giving up in its attempt to unseat Milton Berle from his Tuesday evening monopoly. The network's Frank Sinatra show, still sponsorless, is reportedly due for a switch to another slot—where Uncle Miltie will not be competition. . . . Berle, incidentally, is lining up guest talent for his show far in advance of usual bookings. Such stars as Vivian Blaine, Liberace, Paul Winchell, Vaughn Monroe and Connie Haines are already inked. They must not guestar before their stints with Berle. . . . Red Skelton received a package that ticked, so he threw it into the water. Now he claims to have the only cuckoo clock in the country that quacks every hour.

The "Quiz Kids" look like a perennial thing on the air and TV lanes. CBS has taken over the property for the show for the next ten years. . . . "Amos and Andy," despite its beer sponsor's threat to dump the show, is maintaining peak TV ratings. . . . Rose Franken's "Claudia" is earmarked for teevee. . . . Kate Smith, the songbird of the South, is crowding Artha' Godfrey for TV gross earnings. Her new evening show put the popular Miss Smith at the 12 million dollar level—NBC's earnings from her afternoon and PM shows. . . . Edward R. Murrow's proposed counterpart of "Hear It Now"—called "See It Now" for TV—has the Aluminum Corp. of America on the verge of sponsoring the show. ALCOA was often approached by radio for sponsoring a show, but never accepted. . . . Warren Hull of the "Strike It Rich" quiz show asked a pretty contestant what could be worse than a man without a country. Said the gal, "A country without a man."

Dramatic shows still rate high with viewers and sponsors. According to Nielsen data they rank appreciably ahead of the nearest most popular type viewing—comedy variety. . . . TV's "Mama" show will be pitted against "The Goldbergs" on Friday nights. Interesting sidelight is that "The Goldbergs" former sponsor now picking up the tab for "Mama" will get a chance to see if dropping Gertrude Berg's show was the right move or not. . . . "Captain Video" is about to be slashed to 15 minutes instead of its usual half-hour showing. . . . Perry Como tells of the fellow who followed an advertising slogan and landed in jail. The slogan was, "Make Money at Home." . . . The DuMont web is on the verge of programming a discussion show entitled "The Big Issue" sponsored by a big national mag. It is ticketed for a spot opposite Milton Berle. The network bigwigs feel the higher-browed viewers will welcome it in preference to Berle's antics.



HAINES



HULL



BERG



COMO

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Letters **to the Editor**

All letters must be signed, with addresses. Names will be withheld if requested.

Is Kay Morrow going to be back on TV? We hope so.

Worth, Ill.

MRS. R. A. MEYER

(Ed. note—We hope so, too.)

I have always considered Ted Mack's Family Hour, by its very title and format, the epitome of wholesome American family life, and the performers a group of fine American youngsters.

I was therefore shocked and sickened to hear a loud-mouthed and most unfunny comic stand up on that program last Sunday and recite a parody on the pledge of allegiance to the American flag. . . . Shame on Dave Barry and shame on whatever person approved the disgraceful material he used.

Chicago, Ill.

LOIS JONES

I think that Bert Parks is the most versatile person on TV and is personality plus.

Chicago, Ill.

LYNNE HARRIS

My five year old daughter Jean was watching the commercial on Paul Winchell and Jerry Mahoney show, and wondered why the man was putting a "Spiedel" on the young lady and himself wore a leather band. How about that?

Michigan City, Ind.

THE JOHNSONS

(Ed. note—Pretty alert for five years)

Why don't you put in a story about Al Morgan? I saw him at one of the theatres in Latrobe, Pa. I think he's wonderful.

Chicago, Ill.

JANET ORTNER

(Ed. note—We did a big story on Windmill Al this summer.)

After looking forward all summer to the time when Sid Caesar and Imogene Coca would return to TV, I'm disappointed. Too much music and dancing and ornate stage settings and not enough of the old Sid & Imogene that we all loved.

Star City, Ind.

MRS VIRGINIA PHILLIPS

Is there any relation between Ed Cooper and Dennis James?

Gary, Ind.

MRS. MICHAEL KLYM

(Ed. note—See Chub McCarthy's column this issue.)

Bob Atcher and Sammy Squirrel



Host Bob Atcher entertains his co-starring friend, Sammy Squirrel with a Western ballad while the latter listens attentively.

A Gun-toting Squirrel is Foreman of this Ranch

A GUN toting squirrel, a gullible bull, a skunk with an inferiority complex, and a popular singing cowboy named Bob Atcher are a part of the corral gang seen each Saturday morning on the "Bob Atcher-Sammy Squirrel Show."

It's a pleasant half hour with a definite Western flavor that proves puppets can be found on the plains as well as anywhere in the TV world of fantasy. Don Williams who maneuvers the whimsical little animals, as well as doing the voice work, is the invisible half of the program. The show's designed expressly for youngsters and rates well with other TV puppet endeavors.

The singing, strumming star of the

show is Bob Atcher, who last year won the *TV Forecast* Award for heading the best Western show in the Chicago area. Bob is one of the few genuine cowboy stars, born in the Kentucky hills and raised on a North Dakota cattle ranch. He got his start with station WBBM in Chicago in 1938 as a featured cowboy singer and landed a spot on the WLS Barn Dance Saturday evenings.

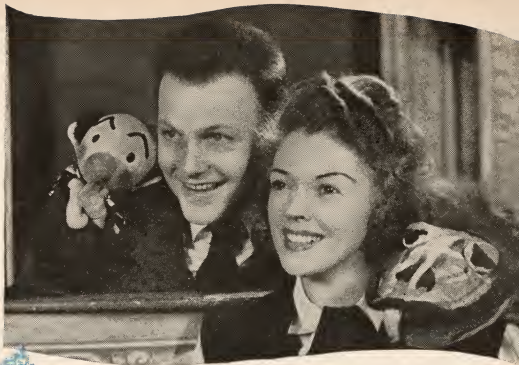
Bob worked his way through pre-medical school with his singing and guitar playing, writing more than 200 songs, cutting 1000 records. He was in the Army during the last war and spent 25 months in the South Pacific area.

The puppet gang at "Short Stump" Ranch, headed by foreman Sammy Squirrel, is a half-pint menagerie. Sammy is the main character and acts as a "straight man" for Billy Bull, W. Oppingham Owl, Willie Worm and Sylvester Skunk.

Sammy Squirrel and his gang actually got their start in Lima, Ohio, where Don Williams originated the group on a radio station. The show became an instant hit with parents and school authorities, as well as the children, for the important work it did in encouraging good citizenship.

Atcher and Williams have taken two sure-fire TV ingredients—puppets and a Western background—and blended them into entertaining Saturday morning fare.

The Bob Atcher-Sammy Squirrel Show can be seen every Saturday, 10:00-10:30 A.M. on Station WBKB. It's also seen Sundays 4:30-5:00 p.m.



Behind the Scenes With

KUKLA, FRAN AND OLLIE

Meet A Young Genius—
Burr Tillstrom

SOMEWHERE in heaven, there must be an honored spot for puppets. There just *has* to be, and the main reason for this belief is a whimsical little TV masterpiece called "Kukla, Fran & Ollie."

As almost all good set owners know, every Monday through Friday there comes a pause in the day's occupation, known as the Kulapolitan Hour. It's at this enchanted time that lovely Fran Allison starts hobnobbing with such diverse characters as Oliver J. Dragon, Kukla, Cecil Bill, Colonel Crackie, Madame Ooglepuss, Buelah Witch and Fletcher Rabbit.

For 30 swift-paced minutes, the Kulapolitans put out an assortment of humor, fantasy, satire and jollity that for sheer talent, easily outdistances any other show in television. The U.S. viewers have long known this—"Kukla, Fran & Ollie" have consistently led the



LEFT

Kukla, Burr Tillstrom, Fran Allison and Oliver J. Dragon present a united front against sham, hypocrisy and the world's confusion. Their whimsy makes people chuckle, think hard.

RIGHT

KFO director Lewis (Gommy) Gomavitz is the mysterious voice that occasionally consults with Kukla (above) about lights and camera angles, and the best position to photograph Ollie's splendid tooth.

BELOW

Producer Beulah Zachary, shown with Buelah Witch, agreed with Tillstrom back in 1946 that "they should do a show together." They've been a great TV team ever since. Note different spellings of names.



teddy bears and tried to make them live. Pretty soon, he was using stages made of orange crates and lace curtains.

Burr presented his first "show" at the age of 14, an amateur's concept of "Rip Van Winkle." Two older women helped set up his career. Next door was a teacher of arts and crafts who had a library on puppets and marionettes. And across the street lived the sister of Tony Sarg, one of the great marionette artists.

Later on, Burr attended Senn High on Chicago's north side. He performed at the Century of Progress in 1933 and later with the Chicago Park District. After freelancing for a time at state fairs, night clubs and vaudeville, Burr landed a job as manager of the marionette theatre at Marshall Field store. But then he saw his first television show, and Burr's career was permanently set.

The Tillstrom troupe pioneered with station WBKE and later switched over to WNBQ after RCA Victor dangled a hefty salary offer. The "Kukla, Fran and Ollie" show still originates from there across the NBC network.

Burr believes the delightful books of Oz had the greatest influence on his career. The same childlike charm is evident in the "Kukla" program.

Oddly enough, the Tillstrom show started off as a children's program, but it's now an equal favorite of adults. So

(Continued on page 11)

TV field in all polls and surveys.

Which brings us to the mastermind behind the puppet stage—a shy young blue-eyed man named Burr Tillstrom. At the comparatively tender age of 34, Tillstrom has gained unanimous recognition as the outstanding genius of television.

In an entertainment era that's distinguished chiefly for brashness and arrogance, to say nothing of sex, Tillstrom has been awarded a permanent niche in TV tradition on a simple format that's as lively as laughter, as appealing as sunshine.

He's a Chicago boy by way of Senn High school. But Burr started on his career much earlier than that. In kindergarten, he pounced on two toy

SATURDAY

- 4:00 What Do We Do Now
- 6:30 Hidden Gold
- 7:00 Case of Charles Peace
- 10:00 Mad Monster
- 10:00 Turnabout
- 10:30 Anything For A Thrill
- 11:00 Feature Film*
- 12:00 Romance Of the Rio Grande

SUNDAY

- 10:00 Shirley Temple Carnival
- 10:00 Trans-Atlantic Merry-Go-Round
- 12:00 Duke Of the Navy
- 12:30 Feature Film*
- 1:00 No Escape
- 2:00 Rolling Home
- 3:30 Feature Film*
- 4:00 Sweepstake Annie
- 5:45 Three Silent Men
- 7:00 Feature Film*
- 9:30 American Empire
- 10:00 Lydia
- 10:00 Lady From Frisco
- 11:00 Feature Film*
- 11:00 Vengeance
- 12:00 Red Dragon

MONDAY

- 1:00 Feature Film*
- 3:00 Jive Junction
- 8:00 Dick Barton, Special Agent
- 10:00 Scared To Death
- 11:00 Wife Wanted
- 11:30 Feature Film
- 12:00 Man Who Walked Alone

TUESDAY

- 1:00 Feature Film
- 3:00 Inquest
- 10:00 Song Of The Open Road
- 11:30 Feature Film*
- 12:00 Secret Evidence
- 12:00 Gas House Kids

WEDNESDAY

- 1:00 Feature Film
- 3:00 Midnight Menace
- 7:00 Feature Film
- 9:00 Smart Aleck
- 10:00 A Son Is Born
- 11:00 Martin Eden
- 11:10 Feature Film*
- 11:30 Career Girl
- 12:00 Today I Hang
- 12:00 The Lady Confesses

THURSDAY

- 1:00 Feature Film*
- 3:00 Whom The Gods Love
- 10:00 Feature Film*
- 11:00 Feature Film*
- 11:00 South Of Panama
- 11:10 Feature Film*
- 12:00 Kelly Of the Secret Service
- 12:00 Feature Film*

FRIDAY

- 1:00 Feature Film*
- 3:00 Turners Of Prospect Road
- 10:00 Bury Me Dead
- 11:00 The Chinese Ring
- 11:15 Face At The Window
- 12:00 Fighting Coward
- 12:00 Great God Gold

*Title To Be Announced

(For More Detailed Information, Please Refer To The Regular Program Listings)

Added information

FOR FRIDAY OCTOBER 12

- 12:00 4 Steve Allen Show Guests: The Up To Dates, vocal group, Bill McArthur, vocal mimic, and Alex Rotov, comedian
- 9 Feature Films
- 12:30 4 Garry Moore Show Guest: Lucile Watson, actress
- 2:30 5 Bert Parks Show Bert, Betty Ann and Bobby sing "Mr. Christopher Columbus;" Heathertones sing "Doing the Raccoon," and Bert sings "People Will Say We're In Love"
- 3:00 9 Test Pattern Til 4:00
- 4:00 9 Russ Davis Show Corrected times
- 4:30 9 Telephone Game
- 5:00 9 Trail Blazers' Theater
- 6:00 5 Kukla, Fran and Ollie Burr Tillstrom celebrates his own birthday and the program's fourth birthday
- 7:00 5 Quiz Kids Marlin Perkins brings part of his zoo with him when he visits this week, and asks the children about birds and beasts who are shining examples of how Nature has beaten Man. Panel members include: Lonnie Lunde, Pat Conlon, Sally Ann Wilhelm, Harvey Dytch and Mike Mullin
- 8:00 4 Playhouse Of Stars Additional stars: Romney Brent, Anthony Ross, Phil Coolidge, John McGovern and Joe DeSantis
- 8:30 5 Aldrich Family Henry persuades his parents to let him keep house for a day, assisted by faithful Homer, who invites in all the salesmen demonstrating household aids
- 9:00 5 Cavalcade Of Sports Chico Vejar vs Sonny Lou Volpe, welterweight fight from St. Nicholas Arena, New York

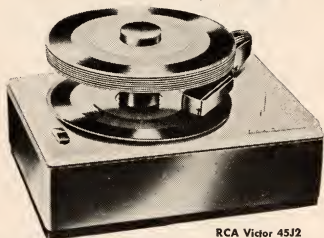


Hertha Smith

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WDM1281 Symphony No. 6 (Pathétique) Tchaikovsky (Toscanini)
WDM1473 Highlights from La Traviata (Famous Soloists)
WCT11 Caruso—Treasury (Enrica Caruso)

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WP142 On the Moonbeam (Vaughn Monroe)
WP143 Nutcracker Suite (Spike Jones)
WP158 A Cafe Porter Review (David Rose)
WP185 The Three Suns Present
WP187 A Sentimental Date with Perry Como
WP203 You and the Night and the Music (Tony Martin)
WP13 Small Combs Hits
WP295 Hank Snow Favorites
WP168 Cowboy Classics (Sons of the Pioneers)
WP193 All-Time Hits from the Hills (Eddy Arnold)
*WY413 Roy Rogers' Rodea
*WY399 Cinderella (Original Cast)
*WY386 Peter and the Wolf (Sterling Holloway)
*WY384 The Little Engine that Could (Paul Wing)
*WY385 Pinocchio (Cliff Edwards)
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TV FORECAST



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Sundays 4:30-5:00 PM

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SAMMY SQUIRREL**

A Laugh a Minute with—

Sammy Squirrel
Billy Bull
Oppie Owl
Sylvester Skunk
Willie Worm



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Saturday Oct. 13

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

9:00 7 **Stu Erwin Show—Comedy Skits**

9:30 4 **Smilin' Ed's Gang—Stories**

Ed McConnell narrates yarn for kids

7 **Oh Kay—Variety Presentation**

Interesting personalities visit Kay Westfall's apartment for friendly chats; contributing music and song are pianist David LeWinter and vocalist Jim Dimitri (see story on page 26)

9 **Magic Carpet—Film Short**

"Kitty Cleans Up"

10:00 4 **Bob Atcher & Sammy Squirrel**

A host of tiny animals entertain the kids with their adventures (see story on page 5)

7 **Foodini The Great—Puppets**

Foodini receives financial backing for his newspaper from Mrs. Goldylocks, who is made Beauty Editor; first edition, however, features the ham magician as the most important person in the news, excluding the beauty column, and the paper is foreclosed

9 **Movies For Kids—Film Series**

"Wolf Dog" and "Devil Horse"

10:30 4 **Kiddie Showtime—Serial**

"Riders of the Rockies" Tex Ritter

7 **A Date With Judy—Comedy**

Situation comedy starring Frank Albertson as Melvin Foster and Pat Crowley as Judy. "Fight Night at the Fosters" Judy seeks advice about men from her mother, who, in practicing what she preaches, alienates herself from Mr. Foster, and Oogie alienates himself from Judy

11:00 4 **Big Top—Circus Show**

Ringmaster Jack Sterling with performers cutting daredevil capers; clowns Ed McMahon & Chris Keegan, strong man Dan Lurie and Joe Basile's Brass Kings; Evelyn Torelli's great pony and dog troupe, featured in all big circuses in the nation, takes the spotlight

7 **2 Girls Named Smith—Comedy**

Complications and comedy situations arise without warning when two girls occupy an apartment in the big city; starring Peggy French and Marcia Henderson. Fran persuades Babs to audition for a play after they hear of an opening

9 **Morning Movie Time—Drama**

"Rangers Take Over"

11:30 7 **I Cover Times Square—Drama**

Harold Huber stars as Johnny Warren, Broadway columnist, uncovering mysterious happenings in the heart of the city. "A Night In Peoria" a threat moves into the West

(Continued on page 12)

TV FORECAST

Kukla, Fran and Ollie

(Continued from page 7)



Musical director Jack Fascinato, shown above with Kukla and Fletcher Rabbit, joined the KFO bunch in May, 1948, when labor czar Jimmy Petrillo lifted the ban against musicians in television. He's already written 60 original songs for the program.

much wisdom and practical knowledge is blended with the nonsense that the "KFO" show is almost a refresher course in "how to live."

Burr handles all the voices except Fran's, of course, and executes the puppet movements. The show is never rehearsed in the true sense, and each day's program is largely ad lib and spontaneous. He's unmarried, and lives in a near northside converted coach house.

Fran Allison, the slender blonde beauty who kids back and forth with Tillstrom's group, is a distinguished actress in her own right. Besides her major role on the "Kukla" show, Fran is also the famous "Aunt Fanny" on Don McNeill's TV Club.

Both onstage and off, the "Kukla, Fran & Ollie" group easily ranks with Chicago's charming people. They're quietly friendly, and completely unaffected by a phony show business manner.

Many fans ask which one of the puppets Burr Tillstrom resembles most. Personality-wise, Burr is probably a cross between wistful Kukla and roguish Ollie, depending on the mood. But whatever his mood, Burr is Chicago's brightest star in the TV sky.

"Kukla, Fran and Ollie" is seen Monday thru Friday on channel 5 at 6 p.m. This week, the nation's TV viewers are joining with Burr, Fran and the rest of that happy gang in celebrating their fourth TV birthday party.



with HERB ALLEN

SATURDAY
5:30 P.M.

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Chuckles

WENR-TV
channel 7

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SATURDAY—continued

12:00 4 Film

12:30 4 **Football—N. Carolina vs Md.**
Telecast in color; can be received by color TV sets only

1:30 5 **Pre-Football Game Program**

1:45 5 **Football—Notre Dame vs SMU**
From South Bend, Indiana

3:00 4 **Gridiron Multiscope**

4:00 9 **"What Do We Do Now"—Film**

4:20 7 **Lucky Seven Ranch—Western**
"North of Arizona" Feature film

4:30 5 **Post-Football Game Program**
Jimmy Powers interviews coaches, players, and football celebrities

4:45 4 Film

5 **On The Line With Considine**
News and views with guest Rear Admiral Harold B. Miller of the American Petroleum Institute

5:00 5 **Your Inside Story—Mental Aids**
"Why Tommy Won't Eat" psychological effect parents have on their offspring when they become upset if said offspring spurns his dinner will be demonstrated

5:15 4 **Western Theater—Feature**
"Billy the Kid in Santa Fe"

5:20 7 **Flip The Frog—Cartoon Tale**
"Pony Express"

5:30 5 **Mr. Wizard—Science Study**
Don Herbert, assisted by young Bruce Lindgren, amaze you by their experiments with ordinary household objects; this time they demonstrate "Static Electricity." Don makes a living electric circuit out of Willie, whose "high voltage touch" sets a piece of paper aflame

7 **Hail The Champ—Stunts**
Popular children's athletic participation program; six youngsters compete in exciting games directed by Herb Allen; also interviews with bright eyed kids receiving awards

9 **Telesports Digest—Film**

5:45 4 **Patricia Bowman Show**
The Norman Paris Trio, pianist Paul Shelley and the Jack Brown Singers plus guest Bill Callahan

6:00 4 **Sammy Kaye Show—Musical**
Aspiring band leaders from the younger set accept invitation to join his "So You Want To Lead A Band" contest; also old-fashioned community singing led by Barbara Benson & Tony Alamo, featured vocalists

6:00 5 **Chicago Playhouse—Film Drama**
"Walt and Lavinia" with Don DeFore and Diana Lynn; story of a young married couple who are continually bickering because the wife has a habit of misplacing all her possessions

7 **For Cowboys Only—Film**

"Kid Courageous" thrilling western

9 **Pet Shop—Comptons Present**

The animal kingdom reigns on this show when Gail Compton and his daughter Gay present wild ducks, a litter of dachshunds, and some Kerry Blue terrier puppies

6:30 4 **Beat The Clock—Parlor Game**
Bud Collyer puts contestants through various agonies which they attempt to complete in the allotted time

5 **One Man's Family—Drama**

A little bit of comedy and tragedy make up this delightful story of the happenings in a large family. Bert Lytell, Marjorie Gateson, Russell Thorson, Lillian Schaaaf, Eva Marie Saint, & James Lee star

9 **Range Rider—Western Feature**

Film (first showing in Chgo.) with Jack Mahoney, Dick West and Douglas Evans in "Hidden Gold." A group of outlaws force Range Rider to lead them to the gold only to learn that the mine has been worked out twenty years before; the leader takes Rider prisoner

7:00 4 **Ken Murray Show—Variety**
Comedian Ken heads revue featuring Anita Gordon, Laurie Anders, the Glamourlovelies and David Broekman's orchestra; guest Sarah Churchill enacts role of Henry VIII's fifth wife, in original playlet by Jean Holloway; Laurie Anders does novel adagio act with Robert Gross; also Larry Griswold, comedian and trampolene artist

5 **All Star Revue—Variety**

Impresario Danny Thomas emcees festivities and presents Kay Starr and Bunny Lewbel with guest stars Milton Berle, the Hurricanes, adagio act, and Lola & Lita, jugglers; in a reminiscing mood, Danny presents skits of his early days as a night club comic and his rise to stardom

7 **Paul Whiteman's TV Teen Club**
Youngsters get their big chance on this amateur show for talented teens

9 **"Case Of Charles Peace"**

8:00 4 **Wonderful Town—Musical**
Faye Emerson takes you on a tour through a city of the U.S. and introduces some well-known personalities associated with it; this week she honors Baltimore, famous for beautiful women, straw hats and oysters. Guests are: the Duchess of Windsor, comedian Garry Moore, the Ink Spots and Earl Wrightson

SATURDAY—continued

8:00 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 Charlton Heston

7 Lessons In Safety—Film
"The Safest Way" & "Freight Handling Safety"

8:30 4 Show Goes On—Variety
Robert Q. Lewis emcees as young hopefuls get chance to perform for buyers looking for talent; Gus Lenevich, Frank Shissran, for the Apollo Theater, and Victor Terracciano, for the Philharmonic Opera Co.

7 Harness Racing—Maywood Park
Trotting and pacing events of the sulkies described by Wayne Griffin; in addition to thrills and excitement on the track, informative demonstrations and interviews with personalities and racing enthusiasts held between races; co-working as sportscaster is Frank Ashley

9 Wrestling From Marigold
Bobby Manacoff vs Don Lewin in main match described by Jack Brickhouse

9:00 4 Crime Photographer—Drama

9:30 4 Mr. and Mrs. Kup—Interviews
The Kupcynets and their guests hold lively discussions on current topics

5 Your Hit Parade—Musical
Nation's choice in seven top tunes of the week are sung and dramatized by Eileen Wilson, Dorothy Collins and Snooky Lanson. Ray Scott's orchestra

10:00 4 "Mad Monster"—Feature
Film with Johnny Downs, Anne Nagel & George Zucco; scientist transforms country simpleton into half wolf

5 "Turnabout"—Feature Film
Carole Landis, John Hubbard, and Adolph Menjou in a tale of what happens when a wife wishes to change places with her husband.

7 Word Of Life Songtime
Jack Wyrzten copes with the problem of juvenile delinquency; the "Word Of Life" quartet sings old-time hymns and gospel songs

10:30 7 "Anything For A Thrill"
Feature film with Frankie Darro and Kane Richmond; exciting adventure of young people today

11:00 9 Feature Film

11:30 4 Murder Before Midnight—Film

12:00 4 "Romance Of The Rio Grande"

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

TV FORECAST

TONITE at 6:00

(JUST BEFORE "ONE MAN'S FAMILY")



and **"CHICAGO PLAYHOUSE"**

TONIGHT!

"WALT & LAVINIA"

Starring: Don DeFore and Diana Lynn

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CHANNEL 5



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MR. and MRS. KUP

Informal interview, and variety show with Essie and Kup and their famous guests

Saturday
9:30 to 10:00 PM

WBKB



Special guests of the Mary Hartline Show, which recently folded on WENR-TV, were these young residents of Mooseheart, the famed "child city" operated by the Loyal Order of Moose. Shown with Miss Hartline (center) are Richard Wolniewicz, Joyce Weaver, Sally Bulkley, Janet Roach, Allen Coles and Lonnie Long. In back row are Marjan P. Staniec, officer of Chicago Lodge No. 3, Janet Kubicz, WENR-TV program executive, and WENR-TV star Chet Roble, himself an active member of Lodge No. 3.

Sunday Oct. 14

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

- 9:45 9 **Magic Carpet—Film Short**
"Guardian Angel"
- 10:00 4 **"Shirley Temple Carnival"**
Shirley Temple when she was a tiny tot acts, sings and dances in five hilarious satires on Soldier Life, Prize Ring, Night Club Life, A Missionary in Africa, and a Hollywood Actress
- 9 **"Trans-Atlantic Merry-Go-Round"**
Feature film with Jack Benny, Gene Raymond, Nancy Carroll and Frank Parker.
- 11:00 7 **TV Tots Time—Film Cartoons**
"Rip Van Winkle," "Molly Moo Cow," and "It's a Greek Life"
- 11:15 7 **Documentary Film**
- 11:30 4 **Film**
- 7 **Faith For Today—Religious**
- 9 **Flying Tigers—Adventure Tale**
- 11:45 4 **Your Future Home—Ed Cooper**
- 12:00 4 **Stairway To Stardom**
- 5 **Frontiers Of Faith—Religious**
From Brick Presbyterian Church, New York City, with Dr. Samuel McCrea Cavert, officiating clergyman and Dr. Paul Wolfe
- 7 **Peoples' Playhouse—Film**
- 9 **"Duke Of The Navy"—Feature**
Ralph Byrd & Veda Ann Borg
- 12:30 4 **Film**
- 5 **American Inventory—Discussion**
Experiment in the field of adult education; "Another American Revolution," story of Eli Whitney
- 7 **Amateur Hour—Chgo. Talent**
Youngsters get a chance
- 1:00 4 **"No Escape"—Feature Film**
Starring John Carradine, Bill Henry, Dean Jagger and Mary Brian; a forger escapes from prison with the aid of another convict
- 5 **How Does Your Garden Grow**
John Ott demonstrates planting
- 1:30 5 **American Forum Of The Air**
Moderator, Theodore Granik; subject: "Box Score For The 82nd Congress" discussed by Sen. Robt. Kerr (D-Okla), Sen. Geo. Malone (R-Nev), Rep. John Rooney (D-N.Y.), and Rep. Leonard Hall (R-N.Y.)
- 7 **Adventures Of Wild Bill Hickok**
Guy Madison and Andy Devine star
- 9 **Shadow Of The Cloak—Mystery**
Tale of intrigue, with Helmut Dantine
- 2:00 5 **Battle Report—Washington**
- 7 **Cisco Kid—Western Movie**
Duncan Renaldo and Leo Carrillo star in "Haven For Heavies"
- (Continued on page 16)

DAY AND NIGHT INCLUDING SUNDAY

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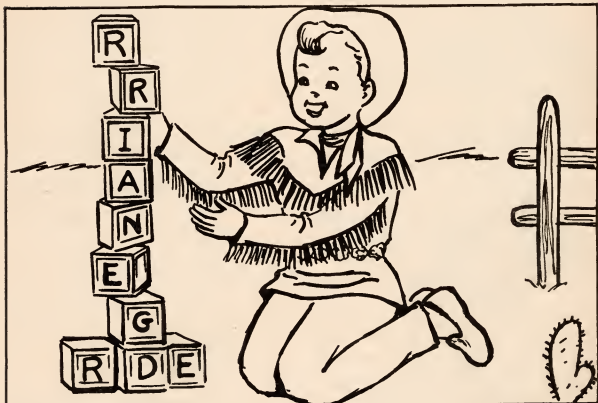
PRESENTS
Peter Lind Hayes and Mary Healy
in

"STAR OF THE FAMILY"

WITH FAMOUS GUEST PERFORMERS
SUNDAY 5:30 PM WBKB
CHANNEL 4

MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1951



THE TV SHOW
IS THE

When you re-arrange the letters in the blocks, you will find the name of an exciting "Western" TV show. Write your answer—color the picture—and mail your entry to Mollycues, %

TV Forecast, 185 N. Wabash Avenue, Chicago 1, Ill. First prize is \$1; second prize is 50 cents; next twelve prizes are 25 cents each.

Winners' names will be listed each week.

Deadline for this week's contests is Wednesday, Oct. 24

MDGNREWTAISHOUMZ
 3 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 ?

Each symbol or design that you see here represents that letter above it. Can you read the question below? Write your answer and mail

to Mollycues, % TV Forecast, 185 N. Wabash Ave., Chicago 1, Ill. First prize is \$1; 2nd prize is 50 cents; next twelve prizes are 25 cents each.

TV FORECAST

SUNDAY—continued

- 2:00 9 "Rolling Home"—Feature**
Film with Jean Parker and Russell Hayden;
- 2:30 4 Take Another Look—Football**
Action and thrills of big college games on film with commentary
- 5 Juvenile Jury—Kids Quiz**
- 7 Adventures Of Kit Carson**
- 3:00 4 Lamp Unto My Feet—Religious**
- 5 Meet The Press—Discussion**
Lawrence Spivak, Martha Rountree moderator, plus guest, Thomas E. Dewey
- 7 Saddle & Sage—Western Film**
"Song of the Sierras"
- 3:30 4 Hollywood Opening Night—Film**
- 5 Zooparade—About Animals**
"Conservation and Water Fowl"
- 7 Space Patrol—Adventure Story**
Thirty seconds spell the difference between life and death for Commander Buzz Corry, Cadet Happy and Tonga
- 3:45 9 Miss Bowling Queen Contest**
- 4:00 4 Man Of The Week**
- 5 Gabby Hayes Show—Tall Tales**
Dramatization of the true story of Pvt. Charles Morgan, a young New Jerseyite whose bravery was responsible for the turning point in the American Revolution
- 7 Super Circus—Variety Stanza**
Mary Hartline, Cliffy, Scampy and Nickey invite you to watch the Two Freddies, jugglers, Lucy & Danlo, dog act, Rudy Benzinger, comedy motorcycle act, and the Seven Marvels on the teeter board; special Side Show attraction, Ingagi, the gorilla, with the clowns and Claude Kirchner
- 9 "Sweepstake Annie"—Feature**
Film (1st showing) with Tom Brown, Marion Nixon and Inez Courtney; a poor girl wins sweepstakes
- 4:30 4 Bob Atcher & Sammy Squirrel**
Puppet fun for children of all ages plus invitation to join brand new Meadow Gold Ranch Club
- 5 Sky King Theater—Western**
- 4:45 4 Film**
- 5:00 4 Big Question**
- 5 Hopalong Cassidy—Western**
- 7 Ted Mack's Family Hour**
Variety show; songs, music and dancing with professional entertainers,
- 9 Football—Northwestern**
Complete film highlights of N.U.-Minnesota game; commentary by Jack Brickhouse and Don Burson
- 5:30 4 Star Of The Family—Variety**
Husband-wife team Peter Lind Hayes and Mary Healy welcome comedian Phil Baker, comedienne Irene Ryan, and dancers June & Martin Barrett
- 5:45 9 "Three Silent Men"—Feature**
- 6:00 4 Gene Autry Show—Western**
"Frontier Guard" Autry, working for the Border Patrol, thwarts a kidnapping and retrieves a forced deed
- 5 Sound-Off Time—Comedy—Variety**
Bob Hope emcees and gags with Jerry Colonna and Dinah Shore
- 7 Paul Whiteman Revue—Variety**
Earl Wrightson baritone, Maureen Cannon and guest Martha Wright in a country setting; tunes: "Rollin' Stone," "Hey, Good Lookin'," "Turkey In the Straw," and "Reuben, Reuben, I've Been Thinkin'"
- 6:30 4 This Is Show Business—Variety**
Guest entertainers are Richard Tucker, of the Met. Opera, comedian Bert Wheeler, and dancer Gloria Gilbert.
- 5 Young Mr. Bobbin—Comedy**
Aunt Bertie loses a suitcase which contains a contest story written by her nephew, and a frantic search begins
- 7 Music In Velvet—Musical**
- 6:45 9 Powerhouse Of Sports—News**
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan emcee presents guests Annetta Warren, Carol Bruce, Yul Brynner, and Howell & Bowser, comedy act; also Michael Bentine, British comedian
- 5 Comedy Hour—Variety**
Bud Abbott and Lou Costello, comedians, present guests Gale Storm and Phil Regan
- 7 Feature Film**
- 9 Chicagoland Newsreel Review**
- 7:30 9 Pentagon—Washington—Talks**
Film report on how whole blood is processed into plasma; sports salute to origin of U.S. Navy, and four ships that comprised entire fleet back in 1777; Guest: Col. Leroy Hudson, Chief Officer of Industrial Security of the Munitions Board and his aide, Deputy Robert Appleton
- 8:00 4 Fred Waring Show—Musical**
Guests Barbara Bel Geddes and Barry Nelson will present scenes from "The Moon Is Blue"
- 5 Television Playhouse—Drama**
"October Story" by David Swift starring Julie Harris, Jane Rose and Billy Lynn; a tom-boyish teen-ager builds a pocket-size portable television set and a public relations man from NBC is assigned to watch her to find out how she did it
- 7 Dell-O-Dell Show—Variety**
- 9 Rocky King, Detective—Drama**
"Obits, Please Copy" murderer of a hated columnist gives Rocky a merry chase
- 8:30 7 Marshall Plan In Action—Film**
- 9 Plainclothesman—Drama**
"The Jackpot" A slot machine businessman is murdered by his partner, but the murder is bungled

SUNDAY—continued

9:00 4 Celebrity Time—Quiz

Conrad Nagel mc with Jane Wilson, Herman Hickman, & guest panelists Tom Ewell and Peggy Lee

5 Red Skelton Show—Comedy

Variety and laughs galore with the "mean widdle boy." Dave Rose and orchestra provide musical arrangements, with the Skylarks vocalizing

7 Hour Of Decision—Religious

Fiery sermons by the famous evangelist, Billy Graham in this old-time revival meeting

9 Stars Of Tomorrow—Variety

Lee Bennett emcees as Chicago talent competes for top place (see story on page 42)

9:30 4 What's My Line?—Panel Quiz

John Daly, moderator, with panelists Dorothy Kilgallen, Bennett Cerf, Hal Block, and Arlene Francis

5 Leave It To The Girls—Chats

Maggi McNellis mc; panelists: Florence Pritchett, Eva Marie Saint, Binnie Barnes, Eloise McElhone, & guest Mischa Auer

7 Youth On The March—Religious

Sermons especially for young people

9 Courtesy Theater—Feature

"American Empire" with Richard Dix, Leo Carillo, Preston Foster and Frances Gifford; story of two friends who build an empire in Texas

10:00 4 "Lydia"—Feature Film

Starring Merle Oberon and Joseph Cotten; flashback tale of Lydia's love of four men

5 Weatherman—Clint Youle

7 "Lady From Frisco"—Feature

Rita Hayworth and Tom Keene

10:10 5 Dorsey Connors—Helpful Tips

New ideas in homemaking and fashions (see story on page 24)

10:15 5 Alex Dreier—News Report

10:30 5 Sports Star Time—Tom Duggan

11:00 5 Feature Film

9 "Vengeance"—Feature Film

Lyle Talbot, Wendy Barrie, & Lucille Lund (1st showing) about an ex-policeman who joins a mob to get the inside information the force needs

11:30 4 Eloise Salutes The Stars

Guest: Vincent Sardi, restaurateur, owner of New York's famous Sardi's

7 Film Commercial

11:45 4 Ulmer Turner And The News

12:00 4 "Red Dragon"—Feature Film

Starring Sidney Toler; Charlie Chan mystery where people interested in an atomic bomb secret are murdered

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

LOOK... AND LAUGH
LISTEN... AND LAUGH



SUNDAY

9:00 P.M.

CHANNEL 5



RED SKELTON

Show

Presented by

Tide

TONIGHT!

COURTESY THEATRE

FILM EPIC!

(Recent Hollywood Production)

WGN-TV

(9)

9:30 PM

"AMERICAN EMPIRE"

★ Richard Dix

★ Preston Foster

COURTESY Motors

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28 School St. (BG-21), Yonkers, N. Y.
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\$5 ☐ 1 yr. \$8 ☐ 2 yrs.
☐ money enclosed ☐ bill me

*You're missing the **BIG THRILLS** of television

Monday Oct. 15

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

- 9:00 4 Fun And Features—G. Menard**
George & gang present music, news,
9:30 4 Fun And Figure—Exercises
Ladies, exercise with Ed Allen for upper body loveliness
9:50 4 Fun And Features (continued)
10:00 9 Your Figure Ladies—Fogarty
10:30 4 Tel-A-Shopper—Betty Whitney
7 Dennis James Show—Variety
Julia Meade assists in games, also daily guest attractions
9 Chicago Cooks—Recipes
11:00 4 Creative Cookery—Recipes
Romaine lettuce, Russian dressing, and Italian pork sausage, roasted, pan-fried, and broiled
5 Ruth Lyons' 50 Club—Gags
Special brand of Lyons humor keeps 50 lucky guests entertained with contests, group singing, household hints
7 Frances Langford—Don Ameche
Variety show featuring specialty acts, interviews, guest celebrities and music by Tony Romano and his orch.
11:30 5 Norman Ross' Varieties
9 Travelers' Sketchbook—Film
"Florence"
11:45 9 Snader Show—Films
12:00 4 Steve Allen Show—Variety
5 Meet Mintz—Piano Melodies
7 Bob And Kay Show—Variety
9 Hi Ladies—Tommy Bartlett
12:15 5 Newsroom—Late Information
12:30 4 Garry Moore Show—Variety
Guest: Winston L. Mittenjuice
5 Your Luncheon Date—Musical
Virtuoso on the accordion, Art Van Damme and Quintet supply music for vocalist Nancy Wright; Hugh Downs furnishes conversation
12:45 9 News Headlines—Spencer Allen
1:00 5 Feature Film
9 Russ Davis Show—Musical
1:30 4 First Hundred Years—Serial
1:45 4 Ransom Sherman Show—Comedy
"Rance" is back with gags for ladies, and tips that should never be copied
9 Individually Yours—Fashion
2:00 4 Vanity Fair—Robin Chandler
5 Miss Susan—Susan Peters
7 Beulah Karney Show—Foods
9 Let's Have Fun—Variety
Hank Grant emcees festivities
2:15 5 Here's Looking At You
Richard Willis, fashion and beauty expert, prescribes for you
2:30 4 All Around The Town
(Continued on page 20)

TV FORECAST



Producer, director, host and often times star of the Lucky Strike Theatre is Robert Montgomery. Bob is an active TV personality who played many successful roles on the screen. He has proved himself equally adept at portraying comedy, as well as sinister parts. The series is telecast by NBC-TV on alternate Mondays.

MONDAY—continued

- 2:30 5 Bert Parks Show—Variety**
Against an Arctic setting, Bert and Betty Ann sing "Powder Your Face With Sunshine" and "I Don't Care If the Sun Don't Shine;" Heathertones jump to college library for "Jim Jam Jump," and Bobby feels "All Alone"
- 7 Barbara Moro—Creative Ideas**
- 3:00 4 Homemakers' Exchange—Foods**
- 5 Kate Smith Hour—Variety**
Guests: Evalyn Tyner and Asia Both
- 9 "Jive Junction"—Feature Film**
Starring Dickie Moore and Tina Thayer; high school children organize orchestra to entertain canteen
- 3:30 4 Your Visiting Nurse**
- 3:35 4 Bill Evans Show—Variety**
- 4:00 4 Who's Talking?—Quiz Game**
Can you identify this celebrity? His
- 5 Hawkins Falls, Pop. 6200**
Knap Drewer brings false hope to frightened investors and makes prom-
- 9 Telephone Game—Quiz Contest**
- 4:15 4 Assembly—Military Questions**
- 5 Gabby Hayes Show—Tall Tales**
- 4:30 5 Howdy Doody Show—Kids Fun**
- 7 Sagebrush Theatre—Western**
"Partners of the West"
- 9 Trail Blazers' Theater—Western**
"Land of the Fighting Men"
- 4:45 4 Breezy, Don & Vera—Puppets**
- 5:00 4 Kids Karnival Kwiz—Film**
- 5 Cactus Jim—Western Film**
- 5:30 4 Silhouettes Of The West**
- 5 Visit With Cactus Jim**
- 7 Tom Corbett Space Cadet**
- 5:35 5 Weatherman—Clint Youle**
- 5:45 4 Window Shopping—Commercial**
- 5 Public Life Of Cliff Norton**
Subject: "Sleep, Little One, Sleep"
- 7 Uncle Mistletoe—Adventures**
With a whizz and a whirr we're off for another story with our friends
- 9 Foto-Test—Marty Hogan Quiz**
- 5:50 5 Clifton Utley And The News**
- 6:00 4 Carolyn Gilbert—Danny O'Neil**
- 5 Kukla, Fran, And Ollie**
Another excursion into pure make-believe, under guidance of Burr Tillstrom (see story on page 6)
- 7 Paul Harvey With 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**
- 6:30 4 CBS News—Douglas Edwards**
- 5 Showroom—Musical Session**
Guest: Johnny Andrews
- 7 Hollywood Screen Test—Drama**
Emcee Neil Hamilton introduces young actors and actresses with assistance from Arthur Treacher

- 6:30 9 Spencer Allen And The News**
- 6:45 4 Perry Como Show—Musical**
Tunes: "I'll String Along With You," "Too Young," "Red Sails In The Sunset," and "Down Yonder"
- 5 News Caravan—John C. Swayze**
- 9 Chicagoland Newsreel**
- 7:00 4 Video Theater—Drama**
"Cafe Ami" starring Robert Preston and Maria Riva; Sgt. Kennedy feels something strange about proprietor of a cafe in Berlin, but does not believe it when a young girl claims the man is brutal ex-commandant of a Nazi concentration camp, officially
- 5 Paul Winchell—Jerry Mahoney**
Music, comedy, & the "What's My Name" quiz with guest contestants,
- 7 Mr. District Attorney—Drama**
"The Case of the Bindle Boy" with Jay Jostyn, Len Doyle and Vicki Vola; a worried mother, faced with problem of son's listlessness in school, prompts Mr. D. A. to an investigation of narcotics among teen-agers
- 9 Comedy Cameo—Old Time Films**
- 7:15 9 Our World—Film**
"This Land of Ours"
- 7:30 4 Arthur Godfrey's Talent Scouts**
- 5 Voice Of Firestone—Musical**
Guest soloist, soprano Nadine Connor, sings "Some Day" from operetta "The Vagabond King," "Let My Song Fill Your Heart," and "The Merry Widow Waltz"; orchestra and chorus do "Land of Hope and Glory," "Norwegian Dance No. 2," and "Masaniello Overture"
- 7 Sen. Taft Reports To Nation**
The senator's address is expected to convey the Republican party viewpoints on national and international politics
- 9 Johns Hopkins Science Review**
"The Magic Eye" Mr. Joseph Tlanda, electronics expert, will demonstrate the action, operation and work performed by the magic eye, which is a photoelectric cell
- 8:00 4 I Love Lucy—Comedy Drama**
Starring Lucille Ball and Desi Arnaz with William Frawley and Vivian Vance. To celebrate an anniversary, the men want to see the fights, while the women insist on a night club
- 5 Lights Out—Drama**
"I, Spy" co-starring Henry Hull and Dorothy Stickney, with Alfreda Wallace and Dale Engel; a brother and sister, making collections of strange articles, find it necessary to resort to murder
- 7 Paul Dixon Show—Variety**
Dottie Mack and Wanda Lewis
- 9 "Dick Barton, Special Agent"**
- 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

MONDAY—continued

- 8:30 5 Somerset Maugham Theater**
 "Masquerade" by Russell Beggs, starring Bonita Granville; a young woman decides against true love in favor of an easier life with an older man
- 7 Crusade In The Pacific—Film**
 "War in the North—The Aleutians"
- 9:00 4 Studio One—Drama**
 "Eternal Judas" with Irja Jensen; story of a ballet dancer and a soviet spy
- 7 Front Page Detective—Drama**
 Edmund Lowe stars
- 9 Miss U. S. Television Contest**
 Emcee Marty Hogan presents third week of semi-finals as beauties promenade for the nat'l competition
- 9:30 5 Who Said That?—Quiz**
 Robert Trout mc quizzes John Cameron Swayze and guests Chester Morris, Binnie Barnes and Igor Gorin
- 7 Stud's Place—Informal Variety**
 Studs Terkel, proprietor, Chet Roble, jazz pianist, guitar-playing Win Stracke and Beverly Younger
- 9 Bears Quarterback Club**
- 10:00 4 Ernie Simon—Curbstone Cutup**
 Ernie converses with the crowd at the corner of State & Lake
- 5 Weatherman—Clint Youle**
- 7 Page One—News And Sports**
- 9 "Scared To Death"—Feature**
 Bela Lugosi and George Zucco
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Disk Jockey Show—Musical**
- 5 Clifton Utley And The News**
- 10:30 4 Sarah Churchill Show**
 Informal gatherings with guests
- 5 Let's Look At Sports—T. Duggan**
- 7 Handy—Tips And Ideas**
- 10:45 4 Wendell Hall—Musical**
- 5 Herbie Mintz—Musical Show**
- 11:00 4 Today In Sports—Commentary**
- 5 "Wife Wanted"—Feature**
 Film with Kay Francis; aging movie star invests her money in real estate firm, only to find it front for phony matrimonial agency
- 7 Austin Kiplinger And The News**
- 11:15 4 Film**
- 11:30 4 Murder Before Midnight—Film**
 "Circumstantial Evidence" with Chick Chandler and Shirley Grey; story of a death bed confession which saves
- 9 Feature Film**
- 12:00 4 Midnight Edition—Ulmer Turner**
- 5 "Man Who Walked Alone"**
 Feature with Dave O'Brien, Kay Aldridge & Walter Catlett. Comedy and romance about a returning war vet who meets a spoiled young heiress
- 1:00 9 Chicagoland Newsreel**
 (Stations reserve the right to change above listings without notice)

presenting

ADRIENNE FALCON

TWENTY-FOURTH WEEK'S WINNER



Watch

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

EVERY MONDAY

WGN-TV

9:00 P.M.

A Walter Schwimmer Production

SEMI-FINALS START OCT. 2ND

AUSTIN KIPLINGER NEWS

DON'T MISS THIS ACCURATE AND
 UNBIASED COMMENTARY DESIGNED TO
 BRING YOU TOMORROW'S NEWS TONIGHT
 Presented by Chicago National Bank

**WENR-TV
 CHANNEL 7**

11 P.M.



TV FORECAST

UN-CHAIN THAT CAPTIVE AUDIENCE!

By JACK MABLEY

CAPTIVE Audiences: The other night Ken Murray assaulted his audience with this joke. A girl approached a football field carrying a bucket and brush. Murray: "Where you goin' with those?" Girl: "My boy friend made the scrub team, and I'm taking them to him."

There were four or five such jokes, all equally putrid. When the last one had fouled the air, the studio audience burst into thunderous applause. They were a captive audience. They had to cheer because an assistant director was standing up in front of them, wildly waving his arms.

Some people are more sensitive to phoniness than others. If you happen to be one who resents it, the phony applause of the studio audiences must irritate you as it does me. It would be a refreshing experiment for some courageous television director to forego the regular pre-show audience warmup, and merely tell the people in the theater, "Applaud when you wish. I thank you."

Then when a comedian told a bum joke instead of cheers and hurrahs, he would be greeted with a leaden silence in the studio—the same kind that per-



"Easy, girl, you'll get your two free passes."



"Continued sunny today."

vaded in homes tuned in to the show. I think there'd be some changes made in the ranks of the comedians.

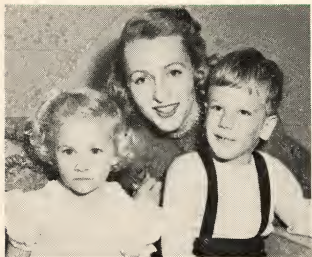
The Power of Television: You may have noticed in the best selling lists lately that one of the constant leaders in non-fiction is the Pope Cook Book.

Before François Pope went on the air with his cooking school on WBKB a few months ago, one Loop department store sold 50 to 75 books every two months. The same store sold 1,800 books in the first two months Creative Cookery was on the air. The book was not scheduled for a reprinting until spring of 1952. Two weeks after the show hit the air a reprinting was ordered.

Frankness: In line with our thoughts on captive audiences, wouldn't it be refreshing if an Ed Sullivan or a Ken Murray, after a show in which everything went wrong, would say, "Well folks, we kind of stunk tonight and we apologize. It happens in the best families, and we promise you a good time next week. Come back then."

Service Please: The Radio-Television Manufacturers Association has hired a man to co-ordinate industry efforts to bring better servicing for TV sets. This is one of the main headaches for the manufacturers. We in Chicago are blessed with one of the best groups of service companies in the country. But even then, in some cases there's room for improvement.

Let's Set the Record Straight Department: I do not hold the weather sign for Ernie Simon in front of the State-Lake. That man is an impostor.



Robin Chandler and children, Letitia and Jeff Junior



forecast for women

FASHION FACTS AND FANCY—Barbara Becker, pert vocalist on the “Wayne King Show,” caused many a head to turn in the Ambassador East recently in a smart costume of black velvet jacket, bright red plaid skirt and neatly tailored white blouse. Her accessory accent was a bright yellow walking stick umbrella! . . . Kay Morrow cautions women: “Don’t buy clothes for a special occasion for after the evening is over you are often left with a dress you wouldn’t have bought in a more thoughtful moment.” . . . Peggy French, the Chicago gal seen in “Two Gals Named Smith,” is a hat enthusiast who is out to better Hedda’s record. . . . At lunch in the Pump Room, Toni Gilman relieved the severity of her slim skirted black suit with a head hugging white hat.

IF YOU WONDER WHAT they do in their spare time . . . Dorothy Kilgallen the gal with an eye for spotting other people’s occupations, is both a talented amateur painter and amateur decorator. Dorothy belongs to that select group of stars known as Sunday Painters . . . Olive Stacey, who stars in CBS-TV’s “The First Hundred Years,” is an accomplished violinist and dancer who is an avid fan of the Martha Graham School of Dance. . . . Louise Leslie of the “Homemaker’s Exchange” is a pianist and singer of note who disappointed many close friends when she chose a career in the field of home economics instead of music.

A DAY IN THE LIFE of a star. . . . Robin Chandler, seen on “Vanity Fair,” is up at 7 every morning, gets breakfast for her two children, orders groceries for the day, dashes off to the park with the youngsters and does five afternoon TV shows a week. New York friends say of Robin: “She gives some of her best interviews at the park, so we’ve dubbed her the Femme Baruch.”

—patricia cooper



Dorsey Shows French



VOLUMINOUS skirts, tiered sleeves, nipped in waistlines and tiny hats marked the Paris couturier openings which Dorsey Connors, WNBQ lovely, attended late this summer. Dorsey believes that although most women will never own a French original they can derive a knowledge of fashion trends by studying the imports. Original designs shown on these pages are from the collections at Marguerite Pick, Chicago's finest custom house.

1. Baroque shantung taffeta in a rich

1.

2.





copper tone is fashioned into a cocktail suit with finely pleated panels forming a voluminous skirt by Christian Dior. Highlight of the Dior showing, Dorsey wears the suit with a wisp of black velvet by Laddie Northridge.

2. Jacques Fath's handsome coat dress of heavy grey flannel has tiered sleeves and a double row of buttons down the front. For accessory accents, Dorsey chooses a grey velour hat by Sally Victor, grey velvet gloves and long-handled umbrella.

3. Stiff black horsehair lace forms the wide, wide skirt and deep, tiered sleeves of this Jacques Fath cocktail dress. A bow of black velvet accents the off the shoulder neckline. Dorsey's admirer is her miniature French poodle, Vicky.

4. Cotillion, a ball gown of palest gold silk taffeta and Italian gold thread lace, has a deep cuff at the bodice line and the thinnest of straps over the shoulders. A Marguerite original.

by *Patricia Cooper*

editor, forecast for women





Jim Dimitri Briefs Gals on Do's and Don'ts



Jim Dimitri

EVER wonder what a handsome bachelor is seeking in the girl he hasn't found? We did.

And we didn't have to wonder long after we began questioning Jim Dimitri, handsome singing star seen regularly on the "Oh Kay" show, WENR-TV. Jim had some pertinent thoughts on the subject and we're inclined to believe they reflect the feelings of other young bachelors. So lend an ear!

"Naturalness is all important to me," Jim began. "If a girl isn't natural, then all the other good qualities she may possess become unimportant."

"I think standards of beauty are strictly a personal matter, but I think most men like a girl who presents a well-groomed appearance," he continued. "Well cared-for hair, neatness in dress and attention to hands, nails, and complexion are important."

"Personally, I like a girl who has a special interest in some field outside of her immediate work, because I feel this makes for a better rounded personality," Jim went on. "Also, a girl who is well liked in her own circle of friends is usually a better bet than one who is shy on friends."

Interest in other people and children, a good sense of humor and consideration for others feelings are all important traits to Jim, who is 26, tall, dark and handsome.

"A girl whose personality is compatible with mine and who can enjoy an evening with me, not for where I take her but for the fun we can have together, rates high," Jim added. "I also believe two people should be able to maintain their rights to certain opinions without having a friendship blow up at

the first sign of a disagreement."

While these characteristics are all to the credit side if you possess them, Jim had some things to say on what fellows don't like in the gals they date. These include affectation, carelessness in dress, complete lack of humor, the complete extrovert ("bores me stiff"), the art for art's sake type, and a lack of sensitivity to others' feelings ("the one who is continually saying the wrong thing yet never knows it").

For the light touch, Jim adds that the girl he dates should like his voice (which wouldn't be a difficult requirement to meet) and should share his enjoyment of Herb Shriner's humor.

Jim, who was born in Kansas City, Mo. and came to Chicago ten years ago, enjoys music of all kinds—pop, jazz, symphony. His other hobbies include serious art and anthropology. The latter interest is one he has pursued for some time strictly as an avocation—so get out the books, gals, and start boning up!

The only member of his family in show business, Jim has a degree in business administration from Northwestern university and is an Air Corps veteran. He has studied music for seven years at Kimball Hall under the well-known Chicago voice coach, Louise Gilbert. He was a member of the Actor's Company, Chicago, for two and a half years, where he played all types of roles from Shakespeare to light comedy. His ambition in show business is to someday appear in a dramatic role in the legitimate theater.

—Patricia Cooper

The "Oh Kay" show is seen from 9:30 to 10 a.m. alternate Saturdays on Channel 7.

Tuesday Oct. 16

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
Exercises for posture by Ed Allen
- 9:50 4 **Fun And Features** (continued)
- 10:00 9 **Your Figure Ladies**—Exercises
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
Tips on what to buy, why you should buy, and general information
- 7 **Dennis James Show**—Interviews
Studio audience competes for prizes
- 9 **Chicago Cooks**—Recipes
- 11:00 4 **Creative Cookery**—F. Pope
Chili con-carne, opera creams & maple opera creams demonstrated
- 5 **Ruth Lyons' 50 Club**—Informal
- 7 **Frances Langford-Don Ameche**
Musical variety with guests, songs, sketches, and a quiz contest. Also excerpts from "Purple Heart" diary
- 11:30 5 **Norman Ross' Varieties**
- 9 **Travelers' Sketchbook**—Film
"Arctic Hunters"
- 11:45 9 **Snader Show**—Film
- 12:00 4 **Steve Allen Show**—Variety
- 5 **Herbie Mintz Show**—Musical
- 7 **Jessie DeBoth's TV Notebook**
Homemaking hints & processes dramatized, and cooking recipes explained
- 9 **Hi Ladies**—Tommy Bartlett
- 12:15 4 **Multiscope News**—Ticker Tape
- 5 **Newsroom**—Late Information
- 12:30 4 **Garry Moore Show**—Variety
Guest: dancer Dorothy Jarnac
- 5 **Your Luncheon Date**—Variety
- 7 **Bob And Kay Show**—Variety
Commentary, interviews, and fun with Bob Murphy and Kay Westfall
- 12:45 9 **News Headlines**—Spencer Allen
- 1:00 5 **Feature Film**
- 9 **Russ Davis Show**—Discussion
- 1:30 4 **First Hundred Years**—Serial
Jimmy Lydon and Olive Stacey star
- 1:45 4 **Ransom Sherman Show**—Gags
Sometimes he gets serious, but certainly not very often
- 9 **Plan-A-Room**—Paul MacAlister
- 2:00 4 **Vanity Fair**—Robin Chandler
- 5 **Miss Susan**—Susan Peters
Day-to-day drama of problems facing a woman lawyer
- 7 **Housewives Holiday**—Kirchner
Claude and Ruth Kirchner emcee
- 9 **Let's Have Fun**—Hank Grant
- 2:15 4 **Bride And Groom**—Interviews
- 5 **Here's Looking At You**

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WBKB

TUESDAY—continued

- 2:30 4 **Fashion Magic**—Arlene Francis
 5 **Bill Goodwin Show**—Variety
 Music by vocalists Eileen Barton, Roger Dann, & 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: Artina & Consuelo, John Carroll, and Duke Art Jr.
 9 **"Inquest"**—Feature Film
 Elizabeth Allen & Herbert Lomas
 3:30 4 **Your Visiting Nurse**—Com'l.
 3:35 4 **Bill Evans Show**—Discussion
 4:00 4 **Steve Allen Show**—Variety
 5 **Hawkins Falls, Pop. 6200**
 Doc Gibb learns the importance of a woman around the house
 9 **Telephone Game**—Harold Isbell
 4:15 4 **Assembly**—Military Talk
 5 **Gabby Hayes Show**—Tall Tales
 4:30 5 **Howdy Doody**—Variety
 7 **Sagebrush Theater**—Western
 "Code Of The Mountain" feature
 9 **Trail Blazers' Theater**—Western
 "Where the Buffalo Roam"
 4:45 4 **Breezy, Don & Vera**—Puppets
 5:00 4 **Kids Karnival Kwiz**—Games
 5 **Cactus Jim**—Western Feature
 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: "Hints to the Autumn Bridegroom" comedy sketch
 9 **Foto-Test**—Marty Hogan
 Cash prizes for the ladies
 5:50 5 **Clifton Utley And The News**
 6:00 4 **Danny O'Neil At Home Show**
 5 **Kukla, Fran, and Ollie**
 Join the gay trio as they sing
 7 **Paul Harvey With 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
 6:30 4 **CBS News**—Douglas Edwards
 5 **John Conte's Little Show**
 7 **Beulah Show**—Comedy
 Ethel Waters stars as mediator in Henderson's bustling household; they sell their house in order to move into a wealthier neighborhood, then change their minds and things are topsyturvy till they get their old home back
 9 **Spencer Allen And The News**
 News, pictures and financial report

- 6:45 4 **Stork Club**—Interviews
 Special party for comic strip artists
 5 **News Caravan**—John Swayze
 9 **Chicagoland Newsreel**
 7:00 4 **Frank Sinatra Show**—Variety
 Frank presents comedian Jackie Gleason, Anne Jeffreys, and dancers Stanton & Luster
 5 **Star Theater**—Comedy-Variety
 Milton Berle introduces guests: Mills Bros., Rosemary Clooney, Edward Arnold, and Jimmy McHugh
 7 **Charlie Wild, Detective**—Drama
 John McQuade stars in mystery
 9 **Health Talk**—Dr. VanDellen
 "Why Take An X-Ray?" discussed by Dr. John J. Brosnan, clinical instructor in surgery, Stritch School of Medicine, Loyola University
 7:30 7 **How Did You Get That Way?**
 Psychological problems & adjustments of heterogeneous community living discussed; Isabel Leighton moderator, guests: Laura S. Hobson, Dr. John A. P. Millet, Assoc. Attending Psychoanalyst, & James R. Dumpson
 9 **Keep Posted**—Current Events
 Lawrence Spivak and Martha Rountree discuss current topics with eight important public figures
 8:00 4 **Crime Syndicated**—Drama
 Rudolph Halley narrates drama based on case material from various sources
 5 **Fireside Theater**—Film Drama
 "Treasure of the Heart" romantic comedy featuring Douglas Dick, Ruth Clifford, Mary Castle and William Fawcett
 7 **Football Films**—Highlights
 Wisconsin-Ohio game narrated and commented upon by Jack Drees
 9 **Cosmopolitan Theatre**—Drama
 "Incident In the Blizzard" starring Betty Field and E. G. Marshall; a woman and two children, alone in a country house, hear that there is a homicidal maniac in the near vicinity
 8:30 4 **Suspense—Mystery Drama**
 "Fifth Clown." A real corpse replaces a dummy clown in a traveling carnival, starting a chain of bazaar events
 5 **Circle Theater**—Drama
 "Lost and Found" Drama of an Australian girl who comes to America, seeking the soldier she fell in love with during the war
 9:00 4 **Danger—Mystery Drama**
 "Dangerous Woman"
 5 **Amateur Hour**—Ted Mack mc
 7 **On Trial**—Discussion
 "Is Our Foreign Aid Spending Worth The Cost?" Sen. Homer E. Capehart (R.-Ind.) negative witness; Judge Peter T. Farrell presides
 9 **Cameracade**—Film
 "The Stronger"
 9:30 4 **Two Minutes To Go**—Quiz
 Jack Drees mc quizzes the panel on sports. Panelists: Audrey Thornburg, Howie Roberts, Herb Graffis, and Gene Kessler

TUESDAY—continued

- 9:30 7 **Chgo. Symphony Chamber Or.**
Works by great composers with Rafael Kubelik conducting and Ken Nordine, emcee; Tchaikovsky's Overture and March from "The Nutcracker Suite," Hindesmith's "Music of Morning" featuring violinist Milton Preves, and Rossini's ballet music from "William Tell"
- 9 **Boston Blackie—Mystery Drama**
"Oilfield Murder" with Kent Taylor, Lois Collier and Frank Orth. A lovely swindler comes to Blackie for aid and is murdered in his arms
- 10:00 4 **Ernie Simon—Curbstone Cutup**
Ernie holds folksy interviews with the gang under the marquee
- 5 **Weatherman—Clint Youle**
- 7 **Life Begins At 80—Discussion**
Jack Barry moderator of panel of his elders
- 9 **"Song Of The Open Road"**
Comedy with Edgar Bergen, Charlie McCarthy, Bonita Granville and W. C. Fields
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Ulmer Turner—News**
- 5 **Clifton Utley And The News**
- 10:30 4 **TV Talent Showcase—Musical**
Amateur competition & a chance for talented young professionals
- 5 **Let's Look At Sports—T. Duggan**
- 7 **Touchdown—Football Films**
Highlights from college games
- 10:45 4 **Wendell Hall—Musical**
- 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Today In Sports—Joe Wilson**
- 5 **Tele-Play Theater—Film Drama**
"Polly" with Cora Witherspoon, Ann Savage and Ken Harvey; melodrama about a killer, the girl for whom he kills, and a parrot who betrays him
- 7 **Austin Kiplinger With The News**
- 11:15 4 **Film**
- 11:30 4 **Murder Before Midnight—Film**
- 5 **Sports Newsreel**
- 9 **Feature Film**
- 12:00 4 **"Secret Evidence"—Feature**
Film with Marjorie Reynolds and Charles Quigley; murder is committed and an innocent man is blamed
- 5 **"Gas House Kids"—Feature**
Film with Robert Lowry, Teala Loring and Bill Halop; in trying to aid a wounded veteran and his wife, the kids stumble on a satchel of stolen money
- 1:00 9 **Chicagoland Newsreel**
- 1:30 4 **Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

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How many of you kids watch "Zoo-parade" on channel 5 each Sunday. If you do, you will recognize the two men in the picture. Marlin Perkins on the left is holding a baby orang-utang on his knee, while Jim Hurlbut holds a baby gorilla.

It is a good thing these monkeys are both babies, because when they get



older, they are very large and strong, and also very fierce when disturbed in their jungle homes.

Thanks to the Lincoln Park Zoo, these wildlife babies are meeting for the first time. You see, gorillas come from darkest Africa, while orang-utangs are found only in Asia, and these two places are many miles apart.

Now here are some recent winners in my weekly contests:

Anita Bear, LaGrange, Ill.
Cynthia Bonz, Chicago, Ill.
Agnes Carver, Chicago, Ill.
Edward Chwalny, Chicago, Ill.
Bonnie Cavey, Elgin, Ill.
Barbara Michaelson, Brookfield, Ill.
Peggy Shafer, Waukegan, Ill.

This Week's Contest: How many different words can you make from the word Zooparade? Write them down and mail to Uncle Herbie, % TV Forecast, 185 N. Wabash avenue, Chicago 1, Ill. For the winner, I'll award \$1; second prize 50 cents; next twelve prizes 25 cents each. Letters must be mailed by Wednesday, Oct. 24.

Before You Axe Set, Check Light Bulbs

If you're bothered by poor TV reception, check your light bulbs—they might be the cause of it all. According to the General Electric Co., there is in existence in many homes today a 25-year-old lamp bulb, an S-1 type, that causes interference which appears as a horizontal pattern on various places on your screen.

G-E advises set-owners who get interference that seems unexplainable to check attic, basement, closets, hallways and other out-of-the-way spots where these lamps might be found. You'll be sure to recognize them because they are made of clear glass and have a straight wire filament.

Focus Pocus

THERE'S nothing like a lovely brunette model to help keep TV cameramen on their toes. Producer Lee Cooley became quite upset whenever a cameraman would accidentally shoot at rifle low and lop off the top of the subject's head. Lee decided he would have to make it a little more dramatic to his technicians that he wanted no more camera flubs.

Lee hired Jackie Loughrie, a professional model, to be a walking reminder to the camera crew that "heads up" is the by-word. Miss Loughrie has proved to be a big hit with the crewmen, but things are less disciplined than ever and camera eyes are roving—in Jackie's direction.



Wednesday Oct. 17

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**
Exercises for reducing thighs & hips
demonstrated by Ed Allen
- 9:50 4 **Fun And Features (continued)**
- 10:00 9 **Your Figure Ladies—Exercises**
- 10:30 4 **Tel-A-Shopper—Betty Whitney**
Helpful hints for budgeting
- 7 **Dennis James Show—Variety**
Household problems, contests, and
games for the ladies
- 9 **Chicago Cooks—Recipes**
- 11:00 4 **Creative Cookery—Recipes**
Make cherry pie & Welsh Rabbit
- 5 **Ruth Lyons' 50 Club—Variety**
- 7 **Frances Langford—Don Ameche**
Music, variety, plus situation comedy
- 11:30 5 **Norman Ross' Varieties**
- 9 **Travelers' Sketchbook—Film**
"Man On the Land"
- 11:45 9 **Snader Show—Film**
- 12:00 4 **Steve Allen Show—Comedy**
- 5 **Meet Mintz—Herbie Mintz**
Hit tunes of yesteryear
- 7 **Bob & Kay Show—Commentary**
Unusual interviews and discussions
- 9 **Hi Ladies—Tommy Bartlett**
Interviews with the gals
- 12:15 5 **Newsroom—Late Information**
- 12:30 4 **Garry Moore Show—Comedy**
Guest: actress Lucile Watson
- 5 **Your Luncheon Date—Musical**
Hugh Downs, Nancy Wright, and the
Art Van Damme Quintet
- 9 **Travelogue—Film Short**
- 12:45 9 **Spencer Allen With The News**
- 1:00 5 **Feature Film**
- 9 **Russ Davis Show—Interviews**
Popular melodies and guests
- 1:30 4 **First Hundred Years—Drama**
- 1:45 4 **Ransom Sherman Show—Variety**
Here's how not to do it
- 9 **Camera Caravan—Film Short**
- 2:00 4 **Vanity Fair—Robin Chandler**
- 5 **Miss Susan—Susan Peters**
Serial story of a woman attorney
- 7 **Beulah Karney Show—Foods**
Adventures in the art of cooking
- 9 **Let's Have Fun—Variety**
Hank Grant me with Elaine Neblett,
Kyle Kimbrough, vocalists; Reno Ton-
delli on the accordion
- 2:15 5 **Here's Looking At You**

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SATISFACTION GUARANTEED

WEDNESDAY—continued

- 2:30** **4 Film**
5 Bert Parks Show—Musical Treat
 Bobby and Bert sing "Son Of a Sailor," Heathertones sing "So In Love," and Betty Ann does "Go Go Go," Bert ends with "Jezebel"
- 3:00** **4 Homemakers' Exchange—Foods**
 Louise Leslie demonstrates recipes
5 Kate Smith Hour—Variety
 Merrymacs and 3 ballet dancers
9 "Midnight Menace"—Feature
 Film with Charles Farrell and Fritz Kortner; ring of armament bosses plan an air-raid over the city by robot-operated planes
- 3:30** **4 Your Visiting Nurse—Com'l.**
- 3:35** **4 Bill Evans Show—Variety**
- 4:00** **4 Who's Talking—Quiz Game**
 Frann Weigle mc asks you to identify nationally known celebrities from a masked photograph, and clues
5 Hawkins Falls, Pop. 6200
 Knap Drewer waits impatiently for news of his success as a salesman
9 Telephone Game—Harold Isbell
 Jane Quinn and Harold pick a lucky number, it may be yours
- 4:15** **4 Assembly—Military Talks**
5 Gabby Hayes Show—Tall Tales
 Story of early American heroes
- 4:30** **5 Howdy Doody Show—Bob Smith**
 Puppet fun for the kiddies
7 Sagebrush Theater—Western
 "Fighting Troopers" feature
9 Trail Blazers' Theater—Western
 "Pioneer Days"
- 4:45** **4 Breezy, Don & Vera—Puppets**
- 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
- 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: "Gathering Nuts vs President McKinley" comedy skit
7 Uncle Mistletoe—Adventures
 Little people from Candy Cane Lane have another story to tell
9 Foto-Test—Marty Hogan
 Exciting game with prizes for all
- 5:50** **5 Clifton Utley And The News**
- 6:00** **4 Carolyn Gilbert—Danny O'Neil**
5 Kukla, Fran, and Ollie
 Burr Tillstrom's laugh-provoking puppets in another merry session
- 6:00** **7 Paul Harvey With The News**
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 Milton Douglas vocalist
7 Chance Of A Lifetime—Quiz
 Audience participation with John Reed King emcee, Cindy Cameron, and guest contestants
- 9 Spencer Allen And The News**
- 6:45** **4 Perry Como Show—Musical**
 Guest Peggy Lee, tunes: "And To Sleep" and "Hey Good Looking"
- 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
 Music, comedy, drama with guest comedian Jack Pearl, and Lew Ayres, Madge Evans, & John Harvey in drama "Power Of The Press"
7 Frosty Frolics—Musical Variety
 Ice revue with Stan Chambers mc
- 9 Feature Film**
- 8:00** **4 Strike It Rich—Quiz**
 Warren Hull emcee of the "quiz with a heart." Guest John C. Swayze
5 Kraft Theater—Drama
 "Moon Over Mulberry Street" a boy from the slums who makes good as a lawyer is disillusioned in love
7 Arthur Murray Party—Variety
 Hostess Kathryn Murray emcees and presents guests Mary Beth Hughes, Dave Street, and Charles Smith
- 8:30** **4 The Web—Mystery Drama**
 "The House Guests" three public enemies take over a farm house and terrorize the countryside
7 The Clock—Mystery Drama
9 Silver Quarter
- 8:45** **9 Our World—Film Short**
 "Two Doctors"
- 9:00** **4 Blue Ribbon Bouts—Boxing**
 Virgil Atkins of St. Louis vs Luther Rawlings, of Chicago in a ten round light-heavyweight bout from the St. Louis Arena
5 Break The Bank—Quiz
 Bert Parks emcee with Bud Collyer and Peter Van Steeden's orchestra
7 Celanese Theater—Drama
 "Susan and God" by Rachel Crothers starring Pamela Brown and Albert Dekker; sophisticated comedy about a family torn between spiritual rehabilitation and radical social theories

WEDNESDAY—continued

- 9:00 9 "Smart Aleck"—Feature Film
Leo Gorcey and Bobby Jordan
- 9:30 5 **Freddy Martin Show**—Musical
Variety, Martin's "singing sax," Murray Arnold pianist, Merv Griffin and Judy Lynn vocalists with tunes "My Ideal," "Whispering," "Who," "Blues In The Nite," and "Let's Be Buddies"
- 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
- 7 **Wrestling From Rainbow Arena**
Wayne Griffin announces matches
- 9 "A Son Is Born"—Feature
Muriel Steinback & Ron Randall
- 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 **Street Singer**—Julio Maro
Serenade to the ladies along the State and Lake marquee
- 5 **Let's Look At Sports**—T. Duggan
Sports news and interviews
- 10:45 4 **Wendell Hall**—Musical
- 5 **Herbie Mintz Show**—Musical
- 11:00 4 **Today In Sports**—Joe Wilson
- 5 "Martin Eden"—Feature Film
Glenn Ford, Claire Trevor, & Evelyn Keyes in story of one man's fight against the oppression of the high seas
- 7 **Austin Kiplinger With The News**
- 11:10 7 **Feature Film**
- 11:15 4 **Film**
- 11:30 4 **Murder Before Midnight**—Film
- 9 **Topper Theater**—Feature Film
"Career Girls" with Frances Langford, Edward Norris and Craig Woods; comedy-drama about a small town girl determined to make good on Broadway
- 12:00 4 "Today I Hang"—Feature
Film with Walter King and Mona Barrie; doomed to die, an innocent man awaits his doom, while the real killer drinks a toast to murder
- 5 "The Lady Confesses"—Feature
Film starring Mary Beth Hughes and Hugh Beaumont; unaware that her lover is a murderer, she jeopardizes her safety in attempt to clear him
- 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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WGN-TV
11:30 p.m.
Wed.

TV FORECAST

LO! THE POOR SERVICEMAN

His Headaches Are Human

THE TV repairman has no glamour. If you don't think so, ask any of his customers. They'll tell you that he's some kind of an ogre with shifty eyes and a mean disposition who repairs a set by tightening a tube and charges ten bucks.

The idea, of course, is a false one. The customers are the ones at fault. The TV viewers—you and I—are so unaware of the workings of our TV set that we naturally suspect we're "going to be taken."

When we bring our ailing sets in for repair we're at a loss explaining what's the matter. Immediately that inferior feeling, "I don't exactly know what's wrong," we stumble, "but the picture gets kind of fuzzy every night around 7 o'clock. Now what I'd like you to do is look it over, give me an estimate, and if I figure it's worth it you can repair it for me."

This estimate proposition is a tough one for the repairman. The customer doesn't realize the hardest job is *finding out what's wrong*. Replacing parts is no trick at all. Your television M.D. might spend a couple of hours diagnosing what ails your set, then you might decide to plod along with "fuzzy" picture and all—instead of footing the bill. So who's going to pay the repairman for the 2 hours he spent probing your TV set? Nobody! And "Estimate Earl" is the culprit.

The plight of the TV repairman is a sad one. His biggest worries aren't the mechanical "bugs" that put a set out of commission. The real headaches are the human bugs—like "Estimate Earl"—who are a far greater problem than any mechanical mixup.

Let's take a look at some of the other human "bugs." There is "Sue Scratch-



"It's not a Martian, Henry—Junior's got a space cadet suit."

er" who wildly complains that her set has been scratched up by some "careless service man." It seems Sue is only eagle-eyed about her set when it is *returned*. The scratches were already there? Impossible! Sue will wait for a new cabinet and even when the set is polished up to look like new, she will loudly proclaim "foul."

Women, however, are not always the ones at fault. There is "Mechanic Mike" who claims to be an expert engineer. He insists on over-seeing the whole repair job. He will glare over the serviceman's shoulder, directing operations and distracting him from his work. His half-baked theories on TV are only apt to prolong the job and make the serviceman wish he were a plumber.

"Pete Putterer" is a "bug" who buys the parts, and tries to fix the set himself. He is like the sick man who decides he can cure himself, only makes things worse, and "ups and dies."

When the serviceman gets "Pete Putterer's" TV set, it is a hodge-podge of misplaced parts. Pete has rearranged every tube, resistor and condenser so that his set is nothing but an electrical hazard. He accuses the serviceman of selling him the wrong parts and wants his receiver overhauled—free.

The poor serviceman—like a baseball umpire—has no bed of roses, but plenty of thorns.

Thursday Oct. 18

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

- 9:00 4 **Fun And Features**—G. Menard
9:30 4 **Fun And Figure**—Exercises
Exercise with Ed Allen
9:50 4 **Fun And Features** (continued)
10:00 9 **Your Figure Ladies**—Exercises
10:30 4 **Tel-A-Shopper**—Betty Whitney
7 **Dennis James Show**—Quiz
Ladies join in the games with Dennis, Julia, and gals in audience
9 **Chicago Cooks**—Recipes
11:00 4 **Creative Cookery**—Recipes
Preparation of pork hocks & broiled vegetables; also, custard cups
5 **Ruth Lyons' 50 Club**—Views
7 **Frances Langford**—Don Ameche
Contestants from the audience quizzed
11:30 5 **Norman Ross' Varieties**
9 **Travelers' Sketchbook**—Film
"Fur Seal"
11:45 9 **Snader Show**—Musical Film
12:00 4 **Steve Allen Show**—Comedy
5 **Meet Mintz**—Musical Show
7 **Bob & Kay Show**—Commentary
12:15 4 **Multiscope News**—Ticker Tape
5 **Newsroom**—Late Information
12:30 4 **Garry Moore Show**—Variety
Guest: Virginia Sale
5 **Your Luncheon Date**—Musical
Nancy Wright, Hugh Downs vocalists, Art Van Damme Quintet
9 **Hi Ladies**—Interviews
Tommy Bartlett chats with gals
12:45 9 **Spencer Allen With The News**
1:00 5 **Feature Film**
9 **Russ Davis Show**—Commentary
1:30 4 **First Hundred Years**—Serial
1:45 4 **Ransom Sherman Show**—Antics
Look out for the man with "specks"
9 **Interior Decoration**—Designs
2:00 4 **Vanity Fair**—Robin Chandler
5 **Miss Susan**—Susan Peters
7 **Housewives' Holiday**—Kirchner
9 **Let's Have Fun**—Hank Grant
2:15 4 **Bride And Groom**—Interviews
5 **Here's Looking At You**
2:30 4 **Fashion Magic**—Arlene Francis
5 **Bill Goodwin Show**—Variety
7 **Barbara Moro**—Creative Ideas
3:00 4 **Homemakers' Exchange**—Foods
Louise Leslie demonstrates the art
5 **Kate Smith Show**—Variety
Guests: Tommy Tucker & his band, the Blackburn Twins, Delage & Shirley acrobats
9 **"Whom The Gods Love"**—Film
Feature with John Loder; tale of Mozart and his wife

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Dinner Show 8:30 Supper Show 12:00
ORRIN TUCKER'S orchestra
FAMILY MATINEE EVERY SUNDAY
special children's menu
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Action packed story of a foreign correspondent
Sponsored by Authorized Dealers of

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GAS RANGES

8:30 pm • CHANNEL 9 • WGN-TV

THURSDAY—continued

- 3:30 4 **Your Visiting Nurse—Com'ercial**
 3:35 4 **Bill Evans Show—Interview**
 4:00 4 **Steve Allen Show—Variety**
 5 **Hawkins Falls, Pop. 6200—Serial**
 Roy Drewer asks his mother how a father is supposed to behave
 9 **Telephone Game—Harold Isbell**
 John Jane & Harold as they award the prizes in this quiz contest
 4:15 4 **Assembly—Military Talk**
 5 **Gabby Hayes At The Double Bar M Ranch—Western Story**
 4:30 5 **Howdy Doody Show—Variety**
 7 **Sagebrush Theater—Western**
 "His Fighting Blood" feature
 9 **Trail Blazers' Theater—Western**
 "Thunder River Feud"
 4:45 4 **Breezy, Don & Vera—Puppets**
 5:00 4 **Kids Karnival Kwiz—Games**
 Kids quizzed on films they have viewed & awarded prizes by Art Hern
 5 **Cactus Jim—Western Feature**
 5:30 4 **Silhouettes Of The West**
 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: "Who'll Buy My Violets?"
 9 **Foto Test—Quiz Session**
 Marty Hogan 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**
 7 **Paul Harvey With 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 & a Peep vocal group,
 7 **Lone Ranger—Western Drama**
 9 **Spencer Allen And The News**
 6:45 4 **Stork Club—Interviews**
 Special party for Gen. Tuckerman in connection with horse show
 5 **News Caravan—John Swayze**
 9 **Chicagoland Newsreel**
 7:00 4 **Garry Moore Show—Variety**
 Comedy, music and chatter with vocalists Ken Carson and Ilene Woods
 5 **Groucho Marx Show—Comedy**
 "You Bet Your Life" comedy quiz plus special word contest
 7 **Stop the Music—Musical Quiz**
 Bert Parks emcee with Kay Armen Jimmy Blaine, and Betty Ann Grove vocalists & the "Mystery Melody"
 9 **Football This Week—Com'tary**
 Norman Sper narrates & interviews

- 7:15 9 **Our World—Film Short**
 "Channel Bass"
 7:30 4 **Amos 'n' Andy—Comedy Drama**
 "Getting Mama Married"
 5 **Treasury Men in Action**
 Based on T-Men files, Walter Greaza stars in "The Case of the Careful Swindler" man who extorts money from people by winning in illegal poker games
 9 **Press Conference—Interviews**
 Representatives of the 4 newspapers interview Lee Schooler moderator
 8:00 4 **Alan Young Show—Comedy**
 Terry, an English bulldog, plays the role of "Prince" Alan's dog who refuses to be entertained by anything except the TV screen. Guest. Martha Tilton
 5 **Ford Festival—Musical Variety**
 James Melton emcee with vocalist Dorothy Warenskjold & guest Wally Brown
 7 **Herb Shriner Time—Humor Skits**
 Comedy and dramatic situations typical of life in these United States, plus guest celebrities. A spinster librarian wiles away her time writing love stories
 9 **Adventures Of Ellery Queen**
 Lee Bowman stars as detective
 8:30 4 **Big Town—Newspaper Drama**
 Pat McVey stars as Steve Wilson of "Illustrated Press" with Julie Stevens as Lorelei in "The Juke Box." Fred Steward, in role of a convicted man, calls on Steve to help him in his search for missing witness in a murder
 7 **Guild Theater—Film Drama**
 "Angel" starring Steve Brodi. A little girl's faith reforms a gangster
 9 **Blue Flame Theater Presents**
Foreign Intrigue—Myst'y Drama
 After Robert Cannon has his interview with former president of occupied European country, a chain of unscheduled events follow. Jerome Thor & Sydna Scott star
 9:00 4 **Racket Squad—Drama**
 Reed Hadley as Captain John Brad-dock in "Big Secret," story of a sinister swindle pulled on parents of a G.I., missing in Korea. Lyle Talbot also stars
 5 **Martin Kane, Private Eye**
 Lloyd Nolan stars as the hard-hitting detective in these dramas of mystery and intrigue
 7 **Paul Dixon Show—Variety**
 Dottie Mack and Wanda Lewis in music and comedy skits
 9 **Bigelow Theater—Film Drama**
 "The Man Who Had Nothing To Lose" with Porter Hall and Neville Brand; a husband attempts to keep an escaped "lifer" from harming his wife

THURSDAY—continued

- 9:30 4 400 House Party—Variety**
Toni Gilman and Ken Nordine co-
mencee adult talent show with ama-
teurs invited to participate
- 5 Wayne King Show—Musical**
Variety featuring Harry Hall, Gloria
Van, Barbara Becker and Don Large
Chorus; Injun Summer show with
songs: "Nature Chant," "Fallen
Leaf," "By the Waters of Minne-
tonka," "Pale Moon," "Indian Sum-
mer," "Land of the Sky Blue Water,"
and "Indian War Dance"
- 7 At Home Show—Musical Variety**
Earl Wrightson sings for you
- 9 Sports Show—Jack Brickhouse**
- 9:45 7 Carmel Myers Show—Variety**
- 9 Camera Carousel—Films**
"Physical Training In Sweden"
- 10:00 4 Ernie Simon—Curbstone Cutup**
Join the fun! You may see your
friends and relatives
- 5 Weatherman—Clint Youle**
- 7 Hollywood Theater Time—Film**
- 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 TV Talent Showcase—Musical**
Amateurs & professionals make up
evening of song and dance
- 5 Let's Look At Sports—T. Duggan**
- 7 Dr. Fixum—Household Tips**
- 10:45 4 Wendell Hall—Musical**
- 5 Herbie Mintz Show—Musical**
- 11:00 4 Today In Sports—Joe Wilson**
- 5 Feature Film**
- 7 Austin Kiplinger And The News**
- 9 "South Of Panama"—Feature**
Film with Roger Pryor and Virginia
Vale; story of sabotage and mystery
as spies attempt to steal plans for
canal zone
- 11:10 7 Feature Film**
- 11:15 4 Film**
- 11:30 4 Murder Before Midnight—Film**
"Confidential" starring Donald Cook,
Evalyn Knapp and Warren Hymer;
story concerns activities of G-Men in
stamping out the well-known numbers
racket in New York
- 12:00 4 "Kelly Of The Secret Service"**
Feature film with Lloyd Hughes and
Sheila Manners
- 5 "Fear"—Feature Film**
Starring Warren Williams, Anne
Gwynne and Peter Cookson. Story of
a medical student, driven by poverty,
to the murder of a miserly money
lender
- 12:15 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above
listings without notice)

TV FORECAST

**TURN TO WBKB
FOR THE FINEST IN TV
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Hey Kids!
It's time for
ROY STARKEY
"Silhouettes of The West"
Ride the range with your
favorite Texas Cowboy.

5:30 to 5:45 PM
Monday thru Friday

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MARX
IS
BACK**



EVERY THURS.
AT 7 P.M.

WNBQ

CHANNEL 5

Presented by your

DE SOTO - PLYMOUTH DEALER

Mike Boom says . . .

CHICAGO—Despite whatever rumors you hear, the Quiz Kids will not leave television. The junior sharpies have attained such wide TV popularity that they'll be around for years to come. . . . Film fans are in for a local treat on the Theatre of Romance program via WGN-TV. Coming up are such powerful movies as "The Southerner" on Oct. 23 with Zachary Scott and J. Carrol Naish, "The Moon and Sixpence" on Oct. 30 with George Sanders and Herbert Marshall, and "So Ends Our Night" on Nov. 6 with Glenn Ford and Fredric March.



RUSSELL

Connie Russell's fan clubs include a livewire local outfit headed by prexy Mary Ann Rosenfeld of 3730 Lake Shore Drive. She's put out snappy membership cards with Connie's picture emblazoned on them. . . . Betty Whitney, the WBKB nutrition expert, says of green peas, "they're great socialites—they haven't missed a banquet in 40 years."

Possibly figuring things were too

THE LAST ROUND-UP . . .



Jack Brickhouse, WGN-TV's ace sportscaster, makes like an old cowhand as he brands his own steak in the Sirloin Room of the Stock Yard Inn. Jack selected the Bar Bell as his brand, says it keeps him in top physical shape (pun over).

quiet at WBKB, famed cartoonist Walt Ditzen sent us an edited version of sportscaster Joe Wilson's recent letter to the editor (Sept. 29). It follows: "Noted some typographical errors in your letters to the ed. column. Please publicly correct —. . . . May I say that I regard your author's judgment on the subject as indicative of the type of reporter. It has been my pleasure to be closely associated with this specimen for some years now, and I can honestly say that I know men. Mr. Wilson should always stand. I can only repeat that I found this article. Thank you."

De Met Pontiac has switched his hour length movie program to a brace of half hour shows—one on Saturday at 6 p.m., and the other on Tuesday at 11 p.m. Channel 5 carries both films. . . . Nice-people-around-town dept.: Frances Clow of Radio-TV Daily, talent plus charm. . . . A well-known plush saloon may soon be declared off-limits to TV entertainers. Too many on-the-air mis-cues have resulted from those giant martinis.

Regardless of moans from a local columnist, comic Ernie Simon is certainly in no danger from libel laws. The fuss came up because Ernie usually presents several buddies, Jim Tree, Irwin Berke and Chuck Bill, as nationally-known personalities, always with a comical twist. Anybody who takes this seriously ought to return to comic books, the humor is a little less subtle there.

Watch for a mass invasion by WBBM radiotalent into the TV field, as station owner Les Atlass moves ahead on his coming video venture. Such sparkling radio names as Billy Leach, Elaine Rogers, John Harrington and Julian Bentley will soon be giving plenty of hot competition to established TV stars. Comic Hank Grant says that a bore is someone who keeps the conversation ho-humming.



GRANT

Friday Oct. 19

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

- 9:00 4 **Fun And Features**—G. Menard
Variety of fun, music, and interviews
- 9:30 4 **Fun And Figure**—Exercises
Ed Allen demonstrates calf slimmer exercises; ladies, please note!
- 9:50 4 **Fun And Features**—(continued)
- 10:00 9 **Your Figure Ladies**—P. Fogarty
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
Hints for budget-wise women
- 7 **Dennis James Show**—Interviews
Games, rhyming contest, celebrity interviews, and satires
- 9 **Chicago Cooks**—Recipes
Exciting ways to prepare food
- 11:00 4 **Creative Cookery**—Recipes
How to prepare oysters ala Rockefeller, cinnamon butter cake, and buttered cinnamon icing
- 5 **Ruth Lyons' 50 Club**—Chatter
Views & news of interest to all
- 7 **Frances Langford—Don Ameche**
Guests discuss and demonstrate their hobbies; also quiz, music & variety
- 11:30 5 **Norman Ross' Varieties**
- 9 **Travelers' Sketchbook**—Film
"Washington D.C."
- 11:45 9 **Snader Show**—Musical Films
- 12:00 4 **Steve Allen Show**—Comedy
- 5 **Meet Mintz**—Herbie Mintz
Relax with the piano melodies
- 7 **Bob And Kay Show**—Variety
- 9 **Hi Ladies**—Interviews
Tommy Bartlett chats with the gals
- 12:15 5 **Newsroom**—Late Information
- 12:30 4 **Garry Moore Show**—Comedy
Guest: Mitzi Riley
- 5 **Your Luncheon Date**—Musical
Hugh Downs mc, Nancy Wright vocalist & Art Van Damme Quintet
- 12:45 9 **Spencer Allen With The News**
- 1:00 5 **Feature Film**
- 9 **Russ Davis Show**—Commentary
- 1:30 4 **First Hundred Years**—Serial
- 1:45 4 **Ransom Sherman Show**—Comedy
Homemakers, you too can become thoroughly confused by "Rance"
- 9 **Camera Caravan**—Film Short
"Modern Mexico"
- 2:00 4 **Vanity Fair**—Robin Chandler
- 5 **Miss Susan**—Susan Peters
- 7 **Beulah Karney**—Foods
- 9 **Let's Have Fun**—Variety
- 2:15 5 **Here's Looking At You**

FRIDAY—continued

- 2:30 4 **All Around The Town**—Talks
Mike Wallace chats with the crowd
- 5 **Bert Parks Show**—Musical
Bert, Betty, and Bobby sing "How Do You Do and Shake Hands;" Heathertones follow with "Get Out and Get Under," and Betty Ann complains "They Always Pick On Me." Bert finishes with "It's The Talk of the Town"
- 7 **Barbara Moro**—Creative Ideas
- 3:00 4 **Homemakers' Exchange**—Foods
Louise Leslie demonstrates recipes
- 5 **Kate Smith Show**—Musical
Guests: Roger Rica and Sam Fisher
- 9 **"Turners Of Prospect Road"**
- 3:30 4 **Your Visiting Nurse**—Com'l.
- 3:35 4 **Bill Evans Show**—Music
- 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**
Knap Drewer learns he has failed as a salesman
- 9 **Telephone Game**—Quiz Session
Harold Isbell & Jane Quinn conduct
- 4:15 4 **Assembly**—Armed Forces Show
Chgo. relatives and friends call GIs in Tokyo
- 5 **Gabby Hayes Show**—Tall Tales
Tales of Western heroes
- 4:30 5 **Howdy Doody Show**—Puppets
- 7 **Sagebrush Theater**—Western
"Northern Frontier" feature
- 9 **Trail Blazers' Theater**—Western
"The Vengeance of Rannah"
- 4:45 4 **Breezy, Don & Vera**—Puppets
Join the puppets for 15 min. of 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
- 5:30 4 **Silhouettes Of The West**
Discussions about Western objects
- 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: "Pepper Mintz"
- 7 **Uncle Mistletoe**—Adventures
Another exciting adventure
- 9 **Foto Test**—Quiz Game
- 5:50 5 **Clifton Utley And The News**

COMING HIGHLIGHTS



NEXT WEEK—Lovely Barbara Becker, songstar of the Wayne King Show, will bring the latest in fur fashions. Shown with her will be glamorous Gloria Van in a Pump Room setting.



NEXT WEEK—Provocative Toni Gilman, a leading hit with the "Down You Go" show, will be profiled in a revealing story. Reserve your copy of TV Forecast at your newsstand.



NEXT WEEK—Yessir, the lad on the left interviewing Jack Benny is sportscaster Wayne Griffin. You won't want to miss the Griffin story fully portrayed with unbelievable pictures.

- 6:00** 4 Carolyn Gilbert—Danny O'Neil
- 5 Kukla, Fran And Ollie
Merry trio will amuse you with their loveable antics
- 7 Paul Harvey With The News
- 9 Captain Video—Adventures
Drama in advanced year of 2351 AD
- 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 vocalist Don Cherry
- 7 Say It With Acting—Charades
Maggi McNellis and Bud Collyer
- 9 Spencer Allen And The News
- 6:45** 4 Perry Como Show—Musical
"Wonder Way," "When My Sugar Walks Down The Street," and "Smoke Gets In Your Eyes"
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel
- 7:00** 4 Mama—Domestic Comedy Skit
Aunt Jenny almost loses her boarders when they decide they like it better at Mama's house
- 5 Quiz Kids—Questions & Answers
Joe Kelly conducts this brain battle
- 7 Mystery Theatre—Drama
Tom Conway as Insp. Mark Saber of the Homicide Squad and James Burke as Sgt. Timothy Malone
- 9 Twenty Questions—Panel Quiz
Bill Slater mc with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee, and guest panelist
- 7:30** 4 Man Against Crime—Drama
Ralph Bellamy stars as Mike Barnett when he takes a beautiful girl to a football game, where they meet a drunken fraternity man, some big-time bookies, and a murder
- 5 Walt's Workshop—Creative
Mr. Durbahn turns ordinary glass bottles into hot drink mugs with handles
- 7 To be announced
- 9 You Asked For It—Films
Art Baker presents films on everything requested by viewers.
- 8:00** 4 Playhouse Of Stars—Drama
"Never Wave At A WAC" with Rosalind Russell. A Washington socialite joins the WACS
- 5 Big Story—Newspaper Drama
Reporter Albert Prince of the Hartford, Conn. Times proves a suicide was actually murder
- 7 Crime With Father—Drama
Life with the chief of the homicide bureau & his teen-age daughter; Rusty Lane & Peggy Lobbin in "The Trigger Man"
- 9 Down You Go—Panel Quiz
Dr. Bergan Evans mc, panelists: Toni Gilman, Carmelita Pope, Fran Coughlin, and Robert Brown

TV FORECAST

FRIDAY—continued

- 8:30 5 Aldrich Family—Comedy**
Henry Girard, House Jameson, Barbara Robbins, Mary Malone, Robt. Barry, & Peter Griffith
- 7 Versatile Varieties—Youngsters**
Sparkling musical comedies presented by talented children and emceed by Lady Iris Mountbatten
- 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**
Roland LaStarza vs Ted Calaman, from St. Nicholas arena in New York; Jimmy Powers announces
- 7 Cases Of Eddie Drake—Drama**
"Shoot The Works" private eye Eddie starts out on a routine case to discover a diamond watch for a client, but runs into a baffling murder mystery
- 9 Cavalcade of Stars—Variety**
Jackie Gleason emcee presents guests
- 9:30 4 Hit Spot—Musical Variety**
Night club scene, Danny O'Neil host, vocalists Peggy Taylor and Four Notes
- 7 Today's Teens—Discussion**
Parents & teens on problems of today's youth; Don Gallagher, moderator
- 9:45 5 Greatest Fights Of The Century**
Escobar vs Jeffra & Ambers vs Montanez, on film
- 10:00 4-5-7 Community Fund Show—Variety**
Entertainment with proceeds going for this charity; send in your donations today! (Shows continues 'til 12:00)
- 9 "Bury Me Dead"—Feature Film**
Starring Cathy O'Donnell, June Lockhart and Hugh Beaumont; story of young prominent socialite who is the object of several murder attempts
- 11:15 9 "Face At the Window"—Feature Film**
Film with Todd Slaughter, Marjorie Taylor and Greta Gynt; concerns the gay and wild city of Paris in 1880, completely aghast at exploits of a notorious murderer
- 12:00 4 "Fighting Coward"—Feature Film**
Film with William Farnum and Joan Woodbury
- 5 "Great God Gold"—Feature Film**
Film with Sidney Blackmer, Martha Sleeper, Regis Toomey & Gloria Shea; he worshipped gold and betrayed his friends for it, until the girl he loved exposed him
- 12:15 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

One Hour TV REPAIRS

radio dispatched

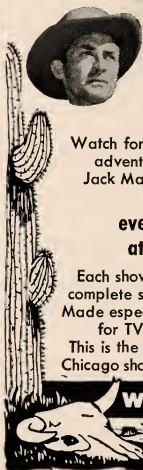
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"STARS OF TOMORROW" WINNERS

Arlene



Appearing on the Sept. 30 Rubin's "Stars of Tomorrow" show, 13 year-old Arlene Artwick was saluted as the star representative from the Belmont-Central and Logan Square districts. Arlene, a spunky accordionist, took up that instrument after suffering the ill-effects of rheumatic fever. Almost overnight her health picked up and her musical abilities improved proportionately. She was introduced by Clarence Biewald of the Peacock Newspapers and awarded the Talent Salute certificate on behalf of *TV Forecast*.

Last Sunday, October 7, the suburb of Skokie was saluted on the Rubin's "Stars of Tomorrow" show. Mr. Glenn Phares, publisher of *Skokie Life* appeared on the show to introduce Joyce Schwartz a young contralto who was representative of that area.

Both winners are entitled to enjoy a fun-filled weekend and to play professionally at the Whitcomb Hotel in St. Joseph—Arlene Artwick on October 6 and Miss Schwartz one week later:

The Northwest Town community will be saluted next Sunday, October 14, on Rubin's "Stars of Tomorrow," 9 p.m., WGN-TV.

Free Rainbow Wrestling Tickets

Ten pair of wrestling tickets (one per letter) are awarded each week to readers submitting the best letter on the following subject—"I would like to see a live wrestling show at Rainbo Arena because. . ."

Deadline for this week: Wednesday, Oct. 17. Write: Sports Editor, Wrestling Contest, *TV Forecast Magazine*, 185 N. Wabash, Chicago 1, Ill. Do it tonight!

Shows Open to Public

WENR-TV—20 N. Wacker Dr., Chicago 6, Ill. AN 3-7800. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABCivic Theater. "Super Circus," Sunday 4-5 p.m. (only written requests accepted, order tickets well in advance). "Sachs Amateur Hour," Sunday 12:30-1:30 p.m. "Chicago Symphony Chamber Orchestra," Tuesday 9:30-10:00 p.m. "Don McNeill TV Club," alternate Wednesday's 8:00-8:30 p.m. "Courtesy Hour," Friday 10:00-11:00 p.m. "Hollywood Junior Circus," alternate Saturday's 9:30-10:00 a.m. "Hail The Champ," Saturday 5:30-6:00.

WGN-TV—435 N. Michigan, Chicago 11, Ill. SU 7-0100. Tickets: Guest Relations, WGN Building. Rubin's "Stars of Tomorrow," Sunday 9-9:30 p.m. "Let's Have Fun" Goldblatt's State St. Store, 8th Floor Monday thru Friday 2:00-3:00 p.m. "Miss U. S. Television Contest," Monday 9-9:30 p.m. "Down You Go," Friday 8:00-8:30. "Hi Ladies," Monday thru Friday 11:30-12:00.

WBKB—190 N. State, Chicago 1, Ill. RA 6-8210. "Ernie Simon's Curbstone Cutup," Monday thru Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater.) "Creative Cookery," Monday thru Friday 11 a.m. Write program for tickets. "Fun and Features," Monday thru Friday 9 a.m. Order tickets thru program.

WNBQ—Merchandise Mart, Chicago 54, Ill. SU 7-8300 Ext. 287. "Quiz Kids," Friday 7:00 p.m.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

Of *TV Forecast* published weekly at Chicago, Ill., for October 1, 1951.

1. The names and addresses of the publisher, editor, managing editor and business managers are:

Publisher: Television Forecast, Inc., 185 N. Wabash Ave., Chicago, Ill. Editor: Martin O'Shaughnessy, 3240 N. Sheridan Rd., Chicago, Ill. Managing Editor: None. Business manager: Norbert F. Dompke, 4931 N. Claremont Ave., Chicago, Ill.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) John E. Groenings, 1302 W. State St., Geneva, Ill.; Roy V. Whiting, 205 S. Owen St., Mt. Prospect, Ill.; Lester Vihon, 209 S. Albert St., Mt. Prospect, Ill.; Norbert F. Dompke, 4931 N. Claremont Ave., Chicago, Ill.; Joseph R. La Violette, 7233 W. Lunt Ave., Chicago, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.) 600 425.

NORBERT F. DOMPKE, Business Manager.
Sworn to and subscribed before me this 28th day of September, 1951.

CLARENCE J. PLACEK, Notary Public.
(My commission expires October 5, 1954.)

OVER 540,000 READERS RELY ON TV FORECAST



Sportscast

BY ED PAZDUR



WNBQ Offers Collegiate Grid Doubleheader . . .

IN ADDITION to icing the '51 college football season with exclusive telecasts, Jack Ryan, WNBQ press chief, announced plans for a classic wind-up on Sat., Dec. 1. With the pigskin schedule running thru Nov. 24 (Michigan vs. Ohio State), WNBQ will extend the video season for Chicagoans one more week by televising a doubleheader: Army vs. Navy from Philadelphia and Notre Dame vs. University of Southern California from Los Angeles. The Irish-Southern Cal game at Memorial Stadium marks the first West-to-East sports telecast in history. With the first game beginning about 1:00 p.m. and the second starting at approximately 4:30 p.m., it makes for an outstanding afternoon of football! For exact time and stations, check Saturday's program page.



TILLET

Wrestling notes:

Lou Thesz, NWA

wrestling champ, is under terrific pressure to defend his title all over the U. S. Most prominent challenge comes from Ruffy Silverstein with heavy backing from Chicago fans. Since both are matched by competitive promoters, it is very unlikely the two will meet—unless—the public demands it. *Your letters can make such a fight possible.*

Andre Drapp, the French phenom, is presently wrestling in New York clubs. . . . **Leo Garibaldi** has been called back to California by his draft board. If Leo is drafted, it will break up wrestling's greatest father-son team. . . . **Gene Stanlee** just returned from a South American tour and is resting out East. . . . **Maurice Tillet**, better known as the "French Angel" is packing the arenas in Montreal.

Peeved Roller Derby fans have been writing protests about the sudden ouster of the Derby by ABC-TV. **Leo Seltzer** and his associates have publicly blasted the American Broadcasting Co., and are conducting write-in campaigns to force local stations to submit to their

★ ★ ★

demands. The television industry does not make snap decisions nor will it drop any sporting event that is of public interest. If fans truly want the Roller Derby, ABC-TV will give it to them.

Mailbag—Wrestling was the main topic of interest this week. "I'm a lady," writes Mrs. V. E. Caldwell, "but after watching the Silverstein-Miquet wrestling (if that's what you call it) match I'm so burned up. . . . Since when is it legal for a man to be beaten almost insensible while the (so called) referee stands by and watches. . . . If that's honest . . . I'm blind as a bat."

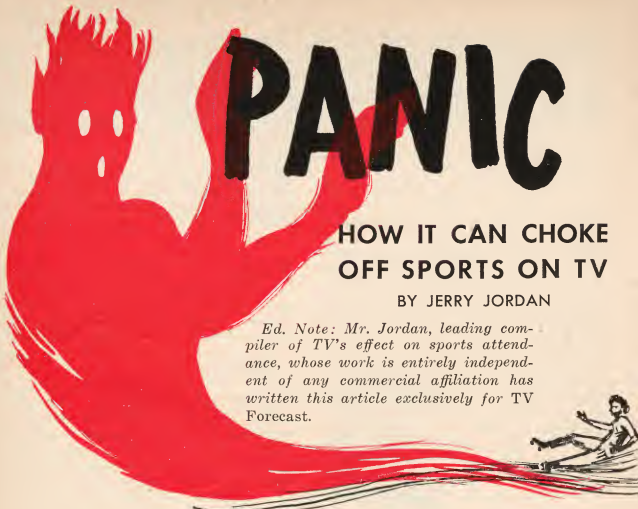
From K. Gorman of Gary, Indiana: "HOW THE MIGHTY IS FALLEN. I am referring to Jack Brickhouse and the interview with "Elephant Boy." His pretense of "Elephant Boy" not understanding the English language, being a native of Africa and all the rest of his bunk was disgusting. . . . Jack has the idea that the TV audience is plain stupid.

"Congratulations. You were the only sports writer who pointed out that the riot at the Robinson-Turpin fight at the State-Lake was caused by the management. . . . I brought a lunch and everything and got there at 5:15. I had to read the results in the paper . . . those scalpers ought to be run out of town." **Chicago, Ill.**

Charlie Spencer

". . . I hope everybody boycotts theater TV. We couldn't buy a ticket unless we knew the big shots in town. . . . I'm just an ordinary Joe and don't know the "right people." . . . You can't be honest these days." **Chicago, Ill.**

Dick Dowdle



PANIC

HOW IT CAN CHOKE OFF SPORTS ON TV

BY JERRY JORDAN

Ed. Note: Mr. Jordan, leading compiler of TV's effect on sports attendance, whose work is entirely independent of any commercial affiliation has written this article exclusively for TV Forecast.



AS 1951 began, many top sports promoters were holding their breaths, wondering what the year might bring. Today, sighs of relief are beginning to replace those bated breaths.

1951 was a year they faced with plenty of worries. Mobilization for the Korean War took many fine young stars. Three and a half million men in the Armed forces cut heavily into the best age group of spectators. Inflation and taxes left less money for the entertainment dollar. And rapidly-expanding television, according to the pessimists, was to deliver the death blow. It was racing to high saturation in most of the large cities. 1951, was, indeed, a crucial test of TV's effect on sports.

Nobody got panicky except the colleges. Realistic sports promoters settled down to find a way to make television help, not hurt, sports attendance. The good news of 1951 is that they are finding that way.

This year will not be the biggest year in the history of sports, but it will be a mighty good one. As shown in Chart I, estimates based upon attendance dur-

ing the first six months show that the American people, including 13,000,000 TV families, are spending nearly three times as much money on spectator sports as they did in 1940. That is not bad in view of the fact that population has increased only 17%—and TV saturation has passed 50% in many large cities.

What has happened is simply this: As our first Princeton study three years ago showed, sports attendance is hurt temporarily during the novelty stage of television. Later, as the novelty wears off and sound plans are developed for employing the great promotional potential of TV, attendance goes back up again.

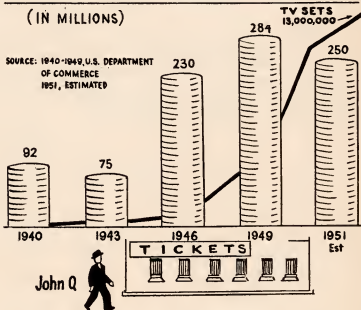
Most of the sports telecasting industry is working with sound promotional plans today. These plans, 29 of which we are now studying, employ television to popularize the sport and create new fans. They do not restrict home viewing as the NCAA decision will do. For example, in New York, telepulse reports 1,388 quarter hours of sports for the first half of 1951, com-



Sports television started in 1940 with the University of Pennsylvania football games. Since that time the Sports Industry has nearly tripled in size while television was growing to 13,000,000 owners.

DOLLARS SPENT ON SPORTS ADMISSIONS

(IN MILLIONS)



pared with 1,366 for the same period in 1950.

Boxing is coming back strongly after several lean years. Much of this increase, of course, is due to better competition. But a lot of it is due to the sensible plan of popularizing a fighter rapidly over TV—building him toward big gates and lucrative network or theater video rights.

Major league baseball clubs are testing a number of television plans. The ten teams which televise regularly—all day or all day and night home games—have a slight attendance increase over 1950 through July. The other six teams, which have eliminated or reduced TV this season, have a combined loss of about 800,000 admissions. These figures would offer substantial evidence for TV's promotional value, except for the fact that the televised clubs have a better performance record. And performance, in sports as in all entertainment, is the major factor at the gate.

It will be particularly interesting to see whether promotion-wise Bill Veeck, instituting an all-out television schedule next season, can start the turnstiles clicking rapidly in St. Louis.

College football, alone of the major sports, has failed to accept the challenge and develop a sound promotion plan for the future. The NCAA did grant a few large colleges the opportunity to televise one home game each. But it has denied the individual colleges the right to choose for themselves whether or not they wish to use TV to promote their own games in their own local community. Promotion, to be effective, must be in the area from which the college draws its spectators. Any football game piped into a city creates some competition with the local college for spectators. No college should be forbidden the right to use TV as it sees fit in order to meet this competition and reach its own fans.

Most of the television plans now being studied point toward the maintenance of a big and prosperous sports industry—sparked by attractive rights fees and growing popularity for the televised sport. Fifty to 60 million fans may see the World Series coast-to-coast in October. That is just about the biggest single promotion Organized Baseball has ever had. And the player's fund gets a million dollars for it, too!

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DEAR BOSS

Kate Smith's venture into the night-time competition with a full hour show was better than most firsts I could name. Love that gal's voice. But then she got a little cocky and started a bit of a waltz step head-on toward the camera—huh-uh! There's still something standing in her weigh!

Before people call me an old fogey for agreeing with the criticisms of Joan Blondell's appearance on the Ed Wynn show recently, let me ask: 'Would you have her as a guest in your home to meet your children personally in the same costume and characterization she used on TV?'

Mal Bellairs seems like a nice friendly fellow on his bottle-of-beer-at-home-with-me show. In fact, I like the looks of him better than the run-of-mine-host-type characters. Only one thing—if I'm gonna listen to these casual, relaxed lads chatter, couldn't they please deal out a few bucks to some writer to kinda put elevators under their small talk. It's SO SMALL!

Were you surprised at Old Gold's dropping Ed Cooper from the Down You Go announcer's berth? I sure was 'cause Ed did a swell job—smooth, free from harmful tars and nasty irritants, thoroughly enjoyable—just like an Old Gold. So why did he get the skids?

Officially, I hear it was because he reminded people of Dennis James. But didn't the Old Golds know that when they selected Cooper from thirty Chicago announcers who auditioned for the job? Wonder if this could be it? Could friendly, smooth, lovable Mr. James have seen and heard Cooper on that first show and said, 'WHOAH! Let's ditch this upstart from Chicago before he cuts in on my 100 grand a year take.' Sure would hate to think a big guy like Denny might make like a dog in the manger.

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THE RED SKELTON SHOW 9:00
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WNBQ

CHANNEL 5



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