

What are Quiz Kids Really Like? • page 8



TV

FORECAST

FEB. 23, 1952

complete, advance
TV PROGRAMS



MARIE WILSON

YOUR Friend Irma

page 6

15c

Over 680,000 Readers

BEST IN TV

Every Tuesday Night

★ **TEXACO STAR THEATER**

starring Milton Berle

7:00 P.M.



★ **FIRESIDE THEATER**

Tops in TV Drama

8:00 P.M.

★ **ARMSTRONG'S CIRCLE THEATER**

Another Great TV Dramatic Program

8:30 P.M.



★ **ORIGINAL AMATEUR
HOUR**

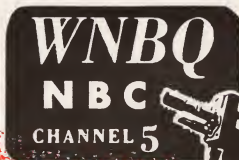
with Ted Mack, m.c.

9:00 P.M.

★ **BOB CONSIDINE
SHOW**

*News and
commentary*

9:45 P.M.



Channel One

NEW YORK—The literate and entertaining old quiz show from radio days "Information Please" will make its debut on TV this summer as a seasonal replacement for Fred Waring. The packagers already have signed half of the regular crew, namely moderator Clifton Fadiman and his brightest quiz kid John Kieran. Oscar Levant and Franklin P. Adams, the other steadies, it is hoped, will be available. . . . Comic Lew Parker has been signed by CBS to emcee a new audience participation program entitled "Big Store." Parker's last regular assignment was with Benny Goodman and Frances Langford on their "Star Time" show. . . . Now that Dennis Day had made his video splash, another refugee from Jack Benny's radio show, Phil Harris, will make the plunge.

"Ozzie and Harriet," another in the line of AM shows making the switch, will make its video debut next Fall on ABC. The situation comedy is strictly a family affair. Hubby and wife team Ozzie Nelson and Harriet Hilliard are generally up-staged by their talented young offsprings, David and Ricky, who can both flip off a gag line with adult proficiency. . . . Arthur Godfrey's morning simulcast is getting hefty TV ratings according to the research boys who do the tabulating. . . . The current "poodle" haircut rage, inspired by Mary Martin in her "South Pacific" stage role, is now making headway on the TV lanes. Latest to succumb to the fad is vocalist Denise Lor of the "Garry Moore Show" who calls the innovation "a most sensible advance in hair styling."

The failure of June Havoc to make an appearance on a recent "This Is Show Business" TV stint caused some barbed tongue kidding from emcee Clifton Fadiman and panelist George S. Kaufman. Actually Miss Havoc suffered a miscarriage earlier in the day which accounted for her absence. . . . The proposed DuMont network-Life magazine deal for covering the political conventions in July has fallen through, due to the net's failure to line up enough stations. Also, because of Life's all-out boom for General Eisenhower, political feelings against the deal were running high.

The Saturday Evening Post publishers are so pleased with the headway made by their "Keep Posted" interview and discussion stanza (which competes with Milton Berle) that it is arranging to sponsor the show twice a week on kinescope. . . . Steve Allen, the bespectacled emcee of "Songs for Sale" opines: "Kisses may not spread germs but they certainly lower resistance."

Fred Allen's recent straight dramatic bit on Kate Smith's evening show was regarded as no great triumph for the talented comic. Many of his avid fans are hoping that Fred, if he doesn't make the grade as a TV performer, will at least lend his talents to the barren video writing field. . . . Edward R. Murrow's "See It Now" is about to go international. Plans are cooking for the news program to be shown over the French TV system. The government of France will pay for a kinescoping and for CBS' permission to run it, the net would be provided with French TV newsreel shots.



PARKER



LOR



ALLEN



MURROW

Over 680,000 readers

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Letters to the Editor

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

... How much more of this JUNK (Little White Cloud) (Cry) etc., do we have to put up with from such a personality (?) as Johnnie Ray! Try making a survey and find out what intelligent people think of this type entertainment. Those jerky antics are ghastly!

Chicago, Ill.

M. A. FLYNN

Johnny Ray is one of the most sensational singers today—He really puts his heart into his songs.

Chicago, Ill.

AUDREY TOLBERT

I think Gene Autry should be on an hour instead of 30 minutes. Why is it that they put such trash on TV as Roy Rogers. When he gets into a fight he beats his opponent with one hand. Fooley.

South Bend, Ind.

MISS SHARON SMITH

Arthur Godfrey's show would be better if he'd lay off that acting himself and let his staff do the work.

Korits, Ind.

ANNE SOMEETTO

What a wonderful show we have in "Impact." Let's hope the ABC big-wheels don't pull it off and send it to New York. Look what happened to Dave Garraway and "Today."

Chicago, Ill.

J. A. K.

People say that Howdy Doody is noisy, senseless and patternless. I am ten years old and I think it has more pattern and less noise than Milton Berle.

Niles, Mich.

MICHAEL HARRATY

... You say Buff Cobb is Irvin S. Cobb's daughter. I think you will find her mother was the daughter of Irvin S. Cobb. Buff's father is Frank Chapman.

Oak Park, Ill.

RENA M. HARMON

(Ed. note: Oops! We're aging Buff before her time. She is the granddaughter of author Irvin S. Cobb.)

I'm not a teenager yet, and still like to see a cowboy once in awhile, but on Sunday afternoon, it's a disgrace! Nothing but cowboys.

Baroda, Mich.

D. C.

(Continued on page 13)

TV FORECAST FR 2-6931, 185 N. Wabash, Chicago 1, Ill. Published weekly by Television Forecast, Inc. Subscriptions: \$5 per year, 2 years \$8; single copies 15 cents. Change of Address: In order to assure proper delivery please advise the postmaster and this office, enclosing with new address the address label from your magazine showing old address. Allow three weeks for processing of new subscriptions or change in address. Expirations: First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our expiration number. To find number of issues to be received before subscription expires, subtract expiration number of this issue noted below from numbers following the dash on the first line of address label. Entered as 2nd class matter at the postoffice at Chicago, Ill. Copyrighted 1952 by Television Forecast Inc. All rights reserved. Volume 4, No. 43. Expiration number 190.

YOU CAN'T FIND IT ON A MAP



Reckless the Raccoon



Clip-Clip the Donkey

Land of Calico Exists in Kids' Hearts

ONE of the few countries on earth not likely to be swallowed up behind the Iron Curtain is a tattered little place called the Kingdom of Calico. In this happy little land confusion reigns in the person of King Calico, a slightly balding monarch with a mild case of astigmatism. His kingdom is a forest of weeds surrounding his falling-down palace. Not even worth converting into a People's Democracy.

This happy-go-lucky chap has been in command of his kingdom for a long time. Not because of any particular skill on his part. Mainly because his subjects are just as harebrained as he is. As you may have guessed, this whole kingdom exists in the fragile world of television. And the king and his subjects are puppets.



King Calico, Monarch of all he surveys. (He's nearsighted.)

When "Uncle Mistletoe", popular kids favorite, went off the air at the end of the Christmas season, station WENR-TV was faced with a problem. How to keep the tots happy without their "Mistletoe". King Calico was the happy result.

The trio that produced "Mistletoe", Johnny Coons, Bill Newton and Ray Chan, are again in charge of this new whimsical enterprise. The boys know their way around the puppet world and, unlike many of TV's puppeteers, keep their puppet characters subdued.

King Calico's subjects are a motley crew. Reckless, a rascally raccoon, aspires to be a wild west buckeroo (he can't even ride a horse.) Another misguided individual is Waldo, a mouse that happened into the neighborhood one day and has been hanging around with the boys ever since. Moppy the rag-doll and Clip-Clip the donkey complete the King's court.

Whether the king and his crew are navigating on their own special flagship or flying one of the king's battered airplanes, nothing seems to go right. Most of the trouble seems to be caused by Reckless, but the King and Waldo are just about as helpless.

The Calico Kingdom will never be found on a map. But it has already found a place in the hearts of the children watching it on TV. Both funny and touching, King Calico is a program for children that doesn't have to resort to frantic yelling to keep its audience.

King Calico is seen on Monday, Wednesday and Friday, 5:45 on channel 7.

AS DEFINED BY WEBSTER

"IRMA:



SEE DUMB CLUCK"

IN the up-coming edition of Webster's unabridged dictionary a new word will officially be born into the language. Snuggled somewhere between "irk-some" and "iron" the name "Irma" will be included by the lexicographers.

It isn't definite how the eminent word compilers will define the new addition, but it might read like this:

Irma (ûr'ma), *noun* (Origin: from fictional radio, movie and television character). A person, generally female and blonde of hair, with definite stupid or naïve tendencies. SEE DUMB CLUCK.

Apparently there are enough Irmas in the world to justify such a move by the usually conservative men of words. Irmas are all over. In offices. Behind sales counters. In politics. Writing books. Some long-suffering men are even married to Irmas.

The inspiration for all this fuss—as everybody realizes—is a stacked blonde, who, when she isn't using her Irma monicker, answers to the name of Marie Wilson.

Playing the slightly pixilated secretary Irma Peterson on the TV comedy "My Friend Irma," Marie has found herself a lifetime job in show business. Like Mickey Rooney and his Andy Hardy; like Don Ameche and his telephone, she is a perfect composite of this fabulous girl called Irma.

Born in Anaheim, California—only a hot rod's jaunt from Hollywood—Katherine Elizabeth Wilson was left a neat little trust fund by her father which amounted to \$11,000. When the sum was turned over to her at the tender age of 16, she immediately be-

came a star-struck young lady, yearning for the glamour of the klieg lights, technicolor movies and backyard swimming pools.

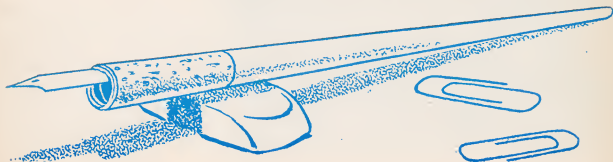
So with the impulsive drive of a 16 year-old, Marie lit out with her family for Hollywood. She paid a year's rent on a hilltop house, stocked the pantry with \$500 worth of canned goods, bought a convertible and had her teeth fixed. Then she purchased a closet full of evening clothes, topped off by the one sign of true success (even in sweltering Southern California)—a mink coat.

The stage was set for the blonde dynamo to crash the movies. She was broke by that time, but it didn't matter. The "sin-ay-muh," as Marie mouthed it, was awaiting a new actress.

(Continued on page 20)



Kathy Lewis, who portrays Irma's friend Jane, chats with her roomie who seems in character with those innocent popping eyes. Jane, the purest type "straight" girl, shows all the patience of a female Job in the new TV comedy series.





Sprightly Janet Ahern is America's outdoor girl. Janet's mom frequently helps her offspring with piano scales and chords if she can coax her away from dogs, snow and sunshine in time. When she isn't talking, which is rare, the curly-haired moppet listens to her mother read stories, dusts furniture, administers loving motherly care to her doll collection (over 40 now) or watches Daddy on WGN-TV'S "Test Lab." Janet's romantic inclinations are centered now on Melvin Miles.



Immaculate, polite and affable Melvin is one of the more reserved Quiz Kids who plans to be a "flying doctor." At home he's his mother's right hand, helping her stack the dishwasher, set the table, run errands and care for his four-year-old brother, Laurie. An avid lover of mechanical contraptions and chemistry, Mel once made such a successful bubble bath concoction that the Miles' relatives were deluged with the substance for Christmas gifts.



WHAT ARE QUIZ

Behind the Scenes

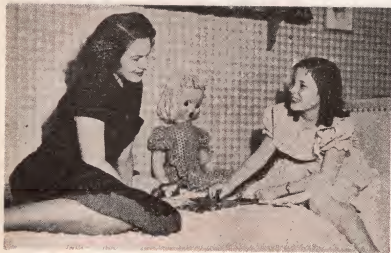
TAKE a normal school child, add an extra dash of alertness, curiosity, and intelligence and you have the makings of a Quiz Kid.

Back home—after the fanfare and public acclaim on their Sunday afternoon program—they vanish from the limelight for a week and return to their respective family circles.

These are normal kids who have been integrated into a well-rounded and diversified cross section of Americana.

Some are shy and reserved like Melvin Miles, 8, and Vincent Granatelli, 7. Some are frankly outspoken like Harvey Dytech, 8. Some bubble with childish merriment and mischief like Janet Ahern, 6, and Brenda Liebling, 7.

Like their unpublicized friends, these youngsters harbor secret ambitions within vivid imaginations. They have their tussles with brothers and sisters. They are assigned their particular duties around the house. They come



Effervescent Brenda bubbles like an active volcano even when indulging in a quiet game of checkers with her mother in her own room. But the littlest Liebling, who specializes in an unusually accurate knowledge of music and presidents, also finds an outlet for her excess energy in dancing and piano lessons. Brenda's doll, a constant kibitzer, appears to disapprove of Brenda's next move. Her eventual "move" in life is to be a "pretty housewife just like Mother."



A future scientist, explorer, astronomer, orchestra leader, printer or collector (he says he'll decide later), Frankie VanderPloeg looks like a miniature debonair clothes horse, although his appealing baby talk belies the impression. The inventive side of his personality is buzzing away now to perfect an electric saw. The principle hasn't been explained yet to anyone's understanding, but the idea has taken root in Frankie's fertile brain. Here he helps Mother set the table.



A self-confirmed bachelor—"because you can't take women on African safaris"—, Harvey is the Quiz Kids' potential man-of-the-world, an explorer. When he isn't devouring scientific material or explaining his plaster molds to Mrs. Dytch, he's busily planning his life as an explorer and wild animal hunter, animal trainer and finally museum curator. Harvey isn't worried about women complications. He says his trusty horse, Dynamount (a gift) has replaced girls in his affections.

KIDS MADE OF?

With Young Genius



from assorted financial brackets ranging from unpretentious but warm surroundings to elaborate homes. Their fathers are sales engineers, precision instrument makers, professors, lawyers, tool and die makers, department supervisors.

To the average television viewer, they're all Quiz Kids, an above-average group of intelligent youngsters whose answers sometimes amaze and often amuse their audience.

But these kids, who have remained untouched by the glare of publicity, have something else in common—parents who are interested in their children's future. Parents who are leading their proteges along the paths of education, inspiring them to fulfill their great expectations.

Quiz Kids can be seen from 2 to 2:30 p.m. each Sunday on WBKB (Channel 4.) The program originates from the newly-remodeled Garrick theater.

Shy, modest Vincent, who claims he'll be a brain surgeon and cure sleeping sickness has a "still-waters-run-deep" personality. When Mom can take time out from household chores, little Vince corners her with demonstrations of model building, Lincoln log cabins and electric trains that "whoosh" around the Granatelli living room. Vince devotes his more serious moments to cleaning his room, roller skating, monopoly, Little Black Sambo and Howdy Doody.





Miltie Still Flourishing But Some TV Comics Have

LIKE nomads in the night, an endless caravan of unhappy comics wanders from channel to channel in the friendless land of nighttime television. Comedians, but not "top bananas," they must peddle their wares in any available marketplace. They are TV's displaced person—twentieth century Pagliaccis, tragic clowns all.

To hold a week-to-week audience a comedian must build a bond between himself and his audience. The DP builds a wall. Where the top TV comics have discarded the audience-baiting tactics of burlesque days, it's been observed that the DP keeps a chip on his shoulder and, as a result, is unloved.

Probably the saddest case in the DP group is well-traveled Henny Youngman. Henny has been accused of the lowest crime of all—stealing jokes from Milton Berle. Henny's penance has been a purgatory of guest appearances. Other comics are glad to have Henny around to make their own material look that much brighter.

Heir-apparent to Henny's TV treadmill of guest shots is brassy Jack E. Leonard. Jack's early appearances on

TV went over well. His surefire vaudeville act—tossing his 300 pounds around in some fancy jitterbugging and spinning his ever-present Panama Hat—made him a popular guest star. But when Jack took over the Broadway Open House show, fans found that he was getting thin—in his material.

The Broadway Open House soon closed and Jack again is making the rounds. His most frequent visits are made on "This is Show Business," where he exchanges verbal harpoons with regular panelist George S. Kaufman. His "problem" on the show is usually a complaint about his unemployment.

Always lurking about the TV scene is that celebrated cellist, Morey Amsterdam. Morey is a real TV pioneer and has had numerous shows shot out from under him. He is another comedian doubling in brass. But, lacking confidence in himself, Morey limits his TV appearances to five or six a week.

Just recently Morey's persistence was rewarded. He is now a regular panelist on the "Songs for Sale" show. There Morey's personality is subdued as he



TV's DP's

Unemployment Problems

exchanges quips with acid emcee Steve Allen and co-panelist Barry Gray. Morey's new personality may give him more TV mileage. Years as a DP may have taught him a lesson in humility.

The original occupant of the Broadway Open House, Jerry Lester, is also living in quiet desperation. Jerry thought the early-evening air might be more bracing and abandoned the Open House for another ill-fated show, Sound-Off Time. But many fans complained that Jerry was sounding-off too much blue material. Still under contract to NBC, but without a show of his own, Jerry is now available for weddings, picnics and variety shows.

The dean of the TV school of unpolished brass, Milton Berle, still maintains his pinnacle. The critics continue to pan Miltie and the fans continue to tune him in at every opportunity. It is rumored that he will soon abandon his show and restrict himself to directing. The DPs may miss a likely candidate.

Displaced for another reason is young comic Jack Carter. Jack was the victim of the "Battle of the Bucks" between CBS and NBC. NBC sunk most of its

money into the Saturday night "Show of Shows" and Jack's program, an hour earlier, was left out in the cold. CBS, meanwhile, dropped most of its cash into the Ken Murray show opposite Jack. Something had to give and it was the Carter show.

Now roaming the TV wilds, but a good bet for another show of his own, Jack has been doing some bang-up guest appearances. He even subbed for Unca' Miltie one week and had the audience yelling for more. Jack shouldn't wear a DP cloak much longer.

Disturbing to old radio fans has been the failure of wonderful wit Fred Allen to click on TV. Fred seemed like a natural for television but his debut revealed a nervous uncomfortable scold complaining about how bad television was. Fred has since failed to bend his talents to the new medium and as a result is now a certified DP.

With the fans disapproval just a twist of the knob away, more of TV's comics should beware lest they too become displaced persons. Starvation is no problem for the DPs, but playing Pagliacci can become a little tiresome.

SATURDAY

3:00 Neath Canadian Skies
4:30 Sing As We Go
7:00 Return To Yesterday
10:00 The Guv'nor
10:00 Thirteen Lead Soldiers
11:00 Invisible Killer
12:15 Reno

SUNDAY

10:00 Flirting With Fate
12:00 Riders Of The Black Hills
2:00 Unknown Guest
4:00 Delinquent Parents
6:00 Fall In
6:00 Miss Polly
9:30 Stand In
10:00 The Crooked Way
11:00 Smart Aleck

MONDAY

1:00 Divorce
3:00 Nobody Home
8:00 Scattergood Pulls The Strings
9:00 Betrayed
10:00 The Stork Bites Man
11:00 Up In Mabel's Room
11:30 Reno
11:30 Great Stagecoach Robbery

TUESDAY

1:00 Stunt Pilot
3:00 Reno
8:00 The Interrupted Journey
10:00 Magic Bow
10:30 Dangerous Lady
11:30 A Wild Irish Night

WEDNESDAY

1:00 Mystery Of Mr. Wong
3:00 A Wild Irish Night
7:00 False Faces
8:30 Sweepstake Annie
10:00 Crystal Ball
11:00 Corsican Brothers
12:00 Night Fantasy

THURSDAY

1:00 Boy Of The Streets
3:00 Night Fantasy
10:00 Submarine Base
11:00 Case For The Crown
11:10 Brute Man
11:30 Dick Barton Strikes Back

FRIDAY

1:00 Secrets Of A Sorority Girl
3:00 Dick Barton Strikes Back
10:00 Eternally Yours
11:00 Twin Beds
11:00 Feature Film*
11:30 Feature Film*

*Title To Be Announced

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

A REMINDER

Because some sporting events and many feature films run over-time, the starting times listed for programs FOLLOWING them will be approximate.

Saturday Feb. 23

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

9:00 5 **Rootie Kazootie**—Puppet Fun
Bob Russell subs for Todd, conducting show for small-fry

7 **Stu Erwin Show**—Comedy Skits
Stu tries to outwit his wife and two daughters without too much success

9:30 5 **Cactus Jim**—Western Adventure
Shootin' western tale, narrated by Bill Bailey for cowboy-minded kiddies titled "Western Mail"

7 **Hold 'Er Newt**—Puppet Show
Proprietor Newton Figg and Gaylord Nosegay bake a cake for the Figg Center Cake Baking Contest

9:45 9 **Magic Carpet**—Film Short
"Adventures of Willie Skunk"

10:00 4 **Bob Atcher & Sammy Squirrel**
Kids love the adventures of the tiny animals who live in the corner of the corral & call their town "Short Stump"

7 **Personal Appearance Theater**
"One False Step" with Steve Dunn and Hugh Beaumont

9 **Kids & Company**—Variety
Johnny Olsen conducts talent show

10:30 4 **Smilin' Ed's Gang**—Stories
Variety and drama show to entertain the youngsters with Ed McConnell, Midnight, Froggy, & Squeaky

5 **Midwestern Hayride**—Variety
Bill Thall emcees the fun with music by the Pine Mountain Boys and songs by Ernie Lee; Briarhoppers perform intricacies of the square dance

7 **A Date With Judy**—Comedy
"A Bank Robbery" Judy and her brother Randolph find themselves involved in a \$15,000 bank robbery

9 **Movies For Kids**—Western Film
"Shadow of the Eagle"

11:00 4 **Big Top**—Circus Show
Jack Sterling emcees circus fun with clowns Ed McMahon & Chris Keegan, Joe Basile's Brass Kings, with music by the Quaker City String Band, and guest acts: Con Colleano, wire act, and Josh Kitchens, mule act

7 **Betty Crocker Star Matinee**

9 **Morning Movie Time**—Film
"Rangers Take Over" with Dave "Tex" O'Brien and Jim Newhill; work of Texas rangers in stamping out a powerful cattle rustling gang

11:30 7 **City Hospital**—Drama
A romantic radio heart throb is forced to recognize his alter-ego in "Time for Rendezvous"

12:00 4 **Pantomime Party**—Antics
Clark Davis, Bill Cain, and Ellen Scott combine talents for moppet session
(Continued on page 14)

LETTERS to the editors

(Continued from page 4)

... Howdy Doody smells, but you can't convince my children.

North Chicago, Ill.

LARRY STANLEY

Why doesn't "pretty" Dorothy Collins wear dresses that suit her. After all she's no longer 16 or 17.

Chicago, Ill.

MRS. JOSEPH LEGA

If Milton Berle would only cut out his comedy, his show would be in the Best Show category instead of the Worst.

Wheaton, Ill.

RICHARD B. KLEIN

The Fred Waring show is music at its best. No other show can even compare with it. How come they cut it to a half-hour.

Gary, Ind.

MRS. MICHAEL KAROFFA

(Ed. note: The sponsor didn't think the show's audience rating merited a full-hour show.)

I think that the "Hit Parade" is getting to be a terrible show. ... Every song they pick should have been in its grave two weeks before they decide to put it on their show.

Chicago, Ill.

BARBARA BENNET

Someone should tell Marion Marlowe about her hair. Everyone around my house is complaining about it. She looks like a 41 year old woman instead of 21.

Chicago, Ill.

SHARON CONLIN

I am MAD, MAD. I learned from pretty good authority that Arthur Godfrey and Marion Marlowe were married. When did they receive their respective divorces. I'll never listen to his program again, or buy any of the products that he advertises.

Chicago, Ill.

M. BOURNIQUE

(Ed. note: Better get a new authority. Arthur and Marion are married, but not to each other.)

Last Friday I heard a singer sing "Sing You Sinners." Could it be? Yes, she wore a low cut gown. Now wouldn't it be fine if she took the hint?

Chicago, Ill.

CECILIA ZARNOWSKA

I am thoroughly disgusted with the narrow-minded bigots who have complained about such wonderful programs as the Celanese Theatre presentation of "Reunion in Vienna."

St. Joseph, Mich.

MRS. J. B. JOHNS

CHARITABLE GROUP SALUTED ON "STARS"

The Alice Chilton Revue, a group of teen-age troupers who have entertained hospitalized vets and helped raise funds for charity and needy groups, was saluted by TV Forecast on the Rubin's "Stars of Tomorrow" show last Sunday, February 17.



Alice Chilton

Two young representatives of the Chilton revue, 16 year-old Alice Chilton herself and Elaine Evans, a member of the troupe, accepted the honors for the entire group.

On Sunday, February 24, TV Forecast is saluting Hinsdale, Illinois on Stars of Tomorrow, heard and seen on WGN-TV (channel 9) at 5:00 p.m.

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SATURDAY FEB. 23—cont'd

- 12:00 9 Test Pattern Til 2:45**
- 12:30 4 Chinchilla Story—Breeding**
Steps and care needed in raising
- 12:45 4 Film Shorts**
- 1:00 4 Basketball—Notre Dame-Navy**
Game from Annapolis, Maryland
- 2:45 9 Chicagoland Civil Defense**
- 3:00 4 "Neath Canadian Skies"—Film**
Feature with Russell Heyden and Inez Cooper
- 9 Portraits Of The West—Film**
"Overland Stagecoach" with Bob Livingston, Al St. John, & Smokey Moore; story of the building of the railroads out west
- 3:30 5 City Desk—Discussion**
Political ramifications of crime in Chgo. & the reform movement now gaining momentum as a result of the gangland killing of Chas. Gross will be discussed by Chas. Cleveland, Chgo. Daily News; John Dreiske, Sun Times; John Madigan, Herald Amer.; and Geo. Tagge, Tribune; William Ray is moderator
- 4:00 5 Youth Wants To Know—Talks**
Panel of teen-agers discuss current issues with guest Roger L. Putnam, admin., Economic Stabilization Agency
- 7 Lucky Seven Ranch—Western**
"Silver Ranger" feature
- 9 Teleports Digest—Film**
- 4:30 4 Big Picture—Film Report**
"Chinese Reds Enter War" scenes of Chinese PW's, evacuation of the wounded by air, rough weather hindering our Navy, and Air Force tests on new cargo planes
- 5 Nature Of Things—Scientific**
Dr. Roy K. Marshall discusses "More About Noting, Uses of Vacuums"
- 9 "Sing As We Go"—Feature Film**
Gracie Fields, John Loder, Dorothy Hyson, & Stanley Holloway in a tale of the cotton mills in London, how they are closed, then re-opened to produce synthetic materials
- 4:45 5 Morgan Beatty And The News**
Commentary and inside story of the significant headlines of the week
- 5:00 5 Your Inside Story—Mental Aids**
"Drug Addiction" discussed by Dr. E. J. Kelleher, Director of Psychiatric Institute of Municipal Court
- 7 Hail The Champ—Kid Stunts**
Six youngsters compete in exciting games directed by Herb Allen
- 5:30 4 Pattern For Living—Discussion**
Teenagers debate problems
- 5 Mr. Wizard—Science Study**
Don Herbert and Bruce Lindgren discuss "Lighting Your Way" a tribute to the genius of Thomas A. Edison. Demonstration of lights from the torch of ancient days to our modern devices

- 5:30 7 Flip The Frog—Film Cartoon**
"Stormy Seas"
- 9 Big Picture—Film Review**
Official report to the nation on the war in Korea; Capt. Carl Zimmerman interviews newly returned veterans from Korean combat
- 5:40 7 For Cowboys Only—Western**
"Border Bandits" feature film
- 6:00 4 Sammy Kaye Show—Musical**
Kids of all ages and the general audience each get their chance
- 5 Old American Barn Dance**
Featuring Bill Bailey, mc, with Tennessee Ernie, Pee Wee King, Tex Williams, and Merle Davis
- 9 Dick Tracy—Mystery Drama**
Serial adventures of the fabulous cartoon character and his many friends
- 6:30 4 Beat The Clock—Parlor Game**
Emcee Bud Collyer guides/contestants through zany stunts with prizes for all even tho you might lose
- 5 One Man's Family—Drama**
Problems and pleasures of a large household starring Bert Lytell as Pop
- 7 Great Americans—Film Shorts**
"John Calhoun" & "James F. Cooper"
- 9 Pet Shop—Gail Compton mc**
Bob Lock brings his pet fox, Pat Ulrich, a woolly monkey, and Mrs. Robert Smith brings down a barkless Basenji, African hunting dog
- 7:00 4 Ken Murray Show—Variety**
James Melton subs for Ken and joins Jackie Gleason, Peggy Ann Garner, and Jackie Cooper in salute to Louisiana, with a Mardi Gras motif; other guests include Juanita Hall, the dancing Appletons, and comedy team Harris & Shore
- 5 All Star Revue—Variety**
Jimmy Durante, host presents guest Gloria Swanson
- 7 Paul Whiteman's TV Teen Club**
American youth get opportunity to see performing teen-agers from other parts of the world. Guest: Rosemary Jane Utting, British violinist
- 9 "Return To Yesterday"—Film**
Feature (1st showing) with Clive Brook, Anna Lee, Dame May Whitty, & Harry Power; star joins the cast of a hard-up resort repertory company
- 7:30 7 Sports On Parade—Film**
- 8:00 4 Wonderful Town—Musical**
Faye Emerson takes us behind the scenes & shows us the component parts involved in producing a single television show
- 5 Your Show Of Shows—Variety**
Sid Caesar & Imogene Coca with dancers Fisher & Ross, vocalists Judy Johnson & Bill Hayes, Billy Williams Quartet, baritone Jack Russell, the Hamilton Trio, Carl Reiner, and guest hostess Margaret Lindsay, with Nancy Kenyon, from the San Francisco Opera Company

SATURDAY FEB. 23—cont'd

- 8:00 7 Intercollegiate Basketball**
 Pennsylvania vs Columbia at Philadelphia, Curt Gowdy announcing
- 8:30 4 Show Goes On—Variety**
 Robert Q. Lewis directs young entertainers
- 9 Wrestling From Marigold**
 Main match: The Great Balbo vs Chris Zaharias; preceding matches: Rula Richards vs Ned Taylor, Art Bull vs Milt Olsen, Apache Craig vs Don Beitelman, Ray Urbano vs Rudy Kaye; Jack Brickhouse announces
- 9:00 4 Crime Photographer—Drama**
 Darren McGavin as Casey smokes out a blackmail plot involving a tax official & a big-time racketeer in "Tax On Decency"
- 9:30 4 Songs For Sale—Musical**
 Steve Allen emcee with guest vocalists Peggy Lee, Mel Torme, Eddie Howard, Johnny Desmond, and guest panelists Morey Amsterdam, Benny Goodman, Dorothy Fields, Barry Gray, & Bob Clayton in all winner's show.
- 5 Your Hit Parade—Musical**
 Top Tunes sung by Snooky Lanson, Eileen Wilson, & Dorothy Collins and featuring Russell Arms, Penny Gardner, and Bill Flannigan
- 9:45 7 America In View—Film**
- 10:00 4 "The Guv'nor"—Feature Film**
 George Arliss, Viola Keats, Mary Claire, & Patric Knowles in a tale of a man who, because of a famous name is given some money and encounters difficulties in staying out of trouble
- 5 "Thirteen Lead Soldiers"**
 Feature film with Tom Conway, Maria Palmer, & Helen Wescott; Bulldog Drummond and the soldiers solve three murders which hold the key to hidden treasure
- 7 Word Of Life Songtime—Sermon**
 Jack Wyrzten copes with the problem of juvenile delinquency
- 10:30 7 Big Picture—Film No. 4**
 "Chinese Reds Enter War" see 4:30 ch 4 for more information
- 11:00 7 The Hubbards—Interviews**
 Eddie & Jackie Hubbard chat with noted personalities
- 9 "Invisible Killer"—Feature**
 Film with Grace Bradley, Roland Drew, & William Newell; story concerns a gambling syndicate & murders which are ingeniously carried out
- 11:30 4 Film**
- 11:45 4 Murder Before Midnight—Film**
- 12:15 4 "Reno"—Feature Film**
 Kenneth Thompson and Ruth Roland; tale of the fabulous city noted for its gambling and divorce

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

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FIRST IN FURNITURE

WGN-TV
CHANNEL 9

**"SKATING
OLYMPIX"**

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NEW 11th Edition
ICE SHOW**

Dinner Show 8:30 Supper Show 12:00

ORRIN TUCKER'S orchestra

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special children's menu

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Boulevard Room

THE CONRAD HILTON

Formerly THE STEVENS

Sunday Feb. 24

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

- 10:00 4 "Flirting With Fate"—Film**
Feature with Joe E. Brown, Leo Carrillo, & Beverly Roberts; incidents in the life of a trailerized vaude troupe
- 7 America At Church—Services**
- 10:45 9 Ghost Towns—Film Short**
- 11:00 9 Funny Paper Theater—Comics**
"Uncle Art" Linick reads the comic section of the paper to the kiddies
- 11:15 7 Tootsie Hippodrome—Quiz**
John Reed King emcees telephone contest for teen-agers & circus acts: Chick Darrow, "balloon sculptor" and Le Vine's Chimps
- 11:30 4 Candy Carnival—Fun For Kids**
A real circus show with Gene Crane
- 7 Faith For Today—Religious**
- 9 Flying Tigers—Adventure Tale**
"The Strangler"
- 12:00 4 Noon News—Ulmer Turner**
- 5 Frontiers Of Faith—Religious**
Explanation of the Catholic mass with Rev. Thos. J. O'Donnell and Rt. Rev. Msgr. Wm. J. McDonald
- 7 Paddy The Pelican—Cartoons**
- 9 "Riders Of The Black Hills"**
Feature film (1st showing) with Bob Livingston, Ray Corrigan, & Max Terhune
- 12:15 4 Your Future Home—Ed Cooper**
- 12:30 4 Movietime Social—Features**
"Nobody Home" with Gordon Harker
- 5 American Inventory—Discussion**
"Everyman" in connection with Nat'l. Brotherhood Week
- 7 Amateur Hour—Chgo. Talent**
- 1:00 5 How Does Your Garden Grow?**
Highlights of hydroponic gardening (water only), use of colchicine, and the 5th ch. of "Our Changing World"
- 1:15 9 News Views—Late Information**
- 1:30 5 American Forum Of The Air**
"How Can We Combat Inflation?" discussed by Sen. Paul Douglas (D-Ill.) and Henry Hazlitt, economic columnist
- 7 Adventures Of Wild Bill Hickok**
Guy Madison stars as the westerner
- 9 Test Lab—Demonstrations**
Articles to be tested are made-to-measure suits, cuture chairs, and kitchen ware
- 2:00 4 Quiz Kids—Panel Game**
Joe Kelly emcee presents guest Emily Kimbrough, and Melvin Miles, Donald Gay, Janet Ahern, Frankie Vander Ploeg, and Harvey Dytech (see page 8)
- 5 Fairmeadows U.S.A.—Drama**
A minor crisis is solved for the Oleott family, but a major one develops for the whole town

(Continued on page 18)

Even if you had a million dollars...

You couldn't buy a finer TV than a Zenith

New Zenith "Whitman" Console TV

Model J2056R. 20-inch (215 sq. in.).
Charming 18th Century full-door
cabinet design. Mahogany veneered
top and sides. See this and the many
other Zenith models at your dealer's.

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SUNDAY FEB. 24—cont'd

- 2:00 7 Cisco Kid—Western Movie**
9 "Unknown Guest"—Feature Film
 Victor Jory & Pamela Blake in a mystery of circumstances that lead to an accusation of murder
- 2:30 4 See It Now—Edward R. Murrow**
 Important events in the world today
5 Hall Of Fame—Dramatizations
 "Mistress Of The White House" with June Lockhart as Dolly Madison, the force behind James Madison's career
7 Adventures Of Kit Carson
 Saga of the famed Indian fighter
- 3:00 4 CBS-TV Workshop—Drama**
 "The Rose and the Ring" by Wm. Thackeray, with Philip Bourneuf & Kathleen Nesbitt; a fantastic fairy tale
5 Meet The Press—Discussion
 Lawrence Spivak & Martha Rountree
7 What's The Answer—Panel Quiz
 Kids are quizzed by Mal Bellairs
- 3:30 4 State's Attorney Reports**
 Discussions with John Boyle
5 Juvenile Jury—Kids Panel Time
 Jack Barry emcees panel of moppets
7 TV Tots Time—Film Cartoons
9 Opportunity Unlimited—Drama
 "Story of the Pioneer". A history of the first mayor of Chicago, Wm. B. Ogden, and how he worked to begin the growth of the Chicago & Northwestern Railroad in 1836
- 3:45 4 Disc Jockey Show—Hal Tate**
- 4:00 4 Man Of The Week—Discussion**
 Guest: Sen. Robert A. Taft (R., O.)
5 Zoo Parade—About Animals
 Lear Grimmer & Jim Hurlbut join Dr. Fisher in a tour of the animals in the process of keeping them healthy and looking after their ills
7 Super Circus—Variety Stanza
 Presenting Professor Keller's Jungle Killers; tightwire artist Josephine Berosini; the St. Leon Troupe, teeter board act; Farias Duo, rolla rolla act; Jack Gwynne in the Super side show
9 "Delinquent Parents"—Film
 Feature with Doris Westan, Maurice Murphy, & Terry Walker; judge in a juvenile court is faced with a personal problem
- 4:30 4 Lamp Unto My Feet—Talks**
 Guests: Dr. Wm. Sheehan, headmaster of Canterbury Schl. and Rev. Christopher J. Waldom, Bishop
5 Meet The Masters—Music
 Guest artist Jascha Heifetz, violinist, presents Mendelsohn's "Sweet Remembrance," two numbers by Brahms, a Sonata movement "Scherzo" and the "Hungarian Dance No. 7"; "Melody" from Gluck's "Orfeo," "March" from "The Love for Three Oranges," "Polonaise" and "Hora Staccato"
- 5:00 4 Mr. I. Magination—Stories**

- 5:00 5 Roy Rogers Show—Variety**
 Roy stars in story "Desert Fugitive"
- 7 Space Patrol—Adventures**
- 9 Stars Of Tomorrow—Amateurs**
 Lee Bennett emcee salutes the community of Hinsdale, Illinois
- 5:30 4 Bob Atcher & Sammy Squirrel**
 Adventures of the little animals and their town called "Short Stump"
- 5 Claudia—Story Of A Marriage**
 Claudia catches the camera bug
- 7 America's Town Meeting—Talks**
 "Has the Korean War Been a Failure?" discussed by Sen. E. B. Hickel-looper (R., Iowa) affirmative speaker, and Sen. A. S. Monroney, (D., Okla.) negative
- 5:45 9 This Is The Story**
- 6:00 4 Gene Autry Show—Western**
 In "Blazeway" Gene attempts to prove the innocence of an Indian tribe wrongly accused
- 5 Royal Showcase—Variety**
 Emcee George Abbott presents guests Ezio Pinza and Hilda Gerdin
- 7 Greatest Story Ever Told**
 "Blessed Are They That Mourn" a dramatization based on part of the Sermon On The Mount
- 9 "Fall In"—Feature Film**
 Wm. Tracy, Joe Sawyer, & Jean Porter in Sgt. Doubleday's adventures with a battalion of hillbillies from Ky. Also "Miss Polly" film with Zazu Pitts, Slim Summerville, & Kathleen Howard; reformers in small town
- 6:30 4 This Is Show Business—Variety**
 Clifton Fadiman, host, with panelists George S. Kaufman, Sam Levenson and Arlene Dahl with guests Noonan & Marshall, and violinist Maria Neglia
- 5 Young Mr. Bobbin—Comedy**
 Alex persuades girl friend Nancy to accompany him to a class reunion, but once there he finds this was wrong
- 7 Adventures Of Ellery Queen**
 "Mr. Big" story of a man who dies twice in tracking down a mysterious leader of a narcotic ring
- 7:00 4 Toast Of The Town—Variety**
 Ed Sullivan presents "The Cole Porter Story." Guests: Monte Woolley, Mimi Benzell, Lisa Kirk
- 5 Comedy Hour—Variety Time**
 Guest host Danny Thomas presents Carmen Miranda, Grace Hartman, and Bunny Lewbel
- 7 Kings Crossroads—Film Drama**
- 7:30 9 Chicagoland Newsreel Review**
- 8:00 4 Fred Waring Show—Musical**
 Mr. Waring and the Pennsylvanians present "The Song of America" with lyrics based on the writings of great American poets, a review of history
- 5 Television Playhouse—Drama**
 "The Tender Age" with Anthony Ross, Stella Andrew, & Wright King; a man presumably dead is found alive, and even tho this fact would clear another's name, it is not revealed

SUNDAY FEB. 24—cont'd

- 8:00 7 **Arthur Murray Party—Variety**
Guests: Herbert & Saxon, comedians, and Bernice Parks, singer
- 9 **Rocky King, Detective—Drama**
"Mr. Lazarus" with Earl Hammond & Grace Carney; what appears to be accidental death from a window turns out to be murder and a case of mistaken identity
- 8:30 4 **Break The Bank—Quiz Game**
Bert Parks emcees with Bud Collyer and Peter Van Steeden's orchestra plus guest, dancer Joan Holloway
- 7 **Strength For The Free World**
- 9 **Plainclothesman—Drama**
"The Curious Girl"; a girl is found dead of poisoning after eavesdropping on a chemist
- 9:00 4 **Celebrity Time—Quiz Session**
Guests: operatic star Jarmila Novotna and ventriloquist Jimmy Nelson
- 5 **Red Skelton Show—Comedy**
- 7 **Hour Of Decision—Religious**
Evangelist Billy Graham preaches
- 9 **Easychair Adventures—Film**
"Follies Parisienne"
- 9:30 4 **What's My Line?—Panel Quiz**
John Daly host with panel: Dorothy Kilgallen, Arlene Francis & Hal Block, and guest panelist
- 5 **Cameo Theater—Drama**
"Peer Gynt" pt. 1 with Douglass Montgomery, Leonore Shanewise, Clair Luce, & Rita Gam. Adventures in love & world conquest by a man searching for himself
- 7 **Youth On The March—Religious**
- 9 **Courtesy Theater—Feature Film**
"Stand In" with Humphrey Bogart, Leslie Howard, Joan Blondell, & Alan Mowbray; representative of N.Y. bankers goes to Hollywood
- 10:00 4 **"The Crooked Way"—Feature Film**
Film with John Payne, Sonny Tufts, & Ellen Drew; a mystery wherein an ex-GI trying to recover his lost memory finds that his other life was a two-fisted, blood & thunder one
- 5 **Weatherman—Clint Youle**
- 10:10 5 **Dorsey Connors—Helpful Tips**
- 10:15 5 **Alex Dreier—News Report**
- 10:30 5 **Sports Star Time**
- 11:00 5 **Battle Report—Washington**
- 9 **"Smart Aleck"—Feature Film**
Peter Reynolds and Leslie Dwyer in the tale of a murder plot with an almost air-tight alibi
- 11:30 5 **Faith Of Their Fathers—Film**
Loyal Order of Moose presentation
- 11:45 4 **Eloise Salutes Stars—Talks**
Guest: comedian Hal Block
- 12:00 4 **Film**
- (Stations reserve the right to change above listings without notice)

New Time



ON SUNDAY
5:30 to 6:00 PM WBKB

MEADOW GOLD RANCH SHOW

Saturdays 10:00-10:30 AM
Sundays 5:30-6:00 PM
Station WBKB Channel 4

Featuring Cowboy Bob Atcher and Sammy Squirrel—with their animal friends. In a live half-hour of western songs and adventure.

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MEADOW GOLD BUTTER

SUNDAY ON COURTESY THEATRE

"STAND-IN"

Starring

- ★ Humphrey Bogart
- ★ Joan Blondell
- ★ Leslie Howard

WGN-TV 9:30 PM

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MY FRIEND IRMA

(Continued from page 6)



Naturally, the Hollywood brass was not as receptive as Marie figured. She spent three years as the blondest extra on a studio lot before signing a contract with Warner Brothers.

But it wasn't until three years later, in 1942, that she found her niche. Ken Murray, a man with a broad leer and a keen eye for women, booked Marie for a part in his "Blackouts" revue—thereby creating the stock role of the stupid blonde.

For five years the Anaheim dynamo paraded on the legit stage uttering a lot of Dagmarish *non sequiturs* and displaying her native beauty to the hilt. The West Coasters liked it. And as the top-billed star she was making \$5,000 a week when the show closed.

During this "Blackouts" stint Marie was actually playing Irma without realizing it.

In private life the star struck beauty lives in a comfortable "outpost" section of the Hollywood hills with her husband, TV producer Bob Fallon. A smart fellow, Bob has coached his Marie on the answer to the question, "Are you really dumb?" Her rehearsed response: "Naturally, do you want me to lose my job?"

The emergence of other half-witted females like Claudia and Lucy into the fiction field leaves Irma in a peculiar position. She's the original girl dunce, yet the competition from the other two might well eclipse her.

The television version of "My Friend Irma" (following radio and movie editions) is still headed for some hefty viewer ratings. The old tried and true formula of the clown and straight man is still holding up. Using this pattern and some clever dialogue, Irma has become a kind of institution.

She'd certainly have to be something formidable for Noah Webster to take such an interest.

"My Friend Irma" is seen Tuesdays at 9:30 p.m. on channel 4, WBKB.

Monday Feb. 25

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

- 7:00 5 Today—Dave Garroway
- 9:00 4 Morning News—Information
Dorothy Doan and Harry Marble
- 5 Mel Martin Show—Variety
- 9:15 4 Arthur Godfrey Time—Musical
Robert Q. Lewis subs as emcee
- 9:30 4 Bride & Groom—Interviews
- 5 Winner Take All—Quiz
Bill Cullen mc with guest contestant
- 9 Your Figure Ladies—Exercises
Follow the leader for a lovely figure
- 9:45 4 Al Pearce Show—Variety Revue
Sparkling features for housewives
- 10:00 5 Home Cooking—Preparation
Eddie Doucette prepares fruit pies
- 9 Breakfast Party—Musical
- 10:30 4 Breakfast With The O'Neils
- 5 Dave & Charlie Show—Comedy
- 7 Paul Dixon Show—Variety
- 9 Strike It Rich—Audience Quiz
Warren Hull quizzes needy contestant Rev. Dr. John Ellis Large
- 10:45 5 Richard Harkness & The News
- 11:00 4 Creative Cookery—Recipes
How to make sugared & caramelized almonds, and egg plant, vegetable, and meat stew
- 5 Ruth Lyons' 50 Club—Variety
- 7 Frances Langford-Don Ameche
Guests: Stan & Patti Parks, ventriloquists; Norman Brokenshire (career interview) and Dolores Gray, actress
- 9 Egg And I—Continued Drama
- 11:15 9 Love Of Life—Serial Story
- 11:30 5 It's A Problem—Panel Disc.
Dr. Margaret Mead talks on "What Do Clothes Mean To The Adolescent?"
Permanent panelists: Fannie Hurst & Alice Thompson; Ben Grauer, emcee
- 9 Search For Tomorrow—Serial
- 11:45 9 News Headlines—Spencer Allen
- 12:00 4 Bill Evans Show—Variety
- 5 Noontime Comics—John Coons
- 7 Bob And Kay Show—Variety
- 9 Hi Ladies—Tommy Bartlett
- 12:30 4 Garry Moore Show—Variety
Guest: Walter Dare Wohl, comedian
- 5 Herbie Mintz Presents—Talks
Wm. J. Mortimer & Virgil Gunlock discuss the new Congress St. highway
- 12:45 5 Newsroom—Late Reports
Jack Angell narrates news of today
- 9 Travelers' Sketchbook—Film
"Arizona"
- 1:00 5 "Divorce"—Feature Film
Kay Francis & Bruce Cabot in drama of a city siren who flirts with home town sweetheart and loses

(Continued on page 22)

DO YOU KNOW THE STARS?

Are these questions true or false?
Answers may be found on page 40.



Jackie Gleason



Gertrude Berg



Marlin Perkins

1. Johnnie Ray's facial distortions while singing are due to his physical condition—near-sightedness, weak heart, liver ailment and flat feet.
2. Lucille Ball, the fiery red headed star of "I Love Lucy," bounces through her dancing, singing and comedy routines with the whiz of a firecracker. But, despite her vitality, she was once paralyzed and told she would never walk again.
3. Although Jackie Gleason breezes through his comedy routines with the lightness of a dancer, he weighed close to 300 pounds not so many years ago.
4. Paul Whiteman has been lovingly nicknamed "Pops." But, despite the title, he has never had any children.
5. Although Gertrude Berg portrays a Jewish woman in "The Goldbergs," she is in reality of Swedish descent and attributes her authentic characterizations to a close contact with Jewish people in her early life.
6. Marlin Perkins, friend of the Zoo-parade charges, has been seriously bitten twice in his life by reptile pets, one encounter almost resulting in his death.
7. Despite Eddie Cantor's pop eyes, 60 years and frail stature, he is generally considered one of the healthiest entertainers in show business.
8. Kate Smith, venerable first lady of song, was once the subject of a social psychology book, "Mass Persuasion."
9. Burr Tillstrom, godfather to Kukla and Ollie, is planning a return to his first love, politics, and preparing a campaign to run for Illinois state senator.
10. Although Bergen Evans, moderator on the "Down You Go" show, has a literary background, he was a country doctor in Ohio before becoming a television personality.



Kate Smith



Burr Tillstrom

MONDAY FEB. 25—cont'd

- 1:00 9 **Chicago Cooks**—Recipes & Tips
 1:30 4 **First Hundred Years**—Serial
 1:45 4 **Lucky North Show**—Interviews
 2:00 4 **Frazier Thomas Variety Show**
 5 **Big Pay Off**—Quiz Program
 How does the woman in your life rate? Does she deserve these prizes?
 7 **Beulah Karney Presents**—Ideas
 Japanese festival day is celebrated with the serving of sukiyaki made in the traditional way
 9 **Mike Wallace & Buff Cobb Show**
 2:30 4 **Bert Parks Show**—Musical
 "When I Take My Sugar To Tea," "Tea For Two," "Cumbanchero," & "Heigh Ho"
 5 **Ralph Edwards Show**—Contest
 Carole Richards, Steve Reeves, Sara Berner, and the Varieteers
 7 **Barbara Moro**—Creative Ideas
 9 **Camera Caravan**—Film Short
 "Greenwich Village"
 3:00 4 **"Nobody Home"**—Feature Film
 Gordon Harker is starred
 5 **Kate Smith Hour**—Variety
 Kate presents Hoctor & Byrd, Elliot Lawrence and his orchestra, Phil Regan, and the Vanderbilt Boys, tumblers
 9 **Russ Davis Show**—Interviews
 4:00 5 **Hawkins Falls, Pop. 6,200**
 7 **Trade-Inn**—Swap Shop Fun
 9 **Telephone Game**—Quiz Contest
 Are you up to date on the facts?
 Harold or Jane might call you
 4:15 4 **Film**
 5 **Gabby Hayes Show**—Tall Tales
 4:30 5 **Howdy Doody Show**—Kids Fun
 7 **Sagebrush Theater**—Western
 "Painted Trail"
 9 **Music A La Mode**—Jack Fuller
 4:45 4 **Assembly**—Military Questions
 Chief Corey presents a film on Hospital Ships depicting their work
 5:00 4 **Kids Karnival Kwiz**—Film Game
 5 **Cactus Jim**—Western Film
 9 **Trail Blazers' Theater**—Western
 "Westward Trail" feature film
 5:30 4 **Silhouettes Of The West**—Songs
 5 **Weatherman**—Clint Yoyle
 7 **Tom Corbett Space Cadet**
 5:40 5 **Dorsey Connors Show**—Ideas
 5:45 4 **Window Shopping**—Commercial
 5 **Public Life Of Cliff Norton**
 7 **King Calico**—Puppet Show
 Only way to keep the King's meals hot is to have a fire engine standing by, so Waldo Mouse builds one
 5:50 5 **Clifton Utley And The News**
 6:00 4 **Sports & Comments**—Bob Elson
 5 **Kukla, Fran, & Ollie**—Puppets
 7 **Paul Harvey With The News**

- 6:00 9 **Captain Video**—Adventures
 6:10 7 **Top O' The Weather**—Russ Reed
 6:15 4 **Ulmer Turner And The News**
 5 **Goldbergs**—Domestic Comedy
 Confusion over menu ensues when friends want "hot platters" at party
 6:20 7 **Sports Highlights**—News Events
 6:30 4 **CBS News**—Douglas Edwards
 5 **Those Two**—Comedy Adventures
 7 **Hollywood Screen Test**—Drama
 Neil Hamilton, emcee presents Veronica Lake in the guiding role
 9 **Spencer Allen And The News**
 6:45 4 **Perry Como Show**—Musical
 Tunes: "Shrimp Boats," "Once I Loved You," "Grand Central Station," and "I'll See You In My Dreams"
 5 **News Caravan**—John C. Swayze
 9 **Chicagoland Newsreel**—News
 7:00 4 **Video Theater**—Drama
 5 **Paul Winchell**—Jerry Mahoney
 Dorothy Claire and Hilda Vaughn
 7 **Amazing Mr. Malone**—Drama
 "Breakout" Story of a jail break
 9 **Earl Nightingale Show**—Talks
 Chatter, interviews, & commentary
 7:15 9 **Report To The People**—Talks
 Sheriff Baab speaks
 7:30 4 **Arthur Godfrey's Talent Scouts**
 Joe E. Brown subs for Godfrey as host to professional talent
 5 **Voice Of Firestone**—Musical
 Guest soloist: Thomas L. Thomas, baritone, sings "They Didn't Believe Me," "All Through The Night," and "My Lindy Lou"
 7 **Horizons**—Discussion
 Topic: "The Future of the World's Population;" guest speaker: Dr. Kingsley Davis, prof. of Sociology
 9 **Johns Hopkins Science Review**
 8:00 4 **I Love Lucy**—Comedy Drama
 In "Young Fans" a cute teen-ager asks Lucy's permission to "borrow" Desi for a school dance
 5 **Lights Out**—Drama
 "The Perfect Servant" by E. W. Borgers with Henry Garfield & Albert Dekker; a man hires a butler who seems to be perfect, but soon discovers he is even more
 7 **You Asked For It—Unusual Acts**
 9 **"Scattergood Pulls Strings"**
 Feature film with Guy Kibbee, Bobs Watson, & Susan Peters; picks up a runaway boy
 8:30 4 **It's News To Me**—Panel Quiz
 John Daly emcee greets panelists: Kitty Carlisle, Anna Lee, Quentin Reynolds, & Mel Allen who seek to identify a history-making news event
 5 **Robert Montgomery Presents**
 "Those In Favor" with Raymond Massey and Michael Gorin; suspenseful drama of the decision of a Soviet leader to ruin the lives of two of his countrymen who sympathize with the U.S.

MONDAY FEB. 25—cont'd

- 8:30 7 Crusade In The Pacific**—Film
"The Future—Asia and the U.S." Ch. 26
- 9:00 4 Studio One**—Drama
"Letter From An Unknown Woman" is a classic love story of a devotion that survived the years; starring Jean Pierre Aumont and Viveca Lindfors
- 7 "Betrayed"**—Feature Film
Clair Windsor & Herbert Holmes
- 9:30 5 Who Said That?**—Quote Quiz
Walter Kiernan quizzes guest panelists Bob Considine, Jacqueline Susann, Keen Johnson, & regular Bill Henry
- 9 Challenge**—Drama, Music
Variety with vocalist Jackie James, Philip Lord, the Four Jacks vocal group, Jimmy Blade & Chet Roble with guest dancer George Moore; dramatic skit titled "Those Ryders"
- 10:00 4 Ernie Simon**—Curbstone Cutup
Join the gang for a chat and some fun down on State Street
- 5 Weatherman**—Clint Youle
- 7 Page One**—News And Sports
- 9 "The Stork Bites Man"**—Film
Feature (1st showing) with Jackie Cooper, Gene Roberts, & Gus Schilling story of a young couple whose landlord does not allow children in the building, and what happens when the stork decides to pay a visit
- 10:10 5 Dorsey Connors**—Helpful Ideas
- 10:15 4 Chronoscope**—Discussion
- 5 Clifton Utley And The News**
- 10:30 4 Bill Ballance Show**—Variety
Full half hour of music, song and comedy, with Jean Cordell, Harry Suekman, and Henry Foshee
- 5 Let's Look At Sports**
- 7 Solo Theater**—Film Drama
- 10:45 5 Herbie Mintz Show**—Musical
Clifton Utley conducts tour of NBC
- 7 Handy**—Facts You Should Know
- 11:00 4 Murder Before Midnight**—Film
Feature "Blake of Scotland Yard" first of six parts
- 5 "Up In Mabel's Room"**—Film
Feature with Marjorie Reynolds & Dennis O'Keefe; a newly-wedded 'Caspar Milque-toast' in a pre-marital moment of weakness, bestowed an autographed slip to a girl to whom his partner is to be married
- 7 Austin Kiplinger And The News**
- 11:30 4 "Reno"**—Feature Film
Kenneth Thomson & Ruth Roland
- 9 "Great Stagecoach Robbery"**
A Red Ryder feature (1st showing)
- 12:30 9 Chicagoland Newsreel**—Reports
- 12:45 4 Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above listings without notice)

TV FORECAST

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WENR-TV
CHANNEL 7

11 P.M.



Tuesday Feb. 26

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

- 7:00 5 **Today—News & Commentary**
Dave Garroway acts as commentator
- 9:00 4 **Morning News—Interviews**
5 **Mel Martin Show—Capers**
- 9:15 4 **Arthur Godfrey Time—Variety**
- 9:30 4 **Bride & Groom—Interviews**
5 **Winner Take All—Quiz**
Extraordinary merchandise prizes can be won by contestants
- 9 **Your Figure Ladies—Beauty**
- 9:45 4 **Al Pearce Show—Variety Revue**
Amusing sketches with Eb and Zeb
- 10:00 5 **Home Cooking—Eddie Doucette**
9 **Breakfast Party—Morning Fun**
Household hints on beauty, cooking, & shopping, plus a guest interview
- 10:30 4 **Breakfast With The O'Neils**
5 **Dave & Charlie Show—Antics**
7 **Paul Dixon Show—Musical Fun**
9 **Strike It Rich—Quiz Time**
- 10:45 5 **Richard Harkness & The News**
- 11:00 4 **Creative Cookery—F. Pope**
Corn bread, sticks, & muffins; also, a man's favorite are prepared
- 5 **Ruth Lyons' 50 Club—Informal**
7 **Frances Langford—Don Ameche**
Guests: Bill Drew, dancer, Fran Lee, & Maye Russ, Better Business Bureau
- 9 **Egg and I—Serial Drama**
- 11:15 9 **Love Of Life—Continued Tale**
- 11:30 5 **It's A Problem—Discussion**
Problems of modern society
- 9 **Search For Tomorrow—Drama**
- 11:45 9 **News Headlines—Spencer Allen**
- 12:00 4 **Bill Evans Show—Variety**
5 **Noontime Comics—John Coons**
7 **Jessie DeBoth's TV Notebook**
9 **Hi Ladies—Tommy Bartlett**
- 12:30 4 **Garry Moore Show—Variety**
Guest: Lucille Watson, actress
- 5 **Herbie Mintz Presents—Talks**
Fashion show produced by Eisenberg & Sons with Russell Aagaard
- 7 **Bob And Kay Show—Variety**
Guest interviews and variety
- 12:45 5 **Newsroom—Late Information**
9 **Travelers' Sketchbook—Film**
"Bread and Wine"
- 1:00 5 **"Stunt Pilot"—Feature Film**
John Trent, Marjorie Reynolds, & Milburn Stone; film company on location at airport has hero accused of murder
- 9 **Chicago Cooks—Demonstration**
- 1:30 4 **First Hundred Years—Serial**
- 1:45 4 **Lucky North Show—Interviews**

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Super Set COLBY

Compact, budget-priced, 17-inch table model. Has tremendous power, all Super Set features. Dark maroon cabinet complements all furniture settings.

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TV FORECAST

TUESDAY FEB. 26—cont'd

- 2:00 4 **Frazier Thomas Variety Show**
Featuring organist Bob Zeigler and vocalist Connie Baxter
- 5 **Big Pay Off—Quiz Contest**
Girls, urge your men to tell quizmaster Randy Merriman how wonderful you are—it may win you a mink
- 7 **Housewives Holiday—Kirchner**
- 9 **Mike Wallace & Buff Cobb Show**
- 2:30 4 **Film**
- 5 **Bill Goodwin Show—Variety**
Music and fun with the happy-go-lucky comedian; Eileen Barton sings & Buddy Weed Trio provides music
- 7 **Barbara Moro—Creative Ideas**
- 9 **Mel Torme Show—Musical**
- 3:00 4 **"Reno"—Feature Film**
Kenneth Thomson & Ruth Roland
- 5 **Kate Smith Hour—Variety**
Pianist Evalyn Tyner, cracker barrel interview with Guy Gabrielson, and dramatic skit with Audrey Hepburn and Pat Rooney
- 9 **Russ Davis Show—Interviews**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Trade-Inn—Exchange Show**
- 9 **Telephone Game—Harold Isbell**
Try your luck by sending in your phone number; valuable prizes if you can answer the questions
- 4:15 4 **Film**
- 5 **Gabby Hayes Show—Tall Tales**
- 4:30 4 **Assembly—Military Talks**
Guests from the Treasury Department
- 5 **Howdy Dooddy Show—Puppets**
- 7 **Sagebrush Theater—Western**
"Kid From Santa Fe"
- 9 **Music A La Mode—Jack Fuller**
- 5:00 4 **Kids Karnival Kwiz—Games**
- 5 **Cactus Jim—Western Feature**
- 9 **Trail Blazers' Theater—Western**
"Check Your Guns" feature film
- 5:30 4 **Silhouettes Of The West—Music**
- 5 **Weatherman—Clint Youle**
- 7 **Mary Hartline's Party—Games**
- 5:40 5 **Dorsey Connors Show—Tips**
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
- 7 **Adventure Theater—Stories**
"Rex and Rinty" ch. 9
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments—Bob Elson**
- 5 **Kukla, Fran & Ollie—Puppets**
The loveable Kuklapolitans with Fran Allison in another adventure
- 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**
- 5 **Bob And Ray—Comedy Skits**
- 6:20 7 **Sports Highlights—J. Bryson**

Our Faces Are Red

A MISTAKE has been made, and an injustice has been done. A recount of votes in the recent Awards Poll has disclosed the actual winner of the Daytime Variety category to be the Sachs Amateur Hour, a Chicago production seen on WENR-TV every Sunday.

This is an error which was made by our ballot counters, some of whom confused the Sachs Amateur Hour (a Chicago production) with Ted Mack's Amateur Hour (a network production). As a result, votes which should have gone to the Sachs show went instead to the credit of the Mack show.

A winner's trophy has been ordered for the Sachs program and will be duly presented to Morris B. Sachs. And while we feel a little sheepish about the whole thing, we hope you'll agree that the best policy of a reputable magazine is to admit an error and take the consequences.



Producer Norm Heyne, announcer Bob Cunningham and emcee Bob Murphy prepare for a Sunday telecast of the Sachs Amateur Hour, Awards Poll winner of the Daytime Variety category.

next week . . .

TV programs objectionable for children will be announced in the March 1 issue of TV Forecast Magazine, as rated by the National Television Review Board.

A Forecast EXCLUSIVE!

TUESDAY FEB. 26—cont'd

- 6:30 4 CBS News—Douglas Edwards
- 5 Dinah Shore Show—Musical
- 7 Beulah Show—Comedy Skits
When Harry develops stomach trouble, Aunt Mildred comes to care for him and decides to change routines
- 9 Spencer Allen And The News
- 6:45 4 Stork Club—Interviews
Special guest: Basil Rathbone
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel—News
- 7:00 4 Frank Sinatra Show—Variety
Guests: Frank Fontaine, Yma Sumac, Zsa Zsa Gabor, Leon Belasco, and the Chinese Mandarins
- 5 Star Theater—Comedy-Variety
Guests: Johnny Johnston & Olga San Juan
- 7 Charlie Wild, Detective—Drama
John McQuade in "Case of the Dreamy Denouncement" a tale of an air-tight murder case til Charlie has a dream
- 9 Life Is Worth Living—Talk
Informal discussion by Bishop Fulton J. Sheen as he answers queries
- 7:30 7 Metropolitan Opera Auditions Of The Air—Classical Selections
Opportunity for talented vocalists to attain recognition; Milton Cross mc
- 9 Keep Posted—Current Events
Martha Rountree & Lawrence Spivak discuss "Can the Germans Be Trusted to Help Defend Europe?" with Rep. Mike Mansfield (D., Mont.) and Rep. J. K. Javits (R., N.Y.)
- 8:00 4 Crime Syndicated—Drama
True drama with statistics gathered from sources open to the Crime Investigating Committee
- 5 Fireside Theater—Film Drama
Jay Novello and Anna Demitrio in "The Co-Signer" a comedy about an over generous Italian-Amer. store owner
- 7 "The Interrupted Journey"
Feature film (1st showing) with Valerie Hobson, Richard Todd, & Christine Norden; a man attempts to solve a murder discovered in a train crash before he is arrested
- 9 Battle Of The Ages—Film
John Reed King emcees professional talent team competition with guests: Edward Everett Horton, Rolly Rolls, Kenny Sharpe, and Lewis Torres
- 8:30 4 Suspense—Mystery Drama
"Night Drive" by Will Jenkins
- 5 Circle Theater—Drama
"Mr. Bemiss Takes a Trip" with E. G. Marshall; comedy about a timid man and the remarkable circumstances which transform him into a forceful man
- 9 Armchair Philosopher—Drama
"The New Broom" Man elected mayor replaces city laws with Ten Commandments

- 9:00 4 Danger—Mystery Drama**
 "You're Wanted On the Phone, Al" by Reginald Rose; an innocent taxi driver is held by two men who are waiting for a phone order to kill him
- 5 Amateur Hour—Ted Mack mc**
- 9 48th Street Theater—Film**
- 9:30 4 My Friend Irma—Marie Wilson**
 Cathy Lewis is featured as Jane, the sober half of the team (see pg. 6)
- 7 Chgo. Symphony Chamber Or.**
 Conductor Rafael Kubelik features cellist Jenska Slobas in Faure's *Elegy For Cello*; De Falla's "Ritual Fire Dance," and Strauss' Pavane and Gavotte for "Couperin Suite"
- 9 Boston Blackie—Mystery Drama**
 Blackie (Kent Taylor) sets out to catch a murderer and save a life in "Mother Wore Blinders"
- 9:45 5 Bob Considine Show—Views**
- 10:00 4 Ernie Simon—Curbstone Cutup**
 Everybody likes the easygoing man-on-the-street, why not join him at State & Lake?
- 5 Weatherman—Clint Youle**
- 7 Impact—News & Commentary**
 Austin Kiplinger, moderator, brings the news to life with his reporter interviews, discussions, and open forums
- 9 "Magic Bow"—Feature Film**
 Stewart Granger, Phyllis Calvert, & Jean Kent in a picture based on the life of composer Nicolo Paganini
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Continental Show—Variety**
 Renzo Cesana presents romantic monologues in an atmosphere of roses
- 5 Clifton Uitley And The News**
- 10:30 4 Bill Ballance Show—Variety**
- 5 Let's Look At Sports**
- 7 "Dangerous Lady"—Feature**
 Film with June Storey, Neil Hamilton & Douglas Fowley; concerns a detective and his attorney-wife who attempt to clear a girl falsely charged with murdering a judge
- 10:45 5 Herbie Mintz Show—Musical**
- 11:00 4 Murder Before Midnight—Film**
- 5 Comic Relief—Old Time Movies**
 Wed Howard comments on old Goldwyn, Mack Sennett, Our Gang, and Chaplin films & talks of problems
- 11:30 4 "A Wild Irish Night"—Film**
 Feature with Arthur Lucas, Kitty McShane; comedy about a dishwasher given job of managing hotel to get thieves
- 5 To be announced**
- 9 Madison Sq. Garden Events**
- 12:00 9 Chicagoland Newsreel—Data**
- 12:45 4 Midnight Edition—Ulmer Turner**
 (Stations reserve the right to change above listings without notice)



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Wednesday Feb. 27

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

- 7:00 5 **Today**—Dave Garroway Emcee
- 9:00 4 **Morning News**—Dorothy Doan
5 **Mel Martin Show**—Variety
Mad hat designing contests, community singing, and personal interviews
- 9:15 4 **Arthur Godfrey Time**—Music
- 9:30 4 **Bride & Groom**—Interviews
5 **Winner Take All**—Quiz
Bill Cullen mc of the "battle of the buzzer and the bell"
- 9 **Your Figure Ladies**—Exercises
- 9:45 4 **Al Pearce Show**—Variety Revue
Amusing skits with Elmer Blurt, low-pressure salesman
- 10:00 5 **Home Cooking**—Tasty Dishes
Mr. Doucette prepares egg dishes
9 **Breakfast Party**—Morning Fun
- 10:30 4 **Breakfast With The O'Neils**
5 **Dave & Charlie Show**—Comedy
7 **Paul Dixon Show**—Variety
9 **Strike It Rich**—Warren Hull mc
- 10:45 5 **Richard Harkness & The News**
- 11:00 4 **Creative Cookery**—Recipes
Italian stuffed Lasagne and Italian tomato sauce is demonstrated
5 **Ruth Lyons' 50 Club**—Variety
7 **Frances Langford**—Don Ameche
Guests: Jon Hall, Momikei the clown, fashion show featuring coats and suits by Monte Sano
- 9 **Egg And I**—Continued Tale
Comedy of life and its problems on a chicken farm run by "city folk"
- 11:15 9 **Love Of Life**—Serial Story
Drama of a family domineered on every side by an aging patriarch
- 11:30 5 **It's A Problem**—Discussion
"The Runaway Adolescent" discussed by Fannie Hurst, Lawrence Frank, & Herchel Alt; Ben Grauer moderator
9 **Search For Tomorrow**—Drama
A young girl strives for success in the realms of the advertising world
- 11:45 9 **News Headlines**—Spencer Allen
- 12:00 4 **Bill Evans Show**—Variety
5 **Noontime Comics**—John Coons
7 **Gayelord Hauser Program**
9 **Hi Ladies**—Tommy Bartlett
- 12:15 7 **Bob & Kay Show**—Commentary
- 12:30 4 **Garry Moore Show**—Comedy
Comedy team of Betty Walker & Billy Sands, and explorer Ivan Sanderson
5 **Herbie Mintz Presents**—Talks
Good Neighbor Award is presented
- 12:45 5 **Newsroom**—Late Reports
9 **Travelers' Sketchbook**—Film
"The Festival of Britain"

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Monday through Friday at 5:30 p. m.

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WBKB

WEDNESDAY FEB. 27—cont'd

- 1:00 5 "Mystery Of Mr. Wong"—Film
Feature with Boris Karloff, Grant Withers, & Dorothy Tree; a change of a will & a search for a rare Oriental jewel smuggled out of China
- 9 Chicago Cooks—Food Prepared
- 1:30 4 First Hundred Years—Drama
- 1:45 4 Luckey North Show—Interviews
- 2:00 4 Frazier Thomas Variety Show
Connie Baxter sings to music of Bob Ziegler; Thomas provides conversation
- 5 Big Pay Off—Quiz Program
Does the woman in your life deserve a new wardrobe, a trip to Paris, a mink coat? Explain your reasons
- 7 Beulah Karney—Foods Show
Budget meal is chicken fricassee with dumplings prepared by Beulah
- 9 Mike Wallace & Buff Cobb Show
- 2:30 4 Bert Parks Show—Musical
Bert & Bobby do "Sing Something Simple," Betty Ann sings "After You've Gone," and Heatherstones declare "The Object of My Affections"
- 5 Ralph Edwards Show—Stunts
- 7 Barbara Moro—Creative Ideas
- 9 Board Of Education Show
George Jennings commentator
- 3:00 4 "A Wild Irish Night"—Film
(see description Tues. 11:30 p.m.)
- 5 Kate Smith Hour—Variety
Guests: De Marlos, ballroom dancers; Gordon Obrig, industrial designer; and The De Marco sisters, vocalists
- 9 Russ Davis Show—Melodies
Informal chatter with Russ & Sylvia
- 4:00 5 Hawkins Falls, Pop. 6,200
- 7 Trade-Inn—Pat Tobin Emcee
Exchange your "white elephant"
- 9 Telephone Game—Harold Isbell
Join the fun for an exciting prize award game with Harold & Jane
- 4:15 4 Film
- 5 Gabby Hayes Show—Tall Tales
Gabby narrates shootin' western saga
- 4:30 5 Howdy Doody Show—Bob Smith
- 7 Sagebrush Theater—Western
"Forbidden Trail" feature film
- 9 Music Ala Mode—Jack Fuller
- 4:45 4 Assembly—Military Talks
Interview with High School R.O.T.C.
- 5:00 4 Kids Karnival Kwiz—Games
Kids are quizzed on film viewed
- 5 Cactus Jim—Western Feature
- 9 Trail Blazers' Theater—Western
"Shadow Valley" feature film
- 5:30 4 Silhouettes Of The West—Talks
Roy Starkey tells us about the history of the west and why it has remained fabulous throughout the passing years
- 5 Weatherman—Clint Youle
- 7 Tom Corbett Space Cadet
- 5:40 5 Dorsey Connors Show—Talks

- 5:45 4 Window Shopping—Commercial
- 5 Public Life Of Cliff Norton
- 7 King Calico—Puppet Story
Royal fire dept. and the Royal police dept. have words with each other, & fight to a draw (see story on pg. 5)
- 5:50 5 Clifton Utley And The News
- 6:00 4 Sports & Comments—Bob Elson
- 5 Kukla, Fran, & Ollie—Frolic
- 7 Paul Harvey With The News
- 9 Captain Video—Adventures
- 6:10 7 Top O' The Weather—Russ Reed
Prediction for tonight and tomorrow
- 6:15 4 Ulmer Turner And The News
- 5 Goldbergs—Domestic Comedy
Rosie informs family that party would be a bigger success without them
- 6:20 7 Sports Highlights—World News
John Bryson reviews the reports
- 6:30 4 CBS News—Douglas Edwards
- 5 Those Two—Comedy Adventures
Vivian Blaine & Pinky Lee in amusing skits about show business
- 7 Name's The Same—Panel Quiz
Panelists: Abe Burrows, Meredith Wilson, and Joan Alexander attempt to name the personality; Robert Q. Lewis is your host
- 9 Spencer Allen And The News
- 6:45 4 Perry Como Show—Musical
Guest: Hank Snow; tunes: "Silver and Gold," "Tell Me Why," & "Angelo Mia"
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel—Events
- 7:00 4 Arthur Godfrey And His Friends
Frank Parker as emcee introduces Marion Marlow, Janette Davis, Chordettes, the Mariners, and guests
- 5 Kate Smith Evening Hour
Musical variety with dramatic skits and famous celebrities
- 7 Paul Dixon Show—Pantomimes
Wanda Lewis and Dottie Mack assist
- 9 "False Faces"—Feature Film
Lila Lee, Lowell Sherman, Peggy Shannon, & Bert Churchill in a tale of a racketeering plastic surgeon
- 8:00 4 Strike It Rich—Interview-Quiz
Warren Hull emcee of the "quiz with a heart" and guest "helping hand" Bill Slater
- 5 Kraft Theater—Drama
"September Tide" by Daphne Du Maurier; story of a mother and daughter's love for the same man
- 7 Ruggles—Domestic Comedy
- 8:30 4 The Web—Mystery Drama
"Friend of the Devil" with Heney Beckman & Frances Helm; a young couple set up a puppet work shop in the Pennsylvania farm country and create fear among the local people

WEDNESDAY FEB. 27—cont'd

- 8:30 7 Rendezvous—Dramatic Series**
Ilona Massey featured as Nikki Angell, songstress in a Paris nightclub with a background of international intrigue and romance; "Don't Buy Me Violets" exposes a narcotics ring in Paris
- 9 "Sweepstake Annie"—Film**
Feature with Tom Brown, Marion Nixon, & Inez Courtney
- 9:00 4 Blue Ribbon Bouts—Boxing**
Archie Moore vs Jimmy Slade in 10-round light heavyweight bout from St. Louis Arena, St. Louis
- 5 Pantomime Quiz—Parlor Games**
Popular charade quiz with regular and guest teams, Mike Stokey emcee
- 7 Pulitzer Prize Playhouse**
"Melville Goodwin, U.S.A." with Paul Kelly & Jayne Meadows; exploration into the life & loves of a competent military man whose power & confidence & mastery of big & little situations seems dependent on his uniform
- 9:30 5 That Reminds Me—Panel Quiz**
Arlene Francis femcee asks panel, through object association, to identify unseen personality
- 9:45 4 Sports Quiz—Film**
- 10:00 4 Ernie Simon—Curbstone Cutup**
The fun begins when Ernie steps before the television cameras
- 5 Weatherman—Clint Youle**
- 7 Wrestling From Rainbo Arena**
Wayne Griffin announces matches
- 9 "Crystal Ball"—Feature Film**
Paulette Goddard, Ray Milland, & Virginia Field in story of girl who uses tricks of fortune telling trade to land a customer
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Chronoscope—Discussion**
- 5 Clifton Utley And The News**
- 10:30 4 Bill Ballance Show—Variety**
Pianist Harry Suckman accompanies Jean Cordell's vocalizing
- 5 Let's Look At Sports**
- 10:45 5 Herbie Mintz Show—Musical**
Clifton Utley shows NBC facilities
- 11:00 4 Murder Before Midnight—Film**
- 5 "Corsican Brothers"—Film**
Feature with Douglas Fairbanks Jr., Ruth Warrick, & Akim Tamiroff; Siamese twins are separated at birth and grow up in different countries, but return to avenge their royal birth
- 7 Austin Kiplinger With The News**
- 11:30 4 Chicago Forum Of The Air**
Discussion on politics (tentative)
- 9 This Is The Story—Discussion**
- 11:45 9 Chicagoland Newsreel—Report**
- 12:00 4 "Night Fantasy"—Feature Film**
Reginald Denny is starred
- 1:00 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

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THE SCORE CARD— VARIETY BIG WINNER

by JACK MABLEY

Have you any idea of how many programs, and how many different kinds of entertainment, television offers you in one week?

I hadn't, and I got curious enough to sit down with the latest issue of *Forecast* and count the programs.

Currently the four Chicago television stations are carrying 744 different programs every week. This of course is an all-time high, and will increase steadily.

Here is how the 749 shows break down as to type.

The biggest classification is variety, with 159 shows a week. This includes the big nighttime productions, the comedians, and also those daytime classics which really defy classification, but which have "variety" after their listings in *Forecast*.

Next in number is news and interviews. This includes not only the many excellent newscasts, but such shows as weather, sidewalk interviews, and the daytime women's interview shows.

If you had seen every movie on television in the week tabulated, you would have watched 87 feature films, of which 34 were cowboy movies.

There were 20 half-hour crime shows, either live or filmed dramas. This does not include *Dragnet*, which is more a public service or educational program than a crime show.

There were 56 quiz and audience participation programs, and 53 children's shows. Women's feature programs totaled an even 50.

Sports, including telecasts of sports events and the sports commentary shows, numbered 30. The stations carried 28 one-hour and half-hour dramatic shows, most of them live. The soap operas had 25 showings.

Film shorts were programmed 32 times during the week.

Possibly you're wondering when we're going to get to educational and public service programs in this list. They're coming, right down there where you might expect to find them.

Educational shows totaled 15, and there were 12 public service programs. Combined there were 27 educational and public service programs, or seven under the number of cowboy movies shown.

There were 13 situation comedy programs, such as *I Love Lucy* and *Amos 'n' Andy*. Straight commercial programs—15 minute commercials—out-numbered religious telecasts, 8 to 7.

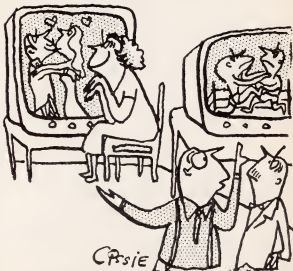
Five programs are classified under that old favorite, To Be Announced. Down at the bottom of the list are two programs of classical music.

So there it is. My classifications are rather arbitrary, and they might vary from week to week. But in general, that list will give you an accurate picture of TV programming in Chicago today.

From it you can draw almost any conclusion you seek. You may question whether an industry is fulfilling its obligation to the public when it offers 34 cowboy movies and only two half hours of classical music. The disparity between 159 variety shows and 15 educational programs is a striking indictment of television.

On the other hand, the discriminate and wise viewer can choose his programs carefully, avoid the junk, and find 40 or 50 programs every week which are tasteful and constructive.

If we support good programs, more of them will come on the air.



It was either get another set or get a divorce!

Thursday Feb. 28

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

- 7:00 5 **Today**—News, Reviews, Records
9:00 4 **Morning News**—Harry Marble
5 **Mel Martin Show**—Variety
9:15 4 **Arthur Godfrey Show**—Variety
9:30 4 **Bride & Groom**—John Nelson mc
5 **Winner Take All**—Quiz
9 **Your Figure Ladies**—Exercises
9:45 4 **Al Pearce Show**—Variety Revue
10:00 5 **Home Cooking**—Recipes
Mr. Doucette makes stuffed flank steak
9 **Breakfast Party**—Fun For All
10:30 4 **Breakfast With The O'Neils**
5 **Dave & Charlie Show**—Comedy
7 **Paul Dixon Show**—Variety
9 **Strike It Rich**—Warren Hull mc
10:45 5 **Richard Harkness & The News**
11:00 4 **Creative Cookery**—Recipes
How to make eggs & spinach
5 **Ruth Lyons' 50 Club**—Views
7 **Frances Langford—Don Ameche**
Guests: Harry Day, dancer; Fran Lee
(Mrs. Fixit), Charles Jackson author
of "Lost Weekend," & Sig Rothschild
9 **Egg And I**—Continued Story
11:15 9 **Love Of Life**—Serial Drama
11:30 5 **It's A Problem**—Discussion
"What Do Young Children Worry
About?" discussed by Helen Park-
hurst, Dr. May Fisher Langmuir, &
Dr. Peter Neubauer
9 **Search For Tomorrow**—Tale
11:45 9 **News Headlines**—Spencer Allen
12:00 4 **Bill Evans Show**—Variety
5 **Noontime Comics**—John Coons
7 **Bob & Kay Show**—Commentary
9 **Hi Ladies**—Tommy Bartlett
12:30 4 **Garry Moore Show**—Variety
Guest: Meredith Wilson
5 **Herbie Mintz Presents**—Talks
12:45 5 **Newsroom**—Late Reports
9 **Travelers' Sketchbook**—Film
"Inside Newfoundland"
1:00 5 **"Boy Of The Streets"**—Film
Feature with Jackie Cooper & Mau-
reen O'Connor; road to success from
a boy with dreams to city politics
9 **Chicago Cooks**—Kay Middleton
1:30 4 **First Hundred Years**—Serial
1:45 4 **Lucky North Show**—Tips
2:00 4 **Frazier Thomas Variety Show**
5 **Big Pay Off**—Quiz For Men
Randy Merriman and Bess Myerson
conduct contest with prizes for best
letters that are sent in
7 **Housewives' Holiday**—Kirchner
9 **Mike Wallace & Buff Cobb Show**
2:30 4 **Film**



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WGN-TV 4:00-4:30

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P.M.

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Presented by General Mills

WENR-TV CHANNEL
7

THURSDAY FEB. 28—cont'd

- 2:30 5 Bill Goodwin Show—Variety**
Music and songs by Eileen Barton and the Buddy Weed Trio
- 7 Barbara Moro—Creative Ideas**
- 9 Mel Torme Show—Musical**
- 3:00 4 "Night Fantasy"—Feature Film**
Reginald Denny is starred
- 5 Kate Smith Hour—Variety Time**
Guests: dancers. Tommy Wonder & Margaret Banks, station relations from KNBN Hollywood featuring 13 yr. old singer Anna Slaughter, cracker barrel with Gen. Lewis B. Hershey, & comedians Harris and Radcliff
- 9 Russ Davis Show—Commentary**
- 4:00 5 Hawkins Falls, Pop. 6,200**
- 7 Trade-Inn—Variety Of Antiques**
- 9 Telephone Game—Harold Isbell**
Gay goings-on when you answer your phone to game's emcee
-
- 4:15 4 Film**
- 5 Gabby Hayes At The Double Bar M Ranch—Western Story**
- 4:30 4 Assembly—Military Talks**
- 5 Howdy Doody Show—Variety**
- 7 Sagebrush Theater—Western**
"Pals of the Silver Sage" feature
- 9 Music Ala Mode—Jack Fuller**
- 5:00 4 Kids Karnival Kwiz—Games**
- 5 Cactus Jim—Western Feature**
- 9 Trail Blazers' Theater—Western**
"Gunsmoke Mesa" feature film
- 5:30 4 Silhouettes Of The West—Talks**
- 5 Weatherman—Clint Youle**
- 7 Mary Hartline's Party—For Kids**
- 5:40 5 Dorsey Connors Show—Ideas**
- 5:45 4 Window Shopping—Commercial**
- 5 Public Life Of Cliff Norton**
- 7 Adventure Theater—Film Tale**
- 5:50 5 Clifton Utley And The News**
- 6:00 4 Sports & Comments—Bob Elson**
- 4 Kukla, Fran, & Ollie—Jolly Fun**
- 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**
- 5 Bob And Ray—Comedy Antics**
- 6:20 7 Sports Highlights—J. Bryson**
- 6:30 4 CBS News—Douglas Edwards**
- 5 Dinah Shore Show—Musical**
- 7 Lone Ranger—Western Drama**
- 9 Spencer Allen And The News**
- 6:45 4 Stork Club—Interviews**
Betsy Von Furstenberg is guest
- 5 News Caravan—John Swayze**
- 9 Chicagoland Newsreel—Data**
- 7:00 4 Burns & Allen Show—Comedy**
Gracie's scatterbrain antics are patiently endured by George

- 7:00 5 Groucho Marx Show—Comedy**
Groucho ad-libs with contestants on "You Bet Your Life" quiz
-
- 7 Stop the Music—Musical Quiz**
Bert Parks mc with "mystery melody"
- 9 This Is Music—Variety & Song**
Bridge between classical & popular successfully spanned by host Alexander Gray and his regular vocalists
- 7:30 4 Amos 'n' Andy—Comedy Drama**
In "Leroy Lends A Hand"
- 5 Treasury Men In Action—Drama**
"The Case of the Golden Map"
- 9 Press Conference—Interviews**
Lee Schooler moderator of panel
- 8:00 4 Hollywood Opening Night—Film**
"Moon On Wires" with Dorothy Patrick
- 5 Dragnet—Police Action Drama**
"The Big Lamp" story of how a clever burglar was trapped by science; Jack Webb, Barney Phillips, Eddie Firestone Jr., & Chas. Buckley featured
- 7 Herb Shriner Time—Humor Skits**
Everyday people and every day situations retold with a humorous touch
- 9 Gruen Playhouse—Drama**
"The Perfect Gentleman" with Bruce Cabot and Lynn Roberts
- 8:30 4 Big Town—Newspaper Life**
- 5 Ford Festival—Musical Variety**
James Melton emcees festivities with Morey Amsterdam, Wally Brown, and Roy K. Marshall plus guest
- 7 Meet The Champ—Boxing Bouts**
Wally Butterworth emcee presents bouts from U.S. Naval Air Station, San Diego, California
- 9 Foreign Intrigue—Myst'y Drama**
A series of articles by Robt. Cannon (Jerome Thor) regarding disposition of several steel mills causes keen interest in varied quarters
- 9:00 4 Racket Squad—Drama**
"Hearse Chasers" tells of attempts to exploit a bereaved family by selling them a portrait of its late member starring Jack La Rue, Adele Jergens, and Betty Blythe
- 5 Martin Kane, Private Eye**
Lloyd Nolan is featured as detective in a drama of suspense and mystery
-
- 7 This Week In Sports—Film**
- 9 Inside Story—Discussion**
Robert F. Hurleigh & Dr. James H. McBurney question the celebrated Negro author Roi Ottley for the "inside story of race relations in Europe"
- 9:15 7 Industries In America—Film**
- 9:30 4 Pace Of Chicago—Variety Type**
Highlights on personalities and progress in Chicago during the past 100 years with guest personalities
- 5 Wayne King Show—Musical**
"Cosi Cosa" by Barbara Becker, "Matinata" by Gloria Van, "Veni, Veni," Toselli's "Serenade," "Bella, Bella," & "Funiculi Funicula"

THURSDAY FEB. 28—cont'd

- 9:30 7 Studs' Place—Informal Chats**
Yves Joly, renowned Fr. actor, puppeteer, & mime, appears in the role of a sentimental chef
- 9 Health Talk—Discussions**
"What Is A Rupture?" discussed by Dr. Richard Bennett, U.S. Steel Corp.
- 10:00 4 Ernie Simon—Curbstone Cutup**
Zany antics by the "Mayor" of State Street with passers-by
- 5 Weatherman—Clint Youle**
- 7 Family Showtime—Film Drama**
"Angel" with Steve Brodie & Vivian Clermont; a little girl's faith proves to be the turning point in a man's life
- 9 "Submarine Base"—Feature**
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Continental Show—Musical**
- 5 Clifton Utley And The News**
- 10:30 4 B'Nai Brith—Religious Prog.**
- 5 Let's Look At Sports**
- 7 Dr. Fixum—Household Tips**
- 10:45 4 To be announced**
- 5 Herbie Mintz Show—Musical**
- 11:00 4 Murder Before Midnight—Film**
- 5 Answer The Call—Drama**
(See listing Fri. 11:10 p.m. ch. 7 for more information)
- 7 Austin Kiplinger And The News**
- 9 "Case For The Crown"—Film**
Feature with Miles Mander; an innocent man makes the suicide of his employer look like murder & is arrested on circumstantial evidence
- 11:10 7 "Brute Man"—Feature Film**
Tom Neal and Jane Adams in the tale of a psychopathic killer
- 11:30 4 "Dick Barton Strikes Back"**
Feature film with Don Stoddard & Sebastian Cabot
- 5 Big Picture—Korean Film**
"UN Offensive"
- 12:15 9 Chicagoland Newsreel—Data**
- 12:45 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

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Mike Boom says . . .

CHICAGO—It's reported that Hugh E. Davis, hubby of TV star Jennifer Holt and an outstanding veepee of Foote, Cone & Belding ad agency, has turned in his resignation. If so, this ties in neatly with Davis' brilliant talk before the Chi Television Council several weeks back, in which he vigorously de-



HOLT

fended Our Town as a network origination center, and rapped a major network across the knuckles. It'd be interesting to learn what, if any, pressures were employed in Davis' exit.

Now it can be told—Some months back, car tycoon Jim Moran was the subject of malicious rumors in the trade. It was hinted that all was not well in the Courtesy empire, and that Jim might be forced to borrow money to keep going. It seems pretty well established now that the rumors were spread by a jealous competitor who couldn't stand the competition.

New babies (bless 'em) on the scene include a seventh child for Bob Murphy of WENR-TV, and a new arrival for director Bud Palmer of WGN-TV ("Hi Ladies" and the "Russ Davis Show"). In addition, lovely Pat Simon, spouse of Ernie "Curbstone Cutup" Simon, is anticipating in May.

Claims & Credit Dept—Two bad muffs featured the recent *TV Forecast Talent Salutes*. Bob Smith, editor of the *Wheaton Journal*, calls our attention to the fact that we mistakenly listed that thriving newspaper as the Daily Wheaton. In addition, the Salute to the Des Plaines area was co-sponsored by the *Des Plaines Journal*, under the capable publishing of Richard Wessell. Gentlemen, we stand corrected and ask forgiveness.

WGN-TV has prepared a film series from Brookfield Zoo, according to channel 9 boss Frank Schrieber. Working with zoo director Robert Bean will be program director Jay Faraghan. The series will feature the animals close-up in their open air enclosures that resemble the beasts' natural habitats. Here's

one series that won't lack for talent—the Brookfield Zoo has 2,391 animals, mammals and reptiles "under contract."

A Johnnie Ray fan club was started by Carole Crandall, 1301 N. 12th ave., Melrose Park, Ill.

Some days back, film actor Adolph Menjou blew into town wearing a mink-lined overcoat and the reputation of "the world's best-dressed man." Emcee Tommy Bartlett of "Hi Ladies," himself no slouch at dressing, bravely decided to ask Menjou for some helpful hints. The suave Adolph surveyed the portly Bartlett from tip to toe, and then advised: "For you, my boy, a strict protein diet."



BARTLETT

Despite Police Commissioner Tim O'Connor's recent blast at TV murder programs, it's not true that the police department will set up a censor board to deal with the problem. Apparently, the Chicago censor board has its hands full with the movie problem.

And speaking of movies, did you see where 91 more theatres have closed their doors in 1951? Add to that figure, 25 closings in 1950 and 15 in 1949. And they all blame television. Here's the bright note to the picture—some operators are converting their theatres into churches and garages. We could use a lot more of both.



You've probably noticed—we get quite a lot of snow on our set.

Friday Feb. 29

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



DEAR BOSS:

I've been trying to figure what's wrong with the Marshall Field & Company PACE show. From the looks of the fancy sets and costumes and the size of the casts, PACE doesn't seem to be lacking for dough. And maybe that's just the trouble.

Maybe Chairman McBain should say to his TV-VP's:

"Look men, from here on in, PACE is just going to be another department like ladies-ready-to-wear or budget basement bedspreads. We'll give the show a budget to fit the job it does for our customers. PACE'S job is to entertain, instruct and amuse. And before it does any of those things it has to make people want to stay tuned to the show.

"So here's the new Regulation 'P'—Beginning now every writer, producer, idea consultant, integrator, adapter and script-holder goes on commission. Do a good show and get good money. Do a lousy show and get paid off in gift certificates.

"Now Heads Up, Everyone! Remember, the Honor of Fields is at stake. GET OUT THERE AND TELEWISE!"

Has YOUR wife been acting funny lately? Mine has. Every Tuesday and Thursday night she insists on staying up late to see some insurance company or bank or some such program. Me, I just went on to bed. After a while I'd hear her come floating up the stairs humming "Je vous aime beaucoup" or something. I'd mutter sleepily: "Strange theme song for a bank sponsor," but she wouldn't even hear me.

She didn't even grunt when she tripped over my shoes. Instead of getting ready for bed, she stood there in front of the mirror and put on lipstick and mascara. I'm telling you, I couldn't figure the old girl.

After two or three nights of this voodoo stuff I got suspicious. I took a look at this show listed for 10:15 Channel 4 Tuesdays and Thursdays. Wow. And I thought "The Continental" was a bank and trust company! CHUB

- 7:00 5 Today—Dave Garroway Reports
- 9:00 4 Morning News—Commentary
- 5 Mel Martin Show—Variety
- 9:30 4 Bride & Groom—Interviews
- 5 Winner Take All—Quiz
- 9 Your Figure Ladies—Exercises
- 9:45 4 Al Pearce Show—Variety Revue
- 10:00 5 Home Cooking—Recipe Fun
- 9 Breakfast Party—Musical Fun
- 10:30 4 Breakfast With The O'Neils
- 5 Dave & Charlie Show—Antics
- 7 Paul Dixon Show—Variety
- 9 Strike It Rich—Warren Hull mc
- 10:45 5 Richard Harkness & The News
- 11:00 4 Creative Cookery—Recipes
- 5 Ruth Lyons' 50 Club—Chatter
- 7 Frances Langford—Don Ameche
Guests: Joan Holloway, dancer; a fashion show featuring maternity clothes; interview with Tony Hughs & Bruce Marr, and a leap year skit
- 9 Egg And I—Continued Story
- 11:15 9 Love Of Life—Serial Drama
- 11:30 5 It's A Problem—Discussion
"How to Get A Man" discussed by Fannie Hurst, Al Capp, & Gladys Romanoff
- 9 Search For Tomorrow—Tale
- 11:45 9 News Headlines—Spencer Allen
- 12:00 4 Bill Evans Show—Variety
- 5 Noontime Comics—John Coons
- 7 Gayelord Hauser Program
- 9 Hi Ladies—Interviews
- 12:15 7 Bob And Kay Show—Variety
- 12:30 4 Garry Moore Show—Comedy
Guest: Roger Price, comedian
- 5 Herbie Mintz Presents—Talks
Mrs. Anna May Wilson shows heart sufferers short cuts in kitchen jobs
- 12:45 5 Newsroom—Late Information
- 9 Travelers' Sketchbook—Film
- 1:00 5 "Secrets Of A Sorority Girl"
Feature film with Ricky Vallin, May Ware, & Addison Richards; reckless co-ed is caught in the web of night-club life
- 9 Chicago Cooks—Kay Middleton
- 1:30 4 First Hundred Years—Serial
- 1:45 4 Lucky North Show—News
- 2:00 4 Frazier Thomas Variety Show
Connie Baxter and Bob Ziegler
- 5 Big Pay Off—Quiz Program
You too can appear on the show—write a letter today!
- 7 Beulah Karney—Foods Show
How to freeze food especially eggs
- 9 Mike Wallace & Buff Cobb Show

FRIDAY FEB. 29—cont'd

- 2:30 4 **Bert Parks Show—Musical**
 "Isn't It Romantic?" "Swing Low, Sweet Chariot," "The Gentleman Obviously Doesn't Believe," & "Georgia"
- 5 **Ralph Edwards Show—Quiz**
- 7 **Barbara Moro—Creative Ideas**
- 9 **Camera Caravan—Film Shorts**
 "Do You Know?"
- 3:00 4 **"Dick Barton Strikes Back"**
 (For description see Thur. 11:30 4)
- 5 **Kate Smith Hour—Musical**
 Guests: singers Day, Dawn, & Dusk, comics from "Top Banana," a teenage panel, and America Songs
- 9 **Picture Pay-Off—Film**
- 3:30 9 **Russ Davis Show—Variety**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Trade-Inn—Unique Exch. Show**
 Pat Tobin & Todd Purse conduct
- 9 **Telephone Game—Quiz Session**
 Your phone number is your ticket to a load of wonderful prizes
-
- 4:15 4 **Film**
- 5 **Gabby Hayes Show—Tall Tales**
- 4:30 5 **Howdy Doody Show—Puppets**
- 7 **Sagebrush Theater—Western**
 "Six Gun Gospel" feature film
- 9 **Music Ala Mode—Jack Fuller**
- 4:45 4 **Assembly—Armed Forces Show**
 Phone call interview from Tokyo with service personnel by Chief Corey
- 5:00 4 **Kids Karnival Kwiz—Games**
- 5 **Cactus Jim—Western Feature**
- 9 **Trail Blazers' Theater—Western**
 "Hawk of Powder River" feature film
- 5:30 4 **Silhouettes Of The West—Chats**
- 5 **Weatherman—Clint Youle**
- 7 **Tom Corbett Space Cadet**
- 5:40 5 **Dorsey Connors Show—Talks**
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
- 7 **King Calico—Puppets For Kids**
 Royal fire dept. is all ready now, complete with everything except a fire!
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments—Bob Elson**
- 5 **Kukla, Fran, & Ollie—Puppets**
- 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**
- 5 **Goldbergs—Domestic Comedy**
 As a result of party Rosie's social life is complicated
- 6:20 7 **Sports Highlights—News Events**
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Those Two—Comedy Skits**
 Pinky Lee & Vivian Blaine star

- 6:30 7 **Life With Linkletter—Quiz**
- 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show—Musical**
 Tunes: "On The Sunny Side of the St.," "Little White Cloud," "Whistlin' Rufus," and "Tulips & Heather"
- 5 **News Caravan—John Swayze**
- 9 **Chicagoland Newsreel—Data**
- 7:00 4 **Mama—Domestic Comedy Skit**
- 5 **RCA Victor Show—Variety**
 Ezio Pinza is featured with guest actress Celeste Holm
- 7 **Mystery Theater—Drama**
 Tom Conway as Inspector Mark Saber in "Case of the Deadly Dream"
- 9 **Twenty Questions—Panel Quiz**
 Bill Slater mc with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee, and guest panelist Charles Caldwell, football coach
- 7:30 4 **Man Against Crime—Drama**
 A \$300,000 payroll robbery plus murder on a Staten Island ferry boat leads Mike Barnett (Ralph Bellamy) to a Bowery flop house & more adventure
- 5 **Walt's Workshop—Creative**
 Mr. Durbahn demonstrates the making of a storage box for the youngsters' toys
- 7 **Stu Erwin Show—Comedy Skits**
 Stu and June have domestic troubles
- 9 **Not For Publication—Drama**
 Mary Beth Hughes stars in production
- 8:00 4 **Playhouse Of Stars—Drama**
 June Lockhart and Ward Bond in "Apple Of His Eye." To assure friends & relatives of his intentions in courting his hired girl, Sam enters a wrestling contest, the outcome of which proves surprising to all concerned
- 5 **Big Story—Newspaper Drama**
 Francis DeSales from the Montana Standard; a psychopathic killer's need for insulin enables authorities to apprehend him after he had murdered his girl
- 7 **Rebound—Film Drama**
 "The Mine" with Robt. Osterloh, Ned Glass, & Lee Marvin; tale of a lost silver mine in the Sierra Nevada Mts.
- 9 **Down You Go—Panel Quiz**
 Dr. Bergen Evans, mc with panelists: Emily Kimbrough, Carmelita Pope, Fran Coughlin, and Robert Breen
- 8:30 5 **Aldrich Family—Comedy**
 Zany antics from Henry (Henry Gerard) and Homer (Robert Barry) when they get together on a situation
- 7 **Tales Of Tomorrow—Drama**
 "The Children's Room" with Claire Luce, Una O'Connor, & Tarry Greene; tale of a 12 yr. old boy with a super-intellect and how his parents cope with him and his mind

FRIDAY FEB. 29—cont'd

- 8:30 9 **Mal Bellairs Show**—Musical
- 9:00 4 **Live Like A Millionaire**—Music
Children introduce their talented parents; John Nelson and Connie Clawson conduct session
- 5 **Cavalcade Of Sports**—Boxing
Chico Vejar vs Fitzie Pruden (10 rds welterweight) from Madison Sq. Garden
- 7 **Craig Kennedy, Criminologist**
Donald Woods in "The Amateur Ghost"
- 9 **Cavalcade Of Stars**—Variety
Jackie Gleason emcee welcomes guests Robert Rounsville and Betty George
- 9:30 4 **Bill Ballance Show**—Variety
- 7 **Chgo. Klose Ups**—Interviews
Woody & Virginia Klose hold court
- 9:45 5 **Greatest Fights Of The Century**
Boxing film: Jack Johnson vs Stanley Ketchell (October 16, 1909)
- 10:00 4 **Ernie Simon—Curbstone Cutup**
Laughter, gags, and some antics under the State & Lake marquee
- 5 **Weatherman**—Clint Youle
- 7 **Courtesy Hour**—Jim Moran mc
Variety with vocal and instrumental acts performed by professional talent; Bruce Chase supplies music
- 9 **"Eternally Yours"**—Feature
Film with David Niven, Loretta Young, & Hugh Herbert; tale of a profession (a Houdini) that nearly breaks up a marriage
- 10:10 5 **Dorsey Connors**—Helpful Ideas
- 10:15 4 **Chronoscope**—Discussion
- 5 **Clifton Utley With The News**
- 10:30 4 **Washington Spotlight**—News
- 5 **Let's Look At Sports**
- 10:45 4 **Film**
- 5 **Herbie Mintz Show**—Old Tunes
- 11:00 4 **Murder Before Midnight**—Film
- 5 **"Twin Beds"**—Feature Film
Joan Bennett, George Brent, and Mische Auer in tale of a newly-wedded couple whose happiness is interrupted by a concert pianist's passes at the wife
- 7 **Austin Kiplinger With The News**
- 9 **Feature Film**
- 11:10 7 **Answer The Call**—Drama
Pres. Harry S. Truman officially opens the Amer. Red Cross Fund Campaign with his address. Jessica Tandy narrates, others featured in skits: Hume Cronyn, Dane Clark, Jackie Cooper, & Charlton Heston
- 11:30 4 **Nite Owl Movie**—Feature Film
- 12:15 9 **Chicagoland Newsreel**—Data
- 1:00 4 **Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above listings without notice)

COMING HIGHLIGHTS

NEXT WEEK—Joan McCracken, the beloved Claudia of TV, gets a special treatment in a revealing profile that's exclusive in TV Forecast.



NEXT WEEK—The story of Johnnie Ray, the most phenomenal singer of our time. Here's the unexpurgated version of a highly controversial figure.



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WBKB — Channel 4 **10 p.m.**

One Hour
TV
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All Makes and Models
BY QUALIFIED TECHNICIANS

ROdney 3-2200
TELE-TRONICS



I guess every boy and girl wants to join a circus at some time during his life. Myself, I wanted to be an acrobat. But some friends of mine wanted to be clowns, and others wanted to be ringmasters. Some even said they would take care of the elephants, and feed them peanuts.

Here's a picture of a famous circus show on television. It's the "Big Top" show that is seen on WBKB every Saturday at 11 o'clock in the morning. The ringmaster is Jack Sterling. Isn't he a handsome fellow? And the clown that is fixing Jack's tie is Chris Keegan. Ed McMahon is the other clown who is dusting Jack off.

Now here are some of my weekly winners:

Jean Anderson, Huntley, Ill; Sheldon Davidson,

Chicago; Mary Diedrich, Chicago; Bob Gleason, Joliet; Colette Grimmer, Hammond; Joyce Hardesty, Franklin Park, Ill; Arnold Hewes, Beloit, Wis; Edith Neumaier, Hammond; Edward Nickel, Chicago; Carol Pierce, Woodstock, Ill; Nina Pribbenow, Stevensville, Mich; Jack Simmons, Plano, Ill; Tom Slone, Chicago; Carol Wurtzinger, Woodstock, Ill.

THIS WEEK'S CONTEST: How would you like to join a circus? Tell me what part you would like to play in a circus, and why. For the best letter, I'll award \$1; second best 50 cents; and for the next 15 best, 25 cents each. Send to Uncle Herbie, % *TV Forecast*, 185 N. Wabash avenue, Chicago 1, Ill. before Sunday, March 1.



SOME UNUSUAL HELPERS

Want to meet a couple of unusual ranch hands? Here are Willie Worm and Billy Bull in the picture on the right. They are two of Bob Atcher's finest ranch helpers, and you can see them twice a week on TV—once on Saturday morning at 10 o'clock and again on Sunday afternoon at 5:30.

Short Stump ranch is probably the only western farm where everything is done by animals. Sammy Squirrel is really the big boss, at least when cowboy Bob isn't around. Peek into your TV set this weekend if you want to see a real "animal kingdom."



TV QUIZ ANSWERS (from page 21)

1. False 2. True 3. True 4. False 5. False
6. True 7. True 8. True 9. False 10. False

Score 10 points for each correct answer. Here's how you rate: 80-100, You're a sharpie; 60-70, a pass for you; 40-50, room for improvement; 30 and under, twist that dial!

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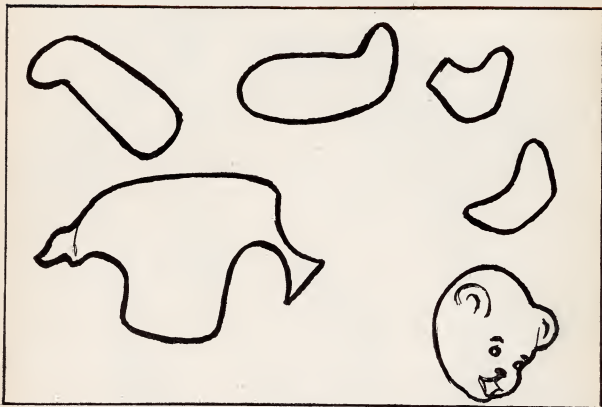
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MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1961



This poor little fellow has had a "great fall" just like Humpty Dumpty. Help put him back together again by cutting along the heavy black lines and pasting the pieces together on a separate paper. When you fit them correctly, you'll recognize an old friend from "Zooparade."

Color and mail to Mollycues, % TV

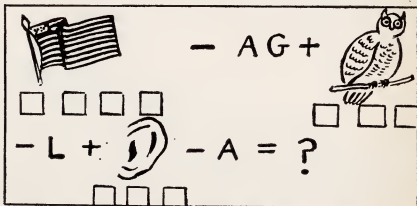
MOLLYCUE WINNERS

Larry Beckwith, Chicago, Ill.,
Iris Bender, Chicago, Ill., Tom-
my Bronk, Blue Island, Ill.,
Carol DeBiak, Chicago, Ill.,
Tommy Decker, Chicago, Ill.,
Eddie Edwards, Racine, Wis.,
Norma Ely, Three Rivers, Mich.,
B. Gotceitas, East Chicago,
Ind., Bob Haberler, Chicago,
Ill., Charles Harris, Chicago,
Ill., Robert Hogan, Chicago,
Ill., Robert Johns, Lansing, Ill.,
Patricia Kelly, Chicago, Ill.,
Jim Kotrba, Chicago, Ill., Char-
lene Levin, Chicago, Ill., Mil-
dred Liska, Chicago, Ill., Janice
Lonegran, Kenosha, Wis., Mary-
lou Mubroyan, Maywood, Ill.,
Paul Parenti, Chicago, Ill., Jean
Pettersen, Chicago, Ill., Betty
Plummer, Chicago, Ill., Nancy
Priddy, South Bend, Ind., Sue-
marie Redman, Chicago, Ill.,
Judy Rosendahl, Chicago, Ill.,
Maria Santefort, Chicago, Ill.,
Dick Seffren, Chicago, Ill., Judy
Smith, Muskegon, Mich., Mil-
dred Zinke, Chicago, Ill.

Forecast, 185 N. Wabash ave., Chicago 1, Ill., before Wednesday March 5. In EACH contest, first prize is \$1, second prize 50 cents, next 15 prizes 25 cents each. In cases of ties, winners will be judged on neatness and originality. Solutions will be given here next week. Where space permits, winners' names will be published.

Last week's poem was:

I want you for My Valentine.
And so I say, "Will you be mine?"



On a separate paper, draw a picture of your answer to this puzzle. Color and mail to Mollycues.



Ann Sothern, star of the popular "Maisie" movie series of a few years back, is a frequent guest star on TV, including a recent shot on "Playhouse of Stars."

Scoring Boxing Matches Can Be Confusing

TV

SPORTSCAST

by

ED PAZDUR

Sports Editor



BECAUSE key boxing states have different scoring systems for boxing matches and because we're mortal, rational and opinionated human beings, there'll always be living room arguments over decisions. One thing is for sure, that unless scoring systems become uniform throughout the forty-eight states, the video boxing fan's bewilderment will remain status quo.

New Jersey, for example, uses only one man (the referee) whose decision is final. New York and Illinois employ the three man system, a referee and two judges. Under the Empire State system, the officials award the fight to the boxer who wins a majority of rounds. In Chicago and Detroit, the nod goes to the fighter with the most points. And it's not unusual to find three officials giving three different decisions for a draw. The result: More woe for the video fan.

Under the Illinois system, it's possible for a fighter to win his bout by accumulating the greatest number of points even tho his opponent has won more rounds. This was the method under which **Johnny Bratton** defeated **Charlie Fusari** for the welterweight crown last March in the Chicago Stadium.

In Chicago, 10 points is divided between the fighters for each round. An even round would be scored five points each. A clean edge will earn the winner six points with four to the loser. If a fighter wins his round by a wide margin, he gets seven points to his opponent's three. That's your Illinois system. For a clear explanation of scoring fights on your screen coming from New York, be sure to read **Ruby Goldstein's** article on the following page.

Chicago system
wins for him



BRATTON

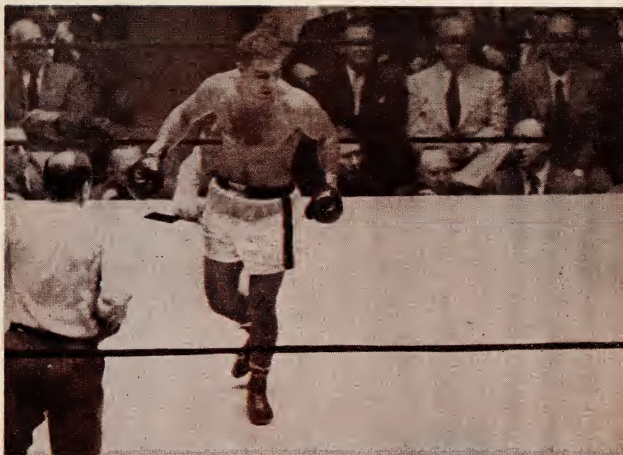
★ ★ ★
Two of the most underrated basketball players in collegiate ranks stem from Chicago. Playing an All-American brand of basketball are **Nick Kladis**, Captain of Loyola's Ramblers and Co-captain **Ron Feiereisel** of DePaul. . . . Kladis has averaged 18 points per game against major opposition for a total of 306 points in 17 games. DePaul's Feiereisel has scored 302 points to date in 20 games. Ronnie is rated as basketball's top defensive man and drew raves following his recent Madison Square Garden showing. Scholastically Ronnie is no slouch either. He tutors his teammates at exam time.

Chicago's most
underrated cager



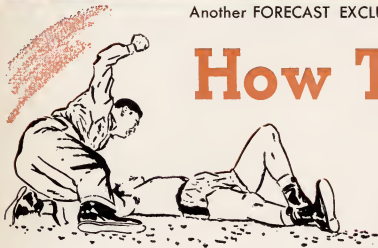
FEIEREISEL

★ ★ ★
Good news for Chicago basketball fans! The semi-finals of the **Illinois High School Basketball Tournament**, scheduled for Saturday afternoon, March 22, will be carried by **WENR-TV (7)**, beginning at 1:30 p.m. under the sponsorship of **Northwest Airlines** and **Bell Telephone**. The announcement was made by **Al Willis**, chairman of the **Illinois High School Athletic Association**.



Another FORECAST EXCLUSIVE

How To Score



by RUBY GOLDSTEIN

Editor's note: A former lightweight fighter himself, Ruby Goldstein has gained a national reputation as the No. 1 referee via television. Millions have watched Goldstein in action during some of video's greatest fights. He ruled over the Louis-Marciano, Robinson-Turpin, Maxim-Murphy, and Louis-Walcott slugfests.

THE televising of boxing matches has made that sport one of the most popular in the country. And with its popularity I have received hundreds of letters asking how to score a fight.

Most people think that scoring a fight is a complex system. On the contrary it's a simple procedure with a simple formula.

Aside from scoring I must be on the lookout for violations. Some include hitting low, kidney punches, rabbit blows, heeling, thumbing, butting and constant holding.

Very often when a low blow is struck, the crowd roars its disapproval to the referee for not taking the round away from the fighter. Actually, penalizing a fighter is a discretionary measure. If I feel that a blow didn't do any damage and was unintentional, I will warn the



Joe Louis (right) goes sprawling backward on the canvas after a left hook from Rocky Marciano. Louis was up at the count of eight to be later KO'd by Rocky. Referee is Ruby Goldstein.



A Fight

boxer. If he fouls his opponent the second time during the round, then I'll take the round away. Of course if a fighter is fouled and the blow definitely causes damage, then accidental or not, you must penalize the fighter.

For fights coming out of New York, each referee is given a scorecard with four categories of boxing proficiency. These categories are: clean punching, aggressiveness, ring generalship and defense. At the end of each round, I'll check the categories which I believe the fighter best conformed to.

Watching the fight on television, you can make your own score cards with the same categories and referee the fight along with me.

In addition to the four categories I will mark a W or L (won or lost) alongside the fighter's name, plus the number of points he deserved in that round. Give one point if the boxer wins the

round by a narrow margin. Two points if he had a clear-cut majority during a round. Even to television viewers watching a fight for the first time, it is easy to pick out a two-point round. Award three points if its a completely one-sided three minutes. Award four points when a fighter scores two knock-downs and has complete command of the situation. Roger Donaghue did that against Vinnie D'Andrea during a Pabst Blue Ribbon Bout one Wednesday night.

In states where the point score is in effect, as in Illinois, the 10-point system is used. If the fighter has an advantage it will be in the ratio of 6-4, 7-3, 8-2, same as the one, two, three or four point rounds I just described. If a fighter loses a round because he fouled his opponent, he will lose it by a 6-4 margin. The decision is arrived at by totaling the points for each fighter and the one with the greatest number of

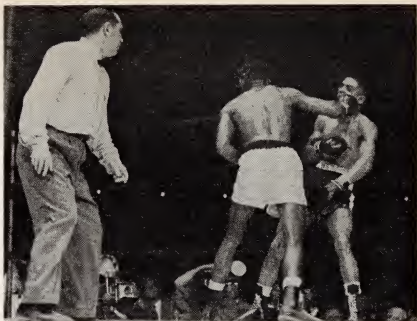
(Continued on next page)

NEXT WEEK: You'll want to read about the inside story of Chicago's Golden Gloves. Be sure to reserve your copy of *TV Forecast* at your local newsstand.

How To Score A Fight

(Continued from page 45)

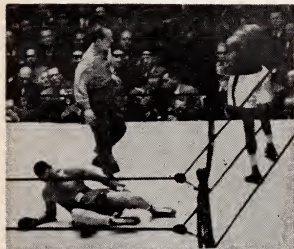
Robinson is pictured scoring a terrific right to Turpin's jaw as referee Goldstein closely watches the action. Robinson regained his title with a TKO.



points wins the fight.

In other states, they use the "won and lost" record of rounds before totaling the point scores. If the "won and lost" rounds are even, then the point-scoring system is put in effect and the fighter with the most points earned will win the fight. It's possible for a boy winning the lesser number of rounds to still win the fight.

One fallacy held by most TV viewers is that a fighter is knocked down, he



Jersey Joe Walcott drops Louis for the count of seven in the fourth round as referee Ruby Goldstein orders Walcott to a neutral corner. Louis won a close decision.

automatically loses the round. That is definitely not a hard and fast rule. If he is dropped, he may still recover completely and take command of the situation to finish strong and win the round.

Clean and hard punching are all-important factors. A fighter must be aggressive and still punch and score. The other items, ring generalship and defense, are also taken into consideration. Many great boxers have relied almost completely on defensive tactics. However, back-pedaling in order to make the other fellow miss is not credited to the fighter, especially if he continually does his fighting in reverse.

Scoring a fight isn't a baffling art known to just a few of us. I believe that by studying these simple instructions, you can put your new found knowledge to work easily and accurately.

During the next Wednesday night bout, make your own score card or use the one featured in this article and score a fight. I'd venture an opinion you'll come as close to the results on your card as the referee and judges.

Pabst Blue Ribbon Bouts can be seen every Wednesday night at 9:00 p.m. over WBKB, with Russ Hodges handling the commentary.

Rounds	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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Name															

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