

Win A Glamorous Tropical Vacation



TV

MARCH 8, 1952

FORECAST *complete, advance*
TV PROGRAMS

15c



**PEGGY
TAYLOR**

Coffee & Cakes

Page 5

TV at its best!

EVERY
FRIDAY NIGHT!

THE RCA VICTOR SHOW

Starring Ezio Pinza . . .
(Dennis Day—alternate weeks)

7:00 P.M.



WALT'S WORKSHOP

7:30 P.M.



THE BIG STORY

8:00 P.M.



THE ALDRICH FAMILY

8:30 P.M.



BOXING

This Friday (March 14)

JOHNNY BRATTON vs. JOHNNY SAXTON

Top Welterweight Contenders

9:00 P.M.



WNBQ

NBC

CHANNEL 5



Channel One

NEW YORK—Fred Allen is set with an audience participation quiz show which his agency is peddling to interested sponsors. Fred has never loosened up on TV due to his being shackled to a script. But with an ad-lib format many feel the comic will come into his own. . . . Hoosier comic **Herb Shriner**, who hit so well on some 90 guest shots before landing his own half hour show, is being dropped by his sponsor April 3. Reason given is budget reallocation, but insiders feel that **Herb** doesn't have enough mileage to single handedly carry a thirty minute show.

Is that a wild eyed story about NBC carrying the Coronation via specially equipped airplanes or are the NBC execs just playing coy? The net higher ups admit they might televise a royal crowning, but add it probably would be **Bonnie Prince Charlie's**, not his mother's. Technical advances are not that far ahead, apparently. . . . Fifteen years ago a pretty girl's favorite pet was a scotty. Now apparently it's a dachshund. And one of the nicest eyefuls in New York is **Betty Ann Grove** (of the Bert Parks Show) and her pet dachshund **Cyrano** strolling down Fifth Avenue. Both **Betty Ann** and **Cyrano** sport green turtle-neck sweaters.

With **Walter Winchell** adamant about not entering TV, his Sunday radio rival and newspaper counterpart, **Drew Pearson**, will make the move. **Pearson** will probably outstrip the TV weatherman when it comes to making predictions. . . . "**Claudia**," the new comedy series based on the famous stories by **Rose Franken**, is switching from NBC to CBS. In order to take advantage of a possible high rating, the series will be sandwiched between the top rated "**I Love Lucy**" and "**Studio One**" shows on Monday nights. . . . "**Hail the Champ**," the Chicago originating kids' show that puts the moppets through their physical paces, is ready to go coast to coast.

In a **Trendex** survey it was reported that an overwhelming majority (9 out of 10 in New York) of TV viewers specified stations by channel number, rather than call letters. . . . **Ted Lewis** is dickering with CBS for a show of his own. The famous "**Is Everybody Happy**" showman with the battered top hat and cane has made several well-received appearances on "**Toast of the Town**." . . . The life story of **Red Skelton** is being prepared by **Gene Fowler**, who also bio'd the careers of **Jimmy Durante** and **John Barrymore**. . . . Incidentally, the **Schnoz'** stint with **Gloria Swanson** recently (**Durante** usually does his best with the femme guests) was a loud fizzle. The two were plagued with bad material.

In their annual list of the "**Ten Best Dressed Men In America**," TV announcer **Ed Herlihy** was chosen for his "out-standing blending of his suits, shirts and ties." . . . Television shows are being framed around Western balladeer **Tennessee Ernie** and comic-impressionist **Larry Storch**. The latter has been rumored as the star of CBS' big extravaganza planned for next Fall to compete with NBC's "**Your Show of Shows**." . . . **Eddie Cantor** asserts philosophically that he never misses an opportunity to make others happy—even if he has to leave them alone to do it. . . . **Cantor's** wife **Ida**, who on her first TV appearance muffed her only line, is said to be eager to do a show of her own, keyed to America's teen agers.



SHRINER



GROVE



DURANTE



CANTOR

Over 693,000 readers

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Letters to the Editor

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

... I feel that Milton Berle is Mr. TV himself. Not only has he given time to worthwhile causes but he has a certain gift for stepping into the hearts of millions. Let's give credit to the true master!

Waukegan, Ill.

ALYCE L. CLEARY

I think Milton Berle ought to be banned. We had some out-of-town guests at the house who had never seen TV. When they saw Miltie they said, "Why do they allow it?"

Chicago, Ill.

JAMES S. BOSKO

I am in favor of more shows like Red Skelton's. It shows originality as well as good humor. His jokes are good and he doesn't have to promote or wait for a laugh from his audience.

Joliet, Ill.

MARILYN NOLAN

I wonder how many people saw that dancer on the Langford-Ameche show on February 11. Woman may be poured into dresses, but that man must have had that suit painted on. Let's complain about the men's vulgarity once in a while.

Chicago, Ill.

EDNA BYRON

... Why should Godfrey take back Bill Lawrence? That conceited young man let success go to his head to the extent that he didn't even show up for a broadcast if his head ached a little. Frank Parker is a wonderful singer and appreciates his spot on the show.

Grand Rapids, Mich.

MRS. R. V. JENSEN

I sure enjoy Arthur Godfrey's program but that Frank Parker spoils the whole thing. He'd be a good singer as he has a good voice but he keeps singing off key.

Waukegan, Ill.

MRS. TONY KANCILJA

I sure hope they never take Hal Block off "What's My Line?" I noticed the night of Hal's telethon with Kup how the audience loved Hal. I sure wish I could think as fast as he does with snappy gags.

Elgin, Ill.

MRS. HAROLD VOLLMAN

I think Captain Vidio stinks. And Howdy Doody is prefect. Pleas do a favor for me and take it off. I am nine years old.

Hammond, Ind.

SHARON ROMINGER

(Continued on page 24)

BREAKFAST PARTY . . .



THERE'S a frisky little gang debuting on the morning video lanes these days in a neat package called "Breakfast Party." It's DuMont's gift to a.m. television.

Unaccustomed as they are to early-morning rising, these four-men-and-a girl perk up with that first cup of black coffee which they sip on the show. The Breakfast Participants are as sleepy as newborn kittens—until they hit the light of day magnified by television cameras. Then they react with gusto. They sing. They cavort. They interview. They frolic. All with a spirited manner which carries them through 30 minutes of **fast-moving** frivolity.

Breakfast Party is a harmless little bundle of nonsense highlighted by a few serious moments and occasional musical interludes.

Pert Peggy Taylor—former school-teacher, private secretary and native Californian who packed up to brave Chicago winters when television beckoned—handles the vocalizing with accompaniment by Hal Turner at the organ.

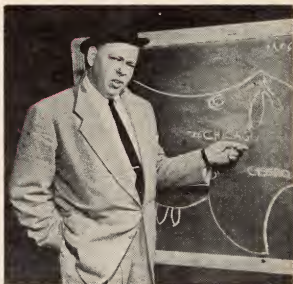
Jack Fuller capers through a comical rendition of the weather complete with maps and up-to-the-minute scientific data which he succeeds in distorting unmercifully. Then there are recipe contests, phone calls to housewives for prizes, and daily interviews with persons of local or national significance. Paul Barnes and Bill Allen complete the cast.

The program's format obviously was lifted from its fortune-making a.m. predecessors in a bygone era—when entertainers were chosen for their bright, inspiring voices, and radio reigned supreme. Now the brightness and inspiration must emanate from their faces as well. Happily, it does on Breakfast Party.

DuMont's television version of the



Hal Turner and Peggy Taylor
"Music"



Jack Fuller
"Comedy"

morning eye-opener is a boon to the performers as well as the viewers. It's giving the Breakfast Party set a new appreciation of their city. As Peggy remarked before one telecast recently: "I didn't know Chicago could be so beautiful at THIS hour!"

Breakfast Party can be seen Monday through Friday from 10 to 10:30 a.m. on Channel 9 (WGN-TV).

. . . TV's Morning Brew



Tongue-in-C

**Bob & Ray have dispossessed
& angered the public. Now**

Viewers blinked. What was going on?

Three chimes knelled the bitter truth: KFO's time was being chopped in half!

Kukla fans sat in unbelieving horror. Their favorites were being dispossessed! In a matter of seconds the names of their successors were flashed on the screen—two hombres with the unimaginative names of Bob & Ray.

Bob & Ray! Horrors of Punch and Judy! Who were Bob & Ray?

Sitting sober-faced behind a cluttered desk the two introduced themselves. "I'm Bob," pronounced one. "And I'm Ray," said the one with a mustache. They then proceeded to make themselves about as winsome as two bubonic plague germ carriers.

TV dials across the country switched channels. Angry letters of protest were penned. National magazines carried the news that KFO had been "done in." The victims, Kukla, Mme. Ooglepuss and Co. took it like all good puppets—with characteristic pluck. Oliver J. Dragon was even more of a brick. He gritted his tooth.

The comedy team of Bob & Ray was plainly *not wanted*. Yet each week day, protected by the miracle of television

AMONG the more revered and sacred items in the U.S. scheme of life are such untouchables as Santa Claus, little babies, mothers, the American flag and Arthur Godfrey.

But as a couple of young tyro comedians will attest, there's a special niche in the nation's heart reserved for those animated hunks of sawdust and fabric—*puppets*.

Last November twenty-sixth (a memorable day in TV annals), Bob Elliott, 28, and Ray Goulding, 29, two radio comics out of Boston, made their television debut. They really hadn't given puppets much thought at all. But then, the millions of Kukla, Fran and Ollie fans around the country hadn't given Bob & Ray *any* thought.

So it caused great consternation when KFO fans, enjoying the Burr Tillstrom menagerie that night, realized the show had been abruptly and strangely interrupted. Their world of make-believe had suddenly become a rude station break.



The entire cast of the Bob and Ray show, Ray Goulding, Audrey Meadows and Bob Elliott take time-out to stack up on Grow-Grow, the Miracle Breakfast Food.

cheek Meanies

puppets, jeered at soap operas
they have 'em all laughing.

from any fresh fruit barrage, they showed up for work. Their only studio audience was the usually bored, cynical camera crew. Their only TV audience was composed of fans who liked them on radio and of puppet lovers who watched only to hate them on TV.

Elliott and Goulding took their fiery baptism into the new medium without flinching. They spoofed soap operas, cigarette commercials, Harry Truman and, yes, Arthur Godfrey. They advertised types of "kits" (for which some gullible listeners sent money). They hired a girl named Audrey Meadows, who is probably the best dead-pan comedienne in television, to play Linda Lovely, their soap opera heroine. They jeered at all-knowing private eyes, giant "give-aways" and homemaker gimmicks.

Comparison tests also took a lamppooning from the boys. A radio survey announcer (Bob) approaches a disinterested pedestrian (Ray), who happens to be standing by a barrel of monkeys, of all things. "You have been playing with *your* barrel of monkeys, sir," says Bob. "Now I wish you would step over here and try *our* barrel of monkeys." (A pause.) "Now then, be honest. Which do you prefer?" Without hesita-



tion Ray announces, "Oh I like *your's* much better. Your barrel is much rounder. Your monkeys are much funnier. And in comparison to mine, yours is milder—DEFINITELY Milder!"

Using this tongue-in-cheek humor that is remindful of the Henry Morgan approach, Bob & Ray have in the short span of four months made converts of a vast assemblage of puppet lovers. Although they appear on the network only twice a week now, their material is already being quoted at cocktail parties and "coffee sessions." Even the hard-to-please camera crew has a good time watching the two operate, a minor miracle in TV circles.

The reason for the boys' sudden spurt is really an elementary one: they're a very funny team.

—Thomas O'Malley

The Bob & Ray Show is seen each Tuesday and Thursday at 6:15 p.m. on channel 5, WNBQ.

Bob Elliott plays the artist as he paints Ray Goulding (Kindly Dr. John) and Audrey Meadows (Linda Lovely) in another episode of "Linda Lovely," satirical soap opera.





WIN A LUXURY

Know Chicago
and Bob & Kay Do the Rest



The famed Braniff Airways service rivals any other type of luxury travel. Here, two happy passengers dig in at "chow."

SOME lucky fan who watches the Bob & Kay show for the next two weeks (March 10-21) will win an all-expense luxury trip for two to the famed El Panama hotel in Central America. Flying via the Braniff International Airways, the winning pair will receive a deluxe vacation in the tropics with royal treatment. What's the catch? All one has to do is to know Chicago.

Here are the contest rules: Viewers of the Bob & Kay show (channel 7) will be asked to identify correctly ten photographs of Chicago and Chicago landmarks. In addition, each entry must be accompanied by a short paragraph of 50 words or less on "What I Like About Chicago." A different photograph will be shown each day during the contest, from Monday, March 10 to Friday, March 21.

All entries become the property of WENR-TV, and none will be returned. Decision of the judges is final, and in case of ties, duplicate prizes will be awarded. Entries will be judged on the correct identity of the mystery photograph, and the originality and aptness of the descriptive paragraph.

Address entries to "Bob and Kay," Box 818, Chicago, Illinois. Entries must be postmarked not later than midnight Saturday, March 22, 1952. Now here are some clues for the week of March 10-14:

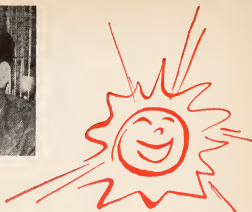
Monday, March 10—"A relic of the great Chicago fire, it's built of stone (for firemen to admire)."

Tuesday, March 11—"In memory of Clarence from his sister Kate, this giant landmark's in a park near the lake."

(Continued on page 36)

VACATION

—Braniff, El Panama



In contrast to the rugged, forbidding architecture of most northern hotels, the El Panama is built for maximum air and sunshine.

BOB & KAY
BOX 818
CHICAGO, ILL.

MY ANSWERS ARE: 1 2.....

3..... 4..... 5..... 6.....

7..... 8..... 9..... 10.....

MY NAME IS:.....

ADDRESS..... CITY..... ZONE.....

50 WORDS OR LESS ON "WHAT I LIKE ABOUT CHICAGO".....

.....

.....

.....



Johnnie, poised in flight, shows a shy but winning smile.

THE phenomenon of singer Johnnie Ray CAN be explained, but it's a complicated job at best. The main reason is the extreme reactions he invokes in his listeners. They either love him or they hate him.

Samples of fan praise are: "I think he's the best singer yet, and handsome too. People just rib him because they're jealous." "Just because Johnnie is proud and humble enough to show his feelings and he likes the teen agers and we love him. . ."

But look at these blasts: "Mr. Ray . . . is definitely not a singer in any sense of the word, but another loud buffoon with a stomach-ache." "A poison dagger I've readied. . . . To Johnnie Ray I'll send. . . . For to plunge into his broken heart. . . . Right to the bitter end."

Questions about Johnnie's origin naturally arise after every appearance. This is the straight, unvarnished story:

Johnnie (yes, that's the right spelling) was born on Jan. 10, 1927 at Roseburg, Oregon. His father is a half-blood Blackfoot Indian. At the age of 15, Johnnie appeared on a Portland, Oregon radio program. This was his first public performance. At 17, he left school for good, determined to strike out on his own in show business. Even then, he was using the frenzied, frantic style that is his trademark today.

He tried different jobs as car-hop, soda fountain clerk and actually landed a part-time job as an extra on a movie lot in Hollywood. But, like many other cases we know of, the movie moguls paid him no attention. Johnnie quit in disgust and headed east to New York.

It seems the big city boys there were no smarter—they patronized the slim young singer, but kept their contracts in their desks. Johnnie hit the road again, still convinced he had something to offer the entertainment world. This time, he landed in Detroit, that great melting pot where anything can happen. And something did happen.

While Johnnie was singing in a night club there last spring, hustling young Roy Rodde, the owner of Chicago's Tele-Tronics company, flew to the Motor City on a tip—about ANOTHER male singer. But the other lad failed to impress and Roy prepared to leave the club. Then Johnnie came on stage for his own act, and proceeded to put on a terrific show.

Rodde immediately got interested, and talked about contracts. When everything seem settled, Rodde left for Chicago. But meantime, a New York song plugger named Bernie Lang, acting on a confidential tip, flew from New York to Detroit and signed up Johnnie on a permanent, exclusive basis.

No one can deny that Lang's management has been of great benefit to the young singer. Here's what Johnnie has done since: His recording of "Cry" and "Little White Cloud" has soared past the 1,650,000 mark. Johnnie's platter with "Broken Hearted" and "Please, Mr. Sun" has pushed to the half-million goal. And his original disk, "Whiskey and Gin," recorded before his nationwide fame, is beyond the respectable 150,000 mark.

Roy Rodde, meantime, scored a scoop of his own. Thanks to a long-range plan laid out in co-operation with Chicago's Wright & Associates agency, he brought Johnnie in for a special 45 minute program of his own on WGN-TV that literally jammed the studio and caused fan mail to pour in by the bushel.

However, Johnnie should have no complaints about Lang's handling of his career. It's being done smartly—practically everything the amazing young singer makes goes into a trust fund. Johnnie gets some spending money, about \$150 per week, which for a celebrity isn't magnificent.

of **Johnnie Ray**

(Part II)

Despite the unkind remarks of some critics, Johnnie is looking forward anxiously to the time when he can get married and settle down. However, there's no special girl friend as yet. His parents still live in Roseburg, Oregon, and they follow his career eagerly.

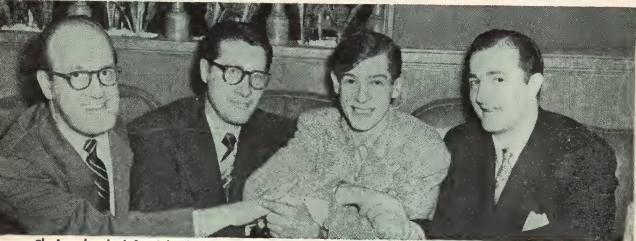
Johnnie has written 143 different songs. He has no favorite song of his own, but he does think Perry Como is the greatest male singer. He's six feet tall and weighs 135 pounds.

How does he compare with other singing "greats?" His style is not at all like the relaxed Como, but it's close to the extravagant Frankie Laine mode.

Speaking of success, his recordings have matched the sales of Laine's finest, and he's starting to press Como.

Where is he going? Only the American public will determine that. It's logical to believe, tho, that even if Johnnie's style does start to pall on the listeners, it will be many years before he leaves the top ranks. His destiny has already been assured in the entertainment field.

Chicago fans will get a chance to see him in person this month at a downtown theatre. Besides, Johnnie will appear at a local night club for four weeks in May.



Closing the deal for Johnnie's recent WGN-TV appearance are (l to r) Don Campbell and Bill Wright

of Wright & Associates agency, Ray, and Tele-Tronics proxy Roy Rodde.



Here are two action shots of Johnnie in the frantic style that has provoked nationwide controversy. One teen-ager's comment: "He shivers me right down to my saddle shoes."

SATURDAY

- 12:00 Flying Deuces
- 1:00 Line's Busy
- 1:15 Lady Let's Dance
- 2:30 Flying Wild
- 4:00 Trail Of The Mounties
- 7:00 No Way Back
- 10:00 Topper Returns
- 10:00 Feature Film*
- 11:00 Nabonga
- 12:15 Greeks Had A Word For Them

SUNDAY

- 9:45 Pot O' Gold
- 12:00 Come On Cowboys
- 12:30 Sunbonnet Sue
- 2:00 Isle Of Forgotten Sins
- 4:00 Sailor's Three
- 6:00 Hay Foot
- 9:30 Young And Willing
- 10:00 Paris Underground
- 11:00 Something In The City

MONDAY

- 1:00 Case Of The Guardian Angel
- 3:00 Line's Busy
- 8:30 A Son Is Born
- 9:00 Lion Man
- 10:00 Adventures Of Don Coyote
- 11:00 Feature Film*
- 11:30 Phantom Of The Plains

TUESDAY

- 1:00 Sweethearts Of The U.S.A.
- 3:00 Sunbonnet Sue
- 8:00 Wonder Boy
- 10:00 Mr. Celebrity
- 10:00 Spring In Park Lane
- 11:30 Boys Of The City

WEDNESDAY

- 1:00 Apology For Murder
- 3:00 Boys Of The City
- 7:00 American Empire
- 8:30 Feature Film*
- 10:00 Six Men
- 11:00 Feature Film*
- 12:00 Neath Canadian Skies

THURSDAY

- 1:00 Deadly Game
- 3:00 Neath Canadian Skies
- 10:00 The Pay Off
- 11:00 Feature Film*
- 11:00 Philo Vance Refurns
- 11:00 Our Daily Bread
- 11:30 Trouble Chasers

FRIDAY

- 1:00 Gas House Kids
- 3:00 Trouble Chasers
- 10:00 History Is Made At Night
- 11:00 Feature Film
- 11:30 Line's Busy
- 11:30 The Feud Maker

*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 Mar. 8

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

9:00 5 Rootie Kazootie—Puppet Fun

Adventures and stories for small-fry; also the Boys Clubs of America Certificate of Appreciation award is presented by David W. Armstrong, director of the Boys' Clubs

9:30 5 Cactus Jim—Western Adventure

Shootin' western tale, narrated by Bill Bailey for cowboy-minded kiddies titled "Lucky Texan"

9:45 9 Magic Carpet—Film Short

"All Star Cast" & "Alley Cat"

10:00 4 Bob Atcher & Sammy Squirrel

Kids love the adventures of the tiny animals who live in the corner of the corral known as "Short Stump"

7 Stu Erwin Show—Comedy Skits

Father's kept on his toes by wife and two teen age daughters

9 Kids & Company—Variety

Emcee Johnny Olsen presents unusually talented children and pays special tribute to the "Kid of the Wk."

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 Thal emcees the fun with music by the Pine Mountain Boys and songs by Ernie Lee; Briarhoppers perform intricacies of the square dance

7 Betty Crocker Star Matinee

Adelaide Hawley presents Thomas Mitchel in "Bridging The Years," adapted from a short story by Kathleen Norris

9 Movies For Kids—Western Film

"Shadow Of The Eagle" with John Wayne

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: Ninon, iron-jaw trapeze artist; Belgium's Freddy Wolthing, juggler; Alf Loyal's French poodles; and the Sky Rockets, aerialists

7 Personal Appearance Theater

"The Fix." Henry Slate in mystery

9 Morning Movie Time—Film

"Check Your Gun" with Eddie Dean, Roscoe Ates and White Cloud; sheriff of Red Gap protects the citizens against outlaws and a dishonest judge

11:30 7 City Hospital—Drama

In "The Decision" a young couple encounter many difficulties in caring for the husband's mother who is suffering from an incurable ailment

(Continued on page 14)

movie program



Salutes...



ELIZABETH E. MARSHALL—who has focused national attention on her work combining radio and television with education.

The Chicago educator has been named top winner among seven women in McCall's First Annual Award contest for Outstanding Public Service.

Assistant director of radio and television for the Chicago Public Schools, she is also state radio-TV chairman for the Illinois Congress of Parents and Teachers. Mrs. Marshall's honorary title is "Top Radio-Television Woman of the Year for 1951," and was awarded to her for her entry which included samples of student work motivated by broadcast listening.

Mrs. Marshall has a story-telling program, "Lady Make-Believe," designed to give children in classrooms training in good citizenship, human relations, vocabulary enrichment and creative expression.



GAI KIDDER—whose hands are her fortune.

De-emphasizing the face, this "jovial joker" first attracted acclaim with her hand patterns performed on Ed Sullivan's "Toast of the Town" show.

Nimble fingers danced across the video screen to the music of Debussy's "Arabesque" while Miss Kidder's other assets were blacked out by a high-neck dress and hood and a solid black background.

The expressive young lady, whose digits are insured by Lloyds of London, claims she got the idea from Indian sign language and calls her technique "Abstract Design to Music." "I get inspiration for my numbers from paintings, music, poetry, flowers, watching dancing flames in a fireplace, an old man whittling, a child at play, or just anyone on the street."

With these varied "inspirations" and television as her medium of introduction, Gai Kidder may be on her way to previewing a completely new aesthetic visual offering.

SATURDAY MAR. 8—cont'd

- 12:00 4** **Pantomime Party—Antics**
Clark Davis, Bill Cain, and Ellen Scott combine talents for moppet session
- 9** **"Flying Deuces"—Feature Film**
Laurel & Hardy, Jean Parker, & Reginald Gardiner in tale of adventures in & out of jail with the Foreign Legion
- 12:30 4** **Chinchilla Story—Breeding**
Steps and care needed in raising
- 12:45 4** **Film Shorts**
- 1:00 4** **"Line's Busy"—Feature Film**
Richard Talmadge is starred
- 1:15 9** **"Lady Let's Dance"—Feature**
Film with Belita, James Ellison, & Frick & Frack; agent helps a little Dutch girl to become a star
- 2:30 4** **"Flying Wild"—Feature Film**
Leo Gorcey, Bobby Jordan, and Donald Haines in drama of kids tangling with a gang of saboteurs
- 9** **Madison Sq. Garden Events**
- 3:00 9** **Portraits Of The West—Film**
"Shadow Valley" (1st showing) with Eddie Dean, White Cloud, Roscoe Ates, Jennifer Holt, and George Chesebro
- 3:30 5** **City Desk—Discussion**
Political ramifications of crime in Chicago and the reform movement 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 4** **"Trail Of The Mounties"**
Feature film with Russell Hayden & Jennifer Holt; Lucky Sanderson, Canadian Mounted Police sergeant, tangles with a group of murderers & fur thieves
- 5** **The Masters—Art & Christ**
Life of Christ as portrayed in great masterpieces of art; Rev. Kenneth Hildebrand, pastor of the Central Church of Chgo. will narrate
- 7** **Lucky Seven Ranch—Western**
"Gentleman From Texas" feature
- 9** **Telesports Digest—Film**
- 4:30 5** **TV Recital Hall—Musical**
Presenting the piano duo of Luboschultz and Nemenoff
- 9** **Chicagoland Civil Defense**
- 4:55 5** **Morgan Beatty And The News**
Commentary and inside story of the significant headlines of the week
- 5:00 4** **Big Picture—Army Film Report**
"UN Forces Consolidate Below 38th Parallel" evacuation from Hungnam; warehouses, buildings, and harbor facilities blown up; evacuation of Seoul; flight of civilian refugees; and digging in near Suwon
- 5** **Your Inside Story—Mental Aids**
- 7** **Hail The Champ—Kid Stunts**
Six youngsters compete in exciting games directed by Herb Allen

- 5:00 9** **Camera Caravan—Film Short**
- 5:30 4** **Pattern For Living—Discussion**
Teenagers debate problems
- 5** **Mr. Wizard—Science Study**
Don Herbert and Bruce Lindgren discuss "Plants"
- 7** **Flip The Frog—Film Cartoon**
"Chinaman's Chance"
- 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**
"Saddle Serenade"
- 6:00 4** **Sammy Kaye Show—Musical**
"So You Want To Lead a Band" contest conducted for would-be musicians
- 5** **Old American Barn Dance**
Emcee Bill Bailey 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
- 5** **One Man's Family—Drama**
Problems and pleasures of a large household starring Bert Lytell as Pop
- 7** **Great Americans—Film Shorts**
"Henry Wadsworth Longfellow" portrays representative events in his life; his early love for poetry; growth as teacher, poet, & scholar. Also "Daniel Webster" development of the qualities & skills which made him a distinguished lawyer, accomplished orator, & spokesman for Amer. national unity
- 9** **Pet Shop—Gail Compton mc**
Judy Spiller presents Juliette the penguin; others on show: arctic white fox, Siamese kittens, Cissy's puppies, Jay Sheridan's obedience trained boxer, and Gail will inaugurate the animal exchange
- 7:00 4** **Ken Murray Show—Variety**
Comedian Ken presents trumpeter Raphael Mendez; Bethel Leslie & Robert Sterling in a scene from "Ferdinand the Bull," also vocalist Virginia O'Brien, dancer Trini Reyes, and Happy Spitzer with his bucking mule
- 5** **All Star Revue—Variety**
Ed Wynn host with guests: Jimmy Durante, Edmond Keenan, Wynn & Tracy Keenan Wynn, grandchildren of your host; also Daisie's Acrobatic team
- 7** **Paul Whiteman's TV Teen Club**
American youth get opportunity to see performing teen-agers from other parts of the world
- 9** **"No Way Back"—Feature Film**
Terence De Marney, Eleanor Summerfeld, & Jack Raine in a story of how an aged boxing champ loses his title and resorts to crime

SATURDAY MAR. 8—cont'd

7:30 7 Sports On Parade—Film

8:00 4 Wonderful Town—Musical

Faye Emerson salutes "Hospital Town." St. Albans hospital in New York, with patients as guests

5 Your Show Of Shows—Variety

Guest hostess Vanessa Brown introduces dancers Fisher & Ross, vocalists Bill Hayes, Judy Johnson, Billy Williams Quartet, baritone Jack Russell, & Marguerite Piazza; Hamilton Trio, Carl Reiner, and guests: comedian Larry Storch and Valentine the magician, and Tommy Trent

7 Intercollegiate Basketball

Pennsylvania vs Cornell with Don Dunphy & Bob Finnegan announcing

8:30 4 Songs For Sale—New Composers

Emcee Steve Allen with vocalists Eileen Barton, Peggy Lee and Rudy Vallee; panelists: Barry Gray, Morey Amsterdam and Manny Sachs

9 Wrestling From Marigold

Main match: Verne Gagne vs Great Balbo or Ivan Rasputin; openers: Wally Dusek vs Rula Richards; Canadian Angel vs Alo Leilani; Ray Urbano vs Ned Taylor; Billy Goelz vs Al Williams

9:00 4 Crime Photographer—Drama

"The Easy Way." Casey receives phone call from strange girl and goes out on a blind date

9:30 4 Songs For Sale—Continued

5 Your Hit Parade—Musical

Top Tunes of the week sung by Dorothy Collins, Eileen Wilson, Snooky Lanson, and featuring Russell Arms, Penny Gardner, and Bill Flannigan

9:45 7 America In View—Film

10:00 4 "Topper Returns"—Feature

Film with Roland Young, Joan Blondell, Dennis O'Keefe, & Rochester; a young girl is murdered & her ghost enlists Topper's aid

5 Grand Marquee—Feature Film

7 Word Of Life Songtime—Sermon
Jack Wyrzten copes with the problem of juvenile delinquency

10:30 7 Big Picture—Army Film No. 6

"UN Forces Consolidate Below 38th Parallel" Dec. 20-Jan. 20, 1951

11:00 9 "Nabonga"—Feature Film

Buster Crabbe, Fifi D'Orsay, & Barton MacLane in tale dealing with an embezzler's daughter, raised by gorillas, falls in love with city boy

11:30 4 Film

11:45 4 Murder Before Midnight—Film

Shown in a continued series

12:15 4 "Greeks Had A Word For Them"

Feature film with Joan Blondell, Ina Claire, and Madge Evans

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



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Fran Allison



Don Ameche

DO YOU KNOW THE STARS?

Are these statements true or false?

Answers on page 40

1. Radio, movie and television star Don Ameche once owned a stable of 28 race-horses and a professional football team, the Los Angeles Dons.
2. Faye Emerson, of "Wonderful Town" videofame, is planning to quit television and become a United States representative to UNESCO.
3. Herb Shriner, television's Hoosier humorist, inherited his philosophical sense of humor from his uncle, Will Rogers.
4. Dinah Shore, singing star of television, holds a bachelor of arts degree in sociology from Vanderbilt University.
5. Mary Hartline, famed for her blond tresses, is actually a brunette and wears her hair in the, currently-popular poodle cut, using a "blond wig for her appearances on "Mary Hartline's Party" and "Super Circus."
6. Fran Allison, the indispensable singing third of the KFO trio, was once a schoolteacher in Iowa.
7. Frank Sinatra is generally associated with a frail build. But, during his high school days, he was a member of the championship basketball team, won a trophy in swimming and excelled as a track star.



Herb Shriner



Frank Sinatra

Sunday Mar. 9

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

- 9:45 4 "Pot O' Gold"—Feature Film
James Stewart, Paulette Goddard, Horace Heidt, & his band
- 10:00 7 America At Church—Services
- 10:45 9 Ghost Towns—Film Short
- 11:00 9 Funny Paper Theater—Comics
"Uncle Art" Linick reads the comics
- 11:15 5 The Pulpit—Religious Talk
Father Redmond Burke, director of libraries, DePaul University
- 7 Tootsie Hippodrome—Variety
Host John Reed King introduces Di Dios comedy circus, two clowns & 8 trained dogs; and Du Bois, magician
- 11:30 4 Candy Carnival—Fun For Kids
- 5 Live And Learn—Discussion
Dr. Anatol Rapoport, asst. prof. of math. biology, U of Chgo. lectures
- 7 Faith For Today—Religious
- 9 To be announced
- 12:00 4 News At Noon—Late Reports
- 5 Frontiers Of Faith—Religious
Dr. Ralph W. Sockman, pastor of Christ Methodist Church, speaks from St. James Chapel of Union Theological Seminary
- 7 TV Garden Club—New Ideas
James H. Burdett advises viewers on garden care, time to plant, and soil
- 9 "Come On Cowboys"—Feature
Film (1st showing) with Bob Livingston, Ray Corrigan
- 12:15 4 Your Future Home—Ed Cooper
- 12:30 4 "Sunbonnet Sue"—Feature Film
Phil Regan and Gale Storm
- 5 American Inventory—Discussion
"Our Stake in Europe" discussed by John J. McCloy, U.S. high commissioner in Germany and Gene Monnet, French Economic planner
- 7 Amateur Hour—Chgo. Talent
- 1:00 5 How Does Your Garden Grow?
John Ott demonstrates latest methods of soil testing; time-lapse movies
- 1:15 9 News Views—Late Information
- 1:30 5 American Forum Of The Air
"Do We Need Tighter Price-Wage Controls?" Discussed by Senators Homer Capehart (R., Ind.) and William Benton (D., Conn.) Moderator Theodore Granik
- 7 Adventures Of Wild Bill Hickok
Guy Madison & Andy Devine star
- 9 Test Lab—Demonstrations
John Ahern discusses durability & usefulness of various cameras
- 2:00 4 Quiz Kids—Panel Game
Panelists: Melvin Miles, Frankie Vander Ploeg, Janet Ahern, Paul Kosinski and Donald Gay; subject: Invention

(Continued on page 18)

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TV FORECAST

SUNDAY MAR. 9—cont'd

- 2:00 5 Fairmeadows U.S.A.—Drama**
Mary Olcott enters a dispute with the most influential woman in town
- 7 Cisco Kid—Western Movie**
Duncan Renaldo is featured as Cisco
- 9 "Isle Of Forgotten Sins"**
Feature film with John Carridine, Gale Sondergaard, and Sidney Toler
- 2:30 4 See It Now—Edward R. Murrow**
New Hampshire Primaries & American Primaries as pt. of our political system
- 5 Hall Of Fame—Dramatizations**
"Juliette Low and the Girl Scouts" with Lucile Watson as Miss Low in story of the founding of the organization
- 7 Adventures Of Kit Carson**
- 3:00 4 CBS-TV Workshop—Drama**
"The Talking Cure" with Ann Jackson, Mary Bell & Theodore Newton; Dr. Breuer discovers psycho-analysis and Freud carries on from there
- 5 Meet The Press—Discussion**
Lawrence Spivak & Martha Rountree quiz guest Sen. Estes Kefauver
- 7 What's The Answer—Panel Quiz**
Mal Bellairs questions the moppets
- 3:30 4 State's Attorney Report—Talk**
- 5 Juvenile Jury—Kids Panel Time**
- 7 Saddle & Sage—Western Film**
"Trigger Fingers" part I
- 9 Opportunity Unlimited—Drama**
"Story of Service." Board of Trade, an organization created because a farmer couldn't sell his load of grain
- 3:45 4 Disc Jockey Show—Hal Tate**
Guest: recording star Ray Cura
- 4:00 4 Man Of The Week—Discussion**
Sec. of Army Frank Pace is guest
- 5 Zoo Parade—About Animals**
R. Marlin Perkins and Jim Hurlbut feature "Monkeys on Parade"
- 7 Super Circus—Big Top Fun**
Claude Kirchner presents the Amandas Troupe, 5 Danish teeter-board artists; Cliffy, Scampy, & Nicky in "The Chicken Cannon;" Vernon the vindictive vulture in chains; Patina & Rose, balancing act; Wood's dogs; side show: Paul Stadelman & mystery of polka-dot paint; & Con Colleano, king of the tight wire
- 9 "Sailors Three"—Feature Film**
Tommy Trinder, Michael Wilding, & Claude Hulbert in a tale of music, comedy, & romance set in So.Amer.
- 4:30 4 Lamp Unto My Feet—Talks**
Dramatization "Values." Guest panelist: Dr. Moshe Davis, Provost of the Jewish Theological Seminary of Amer.
- 5 Meet The Masters—Musical**
Guest contralto Marian Anderson; story of her life—her early struggles, European successes
- 5:00 4 Mr. I. Magination—Stories**
Butch Cavell as the 16th century Spanish conqueror of Mexico
- 5:00 5 Roy Rogers Show—Variety**
"The Unwilling Outlaw." Roy rounds up a gang by means of trickery
- 7 Space Patrol—Adventures**
- 9 Stars Of Tomorrow—Amateurs**
Lee Bennett emcees talent variety
- 5:30 4 Bob Atcher & Sammy Squirrel**
- 5 Claudia—Story Of A Marriage**
Claudia accepts offer of producer to audition for Hollywood musical
- 7 America's Town Meeting—Talks**
"Our Foreign Policy: Success Or Failure" discussed by Sen. Robert S. Kerr (D-Okla.) and Sen. Harry P. Cain (R-Wash)
- 5:45 9 This Is The Story—Drama**
- 6:00 4 Gene Autry Show—Western**
Knife throwing & cattle poisoning involve Gene & Pat Buttram in "Trouble at Silver Creek"
- 5 Royal Showcase—Variety**
Emcee George Abbott presents guests Herb Shriner, Dolores Gray, and 4-H talent winners from Oregon, Mich. & Md.
- 7 Paul Whiteman Revue—Musical**
Margaret Whiting joins Maureen Cannon and Earl Wrightson in a musical trip to Hollywood with tunes: "Hooray for Hollywood," "California"
- 9 "Hay Foot"—Feature Film**
William Tracy, Jean Porter, James Gleason & Robt. Bassett; tale of life in the army
- 6:30 4 Jack Benny Show—Variety**
Comedy highlighted sequences with guests: George Burns, Gracie Allen, and Eddie "Rochester" Anderson
- 5 Young Mr. Bobbin—Comedy**
Alex finds a new girl friend and is convinced that this is the real thing
- 7 Adventures Of Ellery Queen**
"The File of Death." Ellery gets mixed up with a murdered scrap iron dealer
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents comedienne Nancy Walker, Met. Opera tenor Giuseppe Di Stefano, Virginia Grey, & Romo Vincent, comedian
- 5 Comedy Hour—Variety Time**
Host Bob Hope introduces Anna Maria Alberghetti, Martha Stewart, Georgie Tapps, and Les Brown's Band of Renown; program originates in Marine Base at Camp Elliot, San Diego, Calif.
- 7 Kings Crossroads—Film Drama**
- 9 Faith Of Our Fathers—Relig.**
- 7:30 9 Chicagoland Newsreel Review**
- 8:00 4 Fred Waring Show—Musical**
Hillbilly theme with tunes: "Barefoot," "Bone Dry," "Retreat," "Wimmin," and Varsity showcase with Armin Watkins from Yale
- 5 Television Playhouse—Drama**
"Dusty Portrait" with John Newland, Audra Lindley, Elizabeth Eustis; an old lady is found dead

SUNDAY MAR. 9—cont'd

- 8:00 7 Arthur Murray Party—Variety**
 Guests: Mr. Borge, Teresa Brewer, Zola Mae Chaulis and Ejmar Hansen
- 9 Rocky King, Detective—Drama**
 "Past, Present, and Future" tale of an Italian newspaper publisher who is found stabbed with Earl Hammond
- 8:30 4 Break The Bank—Quiz Game**
 Bud Collyer is sub emcee presenting guest singer Ann Crowley
- 7 Strength For The Free World**
- 9 Plainclothesman—Drama**
 "The Cultured Mug" drama of an artist who is found murdered
- 9:00 4 Celebrity Time—Quiz Session**
 Guests: Virginia O'Brien and Jackie Cooper; Conrad Nagel is moderator
- 5 Red Skelton Show—Comedy**
- 7 Hour Of Decision—Religious**
 Evangelist Billy Graham preaches
- 9 Easychair Adventures—Film**
 "Do You Know"
- 9:30 4 What's My Line?—Panel Quiz**
 Host John Daly with panelists Dorothy Kilgallen, Arelene Francis, Hal Block, and guest panelist
- 5 Cameo Theater—Drama**
 "Peer Gynt" final segment featuring Douglass Montgomery & Leonore Shanewise; now an old man, Peer makes a last attempt to convince the Button-Moulder of his right to a place in hell
- 7 Youth On The March—Religious**
 Sermon by Dr. Percy Crawford
- 9 Courtesy Theater—Feature Film**
 "Young And Willing" with Wm. Holden, Susan Hayward, Eddie Bracken, & Robt. Benchley; comedy of a group of young actors who produce a famous man's lost play
- 10:00 4 "Paris Underground"—Film**
 Feature with Constance Bennett and Gracie Fields
- 5 Weatherman—Clint Youle**
- 10:10 5 Dorsey Connors—Helpful Tips**
- 10:15 5 Alex Dreier—News Report**
- 10:30 5 Sports Star Time—Reports**
 Late news events in the world of sports with Norm Barry mc
- 11:00 5 Battle Report—Washington**
 Guest: Sec. of Commerce Charles Sawyer, John Steelman moderator
- 9 "Something In the City"—Film**
 Feature with Richard Hearne, Garry Marsh, & Ellen Pollack; precise Englishman leaves home & changes his life thus complicating that of his family, especially his daughter
- 11:30 4 Eloise Salutes The Stars—Chat**
- 5 NBC Sports Newsreel—Data**
- 11:45 4 Ulmer Turner And The News**
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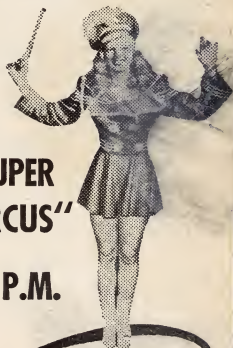
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News & Sports

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WENR
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Monday Mar. 10

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

- 7:00 5 Today—Dave Garroway
- 9:00 4 Morning News—Information
5 Mel Martin Show—Variety
- 9:15 4 Arthur Godfrey Time—Musical
- 9:30 4 Bride & Groom—Interviews
5 Winner Take All—Quiz Game
9 Your Figure Ladies—Exercises
- 9:45 4 Al Pearce Show—Variety Revue
- 10:00 5 Home Cooking—Preparation
Mr. Doucette prepares finnan haddie
9 Breakfast Party—Musical
- 10:30 4 Breakfast With The O'Neils
Informal gathering for a cup of coffee and some conversation
5 Dave & Charlie Show—Comedy
7 Paul Dixon Show—Variety
9 Strike It Rich—Audience Quiz
Guest: author Paul Jensen
- 10:45 5 Richard Harkness & The News
- 11:00 4 Creative Cookery—Recipes
Francois Pope prepares vanilla fudge and crabmeat salad in avocado cup with Thousand Island Dressing
5 Ruth Lyons' 50 Club—Variety
7 Frances Langford—Don Ameche
Guests: John & June Belmont, dancers, and Joseph Conlon
- 9 Egg And I—Continued Drama
- 11:15 9 Love Of Life—Serial Story
- 11:30 5 It's A Problem—Panel Disc.
"Should Parents Teach Pre-School Children?" Affirmative, W. H. Auden; negative, Dr. Roma Gans; moderator Helen Parkhurst
- 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: comedian Romo Vincent
5 Meet Mintz—Piano Tunes
- 12:45 5 Newsroom—Late Reports
9 Travelers' Sketchbook—Film
"Historic Highway"
- 1:00 5 "Case Of The Guardian Angel"
Feature film with Hugh Latimer, John Penrose, & Annette Simmonds,
9 Chicago Cooks—Recipes & Tips
- 1:30 4 First Hundred Years—Serial
- 1:45 4 Luckey 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?
(Continued on page 22)



LILTING SOPRANO TOPS SALUTE

The community of Hinsdale received the final TV *Forecast* Talent Salute on the February 24 broadcast of "Rubin's Stars of Tomorrow." The talent search turned up twelve skilled amateurs who vied for the honor of appearing on the Hinsdale Salute program. The winner was Gertrude Slager, pretty blonde high school sophomore who displayed a lovely soprano voice.

As winner of the Talent Salute, Gertrude merited a free weekend and professional engagement at the swank Whitcomb Hotel in St. Joseph, Michigan. The TV Talent Search in Hinsdale was made in cooperation with the Hinsdale Doings newspaper, published by Mr. Merrill.

"Stars of Tomorrow" is seen Sundays at 5:00 p.m. on channel 9 (WGN-TV).

Shows Opend to Public

WENR-TV—20 N. Wacker Dr., Chicago 6, Ill. AN 3-0800. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABC Civic Theater. "Super Circus," Sunday 4-5 p.m. (only written requests accepted, order tickets well in advance). "Sachs Amateur Hour," Sunday 12:30-1:30 p.m. "Chicago Symphony Chamber Orchestra," Tuesday 9:30-10:00 p.m. "Courtesy Hour," Friday 10:00-11:00 p.m. "Hail The Champ," Saturday 5:00-5:30.

WGN-TV—435 N. Michigan, Chicago 11, Ill. SU 7-0100. Tickets: Guest Relations, WGN Building. Rubin's "Stars of Tomorrow," Sunday 5-5:45. "Down You Go," Friday 8:00-8:30. "Hi Ladies," Monday thru Friday 12:00-12:45. Funny Paper Theater, Sun. 11:00-11:30 a.m. Picture Payday-M-F 2:30-3:00 p.m.

WBKB—190 N. State, Chicago 1, Ill. RA 6-8210. "Ernie Simon's Curbstone Cutup," Monday thru Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater.) "Creative Cookery," Monday thru Friday 11 a.m. Write program for tickets. "Frazier Thomas Show," Monday thru Friday 2:00-2:30. Order tickets thru program. "Quiz Kids" Sun. 2:00-2:30 from new Garrick TV Center, order tickets thru program. "Bill Ballance Show" Mon. thru Thurs. 10:30-11:00, and Fri. 9:30 to 10:00 p.m. Order tickets thru program. "Pace of Chicago" Thurs. 9:30-10:00. Order tickets thru program. Please send self-addressed, stamped envelope and state number of tickets desired. Pantomime Party-Saturday 12:00-12:30 (write program for tickets).

WNBQ—Merchandise Mart, Chicago 54, Ill. SU 7-8300 Ext. 287.



"Rendezvous," the slick new television adventure series features popular screen star Ilona Massey and David McKay in the leading roles. Show is seen Wednesdays on channel 7 (WENR-TV) at 8:30.



Ralph (Aren't We Devils?) Edwards gives former "Mr. America" Steve Reeves a little weight lifting practice. Assisting Steve is vocalist Carole Richards. All three appear on Ralph's new show seen Monday, Wednesday and Friday on channel 5 at 2:30 p.m.

MONDAY MAR. 10—cont'd

- 2:00 7 Beulah Karney Presents—Ideas**
Miss Karney presents Dr. Freda Kehm, of Assn. For Family Living, also, an easy-to-get "moving day" meal
- 9 Mike Wallace & Buff Cobb Show**
- 2:30 4 Bert Parks Show—Musical**
Peter Donald subs for Bert; tunes: "A 100 Yrs. From Now," "The Lady In Red," "Cow Cow Boogie"
- 5 Ralph Edwards Show—Contest**
(See picture on page 21)
- 7 Barbara Moro—Creative Ideas**
- 9 Picture Payday—Quiz Game**
- 3:00 4 "Line's Busy"—Feature Film**
- 5 Kate Smith Hour—Variety**
Guests: pianist Phil Gordon, trumpet player Leonard Sues, a comedian from "Top Banana," America Sings, and station relations with WDSU in New Orleans
- 9 Russ Davis Show—Interviews**
- 4:00 5 Hawkins Falls, Pop. 6,200**
- 7 Trade-Inn—Swap Shop Fun**
- 9 Telephone Game—Quiz Contest**
- 4:15 4 Film**
- 5 Gabby Hayes Show—Tall Tales**
- 4:30 5 Howdy Doody Show—Kids Fun**
- 7 Sagebrush Theater—Western**
"Down Texas Way"
- 9 Music Ala Mode—Jack Fuller**
- 4:45 4 Assembly—Military Questions**
Chief Corey shows film on Armed Forces
- 5:00 4 Kids Karnival Kwiz—Film Game**
- 5 Cactus Jim—Western Film**
- 9 Trail Blazers' Theater—Western**
"Western Cyclone" feature film
- 5:30 4 Silhouettes Of The West—Songs**
- 5 Weatherman—Clint Youle**
- 7 Tom Corbett Space Cadet**
Tom, Astro, & Roger find their new skipper's a stickler for discipline
- 5:40 5 Dorsey Connors Show—Ideas**
- 5:45 4 Window Shopping—Commercial**
- 5 Public Life Of Cliff Norton**
"Being British" comedy skit
- 7 King Calico—Puppet Show**
- 5:50 5 Clifton Uitley 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**
- 6:20 7 Cliff Norton Show—Comedy**
"This Is Living"
- 6:30 4 CBS News—Douglas Edwards**
- 5 Those Two—Comedy Adventures**

- 6:30 7 Hollywood Screen Test—Drama**
Neil Hamilton me introduces guest Judith Evelyn in dramatic role
- 9 Spencer Allen And The News**
- 6:45 4 Perry Como Show—Musical**
Guest: Nat "King" Cole, tunes: "Tell Me Why," "Oh My Darling," "Unforgettable"
- 5 News Caravan—John C. Swayze**
- 9 Chicagoland Newsreel—News**
- 7:00 4 Video Theater—Drama**
"Promotion" by Andrew Duggan with Thomas Mitchel; in this family story emotional impact and apparent set-backs are really a step forward
- 5 Paul Winchell—Jerry Mahoney**
Dorothy Claire and Hilda Vaughn
- 7 Amazing Mr. Malone—Drama**
"Dark Secret" trials & tribulations with a dance hall proprietor who becomes involved in murder
- 9 Earl Nightingale Show—Talks**
- 7:15 9 Richard Y. Rowe—Political**
- 7:20 9 Our World—Film Short**
Egypt, kingdom of the Nile
- 7:30 4 Arthur Godfrey's Talent Scouts**
Arthur Godfrey returns to emcee chores on professional talent show
- 5 Voice Of Firestone—Musical**
Guest soloist Jussi Bjoerling, tenor, singing "Nussun Dorma" by Puccini, "Sylvia," and "Neapolitan Love Song." Orchestra and chorus, directed by Howard Barlow
- 7 Horizons—Discussion**
"The Future of the Presidency" discussed by 5 Columbia Univ. students and Louis Hacker, General Studies
- 9 Johns Hopkins Science Review**
"Science Goes to Sea." New developments in Navy Supply Corps; Arctic clothing, submarine suits, insulated boots & new cooking methods
- 8:00 4 I Love Lucy—Comedy Drama**
Lucy & Desi play peacemakers in "Ethel & Fred Fight," but end up in pitched battle
- 5 Lights Out—Drama**
"The Upstairs Floor" with John Forsythe & Josephine Hull; story of strange events when a former roomer returns to a boarding house
- 7 You Asked For It—Unusual Acts**
Eddie Peabody, jazz banjo player; famous Calif. jumping frog; ice skater Red McCarty, Herb Parsons, exhibition on rifle showmanship
- 9 Guide Right—Army Variety**
Top army bands are featured, and a discussion by military experts
- 8:30 4 It's News To Me—Panel Quiz**
Moderator John Daly poses events for guests Nina Foch, Anna Lee, John Henry Faulk and Raymond Massey
- 5 Robert Montgomery Presents**
"Guardian of the Clock" with Jack Hartley, Helen Shields & Marsha Van Dyke; how lives & fortunes of several people depend on hand of the clock

MONDAY MAR. 10—cont'd

- 8:30 7 Impact—News Brought To Life**
Austin Kiplinger presents the news and the people behind it; also, an open forum on public opinion
- 9 Health Talk—Dr. Van Dellen**
"Radioactive Research in Medicine" is discussed by Dr. Morris Fridell, instructor in surgery, Stritch Schl. of Med. and Dr. Fenton Schaffner, asst. in pathology, N.U. school of Med.
- 9:00 4 Studio One—Drama**
"Wings of the Dove" a classic story of Kate & Merton, a poor newspaperman, what they do to gain money, & how this decision effects their lives with Charlton Heston, Felecia Montealegre, and Stella Andrew
- 7 "Lion Man"—Feature Film**
Jon Hall & Kathleen Burke; white boy raised by the Arabs, becomes king of the lions and woos a desert princess
- 9 Camera Caravan—Film Short**
"Holland Carries On"
- 9:30 5 Who Said That?—Quote Quiz**
Walter Kiernan quizzes guest panelists: Robt. Ruark, June Lockhart, John Conte, & regular Bill Henry
- 9 Challenge—Drama, Music**
Variety with vocalist Jackie James, Philip Lord, the Four Jacks vocal group, Jimmy Blade & Chet Roble, guest Ben Beri, & drama "Acquitted"
- 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 "Adventures Of Don Coyote"**
Feature film (1st showing) with Richard Martin, Frances Rafferty, & Val Carlo; two Mexican horsemen help a girl and her brother protect their ranch from desperados
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Chronoscope—Discussion**
Rep F. Edward Herbert (D-La) discusses waste in defense expenditures with Henry Hazlitt
- 5 Clifton Utley And The News**
- 10:30 4 Bill Ballance Variety Show**
Theme: "Vacations"
- 5 Let's Look At Sports**
Norman Barry subs for Tom Duggan
- 7 Handy—Facts You Should Know**
- 10:45 5 Herbie Mintz Show—Musical**
- 11:00 4 Murder Before Midnight—Film**
- 5 Grand Marquee—Feature Film**
- 7 Austin Kiplinger And The News**
- 11:30 4 Vitamix—Commercial**
- 9 "Phantom Of The Plains"**
Feature film (1st showing) western
- 12:00 4 Midnight Edition—Ulmer Turner**
- 12:30 9 Chicagoland Newsreel—Reports**
(Stations reserve the right to change above listings without notice)

TV FORECAST

TURN TO WBKB
FOR THE FINEST IN TV

the
Mayor
of
State St.



ERNIE SIMON

invites you to watch the

"Curbstone Cut-up"

Monday thru Friday at 10 p.m.

Look Ma...Ernie's on radio too!

WBKB'S Television show over at 10:15 p.m., Ernie rushes to the Chicago River ... not to Jump but to do the ...

Ernie Simon's Disk Jockey Show

Monday thru Friday WENR 10:30 to 11:30 p.m.

Channel

4

WBKB

Tuesday Mar. 11

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 Game**
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**
Preparation of a Swiss steak dinner
- 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**
Recipe for Swiss mushroom asparagus, omelet, cream of potato and green onion soup
- 5 **Ruth Lyons' 50 Club—Informal**
- 7 **Frances Langford—Don Ameche**
Guests: Johnny Johnston, doves & dogs; interview on wood hobbies with Vance Packard, and bus driver Ray Smith; also comedy skit
- 9 **Egg and I—Serial Drama**
- 11:15 9 **Love Of Life—Continued Tale**
- 11:30 5 **It's A Problem—Discussion**
"The Meaning of Laughter and its Psychological Implications" discussed by psychiatrist Dr. Norman Kelman, author Max Eastman & moderator Stan Struthers
- 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: comedian George Gobel
- 5 **Meet Mintz—Herbie Mintz**
- 7 **Bob And Kay Show—Variety**
- 12:45 5 **Newsroom—Late Information**
9 **Travelers' Sketchbook—Film**
"Mexico Today"

(Continued on page 26)

LETTERS to the editors

(Continued from page 4)

We think that the "I Love Lucy" show is wonderful. There should be more programs like it on the air. Why isn't some of the trash like Captain Video cut off to be replaced by family shows?

Chicago, Ill.

BONNIE HARVEY

Anybody that saw Sammy Davis Jr., on Eddie Cantor's program will have to agree with Eddie when he said "The best talent we've seen in years." Sammy's impersonations, singing and dancing were tops.

Barrington, Ill.

MISS BARBARA WELCH

I belong to a group of women's clubs and we're very interested in seeing more of medical science and medical operations on TV. We hope the networks will take heed and improve their broadcasting this way.

Chicago, Ill.

MRS. W. BERLE

... Why doesn't Dave Garroway go back to his old "At-Large" program. I think "Today" stinks.

Valparaiso, Ind.

JAX KNEIFEL

Theatre At Eight on WENR has the best movies on TV. "Seven Days Till Noon" was superb. I hope we see more like it.

Chicago, Ill.

MAUREEN KENDALL

My chief gripe against television is the long winded, corny commercial. In my opinion the sponsors lose more customers than they gain. But you can enjoy the commercials on Red Skelton.

Chicago, Ill.

RICHARD RAUMAN

What happened to pitcher Sid Stone on Texaco Star Theatre?

Chicago, Ill.

SHELDON GOLDSTEIN

(Ed. Note: The sponsors thought that the next pitch should be a change of pace and replaced Sid with Jimmy Nelson.)

I like those stories and parts of movies that Ken Murray has on his show and I hope that he has more like them. Hats off to Ken.

Gary, Ind.

JOHN A. ADINOLFI JR.

I have a suggestion for TV that would be the best possible contribution to the national welfare. . . . Before each election, be it local or national, have all the candidates on a program along the lines of American Forum. This way their debates on all the important issues would let the public know where they stand.

Chicago, Ill.

PHYLLIS COWAN

NOW—for the first time . . .

A BOOK THAT ACTUALLY TELLS

"HOW to BREAK into POLITICS"

Plus - 1952 ELECTION INFORMATION

by MARTIN E. O'SHAUGHNESSY



Solid, practical advice that explains step-by-step how to organize precincts, committees, rallies, campaigns, publicity and promotion.



READ WHAT THEY SAY:

Foreword by
Mayor Martin H. Kennelly

Advice and opinions by
Political Leaders

Senator Robert A. Taft

Senator Estes Kefauver

Democratic Committeeman Jacob M.
Arvey

Political Editors
John Madigan
Charles Cleveland
George Tagge

TV Newscasters
Clifton Utley
Ulmer Turner
Paul Harvey
Spencer Allen
Austin Kiplinger
Alex Dreier

Illustrated by those brilliant satirists—
Inertia Smith and Cissie

Special bulk copy rates to civic organizations, veteran groups, schools, crime fighter committees, and other non-partisan groups.

only **35^c** each

WATCH FOR IT ON YOUR
NEWSSTAND
or ORDER YOUR COPY NOW

POLITICS EDITOR

TV FORECAST, 185 N. Wabash, Chicago 1, Ill.

I want to order.....copies of "HOW TO BREAK INTO
POLITICS" at 35c each. I enclose \$.....for.....copies.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

TV FORECAST

TUESDAY MAR. 11—cont'd

- 1:00 5 "Sweethearts Of The U.S.A."
Feature film with Una Merkel, Parkyakarkus, Donald Novis, & Lillian Cornell; defense worker knocks herself out while demonstrating what is wrong with item
- 9 Chicago Cooks—Demonstration
- 1:30 4 First Hundred Years—Serial
- 1:45 4 Luckey North Show—Interviews
- 2:00 4 Frazier Thomas Variety Show
Organist Bob Zeigler and vocalist Connie Baxter are featured
- 5 Big Pay Off—Quiz Contest
Fabulous prizes can be yours just by telling host Randy Merriman why the little woman should have them
- 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 Picture Payday—Quiz Game
Tommy Bartlett host to contestants
- 3:00 4 "Sunbonnet Sue"—Feature
(See description, Sun. 12:30 p.m.)
- 5 Kate Smith Hour—Variety
Kate presents a fashion show, "famous daughter" segment, dramatic sequence with Frank McHugh, "Famous Eight," and guests, Claudia Pinza and Dave Apollon
- 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 Backstage Diary—Gossip
TV Forecast editor Marty O'Shaughnessy & Bonnie Weber present intimate views of stars, show business doings, and celebrity interviews
- 5 Gabby Hayes Show—Tall Tales
Features of the west continued daily
- 4:30 4 Assembly—Military Talks
Film on a branch of the Service
- 5 Howdy Doody Show—Puppets
- 7 Sagebrush Theater—Western
"Code of the Rangers"
- 9 Music Ala Mode—Jack Fuller
- 5:00 4 Kids Carnival Kwiz—Games
- 5 Cactus Jim—Western Feature
- 9 Trail Blazers' Theater—Western
"Cattle Stampede" feature film
- 5:30 4 Silhouettes Of The West—Music
- 5 Weatherman—Clint Youle
- 7 Mary Hartline's Party—Games
Chet Roble and Mary entertain the small-fry with games and music
- 5:40 5 Dorsey Connors Show—Tips

- 5:45 4 Window Shopping—Commercial
- 5 Public Life Of Cliff Norton
"Cast Those Loved Ones in Bronze"
- 7 Adventure Theater—Stories
"Devil Horse" chapter I
- 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 Bob And Ray—Comedy Skits
(See story on page 6)
- 6:20 7 Sports Highlights—News Events
- 6:30 4 CBS News—Douglas Edwards
- 5 Dinah Shore Show—Musical
- 7 Beulah Show—Comedy Skits
- 9 Spencer Allen And The News
- 6:45 4 Stork Club—Interviews
Guest, Helmut Dantine
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel—News
- 7:00 4 Frank Sinatra Show—Variety
Frank presents guests Cecil B. DeMille, the Andrew Sisters, Larry Griswold and Jimmy Boyd
- 5 Star Theater—Comedy-Variety
Milton Berle with guests Rise Stevens, Phil Regan, Bobby Lucas & Rob't. Maxwell
- 7 Air Force Show—Variety
- 9 Life Is Worth Living—Talk
Informal discussion by Bishop Fulton J. Sheen & answers to 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
- 8:00 4 Crime Syndicated—Drama
- 5 Fireside Theater—Film Drama
John Hoyt, Marguerite Churchill, Gary Gray, & James Craven in "The Secret" a story of a neglected boy and a kindly school instructor
- 7 "Wonder Boy"—Feature Film
Bobby Henrey and Christa Winter (1st showing)
- 9 Battle Of The Ages—Debate
John Reed King emcees professional talent team competition with guests: comedian Wally Brown, the Arnauts, Three Buddies, and Junie Keegan
- 8:30 4 Suspense—Mystery Drama
"Four Days to Kill" with Robert Keith Jr.; a paid killer stalks his victims only to find that he too is the object of a relentless chase
- 5 Circle Theater—Drama
"The Man in 308," with Leslie Nielsen; an amnesia victim is thought to be a fugitive from the police

TUESDAY MAR. 11—cont'd

- 8:30 9 Armchair Philosopher—Drama**
"Quest For Happiness." Story of the achievement of man's three-fold ambition
- 9:00 4 Danger—Mystery Drama**
"Tattoo of Terror" with Will Hare; a merchant seaman encounters intrigue in a seaport town
- 5 Amateur Hour—Ted Mack mc**
Dennis James as sub emcee
- 9 48th Street Theater—Film**
"Seven Seas To Danger" with Edmond Lowe as columnist David Chase
- 9:30 4 My Friend Irma—Marie Wilson**
Featuring the world's greatest secretary, Irma, and roommate Jane
- 7 Chgo. Symphony Chamber Or.**
Conductor Rafael Kubelik features soloist Agatha Lewis in Rossini's overture to "Ceneventola," Mozart's "Zeffiretti Lusinghieri," from "Idomeneo, Redi Creta"
- 9 Boston Blackie—Mystery Drama**
Blackie (Kent Taylor) impersonating a mobster in "Red Hot Murder" seeks to convict an arson gang
- 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 "Mr. Celebrity"—Feature**
Francis X. Bushman, Doris Day & Wm. Halligan; yarn about a race horse, carefully nursed along by a veterinarian
- 9 "Spring In Park Lane"—Film**
Feature (1st showing) with Michael Wilding and Anne Naegle; exciting story of two men pursuing the same girl
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 The Continental—Variety**
- 5 Clifton Utley And The News**
- 10:30 4 Bill Ballance Variety Show**
Theme: "Remembrance Day"
- 5 Let's Look At Sports**
- 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 "Boys Of The City"—Feature**
Film with Bobby Jordan, Leo Gorcey, & Dave O'Brien; mischief makers on their way to the mountains meet up with frightened judge
- 5 Big Picture—Army War Films**
"UN Forces Escape a Trap"
- 9 Chicagoland Newsreel—Data**
- 12:45 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)



TONIGHT AT 9:30 ON WENR-TV
CHANNEL 7

"POPS" CONCERT

by the

CHICAGO SYMPHONY CHAMBER ORCHESTRA

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"SKATING
OLYMPIX"
A HERBIE ABBOTT PRODUCTION

See the
NEW 11th Edition
ICE SHOW

Dinner Show 8:30 Supper Show 12:00

ORRIN TUCKER'S orchestra

FAMILY MATINEE EVERY SUNDAY

special children's menu

CALL "PHIL" WAash 2-4400

Boulevard Room

THE CONRAD HILTON

Formerly THE STEVENS

LO, THE POOR TV BOSS

By JACK MABLEY

Consider today, for a change, the plight of the telecaster. He is bombarded with letters and speeches in Congress and PTA resolutions and columns such as this one demanding that the quality of television programs be improved—that constructive, worthwhile shows be put on the air.

Then the ratings on the new shows come in. He reads that *Those Two*, as stupid, moronic a piece of television as has ever blighted the air, is pulling a 21.5 rating. *My Friend Irma* hits 40.5. *Town Meeting*—filling all the requirements of the columnists and PTAers and Congressmen, makes its debut to a thunderous 4.0 rating.

You really can't blame the telecasters for having mixed reactions to the pleas for better shows. We're not going to relax in our efforts to obtain the best in television, but perhaps we can be tolerant of the telecaster's dilemma.

* * *

The trend toward putting TV shows on films continues. Latest live program casualty is the Friday night Playhouse of Stars, which is scheduled to cut to half an hour on April 4, with that half-hour probably on film.

As much as many viewers object to filmed shows, as compared with live productions, you can't quarrel with the quality of I Love Lucy and Rebound and Dragnet and some other new half-hour programs coming out of Hollywood.

* * *

Happy news: We hope the experience of the Brookfield library is typical of the Chicago area. Ever since 1941 circulation of books has been taking a nose dive. But last year circulation picked up 10 per cent. The novelty of TV is wearing off, says the librarian.

* * *

Broadcasting Magazine carries a story this month about the petty graft in TV studios. Many advertising agen-



"Whatsa matter? The space cadets in a free fall sequence again?"

cies and sponsors have to pour out hundreds of dollars a week in \$25, \$50, and \$100 gifts and "tips" to directors, technicians, and button pushers to insure that nothing will "go wrong" during the show.

One of the television directors in Chicago who is known to be in line to handle many political telecasts during the coming months already has been approached by politicians with hints of gifts and favors for making a particular candidate look good. Being a smart director, he spit in their faces, figuratively.

* * *

It still is difficult to predict when Chicago will get the new television stations for which it is in line when the government lifts its freeze.

However, one major obstacle is out of the way. Manufacturers now report that they will be able to supply materials for new stations. Up until a few months ago there were gloomy predictions that new stations couldn't be built because of shortages.

Chicago will get one new station on Channel 11, which we will be able to tune in with our present sets. But the five or six other stations will be in the high channels. It will be necessary to buy adapters for present sets to tune in the high channels. The latest news from RCA is that the adapters will sell for \$10 for a single channel up to \$50 for a gadget which will bring in every station on the air.

Wednesday Mar. 12

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 Game
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
- 10:00 5 **Home Cooking**—Tasty Dishes
Eddie Doucette and Loretta White demonstrate hot cross buns
- 9 **Breakfast Party**—Morning Fun
Informal variety with Peggy Taylor, Jack Fuller, Paul Barnes, Bill Allen, and Hal Turner (see story page 5)
- 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
Jack Sandler of Boston, guest
- 10:45 5 **Richard Harkness & The News**
- 11:00 4 **Creative Cookery**—Recipes
How to prepare green peas paprika and kidney stew
- 5 **Ruth Lyons' 50 Club**—Variety
- 7 **Frances Langford—Don Ameche**
Guest: Keith Hall, dancer; comedy skit with "couple next door" Jack Lemmon & Cynthia Stone; also audience parts
- 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
"Feeding The Children: Demand or By Schedule" demand: Dr. Edmond Jayner Chief of pediatrics Roosevelt Hosp., schedule: Dr. Arthur Anderson, pediatrician; Helen Parkhurst moderator
- 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 **Gayelord Hauser Program**
- 9 **Hi Ladies**—Tommy Bartlett
- 12:15 7 **Bob & Kay Show**—Commentary
Big news! A big contest, see page 8 for details
- 12:30 4 **Garry Moore Show**—Comedy
Guests: comedy team Noonan and Marshall, Lucile Watson, & Morgan, the hound

**TURN TO WBKB
FOR THE FINEST IN TV**

*Hello
Fans...*



THIS IS

BOB ELSON

inviting you to watch

"Sports & Comments"

Monday thru Friday at 6:00 p.m.

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• **UP-TO-THE-MINUTE** •

• **N E W S** •

• *with* **ULMER TURNER** •

• **Monday thru Friday 6:15 to 6:30 p.m.** •

• **Channel**

• **4** •

WBKB

WEDNESDAY MAR. 12—cont'd

- 12:30 5 Meet Mintz—Piano Session**
Tunes by the pianist-raconteur Herbie
- 12:45 5 Newsroom—Late Reports**
- 9 Travelers' Sketchbook—Film**
"Mid-land Journey"
- 1:00 5 "Apology For Murder"—Film**
Feature with Hugh Beaumont and Ann Savage; a reporter's biggest story is that of his own confession to murder
- 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**
How to pick a companion dish for your Lenten fish; also recipe for tuna roll-ups, special salad and orange chiffon cake
- 9 Public Schools In Action—Talk**
George Jennings discusses education
- 2:30 4 Bert Parks Show—Musical**
"You're Just In Love," "A Chocolate Sundae On A Saturday Night," and "Slow Poke"
- 5 Ralph Edwards Show—Stunts**
- 7 Barbara Moro—Creative Ideas**
- 9 Picture Payday—Quiz Game**
Tommy Bartlett mc; how many items in that picture can you remember?
- 3:00 4 "Boys Of The City"—Film**
(See description Tues. 11:30 p.m.)
- 5 Kate Smith Hour—Variety**
Cracker barrel interview with Russian statesman Alexander Kerensky, pianist Evalyn Tyner, Ethel & Albert comedy team, and Randolph Symonette, singer
- 9 Russ Davis Show—Variety**
- 4:00 5 Hawkins Falls, Pop. 6,200**
- 7 Trade-Inn—Pat Tobin Emcee**
- 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**
- 4:30 5 Howdy Doody Show—Bob Smith**
- 7 Sagebrush Theater—Western**
"Land of Six Guns" feature film
- 9 Music Ala Mode—Jack Fuller**
- 4:45 4 Assembly—Military Talks**
Chief Corey entertains members of the Navy Mother's Club
- 5:00 4 Kids Karnival Kwiz—Games**
Kids are quizzed on film viewed
- 5 Cactus Jim—Western Feature**
- 9 Trail Blazers' Theater—Western**
"Blazing Frontier" feature film

- 5:30 4 Silhouettes Of The West—Talks**
Roy Starkey tells us about the history
- 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**
"Norton the Boy Naturalist" comedy
- 7 King Calico—Puppet Story**
Wayne, the Whale has a parade in his honor, but officer Mophead decides to take a hand in it
- 5:50 5 Clifton Utley And The News**
- 6:00 4 Sports* & Comments—Bob Elson**
- 5 Kukla, Fran, & Ollie—Fun**
Antics of a merry trio (see pg. 40)
- 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**
- 6:20 7 Sports Highlights—World News**
- 6:30 4 CBS News—Douglas Edwards**
- 5 Those Two—Comedy Adventures**
- 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**
"Love Is Just Around The Corner," "Never Before," "Kentucky Babe" and a medley of western tunes
- 5 News Caravan—John Swayze**
- 9 Chicagoland Newsreel—Events**
- 7:00 4 Arthur Godfrey And His Friends**
Arthur returns as emcee with Frank Parker, Janette Davis, Haleloke, Marion Marlowe, the Mariners & Chordettes vocal groups
- 5 Kate Smith Evening Hour**
Musical variety with dramatic skits and guests Eddie Condon and his dixieland band, comedian Henry Youngman, & De Marco Sisters from the aircraft carrier Wasp
- 7 Paul Dixon Show—Pantomimes**
Wanda Lewis and Dottie Mack assist
- 9 "American Empire"—Feature**
Film with Richard Dix, Leo Carrillo, Preston Foster, & Frances Gifford; partnership is threatened when one allows lust for power to dominate
- 8:00 4 Strike It Rich—Interview-Quiz**
Emcee Warren Hull of the "quiz with a heart" questions "helping hand" guest Joan Roberts
- 5 Kraft Theater—Drama**
"The Thief" by Henry Burnstein with Carol Wheeler, Bob Shakleton, & Vaughn Taylor; an intense drama of love and friendship

WEDNESDAY MAR. 12—cont'd

- 8:00 7 **Ruggles—Domestic Comedy**
Twins Donna & Donald campaign for their school class officers
- 8:30 4 **The Web—Mystery Drama**
"Phantom of the Bridge" with Paul Langton, Bobby Santon & Rusty Lane; a weird apparition seeks his prey
- 7 **To be announced**
- 9 "A Son Is Born"—Feature
Murie Steinback and Ron Randall
- 9:00 4 **Blue Ribbon Bouts—Boxing**
Jimmy Carter vs Luther Rawlings (over-the-weight) bout from Chgo. Stadium
- 5 **Pantomime Quiz—Parlor Games**
Popular charade quiz with regular and guest teams, Mike Stokey mc (42)
- 7 **Pulitzer Prize Playhouse**
Booth Tarkington's "Monsieur Beaucaire" with Vincent Price, Anna Lee & Audrey Meadows; historical romance
- 9:30 5 **To be announced**
- 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 "Six Men"—Feature Film
Harold Warrender, Olga Edwards, & Peter Bull; how six men in an organized gang of prominent London men are trapped by Scotland Yard
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Chronoscope—Discussion**
"The New East" discussed by Myle Hayden, Henry Hazlitt and Elliott Haynes
- 5 **Clifton Utley And The News**
- 10:30 4 **Bill Ballance Variety Show**
Pianist Harry Suekman accompanies Jean Cordell's vocalizing; theme: "A Day At The Theater"
- 5 **Let's Look At Sports**
- 10:45 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Murder Before Midnight—Film**
- 5 **Grand Marquee—Feature Film**
- 7 **Austin Kiplinger With The News**
- 11:30 4 **Chicago Forum Of The Air**
- 9 **This Is The Story—Drama**
- 11:45 9 **Chicagoland Newsreel—Report**
- 12:00 4 **"Neath Canadian Skies"—Film**
Feature with Russell Hayden & Inez Cooper; tale of adventure with the Royal Canadian Mounted Police
- 1:00 4 **Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

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Backstage Diary

—by Mike Boom

CHICAGO—Some people may wonder why Walter Winchell is getting a hard time lately. Here's a good example why—A copy of the new Citizens' Code for Television was sent him by the National Television Review Board. With TV under intense fire from the viewers, a Code such as this might possibly help



O'NEIL

to save the entire industry from collapse. Winchell considers himself the voice of show biz—you'd think he'd be interested.

But back comes a note from his office: "Please . . . take Mr. Winchell's name off your mailing list. . . . Our mail is so heavy. . . ."

Danny O'Neil, the pleasant songstar of WBKB, will trek East to guest on the Ken Murray Show March 15. . . . WGN-TV is boosting its time rates by 20%, which will bring the cost of one hour cream time (early evening) to \$1200. However, bossman Frank Schreiber points out that channel 9 rates are still substantially lower than those of other Chi outlets. . . . Sarra Studio on the near northside is the outfit that produced those "Poof" commercials you see now and then.

Bill Savage, the WBKB crooner who's serving an army hitch, is reported married to a Chicago girl. The wedding took place on the eve of Bill's departure for service last summer. He's now in Japan with the Special Services, and has already emceed over 200 shows. Incidentally, Bill weighs 200 lbs., up 40 from his previous 160 weight.

There's a new WNBQ newscaster, Jack Angell by name. You can catch his delivery on the noontime news. . . . Making a hit in personal appearances are the Amazing Shepards, who specialize in "mental illusions." Operating as a hubby & wife team, they got their initial break through the *TV Forecast* Talent Salute on Rubin's "Stars of Tomorrow."

Bud Hauser, the Grand Marquee tycoon, is giving movie-goers a break by

dropping his split-film idea in favor of four full-length flickers a week—on Monday, Wednesday, Friday and Saturday. As Bud himself says, he "was always pained personally when he had to choose between trimming an excellent film down to a single hour, or else split it into two parts." Amen.

Alan Fishburn, the prominent TV producer, has been named prexy of the Radio & Television Directors Guild. Other moguls picked are Dan Schuffman of WENR-TV as vice prexy and Louie Perkins of WENR-TV as secretary-treasurer. Board members are Hooper White of CBS, Bill Joyce of WLS, Dave Brown of NBC, Scott Young of WBKB, Phil Bowman of Young & Rubicam agency, and Jim Jewell of Jewell TV Productions. In addition, Grover Allen of WENR-TV and Fishburn are the reps on the national RTDG Board.

Bob Baker of 722 S. Oakley Blvd. may win a Paris trip and a mink coat for his sister as a result of his qualifying on NBC's "The Big Payoff." His letter was selected as best of the week.



STRACKE

. . . The South Side School of Jewish Studies had a big night recently when WENR-TV stars Studs Terkel, Win Stracke and Chet Roble participated in its musical show. The "Studs' Place" team is rapidly getting a tremendous name for its off-stage appearances.

Janie Pinkerton, Broadcasting mag's ace girl editor, is getting a ribbing as a result of her recent fill-in shot on the Herbie Mintz show. Host Clifton Utley, in signing off, referred to her as James Pinkerton. . . . Larry Wolters and Tony Remenih, the Trib TV critics, have a standing policy AGAINST appearing on programs.

Bob Howe, former publicity hawk for Marshall Field on the "Uncle Mistletoe" show, has set up his own public relations rookery at 660 N. Dearborn.

Thursday Mar. 13

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 Game
9 Your Figure Ladies—Exercises
9:45 4 Al Pearce Show—Variety Revue
10:00 5 Home Cooking—Recipes
Golden frankfurters are demonstrated
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
Broiled veal or lamb kidneys and Russian blintzes with strawberry filling
5 Ruth Lyons' 50 Club—Views
7 Frances Langford—Don Ameche
Guest: Robert Maxwell, harpist; also excerpts from "Purple Heart Diary"
9 Egg And I—Continued Story
11:15 9 Love Of Life—Serial Drama
11:30 5 It's A Problem—Discussion
"Must Leisure Time Be Wasted Time?" discussed by Dr. Alexander R. Martin, psychiatrist, & Edward Lindeman, retired prof. of philosophy
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
Guests: comedy team of Betty Walker and Billy Sands
5 Meet Mintz—Musical Session
12:45 5 Newsroom—Late Reports
9 Travelers' Sketchbook—Film
"New Orleans"
1:00 5 "Deadly Game"—Feature Film
Charles Farrell, June Lang, & John Miljan; a hunt for Nazi spies
9 Chicago Cooks—Kay Middleton
1:30 4 First Hundred Years—Serial
1:45 4 Luckey 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
7 Housewives' Holiday—Kirchner
9 Mike Wallace & Buff Cobb Show

- 2:30 4 Film
5 Bill Goodwin Show—Variety
7 Barbara Moro—Creative Ideas
9 Picture Payday—Quiz Game
3:00 4 "Neath Canadian Skies"—Film
(See description Wed. 12:00 p.m.)
5 Kate Smith Hour—Variety Time
Flip, Flap, & Slide; opera segment "Barber of Seville" with Ralph Herbert; teenage panel; and Milt Herth Trio
9 Russ Davis Show—Variety
4:00 5 Hawkins Falls, Pop. 6,200
7 Trade-Inn—Variety Of Antiques
9 Telephone Game—Harold Isbell
4:15 4 Backstage Diary—Gossip
Intimate views of the stars and their work, chats with guest celebrities, & TV gossip with Marty O'Shaughnessy and Bonnie Weber co-emcees (see pg. 37)
5 Gabby Hayes At The Double Bar M Ranch—Western Story
4:30 4 Assembly—Military Talks
Chief Corey emcees special gun show
5 Howdy Doody Show—Variety
7 Sagebrush Theater—Western
"Man's Country" feature film
9 Music Ala Mode—Jack Fuller
5:00 4 Kids Karnival Kwiz—Games
5 Cactus Jim—Western Feature

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MONDAY Thru FRIDAY
WBKB — Channel 4 **10 p.m.**

THURSDAY MAR. 13—cont'd

- 5:00 9 **Trail Blazers' Theater**—Western
"Devil Riders" 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
Beauty, fashion, and housekeeping
- 5:45 4 **Window Shopping**—Commercial
5 **Public Life Of Cliff Norton**
"Catching the Modern Mouse" comedy
7 **Adventure Theater**—Film Tale
"Devil Horse" chapter 2
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments**—Bob Elson
5 **Kukla, Fran, & Ollie**—Jolly Fun
7 **Paul Harvey With The News**
9 **Captain Video**—Adventure Tale
The Captain carries on the fight for justice against the forces of evil
- 6:10 7 **Top O'The Weather**—Russ Reed
- 6:15 4 **Ulmer Turner And The News**
5 **Eisenhower For President Committee**—Political Discussion
- 6:20 7 **Sports Highlights**—J. Bryson
- 6:30 4 **CBS News**—Douglas Edwards
5 **Dinah Shore Show**—Musical
7 **Lone Ranger**—Western Drama
Hi-Yo Silver! And away we go!
9 **Spencer Allen And The News**
- 6:45 4 **Stork Club**—Interviews
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**—Data
- 7:00 4 **Burns & Allen Show**—Comedy
Scatterbrain Gracie involves her friends & George when she misinterprets a situation
5 **Groucho Marx Show**—Comedy
Groucho ad-libs with contestants on "You Bet Your Life" quiz
- 7 **Stop the Music**—Musical Quiz
Arlene Francis subs for Bert Parks
- 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
Andy takes some snapshots & becomes involved in a "Jewelry Store Robbery"
- 5 **Treasury Men In Action**—Drama
"Case Of Brotherly Love" hi-jackers steal a truck load of strange cargo
- 9 **Press Conference**—Interviews
Lee Schooler moderator of panel
- 8:00 4 **Hollywood Opening Night**—Film
"Nor Bloom of Night" with Buddy Ebsen
- 5 **Dragnet**—Police Action Drama
- 7 **Herb Shriner Time**—Humor Skits
Everyday people and every day situations retold with a humorous touch

- 8:00 9 **Gruen Theater**—Drama
"The Big Ride" with Steve Brodie; a father takes unusual steps to save his son from bad company
- 8:30 4 **Big Town**—Newspaper Life
A scientist, duped by Communist ideology, breaks with party because of its callous disregard of the individual in "Blind Spot"
- 5 **Ford Festival**—Musical Variety
James Melton emcees festivities with Morey Amsterdam and Wally Brown
- 7 **Meet The Champ**—Boxing Bouts
Emcee Wally Butterworth presents bout from U.S. Naval Receiving Station, San Francisco, California
- 9 **Foreign Intrigue**—Myst'ry Drama
Illegal entry into the U.S. with human life of no consequence is the story which engages reporter Helen Davis played by Sydna Scott
- 9:00 4 **Racket Squad**—Drama
"Home Wreckers" is the story of 2 attorneys working a divorce racket
- 5 **Martin Kane, Private Eye**
Lloyd Nolan is featured as detective in this drama of mystery & adventure in strange places
- 7 **Sports Parade**—News Events
- 9 **Charlie Wild, Detective**—Drama
John McQuade is featured
- 9:15 7 **Cameo Comedy**—Film
"Hayseed Romance" with Buster Keaton
- 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
An Irish show with Barbara Becker & Gloria Van singing tunes like: "Gandy Dancers Ball," "Look To The Rainbow," "Tulips & Heather," "A Little Bit Of Heaven," "Harrigan"
- 7 **Studs' Place**—Music, Drama
A hard-working grandmother who runs a newsstand, takes over the corner outside Studs' Place
- 9 **Inside Story**—Discussion
Robert F. Hurligh & Dr. James H. McBurney question congressman W. J. Bryan Dorn (D-S.C.) on the important issue worrying politicians "temper of the South in '52"
- 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
"The 2nd Mrs. Sands" with Hillary Brooke, Jorja Curtright and John Sutton; a step-mother dominates the will of a child until school teacher intervenes

THURSDAY MAR. 13—cont'd

- 10:00 9 "The Pay Off"**—Feature Film
Lee Tracy, Tom Brown, & Tina Thayer in tale of a sleuthing reporter who sets out to nab a killer & expose a racket
- 10:10 5 Dorsey Connors**—Helpful Ideas
- 10:15 4 The Continental**—Renzo Cesana
5 Clifton Utley And The News
- 10:30 4 Bill Ballance Variety Show**
Piano music by Harry Suekman and songs by Jean Cordell; theme: "Art"
- 5 Let's Look At Sports**
- 7 Dr. Fixum**—Household Tips
Continuation of construction of portable bar; ideas for your garage, ques. & ans. session, & coat hanger gimmick
- 10:45 5 Herbie Mintz Show**—Musical
- 11:00 4 Murder Before Midnight**—Film
"What Becomes of the Children" pt. 1 with John Marsh, Robt. Frazer, & Natalie Moorehead; early neglect of parents results in juvenile delinquency which is difficult to overcome
- 5 Feature Film**
- 7 "Philo Vance Returns"**—Film
Feature with Wm. Wright, Terry Austin & Leon Belasco; mystery about a playboy whose ex-wives are all murdered
- 9 "Our Daily Bread"**—Feature
Film with Tom Keene, Karen Morely, & John Qualen; how a family moves from city to farm & becomes solvent
- 11:30 4 "Trouble Chasers"**—Feature
Film with Billy Gilbert & Maxie Rosenbloom; a diamond is found in a cab & driver is sent to prison; his friends come to his rescue
- 12:15 9 Chicagoland Newsreel**—Data
- 12:45 4 Midnight Edition**—Ulmer Turner

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On Radio

Every Sunday Afternoon

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OLD BRIAR

"The Master Mixture
of rare flavor and
aroma"



DEAR BOSS:

Bill Ballance (nightly at 10:30) tries hard to be funny in the Henny Youngman tradition. ("I wouldn't say my girl is ugly but . . .") Actually while he has a little more hair than Herbie Mintz he is only a little more funny. It is said he writes his own gags. It sounds as though he has merely bought up a trunkful of Jack Carter rejects.

Ballance has a nice re-strained manner though and acts like an intelligent chap who should catch on to his own shortcomings long before he sees this.

Last time I saw him he was dragging a nondescript studio crew six paces behind him. The few genuine nifties he pulled fell with a hollow thud. His audience was either too lonesome, timid or sleepy to yock it up.

Not so with the I Love Lucy audience out in Hollywood.

There's the loudest-mouthed passel of trained seals ever heard. Lucille Ball actually looked embarrassed a few times when they laughed like crazy before she had a chance to be funny. Guess the "Laugh" card holder got his cues mixed up.

Oh yes, that Ballance show has something nice to look at I want to tell you about. Her name's Jean Cordell and she's the singer. Now I'm no judge of music. In fact I'm tone deaf. Can't even identify the tonal variations of Snap, Crackle or Pop in my breakfast food. But that Jeanie sure is pretty.

I know how a guy could make a pile of dough. Invent a gun that will really go off with an authoritative bang when a TV actor pulls the trigger. "Rendezvous," the new drama series with Ilona Massey is a prettily staged cloak and dagger. The night I saw it though, they tried to go modern and make it cloak and pistol. By the time the rescuer could get his gun to go "bang," the villain and Ilona had been wrestling furiously for so long without getting hurt, I'da swore I was at Rainbo!

CHUB

WIN A LUXURY VACATION

(Continued from page 8)

Friday, March 14—"Twinkle twinkle, little star, in the ceiling's where you are."

The Braniff International Airways, which will furnish the swank trip to the winning pair, is one of America's great airlines. For this trip, Braniff is furnishing its crack super-plane, the El Conquistadore—famous for swift and comfortable flight.

The El Panama hotel, where the winners will stay after a one-night stopover at the Shamrock Hotel in Houston, is known by vacationers across several continents. It's located in the colorful Republic of Panama, which is a tourist's mecca.

In addition to the grand prize, runners-up will receive much valuable booty, including a complete kitchen, vacuum cleaner with attachments, refrigerator, washing machine and TV set. Altogether, 50 prizes will be awarded.

The Bob & Kay show is seen on channel 7 (WENR-TV) Monday thru Friday, Monday at 12 noon, Tuesday at 12:30 p.m., Wednesday at 12:15, Thursday at 12 and Friday at 12:15.

Next week, TV Forecast will print clues for the second week—March 17-21—and another complete entry blank for the benefit of those who start late. There's no limit to the number of entries by one individual.



I'm afraid I haven't had time to get your supper dear—I've been working on the Bob and Kay contest.

Friday Mar. 14

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

- 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 Game
- 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
- Music and entertainment by Dixon & Co. (Dottie Mack & Wanda Lewis)
- 9 Strike It Rich—Warren Hull mc
- Guest: Frances Yeend, New York City Center Opera soprano
- 10:45 5 Richard Harkness & The News
- 11:00 4 Creative Cookery—Recipes
- Beef tenderloin with string beans, cauliflower scalloped, and basic medium-white sauce
- 5 Ruth Lyons' 50 Club—Chatter
- 7 Frances Langford—Don Ameche
- Guests: dancers Patricia and Harrison Muller; also interviews
- 9 Egg And I—Continued Story
- 11:15 9 Love Of Life—Serial Drama
- 11:30 5 It's A Problem—Discussion
- "Is Youth in Trouble Today?" discussed by Dr. Rose Franzelau, Alexander Breinan and moderator Fannie Hurst
- 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: Dr. Wernher Von Braun inventor of Germany's V-2 rocket
- 5 Meet Mintz—Favorite Tunes
- 12:45 5 Newsroom—Late Information
- 9 Travelers' Sketchbook—Film
- "Pharaoh's Land"
- 1:00 5 "Gas House Kids"—Feature
- Film with Robert Lowery, Teala Loring, & the "Kids"; how they aid a veteran & his wife in getting a chicken farm
- 9 Chicago Cooks—Kay Middleton
- Interesting ways to prepare food
- 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

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FOR THE FINEST IN TV



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Francois Pope's "Gourmet Society"

★ Chicago's if not the
world's only night-time
school for men and women
who will learn to prepare
new and exciting dishes.

SEE FRANCOIS POPE'S "GOURMET
SOCIETY" IN PERSON AT THE
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54 W. Randolph St., Chicago.
No tickets necessary.

Don't miss Creative
Cookery Monday
thru Friday at
11:00 a.m.

WBKB

FRIDAY MAR. 14—cont'd

- 2:00 5 **Big Pay Off—Quiz Program**
You too can appear on the show—write a letter today!
- 7 **Beulah Karney—Foods Show**
Miss Karney prepares a strawberry Bavarian cream in Easter style, and double duty mushroom sauce
- 9 **Mike Wallace & Buff Cobb Show**
- 2:30 4 **Bert Parks Show—Musical**
"The Waiter, The Porter, & The Upstairs Maid," "Just Say I Love Him," "Plant You Now, Dig You Later"
- 5 **Ralph Edwards Show—Quiz**
- 7 **Barbara Moro—Creative Ideas**
- 9 **Picture Payday—Quiz Show**
- 3:00 4 **"Trouble Chasers"—Feature**
(See description Thurs. 11:30 p.m.)
- 5 **Kate Smith Hour—Musical**
Cracker barrel interview with Sen. Humphrey; concert hall sequence with pianist Frederic Marvin; guests: dance team the Dunhills, violinist Ruggiero Ricci, and ventriloquist Jimmy Nelson
- 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**
"Oklahoma Terror"
- 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**
"Pinto Bandit" 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**
"Attracting Attention" comedy skit
- 7 **King Calico—Puppets For Kids**
Have you tried naming the Royal cook yet? One more week to go in contest (see page 40)
- 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**
- 6:20 7 **Sports Highlights—News Events**
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Those Two—Comedy Skits**
Pinky Lee & Vivian Blaine star
- 7 **Life With Linkletter—Quiz**
- 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show—Musical**
Guest: Mitchel Ayres; tunes: "You're My Everything," "Around The Corner," "Blue Tango," & "That Old Devil Moon"
- 5 **News Caravan—John Swayze**
- 9 **Chicagoland Newsreel—Data**
- 7:00 4 **Mama—Domestic Comedy Skit**
Aunt Jenny is induced to put up some money so that her husband's name can be put in Norwegian Who's Who
- 5 **RCA Victor Show—Variety**
Ezio Pinza is your host with guest star Patricia Morison
- 7 **Mystery Theater—Drama**
Tom Conway as Inspector Mark Saber in "The Case of the Date With Death." Three suspects with iron-clad alibis in the murder of a movie pioneer are broken down
- 9 **Twenty Questions—Panel Quiz**
MC Bill Slater with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee, and guest panelist
- 7:30 4 **Man Against Crime—Drama**
A twice-divorced wealthy woman, engaged to be married again, hires Mike Barnett to protect her from a hot-headed ex-chauffeur who is in love with her
- 5 **Walt's Workshop—Creative**
Mr. Durbahn shows how to make a decorative outdoor lamp combining metal & wood construction; also use of tin shears and soldering
- 7 **Stu Erwin Show—Comedy Skits**
- 9 **Not For Publication—Drama**
- 8:00 4 **Playhouse Of Stars—Drama**
"A Room for Teddy Roosevelt" by Ambrose Flack, with Walter Hamden
- 5 **Big Story—Newspaper Drama**
Newsman M. W. Hout, former managing editor of Champaign (Ill.) News-Gazette, tells the story of two outstanding, highly-respected citizens, who in reality are housing racketeers whose take depends on murder
- 7 **Rebound—Film Drama**
"The Match" with Gloria Saunders and Mario Siletti; a career girl's outlook on life undergoes a change
- 9 **Down You Go—Panel Quiz**
Dr. Bergen Evans moderator, panel: Carmilita Pope, Toni Gilman, Fran Coughlin, and Robert Breen
- 8:30 5 **Aldrich Family—Comedy**
"Income Tax." Henry is beset with income tax problems

FRIDAY MAR. 14—cont'd

- 8:30 **7 Tales Of Tomorrow—Drama**
"The Diamond Lens" with Franchot
Tone; a scientist tries to perfect a
lens system for his microscope
- 9 **Yesterday's World—Film**
- 9:00 **4 Live Like A Millionaire—Music**
Children introduce their talented par-
ents; John Nelson and Connie Claw-
son conduct session for grown-ups
- 5 Cavalcade Of Sports—Boxing**
Johnny Bratton vs Johnny Saxton
(10 rds. welterweight) New York
- 7 Craig Kennedy, Criminologist**
- 9 Cavalcade of Stars—Variety**
Jackie Gleason emcee with June Tay-
lor dancers and guests tenor Clark
Dennis and mezzo soprano Nancy
Donovan
- 9:30 **4 Pope's Gourmet Society**
Francois Pope presents unusual dishes
and recipes, prepared specially for
men
- 7 Chgo. Klose Ups—Interviews**
Woody & Virginia Klose hold court
- 9:45 **5 Greatest Fights Of The Century**
Boxing film: Joe Louis vs Tony Ga-
lento (June 1939 bout)
- 10:00 **4 Ernie Simon—Curbstone Cutup**
Laughter, gags, and some antics
under the State & Lake marquee
- 5 Weatherman—Clint Youle**
Latest data for week end climate
- 7 Courtesy Hour—Jim Moran mc**
Variety with vocal and instrumental
acts performed by professional tal-
ent; Bruce Chase supplies music
- 9 "History Is Made At Night"**
Feature film with Chas. Boyer, Jean
Arthur, Leo Carrillo, & Colin Clive;
murder & a sea disaster almost break
up a romance, but the charming
Amer. heiress & the gallant head
waiter of Paris find happiness
- 10:10 **5 Dorsey Connors—Helpful Ideas**
- 10:15 **4 Chronoscope—Discussion**
"How To Keep Our Liberty" dis-
cussed by Raymond Moley and Wil-
liam Huie
- 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 Grand Marquee—Feature Film**
- 7 Austin Kiplinger With The News**
- 11:10 **7 Great Hollywood Stories—Film**
- 11:30 **4 "Line's Busy"—Feature Film**
Richard Talmadge is starred
- 9 "The Feud Maker"—Feature**
- 12:45 **9 Chicagoland Newsreel—Data**
- 1:00 **4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above
listings without notice)

TV FORECAST

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THE PALMER HOUSE



Boys and girls, here's a treat for us—Fran Allison in a Spanish costume. Doesn't she look gay? That handsome chap standing beside her is none other than Jose Greco, the famous Spanish ballet dancer. In the center of the picture, Ollie and Kukla are pretty speechless about the whole thing.

Some of the most famous ballet dancers in the whole world come from Spain, as well as Italy, Russia, Germany and France. Did you know that ballet is one of the oldest types of dancing in history? And each ballet tells a different story. Usually they are famous love stories about people that lived long ago.

Now here are some of my weekly winners:

Sharon Bowgren, Elburn, Ill.; Carmela Carpina, Melrose Park, Ill.; Sharan Garrett, Granger, Ind.; Susan

Grassl, Oak Lawn, Ill.; Mary Hujar, Chicago; Jeanne Kleinke, Lowell, Ind.; Jacqueline Lancaster, Chicago; Bob Lattimer, South Bend, Ind.; Laura Newcamer, Mishawaka, Ind.; Patsy Overly, Joliet; Elaine Shapiro, Chicago; Ann Spaffard, DeKalb, Ill.; Owen Spector, Chicago; Bill Tamicki, LaGrange, Ill.

THIS WEEK'S CONTEST: How many different foreign countries can you name? Make up the longest list you can and send it to me. For the longest, I'll award \$1; next longest 50 cents; and the 15 runners-up, 25 cents each. Mail to Uncle Herbie, % TV Forecast, 185 N. Wabash avenue, Chicago 1, Ill. before Sunday, March 16.



NAME THE PET CROCODILE

Here's a great contest for boys and girls to enter. King Calico, that funny monarch who is seen on channel 7 (WENR-TV) every Monday, Wednesday and Friday at 5:45 p.m., wants to find a name for the new comical crocodile, and he'll give prizes for the best suggestions.

Not only will the new crocodile be the Royal Cook, but King Calico is so anxious to find a suitable name that he will award new bicycles for the best names sent in. You'll have to hurry, because the contest ends on March 19.

To find out more about this fine contest, tune into channel 7 and get the full details. We can tell you this much—you must send in your suggested name and the reason why you picked it.



The population of Calico, minus one crocodile, stands waiting for the contest results. Left to right, Reckless Raccoon, Mappy Ragdoll, King Calico, Walda Mouse, Clipclap Donkey.

DO YOU KNOW THE STARS?

Answers to quiz on page 16.

1. True 2. False 3. False 4. True
5. False 6. True 7. True

MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1961



Here's a letter one of your friends might send you. Can you read it? On separate paper, write the letter and mail it to Mollycues.

Mail this week's contest entries to Mollycues, % TV Forecast, 185 N. Wabash avenue, Chicago 1, Ill., before Monday, March 17. Solution will be given the following week. 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.

Nadine Abramovitz, Chicago; Patricia Allegree, Hammond; Betty Anderson, Elgin, Ill; Sondra Baburek, Waukegan, Ill; Betty Brady, Glen Ellyn, Ill; Brenda Chatman, Chicago; Doris Chick, South Bend, Ind; Linell Darin, Griffith, Ind; Mary Duxbury, Chicago; Theresa Figlewicz, Chicago; Helen Gallivan, Chicago; Mary Gibbney, Villa Park, Ill; Carol Crouzard, Chicago; Robert Hogan, Chicago; Albert Hudson, Waukegan, Ill; Janice Karlberg, Chicago; Barbara King, Walkerton, Ind; Gerald Kruck, Benton Harbor, Mich; Joanne Kurth, Chicago; Tommy McCutchen, Chicago; Martha Miller, Racine, Wis; Patricia Ramenda, Rolling Prairie, Ind; Stanley Robins, Chicago; Anna Rudzinskas, Prairie View, Ill; Susan Schroeder, LaPorte, Ind; Kathleen Tajkowski, South Bend, Ind; James White, Kenosha; Faith Worman, Hammond

The question to decipher last week was "Can you draw a clown?"

HI KIDS - THIS IS NATCO AGAIN - BE SURE TO WATCH FOR A PICTURE OF LAST WEEK'S JINGLE CONTEST WINNERS IN THE TV FORECAST.





Suitably rustic in this pose is Adele Jergens, regular panelist on "Pantomime Quiz." Adele at one time was Broadway's number one showgirl and is now a Hollywood star.

DePaul, Loyola Should Pioneer Cage Conference



by
ED PAZDUR

Sports Editor

AFTER the Big Ten telecast of the Illinois-Iowa basketball game, we're becoming convinced that the NCAA television policy is a farce. The Illinois-Iowa telecast was a direct affront to DePaul and Loyola of Chicago. Assuming the self-appointed role of guardian and champion of collegiate rights "to protect attendance at smaller colleges," the NCAA completely reversed itself in this telecast.

What's more, after spending thousands of dollars on a survey of TV's effect on attendance, the NCAA has already adopted a resolution for controlled television for 1952 even before the survey's results were made known. The NCAA is so wrapped up in resolutions, committees, surveys and conventions that they've lost sight of their initial objectives.

On the West Coast there's talk of a new conference composed of leading independent colleges. Why not a conference (basketball) of the leading independents in the Midwest? A composite of such stalwarts as DePaul, Notre Dame, Loyola, Bowling Green, Marquette, Bradley, Beloit, Western Michigan and Drake. DePaul's Coach Ray Meyer and Athletic Chairman Fr. Mullin agree to its potentialities. *And while we're at it, why not make a video conference of it by televising all the games. The home gymnasiums of these teams are too small to make it profitable.*

As a video production, the Illinois-Iowa game was a success. We especially like Jack Brickhouse's pre-game introduction of players and his brief explanation of rule changes. WGN-TV cameras captured the collegiate spirit of songs, cheerleaders and bands. However, the halftime interviews were too rushed, short and curt.

* * *

Mailbag: "Weather here is lovely. Cubs' spring practice is going along in great fashion."—Cliff Jaffe, Cubs' Publicity Chief, Mesa, Arizona. . . . "The prospect of listening to Brickhouse during the baseball season is just too much for me. He never fluffs a line. I appreciate his precision but for day to day listening he's too much to bear. We like Joe Wilson for daily telecasts, also Bob Murphy, Cliff Utley and Clint Youle."—Mrs. A. B., LaPorte, Ind.

"To us, wrestling is the dirtiest, uneducational program on the air. The ref's should be called on the carpet."—Tillie The Toiler, Lake Village, Ind. . . . "We're in the vicinity of Ottawa, Ill. Three stations come in good except WGN-TV. Since WGN-TV has baseball exclusively, our baseball future has become mighty bleak. A booster is no help. Can someone do something about the situation?"—Mrs. R. W. Stafford, Box 144, Wedron, Ill.

Ed's note: Has anyone any suggestions?

Why No Conference?

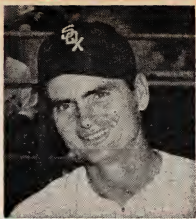


MEYER

Never Fluffs?



BRICKHOUSE



Another FORECAST EXCLUSIVE

by

Paul Richards

Manager, Chicago White Sox

Editor's note: Launching his second year at the helm of the Chicago White Sox, Paul Richards gives Chicagoans his personal views of a team that will become a pennant contender this season. WGN-TV will telecast all home day games from Comiskey Park.

PASADENA, CALIF.—There is no doubt in my mind that the Chicago White Sox of 1952 will be a stronger team than the one which represented Chicago in the 1951 American League race.

The team we are taking to spring training this year is far superior to the one which headed west a year ago. In fact, it is a stronger club than the one which finished last season in fourth place.

This could be THE year. We have been strengthened considerably in three vital positions. The addition of Sherman Lollar will round out our catching staff and give the lineup some added punch. Lollar was injured and missed a good deal of the second half of 1951, but up to the time of his injury he was hitting .280. In spite of the fact that he played in 98 games, he drove in 44 runs . . . one less than the total driven in by our entire catching staff in 155 games.

There will be five third basemen, not including Orestes Minoso, and if Hector Rodriguez, a Cuban speedster, lives up to expectations our third base problem will be no more. In addition to Rodriguez we will also have Sam Dente and Bob Dillinger, two experienced third basemen, and rookies Rocco Krsnich and Mel Hoderlein.

Rodriguez hit a cool .302 for Montreal last season and topped the International League in stolen bases with 26.

He was voted the "Rookie of the Year" and finished second in the balloting for the "Most Valuable Player." He also won the All Star third base job over Don Richmond of Rochester who led the league in hitting in 1950 and 1951. That's a substantial recommendation for any rookie.

The White Sox of 1951 led the league in hitting with a mark of .270 and we feel we have added punch with Lollar behind the plate and Rodriguez at third.

The pitching was second only to that of Cleveland in '51 and here, too, we feel that definite improvements have been made. Even if none of our off-season acquisitions came through, our pitching should be stronger with the extra year of experience enjoyed by such pitchers as Bill Pierce, Saul Rogovin, Ken Holcombe and Lou Kretlow. All four figure very prominently in the White Sox starting plans.

Another starter, looking at the season this far in advance, should be southpaw Chuck Stobbs, the 22 year old bonus pitcher obtained from the Boston Red Sox. Though 22 years of age, Stobbs will be entering his sixth season in the American League and already has a 33-23 record for his previous work.

Then we may come up with added mound strength from Harold Brown and Marv Grissom, the two top "Triple A" pitchers last season. Between them they won 36 games and were instrumental in Seattle winning the Coast League title. Al Widmar may be a "dark horse" candidate and our relief corps will be headed by Luis Aloma and will include Harry Dorish and Ross Grimsley. The veteran Joe Dobson has completely recovered from injuries which sidelined him through much of last season and Howie Judson has ac-

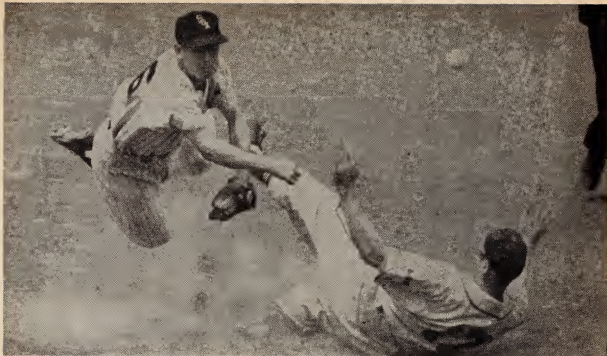
(continued on page 46)

could be ~~the~~ *White Sox* year."



Chico Carrasquel (right-top) comes roaring home in bouncing style, skidding across the plate (bottom) to beat Johnny Mize's belated throw (arrow)

to backstop Yogi Berra of the Yankees. The umpire is Bill Summers. All White Sox home day games will be televised by WGN-TV.



With knees folded back, Nelson Fox, White Sox second sacker, misses sliding Brown's outfielder Ray Coleman as he throws to first base. Manager Richards attributes most of the team's spirit to Nellie's fiery brand of baseball.

quired poise and a fine curve ball which can put him in the running for a starting berth.

On the power side of the ledger we start with Eddie Robinson, who drove in 117 runs last season and cracked out 29 home runs to tie the all-time White Sox record. Back of him will be "Minnie" Minoso, the "Rookie of the Year" in 1951. Minnie should be an outfielder from start to finish this year, but that of course, will depend on Rodriguez or one of the other "hot corner" candidates filling the bill. Minoso and Nelson Fox placed in the top five hitters in the league last season and should enjoy good years in '52. Minnie was second with a .326 average and Fox fifth with a mark of .313.

In Fox and Chico Carrasquel the White Sox have the finest keystone combination in baseball and a duo which will cut off many potential enemy runs. Chico suffered slightly from the "sophomore jinx" last season as he lost 14 points in his batting average, but I look for him to bounce back and wind up around the .300 mark this year.

Ray Coleman and Jim Busby figure as the two other outfielders . . . along with Minoso . . . and both of them give us good defensive strength and consistent hitting. Busby hit .283 last year and

Coleman hit .280. Between the two of them they drove in 144 runs. Add to that 76 by Minoso, 117 by Robinson and 44 by Lollar and you have a total of 381 RBI's by the players who will carry the brunt of our attack.

Behind the starting outfield trio will be Al Zarilla, who, if he returns to his form of 1950 when he hit .325 for Boston, could move into a regular assignment.

Yes, speed will again be the White Sox keynote. Exclusive of pitchers and a catcher, we could field a team that accounted for 188 stolen bases last season, but if our season were to open tomorrow this would be our starting lineup and batting order:

Carrasquel	SS	Pitchers:
Fox	2B	Pierce
Minoso	LF	Rogovin
Robinson	1B	Holcombe
Coleman	RF	Stobbs
Lollar	C	Kretlow
Busby	CF	
Rodriguez	3B	

NEXT WEEK: Prep fans, you'll want to read all about the televised finals of "The Sweet Sixteen" basketball tourney in next week's TV Forecast.

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