

You Asked For It • page 10



TV

APRIL 26, 1952

FORECAST

complete, advance
TV PROGRAMS



ATHLETIC ANGEL

page 46

15c

DRAMA AT ITS BEST

TUESDAY ON CHANNEL 7

Intrigue! Mystery! First Time on Television!

Take a look at 3½ hours of
outstanding Entertainment!

THEATRE AT EIGHT

Another great feature film makes its TV debut on this outstanding program. A selected picture currently appearing in theatres throughout the country. Presented by the Sampson Company. (8:00 P.M.)

THEATRE OF FAMILY FAVORITES

"Neutral Corner" starring Anthony Caruso, Peter Brocco and Joan Vohs. The realistic story of a fighter in the fight racket who takes the advice of a punch-drunk ex-pug. Presented by Louis Milani Foods. (9:30 P.M.)

DANGEROUS ASSIGNMENT

Suave, debonair and dressed to kill, Brian Donlevy as soldier-of-fortune Steve Mitchell finds himself deep in espionage, intrigue, danger and murder in the "Sunflower Seed Story." Presented by Nullo. (10:00 P.M.)

ARMCHAIR THEATRE

The Chicago premiere TV presentation of the full-length feature film, "The Trojan Brothers," starring David Farrar and Patricia Burke. Presented by Cory. (10:30 P.M.)



CHANNEL

WENR-TV

American Broadcasting Company

Channel One

NEW YORK—Two years ago, a personal theater appearance by Lucille Ball or Desi Arnaz would have netted either personality \$5,000 at the most. This summer, skyrocketed to fame by virtue of their "I Love Lucy" series, the couple will earn about \$75,000 for a two week stint at New York's Roxy theater in mid-July. . . . Crack sleuth Martin Kane will pass his crumpled trenchcoat to another actor next season. Succeeding William Gargan and Lloyd Nolan (the current private eye Kane) will be Hollywood idol Don DeFore. During his movie career handsome DeFore was definite swoon bait. . . . On a recent Nielsen survey, "Strike It Rich" ranked as the top listened-to daytime show. The maudlin quizzer barely out-distanced such afternoon offerings as "The Egg & I," Kate Smith and "Hawkins Falls."

"Songs for Sale," the show that gives amateur song writers a chance to showcase their tunes, is being romanced by publishing firms that heretofore had snubbed the program. Since some of the songs have already clicked, the music execs seem interested. Look for "Songs" to cop a high rating next season. . . . Latest in line of guest stars to pull a last minute change of heart and beg off appearing for a TV stint: Jackie Gleason. The comic was due to bow in a dramatic lead on "Suspense" recently, but reneged. Chester Morris subbed admirably.

The Quiz Kids pulled a scoop on a recent telecast when, for the first time in television's history, two presidential aspirants appeared on a TV program together. On hand to greet the kids were Democrat Estes Kefauver and Republican Harold Stassen. . . . Veteran trouper Paul Whiteman tells of an actor he knew who was such a ham that he once shaved off all his hair because the "part" was too small. . . . Arthur Godfrey's faux pas of telling his vast TV audience that rabbits should be picked up by their ears brought a wave of corrections from rabbit lovers. Happily, hare-minded Artha' set the record straight before the Easter holidays. It seems rabbits handled thusly develop drooping ears and that erroneous notion at Eastertime would have been a national disaster for the bunnies. The correct way: pick the rabbit up by the nape of the neck.

NBC's decision over a year ago to commission Gian Carlo Menotti to write an opera expressly for TV has proved to be a master stroke. The opera, "Amahl and the Night Visitors," was shown for a second time this Easter and again the critics and viewers were unanimous in their favorable acclaim. . . . Blonde songstress Jacqueline (Jackie) James, currently starring on "This Is Music," is not using her Jackie monicker on the Chicago-originated program because of a possible confusion between herself and dark-haired Jackie Van. The latter is paired with Miss James in handling the show's female vocalizing.

In view of the program's dignity, the DuMont network will probably not sell the air time of Bishop Fulton Sheen's "Life Is Worth Living." It ranks as one of the outstanding sustaining shows on TV. . . . Comedian Danny Thomas takes a droll attitude on women's sartorial habits. Observes Danny: "When it comes to some gals wearing slacks, they're just too big for their britches."



DeFORE



WHITEMAN



JAMES



THOMAS

Over 700,000 readers contents

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TV FORECAST FR 2-6931, 185 N. Wabash, Chicago 1, Ill. Published weekly by Television Forecast, Inc. Subscriptions: \$5 per year, 2 years \$9; single copies 15 cents. **Change of Address:** In order to assure proper delivery please advise the postmaster and this office, enclosing with new address the address label from your magazine showing old address. Allow three weeks for processing of new subscriptions or change in address. **Expirations:** First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our expiration number. To find number of issues to be received before subscription expires, subtract expiration number of this issue noted below from numbers following the dash on the first line of address label. Entered as 2nd class matter at the postoffice at Chicago, Ill. Copyrighted 1952 by Television Forecast Inc. All rights reserved. Volume 4, No. 52.

Expiration number 199.

Letters to the Editor

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

What happened to the Frank Sinatra show? Was he giving Uncle Miltie too much competition?

Chicago, Ill.

MRS. EUGENE ZAREMBA

(Ed. Note: Looks like it was the other way around. Frankie's show was dropped.)

Sorry, I cannot subscribe to your magazine. Not enough sex pictures. . . . Don't feel bad. I've also canceled my subscription to Life for the same reason.

Wilmette, Ill.

W. M.

(Ed. Note: Was that before or after the Marilyn Monroe issue?)

As one of your pioneer subscribers, I operate a television repair shop and find your publication very entertaining, very direct and precise about programs. Keep up the good work.

Waukegan, Ill.

JOHN STEBLEY

. . . My only criticism of "What's My Line" is about the nightgowns the women wear. If there is any indecency on the show, it's the lack of clothing on the women panelists. They look as though they are dressed for bed.

Chicago, Ill.

VERONICA YOLAND

I was really surprised when I found new faces on the Beulah show. Ethel Waters really fitted the part. Is this change temporary?

Grand Rapids, Mich.

MRS. P. C. SYREK

(Ed. Note: Louise Beavers has permanently replaced Ethel Waters in the part of Beulah.)

Could you please tell me the age of Gabby Hayes? I say he's between 60-70 and my friend says he's younger.

Libertyville, Ill.

MRS. L. S. GRIFFIN

(Ed. Note: Gabby will be 67 on May 8th of this year.)

I don't see why you give space to that group of morons calling themselves the National Television Review Board. Juvenile Jury is probably the most innocent and entertaining program on TV—and they call it "objectionable."

Chicago, Ill.

C. H. JOHNSON

TV FORECAST

Johnnie Ray NUMBER

4

CLEANS UP AFTER A GOOD "CRY"

When one of the modern poets called this the "Age of Anxiety" he must have been thinking about a fervent young singer named Johnnie Ray. Johnnie is the final release of that emotional wave that began with Sinatra's whimpering over his lonely Saturday nights and continued with Frankie Laine wailing his mating call to a wild goose. Johnnie not only whimpers and wails, he also whines and weeps. His supercharged approach merits him the number four spot in our choice of America's top five male singers.

Up until about eight months ago, Johnnie was just another obscure singer, playing small club dates and waiting for that "break." Agents regarded him as hands-off material, fearing his over-emotional style might cause permanent damage to the nervous systems of his sensitive listeners. A courageous song-plugger named Bernie Lang finally took a chance on him and now he and Johnnie are cleaning up.

It was a record called "Cry" that did the trick. Johnnie is one of those singers that believes in getting under the skin of a song. On "Cry" he turned on the hearts-and-flowers routine. The anguished climax of the song finds tears coursing down the cheeks of this tormented soul. When Johnnie debuted on TV, this tear-spilling act must have caused many sweet young things to decide that HERE was their soulmate.

It's been said that a singer is as popular as his latest record release. Johnnie's fans have gobbled up each of his new releases and for the present his popularity should continue. But the teenage market that most singers aim



at is extremely fickle and tomorrow may find some new singer stealing their devotion.

Already the reaction has set in. "Try," an extremely witty parody on "Cry," is making the rounds and Johnnie has even recorded it himself. By spoofing his own tricks he may confuse some of those abandoned youngsters that have hitched onto Johnnie's star because of his sincerity. But the general public may be more tolerant of a man who can laugh at himself.

At 25 years old Johnnie has changed the direction of popular music. Short of out-and-out suicide it is hard to imagine a singer surpassing Johnnie in the business of "living" a song. His high pressure approach may eventually wear on the public, but as an expression of our anxious times, Johnnie qualifies as one of America's top singers.

Next week we spotlight number three.

Johnnie Ray will make his first Chicago stage appearance at the Oriental theatre starting May 2nd.



LINN BURTON



LUCKEY NORTH



CHUCK BILL

DO YOU hate commercial announcers? Do your hackles rise when the used cars roll out? Do you bare your teeth, but viciously, when the toothpaste hucksters start chanting?

Or do you love the sound of a caressing commercial? Do you rush right out and buy a carload of soap flakes? Is your basement loaded with orange juice, kitchen gadgets, cigaret cartons and beer bottles?

Either way, you're familiar with the strange & wonderful characters that inhabit TV commercials. Some of them may be as well known to you as the corner grocer or the milkman.

For example, Dr. Roy K. Marshall, who does most of the Ford commercials on the James Melton show. He holds a doctor's degree in astro-physics from the University of Michigan. But he's not at

all surprised to find himself selling automobiles. He must do pretty well at that. At one time, the sponsor dropped him from the commercials but outraged viewers set up a storm of protest — letters, phone calls and resolutions by civic groups.

Dennis James is one announcer who has built himself into a

SOOOH, THOSE

Do You Love 'em

one-man industry. Besides gabbing at wrestling shows, he had a go at his own audience show on ABC-TV. Dennis has made a real thing out of his tie-in with a big cigaret company. In fact, when Chicago's Ed Cooper was picked to handle the "Down You Go" show commercials, he didn't last long because Dennis raised such a fuss.

He claimed Cooper looked and acted so much like James himself that he was liable to be outmatched by his "double". And insult was added to injury during the first rehearsal. Extended puffing on the sponsor's ciggie left Ed Cooper white-faced and shaken, and on his way to the men's room.

The Chicago TV picture is brightened by as happy a crew of extroverts who ever faced a camera. Some of them are better known than their sponsors' products. East coast press agents hollered loud and clear recently when a single fan club for toothpaste salesman Dick Stark was uncovered somewhere in the dark recesses of the Bronx.

That's old stuff to members of the Windy City spielers. Such star pitch-





DENNIS JAMES



DR. ROY MARSHALL

ANNOUNCERS

or Hate 'em?

men as Linn Burton, Chuck Bill and Howard Miller have loyal followers who do everything but shut off the set between commercials. Miller recently signed for his 212th TV-radio show, which keeps him busy from 5 a.m. until midnight seven days a week.

Linn (for certain) Burton is another hard-working gent. Besides running the plush Steakhouse Restaurant on Rush street, he pops up on TV at all hours of the day & night, sometimes ahead of his camera crew. His unique, colorful style and eye-popping expressions draw a heavy fan mail, and keep his sponsors happy. He'll NEVER go back to his semi-pro baseball days.

Chuck Bill is a good example of how farm boys wind up owning the cities. He arrived in Chicago several years back, armed with a load of fresh eggs direct off his farm at Sheffield, Ill.

But besides eggs, Chuck has an apple-cheeked quaintness which he easily projects to the TV audience—and a bundle of atrocious stories about his “old woman” back on the farm. Both have gained him a fanatical following.

Luckey North made an impressive debut in TV—she was the first femme staff announcer ever signed by a station. It was another “pioneer first” for WBKB, and has never been regretted. Not only does Luckey have a pleasant style for announcing and alert features, but the most interesting legs in television.

There are others, each one with a style and flavor that zings across an ad message with a minimum of fuss & pain—versatile Paul Barnes, smoothie Hugh Downs, folksy Wayne Griffin, erudite Ken Nordine, happy Bill O'Connor, authoritative Vin Gottschalk, sincere Randy Kent and puckish Lee Bennett, to name a few.

Anyway you look at it, the commercial pitchmen do a great deal for TV, simply by keeping sponsors interested in paying for the entertainment. One good rule of thumb—don't blame the announcer for long commercials, it's because the sponsor is milking a buck for all it's worth.

So if announcers make you froth, or keep you happy, remember that they have one of the toughest jobs in television, and ANY reaction on your part means they've succeeded in their jobs.





SOME of the unkindest TV critics have suggested that the nation is undergoing a sort of bloodbath of family comedy. They gape openmouthed at such successful video offerings as "I Love Lucy," "Mama" and "The Aldrich Family."

It's no secret that family life has found a huge niche in the television state of affairs. The happy plots are the same week after week. The refrain is repeatedly the same old harmless tune. But, somehow the family soap opera is an indestructible thing and the Lucys, the Aldriches, Mama and her brood, all come out of their continual grind in a surprisingly fresh light.

One of the veterans of the homey TV entries is a pleaser with the title that approaches monumental understatement, "Trouble With Father."

The troubled father who must grapple with weekly juvenile problems is the veteran character actor Stu Erwin. Although Stu may not represent the typi-

cal father of two children, he is certainly among the most harassed papas in fiction. With two precocious girls, one a hep teen-ager named Joyce, the other an irrepressible tomboy called Jackie, Father Erwin never had it so bad. And he shows it.

Erwin is the prototype bumbling, fumbling, confused dad who shows a lot more patience than the usual father. A little neck wringing or a hair brush to the hide is probably what the average American pop would employ. But Stu, lovable and understanding, has yet to use such pragmatic means to cope with his kids. Bearing some resemblance to Will Rogers, he shows about as much fatherly decorum as a professional bachelor.

To balance Stu's gentle approach to fatherhood is Mrs. Stu Erwin (June Collyer) who is the "better half" of another husband-wife TV team. The Erwins, who have spent the greater part of their careers in Hollywood, are raising a family for a second time. After twenty years of married life together, they were chosen to play the TV parents of these two often times intolerable kids.

Now having raised two of their own (Stu Jr., 19 and Judy, 15), the Erwins have laid claim to Jackie and Joyce, their backstage exemptions. And, again both never had it so bad.

Jackie, precociously played by Sheila James, would easily rank as one of TV's top scene stealers. Her tricks, her juvenile plots, her downright satanic shenanigans have been the basis for the program's most successful efforts. For the kids watching the show Jackie is a delight. For parents, she is a constant source of not-so-subtle suggestion that children should spend most of their time getting into trouble. Imitators of Jackie would be enough to cause any parents lots of concern.



Irrepressible Jackie, currying favor with Pop, helps him fumble his way thru tying a Windsor knot.



ERWIN HAS TROUBLES



Off guard at the dinner table between sets, Stu indulges in some hearty guffawing at one of his wife's during-dinner gags.

Joyce, the teen-ager with the usual adolescent problems, is played by a competent young actress, Ann Todd, who has scores of movie credits attributed to her. But her part in the Erwin family is strictly a backseat one to younger sister Jackie.

The familiar Stu Erwin face has also been seen many times by screen-goers. For years he played the same foot-in-mouth comedy roles that "Trouble" has picked for him. Born in Los Angeles (a rare native Californian, he), Stu has a career marriage that Hollywood likes to brag about. June and he met at a studio commissary in 1930 and were married a year and a half later. Without benefit of a starry sky, oriental lanterns or a Strauss waltz, the two fell in love over a ham on rye, a glass of milk and a wedge of custard pie.

June's career in the movies and on the stage was interrupted for her career in the marriage market. The proverbial straw was broken when young Stu Jr. became sick while mom was on a movie set. "That settles it," decided June. "No more pictures for me. It isn't worth it."

The troubles of father Erwin have

such a lure for the kids that his Friday night show has since spread its wings into a Saturday morning slot. More proof that the old family formula, trite as it might be, is a TV institution.

The Stu Erwin show "Trouble With Father" is seen Friday evening at 7:30 on channel 7, WENR-TV. It is also viewed each Saturday morning at 10:00 on the same channel.



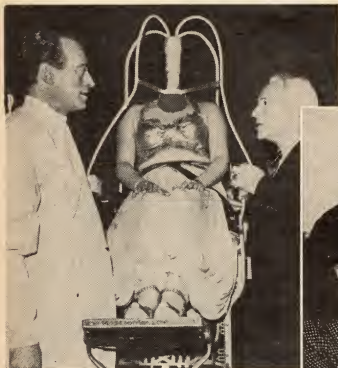
In a kind of relaxed tintype pose, Stu and June Collyer, his real-life wife, are shown with their TV family Joyce (Ann Todd) and Jackie (Sheila James).



LEFT The creator of that old comic strip favorite "Bringing Up Father," George McManus, bowed to a fan's request and appeared on "You Asked For It" alongside of a sketch of "Father," better known as Jiggs. Note resemblance of George & Jiggs.



ABOVE Audrey, the so-called bullet proof girl, demonstrates how a piece of ribbon was shot through her body. The trick of course is merely an illusion as the ribbon is really a two-piece affair.



Announcer Archie Gayer and Art Baker gape in wonder at the famous headless woman who caused such a sensation at the New York World's Fair. When she appeared on "You Asked For It" she explained how the trick works. It's done with mirrors.



Daisy and Violet Hilton, the world's most famous Siamese twins, shake hands with Art Baker. The girls are joined together for life, but manage to carry on a fairly normal existence. They're no relation to famed Chicago hotel man Conrad Hilton.



A hotfoot with a lighted cigar would be a pretty painful experience to most people, but to Yoshiwara, famed fire walker, it's all in a day's work. The bottoms of his feet are so toughened that the heat doesn't even faze his unruffled expression.

"You Asked For It"

ONE of the most entertaining and certainly the weirdest program on TV is ABC's "You Asked For It." On it the producers try to comply with the fans requests for strange acts, whether it be a sword swallower, a headless woman or a former movie idol.

Under the guidance of lively emcee Art Baker, five new features are presented each week and most of them manage to be astounding and a great deal of fun.

"You Asked For It" is seen on WENR-TV at 6 p.m., Sundays.



Patricia McCormick, 22 year old bullfighter, who is the only American woman in that rugged business, got in a bull session with Art Baker when she appeared as guest on the program.

SATURDAY

- 11:30 Colling Paul Temple
- 1:00 Hello Sister
- 2:30 Murder At Down
- 4:00 Feature Film
- 8:00 Girl From Monterery
- 9:00 Career Girl
- 10:00 Corridor of Mirrors
- 11:00 Low of the Timber
- 12:15 Swing Parade

SUNDAY

- 9:45 When's Your Birthday
- 12:00 Ghost Town Gold
- 12:30 That Gong of Mine
- 8:30 Feature Film*
- 10:00 Topper
- 10:00 Long Voyage Home

MONDAY

- 1:00 Girl of My Dreams
- 3:00 Hello Sister
- 7:30 Feature Film*
- 9:00 Emergency Landing
- 10:00 Smart Politics
- 11:30 Stogecoach To Donger

TUESDAY

- 1:00 Allotment Wives
- 3:00 That Gang of Mine
- 8:00 Feature Film*
- 10:00 Feature Film*
- 10:30 The Trojan Brothers
- 11:30 Hillbilly Blitzkrieg

WEDNESDAY

- 1:00 Stor Reporter
- 3:00 Hillbilly Blitzkrieg
- 7:00 Jamaica Inn
- 10:00 The Chase
- 11:00 Feature Film*
- 12:00 Renegade Girl

THURSDAY

- 1:00 Sultan's Daughter
- 3:00 Renegade Girl
- 10:00 Hitler, Dead or Alive
- 11:00 Convoy
- 11:30 Come Out Fighting

FRIDAY

- 1:00 Adventures Of Kitty O'Day
- 3:00 Come Out Fighting
- 10:00 The Man Who Lost Himself
- 11:00 Feature Film*
- 11:30 Hello Sister

*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 April 26

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

9:45 9 **MAGIC CARPET**—Film Short
"Wings for Roger Wensock"

10:00 4 **BOB ATCHER & SAMMY SQUIRREL**—Puppet Fun

Kids, join Sammy, Billy Bull, W. Oppingham Owl, Willie Worm, & Sylvester Skunk as they go about their work at "Short Stump"

7 **TROUBLE WITH FATHER**—Skits
Amusing incidents in the life of Stu, his wife and daughters (p. 8)

9 **KIDS & COMPANY**—Variety
Kid of the Week is saluted, his story told, & an award given; Johnny Olsen emcees youngsters' talent test.

10:30 4 **SMILIN' ED'S GANG**—Stories
Ed McConnell reads a tale about children & introduces Midnight the cat, Froggy, the mischievous grem-lin, and Squeaky the mouse

7 **BETTY CROCKER STAR MATINEE**
Sir Cedric Hardwicke in an original play, "Split Infinitive" by Norman Lessing

9 **MOVIES FOR KIDS**—Western
"Shadow of the Eagle" 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: Hildalys, sensational aerial act, and Lilian Wittmack and her horse

9 **"DEATH VALLEY RANGERS"**—Film

11:30 9 **"CALLING PAUL TEMPLE"**—Film
Feature with John Bentley & Dinah Sheridan; English mystery writer becomes involved with real murder

12:00 4 **PANTOMIME PARTY**—Antics
Clark Davis, Bill Cain, and Ellen Scott combine talents for moppet session

7 **TEST PATTERN TO 4:00**

12:30 4 **CHINCHILLA STORY**—Breeding
Raising and care of chinchillas

12:45 4 **FILM**

1:00 4 **"HELLO SISTER"**—Film
Feature; Lloyd Hughes & Olive Borden

7 **PENN. RELAYS**—Track
Collegiate track meet at Franklin Field, Philadelphia; sportscasters Don Dunphy and Bob Finnegan will describe events

(Continued on page 14)

TV FORECAST

WHO IS NUMBER 3?

NEXT WEEK—Last issue it was number 5, this week no. 4. Watch next week for a stimulating story on America's no. 3 male vocalist. Meanwhile, can you guess who it is?



NEXT WEEK—You've seen glamorous Jacqueline James as a top singer with Wayne King, "This Is Music" and "Challenge." Now meet her in person in a lively article.



PLUS . . . the favorite recipe of star chef Eddie Doucette . . . a critical analysis of Vivian Blaine and Pinky Lee of "Those Two" program . . . a chuckling article on football coach Herman Hickman of "Celebrity Time" . . . some stimulating thoughts on "Armchair Philosopher" . . . fun for the kids with Uncle Herbie and Mollycues . . . acid comments by Jack Mabley and Chub McCarthy . . . women's features . . . lively sports coverage . . . something for the whole family . . . and the most complete advance program listings available anywhere.

Reserve your copy of TV FORECAST at the newsstand NOW.

"DADDY, DON'T LET MOMMY MISS HER FAVORITE TV SHOWS"

Get her a 30 week subscription

to **TV FORECAST** for Mother's Day from me.

Here's \$3.00 from my piggy bank.



*Dad, grandma needs a "Forecast" for her set too.
YOU could get her one! (and at a reduced rate).
Gift card will be sent*

1st SUBSCRIPTION

30 weeks \$3.00
1 year 5.00
2 years 9.00

SPECIAL MOTHER'S DAY RATES

2nd SUBSCRIPTION

30 weeks \$2.50
1 year 4.00
2 years 8.00

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30 weeks ☐
1 year ☐
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I enclose \$_____. Bill me ☐

Name _____

Address _____

City _____ Zone _____ State _____

Gift Card to Read from: _____

----- PLEASE PRINT -----

TV FORECAST

185 N. Wabash
Chicago 1, Ill.
Phone: FR onklin 2-6931

30 weeks ☐
1 year ☐
2 years ☐

I enclose \$_____. Bill me ☐

Name _____

Address _____

City _____ Zone _____ State _____

Gift Card to Read from: _____

SATURDAY APRIL 26—cont'd

- 1:00 9 **BATTING PRACTICE**—Warm Up
- 1:10 9 **LEAD OFF MAN**—Creighton
- 1:25 9 **BASEBALL**—Sox vs St. Louis
Jack Brickhouse announces play-by-play description, assisted by Harry Creighton
- 2:30 4 **"MURDER AT DAWN"**—Film
Feature with Mischa Auer, Jack Mulhall and Josephine Dunn
- 3:15 5 **NATURE OF THINGS**—Science
Dr. Roy K. Marshall discusses
- 3:30 5 **CITY DESK**—Discussion
NBC News Chief William Ray conducts debate on current events in and around Chicago
- 3:45 9 **TENTH INNING**—Interviews
Chats with fans and recap of plays
- 4:00 4 **FILM**
- 5 **YOUTH WANTS TO KNOW**
Teen-age panel discusses national problems, and quiz their guest Mr. William J. Grede, 1952 pres. of Nat'l. Assoc. of Mfgs. & pres. Grede Foundry Inc. of Milwaukee, Wisconsin
- 7 **LUCKY SEVEN RANCH**—Western
"Stranger From Santa Fe"
- 9 **FEATURE FILM PRESENTATION**
- 4:25 5 **MORGAN BEATTY & THE NEWS**
- 4:30 4 **BIG PICTURE**—Army Film Report
"UN Offensive Continues." Period July 20 to August 20, 1951. Northwest of Inje, infantry patrol engages in probing action to locate Red outposts; North of Yanggu, U. S. infantrymen attack Hill 1179, supported by self-propelled 155 mm guns & heavy mortars; additional scenes cover return to Seoul and cease fire negotiations at Kaesong
- 5 **ROOTIE KAZOOTIE**—Puppets
Adventures of Rootie and his pals, Galapoochie Pup, El Squeeko Mouse and the Mexican Catador; songs, stories & quizzes by mc Tod Russell and policeman Mr. Deetle Dootle
- 5:00 4 **PATTERN FOR LIVING**—Talks
Teenagers debate problems
- 5 **YOUR INSIDE STORY**—Mental
- 7 **HAIL THE CHAMP**—Kid Stunts
Athletic games for small-fry with Herb Allen & Angel Casey (pg. 46)
- 5:30 5 **MR. WIZARD**—Science Study
Don Herbert and Bruce Lindgren discuss "Safety," and will demonstrate accidents which occur in the home; Willie tries to spot safety violations in a rigged doll house
- 7 **FLIP THE FROG**—Cartoon
"Laughing Gas"

- 5:30 9 **NEWS VIEWS**—Late Reports
- 5:40 7 **FOR COWBOYS ONLY**—Western
"Navajo Trails"
- 5:45 9 **MOVIE QUICK QUIZ**—Contest
Howard Miller emcee poses the questions for viewers to answer from the short dramatic filmed "clues"
- 6:00 4 **SAMMY KAYE SHOW**—Musical
Identify the mystery skit & win \$100
- 5 **OLD AMERICAN BARN DANCE**
Emcee Bill Bailey with Tennessee Ernie, Pee Wee King, Tex Williams, and Merle Davis
- 9 **BIG PICTURE**—Army Film Report
- 6:30 4 **BEAT THE CLOCK**—Games
Zany stunts for guest contestants with emcee Bud Collyer watching clock
- 5 **ONE MAN'S FAMILY**—Drama
Family problems shared and tackled by Mother & Father Barbour (Marjorie Gateson and Bert Lytell)
- 7 **BILL GWINN SHOW**
- 9 **PET SHOP**—Gail Compton mc
Presenting the large and small of the dog world; Mrs. L. F. Gordon brings her Scottish deer hound and champion Yorkshire terriers, and discusses the black market in these dogs
- 7:00 4 **KEN MURRAY SHOW**—Variety
Guests: actor Robert Cummings & British screen star Angela Lansbury in dramatic sketch; Virginia O'Brien; Condos and Brandow, song and dance team; and Hawthorne's Bears; entire troupe visits the "Central Park Zoo at the Turn of the Century," in Girl of the Week number
- 5 **ALL STAR REVUE**—Variety
Host Bob Hope with the Bell Sisters, Lucille Ball, Fred MacMurray, Gale Robbins and Al Apeoa, Hawaiian singer
- 7 **PAUL WHITEMAN'S TEEN CLUB**
Nancy Lewis and Junie Keegan assisting "Pops" in teenage variety
- 9 **HISTORY IN ACTION**—Film
- 7:30 7 **SPORTS CAMERA**—Film Short
Report on what's happening in the world of sporting events
- 9 **CAMERACADE**—Film Short
"Home Town Papers"
- 8:00 4 **FILM**
- 5 **YOUR SHOW OF SHOWS**
Sid Caesar & Imogene Coca with vocalists Judy Johnson, Bill Hayes, Jack Russell and the Billy Williams Quartet, dancers Fisher & Ross, the Hamilton Trio, Carl Reiner, Howard Morris and guests, singer Graciella Rivera and host for the evening, Burr Tillstrom with the Kuklapolitan players

SATURDAY APRIL 26—cont'd

8:00 7 "GIRL FROM MONTEREY"—Film
Feature with Armida, Edgar Kennedy
Veda Ann Borg; girl tries to keep
her prize-fighting brother from fight-
ing the man she loves

9 DICK TRACY—Mystery Drama
Adventures of the famous comic strip
character; Ralph Byrd stars as Dick
with Angela Greene as Tess

8:30 4 ROLLER DERBY—Action Film
Watch the stars of the track as they
fight for points; Ken Nydel de-
scribes the track action

9 WRESTLING FROM MARIGOLD
Ned Taylor vs Don Beitelman; tag
match: The Canadian Angel & Apache
Craig vs Red Bastien & Rudy Kay;
Tarzan White vs Rudy Kay; Alo
Leilani vs The Great Togo; final
event: Chest Bernard vs either Rebel
Russell or Pat O'Connor

9:00 4 CRIME PHOTOGRAPHER—Drama
Casey persuades girl friend of es-
caped convict to assist in his capture
in "The Good Turn." Darin McGavin

7 "CAREER GIRL"—Feature Film
Frances Langford, Edward Norris &
Craig Woods; story of a girl trying
to make a career on Broadway, al-
though opposed by her fiancé

9:30 4 ROLLER DERBY—Continued

5 YOUR HIT PARADE—Musical
Tunes you've voted as favorites sung
by Eileen Wilson, Snooky Lanson,
Dorothy Collins, Russell Arms,
Penny Gardner, and Bill Flannigan

10:00 4 "CORRIDOR OF MIRRORS"
Feature film with Eric Portman &
Joan Maude; tragedy about an En-
glish Renaissance enthusiast who is
obsessed by the 400-year-old portrait
of an Italian girl

5 GRAND MARQUEE—Special
Program devoted to Red Cross for
blood donations; war veterans, stage,
screen & TV personalities appeal to
public for blood pledges; entertainers
will be seen in TV version of a camp
show

7 SONG TIME—Musical

10:30 7 BIG PICTURE—Army Film
"UN Offensive Continues"

11:00 9 "LAW OF THE TIMBER"—Film
Feature with Marjorie Reynolds,
Monte Blue & J. Farrell MacDonald

11:30 4 FILM

11:45 4 MURDER BEFORE MIDNIGHT
Shown in a continued series

12:15 4 "SWING PARADE"—Feature
Film with Gale Storm & Phil Regan;
musical comedy about girl who aspires
to be in show business

(Stations reserve the right to change above
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Canadian Mink Cape, costing \$2500 new, now
\$450. Ranch Mink Jacket, \$1000 new, at \$250.
Starlight Mink Cape Stole, \$1250 new at \$300.
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values. Budget, if you wish.

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Oak Park Av. (W)

Western Av. (E)

Present this ad
for free delivery

A Full Half of CHICKEN

Fixed to a Golden Brown

FRENCH FRIES • BOB

• COLE SLAW • BIT OF MONEY \$1.10

Illustration of a chicken and fries

Sunday April 27

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

9:45 4 "WHEN'S YOUR BIRTHDAY"

Feature film with Joe E. Brown, Marian Marsh, Fred Keating & Edgar Kennedy; gambler hires astrologer to pick race and fight winners via star gazing

10:00 7 AMERICA AT CHURCH

From Bethany Reformed Church

10:15 7 FLAP JACK FLICKERS—Film

"Riding The Dusty Trail"

11:15 5 THE PULPIT—Inspirational

7 TOOTSIE HIPPODROME—Circus

Emcee John Reed King presents circus act; Parker Bros., hand balancing

11:30 4 CANDY CARNIVAL—Variety

Emcee Gene Crane, Barry Cassell, Bill Bailey, Don Lennox & talent tournament for those under 18 years

5 LIVE AND LEARN—Discussion

Subject: "Applied Psychology," discussed as it applies to education, industry and personal counseling. Guest: Thomas Gordon, assistant professor of education, University of Chicago

7 FAITH FOR TODAY—Religious

Rev. W. A. Fagal, pastor of Washington Ave. Church, Brooklyn, interviews, & musical portion by male quartet

9 MAGIC CARPET—Film Short

"The Incas"

12:00 4 ULMER TURNER AND THE NEWS

Up to the minute report on events

5 FRONTIERS OF FAITH—Relig.

Service from Trinity Lutheran Church, Long Island City; Dr. Otto Geiseman, from River Forest, Ill., officiating

7 TV GARDEN CLUB—New Ideas

New tips on the proper care and feeding of your garden

9 "GHOST TOWN GOLD"—Film

Feature with Bob Livingston, Ray Corrigan & Max Terhune; tale of a wild ride to return stolen bank money

12:15 4 YOUR FUTURE HOME—Ideas

Property shown by Jack Callaghan

12:30 4 "THAT GANG OF MINE"—Film

Feature with Bobby Jordan & Leo Gorcey; story of a boy who wishes to be a jockey but loses his nerve when given a chance

5 AMERICAN INVENTORY—Talks

"The Whistle at Eaton Falls" about labor and management relations

7 AMATEUR HOUR—Chgo. Talent

Bob Murphy is host to competitors

1:00 5 HOW DOES YOUR GARDEN GROW?—Planting & Care

John Ott discusses "Roses" and demonstrates the best planting methods and their care, plus time-lapse films of budding trees

9 BATTING PRACTICE—Warmups

1:10 9 LEAD OFF MAN—Creighton

1:25 9 BASEBALL—Sox vs St. Louis

Jack Brickhouse and Harry Creighton describe the events of the game

1:30 5 AMERICAN FORUM OF THE AIR

"When Can We Scrap Federal Controls?" discussed by Ellis Arnall, new dir. of Price Stabilization Board and Claude Benner, pres. of Continental American-Life Insurance Co.

7 WILD BILL HICKOK—Western

Guy Madison & Andy Devine star

2:00 4 FILM

5 FAIRMEADOWS U.S.A.—Drama

7 DISCO KID—Western Movie

Duncan Renaldo as Mexican avenger

2:30 5 TV RECITAL HALL—Musical

Guest artist, baritone Mack Harrell, who devotes entire program to the song cycle "Dichterliebe" (Poet's Love) by Robert Schumann

7 ADVENTURES OF KIT CARSON

Bill Williams stars as Hickok with Don Diamond in the role of "El Toro"

3:00 4 GREATEST STORY EVER TOLD

"The Soldier's Servant," based on Biblical quotation: "Lord, I am not worthy that you should come into my house. If you will only say the word, my servant will be healed"

5 MEET THE PRESS—Discussion

Guest: Sec. of the Air Force Thomas K. Finletter; panelists: Marshall McNeil, May Craig, Warren Francis, & Lawrence Spivak; Martha Rountree moderator

7 SADDLE & SAGE—Western

"The Lonesome Trail"

3:30 4 DISC JOCKEY SHOW—Hal Tate

Lola Ameche will introduce a new song called "Honky Tonk Melody" written by Fred Quinlan

5 HALL OF FAME—Drama

"Miracle in May" starring Richard Waring with Richard Newton & Aileen Poe; true story of Dr. Edward Jenner who, in 1780, dedicated his life to the prevention of a ravaging disease, small-pox

3:45 9 TENTH INNING—Brickhouse

Interviews with the baseball fans

4:00 4 SALUTE TO THE SEABEES

5 ZOO PARADE—About Animals

Marlin Perkins & Jim Hurlbut show famous animals in other zoos. Animals from Washington, Cleveland, Memphis, Detroit, Philadelphia, San Diego, Kansas City, Toledo, & others

(Continued on page 18)



Peggy Taylor



Steve Allen

DO YOU KNOW THE STARS?

TRUE OR FALSE?

1. Although bespectacled comedian Steve Allen takes his bows in the humor department, he has in his serious moments composed several popular songs and authored a book of poems.
2. Razor-tongued Lawrence Spivak, co-producer of "Meet The Press," publishes paper-backed books on the side, specializing in mystery and science fiction magazines.
3. Pert songstress Peggy Taylor of the Breakfast Party cast is a former school-teacher who graduated with honors from the University of California.
4. Win Stracke, Hawkins Falls' "Laif Flagle," derived his knowledge of folk music while traveling throughout the U. S. and Central and South America where he worked in oil fields, fruit groves and on banana boats.
5. Paul Dixon, Cincinnati television disc jockey, is a veteran radio news commentator with some 40 years experience behind him.
6. Eddie Doucette, chef of the Chicago video waves, is a former pot washer from Massachusetts who worked his way up the ranks to the presidency of Boston's famed Epicurean Club.

For correct answers, see page 28.



Eddie Doucette



Lawrence Spivak

PLANTS TO PLANETS on WENR-TV SUNDAY AFTERNOONS

- 12-Noon—TV GARDEN CLUB**—James H. Burdett, gardening authority, with helpful hints for city and suburban garden enthusiasts.
(Vaughan Seed Co.)
- 12:30 p.m.—SACHS' AMATEUR HOUR**—Top-notch Chicagoland amateurs in a full-hour variety show.
(Morris B. Sachs)
- 1:30 p.m.—WILD BILL HICKOK**—Guy Madison and Andy Devine fight the card sharks and cattle rustlers.
(Kellogg Company)
- 2:00 p.m.—CISCO KID**—with Duncan Renaldo and Leo Carillo.
(Butter-Nut Bread)
- 2:30 p.m.—KIT CARSON**—with Bill Williams in an adventure of the Old West.
(Coca Cola)
- 3:00 p.m.—SADDLE AND SAGE**—"The Lost Trail" with Johnny Mack Brown.
- 4:00 p.m.—SUPER CIRCUS**—Animal Acts, Clowns, Music! Chicagoland's most stupendous production!
(Weatherbird Shoes—Milky Way Candy Bars)
- 5:00 p.m.—SPACE PATROL**—Science-adventure drama of life among the planets in the year 3000.
(Ralston Purina)

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top production programs,
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Channel 7—all day Sunday!

CHANNEL

WENR-TV

SUNDAY APRIL 27—cont'd

4:00 7 SUPER CIRCUS—Big Top Fun

Claude Kirchner presents Portis Sims, dogs & ponies; Mary Hartline with Cluffy, Scampy & Nickey present "Take Me Out To The Ballgame;" Banfields, ball juggling; the Strong Foursome, rope spinning & whip cracking; magician Jack Gwynne in the Side Show, and the Aero-Stylites, aerial act

9 BASEBALL—Second Game

4:30 4 WHAT IN THE WORLD?—Disc.

Dr. Alfred Kidder, moderator; panelists: Dr. Carleton Coon & Dr. Schuyler Cammann, plus guest

5 SKY KING THEATER—Western

"Carrier Pigeon." A crippled pigeon and a desert hawk reveal first clue to a gang of thieves who are smuggling jewels across Mexican border

5:00 4 MAN OF THE WEEK—Talks

Guest: Sen. Joseph C. O'Mahoney (Democrat of Wyoming)

5 ROY ROGERS SHOW—Variety

Notorious Opal gang attempts to hold up a stage coach, then kill a cashier when they rob the bank in "Shoot To Kill" (see pg. 44)

7 SPACE PATROL—Adventures

A prisoner in detention quarters on one of Saturn's moons uses his secret weapon to foul advantage by capturing Carol, and holding her as hostage in his break for freedom

5:30 4 BOB ATCHER & SAMMY

SQUIRREL—Puppet Fun
Puppet antics with a gun-toting squirrel, foreman at "Short Stump"

5 ONCE UPON A FENCE—Fantasy

Music, stories, & magic adventures with Dave Kaigler & his guitar, & Eric the Bluebird, an imaginary pet, & Kathryn Heger, children's storyteller, dancer, & actress

7 AMERICA'S TOWN MEETING

"What Do the Primaries Prove?" Discussed by Sen. Estes Kefauver (D., Tenn.) Sen. James H. Duff (R., Pa.) and moderator John Daly

5:45 9 THIS IS THE STORY—Drama

Story of the world's most famous coward, and the story of two boys and a homemade invention

6:00 4 GENE AUTRY SHOW—Western

"Gun Powder Range." Autry risks his neck to convince a hot-headed young man that there's nothing glamorous in an outlaw's life

5 ROYAL SHOWCASE—Variety

Jack Carson emcee present guests: Leo Durocher, Laraine Day, and Hilde Gueden

6:00 7 YOU ASKED FOR IT—Requests
Emcee Art Baker (see story pg. 11)

9 CINEMA SHOWCASE—Film

"Foreman Went to France"

6:30 4 THIS IS SHOW BUSINESS

Motion picture star Arleen Whelan, dancer Martha Ann Bentley, comedian Cliff Norton and singer Jack Cassidy are guests of host Clifton Fadiman and panelists Sam Levenson and George S. Kaufman

5 YOUNG MR. BOBBIN—Comedy

Alex's plans to paint the back fence are upset when his girl friend, Nancy, comes into the picture

7 WHAT'S THE ANSWER—Quiz

Mal Bellairs questions the moppets

9 BIG PICTURE—Korean Film

Carl Zimmerman narrates

7:00 4 TOAST OF THE TOWN—Variety

Ed Sullivan presents comedian Jackie Gleason, soprano Dorothy Kirsten, tenor Jan Peerce, Steve Gibson's Redcaps, jazz instrumentalists & singers, and the acrobatic Tong Brothers

5 COMEDY HOUR—Variety Time

Dean Martin & Jerry Lewis with vocalist Kitty Kallen and the Four Step Bros.

7 KINGS CROSSROADS—Film

Exciting filmed sequence on shark fishing in the South Pacific, shot of the midnight sun in Norway, and a visit to the Buddhist temples of India, narrated by Carl King

9 FAITH OF OUR FATHERS

Holy Trinity Lutheran Church with Rev. Clyde G. Steele officiating

7:30 9 CHICAGOLAND NEWSREEL REV.

Report of what happened this week

8:00 4 FRED WARING SHOW—Musical

Walking Theme: "When My Sugar Walks Down The Street," "Walking and Whistling Blues." Joe Marine sings "I'll Walk Alone," and Chorus sings "You'll Never Walk Alone;" Varsity Showcase features contralto Ann Mason of St. Petersburg, Fla. from Eastman Schl. in Rochester

5 TV PLAYHOUSE—Drama

"The Travellers" with Janet DeGore, Barbara Joyce and Frank Albertson; light drama of the experiences of two girls from Texas who come to New York for their vacation

7 ARTHUR MURRAY PARTY

Hostess Kathryn Murray presents guests: comedian Buster Keaton, Jarmila Novotna, and Champ Butler

9 ROCKY KING, DETECTIVE

"Sunlight And Murder" a scientist working on the process of photosynthesis is killed

SUNDAY APRIL 27—cont'd

- 8:30 4 BREAK THE BANK**—Quiz Game
Bert Parks emcees quiz show with guest singer Galena Talva
- 7 FEATURE FILM**
- 9 PLAINCLOTHESMAN**—Drama
A man returns after five years in "Unwelcome Husband" to find his wife remarried to his business partner, and shortly thereafter he is killed
- 9:00 4 CELEBRITY TIME**—Variety
Conrad Nagel, Mary McCarty, & Herman Hickman with guests Beatrice Lillie, Reginald Gardiner, and ventriloquist Clifford Guest pay a visit to "London Town"
- 5 RED SKELTON SHOW**—Comedy
Skits from Skelton's Scrapbook
- 9 THEY STAND ACCUSED**—Talks
Prominent citizens take the roles of judge, attorneys & jury to relive a case from the court files, using a "modern" interpretation
- 9:30 4 WHAT'S MY LINE?**—Quiz
Host John Daly with panelists Dorothy Kilgallen, Arlene Francis, Hal Block, and Bennett Cerf
- 5 TO BE ANNOUNCED**
- 7 YOUTH ON THE MARCH**—Relig.
Dr. Percy B. Crawford conducts
- 10:00 4 "TOPPER"**—Feature Film
Constance Bennett, Cary Grant, Roland Young & Billie Burke; bored millionaire finds excitement with the ghost of a beautiful girl
- 5 WEATHERMAN**—Gordon Dunn
What's the outlook for the week?
- 9 COURTESY THEATER**—Feature
Film "Long Voyage Home" with John Wayne, Thomas Mitchell, Barry Fitzgerald, and Jan Hunter; story of a crew of a cargo ship which is carrying ammunition across the high seas
- 10:10 5 DORSEY CONNORS**—Ideas
Ideas to solve housewives problems
- 10:15 5 ALEX DREIER**—News Report
- 10:30 5 SPORTS STAR TIME**—Duggan
Interviews and news on sports
- 11:00 5 BATTLE REPORT**—Washington
Briefing of Amer. public on defense with moderator John Steelman
- 11:30 4 ELOISE SALUTES THE STARS**
- 11:45 4 ULMER TURNER AND THE NEWS**

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

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MERRIEL ABBOTT DANCERS

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DEAR BOSS:

I feel sort of Moran-ish to-day (courteous, that is). Jim Moran got back from his Florida vacation the other day—and about time! Several bus drivers, a waitress and a traffic cop snarled and sneered at me most uncourteously during Jim's absence from our dismal, damp, winter-bound city.

Yes, it's a dirty shame. Jim spends thousands of dollars every month to entertain us with his excellent TV shows and to inspire us to new heights of courtesy. Yet, somehow, I feel we haven't always lived up to the Courteous Ideal Jim has in mind for us.

And I don't mean just the backsliding busmen, waitress and cop. Take those 80 non-Hudson-buying Chicagoans Jim referred to on a recent Courtesy Hour commercial.

"I hate to think," Jim said, "that the reason we sold 80 cars less than our March quota was because some of you folks were waiting for me to get back to Chicago."



SAVVY BURROWS

Well, Boss, I don't know. It might have been simply a matter of shame. Maybe those 80 would-be buyers just didn't feel worthy. Maybe they'd been a little short-tempered, a bit careless of the niceties of etiquette—in other words: slightly sloppy on the Courtesy Side.

Abe Burrows (on The Name's the Same) strikes me as a man who is constantly preening himself in front of a mirror. He's a clever guy, no denying it, but I feel that a touch of honest modesty here and there would win him additional fans in Chicagoland. I don't mean he has to bury his ego under a toupee, but just dilute that Broadway savvy a bit for our Corn Belt consumption. CHUB

Monday April 28

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

- 7:00 5 TODAY—Dave Garroway
- 8:30 9 YOUR FIGURE LADIES
- 9:00 4 MORNING NEWS—Information
- 5 PROLOGUE TO THE FUTURE
- 9 CHICAGO COOKS—Recipes
- 9:15 4 ARTHUR GODFREY TIME
- 9:30 4 BRIDE & GROOM—Interviews
- 5 BREAKFAST PARTY—Variety
- 9:45 4 AL PEARCE SHOW—Variety
- 10:00 5 HOME COOKING—Preparation
Eddie Doucette & Loretta White
- 9 BREAKFAST PARTY—Musical
- 10:30 4 BREAKFAST WITH THE O'NEILS
- 5 IT'S A PROBLEM—Discussion
"Enjoying Children" Dr. Peter Neubauer, Phillip Zlatchin, Dr. M. Langler
- 9 STRIKE IT RICH—Quiz
Guest: John Lowell Pratt, president of Barnes Sports publication
- 11:00 4 CREATIVE COOKERY—Recipes
Coconut hay stacks; petit hamburger
- 5 RUTH LYONS' 50 CLUB
- 9 EGG AND I—Continued Drama
- 11:15 9 LOVE OF LIFE—Serial Story
- 11:30 5 GOOD LIVING—Homemaking
- 7 PAUL DIXON SHOW—Variety
- 9 SEARCH FOR TOMORROW
- 11:45 9 RHYTHM RETREAT
- 12:00 4 BILL EVANS SHOW—Variety
- 5 NOONTIME COMICS—For Kids
- 7 BOB & KAY SHOW—Variety
Sportscaster Wayne Griffin subs for Bob Murphy for this entire week
- 9 HI LADIES—Tommy Bartlett
- 12:30 4 GARRY MOORE SHOW—Variety
Guests: comedian Geo. Gobel, Dr. Jessie Wm. Stitt, Pastor of the Village Presbyterian Church & Rabbi Sidney Strome of the Village Temple, heads of Village House, a collaboration of inter-faith in action
- 5 MEET MINTZ—Piano Tunes
- 12:45 5 NEWSROOM—Jack Angell
- 9 NEWS HEADLINES—S. Allen
- 1:00 5 "GIRL OF MY DREAMS"—Film
Feature with Mary Carlisle, Sterling Holloway, Arthur Lake & Eddie Nugent
- 9 TEST PATTERN TO 4:00
- 1:30 4 FIRST HUNDRED YEARS—Serial
- 1:45 4 LUCKEY NORTH SHOW
- 2:00 4 UNIV. OF ILLINOIS
- 5 BIG PAY OFF—Quiz Program
"Brides-To-Be Week" with a bridal gown, mink coat & two wk. trip to Paris as prizes

(Continued on page 22)

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field tested, top
quality, glass fishing
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Send me a certificate which I will present at one of the MAGES Stores for Sport, to receive a glass fishing rod. (Out of town orders can be shipped.)

TV FORECAST

MONDAY APRIL 28—cont'd

- 2:00 7 **BARBARA MORO**—Creative
 2:15 4 **FILM**
 2:30 4 **BERT PARKS SHOW**—Musical
 "There Is Nothing Like a Dame,"
 "The Little Black Mustache," "Psychology,"
 5 **RALPH EDWARDS SHOW**
 Special guest, Cobina Wright
 3:00 4 **"HELLO SISTER"**—Feature
 5 **KATE SMITH HOUR**—Variety
 Patricia Bowman, ballerina; composers Charles Tobias & Peter de Rose, cracker barrel interview with Ellis Arnall; and Woody Herman & his orchestra
 3:15 7 **AMERICA PREPARES**—Film
 "Veterans Food Inspection Service"
 3:30 7 **BEULAH KARNEY PRESENTS**
 The Far East visits the West; Mrs. Panjitham Aaron from Madras, India; an exotic recipe for banana chutney
 4:00 5 **HAWKINS FALLS, POP. 6,200**
 The Hawkins Falls Gazette carries a shocking headline: "Dora Bassett Believed Murdered!"
 7 **TRADE-INN**—Swap Shop
 9 **PATHWAYS OF THE WORLD**
 "Indiana"
 4:15 4 **FILM**
 5 **GABBY HAYES SHOW**—Tales
 9 **MUSIC ALA MODE**—J. Fuller
 4:30 5 **HOWDY DOODY SHOW**
 7 **SAGEBRUSH THEATER**—Western
 "Gentleman From Texas" feature
 9 **PICTURE PAYDAY**—Quiz Games
 Tommy Bartlett emcees the fun; prizes awarded for best answers
 4:45 4 **ASSEMBLY**—Military Talks
 Chief Corey interviews members of the Coast Guard
 5:00 4 **KIDS KARNIVAL KWIZ**—Games
 Western film & jackpot of prizes
 5 **CACTUS JIM**—Western Film
 9 **TELEPHONE GAME**—Quiz
 Harold Isbell and Jane Quinn emcee contest with prizes galore
 5:30 4 **SILHOUETTES OF THE WEST**
 5 **WEATHERMAN**—Chas. Johnson
 7 **TOM CORBETT SPACE CADET**
 A rescue mission by Tom Corbett and Capt. Steve Strong to secure the release of Cadet Higgins from the speechless Giants of Tara is hampered by the sudden eruption of a nearby volcano
 9 **CAMERACADE**—Film Short
 "Ghost Town"
 5:40 5 **DORSEY CONNORS SHOW**
 5:45 4 **WINDOW SHOPPING**—Comm'l
 5 **SOMETHING TO TALK ABOUT**
 Emcee Chuck Acree presents stories and still pictures about people and events that don't make front page

- 5:45 7 **KING CALICO**—Puppet Show
 Problem: How to turn a giant into a midget.
 5:50 5 **CLIFTON UTLEY AND THE NEWS**
 6:00 4 **SPORTS & COMMENTS**—Elson
 5 **KUKLA, FRAN, & OLLIE**
 7 **PAUL HARVEY WITH THE NEWS**
 9 **CAPTAIN VIDEO**—Adventures
 6:10 7 **TOP O' THE WEATHER**—Reed
 6:15 4 **ULMER TURNER AND THE NEWS**
 5 **GOLDBERGS**—Domestic Comedy
 6:20 7 **SPORTS HIGHLIGHTS**—Report
 6:30 4 **CBS NEWS**—Douglas Edwards
 5 **THOSE TWO**—Comedy Skits
 7 **HOLLYWOOD SCREEN TEST**
 Emcee Neil Hamilton with guest, Coleen Gray in "guide role" of drama titled "A Ring On Her Finger," story of the straightforward wife of a charming crook
 9 **SPENCER ALLEN AND THE NEWS**
 6:45 4 **PERRY COMO SHOW**—Musical
 "Pittsburgh, Pa.," "Be Anything,"
 "With a Song In My Heart"
 5 **NEWS CARAVAN**—John Swayze
 9 **CHICAGOLAND NEWSREEL**
 7:00 4 **VIDEO THEATER**—Drama
 "Salad Days," with Peggy Ann Garner & Roddy McDowall as two young college Freshmen who fall in love & must struggle to overcome the opposition of the girl's dominant parents
 5 **PAUL WINCHELL, J. MAHONEY**
 Dorothy Claire and Hilda Vaughn
 7 **MR. DISTRICT ATTORNEY**
 "The Case of the Bag-Man." An attractive nightclub dancer, living down her prison past
 9 **EARL NIGHTINGALE SHOW**
 7:15 9 **CAMERACADE**—Film Short
 "Massachusetts"
 7:30 4 **GODFREY'S TALENT SCOUTS**
 Professional talent competition
 5 **VOICE OF FIRESTONE**—Music
 Guest soloist, soprano Patrice Munsel sings "It's a Grand Night for Singing," "Waltz" from Puccini's "La Boheme"; "Black Is the Color of My True Love's Hair," and Arditi's "Il Bacio" (The Kiss)
 7 **FEATURE FILM**
 9 **JOHNS HOPKINS REVIEW**
 Demonstration of the use of "Little Known Metals" such as Tantalum, Bismuth, Germanium, & others; guests: Dr. Robert Maddin & Dr. Robert Pond of the Metallurgy department
 8:00 4 **I LOVE LUCY**—Comedy Drama
 Lucy persuades Ricky to invest in a deep freeze and as measure of "economy" buys side of beef costing \$420 in "The Freeze"
 5 **LIGHTS OUT**—Mystery Drama
 "For Rent" a young couple find what they consider a wonderful apartment until strange things start taking place
 9 **GUIDE RIGHT**—Military
 Featuring the nation's Army bands

MONDAY APRIL 28—cont'd

- 8:30 4 **CLAUDIA**—Marriage Story
Claudia goes to an auction sale
- 5 **ROBERT MONTGOMERY**—Drama
"The Truth About Blayds," starring Anna Lee; story tells the dilemma of a family living off the fame and fortune of a writer who, after his death, is revealed as a fraud
- 7 **IMPACT**—News Brought To Life
- 9 **Health Talk**—Dr. VanDellen
"Rheumatic Fever," discussed by Dr. A. Raymond Eveloff, department of pediatrics, Springfield Clinic
- 9:00 4 **STUDIO ONE**—Drama
"The Deep Dark," starring Skip Homeier with Lilli Darvas & Victor Thorley
- 7 **"EMERGENCY LANDING"**—Film
Feature with Forrest Tucker & Carol Hughs; test pilot with remote control ideas becomes involved with the daughter of an airplane manufacturer
- 9 **TELESPORTS DIGEST**—Review
- 9:30 5 **WHO SAID THAT?**—Quote Quiz
Guests: Ilka Chase, Robert Sterling & Bob Considine
- 9 **CHALLENGE**—Drama, Music
Philip Lord with Chet Roble, Jacqueline James, the Four Jacks and Jimmy Blade; drama titled "The Unexpected Guest" by Bess Flynn, story of how two young people outwit death
- 10:00 4 **ERNIE SIMON**—Curbstone Cutup
Join the man on the street as he interviews your friends
- 5 **WEATHERMAN**—Chas. Johnson
- 7 **PAGE ONE**—News And Sports
- 9 **"SMART POLITICS"**—Feature
Film (1st showing) with Freddie Stewart, June Preisser & Frankie Darro; mayor tries to hamper movement for the building of a Youth Center in a western town
- 10:10 5 **DORSEY CONNORS**—Ideas
- 10:15 4 **ULMER TURNER AND THE NEWS**
- 5 **CLIFTON UTLEY AND THE NEWS**
- 10:25 4 **CHGO. WEATHER**—B. Jordan
- 10:30 4 **MUSICAL NITE-CAP**—Variety
- 5 **LET'S LOOK AT SPORTS**—Duggan
- 7 **HANDY**—Tips For Homemakers
- 10:45 4 **CHRONOSCOPE**—Discussion
Eugene Black, pres. of International Bank for Reconstruction & Development discusses the role of IBRD in the Middle East with Wm. Bradford Huie and Henry Hazlitt
- 5 **HERBIE MINTZ SHOW**—Musical
- 11:00 4 **MURDER BEFORE MIDNIGHT**
"Curtain at Eight." Murder mystery with C. Aubrey Smith
- 7 **NEWS**—Austin Kiplinger
- 11:30 4 **MIDNIGHT EDITION**—Turner
- 9 **"STAGECOACH TO DANGER"**
- 12:30 9 **CHICAGOLAND NEWSREEL**
(Stations reserve the right to change above listings without notice)

TV FORECAST

ENJOY



PEPSI-COLA

TONIGHT

Easy to serve—
A treat for young
and old alike.

Tops with TV!

PRIZES PRIZES
PRIZES!




EVERYONE CAN WIN
VALUABLE PRIZES • FUN FOR ALL

TELEPHONE GAME

with HAROLD ISBELL and JANE QUINN

WGN-TV 5:00-5:30

MON. THRU FRI.

CHANNEL 9

4:30 P.M.

MONDAY THRU FRIDAY

The Fun-Filled Game
You Can Play at Home

**"PICTURE
PAY DAY"**



starring
**TOMMY
BARTLETT**

WGN-TV

Tuesday April 29

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

- 7:00 5 **Today**—News & Commentary
Dave Garroway acts as commentator
- 8:30 9 **Your Figure Ladies**—Exercises
- 9:00 4 **Morning News**—Interviews
5 **Prologue To The Future**—Film
9 **Chicago Cooks**—Kay Middleton
- 9:15 4 **Arthur Godfrey Time**—Variety
- 9:30 4 **Bride & Groom**—Interviews
5 **Breakfast Party**—Variety
- 9:45 4 **Al Pearce Show**—Variety Revue
Amusing sketches with Eb and Zeb
- 10:00 5 **Home Cooking**—Eddie Doucette
How to prepare tamale pie
9 **Breakfast Party**—Morning Fun
Household hints on beauty, cooking
- 10:30 4 **Breakfast With The O'Neils**
5 **It's A Problem**—Discussion
"The Adolescent Rebellion" with Fannie Hurst, Adolf Waltmann, instr. at City College, & Dr. Farnham, author
9 **Strike It Rich**—Quiz Time
- 11:00 4 **Creative Cookery**—F. Pope
Stuffed egg plant & bacon-egg canape
5 **Ruth Lyons' 50 Club**—Informal
9 **Egg and I**—Serial Drama
- 11:15 9 **Love Of Life**—Continued Tale
- 11:30 5 **Good Living**—Homemaking Tips
7 **Paul Dixon Show**—Variety
9 **Search For Tomorrow**—Drama
- 11:45 9 **Rhythm Retreat**
- 12:00 4 **Bill Evans Show**—Variety
5 **Noontime Comics**—John Coons
7 **Bob & Kay Show**—Variety
Interviews with interesting personalities in and around Chicago
9 **Hi Ladies**—Tommy Bartlett
- 12:30 4 **Garry Moore Show**—Variety
Guests: pianist-comedian Victor Borge, and scientist-explorer Ivan Sanderson
5 **Meet Mintz**—Herbie Mintz
- 12:45 5 **Newsroom**—Jack Angell
9 **News Headlines**—Spencer Allen
- 1:00 5 **"Allotment Wives"**—Feature
Film with Kay Francis, Paul Kelly & Otto Kruger; story of a ring of women, headed by a socialite, who marry soldiers for their allotments
9 **Batting Practice**—Warm Up
- 1:10 9 **Lead-Off Man**—Harry Creighton
- 1:25 9 **Baseball**—Cubs vs Phila.
Jack Brickhouse & Harry Creighton
- 1:30 4 **First Hundred Years**—Serial
- 1:45 4 **Luckey North Show**—Interviews
- 2:00 4 **Lake Forest College**—Talk

- 2:00 5 **Big Pay Off**—Quiz Contest
Emcee Randy Merriman with prizes for best letters from loving husbands
- 7 **Barbara Moro**—Ideas
- 2:15 4 **Film**
- 2:30 4 **Film**
5 **Ralph Edwards Show**—Variety
- 3:00 4 **"That Gang Of Mine"**—Film
(see description Sun. 12:30 noon)
5 **Kate Smith Hour**—Variety
Soldiers bit with Pvt. Bob Scherer, dancer, station relations with WTMJ-TV Milwaukee, Wis. represented by Malone Sisters & Moran; teen-age panel, and comedian Oliver Wakefield
- 3:15 7 **America Prepares**—Film
"Summer Movement in the Arctic"
- 3:30 7 **Housewives' Holiday**—Kirchner
- 3:45 9 **Tenth Inning**—Jack Brickhouse
- 4:00 5 **Hawkins Falls, Pop. 6,200**
7 **Trade-Inn**—Exchange Show
9 **Pathways Of The World**
"California" film short
- 4:15 4 **Backstage Diary**—Gossip
TV Forecast editor Marty O'Shaughnessy & Bonnie Weber present intimate views of stars
5 **Gabby Hayes Show**—Tall Tales
9 **Music Ala Mode**—Jack Fuller
- 4:30 4 **Assembly**—Military Talks
Chief Corey shows a service film
5 **Howdy Doody Show**—Puppets
7 **Sagebrush Theater**—Western
"West of the Alamo" feature film
9 **Picture Payday**—Quiz Contest
Contestants are asked to remember details in newspaper picture; Tommy Bartlett emcees the fun
- 5:00 4 **Kids Karnival Kwiz**—Games
5 **Cactus Jim**—Western Feature
9 **Telephone Game**—Harold Isbell
Send in your phone number today; you may be a lucky winner
- 5:30 4 **Silhouettes Of The West**—Music
5 **Weatherman**—Clint Youle
7 **Mary Hartline's Party**—Games
Fun for small-fry with Mary Hartline and pianist Chet Roble
9 **Travelers' Sketchbook**—Film
"Utah"
- 5:40 5 **Dorsey Connors Show**—Tips
- 5:45 4 **Window Shopping**—Commercial
5 **Something To Talk About**
7 **Adventure Theater**—Stories
"Vanishing Legion" No. 1
9 **Movie Quick Quiz**—Game
- 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

Gifts for Mother's Day

the SEA-SHELL DUET for Harmony in the Bathroom



Folded against wall, Saf-Tdri Sea-Shell is a smart decorative ornament.



Saf-Tdri® Sea-Shell STOCKING DRYER

No more crowded towel racks or dripping hosiery on the shower rod. Saf-Tdri holds 32 stockings or sox in only 8 inches of space. Your cherished nylons will not snag or rust. Just hang 'em by the toes. Saf-Tdri is a plastic creation in 4 beautiful pearlescent pastel colors: Blue, Green, Rose, Yellow, also Ebony Black and Crystal Clear. Smartly gift packed. No-Mar SafTmount included. **\$2.95**

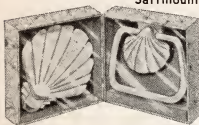


Just "flip it down" with a flick of the finger and it's your stocking and lingerie dryer.

Malibu® Sea-Shell TOWEL HOLDER

Enhance bathroom beauty and efficiency with Malibu—the perfect companion piece to Saf-Tdri! Malibu's loop allows room for a smooth 8 inch fold. May be mounted on wall, low enough for the "small fry" to reach. Start now to teach bathroom neatness to the 3 and 4 year olds. Same 4 pearlescent pastel colors as Saf-Tdri, also Ebony Black. Gift packed with SafTmount included. **\$2.95**

(Malibu does not come in Crystal Clear)



BEAUTIFUL SEA-SHELL GIFT BOX A gift without a proper setting is bare . . . so bear this sea-shell ensemble in mind for Mother's Day giving. Saf-Tdri for drying stockings and lingerie. Malibu for individual towels.

NO-MAR SafTmount No screws needed. Will not mar tile or walls in any way. Instructions enclosed.

SPECIAL OFFER TO TV FORECAST READERS . . . COMBINATION DUAL SET \$3.50

CLIP AND MAIL TODAY!

BRECO PRODUCTS CO.
2200 N. Harlem Elmwood Park, Ill.

Guaranteed delivery for Mother's Day if your order is received by May 5.

Your Name _____ City _____

Address _____ State _____

(Send Check, money order, or cash—No C.O.D. orders.)

Check **DUAL SET** { Blue ☐ Green ☐
Rose ☐ Yellow ☐
Color Black ☐

Created Exclusively by DONACO PLASTICS CORP., Chicago



WINS



\$1,173.20

IN PRIZES!

Mrs. William Lang, 6947 Lafayette Ave., Chicago, shared over \$3,000 worth of gifts with 40 other Chicagoland homemakers who played Picture Payday two weeks ago.

WILL YOU BE A WINNER THIS WEEK?

Try your skill at the Picture Payday TV contest today. Nearly \$13,000 in prizes awarded already! It's Easy to ENTER—It's Fun to Watch!

Everyday
See and Play



PICTURE PAYDAY

starring

Tommy Bartlett

4:30 to 5:00

WGN-TV CHANNEL 9

Monday thru Friday



Sponsored by the
Chicago Tribune

TUESDAY APRIL 29—cont'd

- 6:15 4 **Ulmer Turner And The News**
5 **Bob And Ray—Comedy Skits**
- 6:20 7 **Sports Highlights—News Events**
- 6:30 4 **CBS News—Douglas Edwards**
5 **Dinah Shore Show—Musical**
7 **Beulah Show—Comedy Skits**
Harry tries to prove he's the outdoor type and misadventure, mismanagement and mistakes dog the Henderson family's camping trip
- 9 **Spencer Allen And The News**
- 6:45 4 **Stork Club—Interviews**
Guests: Jerry Coleman, Phil Rizzuto, & Lord Wilmoth; Sherman Billingsley host
- 5 **News Caravan—John Swayze**
- 9 **Chicagoland Newsreel—News**
- 7:00 4 **Sam Levenson Show—Humor**
5 **Star Theater—Comedy-Variety**
Milton Berle greets guests Don Cornell and Boris Karloff
- 7 **Strength For The Free World**
- 9 **Life Is Worth Living—Talk**
Bishop Fulton J. Sheen discussing God, Man, and the universe
- 7:30 4 **Draw To Win—Cartoon Quiz**
Humorist Henry Morgan is paymaster with cartoonists Abner Dean & Bill Holman. Home viewers vie for cash prizes.
- 7 **Focus—Documentary Film**
"Gunning The Flyways" a movie about duck hunting
- 9 **Keep Posted—Current Events**
Martha Rountree & Lawrence Spivak
- 8:00 4 **Crime Syndicated—Drama**
Rudolph Halley narrates "Syndicate Accountant"
- 5 **Fireside Theater—Film Drama**
"The Last Stop" with John Warburton, Carol Mathews & Harry Stewart; love, frustration and murder come to a peaceful garage in the Sahara Desert run by ex-soldiers
- 7 **Feature Film**
- 9 **Battle Of The Ages—Variety**
Emcee John Reed King with professional talent team competition with guests Gus Van, The Rigoletto Bros., Fisher & Marks, and Iris Lynn
- 8:30 4 **Suspense—Mystery Drama**
"The Letter" by Edgar Allen Poe; romantic mystery of France in the last century
- 5 **Circle Theater—Drama**
"The Sergeant" by Rod Sterling with Don Hanmer, Anthony Ross, & Stewart Pierce Brown; stark drama in a military hospital. Four soldiers come face to face with the sergeant who caused the death of 36 of their buddies
- 9 **Armchair Philosopher—Drama**
"Twilight For Big Ed," story of a baseball player who finds out he has six months to live

TUESDAY APRIL 29—cont'd

- 9:00 4 **Danger—Mystery Drama**
"Border Incident" with Paul Langton; the owner of a lost passport which had been purchased in the black market in Italy is willing to commit murder to regain it
- 5 **Amateur Hour—Ted Mack mc**
Salute to Amsterdam, New York
- 9 **48th Street Theater—Film**
Edmund Lowe stars as newspaperman
- 9:30 4 **Sporting Chance—Amateurs**
Emcee Morry Mages presents talent competing for grand prize
- 7 **Stars Over Hollywood—Film**
"Neutral Corner" with Geo. Wallace, Anthony Caruso, & Joan Vohs; young fighter takes advice of punch-drunk ex-pug & tries to escape from fight racket
- 9 **Boston Blackie—Mystery Drama**
Blackie is framed for the murder of a gangster who has set up a fake medium racket in "Mystic Fortune Teller." Kent Taylor stars
-
- 9:45 5 **Bob Considine Show—Views**
- 10:00 4 **Ernie Simon—Curbstone Cutup**
Fun and frolic with Ernie, who interviews any and all who come his way
-
- 5 **Weatherman—Clint Youle**
- 7 **Dangerous Assignment—Drama**
Brian Donlevy in "The Sunflower Seed Story"
- 9 **"Destroyer 620"—Feature Film**
Don Terry & Elyse Knox are featured in this tale of ships at war
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Ulmer Turner And The News**
- 5 **Clifton Utley And The News**
- 10:25 4 **Chgo. Weather—Betty Jordan**
- 10:30 4 **Musical Nite-Cap—Melodies**
- 5 **Let's Look At Sports—Duggan**
- 7 **"The Trojan Brothers"—Film**
Feature (1st showing) with Patricia Burke, David Farrar, & Bobby Howes; story of a cheating society gal who drives a man out of his mind when she leaves him
- 10:45 4 **Reynolds On Sports**
- 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Murder Before Midnight—Film**
- 5 **Comic Relief—Wed Howard**
- 11:30 4 **"Hillbilly Blitzkrieg"**
Feature film with Bud Duncan, Cliff Nazarro & Edgar Kennedy; army sergeant and buck private guard important rocket invention in which the government is interested
- 5 **Big Picture—Army Films**
"UN Counter Attack"
- 12:00 9 **Chicagoland Newsreel—Data**
- 12:45 4 **Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

TV FORECAST

AUTHORIZED CITYWIDE

\$3 TV SERVICE CALL
DAY - NIGHT - SUNDAY

OUR WORK & PARTS GUARANTEED 1 YR.

PICTURE TUBES
AND PARTS IN
STOCK FOR

ADMIRAL
CROSLY
DUMONT
EMERSON
GAROD
GENERAL ELEC.
HALLICRAFTERS
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Wellington 5-3050
1005 W. Belmont

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3179 N. Clark

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4100 Milwaukee

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A Trusted Name

NOW! TWICE A WEEK

*danger!
excitement!
adventure!*

BOSTON BLACKIE

CHANNEL 9
WGN-TV
9:30 P. M. EVERY TUESDAY

★
CHANNEL 4
WBKB
9:30 P. M. EVERY THURSDAY

presented by
Meister Bräu
YOU CAN'T SERVE A FINER GLASS OF BEER

Peter Hand Brewery Co., Chicago *Reg. U.S. Pat. Off.

BAN THOSE QUIVERING DANCERS



By JACK MABLEY

Forecast readers, like myself, are full of ideas on what they would do if they were czars of television. It's obvious that if viewers had the final say about TV, there would be hard times ahead for long commercials, Uncle Miltie, soap operas, Amos 'n' Andy repeats, cowboy movies, and Charles Antell.

Here are some of the WIWDIIWTC-OTs (What I Would Do If I Were The Czar of Television) sent in by viewers. They aren't mine (but I wish I'd thought of some of them first). "We Would:"

Ban all closeups of panting, sweating and quivering dancers.

Banish all cowboy movies from Captain Video. (This one was from a young lady fan of science fiction.)

Keep Chub McCarthy's identity a secret, but sneak a look and find out who he is. (I always thought he was Chub McCarthy.)

Do away with all classical singing and dancing on Show of Shows.

Put water in Claude Kirchner's whistle.

Get new writers for Red Skelton.

Tell the panel members of What's My Line not to make it so obvious they

know ahead of time who the guest star is and what the other guests' lines of work are.

See that Danny Kaye has a show next fall.

Have Mel Torme on five days a week and the Courtesy Hour on for two hours.

Teach Junie Keegan how to stop ruining her beautiful voice.

Send Wendy Barrie back to the bunnies.

Put Breakfast Club on the air, even if only once a week, and have it when Aunt Fanny is scheduled.

Move Dave Garroway's Today up to 12 to 2 p.m.

When young singers are on programs protect them from sickening attentions and dying calf looks from the old married male portion of the program.

Never abolish Kate Smith. She is a joy and will be for the next 20 years.

Team up Al Pearce and Paul Dixon and make it a one-hour program.

Abolish all 10-15-20-year old movies, or at least stop repeating them night after night.

Put Bob and Kay on in the evening.

Sign up I Love Lucy for 50 years.

Ban Stravinsky's Fire Bird Suite at dramatic moments in plays. (The author of this suggestion found herself listening to the music instead of paying attention to the plays.)

(I'd like to slide in a couple more of my own, and then we'll put WIWDIIWTCOTs on ice for a while.)

Confine every crime show to a maximum of one murder per half-hour. (This is an insidious effort to put them out of business.)

Make all assistant directors who lead audience applause do their arm waving before the cameras, to show how ridiculous they are.

DO YOU KNOW THE STARS?

Answers to quiz on page 17.

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

Score 10 points for each correct answer. Here's how you rate:
50-60, Hail the Champs!; 40-50
Live and Learn; 20-30, Down
You Go; 10 or less, See It Now!



"Every week they get together and murder the script."

Wednesday April 30

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

- 7:00 5 Today—Dave Garroway Emcee
 8:30 9 Your Figure Ladies—Fogarty
 9:00 4 Morning News—Dorothy Doan
 5 Prologue To The Future
 9 Chicago Cooks—Recipes
 9:15 4 Arthur Godfrey Time—Music
 9:30 4 Bride & Groom—Interviews
 5 Breakfast Party—Mel Martin
 9:45 4 Al Pearce Show—Variety Revue
 10:00 5 Home Cooking—Tasty Dishes
 Eddie Doucette and Loretta White
 prepare baked stuffed haddock
 9 Breakfast Party—Morning Fun
 Informal variety with Peggy Taylor,
 Jack Fuller, Paul Barnes, Bill Allen,
 and Hal Turner
 10:30 4 Breakfast With The O'Neils
 5 It's A Problem—Discussion
 "Teacher & Children" with Dr. Wm.
 Brastow, dir. of Curricular Research,
 Board of Ed., Dr. Roma Gans, Co-
 lumbia Univ., & Amy Hostlu, Dean of
 Mills College
 9 Strike It Rich—Warren Hull mc
 Peter De Rose and Charles Tobias,
 songwriting team, are guest con-
 testants
 11:00 4 Creative Cookery—Recipes
 Francois Pope prepares Pastiechios
 5 Ruth Lyons' 50 Club—Variety
 Tips for the ladies, and a contest
 9 Egg And I—Continued Tale
 11:15 9 Love Of Life—Serial Story
 Problems of a family domineered by a
 father as each faces his own life
 11:30 5 Good Living—Homemaking Tips
 7 Paul Dixon Show—Variety
 9 Search For Tomorrow—Drama
 11:45 9 Rhythm Retreat
 12:00 4 Bill Evans Show—Variety
 5 Noontime Comics—John Coons
 7 Bob & Kay Show—Variety
 9 Hi Ladies—Tommy Bartlett
 12:30 4 Garry Moore Show—Comedy
 Guests: actor Albert Dekker and
 magician Milbourne Christopher
 5 Meet Mintz—Piano Session
 12:45 5 Newsroom—Jack Angell
 9 News Headlines—Spencer Allen
 1:00 5 "Star Reporter"—Feature
 Film with Warren Hull & Marsha
 Hunt; son of murdered newspaper
 publisher vows to track down killers
 9 Batting Practice—Warm Up
 1:10 9 Lead-Off Man—H. Creighton
 1:25 9 Baseball—Cubs vs Phila.
 1:30 4 First Hundred Years—Drama
 1:45 4 Luckey North Show—Interviews

- 2:00 4 Ill. Inst. Of Technology
 5 Big Pay Off—Quiz Program
 The best letter, a right answer, and
 those fabulous prizes are all yours
 7 Barbara Moro—Creative
 2:15 4 Film
 2:30 4 Bert Parks Show—Musical
 "A Guy Is a Guy," "Don't Worry
 About Me," "April Showers," "Listen
 To The Mocking Bird" and "With A
 Song In My Heart"
 5 Ralph Edwards Show—Stunts
 3:00 4 "Hillbilly Blitzkrieg"
 (see description Tues. 11:30 p.m.)
 5 Kate Smith Hour—Variety
 Guests: Landre & Verna, ballroom
 dancers; actor John Boles, painters
 bit with Marion Greenwood, and
 pianist Doris Pine
 3:15 7 America Prepares—Film
 "Operation Thunderbolt"
 3:30 7 Beulah Karney—Foods Show
 May Day party with pineapple me-
 ringue dessert and May basket cakes
 3:45 9 Tenth Inning—Jack Brickhouse
 4:00 5 Hawkins Falls, Pop. 6,200
 7 Trade-Inn—TV Swap Shop
 9 Pathways Of The World
 Film short on "Mexico"
 4:15 4 Film
 5 Gabby Hayes Show—Tall Tales
 9 Music Ala Mode—Jack Fuller
 4:30 5 Howdy Doody Show—Bob Smith
 7 Sagebrush Theater—Western
 "Shadow of the Range" feature film
 9 Picture Payday—Quiz Fun
 How many items in that picture can
 you remember? Tommy Bartlett is
 quizmaster
 4:45 4 Assembly—Military Talks
 A film on service men is shown
 5:00 4 Kids Karnival Kwiz—Games
 5 Cactus Jim—Western Feature
 9 Telephone Game—Quiz Contest
 Harold Isbell and Jane Quinn
 5:30 4 Silhouettes Of The West—Talks
 5 Weatherman—Clint Youle
 7 Tom Corbett Space Cadet
 9 Travelers' Sketchbook—Film
 "Washington, D.C."
 5:40 5 Dorsey Connors Show—Talks
 5:45 4 Window Shopping—Commercial
 5 Something To Talk About
 7 King Calico—Puppet Story
 "Fe fie fum fo! I see the King of
 Calico!" (see story on page 44)
 9 Movie Quick Quiz—Contest
 Howard Miller emcee; short dramatic
 filmed "clues" aid viewers in an-
 swering questions; jackpot prizes

The Celanese Theatre

in association with the PLAYWRIGHTS
presents

"THEY KNEW WHAT THEY WANTED"

by SIDNEY HOWARD

starring

BETTY FIELD

Frank Puglia • Robert Stack

**TONIGHT AT 9:00
WENR-TV CHANNEL 7**

"In a season which saw television's hour-long dramatic shows come into their own, pushing aside the big-budgeted comedy shows as the best in qualitative TV programming, ABC-TV's 'The Celanese Theatre' quickly established itself as tops."

Variety

"'Street Scene' lifted The Celanese Theatre above anything ever before seen on the air. . . . It walked a great play into homes wherever there was television. It did so without a syllable of offense. Great story, great actors, fabulously realistic settings, nothing lacking."

Pittsburgh Press

WEDNESDAY APRIL 30—cont'd

- 5:50 5 Clifton Utley And The News
- 6:00 4 Sports & Comments—Bob Elson
- 5 Kukla, Fran, & Ollie—Fun
- 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
- Edwards questions a Presidential aspirant on his stand on pertinent national & international issues
- 5 Those Two—Comedy Adventures
- 7 Name's The Same—Panel Quiz
- Emcee Robt Q. Lewis introduces contestants for panel to name; panel: Abe Burrows, Meredith Willson, and Joan Alexander
- 9 Spencer Allen And The News
- 6:45 4 Perry Como Show—Musical
- Guests: Rosemary Clooney, Eddie Fisher, and Russ Case and his orchestra tunes: "Be My Life's Companion," "Tenderly," "Anytime," and "Forgive Me"
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel—Events
- 7:00 4 Arthur Godfrey And His Friends
- Vocalists Frank Parker, Marion Marlowe, Janette Davis, Haleloke, and vocal groups, the Mariners and Chordettes
- 5 Kate Smith Evening Hour
- Variety with musical & dramatic skits introduced by Ted Collins & featuring Kate and guests
- 7 Paul Dixon Show—Pantomimes
- Wanda Lewis and Dottie Mack assist
- 9 "Jamaica Inn"—Feature
- Film with Charles Laughton, Leslie Banks & Maureen O'Hara; story of a group of cut-throat thieves who ply their trade by causing the wrecks of merchants' ships on the Cornish coast
- 8:00 4 Strike It Rich—Interview-Quiz
- Warren Hull me introduces guest "helping hand" Arlene Francis
- 5 Kraft Theater—Drama
- "The Man In Half Moon Street" a drama by Barre Lyndon about a man who had a very good reason for being afraid of the dark; features John Newland, Mercer McLeod, John Stephen, and Ann Jackson
- 7 Adventures Of Ellery Queen
- Ellery (Lee Bowman) encounters murder in a back alley in a small town in drama titled "The Men Without Faces"
- 8:30 4 The Web—Mystery Drama
- "Broken Date," with William Redfield & Ian Martin
- 7 Mystery Theater—Drama
- Tom Conway as Insp. Mark Saber in "Case of the Chinese Medallion"

WEDNESDAY APRIL 30—cont'd

8:30 9 Stock Car Races

Watch the excitement as the cars race to win

9:00 4 Blue Ribbon Bouts—Boxing

5 Your Prize Story—Drama

Dramatizations of every-day emotional situations confronted by ordinary folk

7 Celanese Theater—Drama

"They Knew What They Wanted," by Sidney Howard with Betty Field and Frank Puglia; story of the romance between an excitable Italian and his mail order bride

9:30 5 Dagmar's Canteen—Interviews

Hostess Dagmar with dancer Ray Malone, Milton DeLugg's orchestra, and guest celebrities

9 Easychair Adventures—Film

"Force We Seldom See"

9:45 4 Sports Quiz—Film

9 Yesterday's Newsreel

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 "The Chase"—Feature Film

Robert Cummings, Michele Morgan & Steve Cochran; story of the attempt of a killer's wife and his chauffeur to make their getaway from his household

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Ulmer Turner And The News

5 Clifton Utley And The News

10:25 4 Chgo. Weather—Betty Jordan

10:30 4 Musical Nite-Cap—Melodies

Host Frazier Thomas with Connie Baxter and Bob Ziegler

5 Let's Look At Sports—Duggan

10:45 4 Chronoscope—Discussion

Dr. Mohammed Ali, Pakistan's ambassador to the U.N., is interviewed on the problems confronting Pakistan & India by Wm. Bradford Huie & Don Rogers

5 Herbie Mintz Show—Musical

11:00 4 Murder Before Midnight—Film

5 Grand Marquee—Feature Film

7 Austin Kiplinger & The News

11:30 4 Chicago Forum Of The Air

9 Chicagoland Newsreel—Data

12:00 4 "Renegade Girl"—Feature

Film with Alan Curtis & Ann Savage; adventure story of a southern girl who falls in love with a Yankee during the Civil War

9 Chicagoland Newsreel—Data

1:00 4 Midnight Edition—Ulmer Turner

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

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Easy to serve—
A treat for young
and old alike.

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2700 North Cicero

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CHICAGO'S DIZZIEST MAN-ON-THE-STREET

ERNIE SIMON

"THE CURBSTONE CUT-UP"

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

TONIGHT! **WGN-TV**

8:30 P.M. (9)

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★ Backstage Diary

—by Marty O'Shaughnessy

CHICAGO—We think there's entirely too much organized charity flourishing these days. It seems everytime a person walks down the street, someone is hitting him with a tag day, a "worthy" charity, or some columnist's special benefit (you kick in, he gets the benefit of posing as the "savior" of the lame, halt and blind).

In view of all this, it's a real pleasure to recommend a truly worthwhile benefit—the annual telethon to raise money to fight the curse of cancer.

We're referring to Jim Moran's "Chicago Fights Cancer" program over WENR-TV on Friday, May 2. . . . The show will beam from 10 p.m. until 1:30 a.m. and will feature a host of TV and stage celebrities. . . . All time and talent is being donated, Moran donating his full hour, and WENR-TV paying the additional 2½ hours.

All money collected goes to the Illinois Division of the Cancer Society. This is the third annual show. It's the only benefit on TV that has collected more money than the amount pledged. . . . We urge viewers to tune in Friday for a flock of wholesome entertainment, a great idea and a worthy cause.

Randy Kent has been named a full-time, regular announcer on WBKB. . . . WGN-TV's "Telephone Game" has been



MORAN

shifted to 5 p.m., Monday thru Friday, in case you've missed it at the former 4 p.m. time. Reason for the switch is channel 9's daily coverage of Cubs & Sox baseball. . . . "Boston Blackie," the popular whodunit thriller, now is seen twice a week at 9:30 p.m., once on Tuesday via WGN-TV, and again on Thursday on WBKB. Peter Hand Brewery sponsors both times.

Dr. Fixum, the coat-hanger expert, celebrating his fourth year in television. He's Art Youngquist, a local magazine editor. . . . Crack producer Jules Pewowar, who handles "Mr. Wizard" is passing out cigars after the birth of a son Robert. His first offspring is named Robin.

Newscaster Paul Harvey will get an honorary doctorate from Culver-Stockton college in Missouri on May 3 for "outstanding principles and Americanism." . . . WENR-TV studio boss Lyle White

eloped with ex-ABC staffer Mary Lagan. . . . WBKB announcer Luckey North to address a Ladies' Press Conference May 4 at the Edgewater Beach.



HARVEY



Preparing for his big charity telethon May 2, Jim Moran looks over the Cancer poster held by models Helen Roberts and Ann Deming. Program will be seen on channel 7 (WENR-TV).

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Thursday May 1

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

- 7:00 5 Today—News, Reviews, Records
8:30 9 Your Figure Ladies—Fogarty
9:00 4 Morning News—Harry Marble
5 Prologue To The Future
9 Chicago Cooks—Kay Middleton
9:15 4 Arthur Godfrey Show—Variety
9:30 4 Bride & Groom—John Nelson mc
5 Breakfast Party—Mel Martin
9:45 4 Al Pearce Show—Variety Revue
10:00 5 Home Cooking—Recipes
9 Breakfast Party—Fun For All
10:30 4 Breakfast With The O'Neils
5 It's A Problem—Discussion
"Child Health Day," Leonard Mayo,
Dr. Baumgartner & Eugene Taylor
9 Strike It Rich—Warren Hull mc
11:00 4 Creative Cookery—Recipes
5 Ruth Lyons' 50 Club—Views
9 Egg And I—Continued Story
11:15 9 Love Of Life—Serial Drama
11:30 5 Good Living—Homemaking
7 Paul Dixon Show—Variety
9 Search For Tomorrow—Tale
11:45 9 Rhythm Retreat
12:00 4 Bill Evans Show—Variety
5 Noontime Comics—John Coons
7 Bob & Kay Show—Interviews
9 Hi Ladies—Tommy Bartlett
12:30 4 Garry Moore Show—Variety
Guest: Chicago's singer-pianist Dick
"Two Ton" Baker
5 Meet Mintz—Musical Session
12:45 5 Newsroom—Jack Angell
9 News Headlines—Spencer Allen
1:00 5 "Sultan's Daughter"—Feature
Film with Ann Corio, Charles Butter-
worth & Jack LaRue
9 Batting Practice—Warm Up
1:10 9 Lead-Off Man—Harry Creighton
1:25 9 Baseball—Cubs vs Brooklyn
1:30 4 First Hundred Years—Serial
1:45 4 Luckey North Show—Tips
2:00 4 Roosevelt College—Talks
5 Big Pay Off—Quiz For Men
7 Barbara Moro—Creative Ideas
2:15 4 Film
2:30 4 Give And Take—Quiz Show
5 Ralph Edwards Show—Variety
3:00 4 "Renegade Girl"—Feature
(see description Wed. 12:00 p.m.)
5 Kate Smith Hour—Variety Time
Four Paulette Sisters; dramatic bit
with Arthur Treacher; cracker barrel
interview with John Murtagh; and
the Valley Forge Military Academy
Glee Club

- 3:15 7 America Prepares—Film
"Weekend Paratrooper"
3:30 7 Housewives' Holiday—Kirchner
3:45 9 Tenth Inning—Jack Brickhouse
4:00 5 Hawkins Falls, Pop. 6,200
7 Trade-Inn—Swap Shop Fun
Todd Purse & Pat Tobin conduct
9 Pathways Of The World
"New York City"
4:15 4 Backstage Diary—Gossip
5 Gabby Hayes At The Double
Bar M Ranch—Western Story
9 Music Ala Mode—Jack Fuller
4:30 4 Assembly—Military Talks
Chief Corey shows a film on Service
5 Howdy Doody Show—Variety
7 Sagebrush Theater—Western
"Silver Range" feature film
9 Picture Payday—Quiz Game
Prizes for viewer submitting pic-
tures used when contestant fails to
answer questions correctly
5:00 4 Kids Karnival Kwiz—Games
5 Cactus Jim—Western Feature
9 Telephone Game—Quiz Fun
You too may be a lucky winner;
send in your phone number to
Harold Isbell and Jane Quinn
5:30 4 Silhouettes Of The West—Talks
5 Weatherman—Clint Youle
7 Mary Hartline's Party—For Kids
9 Travelers' Sketchbook—Film
"Rhode Island"
5:40 5 Dorsey Connors Show—Ideas
5:45 4 Window Shopping—Commercial
5 Something To Talk About
7 Adventure Theater—Film Tale
"Vanishing Legion" No. 2
9 Movie Quick Quiz—Contest
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
6:10 7 Top O'The Weather—Russ Reed
6:15 4 Ulmer Turner And The News
5 Bob And Ray—Comedy Satires
6:20 7 Sports Highlights—J. Bryson
6:30 4 CBS News—Douglas Edwards
5 Dinah Shore Show—Musical
7 Lone Ranger—Western Drama
9 Spencer Allen And The News
6:45 4 Stork Club—Interviews
Guest, Maj. Gen. Frank S. Ross
5 News Caravan—John Swayze
9 Chicagoland Newsreel—Data
7:00 4 Star Of The Family—Variety
Peter Lind Hayes and Mary Healy
with guests, screen star Robert
Cummings, vocalist Connie Boswell,
Pat Hill & Larry Delma

★ **RONSON** WORLD'S GREATEST LIGHTER ★
PRESENTS
Peter Lind Hayes and Mary Healy
in
"STAR OF THE FAMILY"
WITH FAMOUS GUEST PERFORMERS
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GROUCHO MARX

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EVERY THURSDAY...7 p.m.

WNBQ CHANNEL 5

SEE YOUR

DE SOTO-PLYMOUTH DEALER

GREAT CARS • FINE SERVICE • A SQUARE DEAL

THURSDAY MAY 1—cont'd

- 7:00 5 Groucho Marx Show—Comedy**
Groucho delights audience with his ad-libbing; contestants try for "secret word" contest
- 7 To be announced**
- 9 This Is Music—Variety & Song**
Host Alexander Gray introduces selections sung by Bruce Foote, Jacqueline James, Jackie Van, and Bill Snary, music by Bob Trendler
- 7:30 4 Amos 'n' Andy—Comedy Drama**
"Traffic Violations" Andy and the Kingfish buy a car and soon find themselves with collection of traffic tickets
- 5 Treasury Men In Action—Drama**
"Case of the Hunted Hunter." Story of a paroled counterfeiter
- 7 To be announced**
- 9 Press Conference—Interviews**
- 8:00 4 Man Against Crime—Mystery**
A retired general who admits he was indiscreet hires Mike Barnett to clip wings of a beautiful blackmailer, but lady is found murdered
- 5 Gangbusters—Police Drama**
"The Case of Duke Lukini" part 2, wherein he starts out by being behind bars, but using his scientific knowledge he plots escape, walks out
- 7 Ruggles—Domestic Comedy**
Donna & Donnie decide they don't want to be twins so become "legally separated"
- 9 Your Navy Show—Great Lakes**
- 8:30 4 Big Town—Newspaper Life**
"Child For Sale." Two anguished parents discover their only child may be taken from them as Steve Wilson reports the inside story of the Baby Adoption racket
- 5 Ford Festival—Musical Variety**
Host James Melton with Bill Barty, the Jinglebells, Dr. Frank Black, Dr. Roy K. Marshall & guest, The Continental
- 7 Meet The Champ—Boxing Bouts**
Wally Butterworth announces bouts from Selfridge Air Force Base
- 9 Foreign Intrigue—Myst'y Drama**
Robert Cannon (Jerome Thor) tracks down the report that a war criminal, supposed to have been hanged in 1947, is still alive
- 9:00 4 Racket Squad—Drama**
"Soft Touch," a case of cheating a cheater in a fraud that involves phony money and furs
- 5 Martin Kane, Private Eye**
Mystery drama with the hard-hitting detective played by Lloyd Nolan
- 7 Sports On Parade—News Events**
- 9 Charlie Wild, Detective—Drama**
"The Case of the Deadly Trouble" Charlie runs into trouble when a dangerous killer who looks just like him comes upon the peaceful scene of his life

TV FORECAST

THURSDAY MAY 1—cont'd

- 9:15 7 **Great Americans—Film**
 "Thomas Jefferson" biog. of the famous American who was both president & vice president of the U.S. and founder of the University of Virginia
- 9:30 4 **Boston Blackie—Drama**
 "The Fall Guy." A simple-minded man is falsely accused of assault and murder and is trapped by the police
- 5 **Wayne King Show—Musical**
 Gypsy Song from "Carmen," "It Must Be Spring," "Snootie Little Cutie," "Red Red Robin," "Younger Than Springtime,"
- 7 **Studs' Place—Music, Drama**
- 9 **Inside Story—Discussion**
 "Communism in Government," discussed by Ralph de Toledano, staff writer for Newsweek magazine, Robert Hurleigh and moderator James McBurney
- 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**
 "Joe Santa Claus," with Ray Montgomery & Maria Palmer; story of young husband whose habit of quitting jobs finally forces wife to work
- 9 **"Hitler Dead Or Alive"**
 Feature film with Ward Bond, Dorothy Tree & Bruce Edwards; three ex-convicts from Alcatraz try to gain million dollar reward
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Ulmer Turner And The News**
- 5 **Clifton Utley And The News**
- 10:25 4 **Chgo. Weather—Betty Jordan**
- 10:30 4 **Musical Nite-Cap—Melodies**
- 5 **Let's Look At Sports—Duggan**
- 7 **Dr. Fixum—Household Tips**
- 10:45 4 **Reynolds On Sports**
- 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Murder Before Midnight—Film**
 "Pilot X," feature with John Carroll & Leon Ames; mysterious pilot shoots down planes belonging to commercial aviation outfit
- 9 **"Convoy"—Feature Film**
 Olive Brooks, John Clements, & Michael Wilsing in drama of a British Navy convoy, scenes of submarine attacks, aircraft defense, & a battle between German warship & British cruiser
- 11:30 4 **"Come Out Fighting"—Film**
 Feature with Leo Gorcey & Huntz Hall; son of police commissioner who closes boys' clubroom becomes involved with gamblers
- 12:15 9 **Chicagoland Newsreel—Data**
- 12:45 4 **Midnight Edition—Ulmer Turner**
 (Stations reserve the right to change above listings without notice)

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*danger!
excitement!
adventure!*

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CHANNEL 4
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 CHANNEL 9
WGN-TV
 9:30 P. M. EVERY TUESDAY
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 Peter Hand Brewery Co., Chicago *Reg. U.S. Pat. Off.

7:30 P.M.

THURSDAY NIGHT

See your local politicians and people in the news quizzed by Chicago's top newsmen on

"PRESS CONFERENCE"

WGN-TV



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NEWS

with

ULMER TURNER

Chicago's top news-caster with news and views of local and national interest.

Mon. thru Fri. 10:15 to 10:25 p.m.

Weather

with

BETTY JORDAN

Chicago's only weather gal who will bring a new slant to the weather picture.

Mon. thru Fri. 10:25 to 10:30 p.m.

SPORTS

with

FRANK REYNOLDS'

WHAT's new in the sports world? . . . just listen to a frank report, with Frank Reynolds sports round-up.

Tues. and Thurs. 10:45 to 11:00 p.m.

WBKB

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FOR THE FINEST IN TV

NEW



SHOW

every Friday at 9:30 p.m.

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. SEND SELF ADDRESSED STAMPED ENVELOPE TO WBKB
190 N. STATE,
CHICAGO.

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

WBKB

Friday May 2

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

- 7:00 5 Today—Dave Garroway Reports
8:30 9 Your Figure Ladies—Exercises
9:00 4 Morning News—Commentary
5 Prologue To The Future
9 Chicago Cooks—Kay Middleton
9:30 4 Bride & Groom—Interviews
5 Breakfast Party—Mel Martin
10:00 4 Al Pearce Show—Variety Revue
5 Home Cooking—Recipe Fun
Preparation of rhubarb demijohn
9 Breakfast Party—Musical Fun
10:30 4 Breakfast With The O'Neils
5 It's A Problem—Discussion
"Sharing Worries With Children" by
Miss McKillop, Miss Molly Parks, and
Dr. Robert Goldenson
9 Strike It Rich—Warren Hull mc
11:00 4 Creative Cookery—Recipes
Vienna pastry dough for hors d'
oeuvre patty shells, crescents, etc.,
crab meat oau diable, and lobster
mornay in patty shells
5 Ruth Lyons' 50 Club—Chatter
9 Egg And I—Continued Story
11:15 9 Love Of Life—Serial Drama
11:30 5 Good Living—New Ideas
7 Paul Dixon Show—Variety
9 Search For Tomorrow—Tale
11:45 9 Rhythm Retreat
12:00 4 Bill Evans Show—Variety
5 Noontime Comics—John Coons
7 Bob & Kay Show—Variety Time
9 Hi Ladies—Interviews
12:30 4 Garry Moore Show—Comedy
Guests: comedian Cliff Norton and
actress Lucile Watson
5 Meet Mintz—Favorite Tunes
12:45 5 Newsroom—Jack Angell
9 News Headlines—Spencer Allen
1:00 5 "Adventures Of Kitty O'Day"
Feature film with Jean Parker, Peter
Cookson & Tim Ryan; hotel tele-
phone operator tries to solve three
murders
9 Batting Practice—Warmup
1:10 9 Lead-Off Man—Interview
1:25 9 Baseball—Cubs vs Brooklyn
Jack Brickhouse & Harry Creighton
1:30 4 First Hundred Years—Serial
1:45 4 Lucky North Show—News
2:00 4 Loyola University—Talk
5 Big Pay Off—Quiz Program
7 Barbara Moro—Creative Ideas
2:15 4 Film
2:30 4 Bert Parks Show—Musical
"In the Cool, Cool, Cool of the Eve-
ning," "Whoo-ee Louisiana," "Oh
Katharine," and "With My Eyes Wide
Open"

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FAMILY MATINEE EVERY SUNDAY
special children's menu
CALL "PHIL" Wabash 2-4400

Boulevard Room
THE CONRAD HILTON
Formerly THE STEVENS

FRIDAY MAY 2—cont'd

- 2:30 5 **Ralph Edwards Show—Quiz**
 3:00 4 **"Come Out Fighting"—Film**
 (see description Thurs. 11:30 p.m.)
 5 **Kate Smith Hour—Musical**
 Fashion show, Blackburn Twins & Pam Cavin, comedian Prof. Backward, and pianist Evalyn Tyner
 3:15 7 **America Prepares—Film**
 "Incendiary Bombs—General Principles"
 3:30 7 **Beulah Karney—Foods Show**
 The Backyard Barbecue with special seasoning tips, & "hamburger is king" day
 3:45 9 **Tenth Inning—Recap Of Game**
 4:00 5 **Hawkins Falls, Pop. 6,200**
 7 **Trade-Inn—Exchange Show**
 9 **Pathways Of The World**
 "New Hampshire"
 4:15 4 **Film**
 5 **Gabby Hayes Show—Tall Tales**
 9 **Music Ala Mode—Jack Fuller**
 4:30 5 **Howdy Doody Show—Puppets**
 7 **Sagebrush Theater—Western**
 "Riders of the South" feature
 9 **Picture Payday—Quiz Show**
 See if you can remember details in a newspaper picture; Tommy Bartlett asks the questions
 4:45 4 **Assembly—Armed Forces Show**
 Chief Corey interviews via phone from Tokyo service personnel
 5:00 4 **Kids Karnival Kwiz—Games**
 5 **Cactus Jim—Western Feature**
 9 **Telephone Game—Quiz Session**
 Harold Isbell and Jane Quinn co-emcee the fun
 5:30 4 **Silhouettes Of The West—Chats**
 5 **Weatherman—Clint Youle**
 7 **Tom Corbett Space Cadet**
 9 **Travelers' Sketchbook—Film**
 "Cuba"
 5:40 5 **Dorsey Connors Show—Talks**
 5:45 4 **Window Shopping—Commercial**
 5 **Something To Talk About**
 7 **King Calico—Puppets For Kids**
 King Calico tries to shoe the giant but gets the job only half done
 9 **Movie Quick Quiz—Contest**
 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**
 7 **Trouble With Father—Skits**
 9 **Spencer Allen And The News**
 6:45 4 **Perry Como Show—Musical**
 Perry & Fontanes sing "Goin' On A Hayride," Como's solos include "At Last," "Why Did You Leave Me?" & Fontanes "A Guy Is A Guy"
 5 **News Caravan—John Swayze**
 9 **Chicagoland Newsreel—Data**
 7:00 4 **Mama—Domestic Comedy Skit**
 Katherine, who is being neglected by her steady boyfriend, thinks she will go to the Jr. Prom with a new flame named Freddie in "Kathrine & the Doormat"
 5 **RCA Victor Show—Variety**
 Dennis Day in situation comedy and song with Verna Felton & Kathy Phillips
 7 **Hot Seat—Interviews**
 Noted personalities in the news are interviewed by Steward Scheffel
 9 **Twenty Questions—Panel Quiz**
 Fred VanDeventer, Florence Rinard, Herb Polesie, Johnny McPhee, Bill Slater, & guest Don McNeill
 7:30 4 **My Friend Irma—Marie Wilson**
 Situation comedy with roommate Jane
 5 **Walt's Workshop—Creative**
 Mr. Durbahn demonstrates how to make rustic furniture for outdoors
 7 **Personal Appearance Theater**
 "Collateral," starring Anita Louise as a lawyer who tries to restore a sense of decency to two men involved in a court case
 9 **This Is The Story—Drama**
 Story of the man who saved the lives of two American presidents with one knockout punch, and a postage stamp that changed the course of history
 7:45 9 **Easychair Adventures—Film**
 "He Acts His Age"
 8:00 4 **Playhouse Of Stars—Drama**
 "Doctors Should Never Marry" with Diana Lynn; a busy young doctor misses his own engagement party because a patient needs his services
 5 **Big Story—Newspaper Drama**
 "Case of the Unhappy Wife" story of Rolf K. Mills, reporter for Minneapolis Tribune played by Willard Sage, who helped close the book on a murder investigation that began without a single clue
 7 **Rebound—Film Drama**
 "The Matter of Honor"
 9 **Down You Go—Panel Quiz**
 Moderator Dr. Bergen Evans; panel: Carmelita Pope, Toni Gilman, Fran Coughlin, and Robert Breen
 8:30 4 **It's News To Me—Panel Quiz**
 Moderator John Daly with panelists Anna Lee, John Henry Faulk, Angela Lansbury, and Basil Rathbone

FRIDAY MAY 2—cont'd

- 8:30 5 **Aldrich Family—Comedy**
Henry (Kenneth Nelson) discovers that subtle tactics work better when backed by feminine intuition
- 7 **Tales Of Tomorrow—Drama**
Lex Barker is featured in story of a group of scientists who succeed in making trip to a star
- 9 **"Mungahra"—Film Drama**
- 9:00 4 **Police Story—Drama**
Story of how Insp. Joseph Krug of the Spec. Investigation Sq. of police department in Detroit, Mich. helped solve an extortion case
- 5 **Cavalcade Of Sports—Boxing**
Tony Pallone, veteran N. Y. welterweight vs Vinnie Martinez from Paterson, N. J., in a 10 rd. non-title bout from St. Nicholas Arena, N. Y.
- 7 **Cameraman At Large—Film**
- 9 **Cavalcade of Stars—Variety**
Jackie Gleason emcee with guests singers Johnny Desmond & Betty George
- 9:30 4 **Pope's Gourmet Society—Food**
Italian tomato sauce, meat balls, and Italian spaghetti
- 7 **Chgo. Klose Ups—Interviews**
- 9:45 5 **Greatest Fights Of The Century**
- 10:00 4 **Ernie Simon—Curbstone Cutup**
Laughter, gags, and some antics under the State & Lake marquee
- 5 **Weatherman—Clint Youle**
- 7 **Courtesy Hour—Jim Moran mc**
"Chicago Fights Cancer." Emcee Jim Moran with stars of stage, screen, radio and TV appeal to the public for contributions to the Amer. Cancer Society, Ill. Div.
- 9 **"The Man Who Lost Himself"**
Feature film with Kay Francis and Brian Aherne; eccentric man discovers he has a double and seeks a way out of his difficulties
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Ulmer Turner And The News**
- 5 **Clifton Utley With The News**
- 10:25 4 **Chgo. Weather—Betty Jordan**
- 10:30 4 **Musical Nite-Cap—Melodies**
- 5 **Let's Look At Sports—Duggan**
- 10:45 4 **Chronoscope—Discussion**
Sen. Fred A. Seaton (R-Neb) will be interviewed by W. B. Huie on legislative and political issues
- 5 **Herbie Mintz Show—Old Tunes**
- 11:00 4 **Murder Before Midnight—Film**
- 5 **Grand Marquee—Feature Film**
- 11:30 4 **"Hello Sister"—Feature Film**
Lloyd Hughes & Olive Borden
- 9 **Chicagoland Newsreel—Data**
- 1:00 4 **Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

TV FORECAST

"CHICAGO FIGHTS CANCER"

GIANT STAR-STUDD
3½ HOUR TELETHON

Win \$3600 Car!
1952 Hudson
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Given Away

FRIDAY!
WENR-TV
Starting at **10 pm**

JIM MORAN

presents his

3rd ANNUAL CANCER SHOW

for The Benefit of the Illinois Div. of
the American Cancer Society

1st Chicago STAGE appearance
starting **FRIDAY, MAY 2**

JOHNNIE RAY



COLUMBIA
RECORDING
ARTIST

*"He Sings
as He Feels"*

ON THE SCREEN

TONY CURTIS

IN

"FLESH AND FURY"

with Jan Sterling - Mona Freeman

ORIENTAL THEATER

Randolph near State

Vejar (R), ducks under opponent Sonny Volpe at St. Nick's Arena in New York. Chico was winner.



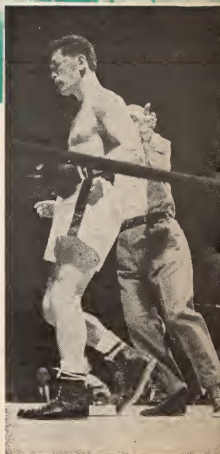
TELEVISION is mighty proud of Chico Vejar. The 20-year-old New York University drama student with the potential of a world's welter-weight champion, is one of TV's most exalted examples. Always providing an exciting and entertaining show, the spunky fighter has drawn \$14,290, \$22,655, and \$23,431 gates in his last three Madison Square Garden appearances. And he's big news today, because of TV.

Slugging his way with skill and precision through 40 wins in his last 41 professional fights, Chico faces his toughest exam May 7th in the Chicago Stadium. Chuck Davey, a college graduate with championship aspirations, will be there, gunning Chico for his 33rd consecutive victory. Since an early shot at Kid Gavilan's title may be at stake, it represents the biggest and most important fight for both of them.

How far Chico will go in the ring remains to be seen after his Davey encounter. Vejar has all the necessary attributes—speed, punch and sharp reflexes. Although Chico claims to be slow and awkward, he has shown flashes of speed and grace in the ring.

His approach is somewhat unorthodox. As a combina-

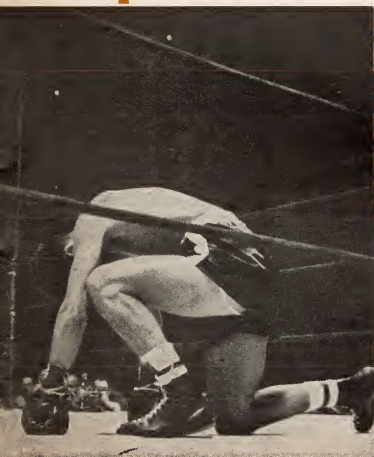
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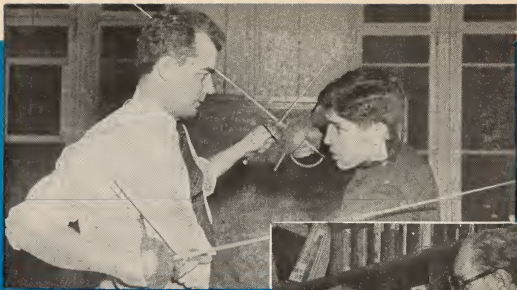
tv's glamour boy

VEJAR

A spunky fighter, Chico seeks 41st
ring victory over Davey, May 7th

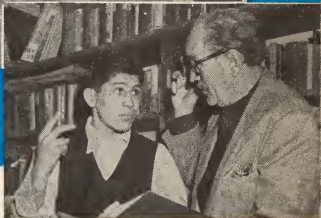


Dropped by a hard right to head from Fitzie Pruden (L), Chico Vejar takes a long look at the canvas in the first round of their ten rounder at Madison Square Garden. An underdog, Vejar came back to win.



Just in case he's ever called on to play a swash-buckling role, acting hopeful Chico Vejar (R) practices fencing with instructor Albert Quinlan of NYU.

Professor Randolph Samerville (R), head of NYU's school of drama, is pictured giving Chico some instructions in the art of interpreting Shakespeare.



tv's glamour boy

CHICO VEJAR

(Continued from page 40)

tion puncher, he can throw leather from any angle. He's best known for his ramrod left jab to the head followed up with a crushing right to the ribs.

Because of Chico's peculiar eagerness, he takes criticism seriously. His most impressive ring lesson was a lecture by Sugar Ray Robinson. He doesn't pattern himself after Robinson but has adopted many of Sugar's tricks and is quick to admit he still has many more to learn.

Vejar's devotion to boxing turned him from a prospective hoodlum into a major network television attraction. As a budding problem child, Chico quit Stamford (Conn.) High School but matured enough to realize his mistake. He wasn't ashamed to return to school, slightly older than his classmates, and eventually correct past mistakes.

"I was more or less a hoodlum," admits Chico. "I used to bum around, hitched busses, got into fights and didn't care for school. All that was before I started boxing. It was the beginning of my new outlook on life."

As an amateur, he won 11 straight

bouts. Under the careful grooming of radio and TV sportscaster Steve Ellis, he turned pro and registered 40 wins in 41 contests, losing only to Eddie Compo. Currently enrolled as a freshman at New York University, he hopes someday to become an actor.

Classified 1A, Chico will probably remain exempt until June in order to finish the semester or he may become exempt until graduation three years hence.

Well versed in courtesy, Chico prides himself as a true sportsman. "At the start of each round," says Vejar, "I wish my opponent good luck. After that it's him or me!" Only one boxer has tested Chico's good nature. That was Sonny Luciano at Madison Square Garden who exclaimed: "You put that — in your filing cabinet. Just come out and fight." Luciano growled in one round and cussed in another, trying to make Chico lose his temper. Chico didn't and copped the fight.

The Chico Vejar-Chuck Davey Pabst Blue Ribbon fight can be seen over WBKB, Wed., May 7.

NEXT WEEK: Read sports editor Ed Pazdur's comparison of Vejar and Davey with a forecast of the fight May 7th in next week's copy of TV Forecast on sale at news-stands.

Elson to travel— Scribes take over

TV

SPORTSCAST

by

ED PAZDUR

Sports Editor



THE Kentucky Derby will not be the same this year. Without the strident tones of sportscaster Clem McCarthy, a lot of the punch and excitement will be missing in WBKB's telecast May 3rd. Shortly after announcing his retirement, a number of characters from boxing, racing, trotting, radio, TV, plus sports writers banded together and honored McCarthy with a dinner in New York last week.

Bob Elson, popular baseball sportscaster, will travel with his beloved White Sox this year, leaving his daily TV sports show (WBKB, 6:00 p.m.) in the hands of Chicago newspapermen. The converted writers alternately subbing for Bob are Dick Hackenburg, Sun-Times sports editor; Jack Ryan, Daily News sports writer; radio & TV sportscaster Jerry Sperling, and this writer representing TV Forecast.

After watching Roy Smalley and Chico Carrasquel in Chicago's first glimpse of the Cubs and Sox, we thought Smalley had a slight edge over Chico that chilly afternoon. Anything represents an improvement for Smalley. He handled the ball confidently with skill and poise. His ankle appeared strong as he hawked hot grounders with plenty of zest and neatly caught Nellie Fox attempting to steal home on a sharply executed cut-off play. Roy seems to be headed for a great year.

"Chico" Carrasquel (his real name is Alfonso), still slightly overweight, has slowed a little. He's acclaimed as the best shortstop in the American League, topping Yankee Phil Rizzuto's record (288) of errorless chances by handling 297 chances without a flaw. Chico's bat in the clutches and his effortless cavorting in the short field still mark him as one of modern day baseball's best.

Cuffnotes: Rocky Graziano bought a twelve room house in Brooklyn with a swimming pool built in the basement of the three story mansion. . . . A sport catching on fast in New York is polo. The spirited, intelligent ponies are drawing raves from Eastern fans. . . . Joe Louis says Clarence Henry can whip both Walcott and Charles. Rocky Marciano doesn't rate with Louis, despite Rocky's sensational knock-out of the ex-champ.

Mailbag: "When wrestling at Marigold begins to smell, whose fault is it? The promoter's or the State Commission's?"—M. A. Zoncick, 743 Oakside, South Bend, Ind.

Try writing to promoter Fred Kohler, 1441 W. Montrose, Chicago, Ill. He promotes and operates Marigold wrestling shows for the Dumont television network.

**First hand
coverage**



ELSON

**Some skill
and poise**



SMALLEY



Boys and girls, would you like to meet the family of cowboy Roy Rogers? Here they are in the picture. Sitting in front are Linda Lou and Cheryl Darlene, his two daughters. That's Roy Jr. standing between his parents, and his nickname is "Dusty."

Roy's famous wife standing at the left is Dale Evans who is a real cowgirl in her own right. Do you know something? One of the big reasons why Roy Rogers is such a hero is because he dearly loves his family. Maybe that's a lesson for all of us.

Here are some of my weekly winners:

Susan Bender, Rochester, N. Y.; Lee Bolton, Kossowville, Wis; Rick Brandstedt, Chicago; Jimmie Brophy, Chicago; Frances Byrne, Chicago; Raymond Castro, East Chicago, Ind; Nancy Gruver, Jonesville, Wis; Marilyn Hill, Michigan City, Ind; Rolfe Kalconay, Chicago; Lorraine Leomer, Elburn, Ill; Nikki Metcalf, Waterford, Wis; Charlotte Parker, Mundelein, Ill;

HOW THE CROCODILE GOT HIS NAME

Here's a picture of a little girl who won a TV contest that had more than 20,000 entries. Her name is Bari Lynne Finnegan of 2003 Lake avenue, Whitings, Ind. and she is the one who named the new crocodile in the "King Calico" show on channel 7.

I'll bet most of you know already what Bari named the crocodile—it was K.P. Wiggle. That's a pretty good name, because crocodiles certainly do wiggle a lot. Besides, he is in the kitchen as a royal cook for King Calico, so that makes him a K.P. (which means "kitchen police").

In the picture, Bari is saying hello to King Calico himself who is in the center. And on the right is none other than K.P. Wiggle himself.

Doris Phillips, St. Joseph, Mich; David Schafer, South Bend, Ind; Kathy Schult, Hebron, Ill; Potty Stueve, Wayne, Ill; Judith Youngs, Chicago.

THIS WEEK'S CONTEST—How many different kinds of trees can you name? Make up your list and send it to Uncle Herbie, % *TV Forecast*, 185 N. Wabash avenue, Chicago 1, Ill., before Sunday, May 4. For the best list, I'll award \$1, next best 50 cents, and 25 cents each for the 15 runners-up. In case of ties, neatness will count.



And before we forget it, King Calico wants us to give you all a message. He just finished climbing out from underneath 20,000 letters, and he said he never saw such a storm of mail in his royal life.

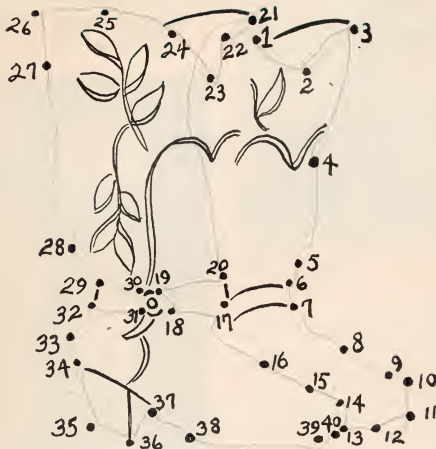
For that matter, neither did we. Did you?



MOLLYCUES

by MOLLY POTKIN

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If you've been watching "Portraits of the West" films, you've seen plenty of cowboys. Here's something they really

love. Connect the dots to see what it is. Then color the picture in the best way you can and try for a nice prize.

Mail your entries to Mollycues, % TV Forecast, 185 N. Wabash avenue, Chicago 1, Ill., before Monday, May 5. 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. Solution to this week's puzzle will appear here next week.

MOLLYCUES WINNERS

Beverly Baumgartner, Franklin Park, Ill.; Bonnie Chase, Aurora, Ill.; Judy Clark, Chicago Heights, Ill.; Natalie Fishman, Chicago; Mary Ann Halbarth, Chicago; Barbara Jones, Chicago; Karen Kraay, Munster, Ind; Grace Martillara, Chicago; Mary

Oran, Naperville, Ill.; Bob Phelps, Oak Park; Billy Pawell, Chicago; Judy Provance, Joliet, Ill.; Elaine Raska, Chicago; Nancy Strabel, Chicago; Bill Tamicki, LaGrange, Ill.; Philip Wadsworth, Oak Park; Sharon Wooffer, St. Joseph, Mich.

THE TRICK



Can you remove eight toothpicks from these 24 (which make up nine squares) and have two squares left?

SOLUTION



If you arrange them as shown here, you will have no trouble removing the eight toothpicks. Your two squares will look like this.



Angel goes through some perpetual motion routines.

IN THE U.S. roll call of abbreviations, A.A. has come to symbolize many things, but none so provocative as "Athletic Angel."

When blonde saucy Lorraine Johnson was a college coed, her classmates tagged her "Angel Casey" after noting her resemblance to a heavenly body which appeared on the cover of a romantic novel bearing the same name. And when time came for her to adopt a stage name, what could be more appropriate? Lorraine Johnson became Angel Casey, permanently.

"Athletic Angel" is a fitting description. Every Saturday afternoon she assists Herb Allen on "Hail The Champ"—putting youngsters through various hazard courses.

A.A. might also signify "Active Angel." She's also a dancer, singer, director and teacher. After receiving her B.A. from the University of Cincinnati and Bachelor of Letters degree from the Conservatory of Music and Allied Arts there, she devoted five years to the Cincinnati Civic Theatre and also boasts an extensive background in stock companies.

Her work with children's theatre groups was followed by a stint in radio and the movies during which she performed in such soap operas as "Woman In White," "Bachelor's Children," "Road of Life," and "Today's Children."

In Television Circles --- **AA** MEANS **ATHLETIC ANGEL**



Angel gets some pertinent points on basketball from "Coach" Herb Allen before "Hail The Champ" show.

Angel also gave Hollywood and its glitter a fling before settling down to her adopted home, Chicago, where she has concentrated on television.

Angel's boss on "Hail The Champ" is lean, agile Herb Allen who did a lot of gabbing at the mike before entering television. A former playground director, 36-year-old Herb also announced radio programs and baseball games before turning actor and television emcee.

Both Herb and Angel now have a chance to make good use of their past experiences with children. Each Saturday they're required to control a horde of screaming, yelping, whistling youngsters on one of television's most boisterous programs.

—Shirley Elman

Hail The Champ can be seen at 5 p.m. on Saturdays over WENR-TV (Channel 7.)

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 with animals in Lincoln Park Zoo
 4:00 P.M.



★ **SKY KING**

A brand new series of action-
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 4:30 P.M.

★ **THE ROY ROGERS SHOW**

Western thrills and fun with Roy Rogers,
 Dale Evans and Pat Brady
 5:00 P.M.

★ **ONCE UPON A FENCE**

Music, stories and magic adventures
 5:30 P.M.

WNBQ

NBC

CHANNEL 5



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