JUNE 30, 1951

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NEXT WEEK

"Why Doodles Weaver?"

The reason why NBC's new madcap comedian, Doodles Weaver, will help cool off Chicagoland viewers during the hot summer months is discussed in next week's TV Forecast, on sale Friday at all leading newsstands.
New York—It's not generally known, but one of the biggest entertainment stories of 1951 has been the successful transformation of Frank Sinatra from straight crooner to suave master of ceremonies. Some time back, Frankie realized his golden voice was slipping badly. For a young man who had hit the peak of success, this was a heartbreak. However, by terrific work, Sinatra managed to change over into a semi-comic emcee with less vocalizing—all so gradually, show by show, that even some of his closest fans were fooled. ... Likable tomboy Mary McCarty, the stage star, is mulling a GI-interview type of show with ABC. She's been in show business since the age of five. ... Look for new ABC shows with William Gargan as a sleuth, and Dennis James in a morning variety show. ... Roly poly Hattie McDaniel is replacing Ethel Waters as the star of Beulah.

Mike Wallace, newest CBStar, getting a hand for his video sightseeing series. It's that natural approach that gets the customers. ... John Cameron Swayze says an appeaser is one who stoops to concur. ... Songs For Sale is replacing Sing It Again in July. Ray Bloch's orch will be kept on, and comic Steve Allen added to the show. ... Like Maggi McNellis? She'll tee off a new series with Bud Collyer August 3 via ABC. It'll be called "Say It With Acting." ... After kicking the Sam Levenson show schedule all over the lot, CBS finally reports that kindly comic won't compete against NBC's Red Skelton next fall—that's a break for fans of both. ... Susan Peters, the soap opera lovely, claims that teen-agers realize that "mother is the necessity of convention." ... Rosalind Russell, veteran film darling, is huddling with CBS brass. The result may be a new daytime serial. ... Viewers are still kicking over that nauseating Tintair slogan. They brand it the "worst taste shown by admen in a decade." ... Camels is talking about bouncing Vaughn Monroe's show.

Louis Roen, that quiz sharpie on DuMont's "Down You Go" show, had excellent training for the spot. He learned to think fast as a telegraph operator. ... Jack Carson has been named Humorist of the Year by the Circulation Managers Association. Question is—which year? ... Hollywood rides TV coat-tails dept—1. Franchot Tone is planning to go into video production. 2. Diana Lynn and Eddie Albert dickering for the lead roles in the upcoming "Egg and I" TV series. ... Jackie (Homer) Kelk is bowing out of the Aldrich Family show. He's set for a new show called "Young Mr. Buttons." ... Milton Berle reports that his cook is so bad even the mice eat out. ... Studs Terkel, star of "Studs' Place," broke into entertainment as a gangster on the "Ma Perkins" serial.

Frances Langford fans will be happy to know she'll launch a one-hour daytime variety show on ABC September 10. Teamed with her will be Don Ameche. ... Medical experts say the best distance for viewing TV is approximately 10 times the diameter of the screen. According to the critics, this is much too close for some shows. ... Herman Hickman, the hefty football coach who appears on quiz shows and chuckles heartily at his own jokes, is Europe-bound to help conduct a GI football clinic.
They'll Keep Como's Customers Happy

The Columbia Broadcasting System has a commendable little habit of trying to keep its TV customers satisfied. When it was announced that song-star Perry Como was taking a two month vacation this summer, the viewers set up long and anguished howls.

But well before the protests could assume the proportions of a lynching movement, CBS brightly reported that Como's substitute on channel 4 would be the pleasant combination of Peggy Lee and Mel Torme, each of whom is a major vocal attraction.

Together, Peggy and Mel should make beautiful music during the hot months ahead. Individually, they are versatile stars with backgrounds of success in recorded music, stage and radio.

Besides this, Torme is an accomplished song writer, with many of his tunes hitting the peak of national popularity. Still a young man, the "Velvet Fog" has already established himself as an idol of U.S. teen-agers.

Peggy Lee is a natural platinum blonde who once lived in the little farm town of Jamestown, North Dakota. According to her official biography, Peggy practiced her early singing style with the birds as she helped with the harvesting.

That particular bit of information may come as something of a surprise to her one-time neighbors, or even the official Jamestown Bird Watching Society. Nevertheless, it is so reported and duly noted.

Whatever the background, Peggy developed her enchanting song style in whatever way she could—college bands, weekend one-nighters, glee clubs and
church choirs. Her real name, Norma Egstrom, was still with her in 1939 when she pawned her watch, secured a railroad pass from her father, and burst into Hollywood clutching her personal fortune of $18.

Filmdom, then as now a gigantic Phonyland, wasn't too interested in promising young talent. After a succession of obscure little singing jobs, Peggy returned to North Dakota somewhat discouraged. A Fargo station manager, Ken Kennedy, changed her name to Peggy Lee and booked her for nightly radio stints over WDAY.

Soon Peggy's vocal talents brought her to the Hotel Raddison in Minneapolis, and the Doll House in Palm Springs. Frank Bering, owner of the Ambassador Hotel here, chanced upon the lovely young singer in Palm Springs, and quickly signed her for the Buttery.

Peggy was an immediate hit with the young society toffs there, and remained a year in those plush surroundings. Then the great maestro himself, Benny Goodman, heard Peggy sing and offered her a chance with his band. She toured the country brilliantly with the Goodman group for two years, and meantime married his guitar man, Dave Barbour.

After an interlude as housewife, Peggy teamed with her husband in writing and recording song hits. Their catchy "Manana" sold over two million records, and thrust Peggy into a series of personal appearances. Recently, she and Dave have decided to call it quits on marriage. Despite this personal tragedy, Peggy Lee will join with Mel Torme July 4 to launch a warm-hearted session of music and songs.

The Lee-Torme show will be seen Monday-Wednesday-Friday on WBKB at 6:45 p.m., sponsored by Chesterfields.
In April of 1949, a slender, lean-jawed pianist sat down before a WGN-TV camera, and while thousands of electrified televiewers watched, proceeded to lambaste the keyboard violently. Arms flailing vigorously, the little man tilted back a razor-sharp profile and poured forth a mournful ditty called “Jealous Heart.”

The response was terrific. Chicago TV had rocketed up a new star. Al Morgan had arrived.

Some word-wise press agent has tagged Al Morgan with the label “fabulous.” Considering his meteoric career, it’s no understatement. In 1937, Al was pounding the keyboard in a small Cincinnati night club for $2 a night. In 1951, he’s the toast of television, stage and recorded music across the nation.

Here’s what happened in those long years. After serving with the Air Corps, Al was released in 1945, and hooked on with several small radio shows around Cincinnati. Between air stints, he served time at night clubs in the neighborhood.

In 1946, Al took a fling at New York entertainment, but failed to make headline news. Next came Chicago, where a jolly but shrewd booking agent named Frank “Tweet” Hogan took command of Morgan’s career. In February, 1947, Hogan secured an engagement at a north side show lounge. Al soon captured the hearts of the customers with his cheerful, bang-up showmanship, and a week’s engagement stretched into five.

After that came a tour of the “corn belt,” with stops at night clubs and theatres throughout the midwest. Fame was beckoning to Al Morgan, and he dutifully followed the elusive idol to New York, Boston, Cleveland, Kansas City and St. Louis. Between tours, Al always came back to Chicago for rousing renewals with his rabid fans.

Then “Jealous Heart” happened.

It was basically a hill billy tune, written years ago by Jenny Lou Carson, ex-wife of band leader Tiny Hill. Morgan decided to give it a full orchestral arrangement, and sprang it on a fashionable Minneapolis audience. Three encores later, Al was convinced. Put on wax, “Jealous Heart” swept the country.

In 1937, two dollars a night
In 1951, toast of a nation
It remained for television to make Al Morgan a national success, since a one-shot record could die as fast as it arose. WGN-TV cannily planned the Morgan piano show in 1949 as a “sleeper” but in no time at all, TV fans were wide awake and demanding more.

In September of the same year, DuMont spread the Morgan fame along its network—incidentally the first Chicago-originated DuMont show. This great keyboard show is still going on, and Morgan’s fans are legion.

The sprightly pianist knows and plays 15,000 tunes. The flying-hand technique, which many critics compare to a windmill in full sail, was developed in Al’s early night club days. He noticed then that customers usually talked, danced and sipped without paying attention to the musicians. Al decided to attract attention by waving his hands—and it worked.

After eight years of practicing this style, Al’s hands fly carelessly and easily, but they always know which keys they’re going to hit.

The Al Morgan Show is seen on channel 9 every Monday at 7:30 p.m.
Added information

11:00 7 Bob And Kay Show Guests: Diana Barrymore and Robert Wilcox

2:30 5 Bert Parks Show Bert, Betty Ann, and Bobby point out "Lookie, lookie, lookie, Here Comes Cookie," Heathertones sing "My Sugar Is So Refined," announcer Ted Brown gives his version of "Honeysuckle Rose," Betty Ann Grove wants to find out about "The Thing," and gang joins in on "So Long, It's Been Good To Know You"

3:00 5 Straw Hat Matinee—Variety

3:30 4 It’s Fun To Know Lessons in "How to dance"

7:00 5 Quiz Kids Featuring American heritage questions with Pat Conlon (14), Lonnie Lundie (15), Joel Kupperman (15), Melvin Miles (8), and Mary Finch (6)

9 No Cover Charge Musical film shorts with Mal Bellairs

8:30 5 Victor Borge Show Quartet of famous art museum pieces: Whistler's Mother takes the fast licks on the saxophone, the Discus Thrower adds the blue notes on the bassoon, Cupid plays the trombone, and Napoleon toots the flute with the Three Graces chiming in on the vocal chorus as the combo plays "Abadaba Honeymoon"

9 Shadow Of The Cloak—Drama

9:00 9 Cavalcade Of Stars Jackie Gleason presents Igor Gorin, Jay Marshall, and Beverly Hudson vocalist, and the June Taylor dancers

9:45 5 Nature Of Things Timekeeping: modern clocks and watches; precise timekeepers of today will be described and illustrated by Dr. Roy K. Marshall including the modern naval chronometer

11:20 7 Lucia Fera Show Music on records

11:30 9 Feature Film "The Medicine Man" a comedy starring Jack Benny

Dave Garroway defines summer resort ads as trip teasers.

Arthur Godfrey—"My weekend did me good. I’ve still got the bags under my eyes, but they’re sunburned."

Letters to the Editor

Our stay here in Chicago has been most delightful. Chicagoans are such friendly folk that they make us feel that we definitely are a part of their family structure, and your magazine projects their spirit with its sympathetic reporting of what goes in the TV picture.

JUDY SPLINTERS AND SHIRLEY DINSDALE

Chicago, Ill.

I feel that people on TV should be able to afford clothes that cover. . . . I am forming a Society for the Proper Clothing of Show Girls. I have four members already, and you can be honorary president.

JIM CALLAHAN

Chicago, Ill.

I think Janette Davis is the most indecent girl I ever saw. First of all if her dresses were any lower, she wouldn’t have anything on. Second, whoever told her she could sing must have been out of their mind. I think she should go back to Arkansas. . . . Third, I think it is terrible the way she looks daggars at Marion Marlowe and Frank Parker when they sing together. . . . She has been a big snob and a big showoff ever since Bill Lawrence left.

SHIRLEY HERMANN

Chicago, Ill.

Everyone has written to you about getting freak reception on their TV sets. Here are the cities I picked up June 11: Havana, Cuba; Mexico City; San Antonio; Houston, and Jackson ville.

MUSKEGON, MICH.

FRANK ROZEK

So Henry Morgan has sponsor trouble again, has he? What’s the matter? Is he too clean? . . . Try England, Henry, they’ll love you there as they do Danny Kaye.

JOY GOLDBERG

Chicago, Ill.

Why doesn’t Mary Hartline have some of her mop chopped off?

MARY L. CLARK

Oak Park, Ill.

Ed. Note: Would you suggest a crew cut like Jerry Lewis?
I would like to express my thoughts toward the person who called Horace Heidt a fraud. I believe his program is one of the best on television. He has done wonders for many of the youngsters by giving them a chance. The person that wrote that letter didn’t think first.

St. Joseph, Mich. ELEANOR JESCHKE

The recent article on “Assembly,” in particular the telephone calls to Tokyo, etc. appealed to me. I am in a position to offer certain services which I would think would help in a little way to make things easier and comfortable for these people who are located far from their homes and families. In my own small way I could contribute a small share of happiness to them in the way of sending stationery, stamps, magazines and books. Could you cooperate with me in furnishing a list or submitting names and addresses of men and women, especially the ones who are stationed in far-flung areas? P.S.: During the last war I also did some work along this line, I am a war widow of World War II, and have a son 12 years old. My telephone number is DI 8-9490.

Chicago, Ill. EDITH SIMONS

Ed. Note: We have no such list, but perhaps readers may be of help to Mrs. Simons.

I am disgusted with the remarks appearing in TV Forecast about cowboys. I don’t think readers should say anything against cowboys when 99 out of 100 children watch them.

Chicago, Ill. CATHLEEN ANN GRABSKE

I’ve gotten my craw full of halo-covered, nicy-nicies who pretend to tell us what we should see and what we shouldn’t see. I am very capable of protecting my children from anything that might in my opinion s inge their moral behavior and thinking. You would think that somebody forces us to view the things we don’t care to see. It’s simple for me, if I don’t like, I don’t watch, and if I don’t watch, I might not buy the sponsor’s products.

Forest Park, Ill. RICHARD D. WOOD

SATURDAY
4:00 Unconquered
4:30 Western Feature*
5:30 Man’s Confidence In Man
5:30 Between Fighting Men
6:30 Gunpoint
7:00 Feature Film*
7:00 Western Feature*
7:00 Forever And A Day
10:00 Charlie Chan In The Secret Service
11:00 Blind Goddess
11:00 Young And Willing
11:00 Glory Trail
12:00 The Trail Beyond

SUNDAY
10:00 Spy In Black
11:30 Her Enlisted Man
12:00 Divorce Of Lady X
5:00 Panama Patrol
6:00 TNT
7:00 Atlantic Flight
9:30 Courageous Dr. Christian
10:00 Tonight Or Never
10:30 Ten Laws To Go
11:00 My Son The Hero

MONDAY
1:00 Barefoot Boy
2:00 Penal Code
4:00 Utah Trail
5:00 Fighting Deputy
8:00 Betrayed
8:30 Little Lord Fauntleroy
9:30 Dangerous Intruder

TUESDAY
12:00 Feature Film*
1:00 Police Bullets
4:00 Fighting Caballero
5:00 Renfrew On Great White Trail
7:00 Riders of the Rockies
7:00 Feature Film*
10:00 Wife Of Monte Cristo
12:00 Here’s Flash Casey

WEDNESDAY
1:00 Make A Million
4:00 In Old Cheyenne
7:00 Code of the Mounted
7:30 Follies Parisienne
9:30 The Mask of Medusa
9:30 Four Days
11:00 Feature Film*
12:00 Hats Off

THURSDAY
12:00 Feature Film*
1:00 Sign Of The Wolf
1:35 Flying Fists
4:00 Cavalier of the West
5:00 Stars Over Arizona
6:30 Lone Ranger*
7:30 Looking Through
9:00 Feature Film*
11:00 I Met A Murderer
12:00 Pocatello Kid

FRIDAY
1:00 Girl From Rio
4:00 Man From Hell’s Edges
5:00 Romance Rides The Range
8:00 Jungle Patrol
8:00 Boss Of Bigtown
10:00 Fighting Mad
11:30 Feature Film*
12:00 Swing It Sailor
* Title To Be Announced

(For More Detailed Information Please Refer To The Regular Program Listings)
Saturday June 30

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<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
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<tr>
<td>9:45</td>
<td>4 Aces And Faces—Commercial</td>
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<tr>
<td>10:00</td>
<td>Bob Atcher &amp; Sammy Squirrel</td>
<td>Puppet fun for children of all ages includes a host of tiny animals making themselves at home at &quot;Short Stump&quot; village in corner of coral</td>
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<td>10:30</td>
<td>Kiddie Showtime—Serial</td>
<td>&quot;Ace Drummond&quot; VII and cartoon &quot;Tooba Tooter&quot;</td>
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<td>11:00</td>
<td>Big Top—Circus Show</td>
<td>Jack Sterling, ringmaster with clowns Ed McMahon, Chris Keegan, Joe Basile’s Brass Kings, and the Quaker City String Band</td>
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<tr>
<td>11:30</td>
<td>Faith Baldwin Theater</td>
<td>&quot;Barry And The Beautiful Doll&quot; with John Carradine. Comedy about two lawyers who get mixed up with baby-doll client and marriage plotting parents on hilarious weekend in the country</td>
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<td>12:00</td>
<td>Hair Raising Tale—Commercial</td>
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<td>12:30</td>
<td>Multiscope News—Ticker Tape</td>
<td>Up to the minute news on tape</td>
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<td>12:45</td>
<td>Spencer Allen And The News</td>
<td>Commentary and reports on late happenings in the world’s events</td>
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<td>12:55</td>
<td>Batting Practice—Vince Lloyd</td>
<td>Watch the players as they warm up</td>
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<td>1:10</td>
<td>Lead-Off Man—Harry Creighton</td>
<td>Interviews and autographed TV Forecast baseball awarded to Ellis Perl, of Chicago</td>
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<tr>
<td>1:25</td>
<td>Baseball—Sox vs St. Louis</td>
<td>Jack Brickhouse announces game</td>
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<tr>
<td>2:30</td>
<td>Horse Racing—Aqueduct</td>
<td>The Shevlin for 3 yr. olds for $80,000 purse, Clem McCarthy announcing running</td>
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(Continued on page 12)
It's the neighbors—they say either turn down the set or invite them over.

Herman Saunders! You turn off that television set and come to bed!

Cissie, one of the country’s leading woman satirists, spends her leisure watching video.

She makes it clear the people on these pages are not her neighbors, but could well be.

I'll go to any expense to make them ignore the terrible food . . .

The house is closed for remodeling, kids. Dad is building bleachers . . .
SUNDAY—continued

3:30 5 To be announced

3:45 7 TV Tots Time—Cartoons
"Revolution In Toyland"

9 Tenth Inning—Harry Creighton
Interviews with fans and TV Fore-
cast's guest Ann Gayer

4:00 5 To be announced

7 Lucky Seven Ranch—Western
"Unconquered"

4:15 4 Film

9 Camera Caravan—Film Short
"Rapunzel"

4:30 9 Bob Atcher & Western Stories
Exciting adventure of the old West

4:45 4 Linger Awhile—Musical Session
Marty Hogan emcees with vocalist

5 Bob Considine Show—Discussion
Commentary and news events; guest:
Thomas J. Finletter, Sec. of Air

5:00 5 Toni Kemp Health Revue

7 Space Patrol—Adventure Stories
Commander Buzz Corry and his Space
Patrol crew aboard a space yacht en-
route to Pluto, find that the ship is
off course due to excessive radiation
and desperate measures have to be
taken to save the lives of the crew

5:15 4 You Funny People

5:30 4 "Man's Confidence In Man"

5 Mr. Wizard—Science Study
Don Herbert explains to Bruce Lind-
gren the subject of "Fires and Con-
trol"; makes a fire extinguisher from
baking soda, vinegar, and water, and
demonstrates how fire is fed by air

7 Circle 7 Theater—Western
"Between Fighting Men"

9 Telesports Digest—Film

6:00 4 Sam Levenson Show—Comedy
The comedy of "bringing up parents"
Guests: Morey Amsterdam and his 8
year old son Gregory

5 Front Line Camera—News
Clifton Ulely commentator

9 Pet Shop—Comptons Present
Frank Anderson brings his eleven
Irish Setter puppies; Clarence Hoff-
man will bring a litter of baby skunks
and their mother and final training of
the Big Bird by Pat Ulrich; Gay returns to the Pet Shop

6:30 4 Beat The Clock—Quiz
Bud Collyer asks the questions while
the contestants try to beat the ticking of the clock

6:30 5 One Man’s Family—Domestic
Tale of the happenings in the life of a
family, Russell Thorson narrates

7 Stu Erwin Show—Comedy
As a result of Stu's lesson on financial
independence, Jackie goes into busi-
ness selling newspapers and cookies

9 The Range Rider—Western
First film series starring Jack Ma-
honey, Jean Harvey, and Patricia
Michon in "Gumpoint"; a young lady
is found unconscious outside of
Preston Mine and Range Rider finds
that she can identify outlaws who
robbed the mine

7:00 4 Summer Theater—Film
"Mr. Ferrin and Mrs. Trail" with
David Ferrer, Marius Goring, Greta
Gynt; story of a young R.A.F. pilot
who becomes a master in a stuffy
English school

5 Saturday Roundup—Western
Feature film starring Kermit May-
nard, Smith Ballau and Tex Fletcher

7 Paul Whiteman's TV Teen Club
Youngsters display their talents in a
variety of singing, dancing, and in-
strumental acts; Nancy Lewis co-
emcees with "Pops"

9 "Forever And A Day"—Film
Feature with Brian Aherne, Robt.
Cummings, Ida Lupino, Chas. Laugh-
ton, in a story of a house and the
people who live there in London from
1804 until bombed out in WW II

8:00 4 Wonderful Town—Variety
Faye Emerson interviews outstanding
citizens from various towns through-
out the nation; documentary and
dramatic. Philadelphia is highlighted
with guests Joan McCracken, Phil
Baker, Nancy Walker, and Pearl
Bailey

5 Midwestern Hayride—Variety
Hillbilly & variety featuring Pleasant
Valley Boys & Rangers vocal and in-
strumental groups; County Brath
Hoppers, clog-and-tap square dancers;
ballets by Ernie Lee, and comedy by
Bob Shrede, Bill Thall emcee

7 Girls Baseball—Action & Beauty
Queens vs Rock-Ola from Shrewbridge
Field with Pat Flanagan announcing
the game

8:30 4 Show Goes On—Variety
Robert Q. Lewis is host to buyers
Sylvan Levine, Beth Gardner, and Nel
Klein

9 Public Prosecutor—Drama
Amateur crime experts attempt to
solve mystery before solution is re-
vealed. John Howard, Anne Gwynne,
& Walter Sande star in film

12 TV FORECAST
SATURDAY—continued

9:00 4 Songs For Sale—Musical
Steve Allen mc introduces two guest singers who will perform songs from the pens of 4 unknown tunsmiths. Guests: vocalists Peggy Lee, Johnny Desmond, panelists Duke Ellington, Mitchell Miller

5 Doodles Weaver Show—Comedy
Music, variety with Marion Colby vocalist, Milton De Lugg's instrumental group, Peanuts Mann, Dick Dana and Red Marshall

9 Wrestling From Chicago
Tag match: Pat Graham & Ramon Cernadas vs Bozo Brown & Carl Meyers; Main event: Lou Thesz vs Hombre Montana

9:30 4 Mr. and Mrs. Kup—Interviews
Informal interview—variety show with the Kups and guests

5 Your Hit Parade—Musical
Top tunes of the week sung by Snooky Lanson, Eileen Wilson, Dorothy Collins, & Hit Paraders with Ray¬
mond Scott's orchestra

10:00 4 "Charlie Chan In The Secret Service"
Feature film starring Sidney Tolmer. Charlie aids police in discovering how a man was murdered in a locked room by a hidden gun

5 "Blind Goddess"—Feature
Film with Eric Portman, Ann Crawford, and Michael Dennison; director of international publice institution is exposed in political corruption

7 Cameraman At Large—Film
"Thrill River" and "Tavern In The Town"

10:15 7 Great Comedians—Film Short
"Billboard Girl" with Bing Crosby

10:30 7 Cameraman At Large—Film
"Diary of a Sgt. Sentry Dog"

11:00 7 "Young And Willing"—Feature
Film with Susan Hayward, Wm. Holden, Eddie Bracken, & Robt. Benchley; comedy about a group of aspiring actors and actresses who share an apartment in New York

9 "Glory Trail"—Feature Film

11:30 4 Murder Before Midnight—Film

12:00 4 "The Trail Beyond"—Film
Feature with John Wayne

(Stations reserve the right to change above listings without notice)
the publishers of TV Forecast wish to

Announce....

the purchase of TV TIMES magazine and its suspension of publication after the issue of June 30, 1951

subscribers to TV TIMES will receive copies of TV FORECAST magazine fulfilling all previous subscriptions on record.
Kiss Those TV Dramas Goodbye

by JACK MABLEY

I never went over in radio,
but I'm sure to click
in television!

Already television is finding that one commodity far rarer than money is ideas.

Philo theater a couple of Sundays back put on a fluffy comedy that was skillfully acted, well produced as always, and yet didn't do much because the story was so slight.

Philo last year was producing shows built around the books of the month, but that idea soon ran dry. Pulitzer Prize Playhouse was intended as a dramatization of Pulitzer Prize stories, but they have strayed all over the landscape for ideas, and usually end up with something not remotely connected with Pulitzer Prizes.

If the dramatic shows are running out of ideas already—and they definitely are—what are they going to use for stories in the next 5, 15, or 25 years, or the next 50 years?

It is unlikely they'll ever be able to hire the top flight writers of the theater. The best playwrights in the land, between them, are able to muster only 15 to 20 hits in a year's time.

When they do come up with hits, they make far more money than they could in television. A good show takes in from $3,000 to $7,000 every night at the box-office, and may run from four months to four years.

TV dramatic shows gobble up the writer's output, and flash it on the screen for one hour. Eight or 10 million people see the show, and that's about the end of its life as a play. Nicht wahr?

With all the money at Hollywood's disposal, how many first rate stories do they turn up for movies in a year? Maybe a couple of dozen. TV would go through that output in two weeks.

I don't think that the comedians and variety shows are much better off. Right now I'm still enjoying the clowning of Martin and Lewis, but I know the saturation point isn't far away.

How many more months, or years, will the public continue to accept the jokes of Berle, Jackie Gleason, Jerry Lester, Ed Wynn, Garroway?

We'll get tired of the material far sooner than we did on radio because of the greater impact of TV. Remember when Rudy Vallee and Eddie Cantor and Rubinoff and his violin were the hottest things on radio?

Sports always will be exciting, and will strengthen their dominant position. Personality and interview shows and instructional programs will be popular as long as there are people. News and special events telecasts, such as the Chicago political conventions, will draw great interest. Kid shows will always have audiences because there is a huge new flock of fans coming up every year.

But the kind of shows that depend on new ideas and have to be planned and written in advance are going to have a hard time winning viewers from the Sox and Cubs and Utley and Duggan and Fletcher Rabbit.

TV FORECAST
SUNDAY—continued

3:30 5 Zoo Parade—About Animals
R. Marlin Perkins and Jim Hurlbut present “The Buffalo Barn” with animals like the elipson, a water buck; the nilgai, a guanaco, along with the more common water buffalo; also zebu, camel, yak, and eland

7 Your Pet Parade—Jack Gregson Moppets display pets for a prize

4:00 4 Hair Magic—Commercial

5 Today With Mrs. Roosevelt

7 Super Circus—Variety Stanzo
Mary Hartline and Claude Kirchner invite the kids to watch Cliffy, Scampy and Nicky; also Miss Marcia Cleary, 7 yr. old trapeze artist, the Karpas Trio lively acrobats, the Titans, teeterboard acrobats, and Willy Necker and his trained Dalmatians

4:15 4 Film

4:30 4 Tides of Destiny—Religious
Rev. Richard Harvey me with Douglas Fisher music director

5 Hollywood Junior Circus
Rudy Dockey with his dogs playing basketball with balloons; Teln Tsein Lu, Chinese acrobat bar act; and Lee Marks Juggler with Paul Barnes ringmaster, Boffo the clown, and Zero the candy man

5:00 4 “Panama Patrol”—Feature
Film with Leon Ames and Adrienne Ames; behind the scenes with the heroes who protect U.S. from foreign spy menaces

5 Hopalong Cassidy—Western
Join Bob Atcher as he tells another story about Hoppy and his pals

7 Ted Mack’s Family Hour
Variety, song, music, and dancing

5:45 9 Tenth Innings—Harry Creighton
Fan interviews & TV Forecast award to Al Modaff, Geneva, Ill.

6:00 4 Gene Autry Show—Western
“TNT” wherein a girl finds rich opportunities to make up whoopers when her father offers herman a bonus to persuade Gene to sell his land

5 Curiosity Club—Scientific
Discussion with Marlin Perkins, Jim Hurlbut, Don Herbert, Louis Roen and John Barelay

7 Paul Whiteman Revue—Musical
Earl Wrightson and Maureen Cannon regular vocalists with guest singer Anne Jeffreys in a musical salute to 175 yrs. of Amer. Independence; Frank Westbrook dancers & Ray Porter’s chorus in “Yankee Doodle”; war-time periods represented in song and 2 of Geo. M. Cohan’s all-time patriotic masterpieces

6:30 4 This Is Show Business—Variety
Discussion with Clifton Fadiman mc. Abe Burrows, Geo. S. Kaufman; guests: Sam Levenson, Jacqueline La Roux, Bert Wheeler, Hal Le Roy, Dorothy Collins and Jackie Susann

5 Meet The Press—Discussion
Martha Rountree moderator, guest: David Lilenthal (tentative)

7 To be announced

9 Powerhouse Of Sports—News
John Powers announces

6:45 9 Pathways Of The World—Film
“Our Flag”

7:00 4 Toast Of The Town—Variety
Ed Sullivan presents Robert Merrill, Ann Marie Alberghetti, singer, the Tong Bros., acrobats, Pat Rooney, and the Schmitt Bros. singing quartet

5 Amer. Inventory—Discussion
“American Testament” by Wade Arnold argued by Charles Kettering, Judge Samuel S. Leibowitz, Mrs. Gertrude Grover, and Jackie Robinson

7 “Atlantic Flight”—Feature
Film, Dick Merrill and Paula Stone

9 Chicagoland Newsreel Review

7:30 9 Pentagon—Washington

5 TV Recital Hall—Musical
Guest pianist Gyorgy Sandor

8:00 4 Guest House—Panel Variety
Panel of four celebrities will be quizzed on questions pertaining to the entertainment industry; Oscar Levant stars as emcee and presents guests: Cornelia Otis Skinner, Binnie Barnes, Isabel Bigley, Dean Murphy, Stanton & Ludlow, Felix Greenfield, Whitney Bolton, Norman Levin, and John C. Holm

5 Philco Playhouse—Drama
“The Plot” by Evelyn Piper starring Edgar Stehli, Dorothy Elder, Donald Buka and Alfreda Wallace. Secretary to sarcastic author plans revenge in a get-rich-scheme

7 On Trial—Topic Discussion
“How is Price Control Necessary To Control Inflation?” affirmative witness Michael V. DiSalle, Dir. of Price Stabilization, Paul A. Porter counsel

9 Rocky King, Detective—Drama
“The Night—And The Murder” Rocky finds himself involved in a racket killing when a flying dagger finds its mark in the body of a collector for the “numbers racket”

8:30 7 Marshall Plan In Action—Film

9 Plainclothesman—Drama
“Murder Stops a Welding” with Ken Lynch and Jack Orrison. Death is an uninvited guest to a lavish engagement party where a chauffeur is killed and car with $60,000 worth of presents is stolen
SUNDAY—continued

9:00  4  Celebrity Time—Quiz
      Conrad Nagel me with Mary McCarty, Herman Hickman and guests Ray
      Middleton and Jane Wilson

5  American Forum Of The Air
      Discussion, Theodore Granik moderator; “Do We Irritate Our Allies?”
      speakers: Sen. Geo. W. Malone (R-
      Nev) and James Reston, N. Y. Times
      correspondent

7  Screen Shorts—Films
9  Stars Of Tomorrow—Variety
      Lee Bennett emcees as Chicago talent competes for top place

9:30  4  What’s My Line?—Panel Quiz
      John Daly host with panelists Arlene
      Fransch, Hal Block and guests

5  Leave It To The Girls—Debate
      Maggi McNellis emcee with panelists
      Eloise McElhine, Binnie Barnes, Rob-
      in Chandler, Jane Morgan, and guest
      Robert Preston

7  To be announced

9  Courtesy Theater—Feature
      Film “Courageous Dr. Christian”
      with Jean Hersholt, Dorothy Lovett,
      and Robt. Baldwin; the kindly doc-
      tor battles to abolish the slums

10:00  4  “Tonight Or Never”—Film
      Feature starring Gloria Swanson and
      Melyn Douglas. First run in Chicago

5  Weatherman—Clint Youle

7  Will Gwinn Show—Musical Quiz
      Prize to couple who re-enacts a scene
      where a favorite song altered course
      of their lives

10:10  5  Dorsey Connors—Helpful Tips

10:15  5  Alex Dreier—News Report
      Today's news of the world

10:30  5  Let's Look At Sports—News
      Tom Duggan reviews the sports world

7  “Ten Laws To Go”—Feature
      Film with Duncan Renaldo

10:45  5  Sheila Graham—Commentary

11:00  5  DeMet Pontiac—Films
      “Incident in the Rain” with Irene
      Vernon, Warren Douglas, and
      Frances Williams, and “Judas” with
      Gertrude Michael and Ann Savage

9  “My Son The Hero”—Feature
      Film with Rosco Karns, Patsy Kelly,
      and Maxie Rosenbloom; comedy where
      pilot walks in a marital mixup
      with father trying to impress him

11:30  4  Famous Comedians—Film
      “Dine A Dance” with Danny Kaye
      and Imogene Coca

11:45  4  Ulmer Turner And The News

12:00  4  Who Ya Laffin At—Commercial
      (Stations reserve the right to change above
      listings without notice)

Franklyn MacCormack says:

Thank You....

for watching CHICAGO
PLAYHOUSE on Channel 5 last
Sunday at 11 p.m.

Thank You....

in advance for watching
TONIGHT when
“INCIDENT IN THE RAIN”
and
“JUDAS”
will be the double feature in
CHICAGO PLAYHOUSE
WNBQ-TV 11:00 to midnight
presented by . . .

DE MET PONTIAC
5150 W. NORTH AVE. TU xedo 9-1900
“In Chicago—it's DE MET PONTIAC”

“THE TED MACK FAMILY HOUR”
A WONDERFUL SHOW
FOR YOUR FAMILY
EVERY SUNDAY
5:00 P.M.

WENR-TV
CHANNEL 7
Monday July 2

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

9:00 4 Fun And Features—G. Menard
9:30 4 Fun And Figure—Exercises
9:50 4 Fun And Features (continued)
10:00 9 Your Figure Ladies—Fogarty
10:30 4 Tel-A-Shopper—Betty Whitney
9 Chicago Cooks—Recipes
11:00 4 Creative Cookery—Recipes
Hostess French fried shrimp; omelet
with chicken livers; devil’s food cake
and quick chocolate icing
5 Ruth Lyons Show—Variety
Folksy chatter; music & chatter, dis-
cussions, household difficulties, etc.
7 Bob And Kay Show—Variety
Guests: Vocalist Doris Drew and
Francis, the talking Mule
11:30 5 Norman Ross’ Varieties
9 Hi Ladies—Interviews
12:00 4 First Hundred Years—Serial
Mr. Wilson keeps his word to Connie
by trying to make Mr. Beatty reveal
the whereabouts of Chris
5 Meet Mintz—Musical Favorites
9 Let’s Have Fun—Variety
Musical and prizes, Hank Grant me
12:15 5 Newsroom—Late Information
4 Garry Moore Show—Comedy
Guest: Dorothy Greener, comedienne
in a monologue titled “Roller Derby”
12:30 5 Your Luncheon Date—Musical
Variety with Nancy Wright vocalist
Hugh Downs hosts with Art Van
Danne Quintet
12:45 4 Bill Evans Show—Variety
12:55 9 Musical Snapshots—Films
1:00 5 “Barefoot Boy”—Feature
Film with Jackie Moran, Marcia Mae
Jones, and Claire Windsor; a haunted
house provides vindication for father
7 Housewives’ Holiday—Kirchner
Claude Kirchner interviews
9 Individually Yours—Fashions
Celeste Carlyle designs
1:15 4 Multiscope News—Ticker Tape
9 Plan-A-Room—Decoration
Tips from Paul MacAllister
1:30 7 Barbara Moran—Creative Ideas
9 Showtime—Musical Film Shorts
1:45 4 Vanity Fair—Interviews
Dorothy Doan introduces guests
2:00 5 Miss Susan—Susan Peters
9 “Penal Code”—Feature Film
Regis Toomey is pardoned from pris-
on for his aid in stopping a prison
break, but life on the outside is not
as expected
(Continued on page 20)

THE MAN who handled Danny
Thomas at the 5100 Club and raised
him from $40 weekly to his present
$12,000 a week job, knows show-business. No one should know this better
than Danny, along with Joe E. Lewis,
Jimmy Durante, Sid Caesar, and Sophie
Tucker. They all were under his wing
at one time.

That is the only conclusion that can
be drawn, after spending a week in the
offices of Leo B. Salkin, talent booker
for more than 40 years. Here I obtained
first-hand information as to how much
time, effort, and expense is put forth in
the booking of the Courtesy Hour on
WENR-TV.

Head of one of the biggest agencies
in Chicago, Leo has been delivering tal-
et to Jim Moran’s Friday evening show
since its beginning, 15 months ago.

On this particular show at least six
acts appear weekly and, with very few
exceptions, they are not repeated, thus
it is necessary to reach into every nook
and cranny of the United States in
search of new material.

During our week in these offices we
see and hear our “man-behind-the-
scenes” interview twenty-five of Chi-
gaco’s better theatrical agents, check-
ing on what acts are available in the
Windy City for the show. Then, tele-
graph and long-distance wires are kept
busy by two secretaries, as they secure
information on available material, con-
tacting four agencies in Hollywood;
seven in New York, and one each in De-
troit, Cleveland, Pittsburgh, Dallas, and
Miami Beach. These widespread con-
tacts enable this city’s viewers to watch
many entirely new acts and routines on
the smiling car-dealer’s lively sixty-
minute enjoyathon.

But, there is a hidden art in the con-
struction of such a show, that the av-
gerage layman never realizes while
watching the program in progress, and
it is the job of Mr. Salkin to book a
chain of acts that will attract the au-
dience.

“It’s my job to see that the show is
not over-loaded with one type of enter-
tainer,” explained the talent scout. “For
instance, we can’t have too much sing-
ing, or two talking commedienes. The
show must be formed in combinations
that will please our audiences, and along
that line Jim Moran has spent thou-
ousands of dollars in a successful effort to
keep the programs well-balanced. Of
course, we cannot overlook the fem-
inine role. This is necessary to a bright
program."

Leo also drew a distinct line between
radio variety shows and those on the
video screen. In the theatre, he con-
tends, as well as in radio, you build a
program from the bottom—up. That is,
from the least important act to the star
attraction. This is not true in TV. In
this new medium, it is essential that the
first number be fast-moving and ex-
tremely entertaining and that this
tempo be retained throughout the en-
tire hour.

The booking phase now completed,
we now embark on the tedious task of
rehearsing the show and preparing it
for the performance. First comes rou-
tining and the first rehearsal with the
musical director and pianist; then the
first rough show with cameras, produc-
ers, directors, writers, stage directors.
Then a dress rehearsal for proper cam-
era shots, timing, necessary cuts and
additions in running time, since every
second of the show must be accounted
for in advance.

By this time we fall into our easy-
chairs, exhausted from the long seven
day grind, but Salkin calmly lights a
cigar and, after viewing the results of
his efforts, turns to next week's show
and the entire cycle is started over
again.

Before leaving, the question of televi-
sion's effect on performers comes up
and with emphasis our host explains:

"Many people believe that TV will
burn up the performer and shorten his
professional career. I firmly believe
that video is doing the reverse. There
are many entertainers who have not re-
ceived a break, but television has given
them a big step in the direction of star-
dom. We are seeing the many good per-
formers, who struggled along the night-
club circuit without an ounce of recog-
nition. These people are good, and they
will not drop by the wayside, as many
believe. Ability alone will determine
how long he lasts."

H. F.
### MONDAY—continued

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Name</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>2:15</td>
<td>Vacation Wonderlands—Film</td>
<td>“Mexico”</td>
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<tr>
<td>2:30</td>
<td>All Around the Town</td>
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<tr>
<td>3:00</td>
<td>America Speaks—Documentary</td>
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<td>3:04</td>
<td>Homemakers’ Exchange—Foods</td>
<td>Louise Leslie demonstrates</td>
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<tr>
<td>3:50</td>
<td>Straw Hat Matinee—Variety</td>
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<tr>
<td>4:00</td>
<td>Test Pattern Til 4:00</td>
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<tr>
<td>4:30</td>
<td>Multiscope News—Ticker Tape</td>
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<tr>
<td>4:45</td>
<td>Multiscope News—Ticker Tape</td>
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<tr>
<td>5:00</td>
<td>Hawkins Falls, Pop. 6200</td>
<td>Belinda Catherwood’s niece supports “Doc” Gibbs at special meeting of the</td>
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<td></td>
<td>Civic Betterment Society while “Doc” is taken to jail on suspicion of murder</td>
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<tr>
<td>5:40</td>
<td>Sagebrush Sam—Western Film</td>
<td>“Utah Trail”</td>
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<tr>
<td>6:15</td>
<td>Foto Test—Quiz Game</td>
<td>For the ladies, a give-away with prizes galore, Frank Sweeney and Sue</td>
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<td>Topping divide chores</td>
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<tr>
<td>6:15</td>
<td>Breezy, Don, And Vera Ward</td>
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<td>6:30</td>
<td>Cowboy Playhouse—Western</td>
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<tr>
<td>6:45</td>
<td>Assembly—Military Questions</td>
<td>Guests: men who have received the</td>
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<td>Congressional Medal of Honor</td>
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<td>7:00</td>
<td>Howdy Doody Show—Kids Fun</td>
<td>Bob Smith emcees antics</td>
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<td>7:15</td>
<td>Telephone Game—Quiz Session</td>
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<tr>
<td>7:30</td>
<td>Kids Karnival Kwiz</td>
<td>Youngsters get a chance to win the</td>
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<td>prizes with correct answers</td>
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<tr>
<td>7:35</td>
<td>Cactus Jim—Western Film</td>
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<tr>
<td>7:45</td>
<td>Mary Hartline Show—Games</td>
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<tr>
<td>8:00</td>
<td>Trail Blazers’ Theater—Film</td>
<td>“Fighting Deputy” western</td>
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<tr>
<td>8:15</td>
<td>Lois And Looie—Cartoons</td>
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<tr>
<td>8:30</td>
<td>Silhouettes Of The West</td>
<td>Roy Starkey stars</td>
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<tr>
<td>8:45</td>
<td>Crusader Rabbit—Cartoon</td>
<td>An adventure story comes to life</td>
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<tr>
<td>9:00</td>
<td>Tom Corbett Space Cadet</td>
<td>Adventures in a super-scientific world</td>
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<td>9:15</td>
<td>Weatherman—Clint Youle</td>
<td>Today’s and tomorrow’s climate</td>
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<tr>
<td>9:45</td>
<td>Window Shopping—Commercial</td>
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<tr>
<td>10:00</td>
<td>Clifton Utley—News</td>
<td>Kay Morrow narrator</td>
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<tr>
<td>10:15</td>
<td>Music Bowl—Musical Variety</td>
<td>Danny O’Neill sings tunes you request</td>
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<tr>
<td>10:30</td>
<td>Ernie Kovacs Show—Comedy</td>
<td>With a little more than just zany, we present Ernie Kovacs</td>
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<tr>
<td>10:45</td>
<td>Austin Kiplinger And The News</td>
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<tr>
<td>11:00</td>
<td>Captain Video—Adventures</td>
<td>Super-sonic devices make up world</td>
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<tr>
<td>11:15</td>
<td>Top O’ Weather</td>
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<tr>
<td>11:30</td>
<td>Ulmer Turner And The News</td>
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### TV FORECAST

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Name</th>
<th>Description</th>
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<tbody>
<tr>
<td>6:00</td>
<td>Flana-Grams—Sports News</td>
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<tr>
<td>6:30</td>
<td>CBS News—Douglas Edwards</td>
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<tr>
<td>7:00</td>
<td>Showroom—Musical</td>
<td>Roberta Quinlan me with guest vocalist Larry Douglas</td>
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<tr>
<td>7:30</td>
<td>Hollywood Screen Test—Drama</td>
<td>Nell Hamilton emcees introduces young actresses and actors with assistance</td>
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<td>from Barbara O’Neill</td>
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<tr>
<td>8:00</td>
<td>First Edition—Frann Weigel</td>
<td>Weather report, baseball news, travel</td>
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<tr>
<td>8:30</td>
<td>TV’s Top Tunes—Musical</td>
<td>Peggy Lee and Mel Torme star</td>
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<tr>
<td>9:00</td>
<td>News Caravan—John C. Swayze</td>
<td>From around the world comes a report on today’s events</td>
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<tr>
<td>9:30</td>
<td>Chicagoland Newsreel</td>
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<tr>
<td>10:00</td>
<td>Pantomime Quiz—Charades</td>
<td>Mike Stokey emcees with panel of regulars including Adele Jorgens, Jackie</td>
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<td>Coogan, Hans Conried, Vincent Price, and guest panel: Geo. Macready, Virginia</td>
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<td>Field, Beverly Tyler, &amp; Geo. O’Brien</td>
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<tr>
<td>10:30</td>
<td>Cameo Theater—Drama</td>
<td>“Betrayal” with Nina Foch and Philip Reed. Story of a middle aged woman</td>
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<td>who becomes involved in murder.</td>
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<tr>
<td>11:00</td>
<td>Marshall Plan In Action—Film</td>
<td>Marty Hogan presents weekly contests and preliminaries for the national</td>
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<td>beauty competition</td>
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<tr>
<td>11:30</td>
<td>Miss U.S. Television Contest</td>
<td>Professional talent competes for top honors on Godfrey’s other shows</td>
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<tr>
<td>12:00</td>
<td>Voice Of Firestone—Musical</td>
<td>Guest soloist, James Melton, tenor, joins in salute to Independence Day,</td>
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<td>singing “Pledge to the Flag,” “There Is No Death,” and “God Bless America,”</td>
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<td>orchestra and chorus do “Stars and Stripes Forever,” “Yankee Doodle Dandy,”</td>
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<td>“It’s a Grand Old Flag,” and “Over There”</td>
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<tr>
<td>12:30</td>
<td>Life Begins At Eighty—Debate</td>
<td>Discussion on many topics with Jack Barry moderator with an elderly panel</td>
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<tr>
<td>12:45</td>
<td>Al Morgan Show—Musical</td>
<td>Variety with maestro of music</td>
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<tr>
<td>1:00</td>
<td>Horace Heidt Show—Musical</td>
<td>Session with professional talent</td>
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<tr>
<td>1:30</td>
<td>Lights Out—Drama</td>
<td>“Ann Adams Bego” with Ken Smith. Strange tale of three modern people</td>
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<td>touring France, who fall from a cliff into the clutches of a Neanderthal man</td>
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<td>1:30</td>
<td>United or Not—John MacVane</td>
<td>News conference with members of U.N. Correspondents Assoc. interrogating</td>
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<td>U.N. delegates &amp; world leaders on timely &amp; controversial issues of</td>
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<td></td>
<td>international importance</td>
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</tbody>
</table>
MONDAY—continued

8:00 9 “Betrayed”—Feature Film
     Robert Mitchum and Dean Jaeger in
     a tale of mystery with two men both
     seemingly in love with the same girl

8:30 4 Who’s Whose—Panel Quiz
     Phil Baker mc asks you to identify
     who is married to whom & interviews
     participants. Panelists Robin Chand-
     ler, Art Ford, Basil Davenport

5 Robert Montgomery Presents
     “When We Are Married” with Roddy
     McDowell, Bramwell Fletcher, Fred
     Pagone, and Isabel Elsom. Fascinat-
     ing fable of a gallivanting young man
     who completely upsets the smug lives
     of 2 straight-laced English families

7 “Little Lord Fauntleroy”
     Feature film starring Mickey Rooney
     and C. Aubrey Smith

9:00 4 Summer Theater—Drama
     “The Swan” a comedy by Ferenc Mol-
     nar, starring Maria Riva, Alfred
     Ryder and John Newland. High born
     mother is determined to marry her
     only daughter to prince of neighbor-
     ing European kingdom

9:30 5 Who Said That—Quiz
     Robert Trout quizzes guests Ilka
     Chase, Red Smith, Quincy Howe, and
     regular John C. Swayne

7 Commodore Club—Variety
     Musical with shipboard setting, Pat
     Dennie as femece

9 “Dangerous Intruder”—Film
     Feature with Charles Arnt, Veda Ann
     Borg, and Richard Powers; because of
     accident girl becomes guest in house
     where master is obsessed in collecting
     art pieces

10:00 4 Ernie Simon—Curbstone Cutup
     Homer “Chuck” Bill subs for Ernie

5 Weatherman—Clint Youle

7 Page One—News And Sports
     What’s happening in the world

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Parade—Amateur Contest
     Don and Vera Ward emcee top adult
     and child talent competition

5 Clifton Utley—News

10:30 5 Let’s Look At Sports—T. Duggan

7 Handy—Tips And Ideas
     Hands that reveal facts to know

10:45 5 Herbie Mintz Show—Musical

11:00 4 Today in Sports—Film

7 Austin Kiplinger And The News

11:10 7 Flana-Grams—Sports News

11:15 4 Film

9 Chicagoland Newsreel

11:20 7 Lucia Fera Show—Musical
     Music brought to you on record

11:30 4 Murder Before Midnight—Film
     “Death On The Set”

12:00 4 Midnight Edition—Ulmer Turner
     (Stations reserve the right to change
     above listings without notice)
By UNCLE HERBIE

CAPT. VIDEO

From electronic wizard and fantastic master of time and space to quiet Sunday School teaching is one of the most startling transformations. Yet Al Hodge, who portrays the fearless, futuristic scientist, Captain Video, on WGN-TV, channel 9, accomplishes this feat each weekend as he calmly lays aside his electronic weapons and turns to teaching Sunday School at the Manhasset (Long Island) Congregational church.

The handsome actor, who stars on one of television’s most popular juvenile programs, conducts a Junior Church for seventh and eighth grade Sunday School every Sabbath at 11:00 a.m. Al delivers a short sermon and then delves into Bible study.

Since his appointment as Sunday School Superintendent at Manhasset, attendance has jumped tremendously. "Every week, without fail," Al remarks, "I see several new faces in class. At the end of each session, I notice that the newcomers are taken aside by the regular pupils, who carefully point me out and in hushed whispers reveal that I am Captain Video himself. I no longer am Mr. Hodge but a figure from the future.

"However, the identification does have a very good aspect. At least three times weekly on the Captain Video show, we deliver short messages to our youthful listeners. We stress the Golden Rule, tolerance, honesty and personal integrity. We try, during the week, to bring across what we teach on Sundays. As a matter of fact, the Scriptures are our inspiration. At Sunday School, we augment what we say during the week and help provide a broader and more spiritual feeling."

Al is also the assistant Scoutmaster for Boy Scout Troop 292 in Manhasset. He dabbles in photography with a 35 mm color camera and is proud of his ability to work leather into various original designs.

Wherever he goes, there is always a contingent of youthful admirers who ask for autographs or who just stand at a distance and admire him. His own children, however, are his severest critics. "When I get home from the show each night," Al notes, "I go to the kitchen, first thing. There is a blackboard there and my youngsters write their comments about each performance. It usually is a sharp criticism of what I did or did not do in a particular situation during the program. However, anything that I do to my adversary, the villainous Dr. Pauli, is all right with them."

Al likes television very much and he has a keen interest and takes very seriously his role of "Captain Video." "I feel that the role plays an integral part in instilling fair play, honesty and integrity in the minds of children. Imaginative young children need this kind of direction and they get it from what parents tell me. Also, the scientific tenor of the program will help make these children more at ease in a world that is becoming increasingly technical and scientific."

This week’s contest: Have you ever photographed a picture on your TV screen? If so, send in your best snapshot, and you may win first prize of $1. Second prize 50 cents; third and fourth prizes 25 cents each. Send to Uncle Herbie, c/o TV Forecast, 185 N. Wabash, Chicago 1.
The Chicago Fashion Industries, who recently presented their fall collections, are an important cog in the American fashion scene; Chicago television stars, who deviate sharply from the brittle sophistication of New York's lovelies, set a distinctive fashion style of their own.

Chicago performers, contrary to some beliefs, do not in most instances have their television gowns supplied by designers and manufacturers as in New York but must choose their on-camera costumes from their off-camera wardrobes. This presents a challenge to the girl who must face the camera five times a week or one who must make several costume changes per show.

This week we name our selections of Chicago's best dressed performers; those who are always dressed in good taste, with accessories carefully chosen to create a well coordinated ensemble.
A Star's Busy TV Schedule Calls for Versatile Wardrobe

JANE QUINN, pretty co-emcee of "Telephone Game" seen Monday thru Friday on WGN-TV, combines career and homemaking, with a handsome young son who still counts his birthdays by the months to enliven her days. For this busy schedule, Jane needs a versatile wardrobe as shown on these pages. All clothes are from Marshall Field and company, Chicago.
A Pale Sand linen suit forms the basis of Jane's summer wardrobe. Trimmed with black velvet collar and covered buttons, the suit features the shorter flaring jacket with natural shoulders that goes over the pencil slim skirt. Turn-back cuffs end the bracelet-length sleeves, while two diagonal slash pockets trim the front of the jacket. (Misses Suits, 6th Floor, $95.00).

With it, Jane wears a black velvet bicerne with the new eye veil, black fabric glove, a single-strand pearl choker, and the walking stick umbrella.

A casual dress of beige butcher's linen, trimmed with navy butcher's linen down the front and on the tiny sleeves. The double row of buttons details the front of the dress and extends down to the large patch pockets on the skirt. The dress is made in petite sizes with the shorter figure in mind. (Misses Fashion Lanes, 6th Floor, $49.95).

For leisure moments, Jane chooses navy blue silk shantung lounging pajamas trimmed with deep cuff and contrasting bow at the bodice top. The jacket of Impact Yellow silk shantung has a huge winged collar and deep pointed cuffs on the three-quarter length sleeves. The Jacket may also be worn belted. (Lounging Apparel, 5th Floor, $45.00).

The two-in-one convertible dress with detachable cape is another basic ingredient in any capsule summer wardrobe. For an afternoon in town, Jane wears the navy dress with tiny cape buttoned onto the wide shoulder straps of the dress.

For daytime wear she chooses white pillbox hat, white shortie gloves and black patent belt and envelope bag. For evening, Jane removes cape and adds elbow-length gloves of black kid and a face veil embellished with tiny velvet butterfly applique. A bunch of bright flowers is the final touch of after-five glamour. (Misses Fashion Lane, 6th Floor, $25.00).
Kirchners Carry Teamwork into TV

Former Legal Stenographer Now
Star of Housewives' Holiday—

TO EVERY housewife who has wished to share her husband's profession actively rather than vicariously, Ruthie Kirchner is the proof that it can be done—and sometimes with the most unlikely training.

For no one would have thought that having been a legal stenographer before her marriage to Claude Kirchner, popular ABC performer, Ruthie would land in front of the television cameras. But there she is each Monday and Friday, assisting Claude with "Housewives' Holiday" on WENR-TV.

Ruthie, who is a native of Milwaukee, enjoys this chance to work with her husband and has found the many little household tricks they demonstrate on the show of immeasurable help in her own home. A home that also includes a 13-month old son, Kim.

Claude, who was born in Rostok, Germany and came to this country when 10, attended Riverside-Brookfield high school and the University of Chicago where he played football with Jay Brawner.

Starting as a Barker for the "Streets of Paris" during the Century of Progress, Claude went on to the Dallas Centennial where in 1936 he landed a radio announcing job. After working in Rockford and Milwaukee, Claude returned to Chicago and WGN and NBC.

During World War II, Kirchner served in the Coast Guard, entering as Apprentice Seaman and coming out as a Lieut. (j.g.). He took part in five invasions.

After leaving the service, he freelanced until October, 1948 when "Super Circus" was born. It put him on the same plane with children as Hopalong Cassidy, Kukla and Howdy Doody.

And then came "Housewives' Holiday" where Ruthie and Claude joined forces. Away from the cameras their pet project currently is their Glenview home now under construction.
Tuesday July 3

WBKB  WNBQ  WENR-TV  WGN-TV
9:00  4  Fun And Features—G. Menard
9:30  4  Fun And Figure—Exercises
        Ed Allen conducts session
9:50  4  Fun And Features (continued)
        Guest: Francis, the talking mule
10:00  9  Your Figure Ladies—Exercises
        Paul Fogarty shows how to lose weight
10:30  4  Tel-A-Shopper—Betty Whitney
         9  Chicago Cooks—Recipes
         New taste treat by Kay Middleton
11:00  4  Creative Cookery—F. Pope
         Scrambled eggs and bacon (pan broiled, and pan fried) and griddle
         cakes made with sour cream and milk
         5  Ruth Lyons Show—Variety
         7  Bob And Kay Show—Variety
         Guest, Keith Hargate with science
         demonstrations
11:30  5  Norman Ross’ Varieties
         Commentary on many items
         7  Jessie DeBoth’s TV Notebook
         Homemaking hints & processes dramatized, cooking recipes explained &
         new products introduced
         9  Hi Ladies—Interviews
         Tommy Bartlett chats with the gals
12:00  4  First Hundred Years—Serial
         Jimmy Lydon and Olive Stacey star
         5  Feature Film
         7  Bob And Kay (continued)
         9  Let’s Have Fun—Hank Grant
12:15  4  Garry Moore Show—Comedy
         Guest: H. W. Reger will demonstrate
         G.E.’s “House of Magic”
12:30  5  Your Luncheon Date—Variety
12:45  4  Bill Evans Show—Interviews
12:55  9  Batting Practice—Vince Lloyd
1:00  5  “Police Bullets”—Feature
         Film with John Archer, Joan Marsh, and Warren Hymer; shakedown ar-
         tists brought to justice
         7  Beulah Karney Show—Foods
1:10  9  Lead-Off Man—Harry Creighton
         Interviews & autographed TV Forecast baseball to Richard McDavitt, 
         Aurora, Ill.
1:15  4  Garry Moore Show
1:25  9  Baseball—Sox vs Cleveland
1:30  4  Multiscope News—Ticker Tape
         7  Barbara Moro—Creative Ideas
1:45  4  Vanity Fair—Robin Chandler
2:00  5  Miss Susan—Serial Story
         Triumphs and heartaches of woman
         lawyer in small midwestern town
2:15  4  Bride And Groom—John Nelson
         Phil Hanna vocalist
         5  Vacation Wonderlands—Film
         Southern California

MEET THE PRESS
7:00 P.M.
JUVENILE JURY
7:30 P.M.
FIRESIDE THEATER
8:00 P.M.
CIRCLE THEATER
8:30 P.M.
ORIGINAL AMATEUR HOUR
9:00 P.M.
THE WEATHERMAN
10:00 P.M.
DORSEY CONNORS
10:10 P.M.
CLIFTON UTLEY
10:15 P.M.
TOM DUGGAN
10:30 P.M.
HERBIE MINTZ
10:45 P.M.
BROADWAY OPEN HOUSE
with Jack E. Leonard
11:00 P.M.

WNBQ
CHICAGO
CHANNEL 5

tv FORECAST
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>2:30</td>
<td>4 Fashion Magic—Arline Francis</td>
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<tr>
<td>5</td>
<td>America Speaks—Documentary</td>
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<tr>
<td>3:00</td>
<td>4 Homemakers’ Exchange—Foods</td>
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<tr>
<td>5</td>
<td>Straw Hat Matinee—Variety</td>
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<tr>
<td>3:30</td>
<td>4 Multiscope News—Ticker Tape</td>
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<tr>
<td>3:45</td>
<td>9 Tenth Inning—Harry Creighton TV Forecast guest George Breezeley,</td>
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<td>Chgo. and fan interviews</td>
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<tr>
<td>4:00</td>
<td>4 Multiscope News—Ticker Tape</td>
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<tr>
<td>5</td>
<td>Hawkins Falls, Pop. 6200—Serial</td>
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<tr>
<td>7</td>
<td>Sagebrush Sam—Western Film “Fighting Caballero”</td>
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<td>9</td>
<td>Foto Test—Frank Sweeney</td>
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<td></td>
<td>Join the game fest which Frank Sweeney and Sue Topping conduct</td>
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<tr>
<td>4:15</td>
<td>4 Breezy, Don, And Vera Ward</td>
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<td>5</td>
<td>Cowboy Playhouse—Western</td>
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<tr>
<td>4:30</td>
<td>4 Assembly—Military Questions Discussion on air meet at Glenview;</td>
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<td>guest enthusiasts of model planes</td>
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<td>5</td>
<td>Howdy Doody—Variety Watch for Clarabell clown</td>
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<td>9</td>
<td>Telephone Game—Quiz Session Harold Isbell and Jane Quinn</td>
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<td>5:00</td>
<td>4 Kids Karnival Kwiz</td>
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<td>5</td>
<td>Cactus Jim—Western Feature</td>
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<td>7</td>
<td>Mary Hartline Show—Prizes</td>
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<td>9</td>
<td>Trail Blazers’ Theater—Western “Renfrew On Great White Trail”</td>
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<tr>
<td>5:15</td>
<td>7 Lois And Looie—Cartoons</td>
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<tr>
<td>5:30</td>
<td>4 Silhouettes Of The West</td>
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<tr>
<td></td>
<td>Roy Starkey stars</td>
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<td>5</td>
<td>Crusader Rabbit—Cartoon</td>
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<td>7</td>
<td>Stories In The Sand—Tales</td>
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<tr>
<td></td>
<td>Kay Morrow narrates the story of</td>
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<td></td>
<td>“The King’s Daughter”</td>
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<td>5:35</td>
<td>5 Weatherman—Clint Youle</td>
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<tr>
<td>5:45</td>
<td>4 Window Shopping—Commercial</td>
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<tr>
<td>5</td>
<td>Clifton Utle And The News</td>
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<tr>
<td>6:00</td>
<td>4 Danny O’Neil At Home Show</td>
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<tr>
<td>5</td>
<td>Ernie Kovacs Show—Comedy</td>
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<tr>
<td></td>
<td>Cutting carpers on most any subject</td>
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<td>7</td>
<td>Austin Kiplinger And The News</td>
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<td>9</td>
<td>Captain Video—Adventures</td>
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<tr>
<td>6:10</td>
<td>7 Top O’ Weather</td>
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<tr>
<td>6:15</td>
<td>4 Ulmer Turner And The News</td>
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<tr>
<td>6:20</td>
<td>7 Flana-Grams—Sports News</td>
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<tr>
<td>6:30</td>
<td>4 CBS News—Douglas Edwards</td>
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<tr>
<td>5</td>
<td>John Conte’s Little Show—Music Variety with Three Beaus and the Peep</td>
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<tr>
<td>7</td>
<td>Beulah Show—Comedy</td>
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<tr>
<td></td>
<td>Mr. Henderson &amp; Donnie are doing cooking while Mrs. H. and Beulah</td>
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<tr>
<td></td>
<td>rehearse for a play</td>
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<td>9</td>
<td>First Edition—Frann Weigel</td>
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<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>6:45</td>
<td>4 Stork Club—Interviews</td>
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<td></td>
<td>Betty Forling</td>
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<td>5</td>
<td>News Caravan—John Swayze</td>
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<td>9</td>
<td>Chicagoland. Newsreel</td>
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<tr>
<td>7:00</td>
<td>4 Frontier Theater—Western “Riders Of The Rockies” with Tex Ritter</td>
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<td>5</td>
<td>Meet The Press—Discussion</td>
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<td></td>
<td>Guest: Eric Johnston</td>
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<td>7</td>
<td>Hollywood Mystery Time—Film</td>
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<td>9</td>
<td>Press Conference</td>
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<td></td>
<td>Typical conference with representa-</td>
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<tr>
<td></td>
<td>tives of the 4 newspapers interviewing</td>
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<tr>
<td></td>
<td>a prominent citizen or politician; Lee Schooler moderator</td>
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<tr>
<td>7:30</td>
<td>4 Pars, Birds And Eagles—Golf</td>
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<td></td>
<td>Golf lessons from the pros</td>
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<td>5</td>
<td>Juvenile Jury—Panel Quiz</td>
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<td></td>
<td>John Barry moderator of panel of</td>
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<tr>
<td></td>
<td>youngsters debating problems concerning parents and children sent in</td>
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<tr>
<td></td>
<td>by viewers</td>
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<tr>
<td>9</td>
<td>Johns Hopkins Science Revue “The Effects of the Sun On Your Skin”</td>
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<td></td>
<td>Dr. Maurice Sullivan, dermatologist discusses the sun and its types</td>
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<td></td>
<td>of rays and demonstrates what happens to the skin in the various types</td>
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<tr>
<td>8:00</td>
<td>4 Vaughn Monroe Show—Musical Zippy Talent vocalist, Tommy Wonder</td>
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<td></td>
<td>&amp; Margaret Banks dancers, and guests</td>
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<td></td>
<td>a troop of entertainm ent back from Korea. Tunes: “Mocking Bird Hill,”</td>
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<td>“Sound Off,” “How Could You Believe Me”</td>
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<td>5</td>
<td>Fireside Theater—Drama</td>
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<td></td>
<td>“A Moment of Glory”; story of an elderly man &amp; his Great-grandson</td>
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<td>7</td>
<td>Q.E.D.—Panel Quiz</td>
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<td></td>
<td>Fred Uttal emcee with panelists Nina Foch, Hy Brown and guest panelists</td>
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<td>9</td>
<td>Cavalcade Of Bands—Musical</td>
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<td>Buddy Rogers emcee introduces guests Sammy Kaye and orchestra.</td>
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<tr>
<td>8:30</td>
<td>4 Suspense—Mystery Drama</td>
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<td>Jackie Cooper in “Blood On The Trumpet”; trumpet player is accused</td>
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<td></td>
<td>of slaying his shrewish wife</td>
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<td>5</td>
<td>Circle Theater—Drama</td>
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<td>“Leave It To Mother”; a delightfully feather-brained mother takes full</td>
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<td>charge of arrangements for her daughter’s wedding</td>
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<td>7</td>
<td>To be announced</td>
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<tr>
<td>9:00</td>
<td>4 Danger—Mystery Drama</td>
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<td>“The Paper Box Kid” by Mark Hellinger with Martin Ritt; story about a</td>
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<td>boy put in prison for murder</td>
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<td>5</td>
<td>Amateur Hour—Ted Mack mc</td>
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<td>Talented people get their chance to perform variety numbers and acts</td>
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<td>7</td>
<td>March Of Time Thru The Years</td>
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<td>What makes a champion show dog as well as a good family pet will be</td>
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<td></td>
<td>explained by Mrs. Sherman Hoyt of the Blakene Kennels in Stamford</td>
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</tbody>
</table>
TUESDAY—continued

9 Little 4-Man Theater—Musical
   Teresa Brewer, Candy Candido, and Nat "King" Cole featured on film

9:30 4 DeLuxe Sports Quiz

7 A Hit Is Made—Drama
   John Barclay as director shows us the techniques of play as well as drama within in "The Other Side" starring David E. Durston, Barbara Marlow, Pat Dunlap, Herb Golden; mystery about a concert pianist

10:00 4 Ernie Simon—Curbstone Cutup

5 Weatherman—Clint Youle

7 Cameraman At Large—Film
   "Pheasant Fever" and "Skip To M'Lou"

9 "Wife Of Monte Cristo"—Film
   Feature with John Loder, Lenore Aubert, & Martin Kosleck; count returns to Paris with police at his heels, if caught he faces guillotine

10:10 5 Dorsey Connors—Helpful Ideas
   Tips on fashion, gadgets, and other items of interest to men and women

10:15 4 Ulmer Turner—News

5 Clifton Utley—News
   A report on the events of the day as they happen

7 Great Comedians—Film

10:30 4 What's Wrong With This Picture

5 Let's Look At Sports—T. Duggan

7 Hollywood Theater Time—Film

10:45 4 Linger Awhile—Musical

5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Film

5 Broadway Open House—Variety
   Comedian Jack E. Leonard mc with Dagmar, Kirby Stone Quintet, and dancer Ray Malone

7 Austin Kiplinger And The News

11:10 7 Flana-Grams—Sports News

11:15 4 Film

11:20 7 Lucia Fera Show—Musical

11:30 4 Murder Before Midnight—Film

9 Eloise Salutes The Stars—Chats
   Eloise McElhone interviews Bob Dunn cartoonist on the Journal Amer. who draws "That's My Pop"

11:45 9 Chicagoland Newsreel

12:00 4 "Here's Flash Casey"—Film
   Feature with Erie Linden and Boots Mallory

1:30 4 Midnight Edition—Ulmer Turner
   (Station reserves the right to change above listings without notice)
ACROSS
1. An expression of hearty approval
5. My friend
9. A feeling of ardent affection
10. To wind up, spirally
11. Poetic form of "before"
12. A measure, formerly used for cloth
13. First name of TV comedian, Mr. —— Levenson
15. —— Corbett, Space Cadet
17. Last part of
18. Liquid used for writing
21. Faye ——, star of an interview show
25. A premonition or foreboding
26. Finishes

DOWN
1. A beer-like liquid
2. TV comedian, pictured here
3. First woman
4. Sign of the compass (initials)
5. Sid Caesar's partner (initials)
6. Eggs of fishes
7. Mr. Berle's first name
8. Everyone
13. Stuart Erwin, star of a Sat. night show (initials)
14. Abbreviation for the state of Maryland
15. Seventh musical note
16. Initials of the name of the detective, played by Bill Gargan
19. Instrument for writing
20. To utilize
21. Eloise McElhone (initials)
22. Myself
23. Opposite of off
24. Name of Cathedral in France and University in Indiana (initials)

What Do You Like Most About Him?

\[
\begin{align*}
2 \times 3 + 4 + 3 \times 1 - 12 &= \quad \\
4 \times 2 \times 2 + 4 \div 2 - 5 &= \quad \\
7 \times 2 + 10 + 1 \times 1 - 24 &= \quad \\
8 \div 2 \times 2 + 10 - 3 - 6 &= \quad \\
5 \times 3 - 1 \div 2 \times 1 - 4 &= \quad \\
\end{align*}
\]

These numbers are represented by the letters beneath them. When you work the example correctly, your answer will be five numbers. Change these to letters and you will have a name. Answer the question and send in only your answer to Mollycues, % TV Forecast, 185 N. Wabash ave., Chicago 1, III.
First prize is $1; second prize is 50 cents; next 12 prizes are 25 cents each.
Wednesdy July 4

WBKB WNBQ WENR-TV WGN-TV

9:00
4 Fun And Features—Variety
   Animal of the week is presented

9:30
4 Fun And Figure—Exercises
   Ed Allen demonstrates how to slim that waistline

9:50
4 Fun And Features (continued)
   George Menard, emcee

10:00
9 Your Figure Ladies—Exercises
   How to get in shape for your new bathing suit.

10:30
4 Tel-A-Shopper—Betty Whitney
9 Chicago Cooks—Recipes
   Kay Middleton prepares a taste

11:00
4 Creative Cookery—Recipes
   Francisco Pope demonstrates a picnic fare: barbecued sauce, spareribs, and pickles; also banana cream pie and cream filling

5 Ruth Lyons Show—Variety
   Informal discussions for women about household difficulties, her husband & child, general chatter, music, and singing

7 Bob & Kay Show—Commentary

11:30
5 Norman Ross’ Varieties
   Commenttary, discussion, and news

9 Hi Ladies—Interviews
   Tommy Bartlett chats with the gals

12:00
4 First Hundred Years—Serial
   Olive Stacey & Jimmy Lydon star

5 Meet Mintz—Herbie Mintz
   Commentary and tunes of a past day

9 Let’s Have Fun—Variety
   Musical with Hank Grant emcee, Elaine Neblett and Kyle Kimbrough

12:15
5 Newsroom—Late Information
   Today’s news as it happens

4 Garry Moore Show—Comedy
   Winston L. Mittenjuce pays another visit

12:30
5 Your Luncheon Date—Musical
   Hugh Down, Nancy Wright, and the Art Van Damme Quintet.

12:45
4 Multiscope News—Ticker Tape

12:55
9 Batting Practice—Vince Lloyd
   See the stars warming up

1:00
4 Knot Hole Gang—Linn Burton
   Guests: Bill Serena and Frank Frisch

5 “Make A Million”—Feature
   Film with Charles Starrett, Pauline Brooks, and George Stone

7 Kay Morrow Show—Interviews
   Discussion on picnic equipment and outdoor clothes

1:10
9 Lead-Off Man—Harry Creighton
   Interviews and TV Forecast award to guest James Phelan, Chgo.

1:25
4 Baseball—Cubs vs St. Louis (2)
   Joe Wilson describes game

OVER 1,000 READERS
HAVE TAKEN ADVANTAGE
OF THIS SPECIAL OFFER

TELE-TURN

Nothing to put together... nothing to get out of order. TELE-TURN is made of heavy gauge steel 16"x16". The top plate is felt covered and constructed so that the bottom of your television set is ventilated... Rubber suction cups protect your table. Can be used in offices for adding machines and typewriter.

only
$100

Includes 2% Sales Tax

No More Strained Eyes or Necks.

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183 N. Wabash, Rm. 423
Chicago 1, Ill.

Please send me............TELE-TURNS at $1.00. Enclosed find $ 

Name..................................................
Address...............................................
City.......................................................
Zone.................................................
State...............................................
WEDNESDAY—continued

1:25 9 Baseball—Cubs vs St. Louis (2)
Jack Brickhouse announces game

1:30 7 Barbara Moro—Creative Ideas
Something new to do around the house

2:00 5 Miss Susan—Susan Peters
Trials and tribulations of a woman lawyer in a small town

2:15 5 Vacation Wonderlands—Film
Williamsburg, Virginia

2:30 5 America Speaks—Documentary

3:00 5 Straw Hat Matinee—Variety
Mel Martin me with variety acts, women’s fashions, Ernie Lee’s hillbilly music, “Salute to a Good Neighbor” and amateur performers

4:00 5 Hawkins Falls, Pop. 6200
Day-by-day story of life in a small American town

7 Sagebrush Sam—Western Film
“In Old Cheyenne”

4:15 4 Cowboy Playhouse—Western

4:30 5 Howdy Doody Show—Bob Smith
Fun with Flub-a-Dub, Clarabelle, Mr. Bluster, and Buffalo Bob

5:00 5 Cactus Jim—Western Feature
Stories of the heroes of the west on film for the youngsters

7 Mary Hartline Show—Games
Prizes and interviews with Mary and other boys & girls, Chet Roble’s also on hand for some music and song

5:15 7 Lois And Loogie—Cartoons
Adventures with Loogie as he explores the world of a child

5:30 5 Crusader Rabbit—Cartoons
Stories for the children

7 Tom Corbett Space Cadet
Tale of the future when people like ourselves adventure into space

5:35 5 Weatherman—Clint Youle
Graphic predictions and friendly family talk

5:40 4 Associate Scorecard
Roundup of scores of other games

5:45 4 Lucky Fan—Joe Wilson Quiz
Camera’s 7th inning choice gets a chance to win the prize

5 Clifton Utley And The News
Tales for children with Kay Morrow

9 Tenth Inning—Harry Creighton
Fan interviews and TV Forecast guest Eugene Hughes, South Haven, Mich.

6:00 4 Music Bowl—Musical Variety
Danny O’Neil & Carolyn Gilbert sing

5 Ernie Kovacs Show—Comedy
A wide scope of subjects covered in a most un-imaginable comic manner

6:00 7 Austin Kiplinger and The News
9 Captain Video—Adventures
Adventures in a world furnished with super-sonic devices

6:10 7 Top O’ Weather

6:15 4 Ulmer Turner And The News
Up-to-the-minute reports

6:20 7 Flana-Grams—Sports News

6:30 4 CBS News—Douglas Edwards
News of the hour as it happens

5 Showroom—Roberta Quinlan
Guest vocalist Alan Dale

7 Chance Of A Lifetime—Quiz
John Reed King emcee

9 First Edition—Franz Weigle
Weather report, baseball news, and travel tips

6:45 4 TV’s Top Tunes—Musical
Peggy Lee and Mel Torme star

5 News Caravan—John Swayze
Reports from Washington

9 Chicagoland Newsreel

7:00 4 Arthur Godfrey And His Friends
Musical variety and chit-chat with Janette Davis, Haleboke, Marion Marlow and Frank Parker

5 Four Star Revue—Comedy
Jack Carson emcee with guests Jack Norton and Lola Albritt

7 Northwest Patrol Films
“Code Of The Mounted” with Kermit Meynard

9 Club House—Interviews
Jack Brickhouse and Marty Hogan

7:30 9 Easychair Adventures—Film
“Follies Parisienne”

8:00 4 Variety Show
5 Kraft Theater—Drama
“The Adventures of Tom Sawyer” with Chas. Taylor, Susan Harris and Joseph Wallch. Famous story of youth by Mark Twain

7 Bill Gwinn Show—Musical Quiz
Prize to couple who re-enact scene where a song altered their lives

9 Down You Go—Panel Quiz
Dr. Bergen Evans mc; Panelsists, Toni Gilman, Carmelita Pope, Frank Coughlin and Dr. Robert Breen

8:30 4 The Web—Mystery Drama
“Old Jim’s Second Woman,” tale of a 10 year old girl whose sympathy saves the life of a middle-aged woman trapped into a loveless marriage

7 Wrestling From Rainbow Arena

9 Airline Honeymoon—Quiz
Franz Weigle emcees gives three couples a chance for a 2nd honeymoon

9:00 4 International Boxing
Joe Louis-Ezzard Charles bout on film
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>Break The Bank—Quiz</td>
<td>Bert Parks emcee asks questions of contestants &amp; awards cash prizes</td>
</tr>
<tr>
<td>9:30</td>
<td>Stars Over Hollywood—Drama</td>
<td>&quot;The Mask Of Medusa&quot; with Raymond Burr and Steven Garry; story of a bank robber who in escaping from the police enters a wax museum where the keeper tells him the story of the infamous characters represented there</td>
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<tr>
<td>9:45</td>
<td>Sports Quiz—Film</td>
<td>Hugh McDermott stars</td>
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<tr>
<td>10:00</td>
<td>Ernie Simon—Curbstone Cutup</td>
<td>Interviews with the man on the street</td>
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<tr>
<td>10:10</td>
<td>Dorsey Connors—Helpful Ideas</td>
<td>Information on various gadgets</td>
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<tr>
<td>10:15</td>
<td>Ulmer Turner—News</td>
<td>Today's news hot off the press</td>
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<tr>
<td>10:30</td>
<td>What's Wrong With This Picture</td>
<td>Quiz session with Hank Grant emcee</td>
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<tr>
<td>10:45</td>
<td>Linger Awhile—Musical</td>
<td>Marty Hogan commentator</td>
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<tr>
<td>11:00</td>
<td>Today In Sports—Film</td>
<td>Review of the sports world</td>
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<tr>
<td>11:10</td>
<td>Flana-Grams—Sports Comment</td>
<td>Pat Flanagan reports on sports</td>
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<tr>
<td>11:15</td>
<td>Film</td>
<td></td>
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<tr>
<td>11:20</td>
<td>Lucia Fera Show—Musical</td>
<td>Old and new tunes brought to you on record</td>
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<tr>
<td>11:30</td>
<td>Murder Before Midnight—Film</td>
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<tr>
<td>12:00</td>
<td>&quot;Hats Off&quot;—Feature Film</td>
<td>John Payne, Mae Clarke, and Franklin Pangborn in a story of competition in the promotion field between a fellow and a girl for a famous act for a fair in Texas</td>
</tr>
<tr>
<td>12:30</td>
<td>Chicagoland Newsmen</td>
<td></td>
</tr>
<tr>
<td>1:30</td>
<td>Midnight Edition—Ulmer Turner</td>
<td>(Stations reserve the right to change above listings without notice)</td>
</tr>
</tbody>
</table>
During the summer, brilliant little Imogene Coca, the comic satirist of NBC-TV, will probably get plenty of rest between theatre and stage dates. But adoring Coca fans will have a restless vacation until their favorite re-appears in the fall.
Thursday July 5

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

9:00  4 Fun And Features—G. Menard
Music, variety, comedy with George and
the gang

9:30  4 Fun And Figure—Exercises
Ed Allen shows how to keep your
waistline trim

9:50  4 Fun And Features (continued)

10:00  9 Your Figure Ladies—Exercises

10:30  4 Tel-A-Shopper—Betty Whitney
9 Chicago Cooks—Recipes

11:00  4 Creative Cookery—Recipes
Francoise Pope demonstrates: baked
chicken Montecarlo; sauce Parisienne;
peach, cherry ice cream, peach-cherry,
and pear-apricot flambéau

5 Ruth Lyons Show—Chatter
7 Bob And Kay Show—Variety
Discussion, music and interviews

11:30  5 Norman Ross’ Varieties
9 Hi Ladies—Interviews

12:00  4 First Hundred Years—Serial
5 Feature Film
9 Let’s Have Fun—Hank Grant

12:15  4 Garry Moore Show—Comedy
Guest comedienne Connie Sawyer

12:30  5 Your Luncheon Date—Musical
Music with the Art Van Damme
Quintet and Nancy Wright and Hugh
Downs vocalists

12:45  4 Multiscope News—Ticker Tape

12:55  9 Batting Practice—Vince Lloyd

1:00  4 Knot Hole Gang—Linn Burton
Guest: Dee Fondy

5 “Sign Of The Wolf”—Feature
Film with Michael Whalen. Story of
2 dogs, one turns thief, the other re-
mains faithful to friends

7 Beulah Karney Show—Foods
Adventures in the art of cooking

1:10  9 Lead-Off Man—Harry Creighton
Sports interview and TV Forecast
guest award to Yvonne Erickson,
Maywood

1:25  4 Baseball—Cubs vs St. Louis
Joe Wilson announces game

9 Baseball—Cubs vs St. Louis
Jack Brickhouse announces game

1:30  7 Barbara Moro—Creative Ideas

1:35  7 “Flying Fists”—Feature
Film starring Bruce Bennett

2:00  5 Miss Susan—Susan Peters
Trials and tribulations of a woman
lawyer in a small midwestern town

2:15  5 Vacation Wonderlands—Film
Topic will be “Tunisia”

2:30  5 America Speaks—Film

3:00  5 Straw Hat Matinee—Variety

Rubin’s Performers Salute Communities

“Stars of Tomorrow,” the WGN-TV
amateur talent show, is launching a
series of Salutes to Chicago neighbor-
hoods with the first scheduled for July
15. The weekly, 30 minute show will
present a talent act each Sunday night,
in co-operation with TV Forecast and
the individual community newspapers.
“Stars of Tomorrow” is sponsored by
Rubin’s two big department stores at
1314 N. Milwaukee and 4834 W. Irving
Park. Each week, the finest young
amateur talent performs for fame and
prizes. The TV Forecast Talent Salute
will be a special added attraction to the
regular show, featuring a representa-
tive performer from the community to
be saluted.

Look for the Talent Scout in your
own neighborhood. He’ll be from the
promotion firm of Bernard L. Asbel,
1553 Madison, Community newspapers
will carry the details of the search as it
progresses in their own neighborhoods.
The weekly winner will be seen on
“Stars of Tomorrow,” receive a hand-
some certificate, and be the guest of the
luxury Whitcomb Hotel at St. Joseph,
Michigan for a weekend.

During recent Bob & Kay show anni-
versary, the popular pair was presented
with a new parakeet by Zooland pet shop,
4950 Irving Park Rd. The bird
was named Nabaleb. Taking part in
the ceremony are (1 to r) Marty
O’Shaughnessy and Bob Kubicek, man-
aging editor and editor of TV Forecast, 
Kay Westfall and Bob Murphy. Inci-
dentially, this is probably the only pic-
ture of Bob Murphy minus a smile.
THURSDAY—continued

3:40 4 Associate Scorecard
Roundup of scores of other games

3:45 4 Lucky Fan—Joe Wilson Quiz
9 Tenth Inning—Harry Creighton
Interviews with fans and TV Forecast’s guest Lewis L. Malen, Chgo

4:00 4 Toni Rodgers Show
5 Hawkins Falls, Pop. 6200—Serial
Story of an ordinary small town
7 Sagebrush Sam—Western Film
“Cavalier of the West”
9 Foto Test—Frank Sweeney
A gay quiz game to catch your fancy, Sue Topping co-anchors

4:15 4 Breezy, Don, And Vera Ward
Wards are back, with Capt. Crusty, Florence Flutterby, and Clememine
5 Cowboy Playhouse—Western

4:30 4 Assembly—Military Questions
Film interview with the men in the Pacific Area, Hawaii
5 Howdy Doody Show—Variety
Bob Smith host to the youngsters
9 Telephone Game—Harold Isbell Quiz session with Jane Quin

5:00 4 Kids Karnival Kwiz
5 Cactus Jim—Western Feature
7 Mary Hartline Show—Games
Fun for the kids with Chet Roble
9 Trail Blazers’ Theater—Film
“Stars Over Arizona”

5:15 7 Lois And Looie—Cartoons
Adventures with Looie as he explores the inquisitive world of a child

5:30 4 Silhouettes Of The West
Roy Starkey stars
5 Crusader Rabbit—Cartoon
7 Stories In The Sand—Tales
Story of “The Man With Red Eyes”

5:35 5 Weatherman—Clint Youle
Today’s and tomorrow’s climate

5:45 4 Window Shopping—Commercial
Lucky North commentator
5 Clifton Utley—News

6:00 4 Danny O’ Neil At Home Show
Musical with new & old tunes
5 Ernie Kovacs Show—Comedy
Newer and madder ideas for televisioners not satisfied with the simply zany
7 Austin Kiplinger And The News
9 Captain Video—Adventure Tale

6:10 7 Top O’ Weather

6:15 4 Ulmer Turner And The News

6:20 7 Flana-Grants—Sports News

6:30 4 CBS News—Douglas Edwards
5 John Conte’s Little Show—Music
7 Lone Ranger—Western Drama
9 First Edition—Frann Weigel
Weather report, baseball news, & travel tips

6:45 4 Stork Club—Interviews
Sherman Billingsley, host and guests
John Ericson and Anne Marno

5 News Caravan—John Swayne

9 Chicagoland Newsreel

7:00 4 Burns And Allen Show—Comedy
Gracie promises her friend Harry that she will play dumb to his devious devices to go fishing instead of visiting his mother-in-law

5 It Pays To Be Ignorant—Quiz
Tom Howard conducts this comedy game, Panel consists of George Shelton, Harry McNaughton and Lulu McConnell.

7 Stop The Music—Musical Quiz
Bert Parks mc, Marion Morgan, Jimmy Blaine, & Betty Ann Grove vocalist and the “mystery melody”

9 Carrot Top Anderson

7:30 4 Amos ‘n Andy—Comedy Drama
Alvin Childress as Amos, Spencer Williams as Andy, Tim Moore as Kingfish, and Horace Stewart as Lightnin’

5 Treasury Men in Action
Based on T-Men files, Walter Greaza stars as “the chief” in drama titled “The Case of the Devil’s Donkey” story of the counterfeiting of Mexican lottery tickets

9 Royal Playhouse—Drama
“Looking Through” with Edgar Barrier and Warren Hogan, a mail clerk who isn’t to be trifled with, Irene Vernon as Cora the show girl he marries after convincing her that her boy friend is no good, and John Warburton as the no good boy friend

8:00 4 Alan Young Show—Variety
Guest, Mel Torme sings “Salilin” on the Henry Clay.” Skits: Tom Dugan and Charles Williams assist Young in trying to buy a ticket for a big prizefight, John Qualen and Barry Kelly featured in western skit with Young as sheriff

5 Ford Festival—Musical Variety
James Melton, Dorothy Warenksjold soprano, Herb Shriner, and Gladys Swarthout guest

7 Don Ameche Show—Musical
Musical comedy depicting life and laughs backstage at a summer theater with Betty Brewer, Dorothy Green, Don Craig Chorus, and Berne Green’s orchestra

9 Adventures Of Ellery Queen
Lee Bowman as Ellery in mystery drama titled “Frightened Girl” where murder stalks the ballet world

8:30 4 Big Town—Newspaper Drama
Pat McVey as Steve Wilson crusading reporter of the “Illustrated Press” in “Box 243” a story of a friendship club

7 Blind Date—Arlene Francis mc
Gentlemens compete for dates with Manhattan’s most glamorous models

36
THURSDAY—continued

8:30 9 Beauty Contest—Bill O’Connor
Send your questions, the beauty queens
will answer your queries.

9:00 4 Racket Squad—Drama
Reed Hadley as Captain John Brad-
dock in “Heaven For Sale” wherein
a bereaved father is persuaded to send
his daughter’s “spirit” a diamond
necklace.

5 Martin Kane, Private Eye
William Gargan stars as sleuth.

7 Documentary Films
“Forestry Industry” and “California”

9 Silver Screen Theater—Film

9:30 4 400 House Party—Variety
Amateur show from Chez Paree.

5 Short Story Playhouse
Drama titled “The Good Sport” by
Sinclair Lewis; a young man’s phi-
losophy of living up to the Joneses
gets him in trouble.

10:00 4 Ernie Simon—Curbstone Cutup
Interviews with the man on the street.

5 Weatherman—Clint Youle
Tomorrow’s weather.

7 Cameraman At Large—Film

9 Wrestling From Chicago

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Ulmer Turner—News

5 Clifton Utley—News

7 Great Comedians—Film

10:30 4 What’s Wrong With This Picture

5 Let’s Look At Sports—T. Duggan

7 Dr. Fixum—Household Tips
Helpful hints for women, building,
and another clothes hanger idea.

10:45 4 Linger Awhile—Musical

5 Herbie Mintz Show—Musical
Songs of yesterday.

11:00 4 Today In Sports—Film

5 Broadway Open House—Variety
Kirby Stone Quintet, Ray Malone,
dancer, comedienne Dagmar.

7 Austin Kiplinger—News
Review of the news of the day.

9 “I Met A Murderer”—Feature
Film starring James Mason and Pam-
ela Kellino. Farmer kills wife and in
flight from police meets mystery
writer. She realizes he is a murderer
and writes his story.

11:10 7 Flana-Gramps—Sports Comments
Late reports on the sports world.

11:15 4 Film

11:20 7 Lucia Fera Show—Musical

11:30 4 Murder Before Midnight—Film
“Avacanche” with Bruce Cabot and
Roscoe Karns.

12:00 4 “Pocatello Kid”—Feature
Film with Ken Maynard.

12:15 9 Chicagoland Newsreel

1:30 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above
listings without notice.)

FROM
HUNGER!

100 people were recently inter-
viewed about FOTO-TEST, that new
TV Quiz—and six said they thought
it was strictly “from hunger!” The
The other 94 said it was the best
quiz show now being teledcast!
Decide for yourself. Hear it any
day at 4:00 to 4:30 P.M. on

WGN-TV
Channel 9

Enjoy
Television In
COOL
COMFORT
Air Condition Your
Living Room With a
YORKAIRE
Conditioner

Phone For Full Information
HArrison 7-8900
MURPHY
& MILLER
1325 S. Michigan Avenue, Chicago 5, Illinois
Larger Units for
Stores and Offices

TV FORECAST
CHICAGO—Best local news this week is that lovely Peggy Taylor, the collegiate-type sweetheart who warbles on WBKB and WGN-TV, has decided to pass up New York offers and stick in Chicago TV. That’s a break for Our Town. . . . That Salt Creek summer stock play “Sacred and Profane” now showing at Hinsdale, was penned by Ed Mabley, brother of TV Forecast’s ace critic Jack Mabley. . . . Suggestion for WNBQ—You can add some life to the sober-sided array of brain power on “Curiosity Club” by scheduling something vivacious, like Fran Allison for example.

Oops dept—Rosemary Trullson, Miss Ski Nose, spent her free vacation at the Northernaire resort in Three Lakes, Wisconsin, not Michigan as reported. . . . Pat Fogarty is now Mrs. Les Lear, Jr. the bride’s father-in-law is one of TV’s giveaway kings. . . . Recent semifinal winner on the “Parade” amateur talent show is Sheldon Sanov, of 1809 S. Central Park.

OFF GUARD . . .

TV’s the thing when Dave Garroway (left) starts talking show business with writer Charlie Andrews. Meantime, models Marjorie Adams and Beverly Long show the usual impatience of dates who get sidetracked for business.

WENR-TV loses the able services of program expert Fred Kilian in July, when he reports to Young & Rubicam ad agency. . . . Randy Kent is the new WBKB announcer. . . . Emcee George Menard says that if Harry Truman ever stops writing letters, at least ten comedians are going to be thrown out of work. . . . What’s this about WGN disk jockey Louie Quinn being replaced by Emily Post? . . . “Fun and Features” show on WBKB setting an achievement “first” by saluting the various TV editors and columnists. They include Larry Wolters, Jack Mabley, Bill Irvin, Janet Kern and of course, TV Forecast’s Bob Kubicek.

Most startling phenomenon seen on local sets is the eyeball popping of Linn “for certain” Burton. They shoot out like those old-time third dimension movies. . . . WGN-TV’s Bob Trendler, one of the busier bandleaders of Chicagoland TV, is also credited with one of the happiest dispositions. . . . Herb Lauflman, the talented young producer, is a flying enthusiast. Thinks nothing at all of spending his weekend aloft.

One of the biggest mysteries hereabouts is why Uncle Normie Ross doesn’t get a better break in TV? He’s one of the best ad libbers in the business, for our money, and has a terrific following. . . . The trade is chuckling over the last-minute switch on one local talent show, when Francis X. Bushman was scheduled to be a judge. Previously, the judges were identified by small signs on which were printed their last names only. The producer hurriedly called for a sign painter to print in the full names when he realized how devastating it would be to have the famous old movie star identified only as “Bushman.”

We’d like to see crack columnist Leo Lerner with his own news & comment show. He’s impressive.
Friday July 6

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

9:00 4 Fun And Features—G. Menard
Information on Red Cross technique
is explained along with a variety of
fun, music, and interviews

9:30 4 Fun And Figure—Exercises

9:50 4 Fun And Features—(continued)

10:00 9 Your Figure Ladies—P. Fogarty

10:30 4 Tel-A-Shopper—Betty Whitney

9 Chicago Cooks—Recipes
Delightful dish to tempt the family
prepared by Kay Middleton

11:00 4 Creative Cookery—Recipes
Lobster Thermidor En casseroles, Afi- 
can lobster tails, crepe suzettes and
Pétiton butter

5 Ruth Lyons Show—Chatter

7 Bob And Kay Show—Variety

11:30 5 Norman Ross’ Varieties

9 Hi Ladies—Interviews
Tommy Bartlett chats with gals

12:00 4 Garry Moore Show—Comedy
Guest: Mary Ross, former police offi-
cer now a private detective in Balt.

5 Meet Mintz—Herbie Mintz
Relax with the piano melodies

9 Let’s Have Fun—Variety

12:15 5 Newsroom—Late Information

12:30 4 First Hundred Years—Serial

5 Your Luncheon Date—Musical
with Hugh Downs, host; Nancy
Wright, vocalist, and the Art Van
Dumme Quintet

12:45 4 Multiscope News—Ticker Tape

12:55 9 Batting Practice—Vince Lloyd

1:00 4 Knot Hole Gang—Linn Burton
Guests: Hank Sauer and Andy Lot-
shaw

5 “Girl From Rio”—Feature
Film with Movita, Warren Hull, and
Kay Linaker. Singer on the eve of
singing debut is called to New York
to aid brother charged with murder
and burning of night club.

7 Housewives Holiday—Kirchner
Claude Kirchner interviews ladles

1:10 9 Lead-Off Man—Harry Creighton
Fan interviews and TV Forecast
award to Richard Klein, Wheaton, Ill.

1:25 4 Baseball—Cubs vs Cincinnati

9 Baseball—Cubs vs Cincinnati

1:30 7 Barbara Moro—Creative Ideas

2:00 5 Miss Susan—Susan Peters

2:15 5 Vacation Wonderlands—Film
“Oregon”

2:30 5 America Speaks—Documentary

3:00 5 Straw Hat Matinee—Variety

3:40 4 Associate Scorecard

DEAR BOSS:
What makes a person change
his name when he goes into show
business?

Before television, monickers
were shortened because theatre
marquees were small and because
performers thought short names
were easier for the public to re-
member.

If some of today’s big stars
used their real names, our pro-
gram listings would read some-
thing like this: Colgate Comedy
Hour with Izzy Iskowitz. Izzy is
Eddie Cantor’s handle. Texaco
Star Theatre would flash M. Ber-
linger, Unca Millie’s real name.
Chicagoan Jack Leonard, now seen
on Broadway Open House, went to
school as Leonard Lebit. And so
it goes.

Speaking of Cantor reminded
me of his final appearance a few
Sundays ago. One of his guests,
a young man by the name of Sammy
Patrillo, is certainly a dead-
ringer for Jerry Lewis. That’s
as far as the resemblance goes.
It always bores me to watch an
imitation, even a good one.

Originally I wrote to ask you
if I could borrow the company’s
stop watch again. It’s the time
of year when McCarthy conducts
his annual survey on lengthy
commercials and my first target
will be Evans Fur company.

Ivan Bunny, one of my sever-
est critics and long-time reader
of TV Forecast, can be quoted as
saying: “I imagine the only ones
who enjoy watching video com-
mercials are the people who sponsor
same.”

Do you think that’s true?
I’d like to invite my readers
(all three of ’em) to send me a
postcard on this subject: What
commercials do you enjoy the
most, and why, if you have the
time to say so. We’ll print some
of the best, and then it will be
recorded for posterity and Ivan
Bunny.

CHUB McCARTHY
FRIDAY—continued

3:45 4 Lucky Fan—Joe Wilson—Quiz
9 Tenth Innigh—Harry Creighton
Interviews and TV Forecast guest
Mrs. E. H. Daily, Michigan City, Ind.
4:00 4 Multiscope News—Ticker Tape
5 Hawkins Falls, Pop. 6200—Serial
7 Sagebrush Sam—Western Film
“Man From Hell’s Edges”
9 Foto Test—Frank Sweeney
Delightful quiz give-away with
prizes galore for correct answers

4:15 4 Breezy, Don and Vera
5 Cowboy Playhouse—Western
4:30 4 Assembly—Military Questions
Telephone calls between the men in
Tokyo and their parents and relatives
in Chicago studios
5 Howdy Doody Show—Bob Smith
9 Telephone Game—Quiz Session

5:00 4 Kids Karnival Kwiz
5 Cactus Jim—Western Feature
7 Mary Hartline Show—Prizes
9 Trail Blazers’ Theater—Film
“Romance Rides the Range”

5:15 7 Lois And Looie—Cartoons
5:30 4 Silhouettes Of The West
Roy Starkey stars
5 Crusader Rabbit—Cartoon
7 Tom Corbett Space Cadet
5:35 5 Weatherman—Clint Youle
5:45 4 Window Shopping—Commercial
5 Clifton Utley—News
7 Stories In The Sand

6:00 4 Music Bowl—Danny O’Neall mc
5 The Ernie Kovacs Show
Situation comedy with records, films,
pantomimes, and general nonsense
7 Austin Kiplinger And The News
9 Captain Video—Adventures
6:10 7 Top O’ Weather
6:15 4 Ulmer Turner And The News
6:20 7 Flana-Grams—Sports News
6:30 4 CBS News—Douglas Edwards
5 Showroom—Robert Quinlan
Guest: Russell Nype
7 Canine Varieties—Harry Hill
Noted authority on dogs presents a
champion boxer; a veterinarian will
outline a program for dog care dur-
ing the summer months
9 First Edition—Frann Weigel
Weather report, baseball news, and
travel tips

6:45 4 TV’s Top Tunes—Musical
Peggy Lee and Mel Torme star
5 News Caravan—John Swayne
9 Chicagoland Newsreel
7:00 4 Mama—Domestic Comedy Skits
Dagmar has a new friend from Nob
Hill and the family is bewildered
when they are snubbed by the child’s
parents

7:00 5 Quiz Kids—Questions & Answers
Moppet session of answers to all ques-
tions, guest emcee
7 Jerry Colonna Show—Comedy
Jerry gives the side & ear splitting
life of “Caboose” greatest opera
singer of all time—full hysterical
behavior; regulars include Barbara
Ruick, Paul Sells, Del Sharbut, and
Gordon Polk
9 Twenty Questions—Panel Quiz
Bill Slater me with Fred Van De-
venter, Florence Rinard, Herb Polesie
and Johnny McFee

7:30 4 Man Against Crime—Drama
Robert Preston stars as Pat Barnett
5 Walt’s Workshop—Creative
Mr. Durbinh discusses general de-
signs of homes and benefits, also
shows how to plan rooms with the
aid of models
7 Ruggles—Domestic Comedy
With two young ones, and two not so
young ones, Mom and Pop (Ruth Ted-
row and Charles Ruggles) hustle
9 You Asked For It—Films
Art Baker presents films on every-
thing requested by viewers

8:00 4 “Jungle Patrol”—Feature
Film with Kristine Miller, Arthur
Franz, Ross Ford, & Mickey Knox; eigh-
t young Amer. fliers responsible for
protecting a temporary air strip
5 Door With No Name—Drama
Based on the highly secret activities
of the federal government agencies;
Grant Richards and Mel Ruick star
in this drama in which an intelligence
operator is sent overseas to recover
a missing document
7 “Boss Of Bigtown”—Feature
Film with John Litel, Florence Rice,
and H. B. Warner in a story of the
city racket
9 Leo Carillo’s Dude Ranch
Musical variety with western setting

8:30 5 Victor Borge Show—Musical
Borge does a sketch as president of
the U.S.; guest, 8-yr. old Zola Mae
Shaulis
9 Shadow of the Cloak—Drama
Helmut Dantine stars as private
agent working against espionage ring

9:00 4 Live Like A Millionaire
Amateur show, John Nelson me with
children introducing their talented
parents
5 Sports Newsreel—Film
7 Sawyer Views Hollywood
Hal Sawyer me interviews
9 Cavalcade Of Stars—Variety
Jaquele Gleason me introduces guests
Roberta Peters and the June Taylor
dancers

9:30 4 Hit Spot—Musical Variety
Vic Hyde emcee with Peggy
Taylor, TuTones, 4 Notes, & salute to
“Town of the Week”
FRIDAY—continued

9:30  5 Greatest Fights Of The Century
Boxing film: Joe Louis vs Primo
Carnera (June 25, 1938)

7  Studs' Place—Informal Variety
Studs Terkel as proprietor with some
homey philosophy, Chet Roble, Win
Stracke and Beverly Younger

9:45  5 Nature Of Things—Discussion
Dr. Roy K. Marshall talks about
“Stars of Summer Skies”; constella-
tions visible at this time of year,
description & illustrations, also leg-
ends connected with them

10:00  4 Ernie Simon—Curbstone Cutup
5  Weatherman—Clint Youle
7  Courtesy Hour—Jim Moran
Variety of music, dancing, and sing-
ing acts performed by professionals
in their field, Rex Maupin’s music

9 "Fighting Mad"—Feature
Film with James Newill; tale of a
Mountie who tracks down his man
and gets the girl

10:10  5 Dorsey Connors—Helpful Ideas
Gadgets for every room of your home

10:15  4 Ulmer Turner and the News
5  Clifton Utley—News

10:30  4 Lilli Palmer Show—Interviews
Alexander Lernet-Holena, one of
Austria’s leading authors, discusses
with Miss Palmer Austrian and Vien-
nese culture with emphasis on the
current Festival of Salzburg

5  Let’s Look At Sports—Duggan
Report on the sports world

10:45  4 Linger Awhile—Musical
Marty Hogan emcee

5  Herbie Mintz Show—Musical
Tunes that bring back memories

11:00  4 Today In Sports—Film
5  Broadway Open House—Variety
Comedy and music with Jack E. Leon-
ard, Dagmar, Kirby Stone quintet, and
Roy Malone, Eliseen Barton dancers,
vocalist Buddy Greco & Frank Gallop
as straight man

7  Austin Kiplinger—News
Review of the news of the day

11:10  7 Flana-Grams—Sports Comments
Late reports on the sports world

11:15  4 Film

11:20  7 Lucia Fera Show—Musical

11:30  4 Murder Before Midnight—Film
9  Cinema Hour—Feature Film

12:00  4 “Swing It, Sailor”—Feature
Film with Wallace Ford and Isabel
Jewell; sailor tries to prevent his
buddy from leaving Navy

12:15  9 Chicagoland Newsreel
Local events brought to you on film

1:30  4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above
listings without notice)
FREE! — TV Interviews with Creighton, baseball ducats

Mollycue Winners
Barbara Burke, Mishawaka, Ind.
Donna Cairnes, Chicago, Ill.
Paul Hentschel, Chicago, Ill.
Janet Shivers, Argos, Ind.

Uncle Herbie Winners
Wayne Chase, Chicago, Ill.
Kent Mommsen, Chicago, Ill.
Terry Sutka, Chicago, Ill.

Shows Open to Public
WENR-TV—20 N. Wacker Dr., Chicago 6, Ill. AN 3-7800. Tickets: Guest Relations, Civic Opera Building. Programs originate in AB Civic Theater. “Super Circus”, Sunday 4-5 p.m. (only written requests accepted, order tickets well in advance); “Sachs Amateur Hour,” Sunday 12:30-1:30 p.m.; “Courtesy Hour,” Friday 10-11 p.m.

WGN-TV—441 N. Michigan, Chicago 11, Ill. SU 7-0200. Tickets: Guest Relations, WGN Building. Rubins “Stars of Tomorrow,” Sunday 9-9:30 p.m.; Miss U.S. Television Contest” Monday 7-7:30 p.m. “Let’s Have Fun,” Monday through Friday 12:00-1 p.m. from Goldblatt’s State St. Store (8th floor). No tickets necessary. “Al Morgan,” Monday 7:30 to 8:00; “Down You Go,” Wednesday 8:00 to 8:30; “Hi Ladies,” Monday thru Friday 11:30 to 12:00.

WBKB—190 N. State, Chicago 1, Ill. RA 6-8210. Tickets: Ernie Simon’s Curbstone Cutup, Monday through Friday 10 p.m. “State Street Bleachers’ Club,” prior to all Cubs games, 12:45 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater.)

WNBC—Merchandise Mart, Chicago 54, Ill. SU 7-8300 Ext. 287: “Hollywood Junior Circus,” 4:30 to 5 p.m. alternate Sundays (written request only, Ticket Division); “Quiz Kids,” Friday 7 p.m.

TV fan William A. Dean, of 5942 S. Maplewood ave., Chicago, snapped this picture of WKZO-TV (Kalambazo, Mich.) off his home set recently. Mr. Dean has also received KPRC-TV (Texas) and WTMJ-TV (Milwaukee).

Andy Pasco, star ex-Cub outfielder, autographs a baseball won by Lee Cooper, recent winner in TV Forecast’s baseball contest. Lee later appeared on Harry Creighton’s “Lead Off Man” show sponsored by Nelson Brothers over WGN-TV.

BASEBALL fans, here’s your opportunity to see your favorite team in action from reserved box seats and to appear on television as guests of TV Forecast magazine. Enjoy a leisurely afternoon at Wrigley Field or Comiskey Park and be interviewed on WGN-TV by sportscaster Harry Creighton. This new, exciting contest is open to youngsters and adults alike. Everyday, TV Forecast will award 4 reserved box seats for Cubs and Sox baseball games. This contest is made possible by special arrangement with Nelson Brothers, Walgreen drug stores, United Airlines, and American Vitamin Associates.

Each week opens a new contest with new winners selected every day for all Cubs and Sox home games.

Contestants are urged to enclose their telephone numbers and youngsters are requested to name the player whose autograph they prefer on their baseball. YOUNGSTERS WIN: Two reserved box seats for a Cubs or Sox baseball game plus an autographed baseball. That’s not all. The baseball will be awarded on Harry Creighton’s pre-game “Lead-Off Man,” show on WGN-TV, sponsored by Nelson Brothers at 1:10 p.m. from the ball park.

ADULTS WIN: Two reserved box seats for a Cubs or Sox home game. Winners to be interviewed after the ball game by Harry Creighton on “The Tenth Inning,” television show sponsored by Walgreen’s drug stores and the United Airlines.

FOLLOW THESE RULES: Write a brief letter explaining “Why I’d prefer to see a baseball game in person rather than on television...” That’s all there is to it! Mail your entries to: Sports Editor, TV Forecast magazine, 185 North Wabash, Chicago 1, Ill.—Deadline this week: Wednesday, July 4.
Here’s Solution to Penn’s TV Headache . . .

IT has been suggested that unless Penn manages to settle its television dispute with the NCAA peacefully, then it should go all out in its break with the NCAA. It would be feasible, profitable, and simple to create a new conference with colleges breaking from the ranks of the NCAA.

This conference, let’s call it the “National Collegiate Conference,” made up of such stalwarts as Penn, Notre Dame, Army, Navy, Georgia Tech, and whatever other colleges are interested in televising their games, can make up one of the most powerful and colorful conferences in the country. All the games can be televised. Such a conference need not have any fear of being suspended or reprimanded by anyone. They can make more money for their intramural and athletic programs than they ever dreamed possible.

Dumont (WGN-TV) paid Notre Dame $185,000 last year for TV rights. It is reportedly willing to pay double this year. NBC (WNBQ) is interested in televising all Ivy League football games and ABC (WENR-TV) is currently putting up for sale all of Penn’s games for a neat $750,000.

Theatre-television . . .

With theatre-TV interests grabbing exclusive rights to the Louis-Savold fight and the Irish Bob Murphy-Jake LaMotta fight, Comdr. Eugene McDonald flexed his muscles and prepared to meet the theatre-TV challenge head-on. He argues that Phonevision, designed to assure a home-TV box office, is needed by broadcasters if they’re to be able to compete with theatre-TV in bidding for costly sports telecasts. Comdr. McDonald penned proxy Frank Stanton of CBS warning him of the dangers and monopolistic tendencies of theatre-TV.

Meanwhile, some 28,000 people watched the experimental theatre-telecast of the Louis-Savold fight. Nine movie houses in five cities were completely sold out. The International Boxing Club reportedly received about 40 cents for each seat to give them an additional $11,000 in the kitty.

Locally, at the State-Lake and Tivoli theatres, the experiment proved a huge success. Every seat was occupied two hours before the fight. An on-the-spot check showed most fans had TV sets at home and attended primarily to see the fight. The crowd obviously was pulling for Joe, cheering lustily every time he scored with punishing left jabs.

The atmosphere soon became typical of a fight crowd at the Stadium. Fans applauded at the end of each round and stood up cheering, whistling, and screaming when Savold crashed to the canvas, tried to get up, staggered, fell down again, then gallantly but wearily got up at the count of ten in the sixth round. . . . Although the picture was fuzzy, the countenances of Milton Berle and other celebrities were quickly recognized by the audience. Louis’ bald spot and the lump on his left shoulder became conspicuous to the extent of causing frequent comment.

Sportscaster Bill Corum committed the unforgivable sin of talking too much during the bout. It’s alright for radio, but during telecasts when fans can see for themselves, commentary should be reserved for between rounds.

Aside from the K.O., another highlight came when Corum climbed into the ring with his mike for Joe to say a few words to the theatre audience:

“Say, that was a nice hook you caught Savold with, Joe,” commented Corum.

“Yes, it was—wasn’t it?” answered Joe to the crowd’s roaring delight.
By HARRY FINKEL

A FAIR portion of our sports TVviewers come up with: “that Tom Duggan . . . always complaining. . . . What a sour grape he is. . . .” Well, ladies and gents, give your TV sets a rest every evening at 10:30. That is the simplest way of sweetening those grapes for yourselves. But, about here we get that familiar retaliation: “Aw, I like listening to the guy sound off, even though I think he’s a ham.”

And so we have the present situation—Tom Goss (alias Duggan) has become the most popular sports commentator in Chicago. He has one of the largest followings in the sports world here with his name on everyone’s tongue, from the fan to the baseball club owner. But, at the same time, about half of those people disagree with the 6 foot, 2 inch, 220 pound marine veteran.

The other half? Well, you can’t be indifferent about a guy like that. You either disagree with his ideas and hate him, or you’re in accord with him and worship the earth he “treads on.”

His theory? . . . “I don’t pretend to be a leader, but I feel that there is something in it for me to protect the average fan. I am here to see that what the athletic big-wigs sell is worth the cash that fans are asked to pay. Of course some fans don’t like to hear and
see the truth but that makes this business interesting for me.”

Knowing how Tom feels about turning over baseballs for the boys in Korea, we waited until after our meal before questioning him.

“The boys need baseballs there, about as much as they need the war,” said Tom. “In the first place, if they’re at the front, then they have enough, batting around the Reds without Wrigley’s baseballs. Then again, if they’re in back of the lines, I’m sure they have better ways of taking up all of that leave time that they receive. There’s no point in overdoing patriotism.”

These are the arguments, no matter how true, that have put him in more dog-houses than any sports commentator today.

When he called a Joe Louis exhibition in Chicago last year a “deplorable mismatch,” Tom was told there wouldn’t be any press pass for him at the Stadium when he went to the fight. Duggan bought his ticket and went on holding his nose.

When he suggested that Phil Wrigley might come out from behind a package of chewing gum more often to see how the Cubs were getting along, the north side aggregation turned on him.

In criticizing the “football expert” one evening on his show, Tom satirized two forthcoming games. He said:

“Let’s look at the Vanderbilt game. Now how can a school with a sissy name like that play football? I say they’ll lose by 25 points. Now for that Texas game—I once knew a fellow from Texas. I’m picking Texas to win.”

As might be expected, one of Duggan’s listeners misunderstood—a Vanderbilt alumnus. He invited the native Chicagoan to step out in the alley.

But, he remains a fly in the ointment for many connected with sports. He explains it this way: “Radio and television are as good a medium for spreading sports information as the newspapers. So why shouldn’t you be able to give an editorial just as readily as a newspaper can write one?”

Then you ask about his future chances at announcing sports events, considering his reputation. “I’d rather be right than have the best sportscasting contract in the world,” says Duggan.

Although born in the Windy City, Tom attended prep school in Wisconsin, where he played football. He also played semi-professional football after leaving school, and today he keeps his waistline trim by strenuous workouts with handball, swimming and golf. Tom has one sister and a brother. His dad, Jim Goss, resides at 2016 Seminary, just a few blocks from DePaul university.
Leonard Schwartz, owner-promoter of Rainbo Arena, has posted a $5,000 check to be held in escrow by TV Forecast as a convincing climax to his daring challenge directed at Lou Thesz, NWA heavyweight champion, to meet his “uncrowned champion” Ruffy Silverstein for the title. The money is to be used as an incentive and as part of the purse which includes a percentage of the gate. In an effort to give Chicagoans an undisputed heavyweight champion, the Thesz-Silverstein match would not be conducted by profit making promoters but directed under the auspices of TV Forecast magazine and under the supervision of the Illinois Athletic Commission.

In posting the $5,000 with TV Forecast, Schwartz exclaimed: “Kohler asks why should he bring Thesz to Rainbo and have me make money off his wrestler, well, I dare them to meet Silverstein anywhere and anytime. What’s more, I’ll back up anything I say with this $5,000 check.

“How can Thesz claim any heavyweight titles? Did he ever defeat any real champion to earn it? The last recognized champion was Jim Londos who has not lost a match since 1937. These shenanigans about claiming titles have got to stop,” continued Schwartz. “Thesz insists he is the champ, we say Ruffy is the uncrowned champ. The only logical thing to do is to let them fight it out.

“We’ll be glad to meet them anyplace. It does not have to be Rainbo Arena. Let’s pick neutral grounds. The bout can be held at the CYO, Illinois Athletic Club, Wrigley Field—anyplace. All we ask is the match be conducted fairly by TV Forecast Magazine and supervised by the Ill. Athletic Commission. The official must be agreed upon by both promoters. Why not someone like Jack Dempsey?” said Schwartz.

Now that the issues have been publicly aired, TV Forecast is ready to begin negotiations. The next move is in the hands of promoter Fred Kohler and Lou Thesz. Will they accept the challenge?

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