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Complete Advance
TV PROGRAMS

April 21 to 27, 1951

BEGIN SEARCH FOR
Miss U. S. Television

Page 8

97-177
RINK, FRED
CHICAGO 34 1LL



MILTON BERLE

Page 6

Typical TV Family Revealed: Page 9

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Members of Authorized do *not* pay \$5.75 per call, \$6.00 an hour or up to \$110.00 a year for television service. No, indeed! They pay only \$1.95* for a home service call . . . *even if the job takes all day*. And they enjoy equally low rates for antenna installations, shop repairs, picture tube warranties, etc. You, too, can beat the high cost of TV service. Join the thousands of members enrolled at Authorized and enjoy prompt, dependable television service by efficient, bonded technicians at guaranteed low prices. Get the facts. Phone us or mail the coupon today.

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This "Victrola" 45
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BEAUTIFULLY There's no annoying distortion because all the playing surface is within the record's distortion-free "quality zone"! And the non-breakable plastic records virtually do away with surface-noise!

Plays

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Plays

THRIFTILY "45" records cost up to $\frac{1}{4}$ less than ordinary ones. And you'll have thousands of titles—over 50 different labels to choose from!

See this amazing automatic changer at your RCA Victor dealer's today!



RCA VICTOR Distributing Corporation



NEXT WEEK "Arthur Godfrey's Scrapbook"

Early-life photographs of the CBStar highlight the career of the nation's best known redhead, Arthur Godfrey. It's in the April 28th issue of *TV Forecast*, on sale Friday at leading newsstands. That's Arthur above at the age of 27 when he worked for WFBR, Baltimore, in 1930.

APRIL 21, 1951

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Channel One

NEW YORK—Hollywood is on the spot. According to insiders, the FCC has already warned the film moguls to start releasing more and newer films to video. In addition, the studios are "asked" to permit more flicker stars to appear on TV. The movie brass will fight the order but to no avail. You can start looking for fresher stuff on your screen shortly. . . . "Amos 'n' Andy" fans will see their favorites debut June 28 via CBS. . . . Hope Summers, who plays social leader Belinda Catherwood in "Hawkins Falls," is knocking the critics dead with a performance that's well above soap opera. . . . ABC-TV will tee off "Date With Judy" on June 2. . . . After hearing of Milton Berle's 30-year contract with NBC, comic Henny Youngman says CBS is offering him \$300 per week for 30 years to stay away from the place.

Since her successful film comeback, actress Gloria Swanson has hit the big time with a TV series slated for September 9. Her daughter Michele Farmer will have a regular part in the show. . . . Picking up a reputation for himself as an ad lib artist is "Sing It Again" emcee Jan Murray. . . . The awful truth dept.—Mickey Rooney is flirting with a TV series in which he takes a serious dramatic role. . . . Pretty Bettye McCormick of Vaughn Monroe's Moon Maids is only 22 but has nearly 19 years of public singing. . . . Lee Bowman, star of "Ellery Queen," is having animal trouble. His seven-year-old son brought home three stray dogs in one month. . . . One of Gene Autry's most prized possessions is a pair of boots presented him by the late Will Rogers.

The Hawaii legislature has voted official thanks to Arthur Godfrey for publicizing the islands so well. . . . Quote from Ken Murray: "She's as pretty as a picture, and she hasn't a bad frame either." . . . Running a close race for "deadpan" honors are emcee Ed Sullivan and TV guest star Veronica Lake. They run the entire range of emotions from A to B. . . . The "Kreiser Band Stand" show will feature Art Mooney's ork, singer Snooky Lanson and dancers Nelly Fisher and Jerry Ross—all on April 25. . . . Opera singer James Melton started out to be a lawyer. . . . Move over, Hopalong. Coming shortly is a "Red Ryder" series, with Jim Bannon in the lead role. . . . Gracie Allen says: "Men are so lazy they get bald just so they won't have to comb their hair." . . . Kyle MacDonnell on vacation from "Celebrity Time" to have a baby.

CBS humorist Sam Levenson has been awarded a "Youth Oscar" by Youth United, a citizens group formed to fight juvenile delinquency. . . . Climbing to top position is musical variety John Conte. He's got his own NBC comedy show. . . . Making her TV debut April 27 on the Edgar Bergen-Charlie McCarthy show will be Effie Klinker, the man-crazy dummy. . . . Comic Jimmy Durante is reported signing up for a flock of manufactured toys built around his features. . . . Louis Hayward is working on a series of "Monte Cristo" films for the U. S. market. They'll be made in England. . . . Pianist Victor Borge is being compared with the late Walter Damrosch, because he's doing so much to increase interest in serious music.



SUMMERS



MURRAY



LAKE



CONTE



Uncle Miltie

**You can kid Berle about his jokes, but
Miltie has a 30-year contract with NBC**



Andy Russell and Berle



Late Jack Holt and Milton



PERHAPS you're one of the millions of television set owners who wonders each week what keeps Milton Berle at the top? If so, you're not the only one without the answer, because it amazes even the experts who have always claimed the public tires of comedians about as fast as phonograph records.

Tuesday night, a sizeable segment of humanity dials NBC, sits back and watches Milton Berlinger—son of a stage-struck store detective—punch and gag his way to the peak of television popularity polls.

Like many present day stars, Berle got his start in a local vaudeville amateur contest, doing an imitation of Charlie Chaplin. He still has the silver cup.

While a teenager, Miltie toured in vaudeville with another youngster named Elizabeth Kennedy. Later, as a single act, he did so well as a last minute replacement at the Palace theater against such competition as Jack Benny and Bea Lillie, that he turned a one-week booking into a six-month run. A photo of Berle the teenager and the late Jack Holt is at the bottom of page six. (Immediately at the left is a scene snapped during a rehearsal of the Texaco Star Theater, showing Andy Russell talking to Berle.)

While Berle never forgets to mention his best friend, Momma, he isn't bashful about plugging his brother, Frank. Our photographer snapped Frank (bottom of page 7) at a recent

telecast.

Currently Berle is the subject of much conversation in TV and radio circles for signing a 30-year contract with NBC. The comic's contract was set up to take advantage of the tax angles. While Berle collects \$50,000 per year for 30 years, he actually gives only 20 years of work. For the first 5 years, Berle must work for 39 weeks.

For the next 5 years, Uncle Miltie will work only 25 weeks. During the next 10 years, Berle is not required to perform as an actor but must work for NBC as a producer-writer-director-consultant. The last 10 years, he's not required to work at all.

Actually, the contract will mean a salary decrease for Berle. But here's
(Continued on page 8)



Uncle Miltie (Continued from page 7)

the gimmick. He will pay the government \$600,000 less in income taxes under the new arrangement. NBC also saves cash on the deal by spreading it out over the years.

Berle is a showman, but first he is a sensitive human being. The combination has produced one of the most outstanding feats in the history of show business. At 12 noon on April 9, 1949, Berle sat down with a dozen telephones, hundreds of assistants and a determination to raise a million dollars for the Damon Runyon Memorial Cancer Fund. NBC Television cameras trained on him for 16 hours—the longest video “marathon” in history—

as Berle spoke by telephone to thousands of Americans.

Guest stars visited Berle and joked with him. He changed clothes several times. He ate on stage. He talked and gagged till he was hoarse.

At 4 o'clock the next morning, Berle signed off. He had received pledges for \$1,040,617. After a short nap, Berle was on his feet again, planning his show for the following Tuesday.

Berle's hobbies are collecting stamps and doing card tricks. He likes baseball, tennis and golf, hates haircuts, spinach and breaking in new shoes. He is just short of six feet tall, has brown hair and blue eyes.

Search on for Miss US Television!

The 1951 search for Miss US Television is on! Each Monday night, via station WGN-TV, channel 9, Chicago girls will compete for the chance to enter the nation's most exciting contest, and vie for a round-trip to Paris, a 1951 convertible auto, a \$2,500 Bulova watch, a \$5,000 TV contract, a pearl bracelet, and a fox fur coat.

But that isn't all. There are hundreds of prizes for weekly winners, more of which will be published in later issues of this magazine. The contest was created by Walter Schwimmer and will be sponsored by American

Vitamin Associates, under the auspices of WGN-TV and *TV Forecast*.



Edythe Adams, 1950 winner of Miss US Television contest is pictured with Milton Berle on a Florida Beach. Miss Adams won the south-land trip as one of her many prizes. Watch WGN-TV, Mondays at 7 PM for contest details.

To: Miss US Television Contest
75 East Wacker Chicago 1, Illinois

Please enter my name in the 1951 Miss US Television contest for Chicago.

NAME..... AGE.....

ADDRESS.....

CITY..... STATE.....

TELEPHONE NUMBER.....

TALENT SPECIALTY.....

(Please enclose recent photograph when mailing)



TYPICAL TV FAMILY OF 1951

A FAMILY of five—Mr. and Mrs. Frank J. Bradac; their two daughters, Helen 20, Frances 13, and a son Jimmy, 11—were judged Chicago's Typical TV Family of 1951.

Making their home at 2625 S. Millard St., in Chicago, the Bradacs plan to spend their free luxury week-end at the swank Whitcomb Sulphur Springs hotel in St. Joseph, Mich., some time in July. . . . "My heavens," exclaimed Mrs. Bradac, as the family posed for a *TV Forecast* photographer, "I still can't believe this is happening to us. We're all so thrilled. *TV Forecast* certainly upset the household routine. We haven't had so much excitement in years."

"Mom" is employed by an electrical firm as an inspector of switchboard keys. "Dad" is a police patrolman working for his eventual pension and retirement. The oldest daughter, Helen, who wrote the winning letter, revealed that since the family bought the TV set over 1½ years ago, they haven't attended a movie and relentlessly watch television an average of 8 hours a day.

Dad purchased the set as a surprise for his family by raising the necessary funds through his hobby of repairing electrical gadgets. "I repair things for friends in my basement workshop. I don't charge them any set fee, they simply drop coins into my coin box. Before long, I had over \$250 in coins and decided to buy the TV set," said Mr. Bradac.

TV favorites of the kids are: Howdy Doody, Captain Video, and Kukla, Fran, & Ollie. Mom's favorites are One Man's Family, Uncle Miltie and Imogene Coca. As for Dad, a seasoned cop who has been shot, stabbed, and mauled in his 19 years of service on the police force—it's Martin Kane, the private eye.



Helen working on her hope chest.



Dad and Jimmy at work.



Frances and Mom making flowers.

Wins March Oscar, On TV Saturday!

"The Walls of Malapaga", awarded an Oscar last month in Hollywood for the best foreign-language film to be made during 1950, will be televised Saturday, April 21 on Grand Marquee, WNBQ, channel 5, under the sponsorship of Hauser Nash.

It is probably the first film honored by an Oscar to be shown on television so soon.

The movie stars Isa Mirand and Jean Gabin in an earthy tale of humanity of the Genoa backwash. The story deals with a Frenchman who has killed his sweetheart because of her affair with a younger man. The film's opening finds him in flight from the police.

"The Walls of Malapaga" combines the imagination of pre-war French films and the savage, documentary approach to subject matter of the post-war Italian film.

**Over 500,000 Readers
Rely On TV Forecast**



ENOUGH OF THIS MONKEY BUSINESS

By **CHARLIE**
WGN-TV's Pet Shop



*Clarence Hoffman
is shown treating
Charlie's wound.*

This monkey business on the part of Gail Compton is getting me down. Right after Gail read about this snake in the grass at Lincoln park biting Marlin Perkins, he got the idea for getting his picture in a TV magazine. Which accounts for my getting bit this week. If it wasn't for Clarence Hoffman of the Animal Kingdom, I probably would have caught rabies. And they say monkeys are the craziest people!



"SPIN'N SKATE"

ice show

Dinner Show 8:30 Supper Show 12:00

GRIFF WILLIAMS' orchestra

**FAMILY MATINEE
EVERY SUNDAY**

special children's menu

CALL "PHIL" WAbash 2-4400

Boulevard Room

The STEVENS

CHICAGO
A HILTON HOTEL



Added information

FOR FRIDAY, APRIL 20, 1951

- 12:30 5 **Panorama Shop** Navy and Marines with Capt. M. B. Gurney and Col. L. K. Davis
- 2:30 5 **Bert Parks Show** Bert & Bobby Sherwood sing "Yes Sir, That's My Baby," Heathertones sing "Danny Boy," Betty Ann Grove does "They've Got An Awful Lot Of Coffee In Brazil"
- 6:30 7 **Life With Linkletter** Guests: Dr. Giovanni, professional pickpocket; five generations of one family; 3 children of Harpo Marx
- 6:45 4 **Perry Como Show** Como solos "I Apologize," Fontanes sing "Take Me Out To The Ball Game," Bobby Hagger & Terry Snyder do "The Big Noise From Winnetka"
- 7:00 5 **Quiz Kids** H. V. Kaltenborn will substitute for Joe Kelly as quizmaster, Joel and Harvey will be on hand for questions
- 7 **Twenty Questions** Guest: circus clown
- 7:30 9 **You Asked For It** 20 ft. regal python from Singapore; log-rolling contest by champions from Nova Scotia; proper way to build an igloo by Mele; 733 Kt. Black Star Sapphire of Australia
- 7 **Penthouse Party** Guests: Helen Forrest, Doc Marcus, Maria Tallchief, Paul Arnold
- 8:00 7 **Pulitzer Prize Playhouse** "Rebellion In Jackson County" stars James Dunn, Valerie Bettis, and Everett Sloane; story of Editor Ruhl's newspaper campaign against the dictatorial and wealthy Mr. Llewellyn B. Banks
- 9 **Hands Of Mystery** "Murder Calls The Cue" with Karl Weber; murder victim is the star of new play about to open
- 9:00 9 **Cavalcade Of Stars** Guests: Jack Smith vocalist, Rosalind Courtright, comedian Phil Foster, and June Taylor dancers
- 10:15 4 **Hollywood On The Line** Phillip Doran

NOW PLAYING!

ON-STAGE



The
Caress-
Voiced
**MINDY
CARSON**

IN PERSON

You loved her on the **Perry Como, Jack Haley and Ed Sullivan TV Shows!**

HUGE STAR-PACKED STAGE REVUE
With **MINDY CARSON, JOHN AGAR, WILL MAHONEY**

ON-SCREEN

Stewart Granger, David Niven, Walter Pidgeon in **Kipling's "SOLDIERS THREE"** in Technicolor

ORIENTAL

THEATER
Randolph
near
State

SATURDAY

- 12:00 Legend of Pied Piper
4:30 Prairie Rustlers
5:00 Western Feature*
5:00 Western Feature*
5:30 Jungle Fire
5:30 Flaming Bullets
8:30 Street Floor Swing Shop
10:00 Charlie Chan's Scarlet Clue
10:00 The Walls of Malapaga
10:30 Winter Carnival
11:00 Feature Film*
12:00 Phantom Killer

SUNDAY

- 10:00 Silver Skates
12:00 Jungle Book
1:30 Wild Bill Hickok*
1:45 Junior Prom
2:00 Cisco Kid*
2:30 Drifting River
3:30 Western Feature*
4:00 Gabby Hayes*
5:00 Shoot To Kill
5:00 Western Feature*
5:30 Southern Roses
6:00 The Black Rider
8:00 Russia
9:30 Forever And A Day
10:00 Are These Our Parents
10:30 Behind Stone Walls
12:15 Smart Guy

MONDAY

- 1:00 Feature Film*
8:00 Dead Men Walk
8:30 Li'l Abner
9:30 The Young In Heart
11:00 Cheers For Miss Bishop

TUESDAY

- 12:00 Feature Film*
1:00 Feature Film*
7:00 Law Men
7:00 Murder Is My Business
8:00 The Celebrated Mrs. Rowland
9:00 The Movies March On
9:00 Lady In The Death House
9:30 Birthday Of The Infanta
10:00 The Unknown Guest
11:30 Feature Film*
12:00 Charlie Chan's Chinese Cat

WEDNESDAY

- 1:00 Feature Film*
9:30 Pretty Boy
9:30 Melody Lingers On
11:00 Golden Trail
12:00 Young Blood

THURSDAY

- 12:00 Feature Film*
1:00 Feature Film*
1:45 Sky Racket
6:30 Pedro And Pete
7:30 Incident In The Rain
11:00 Queen Of Burlesque
12:00 Gentleman From Dixie

FRIDAY

- 1:00 Feature Film*
7:00 Sealed Orders & The Cowboy's Lament
9:00 Dear Amanda
10:00 Feature Film*
11:30 Under Strange Flags
12:15 Legion Of Missing Men

*Title To Be Announced

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



Saturday

APRIL 21 WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:30 7 Scouting In Action—Films**
Graphic portrayals of the ideals
- 9:45 7 Acrobat Ranch—Western Circus**
Top circus folk entertain the youngsters with "Uncle Jim" Stillwill emcee
- 10:00 4 Bob Atcher & Sammy Squirrel**
Puppet fun for children of all ages includes a host of tiny animals making themselves at home at "Short Stump" a small village in the corner of the corral
- 7 Oh, Kay—Interviews—Music**
Kay Westfall presides
- 10:30 4 Grand Chance Roundup**
Gene Crane emcees amateur talent
- 7 Hal Sawyer Views Hollywood**
Gaylor Carter Trio and guest interviews with Ann Sheridan and Charles Fredericks, Dotty O'Brien will sing "Love Is Just Around the Corner" and "Daddy Surprise Me."
- 11:00 4 Big Top—Circus Show**
Jack Sterling ringmaster
- 7 2 Girls Named Smith—Comedy**
Betty Allison moves in with Peggy Garner and Peggy French after deserting her husband, but the girls and a friend finally straighten Betty out

you're in
a merry
mad-house
when you look in on

"THE STU ERWIN SHOW"

starring famous movie comedian-humorist

STUART and his lovely actress-wife,
ERWIN **JUNE**
every **COLLYER**

Saturday 6:30 P.M.

WENR-TV
CHANNEL 7

- 11:30 7 I Cover Times Square—Drama**
Weekly adventures of columnist with Harold Huber as Johnny Warren
- 12:00 4 Movies For Kids—Serials**
"Flash Gordon" & "Custer's Last Stand" & "Legend of Pied Piper"
- 12:50 9 Batting Practice—Vince Lloyd**
- 1:00 4 Hair Raising Tale—Commercial**
- 1:05 9 Lead-Off Man—Harry Creighton**
- 1:20 9 Baseball—Sox vs Detroit**
Jack Brickhouse announces the game
- 1:30 4 Multiscope News—Ticker Tape**
- 2:30 5 NBC Takes You To The Races**
Wood Memorial race from Jamaica with Clem McCarthy announcing
- 3:00 4 High School Contest**
Don and Vera Ward conduct a beauty contest for teen-agers
- 3:30 5 Film**
- 9 Tenth Inning—Jack Brickhouse**
Roundup of scores of this game
- 3:35 4 Linger Awhile—Marty Hogan**
Informal musical session
- 3:45 5 Industry On Parade—Film**
- 3:50 4 I Hear Music—Tunes Of The Day**
Tunes by Jackie Cain and Roy Kral
- 4:00 5 Mr. Wizard—Don Herbert**
Bruce Lindgren questions & Don explains & demonstrates natural phenomena that occur in every day living. Subject: Heat and cold
- 7 Paddy The Pelican—Kids Show**
Stories with the main character a bird created by Sam Singer
- 4:15 4 Nu Youth—Nu Life**
- 4:30 4 Who Ya Laffin At—Commercial**
- 5 Nature Of Things—Discussion**
Dr. Roy K. Marshall discourses on microbe killers
- 7 Bar Five Ranch—Western**
Feature film "Prairie Rustlers"
- 9 Telesports Digest—Film**
- 4:45 5 Bob Considine Show—Discussion**
Adm. Oscar Badger, Commander of Eastern Sea Frontier and actor Brian Donlevy
- 5:00 4 Good & Plenty Western Theater**
- 5 Victor Borge Show—Comedy**
Borge assumes identity of Johann Strauss to tell story of "Tales of the Vienna Woods" in modern boogie. Guests comedienne Hildegarde Halliday, Art Carney and Florence Halop

SATURDAY

10-10:30 A.M.

WBKB

Channel 4

**NEW—Meadow Gold
Ranch Western
Puppet Show**



Featuring cowboy singing star Bob Atcher and his fascinating new animal friend, Sammy Squirrel. In a hilarious half hour of live western entertainment.

Sponsored by Meadow Gold Butter

SATURDAY—continued

- 9 Meadow Gold Ranch**
A tale of the west by Bob Atcher
- 5:30 4 Mr. I Magination—Kids' Drama**
Paul Tripp transforms Johnny Stewart into a champion archer as they relive the life of William Tell
- 5 Smilin' Ed McConnell & Gang**
"Jungle Fire," story which tells of the worshippers in East India. How to behave at a picnic
- 7 "Flaming Bullets"—Western**
- 6:00 4 Sam Levenson Show—Comedy**
Guests, Red Barber and his daughter
- 5 Front Line Camera—News**
- 9 Pet Shop—Comptons Present**
Diane Florey will appear with prize Siamese cat; Mrs. Bert Franklin will show a tiny silver toy poodle and a big standard poodle. (See pg. 10)
- 6:30 4 Beat The Clock—Quiz**
- 5 One Man's Family—Domestic**
- 7 Stu Erwin Show—Comedy**
The question of to get or not to get a dog is discussed with a stray named "Tiger" in on the scene
- 9 Inside Television From Chicago, New York, Hollywood—Musical**
Don Ward interviews Benny Rubin and shows films of Peggy Lee, Lanny Ross, Connie Haines and Cab Calloway
- 7:00 4 Ken Murray Show—Variety**
Darla Hood, Enchanters, with guests Jack Smith, Jack Dempsey, and the Mary Kay Trio. Theme: Roarin' 20's, and production number, "Wilhelmina"
- 5 Jack Carter Show—Variety**
Donald Richards, vocalist with guests Marion Hutton and Jack Pearl
- 7 Paul Whiteman's TV Teen Club**
Youngsters display their talents
- 7:30 9 Public Prosecutor—Drama**
Mystery film with live studio audience & viewers deciding who killer is, weapon used, and similar questions
- 8:00 4 Frank Sinatra Show—Musical**
Variety stanza with June Hutton vocalist, Heathertones and guests, Al Bernie, Smith & Dale and Marie McDonald
- 5 Your Show Of Shows—Variety**
Sid Caesar and Imogene Coca star along with Robt. Merrill, Marguerite Piazza, Bill Hayes, Hamilton Dancers with guest host Richard Greene
- 7 Flight To London—Film Short**
- 9 They Stand Accused—Drama**
Persons involved in the confidence racket brought to trial, and a typical incident dramatized
- 8:05 7 Cameraman At Large—Film**
"Tale Of One City"
- 8:30 7 "Street Floor Swing Shop"**
- 9:00 4 Sing It Again—Musical Quiz**
Jan Murray mc with Alan Dale, Judy Lynn, Riddlers vocalists, Jack Stanton & Betty Luster dancers, and Ray Bloch's orchestra

EVERY SATURDAY

One
Hour
of
Horse
Racing
Thrills
on
Television

Today's Feature Race
The
WOOD MEMORIAL
from
Jamaica Race Track

2:30-3:30 P.M.

WNBQ

CHANNEL 5



SATURDAY—continued

- 9:00 7 **Roller Derby—Joe Hasel**
 9 **Wrestling From Chicago**
 Semi-windup: Bozo Brown vs Yukon Eric; Main Match: Wild Bill Longson vs Pete Managoff
- 9:30 5 **Your Hit Parade—Musical**
 Top tunes of the week sung by Snooky Lanson, Eileen Wilson, Dorothy Collins, & Hit Paraders with Raymond Scott's orchestra
- 10:00 4 **"Charlie Chan's Scarlet Clue"**
 Feature film with Sidney Toler and Mantan Moreland in mystery drama
- 5 **Grand Marquee—Feature**
 Film "The Walls Of Malapaga" with Isa Miranda, Jean Gabin, Vera Talchi, Andrea Checchi, & Robt. Dalban. Romantic tale of a Frenchman sought for murder (see pg. 10)
- 10:15 7 **Great Comedians—Film Short**
 "Big Flash" with Harry Langdon
- 10:30 7 **"Winter Carnival"—Feature**
 Ann Sheridan, Richard Carlson, Joan Leslie, & Helen Parrish: everyone loves the winter carnival queen, but a former queen cautions her sister about which love to accept
- 11:00 9 **Feature Film**
 11:30 4 **Murder Before Midnight—Film**
 12:00 4 **"Phantom Killer"—Feature Film**
 Dick Purcell and Joan Woodbury
 (Stations reserve the right to change above listings without notice)

ACADEMY AWARD WINNER IN 1951

Presented by
Bud Hauser
 your host on
Grand Marquee



Chicago's Finest TV Entertainment

HAUSER'S

"Grand Marquee"

Sat., April 21st, 10:00 PM
WNBQ Channel 5

Sunday

APRIL 22 **WBKB WNBQ WENR-TV WGN-TV**
 4 5 7 9

- 10:00 4 **CET Theater—Feature Film**
 "Silver Skates" with Patricia Morrison, Kenny Baker, and Belita. Ice show is going bankrupt because star is getting married
- 11:00 7 **Azmoe—Kids' Show On Film**
 Adventures of a devil-may-care monkey and his many friends
- 11:15 7 **Chester The Pup—Comedy**
 Adventures of the pup and his master
- 11:30 7 **Faith For Today—Religious**
 Rev. W. A. Fagal interviews members of his congregation, musical portion by the Gospel Singers, male quartet
- 4 **Your Future Home—Ed Cooper**
 Shop for new home from your chair
- 12:00 4 **"Jungle Book"—Feature Film**
 Sabu and Rosemary De Camp star
- 7 **TV Garden Club—Instructions**
 James H. Burdett with points of interest to potential gardeners
- 12:15 5 **Draw With Me—Art Lessons**
 Jon Gnagy demonstrates
- 12:25 7 **Weather Forecast—Jack Holden**
- 12:30 5 **American Forum Of The Air**
 Discussion on current topic of the day with leading statesmen
- 7 **Amateur Hour—Chgo. Talent**
 Mr. Sachs gives the youngsters their big chance to make good
- 12:45 9 **Acme News—Late Information**
- 12:55 9 **Batting Practice—Vince Lloyd**
 Watch the Sox loosen up and knock balls around the ballpark
- 1:00 5 **Watch The World—John Swayze**
 Pictorial review of current events
- 1:10 9 **Lead-Off Man—Harry Creighton**
 Chats with players and TV Forecast autographed baseball awards
- 1:25 9 **Baseball—Sox vs Detroit**
 Jack Brickhouse announces the game
- 1:30 5 **John Ott's Garden Spot**
 Information and tips for spring planting
- 7 **Adventures Of Wild Bill Hickok**
 Guy Madison and Andy Devine star
- 1:55 4 **"Junior Prom"—Feature Film**
 Freddie Stewart & June Preisser star
- 2:00 5 **Battle Report—Washington**
 Civil defense measures at home and abroad, John Steelman moderator
- 7 **Cisco Kid—Western Movie**
 Duncan Renaldo and Leo Carrillo
- 2:30 5 **Mrs. Roosevelt Meets The Public**
 Sen. Margaret Chase Smith as emcee with guests Sen. Estes Kefauver (D-Tenn) and Dr. Lawrence S. Kubie discuss "Moral Fiber"
- 7 **Cowboy Classics—Western Film**
 "Drifting River"
- 3:00 5 **Meet The Press—Discussion**
 Martha Rountree moderator introduces Sen. Everett Dirksen (R-Ill.)

TV Forecast

SUNDAY—continued

- 3:15 4 Help Wanted—Commercial**
Jack Sperling moderator
- 3:30 4 Lamp Unto My Feet—Religious**
Bible story is told and narrated
- 5 Riding The Range—Western**
Feature film adventures
- 7 Your Pet Parade—John Nelson**
Moppets display pets for a prize
- 9 Tenth Inning—Jack Brickhouse**
Interviews and round-up of scores
- 3:45 9 Telesports Digest—Film**
- 4:00 4 Lilli Palmer Show—Comment**
A trip through the art galleries of Spain with guest artist Xavier Gonzalez. They discuss anecdotes about painters and paintings

5 Gabby Hayes Show—Drama
Fur trapper shows two rival trading companies that only by uniting can they repel the attacks of the Indians

7 Super Circus—Variety Stanza
Claude Kirchner invites the kids to watch Cluffy, Scampy, & Nick Francis The Downeys, two man aerial perch; Valentine's Pet Parade, five Australian sulphur crested cockatoos, two white Java doves, Dod Dodson act, a French poodle, a Chihuahua and Elmer the Monkey

4:15 9 Test Pattern Til 5:30

4 Hair Magic—Commercial

4:30 4 Tides Of Destiny—Religious
Rev. Richard H. Harvey & Douglas Fisher; soloist Rose Arzooanian, Wheaton Quartet, and Hi-C Chorale

5 Hollywood Jr. Circus Show
Paul Barnes impresario, Carl Marx, Max Bornstein and acts: Texas Tommy and his horse; Nora Toomey aerialist; and Guy Gibby strongman

5:00 4 "Shoot To Kill"—Feature Film
Russell Wade and Susan Walters star

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

7 Ted Mack's Family Hour
Variety, songs, music and dancing for the whole family

5:30 9 "Southern Roses"—Feature

6:00 4 Gene Autry Show—Western
"The Black Rider" jurors, judges and posse live in fear of the rider's accurate six-shooter, til Gene and Pat step in

5 Zooparade—About Animals
A look at some of the rare and exotic reptiles and amphibians found in a novel setting with Marlin Perkins and Jim Hurlbut

7 Paul Whiteman Show—Musical
Story of a Nob Hill bachelor, Earl Wrightson, who falls in love with a dance-hall girl, Yvonne de Carlo, will be set to music. Tunes: "I Love the Girls, Girls, Girls," "So They Say," "My Heart Cries For You," and "Take Back Your Engagement Ring"

SUNDAY



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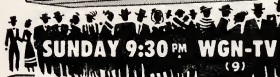
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SUNDAY—continued

- 6:30 4 This Is Show Business—Variety**
Discussion with Clifton Fadiman me, Abe Burrows and guests Joan Bennett, Steve Allen, Alan King, and Dorothy Louden
- 5 Aldrich Family—Comedy**
Henry in an effort to impress his girl friend takes up agriculture, but as usual Mr. Aldrich has to take over
- 7 Showtime U.S.A.—Drama-Var.**
Arthur Treacher in a skit "Clutterbuck" also Margaret Whiting and The Mademoiselles
- 9 No Cover Charge—Musical**
Mal Bellairs presents the films
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents Byron Nelson and a host of other outstanding stars and acts
- 5 Comedy Hour—Variety**
Eddie Cantor presides over varieties and presents Tony and Eddie pantomimists and Gehrig and Weismuller a dance team
- 7 First Festival Of Freedom**
Passover show
- 9 Chicagoland Newsreel Review**
What happened this past week
- 7:30 7 "What Is Modern Art"—Film**
Short also "Concert Miniature"
- 9 Armed Forces Hour—Musical**
Tribute to various branches of service Guest, Rosemary Clooney
- 8:00 4 Fred Waring Show—Musical**
Theme: April in Paris; Keith and Sylvia Textor sing "Paris in the Spring," Jane Wilson sings "Paris Wakes Up and Smiles," Daisy Bernier sing "Je Vous Aime" and Nadine Gae dances the cancan
- 5 Philco Playhouse—Drama**
"The Birth Of The Movies" narrated by Lillian Gish is the true story of the career of David Wark Griffith. How he built famous stars, films from his most famous movies, John Newland and Jean Pearson star
- 7 Crusade In Europe—Ch. XXV**
"Russia"
- 9 Rocky King, Detective—Drama**
Roscoe Karns stars as sleuth in "Frame for Murder." A priceless Gauguin is stolen from a private art gallery and its manager murdered
- 8:25 7 Art Talent Hunt—Commercial**
- 8:30 7 Marshall Plan In Action—Film**
Our aid to Europe and how it works
- 9 Leo Carrillo's Dude Ranch**
Musical variety with western setting and guests
- 9:00 4 Celebrity Time—Quiz**
Conrad Nagel me with Martha Wright, Herman Hickman, guests Leo & Lorraine Durocher with questions on baseball, its tradition and its great players

SUNDAY—continued

- 5 Garroway At Large—Variety**
Guests Whitmore and Lowe piano team with an arrangement of "Bolero"; Bette and Aura & Russell open with "Here Comes Spring," Jack sings "I Apologize" Cliff and Connie in a skit around "Look Out For Jimmy Valentine"
- 7 Movies In Your Home—Feature**
Film presentation
- 9 Stars Of Tomorrow—Amateur**
Lee Bennett emcees as Chicago talent compete for top place
- 9:30 4 What's My Line—Panel Quiz**
John Daly host with panelists Arlene Francis, Hal Block, Dorothy Kilgallen, and guest panelist
- 5 Leave It To The Girls—Debate**
Maggi McNellis emcee with panelists Dorothy Kilgallen, Paula Stone, Betsy Von Ferstenberg, Florence Pritchett, and male guest Jack Carson
- 7 Youth On The March—Religious**
Mixed chorus, a men's glee club, & sermon by Rev. Percy Crawford
- 9 Courtesy Theater—Film**
Feature "Forever And A Day" with Chas. Laughton, Herbert Marshall, Ida Lupino and Merle Oberon. Story of an old home in London and people who live there
- 10:00 4 "Are These Our Parents"—Film**
Feature with Helen Vinson and Lyle Talbot. Girl who has been neglected by her successful mother, goes off on a wild adventure
- 5 Weatherman—Clint Youle**
Information for tomorrow and general outlook for forthcoming week
- 7 Circuit Rider—Religious Prgm.**
Dramatizations of the spreading of Christianity after the Revolutionary War; guest: Hon. Theodore R. McKelland, Gov. of Maryland
- 10:10 5 Dorsey Connors—Helpful Tips**
Suggestions for the homemaker
- 10:15 5 Alex Dreier—News Commentary**
Today's news of the world
- 10:30 5 Let's Look at Sports—T. Duggan**
- 7 "Behind Stone Walls"—Feature**
Film with Elliott Nugent starring
- 10:45 5 Sheilah Graham—Commentary**
Interviews with the celebrities
- 11:00 9 Eloise Salutes The Stars—Chats**
Informal discussion with the stars
- 11:15 9 Powerhouse Of Sports—News**
John Powers commentator
- 11:30 4 Who Ya Laffin At—Commercial**
- 12:00 4 Ulmer Turner And The News**
Last news roundup of the day
- 12:15 4 "Smart Guy"—Feature Film**
Jack LaRue, Vera Ann Borg, and Rick Vallin star

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

Monday

- | APRIL 23 | WBKB | WNBQ | WENR-TV | WGN-TV |
|----------|------|--|---------|--------|
| | 4 | 5 | 7 | 9 |
| 9:00 | 4 | Fun and Features—G. Menard | | |
| | 9 | Your Figure Ladies—Fogarty | | |
| 10:00 | 4 | Fun and Figure—Exercises | | |
| 10:20 | 4 | Fun and Features (continued) | | |
| | 9 | Chicago Cooks—Recipes | | |
| | | Barbara Barkley prepares a new menu | | |
| 10:45 | 4 | First Hundred Years—Serial | | |
| | | Story of a newly married couple and the problems they face | | |
| 11:00 | 4 | Tel-A-Shopper—Betty Whitney | | |
| | 7 | Bob And Kay Show—Variety | | |
| | | Interesting chatter from Bob Murphy and Kay Westfall with interviews | | |
| 11:30 | 4 | Garry Moore Show—Variety | | |
| | 5 | Norman Ross' Varieties | | |
| | | Music and commentary | | |
| | 9 | Hi Ladies—Interviews | | |
| | | Tommy Bartlett chats with the gals | | |
| 12:00 | 4 | Let's Have Fun—Hank Grant mc | | |
| | 5 | Meet Mintz—Musical Favorites | | |
| | 9 | Photo Test—Quiz Game | | |
| | | Photograph is entry blank for contestants, with Frank Sweeney and Sue Topping conducting | | |
| 12:15 | 5 | Newsroom—Late Information | | |
| 12:30 | 5 | Panorama Shop—Fern Persons | | |
| | 9 | Individually Yours—Fashion | | |
| | | Celeste Carlyle designs | | |
| 12:45 | 9 | Acme News—Late Information | | |
| 12:55 | 9 | Batting Practice—Vince Lloyd | | |
| 1:00 | 4 | Knot Hole Gang—Linn Burton | | |
| | | Guest: Roy Smalley | | |
| | 5 | Matinee Playhouse—Feature | | |
| | | Tales of adventure, mystery & romance | | |
| | 7 | Housewives' Holiday—Kirchner | | |
| 1:10 | 9 | Lead Off Man—Harry Creighton | | |
| 1:25 | 4 | Baseball—Cubs vs Pittsburgh | | |
| | 9 | Baseball—Cubs vs Pittsburgh | | |
| 2:00 | 5 | Miss Susan—Soap Opera | | |
| 2:15 | 5 | Vacation Wonderlands—Travel | | |
| 2:30 | 5 | Bert Parks Show—Variety | | |
| | | Musical skits with Betty Ann Grove Bobby Sherwood & the Heathertones | | |
| 3:00 | 5 | Kate Smith Hour—Variety | | |
| 3:30 | 9 | Tenth Inning—Jack Brickhouse | | |
| 3:45 | 4 | Lucky Fan—Joe Wilson Quiz | | |
| | 7 | Adventure Stories—Film Serial | | |
| | | "Last Of The Mohicans" Ch. 7 | | |
| | 9 | Telephone Game—Quiz Session | | |
| 4:00 | 4 | Lucky Pup—Children's Show | | |
| | 5 | Hawkins Falls, Pop. 6200 | | |
| | 7 | Mary Hartline Show—Games | | |
| | | Interviews with kids, prizes for games | | |
| 4:15 | 4 | Adventure Time—Film Serial | | |
| | 5 | Gabby Hayes Show—Drama | | |
| | | Pioneers of our country | | |
| | 7 | Half-Pint Party—Al Gannaway | | |
| 4:30 | 4 | Assembly—Military Questions | | |
| | | Guests: Adm. Doyle and Gen. Brice | | |
| | 5 | Howdy Doody Show—Kids Fun | | |
| | 7 | Sagebrush Theater—Western | | |
| | | "Tonto Kid" II film serial | | |

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Dead Men Walk

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**GEORGE ZUCCO and
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MONDAY—continued

- 5:00 4 Film
5 Cactus Jim—Western Film
7 Lois And Looie—Kids Show
Looie has another exciting adventure
- 5:15 4 Multiscope News—Ticker Tape
7 Judy Splinters—Small-Fry Show
Shirley Dinsdale interviews with children and story of far off land
- 5:30 4 Roy Roper—Western Feature
5 Crusader Rabbit—Cartoon
7 Tom Corbett Space Cadet
Adventures into space in the year 2351 A.D. with Frankie Thomas
- 5:35 5 Trail Blazers' Theater—Film
5 Weatherman—Clint Youle
News on atmospheric conditions
- 5:45 4 Window Shopping—Commercial
5 Public Life Of Cliff Norton
Subject: One Man Trolley, comedy skit
- 7 Uncle Mistletoe—Adventure
Stories, song, and news for boys and girls with Wonderland folk
- 5:50 5 Clifton Utley—News
6:00 4 Music Bowl—Musical Variety
5 Kukla, Fran, And Ollie
Lovable trio for kids and grown-ups
- 7 Champagne Party—Musical
9 Captain Video—Adventures
6:05 7 Club Seven—Musical
6:15 4 Ulmer Turner and the News
7 Faye Emerson Show—Interviews
Guests Mrs. Isleta Garber, a Village organizer and Dr. Doris Allen, Director of the Children's Village discuss the origination, financing, personnel & other factors of the Children's Village
- 6:30 4 CBS News—Douglas Edwards
5 Showroom—Musical
Variety with Roberta Quinlan femcee
Guest, Martin Bloch
- 7 Hollywood Screen Test—Drama
Neil Hamilton emcee introduces young actresses and actors with assistance from guest Donald Curtis
- 9 Austin Kiplinger—News
6:40 9 Weather News—Frann Weigle
6:45 4 Perry Como Show—Musical
5 News Caravan—John C. Swayze
9 Chicagoland Newsreel
- 7:00 4 Video Theater—Drama
Edmond O'Brien stars in "Hit And Run" by Mac Shoub. Man who has run over a child decides to hide from police, from here on his conscience takes over
- 5 Paul Winchell - Jerry Mahoney
What's my name quiz with comedy duo
- 7 On Trial—Topic Discussion
"Should We Stimulate Counter Revolutionary Movements Behind The Iron Curtain?" Guest: James P. Warburg propaganda specialists & writer on international affairs as negative witness
- 9 Miss U. S. Television Contest
Marty Hogan mc presents weekly contests and preliminaries for the national competition (see page 8)

MONDAY—continued

- 7:30 4 Arthur Godfrey's Talent Scouts**
Professional talent competes
- 5 Voice Of Firestone—Musical**
Guest soloist Eugene Conley, tenor singing "Salut Demeure" from "Faust," "With A Song In My Heart" by Rodgers, and "The Lord's Prayer" by Malotte
- 7 Bill Gwinn Show—Musical Quiz**
Bill Gwinn offers prize to couple who re-enact scene where a favorite song altered course of their lives
- 9 Al Morgan Show—Musical**
Join the maestro of the keyboard for some melodious moments
- 8:00 4 Horace Heidt Show—Musical**
Session with professional talent
- 5 Lights Out—Drama**
"The Fonceville Curse" starring Patric Knowles and Elma Lawton. A mystery writer and his wife return to old English castle where people from the past entertain them with results which might be disastrous
- 7 Arthur Murray Show—Musical**
Variety with Mrs. Murray emcee; novel dance quiz by mystery dancers; guests: Jean Carroll comedienne, The Continentals
- 9 Hudson Family Theater**
Feature film "Dead Men Walk" with George Zucco & Mary Carlisle; human vampire returns from grave to put curse on his brother
- 8:30 4 Goldbergs—Domestic Comedy**
Uncle Davis is happy, he's helping Jake run his business, but Jake and Molly aren't quite so happy
- 5 Robert Montgomery Presents**
"The Bishop's Wife" starring Martha Scott in the tale of a man who loses his ideals in crusading for new church, but is helped to recover them
- 7 "Li'l Abner"—Feature Film**
Starring Martha O'Driscoll, Granville Owen and Buster Keaton. Li'l Abner makes efforts to escape Daisy Mae and all the other hillbilly sirens; is way out in front at the finish of Sadie Hawkins Day
- 9:00 4 Studio One—Drama**
"The Happy Housewife," starring John Forsythe and June Dayton. Domestic comedy about two careers in one household
- 9:30 5 Who Said That?—Quiz**
Robert Trout me quizzes Paul Gallico, Bennett Cerf, Betty Smith and John C. Swayze
- 7 Com-Adore, Pat—Variety**
Musical with shipboard setting, Pat Denny emcee
- 9 "The Young In Heart"—Feature**
Film with Paulette Goddard, Douglas Fairbanks Jr., Janet Gaynor, and Richard Carlson in a story where the lack of money disrupts a household
- 10:00 4 Ernie Simon—Curbstone Cutup**
- 5 Weatherman—Clint Youle**
- 7 Page One—News And Sports**

- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Parade—Amateur Contest**
Adult talent competes with Don & Vera Ward emcee (see pg. 33)
- 5 Clifton Utley—News**
- 10:30 5 Let's Look At Sports—T. Duggan**
- 7 Yesterday's Newsreel—Film**
- 10:45 5 Herbie Mintz Show—Musical**
- 7 Handy—Construction Ideas**
- 11:00 4 What's Your Trouble?—Clinic**
- 5 Broadway Open House—Variety**
Dell and Abbott comedy team, Richard Hayes vocalist, Estell Sloane & Earl Barton dancers, Kirby Stone Quintet
- 7 Paul Harvey—News**
- 9 Sandra 711 Theater—Film**
Feature "Cheers For Miss Bishop" with Martha Scott, Wm. Gargan. Teacher attracts the love of three men
- 11:10 7 Top O' The Weather—Russ Reed**
- 11:15 4 Film**
- 11:20 7 Walter "Fats" Pichon—Musical**
- 11:30 4 Murder Before Midnight—Film**
- 7 Flana-Grams—Sports News**
- 12:00 4 "There Goes Kelly"—Feature**
Film with Jackie Moran and Wanda McKay in comedy, mystery, & romance
- 12:30 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

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Tuesday

APRIL 24 WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 Fun And Features—G. Menard
10:00 4 Fun And Figure—Exercises
9 Your Figure Ladies—Exercises
10:20 4 Fun And Features (continued)
10:30 9 Chicago Cooks—Recipes
10:45 4 First Hundred Years—Serial
11:00 4 Tel-A-Shopper—Betty Whitney
7 Bob And Kay Show—Variety
11:30 4 Garry Moore Show—Variety
5 Norman Ross' Varieties
9 Hi Ladies—Interviews
12:00 4 Let's Have Fun—Hank Grant mc
5 Snowcrop Matinee Theater
Feature film "Adventures of Danny Boy." Story of a German police dog who has been discharged from the Marine Corp.
9 Foto Test—Frank Sweeney
Photograph quiz with prizes galore, Sue Topping assists
12:30 5 Panorama Shop—Fern Persons
12:45 9 Acme News—Late Information
12:55 9 Batting Practice—Vince Lloyd
1:00 4 Knot Hole Gang—Linn Burton
Guest: Hank Sauer
5 Matinee Playhouse—Feature
7 Beulah Karney Show—Foods
1:10 9 Lead-Off Man—Harry Creighton
1:25 4 Baseball—Cubs vs Pittsburgh
9 Baseball—Cubs vs Pittsburgh
2:00 5 Miss Susan—Susan Peters
2:15 5 Vacation Wonderlands—Travel
2:30 5 Remember This Date—Bill Stern
3:00 5 Kate Smith Hour—Variety
Guests, Edwood Ruthers, Dick Himber, Jack Smith and Sharon Porter
3:30 9 Tenth Inning—Jack Brickhouse
3:45 4 Lucky Fan—Joe Wilson Quiz
7 Adventure Stories—Film Serial
9 Telephone Game—Harold Isbell
4:00 4 Lucky Pup—Puppet Adventures
5 Hawkins Falls, Pop. 6200—Serial
7 Mary Hartline Show—Prizes
4:15 4 Adventure Time—Film Serial
5 Panhandle Pete And Jennifer
"Samson and Hercules At The Rodeo" with Barbara Sims
7 Half-Pint Party—Al Gannaway
4:30 4 Assembly—Military Questions
Guest: Mrs. Ruth Moore discusses Travelers Aid to Service Men
5 Howdy Doody Show—Bob Smith
7 Sagebrush Theater—Western
"Gunfighter" I film serial
5:00 4 Film
5 Cactus Jim—Western Feature
7 Lois And Looie—Kids Show
9 Small Fry Club—For Kids
5:15 4 Multiscope News—Ticker Tape
7 Judy Splinters—S. Dinsdale

- 5:30 4 Roy Roper—Western Feature
5 Crusader Rabbit—Cartoon
7 Stories In Sand—Fairy Tales
"The Boy With The Long Nose"
9 Trail Blazers' Theater—Western
5:35 5 Weatherman—Clint Youle
5:45 4 Window Shopping—Commercial
5 Public Life Of Cliff Norton
Subject: Norton the Tycoon, comedy
5:50 5 Clifton Utley—News
6:00 4 Danny O' Neil At Home Show
5 Kukla, Fran, And Ollie
7 Champagne Party—Musical
9 Captain Video—Adventures
6:05 7 Club Seven—Musical
6:15 4 Ulmer Turner And The News
7 Going Places With Betty Betz
Teen age panel of "Jr." reporters
6:30 4 CBS News—Douglas Edwards
5 John Conte's Little Show—Music
Three Beaus and a Peep vocal group with guest Sandy Deel singer
7 Beulah Show—Comedy
Question of whether young Johnny Henderson will go to boarding school upsets the entire family
9 Austin Kiplinger—News
6:40 9 Weather News—Frann Weigle
6:45 4 Stork Club—Interviews
Sherman Billingsley host to guests Betty Smith and George Abbott
5 News Caravan—John Swayze
9 Chicagoland Newsreel
7:00 4 Frontier Theater—Western
"Law Men" with Johnny Mack Brown
5 Star Theater—Comedy Variety
Milton Berle presents guests Connie Russell, singer; Jimmy Wakely, folk-singer; and Robert Alda (pg. 6)
7 "Murder Is My Business"—Film
Feature with Lyle Talbot and Hugh Beaumont; private detective Michael Shane trails a vicious killer
9 Guest Of The Week—Interview
Tony Weitzel chats with a guest
7:15 9 Pathways Of The World—Film
7:30 9 Johns Hopkins Science Review
"Psychiatric Treatment of the Mentally Disturbed People By Groups" discussed by Dr. Jerome D. Frank
8:00 4 Vaughn Monroe Show—Musical
Shaye Cogan vocalist, Ziggy Talent
5 Fireside Theater—Film Drama
"The Celebrated Mrs. Rowland" with Gertrude Michael and John Warburton. Tale of a murder case built on circumstantial evidence for which a person is to die
7 Q.E.D.—Mystery Drama Quiz
Fred Uttal emcee, panel: Harold S. Hoffman, Hi Brown, Nina Foch
9 Cavalcade Of Bands—Musical
Buddy Rogers presents Freddy Martin and his orchestra plus great act, Joey Adams, comedian
8:30 4 Suspense—Mystery Drama
"Murderer's Meeting" with Jackie Cooper and Joe Bushkin. A group of mystery writers try to solve actual murder

TUESDAY—continued

5 Circle Theater—Drama

"Backstage" with William Prince and William Massena. Love story set against the background of a TV show in rehearsal

7 Pantomime Quiz—Charades

Mike Stokely mc, regulars: Adele Jurgens, Jackie Coogan, Hans Conried, Fred Clark; guests: Geo. Macready, Virginia Field, Beverly Tyler, Geo. O'Brien

9:00 4 Danger—Mystery Drama

"Blue Murder" with Anthony Quinn and Coleen Gray; a man places the blame for murder on a horse and is then caught in his own trap

5 Amateur Hour—Ted Mack mc

7 March Of Time Thru The Years

"The Movies March On" John Daly interviews Gloria Swanson and Conrad Nagel

9 "Lady In The Death House"

Feature with Jean Parker and Lionel Atwill in mystery tale

9:30 4 Deluxe Story Theater—Drama

"Birthday Of The Infanta" by Oscar Wilde with Gene Reynolds & Gloria Holden. A royal wish brings a grotesque dwarf to the court where he stays on after the party

7 Roller Derby—Joe Hasel

10:00 4 Ernie Simon—Curbstone Cutup

5 Weatherman—Clint Youle

9 "The Unknown Guest"—Feature

Film with Victor Jory and Pamela Blake; incidents lead waitress to believe that nephew has murdered couple for money & buried their bodies

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Ulmer Turner—News

5 Clifton Utley—News

7 Great Comedians—Film

"Invention" with Stoopnagle & Bud

10:30 4 What's Wrong With This Picture

5 Let's Look At Sports—T. Duggan

7 A Hit Is Made—Drama

John Barclay as director shows us the techniques of show as well as drama within

10:45 4 Linger Awhile—Musical

5 Herbie Mintz Show—Musical

11:00 4 What's Your Trouble?—Clinic

5 Broadway Open House—Variety

7 Paul Harvey—News

11:10 7 Top O' The Weather—Russ Reed

11:15 4 At Home Party—Earl Wrightson

11:20 7 Walter "Fats" Pichon—Musical

11:30 4 Murder Before Midnight—Film

7 Flana-Grams—Sports News

9 Feature Film

12:00 4 "Charlie Chan, Chinese Cat"

Mystery feature film starring Sidney Toler and Mantan Moreland

12:30 9 Chicagoland Newsreel

1:30 4 Midnight Edition—Ulmer Turner

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

TV Forecast

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ON TV

8:30 P. M. WENR-TV

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Peter Hand Brewery Co., Chicago, Ill.

Wednesday

APRIL 25 WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 **Fun And Features—Variety**
10:00 4 **Fun And Figures—Exercises**
9 **Your Figure Ladies—P. Fogarty**
10:20 4 **Fun And Features (continued)**
10:30 9 **Chicago Cooks—Recipes**
10:45 4 **First Hundred Years—Serial**
11:00 4 **Tel-A-Shopper—Betty Whitney**
7 **Bob & Kay Show—Commentary**
Interviews, mail, news, music
11:30 4 **Garry Moore Show—Variety**
5 **Norman Ross' Varieties**
9 **Hi Ladies—Interviews**
12:00 4 **Let's Have Fun—Hank Grant mc**
Musical variety interspersed with informal commentary
5 **Meet Mintz—Herbie Mintz**
9 **Foto Test—Quiz Contest**
The game you can enter with a snapshot, conducted by Frank and Sue for Chicagoland women
12:15 5 **Newsroom—Late Information**
12:30 5 **Panorama Shop—Fern Persons**
9 **Luncheon At The Republic**
Patsy Abbott introduces guests
12:45 9 **Acme News—Late Information**
12:55 9 **Batting Practice—Vince Lloyd**
1:00 4 **Bill Evans Show—Commentary**
5 **Matinee Playhouse—Feature**
Tales of adventure, mystery & romance
7 **Kay Morrow Show—Interviews**
Nancy Coleman, Dan Dowd, and Kay Bonwit Teller's Bride show
1:10 9 **Lead-Off Man—Harry Creighton**
1:25 9 **Baseball—Sox vs St. Louis**
1:30 4 **Cooking Is Fun—Tina Redmond**
2:00 4 **Vanity Fair—Interviews**
5 **Miss Susan—Susan Peters**
Serial story about a woman lawyer
2:15 5 **Vacation Wonderlands—Travel**
2:30 4 **Meet Your Cover Girl**
5 **Bert Parks Show—Musical**
Bert, Betty Ann Grove, singing comedienne, Heathertones, vocal group, and Bobby Sherwood
3:00 4 **Homemakers' Exchange—Recipes**
Louise Leslie with new recipes
5 **Kate Smith Hour—Musical**
The Dunhills, Michele Auclair, & fashion show
3:30 4 **Hair Raising Tale—Commercial**
9 **Tenth Inning—Jack Brickhouse**
3:45 7 **Adventure Stories—Film Serial**
9 **Telephone Game—Quiz Session**
Harold Isbell and Jane Quinn conduct
4:00 4 **Lucky Pup—Fun For Kids**
5 **Hawkins Falls, Pop. 6200—Serial**
Tales from a small Midwestern town
7 **Mary Hartline Show—Games**
4:15 4 **Adventure Time—Film Serial**
5 **Gabby Hayes Show—Drama**
Historical characters come to life
7 **Half-Pint Party—Al Gannaway**

- 4:30 4 **Assembly—Military Questions**
Guest: Ken Molitor and information on the Veterans Administration
5 **Howdy Doody Show—Bob Smith**
7 **Sagebrush Theater—Western**
"Gunfighter" II film serial
5:00 4 **Film**
5 **Cactus Jim—Western Feature**
7 **Lois And Looie—Kids Show**
9 **Small Fry Club—Bob Emery**
5:15 4 **Multiscope News—Ticker Tape**
7 **Judy Splinters—For Small-Fry**
5:30 4 **Roy Roper—Western Feature**
5 **Crusader Rabbit—Cartoons**
7 **Tom Corbett Space Cadet**
Adventures into space in the year 2351 A.D. with Frankie Thomas
9 **Trail Blazers' Theater—Western**
5:35 5 **Weatherman—Clint Yoale**
5:45 4 **Window Shopping—Commercial**
5 **Public Life of Cliff Norton**
Subject: "Vivi La Langer" French, comedy skit
7 **Uncle Mistletoe—Fantasy**
Stories about your friends in wonderland with Obediah, Tony, Humphrey, and Michael
5:50 5 **Clifton Utley—News**
6:00 4 **Music Bowl—Musical Variety**
Danny O'Neil & Carolyn Gilbert sing your favorite tunes, no matter how old
5 **Kukla, Fran, And Ollie**
Whimsical tales of adventures by and affecting the trio
7 **Champagne Party—Musical**
9 **Captain Video—Adventures**
6:05 7 **Club Seven—Musical**
6:15 4 **Ulmer Turner And The News**
7 **Faye Emerson Show—Guests**
Interview with Roy and Doris Pinney, professional child photographers. They will demonstrate the photographing of tiny tykes with one-year-olds Susan Hoffman and Richard Kaiser
6:30 4 **CBS News—Douglas Edwards**
5 **Showroom—Roberta Quinlan**
Guest: Jack Smith vocalist
7 **Chance Of A Lifetime—Quiz**
John Reed King emcee
9 **Austin Kiplinger—News**
6:40 9 **Weather News—Frann Weigle**
6:45 4 **Perry Como Show—Musical**
Music with the Fontane Sisters
5 **News Caravan—John Swayze**
9 **Chicagoland Newsreel**
7:00 4 **Arthur Godfrey And His Friends**
Musical variety and chit-chat with Janette Davis, Haleloke, Marion Marlow & Frank Parker. Circus scene
5 **Four Star Revue—Comedy**
Danny Thomas emcee with guests Kay Starr, Bunny Lewbel, Les Zoris, and the Hoosier Hot Shots
7 **Ruggles—Domestic Comedy**
Modern-minded children keep Mom and Pop jumping
9 **Guest Of The Week—Interview**
Marty Hogan presents the guests

WEDNESDAY—continued

7:15 9 Film Varieties

7:30 7 Band Stand TV—Musical

Freddie Robbins me introduces Art Mooney & his orch. with Snooky Lanson vocalist, dancers Nelly Fisher & Jerry Ross, and vocalist Margaret Whiting

9 Al Benson Show—Musical

Dolores Bell, Joe Williams vocalists; Four Shades Of Rhythm quartet; plus Sax Mallard and his orchestra

8:00 4 Charlie Wild, Private Detective
John McQuade in "The Mother Goose Case." A murderer forewarns his victims thru the rhymes but learns that last laugh is on him

5 Kraft Theater—Drama

"Brief Music" with Joyce Van Patten, Pat Kirkland, and Pat Crowley. Action takes place in dormitory of a women's college

7 Don McNeill's TV Club—Variety

Festive session with Don, Johnny Desmond, Patsy Lee, and Sam Cowling guest: Cornelia Otis Skinner

9 Famous Jury Trials—Drama

Reenactment of cases in annals

8:30 4 The Web—Mystery Drama

"The Kid's Last Night" with Russell Hardy, Howard Smith & Cliff Hall. Tale of policeman crusading against corruption and delinquency

7 Wrestling From Rainbo Arena

Wayne Griffin announcing

9 Plainclothesman—Drama

9:00 4 Blue Ribbon Boxing Bouts

Russ Hodges announces matches between Chico Vejar, welterweight of Stamford, Conn. and Billy Murphy

5 Break The Bank—Quiz

Bert Parks asks the questions

9 Public Wedding

Join in the festivities

9:30 5 Stars Over Hollywood—Drama

"Pretty Boy" action drama by Oliver Crawford with Robert Clarice, Lynne Roberts, and Richard Benedict

9 "Melody Lingers On"—Feature

Film with Josephine Hutchinson and Geo. Houston; story of a young pianist in love with a famous opera singer

9:45 4 Fight Follow Up—Summary

Lester Bromberg and Vin Scully

10:00 4 Ernie Simon—Curbstone Cutup

5 Weatherman—Clint Youle

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Ulmer Turner—News

5 Clifton Utley—News

10:30 4 What's Wrong With This Picture

Quiz with Joe Wilson mc

5 Let's Look At Sports—T. Duggan

10:45 4 Linger Awhile—Musical

5 Herbie Mintz Show—Musical

11:00 4 What's Your Trouble?—Clinic

5 Broadway Open House—Variety
Musical with Dell & Abbott comedy team and the Kirby Stone Quintet

7 Paul Harvey—News

9 "Golden Trail"—Feature Film

Tex Ritter stars in a tale of the old West. He and Slim are marked for death when they discover pay dirt

11:10 7 Top O'The Weather—Russ Reed

11:15 4 Film

11:20 7 Walter "Fats" Pichon—Musical

11:30 4 Murder Before Midnight—Film

7 Flana-Grams—Sports Comment

12:00 4 "Young Blood"—Feature Film

Bob Steele and Gabby Hayes star

12:15 9 Chicagoland Newsreel

1:30 4 Midnight Edition—Ulmer Turner

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

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FOR YOUR DATE
TONIGHT with
ARLENE FRANCIS**

**on 'BLIND
DATE'**

**THURSDAY 8:30 P.M.
WENR-TV
CHANNEL 7**

Thursday

APRIL 26 WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 Fun and Features—G. Menard**
- 10:00 4 Fun and Figure—Ed Allen mc**
- 9 Your Figure Ladies—Exercises**
- 10:20 4 Fun and Features (continued)**
- 9 Chicago Cooks—Recipes**
- 10:45 4 First Hundred Years—Serial**
- 11:00 4 Tel-A-Shopper—Betty Whitney**
- 7 Bob and Kay Show—Variety**
For the ladies an informal mixture of events, discussion and music
- 11:30 4 Garry Moore Show—Variety**
- 5 Norman Ross' Varieties**
- 9 Hi Ladies—Interviews**
Tommy Bartlett session with the ladies
- 12:00 4 Let's Have Fun—Hank Grant mc**
- 5 Snowcrop Matinee Theater**
"The Great Mike Wins." Story of a little boy and his race horse
- 9 Foto Test—Frank Sweeney**
New quiz contest, from photograph, to phone, to questions, with prizes for right answers
- 12:30 5 Panorama Shop—Fern Persons**
- 9 Plan-A-Room—Designs**
Sets by Paul MacAlister
- 12:45 9 Acme News—Late Information**
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 4 Bill Evans Show—Variety**
- 5 Matinee Playhouse—Feature**
Tales of adventure, mystery & romance
- 7 Beulah Karney Show—Foods**
- 1:10 9 Lead-Off Man—Harry Creighton**
- 1:25 9 Baseball—Sox vs St. Louis**
- 1:30 4 Cooking Is Fun—Tina Redmond**
- 7 Something New—Fashions**
- 1:45 7 "Sky Racket"—Feature Film**
Bruce Bennett stars
- 2:00 4 Vanity Fair—Interviews**
- 5 Miss Susan—Susan Peters**
- 2:15 4 Multiscope News—Ticker Tape**
- 5 Vacation Wonderlands—Travel**
- 2:30 4 Multiscope News—Ticker Tape**
- 5 Remember This Date—Bill Stern**
Commentary, sports, news, and music with Jet MacDonald
- 3:00 4 Homemakers' Exchange—Recipes**
Louise Leslie prepares today's menu
- 5 Kate Smith Hour—Musical**
Guests, The Degatnos, and a dramatic sketch by John Beal and Barbara Whitney, "Two Who Dream"
- 3:30 4 Bride And Groom—John Nelson**
- 9 Tenth Inning—Jack Brickhouse**
- 3:45 4 Multiscope News—Ticker Tape**
- 7 Adventure Stories—Film Serial**
- 9 Telephone Game—Harold Isbell**
- 4:00 4 Lucky Pup—Kids Puppet Show**
- 5 Hawkins Falls, Pop. 6200—Serial**
- 7 Mary Hartline Show—Games**

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State

THURSDAY—continued

- 4:15 4 Adventure Time—Film Serial**
5 Panhandle Pete And Jennifer
"George Burro and the Rustlers" with
Barbara Sims
- 7 Half-Pint Party—Al Gannaway**
- 4:30 4 Assembly—Military Questions**
Film "Growing Years" and Girl Scout
Civil Defense
- 5 Howdy Doody Show—Variety**
7 Sagebrush Theater—Western
"Saddle Aces" I film serial
- 5:00 4 Film**
5 Cactus Jim—Western Feature
7 Lois And Looie—Kids Show
9 Small Fry Club—Bob Emery
- 5:15 4 Multiscope News—Ticker Tape**
7 Judy Splinters—Kids' Show
- 5:30 4 Roy Roper—Western Feature**
5 Crusader Rabbit—Cartoon
7 Stories In Sand—Fairy Tales
Kay Morrow narrates the history
story of how the girl scouts started,
and presents 2 live Brownies
- 9 Trail Blazers' Theater—Western**
- 5:35 5 Weatherman—Clint Youle**
- 5:45 4 Window Shopping—Commercial**
5 Public Life Of Cliff Norton
Subject: Modernize That Old Chair,
comedy skit
- 5:50 5 Clifton Utley—News**
- 6:00 4 Danny O'Neil At Home Show**
5 Kukla, Fran, And Ollie
7 Champagne Party—Musical
Andy and Della Russell emcee
- 9 Captain Video—Adventure Tale**
- 6:05 7 Club Seven—Musical**
- 6:15 4 Ulmer Turner And The News**
- 6:30 4 CBS News—Douglas Edwards**
5 John Conte's Little Show—Music
Three Beaus and a Peep vocal group,
with guest Paul Nero
- 7 Lone Ranger—Western Drama**
"Pedro and Pete." Tonto and the
Lone Ranger almost get burned to
death in trying to help girl keep her
land in which has a valuable vein of
gold
- 9 Austin Kiplinger—News**
- 6:40 9 Weather News—Frann Weigle**
- 6:45 4 Stork Club—Interviews**
5 News Caravan—John Swayze
9 Chicagoland Newsreel
- 7:00 4 Burns And Allen Show—Comedy**
5 Groucho Marx—Quiz
Ad-lib session with comedian
- 7 Stop The Music—Musical Quiz**
Bert Parks mc, Marion Morgan, Jim-
my Blaine, & Betty Ann Grove vocal-
ists and the "mystery melody"
- 9 Guest Of The Week—Interview**
Irv Kupcinet asks the questions
- 7:15 9 Jimmy Dudley's Sport Page**
Up-to-the-minute sports news
- 7:30 4 Show Goes On—Variety**
Robert Q. Lewis mc introduces buyers

THURSDAY—continued

- 7:30 5 Treasury Men in Action**
Based on T-Men files, Walter Greaza stars as "the chief" in drama titled "The Fox and the Rabbit." A bootlegger who had gone into legitimate business, is later caught for Income Tax evasion
- 9 Royal Playhouse—Drama**
"Incident In The Rain" with Irene Vernon, Warren Douglas, Francis Williams, and Paul Masterson. Five unsolved murders with only one clue, a small piece of rope, and what an invalid does about them
- 8:00 4 Alan Young Show—Variety**
Charles Coburn as a flustered toy company executive at whose desk Alan, as telephone installation man, sets out to connect 3 phones; Pat Harding vocalist
- 5 Ford Festival—Musical Variety**
James Melton stars and introduces guest stars, Jacque Fath, Victor Borge and Joan Bennett
- 7 Holiday Hotel—Musical Variety**
Don Ameche mc, Betty Brewer vocalist, Georgie Hale dancers, Don Craig Chorus, Bernie Green's Orch., Florence Halp, & Joshua Shelley
- 9 Adventures Of Ellery Queen**
Lee Bowman as Ellery in mystery of "The Locked Door" and matches wits with old styled detective
- 8:30 4 Big Town—Newspaper Drama**
Pat McVey stars as crusading reporter Steve Wilson
- 7 Blind Date—Arlene Francis mc**
Gentlemen from our armed forces will compete for dates with Manhattan's most eye-filling models
- 9 Beauty Contest—Myron Wallace**
- 9:00 4 Truth Or Consequences—Quiz**
Ralph Edwards conducts antlets; setting is Olvera St. in the Mexican section of Los Angeles
- 5 Martin Kane, Private Eye**
William Gargan stars as sleuth
- 7 Roller Derby—Joe Hasel**
Thrill-packed action on skates
- 9 Cartune-O—Musical Quiz**
Lee Bennett mc with Peggy Taylor and Bob Trendler's orchestra
- 9:30 4 Barbara Sims Show—Musical**
The old and the new tunes
- 5 Wayne King Show—Musical**
Vocalists Harry Hall, Jackie James, Gloria Van, and Don Large Chorus. A picnic show with tunes "Picnic Song," "Dreamer's Holiday," and "Take Me Out To The Ballgame"
- 9:45 4 Sports Quiz**
- 10:00 4 Ernie Simon—Curbstone Cutup**
Interviews with the man-on-the-street
- 5 Weatherman—Clint Youle**
Latest atmospheric information
- 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**
"Old Barn" with Andy Clyde

- 10:30 4 What's Wrong With This Picture**
Quiz with Joe Wilson mc
- 5 Let's Look At Sports—T. Duggan**
- 7 Dr. Fixum—Household Tips**
Ideas for repair and originality in every room of your home
- 10:45 4 Linger Awhile—Musical**
Marty Hogan & Doris Drew mc
- 5 Herbie Mintz Show—Musical**
The past era in musical setting
- 11:00 4 What's Your Trouble?—Clinic**
Problems solved by the Bellairs
- 5 Broadway Open House—Variety**
Jerry Lester mc, Dagmar, David Street, Mellowlarks, Ray Malone, Wayne Howell, and Milton DeLugg
- 7 Paul Harvey—News**
- 9 "Queen Of Burlesque"—Feature**
Film with Evelyn Ankers and Carleton Young; tale of how blackmail and murder play a part for top roles
- 11:10 7 Top O'The Weather—Russ Reed**
- 11:15 4 Film**
- 11:20 7 Walter "Fats" Pichon—Musical**
- 11:30 4 Murder Before Midnight—Film**
- 7 Flana-Grams—Sports Comments**
- 12:00 4 "Gentleman From Dixie"—Film**
Feature with Jack LaRue and Marion Marsh in the story of a race horse who not only wins the event but takes care of the villain
- 12:15 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**

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



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Friday

APRIL 27 WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 Fun And Features—G. Menard
10:00 4 Fun And Figure—Exercises
9 Your Figure Ladies—P. Fogarty
10:20 4 Fun And Features (continued)
Ed Allen conducts session
10:30 9 Chicago Cooks—Recipes
10:45 4 First Hundred Years—Serial
11:00 4 Tel-A-Shopper—Betty Whitney
7 Bob And Kay Show—Variety
11:30 4 Garry Moore Show—Variety
5 Norman Ross' Varieties
9 Hi Ladies—Interviews
12:00 4 Let's Have Fun—Hank Grant
5 Meet Mintz—Herbie Mintz
9 Foto Test—Frank Sweeney
Sue Topping assists Frank in calling ladies and questioning them
12:15 5 Newsroom—Late Information
12:30 5 Panorama Shop—Fern Persons
9 Interior Decoration—Designs
Paul MacAlister demonstrates
12:45 9 Acme News—Late Information
12:55 9 Batting Practice—Vince Lloyd
1:00 4 Knot Hole Gang—Linn Burton
Kids get to show what they can do and also talk to the player of their choice. Guest: Wayne Terwilliger
5 Matinee Playhouse—Feature
7 Housewives Holiday—Kirchner
Games & fun for lady of house
1:10 9 Lead-Off Man—Harry Creighton
1:25 4 Baseball—Cubs vs St. Louis
9 Baseball—Cubs vs St. Louis
2:00 5 Miss Susan—Susan Peters
2:15 5 Vacation Wonderlands—Travel
2:30 5 Bert Parks Show—Musical
Variety with Bobby Sherwood and Betty Ann Grove & Heathertones
3:00 5 Kate Smith Hour—Musical
Guest: Evelyn Tyner, pianist
3:30 9 Tenth Inning—Jack Brickhouse
3:45 4 Lucky Fan—Joe Wilson Quiz
7 Adventure Stories—Film Serial
9 Telephone Game—Quiz Session
Harold Isbell and Jane Quinn mc
4:00 4 Lucky Pup—Doris Brown mc
5 Hawkins Falls, Pop. 6200—Serial
7 Mary Hartline Show—Games
4:15 4 Adventure Time—Film Serial
5 Gabby Hayes Show—Drama
7 Half-Pint Party—Al Gannaway
4:30 4 Assembly—Military Questions
Civil Air Patrol with guest Col. Day
5 Howdy Doody Show—Bob Smith
7 Sagebrush Theater—Western
"Saddle Aces" II film serial
5:00 4 Film
5 Cactus Jim—Western Feature

- 7 Lois And Looie—Kids Show
9 Small Fry Club—Bob Emery
5:15 4 Multiscope News—Ticker Tape
7 Judy Splinters—Kids' Show
Judy & Shirley with aid of magic carpet visit children of other lands
5:30 4 Roy Roper—Western Feature
5 Crusader Rabbit—Cartoon
7 Tom Corbett Space Cadet
9 Tony Fontaine Show—Musical
5:35 5 Weatherman—Clint Youle
5:45 4 Window Shopping—Commercial
5 Public Life Of Cliff Norton
Subject: Shaving on the Train
7 Uncle Mistletoe—Fantasies
Tales to delight, amuse, and entertain the youngsters
5:50 5 Clifton Utey—News
6:00 4 Music Bowl—Danny O'Neil mc
Carolyn Gilbert & Danny in musical
5 Kukla, Fran, And Ollie
Relax and let the trio amuse you
7 Champagne Party—Musical
Andy and Della Russell star
9 Captain Video—Adventures
6:05 7 Club Seven—Musical
6:15 4 Ulmer Turner And The News
7 Faye Emerson Show—Guests
The legitimate theater, past and present, and the influence TV will have on it. Guests: author Daniel Blum with famous collection of dolls, and William Hawkins Jr.
6:30 4 CBS News—Douglas Edwards
5 Showroom—Roberta Quinlan
7 Life With Linkletter—Comedy
Interview with guest, Russ Morgan
9 Austin Kiplinger—News
6:40 9 Weather News—Frann Weigle
6:45 4 Perry Como Show—Musical
5 News Caravan—John Swayze
Late news information around world
9 Chicagoland Newsreel
7:00 4 Mama—Domestic Comedy Skits
Tales of a Norwegian family in the U. S. at the turn of the century; Peggy Wood stars
5 Quiz Kids—Questions & Answers
Small fry panel of experts
7 Twenty Questions—Quiz
Animal, vegetable, or mineral quiz
Bill Slater mc; guest, Blanche Thebon
9 Intrigue—Film Dramas
"Sealed Orders." A young man's fate is decided in the middle of the ocean. Also, "A Cowboy's Lament" a colorful bit of American folklore
7:30 4 Man Against Crime—Drama
Mike Barnett takes a stroll in Kansas City and encounters counterfeiters and a murderer
5 Walt's Workshop—Creative
Mr. Durbahn will show how to make a sandbox that can be covered to protect it from rain
7 Penthouse Party—Variety
Join Betty Furness, Don Cherry, Buddy Weed Trio and guests Al Bernie, comedian and Carmel Meyers

FRIDAY—continued

- 9 You Asked For It—Films**
Films of anything requested by viewers presented by Art Baker emcee
- 8:00 4 Live Like A Millionaire**
Talented parents are presented by their children for public approval, John Nelson mc
- 5 Big Story—Newspaper Drama**
Pat Foley of the Los Angeles Herald-Express, subject of story
- 7 Pulitzer Prize Playhouse—Drama**
"Second Threshold" with Clyd Brook and Margaret Phillips, Story of middle-aged man about to commit suicide when a young girl persuades him that he is just at the threshold of life
- 9 Hands Of Mystery—Drama**
Kenneth Lynch stars in lead
- 8:30 4 Bergen-McCarthy Show**
Edgar and Charlie present a sequence in a western ghost town, also introduce Dorothy Kirsten who sings "One Red Rose," the Wiere Brothers, comics, Mellowmen quartet, Tom Holland dancer, Ray Noble and his orchestra
- 5 Henry Morgan Show—Comedy**
Comedy-variety with Arnold Stang, Kay Ballard, Dorothy Claire, Dorothy Jarnae, and Art Carney
- 9 Front Page Detective—Drama**
Edmund Lowe and Paula Drew star in "Friend of the Corpse." An earring is the clue to the murderer
- 9:00 4 Star Of The Family—Musical**
Morton Downey presents The Ames Brothers, impressionist Kaye Ballard, and comedy and adagio dancers, Anthony, Allen and Hodges
- 5 Boxing Bouts**
Dick Wagner vs Dan Bucceroni from St. Nicholas Arena
- 7 Bigelow Theater—Drama**
"Dear Amanda" starring Billie Burke, Edgar Buchanan, and Margaret Hamilton. Slightly faded but still gay actress visits her ultra-respectable family & brightens up their lives
- 9 Cavalcade Of Stars—Variety**
Jackie Gleason emcees comedy with ventriloquist, Jimmy Nelson
- 9:30 4 Hit Spot—Musical Variety**
Gene Fields singing emcee, Peggy Taylor, TuTones, 4 Notes, & salute to "town of the week"
- 7 Studs' Place—Informal Variety**
Studs Terkel as proprietor with some homey philosophy, Chet Roble, Win Stracke and Beverly Younger
- 9:45 5 Greatest Fights Of The Century**
Film: Joe Louis vs Bob Pastor (September 20, 1939)
- 10:00 4 Ernie Simon—Curbstone Cutup**
Interviews & ad-libs with city folk
- 5 Weatherman—Clint Youle**
Latest information on the atmosphere
- 7 Courtesy Hour—Variety**
Galaxy of talented singing and dancing acts presented by host Jim Moran
- 9 Community Theater—Feature**
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Hollywood On The Line**
Iona Massey is interviewed via phone
- 5 Clifton Utley—News**
- 10:30 4 TV Club Surprise Package**
Sports, news, scores, interviews, and guest with Alan Harvey emcee
- 5 Let's Look At Sports—Duggan**
- 10:45 4 Linger Awhile—Musical**
- 5 Herbie Mintz Show—Musical**
Piano tunes of a past day
- 11:00 4 What's Your Trouble?—Clinic**
Have a problem, let them solve it
- 5 Broadway Open House—Variety**
Jerry Lester cutting capers with gang
- 7 Paul Harvey—News**
- 11:10 7 Top O'The Weather—Russ Reed**
- 11:15 4 Film**
- 11:20 7 Walter "Fats" Pichon—Musical**
- 11:30 4 Murder Before Midnight—Film**
- 7 Flana-Grams—Sports Comments**
- 9 "Under Strange Flags"—Film**
Feature starring Tom Keene and Luana Walters
- 12:00 4 Midnight Edition—Ulmer Turner**
- 12:15 4 "Legion Of Missing Men"—Film**
Feature with Ralph Forbes in a tale of two brothers in the Foreign Legion, the elder keeping the younger out of trouble
- 9 Chicagoland Newsreel**
(Stations reserve the right to change above listings without notice)

FOTO-TEST

Your Favorite TV Quiz
is now at a

NEW TIME

12 (Noon) to 12:30

Mon. Thru Fri.

*Features Chicago's biggest
Jackpot of Prizes!*

WGN-TV

CHANNEL 9



The Last Word

Just a few suggestions for what they are worth:

—Drop the guest celebrity from Ronson's "20 Questions." Just being a celebrity doesn't always qualify them to play the game, and their usual stupidity is so noticeable it almost spoils the show.

—Burn all copies of "Longshot," motion picture film on race horses with Gordon Jones and Marsha Hunt. Already I've seen it 14 times. Once more and I will hire the mob to settle the whole thing.

—Drop "For Men Only." Have nothing against Morrison Wood, gentle gourmet and lover of the frying pan. Just think that men have no place in the kitchen. Women are spoiled enough.

—Ditto for Sheilah Graham. I've met boring women, but this Hollywood cookie excels in putting one to sleep. A good reason why radios are used after 10 P.M. on Sundays.

—Let's stop these fights between auto dealers. A grown man like Bud Hauser should know better than to use the facilities of TV for the airing of a private squabble, like he did a few Saturdays ago.

—Never let Olivia de Havilland appear in a Shakespearean sketch on "Showtime U.S.A." The kid can win Oscars in the films, but TV and her interpretation of Willie's works are revolting.

—Before you believe these phony popularity polls conducted by outside groups, check them carefully. Ask how many letters were received, or how many people were contacted. Polls ranging between 100 and 800 are hardly worth bothering about. Do you write a letter each week giving your list of 15 favorites? (And I'm not whistling in the dark, son.)

—Personal note to Sheriff John Babb: fewer appearances on television, especially at the ballgame, and more appearances at bookies, policy games, and other sordid spots will win more favor.

CHUB MCCARTHY

Candid Camera



A potential big leaguer is Dennis Zavesky, 5, of 134 13 Ave., Chicago, Ill. pictured receiving his baseball glove from TV Forecast receptionist Jane Pugh as Don Lassen, director of Hegewisch Community Committee, looks on. Dennis reported with 3 subscriptions to TV Forecast 24 hours after the offer was made to become the first youngster to earn his glove.



Copies of TV Forecast are enjoyed by Louis and Joel Goldblatt (center) executives of the famed department store chain, pictured with Roy V. Whiting (left) and Edwein Cohen of this magazine. The photo was taken at the opening of Goldblatt's new Madison and Crawford ave. store.

**Over 500,000 Readers
Rely On TV Forecast**

Nobody Here But Us Kids

By **UNCLE HERBIE**

I went over to see "Super Circus" last Sunday and got there in time to watch part of the rehearsal. There were so many people on the stage—Cliffy the Clown looking for his baby buggy, Scampy who had just come out with an all day sucker in his mouth and then, of course there was Claude dusting off his top hat because Cliffy and Scampy had dumped it in a can of powder. Mary was tuning up the orchestra and Cliffy and Scampy were doing a dance. About 10 stagehands were setting up teeter boards and trapezes.

When all this was done, Claude turned to the audience and said "are you ready for more fun on Super Circus." He was answered by a loud audible "yaaa" from all the kids, mine included.

He then said "golly your tonsils are in good condition today." Then he introduced Scampy and Cliffy to the kids (as if they didn't know them) and they, in turn, instructed everybody on

certain parts of the show which the audience would participate in. At this point Nickey came falling out over his big feet and was complaining about his sacroiliac.

But the most exciting part of the show is the minute Claude blows his whistle and starts the show and the animals come out. This particular day they had dancing bears and the funniest thing happened!

One of the bears while dancing suddenly discovered he was being televised and naturally he wanted to find out what a camera looked like close up so he poked his nose into the lense of the camera and the cameraman was ready to jump into the audience to get away from the bear. You should have seen the bear's face!

This week's contest: Send in a riddle, again, like "what has two legs and catches flies?" Mail to Uncle Herbie, c/o TV Forecast, 185 N. Wabash, Chicago 1, Ill. First prize \$1; second prize 50 cents; third and fourth prizes, 25 cents each.

Marshall Field & Company



Uncle Mistletoe fans!

have hours of fun with his big color book

Enjoy the adventures of the little people in Wonderland—just as you see them on the television screen. Color the pages and pages of pictures . . . read the story about Obediah Pig, sing the Kindness Club Song. Hurry—come in, or send for yours. 50¢. Toy Center—Fourth Floor, South, Wabash; Gift Court—Second Floor, Middle, State

SEE UNCLE MISTLETOE ON TELEVISION
Monday through Friday at 5:45 p.m.,
WENR-TV—Channel 7



Station Breaks

CHICAGO—Having stirred up a hornets' nest last issue with the top ten lovelies, this scribe will attempt to compound the fractures by picking the top ten glamour boys of Chicagoland TV: Dave Garroway—the owlsh, crew-cut "cool guy." . . . Myron "Mike" Wallace—the smooth, suave, hungry-voiced emcee. . . . Ernie Simon—that curbstome playboy, delightfully mischievous. . . . Jim Moran—the solid, urbane, banker type. . . . Marlin Perkins—the patient, distinguished semi-scientist. . . . Tom Duggan—gentle mocker, impish, inconoclast. . . . Paul Harvey



GARROWAY

—restless, flexible, word artist. . . . Clifton Utley—the dynamic, comprehensive super-logician. . . . Jack Haskell—shy, boyish, soulful. . . . Oliver J. Dragon—the rollicking, swashbuckler of Kukla, Fran & Ollie (who must be placed on any all-time lover boy team).

Getting plaudits for his expert handling of WBKB's "Assembly" is public relations ace Bob Hicks. . . . Larry Whitney, publicity hustler at WGN-TV, is known to his jive pals by the outrageous monicker of "Jazz." . . . With the smash appeal of "Hawkins Falls" now established, local fans are clamoring for an NBComeback treatment of "Vic 'n Sade." That very funny TV slice of Americana got a rude treatment two years ago from the critics, most of whom "should-of-stayed" in radio.

Rubin's "Stars of Tomorrow" show via WGN-TV has introduced the revolutionary projected screen background, which superimposes visual backgrounds for the acts. Saves props and the viewing advantages are enormous.

How d'ya like that new scoring system on "Quiz Kids"? The result will

be more questions and answers, a faster pace on quizzing. . . . Sam Cowling of "Don McNeill's TV Club" observes that "it isn't true that bacteria is the rear door to a cafeteria." . . . Al Benson, the unofficial Mayor of Bronzeville, is getting plenty of attention for his WGN-TV show. Al displays a relaxed, professional technique as emcee.

The pleasant Harkins Family, three-time winners of "Amateur Hour" competition, are in training here for the Ted Mack finals in Madison Square Garden come June. Pop is a High-Low Foods manager at 211 103rd st. The novelty singing group includes daughters Kathleen 14, Mary 8, Bridget 3, and son John Jr. 5. . . . Vocalist Paula Wray changed her name from Rae because of a numerologist.

N B C a c t o r
Frank Dane was born in Aalborg, Denmark. Would you guess he couldn't speak a word of English until he was 12?

. . . . **T V e r s a t i l e**
Florence Bourke Ellis—the Seven Lively Arts rolled into one show. . . . Latest Videodex survey of Chicagoland favorites are: 1. Texaco Star Theatre 2. International Boxing 3. Talent Scouts 4. Hit Parade 5. Comedy Hour 6. Godfrey & Friends 7. Man Against Crime 8. Your Show of Shows 9. What's My Line 10. Fireside Theatre.



DRAGON

— TRIBUTE —

Jimmy Savage—a deft and dapper little guy . . . fiercely honest . . . friend of entertainers and champion as well . . . king sized heart in a bantam frame . . . zestful writer . . . roguish critic . . . dear Editor, please make room on Your celestial staff for this Irish angel. He arrives with the very finest of references.

—By **MIKE BOOM**



TOM O'BRIEN

THAT special TV knack known as the "Windy City touch"—hailed nationwide by a public grateful for relaxed, intimate programs—is most clearly evident in the Chicago-bred talent show. Jim Moran and Bob Murphy have become household words in midwest homes as a result.

But outranking both these eminent emcees by virtue of enormous TV seniority is a delightful husband & wife team by the name of Don and Vera Ward. Together, they weave a promising array of amateur talent into the bright show-pattern that is "Parade," video's original talent program.

On Monday, April 23 via WBKB, "Parade" comes back for its fourth year, this time on behalf of National Clothing company. Once again, the Wards will host an engaging procession of tap dancers, singers, pianists, ballet teams and musicians. It will be entertaining, but not exactly new to viewers.

What IS news, however, is the remarkable history of "Parade" and the producer who pioneered ahead of his field, Chicago's own Tom O'Brien, Jr. The tenacious success of "Parade" in

the early, heart-breaking days of video is a testimonial to a persistent young man who broke trail in the TV wilderness well ahead of the "experts."

Don Ward emceed the show then, and was later joined by his wife Vera. Since then, the Wards have augmented their technique as regulars on other O'Brien productions, such as "Comic Capers," and a flock of commercial chores. They're one of Chicago's best known and least publicized TV teams.

The story of O'Brien is likewise the story of American National Video Productions, a jawbreaking mouthful of nomenclature that was born in a floral shop on Wabash avenue. The young Irishman's success saga took him through the retail flower business into TV set sales and finally into video production as a full-pledged package agency. His brother, Dan, still maintains the floral tradition.

ANVP has since become one of Chicago's busiest production centers but the Wabash address remains the same.

"Parade" returns at 10:15 p.m. April 23 on channel 4. Prospective talent should address inquiries to American National Video Productions, 17 N. Wabash ave., Chicago.

These Shows Will Last 10 Years

by JACK MABLEY

About once a year I get the urge to try to pick out the TV shows I think will still be around in more or less their present form 10 years from now. Here are the nominations for the spring of '51. (Frankly, I have to revise the list every year because so many of the shows go off the air.)

The news shows—*Utley, Turner, Chicagoland Newsreel, Swayze, Edwards*. There always will be news, and men who tell it straight and interestingly will always have an audience.

Kukla, Fran and Ollie—as long as there is love and laughter in the American people, Kukla and gang will have a place in our homes.

Sports—the honest ones, football, baseball, basketball, we hope hockey, and boxing. They'll get stronger as time goes by.

Curbstone Cutup and Bob and Kay: this is a strange lumping of shows, but they have one important thing in common—they both deal with people, and

people are the most interesting commodity in TV. *Ernie Simon, Kay Westfall*, and *Bob Murphy* know how to bring out the interesting sides of people.

Old movies—why fight it? They're here to stay. If you miss the movies in the theaters today, just wait 20 years, and they'll show up selling used cars for TV.

Uncle Mistletoe—This fellow may be as ageless as Santa Claus or Peter Cottontail. Each year a vast new crop of kids comes along to replace those who graduate from Mistletoe to Cactus, Jim.

Amateur shows—*Tony Weitzel's* or *Ted Mack's* or *Morris B. Sachs'*, makes no difference, there apparently will always be enough accordion schools and relatives to support amateur shows.

Alan Young—here's a long shot, and the only comedian on our list. Young specializes in situation comedy, and doesn't wear you out. He is easy-going, intensely funny, and would be right on top of your ratings if the show didn't lose 50 per cent of its quality by being on film.

Zoo Parade—animals are just like people, only funnier.

The drama shows—*Kraft, Philco, Studio One*, and the other quality programs, will last as long as television. Everybody loves stories, and these shows tell them well.

The Weatherman—everybody talks about the weather, always has, and always will, and *Clint Youle* gets paid for talking about it. Clint might not do so well in Florida or California, but what a gold mine he has in this climate.

Fred Waring—Music, like the weather, news, people and animals, wears well, and Waring knows how to present it.

The *Kefauver* hearings—they'll be under another name, but the Kefauver committee woke up the nation to the drama of Congress, and we can expect to take regular looks at our government in action from now on.

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Sportscast

By Ed Pazdur



WHY do they persist in fighting it? The Illinois State Legislature virtually has given **Senator Pete Miller's** bill to televise Illini football games the death sentence. . . . And all this largely on the testimony given by **Doug Mills**, Illini athletic director. The legislators are motivated by fear. Fear of the Big Ten's threat of expelling the Illini from the Big Ten if such a bill is passed. . . . This fear is certainly



WILSON

unfounded in view of Big Ten Commissioner "**Tug**" **Wilson's** uncertainty about what measures would be taken against the Illini if Senator Miller's bill was passed.

This ticklish situation poses an interesting question. Would the Big Ten also expel Indiana, Ohio, and Minnesota if these states legislate TV for their respective colleges? . . . If so, the Big Ten can expel themselves right out of business. Looks from here as if the NCAA is not only wielding clubs against its members but the state legislators as well—that's too much power for anybody.

TV Forecast recently published (March 10, 1951) its recommendations on how to clean up the boxing game. Administrators such as **Joe Triner**, boxing commissioner; coaches, doctors, and boxers agreed something ought to be done. Each expressed diversified opinions—yet our recommendations remain ignored by the NBA and state boxing commissions. This is what they said:

"Here's what I recommend. . . . No headgear—it takes away the color. All promoters, managers, and boxers should give up a percentage to set up a pension fund for retired boxers."—**Barney Ross**, New York, New York.

"You suggest a paid commissioner, ring padding, etc. But, why do you refuse to face the main issues? Why uniformed officers in gold plated settings, deeply plushed medical services,

helmets, and pensions for an activity that is a throwback to the jungle?

"... Does it make sense to promote an activity to damage the brain, then set up elaborate machinery to determine when the brain is roasted—then yank it out before it burns to a crisp in public? Perhaps it does, because the odor might deter some customers or future victims. . . . I know it is tough to print this letter, but you asked for it."—**Dr. Arthur H. Steinhaus**, **George Williams College**, Chicago.

"Have looked over your suggestions for boxing. I do not believe most of them are practical or necessary. . . . More power should be given the referees. . . . When a matchmaker like **Al Weill** of the **IBC** admits having personal interest in certain boxers—the game is sure to suffer."—**Gene Kessler**, **Chicago Sun-Times**.

"I was very pleased with your boxing article. . . . I will transfer your idea (stitch a web between thumb and body of glove to prevent eye gouging) to **Mr. Dan Golomb** of the **Everlast Sporting Goods Co.**"—**Anthony Petronella**, **4th Vice-President of NBA**.

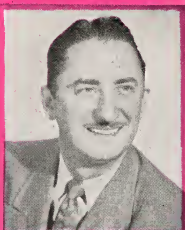
"You certainly hit the nail on the head in many ways and threw out a nice challenge to the boxing field. If they follow your recommendations, 50 per cent of the evils would be automatically cured."—**John J. Walsh**, boxing coach, **University of Wisconsin**.

"I would like to compliment you on your observations and suggestions on boxing. You advocate the basic preventatives and that is definitely a step in the right direction."—**Paul C. Mall**, **DePaul university**, Chicago.



MALL

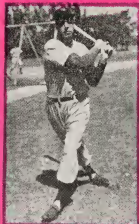
Detailed Analysis of Major League Teams You Will See on TV



Joe Wilson, WBKB



Wayne Terwilliger



Joe DiMaggio

BASEBALL OUTLOOK FOR 1951

By **JOE WILSON, WBKB Sportscaster**

HOW will the clubs finish in 1951? Well, let's start with the American League, and take the clubs in the order they finished last year. The **Yankees** still have Coleman and Rizzuto around second. The ancient Mize and the loss of Bobby Brown make the strength at first and third questionable. The outfield can be as strong or weak as Joe DiMaggio's individual ability to continue as an active star performer. Catching is great, and pitching not far from it.

Detroit still has a problem at first, with the balance of a well-manned infield led by the incomparable George Kell. The outfield is second to none, but the catching remains spotty. The Tigers did not have the pitching to win last year, and there is no reason to think that this commodity will be any stronger in '51.

The **Boston Red Sox** again are the obvious team to beat. They have the pitching, backed by a good defensive

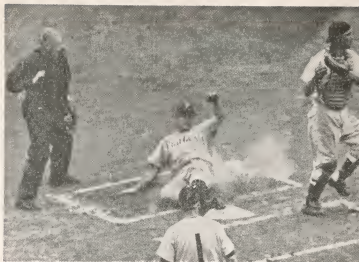
infield which cannot be excelled in power. The outfield, too, is probably stronger than any other in either league. Their only signs of weakness are catching and team harmony. Their onetime lack of reserves has been thoroughly strengthened with the addition of Lou Boudreau. The pitching, while perhaps not as strong as that of Cleveland or the Yankees, should suffice.

The **Cleveland Indians** could very well be the dark horse of the race. Their outfield is sound, their catching excellent, and their pitching very nearly tops. The one evidence of an Achilles heel might be the youth and uncertainty of their second-base combination, which split wide open in the crucial stages of last year's pennant fight.

In the second division, **Washington, Philadelphia, and St. Louis** do not seem to have added appreciable strength to their rosters. The one team in this group which does appear to have



Ed Robinson, White Sox



Phillies Scoring Against the Cubs

added strength is the White Sox.

As we see it, this is how they should finish. Boston should win the American League pennant. You simply cannot vote against such a tremendous array of superior personnel. New York, which will probably go as Joe DiMaggio goes. Cleveland. If Feller holds up and the infield matures, they could surprise. Detroit . . . a great year by Newhouser might send them all the way. Chicago, if Zernial is as good as he promised to be in '49 and Paul Richards is permitted to think and act for himself. Washington, Philadelphia, and St. Louis.

In the National League, the 1950 champion Phillies suffered a heavy loss in the induction of Curt Simmons. This sudden depletion of pitching very nearly cost Eddie Sawyer's team the 1950 pennant, and there is no indication that this hole can be plugged in '51. Andy Seminick, who had a great year last year, may not be as effective again, due to his ankle injury, and certainly Jim Konstanty will never have a better year than he enjoyed in 1950.

The Brooklyn Dodgers occupy a position comparable to the Red Sox from the standpoint of personnel. Assuming that PeeWee Reese has recovered from his infirmities, only third base suggests any lack of strength. Until the recent loss of Erv Palica, their pitching should have been the league's best. The reserve strength is overwhelming.

The Giants are unquestionably the most improved team in the league. With Palica in service, their pitching could be the best anywhere. Leo Durocher's crew is strong in reserves, and al-

though Lippy is seeking one more pitcher, he could go through to win with what he has.

The Boston Braves present one of the rarities in baseball . . . a team that, in 1950, had three pitchers who won the equivalent of twenty games apiece, and still failed to win a pennant. Their principal weakness lay in a leaky infield, and there is no reason to feel that they have appreciably strengthened this failing.

To a degree, the Cardinals are in the same situation as the Braves. Pittsburgh shows no hope of improvement. Cincinnati looks stronger.

The Cubs will enjoy added outfield strength in Frankie Baumholtz. Their over-all infield strength should be greater in reserves, but the individual problems at first and third remain. Catching is still spotty, until proved otherwise. The pitching, or lack of it, will probably supply the answer.

In summation, I see the Brooklyn Dodgers resuming their command of the circuit on the basis of superior personnel and depth, although their loss of Palica could very well tip the balance in favor of the Giants, whom I had originally picked to finish second. The Phils trail in third. The Cardinals should round out the first division. The Braves should have enough pitching to finish fifth. Sixth place seems to be a toss-up between the Cubs and Cincinnati, depending on how hot Blackwell is and how good or bad Cub pitching turns out to be. On the basis of loyalty, we'll take the Cubs, then Cincy, and finally Pittsburgh.



JACK BRICKHOUSE

"THE TENTH INNING"

JACK BRICKHOUSE, popular WGN-TV sports reporter, who was elected to cover the 1950 All-Star Baseball game and World Series will repeat this year as the post-game impresario of "The Tenth Inning," sponsored by Walgreen's drug stores and the United Airlines. Following every game Jack will interview *TV Forecast's* guests of the day plus celebrities, fans and ball players. "The Tenth Inning" will be seen immediately following all 77 Chicago Cub home games and 58 Chicago White Sox day games at Comiskey Park.

CONTEST

BASEBALL fans, here's your opportunity to see your favorite teams 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 ace sportscaster Jack Brickhouse and 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 American Vitamin Associates, Nelson Brothers, Walgreen drug stores, and the United Airlines. The WGN-TV contract with American Vitamin Associates of Hollywood, Calif., represents the largest sports sales ever made to a single client in Chicago television.

Baseball games this week . . .

At Comiskey Park:

April 21 Detroit
April 22 Detroit

At Wrigley Field:

April 23 Pittsburgh
April 24 Pittsburgh

At Comiskey Park:

April 25 St. Louis
April 26 St. Louis

At Wrigley Field:

April 27 St. Louis

a new winner everyday

YOUNGSTERS WIN: Two reserved box seats for a Cubs' or Sox baseball game plus an autographed baseball. And 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.

ADULTS WIN: Two reserved box seats for a Cubs' or Sox home game. Winners to be interviewed after the ball game by Jack Brickhouse 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, April 25. . . . Names of winners will be published every week . . . Each week opens a new contest with new winners selected everyday for all Cubs and Sox home games.

HARRY CREIGHTON



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