

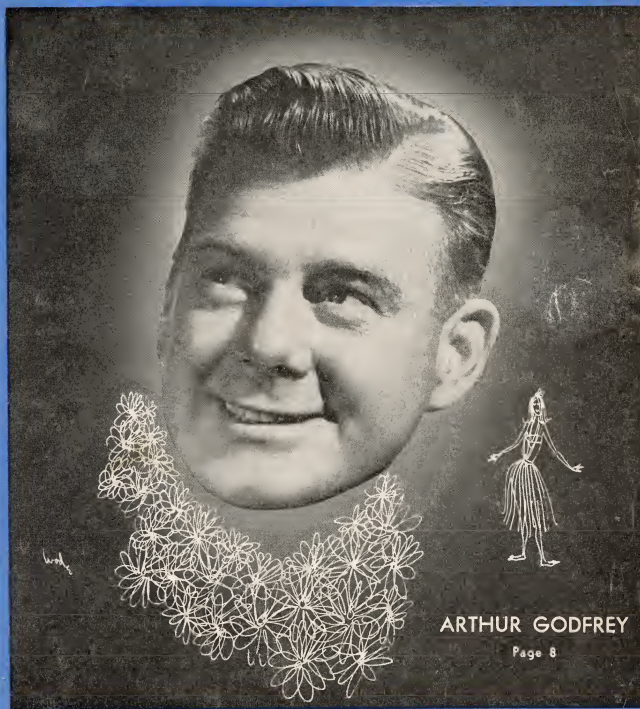
15c •

TV Forecast

Complete Advance
TV PROGRAMS
April 28 to May 4, 1951

Are Wrestlers Ladies?

Page 37



ARTHUR GODFREY

Page 8

Movie Marquee — Page 11

*All America's Playing It...
and It's all Play!*

the **RCA
VICTOR**
"45" **SYSTEM**



This "Victrola" 45
attachment
... just **\$12.95**

Plays

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

EASILY you can pick up a whole stack of "45" records in one hand—load them on the big center spindle with your eyes shut! It's the world's simplest, surest changer—and it's easy on storage-space too!

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

Letters to the Editor

I would like to know what I have to do with my TV set during a thunderstorm to prevent damages?

Chicago, Ill.

HENRY ROSSETTY

Ed. Note: Keep your fingers crossed. Casualties have been few.

What's with Sinatra's mustache?

Highland Park, Ill.

NED HAMMEL

Sinatra's mustache has got to go!

Worth, Ill.

MRS. R. A. MEYER

Why don't the manufacturers of Lucky Strike put a picture of the young lady (Dorothy Collins) on their packages, instead of the bullseye? They would sell a lot more cigarettes that way.

Hammond, Ind.

WAYNE EVANS

The camera work on both stations covering baseball is in dire need of vitamins.

Chicago, Ill.

ROY BLACKSTONE

Please! Don't mention the Perry Como and Sherman Billingsley shows in the same breath! You now have at least one Chicagoland television anti-Billingsley fan.

Chicago, Ill.

MRS. H. G. KENNEDY

I am glad to see Jackie Cain (I Hear Music) on TV, for I have always considered her one of the finest female singers in the business.

Joliet, Ill.

ROBERT B. FAHRNER

It would seem to me that these so-called celebrities appearing on such programs as Who Said That? and What's My Line? would have enough time to smoke during the day and could refrain for the 30 minutes they are on the air. Just watched poor Glenda Farrell become enveloped in a dense cloud of smoke emitted by Marquis Childs and John Cameron Swayze. Guest Rudy Vallee contributed little to the same program from a big fat cigar that he kept in his mouth during the entire program.

Chicago, Ill.

SAMUEL R. WENK

TV Forecast

Join the →



... and get the

BEST TV SERVICE DEAL IN TOWN

On a home service call, for instance, we will . . .

- Clean the Screen
- Adjust Width
- Height
- Drive
- Linearity
- Centering
- Focus
- Ion Trap
- Sound Trap
- Oscillator
- Tuner

and replace all defective parts under manufacturer's warranty.

ALL
FOR
ONLY
\$1⁹⁵

Members of Authorized TV Service Clubs enjoy equally low rates for antenna installations, shop repairs, picture tube warranties, etc. You, too, can join and get fast, dependable service by bonded technicians at guaranteed low prices. Get the complete money-saving details.

**MAIL THE COUPON OR
Phone MAnsfield 6-7700**

AUTHORIZED TV Service Clubs, Inc.
4812 W. Madison St., Chicago 44, Ill.

I am interested. Send all details without obligation.

Name.....

Address.....

Phone.....

F-4-28



NEXT WEEK

"The Censorship Battle"

Does lovely Jayne Manners (above) constitute a threat to youthful morals? *TV Forecast* goes behind the scenes to bring you an up-to-date picture of the latest censorship drive on TV, and the types of programs that reformers label "unfit" for video viewers. Watch for this timely feature in next week's *TV Forecast*—on sale at leading newsstands.

APRIL 28, 1951

publishers

Lester Vihon
Roy V. Whiting
John E. Groenings
Norbert F. Dompke

editor

Robert A. Kubicek

managing editor

Martin O'Shaughnessy

women's editor

Patricia Cooper

program editor

Patricia Moran

sports editor

Ed Pazdur

circulation

Archie K. Fisher

features

Jack Mabley
Chub McCarthy
Geoffrey Hunter
Inertia Smith
Bob Mondlock
Wade Ray

art director

Sho Kaneko

TV Forecast PR 2-6931.
 185 N. Wabash, Chicago 1, Ill.
 Published weekly by Television
 Forecast, Inc., Board of Direc-
 tors: Norbert F. Dompke, John
 E. Groenings, Lester Vihon, Roy
 V. Whiting, Robert A. Kubicek.
 Subscriptions: \$5 per year; 2
 years \$8; single copies 15 cents.
Change of Address: In order to
 assure proper delivery please ad-
 vise the postmaster and this of-
 fice, enclosing with new address
 the address label from your mag-
 azine showing old address. Allow
 three weeks for processing of
 new subscriptions or change in
 address. **Expirations:** First line
 on address label shows when
 subscription expires. The first
 numbers are our own file num-
 bers. Those following the dash
 indicate expiration date accord-
 ing to our whole number. To
 find number of issues to be re-
 ceived before subscription ex-
 pires, subtract whole number
 of this issue noted below from
 numbers following the dash on
 the first line of address label.
 Entered as 2nd class matter at
 the postoffice at Chicago, Ill.
 Copyright 1951 by Television
 Forecast, Inc. All rights re-
 served. Volume 3, No. 52, whole
 number 147.

Channel One

NEW YORK—The rumor assassins are at work here again, with the target **Dave Garroway**. Failing to budge him from Chicago, where his TV stanza sets a dizzy pace, the side-whisper boys are planting stories that 1. His ratings are shaky. 2. He's ready to come to Gotham. Reason for these subversive tactics? Daring Dave's show is so good it makes the standard N.Y. offering look bad. . . . **Margaret Whiting**, guestar on the recent **Morton Downey** CBStint, made such a hit she'll probably be called back for an encore. . . . Hollywood is dickering with singer **Bill Hayes** for two flickers a year, but he wants more money. . . . Random House publishers are huddling with DuMont brass for a fall dramatic show. **Bennet Cerf** would emcee the series.

Chez Paree, leading Chicago nite spot, very smartly cashes in on TV buildups by booking comic **Morey Amsterdam** May 3, followed by **Schnozzola Durante** May 18. . . . **Vinton Freedley**, producer of "Showtime U.S.A." says "Let's stop glamorizing crime."

CBSilly **Garry Moore** tells about the new drink called Stock Market Special—three of them and you have a seat on the curb. . . . **Dante Di Paolo**, featured on the **Vaughn Monroe** show, is studying choreography. . . . **Snooky Lanson** has done more to popularize the southern accent than the Confederate armies. . . . **Billboard** reports that CBS-TV has shut its doors to amateur scriptwriters, reasons being poor quality and difficult conditions. Sample—one tyro submitted a scene showing a dead body on a beach with the specific direction that the flesh be rotting. . . . **Jan Murray**, host of "Sing It Again," pays his 10 year old son **Warren** 50 cents a week for a personal opinion of his performance.

Maureen Cannon, songstress on the **Paul Whiteman** Revue, never realized how young she looked until she started getting heavy fan mail from prep students. . . . **DuMont** Laboratories help TV set buyers with this explanation—"Philippine mahogany" is really non-mahogany from the Philippine Islands. "Mahogany finish" really means any wood with a mahogany stain. "Genuine Mahogany" means that all structural and exposed parts are real mahogany. . . . **Lilli Palmer** has proved that culture via TV can be alive, warm and attractive. . . . That "Big Brother" contest to name a kitten, staged by DuMont's **Bob Emory**, drew 23,000 letters. Winning name, incidentally, is **Trina**.

Ralph Bellamy, "Man Against Crime," is planning three murders in a row with a Chicago location, using films for background. . . . **Al Hodge**, who stars in "Captain Video" was a track star in college days. . . . **Jean Swain** and **Nancy Swain Overton** of the Heathertones quartet keep in vocal trim by singing at home with their parents. . . . **Orkman Duke Ellington** and his group will appear on "Kreislser Band Stand" May 2 via ABC-TV. . . . Here's lineup for debut of "Amos 'n Andy" June 28—Amos is **Alvin Childress**, Andy is **Spencer Williams**, and Kingfish is **Tim Moore**. . . . **Ralph Edwards** has been named "best dressed in show business" three times, apparently by his friends. He owns only eight suits and no hat.



WHITING



LANSON



PALMER



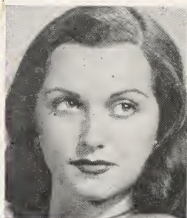
HODGE



BURR TILLSTROM



FRAN ALLISON



CONNIE RUSSELL



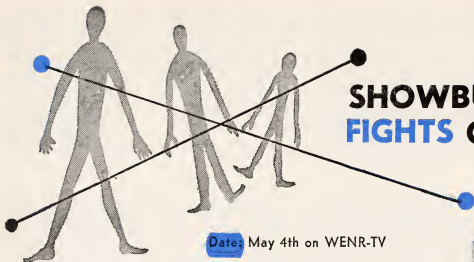
DAVE GARROWAY



DON McNEILL



STUDS TERKEL



SHOWBUSINESS FIGHTS CANCER

Date: May 4th on WENR-TV

CHICAGO stars of television, stage, screen and radio will spearhead a three and one-half hour fund-raising campaign as the cameras of WENR-TV record "Showbusiness Fights Cancer" on Friday, May 4.

Staged by the Illinois chapter of the American Cancer Society, the program will feature uninterrupted entertainment by such exponents of the Chicago touch as Burr Tillstrom, Dave Garroway, Studs Terkel, Don McNeill, Fran Allison and Connie Russell.

With Jim Moran as master of ceremonies, and Tony Weitzel and Bob Kubicek co-chairman of the event, "Showbusiness Fights Cancer" will be a united effort on the part of show people, talent, booking agencies, the station labor unions and advertising agencies, all volunteering their time and efforts so that needed money can be allotted to various organizations working against Cancer in Illinois.

No stars from Hollywood or New York will be flown in—the big Windy City will tackle the job alone—making the role of the viewer doubly important.

Phone contributions for cash will be taken, so plan to make a generous donation May 4. Clubs, fraternal groups, organizations are also urged to make contributions in memory of deceased members.

Circle your calendar today for the biggest night in Chicago TV history!



MORAN



WEITZEL



KUBICEK





Hello, world.



One year old.



My second birthday.



Five years, no sponsor.



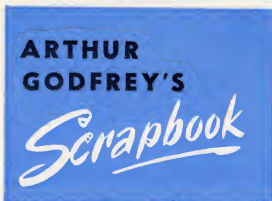
On the Washington airlines, 1934.



My own dance band, Washington 1934.



What's TV?



Sweater boy, 1941.



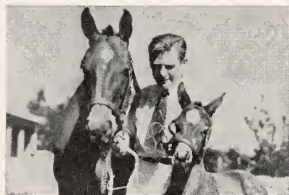
18 years old.



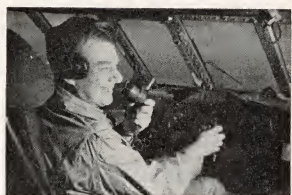
With the Coast Guard.



Aboard U.S.S. Ammen.



Down on the farm, 1937.



Flying high in 1949.

The Great Godfrey...

an international figure—

saint or menace?

Red Godfrey, the Warbling Banjoist, got \$5 a performance back in 1929 for airing radio commercials on behalf of a Baltimore pet shop. Now Arthur Godfrey, the one-man industry, goes into more TV homes than the milkman.

The epic of Godfrey resembles an Horatio Alger story running slightly berserk—he quit high school at the age of 15 to take a series of itinerant jobs, yet 33 years later the Great Godfrey is an international figure with a near-reverent audience in excess of 30 million.

A nutshell version of Godfrey's amazing climb to success would take the reader through jobs as office boy, coal miner, farmhand, tire finisher, Navy veteran, cemetery salesman, cab driver (in Chicago), vaudeville troupier, Coast Guardsman, war correspondent, Navy commander, aviator. . . . Had enough?

Arthur himself is a study in contrasts. Millions of viewers swear by him and the products he advertises, others simply swear when his name comes up. The reason for this is Godfrey's swift change of pace. One minute he is pious as an altarboy. The next breath, Arturo is accused of lip-smacking lechery.

With this startling chameleon approach, Godfrey has become a figure of national controversy. Sponsors alternately rail & quail at each new Godfrey outburst. Possibly the only solution is for each viewer to draw his own conclusions as to whether Arthur is a national saint or menace.

He's seen via WBKB at 7:30 p.m. Monday in "Talent Scouts" sponsored by Lipton's, and at 7 p.m. Wednesday in "Arthur Godfrey and his Friends," sponsored by Toni, Pillsbury, and Chesterfields.

TV Forecast



The Almighty Buck Will Solve It All . . .

By JACK MABLEY

The great tug of war between the movie industry and television still seems to be a standoff. Both sides are grunting and tugging with all their might, and neither has moved a bit.

Meanwhile, we at home are nearing the saturation point on seeing "Second Chorus," "Swiss Family Robinson," "House Across the Bay," "That Uncertain Feeling," and a few other perennials. I doubt if there are a dozen set owners in Chicago who haven't seen those pictures at least twice in the last three years.

That is a great tribute to movies. As old and crummy as some of these movies are, and as long as the commercials are, most people still love to sit at home in their living rooms and watch them (the movies).

The question in our minds is when are we going to get newer and better movies? There's no question that people want to see them. There is only the question of where we will go to pay our dough?

The theater owners want us to come to the theaters. But it's so much easier to sit at home they're bumping into terrific resistance. The TV advertisers want us to see them on television, and pay for them by buying the advertisers' products. But good movies cost from one to seven million dollars to make, and there just isn't that much money in advertising.

All that's left seems to be Phonevision, where we would see them at home and pay our \$1 directly to the movie producers and the people who handle the mechanics of getting the picture on the air.

This didn't start out as a plug for Phonevision, but it seems to be that now. Phonevision seems to be the logical answer. The three-month test of Phonevision proved far more than that the public will pay money to see good movies on TV at home. If you noticed the programs on the Phone-

vision test during the last six or seven weeks, you saw there were some pretty weak movies on. Many were inferior to those showing on our used car shows on commercial TV.

And yet the movies as much as 12 years old, and some definitely in the B class, held up in the Phonevision test.

There is one note of cheer in the whole picture. The two elements necessary toward our seeing good movies on TV are present. Hollywood has the product, and TV owners have the money to pay for the product.

The problem is getting together on the mechanics, and my opinion is that where the almighty buck is concerned, Hollywood will find a way.

Meanwhile, it looks like we're going right on seeing "Second Chorus" until it stretches into the 15th or 16th Chorus. There probably will be some foreign movies, made in the past five years, put on Chicago TV stations in the near future.

Heap Big Picture!

**Double the Size of your
Present TV Picture
—at a fraction of the
cost of a new set!**

CONVERT YOUR:

- 10" SET TO 14"
- 12" SET TO 14" OR 16"
- Admiral, RCA, others
- New Rectangular Black Tube
- 1 year guarantee

GET FULL DETAILS • CALL

C.E.T. MOhawk
4-4100

Chicago Engineers for Television 609 W. North Ave.
ALSO: Call for quick, efficient TV service on your set.

**Look for the Day
the 19th of May**

Added information

FRIDAY, APRIL 27, 1951

- 1:00 **4 Knot Hole Gang** Linn Burton's guest will be Bob Ramazotti
- 2:15 **5 Vacation Wonderlands** "Holland"
- 2:30 **5 Bert Parks Show** Tunes: "Baby Face," "Stairway to the Stars," "East of the Sun And West of The Moon" also guest Otto Grebling, Ringling Bros. circus clown
- 6:30 **5 Showroom** Guest orchestra leader Russ Morgan
- 7 Life With Linkletter** Guests: 102 year old Baptist minister, Rev. James E. Smith, his wife, and their new baby
- 6:45 **4 Perry Como Show** Tunes: "Easy To Remember," "Please Don't Talk About Me When I'm Gone," "Hello, Young Lover," and "Hurry Home To Me"
- 7:00 **4 Mama** Judson Laire as Papa plans fishing, hiking and other outings to revive the old, close bond that existed between Nels and himself
- 5 Quiz Kids** Fran Allison will sub for Joe Kelly; kids: Melvin Miles, Courtland Munroe Jr. and Pat Conlon, Joel Kupperman, Sally Ann Wilhelm
- 7:30 **9 You Asked For It** Blackstone the Magician severs a woman in half with electric buzz saw; wrestling match between man and alligator, Harry Hunt will attempt to break world's speed record in pinning reptile; how Indians use smoke signals; native dances & songs of Switzerland
- 7 Penthouse Party** Guests: Kyle MacDonnell, Nancy Andrews, Roland Young, and Leonard Sues on hand for Betty's Baby Shower for Kyle
- 8:00 **9 Hands Of Mystery** "Quartet for Murder" starring Edward Andrews, Lily Darnas and Joe Silver; opera singer loses his voice refuses to let his wife and daughter pursue their respective vocal careers & cuts himself off from all friends. Thus murder finds a likely lot of suspects
- 9:00 **9 Cavalcade Of Stars** Guests: Billy Daniels, Ben Payne, Jimmy Nelson, June Valli, and June Taylor Dancers
- 10:00 **9 Community Theater** "Face in The Window"

SATURDAY

- 12:00 **King Midas & The Magic Touch**
- 4:30 **Gangster's Den**
- 4:30 **Western Feature***
- 5:00 **"Billy The Kid In Texas"**
- 5:30 **Caravan Trail**
- 8:30 **Firehouse Five Plus Two**
- 10:00 **Queen Of Burlesque**
- 10:00 **Two Thousand Women**
- 10:30 **Sundown**
- 11:00 **Children Of The Wild**
- 12:00 **Murder By Invitation**

SUNDAY

- 9:30 **The Right Man**
- 11:30 **The Hat Box Mystery**
- 1:30 **Wild Bill Hickok***
- 2:00 **Great Line Feud**
- 2:30 **Tumbleweed Trail**
- 3:30 **Western Feature***
- 5:00 **Northwest Trail**
- 5:30 **Feature Film***
- 6:00 **Gun Powder Range**
- 7:00 **Broken Dreams**
- 8:00 **A Review**
- 9:30 **The Gaunt Stranger**
- 10:00 **Mr. Wise Guy**
- 10:30 **Target For Tonight**
- 12:00 **King Of The Zombies**

MONDAY

- 1:00 **Feature Film***
- 8:00 **The Ware Case**
- 8:30 **Melody For Three**
- 9:30 **The Beachcomber**
- 11:00 **Larceny In Her Heart**
- 12:00 **Cheers Of The Crowd**

TUESDAY

- 12:00 **Feature Film***
- 1:00 **Feature Film***
- 7:00 **Breed Of The Border**
- 7:00 **Feature Film***
- 8:00 **The Moment Of Truth**
- 9:00 **Shake Hands With Murder**
- 9:30 **Why Thomas Was Discharged**
- 10:00 **Three's A Family**
- 11:30 **The Furious Pony**
- 12:00 **Mystery Liner**

WEDNESDAY

- 1:00 **Feature Film***
- 9:30 **The Second Mrs. Sands**
- 9:30 **Young Man's Fancy**
- 11:00 **Red Haired Alibi**
- 12:00 **Feature Film***

THURSDAY

- 12:00 **Feature Film***
- 1:00 **Feature Film***
- 1:45 **Flying Fists**
- 6:30 **The Renegades**
- 7:30 **Feature Film***
- 12:00 **Feature Film***

FRIDAY

- 1:00 **Feature Film***
- 7:00 **Checkmate and Banker, Bandit and Blonde**
- 9:00 **Lady With Ideas**
- 10:00 **Feature Film***
- 11:30 **Six Gun Gospel**
- 12:00 **Shock**
- *Title To Be Announced

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



"I used to be a wealthy man until I started rushing out to buy something every time they told me to on television."

—Inertia Smith

Saturday

APRIL 28 WBKB WNBQ WENR-TV WGN-TV
 4 5 7 9

- 9:30 4 Aces in Faces**
7 Scouting In Action—Films
 Graphic portrayals of the ideals
- 9:45 4 Help Wanted—Commercial**
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 Faith Baldwin Theater—Drama**
 Nancy Carroll in "When A Wife's Away" a wife almost loses her husband because she has a mother complex and neglects him
- 10:30 4 Grand Chance Roundup**
 Gene Crane emcees amateur talent
- 7 Paul De Fur Rose Show**
- 10:45 7 Film**
- 11:00 4 Big Top—Circus Show**
 Jack Sterling ringmaster
- 7 2 Girls Named Smith—Comedy**
 Mr. Wyatt suggests going to Coney Island, however one small obstacle prevents the trip, namely money. Mr. Wyatt must have a job, and soon

**BOYS • GIRLS
 PARENTS
 WATCH**

MR. WIZARD
 FASCINATING NEW LIVE
 NETWORK SHOW

**SPEND AN
 EXCITING HALF HOUR
 SATURDAY AFTERNOONS**

4:00

WNBQ

CHANNEL 5

**presented by NBC and the
 CEREAL INSTITUTE**

- 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" and "King Midas and the Golden Touch"
- 12:45 9 Acme News—Late Information**
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 4 Knot Hole Gang—Linn Burton**
 Guest: Frank Baumholtz
- 1:10 9 Lead-Off Man—Harry Creighton**
 Interviews with players, awarding of TV Forecast autographed baseball
- 1:25 4 Baseball—Cubs vs St. Louis**
 Joe Wilson describes action
- 9 Baseball—Cubs vs St. Louis**
 Jack Brickhouse describes action
- 2:30 5 NBC Takes You To The Races**
 Grey Lag Handicap for 3 yr. olds \$25,000 purse, Clem McCarthy describes
- 3:30 5 Film**
- 9 Tenth Inning—Harry Creighton**
 Highlights and scores on previous games
- 3:40 4 Associate Scoreboard**
- 3:45 4 Lucky Fan—Joe Wilson Quiz**
- 5 Industry On Parade—Film**
- 4:00 4 Toni Kemp Show—Health Revue**
- 5 Mr. Wizard—Don Herbert**
 Explanation and demonstrations of phenomena that occur in our every day living. Subject: Force of surface tension (see pg. 32)
- 7 Paddy The Pelican—Kids Show**
 Stories with the main character a bird created by Sam Singer
- 4:15 4 Hair Raising Tale—Commercial**
- 4:30 4 Who Ya Laffin At—Commercial**
- 5 Nature Of Things—Discussion**
 Dr. Roy K. Marshall discourses on "The Microscope"
- 7 Bar Five Ranch—Western**
 Feature film "Gangster's Den"
- 9 Bob Atcher & Western Stories**
- 4:45 4 Linger Awhile—Musical Session**
 Marty Hogan & Doris Drew emcee
- 5 Bob Considine Show—Discussion**
 Guest: Sec. of Labor Maurice Tobin
- 5:00 4 Good & Plenty Western Theater**
 "Billy the Kid in Texas" starring Buster Crabbe
- 5 Victor Borge Show—Comedy**
 Borge plays "Happy Birthday" in the stylized manner of classical and popular composers. Guests, Hildegard Haldy, comedienne, and Herman Hyde, with his bass fiddle. For serious treatment, Borge plays "Polonaise"
- 5:30 4 Mr. I Magination—Kids' Drama**
 Paul Tripp presents "Tom Sawyer, Detective" with Joe Walsh, Ted Tiller, Ruth Enders, and Ed Fuller
- 5 Say It With Acting—Charades**
 Maggi McNellis and Bud Collyer emcee
- 7 "Caravan Trail"—Western Film**
- 9 Flying Tigers—Film**

TV Forecast

SATURDAY—continued

- 6:00 4 Sam Levenson Show—Comedy**
Guests, Morey Amsterdam and his eight-year-old son in Levenson's unofficial Parent-Teacher Association of humor
- 5 Front Line Camera—News**
Clifton Utley commentator
- 9 Pet Shop—Comptons Present**
Discussion on how to prevent "Mexy," the dachshund, from biting people; Clarence Hoffman with his monkeys, Mrs. Cora Vujnovic brings her Pilot-Guide dog, Nick Nickel brings his champion German Shepherd puppies, and Fred Stott with his unusual birds
- 6:30 4 Beat The Clock—Quiz**
Bud Collyer questions contestants
- 5 One Man's Family—Domestic**
Tale of the happenings in the life of a large family, Russell Thorson is narrator
- 7 Stu Erwin Show—Comedy**
Stu, daughters, and Willie Best decide to surprise Mrs. Erwin with a wallpaper and paint job, but pandemonium breaks loose
- 9 To be announced**
- 7:00 4 Ken Murray Show—Variety**
Darla Hood, Enchanters, with guests Don Ameche, Frankie Thomas and Billy Barty, dancer-comedian. Ameche portrays life of Stephen Foster, and Darla Hood in fantasy titled "Destination Moon," for program's "Girl of the Week" musical production
- 5 Jack Carter Show—Variety**
Donald Richards, vocalist with guests Phil Regan, Maxie Rosenbloom and Dolores Gray
- 7 Paul Whiteman's TV Teen Club**
Youngsters display their talents
- 9 Nat'l. Handball Championships**
Amateur Handball Union event from Sheraton Hotel with Jack Brickhouse announcing
- 8:00 4 Frank Sinatra Show—Musical**
Variety stanza with June Hutton vocalist, Heathershones, and guests Dagmar, Frank Fontaine, and Henry Slate. Also tribute to U. S. Navy
- 5 Your Show Of Shows—Variety**
Sid Caesar and Imogene Coca star along with Robt. Merrill, Marguerite Piazza, Bill Hayes, Hamilton Dancers and guest hostess, Wendy Barrie
- 7 Flight To Paris—Film Short**
- 8:05 7 Cameraman At Large—Film**
"What is Modern Art?"
- 1:30 7 "The Firehouse Five Plus Two"**
Film feature with Connie Haines
- 9 Public Prosecutor—Drama**
Amateur crime experts attempt to solve mystery before solution is revealed. John Howard, Anne Gwynne, & Walter Sande star in film
- 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

- 9:00 7 Roller Derby—Joe Hasel**
- 9 Wrestling From Chicago**
Abe Kashey vs Walter Palmer
- 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 "Queen Of Burlesque"—Feature**
Film with Evelyn Ankers and Carlton Young; blackmail and murder play their part as girls try for top musical roles
- 5 Grand Marquee—Feature**
Film "Two Thousand Women" with Phyllis Calvert
- 10:15 7 Great Comedians—Film Short**
"White Hope" with George Givot
- 10:30 7 "Sundown"—Feature Film**
Gene Tierney, Geo. Sanders, Bruce Cabot, & Reginald Gardner; tale of the smuggling of firearms in British East Africa
- 11:00 9 "Children Of The Wild"—Film**
Feature with Joan Valerie and James Busch; an eagle kidnaps and carries off a baby only to have it rescued by a dog
- 11:30 4 Murder Before Midnight—Film**
- 12:00 4 "Murder by Invitation"—Feature**
Film with Wallace Ford and Marian Marsh

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

WATCH!!

THE BEST FILMS ON

—TV—

Brought to you by
Bud Hauser
your host on
Grand Marquee



APRIL 28

2,000 Women

Phyllis Calvert

MAY 5

Iron Duke

George Arliss

MAY 12

Calendar

Greta Gynt

Chicago's Finest TV Entertainment

HAUSER'S

"Grand Marquee"

Every Sat. 10:00 PM

WNBQ

Channel 5

PICTURE TUBE & ALL PARTS WARRANTY



\$12⁹⁵

Parts replacement bills can run mighty high as you know. Some parts cost even more than your picture tube! You can now avoid all costly parts and tube replacements, including picture tube with this new warranty plan. The initial warranty cost of \$12.95 protects you for one full

year. You pay no more for any parts or tubes for the whole year. Covers all makes and models.

Free Inspection

One of our Service Engineers will inspect your set, free of charge, and make arrangements for issuance of your warranty. Then whenever you need service, your only costs will be our normal labor rates. NO FURTHER EXPENSE.

**Save Money —
CALL TODAY**

DAY AND NIGHT SERVICE

FOSTER TELEVISION

2922 N. MILWAUKEE AVE.

HUmboldt 9-0911

Sunday

APRIL 29 WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:30 4 CET Theater—Feature Film**
"The Right Man" with Alan Ladd and Julia Bishop
- 11:00 4 Your Future Home—Ed Cooper**
Shop for new home from your chair
- 7 Ozmo—Kids' Show On Film**
Adventures of a devil-may-care monkey and his many friends
- 11:15 7 Chester The Pup—Comedy**
Drizzlepuss, the master, takes to spring cleaning; old man Murphy paints himself green, a pack of mice invade the beard of Uncle Sedgwick, and Clara's piano is converted into an accordion
- 11:30 4 "The Hat Box Mystery"—Feature Film**
Film with Tom Neal and Pamela Blake
- 7 Faith For Today—Religious**
Rev. W. A. Fagal interviews members of his congregation, musical portion by the Gospel Singers, male quartet
- 12:00 7 TV Garden Club—Instructions**
James H. Burdett with points of interest to potential gardeners
- 12:15 4 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 "What's Ahead, War or Peace?" with Sen. Harry Caine (R-Wash) and Sen. Hubert Humphrey (D-Minn)
- 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 Cubs loosen up and knock balls around the ballpark
- 1:00 4 Knot Hole Gang—Linn Burton**
Kids get a chance to talk to the player of their choice. Guest, Phil Cavaretta
- 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 4 Baseball—Cubs vs St. Louis**
Joe Wilson announces game
- 9 Baseball—Cubs vs St. Louis**
Jack Brickhouse announces game
- 1:30 5 How Does Your Garden Grow**
Planting, growing, and soil information for horticulturalists by John Ott
- 7 Adventures Of Wild Bill Hickok**
Guy Madison and Andy Devine 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 in "Great Line Feud"

SUNDAY—continued

- 2:30 5 Mrs. Roosevelt Meets The Public**
Discussion on Anglo-American relations in the far East; Michael Foote, rep. English labor party and W. J. Brown, editor of the London Graphic
- 7 Cowboy Classics—Western Film**
"Tumbleweed Trail" with Eddie Dean and Roscoe Ates
- 3:00 5 Meet The Press—Discussion**
Martha Rountree moderator introduces the guest statesman
- 3:30 5 Riding The Range—Western**
Feature film adventures
- 7 Your Pet Parade—John Nelson**
Moppets display pets for a prize
- 9 Tenth Inning—Harry Creighton**
Roundup of scores of the games
- 3:40 4 Associate Scoreboard**
- 3:45 4 Lucky Fan—Joe Wilson Quiz**
- 9 Teleports Digest—Film**
- 4:00 4 Who Ya Laffin At—Commercial**
- 5 Gabby Hayes Show—Drama**
Fabulous career of P. T. Barnum and how the attempts of a newspaper editor to expose him as a fraud were rebuffed and turned into money-making scheme for Barnum
- 7 Super Circus—Variety Stanza**
Claude Kirchner invites the kids to watch Cliffy, Scampy, & Nick Francis; acts: Loof Rio, 2 men & woman aerial act on revolving anchor; the Austins, man & woman acrobat balancing on roller skates; the Winlows, man & woman bicycle & unicycle
- 4:15 9 Test Pattern Til 5:30**
- 4:30 4 Tides Of Destiny—Religious**
Rev. Richard H. Harvey & Douglas Fisher; soloist Rose Arzooonian, Wheaton Quartet, and Hi-C Chorale
- 5 Magic Slate—Drama**
"Cinderella" with Bill Skipper as Prince Charming and Carol Lee as Cinderella in a musical comedy version of the tale of the lovely lady who lost her slipper
- 5:00 4 "Northwest Trail"—Feature Film**
John Littel, Joan Woodbury, and Bob Steele; a Mountie assists a young lady to recover some stolen money, and finds a murderer
- 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 to enjoy
- 5:30 9 Feature Film**
- 6:00 4 Gene Autry Show—Western**
"Gun Powder Range" Gene and Pat join an outlaw band to prove to young man that there is nothing glamorous or heroic about an outlaw's life
- 5 Zooparade—About Animals**
Lion house; watch your favorite large cats at their mealtime with Jim Hurlbut and Marlin Perkins

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ TUNE IN SUNDAY NITE AT 9 P.M. ★

★ **WGN-TV** (CHANNEL 9) ★

★ THE BIG ALL WINNERS SHOW! ★

**RUBIN'S STARS
OF TOMORROW**

★ Ten Weeks of Top Talent ★
★ Compete for Giant TV ★
★ Jackpot of Prizes! ★

★ sponsored by **rubin's** ★
★ TWO Great Stores for Women! ★
★ 1314 Milwaukee Avenue ★
★ 4834 Irving Park Road ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

PICK'N CHICK'N

Trade Mark Reg.

PROMPT DELIVERY SERVICE

A Full Half of CHICKEN
Fried to a Golden Brown
\$1.10

• FRENCH FRIES • BUN
• COLE SLAW • BIT OF HONEY

• Bar-B-Q Ribs
• Burger in a Basket
• French Fried Shrimps
• Bar-B-Q Beer Pork, Ham

Complete FOUNTAIN & GRILL SERVICE

North: 4040 Sheridan Rd., Graceland 7-1777
West: 4315 W. North Ave., Capitol 7-5315

DELIVERY LIMITS (WE'LL STRETCH IT A BIT)

West: Deliveries start at 11 a.m. daily
Irving Park (N) Oak Park Av. (W)
12 Street (S) Western Av. (E)

North: Deliveries start at 5 p.m. Closed Mondays
Devon Ave. (N) Damen Av. (W)
Fullerton Av. (S) Lake Mich. (E)

Present this coupon for free delivery

SUNDAY—continued

- 7 Paul Whiteman Revue—Musical**
Earl Wrightson and Maureen Cannon regular vocalists with guest Isabel Bigley of "Guys And Dolls"
- 6:30 4 This Is Show Business—Variety**
Discussion with Clifton Fadiman mc, Abe Burrows and guests Phil Silvers, Johnny Burke, The Harmonicats, Dorothy Sarnoff, and Shirley Booth
- 5 Aldrich Family—Comedy**
Henry loses his key and turns the neighborhood upside-down in an effort to find it
- 7 Showtime U.S.A.—Drama-Var.**
Rise Stevens, soprano, Harvey Stone and Joan Bennett, John Loder in a scene from "The Perfect Marriage"
- 9 No Cover Charge—Musical**
Mal Bellairs presents the films
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents the Irish Jiggers, Peggy Lee and Dorothy Hayden, Galli Galli, Harold Lang, dancer, Helen Gallagher, Tessie O'Shea, English comedienne and Larry Storch, comic
- 5 Comedy Hour—Variety**
Dean Martin and Jerry Lewis are on hand to liven up the festivities with guests Helen O'Connell singer, Bob Fosse and Mary Ann Niles dancers, Ladd Lyon comedy acrobat, and Dick Stabile's orchestra
- 7 "Broken Dreams"—Feature Film**
Randolph Scott and Martha Sleeper
- 9 Chicagoland Newsreel Review**
What happened this past week
- 7:30 7 Film Short**
- 9 Armed Forces Hour—Musical**
Tribute to the various branches of service with Maxine Moore and the Navy School of Music Dance Band
- 8:00 4 Fred Waring Show—Musical**
Musical glimpse into backyards during spring clean-up time, "Here Comes Spring," "Tenderly," "Bicycle Song," and "Suddenly It's Spring"; salute to current college musicals with tunes from past shows like "Touch And Go" and "To Be In Love"; Jane Wilson sings "April Snow" and Swing Wing offers "Syncopated Clock"
- 5 Philco Playhouse—Drama**
"Mr. Arcularis" starring Nelson Olmsted, Leora Dana, Eddie Andrews and Stuart MacIntosh. Story based on the supernatural, revolving around suspense and tension as patient's life hangs in balance on operating table while his mind takes a mythical journey to the heavens
- 7 Crusade In Europe—Ch. XXVI**
"A Review"
- 9 Rocky King, Detective—Drama**
Roscoe Karns stars as sleuth in drama titled "Murder With a Punch." Mystery about gambling in a prize fight which leads to murder
- 8:25 7 Film Shorts—"Greig Concerto"**
- 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, songs, dances, and guests
- 9:00 4 Celebrity Time—Quiz**
Conrad Nagel me with Martha Wright, Herman Hickman, guests John Conte and Joan Caulfield
- 5 Garroway At Large—Variety**
Skyscraper shenanigans with Bette singing the "Red Robin" song, Jack emoting with "You're Just In Love" and Connie offers "Make the Man Love Me"; Gang will sing "It's a Lovely Day Today." Guest, Wally Cox, comedian
- 7 Movies In Your Home—Feature Film presentation**
- 9 Stars Of Tomorrow**
Lee Bennett emcees as Chicago talent competes for top place; all-winner show
- 9:30 4 What's My Line?—Panel Quiz**
John Daly host with panelists Arlene Francis, Hal Block, Dorothy Kilgallen, and guest
- 5 Leave It To The Girls—Debate**
Maggi McNellis emcee with panelists Dorothy Kilgallen, Florence Pritchett, Constance Moore and Caroline Burke. Guest, Joey Adams, comedian
- 7 Youth On The March—Religious**
Mixed chorus, a men's glee club, & sermon by Rev. Percy Crawford
- 9 Courtesy Theater—Film**
Feature "The Gaunt Stranger" with Alexander Knox and Patricia Roe; British murder mystery
- 10:00 4 "Mr. Wise Guy"—Feature Film**
Comedy starring Leo Gorcey and the East Side Kids
- 5 Weatherman—Clint Youle**
Information for tomorrow and general outlook for forthcoming week
- 7 Circuit Rider—Religious Prgm.**
Salute to Ill. speaker: Bishop J. Ralph Magee on "Today's Challenge To Traditional Faith" also a dramatic tribute to Peter Cartwright
- 10:10 5 Dorsey Connors—Helpful Tips**
Suggestions for the homemaker
- 10:15 5 Alex Dreier—News Report**
Today's news of the world
- 10:30 5 Let's Look At Sports—News**
Tom Duggan reviews the sports world
- 7 "Target for Tonight"—Feature Film, documentary**
- 10:45 5 Sheilah Graham—Commentary**
An interview with statesman, Charles Tobin
- 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 Hair Magic—Commercial**
- 11:45 4 Ulmer Turner And The News**
- 12:00 4 "King of the Zombies"—Feature Film**
Film with Dick Purcell and Joan Woodbury

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

Monday

APRIL 30 WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 **Fun And Features—G. Menard**
Potpourri of interesting variety items to delight busy homemakers
- 9:30 4 **Fun and Figure—Exercises**
- 9:50 4 **Fun and Features (continued)**
- 10:00 9 **Your Figure Ladies—Fogarty**
- 10:30 9 **Chicago Cooks—Recipes**
- 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**
- 9 **Norman Ross' Varieties**
- 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 **Foto Test—Quiz Game**
Frank Sweeney and Sue Topping conduct this photograph contest with prizes for winners
- 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 **Test Pattern till 4:30**
- 1:00 4 **Bill Evans Show—Musical**
Variety of interesting chatter
- 5 **Matinee Playhouse—Feature**
Tales of adventure, mystery & romance
- 7 **Housewives' Holiday—Kirchner**
- 1:30 4 **Cooking Is Fun—Tina Redmond**
- 2:00 4 **Vanity Fair—Interviews**
Dorothy Doan greets guests
- 5 **Miss Susan—Susan Peters**
- 2:15 5 **Vacation Wonderlands—Travel**
- 2:30 4 **Multiscope News—Ticker Tape**
- 5 **Bert Parks Show—Variety**
Musical skits with Betty Ann Grove Bobby Sherwood & the Heathertones
- 3:00 4 **Homemakers' Exchange—Foods**
Louise Leslie conducts cooking session
- 5 **Kate Smith Hour—Variety**
Guests, Mayo brothers, Louis Barth, chef of Maxim's in Paris, and Little Jack Little
- 3:30 4 **Betty Crocker—Cooking**
Unusual recipes for your menus
- 3:45 7 **Adventure Stories—Film Serial**
"Last Of The Mohicans" Ch. 12
- 4:00 4 **Lucky Pup—Children's Show**
Doris Brown presents Foodini
- 5 **Hawkins Falls, Pop. 6200**
Adventures of typical families in a small midwestern town
- 7 **Mary Hartline Show—Games**
Interviews with kids, prizes for games

NOW!

Fun & Features

at a New, Earlier time

9:00—11:30 AM

WBKB CHANNEL 4

MORE FUN! • MORE FEATURES!

**FUN & FIGURE EXERCISES
WITH ED ALLEN AT 9:30 AM**

We do not perform

TV MIRACLES for \$1.75

We Will:

- CLEAN SCREEN
- ADJUST HEIGHT
- WIDTH
- LINEARITY
- DRIVE
- CENTERING
- FOCUS • ION TRAP
- SOUND TRAP
- SOUND IF CANS

**ALL
FOR
\$6.95**

Includes re-
placement of
all Defective
Parts under
Warranty

Phone Now

Cornelia 7-2744

ALL AMERICAN TELEVISION

Explore the wonders
of the future...
in 2351 A.D. ... with

TOM CORBETT.

**SPACE
CADET**

5:30 P.M.

every Monday,
Wednesday
and Friday



**WENR-TV
CHANNEL 7**

MONDAY—continued

- 4:15 4 **Adventure Time—Film Serial**
 5 **Gabby Hayes Show—Drama**
 Pioneers of our country
- 7 **Half-Pint Party—Al Gannaway**
 Games, stunts, and all-round fun for the kids
- 4:30 4 **Assembly—Military Questions**
 Guests from U.S. Navy Radio & Radar
- 5 **Howdy Doody Show—Kids Fun**
- 7 **Sagebrush Theater—Western**
 "Border Devils" I
- 9 **Telephone Game—Quiz Session**
 Harold Isbell & Jane Quinn co-emcee
- 5:00 4 **Kids Karnival Kwiz**
- 5 **Cactus Jim—Western Film**
- 7 **Lois And Looie—Kids Show**
 Looie has another exciting adventure
- 9 **Small Fry Club—Bob Emery mc**
- 5:15 7 **Judy Splinters—Small-Fry Show**
 Shirley Dinsdale interviews with children and story of far off land
- 5:30 4 **Roy Roper—Western Feature**
 "Across the Plains" I
- 5 **Crusader Rabbit—Cartoon**
- 7 **Tom Corbett Space Cadet**
 Adventures into space in the year 2351 A.D. with Frankie Thomas
- 9 **Trail Blazers' Theater—Film**
 Adventures of the west
- 5:35 5 **Weatherman—Clint Youle**
 News on atmospheric conditions
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
 Subject: A Delicate Fragile Thing for Your Loved Ones, comedy skit
- 7 **Uncle Mistletoe—Adventure**
 Delightful stories for boys and girls with Wonderland folk
- 5:50 5 **Cliffon Utley—News**
- 6:00 4 **Music Bowl—Musical Variety**
 Danny O'Neil and Carolyn Gilbert mc
- 5 **Kukla, Fran, And Ollie**
 Lovable trio for kids and grown-ups
- 7 **Champagne Party—Musical**
 Andy and Della Russell mc
- 9 **Captain Video—Adventures**

- 6:05 7 **Club Seven—Musical**
- 6:15 4 **Ulmer Turner and the News**
- 7 **Faye Emerson Show—Interviews**
 Guests Al Capp cartoonist and Dr. Al Rapp author of "Origins of Wit and Humor" discuss the history of humor and what makes one laugh
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Showroom—Musical**
 Variety with Roberta Quinlan femcee Guest, Art Lund
- 7 **Hollywood Screen Test—Drama**
 Neil Hamilton emcee introduces young actresses and actors with assistance from guest Anthony Quinn
- 9 **Austin Kiplinger—News**
- 6:40 9 **Weather News—Frann Weigle**
- 6:45 4 **Perry Como Show—Musical**
 Guest Martha Wright will sing a medley from "South Pacific"
- 5 **News Caravan—John C. Swayze**
- 9 **Chicagoland Newsreel**
- 7:00 4 **Video Theater—Drama**
 "The Speech" with Fredric March and Florence Eldridge. The fate of a country doctor called upon to make an acceptance speech in the big city
- 5 **Paul Winchell - Jerry Mahoney**
 What's my name quiz with comedy duo
- 7 **On Trial!—Topic Discussion**
 "Is Our Deferment Policy Sound?" with Maj. Gen. Lewis H. Hershey as affirmative witness
- 9 **Miss U. S. Television Contest**
 Marty Hogan mc presents weekly contests and preliminaries for the national competition
- 7:30 4 **Arthur Godfrey's Talent Scouts**
 Professional talent competes
- 5 **Voice Of Firestone—Musical**
 Guest soloist Patrice Munsel, soprano, sings the "Laughing Song," "If You Feel Like Singing, Sing" and "The Fortune Teller." Orchestra and chorus do "I Love a Parade" and "Symphony No. 5 in E Minor"
- 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**
 "Grey Reminder" starring Beatrice Straight and John Newland. Domination of a dead wife is retained over a man's second marriage
- 7 **Arthur Murray Show—Musical**
 Variety with Mrs. Murray emcee; novel dance quiz by mystery dancers; Guests, Arnold Stang and the Continentals
- 9 **Hudson Family Theater**
 Feature film "The Ware Case" with Clive Brooks in a tale involving a playboy who with gambling at the casino gets mixed up in murder

May 6

8th St. Theater 8:30 p.m.

NICK DEMOS

in
"Mixed Marriage"

— CHICAGO PREMIERE —

Tom Xinos — Virginia Gardner & Sophia Pantazes

Not since Abie's Irish Rose has a play made a hit using two languages—This time it's English and Greek! And it's a laugh riot.

Choice seats—\$2.00—\$3.00—\$3.60—\$4.00 and \$5.00

TICKETS AVAILABLE AT
8th ST. THEATER BOXOFFICE
MAIL ORDERS ACCEPTED

MONDAY—continued

- 8:30 4 Goldbergs—Domestic Comedy**
Molly discovers that Rosalie has a "very talented voice," she should have vocal training, but the result is far from harmonious
- 5 Somerset Maugham Theater**
"The Moon and Sixpence" starring Lee J. Cobb. Story of Charles Strickland, English stockbroker, who deserts his wife and children while he goes to study art in Paris
- 7 "Melody for Three"—Feature**
Film with Gene Hersholt and Dorothy Lovet
- 9:00 4 Studio One—Drama**
"Portrait by Rembrandt" starring Berry Kroeger and Maria Riva. A twenty-two year panorama of his life
- 9:30 5 Who Said That?—Quiz**
Robert Trout quizzes Dizzy Dean, Geo. V. Allen, H. V. Kaltenborn and John C. Swayze
- 7 Com-Adore, Pat—Variety**
Musical with shipboard setting, Pat Denny emcee
- 9 "The Beachcomber" — Feature**
Charles Laughton and Elsa Lancaster in tale of a man who finds peace only in drink till a woman comes to reform him
- 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**
Don and Vera Ward emcee top adult talent competition
- 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



COLOR TONE on your TELEVISION

Simply attach **TELECOLOR FILTER** to front of set and enjoy favorite programs in wonderful glorious color tone instead of dull black and white. **TELECOLOR FILTER** is one of the latest discoveries, its special formula coloring gives brilliant, pleasing, genuine color tone, life like color depth, reduced eyestrain and glare. Free Information!

— Order by Mail —

HARVARD LABORATORY, Dept. C-1

659 Fulton Street, Brooklyn 1, N.Y.

10 inch\$3 16, 17 inch.....\$ 6

12, 14 inch..... 4 19, 21 inch..... 10

Send Cash, Check, M.O. or C.O.D.

Screen size..... Amount.....

NAME

ADDRESS

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

- 7 Paul Harvey—News**
- 9 "Larceny in Her Heart"—Feature**
Hugh Beaumont and Cheryl Walker; Mike Shane mystery involving sanatorium for alcoholics and murder
- 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 "Cheers of the Crowd"—Film**
Feature starring Russell Hopton, Betty Blythe, and Irene Ware
- 12:30 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**

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



**Chicagoland's 38
HUDSON DEALERS**
cordially invite you to the

**Hudson Family
Theatre**

Now
At A
NEW
TIME

Every
MONDAY
8-9:30 PM
WGN-TV (9)

Outstanding Film
Entertainment

The Ware Case
starring
CLIVE BROOKS

\$ \$ SAVE \$ \$

At Least \$2

ON OUR SERVICE CALLS

SAME DAY SERVICE

Any Day Any Time

Service Contracts

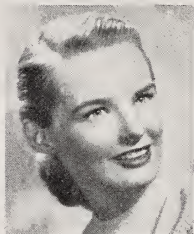
Call

Ainslie Radio & Television

KEystone 9-5532

4904 N. Kedzie

I'M SUE TOPPING



I'd like to meet you today on *FOTO-TEST* Chicago's wonderful, new TV Quiz game—4:30 to 5, every afternoon on

WGN-TV 9
CHANNEL

Tuesday

MAY 1 WBKB WNBQ WENR-TV WGN-TV
 4 5 7 9

9:00 4 **Fun And Features—G. Menard**
Informal variety & commentary session

9:30 4 **Fun and Figure—Exercises**
9:50 4 **Fun and Features (continued)**
10:00 9 **Your Figure Ladies—Exercises**
10:30 9 **Chicago Cooks—Recipes**
10:45 4 **First Hundred Years—Serial**
story of young couple just married

11:00 4 **Tel-A-Shopper—Betty Whitney**
What's new in the stores

7 **Bob And Kay Show—Variety**

11:30 4 **Garry Moore Show—Variety**
Denise Lor and Ken Carson star

5 **Norman Ross' Varieties**

9 **Hi Ladies—Interviews**

12:00 4 **Let's Have Fun—Hank Grant mc**
Musical variety with Elaine Neblett and Kyle Kimbrough vocalists

5 **"Never Trust a Readhead"—Film**
Feature starring Herbert Patterson and Sandra Dawn. The trials and tribulations of a beauty parlor operator

9 **Foto Test—Frank Sweeney**
Quiz game that captures the interest with photograph as entry and Sue Topping assisting on questions

12:30 5 **Panorama Shop—Fern Persons**

12:45 9 **Acme News—Late Information**

12:55 9 **Batting Practice—Vince Lloyd**

1:00 4 **Bill Evans Show—Musical**

5 **Matinee Playhouse—Feature**

7 **Beulah Karney Show—Foods**

1:10 9 **Lead-Off Man—Harry Creighton**

1:25 9 **Baseball—Sox vs New York**

1:30 4 **Multiscope News—Ticker Tape**

1:45 4 **Vanity Fair—Interviews**

2:00 5 **Miss Susan—Susan Peters**
Triumphs and heartaches of woman lawyer in small midwestern town

2:15 4 **Bride and Groom**

5 **Vacation Wonderlands—Travel**

2:30 4 **Multiscope News—Ticker Tape**

5 **Remember This Date—Bill Stern**

3:00 4 **Homemakers' Exchange—Recipes**
Louise Leslie demonstrates

5 **Kate Smith Hour—Variety**

Ted Collins, Jack Miller and Kate celebrate their twentieth anniversary and reminisce over their first show. John Butler presents two ballets to music of "Zing Zing" and "Blues in the Night"

3:30 4 **Fun to Know**
"How to Do It"

9 **Tenth Inning—Harry Creighton**

3:45 7 **Adventure Stories—Film Serial**

9 **Telephone Game—Harold Isbell**

"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

coming soon

THE NEW BIGGER

MORE
PAGES!
FEATURES!
STORIES!
GUEST
ARTICLES!



and the best TV listings anywhere

WATCH FOR IT!

TUESDAY—continued

- 4:00 4 **Lucky Pup—Puppet Adventures**
 5 **Hawkins Falls, Pop. 6200—Serial**
 7 **Mary Hartline Show—Prizes**
 Games and fun for the kiddies
- 4:15 4 **Adventure Time—Film Serial**
 5 **Panhandle Pete And Jennifer**
 "How L'il Wigwan Built a Canoe"
 with Barbara Sims and Johnny Coons
 7 **Half-Pint Party—Al Gannaway**
- 4:30 4 **Assembly—Military Questions**
 Guests from the National Guard and
 182nd Infantry
 5 **Howdy Doody Show—Bob Smith**
 7 **Sagebrush Theater—Western**
 "Border Devils" II film serial
- 5:00 4 **Kids Karnival Kwiz**
 5 **Cactus Jim—Western Feature**
 7 **Lois And Looie—Kids Show**
 9 **Small Fry Club—For Kids**
- 5:15 7 **Judy Splinters—S. Dinsdale**
 Happy story of a girl puppet
- 5:30 4 **Roy Roper—Western Feature**
 5 **Crusader Rabbit—Cartoon**
 7 **Stories In Sand—Fairy Tales**
 "The Unusual Tramp"
- 9 **Trail Blazers' Theater—Western**
- 5:35 5 **Weatherman—Clint Youle**
- 5:45 4 **Window Shopping—Commercial**
 5 **Public Life Of Cliff Norton**
 Subject: Attract Attention
- 5:50 5 **Cliffon Utley—News**

- 6:00 4 **Danny O' Neil At Home Show**
 5 **Kukla, Fran, And Ollie**
 Watch the trio and laugh with them
- 7 **Champagne Party—Musical**
 9 **Captain Video—Adventures**
 Fantastic tales of the future world
- 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 Dorothy Carless, singer
 7 **Beulah Show—Comedy**
 9 **Austin Kiplinger—News**
- 6:40 9 **Weather News—Frann Weigle**
- 6:45 4 **Stork Club—Interviews**
 Sherman Billingsley host to guests
 Jack Web and Nannette Frabray
 5 **News Caravan—John Swayze**
 9 **Chicagoland Newsreel**
- 7:00 4 **Frontier Theater—Western**
 "Breed of the Border" with Bob Steele
 and Gabby Hayes
 5 **Star Theater—Comedy Variety**
 Milton Berle presents guests, Gloria
 de Haven, and the Les Paul Trio
 7 **Feature Film**
 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**
 "Cerebral Palsy"
- 8:00 4 **Vaughn Monroe Show—Musical**
 Shayne Cogan vocalist, Ziggy Talent
 comedian, Tommy Wonder & Margaret
 Banks dance team
- 5 **Fireside Theater—Film Drama**
 "The Moment Of Truth" with Edward
 Norris, Richard Avonde, and Pilar Del
 Rey. A famous young Toreador finds it
 impossible to keep promise not to
 fight again
- 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 Louis Prima
 and orchestra
- 8:30 4 **Suspense—Mystery Drama**
 "No Friend Like an Old Friend" by
 John Cleary. Concert pianist and his
 wife go back to their home town and
 the wife makes frantic efforts to
 leave as soon as they arrive
- 5 **Circle Theater—Drama**
 "The Big Rainbow" starring Lawrence
 Fletcher and June Walker. About a
 fish, a fisherman, and a fisherman's
 wife; the hilarious happenings on the
 opening day of the trout season
- 7 **Pantomime Quiz—Charades**
 Mike Stokey mc, regulars: Adele
 Jergens, Jackie Coogan, Hans
 Conried, Fred Clark; guests:
 Jeanne Cagney, Marc Lawrence,
 Lola Albright, Douglas Dumbrille

**"TOPPER" wants
 your OLD TV SET
 HE'LL PAY
 up to \$200!**

Topper says—why squint and strain
 to see that old 7, 10 or 12 inch
 set. Take it to Chicago's
 largest TV exchange and
 apply it on the purchase
 of any new national
 brand—or get cash!

CALL "TOPPER"
DElaware 7-2382

**Central Television
 Exchange**
 430 NO. CLARK ST.

TUESDAY—continued

- 9:00 4 **Danger—Mystery Drama**
 5 **Amateur Hour—Ted Mack mc**
 Talented people get their chance to perform
- 7 **March Of Time Thru The Years**
 "Spotlight On Congress" with guest speakers Sen. Paul Douglas (D-Ill) and Frank McNaughton, Washington correspondent
- 9 **"Shake Hands With Murder"**
 Feature with Frank Jenks, Iris Adrian, & Douglas Fawley; embezzling scheme lands Morgan in jail from which point escape is impossible and murder the result
- 9:30 4 **DeLuxe Story Theater—Drama**
 "Why Thomas Was Discharged" by Geo. Arnold with Marc Daniels and Marcia Jones. A tale of two young fortune hunters & how they set up shop at fashionable Brant House in hopes of snagging an heiress
- 7 **Roller Derby—Joe Hasel**
- 10:00 4 **Ernie Simon—Curbstone Cutup**
 Interviews with people on the street
- 5 **Weatherman—Clint Youle**
- 7 **Camaraman at Large—Film**
- 9 **"Three's A Family"—Feature**
 Film with Charles Ruggles, Fay Bainter, Arthur Lake, & Cheryl Walker; Pop keeps house while Mom goes to work, bedlam sets in when children come home with families
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Ulmer Turner—News**
- 5 **Clifton Utley—News**
- 7 **Great Comedians—Film**
 "Two Black Crows in Africa" with Moran and Mack
- 10:30 4 **What's Wrong With This Picture**
 Quiz show with Joe Wilson mc
- 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**
 Cry on the shoulder of Mal Bellairs and his pretty wife
- 5 **Broadway Open House—Variety**
 Jerry Lester and gang with new antics to take your mind off your troubles
- 7 **Paul Harvey—News**
- 11:10 7 **Top O'The Weather—Russ Reed**
- 11:15 4 **At Home Party—Earl Wrightson**
 Music, variety and guests
- 11:20 7 **Walter "Fats" Pichon—Musical**
- 11:30 4 **Murder Before Midnight—Film**
- 7 **Flana-Grams—Sports News**
- 9 **"The Furious Phony"—Film**
 Feature starring Alan Mowbray
- 12:00 4 **"Mystery Liner"—Feature Film**
 starring Noah Berry & Astrid Alwyn
- 12:30 9 **Chicagoland Newsreel**
- 1:30 4 **Midnight Edition—Ulmer Turner**
 (Stations reserve the right to change above listings without notice)

TUESDAYS ON TV

8:30 P. M. WENR-TV

CHANNEL 7



You'll howl with glee as this all-star team of regulars:

Adele Jurgens
Jackie Coogan
Vincent Price
Hans Conreid

compete against
 Movieland Guest Stars on

MIKE STOKEY'S

PANTOMIME QUIZ

FROM HOLLYWOOD

Presented by

**Meister
Bräu**

Peter Hand Brewery Co., Chicago, Ill.

Wednesday

MAY 2 WBKB WNBQ WENR-TV WGN-TV
 4 5 7 9

- 9:00 4 **Fun and Features—Variety**
 Fun, music and interviews with George Menard mc. Animal of the week is presented
- 9:30 4 **Fun and Figure—Exercises**
- 9:50 4 **Fun and Features (continued)**
- 10:00 9 **Your Figure Ladies—Exercises**
- 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**
- 11:30 4 **Garry Moore Show—Variety**
 Denise Lor and Ken Carson
- 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**
 Variety of questions with a variety of answers, prizes galore, Frank Sweeney and Sue Topping
- 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 Rev. & Mrs. Leslie Egry from the First Hungarian & Reformed Church of East Chicago
- 1:10 9 **Lead-Off Man—Harry Creighton**
- 1:25 9 **Baseball—Sox vs New York**
 Jack Brickhouse announces game
- 1:30 4 **Cooking Is Fun—Tina Redmond**
- 2:00 4 **To be announced**
- 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**
 Guests, the Three Rackets and Lanny Ross
- 3:30 4 **Hair Raising Tale—Commercial**
- 9 **Tenth Inning—Harry Creighton**
- 3:45 7 **Adventure Stories—Film Serial**
 "Rex and Rinty" Ch. I
- 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**
 Guests from the U.S. Marine Corps
- 5 **Howdy Doody Show—Bob Smith**
- 7 **Sagebrush Theater—Western**
 "Way of the West" I Film serial
- 5:00 4 **Kids Carnival Kwiz**
- 5 **Cactus Jim—Western Feature**
- 7 **Lois And Looie—Kids Show**
 A cartoon story for the kids
- 9 **Small Fry Club—Bob Emery**
- 5:15 7 **Judy Splinters—For Small-Fry**
 Shirley Dinsdale assists children in getting to know her friend Judy
- 5:30 4 **Roy Roper—Western Feature**
 "Code of the Rangers" I
- 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 Youle**
- 5:45 4 **Window Shopping—Commercial**
 Luckey North commentator
- 5 **Public Life of Cliff Norton**
 Subject: How to Handle Venomous Serpents, comedy skit
- 7 **Uncle Mistletoe—Fantasy**
 With a whizz and a whurr we're off on another adventure with our friends from Wonderland
- 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**
 Andy and Della Russell host
- 9 **Captain Video—Adventures**
- 6:05 7 **Club Seven—Musical**
 Piano team of Eadie and Rack
- 6:15 4 **Ulmer Turner And The News**
- 7 **Faye Emerson Show—Guests**
 Mrs. Kip Farrington, salt water fisherwoman and Mrs. W. Hunting Howell, fresh water fisherwoman debate the topic "Women Can Fish"
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Showroom—Roberta Quinlan**
 Guest, Robert Alda
- 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**

WEDNESDAY—continued

- 7:00 4 Arthur Godfrey And His Friends**
Musical variety and chit-chat with Janette Davis, Haleloke, Marion Marlow and Frank Parker (see pg. 8)
- 5 Four Star Revue—Comedy**
Ed Wynn stars with guests Constance Moore, Dean Murphy, Hermione Gingold, Paul Steffan Dancers and the Theron Troupe, bicyclist act
- 7 Ruggles—Domestic Comedy**
Modern-minded children keep Mom and Pop jumping
- 9 Guest Of The Week—Interview**
Marty Hogan presents the guests
- 7:15 9 Film Varieties**
- 7:30 7 Band Stand TV—Musical**
Freddie Robbins emcee introduces Duke Ellington and his band, Thelma Carpenter vocalist, and Avon Long dancer
- 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 stars in mystery drama titled "The Case of the Punch Drunk Errand Boy." Story about a battling gumshoe in a murder case dealing with fixed basketball
- 5 Kraft Theater—Drama**
"Brief Candle" starring Douglas Watson. A maiden lady tries to persuade her grand nephew to give up the big city and settle down to small town life
- 7 Don McNeill's TV Club—Variety**
Festive session with Don, Johnny Desmond, Patsy Lee, and Sam Cowling guest: Aunt Fanny
- 9 Famous Jury Trials—Drama**
Reenactment of cases in annals
- 8:30 4 The Web—Mystery Drama**
"Solid Gold"
- 7 Wrestling From Rainbo Arena**
Wayne Griffin announcing
- 9 Plainclothesman—Drama**
"The Time Machine"
- 9:00 4 Blue Ribbon Boxing Bouts**
Russ Hodges announces matches between Chico Vjar and Billy Murphy
- 5 Break The Bank—Quiz**
Bert Parks asks the questions
- 9 Here Comes the Bride**
Actual wedding performed on TV with John Weigel as host, Richard Paige vocalist, and Adele Scott at the organ
- 9:30 5 Stars Over Hollywood—Drama**
"The Second Mrs. Sands" drama starring Hillary Brooke, Jorja Curtright and John Sutton
- 9 "Young Man's Fancy"**
Film with Anna Lee, Griffith Jones, and Francis L. Sullivan
- 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 Clifford Utley—News
- 10:30 4 What's Wrong With This Picture**
Quiz with Joe Wilson me
- 5 Let's Look At Sports—T. Duggan**
- 10:45 4 Linger Awhile—Musical**
5 Herbie Mintz Show—Musical
Recollection of the past era in tunes
- 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 "Red Haired Alibi"—Film**
Feature starring Grant Withers, Merina Kennedy and Shirley Temple. Gangster's secretary marries wealthy man and is faced with blackmail and murder
- 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 Nite Owl Movie—Feature Film**
- 12:15 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**

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

LOVE STORY OF A CHARMING SPINSTER

SEE **BRIEF CANDLE**
BY ROBERT HARE POWEL



**THE KRAFT
TELEVISION
THEATRE**
**TV'S MOST POPULAR
LIVE DRAMATIC SHOW**

WNBQ

**CHANNEL 5
8 P.M. WED.**

are you
taking
a chance?



Why have amateurs tinker with your set, when you can call us and obtain graduate engineers, experienced on all makes and models of TV & radio. Our service is fast, our prices reasonable. Don't take a chance. Place your repair problems in our hands and be convinced.

CITYWIDE AND
SUBURBAN SERVICE

Call Now

PEnsacola 6-3436

Reverse charges on suburban calls

TRY OUR ONE YEAR
SERVICE POLICY.

GUARANTEED SERVICE



Thursday

MAY 3 WBKB WNBQ WENR-TV WGN-TV
 4 5 7 9

9:00 4 **Fun And Features—G. Menard**
Enjoy a session with Museum of Science and Industry as they explain a complex problem

9:30 4 **Fun and Figure—Exercises**

9:50 4 **Fun and Features (continued)**

10:00 9 **Your Figure Ladies—Exercises**

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**
Musical variety with Elaine Neblett and Kyle Kimbrough vocalists, and Julian Stockdale combo

5 **"My Rival Is A Fiddle"—Feature**
Film with Hans Conreid and Maria Palmer; tempermental concert violinist and accompanist

9 **Foto Test—Frank Sweeney**
Sue Topping and Frank do it up right when they ask you the questions on this exciting quiz game

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**
Interviews with players and TV Fore-cast awards presented

1:25 9 **Baseball—Sox vs Washington**

Jack Brickhouse describes game

1:30 4 **Multiscope News—Ticker Tape**

7 **Something New—Fashions**

1:45 7 **"Flying Fists"—Feature Film**

Starring Bruce Bennett

2:00 4 **Multiscope News—Ticker Tape**

5 **Miss Susan—Susan Peters**

Life of a small town lawyer

2:15 5 **Vacation Wonderlands—Travel**

2:30 5 **Remember This Date—Bill Stern**
Commentary, sports, news, and music with Jet MacDonald

3:00 4 **Homemakers' Exchange—Recipes**

5 **Kate Smith Hour—Musical**

Guests: Cabot and Dresden, Art Mooney's orchestra, and Jack Spoons

3:30 4 **Fun To Know—How To Draw**

Fundamentals of drawing and ap-preciation with reproductions and graphic analysis of classic art works. S. B. Valentine moderator

TV Forecast

THURSDAY—continued

- 9 Tenth Inning—Harry Creighton
Roundup of scores of games
- 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
- 4:15 4 Adventure Time—Film Serial
- 5 Panhandle Pete And Jennifer
"Rapid Jack Rabbit and the Octopus"
with Barbara Sims and Johnny Coons
- 7 Half-Pint Party—Al Gannaway
- 4:30 4 Assembly—Military Questions
Guests from the U.S. Navy Waves
- 5 Howdy Doody Show—Variety
- 7 Sagebrush Theater—Western
"Way of the West" II Film serial
- 5:00 4 Kids Karnival Kwiz
- 5 Cactus Jim—Western Feature
- 7 Lois And Looie—Kids Show
- 9 Small Fry Club—Bob Emery
- 5:15 7 Judy Splinters—Kids' Show
- 5:30 4 Roy Roper—Western Feature
"Code of The Rangers" II
- 5 Crusader Rabbit—Cartoon
- 7 Stories In Sand—Fairy Tales
Story of John Hancock, first signer
of the Declaration of Independence
- 9 Trail Blazers' Theater—Western
- 5:35 5 Weatherman—Clint Youle
- 5:45 4 Window Shopping—Commercial
- 5 Public Life Of Cliff Norton
Subject: Historical Treasures for Sale
- 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 Jen Nelson, singer
- 7 Lone Ranger—Western Drama
"The Renegades" Lone Ranger and
Tonto help Chief Swift Eagle whose
tribe is being accused of stealing their
own food supply
- 9 Austin Kiplinger—News
- 6:40 9 Weather News—Frann Weigle
- 6:45 4 Stork Club—Interviews
Sherman Billingsley is host
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel
- 7:00 4 Starlight Theater—Drama
"I Guess There Are Other Girls" a
love story about English usage in a
co-educational university
- 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"

You've a
date...

Thursday

The Best in
TELEVISION

GROUCHO MARX
7:00—7:30 P.M.

TREASURY MEN
IN ACTION
7:30—8:00 P.M.

JAMES MELTON
8:00—9:00 P.M.

MARTIN KANE
9:00—9:30 P.M.

WAYNE KING
9:30—10:00 P.M.

WNBQ
CHICAGO
CHANNEL 5

THURSDAY—continued

- 7:00 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
- 5 Treasury Men in Action**
Based on T-Men files, Walter Greaza stars as "the chief" in drama titled "The Case of the Diamond Necklace"
- 9 Royal Playhouse—Drama**
- 8:00 4 Alan Young Show—Variety**
Young tries to sell 27-foot cruiser he has built from blueprints in magazine. Ann Rutherford as Young's wife in sketch involving his attentions to another girl. Margaret Whiting in number with the Tom Mahoney dancers
- 5 Ford Festival—Musical Variety**
James Melton stars and introduces guests; a Havana theme
- 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 titled "The Locked Door" wherein Ellery matches wits with an old style detective
- 8:30 4 Big Town—Newspaper Drama**
Pat McVey as Steve Wilson stars in "The Sunburst" a crook pawns a stolen suit containing a valuable piece of jewelry, then tries to recover it
- 7 Blind Date—Arlene Francis mc**
Magazine executives and newspapermen compete for dates with Manhattan's most eye-filling models
- 9 Beauty Contest—Myron Wallace**
Send your questions, the beauty queens will answer your queries
- 9:00 4 Truth Or Consequences—Quiz**
Ralph Edwards presides over the antics
- 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 Trender'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. Concert type show with tunes like "Why Was I Born," "Put Your Shoes On Lucy," "Intermezzo," "You'll Walk Alone" and "Don't Be Afraid of the Dark" presented in this setting
- 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
- 7 Cameraman at Large—Film Short**
- 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
"Expectant Father" with Ernest Truex
- 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**
- 11:00 9 To be announced**
- 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 Nite Owl Movie—Feature Film**
- 12:15 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)



DON'T BE LATE
FOR YOUR DATE
TONIGHT with
ARLENE FRANCIS
on 'BLIND
DATE'
THURSDAY 8:30 P. M.
WENR-TV
CHANNEL 7

Friday

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

- 9:00 4 **Fun And Features—G. Menard**
Information on Red Cross Technique is explained along with the variety of fun, music & interviews
- 9:30 4 **Fun and Figure—Exercises**
9:50 4 **Fun and Features (continued)**
10:00 9 **Your Figure Ladies—P. Fogarty**
10:30 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**
Exciting quiz game with prizes galore, Sue Topping co-emcee
- 12:15 5 **Newsroom—Late Information**
12:30 5 **Panorama Shop—Fern Persons**
9 **Interior Decoration—Designs**
12:45 9 **Acme News—Late Information**
12:55 9 **Test Pattern till 4:30**
1:00 4 **Bill Evans Show—Variety**
5 **Matinee Playhouse—Feature**
7 **Housewives Holiday—Kirchner**
1:30 4 **Cooking Is Fun—Tina Redmond**
2:00 4 **Vanity Fair—Interviews**
5 **Miss Susan—Susan Peters**
2:15 5 **Vacation Wonderlands—Travel**
2:30 4 **Multiscope News—Ticker Tape**
5 **Bert Parks Show—Musical**
3:00 4 **Homemakers' Exchange—Recipes**
5 **Kate Smith Hour—Musical**
John Butler, Ethel and Albert, domestic comedy skits and Evelyn Tyner, pianist
3:30 4 **Fashion Magic—Arlene Francis**
7 **Adventure Stories—Film Serial**
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**
Guest from Woman's Medical Service
5 **Howdy Doody Show—Bob Smith**
7 **Sagebrush Theater—Western**
"Born to Battle" I Film serial
9 **Telephone Game—Harold Isbell**
5:00 4 **Kids Karnival Kwiz**
5 **Cactus Jim—Western Feature**
7 **Lois And Looie—Kids Show**
9 **Small Fry Club—Bob Emery**
5:15 7 **Judy Splinters—Kids' Show**
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: Treat Your Passengers Courteously, Mr. Conductor
7 **Uncle Mistletoe—Fantasies**
Adventures and misadventures of the folks from Candy Cane Lane
- 5:50 5 **Clifton Utley—News**
6:00 4 **Music Bowl—Danny O'Neil mc**
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 **Faye Emerson Show—Guests**
Lorraine Dubonnet and Jacques Fath discuss fashions, American vs French models, and information on design
6:30 4 **CBS News—Douglas Edwards**
5 **Showroom—Roberta Quinlan**
7 **Life With Linkletter—Comedy**
9 **Austin Kiplinger—News**
6:40 9 **Weather News—Frann Weigle**
6:45 4 **Perry Como Show—Musical**
Texas Jim Robinson and Sally Sweetland of the Ray Charles Chorus join Perry in "Summertime"
5 **News Caravan—John Swayze**
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**
Distinguished professor from leading Midwestern university quizzes the moppets and subs for Joe Kelly
7 **Twenty Questions—Quiz**
Animal, vegetable, or mineral quiz with Bill Slater emcee & guest Jack Bailey
- 9 **Intrigue—Film Dramas**
"Checkmate" fantastic story of the inventor of the Chess machine; "Banker, Bandit, And Blonde"

WORLD'S GREATEST LIGHTER

RONSON'S

"20 QUESTIONS"

with amazing quiz panel

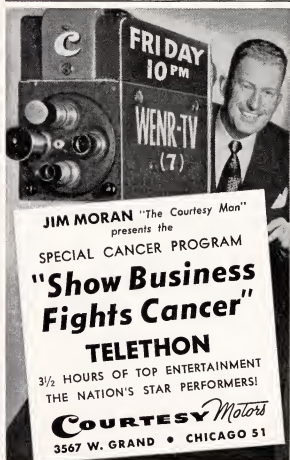
BILL SLATER, M. C.

FRIDAY 7 PM WENR-TV

CHANNEL 7

FRIDAY—continued

- 7:30 4 Man Against Crime—Drama**
Ralph Bellamy stars as Mike Barnett in this mystery in which Mike settles some old scores in St. Louis
- 5 Walt's Workshop—Creative**
Mr. Durbahn will show the making of a modular flower box for Mother's Day
- 7 Penthouse Party—Variety**
Join Betty Furness, Don Cherry, Buddy Weed Trio and guest Basil Rathbone in his famous characterization of Sherlock Holmes
- 9 You Asked For It—Films**
Films of anything requested by viewers presented by Art Baker emcee
- 8:00 4 Ford Theater—Drama**
"Dead on the Vine" starring Margaret Phillips, William Prince, John Alexander and Faith Brook. Story of a girl who is possessed by a passion to inherit her ancestral home
- 5 Big Story—Newspaper Drama**
Ed Freeman, Baltimore, Md., News-Post, tells his story
- 7 Pulitzer Prize Playhouse—Drama**
"The Happy Journey" by Thornton Wilder with Wanda Hendrix, Jack Lemmon, Iris Mann and Clifford Sales. Ma, Pa and two children journey from Newark to Camden. Typical family scene where, as usual, Ma solves all the problems
- 9 Hands Of Mystery—Drama**
Lee Paul in "The Laughing Buddha"



FRIDAY 10 PM
WENR-TV (7)

JIM MORAN "The Courtesy Man"
presents the
SPECIAL CANCER PROGRAM
"Show Business Fights Cancer"
TELETHON
3½ HOURS OF TOP ENTERTAINMENT
THE NATION'S STAR PERFORMERS!
COURTESY Motors
3567 W. GRAND • CHICAGO 51

- 8:30 5 Henry Morgan Show—Comedy**
Comedy-variety with Arnold Stang, Kay Ballard, Dorothy Claire, Dorothy Jarnac, and Art Carney
- 9 Front Page Detective—Drama**
Edmund Lowe and Paula Drew star in "The Devil's Bible." A column runs across one of the two existing copies of the black gospel, which is the devil's bible
- 9:00 4 Star Of The Family—Musical**
Morton Downey presents Paul Winchell & Jerry Mahoney, ventriloquist, June Gardner, songstress, and Jean Leon Destine & Haitian Dance Group
- 5 Boxing Bouts**
Roland LaStarza vs Vern Mitchell
- 7 Bigelow Theater—Drama**
"Lady With Ideas" starring Gig Young and Pamela Britton. Story of actress, seeking publicity by pretending to be a Russian star suffering from amnesia
- 9 Cavalcade Of Stars—Variety**
Jackie Gleason mc presents guest Igor Gorin
- 9:30 4 Hit Spot—Musical Variety**
Gene Fields singing emcee, Peggy Taylor, TuTones, 4 Notes, & salute to "Town of the Week," Oak Lawn
- 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**
- 10:00 4 Ernie Simon—Curbstone Cutup**
- 5 Weatherman—Clint Youle**
Latest information on the atmosphere
- 7 Showbusiness Fights Cancer Show—Jim Moran Emcee**
3½ hours of guest interviews, variety, and general chatter, and we hope phone contributions from you (see page 7)
- 9 "And So They Were Married"**
Feature film starring Robert Mitchum and Simone Simone. Story takes place during last war with gentlemen vying for the fair lady's hand
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Hollywood On The Line**
George Raft is interviewed
- 5 Clifton Utley—News**
- 10:30 4 TV Club Surprise Package**
- 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**
- 5 Broadway Open House—Variety**
- 11:15 4 Film**
- 11:30 4 Murder Before Midnight—Film**
- 9 "Six Gun Gospel"—Feature Film**
Western with Johnny Mack Brown and Inna Guest
- 12:00 4 Midnight Edition—Ulmer Turner**
- 12:15 4 "Shock"—Feature Film**
Ralph Forbes stars
- 9 Chicagoland Newsreel**
(Stations reserve the right to change above listings without notice)

Zooparade Popularity Tribute to Perkins

By **UNCLE HERBIE**

The stellar performances on NBC's television show, Zooparade, of assorted furred, feathered and scaly representatives of the almost 3,000 inhabitants of Chicago's famed Lincoln Park Zoo is a tribute to the genius, unique talents and unerring showmanship of R. Marlin Perkins.

Born in Carthage, Mo., and brought up in Pittsburg, Kans., Perkins at 14 enrolled in Wentworth Military Academy at Lexington, Mo., and later studied animal husbandry at the University of Missouri.

After two years of college, Perkins left because he felt he wasn't learning about animals at first hand and he saw some of his graduating friends ending up as insurance salesmen or grocery clerks. He then took a job as a laborer at the St. Louis, Mo., Zoo, and, after a few weeks on the job, was placed in charge of the zoo's small reptile collection.

Perkins began to build up the collection by hunting snakes himself—just

grab 'em behind the head so they can't bite and stuff 'em in a sack, says Marlin. But in 1928, Perkins was bitten by a deadly gaboon viper while giving it medical treatment and almost died. He spent three weeks in a hospital.

In 1938 Perkins left St. Louis to become director of the Buffalo, N.Y., zoo, where he did a complete job of reorganizing and modernizing an indifferent institution. In 1944 he took over directorship of Lincoln Park Zoo, where he has done an impressive job of brightening up the 82-year-old institution. Perkins' greatest disappointment in his term of service at Lincoln Park was the death in 1951 of the Zoo's most famous citizen, Bushman, a magnificent 500-pound gorilla.

Perkins lives on Chicago's north side, within walking distance of Lincoln Park, with his wife, Elise, and his teen-age daughter, Suzanne.

Beginning May 6, Zooparade will be seen 3:30 p.m. Sundays, courtesy of Quaker Oats.

enjoy Uncle Mistletoe's[®] fascinating

phonograph record about the little people of Wonderland



This is Wonderland at its best! Have a record of the adventures of these magic little people. Know what really happens on a busy day in this enchanted land. Come in, or send for yours now. 89c in Phonograph Records—Ninth Floor, South, State

See Uncle Mistletoe on television Monday, Wednesday and Friday at 5:45 P.M.
WENR-TV Channel 7

Marshall Field & Company

MR. WIZARD

Each Saturday at 4 p.m., there's a perceptible drop-off of interest in baseball and dolls among the small fry. And parents don't seem to mind in the least, because they've already placed an enthusiastic approval on the youngsters' newest weekend hobby—watching “Mr. Wizard.”



1. Place cheesecloth over top.



2. Pour water through cloth.



3. Air pressure holds water.

Under the engaging spell of Don Herbert, kids spend an enchanting 30 minutes each week learning such basic natural wonders as gravity, light, sound, air pressure and vacuum. It's authentic, too, because Herbert is actually a general science teacher by training.

“Mr. Wizard” made its debut on the NBC-TV network last month, and has already drawn critical raves from columnists, parents, educators and the youngsters themselves. Seen on Channel 5 in Chicagoland, the show is well above the “kid stuff” level — parents find it entertaining.

Don Herbert is a Chicago product who has kicked around radio long

enough to pick up a genial, low-pressure method of spicing that makes for easy listening. He was the ace interviewer in the tremendous, prize-winning “It's Your Life” series.

He worked on the “Mr. Wizard” formula for over a year before submitting the show for audition. Valuable aid is given him by scientist Bob Miller who does the basic research.

Herbert's programs accomplish some fascinating tricks with ordinary household articles. For example—how air works like glue. How porous cheesecloth can hold water. How to boil water in a paper box. How a drinking glass can sing. How far away is lightning?

It's a good show, a clean and helpful one for kids. And it's another Chicago show that's wowing the viewers along the network.



1. Boil water in large beaker.



2. Lower air pressure inside.



3. Ice cube on top makes water boil again, caused by air pressure.

**Over 540,000 Readers
Rely on TV Forecast**



Station Breaks

CHICAGO—Here's the inside reason why "Talking With Toni" is no longer seen on channel 9. The star, Toni Rodgers, has been ordered to take a one month vacation by her doctor because of overwork. The show will return after Toni has had a rest. . . . Chuck Bill, that foxy deluxe sipper on WBKB, confides his real hobby is skeet shooting. Chuck is back on his Sheffield, Ill., farm after a Miami Beach sojourn.

Charles Ralph Johnston who plays the judge in "They Stand Accused," actually is a topflight trial lawyer here. . . . Quiz Kids opinions

on why more of them are boys than girls—"I wouldn't stick my neck out . . ." (Pat Conlon). "Girls have unpleasant voices . . ." (Naomi Cooks). "Girls are shyier than boys" (Sally Wilhelm). "No, boys are shyier" (Naomi Cooks).



RODGERS

Mrs. Lillian Harris protests against use of adjectives "double-threat" or "triple-threat" to describe TV stars. She suggests the word "treat." We'll buy that. . . . The popular "Bill Evans Show" will be seen on channel 4 at 1 p.m. on non-baseball days. . . . Another success story for "Pet Shop"—the annual midwest Boxer Club show almost doubled its canine entries as a result of Gail Compton's TV plugs. . . . Down, Boys, Down Dept.: Elaine Neblett, the pert songstar of "Let's Have Fun" is married and honeymooned. . . . Newcomers to local programming are Pat Dennie and George Sotos in their WENR-TV variety stint Monday p.m. . . . Who was the beer sponsor on WBKB that canceled out a drama short because the plot involved wine tipplers? . . . Talk about TV's impact—A recent WGN studio audience gave a standing ovation at the mention of Jim "Courte-

sy" Moran's name, two days in a row.

"Hit Spot" show is featuring a Chicagoland "town of the week" on channel 4. Gene Fields and Peggy Taylor cast a spotlight on the mayor of each community. . . . Singer Harry Hall started early as a prize winner. The Milwaukee-born lad has won firsts on the Sachs Amateur Hour and Godfrey's Talent Scouts. . . . Studs Terkel graduated from U. of Chicago with a law degree and passed the Illinois bar, but has never practiced as a legal eagle.

Johnny "Panhandle Pete" Coons has the finest Hoosier accent in show business. . . . Cliff Soubier, the "Little Cluffy" clown of channel 7, was born in Radford, Ontario. . . . Kay Morrow has taught fashion coordination to airline stewardesses, debutantes, grandmothers and baseball players. . . . Local bartenders along TV Row are tearing their hair—the newest password is "Have a vitamin?"

Newshawk Austin Kiplinger is a Phi Beta Kappa grad of Cornell U. He likes to run power lawn mowers. . . . Newest entry in the heart-throb sweepstakes is vocalist Kyle Kimbrough. He's got a healthy following as a result of his versatile teamwork with WBKB comic Hank Grant. . . . Strictly Chicago-bred is pianist Herbie Mintz by way of Senn High, Northwestern U. and Kent College.

Comic Ransom Sherman made his first public appearance as Nanki Poo in "The Mikado." . . . Claude Kirchner, the towering ringmaster, has been chased by an orangutang, elephants, dogs and baboons during his "Super Circus" duties. . . . Main reason for the success of "Hawkins Falls" is the ace team of writer Doug Johnson and producer Ben Park.



KIMBROUGH

—By MIKE BOOM

presenting

KATHY COLLIN

"MISS CHICAGO TELEVISION OF 1950"



Watch | **MISS U. S. TELEVISION
CONTEST OF 1951**

EVERY MONDAY WGN-TV 7:00 P.M.
A Walter Schwimmer Production



Call

Everglade 4-4868, 9
FOR BEST TV SERVICE
VIDEO-TRONICS, INC.
A TISA MEMBER



FREE

"Wallpaper in Today's Home" Tips
Ideas . . . professional advice to
help you color-plan your home.
Themes sure to win compliments.

WRITE OUR NEAREST SHOWROOM TODAY
America's Most Beautiful Wallpapers
Open Monday and Thursday evenings

6812 W. North Ave. 1318 N. Clark St.
4664 N. Lincoln Ave. 2243 W. 95th St.
6316 Northwest Highway
1565 Sherman Ave., Evanston

WOOD-DAVIS
Quality Wallpapers
Ask your painting contractor



The Last Word

How do you feel about Frankie-boy Sinatra's mustache? Why is it something like a little peach fuzz on a guy's upper lip can cause a tizzy amongst the women of the nation? This week I got more fan mail discussing Frankie's stash than I have since I wrote a stinging piece on Eloise McElhone some eight or nine months ago.

Now I think it's time I point the finger at Eloise again—for being such a teaser about men. For awhile she almost fooled me. Even my mother-in-law was convinced that fatty McElhone detested the male species, and I could see the old battle-axe cheering her on each week we watched "Leave It to the Girls."

With Eloise safely married now, the whole question is up for grabs—was she really serious, or just pulling our leg?

One of those rare moments took place last Sunday. I saw Dorothy Kilgallen on two channels at the same time. First on "Leave It to the Girls," then a switch over and she pops up on "What's My Line." Course one of them was a kinescope, but it's mystifying. Also, too much of Mona Lisa Kilgallen. (I'd like to interview the husbands of these females on television.)

Further note of irritation: the dumb blonde you see on Ken Murray's Saturday night hash-hash with her obvious "I like the wide open spaces." Recommendation: send her there.

Sudden thought: Don't you think it's time Capt. Video caught that nasty Dr. Pauli?

Here's a prediction. If someone were able to say they'd give away Dean Martin & Jerry Lewis to the writer of the best letter, the US postoffice could not handle the mail, so popular are these loveable guys. You'll see them tomorrow (Sunday) from a great city, Chicago.

CHUB MCCARTHY

TV Forecast



Sportscast

By Ed Pazdur



A gentle pat on the back and a pheasant feather for their hats to **George Harvey** and **Marty Hogan** of WGN-TV—victors of Chicago's battle of vitamins. The Dumont station put out some \$75,000 for exclusive rights to televise White Sox games. Both WBKB and WGN-TV's tremendous cost for installing equipment at the ball parks boosted the overall price of telecasting baseball to prohibitive figures. . . . It necessitated a sponsor with ready cash for the entire season. A local beer and automotive sponsor sought "escape clauses" — granting them rights to drop the show anytime. Meanwhile, working laboriously behind the scenes, Harvey and Hogan scooped everyone with a nifty \$500,000 contract for radio and TV with **American Vitamin Associates, Inc.**, for the year's biggest deal.



LOUIS

scooped everyone with a nifty \$500,000 contract for radio and TV with **American Vitamin Associates, Inc.**, for the year's biggest deal.



The IBC, at times aggravated by TV, never had it so good. With **Pabst Blue Ribbon** facing contract renewals, the IBC can name its own price for radio and television rights. The present contract expires May 23. As a teaser, the IBC has scheduled **Ezzard Charles-Joe Maxim** for May 30—one week after the contract expires. The beer sponsor will get first crack at buying TV rights.

A new sports show entitled "**TV Surprise Package**," made its bow on WBKB, 10:30-10:45 p.m., featuring **Alan Harvey** with late sports news, scores, and interviews. . . . An automotive sponsor is said to be angling for NBC's video sports commentary show by **Bill Veeck**, former owner of the **Cleveland Indians**.



On The Collegiate Front: Permission has been granted to telecast the **Army-Navy** grid classic and the **Rose Bowl**



games this year. . . . The **University of Pennsylvania** reportedly has sold its video rights for \$200,000. **Notre Dame** may be tempted to do the same and thereby knock the feathers out of the **NCAA** TV moratorium. . . . Special note to **Illinois Senator Pete Miller**—Ohio's House of Representatives has recommended for passage a bill to televise Ohio State University football for the next TWO years.

Ed Stanky, Giant's hustling second-sacker, considering a twice weekly

sports series from the Polo Grounds.

. . . Sportscaster **Guy LeBow** signed the biggest deal of his career—a non-exclusive to narrate a weekly, 30 minute sports reel for TV. . . . Greying hair of publicist **Don Murphy** of the IBC is attributed to extra labor required servicing television. Don's excellent brochures, releases, and pictures are commendable. . . . **Joe Louis** still refuses to accept a teevee series titled "The Art of Self-Defense." His reason—it would interrupt his golf sessions.



CHARLES

In Milwaukee, a series of remote sports interviews in cooperation with the University of Wisconsin have been arranged on "The Sports Picture," daily quarter-hour sports program on WTMJ-TV. Tune in Channel 9 Saturday, April 28, for sports surprise. It's handball. The National Handball Championship, sponsored by the American Handball Union, will be telecast directly from Town Club of the Sheraton Hotel. It's something new and different. Tune in, won'tcha?



HARRY CREIGHTON

"THE LEAD-OFF MAN"

HARRY CREIGHTON, WGN-TV sportscaster, who has covered almost every conceivable sports event from wrestling to quoits, returns this year to conduct "The Lead-Off Man," show sponsored by Nelson Brothers. Preceding all Cubs' and White Sox home games, Harry will interview *TV Forecast's* guest for the day plus other notables, over WGN-TV, 1:20 p.m.

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 sportscasters 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 sale ever made to a single client in Chicago television.

Baseball games this week . . .

At Wrigley Field:

April 28 St. Louis
April 29 St. Louis

At Comiskey Park:

May 1 New York
May 2 New York
May 3 Washington
May 4 Washington

(Night game, not televised)

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 pregame "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, May 2. . . . 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.

JACK BRICKHOUSE



What's Wrong With Lady Wrestlers?

IN view of the increasing number of inquiries on lady wrestlers, *TV Forecast* felt obligated to publish the following letter bearing in mind that the Illinois Athletic Commission bans female grapplers but would retract the clamp should the public demand it. Now for the letter. . .

Wheatland, Mo.

Mr. Ed Pazdur
Sports Editor
TV Forecast

Dear Mr. Pazdur:

I am the business manager and representative of the outstanding group of lady wrestlers in the entire United States. The ladies are permitted to wrestle in over 40 states and at present the laws of Illinois prohibit them.

I think the Illinois ruling is unfair since a wonderful group of ladies, many of whom are mothers and respectable citizens, are deprived of earning a livelihood. I would deem it a great favor if you would take this matter before the Athletic Commission of your state and call this unfair situation to their attention.

I am planning to be in Chicago in the near future and will call on you at that time to be of any assistance to you in your endeavor to secure a remedy for my group of women.

Sincerely yours,
Billy Wolfe
(signed)



June Byers



Mildred Burke



Celia Bevins



Rosa Carlo



Therese Theis

Got TV Service Problems?

THAT'S OUR BUSINESS!

WANT A LARGER SCREEN?

Conversions Our Specialty!
10" to 14", 12½" to 14" or 16"

Want Fast Reliable Service?
Or Picture Tube Warranty

As Low As \$5.00

If These Questions
APPLY TO YOU
It's Your Business to Call

**TELE-MASTER
TV SERVICE**

4610 N. Kedzie

CORNELIA 7-6355

LOOK KIDS



YOU can win these WILSON GLOVES

The "Peanuts" Lowrey special or the official 3-finger Wilson
 Sell only 3 one-year subscriptions to **TV Forecast** at \$5 each
 Or, only 2 two-year subscriptions to **TV Forecast** at \$8 each
Renewals or extensions accepted at same prices

TV Forecast 185 N. Wabash, Suite 423 Chicago 1, Ill. Name Address City..... State..... \$5 ☐ 1 yr. \$8 ☐ 2 yrs. Order obtained by:	TV Forecast[†] 185 N. Wabash, Suite 423 Chicago 1, Ill. Name Address City..... State..... \$5 ☐ 1 yr. \$8 ☐ 2 yrs. Order obtained by:	TV Forecast 185 N. Wabash, Suite 423 Chicago 1, Ill. Name Address City..... State..... \$5 ☐ 1 yr. \$8 ☐ 2 yrs. Order obtained by:
--	--	--

Bring In Orders And Money Any Day! Pick Up Gloves Immediately.

**OUT-OF-TOWN SUBSCRIPTIONS WILL BE ACCEPTED ON MAIL ORDERS
 ACCOMPANIED BY CHECK OR MONEY ORDER**

FOR PROFESSIONAL T. V. SERVICE

CHICAGO



south

AUBURN PARK ELECTRONICS
7654 S. Wabash STewart 3-6391

RACINE RADIO & TELEVISION
5524 S. Racine ENglewood 4-4449

HAVILL'S TELEVISION SERVICE
1461 E. 55th St. PLaza 2-7800

AMERICAN RADIO AND
TELEVISION LABORATORY
6321 S. University FAirfax 4-9000

southeast

SOUTHSHORE TELEVISION
ENGINEERS
1977 E. 73rd St. NOrmal 7-0126

north

CRITTENTON
RADIO & TELEVISION CO.
4740 N. Broadway LOngbeach 1-2250

PACKARD RADIO AND
TELEVISION SERVICE
5139 N. Damen ARdmore 1-8201

FRITZEL RADIO &
TELEVISION LABORATORIES
1139 Wilson LOngbeach 1-0003

CHAMBERS
RADIO AND TELEVISION
3546 N. Ashland Ave. GRaceland 7-2844

CUSTOM TELEVISION SERVICE
1560 W. Howard ROgers Park 4-6366

west

EXPERT RADIO &
TELEVISION SERVICE
321 N. Laramie ES 8-0656—AU 7-9181

GUARDIAN TELEVISION
SERVICE, INC.
1336 S. Kedzie CRawford 7-8855

SCIENTIFIC TELEVISION
AND RADIO
622 S. Cicero Ave. EStebrook 8-3060

near north

VIDEO-TRONICS, INC.
1767 W. Armitage EVerglade 4-4868, 9

FRITZEL RADIO &
TELEVISION LABORATORIES
454 West North Ave. Mlchigan 5-2100

AMERICAL DAY & NIGHT
TELEVISION SERVICE
1362 N. Sedgwick MOhawk 4-2300

northwest

ALL AMERICAN
TELEVISION SERVICE COMPANY
3323 W. Irving Park COrnelia 7-2744

RCM RADIO AND TELEVISION
5657 W. Addison PALisado 5-2144

HARLEM TELEVISION
SALES AND SERVICE
3233 N. Harlem MUIberry 5-1213, 4

FOSTER DAY & NIGHT
TELEVISION SERVICE
2922 N. Milwaukee HUmbolt 9-0911

"JIM" THOMPSON TELEVISION
& APPLIANCE CORP.
4206 W. Irving Park KIlldare 5-7654-5

L & P TELEVISION SERVICE
1605 N. Central Ave. TUxedo 9-3060-1

ACE TELEVISION SERVICE
4766 N. Milwaukee SPring 7-5110

SUBURBAN

northshore suburbs

AIR VISION, INC.
1189 Wilmette Ave. Wilmette 6050
18 S. Genesee St. (Waukegan) Ontario 2150

western suburbs

TAUBER TELEVISION SERVICE
6801 Roosevelt STanley 8-8887

PICTURE TUBE

Replacement Contract

for as little as
\$5 a year!
 Plus \$5 service call charge*
 No inspection required



Here's how to beat high cost of Picture Tube Replacement

New picture tubes cost from \$25.00 to \$100.00, depending on size! Even if you have a brand new set, your picture tube may burn out in 3 months, 6 months or a year.

NEW Replacement Tube Contract is the Answer!

Why take a chance on an expensive tube failure? Burns Television Service now offers picture tube replacement contracts at sensationally low prices.

Don't Get Caught!

Protect your set against picture tube failure TODAY. If at any time within 12 months your picture tube fails, it will be replaced—and your contract remains in force.

Send For Your Contract Today!

Available to all TV set owners regardless of where set was purchased or present age of picture tube. But don't delay! Send coupon with cash, check or money order at once. Coverage starts 15 days from date your application is received.

*No Strings—No Hidden Charges

In case of picture tube failure, your only additional cost above the contract price would be the regular \$5.00 minimum home service call charge. No charge whatsoever for installation if set is brought into Burns Service Center.

BURNS TELEVISION SERVICE AND MAINTENANCE CO., INC.

3549 Montrose Avenue, Chicago

Phone INdependence 3-8000

SEND COUPON TODAY!

Burns Television Service and Maintenance Co., Inc.
 3549 Montrose Ave., Chicago, Ill. Phone INdependence 3-8000.

I am enclosing \$_____ to cover cost of picture tube contract.
 (See schedule of rates.)

The size of my picture tube is: _____ inch, Set Make _____

Model _____, Serial No. _____

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

SATISFACTION GUARANTEED . . . If you are not satisfied, return the contract within ten days and your money will be refunded.

(Contracts issued only to set owners located within a 35 mile radius of Chicago)

LOOK AT THESE SAVINGS!

Size of Picture Tube	Cost of Contract Per Year
7, 10, 12 } or 12 1/2 inch }	\$ 5.00
14, 16 or } 17 inch }	\$ 7.50
19, 20 or } 21 inch }	\$10.00

Scanned from the collection of the Prelinger Library. 2019.

Digitization and post-production completed in the University
of Wisconsin-Madison's Department of Communication Arts,
with funding from the California Digital Library.



University of California

CDL

California Digital Library



www.mediahistoryproject.org