

+TV **FORECAST**

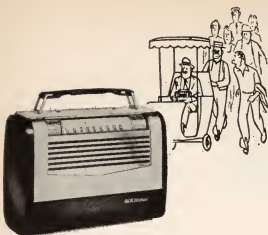
complete advance TV programs

May 19 to May 25



Meet the Range Rider • page 30

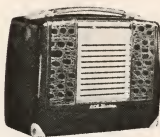
15c



Wherever you go, whichever you get,
You'll travel with the smartest set

The "Globe Trotter"—
Aristocrat of Portables—brings in
distant stations *clearly*. Handsome,
lightweight case is *weatherized* alumi-
num with leatherette trim. Plays on
AC, DC, or battery. "Golden Throat"
tone system. RCA Victor BX6.

**3-way, Portable, comfortably
low in price.** Plays on AC, DC
or battery. Practically a necessity
on a picnic, at the beach or 'round
the house. "Golden Throat" tone sys-
tem. Stunning alligator-grain plastic
finish. RCA Victor BX57.



**"Personal" Radio, no bigger
than a book**—and it's one you'll
enjoy from cover to cover.
Weighs only three and one-half
pounds. Amazing tone, big room-
size volume. Rich brown plastic
case has smart aluminum trim.
RCA Victor B411.



Your welcome's sure when you arrive
If you plug-in 'n play this "45"



"Victrola" 45 Personal—a
complete phonograph that plugs
into any standard AC electrical
outlet. It's "all play and no work"
with the non-breakable 45 rpm
records. Press one button—hear
an hour-long concert of *just* the
music you want. RCA Victor
45EY3. "Victrola"—T.M. Reg. U.S. Pat. Off.



In lightweight plastic,
with convenient carry-
ing handle.

RCA VICTOR  
DISTRIBUTING CORPORATION

World Leader in Radio . . First in Recorded Music . . First in Television

Letters to the Editor

All letters must be signed; names will be withheld if requested.

Congratulations on the 1951 anniversary issue with its bright, new cover and foremat and all its new features. It certainly is highly gratifying to everyone around DuMont to see *Forecast* reflecting the growth of this medium so accurately. . . .

DuMont Network
New York, NY
GERALD LYONS
Press Chief

Congratulations on the start of your fourth year! Also on the plan of improvement you have blue-printed for *TV Forecast*. . . .

CBS Network
New York, NY
GEORGE CRANDALL
Press Chief

It has been a great treat watching this publication grow and especially to know that perhaps we have been a little help. . . .

WGN-TV
Chicago, Ill.
JIM HANLON
Press Chief

I was very pleased to know that you are changing the cover and format of *TV Forecast*, and want to wish you continuing success. . . .

Advertising Age
Chicago, Ill.
S. R. BERNSTEIN
Editor

. . . what you have accomplished has made "Topsy" seem stunted.

Hotels Ambassador
Chicago, Ill.
LUCIA PERRIGO
Publicity Director

If Dagmar wants to show so much of herself, why doesn't she wear a French bathing suit?

MRS. BRICE

Would you tell me if Kate Smith plays the piano?

Chicago, Ill.
MRS. RAY GALLO

Ed. Note: Yes.

I think Ken Murray's poker-faced cowgirl is getting tiresome.

Calumet City, Ind.
MRS. H. D. JOHNSTONE

Why would anyone who looks like Dorothy Kilgallen wear such off the shoulder dresses and almost off dresses? Chicago, Ill.
L. SPENGLER

Dorothy Kilgallen is the smartest girl alive!

Elgin, Ill.
ALICE & JIM WATKINS

Who is the young lady on WNBQ at 10:10 who advertises for John M. Smyth. She pronounces it "Smith." Who is right?

Ed. Note: It's Dorsey Connors, and "Smith" is the correct pronunciation for the John M. Smyth company.

I would like to know why Dorothy Collins always looks like a doll and Eileen Wilson an old woman?
Chicago, Ill.
MISS CONES

Many people like the piano as I do. I think it would give children an excellent opportunity to hear some of the great pianists on a television program.
Chicago, Ill.
MARILYN YOUNG

I sure get tired of hearing so much about vitamins. . . .
Midlothian, Ill.
G. STAHL

I think James Melton's program is just wonderful.
Chicago, Ill.
NANCY CHOPP

I personally would go all out to see Fred Waring put on a rumba with Dorothy Kilgallen.
Forest Park, Ill.
WALTER RAETKE

Does Bob Smith narrate for Howdy Doody?

Blue Island, Ill.
BETTY WICKS

Ed. Note: Yes.

If you disregard age, I think I have finally found someone who actually enjoys TV commercials. I am referring to my two year old nephew. He jumps around with glee everytime a singing or musical commercial hits the screen. His favorites are Pabst Blue Ribbon and Campbells soup.

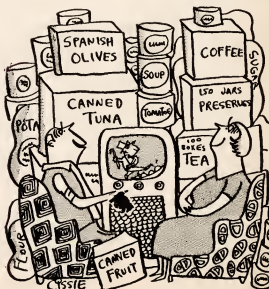
Chicago, Ill.
JAMES SEBELA

Please let up on Arthur Godfrey. . . . He can't be beat.

Beloit, Wis.
MRS. DOROTHY HUTCH

Why don't the various channels start or finish their programs with the correct time? I think this is a service which would be much appreciated by many listeners.

Arlington Heights, Ill.
DOROTHY MILNER



"Now we never have to go out again."



MAY 19, 1951

publishers

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

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Patricia Cooper

program editor

Patricia Moran

sports editor

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Wade Ray**

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NEXT WEEK "Bette Chapel's Favorite Recipe"

Do glamour girls cook? Bette Chapel tells her favorite recipe for Veal Scallopini in next week's *TV Forecast Magazine*, on sale Friday at leading newsstands. The new woman's section also spotlights the Dresden Doll Look for 1951, beauty tips from a TV makeup expert.



Channel One

NEW YORK—Congress is about ready to crack down on those TV pitchmen who peddle fraudulent items in your living room. Already approved by the House Judiciary committee is a bill which would slap a \$1,000 fine and five year jail term against these phony hucksters. . . . Emcee **Freddie Robbins** of "Kriesler Band Stand" wants a new title for an emcee. He'll present a gift for the best suggestion. Mail your's before midnight, May 21 to **Freddie**, % ABC-TV, New York City. . . . National Defense Secretary **George C. Marshall** will head up a big TV celebration of Armed Forces Day this weekend (19-20). Look for a razor-sharp coverage by all video stations.

Judy Lynn, who sparkles on those "Sing It Again" vocals, wanted to study law. While still a legal secretary, **Judy** was pushed into an audition by lawyers from neighboring offices who had heard her sing. . . . **Lena Horne**, dusky song dynamo, has nixed an offer to appear on "Cavalcade of Bands" June 1. Her recent TV guest shot set an all-time low for necklines. . . . Schlitz Beer will yank its "Pulitzer Prize Playhouse" during the summer months and replace it with a film series. . . . **Bill Gargan**, the affable **Martin Kane** sleuth, will depart that show this summer because of a "personality clash." Sidemention—when **Gargan** mentions people and places on the **Martin Kane** show, it's his way of returning help he received on his way up. They're real.

Morton Downey fans are in for a body blow. His sponsor will drop "Star of the Family" in June. . . . **Peggy Ann Garner** is in for a lawsuit. The petite star of "Two Girls Named Smith" has learned that authoress **Ruth McKenny** will sue over an alleged piracy of her book "My Sister Eileen." . . . **Groucho Marx** will take an eight week vacation this summer. . . . So will "Big Story." . . . However, **Chester the Pup** will stay on to delight the kids. . . . **Josh Shelley**, the waiter on **Don Ameche's** "Holiday Hotel," claims he had no trouble getting the job. **Ameche** figured he was "the settled type—too dumb to steal and too weak to run." . . . **Bert Parks** advises his fans "Stop the worry, Stop the Music has been renewed for another year."

For an incisive report on world conditions, dial in DuMont's "Pentagon—Washington" each Sunday. Top intelligence experts set up each show. . . . **Lois** and **Looie** show back on the ABC-TV network after much screaming from kid viewers. Creator **Lois Fisher** gets a hand. . . . Howling **Jerry Colonna** will have his own network show shortly, which is pushing **Hector the Garbage Collector** pretty far. . . . Nice writeup in American magazine about **John Lewellen** and the 387 Quiz Kids he's pushed along. **Lewellen** explains how parents can detect a gifted child. . . . **Doug Edwards**, the newscaster, has red hair. So have his wife and three kids. They'll add color to their new neighborhood at Weston, Conn. . . . **Steve Allen**, the comic, is also a poet. He's written a verse volume titled "Windfall," NOT about his TV success. . . . **Faith Baldwin's** Theatre of Romance series is based on her novels and short stories. They're called "warm, human interest stories." That's another name for pulp.



MARSHALL



LYNN



AMECHE



BALDWIN



JAMES MELTON



PATSY LEE



BURR TILLSTROM

Remember When?



May, 1948

TV Was Still A Fad

By MARTY O'SHAUGHNESSY

IF you can remember the television picture back in 1948, you're a real TV pioneer. Three years ago—May, 1948 to be exact—video was struggling along on a handful of programs and a bushel of promises. Only 123 shows per week were offered.

Just two Chicago stations, WGN-TV and WBKB, were in actual operation. Between them, they kept the TV screens bright seven days a week, although on a limited daily schedule. With only 18,500 sets in Chicagoland, WBKB and WGN-TV were courageous pioneers in the new field of entertainment. No network shows were available, and thus all programs seen here were locally originated.

Even then, great names and faces were emerging on set screens here. In sports, Jack Brickhouse and Joe Wilson were the big guns. Between them, they dominated announcing chores on baseball, while Russ Davis gathered a rabid following with his earthy coverage of wrestling. Other sports names at that time were Ed Cooper, who handled



ABOVE—Jerry Lester receives TV Forecast award from editor Bob Kubicek. **BELOW**—Irv Kupcinet, Frank Sinatra, Faye Emerson and Skitch Henderson attend Sinatra's presentation.

baseball interviews, and Milt Hopwood with an evening sports show.

But there was more than sports to entertain viewers. Kukla, Fran and Ollie, then called Junior Jamboree, was already a hit with children. Barbara Barkley conducted home economics classes. Spencer Allen narrated the WGN-TV newsreel. Lee Bennett and Dick "Two Ton" Baker were channel 9 favorites. Jim Ameche was WBKB's news expert. From an administration standpoint, Chicago's two "peerless leaders" were Captain Bill Eddy of WBKB and Frank Schreiber of WGN-TV.

The co-axial cable linking the east coast with the midwest was still in the planning stage. New York shows were seen only in Gotham and several nearby cities. There wasn't yet enough money and publicity in TV to attract major stars, and so New York productions were scattered and unimpressive.

The big network names of today were in other fields. Dave Garroway was a radio disk jockey. Arthur Godfrey had a local AM variety show. Stu Erwin and William Gargan were in Hollywood. Susan Peters was making a movie comeback after her hunting accident. Connie Russell was a night club star turned housewife. Jan Murray was in radio. Ransom Sherman was in California after a brilliant radio career. Vaughn Monroe was a radio crooner. The Don McNeill crew—Patsy Lee, Sam Cowling and Fran Allison—were staging the radio Breakfast Club.

Ethel Waters (Beulah) was a stage star on Broadway. Cliff Norton sparked radio serials. Fred Waring was an AM fixture, so were Kate Smith and Wayne King. Milton Berle was a successful night club comedian. Sid Caesar played dramatic leads on Broadway. Jack Carter was on the night club circuit. Wayne King was rounding out 20 years as a U. S. musical custom. Studs

Terkel's Wax Museum was a featured radio disk show. Bill "Hopalong" Boyd was getting set to launch his now famous cowboy films. John Cameron Swayze was a radio newscaster. John Conte was starring in legitimate theatre. Betty Ann Grove was just making the audition rounds. Joe Kelly was established in radio. James Melton was an opera star. Gloria Van sang with dance bands. Imogene Coca was a night club favorite.

Today, these stars shine brighter on TV than ever before.

In May, 1948, a new type of publication was born. This was TV Forecast, which was mailed to 16,000 set owners as a program service. It was the brain child of Lester Vihon, who conceived the idea. Together with Roy Whiting, Norbert Dompke and John Groenings, he set the stage for the baby publication. They called on Robert Kubicek to fill the job of editor. Painsstaking research and planning over, this quintet of GI veterans found themselves knee deep in publishing. Thanks to the splendid loyalty of TV viewers and their intense curiosity about the new medium, circulation mushroomed at a startling rate.

In May, 1949—just one year later—paid circulation had doubled to 31,000. The 1950 birthday saw circulation climb past 145,000. This year on the magazine's third birthday, the figure has leaped past 180,000 and is still soaring. The total estimated weekly readership is a staggering 540,000. *TV Forecast* now outsells ALL national magazines on the Chicago and Cook county newsstands.

Incidentally, this anniversary did not allow any time for mutual backslapping on the part of the publishers. They were hard at work putting out a new, enlarged *TV Forecast* to provide better video service to His Majesty, the Chicagoland viewer.



LESTER VIHON



ROY V. WHITING



NORBERT F. DOMPKE



JOHN E. GROENINGS

"HAUSER NASH"

3737 W. LAWRENCE

Keystone 9-6700

presents

Grand Marquee

Family Circle Theater

Intrigue

The finest in TV entertainment

Added information

FOR FRIDAY, MAY 18, 1951

1:00 5 Matinee Playhouse "Dixie Jambaree" starring Guy Kibbee, Frances Langford and Charles Butterworth

2:30 5 Bert Parks Show Bert and Bobby sing "A Couple of Swells" Betty Ann Grove "Got The Jitters," Heatherstones sing "Jimmy, Jimmy, Jimmy," Bert sings "Who Takes Care of the Caretaker's Daughter?", and then tells what happened "While a Cigarette Was Burning"

6:30 7 Life With Linkletter Guests: Ralph Bird, Jerry Calanna's 10 yr. old son, three Los Angeles policemen, a woman shedding a real tear in 30 seconds, and a champion jumping frog belonging to Malcolm Lennax, 8 yrs. old

6:45 4 Perry Como Show Como solos "Confessin'" and "Sang of Sings," Fontanes join him in "Whistle a Happy Tune" and Mitchel Ayres orchestra is heard in a special instrumental number

7:00 4 Mama Mama's sister, Jenny, is full of melancholia as she reports that her star boarder left her, her cake fell in the oven, and there is a fire on the street threatening her house

5 Quiz Kids Pat Canlan, Jael Kupperman, Naomi Coaks, Frankie Vanderploeg, Mary Ann Valberding; Fran Allisan mc

7 Twenty Questions Guest will be Johnny Mize of N.Y. Yankees

7:30 9 You Asked For It Guests: The Diacoffs, mother-daughter team riding bicycles in a midget track, Freddie and Lani Letuli, Samoan dancers, Mel Greer will duplicate the fabulous feats of Annie Oakley, George Barrows, movie gorilla, and eighty-three year old Jahn Backman, glass-blower

8:00 5 Big Story Paul Hachuli of the Houston (Texas) Press tells his story

9:00 9 Cavalcade of Stars Frank Sinatra presents award "Mighty Monarch of the Air" for the month of May, to Jackie Gleason

11:00 4 Wrestling With Russ Davis



with the amazing ELECTRONIC INTERFERENCE ABSORBER

Instantly attached to any TV set, it eliminates aggravating interference lines, wave patterns, flickering and those other annoying types of television interference. A beautifully clear picture is GUARANTEED.

\$2⁹ 6
Plus 4c
for postage

AMAZE YOURSELF

Attach it in a second . . . It doesn't matter whether your sets a standard black and white TV, or one of the new color TV sets . . . or, if your reception is weak, strong, bad, good, the "Interference Absorber" makes your reception **EXCELLENT.**

NO CONNECTIONS INSIDE SET. ON AERIAL. OR IN FRONT OF SET.

MAIL THIS COUPON TODAY! Send cash, check, money order — or order C.O.D. plus charges.

Teleron COMPANY Dept. C

4996 BROADWAY, New York 34, N. Y.

Please send me..... Interference Absorber(s)

Make of set

Enclosed find \$.....

() Check; () Cash; () Money Order.

() Send C.O.D. plus charges.

Name

Address

City

State

READERS

**We Would
Appreciate Reading
Your Comments on
Our New Magazine**

SATURDAY

- 10:30 Ace Drummond and Cartoons
- 12:00 Law Of The Wild
- 4:30 Born To Battle
- 5:00 Lone Rider Rides On
- 5:30 Ghanga & The Tiger Pit
- 5:30 Navajo Kid
- 6:30 Stage To Rainbow's End
- 7:00 Red Stallion
- 8:30 Barbara Shows The Town
- 10:00 Charlie Chan In The Shanghai Cobra
- 10:00 Sons Of The Desert and Fishing in Alaska
- 10:30 Vogues
- 11:00 Torso Murder Case
- 12:00 Missing Lady

SUNDAY

- 10:00 Hoosier Schoolmaster
- 11:30 Prison Train
- 12:00 'Neath Canadian Skies
- 2:00 Pancho Hostage
- 2:30 Wild Country
- 4:00 Madam Louis
- 5:00 Hopalong Cassidy*
- 6:00 The Fight at Peaceful Mesa
- 7:00 Honeymoon Limited
- 9:30 Brief Ecstasy
- 10:00 No Escape
- 10:00 Those We Love

MONDAY

- 1:00 Wife of Monte Cristo
- 8:00 When Thief Meets Thief
- 8:30 Wild West
- 9:30 Dinner At The Ritz

TUESDAY

- 12:00 Winter Love
- 1:00 Allotment Wives
- 7:00 Criminal Investigator
- 7:00 Western Feature*
- 8:00 The Amber Gods
- 10:00 The Villain Still Pursued Her

WEDNESDAY

- 1:00 Loud Speaker
- 9:30 Secret Lives
- 9:30 A Likely Story
- 11:00 Circus Shadows
- 12:00 Club Paradise

THURSDAY

- 12:00 The Little Pig Cried
- 1:00 Great God Gold
- 1:30 Girl Loves Boy
- 6:30 Six Gun Legacy
- 7:30 Three Strangers
- 11:00 The Accused
- 12:00 Now Or Never

FRIDAY

- 1:00 Great Mike
- 7:00 Threshold and Smooth Fingers
- 9:00 Close-Up
- 10:00 There Goes My Heart
- 11:30 Hong Kong Nights
- 12:00 Carnival Lady

*Title To Be Announced

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



5 TV SERVICES TO SHOUT ABOUT



All At
Great Savings
For You

1. LARGEST TRADE-IN IN THE WORLD for your old TV set. For example, a 10" set is worth as much as \$150.00 on any new large screen TV of your choice.

2. CONVERT YOUR PRESENT SET for as little as \$69.50 to a large screen size. A truly inexpensive way to get the most from your original TV investment. One year warranty. Free repairs if needed.

3. PARTS WARRANTY on your present set, only \$12.95. Includes picture tube, all other tubes and parts. Free inspection. All makes.

4. FULL SERVICE CONTRACT covering parts, tubes and all labor required. Call for lowest rates.

5. DAY AND NIGHT TV REPAIRS on all makes. Call any time for prompt efficient service at low costs. Outside antennas installed by insured technicians.

DAY AND NIGHT SERVICE
FOSTER TELEVISION
2922 N. MILWAUKEE AVE.
HUmboldt 9-0911

SATURDAY

10-10:30 A.M.

WBKB

Channel 4

NEW—Meadow Gold

Ranch Western

Puppet Show



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

Sponsored by Meadow Gold Butter

Saturday May 19,

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

9:45 7 Scouting In Action—Films

The art of camping, caring for equipment, safety rules, and general program prescribed

10:00 4 Bob Atcher & Sammy Squirrel

Puppet fun for children of all ages

7 Oh Kay—Variety Session

Interviews and music with band-leader-pianist David Le Winter and vocalist Jim Dimitri

10:30 4 Kiddy Showtime—Cartoons

"Ace Drummond"

7 Sawyer Views Hollywood

Gaylord Carter Trio with guests Margaret Sheridan and Kenneth Tobey in a scene from "The Thing" also Ileen Woods and Four Bits Of Harmony

11:00 4 Big Top—Circus Show

Jack Sterling, ringmaster, presents Tally-Ho, pony & dog act; Lenny & Margie Ross, bag-punchers; Marcelli & Janice, tightwire; the Ortons, trapeze artists

7 2 Girls Named Smith—Comedy

Movie actor moves into the life of Babs and is compared with her boyfriend, as result of a quarrel

11:30 7 Faith Baldwin Theater—Drama

"Woman Overboard" with Luise Rainer in a romantic love story of a woman buyer from Paris and her love that transcends the common place

12:00 4 Movies For Kids—Serials

"Flash Gordon" & "Custer's Last Stand" and "Law Of The Wild"

7 Laraine Day Show

Guests Susan Douglas and her husband Jon Rubes; hamradio operator Mrs. Mary Burke; Mrs. Pauline Muzio, the only lady fireman in the country; Bertha Joseph, a government executive

12:45 9 Spencer Allen And The News

12:55 9 Batting Practice—Vince Lloyd

1:00 4 Knot Hole Gang—Linn Burton

Guest, Ransom Jackson

1:10 9 Lead-Off Man—Harry Creighton

(Continued on page 12)

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Conversion From 10 in.-14 in.

As Low As \$69.95

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TELE-MASTER

Television Service

4610 N. KEDZIE

ON TV TODAY

12:00 P.M.

WENR-TV

CHANNEL

7



THE
Laraine Day
SHOW

FUN AT TWELVE WITH

- guest celebrities
- fashion features
- bits from Broadway hits

PRESENTED BY

NORTHAM WARREN

makers of **CUTEX** and

ODO-RO-NO



The Last Word

Now that the days are longer do you find yourself sneaking away from television?

If so, you might not have heard that Col. Cracky and Mme. Ooglepuss are engaged and have set a June date for their wedding. What a day that will be for the Kuklapolitans, if it comes off. I predict they'll have a spat, and we'll have to wait until Kuke, Ollie and company return from their vacation before we see the Colonel hogtied.

Next month also means a swan song for Mike Wallace, who leaves with wife Buff for New York and CBS. That leaves a vacancy on the Tavern Pale beauty contest that could never be filled. Mike's questions had a way of making the show more than just a display of beef.

We're getting a bit tired of hearing Chicagoan Russell Nype pass himself off as a kid in his 20's. Nype is in New York, and makes frequent TV guest shots. He's in his 30's, according to classmates and old friends of the family. And I thought only women fibbed about their age.

Sudden thought: aren't announcers from Chicago more human-looking than their New York counterpart? Those Manhattan creeps are too slick.

One show that fails to stir me is "Treasury Men in Action." It's probably true that the life of a T-Man is exciting, but not on television. This is another show that could better be told on radio.

Hidden talent: Fred Kaspar, who can play a straight commercial or yak it up in a gag scene. The guy's good, and wears well.

CHUB McCARTHY

Jimmy Durante

NOW
IN PERSON



CHEZ PAREE

3 shows nightly 8:30, 12, 2
complete 7 course dinners \$3.50-\$4.75
DElaware 7-3434

WHY BE WITHOUT TV?

WE LOAN YOU A SET
FREE * IMMEDIATELY

If Your Set Needs
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ALL WORK GUARANTEED
ANY MAKE - ANY MODEL

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6420 South Ashland Avenue

* Call - WA lbrook 5-0610

**DOWN
IN FRONT!**
Comfortably!



DE LUXE T-V Loafer

If you like to sprawl on the floor to watch TV, flop on a T-V LOAFER. If you prefer ordinary chairs, and people in front block your vision, seat 'em on T-V LOAFERS. GRAND FOR KIDS!

T-V LOAFER frames are well made of selected hardwoods. BIG, THICK, COMFORTABLE Cushion is covered with water repellent plasticized material—cleans easily with a damp cloth. Good for the beach, too. Choice of three colors: Dark Blue, Orange, and Dark Green, each with contrasting stripes.

Sent to you *postpaid* for only \$7.95, when cash accompanies order. \$2.00 deposit on C.O.D.'s (you pay postage).

T-V LOAFERS

BOX 342, WAUKEGAN, ILL., DEPT. TF-19

SATURDAY—continued

- 1:25 4 Baseball—Cubs vs Philadelphia**
Joe Wilson announces game
- 9 Baseball—Cubs vs Philadelphia**
Jack Brickhouse announces game
- 2:30 5 NBC Takes You To The Races**
Metropolitan Handicap from Jamaica for 3 yr. olds, purse \$30,000, Clem McCarthy announces running
- 3:30 5 Film**
- 9 Tenth Inning—Harry Creighton**
- 3:40 4 Associate Scorecard**
Roundup of scores of other games
- 3:45 4 Lucky Fan—Joe Wilson Quiz**
- 5 Industry On Parade—Film**
Development and workings of various types of consumer companies
- 9 Test Pattern Til 4:15**
- 4:00 4 Toni Kemp Show—Health Revue**
- 5 Mr. Wizard—Don Herbert**
With the use of toys and kitchen appliances Don demonstrates how centrifugal force operates
- 7 Paddy The Pelican—Kids Show**
Stories with the main character a bird created by Sam Singer
- 4:15 4 Who Ya Laffin At—Commercial**
- 9 Jimmy Dudley's Sports Page**
- 4:30 5 Nature Of Things—Discussion**
Dr. Roy K. Marshall
- 7 Sagebrush Sam—Western Film**
"Born To Battle" feature
- 9 Bob Atcher & Western Stories**
Exciting adventure of the old West
- 4:45 4 Linger Awhile—Musical Session**
- 5 Bob Considine Show—Discussion**
Commentary and news events
- 5:00 4 Good & Plenty Western Theater**
Dave the Dude introduces another story of the old West "Lone Rider Rides On" and sings his western song
- 5 Victor Borge Show—Comedy**
Borge gives details of his early life in Denmark and turns humor loose on interpretations of Franz Liszt's works; He also plays "Piano Concerto in A Minor"
- 5:30 4 Mr. I Magination—Kids' Drama**
Johnny Stewart is the little boy who wishes for a boat ride that won't make him seasick, so Mr. I. takes him back 100 yrs. for an adventure in "Life On The Erie Canal"
- 5 Smilin' Ed McConnell And Gang**
"Ghanga and the Tiger Pit"
- 7 "Navajo Kid"—Western Film**
- 9 Flying Tigers—Adventure Film**
Eric Fleming, Ben Cooper, Joe Graham, Natalie Core
- 6:00 4 Sam Levenson Show—Comedy**
"Bringing up parents" with guests Don McNeill and 16 yr. old son Tommy
- 5 Front Line Camera—News**
Clifton Utley commentator

9 Pet Shop—Comptons Present

A dog just arrived from Germany, part Elkhound and part Belgian Police, belonging to Wally Cruttenden; Dachs-hund and Springer Spaniel puppies, Riccardo's great dane, "Gus", some special fish, and third lesson in dog obedience training, given by Molly

6:30 4 Beat The Clock—Quiz

5 One Man's Family—Domestic

Tale of the happenings in the life of a family, Russell Thorson narrates

7 Stu Erwin Show—Comedy

It's a physical wreck for Stu when an insurance salesman looking like Mr. America comes to call

9 The Range Rider—Western

Film series starring Jack Mahoney, Dick Jones, Jim Bannon, and Eve Miller in "Stage To Rainbow's End"; tale of how Range Rider helps Amy Bankcroft save her stage line from designs of Keenan, her partner

7:00 4 Ken Murray Show—Variety

Darla Hood, Enchanters, Glamour-lovies, guests: Ella Raines, Duke Ellington, Art Lund, and the Korn Kobblers, comedy musicians; Elyse Weber, Phil Bennett and his trained cow; Lucille Ricker and Tony Starman dance team

5 Jack Carter Show—Variety

Donald Richards, vocalist with guests Cesar Romero and Dolores Gray

7 Paul Whiteman's TV Teen Club

Youngsters display their talents

9 Saturday Night Theater

Feature "Red Stallion" with Guy Kibbee, Noreen Nash, Robt. Paige, Ted Donaldson, & Jane Darwell. Tale of a boy's love for a wild horse, and how the Stallion helps him

8:00 4 Frank Sinatra Show—Musical

Variety stanza with June Hutton vocalist, Heathertones and guest Phil Silvers

5 Your Show Of Shows—Variety

Sid Caesar and Imogene Coca star guest hostess Signe Hasso, and also Cesare Siepi

7 Cameraman At Large—Film

"The Growing Years"

8:30 7 "Barbara Shows The Town"

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 vocalist, Jack Stanton & Betty Luster dancers, and Ray Bloch and his orchestra

7 Roller Derby—Joe Hasel

9 Wrestling From Chicago

Frankie Hart vs Gypsy Joe in main event; semi-windup between Al Szasz and Leon Karilenko

SATURDAY—continued

- 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 **"The Shanghai Cobra"**—Feature
Film with Mantan Moreland and Sidney Toler as Charlie Chan in a mystery dealing with the theft of a quantity of radium owned by the government
- 5 **"Sons Of The Desert"**—Feature
Film comedy with Laurel and Hardy, also a documentary film short "Fishing In Alaska"
- 7 **Cameraman At Large**—Film
"Ruff and Ready Pigeons"
- 10:15 7 **Great Comedians**—Film Short
"Pennywise" with Joe Cook
- 10:30 7 **"Vogues"**—Feature Film
Warner Baxter, Joan Bennett, Helen Vinson, and Misha Auer in a story of competition in the fashion world all over the love of a woman
- 11:00 9 **"Torso Murder Case"**—Feature
- 11:30 4 **Murder Before Midnight**—Film
- 12:00 4 **"Missing Lady"**—Feature Film
Barbara Reed and Kane Richmond; the shadow solves a series of mysterious killings which are linked together by a jade statuette

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

Every Saturday Night at?
WGN-TV (9)

YOUR SATURDAY NIGHT THEATRE

The **FINEST IN MOTION PICTURE ENTERTAINMENT**

NOW PLAYING

"RED STALLION"
starring
Guy Kibbee
Noreen Nash
Robert Paige
Ted Donaldson

Presented by
MARLENE'S and MYNEX
HAIR WAVING SHAMPOO




SPECIAL TV DOUBLE FEATURE

SPORTSMAN'S NIGHT

on "GRAND MARQUEE"

Feature No. 1

"Fishing in Alaska"

An actual fishing trip to the virgin wonderland that is Alaska — Thrill to the excitement of the "Big Catch" and scenery out of this world.

Bud Hauser is pleased to bring this Special Film attraction to Chicago TV viewers.

Feature No. 2

"Sons of the Desert"

with LAUREL & HARDY

A riotous, laugh-provoking comedy that will give 64 minutes of entertainment.

Saturday May 19th

on

"GRAND MARQUEE"

10:00 PM

CHANNEL 5

W N B Q

ZOOLAND PARAKEETS

The pet that TV made famous



You've been entertained by them on a host of TV shows. Now you can have fun with one in your own home.

The amazing ZOO-LAND PARAKEET will learn to talk, sing, and entertain you with a multitude of tricks.

ZOOLAND presents a tremendous selection in twelve dazzling colors. They're beautiful!

\$5.95 - \$7.95 - \$10.95 - \$15.00

Cages from \$3.95 up.

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- Bar-B-Q Ribs
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- French Fried Shrimps
- Bar-B-Q Beet Pork, Ham



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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 May 20

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

- 10:00 4 **CET Theater**—Feature Film
"Hoosier Schoolmaster" with Norman Foster and Charlotte Henry
- 11:00 7 **TV Tots Time**—Film Cartoons
"Pests and Cats Dilemma"
- 11:15 7 **Chester The Pup**—Comedy
Comedy adventures with the Pup, Drizzlepuss, his master, and his master's friends
- 11:20 9 **Business Opportunities On TV**
- 11:30 4 **Your Future Home**—Ed Cooper
Shop for new home from your chair
- 7 **Faith For Today**—Religious
Rev. W. A. Fagal interviews members of his congregation, musical portion by the Gospel Singers, male quartet
- 9 **"Prison Train"**—Feature Film
Fred Keating and Linda Winters star in story of demoted gang leader choosing death rather than the jibes of fellow inmates
- 12:00 4 **"'Neath Canadian Skies"**—Film
Feature with Russell Hayden and Inez Cooper
- 7 **TV Garden Club**—Instructions
James H. Burdett with points of interest to potential gardeners.
- 12:25 7 **Weather Forecast**—Jack Holden
- 12:30 5 **American Forum Of The Air**
Discussion current topic of the day "The Basic Issues of Our Foreign Policy" with Sen. Robt. A. Taft (R-Ohio) and Sen. Brien McMahon (D-Conn)
- 7 **Amateur Hour**—Chgo. Talent
Mr. Sachs gives the youngsters their chance to win the Ford in this all-winner competition show
- 12:55 9 **Batting Practice**—Vince Lloyd
- 1:00 4 **Knot Hole Gang**—Linn Burton
Guest, Jack Cusick
- 5 **Watch the World**—John Swayze
Training of naval crews in blimps, unusual functions of U. of Ariz., study of tree rings, features of dry soil farming
- 1:10 9 **Lead Off Man**—Harry Creighton
Chats with players and TV Forecast autographed baseball awards
- 1:25 4 **Baseball**—Cubs vs Boston
Joe Wilson announces game
- 9 **Baseball**—Cubs vs Boston
Jack Brickhouse announces game
- 1:30 5 **How Does Your Garden Grow**
Planting, growing, and soil information for horticulturalists by John Ott. "How To Grow a Lawn"
- 7 **Adventures Of Wild Bill Hickok**
Guy Madison and Andy Devine star
(Continued on page 16)

Built for the Future!

With built-in provision for
tuner strips to receive
the proposed new Ultra-High
Frequency Channels

NEW 20"
RECTANGULAR TUBE

Zenith Quality TV



New Zenith® "Burns" console TV. Model No. 2254R. With new 20 inch (215 sq. in.) Glare-Ban "Blaxide"® Rectangular Tube screen. Period cabinet, genuine Mahogany veneers. Other 20 inch models include consoles with doors in Mahogany and Blonde, and combination with Cobra-Matic Record-Player and FM-AM radio.

†If and when approved as a commercial service and thereby made available on present standards, unit may be attached to bring high-class, costly TV programs right into your home.

Full 215 sq. in. of picture!

Why deny yourself the pleasure of this exciting 20 inch rectangular TV, when it's one of the smartest investments you can make for the future!

An old or inferior set invites problems of parts replacement and service. In these times, don't take a chance!

Zenith gives you heavier, costlier tuner, costlier condensers, brilliantly engineered chassis, all *quality-controlled* by Zenith and built for longer years of trouble-free performance. Zenith Quality is your greatest economy!

Now — at your Zenith dealer's — see Zenith's famous "Foresight Features" — One Knob Tuning . . . Glare-Ban "Black" Tube . . . Lazy Bones Remote Control . . . Built-in provision for receiving proposed ultra-high frequencies . . . Connection for Phonevision† and many others. Only Zenith has them all!

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Zenith Radio Corporation, Chicago 39, Illinois • Also Makers of Fine Hearing Aids

SUNDAY—continued

- 2:00 5 Battle Report—Washington**
"Survival Under Atomic Attack" with talks by Millard Caldwell and Col. Benjamin Davis, John Steelman emcee
- 7 Cisco Kid—Western Movie**
Duncan Renaldo and Leo Carrillo in "Pancho Hostage"
- 2:30 5 Mrs. Roosevelt Meets The Public**
Interviews and discussions with outstanding statesmen
- 7 Cowboy Classics—Western Film**
"Wild Country"
- 3:00 5 Meet The Press—Discussion**
Martha Rountree moderator introduces Guest, Michael DiSalle
- 3:30 5 Zooparade—About Animals**
R. Marlin Perkins and Jim Hurlbut discuss the subject of animals, in proverbs like the owl, fox, elephant, peacock, etc.
- 7 Your Pet Parade—Jack Gregson**
Moppets display pets for a prize
- 4-9 2nd Game—Cubs vs Boston**
- 4:00 5 Gabby Hayes Show—Drama**
Madam Louis, who runs a laundry shop near a mining camp, gives refuge to a stranger accused of stealing gold
- 7 Super Circus—Variety Stanza**
Claude Kirchner invites the kids to watch Cliffy, Scampy & Nick Francis; acts: The Machinos, acrobatic tumblers; Don Fransero, trapeze artist; Henri French, comedy bicycle; Master James M. Cole, 11 yr. old elephant trainer with three of them
- 4:30 5 Hollywood Junior Circus Show**
Variety with Paul Barnes ringmaster, George the clown, Zero the candy man; guest acts: Gladys Gillon, 4 live lions; the Jordan Duo, roller skaters; Pride and Joy, knock-about tumblers
- 5:00 5 Hopalong Cassidy—Western**
Join Bob Atcher as he tells another story about Hoppy and his pals
- 7 Ted Mack's Family Hour**
Variety, song, music, and dancing for the whole family to enjoy
- 5:40 4 Associate Scorecard**
Scores of other games
- 5:45 4 Lucky Fan—Joe Wilson Quiz**
- 6:00 4 Gene Autry Show—Western**
Fists fly and justice triumphs in "The Fight at Peaceful Mesa" when Gene brings a bandit to book for killing a rancher
- 5 Curiosity Club—Scientific**
Discussion with Marlin Perkins, Jim Hurlbut, Don Herbert, Louis Roen and John Barclay
- 7 Paul Whiteman Revue—Musical**
Earl Wrightson and Maureen Cannon regular vocalists with guest singer Isabel Bigley, dancers Harold Lang and Helen Gallagher interpreting tunes in theme of a Maine fishing village. Tunes: "Rose, Rose I Love You," "I'll Dance At Your Wedding" and "Hello Young Lovers"

- 9 Powerhouse Of Sports—News**
John Powers commentator
- 6:15 9 No Cover Charge—Musical**
Mal Bellairs presents the films
- 6:30 4 Jack Benny Show—Comedy**
Variety with guests Bob Crosby, golfer Ben Hogan, Mary Livingstone, Eddie "Rochester" Anderson, and Mel Blanc in a day at the golf course with Jack
- 5 Aldrich Family—Comedy**
By bringing gifts and running errands for moving neighbors Henry believes they will part friends, but the usual happens
- 7 Showtime U. S. A.—Drama-Var.**
Guests: Melvyn Douglas, Jack Carson, Mildred Bailey (the armchair lady), the Honey Brothers, and a scene from the comedy "Jason"
- 6:45 9 Pathways Of The World—Film**
"The Stronger"
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents Billy DeWolfe, Mimi Benzell, Johnny Desmond, Tip, Top, Toe, dance team, and the Daddys, acrobatic team
- 5 Comedy Hour—Variety**
Dean Martin and Jerry Lewis with zany antics and guest vocalist, Jane Morgan
- 7 "Honeymoon Limited"—Feature**
Film with Neil Hamilton and Irene Harvey starring
- 9 Chicagoland Newsreel Review**
What happened this past week
- 7:30 7 Film Short**
- 9 Pentagon—Washington**
Latest and up-to-the-minute world reports, and interviews with high-level civilian and uniformed officials with current documentary films, including Korean combat clips. Guest: Rear Admiral F. Akers, former commander of a Carrier Task Force in the Pacific
- 8:00 4 Fred Waring Show—Musical**
Premier of the music of "Flahooley" with Betty Logue and Irwin Corey of the cast. Tunes include: "Come to Toy-land," "The World Is Your Balloon," "Who Says There Ain't No Santa Claus?" Sylvia Textor, Clyde Sechler, & Baird's marionettes enact "He's Only Wonderful"
- 5 Philco Playhouse—Drama**
"Justice and Mr. Pleznik" with Joseph Buloff, Leo Penn, and Naomi Riordan. Story about a naturalized citizen called to jury duty and the part he plays in finalizing justice at the trial
- 7 On Trial—Topic Discussion**
"Should We Stimulate Counter Revolutionary Movements Behind the Iron Curtain?" Guest speakers: Harold E. Stassen, Walter N. Thayer, and John Harlan Amen
- 9 Rocky King, Detective—Drama**
"The Lion Roared Murder" death cracks the whip under the big top as the murder of a ringmaster puts Rocky on the trail of a circus killer

SUNDAY—continued

- 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 mc with Mary McCarty, Herman Hickman and guests Dorothy Sarnoff and Robert Alda
- 5 Garroway At Large—Variety**
Guest Clark Dennis sings "Tenderly," Aura and Russell swirl into a Mexican market scene, Connie sings "The World is Your Balloon," and Jack introduces finale with "Paris, France"
- 7 Screen Shorts—Films**
- 9 Stars Of Tomorrow—Variety**
Lee Bennett emcees as Chicago talent competes for top place
- 9:30 4 What's My Line?—Panel Quiz**
John Daly host with panelists Arlene Francis, Hal Block, Dorothy Kilgallen,
- 5 Leave It To The Girls—Debate**
Magri McNellis emcee with panelists Dorothy Kilgallen, Eloise McElhone, Paula Stone, Doris Lilly, and guest Steve Allen
- 7 Youth On The March—Religious**
Mixed chorus, a men's glee club, & sermon by Rev. Percy Crawford
- 9 Courtesy Theater—Feature**
Film "Brief Ecstasy" with Paul Lucas, Marie Ney, and Hugh Williams in the drama of a convenient marriage that doesn't work
- 10:00 4 "No Escape"—Feature Film**
Starring Dean Jagger and Mary Brian
- 5 Weatherman—Clint Youle**
Information for tomorrow and general outlook for forthcoming week
- 7 "Those We Love"—Feature Film**
Starring Mary Astor
- 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
- 10:45 5 Sheilah Graham—Commentary**
- 11:00 9 Eloise Salutes The Stars—Chats**
Informal discussion with the stars
- 11:30 4 Sports Parade—Film**
- 11:45 4 Ulmer Turner And The News**
Late data on the world situation
- 12:00 4 Wo Ya Laffin At—Commercial**

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

*What a Wonderful
Family Show to See . . .*

THE TED MACK FAMILY HOUR

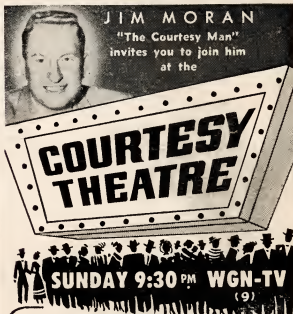
VARIETY—MUSIC—DANCING

5:00 P.M.—SUNDAYS

Watch Today

WENR-TV

CHANNEL 7



JIM MORAN
"The Courtesy Man"
invites you to join him
at the

**COURTESY
THEATRE**

SUNDAY 9:30 PM WGN-TV
(9)

"Brief Ecstasy"

Starring

**Paul Lucas, Marie Ney,
and Hugh Williams**

COURTESY Motors
3567 W. GRAND • CHICAGO 51

DON'T MISS THESE DINNERTIME TV FAVORITES

(Monday through Friday)

5:30-5:35 P. M.

Crusader Rabbit

5:35-5:45 P. M.

**Clint Youle,
The Weatherman**

5:45-5:50 P. M.

**Public Life Of
Cliff Norton**

5:50-6:00 P. M.

**Clifton Utley and the
News**

6:00-6:30 P. M.

Kukla, Fran and Ollie

6:30-6:45 P. M.

Roberta Quinlan
(Monday-Wednesday-Friday)

John Conte
(Tuesday-Thursday)

6:45-7:00 P. M.

Camel News Caravan
with John Cameron Swayze

WNBQ
CHANNEL 5



Monday May 21

WBKB 4 WNBQ 5 WENR-TV 7 WGN-TV 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
D.A. is sure that Mr. Martin will leave
town if let out of jail so sets bail at
\$10,000, but Thayers & Martins are
willing to sell possessions to raise col-
lateral
- 11:00 4 **Tel-A-Shopper**—Betty Whitney
7 **Bob And Kay Show**—Variety
- 11:30 4 **Garry Moore Show**—Variety
Guest: Connie Sawyer, comedienne
and song-satirist
- 5 **Norman Ross' Varieties**
- 9 **Hi Ladies**—Interviews
- 12:00 4 **Let's Have Fun**—Hank Grant mc
5 **Meet Mintz**—Musical Favorites
- 9 **Foto Test**—Quiz Game
Photograph is entry blank for con-
testants, with Frank Sweeney and
Sue Topping conducting
- 12:15 5 **Newsroom**—Late Information
- 12:30 5 **To be announced**
- 9 **Individually Yours**—Fashion
- 12:45 9 **Spencer Allen And The News**
- 1:00 4 **Bill Evans Show**—Musical
Commentary accompanies the records
- 5 **"Wife Of Monte Cristo"**—Feature
Film with John Loder and Eva Gabor
in tale of intrigue and mystery
- 7 **Housewives' Holiday**—Kirchner
Claude Kirchner interviews
- 9 **Telesports Digest**—Film
- 1:30 4 **Cooking Is Fun**—Tina Redmond
- 9 **Showtime**—Musical Film Shorts
Marty Hogan commentator
- 2:00 4 **Vanity Fair**—Interviews
Dorothy Doan mc with guests
- 5 **Miss Susan**—Susan Peters
- 9 **Test Pattern Til 4:30**
- 2:15 4 **Help Wanted**—Commercial
- 5 **Time For Ernie**—Ernie Kovacs
- 2:30 4 **Fashion Magic**—Ilka Chase
- 5 **Bert Parks Show**—Variety
Music session with Bert, Betty Ann
Grove, Bobby Sherwood, and the
Heatherstones
- 2:45 4 **Help Wanted**—Commercial
- 3:00 4 **Homemakers' Exchange**—Foods
Louise Leslie demonstrates a recipe
(Continued on page 20)

Win a LOVABLE PUPPY

By **UNCLE HERBIE**

Wouldn't you like to win a valuable Cocker Spaniel puppy, a cute Dachshund, or a lively Wire Hair Terrier, all thorobreds, fully pedigreed?

Here's all you do to enter *TV Forecast's* big new contest sponsored by *Ideal Dog Food*. Just write a letter 25 words or less telling "Why I Want A Dog." Send your letter together with your name and address written on the coupon below, or copy of the coupon to Dog Contest, *TV Forecast*, 185 N. Wabash, Chicago 1.

The first prize winner will receive his choice of a registered puppy plus 48 1-lb. cans of nutritious *Ideal Dog Food* and the next five winners will receive hand puppets just like *Ideal Dog Food's* famous bull dog and cat characters, Tuffy and Sniff.

Entries must be postmarked on or before May 25. All entries become the property of *TV Forecast* and the de-



cision of the judges, who will be the editors, are final. In case of a tie, duplicate prizes will be awarded.

Watch *Ideal Dog Food's* popular give aways to lucky boys and girls on Chicago TV shows: Mary Hartline, *Stories In The Sand*, *Cartoon-O*, and *Let's Have Fun*.

Free Dog Contest

TV Forecast

185 N. Wabash, Chicago 1

Name

Address

Age

Marshall Field & Company

Send Uncle Mistletoe® Greeting Cards

when you want to give a lot of pleasure



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

Cheerful, colorful cards with birthday and get-well messages. Uncle Mistletoe fans will love them . . . even grown-ups will think they're fun. There's a clever verse in each, with candy canes and other illustrations from Wonderland. Come in for yours now. Each, 10¢

**Stationery—First Floor,
North, Wabash**

MONDAY—continued

- 5 **Kate Smith Hour—Variety**
John Butler Ballet group and the Tong Brothers
- 3:30 4 **Betty Crocker—Cooking**
- 3:45 7 **Lois And Looie—Cartoons**
- 4:00 4 **Lucky Pup—Children's Show**
Hope and Morey Bunin puppets
- 5 **Hawkins Falls, Pop. 6200**
- 7 **Mary Hartline Show—Games**
Fun for the kids with Chet Roble
- 4:15 4 **Adventure Time—Film Serial**
- 5 **Gabby Hayes Show—Drama**
History comes to life in the stories of the old west
- 7 **Half-Pint Party—Al Gannaway**
Session with the youngsters with games and prizes
- 4:30 4 **Assembly—Military Questions**
Guests from the U. S. Army
- 5 **Howdy Doody Show—Kids Fun**
Bob Smith emcees antics
- 7 **Sagebrush Sam—Western Film**
"Without Honors" II
- 9 **Telephone Game—Quiz Session**
- 5:00 4 **Kids Karnival Kwiz**
- 5 **Cactus Jim—Western Film**
- 7 **Stories In The Sand-Kay Morrow**
- 9 **Small Fry Club—Bob Emery mc**
Games, stories & constructive ideas
- 5:15 7 **Judy Splinters—Small-Fry Show**
Shirley Dinsdale introduces guests
- 5:30 4 **Roy Roper—Western Feature**
- 5 **Crusader Rabbit—Cartoon**
An adventure story comes to life
- 7 **Tom Corbett Space Cadet**
Adventures in a super-scientific world
- 9 **Trail Blazers' Theater—Film**
"Brand Of The Devil" I film serial
- 5:35 5 **Weatherman—Clint Youle**
Today's and tomorrow's climate
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
Subject: Captivate Your Hostess
- 7 **Uncle Mistletoe—Adventure**
Stories, song, and news for boys and girls with Wonderland folk
- 5:50 5 **Clifton Utley—News**
- 6:00 4 **Music Bowl—Musical Variety**
Danny O'Neil sings tunes you request
- 5 **Kukla, Fran, and Ollie**
Lovable trio for kids and grown-ups
- 7 **Champagne Party—Musical**
- 9 **Captain Video—Adventures**
Super-sonic devices make up world
- 6:05 7 **Flana-Grams—Sports News**
- 6:15 4 **Ulmer Turner and the News**
- 7 **Faye Emerson Show—Interviews**
Guests Lloyd McCorkle, Dir. of Highfield, an experimental schl. for delinquent boys in N.J. and 17 yr. old John Serrano discuss with Faye subject of juvenile delinquency and its effect upon America's youth
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Showroom—Musical**
Variety with Roberta Quinlan femcee and guest Ted Steele
- 7 **Hollywood Screen Test—Drama**
Neil Hamilton emcee introduces young actresses and actors with assistance from Wendy Barrie
- 9 **Austin Kiplinger—News**
- 6:40 9 **Weather News—Frann Weigle**
Late information on today's climate
- 6:45 4 **Perry Como Show—Musical**
Guests, Nat King Cole Trio
- 5 **News Caravan—John C. Swayze**
From around the world comes a report on today's events
- 9 **Chicagoland Newsreel**
- 7:00 4 **Video Theater—Drama**
"Wild Geese" with Evelyn Keyes as a school teacher in a lonely desert town who finds an odd mystery in the model ship which graces her mantel
- 5 **Paul Winchell - Jerry Mahoney**
What's my name quiz with comedy duo
- 7 **Camerman At Large—Film**
"Who Killed Van Loon?"
- 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 for top honors on Godfrey's other shows
- 5 **Voice Of Firestone—Musical**
Guest soloist, Christopher Lynch, tenor singing "Pourquoi Me Reveiller," Mendelssohn's "On Wings of Song," "Ballynure Ballad" and Ward's "America The Beautiful"
- 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**
- 8:00 4 **Horace Heidt Show—Musical**
Session with professional talent
- 5 **Lights Out—Drama**
"Cats Cradle" by Jerome Barry with Martha Scott, and Mervyn Nye. A man who has failed in most things has learned to tie a wide variety of magic knots, and his game has a surprising end
- 7 **Arthur Murray Show—Musical**
Variety with Mrs. Murray emcee; novel dance quiz by mystery dancers and guests, the Continentals
- 9 **Hudson Family Theater—Film**
Feature "When Thief Meets Thief" with Douglas Fairbanks Jr., Valerie Hobson, Alan Hale. His daring robberies are the talk of the town, but when he wants to quit he finds himself double-crossed
- 8:30 4 **Goldbergs—Domestic Comedy**
The Goldberg apartment takes on aspects of ready-to-wear store as Molly decides to help Jake's wholesale garment business

MONDAY—continued

- 5 Robert Montgomery Presents
"The House of Seven Gables" with
Gene Lockhart and June Lockhart
- 7 "Wild West"—Feature Film
Starring Eddie Dean
- 9:00 4 Studio One—Drama
"A Chance For Happiness" starring
Maria Riva and Murray Mathewson.
British traveling salesman encounters
chambermaid in Vienna whom he dis-
covers to be a displaced Pole, hiding
from the Russians
- 9:30 5 Who Said That?—Quiz
Robert Trout quizzes Sen. Blair
Moody (D.-Mich.), Red Smith, John
C. Swayze, and guest
- 7 Commodore Club—Variety
Musical with shipboard setting, Pat
Denny emcee
- 9 "Dinner At The Ritz"—Feature
Film with David Niven, Annabella,
and Paul Lucas in a story of inter-
national swindles in gala settings
- 10:00 4 Ernie Simon—Curbstone Cutup
- 5 Weatherman—Clint Youle
- 7 Page One—News And Sports
What's happening in the world
- 10:10 5 Dorsey Connors—Helpful Ideas
- 10:15 4 Parade—Amateur Contest
Don and Vera Ward emcee top adult
talent competition
- 5 Clifton Utley—News
- 10:30 5 Let's Look At Sports—T. Duggan
Report on sports throughout nation
- 7 Yesterday's Newsreel—Film
- 10:45 5 Herbie Mintz Show—Musical
Piano melodies of a past day
- 7 Handy—Tips and Ideas
Hands that reveal facts you ought to
know
- 11:00 4 Wrestling With Russ Davis
- 5 Broadway Open House—Variety
Dell and Abbott comedy team, Richard
Hayes vocalist Helen Wood and Earl
Barton dancers, Kirby Stone Quintet
- 7 Austin Kiplinger And The News
- 11:10 7 Top O' The Weather—Russ Reed
Report on the climatic conditions
- 11:15 4 Today In Sports
- 9 Chicagoland Newsreel
- 11:20 7 Walter "Fats" Pichon—Musical
Piano melodies for evening relaxation
- 11:30 4 Murder Before Midnight—Film
"The Lady Chaser" with Robt. Low-
ery and Ann Savage; mystery with
blondes, brunettes, and murder
- 7 Flana-Grams—Sports News
Late data on all sports events
- 12:00 4 Midnight Edition—Ulmer Turner
Up-to-the-minute news reports
- 12:15 4 Help Wanted—Commercial
Summary of local happenings.
(Stations reserve the right to change above
listings without notice)

presenting

DORIS LUND

THIRD WEEK'S PRIZE WINNER



Watch

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

EVERY MONDAY

WGN-TV

7:00 P.M.

A Walter Schwimmer Production



Chicagoland's 38
HUDSON DEALERS
cordially invite you to the

**Hudson Family
Theatre**

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

Outstanding Film
Entertainment

"When Thief Meets Thief"

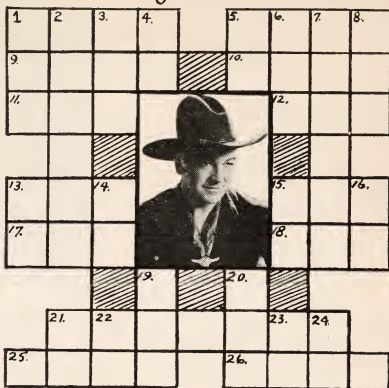
Starring
Douglas Fairbanks, Jr.
Valerie Hobson

MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1951

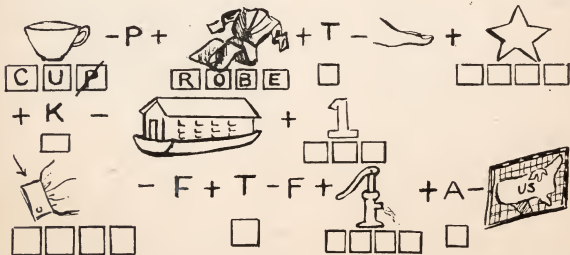
Across

1. Continued pain
5. First name of opera star (Female)
9. Somewhat cold
10. Swing or rock to and fro
11. Female sheep
12. Short lyric poem
13. Small watch ornament
15. Everyone
17. Yes
18. Durocher's name
21. Name of cowboy pictured here
25. Trick or scheme
26. Opening to a room



Down

1. Top card
2. Cattle herder
3. Farm implement
4. Elevated train (abbr.)
5. Comedian Ransom Sherman (initials)
6. Famous Battleground of World War 2—Jima
7. Cowboy's seat on a horse
8. Organ of sight
13. Musical note
14. Star of the show which can be seen at 1 P.M. on Channel 4 (initials)
15. Man's name (abbr.)
16. Mystery program Mon. nite at 8 P.M. on Channel 5 (initials)
19. To utilize
20. Name of male star of "Your Show of Shows"
21. News Commentator on Channel 5 (initials)
22. Preposition
23. First musical note
24. Exclamation used with "heavo-ho."



When you work this puzzle correctly, you'll have the name of a TV program. Can you also tell the name of the star of the show? Write the names of objects pictured in the squares below them. Then add and sub-

tract objects as indicated. Above is an example, now go on from there. When you finish, unscramble the letters if you have to. Answers to puzzles will be given the following week.

forecast for women . . .

interpreting television's
impact on the world of
fashion, foods, beauty
and interior design . . .
is created for the women
readers of TV Forecast.

It is slanted to you
and will take you into
the homes, kitchens and
off-camera hours of
television's sparkling
feminine personalities.

fashions



beauty



health

foods



interior



design

forecast for women



at home with



Beulah, dressed for town in John-Frederic's hat with new boa veil, steps out front door. At right she is shown in TV room.



Beulah shows Pat Cooper special cover for dining room table. Below is table set for lunch.



By PATRICIA COOPER

As you step into the home of Beulah Karney, WENR-TV homemaker, in suburban Glen Ellyn, the warm earthy browns, sprightly greens and yellows and vivid rose tones of the surrounding garden and grounds come with you.

The century-old white clapboard house, with yellow shutters and red door, sits slightly back from a winding road on four acres of ground that slope gradually down to the DuPage river. A charming setting all year round, it is particularly lovely in spring and summer.

Beulah, whose favorite pastimes center around the out-of-doors, has keyed the colors in her home to the floral wallpaper in the entrance hall, featuring a warm brown background with soft greens, yellows and rose tones in the tiny multi-flower design.

"Jack Hartrick, an interior decorator with a Chicago firm at that time and now on the staff of William Pahlman, helped me work out my decorating problems," Beulah explained. "He selected the wallpaper, then chose a carpeting in the same brown for the first floor rooms, halls and stairways."

The walls and ceiling of the living room are a grayed green, providing a

Beulah Karney

neutral background for the deep green, yellow and white striped draperies which cover two walls from floor to ceiling when drawn. On a third wall, Beulah and her husband, Bill Powers, have built-in bookcases and cabinets, leaving a recess for their spinet piano. The cabinets hold their phonograph and records.

Gray, green and rose tones are repeated in the pieces of furniture and Bill made two lamps for the room, using clear plastic for the bases.

At this point in our visit, Beulah pointed out that her young daughter, Mrs. Robert K. Elliott of Stanford Village, California, made all the draperies in their home and also makes most of her mother's clothes.

Beulah's favorite room is the dining room with its three walls of windows and a view of the river. Draw drapes, an apple orchard pattern in blue and deep red tones on yellow, provide the color key for this room.

The Powers have a built-in cabinet for china and glassware and a round table to conserve space. The table, given to Beulah by a fan and reputed to have come from an old gambling hall, has been bleached and given a natural finish, matching the frames of the chairs.

When Beulah and Bill bought their home two years ago, she was faced with reconciling a love of modern furniture with a home definitely from another era.

"Jack felt I could do it by using strong colors and maintaining a simplicity of line in furniture," Beulah said. "We did one bedroom entirely in Herman Miller pieces and I have never felt that it was out of key with the rest of the house."

The Miller pieces have a natural blond finish with tile enameled accents and are set against a yellow and green background with the tile color repeated in the draperies.

The television room on the second floor has been panelled in knotty pine

by Bill and the ceiling covered with a quilted plastic in deep green. Twin couches are covered in a red, green and yellow plaid on white, and the colors repeated in the solid tone, tri-color draw drapes.

The second bedroom on this floor is done with traditional pieces, as is a sitting room off the kitchen on the first floor, where the colors have been keyed to a Grandma Moses print used on the sofa.

Beulah's kitchen repeats the soft green tones of the living room and dining room in the cabinets and work bases with bright yellow contrasts. Small and compact, it is perfectly equipped for the efficient and quick preparation of meals. The window above the sink commands a view of the grounds and the DuPage river.

The Powers' have kept all the rooms their original size, liking the feeling of warmth and coziness achieved in this way. And the home truly reflects the gracious personality of its owner.

The Beulah Karney Show is seen from 1:00 to 1:30 p.m., Tuesdays and Thursdays on WENR-TV. Beulah is assisted on the show by Agnes Wells, Barbara Reinecke, a dietician, and Bill Powers.

Beulah and Bill stop for a moment in their living room to pet their Collie, Billie-girl, before going out for dinner.





**Fern Persons of
Panorama Shop**

May I Help You?

Have you ever wondered what qualifications would best fit a person for selling via television's magic screen?

If Fern Persons, personable proprietor of the Panorama Shop seen Monday through Friday on WNBQ, were to answer your question, she would probably attribute some of her success to learning to sell herself as an actress in stage and radio productions.

Fern didn't always want to be an actress, in fact, she put up a strong resistance to the first efforts to get her on stage. However, a crack selling job by her parents and the director of a school play succeeded in winning her over.

Once before the footlights, Fern was sold and after high school enrolled at Carnegie Tech to earn her bachelor's degree in dramatics. She also won the Otto Kahn prize for excellence in acting.

While at Carnegie Tech, she appeared with the Pittsburgh Civic Playhouse and

the Children's theater. After leaving college, Fern took a position as director of dramatics at Ferry Hall, Lake Forest girls' school, and gave up the job after a year to marry her college sweetheart. She and her husband moved to Detroit, where she seriously began a career in radio, having appeared infrequently while in Pittsburgh.

In 1939 Fern and her husband and year-old daughter, Nancy Janice, returned to Chicago, Fern's hometown. Here she has appeared on many of NBC's daytime serials and other dramatic programs, auditioning early this year for her role in the Panorama Shop.

Fern is five feet, four inches tall, weighs just over 100 pounds and has a very fair complexion to match her blonde hair.

And she has a charming manner and naturalness that has made viewers say "We're not only sold on her merchandise; we're sold on her!"

Tuesday May 22

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

- 9:00 4 **Fun and Features**—G. Menard
Informal variety & commentary session with news for ladies
- 9:30 4 **Fun and Figure**—Exercises
Ed Allen conducts session
- 9:50 4 **Fun and Features (continued)**
- 10:00 9 **Your Figure Ladies**—Exercises
Paul Fogarty shows how to lose weight
- 10:30 9 **Chicago Cooks**—Recipes
New taste treat from Barbara
- 10:45 4 **First Hundred Years**—Serial
Jimmy Lydon & Olive Stacey star
- 11:00 4 **Tel-A-Shopper**—Betty Whitney
What's new in the stores
- 7 **Bob And Kay Show**—Variety
Mixture of events, and interviews
- 11:30 4 **Garry Moore Show**—Variety
Guests: Comedians Jim Kirkwood and Lee Goodman
- 5 **Norman Ross' Varieties**
Commentary on many items
- 9 **Hi Ladies**—Interviews
Tommy Bartlett chats with the gals
- 12:00 4 **Let's Have Fun**—Hank Grant mc
Musical variety with Elaine Neblett and Kyle Kimbrough vocalists
- 5 **Snowcrop Matinee Theater**
"Winter Love"—Feature Film. Starring Art Smith and Ellen Corby.
Story of new found romance by two elderly people
- 9 **Foto Test**—Frank Sweeney
Photograph quiz with prizes galore, Sue Topping assisting
- 12:30 5 **To be announced**
New items in the dept. stores
- 9 **Pathways Of The World**—Film
"Arctic Dog Team"
- 12:45 9 **Spencer Allen And The News**
Current events of the day
- 12:55 9 **Batting Practice**—Vince Lloyd
Watch the players warmup
- 1:00 4 **Knot Hole Gang**—Linn Burton
Guest, Hal Jeffcoat
- 5 **"Allotment Wives"**—Feature Film
Kay Francis, Paul Kelly, and Otto Kruger in story of girls marrying to get GI checks
- 7 **Beulah Karney Show**—Foods
Adventures in the art of cooking
- 1:10 9 **Lead-Off Man**—Harry Creighton
Interviews with players and *TV Fore-cast* awards presented
- 1:25 4 **Baseball**—Cubs vs New York
Joe Wilson announces game
- 9 **Baseball**—Cubs vs New York
Jack Brickhouse announces game
- 2:00 5 **Miss Susan**—Susan Peters
Triumphs and heartaches of woman lawyer in small midwestern town

tv FORECAST

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At Least \$2

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Every TUES.-THURS.

ROMANCE! DRAMA! COMEDY!

Teddy Snow Crop Presents—



SNOW CROP
MATINEE THEATRE

12:00-12:30 P.M. Channel 5

Hey, Kids!

WIN A PUPPY

FREE!

Just try it!

Feeds In 7 Ways

You may win a Cocker Spaniel, a Dachshund, or a Wire Hair Terrier. Just enter the Ideal Contest—fill in and mail coupon in this issue today.

HURRY!

Remember . . .
A DOG'S BEST MEAL
IS WILSON'S IDEAL!



TUESDAY—continued

- 2:15 5 **Time For Ernie**—Ernie Kovacs
 2:30 5 **Remember This Date**—Bill Stern
 Anecdotes & music with Jet McDonald
 3:00 5 **Kate Smith Hour**—Variety
 Continued adventures of Annabelle;
 Moke & Poke, dancers, Dorothy Breene
 and Evalyn Tyner, pianist
 3:30 9 **Tenth Inning**—Harry Creighton
 3:40 4 **Associate Scorecard**
 3:45 4 **Lucky Fan**—Joe Wilson Quiz
 7 **Lois And Looie**—Cartoons
 Looie's off on another adventure
 9 **Telephone Game**—Harold Isbell
 Quiz session with Jane Quinn
 4:00 4 **Lucky Pup**—Puppet Adventures
 Doris Brown as femcee
 5 **Hawkins Falls, Pop. 6200**—Serial
 Problems of typical Amer. families
 7 **Mary Hartline Show**—Prizes
 Games and fun for the kiddies
 4:15 4 **Adventure Time**—Film Serial
 5 **Panhandle Pete And Jennifer**
 Tale of "How Pancho Chihuahua Be-
 came a St. Bernard" with Johnny
 Coons and Jennifer Holt
 7 **Half-Pint Party**—Al Gannaway
 Stunts and games for the children
 9 **Test Pattern Til 5:00**
 4:30 4 **Assembly**—Military Questions
 Guests from the U. S. Seabees
 5 **Howdy Doody**—Variety
 Watch for Clarabell clown
 7 **Sagebrush Sam**—Western Film
 "Rogue of the Range" I
 5:00 4 **Kids Karnival Kwiz**
 5 **Cactus Jim**—Western Feature
 7 **Stories In The Sand**
 "Black Beauty"
 9 **Small Fry Club**—For Kids
 Bob Emery mc of variety
 5:15 7 **Judy Splinters**—S. Dinsdale
 Happy story of a girl puppet
 5:30 4 **Roy Roper**—Western Feature
 5 **Crusader Rabbit**—Cartoon
 An adventure comes to life
 7 **Paddy the Pelican**
 9 **Trail Blazers' Theater**—Western
 "Brand Of The Devil" II film serial
 5:35 5 **Weatherman**—Clint Youle
 5:45 4 **Window Shopping**—Commercial
 5 **Public Life Of Cliff Norton**
 Subject: Share and Share Alike
 5:50 5 **Clifton Utley**—News
 Report on the news of the hour
 6:00 4 **Danny O'Neil At Home Show**
 The tunes you want to hear
 5 **Kukla, Fran, And Ollie**
 Watch the trio and laugh with them
 7 **Champagne Party**—Musical
 Andy and Della Russell emcee
 9 **Captain Video**—Adventures
 Fantastic tale of the future world
 6:05 7 **Flana-Grams**—Sports News

- 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,
 guest: Vicki Richards
 7 **Beulah Show**—Comedy
 Mr. Henderson doesn't think much of
 having Mrs. Henderson study up on
 stocks and bonds in order to play the
 market
 9 **Austin Kiplinger**—News
 6:40 9 **Weather News**—Frann Weigle
 Late information on today's climate
 6:45 4 **Stork Club**—Interviews
 Sherman Billingsley, host to guest,
 5 **News Caravan**—John Swayze
 From around the world comes a re-
 port on today's events
 9 **Chicagoland Newsreel**
 7:00 4 **Frontier Theater**—Western
 5 **Star Theater**—Comedy Variety
 Milton Berle presents guests Kay Ar-
 men and Harry Richman
 7 **"Criminal Investigator"**—Film
 Feature with Robt. Lowery and Edith
 Fellows; cub reporter solves the mys-
 tery of a murdered showgirl
 9 **Tony Weitzel Show**—Interviews
 7:15 9 **Pathways Of The World**—Film
 "The Netherlands"
 7:30 9 **Grand Ballroom Of Stevens Hotel**
 8:00 4 **Vaughn Monroe Show**—Musical
 Shaye Cogan vocalist, Ziggy Talent,
 comedian, Tommy Wonder & Margaret
 Banks dance team
 5 **Fireside Theater**—Film Drama
 "The Amber Gods" with Mary Sinclair,
 Georgia Eaton, & Wm. Henry. Return-
 ing from Paris to tropical home girl
 finds that island gods have not lost
 their power
 7 **Q.E.D.**—Panel Quiz
 Fred Uttal emcee, panel: Harold S.
 Hoffman, Hi Brown and guest
 9 **Cavalcade Of Bands**—Musical
 Buddy Rogers presents Louis Prima
 and his orchestra and guests
 8:30 4 **Suspense**—Mystery Drama
 "Escape This Night" by H. Wells.
 Atomic scientist, bearing a formula
 precious to the military defense of this
 country, escapes from behind the iron
 curtain. Foreign agents catch up with
 him and the story reaches climax in the
 braille room of the New York library
 5 **Circle Theater**—Drama
 "The Vote-Getter" by Ann Howard
 Bailey. An ambitious congressman
 caught in the wheel of Washington po-
 litics, loses sight of his primary mission.
 7 **Pantomime Quiz**—Charades
 Mike Stokey mc, regulars: Adele
 Jergens, Jackie Coogan, Hans Cor-
 nried, Vincent Price; guests: Marjorie
 Reynolds, John Archer, Irene Ryan,
 and Bob Stack

TUESDAY—continued

- 9:00 4 **Danger—Mystery Drama**
"A Clear Case of Suicide" starring Joan Bennett. Story revolving around the death of an actress
- 5 **Amateur Hour—Ted Mack mc**
Talented people get their chance to perform variety numbers and acts
- 7 **March Of Time Thru The Years**
"Man At The Wheel" 1938 film discussed by Col. Reynolds Weaver. Changes in the U.S. traffic pattern since it was made, John Daly host
- 9 **To be announced**
- 9:30 4 **DeLuxe Story Theater—Drama**
"Colonel Starbottle (For the Plain-tiff)" by Bret Harte with Robt. Warwick, Jane Nigh, and Edgar Barrier. The life of a lawyer is not always a happy one as we learn from the Colonel's case of Hooker versus Hotchkiss
- 7 **Roller Derby—Joe Hasel**
- 10:00 4 **Ernie Simon—Curbstone Cutup**
- 5 **Weatherman—Clint Youle**
- 7 **Cameraman at Large—Film**
"Summer Theater" and "How Animals Eat"
- 9 **"The Villain Still Pursued Her"**
Feature film starring Anita Louise, Alan Mowbray, Buster Keaton and Hugh Herbert. Premiere showing of satirical comedy
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Ulmer Turner—News**
- 5 **Clifton Utley—News**
- 7 **Great Comedians—Film**
"Dime a Dance" with Danny Kaye
- 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 **Wrestling With Russ Davis**
- 5 **Broadway Open House—Variety**
Jerry Lester and gang with new antics to take your mind off troubles
- 7 **Austin Kiplinger And The 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 **Chicagoland Newsreel**
- 12:00 4 **"Mystery Train"—Feature Film**
Marcelline Day and Nick Stuart star
- 1:30 4 **Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

tv FORECAST

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.

RANGE RIDER

He Fights His Own Battles!



JACK MAHONEY in less than one week is a favorite amongst Chicagoland lovers of western adventures. As Range Rider, hero of a new 26 week series, Jack is one of the few cowboys who can fight his own battles on the screen.

A former Marine fighting pilot during World War II, Jack has been in Hollywood only a few years, but has been kept busy doubling for motion picture stars in scenes that call for two-fisted action, falling off cliffs, and leaping from runaway buckboards.

It's just one of the many reasons Chicagoland audiences have been thrilled by his first show last week. Said one boy, in a letter to Range Rider:

"... I like the plain frontiersman type you portray with the serviceable clothing and simple holster. Hope you never let your shows get you into corny predicaments. Like to see you mount your horse as you use the Indian style, and it's sure fast and efficient."

The 6' 4" athlete is unlike many of the dude cowboys seen on past TV shows. He does not wear boots, but prefers leather moccasins. His closest friend and saddle partner is Dick West, "All American Boy" played by Dick Jones, 23-year-old Hollywood discovery.

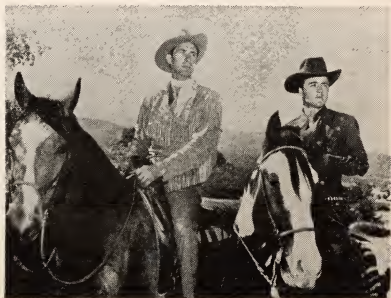
Fans may recall seeing Dick West in "The Howards of Virginia" in which he played Cary Grant as a boy, or in "Sands of Iwo Jima" with Errol Flynn; "Adventures of Mark Twain" or "Rocky Mountain."

Coming soon to Chicago for its debut in local theaters is a new Columbia serial, "Roar of the Iron Horse" with Jack Mahoney. He'll also be seen in the male lead of Walter Wanger's new film, "Anne of the West Indies."

Dial channel 9, WGN-TV each Saturday at 6:30 PM for "Range Rider," a weekly cowboy series sponsored by this magazine in behalf of its readers.

Announcer Ed Cooper will be on hand to explain how viewers can win valuable prizes.

Everyone in your family will like "Range Rider," a production of the Gene Autry Flying-A Pictures Company.



Wednesday May 23

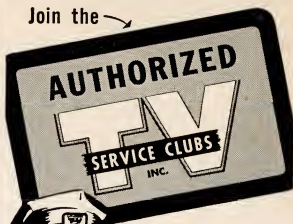
WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 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**
Bob Murphy and Kay Westfall present
- 11:30 4 Garry Moore Show—Variety**
Guest: Winston L. Mittenjuice offers homespun advice on women
- 5 Norman Ross' Varieties**
- 5 Hi Ladies—Interviews**
- 12:00 4 Let's Have Fun—Hank Grant mc**
Musical variety with Elaine Neblett, Kyle Kimbrough, Julian Stockdale
- 5 Meet Mintz—Herbie Mintz**
Commentary and tunes of a past day
- 9 Foto Test—Quiz Contest**
The Game you can enter with a snapshot, conducted by Frank and Sue for Chicagoland women
-
- 12:15 5 Newsroom—Late Information**
Today's news as it happens
- 12:30 5 To be announced**
- 9 Luncheon At The Republic**
Patsy Abbott introduces guests
- 12:45 9 Spencer Allen And The News**
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 4 Knot Hole Gang—Linn Burton**
Guest, Bob Ramazzotti
- 5 "Loud Speaker"—Feature Film**
Ray Walker and Jacqueline Wells star
- 7 Kay Morrow Show—Interviews**
Slenderizing exercises with Kay and guests
- 1:10 9 Lead-Off Man—Harry Creighton**
Interviews and *TV Forecast* awards
- 1:25 4 Baseball—Cubs vs New York**
Joe Wilson announces game
- 9 Baseball—Cubs vs New York**
Jack Brickhouse announces game
- 2:00 5 Miss Susan—Susan Peters**
Trials and tribulations of a woman lawyer in a small town
- 9 Test Pattern Til 4:30**
- 2:15 5 Time For Ernie—Ernie Kovacs**
Stunts, gags, and nonsense
- 2:30 5 Bert Parks Show—Musical**
Bert, Betty Ann Grove, singing comedienne, Heathertones, vocal group, and Bobby Sherwood
- 3:00 5 Kate Smith Hour—Musical**
Guests, the Cernys, dancers, and Smoothies, singers

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F-5-19

WEDNESDAY—continued

- 3:30 9 Tenth Inning—Roundup of Scores
 3:40 4 Associate Scoreboard
 3:45 4 Lucky Fan—Joe Wilson Quiz
 7 Lois And Looie—Cartoons
 A story of interest to children
 9 Telephone Game—Quiz Session
 Harold Isbell and Jane Quinn mc
 4:00 4 Lucky Pup—Fun For Kids
 5 Hawkins Falls, Pop. 6200—Serial
 Life in a small midwestern town
 7 Mary Hartline Show—Games
 4:15 4 Adventure Time—Film Serial
 5 Gabby Hayes Show—Drama
 7 Half-Pint Party—Al Gannaway
 9 Test Pattern till 5:00
 4:30 4 Assembly—Military Questions
 Guests from Glenview Naval Air Base
 5 Howdy Doody Show—Bob Smith
 7 Sagebrush Sam—Western Film
 "Rogue of the Range" II
 5:00 4 Kids Carnival Kwiz
 5 Cactus Jim—Western Feature
 7 Stories In The Sand—Fairy Tale
 9 Small Fry Club—Bob Emery
 Stories and games for the kiddies
 5:15 7 Judy Splinters—For Small-Fry
 5:30 4 Roy Roper—Western Feature
 5 Crusader Rabbit—Cartoons
 7 Tom Corbett Space Cadet
 Adventures into the future world
 9 Trail Blazers' Theater—Western
 "Outlaw Roundup" I film serial
 5:35 5 Weatherman—Clint Youle
 Report throughout the country
 5:45 4 Window Shopping—Commercial
 5 Public Life of Cliff Norton
 Subject: Coping with Unexpected
 Guests, comedy skit
 7 Uncle Mistletoe—Fantasy
 Stories about your friends in wonderland with Obediah, Tony, Humphrey, and Michael O'Hare
-
- 5:50 5 Clifton Utley—News
 Latest events around the world
 6:00 4 Music Bowl—Musical Variety
 Danny O'Neil & Carolyn Gilbert
 5 Kukla, Fran, And Ollie
 Whimsical tales of adventure by and affecting the trio
 7 Champagne Party—Musical
 Andy and Della Russell star
 9 Captain Video—Adventures
 Adventures in a world furnished with super-sonic devices
 6:05 7 Flana-Grams—Sports News
 Summary of sports events
 6:15 4 Ulmer Turner And The News
 7 Faye Emerson Show—Guests
 Interview-discussion with Henry Treflich on the part the animal kingdom plays in the human world, with tips on care, feeding, & other questions

- 6:30 4 CBS News—Douglas Edwards
 5 Showroom—Roberta Quinlan
 Guest: Jack Berch
 7 Chance Of A Lifetime—Quiz
 John Reed King emcee
 9 Austin Kiplinger—News
 Military Service Information
 6:40 9 Weather News—Frann Weigle
 6:45 4 Perry Como Show—Musical
 5 News Caravan—John Swayze
 Reports from Washington
 9 Chicagoland Newsreel
 7:00 4 Arthur Godfrey And His Friends
 Musical variety and chit-chat with Janette Davis, Haleloke, Marion Marlow and Frank Parker
 5 Four Star Revue—Comedy
 Danny Thomas emcee with guests Kay Starr and Bunny Lewbel
 7 Ruggles—Domestic Comedy
 Modern-minded children keep Mom and Pop jumping
 9 Locker Room—Interviews
 Jack Brickhouse and Marty Hogan conduct sessions
 7:15 9 Pathways Of The World—Film
 "The Big Climb"
 7:30 7 Band Stand TV—Musical
 Freddie Robbins emcee introduces Tommy Tucker & his orch., vocalist Mel Torme, Ken Murray, and Laurie Anders
 9 Al Benson Show—Musical Films
 Guadalajara Boys, Connie Haines, Count Basie, Nat "King" Cole, and Herb Jeffreys
 8:00 4 Charlie Wild, Private Detective
 John McQuade stars in mystery drama titled "The Case of the Tough-Talking Widow" Four hate-filled inhabitants of a Maine mansion top the parade of murder suspects
 5 Kraft Theater—Drama
 "A Play For Mary" starring Cloris Leachman and Bramwell Fletcher. Story laid behind scenes of a Broadway show and how a young girl confuses fiction with real life
-
- 7 Don McNeill's TV Club—Variety
 Festive session with Don, Johnny Desmond, Patsy Lee, and Sam Cowling
 9 Down You Go—Panel Quiz
 Dr. Bergen Evans mc; Panelists, Toni Gilman, Carmelita Pope, Fran Coughlin and Dr. Robert Breen
 8:30 4 The Web—Mystery Drama
 "A Switch in Time"
 7 Wrestling From Rainbo Arena
 Wayne Griffin announcing
 9 Plainclothesman—Drama
 "Decoy to the Death House" by Gil Braun. Schoolteacher, found dead, with three possible suspects, another teacher and two of the pupils
 9:00 4 Blue Ribbon Boxing Bout
 Russ Hodges announces match between Omello Agramonte and Clarence Henry

WEDNESDAY—continued

5 Break The Bank—Quiz

Bert Parks emcee asks questions of contestants & awards cash prizes

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

"A Likely Story" a western fantasy with Fred Sherman

9 "Secret Lives"—Feature Film

Neil Hamilton and Bridgette Horney star in drama

9:45 4 Fight Follow Up—Summary

Lester Bromberg and Vin Scully

10:00 4 Ernie Simon—Curbstone Cutup

Interviews with the man on the street

5 Weatherman—Clint Youle

Late data on atmospheric conditions

10:10 5 Dorsey Connors—Helpful Ideas

Information on various gadgets

10:15 4 Ulmer Turner—News

Today's news hot off the press

5 Clifton Utley—News

Events of the day as they happen

10:30 4 What's Wrong With This Picture

Quiz session with Joe Wilson

5 Let's Look At Sports—T. Duggan

Review of the sports world

10:45 4 Linger Awhile—Musical

Marty Hogan and Doris Drew mc

5 Herbie Mintz Show—Musical

Recalling the past era in tunes

11:00 4 Wrestling With Russ Davis

5 Broadway Open House—Variety

Music and comedy with Dell & Abbott, Richard Hayes, Marian Colby, Helen Wood, Earl Barton, & Kirby Stone

7 Austin Kiplinger and the News

The day's news expounded upon

9 "Circus Shadows"—Feature Film

Dorothy Wilson, Jane Richmond, Russell Hopton, & Dorothy Renier in the story of two pals who take over the care of a young girl

11:10 7 Top O' The Weather—Russ Reed

Report on climatic conditions

11:15 4 Today In Sports

11:20 7 Walter "Fats" Pichon—Musical

Piano melodies for evening relaxation

11:30 4 Murder Before Midnight—Film

7 Flana-Grams—Sports Comment

Late data on sports events

12:00 4 "Club Paradise"—Feature Film

Robert Lowery, Doris Merrick, and Isabel Jewel star

12:15 9 Chicagoland Newsreel

Local events brought to you on film

1:30 4 Midnight Edition—Ulmer Turner

Late up to the minute news

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

A PRIZE TV SHOW



watch

"Chance of a Lifetime"

starring John Reed King

TONIGHT 6:30 P.M.

WENR-TV CHANNEL 7

A COMEDY OF BROADWAY
AND HOLLYWOOD

SEE A PLAY FOR MARY

BY WILLIAM MCCLEERY



THE KRAFT TELEVISION THEATRE

TV'S MOST POPULAR
LIVE DRAMATIC SHOW

WNBQ
CHANNEL 5
8 P.M. WED.

Station Breaks — By MIKE BOOM

CHICAGO—NBC figures show that our town is now second in the nation as far as TV sets are concerned. New York, of course, is first, but we lead Los Angeles (with 7 stations, yet). . . . Teen-agers are heartbroken over Tony Fontaine's surprise marriage to film starlet Kerry Vaughn. . . . Rumors that Ernie Simon will stay in New York



WHITNEY

after his movie stint in "Disk Jockey." It's not true that WBKB is dickering with Jim Tree to replace him. When Betty Whitney drops those a.m. shopping hints, housewives perk up. Betty has two degrees in home economics, plus hefty experience with a department store and a national food company. . . . Talent on the upbeat dep't—Early winners in WBKB's "Parade" show are Norma Smith, 2313 N. Leavitt, Carl Friberg, 5531 W. Wilson, and Donna & Dorothy Stanek, North Riverside. . . . Kay Morrow's engaging "Stories in the Sand" series expands to five days a week via WENR-TV at 5 p.m. It's dandy for kids.

John Ott, WNBQ's garden expert, has invented scores of gadgets. . . . TV talent directors would do well to look over a hard-working bunch of local thespians called the Actors Company at 218 S. Wabash. These kids are as good

OFF GUARD . . .



Only Elsie (center) is optimistic as Danny O'Neil and Carolyn Gilbert reach doubtfully for their next musical request on WBKB's "Music Bowl," seen Mon.-Wed.-Fri. at 6 p.m.

as anything seen on the networks. To name a few—Art Peterson, Norma Ransom, Pat Matthews, Peter Brier, Nick Psaropoulos and Lily Bone. . . . Birthday greetings to director Don Norton of WBKB on May 29.

Zero, the midget candyman on Hollywood Junior Circus, drove a St. Louis cab for three years. He needed a specially-built set of pedals. . . . Have a peep at these shows: Sam Singer's Paddy the Pelican on Tuesday and Thursday via WENR-TV, "Great Men In History" starting shortly on the same station, WNBQ's "Curiosity Club" with Don Herbert, Marlin Perkins, Louis Roen, John Barclay and Jim Hurlbut on Sundays at 6 p.m., and a new kid show with live chimpanzees on channel 7 starting June 1.

George Menard, star of "Fun and Features" has insured that cute pooch on the show, Goggles, for \$1,000.

. . . Jack Fascinato, whose musical creations are heard on the Kukla, Fran and Ollie show, is called "Fascinating Fascinato." . . . Here's the inside on Kay Westfall's recent adoption. The boy's name is Otmar Falkensteiner. He is 12 years old, an Austrian from Salzburg. Otmar's father died a prisoner of war. His mother was on a pitiful relief allowance. No wonder the Westfall show is called "Oh Kay." Such nice people we have here. . . . Life magazine readying features on "Mr. Wizard" and "Zoo Parade." Why not? . . . Cure for those blue Mondays is WGN-TV's "On The Avenue" with Rita O'Grady. It's a fashion and charm clinic. . . . TV stars aplenty at American Federation of Radio (and TV) Artists "Spring Round-Up" May 26 at the Actor's Club. . . . Chet Roble and Austin Kiplinger of WENR-TV running a close race for brush-cut honors.

Congratulations to Wayne King, Super Circus, Studs' Place, Uncle Mistletoe and Mr. Wizard. These great Chicago shows have been tapped for honors by the Chicago Federated Advertising Club.



FASCINATO

Thursday May 24

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

- 9:00 4 **Fun And Features**—G. Menard
Museum of Science and Industry presents an exhibit
- 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
Guest: Phil Foster, Brooklyn's ambassador to the U.S.
- 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 **Snowcrop Matinee Theater**
"This Little Pig Cried"—Film
Feature with Frances and Robert Maxwell. A pig bank is the symbol of happiness for a young married couple
- 9 **Foto Test**—Frank Sweeney
New Quiz contest, from photograph, to phone, to questions with prizes for right answers
- 12:30 5 **To be announced**
- 9 **Plan-A-Room**—Designs
- 12:45 9 **Spencer Allen And The News**
- 1:00 4 **Bill Evans Show**—Variety
- 5 **"Great God Gold"**—Feature
Film with Sidney Blackmer and Martha Sleeper in a story of the receivership rackets after the Wall St. crash
- 7 **Beulah Karney Show**—Foods
Adventures in the art of cooking
- 9 **Camera Caravan**—Film Shorts
- 1:30 4 **Cooking Is Fun**—Tina Redmond
- 1:30 7 **"Girl Loves Boy"**—Feature Film
Starring Eric Linden
- 9 **Showtime**—Musical Film Shorts
- 2:00 4 **Vanity Fair**—Robin Chandler
- 5 **Miss Susan**—Susan Peters
Life of a small town lawyer
- 9 **Test Pattern Til 4:30**
- 2:15 4 **Bride and Groom**
- 5 **Time For Ernie**—Ernie Kovacs
- 2:30 4 **Multiscope News**—Ticker Tape
- 5 **Remember This Date**—Bill Stern
Commentary, sports, news, and music with Jet MacDonald
- 3:00 4 **Homemakers' Exchange**—Foods
(Continued on page 36)

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PERSONAL

PERSONAL TO TV VIEWERS:

An odd individual by the name of Walter Schwimmer has a TV show on WGN-TV every day. It's called FOTO-TEST and it's on from 12:00 to 12:30 in the afternoon, Monday thru Friday. This Schwimmer person shows people's pictures (it might be your friend, neighbor, or even you!) on the TV screen, an M.C. by the unique name of Sweeney phones and asks some silly but easy question. If the correct answer is given, PRESTO, the viewer wins Chicago's biggest jackpot of prizes. Strange? Who cares? Join the fun by switching to Channel 9 at 12:00 today and play FOTO-TEST. ‡

THURSDAY—continued

- 5 Kate Smith Hour—Musical**
Guests, Harrison and Fisher, dancers; Count Basie and his orchestra, Richard Himber and The Karpis Trio
- 3:30 4 Bride And Groom—John Nelson**
- 3:45 4 Lucky Fan—Joe Wilson Quiz**
- 7 Lois And Looie—Cartoons**
Curiosity of modern youngsters told
- 4:00 4 Lucky Pup—Kids Puppet Show**
Foodini outwits Phineas again
- 5 Hawkins Falls, Pop. 6200—Serial**
- 7 Mary Hartline Show—Games**
Fun for kids with Chet Roble
- 4:15 4 Adventure Time—Film Serial**
- 5 Panhandle Pete And Jennifer**
"Li'l Wigwam and the Magic Arrow"
- 7 Half-Pint Party—Al Gannaway**
For the youngsters—games and fun
- 4:30 4 Assembly—Military Questions**
Guests from the U. S. Air Force
- 5 Howdy Doody Show—Variety**
Bob Smith host to the youngsters
- 7 Sagebrush Sam—Western Film**
"Crooked Trail" I
- 9 Telephone Game—Harold Isbell**
Quiz session with Jane Quinn
- 5:00 4 Kids Karnival Kwiz**
- 5 Cactus Jim—Western Feature**
- 7 Stories In The Sand—Fairy Tale**
Kay Morrow is narrator
- 9 Small Fry Club—Bob Emery**
Games, instruction, stories
- 5:15 7 Judy Splinters—Kids' Show**
Shirley Dinsdale & Judy interview
- 5:30 4 Roy Roper—Western Feature**
- 5 Crusader Rabbit—Cartoon**
- 7 Paddy the Pelican**
- 9 Trail Blazers' Theater—Western**
"Outlaw Roundup" II film serial
- 5:35 5 Weatherman—Clint Youle**
Today's and tomorrow's climate
- 5:45 4 Window Shopping—Commercial**
Lucky North commentator
- 5 Public Life Of Cliff Norton**
Subject: Pout Your Way To Kisses
- 5:50 5 Clifton Utley—News**
Report on news of the hour
- 6:00 4 Danny O'Neil At Home Show**
Musical with new & old tunes
- 5 Kukla, Fran, And Ollie**
Skits with Kuklapolitan players
- 7 Champagne Party—Musical**
Andy and Della Russell emcee
- 9 Captain Video—Adventure Tale**
- 6:05 7 Flana-Grams—Sports News**
- 6:15 4 Ulmer Turner And The News**
- 7 Laraine Day Show**
Interviews with baseball players and sports writers
- 6:30 4 CBS News—Douglas Edwards**
See tomorrow's headlines today
- 5 John Conte's Little Show—Music**
Three Beaus and a Peep vocal group. guest: Sandy Deel vocalist
- 7 Lone Ranger—Western Drama**
"Six Gun Legacy" wherein the Lone Ranger and Tonto help Bob Baker receive the legacy left him by his father
- 9 Austin Kiplinger—News**
- 6:40 9 Weather News—Frann Weigle**
- 6:45 4 Stork Club—Interviews**
- 5 News Caravan—John Swayze**
- 9 Chicagoland Newsreel**
- 7:00 4 Burns And Allen Show—Comedy**
Gracie welcomes the Andersen's from Minnesota who are thinking of buying property in her neighborhood
- 5 Groucho Marx—Quiz**
Ad-lib session with comedian
- 7 Stop The Music—Musical Quiz**
Bert Parks mc, Marion Morgan, Jimmy Blaine, & Betty Ann Grove vocalists and the "mystery melody"
- 9 Irvin's Close-Ups—Interviews**
- 7:15 9 At Home With The Isbells**
- 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 Terrible Trophy" Illegal use of war trophies by gangsters
- 9 Royal Playhouse—Drama**
"Three Strangers" with John Call, Dabbs Greer and Kay Lee. Suspenseful story of a drunken hangman in the Colorado Rockies
- 8:00 4 Alan Young Show—Variety**
Skits: as husband of woman formerly married to big game hunter he fights off ghost of his predecessor (Cesar Romero); Alan as a dreamer imagines greatness as surgeon, attorney, and aviator; vocal spot filled by Whip-poorwills
- 5 Ford Festival—Musical Variety**
James Melton stars and introduces Dorothy Warrenskjold, the Wiere Bros. and guests. Vaughn Monroe and Victor Moore as they reminisce about the good old days in show business, twenty years ago
- 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 "Murder in Close-up." A famous ex-movie actor dies during a TV show; Ellery investigates and finds murder.
- 8:30 4 Big Town—Newspaper Drama**
Pat McVey as Steve Wilson crusading reporter of the "Illustrated Press" in drama titled "Key Witness", A man falsely testifies in court that he has witnessed a murder
- 7 Blind Date—Arlene Francis mc**
Gentlemen 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

THURSDAY—continued

- 9:00 4 **Truth Or Consequences—Quiz**
Tribute to Nacio Herb Brown with his son, Warren Clark, Carter De Haven, Lillian Roth, Ramon Navarro, and Mrs. Yvette McClintock
- 5 **Martin Kane, Private Eye**
William Gargan stars as sleuth
- 7 **Roller Derby—Joe Hasel**
Thrill-packed action on skates
- 9 **Cartune-O—Musical Quiz**
Lee Bennett mc with Peggy Taylor and Bob Trendler's orchestra
- 9:30 4 **Barbara Sims Show—Musical**
The old and the new tunes
- 5 **Wayne King Show—Musical**
Vocalists Harry Hall, Jackie James, Gloria Van, and Don Large Chorus. Theme: Vacations with "San Francisco," "It's So Peaceful In The Country," and "Lullaby of Broadway"
- 9:45 4 **Sports Quiz—Film**
- 10:00 4 **Ernie Simon—Curbstone Cutup**
- 5 **Weatherman—Clint Youle**
- 7 **Cameraman At Large—Film**
"Musical Ambassadors" and "Tchaikowsky Concerto"
- 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**
"Knight Duty" with Harry Laudon
- 10:30 4 **What's Wrong With This Picture**
- 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**
- 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Wrestling With Russ Davis**
- 5 **Broadway Open House—Variety**
Jerry Lester mc, Dagmar, David Street, Mellowlarks, Ray Malone, Wayne Howell, and Milton DeLugg
- 7 **Austin Kiplinger—News**
- 9 **"The Accused"—Feature Film**
Douglas Fairbanks Jr., Delores Del Rio, Florence Desmond, and Googie Withers in a tale of mystery with a Paris background
- 11:10 7 **Top O' The Weather—Russ Reed**
- 11:15 4 **Today In Sports**
- 11:20 7 **Walter "Fats" Pichon—Musical**
Relax with the piano melodies
- 11:30 4 **Murder Before Midnight—Film**
"Charlie Chan In The Jade Mask" with Sidney Toler and Mantan Moreland, mystery
- 7 **Flana-Grams—Sports Comments**
- 12:00 4 **"Now Or Never"—Feature Film**
Robert Walker and Janet Chandler
- 12:15 9 **Chicagoland Newsreel**
- 1:30 4 **Midnight Edition—Ulmer Turner**

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



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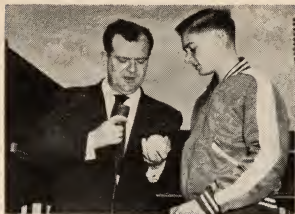
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The Lead-Off Man...



Lead-Off man Harry Creighton (left) presents *TV Forecast's* contest winner Ronald Leppig of Chicago with an autographed baseball on his WGN-TV interview show, 1:10 p.m. for Nelson Brothers.

BASEBALL fans, here's your opportunity to see your favorite team in action from reserved box seats and to appear on television as guests of *TV Forecast* magazine. Enjoy a leisurely afternoon at Wrigley Field or Comiskey Park and be interviewed on WGN-TV by sportscaster Harry Creighton.

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 at 1:10 p.m.

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

FOLLOW THESE RULES: Write a brief letter explaining—"Why I'd prefer to see a baseball game in person rather than on television. . . ." That's all there is to it! Mail your entries to: Sports Editor, *TV Forecast* magazine, 185 North Wabash, Chicago 1, Ill.—Deadline this week: Wednesday, May 23. . . Each week opens a new contest with new winners selected every day for all Cubs and Sox home games.

Contestants are urged to enclose their telephone numbers and youngsters are requested to name the player whose autograph they prefer on their baseball.

RAINBO WRESTLING: Ten pair of tickets (one pair per letter) are awarded each week to readers submitting the best letter on the following subject—"I would like to see a live wrestling show because. . . ."

Deadline for this week: Wednesday, May 23. Write: Wrestling: % Sports Editor, *TV Forecast*, 185 N. Wabash, Chicago. Do it tonight!

Attention Television Owners

☆ STOP Unnecessary Service Calls!

A "FIX IT YOURSELF" Television Booklet has just gone to press. This booklet will enable you to make minor repairs on your TV Set. 75% of all service calls are due to faulty or inoperative tubes. If you know which tube needs replacing you can do it yourself and save a service charge. This booklet contains an explanation of tube functions and some simple remedies for common TV troubles, **PLUS:** Tube Location Chart **FOR YOUR OWN SET. . . PLUS:** Explanation and remedies for "Snow," "Distortion," Etc. . . **PLUS: MANY OTHER INFORMATIVE FACTS.**

☆ A Television Owners MUST!

Send your name and address, make and model number of your set along with \$1.00 (Advance Price Sale) to

Tel-Lab Products Box 3030 St. Paul 1, Minn.

Friday May 25

WBKB 4 WNBQ 5 WENR-TV 7 WGN-TV 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
Delightful dish to tempt the family prepared by Barbara Barkley
- 10:45 4 **First Hundred Years**—Serial
- 11:00 4 **Tel-A-Shopper**—Betty Whitney
- 7 **Bob And Kay Show**—Variety
Bob Murphy and Kay Westfall present a potpourri of events to please
- 11:30 4 **Garry Moore Show**—Variety
Guest: Broadway singing star Carol Bruce
- 5 **Norman Ross' Varieties**
- 9 **Hi Ladies**—Interviews
Tommy Bartlett chats with gals
- 12:00 4 **Let's Have Fun**—Hank Grant
- 5 **Meet Mintz**—Herbie Mintz
Relax with the piano melodies
- 9 **Foto Test**—Frank Sweeney
Sue Topping assists Frank in calling the ladies and asking them questions for prizes galore
- 12:15 5 **Newsroom**—Late Information
- 12:30 5 **To be announced**
- 9 **Interior Decoration**—Designs
Sets by Paul MacAllister
- 12:45 9 **Spencer Allen And The News**
- 12:55 9 **Batting Practice**—Vince Lloyd
- 1:00 4 **Knot Hole Gang**—Linn Burton
Guest, Ron Northey
- 5 **"Great Mike"**—Feature Film
Stuart Erwin, Carl Switzer, and Marian Martin stars
- 7 **Housewives Holiday**—Kirchner
Claude Kirchner interviews ladies
- 1:10 9 **Lead-Off Man**—Harry Creighton
- 1:25 4 **Baseball**—Cubs vs Pittsburgh
Joe Wilson describes action
- 9 **Baseball**—Cubs vs Pittsburgh
Jack Brickhouse describes action
- 2:00 5 **Miss Susan**—Susan Peters
- 2:15 5 **Time For Ernie**—Ernie Kovacs
- 2:30 5 **Bert Parks Show**—Musical
- 3:00 5 **Kate Smith Hour**—Musical
John Butler ballet group, Ethel and Albert, comedy skits, and Nick Lucas, guitarist
- 3:30 9 **Tenth Inning**—Harry Creighton
- 3:40 4 **Associate Scorecard**

"SPIN'N SKATE"

ice show

Dinner Show 8:30 Supper Show 12:00

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Central Television Exchange

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FRIDAY—continued

- 3:45 4 **Lucky Fan**—Joe Wilson Quiz
 7 **Lois And Looie**—Cartoons
 Take an adventure trip with Looie
 9 **Telephone Game**—Quiz Session
- 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
 Guests from the U. S. Army
 5 **Howdy Doody Show**—Bob Smith
 7 **Sagebrush Sam**—Western Film
 "Crooked Trail" II
- 5:00 4 **Kids Karnival Kwiz**
 5 **Cactus Jim**—Western Feature
 7 **Stories In The Sand**—Fairy Tale
 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 **Trail Blazers' Theater**—Film
- 5:35 5 **Weatherman**—Clint Youle
- 5:45 4 **Window Shopping**—Commercial
 5 **Public Life Of Cliff Norton**
 Subject: Ferret Out That Allergy
 7 **Uncle Mistletoe—Fantasies**
 Tales to delight, amuse, and entertain the young and the old
- 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 **Flana-Grams**—Sports News
- 6:15 4 **Ulmer Turner And The News**
 7 **Faye Emerson Show**—Guests
 Steve Allen joins Miss Emerson to preview comfortable hot weather clothes for men, all designed by women
- 6:30 4 **CBS News**—Douglas Edwards
 5 **Showroom**—Roberta Quinlan
 Angel, 8 yr. old girl ventriloquist
 7 **Life With Linkletter**—Comedy
 9 **Austin Kiplinger**—News
- 6:40 9 **Weather News**—Frann Weigle
- 6:45 4 **Perry Como Show**—Musical
 5 **News Caravan**—John Swayze
 9 **Chicagoland Newsreel**
- 7:00 4 **Mama**—Domestic Comedy Skits
 Mama needs glasses, but is afraid of appearing old, so refuses to wear them, when her pastor persuades her that vanity is sinful
 5 **Quiz Kids**—Questions & Answers
 Teenagers and moppets compete for high score in this game of knowing the right answers, Fran Allison mc

- 7 **Twenty Questions**—Quiz
 Animal, vegetable, or mineral quiz game with Bill Slater emcee, panel of regulars and guest
- 9 **Intrigue**—Film Dramas
 "Threshold" and "Smooth Fingers"
- 7:30 4 **Man Against Crime**—Drama
 Ralph Bellamy stars as Mike Barnett. Mike tries to help young girl he thinks is in distress and later finds she is a hard boiled gold-digger
- 5 **Walt's Workshop**—Creative
 Know your own home with Mr. Durbahn discussing construction, foundation, walls, roof, and illustrating with models and mock-ups. This is an aid to home planning and building
- 7 **Penthouse Party**—Variety
 Join Betty Furness, Don Cherry, Bud- dy Weed Trio and guests, Al Bernie and Yvette, singer
- 9 **You Asked For It**—Films
 Films of anything requested by viewers presented by Art Baker emcee
- 8:00 4 **Live Like A Millionaire**
 Talented parents are presented by their children for approval. John Nelson introduces the children
- 5 **Big Story**—Newspaper Drama
 Aubrey Maddock, reporter for Hartford (Conn) Daily Courant
- 7 **Pulitzer Prize Playhouse**—Drama
 "Stolen City". Story of how Wm. J. Pape, publisher of the Waterbury, Conn. republican newspaper, won the 1940 Pulitzer journalism award by clearing the city of corruption through a series of editorials
- 9 **Hail The Champ**—Kids' Show
 Variety of contests and stunts with members of the audience taking part
- 8:30 4 **To be announced**
- 5 **Henry Morgan Show**—Comedy
 Comedy-variety with Arnold Stang, Kay Ballard, Dorothy Claire, Dorothy Jarnac, Art Carney, & Pert Kelton
- 9 **Front Page Detective**—Drama
 Edmund Lowe and Paula Drew star in drama titled "Frame for Murder". Story of how a big shot politician tries to buy a newspaper column
- 9:00 4 **Star Of The Family**—Musical
 Morton Downey presents the Weavers, folk singers, Gene Baylos, comic, and Margo and her Caribbeans, dance trio
- 5 **Boxing Bouts**
 Ike Williams vs James Carter (tentative, check added information column, 5/26 issue)
- 7 **Bigelow Theater**—Drama
 "Close-Up" with Ann Dvorak and Donald Woods; tale of an estranged husband who almost loses his wife by losing his wallet
- 9 **Cavalcade Of Stars**—Variety
 Jackie Gleason mc introduces guests

FRIDAY—continued

- 9:30 4 **Hit Spot—Musical Variety**
Gene Fields singing emcee, Peggy Taylor, TuTones, 4 Notes, & salute to "Town of the Week"
- 7 **Studs' Place—Informal Variety**
Studs Terkel as proprietor with some homey philosophy, Chet Roble, Win Stracke and Beverly Younger
- 9:45 5 **Greatest Fights Of The Century**
Film: Max Baer vs Lou Nova (June 1, 1939)
- 10:00 4 **Ernie Simon—Curbstone Cutup**
Interviews with people on the street
- 5 **Weatherman—Clint Youle**
- 7 **Courtesy Hour—Jim Moran**
Galaxy of talented singing and dancing acts presented in variety
- 9 **"There Goes My Heart"—Feature**
Film with Frederic March and Virginia Bruce; protected rich girl eludes grandfather and goes to work as a salesgirl in her own department store
- 10:10 5 **Dorsey Connors—Helpful Ideas**
Gadgets for every room of your home
- 10:15 4 **Hollywood On The Line**
Celeste Holm is interviewed
- 5 **Clifton Utley—News**
- 10:30 4 **Lilli Palmer Show—Interviews**
Seldon Rodman, foremost American authority on Haiti will discuss the Caribbean country
- 5 **Let's Look At Sports—Duggan**
Report on the sports world
- 10:45 4 **Linger Awhile—Musical**
Marty Hogan and Doris Drew mc
- 5 **Herbie Mintz Show—Musical**
Tunes that bring back memories
- 11:00 4 **Wrestling With Russ Davis**
- 5 **Broadway Open House—Variety**
Comedy and music with Jerry Lester, Dagmar, David Street, the Mellowlarks, Ray Malone, Wayne Howell, and Milton DeLugg Quintet
- 7 **Austin Kiplinger—News**
Review of the news of the day
- 11:10 7 **Top O'The Weather—Russ Reed**
- 11:15 4 **Today In Sports**
- 11:20 7 **Walter "Fats" Pichon—Musical**
Piano melodies for evening relaxation
- 11:30 4 **Murder Before Midnight—Film**
- 7 **Flana-Grams—Sports Comments**
- 9 **"Hong Kong Nights"—Feature**
Film with Tom Keene and Vera Engels in a tale of American courage against Oriental cunning
- 12:00 4 **"Carnival Lady"—Feature Film**
Boots Mallory and Allan Vincent in tale of romance and thrills under the big top
- 12:15 9 **Chicagoland Newsreel**
Local events brought to you on film
- 1:30 4 **Midnight Edition—Ulmer Turner**
Late up-to-the-minute news
- (Stations reserve the right to change above listings without notice)



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Sportscast

BY ED PAZDUR



HOW was it done? If you saw the Garroway show (May 6), you saw the most spectacular pitching feat ever accomplished—anywhere. In the scene Dave Garroway acted as an ump, Cliff Norton as the catcher, Ed Robinson of the White Sox as the batter.

Although he was not seen, Bud Young, a staff carpenter, operated "it" and acted as the pitcher. What Bud threw was unbelievable. To Robinson's amazement, the ball spiralled, curved and did flip flops.

The method devised to work "it" is shrouded in secrecy. During our inquiries Charlie Andrews, who dreamed up the idea, clammed up and passed the buck to producer Ted Mills, who replied: "I'm sorry but we can't reveal our methods. We tried various techniques but it was unbelievably simple when we discovered the trick."

However, we did discover a real baseball was used and invisible wires were attached to the ball. . . . All in all, it was an enjoyable show and convinced us more than ever that the Andrews-Mills combo is unbeatable and Cliff Norton is television's most under-rated comic.

Cuffnotes: Too bad the Louis-Agramonte fight had to be loused up by the incessant gabbing of Dennis James. Right in the midst of some fast fistic action it was talk, talk, talk. Plugs for sports writers, gabfests on old fights and even golf. Color and commentary should be reserved only for dull mo-

★ ★ ★

This week's baseball ticket & TV winners:

May 19 (Cubs vs. Phils) Dwight Austin, Oak Park, Ill. Mrs. W. Howard, East Gary, Ind.
May 20 (Cubs vs. Braves) Jerry Woods, Chicago, Ill. Eugene Eisman, Chicago, Ill.
May 22 (Cubs vs. Giants) Valarie Tomasello, Chicago, Ill. Mrs. Irene Leone, Berkeley, Ill.
May 23 (Cubs vs. Giants) Jerry Whitbeck, Kenosha, Wis. Mrs. G. Hendrickson, Kenosha, Wis.
May 25 (Cubs vs. Pirates) David Swingler, Chgo. Heights, Ill. Mrs. R. Cornelius, South Bend, Ind.



NORTON

ments and between rounds. Now how about it, Dennis?

Champion golfer Ben Hogan will appear on Jack Benny's fourth broadcast over WBKB, Sunday, May 20. Ben will enact a comedy situation concerning a day with Benny at his golf club. . . . Recommended viewing: "Fishing in Alaska," a documentary film depicting breath-taking scenery of the finest fishing waters on the North American Continent over Hauser's Grand Marquee, WNBQ, Sat., May 19 at 10:00 p.m. The film includes expert tips on the selection of rods, tackle and bait.

Although most boxers fighting on the Wednesday and Friday TV cards are paid a flat fee ranging from \$1200 to \$3000, the bigger names like Joe Louis and Ezzard Charles usually write their own ticket. For his Agramonte fight, Joe Louis insisted on and received \$10,000 for video fees alone. . . . Here's one that's hard to figure—the



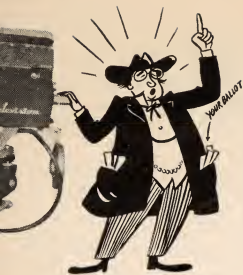
JAMES

IBC receives \$18,000 for every WNBQ Friday night card from the Gillette Co. For its Wednesday night WBKB shows, the IBC receives a mere \$8,000. Yet, they put on their best shows on Wednesday night for Pabst!

Fanfare—Lady Wrestlers: "... By all means let's have lady wrestlers in Illinois. It would be a treat to see something different."—Mr. & Mrs. Stemmewels, Elgin, Ill.

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Did Politics Kill Football on TV?

WE were wrong! Yes, we were wrong when we raised the question—Should the University of Illinois televise its football games? (*TV Forecast*, March 31)—and declared that YOUR vote can decide the issue. Fact is, your vote was ignored and bore little influence with your State Senators.

When elected to public office, a senator is seated on the senate floor to look after his voters' interests. He is expected to vote according to his public's wishes. Yet, regardless of the overwhelming amount of mail that poured into the state capitol (100% for Sen. Miller's bill to televise Illini football) the testimony of only two men was more instrumental to induce senatorial opinions than the public they represent.

On the strength of testimony given by Douglas Mills, Athletic Director of the University of Illinois, and a threatening letter from Big Ten Commissioner Ken-

neth "Tug" Wilson, the legislators became fidgety, apprehensive and hastily gave the bill its death sentence by keeping it in committee. Consequently, there is little chance that fans will see the Illini on their TV screens this fall.

Here's what happened . . .

In order to present a bill for a formal vote on the senate floor, it must first pass the committee studying its contents. Senator Pete Miller's bill (No. 55) to televise Illini football games was under study by the Senate Committee on Education with Sen. R. W. Lyons as acting chairman.

During committee hearings, Douglas Mills was summoned to testify. He maintained such a bill is contrary to NCAA regulations which bans TV. Should the Illini be forced into televising their games, said Mills, the Illini would be expelled from the Big Ten

"The public is entitled . . ."

"We would lose money . . ."



Sen. Pete Miller



"Doug" Mills

Conference. He further reiterated earlier statements that TV will hurt attendance and thereby seriously injure the entire university intramural program.

In a letter to Sen. Lyons, Commissioner "Tug" Wilson claimed he will be compelled to expel the Illini from the Big Ten Conference in the event Sen. Miller's bill is passed. It was after this threat that the Senators capitulated!

Sen. Everett Peters (of Champaign, Ill.) presented a motion to kill the bill. It failed to pass. Sen. Libonati offered a motion to postpone consideration of the bill and table Sen. Peters' motion to kill the bill. It was passed.

The bill is now sitting in committee with no prospect of becoming law this year.

Committeemen voting against the bill were Senators R. W. Lyons, Paul Broyles, Fred Hart, Everett Peters and Robert Young. Abstaining from voting was Sen. Norman Barry, who walked out of the meeting during the balloting. "I just feel that I haven't seen enough evidence on the subject," said Sen. Barry. "I will say one thing, however, I know it wouldn't hurt Notre Dame."

All this took place despite the overwhelming desire by the public to see the Illini play football on their TV screens this fall.

Stalemated for the present, Sen. Miller declared, "We have shown the NCAA clearly that the public wants television." Pointing to the huge pile of mail supporting his bill he said, "There are many ways to explore TV. Surely the public is entitled to see a school they



Sen. Libonati



Sen. Lyons

support by taxes. The NCAA moratorium against video is far too drastic, and by thunder, if you pay taxes, then you're entitled to see Illini football games. The Big Ten is using this threat as a slap in the face of our legislature."

Thus the testimony of only two men—Douglas Mills and "Tug" Wilson—has overshadowed the best interest and wishes of the public. Can the iron hand of the NCAA dictate to the state legislators? Can it dictate to the extent that public opinion can be ignored by legislators? If the Illinois legislature passes this bill and the Illini are suspended from the Big Ten, would Commissioner Wilson also suspend Indiana, Ohio, Wisconsin, Michigan, Iowa and Minnesota? If so, what would become of the Big Ten?

If you want to see the Illini play football on your TV screens this fall, there may still be time to act. Write to the senator of your district immediately and demand action on Sen. Pete Miller's bill at once! Address all letters % their offices in the State Capitol Building, Springfield, Ill. Do it tonight.

"I'll suspend the Illini . . ."

"I'm against it . . ."

He walked out!



"Tug" Wilson



Sen. E. R. Peters



Sen. Norman Barry

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