

TV **FORECAST**

complete advance TV programs

JUNE 30

PEGGY LEE



The Al Morgan Story • page 6

15c



JUNE 30, 1951

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NEXT WEEK

"Why Doodles Weaver?"

The reason why NBC's new madcap comedian, Doodles Weaver, will help cool off Chicagoland viewers during the hot summer months is discussed in next week's *TV Forecast*, on sale Friday at all leading newsstands.



Channel One

NEW YORK—It's not generally known, but one of the biggest entertainment stories of 1951 has been the successful transformation of Frank Sinatra from straight crooner to suave master of ceremonies. Some time back, Frankie realized his golden voice was slipping badly. For a young man who had hit the peak of success, this was a heartbreak. However, by terrific work, Sinatra managed to change over into a semi-comic emcee with less vocalizing—all so gradually, show by show, that even some of his closest fans were fooled. . . . Likable tomboy Mary McCarty, the stage star, is mulling a GI-interview type of show with ABC. She's been in show business since the age of five. . . . Look for new ABC shows with William Gargan as a sleuth, and Dennis James in a morning variety show. . . . Roly poly Hattie McDaniel is replacing Ethel Waters as the star of Beulah.

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

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

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



McCARTY



WALLACE



ROEN



LANGFORD



Peggy Lee

Peggy Lee and

They'll Keep Como's Customers Happy

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

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

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

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

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

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

Whatever the background, Peggy developed her enchanting song style in whatever way she could—college bands, weekend one-nighters, glee clubs and



Peggy has reunion with Benny Goodman (right), her one-time boss. Perry Lafferty is center.



Frank Sinatra chews over the script during rehearsal with the blonde chirper.

Mel Torme

church choirs. Her real name, Norma Egstrom, was still with her in 1939 when she pawned her watch, secured a railroad pass from her father, and burst into Hollywood clutching her personal fortune of \$18.

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

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

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

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

The Lee-Torme show will be seen Monday-Wednesday-Friday on WBKB at 6:45 p.m., sponsored by Chesterfields.



Mel Torme



Peggy and Mel turn on the charm for Como's audience.



Axel Stordahl, Sinatra show director, shows rare rehearsal satisfaction.



Fabulous Al Morgan in an unusual shot indicating tremendous wrist play and balanced coordination.

IN April of 1949, a slender, lean-jawed pianist sat down before a WGN-TV camera, and while thousands of electrified viewers watched, proceeded to lambaste the keyboard violently. Arms flailing vigorously, the little man tilted back a razor-sharp profile and poured forth a mournful ditty called "Jealous Heart."

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

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

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

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

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

Then "Jealous Heart" happened.

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

AL MORGAN: He Electrified the Viewers

**In 1937, two dollars a night
In 1951, toast of a nation**

It remained for television to make Al Morgan a national success, since a one-shot record could die as fast as it arose. WGN-TV cannily planned the Morgan piano show in 1949 as a "sleeper" but in no time at all, TV fans were wide awake and demanding more.

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

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

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

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



Gags with Evelyn Terry.



Relaxing with beautiful wife Alice, and sons Al Jr. and Billy (standing). Note oriental figurine in background.



With director Lew Sanders (left) and WGN-TV mogul Don Cook.



The sunny Morgan disposition on display.



Al with members of a Chicago fan club. Morgan rooters are numerous, think Al is a keyboard genius.



Indiana Gov. Schrieker shares spotlight.

Added information

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

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

3:00 5 Straw Hat Matinee—Variety

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

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

9 No Cover Charge Musical film shorts with Mal Bellairs

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

9 Shadow Of The Cloak—Drama

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

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

11:20 7 Lucia Fera Show Music on records

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

Dave Garroway defines summer resort ads as trip teasers.

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

Letters to the Editor

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

ABC-TV Star
Chicago, Ill.

JUDY SPLINTERS AND
SHIRLEY DINSDALE

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

Chicago, Ill.

JIM CALLAHAN

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

Chicago, Ill.

SHIRLEY HERMANN

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

Muskegon, Mich.

FRANK ROZEK

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

Chicago, Ill.

JOY GOLDBERG

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

Oak Park, Ill.

MARY L. CLARK

Ed. Note: Would you suggest a crew cut like Jerry Lewis?

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

I would like to express my thoughts toward the person who called Horace Heidt a fraud. I believe his program is one of the best on television. He has done wonders for many of the youngsters by giving them a chance. The person that wrote that letter didn't think first.

St. Joseph, Mich.

ELEANOR JESCHKE

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

Chicago, Ill.

EDITH SIMONS

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

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

Chicago, Ill.

CATHLEEN ANN GRABSKE

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

Forest Park, Ill.

RICHARD D. WOOD

SATURDAY

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

SUNDAY

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

MONDAY

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

TUESDAY

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

WEDNESDAY

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

THURSDAY

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

FRIDAY

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

* Title To Be Announced

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





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Saturday June 30

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

9:45 4 **Aces And Faces**—Commercial
7 **Cafe Continental**—Film

10:00 4 **Bob Atcher & Sammy Squirrel**
Puppet fun for children of all ages includes a host of tiny animals making themselves at home at "Short Stump" village in corner of corral

7 **Oh Kay**—Variety Session
Interviews and music with bandleader-pianist David Le Winter and vocalist Jim Dimitri, Mary Ellen White, and hostess Kay Westfall

10:30 4 **Kiddie Showtime**—Serial
"Ace Drummond" VII and cartoon "Tooba Tooter"

7 **A Date With Judy**—Comedy

11:00 4 **Big Top**—Circus Show
Jack Sterling, ringmaster with clowns Ed McMahon, Chris Keegan, Joe Basile's Brass Kings, and the Quaker City String Band

7 **2 Girls Named Smith**—Comedy

11:30 7 **Faith Baldwin Theater**
"Barry And The Beautiful Doll" with John Carradine. Comedy about two lawyers who get mixed up with baby-doll client and marriage plotting parents on hilarious week-end in the country

12:00 4 **Hair Raising Tale**—Commercial
7 **Laraine Day Show**—Interviews

12:30 4 **Multiscope News**—Ticker Tape
Up to the minute news on tape

12:45 9 **Spencer Allen And The News**
Commentary and reports on late happenings in the world's events

12:55 9 **Batting Practice**—Vince Lloyd
Watch the players as they warm up

1:10 9 **Lead-Off Man**—Harry Creighton
Interviews and autographed *TV Forecast* baseball awarded to Ellis Perl, of Chicago

1:25 9 **Baseball**—Sox vs St. Louis
Jack Brickhouse announces game

2:30 5 **Horse Racing**—Aqueduct
The Shevlin for 3 yr. olds for \$20,000 purse, Clem McCarthy announcing running

(Continued on page 12)

THE TV SCENE—by Cissie



It's the neighbors—they say either turn down the set or invite them over.



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

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

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



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



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

SATURDAY—continued

3:30 5 To be announced

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

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

4:00 5 To be announced

7 Lucky Seven Ranch—Western
"Unconquered"

4:15 4 Film

9 Camera Caravan—Film Short
"Rapunzel"

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

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

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

5:00 4 Toni Kemp Health Revue

5 To be announced

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

5:15 4 You Funny People

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

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

7 Circle 7 Theater—Western
"Between Fighting Men"

9 Teleports Digest—Film

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

5 Front Line Camera—News
Clifton Utley commentator

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

6:30 4 Beat The Clock—Quiz

Bud Collyer asks the questions while
the contestants try to beat the ticking
of the clock

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

7 Stu Erwin Show—Comedy

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

9 The Range Rider—Western

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

7:00 4 Summer Theater—Film

"Mr. Perrin and Mrs. Trail" with
David Ferrer, Marius Goring, Greta
Gynt; story of a young R.A.F. pilot
who becomes a master in a stuffy
English school

5 Saturday Roundup—Western

Feature film starring Kermit May-
nard, Smith Ballau and Tex Fletcher

7 Paul Whiteman's TV Teen Club

Youngsters display their talents in a
variety of singing, dancing, and in-
strumental acts; Nancy Lewis co-
emcees with "Pops"

9 "Forever And A Day"—Film

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

8:00 4 Wonderful Town—Variety

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

5 Midwestern Hayride—Variety

Hillbilly & variety featuring Pleasant
Valley Boys & Rangers vocal and in-
strumental groups; County Briar
Hoppers, clog-and-tap square dancers;
ballads by Ernie Lee, and comedy by
Bob Shrede, Bill Thall emcee

7 Girls Baseball—Action & Beauty

Queens vs Rock-Ola from Shrewbridge
Field with Pat Flanagan announcing
the game

8:30 4 Show Goes On—Variety

Robert Q. Lewis is host to buyers
Sylvan Levine, Beth Gardner, and Nel
Klein

9 Public Prosecutor—Drama

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

SATURDAY—continued

9:00 4 Songs For Sale—Musical

Steve Allen mc introduces two guest singers who will perform songs from the pens of 4 unknown tunesmiths. Guests: vocalists Peggy Lee, Johnny Desmond, panelists Duke Ellington, Mitchell Miller

5 Doodles Weaver Show—Comedy

Music, variety with Marion Colby vocalist, Milton De Lugg's instrumental group, Peanuts Mann, Dick Dana and Red Marshall

9 Wrestling From Chicago

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

9:30 4 Mr. and Mrs. Kup—Interviews

Informal interview-variety show with the Kups and guests

5 Your Hit Parade—Musical

Top tunes of the week sung by Snooky Lanson, Eileen Wilson, Dorothy Collins, & Hit Paraders with Raymond Scott's orchestra

10:00 4 "Charlie Chan In The Secret Service"

Feature film starring Sidney Toler. Charlie aids police in discovering how a man was murdered in a locked room by a hidden gun

5 "Blind Goddess"—Feature

Film with Eric Portman, Ann Crawford, and Michael Dennison; director of international public institution is exposed in political corruption

7 Cameraman At Large—Film

"Thrill River" and "Tavern In The Town"

10:15 7 Great Comedians—Film Short

"Billboard Girl" with Bing Crosby

10:30 7 Cameraman At Large—Film

"Diary of a Sgt. Sentry Dog"

11:00 7 "Young And Willing"—Feature

Film with Susan Hayward, Wm. Holden, Eddie Bracken, & Robt. Benchley; comedy about a group of aspiring actors and actresses who share an apartment in New York

9 "Glory Trail"—Feature Film

11:30 4 Murder Before Midnight—Film

12:00 4 "The Trail Beyond"—Film

Feature with John Wayne

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

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Sunday July 1

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

- 9:55 4 "Spy In Black"—Feature
Film with Conrad Veidt, Valerie Hobson, and Sebastian Shaw
- 11:00 7 TV Tots Time—Film Cartoons
"At the Zoo" and "Lindy's Cat"
- 11:15 7 Chester The Pup—Comedy
Drizzlepuss is appointed head of the "Sane 4th" commission and leads the parade, while Old Man Murphy sets off fireworks and undoes all the good work of the committee
- 11:30 4 Future Home—Ed Cooper
Shop for new home from chair
- 7 Faith For Today—Religious
Rev. W. A. Fagal interviews members of his congregation
- 9 "Her Enlisted Man"—Feature
Film with Barbara Stanwyck and Robert Young; youth on the campus is swayed from Communism by a patriotic address
- 12:00 4 "Divorce Of Lady X"—Film
Feature with Merle Oberon, Lawrence Olivier, and Ralph Richardson
- 7 Stories In The Sand
Religious stories with the characters in the sand. Story of "Elisha and Naaman." Arsene Siegel provides the musical background
- 12:25 7 Weather Forecast—Jack Holden
Latest data on climatic conditions
- 12:30 7 Amateur Hour—Chgo. Talent
Mr. Sachs gives the youngsters their chance to perform for the public
- 12:55 9 Batting Practice—Vince Lloyd
- 1:10 9 Lead Off Man—Harry Creighton
Interviews and autographed TV Forecast baseball award to Ronald Dargis
- 1:25 9 Baseball—Sox vs St. Louis (2)
- 1:30 4 Multiscope News—Ticker Tape
- 7 Adventures Of Wild Bill Hickok
Guy Madison and Andy Devine star
- 1:50 4 Nuremburg Trials
- 2:00 7 Cisco Kid—Western Movie
Duncan Renaldo and Leo Carrillo
- 2:30 5 How Does Your Garden Grow
Planting, growing, and soil information for gardeners from John Ott; "Care and Raising of Delphinium"
- 7 Cowboy Classics—Western Film
"Sundown Saunders"
- 3:00 4 Multiscope News—Ticker Tape
- 5 To be announced
- 3:30 4 Lamp Unto My Feet—Religious
"One God" dramatic skit, Dr. Lyman Bryson panel moderator

(Continued on page 16)

Kiss Those TV Dramas Goodbye

by JACK MABLEY

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

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

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

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

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

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

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

TV dramatic shows gobble up the writer's output, and flash it on the screen for one hour. Eight or 10 million people see the show, and that's about



the end of its life as a play. Nicht wahr?

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

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

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

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

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

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

SUNDAY—continued

3:30 5 Zooparade—About Animals

R. Marlin Perkins and Jim Hurlbut present "The Buffalo Barn" with animals like the elipsen, a water buck; the nilgai, a guanaco, along with the more common water buffalo; also zebu, camel, yak, and eland

7 Your Pet Parade—Jack Gregson

Moppets display pets for a prize

4:00 4 Hair Magic—Commercial

5 Today With Mrs. Roosevelt

7 Super Circus—Variety Stanza

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

4:15 4 Film

4:30 4 Tides of Destiny—Religious

Rev. Richard Harvey mc with Douglas Fisher music director

5 Hollywood Junior Circus

Rudy Dockey with his dogs playing basketball with balloons; Tein Tsein Lu, Chinese acrobat bar act; and Lee Marks juggler with Paul Barnes ringmaster, Boffo the clown, and Zero the candy man

5:00 4 "Panama Patrol"—Feature

Film with Leon Ames and Adrienne Ames; behind the scenes with the heroes who protect U.S. from foreign spy menaces

5 Hopalong Cassidy—Western

Join Bob Atcher as he tells another story about Hoppy and his pals

7 Ted Mack's Family Hour

Variety, song, music, and dancing

5:45 9 Tenth Inning—Harry Creighton

Fan interviews & TV Forecast award to Al Modaff, Geneva, Ill.

6:00 4 Gene Autry Show—Western

"TNT" wherein a girl finds rich opportunities to make up whoopers when her father offers foreman a bonus to persuade Gene to sell his land

5 Curiosity Club—Scientific

Discussion with Marlin Perkins, Jim Hurlbut, Don Herbert, Louis Roen and John Barclay

7 Paul Whiteman Revue—Musical

Earl Wrightson and Maureen Cannon regular vocalists with guest singer Anne Jeffreys in a musical salute to 175 yrs. of Amer. independence; Frank Westbrook dancers & Ray Porter's chorus in "Yankee Doodle"; war-time periods represented in song and 2 of Geo. M. Cohan's all-time patriotic masterpieces

6:30 4 This Is Show Business—Variety

Discussion with Clifton Fadiman mc, Abe Burrows, Geo. S. Kaufman; guests: Sam Levenson, Jacqueline La Roux, Bert Wheeler, Hal Le Roy, Dorothy Collins and Jackie Susann

5 Meet The Press—Discussion

Martha Rountree moderator, guest: David Lilienthal (tentative)

7 To be announced

9 Powerhouse Of Sports—News

John Powers announces

6:45 9 Pathways Of The World—Film

"Our Flag"

7:00 4 Toast Of The Town—Variety

Ed Sullivan presents Robert Merrill, Anna Marie Albergthti, singer, the Tong Bros., acrobats, Pat Rooney, and the Schmitt Bros., singing quartet

5 Amer. Inventory—Discussion

"American Testament" by Wade Arnold argued by Charles Kettering, Judge Samuel S. Leibowitz, Mrs. Gertrude Grover, and Jackie Robinson

7 "Atlantic Flight"—Feature

Film, Dick Merrill and Paula Stone

9 Chicagoland Newsreel Review

7:30 9 Pentagon—Washington

1st Lt. Jim Black, USAF and M/Sgt. Joseph T. Robinson, USMC, veterans of Korea, interview Lt. Col. Wes McPherson who tells his experiences in the Far East with the 187th Airborne Regimental Combat Team

5 TV Recital Hall—Musical

Guest pianist Gyorgy Sandor

8:00 4 Guest House—Panel Variety

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

5 Philco Playhouse—Drama

"The Plot" by Evelyn Piper starring Edgar Stehli, Dorothy Elder, Donald Buka and Alfreda Wallace. Secretary to sarcastic author plans revenge in a get-rich-scheme

7 On Trial—Topic Discussion

"Is Price Control Necessary To Control Inflation?" affirmative witness Michael V. DiSalle, Dir. of Price Stabilization, Paul A. Porter counsel

9 Rocky King, Detective—Drama

"The Night—And The Murder" Rocky finds himself involved in a racket killing when a flying dagger finds its mark in the body of a collector for the "numbers racket"

8:30 7 Marshall Plan In Action—Film

9 Plainclothesman—Drama

"Murder Stops a Wedding" with Ken Lynch and Jack Orrison. Death is an uninvited guest to a lavish engagement party where a chauffeur is killed and car with \$60,000 worth of presents is stolen

SUNDAY—continued

- 9:00 4 Celebrity Time—Quiz**
Conrad Nagel mc with Mary McCarty, Herman Hickman and guests Ray Middleton and Jane Wilson
- 5 American Forum Of The Air**
Discussion, Theodore Granik moderator; "Do We Irritate Our Allies?" speakers: Sen. Geo. W. Malone (R-Nev) and James Reston, N. Y. Times correspondent
- 7 Screen Shorts—Films**
- 9 Stars Of Tomorrow—Variety**
Lee Bennett emcees as Chicago talent competes for top place
- 9:30 4 What's My Line?—Panel Quiz**
John Daly host with panelists Arlene Francis, Hal Block and guests
- 5 Leave It To The Girls—Debate**
Maggi McNellis emcee with panelists Eloise McElhone, Binnie Barnes, Robin Chandler, Jane Morgan, and guest Robert Preston
- 7 To be announced**
- 9 Courtesy Theater—Feature**
Film "Courageous Dr. Christian" with Jean Hersholt, Dorothy Lovett, and Robt. Baldwin; the kindly doctor battles to abolish the slums
- 10:00 4 "Tonight Or Never"—Film**
Feature starring Gloria Swanson and Melvyn Douglas. First run in Chicago
- 5 Weatherman—Clint Youle**
- 7 Bill Gwinn Show—Musical Quiz**
Prize to couple who re-enact scene where a favorite song altered course of their lives
- 10:10 5 Dorsey Connors—Helpful Tips**
- 10:15 5 Alex Dreier—News Report**
Today's news of the world
- 10:30 5 Let's Look At Sports—News**
Tom Duggan reviews the sports world
- 7 "Ten Laws To Go"—Feature**
Film with Duncan Renaldo
- 10:45 5 Sheilah Graham—Commentary**
- 11:00 5 DeMet Pontiac—Films**
"Incident in the Rain" with Irene Vernon, Warren Douglas, and Frances Williams, and "Judas" with Gertrude Michael and Ann Savage
- 9 "My Son The Hero"—Feature**
Film with Roscoe Karns, Patsy Kelly, and Maxie Rosenbloom; comedy where air ace walks in a marital mixup with father trying to impress him
- 11:30 4 Famous Comedians—Film**
"Dime A Dance" with Danny Kaye and Imogene Coca
- 11:45 4 Ulmer Turner And The News**
- 12:00 4 Who Ya Laffin At—Commercial**
(Stations reserve the right to change above listings without notice)

Franklyn MacCormack says:

Thank You

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

Thank You

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

DE MET PONTIAC

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

"THE TED MACK FAMILY HOUR"

A WONDERFUL SHOW
FOR YOUR FAMILY

**EVERY SUNDAY
5:00 P.M.**



**WENR-TV
CHANNEL 7**

Monday July 2

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

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

(Continued on page 20)

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

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

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

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

During our week in these offices we see and hear our "man-behind-the-scenes" interview twenty-five of Chicago's better theatrical agents, checking on what acts are available in the Windy City for the show. Then, telegraph and long-distance wires are kept busy by two secretaries, as they secure information on available material, contacting four agencies in Hollywood; seven in New York, and one each in Detroit, Cleveland, Pittsburgh, Dallas, and Miami Beach. These widespread contacts enable this city's viewers to watch many entirely new acts and routines on the smiling car-dealer's lively sixty-minute enjoyment.

But, there is a hidden art in the construction of such a show, that the average layman never realizes while watching the program in progress, and it is the job of Mr. Salkin to book a chain of acts that will attract the audience.

"It's my job to see that the show is not over-loaded with one type of entertainer," explained the talent scout. "For instance, we can't have too much singing, or two talking comedienness. The show must be formed in combinations

that will please our audiences, and along that line Jim Moran has spent thousands of dollars in a successful effort to keep the programs well-balanced. Of course, we cannot overlook the feminine role. This is necessary to a bright program."

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

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

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

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

"Many people believe that TV will burn up the performer and shorten his professional career. I firmly believe that video is doing the converse. There are many entertainers who have not received a break, but television has given them a big step in the direction of stardom. We are seeing the many good performers, who struggled along the nightclub circuit without an ounce of recognition. These people are good, and they will not drop by the wayside, as many believe. Ability alone will determine how long he lasts."

H. F.

BOOKING SHOWS FOR TELEVISION IS HIS JOB



LEO SALKIN

Night Club Acts
Get Big Break
On TV Screen

MONDAY—continued

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

- 6:20 7 **Flana-Grams—Sports News**
- 6:30 4 **CBS News**—Douglas Edwards
- 5 **Showroom—Musical**
Roberta Quinlan mc with guest vocal-
ist Larry Douglas
- 7 **Hollywood Screen Test**—Drama
Neil Hamilton emcee introduces
young actresses and actors with as-
sistance from Barbara O'Neill
- 9 **First Edition**—Frann Weigel
Weather report, baseball news, travel
- 6:45 4 **TV's Top Tunes**—Musical
Peggy Lee and Mel Torme star
- 5 **News Caravan**—John C. Swayze
From around the world comes a re-
port on today's events
- 9 **Chicagoland Newsreel**
- 7:00 4 **Pantomime Quiz—Charades**
Mike Stokely emcee with panel of reg-
ulars including Adele Jergens, Jackie
Coogan, Hans Conreid, Vincent Price,
and guest panel: Geo. Macready, Vir-
ginia Field, Beverly Tyler, & Geo.
O'Brien
- 5 **Cameo Theater**—Drama
"Betrayal" with Nina Foch and Philip
Reed. Story of a middle aged woman
who becomes involved in murder.
- 7 **Marshall Plan In Action**—Film
- 9 **Miss U.S. Television Contest**
Marty Hogan mc presents weekly
contests and preliminaries for the
national beauty 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, James Melton, tenor,
joins in salute to Independence Day,
singing "Pledge to the Flag," "There
is No Death," and "God Bless Amer-
ica"; orchestra and chorus do "Stars
and Stripes Forever," "Yankee Doodle
Dandy," "It's a Grand Old Flag," and
"Over There"
- 7 **Life Begins At Eighty**—Debate
Discussion on many topics with Jack
Barry moderator with an elderly panel
- 9 **Al Morgan Show**—Musical
Variety with maestro of music
- 8:00 4 **Horace Heidt Show**—Musical
Session with professional talent
- 5 **Lights Out**—Drama
"Ann Adams Begot" with Ken Smith.
Strange tale of three modern people
touring France, who fall from a cliff
into the clutches of a Neanderthal
man.
- 7 **United-or Not**—John MacVane
News conference with members of
U.N. Correspondents Assoc. inter-
rogating U.N. delegates & world lead-
ers on timely & controversial issues
of international importance

MONDAY—continued

- 8:00 9 "Betrayed"—Feature Film
Robert Mitchum and Dean Jaegger in a tale of mystery with two men both seemingly in love with the same girl
- 8:30 4 Who's Whose—Panel Quiz
Phil Baker mc asks you to identify who is married to whom & interviews participants. Panelists Robin Chandler, Art Ford, Basil Davenport
- 5 Robert Montgomery Presents
"When We Are Married" with Roddy McDowell, Bramwell Fletcher, Fred Pozone, and Isabel Elsom. Fascinating fable of a gallivanting young man who completely upsets the smug lives of 2 straight-laced English families
- 7 "Little Lord Fauntleroy"
Feature film starring Mickey Rooney and C. Aubrey Smith
- 9:00 4 Summer Theater—Drama
"The Swan" a comedy by Ferenc Molnar, starring Maria Riva, Alfred Ryder and John Newland. High born mother is determined to marry her only daughter to prince of neighboring European kingdom
- 9:30 5 Who Said That?—Quiz
Robert Trout quizzes guests Ilka Chase, Red Smith, Quincy Howe, and regular John C. Swayze
- 7 Commodore Club—Variety
Musical with shipboard setting, Pat Dennis as femcee
- 9 "Dangerous Intruder"—Film
Feature with Charles Arnt, Veda Ann Borg, and Richard Powers; because of accident girl becomes guest in house where master is obsessed in collecting art pieces
- 10:00 4 Ernie Simon—Curbstone Cutup
Homer "Chuck" Bill subs for Ernie
- 5 Weatherman—Clint Youle
- 7 Page One—News And Sports
What's happening in the world
- 10:10 5 Dorsey Connors—Helpful Ideas
- 10:15 4 Parade—Amateur Contest
Don and Vera Ward emcee top adult and child talent competition
- 5 Clifton Uiley—News
- 10:30 5 Let's Look At Sports—T. Duggan
- 7 Handy—Tips And Ideas
Hands that reveal facts to know
- 10:45 5 Herbie Mintz Show—Musical
- 11:00 4 Today In Sports—Film
- 7 Austin Kiplinger And The News
- 11:10 7 Flana-Grams—Sports News
- 11:15 4 Film
- 9 Chicagoland Newsreel
- 11:20 7 Lucia Fera Show—Musical
Music brought to you on record
- 11:30 4 Murder Before Midnight—Film
"Death On The Set"
- 12:00 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above listings without notice)

tv FORECAST

One Hour



TV SERVICE

radio dispatched

ROdney 3-2200

TeleTronics

presenting

**CHARLOTTE MOON and
MERCIA BALGEMANN**

TENTH WEEK'S PRIZE CO-WINNERS



Watch

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

EVERY MONDAY

WGN-TV

7:00 P.M.

A Walter Schwimmer Production

« ENTRY BLANK »

To: Miss U. S. Television Contest

75 East Wacker

Chicago 1, Illinois

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

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____

TELEPHONE NUMBER _____

TALENT SPECIALTY _____

(Please enclose recent photograph when mailing)

Sunday School and TV Mix—

By UNCLE HERBIE



CAPT. VIDEO

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

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

Since his appointment as Sunday School Superintendent at Manhasset, attendance has jumped tremendously. "Every week, without fail," Al remarks, "I see several new faces in class. At the end of each session, I notice that the newcomers are taken aside by the

regular pupils, who carefully point me out and in hushed whispers reveal that I am Captain Video himself. I no longer am Mr. Hodge but a figure from the future.

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

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

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

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

This week's contest: Have you ever photographed a picture on your TV screen? If so, send in your best snapshot, and you may win first prize of \$1. Second prize 50 cents; third and fourth prizes 25 cents each. Send to Uncle Herbie, c/o TV Forecast, 185 N. Wabash, Chicago 1.

dorsey connors
connie russell
toni gilman
kay morrow
jane quinn
fran allison

forecast for women

the Chicago Fashion Industries, who recently presented their fall collections, are an important cog in the American fashion scene; Chicago television stars, who deviate sharply from the brittle sophistication of New York's lovelies, set a distinctive fashion style of their own.

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

This week we name our selections of Chicago's best dressed performers; those who are always dressed in good taste, with accessories carefully chosen to create a well coordinated ensemble.



A Star's Busy TV Schedule Calls for Versatile Wardrobe

L



JANE QUINN, pretty co-emcee of "Telephone Game" seen Monday thru Friday on WGN-TV, combines career and homemaking, with a handsome young son who still counts his birthdays by the months to enliven her days. For this busy schedule, Jane needs a versatile wardrobe as shown on these pages. All clothes are from Marshall Field and company, Chicago.

1 A Pale Sand linen suit forms the basis of Jane's summer wardrobe. Trimmed with black velvet collar and covered buttons, the suit features the shorter flaring jacket with natural shoulders that goes over the pencil slim skirt. Turn-back cuffs end the bracelet-length sleeves, while two diagonal slash pockets trim the front of the jacket. (Misses Suits, 6th Floor, \$95.00).

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

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

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

4 & 5 The two-in-one convertible dress with detachable cape is another basic ingredient in any capsule summer wardrobe. Far an afternoon in town, Jane wears the navy dress with tiny cape buttoned onto the wide shoulder straps of the dress.

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

by *Patricia Cooper*

editor, forecast for women

2.



3.



4.



5.

Kirchners Carry Teamwork into TV



Kim



Former Legal Stenographer Now

Star of Housewives' Holiday—

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

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

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

Claude, who was born in Rostok, Germany and came to this country when 10, attended Riverside-Brookfield high school and the University of Chicago

where he played football with Jay Berwanger.

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

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

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

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

Tuesday July 3

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

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

tv FORECAST

The
BEST
 in
TELEVISION

TUESDAY

MEET THE PRESS
 7:00 P.M.

JUVENILE JURY
 7:30 P.M.

FIRESIDE THEATER
 8:00 P.M.

CIRCLE THEATER
 8:30 P.M.

ORIGINAL AMATEUR HOUR
 9:00 P.M.

THE WEATHERMAN
 10:00 P.M.

DORSEY CONNORS
 10:10 P.M.

CLIFTON UTLEY
 10:15 P.M.

TOM DUGGAN
 10:30 P.M.

HERBIE MINTZ
 10:45 P.M.

BROADWAY OPEN HOUSE
 with Jack E. Leonard
 11:00 P.M.

WNBQ
CHICAGO
CHANNEL 5

TUESDAY—continued

- 2:30 4 **Fashion Magic**—Arlene Francis
5 **America Speaks**—Documentary
- 3:00 4 **Homemakers' Exchange**—Foods
5 **Straw Hat Matinee**—Variety
- 3:30 4 **Multiscope News**—Ticker Tape
- 3:45 9 **Tenth Inning**—Harry Creighton
TV Forecast guest George Beesley, Chgo. and fan interviews
- 4:00 4 **Multiscope News**—Ticker Tape
5 **Hawkins Falls, Pop. 6200**—Serial
7 **Sagebrush Sam**—Western Film
"Fighting Caballero"
9 **Foto Test**—Frank Sweeney
Join the game fest which Frank Sweeney and Sue Topping conduct
- 4:15 4 **Breezy, Don, And Vera Ward**
5 **Cowboy Playhouse**—Western
- 4:30 4 **Assembly**—Military Questions
Discussion on air meet at Glenview; guest enthusiasts of model planes
5 **Howdy Doody**—Variety
Watch for Clarabell clown
9 **Telephone Game**—Quiz Session
Harold Isbell and Jane Quinn mc
- 5:00 4 **Kids Karnival Kwiz**
5 **Cactus Jim**—Western Feature
7 **Mary Hartline Show**—Prizes
9 **Trail Blazers' Theater**—Western
"Renfrew On Great White Trail" film
- 5:15 7 **Lois And Looie**—Cartoons
- 5:30 4 **Silhouettes Of The West**
Roy Starkey stars
5 **Crusader Rabbit**—Cartoon
7 **Stories In The Sand**—Tales
Kay Morrow narrates the story of "The King's Daughter"
- 5:35 5 **Weatherman**—Clint Youle
- 5:45 4 **Window Shopping**—Commercial
5 **Clifton Utley And The News**
- 6:00 4 **Danny O'Neil At Home Show**
5 **Ernie Kovacs Show**—Comedy
Cutting capers on most any subject
7 **Austin Kiplinger And The News**
9 **Captain Video**—Adventures
- 6:10 7 **Top O' Weather**
- 6:15 4 **Ulmer Turner And The News**
- 6:20 7 **Flana-Grams**—Sports News
- 6:30 4 **CBS News**—Douglas Edwards
5 **John Conte's Little Show**—Music
Variety with Three Beaus and the Peep
7 **Beulah Show**—Comedy
Mr. Henderson & Donnie are doing cooking while Mrs. H. and Beulah rehearse for a play
9 **First Edition**—Frann Weigel

- 6:45 4 **Stork Club**—Interviews
Betty Forling
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland. Newsreel**
- 7:00 4 **Frontier Theater**—Western
"Riders Of The Rockies" with Tex Ritter
- 5 **Meet The Press**—Discussion
Guest: Eric Johnston
- 7 **Hollywood Mystery Time**—Film
- 9 **Press Conference**
Typical conference with representatives of the 4 newspapers interviewing a prominent citizen or politician; Lee Schooler moderator
- 7:30 4 **Pars, Birdies And Eagles**—Golf
Golf lessons from the pros
- 5 **Juvenile Jury**—Panel Quiz
John Barry moderator of panel of youngsters debating problems concerning parents and children sent in by viewers
- 9 **Johns Hopkins Science Revue**
"The Effects of the Sun On Your Skin"; Dr. Maurice Sullivan, dermatologist discusses the sun and its types of rays and demonstrates what happens to the skin in the various types
- 8:00 4 **Vaughn Monroe Show**—Musical
Ziggy Talent vocalist, Tommy Wonder & Margaret Banks dancers, and guests a troop of entertainers back from Korea. Tunes: "Mocking Bird Hill," "Sound Off," "How Could You Believe Me"
- 5 **Fireside Theater**—Drama
"A Moment of Glory"; story of an elderly man & his Great-grandson
- 7 **Q.E.D.**—Panel Quiz
Fred Uttal emcee with panelists Nina Foch, Hy Brown and guest panelists
- 9 **Cavalcade Of Bands**—Musical
Buddy Rogers emcee introduces guests Sammy Kaye and orchestra.
- 8:30 4 **Suspense**—Mystery Drama
Jackie Cooper in "Blood On The Trumpet"; trumpet player is accused of slaying his shrewish wife
- 5 **Circle Theater**—Drama
"Leave It To Mother"; a delightfully feather-brained mother takes full charge of arrangements for her daughter's wedding
- 7 **To be announced**
- 9:00 4 **Danger**—Mystery Drama
"The Paper Box Kid" by Mark Hellinger with Martin Ritt; story about a boy put in prison for murder
- 5 **Amateur Hour**—Ted Mack mc
Talented people get their chance to perform variety numbers and acts
- 7 **March Of Time Thru The Years**
What makes a champion show dog as well as a good family pet will be explained by Mrs. Sherman Hoyt of the Blakeen Kennels in Stamford

TUESDAY—continued

- 9 Little 4-Man Theater—Musical
Teresa Brewer, Candy Candido, and
Nat "King" Cole featured on film
- 9:30 4 DeLuxe Sports Quiz
- 7 A Hit Is Made—Drama
John Barclay as director shows us the
techniques of play as well as drama
within in "The Other Side" starring
David E. Durston, Barbara Marlow,
Pat Dunlap, Herb Golden; mystery
about a concert pianist
- 10:00 4 Ernie Simon—Curbstone Cutup
- 5 Weatherman—Clint Youle
- 7 Cameraman At Large—Film
"Pheasant Fever" and "Skip To
M'Low"
- 9 "Wife Of Monte Cristo"—Film
Feature with John Loder, Lenore
Aubert, & Martin Kosleck; count
returns to Paris with police at his
heels, if caught he faces guillotine
- 10:10 5 Dorsey Connors—Helpful Ideas
Tips on fashion, gadgets, and other
items of interest to men and women
- 10:15 4 Ulmer Turner—News
- 5 Clifton Utley—News
A report on the events of the day as
they happen
- 7 Great Comedians—Film
- 10:30 4 What's Wrong With This Picture
- 5 Let's Look At Sports—T. Duggan
- 7 Hollywood Theater Time—Film
- 10:45 4 Linger Awhile—Musical
- 5 Herbie Mintz Show—Musical
- 11:00 4 Today In Sports—Film
- 5 Broadway Open House—Variety
Comedian Jack E. Leonard mc with
Dagmar, Kirby Stone Quintet, and
dancer Ray Malone
- 7 Austin Kiplinger And The News
- 11:10 7 Flana-Grams—Sports News
- 11:15 4 Film
- 11:20 7 Lucia Fera Show—Musical
- 11:30 4 Murder Before Midnight—Film
- 9 Eloise Salutes The Stars—Chats
Eloise McElhone interviews Bob Dunn
cartoonist on the Journal Amer. who
draws "That's My Pop"
- 11:45 9 Chicagoland Newsreel
- 12:00 4 "Here's Flash Casey"—Film
Feature with Eric Linden and Boots
Mallory
- 1:30 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above
listings without notice)

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THROUGH THE YEARS" AT 9 P.M.

WENR-TV CHANNEL
7

MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1951

ACROSS

1. An expression of hearty approval
5. My friend
9. A feeling of ardent affection
10. To wind up, spirally
11. Poetic form of "before"
12. A measure, formerly used for cloth
13. First name of TV comedian, Mr. _____ Levenson
15. _____ Corbett, Space Cadet
17. Last part of
18. Liquid used for writing
21. Faye _____, star of an interview show
25. A premonition or foreboding
26. Finishes

DOWN

1. A beer-like liquid
2. TV comedian, pictured here
3. First woman
4. Sign of the compass (initials)
5. Sid Caesar's partner (initials)
6. Eggs of fishes
7. Mr. Berle's first name
8. Everyone
13. Stuart Erwin, star of a Sat. night show (initials)
14. Abbreviation for the state of Maryland
15. Seventh musical note
16. Initials of the name of the detective, played by Bill Gargan



19. Instrument for writing
20. To utilize
21. Eloise McElhone (initials)
22. Myself

23. Opposite of off
24. Name of Cathedral in France and University in Indiana (initials)

1 2 3 4 5 6 7 8 9
K P A M U H S T L

What Do You Like Most About Him?

$$\begin{array}{rcl}
 2 \times 3 + 4 + 3 \times 1 - 12 & = & \underline{\hspace{2cm}} \\
 4 \times 2 \times 2 + 4 \div 2 - 5 & = & \underline{\hspace{2cm}} \\
 7 \times 2 + 10 + 1 \times 1 - 24 & = & \underline{\hspace{2cm}} \\
 8 \div 2 \times 2 + 10 - 3 - 6 & = & \underline{\hspace{2cm}} \\
 5 \times 3 - 1 \div 2 \times 1 - 4 & = & \underline{\hspace{2cm}}
 \end{array}$$

These numbers are represented by the letters beneath them. When you work the example correctly, your answer will be five numbers. Change these to letters and you will have a name. Answer

the question and send in only your answer to Mollycues, % TV Forecast, 185 N. Wabash ave., Chicago 1, Ill.

First prize is \$1; second prize is 50 cents; next 12 prizes are 25 cents each.

Wednesday July 4

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

- 9:00 4 Fun And Features—Variety**
Animal of the week is presented
- 9:30 4 Fun And Figure—Exercises**
Ed Allen demonstrates how to slim that waistline
- 9:50 4 Fun And Features (continued)**
George Menard, emcee
- 10:00 9 Your Figure Ladies—Exercises**
How to get in shape for your new bathing suit.
- 10:30 4 Tel-A-Shopper—Betty Whitney**
9 Chicago Cooks—Recipes
Kay Middleton prepares a taste
- 11:00 4 Creative Cookery—Recipes**
Francois Pope demonstrates a picnic fare: barbecued sauce, spareribs, and pickles; also banana cream pie and cream filling
- 5 Ruth Lyons Show—Variety**
Informal discussions for women about household difficulties, her husband & child, general chatter, music, and singing
- 7 Bob & Kay Show—Commentary**
- 11:30 5 Norman Ross' Varieties**
Commentary, discussion, and news
- 9 Hi Ladies—Interviews**
Tommy Bartlett chats with the gals
- 12:00 4 First Hundred Years—Serial**
Olive Stacey & Jimmy Lydon star
- 5 Meet Mintz—Herbie Mintz**
Commentary and tunes of a past day
- 9 Let's Have Fun—Variety**
Musical with Hank Grant emcee, Elaine Neblett and Kyle Kimbrough
- 12:15 5 Newsroom—Late Information**
Today's news as it happens
- 4 Garry Moore Show—Comedy**
Winston L. Mittenjuice pays another visit
- 12:30 5 Your Luncheon Date—Musical**
Hugh Downs, Nancy Wright, and the Art Van Damme Quintet.
- 12:45 4 Multiscope News—Ticker Tape**
- 12:55 9 Batting Practice—Vince Lloyd**
See the stars warming up
- 1:00 4 Knot Hole Gang—Linn Burton**
Guests: Bill Serena and Frank Frisch
- 5 "Make A Million"—Feature**
Film with Charles Starret, Pauline Brooks, and George Stone
- 7 Kay Morrow Show—Interviews**
Discussion on picnic equipment and outdoor clothes
- 1:10 9 Lead-Off Man—Harry Creighton**
Interviews and *TV Forecast* award to guest James Phelan, Chgo.
- 1:25 4 Baseball—Cubs vs St. Louis (2)**
Joe Wilson describes game

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Address

City Zone State

WEDNESDAY—continued

- 1:25 9 Baseball—Cubs vs St. Louis (2)**
Jack Brickhouse announces game
- 1:30 7 Barbara Moro—Creative Ideas**
Something new to do around the house
- 2:00 5 Miss Susan—Susan Peters**
Trials and tribulations of a woman lawyer in a small town
- 2:15 5 Vacation Wonderlands—Film**
Williamsburg, Virginia
- 2:30 5 America Speaks—Documentary**
- 3:00 5 Straw Hat Matinee—Variety**
Mel Martin mc with variety acts, women's fashions, Ernie Lee's hill-billy music, "Salute to a Good Neighbor" and amateur performers
- 4:00 5 Hawkins Falls, Pop. 6200**
Day-by-day story of life in a small American town
- 7 Sagebrush Sam—Western Film**
"In Old Cheyenne"
- 4:15 4 Cowboy Playhouse—Western**
- 4:30 5 Howdy Doody Show—Bob Smith**
Fun with Flub-a-Dub, Clarabell, Mr. Bluster, and Buffalo Bob
- 5:00 5 Cactus Jim—Western Feature**
Stories of the heroes of the west on film for the youngsters
- 7 Mary Hartline Show—Games**
Prizes and interviews with Mary and other boys & girls, Chet Roble's also on hand for some music and song
- 5:15 7 Lois And Looie—Cartoons**
Adventures with Looie as he explores the world of a child
- 5:30 5 Crusader Rabbit—Cartoons**
Stories for the children
- 7 Tom Corbett Space Cadet**
Tale of the future when people like ourselves adventure into space
- 5:35 5 Weatherman—Clint Youle**
Graphic predictions and friendly family talk
- 5:40 4 Associate Scorecard**
Roundup of scores of other games
- 5:45 4 Lucky Fan—Joe Wilson Quiz**
Camera's 7th inning choice gets a chance to win the prize
- 5 Clifton Utley And The News**
- 7 Stories In The Sand**
Tales for children with Kay Morrow
- 9 Tenth Inning—Harry Creighton**
Fan interviews and *TV Forecast* guest Eugene Hughes, South Haven, Mich.
- 6:00 4 Music Bowl—Musical Variety**
Danny O'Neil & Carolyn Gilbert sing
- 5 Ernie Kovacs Show—Comedy**
A wide scope of subjects covered in a most un-imaginable comic manner
- 6:00 7 Austin Kiplinger and The News**
- 9 Captain Video—Adventures**
Adventures in a world furnished with super-sonic devices
- 6:10 7 Top O' Weather**
- 6:15 4 Ulmer Turner And The News**
Up-to-the-minute reports
- 6:20 7 Flana-Grams—Sports News**
- 6:30 4 CBS News—Douglas Edwards**
News of the hour as it happens
- 5 Showroom—Roberta Quinlan**
Guest vocalist Alan Dale
- 7 Chance Of A Lifetime—Quiz**
John Reed King emcee
- 9 First Edition—Frann Weigle**
Weather report, baseball news, and travel tips
- 6:45 4 TV's Top Tunes—Musical**
Peggy Lee and Mel Torme star
- 5 News Caravan—John Swayze**
Reports from Washington
- 9 Chicagoland Newsreel**
- 7:00 4 Arthur Godfrey And His Friends**
Musical variety and chit-chat with Janette Davis, Haleloke, Marion Marlow and Frank Parker
- 5 Four Star Revue—Comedy**
Jack Carson emcee with guests Jack Norton and Lola Albright
- 7 Northwest Patrol Films**
"Code Of The Mounted" with Kermit Maynard
- 9 Club House—Interviews**
Jack Brickhouse and Marty Hogan
- 7:30 9 Easychair Adventures—Film**
"Follies Parisienne"
- 8:00 4 Variety Show**
- 5 Kraft Theater—Drama**
"The Adventures of Tom Sawyer" with Chas. Taylor, Susan Harris and Joey Walch. Famous story of youth by Mark Twain
- 7 Bill Gwinn Show—Musical Quiz**
Prize to couple who re-enact scene where a song altered their lives
- 9 Down You Go—Panel Quiz**
Dr. Bergen Evans mc; Panellists, Toni Gilman, Carmelita Pope, Fran Coughlin and Dr. Robert Breen
- 8:30 4 The Web—Mystery Drama**
"Old Jim's Second Woman," tale of a 10 year old girl whose sympathy saves the life of a middle-aged woman trapped into a loveless marriage
- 7 Wrestling From Rainbo Arena**
- 9 Airline Honeymoon—Quiz**
Frann Weigel emcee gives three couples a chance for a 2nd honeymoon
- 9:00 4 International Boxing**
Joe Louis-Ezzard Charles bout on film

WEDNESDAY—continued

- 9:00 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 Palge vocalist, and Adele Scott at the organ
- 9:30 5 Stars Over Hollywood—Drama**
"The Mask Of Medusa" with Raymond Burr and Steven Garray; story of a bankrobber who in escaping from the police enters a wax museum where the keeper tells him the story of the infamous characters represented there
- 9 "Four Days"—Feature Film**
Hugh McDermott stars
- 9:45 4 Sports Quiz—Film**
- 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 Hank Grant emcee
- 5 Let's Look At Sports—T. Duggan**
Review of the sports world
- 10:45 4 Linger Awhile—Musical**
Marty Hogan commentator
- 5 Herbie Mintz Show—Musical**
Tunes of a past era
- 11:00 4 Today In Sports—Film**
- 7 Austin Kiplinger And The News**
- 9 Feature Film**
- 11:10 7 Flana-Grams—Sports Comment**
Pat Flanagan reports on sports
- 11:15 4 Film**
- 11:20 7 Lucia Fera Show—Musical**
Old and new tunes brought to you on record
- 11:30 4 Murder Before Midnight—Film**
- 12:00 4 "Hats Off"—Feature Film**
John Payne, Mae Clarke, and Franklin Pangborn in a story of competition in the promotion field between a fellow and a girl for a famous act for a fair in Texas
- 12:30 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

tv FORECAST

*Armour and Company
Presents*

Stars over Hollywood
Every Wednesday—9:30 P.M. Channel 5



This week
"MASK OF MEDUSA"
Starring
RAYMOND BURR & STEPHEN GARRAY

A new and original Hollywood production each week

"SPIN'N SKATE"

ice show

Dinner Show 8:30 Supper Show 12:00

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During the summer, brilliant little Imogene Coca, the comic satirist of NBC-TV, will probably get plenty of rest between theatre and stage dates. But adoring Coca fans will have a restless vacation until their favorite re-appears in the fall.

Thursday July 5

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

- 9:00 4 Fun And Features—G. Menard**
Music, variety, comedy with George and the gang
- 9:30 4 Fun And Figure—Exercises**
Ed Allen shows how to keep your waistline trim
- 9:50 4 Fun And Features (continued)**
- 10:00 9 Your Figure Ladies—Exercises**
- 10:30 4 Tel-A-Shopper—Betty Whitney**
9 Chicago Cooks—Recipes
- 11:00 4 Creative Cookery—Recipes**
Francoise Pope demonstrates: baked chicken Montecarlo; sauce Parisienne; peach, cherry ice cream, peach-cherry, and pear-apricot flambeau
- 5 Ruth Lyons Show—Chatter**
- 7 Bob And Kay Show—Variety**
Discussion, music and interviews
- 11:30 5 Norman Ross' Varieties**
9 Hi Ladies—Interviews
- 12:00 4 First Hundred Years—Serial**
5 Feature Film
9 Let's Have Fun—Hank Grant
- 12:15 4 Garry Moore Show—Comedy**
Guest comedienne Connie Sawyer
- 12:30 5 Your Luncheon Date—Musical**
Music with the Art Van Damme Quintet and Nancy Wright and Hugh Downs vocalists
- 12:45 4 Multiscope News—Ticker Tape**
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 4 Knot Hole Gang—Linn Burton**
Guest: Dee Fondy
- 5 "Sign Of The Wolf"—Feature**
Film with Michael Whalen. Story of 2 dogs, one turns thief, the other remains faithful to friends
- 7 Beulah Karney Show—Foods**
Adventures in the art of cooking
- 1:10 9 Lead-Off Man—Harry Creighton**
Sports interview and *TV Forecast* guest award to Yvonne Erickson, Maywood
- 1:25 4 Baseball—Cubs vs St. Louis**
Joe Wilson announces game
- 9 Baseball—Cubs vs St. Louis**
Jack Brickhouse announces game
- 1:30 7 Barbara Moro—Creative Ideas**
- 1:35 7 "Flying Fists"—Feature**
Film starring Bruce Bennett
- 2:00 5 Miss Susan—Susan Peters**
Trials and tribulations of a woman lawyer in a small midwestern town
- 2:15 5 Vacation Wonderlands—Film**
Topic will be "Tunisia"
- 2:30 5 America Speaks—Film**
- 3:00 5 Straw Hat Matinee—Variety**

Rubin's Performers Salute Communities

"Stars of Tomorrow," the WGN-TV amateur talent show, is launching a series of Salutes to Chicago neighborhoods with the first scheduled for July 15. The weekly, 30 minute show will present a talent act each Sunday night, in co-operation with *TV Forecast* and the individual community newspapers.

"Stars of Tomorrow" is sponsored by Rubin's two big department stores at 1314 N. Milwaukee and 4834 W. Irving Park. Each week, the finest young amateur talent performs for fame and prizes. The *TV Forecast* Talent Salute will be a special added attraction to the regular show, featuring a representative performer from the community to be saluted.

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



During recent Bob & Kay show anniversary, the popular pair was presented with a new parakeet by Zooland pet shop, 4950 Irving Park Rd. The bird was named Nabalab. Taking part in the ceremony are (l to r) Marty O'Shaughnessy and Bob Kubicek, managing editor and editor of *TV Forecast*, Kay Westfall and Bob Murphy. Incidentally, this is probably the only picture of Bob Murphy minus a smile.

THURSDAY—continued

- 3:40 4 Associate Scorecard**
Roundup of scores of other games
- 3:45 4 Lucky Fan—Joe Wilson Quiz**
9 Tenth Inning—Harry Creighton
Interviews with fans and *TV Fore-cast's* guest Lewis L. Malen, Chgo
- 4:00 4 Toni Rodgers Show**
5 Hawkins Falls, Pop. 6200—Serial
Story of an ordinary small town
7 Sagebrush Sam—Western Film
"Cavalier of the West"
9 Foto Test—Frank Sweeney
A gay quiz game to catch your fancy, Sue Topping co-emcees
- 4:15 4 Breezy, Don, And Vera Ward**
Wards are back with Capt. Crusty, Florence Flutterby, and Clemeline
5 Cowboy Playhouse—Western
- 4:30 4 Assembly—Military Questions**
Film interview with the men in the Pacific Area, Hawaii
5 Howdy Doody Show—Variety
Bob Smith host to the youngsters
9 Telephone Game—Harold Isbell
Quiz session with Jane Quinn
- 5:00 4 Kids Karnival Kwiz**
5 Cactus Jim—Western Feature
7 Mary Hartline Show—Games
Fun for the kids with Chet Roble
9 Trail Blazers' Theater—Film
"Stars Over Arizona"
- 5:15 7 Lois And Looie—Cartoons**
Adventures with Looie as he explores the inquisitive world of a child
- 5:30 4 Silhouettes Of The West**
Roy Starkey stars
5 Crusader Rabbit—Cartoon
7 Stories In The Sand—Tales
Story of "The Man With Red Eyes"
- 5:35 5 Weatherman—Clint Youle**
Today's and tomorrow's climate
- 5:45 4 Window Shopping—Commercial**
Luckey North commentator
5 Clifton Utley—News
- 6:00 4 Danny O'Neil At Home Show**
Musical with new & old tunes
5 Ernie Kovacs Show—Comedy
Newer and madder ideas for televi-
wers not satisfied with the simply zany
7 Austin Kiplinger And The News
9 Captain Video—Adventure Tale
- 6:10 7 Top O' Weather**
- 6:15 4 Ulmer Turner And The News**
- 6:20 7 Flana-Grams—Sports News**
- 6:30 4 CBS News—Douglas Edwards**
5 John Conte's Little Show—Musical
7 Lone Ranger—Western Drama
9 First Edition—Frann Weigel
Weather report, baseball news, &
travel tips
- 6:45 4 Stork Club—Interviews**
Sherman Billingsley, host and guests
John Ericson and Anne Marno
5 News Caravan—John Swayze
9 Chicagoland Newsreel
- 7:00 4 Burns And Allen Show—Comedy**
Gracie promises her friend Harry that
she will play dumb to his devious de-
vices to go fishing instead of visiting
his mother-in-law
5 It Pays To Be Ignorant—Quiz
Tom Howard conducts this comedy
game. Panel consists of George Shel-
ton, Harry McNaughton and Lulu
McConnell.
7 Stop The Music—Musical Quiz
Bert Parks mc, Marion Morgan, Jim-
my Blaine, & Betty Ann Grove vocal-
ists and the "mystery melody"
9 Carrot Top Anderson
- 7:30 4 Amos 'n' Andy—Comedy Drama**
Alvin Childress as Amos, Spencer
Williams as Andy, Tim Moore as
Kingfish, and Horace Stewart as
Lightnin'
5 Treasury Men in Action
Based on T-Men files, Walter Greaza
stars as "the chief" in drama titled
"The Case of the Devil's Donkey" story
of the counterfeiting of Mexican lot-
tery tickets
9 Royal Playhouse—Drama
"Looking Through" with Edgar Bar-
rier as Warren Hogan, a mail clerk
who isn't to be trifled with, Irene
Vernon as Cora the show girl he
marries after convincing her that her
boy friend is no good, and John
Warburton as the no good boy friend
- 8:00 4 Alan Young Show—Variety**
Guest, Mel Torme sings "Sailin' on
the Henry Clay." Skits: Tom Dugan
and Charles Williams assist Young
in trying to buy a ticket for a big prize-
fight, John Qualen and Barry Kelly
featured in western skit with Young
as sheriff
5 Ford Festival—Musical Variety
James Melton, Dorothy Wareskjold
soprano, Herb Shriner, and Gladys
Swarthout guests
7 Don Ameche Show—Musical
Musical comedy depicting life and
laughs backstage at a summer theater
with Betty Brewer, Dorothy Greener,
Don Craig Chorus, and Berne Green's
orchestra
9 Adventures Of Ellery Queen
Lee Bowman as Ellery in mystery
drama titled "Frightened Girl" where
murder stalks the ballet world
- 8:30 4 Big Town—Newspaper Drama**
Pat McVey as Steve Wilson crusading
reporter of the "Illustrated Press"
in "Box 243" a story of a ship-
ment club
7 Blind Date—Arlene Francis mc
Gentlemen compete for dates with
Manhattan's most glamorous models

THURSDAY—continued

- 8:30 9 Beauty Contest**—Bill O'Connor
Send your questions, the beauty queens will answer your queries
- 9:00 4 Racket Squad**—Drama
Reed Hadley as Captain John Brad-dock in "Heaven For Sale" wherein a bereaved father is persuaded to send his daughter's "spirit" a diamond necklace
- 5 Martin Kane, Private Eye**
William Gargan stars as sleuth
- 7 Documentary Films**
"Forestry Industry" and "California"
- 9 Silver Screen Theater**—Film
- 9:30 4 400 House Party**—Variety
Amateur show from Chez Paree
- 5 Short Story Playhouse**
Drama titled "The Good Sport" by Sinclair Lewis; a young man's philosophy of living up to the Joneses gets him in trouble
- 10:00 4 Ernie Simon**—Curbstone Cutup
Interviews with the man on the street
- 5 Weatherman**—Clint Youle
Tomorrow's weather
- 7 Cameraman At Large**—Film
- 9 Wrestling From Chicago**
- 10:10 5 Dorsey Connors**—Helpful Ideas
- 10:15 4 Ulmer Turner**—News
- 5 Clifton Utley**—News
- 7 Great Comedians**—Film
- 10:30 4 What's Wrong With This Picture**
5 Let's Look At Sports—T. Duggan
7 Dr. Fixum—Household Tips
Helpful hints for women, building, and another clothes hanger idea
- 10:45 4 Linger Awhile**—Musical
- 5 Herbie Mintz Show**—Musical
Songs of yesterday
- 11:00 4 Today In Sports**—Film
- 5 Broadway Open House**—Variety
Kirby Stone Quintet, Ray Malone, dancer, comedienne Dagmar
- 7 Austin Kiplinger**—News
Review of the news of the day
- 9 "I Met A Murderer"**—Feature
Film starring James Mason and Pamela Kellino. Farmer kills wife and in flight from police meets mystery writer. She realizes he is a murderer and writes his story
- 11:10 7 Flana-Grams**—Sports Comments
Late reports on the sports world
- 11:15 4 Film**
- 11:20 7 Lucia Fera Show**—Musical
- 11:30 4 Murder Before Midnight**—Film
"Avalanche" with Bruce Cabot and Roscoe Karns
- 12:00 4 "Pocatello Kid"**—Feature
Film with Ken Maynard
- 12:15 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above listings without notice)

FROM HUNGER!

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

WGN-TV
Channel 9

Enjoy Television In

COOL COMFORT

Air Condition Your Living Room With a

YORKAIRE

Conditioner



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HARRISON 7-8900

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York
refrigeration air conditioning

Station Breaks — By MIKE BOOM

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



ALLISON

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

OFF GUARD . . .



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

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

Most startling phenomenon seen on local sets is the eyeball popping of Linn "for certain" Burton. They shoot out like those old-time third dimension movies. . . .



TRENDLER

WGN-TV's Bob Trendler, one of the busier bandleaders of Chicagoland TV, is also credited with one of the happiest dispositions. . . . Herb Laufman, the talented young producer, is a flying enthusiast. Thinks nothing at all of spending his weekend aloft.

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

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

Friday July 6

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

- 9:00 4 Fun And Features—G. Menard**
Information on Red Cross technique is explained along with a variety of fun, music, and interviews
- 9:30 4 Fun And Figure—Exercises**
- 9:50 4 Fun And Features—(continued)**
- 10:00 9 Your Figure Ladies—P. Fogarty**
- 10:30 4 Tel-A-Shopper—Betty Whitney**
- 9 Chicago Cooks—Recipes**
Delightful dish to tempt the family prepared by Kay Middleton
- 11:00 4 Creative Cookery—Recipes**
Lobster Thermidor En casserole, African lobster tails, crepe suzettes and l'ailgon butter
- 5 Ruth Lyons Show—Chatter**
- 7 Bob And Kay Show—Variety**
- 11:30 5 Norman Ross' Varieties**
- 9 Hi Ladies—Interviews**
Tommy Bartlett chats with gals
- 12:00 4 Garry Moore Show—Comedy**
Guest: Mary Ross, former police officer now a private detective in Balt.
- 5 Meet Mintz—Herbie Mintz**
Relax with the piano melodies
- 9 Let's Have Fun—Variety**
- 12:15 5 Newsroom—Late Information**
- 12:30 4 First Hundred Years—Serial**
- 5 Your Luncheon Date—Musical**
with Hugh Downs, host; Nancy Wright, vocalist, and the Art Van Damme Quintet
- 12:45 4 Multiscope News—Ticker Tape**
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 4 Knot Hole Gang—Linn Burton**
Guests: Hank Sauer and Andy Lotshaw
- 5 "Girl From Rio"—Feature**
Film with Movita, Warren Hull, and Kay Linaker. Singer on the eve of singing debut is called to New York to aid brother charged with murder and burning of night club.
- 7 Housewives Holiday—Kirchner**
Claude Kirchner interviews ladies
- 1:10 9 Lead-Off Man—Harry Creighton**
Fan interviews and *TV Forecast* award to Richard Klein, Wheaton, Ill.
- 1:25 4 Baseball—Cubs vs Cincinnati**
- 9 Baseball—Cubs vs Cincinnati**
- 1:30 7 Barbara Moro—Creative Ideas**
- 2:00 5 Miss Susan—Susan Peters**
- 2:15 5 Vacation Wonderlands—Film**
"Oregon"
- 2:30 5 America Speaks—Documentary**
- 3:00 5 Straw Hat Matinee—Variety**
- 3:40 4 Associate Scorecard**



The Last Word

DEAR BOSS:

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

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

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

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

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

Ivan Bunny, one of my severest critics and long-time reader of *TV Forecast*, can be quoted as saying: "I imagine the only ones who enjoy watching video commercials are the people who sponsor same."

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

CHUB MCCARTHY

FRIDAY—continued

- 3:45 **4 Lucky Fan**—Joe Wilson—Quiz
9 Tenth Inning—Harry Creighton
Interviews and *TV Forecast* guest
Mrs. E. H. Daily, Michigan City, Ind.
- 4:00 **4 Multiscope News**—Ticker Tape
5 Hawkins Falls, Pop. 6200—Serial
7 Sagebrush Sam—Western Film
"Man From Hell's Edges"
9 Foto Test—Frank Sweeney
Delightful quiz give-away with
prizes galore for correct answers
-
- 4:15 **4 Breezy, Don and Vera**
5 Cowboy Playhouse—Western
- 4:30 **4 Assembly**—Military Questions
Telephone calls between the men in
Tokyo and their parents and relatives
in Chicago studio
5 Howdy Doody Show—Bob Smith
9 Telephone Game—Quiz Session
- 5:00 **4 Kids Karnival Kwiz**
5 Cactus Jim—Western Feature
7 Mary Hartline Show—Prizes
9 Trail Blazers' Theater—Film
"Romance Rides the Range"
- 5:15 **7 Lois And Looie**—Cartoons
- 5:30 **4 Silhouettes Of The West**
Roy Starkey stars
5 Crusader Rabbit—Cartoon
7 Tom Corbett Space Cadet
- 5:35 **5 Weatherman**—Clint Youle
- 5:45 **4 Window Shopping**—Commercial
5 Clifton Utley—News
7 Stories In The Sand
- 6:00 **4 Music Bowl**—Danny O'Neil mc
5 The Ernie Kovacs Show
Situation comedy with records, films,
pantomimes, and general nonsense
7 Austin Kiplinger And The News
9 Captain Video—Adventures
- 6:10 **7 Top O' Weather**
- 6:15 **4 Ulmer Turner And The News**
- 6:20 **7 Flana-Grams**—Sports News
- 6:30 **4 CBS News**—Douglas Edwards
5 Showroom—Roberta Quinlan
Guest: Russell Nye
7 Canine Varieties—Harry Hill
Noted authority on dogs presents a
champion boxer; a veterinarian will
outline a program for dog care during
the summer months
9 First Edition—Frann Weigel
Weather report, baseball news, and
travel tips
- 6:45 **4 TV's Top Tunes**—Musical
Peggy Lee and Mel Torme star
5 News Caravan—John Swayze
9 Chicagoland Newsreel
- 7:00 **4 Mama**—Domestic Comedy Skits
Dagmar has a new friend from Nob
Hill and the family is bewildered
when they are snubbed by the child's
parents

- 7:00 **5 Quiz Kids**—Questions & Answers
Moppet session of answers to all ques-
tions, guest emcee
- 7 Jerry Colonna Show**—Comedy
Jerry gives the side & ear splitting
life of "Cabooso"—greatest opera
singer of all time—full hysterical
treatment; regulars include Barbara
Ruick, Paul Sells, Del Sharbut, and
Gordon Polk
- 9 Twenty Questions**—Panel Quiz
Bill Slater mc with Fred Van De-
venter, Florence Rinard, Herb Polesie
and Johnny McFee
- 7:30 **4 Man Against Crime**—Drama
Robert Preston stars as Pat Barnett
- 5 Walt's Workshop**—Creative
Mr. Durbahn discusses general de-
signs of homes and benefits, also
shows how to plan rooms with the
aid of models
- 7 Ruggles**—Domestic Comedy
With two young ones, and two not so
young ones, Mom and Pop (Ruth Ted-
row and Charles Ruggles) bustle
- 9 You Asked For It**—Films
Art Baker presents films on every-
thing requested by viewers
- 8:00 **4 "Jungle Patrol"**—Feature
Film with Kristine Miller, Arthur
Franz, Ross Ford, & Mickey Knox;
eight young Amer. fliers responsible
for protecting a temporary air strip
- 5 Door With No Name**—Drama
Based on the highly secret activities
of the federal government agencies;
Grant Richards and Mel Ruick star
in this drama in which an intelligence
operator is sent overseas to recover a
missing document
- 7 "Boss Of Bigtown"**—Feature
Film with John Littel, Florence Rice,
and H. B. Warner in a story of the
city rackets
- 9 Leo Carillo's Dude Ranch**
Musical variety with western setting
- 8:30 **5 Victor Borge Show**—Musical
Borge does a sketch as president of
the U.S.; guest, 8-yr. old Zola Mae
Shaulis
- 9 Shadow of the Cloak**—Drama
Helmut Dantine stars as private
agent working against espionage ring
- 9:00 **4 Live Like A Millionaire**
Amateur show, John Nelson mc with
children introducing their talented
parents
- 5 Sports Newsreel**—Film
- 7 Sawyer Views Hollywood**
Hal Sawyer mc interviews
- 9 Cavalcade Of Stars**—Variety
Jackie Gleason mc introduces guests
Roberta Peters and the June Taylor
dancers
- 9:30 **4 Hit Spot**—Musical Variety
Vic Hyde emcee with Peggy
Taylor, TuTones, 4 Notes, & salute to
"Town of the Week"

FRIDAY—continued

- 9:30 5 Greatest Fights Of The Century**
Boxing film: Joe Louis vs Primo Carnera (June 25, 1935)
- 7 Studs' Place—Informal Variety**
Studs Terkel as proprietor with some homey philosophy, Chet Roble, Win Stracke and Beverly Younger
- 9:45 5 Nature Of Things—Discussion**
Dr. Roy K. Marshall talks about "Stars of Summer Skies": constellations visible at this time of year, description & illustrations, also legends connected with them
- 10:00 4 Ernie Simon—Curbstone Cutup**
5 Weatherman—Clint Youle
7 Courtesy Hour—Jim Moran
Variety of music, dancing, and singing acts performed by professionals in their field, Rex Maupin's music
- 9 "Fighting Mad"—Feature**
Film with James Newill; tale of a Mountie who tracks down his man and gets the girl
- 10:10 5 Dorsey Connors—Helpful Ideas**
Gadgets for every room of your home
- 10:15 4 Ulmer Turner and the News**
5 Clifton Utley—News
- 10:30 4 Lilli Palmer Show—Interviews**
Alexander Lernet-Holenia, one of Austria's leading authors, discusses with Miss Palmer Austrian and Viennese culture with emphasis on the current Festival of Salzburg
- 5 Let's Look At Sports—Duggan**
Report on the sports world
- 10:45 4 Linger Awhile—Musical**
Marty Hogan emcee
- 5 Herbie Mintz Show—Musical**
Tunes that bring back memories
- 11:00 4 Today In Sports—Film**
5 Broadway Open House—Variety
Comedy and music with Jack E. Leonard, Dagmar, Kirby Stone quintet, and Ray Malone, Eileen Barton dancers, vocalist Buddy Greco, & Frank Gallop as straight man
- 7 Austin Kiplinger—News**
Review of the news of the day
- 11:10 7 Flana-Grams—Sports Comments**
Late reports on the sports world
- 11:15 4 Film**
- 11:20 7 Lucia Fera Show—Musical**
- 11:30 4 Murder Before Midnight—Film**
9 Cinema Hour—Feature Film
- 12:00 4 "Swing It, Sailor"—Feature**
Film with Wallace Ford and Isabel Jewell; sailor tries to prevent his buddy from leaving Navy
- 12:15 9 Chicagoland Newsreel**
Local events brought to you on film
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

tv FORECAST

FRIDAY 10 PM
WENR-TV (7)

JIM MORAN "The Courtesy Man"
presents the

Courtesy Hour

THE FASTEST-MOVING VARIETY HOUR ON TELEVISION!

COURTESY Motors
3567 W. GRAND • CHICAGO 51

Topper tops
'em all

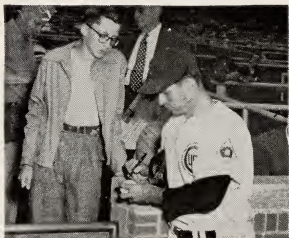
"TOPPER" wants your OLD TV SET HE'LL PAY up to \$200!

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

CALL "TOPPER"
DE laware 7-0154

Central Television Exchange
430 NO. CLARK ST.

FREE!—TV Interviews with Creighton, baseball ducats



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

BASEBALL fans, here's your opportunity to see your favorite team in action from reserved box seats and to appear on television as guests of *TV Forecast* magazine. Enjoy a leisurely afternoon at Wrigley Field or Comiskey Park and be interviewed on WGN-TV by sportscaster Harry Creighton . . . This new, exciting contest is open to youngsters and adults alike. Everyday, *TV Forecast* will award 4 reserved box seats for Cubs and Sox baseball games.

This contest is made possible by special arrangement with Nelson Brothers, Walgreen drug stores, United Airlines, and American Vitamin Associates.

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

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

YOUNGSTERS WIN: Two reserved box seats for a Cubs or Sox baseball game plus an autographed baseball. And that's not all. The baseball will be awarded on Harry Creighton's pre-game "Lead-Off Man," show on WGN-TV, sponsored by Nelson Brothers at 1:10 p.m. from the ball park.

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

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

Mollycue Winners

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

Uncle Herbie Winners

Wayne Chase, Chicago, Ill.
Kent Mommsen, Chicago, Ill.
Terry Sutka, Chicago, Ill.

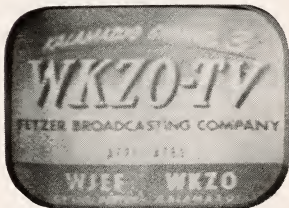
Shows Open to Public

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

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

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

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



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



Sportscast

BY ED PAZDUR



Here's Solution to Penn's TV Headache . . .

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

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



LOUIS

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

Theatre-television . . .

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

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

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

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

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

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

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

"Yes, it was—wasn't it?" answered Joe to the crowd's roaring delight.

THAT

Dynamic ★ DUGGAN



Tom Duggan (above) constantly kicking up the dust in the sports world can be seen over WNBQ, 10:30 p.m., Sunday thru Friday.

By HARRY FINKEL

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

And so we have the present situation—Tom Goss (alias Duggan) has become the most popular sports commentator in Chicago. He has one of the

largest followings in the sports world here with his name on everyone's tongue, from the fan to the baseball club owner. But, at the same time, about half of those people disagree with the 6 foot, 2 inch, 220 pound marine veteran.

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

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

see the truth but that makes this business interesting for me."

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

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

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

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

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

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

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

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

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

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

Although born in the Windy City,



Tom in his teens with his dad, Jim Goss.



As a marine radio announcer during World War II, Tom served overseas in China.



As a boy in grade school, Tom already looked defiant.

Tom attended prep school in Wisconsin, where he played football. He also played semi-professional football after leaving school, and today he keeps his waistline trim by strenuous workouts with handball, swimming and golf. Tom has one sister and a brother. His dad, Jim Goss, resides at 2016 Seminary, just a few blocks from DePaul university.



Leonard Schwartz (right) handing Sports Editor Ed Pazdur a \$5,000 check to back up his challenge to Lou Thesz.



SCHWARTZ POSTS \$5,000 IN DARING CHALLENGE TO THESZ

LEONARD SCHWARTZ, owner-promoter of Rainbo Arena, has posted a \$5,000 check to be held in escrow by *TV Forecast* as a convincing climax to his daring challenge directed at Lou Thesz, NWA heavyweight champion, to meet his "uncrowned champion" Ruffy Silverstein for the title. The money is to be used as an incentive and as part of the purse which includes a percentage of the gate. In an effort to give Chicagoans an undisputed heavyweight champion, the *Thesz-Silverstein* match would not be conducted by profit making promoters but directed under the auspices of *TV Forecast* magazine and under the supervision of the Illinois Athletic Commission.

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

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

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

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



THESZ



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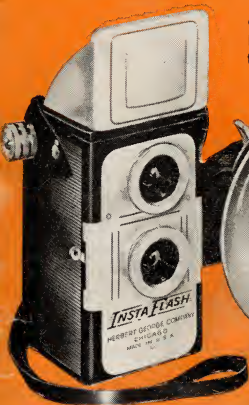
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