

complete advance TV programs

JULY 21

tv FORECAST

EILEEN
WILSON
Hit Parader



Twenty Questions • page 6

15c



NEXT WEEK

"Are Teenagers TV Hep?"

A look backstage at America's biggest teenage TV show is promised *TV Forecast* readers next week, as the camera records Paul Whiteman's WENR-TV show. Above: Nancy Lewis, Joan Breen, Martha Rider, Patsy Grady watch Junie Keegan plant one on "Pops."

JULY 21, 1951

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Channel One

NEW YORK—Biggest surprise seen along the networks is Wayne King's rapid rise to success. According to Videodex, Wayne's fine band music goes only to 10 stations, yet he holds up a creditable 31-plus rating. Nestling with him are such tremendous TV spreads as Philco Playhouse (56 cities), Martin Kane (60 cities) and Studio One (49 cities). . . . **Lugene Sanders**, lovely 17-year old newcomer to network TV, is one of the skillful impersonators of teen boyhood. If in doubt, watch her take-off on her video boyfriend, **Bobby Ellis**. **Jimmy Sommer**, heart interest in "Date With Judy," is an honor student at his Oyster Bay high school. . . . **John Daly**, highly regarded emcee of TV quiz shows, was formerly a crack war correspondent.



SANDERS

Formerly an instrument of scorn, the weathermen are taking hold in video. Watch the meteoric rise of NBC's **Clint Youle**, the easy-going wrong guesser on fair and stormy weather. . . . CBSinger **Vaughn Monroe** has a new twist—if his wife likes a song, he steers clear of it. If she turns thumbs down, he tries to parlay the tune into a best seller. So far, he's arrived right. . . . NBC is so hot to land singer **Dinah Shore** that an important executive was dispatched to the wilds of Montana to get her signature on a contract. . . . Stop fuming at FCC Commissioner **Wayne Coy**. His contract was just renewed for seven years. . . . The **Tintair** company, and president **Martin Strauss**, announce that its TV programs are uncertain. That's a mild come-uppance for a company that flouted decency for sake of a catchy commercial.



YOULE

Lisa Kirk, the Broadway singstar, is one good reason why the "GE Guest House" will remain on TV view. According to the critics, **Oscar Levant** was one bad reason for the same show. . . . Thinking about **Arthur Godfrey**? **Mugs Richardson**, the girl whom TV forgot, is back on a Washington video station. Insiders say the split between **Arthur** and **Mugs** was caused by a perceptive lifemate. . . . Wanna know what happened to the original "Broadway Open House" cast?—**Dagmar** and **Ray Malone** are still with the show. . . . the **Meadowlarks** are doing commercials. . . . **Estelle Loring** is with a local TV show down east. . . . **Dave Street** is in Cincinnati. . . . **Wayne Howell** is a N. Y. disk jockey. . . . **Milton DeLugg** is working the **Doodles Weaver** show. . . . **Jerry Lester** himself is resting in Las Vegas.



KIRK

It's now proved that **Dave Garroway** has a lower cost per 1,000 viewers than "Celebrity Time," according to Videodex surveys. . . . Vocalist **Jimmy Blaine**, ABC's bright warbler on "Stop The Music," is a good reason why that program continues such good ratings. He's housebroken to housewives. . . . **Nancy Lewis**, the charming young co-emcee with **Paul Whiteman's** Teen Club, started her career by capturing a "beautiful baby" contest. . . . **Cliff Soubier**, that fabulous clown on "Super Circus," was born in Ontario, Canada. He actually fulfilled stage legend by crawling into his mother's arms from a theatrical trunk at the age of eight months. . . . Fans of **Dorothy Kilgallen** are glad to welcome her back to network quiz shows. She spent her vacation in Europe.



BLAINE

the music that became an institution



SATURDAY night throughout cities and hamlets has long been known as romance time. Lovers of all ages—whether on dance floors, front porch hammocks or parked roadsters—turn on the music and settle down to dreamy bliss.

It was no wonder that "Your Hit Parade," a straight musical offering based directly on this pleasant pastime, became a national institution, first in radio and now in television.

The format of "Your Hit Parade" is a simple one. The top ten tunes of the country, selected by survey each week, are dished out gaily by Raymond Scott's orchestra, with the vocals rotated among three personable singers—Eileen Wilson, Snooky Lanson and Dorothy Collins.

Along with the music goes considerable effort in staging a background "story line," which has to be different every week a tune is among the top ten. By the time a particular song has stayed among the leaders for six or seven weeks, the producers are nearly bug-eyed from figuring out new and different settings.

One of the main features of WNBQ's Saturday musical is the brilliant package of cigarette commercials that accompany "Your Hit Parade." When channel 5 viewers first glimpsed rows of gleaming ciggies marching, dancing, swooping and twirling, they were fascinated. The commercials soon became the TV talk of the town.

Top to bottom: Eileen Wilson, Dorothy Collins, Snooky Lanson

TV FORECAST

YOUR HIT PARADE

Much livelier than cigarettes, however, are the songsters who spark each show—Wilson, Lanson and Collins.

Eileen Wilson was born in 1923 in San Diego. She starred in her high school's annual operetta, and decided on music for a career. At the University of California, she won an A.B. degree in music and performed on local radio shows. Success seemed imminent, so Eileen dropped her family name of Eshelman for the name of her vocal coach, Art Wilson.

Skitch Henderson, then on the west coast, became enchanted with her voice and signed her as featured vocalist with his band. Later, Eileen joined Will Osborne's group. She also enjoyed periods with the bands of Ray Herbeck and Les Brown. Not so well known is the fact that Eileen's voice was dubbed in for Ava Gardner's in several movies in which Ava was supposed to sing.

Eileen won a Hit Parade audition in 1948, and was an immediate success. She is married to a handsome male singer named Ray Kellogg.

Snooky Lanson has been called the Crosby of the South. His musical youth was chiefly distinguished by his rise from boy soprano to baritone in less than a year, due to Snooky's voice cracking. That much out of the way, Snooky became a star of station WSM, Nashville, and acquired a large bobby sox following.

Somewhere in Snooky's earlier career, he played semi-pro baseball, and picked up a healthy skill at fly casting. This athletic training probably helped a good deal last year, when Lanson used to commute 2,000 miles each week between Nashville and New York for his dual jobs.

Now Snooky lives with his family in Stamford, Conn. and helps his attractive wife Florence raise Ernie 5, and Beth 2.

Dimpled Dorothy Collins was born in Ontario, Canada in 1926. She got off to a fast start in show business by winning a local singing contest while still a mopet. From there, it was an easy jump to a kid radio show in Detroit.

In 1942, Dorothy visited Chicago and met bandleader Raymond Scott. A year later, Dorothy joined him as featured vocalist. Her biography is careful to state here that Dorothy's mother accompanied her daughter on her travels.

In 1948, Dorothy joined the Herb Shriner radio series. Then in 1950, the Hit Parade sponsor was looking for some new type commercial jingles. Raymond Scott made some recordings, using the Collins vocals, and sold his idea. Dorothy was hired to do the singing ads, but later joined the show as a major star.

Dorothy lives in New York, is five feet, two inches tall and weighs 106. Her hair is natural blonde and she has hazel eyes. Her hobbies are baseball and horseback riding. So far, the young songstar has remained single.

"Your Hit Parade" is seen every Saturday on WNBQ at 9:30 p.m., sponsored by Lucky Strike.

NEXT WEEK

Who are the six most provocative women in television? Next week, Forecast for Women nominates the leading contenders for this unusual title. You'll want to buy a copy!

TWENTY QUESTIONS

???? the ??? answer ??? is ??? always ??? there ?????



Emcee Bill Slater (center) keeps smiling even when the questions come thick and fast from (clockwise) Johnny, Van, Florence and Herb. Panel has both speed and color.



Johnny McPhee



Florence Rinard



Fred Vandeventer



Herb Polesie

FOUR quiz-happy experts gather around emcee Bill Slater every Friday on DuMont network and start guessing on any subject you can imagine. It's not that the quartet is naturally nosey—it's because "Twenty Questions" is one of WGN-TV's most popular shows.

The four who hurl a barrage of question marks each week with a minimum of effort—Florence Rinard, Fred Vandeventer, Herb Polesie and Johnny McPhee—found out their toughest assignment was to pick the five most difficult questions of the year.

Here they are:

1. *All the women in the world.*
2. *Herb Polesie's tongue.*
3. *The Pillars of Hercules.*
4. *The Stone of Scone.*
5. *Home plate in Shibe baseball park.*

Pursuing the usual "animal, vegetable or mineral" type of questions, the four brain trusters admitted that these five sticklers used up their 20 chances to the limit.

Now to reverse the procedure, and answer some of the viewers' questions:

Florence Rinard is really married to Fred Vandeventer, although she keeps her maiden name for show business reasons. Their son, Bobby McGuire, was an early favorite on the show (the McGuire name was borrowed from a grandmother), but has since been replaced by young Johnny McPhee, who was a boyhood chum of Bobby's.

Florence reveals that none of the panel is allowed to read fan mail, for the very good reason that "Twenty Question" subjects are often inserted in the letters. Her favorite hobbies are painting, ping pong, bridge and badminton.

Fred Vandeventer is a Hoosier by birth. He was born in Tipton, Indiana, and attended Butler University. His background was almost strictly journalism—he served with Associated Press, International News Service and most of the Hearst publications. He's one of the few commentators who writes his own copy (WNBQ's Clifton Utley being another).

Fred thinks the funniest subject the panel handled was that of "an expectant father." He couldn't understand why the audience roared everytime he asked such questions as "Can this person be identified because of something he has done?" or "Can he be identified because the thing that he did was with someone else?" Fred found out later that the show was almost cut off the air.

Herb Polesie's biggest problem is to get folks to spell his name correctly. He's seen Polesie spelled 50 different ways. Now about Herb's famous mother-in-law. He says he kids her because he loves her, and certainly doesn't intend any bitterness. In fact, Herb says his mother-in-law gets to look forward to the quips and scolds him when he quits. He's been a bigtime radio producer for some years, including chores with Al Jolson and Bing Crosby. Herb reports the only time he took serious objection to the mis-spelling of his name occurred when a magazine called him Palsy.

Johnny McPhee was a high school friend of Bobby McGuire. When Bobby picked a southern university to attend, Johnny was given a shot at an audition.

"Twenty Questions" is seen over WGN-TV every Friday at 7 p.m. sponsored by Mennen's.

Letters to the Editor

A few weeks ago I was fortunate to receive two tickets to see Super Circus and saw Mary Hartline in person. She is even more attractive in person than on TV. That's why this morning when I read the question Miss Clark of Oak Park asked: "Why doesn't Mary Hartline cut some of her mop off?" I was prompted to pen this note. Mary Clark should try to see Super Circus. Maybe she'd change her mind. Nine times out of 10 a question like that comes from an envious woman.

Chicago, Ill.

HELEN STERN

I think Mary Hartline should get her hair cut. She would look very nice in a pageboy.

Monon, Ind.

ROSALIE SMITH

A woman's pride is her hair, and Mary Hartline is young and has beautiful hair and keeps it well. I say, Mary, keep your hair long. It becomes you very well.

Griffith, Ind.

JENNIE BOTHWELL

Ed. note: That solves that.

I don't think Janette Davis is indecent. I think she has a good voice and I'd rather hear her any day than Marion Marlowe.

Niles, Mich.

MRS. M. J. YOUNG

I for one cannot see Miss Janette Davis' name slandered. This Miss Hermann is probably an old who's just jealous and she thinks she sees daggers. My advice is for her to quit drinking.

Lockport, Ill.

DON SWANSON

... Her dresses to me are far from indecent. She is a small person and would have to wear something that was almost invisible to make it indecent. Harmful criticism is unfair, and I think we can all stand a good boost.

Chicago, Ill.

ANNABELL SHORTT

Janette and Bill Lawrence were a lovable and congenial team, so I do not see the advantages of becoming a snob and show off since Bill went into the Army. Maybe these actions are mistaken for spirit and fun, the charm of Godfrey and his cast.

Chicago, Ill.

HAZEL S. GILMORE

Added information

FOR FRIDAY, JULY 20, 1951

11:00 7 Bob and Kay Show Guests: Betty Broadbent, tattoo lady from the Ringling Bros. Circus and Mrs. Mulars with her talking parakeet

12:30 5 Your Luncheon Date Nancy Wright sings "Let's Get Away From It All," and the Van Dammes, Caesar Giovannini offer "S'posin'"

7:00 5 Quiz Kids Clifton Utley is guest emcee questioning Lonnie Lunde, Joel Kupperman, Frankie VanderPloeg, Penny Bergstrom, and Sheldon Talmay

7:30 4 Man Against Crime "Big Egg" Pat Barnett digs up evidence of racketeer's ruthless methods of silencing a witness slated to testify in a crime investigation

7 Ruggles First actual outdoor telecast in a dramatic program; annual picnic outing of Williams Manufacturing Co., with Charlie scheduled to make principal address which he never quite gets around to, because of food and fun. Authentic atmosphere will be supplied by the ABC-TV employees and families

8:00 5 Door With No Name When three truckloads of raw opium are found on U.S. highways, Intelligence operative Doug Carter is dispatched to find the source of supply, believed to be in Missouri

John Cameron Swayze, the NBC-TV news commentator, says that in order to be a live wire you sometimes need the right connections.

Dave Garroway tells of the two ghosts who were sitting around a campfire on a dark and dreary night, talking about things in general. Then they approached the subject about which all ghosts have different opinions.

"I say, old chap," wondered one, "do you really think there are such things as human beings?"

Studs Terkel, star of Studs' Place, tells about a farmer relative of his who couldn't get used to the inexperienced help. One day, a neighbor asked him how his new hired hand was making out.

"Cuss the critter," snapped the old man, "he ain't a hand—he's a sore thumb."

SATURDAY

- 4:00 Trigger Tom
- 5:30 Drum Taps
- 7:00 The Twilight Hour
- 7:00 Western Feature*
- 7:00 Red Stallion In The Rockies
- 10:00 Fear
- 10:00 One Rainy Afternoon
- 10:00 History Is Made At Night
- 11:00 Revolt Of The Zombies
- 12:00 Sweethearts Of The Navy

SUNDAY

- 10:00 God's Country
- 11:30 Glory Trail
- 12:00 No Escape
- 5:00 Pride Of The Bowery
- 7:00 Feature Film*
- 9:30 Zis Boom Bah!
- 10:00 Private Snuffy Smith
- 10:00 Weaker Sex
- 11:00 Flight 13 and Hope Chest
- 11:00 Goodbye My Love

MONDAY

- 1:00 Dangerous Intruder
- 2:00 Niagara Falls
- 4:00 Texas Buddies
- 5:00 Ghost Town Law
- 8:00 And So They Were Married
- 8:30 What Becomes Of The Children
- 9:30 Rolling Home

TUESDAY

- 12:00 Shadow Of Life
- 1:00 Lighthouse
- 4:00 Arizona Days
- 5:00 Mexicali Kid
- 7:00 Tex Rides With The Boy Scouts
- 7:00 Brand Of Outlaws
- 10:00 Winter Carnival
- 12:00 Mr. Wong In Chinatown

WEDNESDAY

- 1:00 Arson Squad
- 4:00 Come On Tarzan
- 5:00 Boss Of Rawhide
- 7:00 Phantom Patrol
- 7:30 Successful Failure
- 9:30 The Housekeeper
- 9:30 Something In The City
- 11:00 Mark Of Cain
- 12:00 Mystery Of The 13th Guest

THURSDAY

- 12:00 Adventures Of Danny Boy
- 1:00 Riot Squad
- 4:00 Frontier Town
- 5:00 Outlaws Of Stampede Pass
- 6:30 Lone Ranger*
- 7:30 Cassandra Club
- 9:00 Missing Corpse
- 10:05 Feature Film*
- 11:00 Goin' To Town
- 12:00 Case Of The Baby Sitter

FRIDAY

- 1:00 City Limits
- 4:00 Hittin' The Trail
- 5:00 Western Feature*
- 6:30 Tied For Life and Tired Feet
- 8:00 Topper Takes A Trip
- 8:00 Submarine Base
- 10:00 Today I Hang
- 11:30 Yukon Flight
- 12:00 Wolf Riders

*Title To Be Announced

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



Comics never stop working, even at lunch. Seen at Fritzels are (l to r) Morey Amsterdam, ex-star of Broadway Open House, Ernie Simon, the Curbstone Cut-Up, Marty O'Shaughnessy and Bob Kubicek, managing editor and editor, respectively, of TV Forecast.

Stories In the Sand Awards Free Puppies

For the next few weeks, viewers of "Stories In the Sand" will compete for puppies to be awarded by Kay Morrow and the Ideal Dog Food company in conjunction with the Chicago Park district's west side summer day camps.

Kay, WENR-TV star, announced this week that the contest will end August 27, and names of winners will be revealed on her channel 7 program.

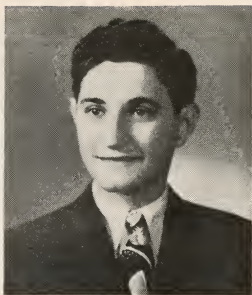
Shows Open to Public

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. Rubin's "Stars of Tomorrow," Sunday 9-9:30 p.m.; "Miss U. S. Television Contest" Monday 7-7:30 p.m. "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. "Ernie Simon's Curbstone Cutup," Monday through Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater.) "Creative Cookery," Monday through Friday 11 a.m. Write program for tickets. "Fun and Features" Mon. thru Fri. 9 a.m. Order tickets thru program.

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.



BURTON SCALIN

BURTON SCALIN, 19-year old pianist of Rogers Park, received the Talent Salute of *TV Forecast* Magazine on Rubin's "Stars of Tomorrow" television show Sunday, July 15 on WGN-TV. Young Burton won the community-wide talent search figuratively "hands down" as only a promising concert pianist can.

Rogers Park's brilliant representative performed as guest star on Rubin's show, after being introduced by Edward Lerner of the Rogers Park News. *TV Forecast* presented the Talent Salute Award Certificate and prize of a free-week-end at the Whitcomb Hotel in St. Joseph, Michigan. He will perform there as a professional in Saturday evening's Variety Show, an engagement that should lead to a future career that he is so well-prepared to enter.

Burton has lived in Rogers Park most of his musical life that started 9 years ago when his vocally accomplished mother encouraged and convinced him that a keyboard can hold profitable magic and possibly a future career.

His study at the American Conservatory of Music during the past two years has rounded out his repertoire of classical selections that he executes with a master's surety and depth.

The next community to be scouted and Talent-Saluted is Lakeview, whose star representative will appear on Rubin's "Stars of Tomorrow," July 22, 9 p.m., WGN-TV.

Saturday July 21

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

9:45 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; guests: Felix Adler, world famous clown, and the Fine Arts Quartet, Leonard Sorkin, Joseph Stepanky, Geo. Sopkin, and Sheppard Lehnhoff

10:30 4 **Kiddie Showtime—Serial**

"Ace Drummond" X and a cartoon "Bubbles and Troubles"

7 **A Date With Judy—Comedy**

At a dance Judy suddenly finds Oogie lacking in color & excitement and seeks escort home with an athlete. Oogie, downhearted, runs away to join the Foreign Legion

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; Janet's Pony and Dog Act

7 **2 Girls Named Smith—Comedy**

Complications aplenty arise when "Marion," played by Nina Foch, gets entangled with two theatrical producers and the going becomes hectic until "Fran," played by Peggy French, unravels the twisted show business skein

11:30 7 **1 Cover Times Square—Drama**

Johnny Warren's story about Janet Wilson, who was supposed to know all about a fence for stolen stocks & bonds named Wayne, and her boy friend Danny who fell for a stiff uppercut in a dark alley in trying to rescue her

12:00 4 **Pin Up Wife—Commercial**

7 **Laraine Day Show—Interviews**

12:30 4 **Multiscope News—Ticker Tape**

12:45 9 **Spencer Allen And The News**

Commentary and reports on late happenings in the world's events

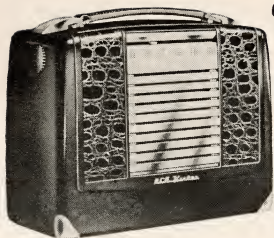
12:55 9 **Batting Practice—Vince Lloyd**

Watch the players as they warm up

1:00 4 **Multiscope News—Ticker Tape**

Up to the minute news on tape
(Continued on page 12)

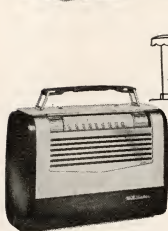
Wherever you go, whichever you get,
You'll travel with the smartest set



3-way, Portable, comfortably low in price.

Plays on AC, DC or battery.

Practically a necessity on a picnic, at the beach or 'round the house. "Golden Throat" tone system. Stunning alligator-grain plastic finish. RCA Victor BX57.



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



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



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

ACT NOW . . . See Your Favorite RCA Victor Dealer Today!



In lightweight plastic, with convenient carrying handle.

RCA VICTOR  
(DISTRIBUTING CORPORATION)

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

tv FORECAST

SATURDAY—continued

1:10 9 Lead-Off Man—Harry Creighton
Interviews and autographed *TV Fore-*
cast baseball award to Elaine Zink,
Michigan City, Indiana

1:25 9 Baseball—Sox vs Washington
Jack Brickhouse announces game

1:30 4 Multiscope News—Ticker Tape

2:30 5 Horse Racing—Jamaica
Questionnaire Handicap for 3 yr. olds,
\$25,000 purse, Clem McCarthy an-
nouncing

3:30 5 To be announced

3:45 7 TV Tots Time—Cartoons
"Hunting in 1950" and "Model Rail-
roads"

9 Tenth Inning—Harry Creighton
Interviews with fans and *TV Fore-*
cast's guest Mrs. Henry Tasche, Ar-
lington Heights, Illinois

4:00 4 Film

7 Lucky Seven Ranch—Western
"Trigger Tom"

9 Camera Caravan—Film Short
"Once Upon A Time"

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

5:00 4 Toni Kemp Health Revue

7 Space Patrol—Adventure Stories
Buzz Corey and cadet Happy become
involved in an adventure with a 20th
century deadly weapon, a pistol, out-
lawed in their age of advanced sci-
ence. How they meet this threat you
shall see

5:15 4 You Funny People—Commercial

5 Industry On Parade—Film

5:30 4 It's Up To You—First Aid
Jane Perkins, singer and narrator

5 Mr. Wizard—Science Study
Don Herbert explains to Bruce Lind-
gren the subject of "Gases." Shows a
water glass full of jumping moth
balls, demonstrates how pure oxygen
will generate heat under pressure, and
uses baking powder & soda to create
carbon dioxide gas

7 Circle 7 Theater—Western
"Drum Taps" feature film

9 Telesports Digest—Film

6:00 4 Kid Gloves—Boxing Bouts
Frank Goodman as referee with Bill
Sears and John DeGrosa calling the
punches on these small-fry bouts

5 Front Line Camera—News
Clinton Utley commentator

6:00 9 Pet Shop—Comptons Present
Jay Sheridan subs for Gail as emcee
and introduces Martha Hunter with a
pet ape, Judy Coffin with her pet goat,
Rudy Vistain with some Cocker Span-
iels, also some new fish

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

5 One Man's Family—Domestic
Tale of the happenings in the life of
a family, Russell Thorson narrating

7 Stu Erwin Show—Comedy
Stu decides family is not spending
enough time at home, so when Dr.
tells him of illness he uses this as
excuse to keep family attentive

9 "Niagara Frontier"—Feature

7:00 4 "The Twilight Hour"—Feature
Film (1st showing) with Mervyn
Johns, Basil Radford, Marie Lohr,
Grey Blake, and Lesley Brook; mys-
tery story involving the broken,
tangled life of a war hero bereft of
his memory

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 "Red Stallion In The Rockies"
Feature film with Wallace Ford, Ar-
thur Franz, Jean Heather, & Jim
Davis; grandfather objects to niece
marrying circus performer til boy
saves his life

8:00 4 Wonderful Town—Variety
Faye Emerson interviews outstanding
citizens from various towns through-
out the nation; documentary and
dramatic. This week, Greenwich Vil-
lage is honored with personalities
Valerie Bettis, Wally Cox, Vilhjalmur
Stefanson, and Hazel Scott as guests

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, Lee Jones yodeling cow-
girl, and Bill Thall emcee

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

SATURDAY—continued

8:30 4 Show Goes On—Variety
Robert Q. Lewis is host to buyers

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

9:00 4 Songs For Sale—Musical
Steve Allen mc introduces two guest singers who will perform songs from the pens of 4 unknown tunesmiths. Jack Stanton & Betty Luster, Ray Bloch's orch., guest vocalists: Ethel Waters, Alan Dale, judges: Mitchell Miller, Sonny Skylar, and Harry Revel

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 Marigold
Semi-windup: Geo. Busette vs Ramon Cermadas; Main event: Lou Thesz vs Wild Bill Longson

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

5 Assignment: Man Hunt—Drama
Adventure, mystery, and drama in "Through A Dead Man's Eye" suspenseful drama of how a youngster, playing "detective," captures a murderer. Features Frankie Case Jr.

10:00 4 "Fear"—Feature Film
Starring Peter Cookson, Anne Gwynn and Warren Williams; story of a medical student driven by poverty to the murder of a miserly money lender

5 "One Rainy Afternoon"
Feature film with Ida Lupino & Mischa Auer

7 "History Is Made At Night"
Film feature with Jean Arthur, Charles Boyer, and Leo Carrillo; tale of a plot including murder designed to break up a romance

11:00 9 "Revolt Of The Zombies"—Film
Feature with Dorothy Stone and Dean Jagger; a scheming soldier journeys to the Far East to learn more about Zombelism

11:30 4 Murder Before Midnight—Film

12:00 4 "Sweethearts Of The Navy"
Feature film with Eric Linden and Cecilia Parker
(Stations reserve the right to change above listings without notice)

"SPIN 'N SKATE"

ice show

Dinner Show 8:30 Supper Show 12:00

GRIFF WILLIAMS' orchestra

FAMILY MATINEE EVERY SUNDAY

special children's menu

CALL "PHIL" WAbash 2-4400

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CHICAGO
A HILTON HOTEL



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

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



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

Complete FOUNTAIN & GRILL SERVICE

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Present this coupon for free delivery

ON TELEVISION



2:00 P. M.
SUNDAYS
WENR-TV
CHANNEL 7



who presents

CHICAGO PLAYHOUSE

(a TWIN BILL of half hour TELE-PLAYS)

at 11 PM WNBQ (5)

TONITE: "FLIGHT 13"
"HOPE CHEST"

No break in features for commercials!
 No used cars shown at any time!

DE MET PONTIAC, INC.

5150 West North Avenue
 (near Laramie)

Sunday July 22

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

- 10:00 4 "God's Country"—Feature**
 Film with Robert Lowery, Helen Gilbert, and Buster Keaton
- 11:00 7 TV Tots Time—Film Cartoons**
- 11:15 7 Chester The Pup—Comedy**
- 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 "Glory Trail"—Feature Film**
 Tom Keene, Joan Barclay, James Bush, & Frank Meton; troop of rebel Confederate soldiers refusing to surrender to North make their way across country to found a new colony
- 12:00 4 "No Escape"—Feature Film**
 Dean Jagger, Mary Brian, & John Carradine in tale of how an escaped forger aids the United States
- 7 Stories In The Sand**
 Religious stories with the characters in the sand narrated by Kay Morrow "Why the Assyrians Flee Their Camp"
- 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 Fore-cast award to Richard Kavanagh
- 1:25 9 Baseball—Sox vs Washington**
 Jack Brickhouse announces game
- 1:30 4 Film**
- 7 Adventures Of Wild Bill Hickok**
 Guy Madison and Andy Devine star
- 2:00 7 Cisco Kid—Western Movie**
 Duncan Renaldo and Leo Carrillo star
- 2:30 4 Multiscope News—Ticker Tape**
- 7 Saddle & Sage—Western Film**
 "Lonesome Trail"
- 3:00 5 Survival—Discussion**
 Civil defense program
- 3:30 5 Zooparade—About Animals**
 R. Marlin Perkins takes us on a visit to the small mammal cages at Lincoln Pk. where we see Kinkajous, Civets, and Coati-Mundis
- 7 Your Pet Parade—Jack Gregson**
 Moppets display pets for a prize
 (Continued on page 16)

Now - Full 215 Square Inch Rectangular Tube Zenith Quality TV



Built for the Future!

New Zenith® "Addison" console TV with doors, model 2242R. With new 215 sq. in. "Blaxide"® Rectangular Tube screen. Contemporary cabinet, rich Mahogany veneers. Other 20 inch models include Blonde console with doors, open face console in Mahogany, and combination with Cobra-Matic Record-Player and FM-AM radio.

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

Your best buy for the times ahead

Don't risk having to "live with" an inferior or old-fashioned set . . . having parts replacement and service problems . . . putting up with a dinky, small size, inferior picture! Your best investment today is this big new 20 inch rectangular *Zenith Quality TV*. Designed, engineered, and quality-controlled by Zenith all the way. Your best insurance for long years of care-free performance and pleasure!

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

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Zenith Radio Corporation, Chicago 39, Illinois
Over 30 Years of "Know-How" in Radionics® Exclusively • Also Makers of Fine Hearing Aids

SUNDAY—continued

3:45 9 2nd Game—Sox vs Washington

4:00 4 Hair Magic—Commercial

5 How Does Your Garden Grow
Planting, growing, & soil information by John Ott. Today's subject is "Gladioli"

7 Super Circus—Variety Stanza
Mary Hartline and Claude Kirchner invite the kids to watch Cluffy, Scampy, and Nickey

4:30 4 Religion for Youth

5 Treasures Of America—Talks
Interview & discussion with John Kieran mc and David E. Finley, dir., John Walker, chief curator, and Gregory Stapco, art copyist of the Nat'l Gallery of Art in Wash., D.C.

5:00 4 "Pride Of The Bowery"—Film
Feature with the East Side Kids' adventures in camp

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 and TV Forecast guest Mr. John Muha

6:00 4 Gene Autry Show—Western

5 Curiosity Club—Scientific
Discussion with R. Marlin Perkins and Don Herbert; subject: "Gettin' Around" methods of locomotion

7 Summer Revue—Musical
Earl Wrightson and Maureen Cannon star with Ray Porter's chorus and guest Lina Roday. Theme: production of a motion picture; tunes: "Cindy," "I Want What I Want When I Want It," "Come Rain or Come Shine," and "Over and Over Again"

6:30 4 Go Lucky—Comedy Quiz
Jan Murray emcee, panel is asked to identify a specific action, seen only by the audience; guest, Lady Iris Mountbatten

5 Meet The Press—Discussion
Martha Rountree moderator, guest: Wellington Koo, Chinese Ambassador

7 Music In Velvet—Musical
Rex Maupin and his orchestra are featured along with a guest vocalist and a dance team

6:30 9 Powerhouse Of Sports—News
John Powers announces

6:45 9 Not For Publication—Drama

7:00 4 Toast Of The Town—Variety
Ed Sullivan presents Cliff Norton, Robert Merrill, Jane Morgan, the dancing Nicholas Brothers, Jerry Colonna and Renault & Rudi, acrobats

5 Amer. Inventory—Discussion
"Will There be Panic if Atomic Bombs Fall in this Country?" Clifton Utley, commentator, J. V. Sidney, English Civilian Defense authority, Dr. Ozro Woods, psychiatrist, and Dr. A. C. Ivy, Pres. U. of Ill. Med. Schl.

7 Hollywood Adv. Time—Film

9 Chicagoland Newsreel Review

7:30 5 Sports Star Time—Tom Duggan
Discussing athletic endeavors, and interviewing well-known sports personalities

9 Pentagon—Washington
Capt. Herbert P. Rice U.S.N., dir. of Training Div., Bureau of Personnel, illustrates the scope of navy training

8:00 4 Guest House—Panel Variety
Panel of four celebrities will be quizzed on questions pertaining to the entertainment industry; Durward Kirby mc with guests Ethel Waters, Roland Young, Dorothy Jarnac, Jean Mitchell, Marcia Henderson & Jack Manning; panelists: Jean Dalrymple, Vernon Rice, Maurice Zolotow, & Barry Nelson

5 Philco Playhouse—Drama
"Pretend I'm A Stranger" with William Prince, Olive Deering, Richard Newton, & Mary Barclay. Story of young man suffering from amnesia after being subjected to treatment of Germans during war, who believes that during that period, he gave away army secrets and refuses to admit he has regained his memory

7 On Trial—Topic Discussion
"Are The Loyalty Standards For Government Employees Sound?" Edward J. Ennis as negative witness, Geo. A. Spiegelberg counsel

9 Rocky King, Detective—Drama
"The Tell Tale M.rk" Rocky gets a helping hand from the ballistics lab as he solves a gang killing

8:30 7 Marshall Plan In Action—Film

9 Plainclothesman—Drama
"The Case of the Tattle Tale Rain" a raincoat furnishes the clue to the murder of a big time gangster

9:00 4 Celebrity Time—Quiz
Conrad Nagel mc with Jane Wilson, Bill Corum and guests, June Lockhart and Lon McCallister

5 American Forum Of The Air
"America's Role In Defense Of Freedom" discussed by Sen. Paul H. Douglas (D-Ill.) and Sen. Robert A. Taft (R-O.), Theodore Granik moderator

SUNDAY—continued

- 9:00 7 Screen Shorts—Films
 9 Stars Of Tomorrow—Variety
 Lee Bennett emcees as Chicago talent competes for top place in this all-winner contest. Local community saluted, Lakeview area
- 9:30 4 What's My Line?—Panel Quiz
 John Daly host with panelists Arlene Francis, Hal Block, Dorothy Kilgallen, and guest Bennett Cerf
- 5 Leave It To The Girls—Debate
 Maggi McNellis emcee with panelists Eloise McElhone, Eva Marie Saint, Dorothy Kilgallen, Constance Bennett, and male guest John Carradine, actor
- 7 Everybody's Business—Film
 9 Courtesy Theater—Feature
 Film "Sis Boom Bah!" (1st showing) featuring Peter Lind Hayes, Mary Healy, and Grace Hayes. Comedy about the son of an actress, and how he disrupts life on the college campus
- 10:00 4 "Private Snuffy Smith"—Film
 Feature with Edgar Kennedy
 5 Weatherman—Clint Youle
 7 "Weaker Sex"—Feature
 Film with Ursula Jeans and Derek Bond. Family saga of the war and post-war period
- 10:10 5 Dorsey Connors—Helpful Tips
 Angel Casey subs for Miss Connors
- 10:15 5 Alex Dreier—News Report
 Today's news of the world
- 10:30 5 Let's Look At Sports—News
 Tom Duggan reviews the sports world
- 10:45 5 Industry On Parade—Film
- 11:00 5 DeMet Pontiac—Films
 "Flight 13" with Wm. Coy, Pat Dane, & Dorothy Bruce; home ties prove stronger than anticipated. Also "Hope Chest" with Mary Sinclair, Fredia Inescort, & Ross Elliott; a stranger brings love to a sheltered young lady
- 9 "Goodbye My Love"—Feature
 Charles Ruggles, Sidney Blackmer, and Verree Teasdale in a comedy about alimony and non-paying husbands
- 11:30 4 Film
- 11:45 4 Ulmer Turner And The News
- 12:00 4 Let's Live A Little—Commercial

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

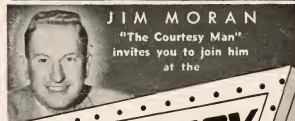
Topper tops
'em all

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



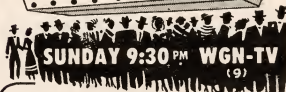
Topper says—why squint and strain to see that old 7, 10 or 12 inch set. Take it to Chicago's largest TV exchange and apply it on the purchase of any new national brand—or get cash!

CALL "TOPPER"
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**Central Television
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JIM MORAN
 "The Courtesy Man"
 invites you to join him
 at the

**COURTESY
THEATRE**



SUNDAY 9:30 PM WGN-TV
 (9)

FIRST TIME ON TV!
 "ZIS BOOM BAH!"

Star-Studded Cast
 DON'T MISS THIS PREMIERE!

COURTESY Motors
 3567 W. GRAND • CHICAGO 51

On Pet Shop



Photo by Herman

Vistain's Commodore, 2 year old champion cocker spaniel owned by Mr. and Mrs. Rudy Vistain of 9356 South Richmond, Evergreen Park, will appear on Pet Shop Saturday, July 21 on WGN-TV. The champ is shown above with his owner and Judge Wenger, well known dog enthusiast.

The black and white parti-color cocker has accumulated 18 points, three more than necessary for the rating of champion. Early this year, Vistain's Commodore was awarded Best of Variety ribbons in dog shows held in Jacksonville and West Palm Beach, Florida, and more recently at Waukegan, Ill. The Vistain family have been awarded so many trophies they are planning to buy a cabinet to display the honors.

The Vistains will also display the four puppies sired by Commodore on the channel 9 telecast, as guests of Gail Compton, Pet Shop proprietor.

Win Pair of Tickets

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

Deadline for this week: Wednesday, July 25. Write: Wrestling: % Sports Editor, *TV Forecast*, 185 N. Wabash, Chicago. Do it tonight!

**Over ½ Million Readers
Rely on TV Forecast**

Monday July 23

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

- 9:00 4 **Fun And Features**—G. Menard
Interview with Bill Ballance, news-caster
- 9:30 4 **Fun And Figure**—Exercises
- 9:50 4 **Fun And Features** (continued)
Interview with Mrs. Mary E. Lewis about her fabulous collection of dolls
- 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
Recipes for cream puffs, French cream filling, & chocolate eclairs
7 **Bob And Kay Show**—Variety
Guests, the Poster's Girls, from St. Petersburg, Fla.
- 11:30 5 **Norman Ross' Varieties**
9 **Hi Ladies**—Interviews
- 12:00 4 **Garry Moore Show**—Variety
Meredith Wilson as guest host presents comedian Guy Raymond
5 **Meet Mintz**—Musical Favorites
9 **Russ Davis Show**
Variety, interviews & commentary
- 12:15 5 **Newsroom**—Late Information
- 12:30 4 **First Hundred Years**—Serial
5 **Your Luncheon Date**—Musical
9 **Individually Yours**—Fashions
- 12:45 4 **Multiscope News**—Ticker Tape
9 **Spencer Allen And The News**
- 1:00 5 **"Dangerous Intruder"**—Film
Feature with Charles Arnt, Veda Ann Borg, & Richard Powers; accident causes her to become a guest in a strange house of art
7 **Housewives' Holiday**—Kirchner
9 **Travelers' Sketchbook**—Films
"Biography of a Fish" and "Battling Bass"
- 1:15 4 **Multiscope News**—Ticker Tape
- 1:30 7 **Barbara Moro**—Creative Ideas
9 **Showtime**—Musical Film Shorts
- 2:00 5 **Miss Susan**—Susan Peters
9 **"Niagara Falls"**—Feature
Film with Tom Brown and Zazu Pitts; an elderly couple endeavors to patch up a squabbling pair of youngsters
- 2:15 5 **Vacation Wonderlands**—Film

(Continued on page 20)

Ha, ha, ha, there he goes folks, our lion is eating Mr. James G. Paddock of Palos Park, Ill. . . .

AIR WAVES LOUSY WITH NEW QUIZ SHOWS

By JACK MABLEY

Everywhere you look these days you bump into a new quiz show. The air waves are lousy with them, and I use the word advisedly.

The main attraction to sponsors of these shows, obviously, is that they are cheap, and in some cases the returns are fantastic. The best example is the Groucho Marx session. What's My Line has paid off tremendously, too.

But look at the junk. The Goldbergs was replaced by a gem called Who's Whose, and it was so bad they yanked it off the air after the first week. Fred Waring was replaced by an astounding-ly inept hour full of nothing featuring Oscar Levant.

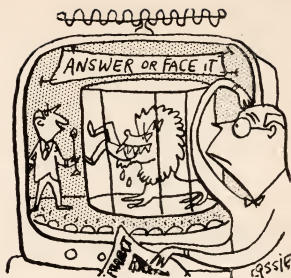
Others are good, bad, and indifferent. Twenty Questions has paid off its sponsors so well it has been signed for five years on DuMont.

Who's Whose was replaced by another quiz show called It's News to Me, with John Daly, a very successful quizmaster. There are Beat the Clock, Celebrity Time, Leave It to the Girls (ugh), Life Begins At 80, Who Said That, Q.E.D., Pantomime Quiz, Down You Go (best of the new ones), Quiz Kids, Juvenile Jury, and probably a few others that will be on the air by the time this gets into print.

Apparently the war cry of summer TV is "When all else fails, throw in a quiz show." It can have good results, but the boys are overdoing it. They'll drive us all out to the forest preserves.

* * *

Now that they're getting used to color television in New York, some of the first enthusiasm has been replaced



by caution. Color still is wonderful, but. . . .

After watching a while, the pictures do not seem as sharp as when you first shift from black and white, observers report. Colors in long shots tend to blur. The colors aren't always completely true. And on present receivers, with their magnifiers in front of the screens, it is necessary to sit nearly on a line with the center of the screen. Side angle viewing gives distortion.

I'd still take color, from my few views of it. But it isn't perfect. We'll probably all get a chance to make up our minds next fall, when CBS will take over Channel 4 and put color on the air.

* * *

The *New York Times* put dozens of its correspondents to work to find out what television is doing to the country. They confirmed, in detail, what most of us already know. But there was one finding which I think made the whole survey worth while.

People are reading more—not less—in television areas. The greatest effect of television nationally is in keeping people home. And being home, we are rediscovering reading—newspapers, magazines, books. (Some of the quiz shows, for instance, are great stimulants for turning off the set and curling up with a good book.)

Librarians and teachers report a demand for kiddy books, and say adults are deserting romance and whodunit fiction in favor of non-fiction and "how to" books.

MONDAY—continued

- 2:30 5 America Speaks—Documentary**
"Combat Bulletin" Dept. of Defense film on action in Korea
- 3:00 5 Straw Hat Matinee—Variety**
9 Test Pattern Til 4:30
- 3:30 4 Multiscope News—Ticker Tape**
- 4:00 5 Hawkins Falls, Pop. 6200**
7 Sagebrush Theater—Western
"Texas Buddies"
- 4:15 4 Breezy, Don, And Vera Ward**
Puppet fun for all the kids
5 Cowboy Playhouse—Western
- 4:30 4 Assembly—Military Questions**
Discussion and interviews with Civil Air Patrol
5 Howdy Doody Show—Kids Fun
Bob Smith emcees antics
9 Telephone Game—Quiz Session
- 5:00 4 Kids Karnival 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
"Ghost Town Law" western feature
- 5:15 7 Lois And Looie—Cartoons**
- 5:30 4 Silhouettes Of The West**
Music & songs by Roy Starkey
5 Weatherman—Clint Youle
Today's and tomorrow's climate
7 Tom Corbett Space Cadet
Adventures in a super-scientific world
- 5:45 4 Window Shopping—Commercial**
5 Clifton Utley And The News
7 Jimmie Blaine's Jr. Edition
Variety for the teen-agers
9 Foto Test—Frank Sweeney
Quiz with cash prizes
- 6:00 4 Music Bowl—Musical Variety**
Danny O'Neil sings tunes you request
5 Ernie In Kovacsland—Comedy
With a little more description than just zany, we present Ernie Kovacs
7 Austin Kiplinger And The News
9 Captain Video—Adventures
- 6:10 7 Top O'The Weather—Russ Reed**
- 6:15 4 Ulmer Turner And The News**
- 6:20 7 Flana-Grams—Sports News**
- 6:30 4 CBS News—Douglas Edwards**
5 Song At Twilight—Musical
7 Hollywood Screen Test—Drama
Neil Hamilton emcee introduces young actresses and actors with assistance from Frank Albertson
9 First Edition—Frann Weigle
- 6:45 4 TV's Top Tunes—Musical**
Tunes: "Don't Smoke in Bed," "My Truly, Truly Fair," and "I Can't Get Started"
- 5 News Caravan—John C. Swayze**
9 Chicagoland Newsreel
- 7:00 4 Pantomime Quiz—Charades**
Mike Stokely emcee with panel of regulars including Adele Jergens, Jackie Coogan, Hans Conrard, Vincent Price, and guest team: Pamela Britton, Andrea King, Gig Young, & Sonny Tufts
- 5 Cameo Theater—Drama**
"Of Unsound Mind" with Claire Luce, Donald Briggs and Phillip Reed. Story of an injured veteran whose wife tries to have him committed to an asylum to further her own selfish gains
- 7 Films Of Interest**
"A Closed Book"
- 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, Rise Stevens, mezzo-soprano, also Mayor Alfred E. Cobo & Harvey S. Firestone on 250th anniv. of Detroit. Tunes: "Seguidilla" from "Carmen," Victor Herbert's "I'm Falling In Love With Someone," and orchestra plays Ivanovici's "Waves Of The Danube" popularized as "The Anniversary Song"
- 7 Marshall Plan In Action—Film**
- 9 Al Morgan Show—Musical**
Variety with the maestro of music
- 8:00 4 Horace Heidt Show—Musical**
Session with professional talent
- 5 Lights Out—Drama**
"Zero Hour" strange tale of children who innocently become involved in helping people from another planet invade our lives at zero hour
- 7 United-or-Not—John MacVane**
News conference with members of U.N. Correspondents Assoc. interrogating U.N. delegates & world leaders on timely & controversial issues of international importance. Guest: Amb. Selim Sarper of Turkey, permanent representative to the U.N.
- 9 "And So They Were Married"**
Robt. Mitchum, James Ellison, & Simone Simone in comedy about 2 gentlemen vying for the fair lady's hand
- 8:30 4 It's News To Me—Panel Quiz**
John Daly moderator with panelists: Quincy Howe, Anna Lee, John Henry Faulk, and Robin Chandler. Guest contestants will have to say whether panelist's story is right or wrong

MONDAY—continued

8:30 5 Somerset Maugham Theater
 "In Hiding" story about a couple on a cruise; when husband is confined in cabin with sea sickness, his wife tells fantastic tales about him, then he recovers and is forced to stay in the cabin to save his wife from embarrassment

7 "What Becomes Of Our Children?"

Feature film with Joan Brash & Barbara Pepper

9:00 4 Summer Theater—Drama
 "Tremolo" starring Haila Stoddard and Dick Foran. Story of happily married couple whose lives are suddenly thrown into chaos by mysterious events and an ugly scandal

5 Author Meets the Critic

John K. M. McCaffery, moderator

9:30 5 Who Said That?—Quiz

Robert Trout quizzes guests Mel Allen, Nancy Chaffee and Sen. Blair Moody (D.-Mich.)

7 Front Page Detective—Film

Edmond Lowe stars as David Chase "Napoleon's Obituary" with Geo. Pembroke, Francis Pierlot and Byron Foulger. Story of a zany family which is introduced to murder without a proper calling card

9 "Rolling Home"—Feature

Film (1st showing) with Jean Parker and Russell Hayden

10:00 4 Ernie Simon—Curbstone Cutup

5 Weatherman—Clint Youle

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

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Ulmer Turner And The News

5 Clifton Utley—News

10:30 4 To be announced

5 Let's Look At Sports—T. Duggan

7 Handy—Tips And Ideas

10:45 5 Herbie Mintz Show—Musical

11:00 4 Hair Raising Tale—Commercial

7 Austin Kiplinger And The News

9 Business Opportunities On TV

11:10 7 Flana-Grams—Sports News

11:15 9 Chicagoland Newsreel

11:30 4 Murder Before Midnight—Film

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

**In today's U. S. Army,
 many men in uniform
 are required back of
 each man with a gun.**

The U. S. Army needs men!

Enlist in the

U.S. Army

presenting

ARLENE ANDERSON

TWELFTH WEEK'S PRIZE WINNER



Watch

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

EVERY MONDAY

WGN-TV

7:00 P.M.

A Walter Schwimmer Production

This Give-Away Show Is For Kids Only!

by UNCLE HERBIE

KIDS' Carnival Kwiz is one of the few adult-like shows designed especially for children viewers—it's a give-away show patterned after the big time evening programs, but it's for kids only and Chicagoland youngsters seem to be enjoying every day of it on WBKB.

Ray Suber, as Natco the Clown, has hundreds of prizes to award junior viewers who answer his telephone calls. Already 29 jackpots have been won, each including a Schwinn bike and other prizes.

Ray is a well-known actor who has been in the entertainment profession for more than 28 years. You may recall seeing him in "Sandy Strong" and "Paddy the Pelican," other TV shows for children. Even more recently he was seen in the Martin & Lewis television show from Chicago and in Saroyan's "Violin Messiah" at the Chevy Chase Summer Theatre.

Kids' Carnival Kwiz is really a jam-boree of thrilling adventure, starring such famous movie heroes as Flash Gordon, Ted Tyler and Don Winslow. All quiz questions are based on the day's film, and the jackpot quiz (which accumulates daily) is concerned with famous historical characters in fact or fiction.

This week's contest: Draw a picture of Natco the Clown, color it and mail to Uncle Herbie, % TV Forecast Magazine, 185 N. Wabash, Chicago 1. First prize \$1; second prize 50 cents; next 12 prizes 25 cents each! All entries must be in before August 5, 1951.



favorite recipes

no. 2 of a series

Patricia Simon, beautiful brunette wife of Ernie Simon, the Curbstone Cut-up of WBKB, is an accomplished cook. Be it Italian spaghetti, Mexican chili or fine French breads, Patti is bound to please the palate—and Ernie's battle with the scales becomes very real when faced with such temptation!

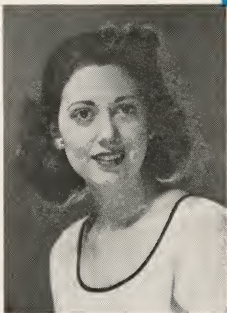
For the readers of *TV Forecast*, she has selected Raisin Cinnamon bread, as prepared at the Antoinette Pope School of Fancy Cookery where she recently completed a 15-week course. So here's to good eating!

forecast for women

raisin cinnamon bread

- 1 ounce compressed yeast combined with 1 tablespoon sugar
- 1 cup scalded milk
- 3 tablespoons shortening
- 1 teaspoon salt
- About $3\frac{3}{4}$ cups sifted bread flour
- $\frac{1}{3}$ cup granulated sugar
- 1 whole egg or 2 egg yolks beaten with egg beater
- 1 cupful raisins simmered several minutes, drained, dried on a towel, and sprinkled with flour

Pour scalded milk over shortening, sugar and salt. When melted, add the well beaten eggs, and when lukewarm, add the dissolved yeast. Then gradually add about $\frac{3}{4}$ of the flour; then add the raisins that have been dried on a towel and sprinkled with flour, a few at a time, beating until well mixed. Last, add rest of flour. Turn out onto floured covered board and knead about seven or eight minutes. Place in well greased No. 7 bowl, and allow to rise until doubled. It will take about two hours for this dough to rise the first time because of the large amount of sugar, raisins, etc. When doubled in size, knead again for several minutes. Place in greased bowl; brush top with melted shortening and let rise again for about one hour until doubled. Then turn out onto board and



roll dough into rectangle that measures about 9 x 18 inches. Brush entire surface with beaten whole egg and sprinkle with about one tablespoon of cinnamon. Roll and place with open end down in a very well greased bread pan that measures about 9 x 4 $\frac{1}{2}$ x 2 $\frac{1}{2}$ inches or little larger. Allow to stand in warm place until a little more than double in size. Bake in a 400° F. oven about 35 minutes; then reduce heat to 350° and bake about 25 more minutes. This recipe will make one loaf.

If desired you may frost this with a white confectioners' sugar icing, after it has cooled.



Relaxing in front of the fireplace is a luxury to Kay, who is looking forward to the day when her home is completely settled and such pastimes become routine. The lovely antique chair was her grandmother's.

by *Patricia Cooper*

editor, forecast for women



After a day of unpacking or working in the yard, Kay and Grant relax on the patio which opens off of their dining room. Eventually this will be a favorite spot for outdoor entertaining.



Kay Fin

TO EVERYONE who has dreamed of moving into a completely new home—free of all worries—Kay Westfall will concede it is wonderful, it is fun but it's also work plus problems.

Problems such as no kitchen cabinets, no sidewalks and not being able to decorate for months after you occupy the home. Kay and her husband Grant, who recently moved into a new ranch home in suburban Elmhurst, have faced all of the above difficulties but they wouldn't trade these experiences for any they had previously encountered.

For a number of months Kay and Grant had visited home after home, suburb after suburb in search of the home that would answer their needs. Shortly after their return from Florida this winter they found the six-room brick house they now call home. It was about three-quarters complete at that time.

May 1, the traditional moving day, found Kay and Grant in the throes of transferring furniture and personal belongings from their north side apartment to their new home. Though now living in the home, they are still unpacking, still attending to the myriad of final construction details and still looking forward to the day when they can just sit back and enjoy their new found comfort.

"A city dweller all my life, I've always hoped to some day live in the suburbs," Kay explained to us. "It's an entirely different way of life, more quiet and more friendly. It's worth the extra time I now spend in commuting."

Because the plaster is still drying,

ds Her Dream Home

Kay can't begin decorating for another month. She plans to have an interior decorator advise her on color themes and choice of new furniture—but states she plans to mix periods. She plans to replace all but a few pieces of furniture, keeping her grand piano, the radio-phonograph and a lovely Victorian chair which was owned by her grandmother.

Even without the decorating completed, her modern Norge kitchen would delight any housewife. She cooks electrically and washes her dishes the same way, for she has a Youngstown unit complete with dishwasher. Her cabinets and bases have been given a natural finish.

The L-shaped living room is highlighted by a handsome crab orchard stone fireplace and has two large picture windows overlooking the front of the lot. On the mantel are two beautiful Bisque figurines which originally belonged to her grandmother and a handsome German clock, set in a glass bell.

A bedroom, den and dining room complete the layout. They have space for two additional rooms on the second floor and a complete basement where Grant hopes to create a recreation room.

Now that they've found their dream house, Kay and Grant are hard at work creating a dream home. And finding it one of their happiest experiences.

Kay is seen Monday through Friday on the "Bob and Kay" show and Saturday at 10 a.m. on "Oh Kay," both on WENR-TV, Channel 7.



Home from the studio, Kay heads for her modern Norge kitchen and starts dinner. Bases have gray formica tops: gray tile covers the floor.



Careful attention to beauty routine is important to a television star and Kay is no exception. It's 100 strokes with the brush before bed.



During her free hours, Kay is still busily unpacking dishes and storing them. The lovely table cloth was made by Kay, an accomplished needlewoman.

JACKIE DESIGNS, MAKES

Off-Camera Wardrobe

by PATRICIA COOPER

ANCHORAGE, Alaska during war-time . . . severe shortages of clothing . . . and Jacqueline James, featured singer with The Wayne King Show (WNBQ) and then a civilian worker with the Army Air Corps, decided that the time had come to try her hand at designing and making her own clothes. So successful were her initial experiments that Jackie now fashions all of her off-camera wardrobe.

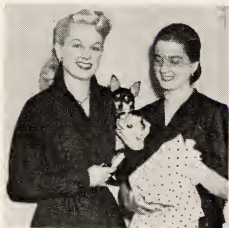
In her near north side apartment with fashion dummy and sewing machine close at hand, Jackie quiets Pepita and Chiquita, her pet Chihuahuas, and begins to cut and drape the fabric on the mannequin. She favors two piece ensembles for evening wear and coordinates her costumes in order that she may wear the tops and skirts interchangeably.

1. Black velvet, high fashion this season, is worked into a striking cocktail gown, with halter neckline, draped bodice and repeated draping across the hipline. A floating panel accents the back, with an insert of satin under the panel to take the wear and tear of sitting. A small cape completes the costume.

2. An aqua rayon fabric is used in a simple summer dress with strapless bodice, outlined in black eyelet. With it she wears a black wide wale corduroy stole.

3. Before Jackie and I could discuss her plans for the material in hand, Pepita decided to jump into the picture. Jackie wears a black and red checked wool suit, with bloused, belted jacket and straight skirt.

4. For formal evenings, she chooses a silver lamé bodice, strapless and draped, to wear with a bouffant skirt of white chiffon, flecked with silver stars.



Tuesday July 24

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

- 9:00 4 **Fun And Features**—G. Menard
- 9:30 4 **Fun And Figure**—Exercises
- 9:50 4 **Fun And Features (continued)**
- 10:00 9 **Your Figure Ladies**—Exercises
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
Tips on what to buy, why you should buy, and general information about new items in the stores
- 9 **Chicago Cooks**—Recipes
New taste treat by Kay Middleton
- 11:00 4 **Creative Cookery**—F. Pope
- 7 **Bob And Kay Show**—Variety
Guest, John Cangelosi and Rex Allen discuss the Italian Festival
- 11:30 5 **Norman Ross' Varieties**
Commentary on many items
- 7 **Jessie DeBoth's TV Notebook**
Homemaking hints & processes dramatized, cooking recipes explained & new products introduced
- 9 **Hi Ladies**—Interviews
Tommy Bartlett chats with the gals
- 12:00 4 **Garry Moore Show**—Comedy
Dorothy Kilgallen, columnist, is guest
- 5 **"Shadow Of Life"**—Feature
Film starring Margaret Lindsay; musical mystery set in Havana
- 7 **Bob And Kay (continued)**
- 9 **Russ Davis Show**
Interviews, commentary and music
- 12:30 4 **First Hundred Years**—Serial
Jimmy Lydon and Olive Stacey star
- 5 **Your Luncheon Date**—Variety
- 9 **Plan-A-Room**—Designs
Paul MacAlister with interior decoration ideas for all your rooms
- 12:45 4 **Multiscope News**—Ticker Tape
- 9 **Spencer Allen And The News**
- 12:55 9 **Batting Practice**—Vince Lloyd
- 1:00 4 **Knot Hole Gang**—Linn Burton
Guest, Cal McLish
- 5 **"Lighthouse"**—Feature Film
June Lang, John Litel, and Don Castle in tale of a beautiful woman ruling the lives of two men
- 7 **Beulah Karney Show**—Foods
Adventures in and with foods
- 1:10 9 **Lead Off Man**—Harry Creighton
TV Forecast baseball award to Howard Siegman also interviews with fans
- 1:23 4 **Fan Stand**
- 1:25 4 **Baseball**—Cubs vs Brooklyn
Joe Wilson announces the game
- 9 **Baseball**—Cubs vs Brooklyn
Jack Brickhouse announces the game
- 1:45 7 **Barbara Moro**—Creative Ideas
- 2:00 5 **Miss Susan**—Serial Story

NEXT WEEK

TV programs approved for children will be announced in the July 28th issue of *TV Forecast Magazine*, as rated by the National Television Review Board.

Each month, this magazine will publish exclusively the current television shows recommended for Chicago-land viewing, another reason why *TV Forecast* is first!

Watch for this guide and use it to assist in your family viewing plans.

TUESDAY—continued

- 2:15 5 **Vacation Wonderland**—Travel
- 2:30 5 **America Speaks**—Documentary
"Health of the Land" Dept. of Agriculture film, narrated by Rob't. Trout
- 3:00 5 **Straw Hat Matinee**—Variety
Mel Martin emcees amusements
- 3:40 4 **Associate Scorecard**—Results
- 3:45 4 **Lucky Fan**—Joe Wilson Quiz
- 9 **Tenth Inning**—Harry Creighton
Fan interviews & TV Forecast guest Clara Minelli of Hammond, Ind.
- 4:00 4 **Multiscope News**—Ticker Tape
- 5 **Hawkins Falls, Pop. 6200**
- 7 **Sagebrush Theater**—Western
"Arizona Days"
- 4:15 4 **Breezy, Don, And Vera Ward**
- 5 **Cowboy Playhouse**—Western
- 4:30 4 **Assembly**—Military Questions
Air Force film "Cargo Critical"
- 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
"Mexicali Kid" feature film
- 5:15 7 **Lois And Looie**—Cartoons
The adventures of a small inquisitive boy in the world around him
- 5:30 4 **Silhouettes Of The West**
Roy Starkey stars
- 5 **Weatherman**—Clint Youle
- 7 **Paddy The Pelican**—Cartoon
Adventure stories with the bird Paddy, and his many friends
- 5:45 4 **Window Shopping**—Commercial
- 5 **Clifton Utley And The News**
- 9 **Foto Test**—Frank Sweeney
Cash prizes for the ladies
- 6:00 4 **Danny O'Neil At Home Show**
- 5 **Ernie In Kovacsland**—Comedy
Cutting capers on most any subject
- 7 **Austin Kiplinger And The News**
- 9 **Captain Video**—Adventures
- 6:10 7 **Top O'The Weather**—Russ Reed
- 6:15 4 **Ulmer Turner And The News**
- 6:20 7 **Flana-Grams**—Sports News
- 6:30 4 **CBS News**—Douglas Edwards
- 5 **Song At Twilight**—Musical
Bob Carroll vocalist
- 7 **Beulah Show**—Comedy
- 9 **First Edition**—Frann Weigle
- 6:45 4 **Stork Club**—Interviews
Sherman Billingsley, host, has special party with guests, Roddy McDowell, Freddie Bartholomew and Dickie Moore
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**

- 7:00 4 **Frontier Theater**—Western
"Tex Rides With The Boy Scouts" starring Tex Ritter
- 5 **Meet The Press**—Discussion
- 7 **Cowboy Classics**—Western Film
"Brand of Outlaws"
- 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 pros Johnny Revolta and Jimmy Hines with Bruce Roberts announcing prize for best question sent in by viewer on the subject of golf
- 5 **Juvenile Jury**—Panel Quiz
John Barry moderator of panel of youngsters debating problems concerning parents and children sent in by viewers
- 9 **Health Talk**—Dr. Van Dellen
Discussion on "What The Atomic Bomb Means To You" with Dr. Lester A. Nalefski, Assoc. in Med. NU Med. Schl., Dr. Sam Kruger, act. dir. and Mr. Theo. Fields, physicist of Radioisotope unit, Vet. Adm. Hines
- 8:00 4 **Hollywood Opening Night**
- 5 **Fireside Theater**—Drama
"Jury of Peers" Story of a woman who is in jail for the murder of her husband, and whose neighbors uncover evidence which justifies the crime
- 7 **Q.E.D.**—Panel Quiz
Fred Uttal mc, panelists Maggie Hayes, subbing for Nina Foch, Hy Brown and guests
- 9 **Cavalcade Of Bands**—Musical
Buddy Rogers emcee introduces guests Sammy Kaye and orchestra with soloists Tony Aleno and Barbara Benson
- 8:30 4 **Suspense**—Mystery Drama
"The Crush-Out" starring Buke in the story of conflict between two brothers, a thrilling jail break and murder
- 5 **Circle Theater**—Drama
"The Beautiful Friendship." A cryptic telegram hints at insincere romantic attentions between the son of one family and daughter of another
- 7 **Life Begins At Eighty**
Jack Barry moderator presents his panel of elders in a discussion and variety stanza
- 9:00 4 **Danger**—Mystery Drama
"The Sparrow Cop" with Jack Lemmon, Robert Morse, & Jack Scholle. A rookie cop & his brother on the homicide squad, get involved in a gun battle
- 5 **Amateur Hour**—Ted Mack mc
Talented people get their chance to perform variety numbers and acts

TUESDAY—continued

- 9:00 7 March Of Time Thru The Years**
 "Summer Camps" film with John Daly host and guest Dr. Lloyd B. Sharp, noted camping authority; Daly will also interview two young campers, who will tell what they learned under Dr. Sharp's tutelage at outdoor camp
- 9 Little 4-Man Theater—Musical**
 Connie Haines, Nat "King" Cole, Peggy Lee and Mel Torme; requests fulfilled on film
- 9:30 4 Two Minutes To Go—Quiz**
- 7 A Hit Is Made—Drama**
 John Barclay as director shows us the techniques of play as well as inner drama in "Small Town Girl" story of a girl who took over the big city in a big way
- 10:00 4 Ernie Simon—Curbstone Cutup**
- 5 Weatherman—Clint Yoile**
- 7 America Prepares—Film**
 "Assignment Germany" and "Operation Thunderbolt"
- 9 "Winter Carnival"—Feature**
 Film with Richard Carlson, Anne Sheridan, & Joan Leslie; comedy romance about a former queen of the Dartmouth ice show
- 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.
- 10:30 4 What's Wrong With This Picture**
- 5 Let's Look At Sports—T. Duggan**
- 7 Cameraman At Large—Film**
 "Work and Play in Belgium"
- 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 You Funny People—Commer.**
- 11:30 4 Murder Before Midnight—Film**
- 9 Eloise Salutes The Stars—Chats**
 Guest: Pat O'Malley, famous English comedian
- 11:45 9 Chicagoland Newsreel**
- 12:00 4 "Mr. Wong In Chinatown"—Film**
 Feature with Boris Karloff, Grant Withers, and Marjorie Reynolds; mystery.
- 1:30 4 Midnight Edition—Ulmer Turner**
 (Stations reserve the right to change above listings without notice)



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Advice to the Frustrated



Hugh Downs and Nancy Wright, host and hostess of WNBQ's "Your Luncheon Date" show viewers how to manage a tray in the living room while watching the show designed to brighten the homemaker's lonely lunch.



Hugh and Nancy prove how ridiculous it is for wives to say their husbands move at a proverbial snail's pace. (Statistically a snail moves 23 inches per hour.)

How to trim your husband down to a "water glass" figure in just seven months is illustrated by Nancy with the Art Van Damme Quintet acting as unwilling subjects.



Wives: are you interested in checking the efficiency of your husbands, in horsepower? Nancy and Hugh claim this formula is fool proof. "Luncheon date" is seen daily at 12:30.



Wednesday July 25

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**
- 9:50 **4 Fun And Features (continued)**
George Menard, emcee
- 10:00 **9 Your Figure Ladies—Exercises**
- 10:30 **4 Tel-A-Shopper—Betty Whitney**
9 Chicago Cooks—Recipes
Kay Middleton prepares a treat
- 11:00 **4 Creative Cookery—Recipes**
Francois Pope demonstrates chicken croquettes and French fried potato baskets
- 7 Bob & Kay Show—Commentary**
Guests, Franklin Meine, authority on American Folk heroes, and Mary E. Lewis and her doll collection
- 11:30 **5 Norman Ross' Varieties**
Commentary, discussion, and news
- 9 Hi Ladies—Interviews**
Tommy Bartlett chats with the gals
- 12:00 **4 Garry Moore Show—Variety**
Guest: comedian Cliff Norton
- 5 Meet Mintz—Herbie Mintz**
- 9 Russ Davis Show**
Music and interviews
- 12:15 **5 Newsroom—Late Information**
- 12:30 **4 First Hundred Years—Serial**
Olive Stacey and Jimmy Lydon star
- 5 Your Luncheon Date—Musical**
Hugh Downs, Nancy Wright, and the Art Van Damme Quintet.
- 9 Magic Carpet—Film**
"In And Around Amsterdam"
- 12:45 **4 Multiscope News—Ticker Tape**
- 9 Spencer Allen And The News**
- 12:55 **9 Batting Practice—Vince Lloyd**
- 1:00 **4 Knot Hole Gang—Linn Burton**
Guest, Mickey Owen
- 5 "Arson Squad"—Feature Film**
Frank Albertson and Robert Armstrong in the role of detectives tracking down arsonists burning fabric houses for the insurance
- 7 Kay Morrow Show—Interviews**
College Fashion Show with Nancy Coleman modeling; also pointers in poise
- 1:10 **9 Lead Off Man—Harry Creighton**
Interviews & autographed TV Forecast baseball to Jerry Hefner, Oak Pk.
- 1:23 **4 Fan Stand**
- 1:25 **4 Baseball—Cubs vs Brooklyn**
Game described by Joe Wilson
- 9 Baseball—Cubs vs Brooklyn**
Game announced by Jack Brickhouse

TV FORECAST

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**"THE
HOUSEKEEPER"**
Starring
**ALBERT DEKKER,
GORDON OLIVER and
DOROTHY ADAMS**

A new and original Hollywood
production each week

WEDNESDAY—continued

- 1:30 7 Barbara Moro—Creative Ideas**
New gadgets and gimmicks to make the homemaker's life easier
- 2:00 5 Miss Susan—Susan Peters**
- 2:15 5 Vacation Wonderland—Travel**
- 2:30 5 America Speaks—Documentary**
Film "Bulwarks Of Defense" produced by the various branches of service
- 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
- 3:40 4 Associate Scorecard—Results**
- 3:45 4 Lucky Fan—Joe Wilson Quiz**
Choice of 7th inning camera
- 9 Tenth Inning—Harry Creighton**
Fan interviews & TV Forecast guest Larry Fretchet of Chicago
- 4:00 4 Multiscope News—Ticker Tape**
- 5 Hawkins Falls, Pop. 6200**
- 7 Sagebrush Theater—Western**
"Come On, Tarzan"
- 9 Test Pattern till 4:30**
- 4:15 4 Breezy, Don, And Vera**
- 5 Cowboy Playhouse—Western**
- 4:30 4 Assembly—Military Questions**
Discussion & interviews with the U.S. Marines
- 5 Howdy Doody Show—Bob Smith**
Fun with Flub-a-Dub, Clarabell, Mr. Bluster, and Buffalo Bob
- 9 Telephone Game—Quiz Session**
- 5:00 4 Kids Karnival Kwiz—Games**
- 5 Cactus Jim—Western Feature**
Stories of the heroes of the west
- 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
- 9 Trail Blazers' Theater—Film**
"Boss of Rawhide" western
- 5:15 7 Lois And Looie—Cartoons**
- 5:30 4 Silhouettes Of The West**
Music and ballads by Roy Starkey
- 5 Weatherman—Clint Youle**
- 7 Tom Corbett Space Cadet**
- 5:45 4 Window Shopping—Commercial**
- 5 Clifton Utley And The News**
- 7 Jimmy Blaine's Junior Edition**
- 9 Foto Test—Frank Sweeney**
Cash prizes for the ladies
- 6:00 4 Music Bowl—Musical Variety**
Danny O'Neil & Carolyn Gilbert sing
- 5 Ernie In Kovacsland—Comedy**
A wide scope of subjects covered in a most un-imaginable comic manner
- 7 Austin Kiplinger and The News**
- 6:00 9 Captain Video—Adventures**
Adventures in a world furnished with super-sonic devices
- 6:10 7 Top O' The Weather—Russ Reed**
- 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 Song At Twilight—Musical**
Bob Carroll vocalist
- 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**
Tunes: "How High the Moon," "Tenderly," "On Top of Old Smoky," and "The Best Things In Life Are Free"
- 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 To be announced**
- 7 Northwest Patrol Films**
"Phantom Patrol" with Kermit Maynard and Joan Barclay
- 9 Club House—Interviews**
Jack Brickhouse and Marty Hogan
- 7:30 9 "Successful Failure"—Film**
Feature with Lucille Gleason, Russell Hopton, William Collier, and Gloria Shea
- 8:00 4 Strike It Rich—Quiz**
Warren Hull emcee of the "quiz with a heart." Contestants can win cash prizes & merchandise with right answers. Guest, Phil Regan, tries to earn \$500 for needy viewer unable to appear in person as a contestant
- 5 Kraft Theater—Drama**
"Bright Shadow" About two old retired army officers who dabble in murder
- 7 Bill Gwinn Show—Musical Quiz**
Prize to couple who re-enact scene where a song altered their lives
- 8:30 4 The Web—Mystery Drama**
"Wolf Cry" by Hugh Pentecost with Billy Redfield. A boy reporter gets involved with an escaped convict
- 7 Wrestling From Rainbo Arena**
Wayne Griffin announces matches as the grunt and groan artists struggle for top place
- 9 Shadow Of The Clock—Drama**
Tale of intrigue and mystery starring Helmut Dantine

WEDNESDAY—continued

- 9:00 4 Sports Highlights On Film**
Sports highlights generally on film, interviews, and commentary
- 5 Break The Bank—Quiz**
Bert Parks emcee asks questions of contestants & awards cash prizes
- 9 World Wayfarer—Travelogue**
"Schlitz On Mt. Washington"
- 9:30 5 Stars Over Hollywood—Drama**
"The Housekeeper" with Albert Dekker, Gordon Oliver & Dorothy Adams; story of 2 men, one young the other elderly, both psychiatrists, and how they disagree on technique used by each in this field
- 9 "Something In The City"**
Feature film with Richard Hearne and Garry Marsh
- 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 "Mark Of Cain"—Feature Film**
Sally Gray and Eric Portman in a story of fratricide set in France and in the Manchester district of England
- 11:10 7 Flana-Grams—Sports Comment**
Pat Flanagan reports on sports
- 11:15 4 Film**
- 11:30 4 Murder Before Midnight—Film**
- 12:00 4 "Mystery Of The 13th Guest"**
Feature film with Helen Parrish and Dick Purcell; 13 yrs. after death, 13 members of family assemble to hear the reading of the will
- 12:30 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**

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

tv FORECAST

TONIGHT!



*The
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Drama!*

KRAFT TELEVISION THEATRE

8:00-9:00 P. M.



STARS OVER HOLLYWOOD

9:30-10:00 P. M.



And Don't Miss . . .

BREAK THE BANK

Quiz Fun with Bert Parks

9:00-9:30 P. M.

WNBQ

CHANNEL 5



Station Breaks — By MIKE BOOM

CHICAGO—Sharp-eyed viewers are still chuckling over the recent WNBQ miscue on **Herbie Mintz**, the wistful pianist. **Herbie** is probably the most placid performer on Chicago TV. But the wrong sign card fell into view, announcing **Mintz'** performance as "Greatest Fights of the Century." . . . They're thinking of televising the finals of Miss Chicago beauty contest from the Ambassador August 6. . . . Glad to report **Ken Stevens**, WNBQ announcer, is doing better than ever on the **Clifton Utley** show since his much advertised memory lapse.



STEVENS

There's some talk of putting "Welcome Travelers" on TV. The guest shots are impressive. Samples—**Pat Hitchcock**, the film director's daughter, on July 23, **Admiral Forrest Rhodes** July 24, and producer **Ralph Kettering** July 30. . . Best kept secret is the identity

OFF GUARD



Luckey North, WBKB's fem announcer, shown running off excess pounds in Lincoln Park. **Luckey**, who's the only distaff spieler in Chicago, is seen on channel 4's "Window Shopping" Monday through Friday at 5:45 p.m.

Despite her spectacular sprints, **Luckey** has yet to be approached by local track coaches, possibly because of three minor flaws in her running—form, speed and endurance.

of **Lucia Fera's** scriptwriter. WENR-TV, which beams the burlesque queen at late hours, claims the rich offering is none of their's. . . . **George Menard**, the "Fun and Features" emcee, says it's probably true that a horse is man's best friend, providing he comes in first.

Walt Durbahn, the proprietor of WNBQ's "Walt's Workshop," will serve as a judge at an Industrial Arts Awards contest at Rosenwald Museum August 11. **Walt** will specialize in the wood division, natch. . . . Talented kids age 3 to 16 may enter **Goldblatt's Talent Hunt**. Applications are at the State street store auditorium. . . . WBKB's canine star **Goggles** has a birthday coming up August 15. . . . **Burr Tillstrom**, the genius of **Kukla, Fran & Ollie**, still reads the books of **Oz** with deep affection.

Those lilting melodies you hear on "Parade" each Monday night come from the twinkling pinkies of **Kaye Ronayne**, the original personality singer of radio. **Kaye** is musical director of



RONAYNE

"Parade" and an expert pianist. . . . Confidentially—there's a terrific rivalry brewing between two gorgeous TV blondes on the same local station. It's a matter of competition for publicity, and may shortly get into a public hair-pulling.

Recent "Parade" winner is mimic **Tommy O'Malley** of 1241 North Shore avenue. . . . **Francois Pope**, the culinary wonderboy on "Creative Cookery," has a secret vice. During baseball season, he heads for **Wrigley Field** and devours hot dogs. . . . The mystery of **Ernie Simon**—this top notch, lovable comedian has built a fanatic audience as a result of his brilliant work on "Curbstone Cutup." Yet **Ernie** has failed to land a network show, even though less capable characters (**Kovacs**, **Weaver**, etc) are getting plenty of chances to strut their stuff. Is this the same old story of "a prophet without honor in his own country?"

Thursday July 26

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**
- 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**
White, Bohemian rye, and raisin-cinnamon bread
- 7 Bob And Kay Show—Variety**
Enter the essay contest, tell "What the Preamble of the Constitution Means To Me"
- 11:30 5 Norman Ross' Varieties**
- 9 Hi Ladies—Interviews**
- 12:00 4 Garry Moore Show—Comedy**
Burton's Birds, a novelty act will be presented by Meredith Wilson
- 5 "Adventures of Danny Boy"**
Feature film with "Fuzzy" Henry; a heart-rending story of a boy & his war-weary dog
- 9 Russ Davis Show**
Variety, interviews and music
- 12:30 4 First Hundred Years—Serial**
- 5 Your Luncheon Date—Musical**
Music with the Art Van Damme Quintet and Nancy Wright and Hugh Downs vocalists
- 9 Interior Decoration—Ideas**
Paul MacAlister demonstrates
- 12:45 4 Multiscope News—Ticker Tape**
- 9 Spencer Allen And The News**
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 4 Knot Hole Gang—Linn Burton**
Guest, Hal Jeffcoat
- 5 "Riot Squad"—Feature Film**
Richard Cromwell, Rita Quigley, and John Miljan star
- 7 Beulah Karney Show—Foods**
Adventures in the art of cooking
- 1:10 9 Lead-Off Man—Harry Creighton**
Interviews & TV Forecast baseball award to Sonny Plaski
- 1:25 4 Baseball—Cubs vs Brooklyn**
Joe Wilson announces game
- 9 Baseball—Cubs vs Brooklyn**
Jack Brickhouse announces game
- 1:45 7 Barbara Moro—Creative Ideas**
- 2:00 5 Miss Susan—Susan Peters**
Trials and tribulations of a woman lawyer in a small midwestern town
- 2:15 5 Vacation Wonderland—Travel**
- 2:30 5 America Speaks—Documentary**
Film "Transport And Economy—U.S.A." dealing with the transportation & shipping in the present emergency and also economic education



The Last Word

DEAR BOSS:

There seems to be a dastardly plot underfoot to replace all television programs with a panel show. Just who the brain is behind this sinister trend I have not been able to determine, but rest assured once he is found there will be no mercy.

Now don't get me wrong. I like certain panel shows. "Down You Go" has picked up tremendously, in spite of what I said about it earlier this season, and "What's My Line?" was always a favorite. However, one showing per week of "Meet the Press" is sufficient; their Tuesday night show, pitted against another panel program "Press Conference" is just too much.

I'm waiting for someone to come up with an all-cowboy panel. Guests could be cowgirls who utter "I like the wide open spaces — ". Or an underwater panel, sponsored by some fountain pen company. Clever? The final straw will be a panel composed exclusively of one-eyed midgets with marital problems. (Line for sponsors starts here).

My fan mail this week bears out what I've always felt to be true. Fans are getting a bit tired of watching amateurs whose only claim to fame lies in being able to imitate famous people. They don't mind a good carbon copy, but why must everyone start out with Peter Lorre, then Bette Davis, Jimmy Cagney, Edward G. Robinson, and, of course, Ronald Colman? It never fails.

Maybe you know the answer to this question: what goes with Ernie Kovacs? Maybe NBC has a reason behind their apparent madness in putting him on for a half-hour while Kukla, Fran and Ollie are vacationing, but why don't they let the public in on it, too? Kovacs is a strange mixture of old jokes and silent movie techniques, neither of which appeals to my sense of humor.

CHUB MCCARTHY

THURSDAY—continued

- 3:00 5 **Straw Hat Matinee**—Variety
 3:40 4 **Associate Scorecard**—Results
 3:45 4 **Lucky Fan**—Joe Wilson Quiz
 9 **Tenth Inning**—Harry Creighton
 Fan interviews and *TV Forecast* guest
 Mrs. Frances Holdbowski
 4:00 4 **Multiscope News**—Ticker Tape
 5 **Hawkins Falls, Pop. 6200**—Serial
 7 **Sagebrush Theater**—Western
 "Frontier Town"
 9 **Test Pattern** till 4:30
 4:15 4 **Breezy, Don, And Vera Ward**
 Wards are back with Capt. Crusty,
 Florence Flutterby, and Clementine
 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
 9 **Telephone Game**—Harold Isbell
 5:00 4 **Kids Karnival Kwiz**
 5 **Cactus Jim**—Western Feature
 7 **Mary Hartline Show**—Games
 9 **Trail Blazers' Theater**—Film
 "Outlaws Of Stampede Pass" Western
 5:15 7 **Lois And Looie**—Cartoons
 5:30 4 **Silhouettes Of The West**
 5 **Weatherman**—Clint Youle
 7 **Paddy The Pelican**—Cartoon
 5:45 4 **Window Shopping**—Commercial
 5 **Clifton Utley And The News**
 9 **Foto Test**—Quiz Session
 Frank Sweeney emcee awards cash
 6:00 4 **Danny O'Neil At Home Show**
 5 **Ernie In Kovacsland**—Comedy
 Newer and madder ideas for televi-
 sioners not satisfied with the simply zany
 7 **Austin Kiplinger And The News**
 9 **Captain Video**—Adventure Tale
 6:10 7 **Top O'The Weather**—Russ Reed
 6:15 4 **Ulmer Turner And The News**
 6:20 7 **Flana-Grams**—Sports News
 6:30 4 **CBS News**—Douglas Edwards
 5 **Song At Twilight**—Musical
 7 **Lone Ranger**—Western Drama
 9 **First Edition**—Frann Weigle
 Weather report, baseball news, &
 travel tips
 6:45 4 **Stork Club**—Interviews
 Sherman Billingsley, host, and guests
 New York's top models who are giv-
 ing a barbecue party for executives of
 Ford agency
 5 **News Caravan**—John Swayze
 9 **Chicagoland Newsreel**
 7:00 4 **Starlight Theater**—Drama
 "In A Military Manner" with Alfred
 Ryder and John Forsythe; two tough
 GI's whose bitter rivalry ends in a
 near-murder & an unexpected act of
 mercy

- 7:00 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
 Phil Silvers subs for Bert Parks with
 Marion Morgan, Jimmy Blaine &
 Betty Ann Grove, vocalists and the
 "mystery melody"
 9 **Carrot Top Anderson**—Film
 7:30 4 **Amos 'n' Andy**—Comedy Drama
 Alvin Childress as Amos, Spencer
 Williams as Andy, Tim Moore as
 Kingfish, and Horace Stewart as
 Lightning; what happens when expect-
 ant father winds up behind 8-ball for
 an assumption
 5 **Treasury Men in Action**
 Based on T-Men files, Walter Greaza
 in "The Case of the Wild Blue Yon-
 der" phony businessman inveigles peo-
 ple to buy into a non-existing firm
 9 **"Cassandra Club"**—Feature
 Film, Edmon Ryan; murder mystery
 8:00 4 **Meet Corliss Archer**—Comedy
 Eugene Sanders as Corliss, Fred
 Shields, Bobby Ellis, and Frieda
 Inescort star in series.
 5 **Ford Festival**—Musical Variety
 James Melton, Dorothy Wareskjold
 guest Herb Shriner; subject: Detroit;
 \$1,000,000 will be given to city for
 Civic Auditorium to honor Henry
 Ford I
 7 **Don Ameche Show**—Musical
 Musical comedy depicting life and
 laughs backstage at a summer theater
 Don decides to play Hamlet but loses
 his voice. Tunes: "Brush Up Your
 Shakespeare," "New Sun in the Sky,"
 "Shall We Dance," & "Something
 Wonderful"
 9 **Down You Go**—Panel Quiz
 Dr. Bergen Evans mc; Panelists, Toni
 Gilman, Carmelita Pope, Fran Cough-
 lin and Dr. Robert Breen
 8:30 4 **Big Town**—Newspaper Drama
 Pat McVey as Steve Wilson crusading
 reporter of the "Illustrated Press"
 in "Brass Witness" (tentative title).
 Steve tracks down a crooked but like-
 able city commissioner
 7 **Blind Date**—Arlene Francis mc
 Gentlemen compete for dates with
 Manhattan's most glamorous models
 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 "The Fabulous Mr. James,"
 phony stock swindle pulled by a pretty
 girl and a "distinguished associate"
 with Marjorie Reynolds, Frank Wil-
 cox, Douglas Dumbrille, and Don Hag-
 garty

THURSDAY—continued

- 9:00 5 **Freddy Martin & His Orchestra**
Musical variety, Martin's "singing sax," Merv Griffin vocalist, and Murray Arnold pianist. Also an interpretation of the music played. Guest Jo Sullivan, theme: western ranch, tunes: "Wild & Wooley," "Over the Rainbow," & "Home On The Range"
- 7 **Roller Derby Contest**
- 9 **"Missing Corpse"—Film**
Feature, J. Edward Bromberg & Frank Jenks: newspaper publisher neglected by his family until they suspect him of killing a rival publisher
- 9:30 4 **400 House Party—Variety**
Pat Murphy and Maggie Daly co-emcee adult talent show with amateurs invited to participate
- 5 **Short Story Playhouse—Drama**
"Dream Woman" by Wilkie Collins, starring Robert Breen as narrator
- 10:00 4 **Ernie Simon—Curbstone Cutup**
Interviews with the man on the street
- 5 **Weatherman—Clint Youle**
- 7 **Art Instructions—Film**
- 9 **Wrestling From Chicago**
- 10:05 7 **Hollywood Theater Time—Film**
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Ulmer Turner—News**
- 5 **Clifton Utley—News**
- 10:30 4 **What's Wrong With This Picture**
- 5 **Let's Look At Sports—T. Duggan**
- 7 **Dr. Fixum—Household Tips**
- 10:45 4 **Linger Awhile—Musical**
- 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Today In Sports—Film**
- 5 **Broadway Open House—Variety**
Kirby Stone Quintet, Ray Malone, dancer, comedienne Dagmar, Eileen Barton & Buddy Greco vocalists, and Donald Richards baritone mc
- 7 **Austin Kiplinger—News**
- 9 **"Goin' To Town"—Feature**
Film with Lum & Abner featuring Barbara Hale; comedy
- 11:10 7 **Flana-Grams—Sports Comments**
- 11:15 4 **Who's Crazy—Commercial**
- 11:30 4 **Murder Before Midnight—Film**
"Queen Of Burlesque" with Rose LaRose & Evelyn Ankers; tale of blackmail & murder for a top role
- 12:00 4 **"Case Of The Baby Sitter"**
Feature film with Virginia Sale, Tom Neal, Pamela Blake, and Allen Jenkins
- 12:15 9 **Chicagoland Newsreel**
- 1:30 4 **Midnight Edition—Ulmer Turner**

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

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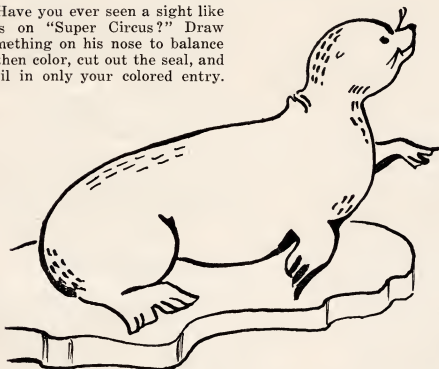
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American Broadcasting Company

MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1951

Have you ever seen a sight like this on "Super Circus?" Draw something on his nose to balance —then color, cut out the seal, and mail in only your colored entry.



HOW SMART
ARE YOU?

Make a list of all the words you can find in the word **TELEVISION**.

Then mail in your entry.

Each symbol represents the letter below it. When you decipher it, you will know the name of the flower for August. On separate paper, write your answer. Can you also draw your favorite flower? Mail in your entries.

8 :. □ △ D
T P O Y V

☞ ♡ ○ : ◉
H E M S L

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Prizes listed from week to week. This week's winners must be postmarked no later than August 1, 1951. Mail to Mollycues, *TV Forecast*, 185 N. Wabash avenue, Chicago 1, Ill.

Solution to Last Week's Puzzle

¹ G	² A	³ R	⁴ O	⁵ W	⁶ Y
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¹⁶ G	I		¹⁷ T	¹⁸ S	¹⁹ E
²⁰ E	L	E	V	A	T
					S

Friday July 27

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**
Interviews with citizens who either make their living by working for the public or those who give generously of their time in the public interest
- 11:00 4 Creative Cookery—Recipes**
Devil's food cake, Cantonese shrimp chow mein, and peppered steak
- 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—Variety**
James Michener, author, guest Ileen Wood vocalist and Ken Carson regulars, Meredith Wilson host
- 5 Meet Mintz—Herbie Mintz**
Relax with the piano melodies
- 9 Russ Davis Show**
Music, interviews and commentary
- 12:15 5 Newsroom—Late Information**
- 12:30 4 First Hundred Years—Serial**
Problems of young marriage
- 5 Your Luncheon Date—Musical**
with Hugh Downs, host; Nancy Wright, vocalist, and the Art Van Damme Quintet
- 9 Magic Carpet—Film**
"The Toronto Symphony"
- 12:45 4 Multiscope News—Ticker Tape**
- 9 Spencer Allen And The News**
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 4 Knot Hole Gang—Linn Burton**
Guest, Walt Dubiel
- 5 "City Limits"—Feature Film**
Frank Craven, Sally Blane, & Ray Walker star
- 7 Housewives Holiday—Kirchner**
Claude Kirchner interviews ladies
- 1:10 9 Lead-Off Man—Harry Creighton**
Interviews and *TV Forecast* baseball award to Raymond Fencel of Palos Heights
- 1:25 4 Baseball—Cubs vs Philadelphia**
Joe Wilson describes game
- 9 Baseball—Cubs vs Philadelphia**
Jack Brickhouse describes game
- 1:30 7 Barbara Moro—Creative Ideas**
- 2:00 5 Miss Susan—Susan Peters**
- 2:15 5 Vacation Wonderlands—Film**

FREE! — TV Interviews with Creighton, baseball ducats

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. Every day, *TV Forecast* will award 4 reserved box seats for Cubs and Sox baseball games.

YOUNGSTERS WIN: Two reserved box seats for a Cubs or Sox baseball game plus an autographed baseball. The baseball will be awarded on the "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 game by Harry Creighton on "The Tenth Inning" and "The Extra Inning" television shows 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. . . ." Mail entries to: Sports Editor, *TV Forecast* magazine, 185 North Wabash, Chicago 1, Ill.—Deadline this week: Wednesday, July 25.

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FRIDAY—continued

- 2:30 5 **America Speaks**—Documentary
The Marine Corps Band featuring
personnel and specialists, conducted
by Maj. Wm. F. Santelmann
- 3:00 5 **Straw Hat Matinee**—Variety
Mel Martin emcees musical
- 3:40 4 **Associate Scorecard**—Results
- 3:45 4 **Lucky Fan**—Joe Wilson Quiz
9 **Tenth Inning**—Harry Creighton
Fan interviews & *TV Forecast* guest
Mrs. Irvin Draeger, Blue Island
- 4:00 4 **Multiscope News**—Ticker Tape
5 **Hawkins Falls, Pop. 6200**—Serial
7 **Sagebrush Theater**—Western
"Hittin' the Trail"
- 4:15 4 **Breezy, Don and Vera**—Puppet
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
- 5:15 7 **Lois And Looie**—Cartoons
- 5:30 4 **Silhouettes Of The West**
Ballads of west by Roy Starkey
5 **Weatherman**—Clint Youle
7 **Tom Corbett Space Cadet**
- 5:45 4 **Window Shopping**—Commercial
5 **Clifton Utley And The News**
7 **Jimmy Blaine's Jr. Edition**
9 **Foto Test**—Frank Sweeney
Quiz with cash prizes for correct
answers to questions
- 6:00 4 **Music Bowl**—Danny O'Neil mc
5 **Ernie In Kovacsland**—Comedy
Situation comedy with records, films,
pantomimes, and general nonsense
7 **Austin Kiplinger And The News**
9 **Captain Video**—Adventures
- 6:10 7 **Top O'The Weather**—Russ Reed
- 6:15 4 **Ulmer Turner And The News**
- 6:20 7 **Flana-Grams**—Sports News
- 6:30 4 **CBS News**—Douglas Edwards
Progress of Geo. Walter Staples,
typical G.I., through steps of his
training until full fledged in the
service
5 **Song At Twilight**—Musical
Bob Carroll vocalist
7 **Comedy Circus Films**
"Tied For Life" and "Tired Feet"
featuring Harry Langdon
9 **First Edition**—Frann Weigle
Weather report, baseball news, and
travel tips

- 6:45 4 **TV's Top Tunes**—Musical
Tunes: "Man'ana," "My Big Blue
Clouds Next to Heaven," "Good Morn-
ing Mr. Echo," and "It still Suits Me"
- 5 **News Caravan**—John Swayze
9 **Chicagoland Newsreel**
- 7:00 4 **Mama**—Domestic Comedy Skits
Mamma and Poppa's ideas of disci-
pline differ, much to Dagmar's sorrow
5 **Quiz Kids**—Questions & Answers
Moppet session of answers to all ques-
tions, guest emcee
7 **Jerry Colonna Show**—Comedy
Vocalist Barbara Ruick, and come-
dian Gordon Polk are featured
9 **Twenty Questions**—Panel Quiz
Bill Slater mc with Fred Van De-
venter, Florence Rinard, Herb Polesie
and guest, Earl Wilson
- 7:30 4 **Man Against Crime**—Drama
Robert Preston stars as Pat Barnett;
poison soup kills his appetite and
helps him solve a bowl full of murder
5 **Walt's Workshop**—Creative
Mr. Durbahn demonstrates how to
cope with summer problems caused by
the humidity
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 **"Topper Takes A Trip"**—Film
Feature (1st showing) with Con-
stance Bennett, Roland Young, and
Billie Burke; the adventures and mis-
adventures of a meek banker & a
spirit who must do him a good deed
before she can gain entrance to the
spirit world
5 **Door With No Name**—Drama
Based on the highly secret activities
of the federal government agencies;
Grant Richards and Mel Ruick star
7 **"Submarine Base"**—Feature
Film with John Littel, Alan Baxter,
Fifi D'Orsay, & Eric Blore; stranded
on an isolated island during the war,
suspicion falls on only man not anxi-
ous to leave
9 **Leo Carillo's Dude Ranch**
Musical variety with western setting
- 8:30 5 **Battle Report**—Washington
Official briefing of Amer. public on
defense measures with John Steelman
moderator
9 **National Review**—Mal Bellairs
Musical film shorts of popular person-
alities
- 9:00 4 **Crime Photographer**—Drama
5 **Sports Newsreel**—Film
7 **Sawyer Views Hollywood**
Hal Sawyer mc interviews
9 **Cavalcade Of Stars**—Variety
Larry Storch subs for Jackie Gleason
guest, Dorothy Collins

FRIDAY—continued

- 9:30 4 Hit Spot—Musical Variety**
Peggy Taylor, TuTones, 4 Notes, and a salute to the "Town of the Week"
- 5 Greatest Fights Of The Century**
Boxing bout on film: Mickey Walker-Max Schmeling (Sept. 26, 1932)
- 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 explains how TV works; scanning the principle, mechanical scanning, and the modern electronic scanning both in transmitting & receiving shown & described
- 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 "Today I Hang"—Feature Film**
Walter King and Mona Barrie star; doomed to die, an innocent man waits his doom while the real killer drinks a toast to murder
- 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 Film**
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, dancer Ray Malone, vocalists Eileen Barton, 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**
- 11:30 4 Murder Before Midnight—Film**
Tale of adventure, romance, and intrigue shown in part
- 9 "Yukon Flight"—Feature Film**
James Newill and Louise Stanley star in a Renfrew of the Mounted story
- 12:00 4 "Wolf Riders"—Feature Film**
Jack Perrin stars
- 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)



George Sotos, WENR-TV Commodore Club comedian, recently enacted the Town Crier at opening of The Bath, new Ambassador East swellegant room. Here he rings in a birthday for TV-radio newscaster Len O'Connor of NBC who appropriately wore a tie of bath towel to the affair.

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Alexander McAdams of Philadelphia's Lighthouse Boys' Club—all 35 pounds of him—limbers up for a go with another battler.



Alex getting his hands bandaged to protect his knuckles—"same as the pros."



After the bandaging come the gloves. Now let me at the bum!

Kid Gloves

Small Fry Slugfests Score In Chicago WBKB Debut

KID Gloves," popular Philadelphia show featuring small fry fisticuffs under the tutelage of former amateur champion Frank Goodman, has won a large Chicago audience following its debut on July 7. The show matches youngsters from three to twelve in three round bouts. Duration of the rounds is from 30 seconds to one minute, depending on the ages of the bantam battlers.

Philadelphia sportscaster Bill Sears handles the "blow-by-blow" descriptions and John DaGrosa, member of the Pennsylvania State Athletic Commission, interviews celebrities between bouts. Goodman serves as referee, judge and matchmaker. When he was a student at Penn State, Goodman was a U.S. National lightweight and intercollegiate champion.

About his instruction of youngsters in the "manly art of self-defense," Goodman says: "Boxing is the kind of

sport which teaches youngsters self-reliance and self respect. It instills in them, at an early age, all the principles of sportsmanship and fair play which are valuable assets throughout their lives." Now in his mid-thirties, Goodman is married and has a three-year-old daughter, Carol.

John "Ox" DaGrosa, the "Kid Gloves" interviewer, is a former collegiate football, baseball, basketball, track and swimming star. He is also the author of many books on football, including the recognized reference book of the gridiron game, "The Encyclopedia of Football."

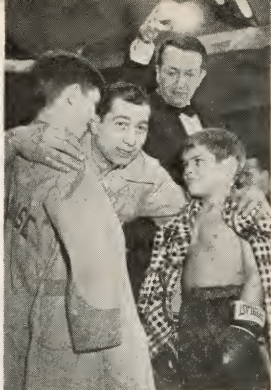
"Ox" attended Colgate University where he played varsity football for four years. In 1925, he was selected for three positions, tackle, guard and center, on All-American teams. He earned his law degree at Georgetown University while serving as line coach of the varsity football team.

Bill Sears, who handles the blow-by-blow commentary of the small fry boxing show, probably is the only square peg who ever made good in a round hole. His natural bent for humor—though he's never had a whack at it professionally—suggests strongly that this 40 year old Pagliacci of the prize ring missed his calling, while making good as a sportscaster. Sears' comic talents have a way of showing through his workmanlike job of covering "Kid Gloves" as a bona fide sporting event.

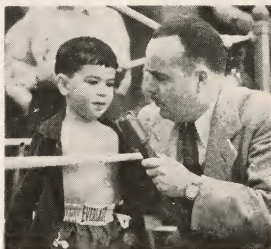
In describing the smile on the face of one of the youngsters, he said: "He looks as if he's eating a hot dog sideways."

Sears, the man, is a product of West Duluth, Minn., where he was born March 28, 1911. He attended West Division High School in Milwaukee, where the Sears family moved, and at the University of Wisconsin he won the school's annual playwriting contest and has since had nine one-act plays published. He is married, has two sons, Michael 14, and William, 16. They are currently residing in Philadelphia, site of the "Kid Gloves" show.

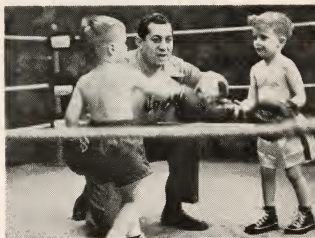
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Referee Frank Goodman (center) and ring announcer Barry Cassett (holding bulb) with two contenders.



Ringside announcer Bill Sears interviewing a winner.



Referee Frank Goodman steps in to break up two hard punching contenders.



Seated in a booth at the ball park (above & below), most of his color and commentary on ball players during "Batting Practice" telecasts is purely ad lib.



Vince as a popular radio announcer at WMBD in Peoria, Ill. He's rated as the sportscasters' "jack-of-all-trades."

VINCE LLOYD

The Silent Man

Seldom "on camera"—he's WGN-TV's indispensable man behind the scenes



Lunch at the "Pink Poodle" in Cubs park means a hurried meal, more work with player's records, scorecards, averages, etc.

THE silent man behind the scenes in WGN-TV's daily "Batting Practice" show, 12:55 p.m., is a handsome ex-marine named Vince Lloyd. A former sports editor of station WMBD in Peoria, Ill., Vince made his television debut on WGN-TV football telecasts in 1949. Although he handles general announcing duties, his major assignments have been sports, covering the first collegiate football telecasts, wrestling, baseball and boxing.

A seasoned radio announcer, he began his career with WNAX in Yankton, South Dakota, and then moved to KTRI in Sioux City, Iowa, where he emceed numerous shows and did some script writing.

It was in 1941 that Vince went to WMBD where he was assigned to the news room, a position he held until he joined the Marine Corps. After four years of service, he returned to the Peoria station as sports editor. Lloyd covered all the home football games of the University of Illinois and did play-by-play of Bradley university home basketball games . . . Vince is a graduate of the University of South Dakota; is married, and the father of a four year old son.

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