

tv

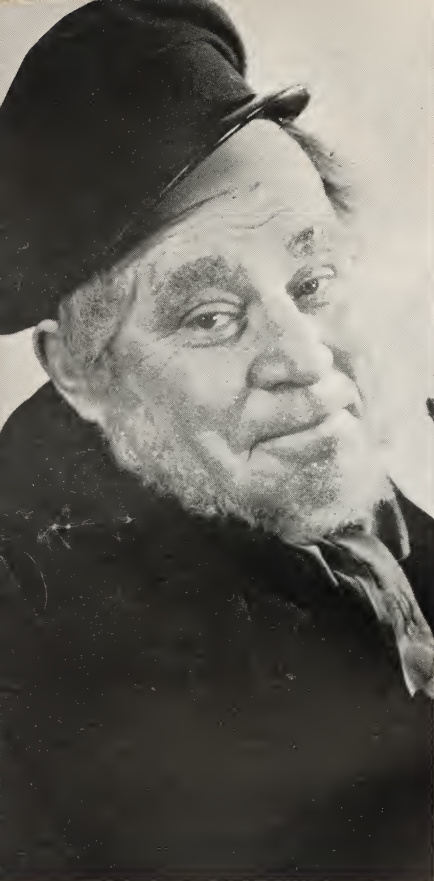
complete advance TV programs

JULY 28

FORECAST

ERNIE SIMON
AND FAN





JULY 28, 1951

publishers

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NEXT WEEK

"Vaudeville to TV"

Cliff Soubier, WENR-TV clown of "Super Circus" tells his rise from vaudeville to television in next week's TV Forecast Magazine, on sale Friday at leading newsstands. Also: "Video's Tallest Gal," a picture-story of Mildred Hughes, girl Friday to Victor Borge.



Channel One

NEW YORK—Latest top secret information leaking out of Washington is that the freeze on new TV stations may thaw out ahead of schedule. Optimists figure that, come fall, the ban on construction will be lifted. . . . Fans of Ken Murray's lively show will get a fresh treat Sept. 8 when they glimpse Ken's newest addition to his Glamour-lovelies—blue eyed Pat Conway. She's 20 years old, an expert swimmer and top model. . . . A major battle of showmanship will take place soon, when CBS pits Frank Sinatra against NBC's Milton Berle at the same time. Both stars have tremendous followings. . . . ABC will unveil a major dramatic show Oct. 3 titled "Celanese Playhouse," featuring the works of such topflight playwrights as Robert Sherwood, Elmer Rice, S. N. Behrman and Maxwell Anderson. . . . Super sleuth Dick Tracy will be seen on TV soon.



CONWAY

Lovers of pop music are welcoming the video return of orch leader Sammy Kaye, who's starting on CBS July 28. . . . "Blind Date" may be cancelled out in favor of a film dramatic series. Sept. 27 is the crisis day. . . . Comic Steve Allen is getting his daytime show squeezed into 45 minutes from an hour length. Reason is that CBS has two more soap operas coming up and needs the time. . . . "Broadway Open House" is reported on the downskids, since "Beanbag" Jerry Lester left. His replacement, Jack E. Leonard, is having trouble grasping the format. Here's a hint of how lightly the rival networks consider the revamped "Open House"—ABC is launching a Cincinnati disk jockey, name of Paul Dixon, at the same hour.



KAYE

"Studs' Place" fans can stop breathing hard. Its coffee sponsor has renewed for the summer months. . . . Bev Younger, who plays Gracie the waitress, is picking up fan clubs among the hash slinger set. . . . Inflation has hit the TV guest list. Here's what the top stars ask for a one-time appearance: Jimmy Durante \$11,000, Ethel Merman \$5,000, Margaret Truman \$2,500, Billy Eckstine \$3,500, and Helen Hayes \$3,500. Insiders claim that Bob Hope, Bing Crosby and Arthur Godfrey could get close to \$25,000. . . . NBC's big hush-hush project is a 26 week series of films depicting the fighting history of the U.S. Navy. Watch for it in January. . . . Comic Garry Moore defines marriage as a hit or miss proposition. Says Garry: "If a girl doesn't make a hit, she remains a miss."



YOUNGER

Bobby Ellis, who plays Dexter in "Meet Corliss Archer," has been in show business since the age of five. He was too small to reach the microphone, and played his first radio part standing on a soap box. . . . "Super Circus" clown Nick Francis is such a network favorite with kids he can command his own figure with any circus anywhere. . . . Peter Donald has assembled a raft of promising young talent called the "Improvisers" to replace "Mama" during the summer. Pleasant subbing. . . . John Cameron Swayze observes that in these days of inflation, a girl doesn't know whether to marry for butter or wurst. . . . Mystery note in Chicago—Dave Garro-way sent an urgent wire to his new sponsor Armour for a case of Dial soap. No one can figure out why. . . . Pianist Victor Borge's favorite hobby is farming.



FRANCIS



From 230 to 186 lbs in four months!



"Now here comes an interesting couple—"

From "That Toddlin' Town," a book on Chicago by Hugh M. Hefner, Copyright 1951. \$1 on newsstands.

ERNIE SIMON

FOUR years ago, Chicagoans got their first peek at a madman known as Ernie Simon, when the WBKB comic made his television debut from the ladies lounge of the Sheraton hotel with singer Dorothy Shay. Since then, Ernie has been steadily accumulating a troupe of characters that regularly visit his man-on-the-street program, reportedly the only show with fan clubs organized in mental institutions.

Now slimmed down to a mere 186 pounds, after dragging 230 around the curbstones of Chicago, Ernie is being besieged by women admirers and it makes him mad. They don't want him, they want his diet for reducing!

Ernie came to the Windy City in November 1946, just 50 years after his friend, Bob Elson, had graduated from college. He was a skinny lad whose fame as a radio disc jockey in Washington and Baltimore catapulted him to a post on WJJD. Before that time he had been a vaudeville comedian, doing singing and straight bits with Mousey Garner, one of the original 3 Stooges. Ernie had plunged into vaudeville when he was 13, playing the Minsky Wheel,



THE CURBSTONE CUT-UP

Maudine Kohl of Aurora, Ill., is the cover girl seen with Ernie

a 26 week barnstorming tour of the country. At 16 he encouraged a mustache with a little eyebrow pencil, and has been wearing it ever since, a Simon trademark. He needed the mustache to look older.

At 31, Ernie has seen 18 years of show business. Next month fans will be able to see him in Allied Artist's new motion picture, "Disc Jockey," making its premiere in 31 cities on August 23, a musical film starring Ginny Simms, Tom Drake and Michael O'Shea. Simon and Chicagoan Eddie Hubbard play Simon and Hubbard in the movie, which is warning enough.

It was Lou Gomavitz, famous director of "Kukla, Fran and Ollie," that helped Ernie break into television. Now Simon's show, "Curbstone Cutup" is the oldest, continuous show in Chicago. Its present sponsor, Cole-Finder Mercury, have just renewed the program for another period on channel 4.

Ernie is happily married to the former Patti Lyons, a brunette beauty. The two live in a near north side apartment.

Even Patti doesn't know where Ernie

Irwin Berke, piano tuner for Harry S. Truman, is another Simon stooge

digs up his guests on his Monday thru Friday TV show, like Jim Tree, Charles Homer Bill, Lucky Luciano, and Irwin Berke. Jim Tree has been introduced as Godfrey's summer replacement and the ghost writer for Mayor Kennelly. He's been reported off to Washington to complain about his \$100,000 income tax, and in the same breath is still waiting for that free dinner promised him by Mike Fritzel. Jim's neatest trick is reading off a list of names of his friends, who reciprocate by sending him bottles of hair tonic, or something just as powerful.

Charles Homer Bill, the farm boy from Sheffield, tells of his woman and animal life. His favorite story concerns Sheffield's windiest day. "Why it was so windy my hen laid the same egg seven times!" It's nothing to see Charles Homer wearing ear muffs on a warm day.

Continued on page 31

Mrs. Marion Gabner is typical of the folks interviewed on the street





Paul "Pops" Whiteman

TV TEEN CLUB

**Pops Whiteman, the
modern Pied Piper**

OLD TIMERS know Paul Whiteman is the "King of Jazz." But today's youth know him better as lovable "Pops" Whiteman, the bossman of WENR-TV's weekly "Teen Club." Perhaps it's only logical that Whiteman, in his early heyday a great experimenter with new ways of music, should now be vitally concerned with the citizens of the future.

The "TV Teen Club," seen every Saturday at 7 p.m. on channel 7, is really an outcropping of Whiteman's interest in fighting juvenile delinquency in the nearby town of Lambertville, N.J. He opened a teen center there and drew such an enthusiastic response that a larger project was established in Philadelphia.

The "TV Teen Club" show is broadcast from Town Hall, and an actual party is held there each Saturday night, including refreshments, games, contests and dancing. The evening lasts from 7 to 11 p.m., and Pops Whiteman emcees the entire show.

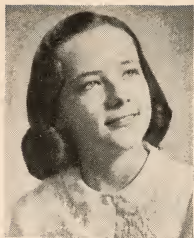
Currently the brightest star in Pops' collection of youngsters is Nancy Lewis, the 17-year-old charmer who helps Whiteman with the emcee job and also vocalizes on the program. Nancy was a logical substitute when Margo Whiteman married and left the program in March, 1950. Nancy won a beauty contest at the age of five, and later went into modeling work.

Nancy has inherited some of her musical ability from her father, a Philadelphia police officer who plays in the police band. Nancy joined the show as a featured singer in 1949, and when Margo left, was an overwhelming favorite for mistress of ceremonies.



Co-emcees Whiteman and Nancy Lewis





Junie Keegan



Andrea McLaughlin



Nancy Lewis

Paul Whiteman has long been known as a producer of outstanding talent. In bygone days, he has launched such stars as Tommy and Jimmy Dorsey, Mildred Bailey and Morton Downey. He's getting the same remarkable results with the "TV Teen Club," his most recent contribution to show business being little Junie Keegan.

But even Pops set a new record when he blossomed forth with tiny Andrea McLaughlin, just three and a half years old. This little singing miss is already an outstanding choice of the fans, and appears regularly on the program. Her TV success is surprising every one but Andrea herself, who always knew what she wanted to do—at the age of two, she befuddled her dancing teacher by singing instead.

Her mother dropped the child at Whiteman's doorstep, and Pops inserted her into the program the next week. Andrea swept the competition four straight times and became a program regular.

Junie Keegan is only 14, but started singing at the age of eight. When Junie was eleven, Junie broke into the "TV Teen Club" lineup and won every first prize for six straight months. She's a natural beauty with light brown curls and blue eyes.

Despite this wealth of talent and charm, Pops Whiteman is still the big attraction of the show. Very much like "ol man river," he keeps rolling along, year after year—the grand old man of show business.

Whiteman was also seen on the "Paul Whiteman Revue" every Sunday on WENR-TV, but is off that show for the summer months.



Francine Rose, young juggler extraordinary.



Nancy and Pops (center) with a small part of their enthusiastic young audience. Teen parties are held weekly.



Club favorites are Phil Taylor and Bill Grant.

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," Thursday 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 Ivan Hill % Bunny Weber, 900 N. Michigan, Chicago, Ill. for tickets.

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.

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CONTEST OF 1951**

EVERY MONDAY

WGN-TV

7:00 P.M.

A Walter Schwimmer Production

Added information

FOR FRIDAY, July 27, 1951

- 2:15 5 Vacation Wonderlands** Discussion on "Bermuda" with Carolyn Burke
- 3:00 5 Straw Hat Matinee Tunes:** "Unless," "So In Love," and "If You Are But A Dream" by Aileen Stretch
- 4:00 5 Hawkins Falls, Pop. 6,200** Roy Bettert, a terrified nine-year-old, is prepared for a gruelling cross examination by Attorney Blane and Judge Sharp. The missing witness in the Collins murder case is advised how to tell his story
- 5:00 9 Trail Blazers' Theater** "Check Your Guns" Western feature film
- 5:35 5 Weatherman**—Clint Youle
- 6:30 5 Song At Twilight** Buddy Greco takes over as vocal emcee
- 7:00 5 Quiz Kids** Clifton Utley questions the moppets Lonnie Lunde, Frankie Vanderploeg, Sheldon Talmy, Rochelle Liebling, and Pat Conlon. Filmed questions on famous historical figures; also questions involving quick costume changes.
- 8:00 5 Door With No Name** A government intelligence agent is assigned to infiltrate a powerful racketeer's organization to get evidence that will hold up in court. Racketeer is involved in state-wide gambling, narcotics traffic, counterfeiting, smuggling, and protection rackets
- 9:30 7 Studs' Place** William Shakespeare turns up as a kindly ghost at a feast

Susan Peters, star of Miss Susan, says that a man who has a right to boast does not have to.

Dave Garroway tells of a man who has an easy job—he breathes in and out for a living.

Studs Terkel, star of Studs' Place, knows a fellow who is a stool pigeon in an art gallery—he frames pictures.

Ken Murray describes the color of his hair as "distinguished silver fox."

SATURDAY

4:00 North Of Arizona
4:30 Adventures In Blackmail
5:30 Dynamite Ranch
7:00 Corridor Of Mirrors
7:00 Western Feature*
7:00 Law And Disorder
10:00 Vampire Bat
10:00 Bohemian Girl
10:00 Trade Winds
11:00 Crusader
12:00 Freckles Comes Home

SUNDAY

9:45 Shoot To Kill
11:30 Rebellion
11:45 Where The North Begins
2:30 Phantom Of The Desert
5:00 Hopalong Cassidy*
6:00 Gold Dust Charlie
7:00 Feature Film*
9:30 52nd Street
10:00 Chance Of A Lifetime
10:00 My Sister And I
11:00 Neutral Corner & Looking
Through
11:15 Fashion Model

MONDAY

1:00 Smart Guy
4:00 Hair Trigger Casey
5:00 Gunsmoke Trail
8:00 The Hairy Ape
8:30 Sky Racket
9:30 Bells Of San Fernando

TUESDAY

12:00 Headline Hunter
1:00 Sky Patrol
4:00 Riders Of The Desert
5:00 Spook Town
7:00 Arizona Days
7:00 Riders Of The Law
8:00 The Devil You Say
10:00 Sundown
12:00 Junior Prom

WEDNESDAY

1:00 Apology For Murder
4:00 Phantom Thunderbolt
7:00 Northern Frontier
9:30 It Happened In Heaven
9:30 The Cardinal
11:00 We Dive At Dawn
12:00 Flight To Nowhere

THURSDAY

12:00 Autumn Flames
1:00 Shadow Of Terror
4:00 Hell Fire Austin
5:00 Gunsmoke Mesa
9:00 Man Of Courage
11:00 Detour
12:00 Charlie Chan In Secret Service

FRIDAY

1:00 Adventures Of Chico
4:00 Fargo Express
5:00 Overland Mail
8:00 Hell's Devils
10:00 Tomorrow At Seven
11:15 Yanks Ahoy
12:00 North Of The Border
*Title To Be Announced

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



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WENR-TV Channel 7

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Saturday July 28

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. Guest, vocalist Connie Russell

10:30 4 Kiddie Showtime—Serial
"Ace Drummond" XI and a cartoon "Midnight"

7 A Date With Judy—Comedy
Judy & Mitzi decide that Oogie & Elmo must date Mildred Hopper, a stay-at-home, to boost her morale. Disliking the arrangements the boys concoct a scheme, and after one date a report comes back that Mildred has eloped, & girls wonder with whose "steady"

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; guests: Jacques Gordon, unicyclist, Brownelle, trapeze artist, and Helen Haag

7 2 Girls Named Smith—Comedy
After complicating matters, Basmany (Joseph Buloff) finally straightens out the financial backing problem for musical comedy actress Marion (Nina Foch)

11:30 7 Faith Baldwin Theater—Drama
"Careless Love" with Robert Sterling. Would-be playwright's marriage is in danger when his ex-girlfriend appears with new romantic plans

12:00 4 Hair Raising Tale—Commercial

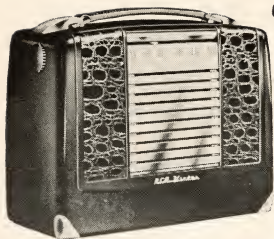
7 Laraine Day Show—Interviews
Guests, Martia Farrell, actress from So. Africa; Lynne Engler, top New York fashion model, and Wm. Vaughn, sports car racer

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
(Continued on page 12)

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



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tv FORECAST

SATURDAY—continued

- 1:00 4 Knot Hole Gang**—Linn Burton
Youngsters get a chance to talk to and play ball with their favorite player on team; guest Ransom Jackson
- 1:10 9 Lead-Off Man**—Harry Creighton
Interviews and autographed *TV Fore-cast* baseball award to Paul De Grazia
- 1:25 4 Baseball**—Cubs vs Philadelphia
Joe Wilson describes game
- 9 Baseball**—Cubs vs Philadelphia
Jack Brickhouse announces game
- 2:30 5 Horse Racing**—Jamaica
Saranac Handicap, for 3 yr. olds; \$15,000 purse, with Clem McCarthy announcing
- 3:40 4 Associate Scorecard**
Late information on other games
- 3:45 4 Lucky Fan**—Joe Wilson Quiz
7th inning camera picks a winner
- 7 TV Tots Time**—Cartoons
- 9 Tenth Inning**—Harry Creighton
Interviews with fans and *TV Fore-cast's* guest Harry Maack
- 4:00 4 Film**
- 7 Lucky Seven Ranch**—Western
"North Of Arizona" feature film
- 9 Camera Caravan**—Film Short
"The Fox And The Rooster"
- 4:30 9 "Adventures In Blackmail"**
Feature film with Clive Brook and Judy Campbell. A playwright becomes involved in a breach-of-promise suit, but agrees to marry the girl during the trial rather than await a verdict
- 4:45 4 Linger Awhile**—Musical Session
Marty Hogan emcee with vocalist
- 5:00 4 Toni Kemp Health Revue**
- 7 Space Patrol**—Adventure Stories
The legend of Wild Man's Ridge is revealed to Commander Buzz Corey, Cadet Happy, and Tonga. Legend becomes truth when trio crashes in the desolate area
- 5:15 4 Who's Crazy?**—Commercial
- 5:30 4 It's Up To You**—First Aid
Phil Regan, narrator; team of eight men, women & children will show care necessary for victim with foot crushed by tractor; guest, Robert W. Ranker, reptile keeper of Staten Island (N.Y.) Zoo, will stage a snake-bite demonstration, using a rattle-snake, copperhead, and cottonmouth moccasin
- 5 Mr. Wizard**—Science Study
Don Herbert explains to Bruce Lindgren the subject of "Carbon" explaining sugar, diamonds, and coal. Also how to take finger-prints, and an experiment to show that some cloth is actually made of wood

- 5:30 7 Circle 7 Theater**—Western
"Dynamite Ranch" feature film
- 9 Teleports Digest**—Film
- 6:00 4 Sammy Kaye Show**—Musical
Contestants from audience lead the band; comedy vignette; community singing; Barbara Benson and Tony Alamo are featured vocalists
- 5 Tom Corbett Space Cadet**
Adventures in space in the year 2351 A.D.
- 9 Pet Shop**—Comptons Present
Jay Sheridan subs for Gail as emcee with Susie McKinley, Carmelita Pope displays her dogs, Gloria Westwick brings down her Scotty, Pat Ulrich displays some rare birds, Clarence Hoffmann brings down an animal, Woody presents a new scene in fish tank, and a dog up for adoption
- 6:30 4 Beat The Clock**—Quiz
John Reed King subs for Bud and asks questions while contestants try to beat the ticking of the clock
- 5 In Record Time With Art Ford**
Musical quiz with famous personalities of show business as panel members and guests
- 7 Stu Erwin Show**—Comedy
- 9 "Niagara Frontier"**—Feature
- 7:00 4 "Corridor Of Mirrors"**—Film
Feature with Eric Portman, Barbara Mullen, and Hugh Sinclair; tale of a recluse who falls in love with the portrait of a medieval girl
- 5 Saturday Roundup**—Western
Feature film starring Kermit Maynard, Smith Ballau and Tex Fletcher
- 7 Paul Whiteman's TV Teen Club**
Youngsters display their talents in a variety of singing, dancing, and instrumental acts; Nancy Lewis co-emcees with "Pops"
- 9 "Law And Disorder"**—Feature
Film with Dana Churchill and Barry K. Barnes
- 8:00 4 Wonderful Town**—Variety
Faye Emerson interviews outstanding citizens from various towns throughout the nation; documentary and dramatic. This week she honors Cleveland, with guests associated with that city: Frankie Yankovic, Art Tatum, pianist; Hal Blickman, comedian, John Capko, and the Lillian Schepf dancers
- 5 Midwestern Hayride**—Variety
Hillbilly & variety featuring Pleasant Valley Boys & Rangers vocal and instrumental 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

SATURDAY—continued

- 8:00 7 Girls' Baseball**—Action & Beauty Queens vs Bluebirds from Shewbridge Field with Pat Flanagan announcing the game
- 8:30 4 Show Goes On**—Variety
Robert Q. Lewis is host to buyers Lester Gruber, from the London Chop House in Detroit, and Henry Weber, from station WGN Chicago Theater of the Air
- 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 Joan Edwards & Don Cornell; judges: Mitchell Miller, Johnny Mercer, and Phil Silvers
- 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**
Feature match: Walter Palmer vs Ned Taylor; semi-windup match: George Craig vs Tommy Martindale
- 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 "The Pipes Are Calling" Insurance investigator turns down bribe offered by night club owner who wants him to withhold a report of gambling on the premises
- 10:00 4 "Vampire Bat"**—Feature Film
Melvyn Douglas discovers the identity of a fiend who murders in the guise of a vampire bat
- 5 "Bohemian Girl"**—Feature Film
Laurel and Hardy comedy
- 7 "Trade Winds"**—Feature Film
Joan Bennett, Frederic March, and Thomas Mitchell in the tale of a chase through the countries of the Far East in pursuit of a murderer
- 11:00 9 "Crusader"**—Feature Film
- 11:30 4 Murder Before Midnight**—Film
- 12:00 4 "Freckles Comes Home"**—Film
Feature with Gale Storm and Johnny Downs; tale of a small town invaded by gangsters

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

tv FORECAST

New Time! Different Day!

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Every SATURDAY

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9:00 P.M.

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MAN HUNT

9:30 P.M.



Letters to the Editor

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

I'm a long way off from being a prude, but I think TV is getting to the point where it needs censorship. Only last night my mother-in-law said let's turn the program off. It was only minutes old and one fellow had three glasses of beer, another washed down four shots, and lots more were to come. Every time an actress has a lull in the program she lights a cigarette. This is not good for children. . . . We can't evade the fact that in real life this does go on a lot among some people, but why pour it on in TV? (Please do not print my name, only initials.)

Hinsdale, Ill.

M. M.

In a recent addition a certain girl said something should be done about Buster Crabbe being on so many channels at once. She said she wouldn't mind it if he was in swimming trunks instead of in a rocket for the moon. . . . I have always admired him and would rather see him seated on the back of a horse. Why I wrote is because I didn't like the attitude this girl took.

Bristol, Wis.

BEVERLY ELLIS

For the past weeks I have been watching a puppet show called Breezy, Don and Vera. The humor is very subtle and their show is well put together.

Chicago, Ill.

WARREN FREIBERG

Being one of your first out-of-town charter subscribers since its inception, I wish to continue my subscription for two more years. The reason we take TV Forecast is because it is newsier. We have been reading another magazine here, but it just does not compare. Yours is more informative, even out here in Nebraska!

West Point, Neb.

WARREN R. DAVEE

Thanks for the new women's section, to what I had already thought of as a complete publication. With this interesting addition I am sure others feel as I do it's like getting two for the price of one.

Chicago TV Star

TONI GILMAN

(Continued on page 27)

Sunday July 29

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

9:45 4 "Shoot To Kill"—Feature Film
Russell Wade and Susan Walters. Melodrama about crooked politicians and gangs that work under their shelter

11:00 7 TV Tots Time—Film Cartoons

11:15 7 Chester The Pup—Comedy
Drizzlepuss traded 30 frog skins for a dried out parrot and a map to Capt. Kidd's lost treasure and ran smack into the ghost of the Captain himself

11:30 4 Your Future Home—Ed Cooper
Shop for new home from your chair

7 Faith For Today—Religious
Rev. W. A. Fagal interviews members of his congregation

9 "Rebellion"—Feature Film
Historical epic starring Tom Keene, Rita Hayworth, and Leo Carrillo

12:00 4 "Where The North Begins"
Feature film with Russell Hayden and Jennifer Holt; Sgt. Lucky Sanderson, member of the Canadian Mounted Police, brings to justice a band of whiskey traders

7 Stories In The Sand—Bible
Religious stories with the characters in the sand narrated by Kay Morrow "Noah and the Ark"

12:30 7 Amateur Hour—Chgo. Talent
Mr. Sachs gives the youngsters their chance to perform for the public

12:45 4 Multiscope News—Ticker Tape

12:55 9 Batting Practice—Vince Lloyd

1:00 4 Knot Hole Gang—Linn Burton
Guests: Hank Sauer and Joe Liscio

1:10 9 Lead Off Man—Harry Creighton
Interviews and autographed TV Forecast award to Mary Sligerland

1:25 4 Baseball—Cubs vs Philadelphia
Game announced by Joe Wilson

9 Baseball—Cubs vs Philadelphia
Jack Brickhouse announces game

1:30 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 in "Oil Land"

2:30 5 How Does Your Garden Grow?
Planting, growing & soil information by John Ott. Today's subject is "Annuals"

7 Saddle & Sage—Western Film
"Phantom of the Desert"

3:00 5 Survival—Civil Defense
Discussion on "Police and Firemen Mobilization in Case of Catastrophe"

(Continued on page 16)

TV FORECAST

Rubin's STARS OF TOMORROW



Clever young kid act gets underway towards stardom and a sparkling "tomorrow." Above are Patsy, Anita and Norbert Schultz.



Cross section view of audience shows many parents and relatives ready to cheer their loved ones. Seating is at a premium.



Emcee Lee Bennett, genial veteran of many amateur talent shows, confers with the Shepards, a telepathy team. Bennett is considered ideal at handling eager hopefuls.



Eyeing the TV Forecast Talent Salute certificate are editor Bob Kubicek, sponsor A. S. Rubin, and publisher Edward Lerner of the Northside Newspapers.

MARY Ellen Miller and Mary Lou Lindauer, dancing songbirds known as the "Louellens," are the recent winners of the *TV Forecast* Talent search in the Lakeview community, conducted under sponsorship of the Booster newspapers.

The lucky duo appeared on Rubin's "Stars of Tomorrow" TV show on WGN-TV July 22 at 9 p.m. They received the Talent Salute certificate, and will make a special appearance at

the swank Whitcomb Hotel in St. Joseph, Michigan.

Mary Ellen, 14, lives at 2113 Belmont avenue, while fifteen year old Mary Lou resides at 6031 N. Paulina. Their audition bid that won them an appearance on "Stars of Tomorrow" was a novel song & dance arrangement of the Hot Canary.

TV Forecast and Rubin's will salute the Lawndale community on the "Stars of Tomorrow" show July 29 at 9 p.m. on channel 9.

SUNDAY—continued

- 3:30 5 Pilgrimage To Plymouth**
Address by Sen. Robt. A. Taft (R-O) on "Basic Amer. Principles." Other speakers: Robt. F. Bradford, Rep. Joseph Martin (R-Mass.), Basil Brewer, pub. of New Bedford Standard-Times
- 7 Your Pet Parade—Jack Gregson**
Moppets display pets for a prize
- 4:00 4-9 2nd Game—Cubs vs Phila.**
If no game, ch. 9 feature film
- 7 Super Circus—Variety Stanza**
Mary Hartline and Claude Kirchner invite the kids to watch Cluffy, Shop for new home from your chair Scampy and Nickey; the Victoria Troupe, bicycle act, Winifred Colenao, swinging trapeze number, and the Four Wallabies, acrobats
- 4:30 5 Hollywood Junior Circus**
Paul Barnes, ringmaster; Boffo the clown; Zero the candy man; guest acts: Schultz & three Chimpanzees, Jacques Grodan, juggler & unicyclist, and Jack Holst, Olympic horizontal bar champion
- 5:00 5 Hopalong Cassidy—Western**
Join Bob Atcher as he tells another story about Hoppy and his pals
- 7 Ted Mack's Family Hour**
George Ritner, champion of 1951, makes his professional debut; other guests are Ray Malone, Betty Ann Grove, Jean Steel and Bobby Zottola
- 5:40 4 Associate Scorecard—Results**
- 5:45 4 Lucky Fan—Joe Wilson Quiz**
- 6:00 4 Gene Autry Show—Western**
"Gold Dust Charlie." Autry and his boys happen upon the killing of Charlie, and find gold as they dig his grave; Autry is then arrested on suspicion of murder
- 5 Curiosity Club—Scientific**
Discussion with R. Marlin Perkins Don Herbert, and Jim Hurlbut
- 7 Summer Revue—Musical**
Earl Wrightson and Maureen Cannon star with Ray Porter's chorus and guest Marilyn Day. Theme: visitors day in a Navy yard; tunes: "Hey, Babe, Hey," "What Can I Say Dear," "I Don't Care," and "Love Is The Reason"
- 6:30 4 Go Lucky—Comedy Quiz**
Jan Murray emcee, panel is asked to identify a specific action, seen only by the audience
- 5 Meet The Press—Discussion**
Martha Rountree moderator, guest: Sen. John Sparkman (D. Ala.)
- 7 Music In Velvet—Musical**
Rex Maupin and his orchestra are featured along with a guest vocalist and a dance team
- 9 Not For Publication—Drama**
Fictionalized tale of real-life story

- 6:45 9 Powerhouse Of Sports—News**
John Powers announces
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents Cab Calloway, dancers Tommy Wonder and Margaret Banks, Dollinoff, novelty act, the Reya Sisters, vocalists Tony Fontaine and Rose Marie, and comic Pinky Lee and Professor Backwards
- 5 Amer. Inventory—Discussion**
"Behind the Iron Curtain" about four Americans who have escaped from Russia
- 7 Hollywood Adv. Time—Film**
- 9 Chicagoland Newsreel Review**
- 7:30 5 Sports Star Time—Tom Duggan**
Discussing athletic endeavors, and interviewing sports personalities
- 9 Pentagon—Washington**
"Air Defense of the Continental U.S." discussed by Maj. Gen. Frederic H. Smith, Jr USAF; interviewer, Dean Dittmer, reporter for the U.P. Also Chief Virginia Jackson will discuss her 8 yrs. of Navy service
- 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, Ginny Simms, Franchot Tone, Melville Cooper, Ogden Nash, dancers Stanton & Luster, and Cloris Leachman; panelists: Earl Wilson, Wm. Gaxton, Paula Stone, and Mr. Nash
- 5 Philco Playhouse—Drama**
"Television Story" with Sidney Blackmer, Gaby Rodgers, Walter Brooke and Susan Kaaren. Story of successful middle-aged actor who turns to TV, and his wife, a covetous actress whose career means more to her than marriage
- 7 On Trial—Topic Discussion**
"Should Controls Over Prices, Wages, & Materials Be Continued?" negative witness Ira Mosher, W. Mahlon Dickerson counsel
- 9 Rocky King, Detective—Drama**
"Swing Low, Swing Life" Rocky invades the glittering world of sawdust and spangles to search for the killer responsible for the death of a trapeze artist
- 8:30 7 Marshall Plan In Action—Film**
Our aid to Europe & how it works
- 9 Plainclothesman—Drama**
"Murder In The Fun House" with Ken Lynch & Jack Orrison; a press agent for an amusement park is murdered and several associates had ample reason for dispatching him
- 9:00 4 Celebrity Time—Quiz**
Conrad Nagel mc with Jane Wilson, Herman Hickman, & guest panelists Valerie Bettis and Harold Lang
- 5 American Forum Of The Air**
"Will Controls Cure Inflation?" discussed by Sen. Blair Moody (D-Mich) and Sen. Wallace Bennett (R-Utah)

SUNDAY—continued

- 9:00 7 Industries For America—Film**
 "Beauty That Lives Forever"
- 9 Stars Of Tomorrow—Variety**
 Lee Bennett emcees as Chicago talent competes for top place in this all-winner contest. Local community saluted is West Side & Lawndale
- 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 Film**
- 7 Everybody's Business—Film**
 Documentary covering education, health, & social service
- 9 Courtesy Theater—Feature**
 Film "52nd Street" with Kenny Baker, Ian Hunter, Leo Carillo, and Zazu Pitts; musical romance about a changing era and how important a career is to a young girl
-
- 10:00 4 "Chance Of A Lifetime"—Film**
 Feature (1st showing) with Bernard Miles, Jeanne Bates, Erik Rolf and Chester Morris. Convict is put on parole to do factory work during the war, but before he can report to the job, he becomes involved in a fatal gun scuffle
- 5 Weatherman—Clint Youle**
- 7 "My Sister And I"—Feature**
 Film with Sally Ann Howes and Dermot Walsh; mystery with theatrical associations
- 10:10 5 Dorsey Connors—Helpful Tips**
 Angel Casey subs for Miss Connors
- 10:15 5 Alex Dreier—News Report**
 Summary of the latest news events, and feature stories
- 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**
 "Neutral Corner" with Geo Wallace, Anthony Caruso, & Joan Vohs; young fighter takes advice & escapes racket. Also "Looking Through" with Irene Vernon, Edgar Barriere, & John Warburton; mail carrier reads men's fate by their handwriting
-
- 11:15 9 "Fashion Model"—Feature**
 Film with Marjorie Weaver and Robert Lowery; murder in a fashion house
- 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)

TV FORECAST

"THE TED MACK FAMILY HOUR"

A WONDERFUL SHOW
FOR YOUR FAMILY

EVERY SUNDAY

5:00 P.M.



WENR-TV

CHANNEL 7



IN CHICAGO—
IT'S
DE MET
PONTIAC!

who present

CHICAGO PLAYHOUSE

(a TWIN BILL of half hour TELE-PLAYS)

at 11 PM WNBQ (5)

TONITE: "NEUTRAL CORNER"
"LOOKING THROUGH"

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

DE MET PONTIAC, INC.

5150 West North Avenue
(near Laramie)

CELEBRITIES HAVE FUN AT BOAT PARTY



CANDID scenes were recorded by the photographer when Chicago television stars were guests recently at a Celebrity Lake Cruise, under the auspices of *TV Forecast* Magazine and the C & B Steamship Lines. The event was originally scheduled to welcome the new excursion boat "Tanis" but arrival of the vessel was delayed, and plans changed the last minute. With several

hundred celebrities about to invade the Michigan ave. docks, a fleet of power launches was called into action with the help of Capt. Art Agra of the Mercury boat line and Thomas J. McGuire, president of C & B. The party was on again and after several hours of ploughing up Lake Michigan, returned in time to allow some stars to make appearances on late evening shows.



Before the cruise, TV stars were entertained on the dock by Hawaiian singers and dancers from Sea Isle, Honolulu Harry and Waikiki Village.



TV agency head Tim Morrow, husband of Kay, gets off a good one as far as Mary Hartline is concerned, but singer Johnny Desmond disagrees.



That's Chet Roble, pianist, with actress Toni Gilman. Stars from all networks were on hand, and all received leis and baby orchids.



Ready to cast off was this boat load. Mary Hartline, Tim and Kay Morrow and Toni Gilman. Toni's husband, Buzz,

is in the foreground. Right: this off-guard photo of Hank Graut and Studs Terkel was snapped on the pier.



Weatherman Russ Reed took a peek at the sky and predicted a balmy night. He was right, too! Right: El Henry (in



felt hat) took over job of navigator for this boat load, with help of Mr. and Mrs. Hank Grant, and Jim Duffy.



Sig Sakowicz, newspaper columnist, boards ship. Right: Harold and Marie Isbell and twins are helped into the



launch carrying Kay Westfall, husband Grant Bruce, Bob Murphy, George and Martha Menard, Dean and Jeff Linger.



Poopdeck closeup: Patti Keefe, Mrs. Bob Murphy, Marty and Ginny O'Shaughnessy, Don Ward, Ed Cohen, Ed Allen, Bob Kubicek and Celeste Carlyle. Others included Bill O'Connor, Gail



Compton, Joe Wilson, Win Stracke, Bev Younger, Dorothy Bond, Terry Giorgian, Ruth & Claude Kirchner, Janet Kubicz, Hugh Downs, Ed Pazdur, Jim Hanlon, Jim Lounsbury, Bonnie Weber.

Monday July 30

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**—Fogarty
How to slenderize those hips
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
9 **Chicago Cooks**—Recipes
- 11:00 4 **Creative Cookery**—Recipes
Quick Fr. brioche rolls and streusel-topped coffee cake
7 **Bob And Kay Show**—Variety
Guests from the Oak Park Golden Jubilee
- 11:30 5 **Norman Ross' Varieties**
9 **Hi Ladies**—Interviews
- 12:00 4 **Garry Moore Show**—Variety
Meredith Wilson as guest host presents comedienne Connie Sawyer and "philosopher" Winston L. Mittenjuice
5 **Meet Mintz**—Musical Favorites
9 **Russ Davis Show**—Music
- 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**
- 12:55 9 **Batting Practice**—Vince Lloyd
- 1:00 4 **Knot Hole Gang**—Linn Burton
Guest: Phil Cavaretta
5 **"Smart Guy"**—Feature Film
Rick Vallin, Veda Ann Borg, & Jack LaRue star
7 **Housewives' Holiday**—Kirchner
- 1:10 9 **Lead Off Man**—Harry Creighton
Interviews and *TV Forecast* baseball award to David Thorp
- 1:25 4 **Baseball**—Cubs vs New York
Joe Wilson announces game
9 **Baseball**—Cubs vs New York
Jack Brickhouse announces game
- 1:30 7 **Barbara Moro**—Creative Ideas
- 2:00 5 **Miss Susan**—Susan Peters
- 2:15 5 **Vacation Wonderlands**—Film
Subject: Japan
- 2:30 5 **America Speaks**—Documentary
"Combat Bulletin" Dept. of Defense film on action in Korea

- 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. Charles Oursler
- 4:00 5 **Hawkins Falls, Pop. 6200**
Roy Bettert tells his childlike story of the killing
7 **Sagebrush Theater**—Western
"Hair Trigger Casey"
9 **Test Pattern Til 4:30**
- 4:15 4 **Breezy, Don, And Vera**—Puppets
Puppet fun for all the kids
5 **Cowboy Playhouse**—Western
- 4:30 4 **Assembly**—Military Questions
Discussion with representatives from the Navy Civilian Service
5 **Howdy Doody Show**—Kids Fun
Bob Smith emcees antics
9 **Telephone Game**—Quiz Session
Harold Isbell & Jane Quinn mc
- 5:00 4 **Kids Karnival Kwiz**—Games
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
"Gunsmoke Trail" western feature
- 5:15 7 **Lois And Looie**—Cartoons
- 5:30 4 **Silhouettes Of The West**
Music & songs by Roy Starkey
7 **Tom Corbett Space Cadet**
Adventures in a super-scientific world
- 5:35 5 **Weatherman**—Clint Youle
Today's and tomorrow's climate
- 5:45 4 **Window Shopping**—Commercial
5 **Meeting The Mealtime Deadline**
7 **Uncle Mistletoe**—Adventures
Wonderland folk join our jolly friend in saying hello and telling of their summer fun
- 9 **Foto Test**—Frank Sweeney
Quiz with cash prizes
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Music Bowl**—Musical Variety
Danny O'Neil & Carolyn Gilbert sing
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**

MONDAY—continued

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 Donald Curtis
9 First Edition—Frann Weigle

6:45 4 TV's Top Tunes—Musical
Tunes: "Rock Me to Sleep," "Mad About the Boy," and "Jezebel"
5 News Caravan—John C. Swayze
9 Chicagoland Newsreel

7:00 4 Pantomime Quiz—Charades
Mike Stokey emcee with panel of regulars including Adele Jergens, Jackie Coogan, Hans Conrard, Vincent Price, and guest team: Sonny Tufts, Andrea King, Pamela Britton and Gig Young
5 Cameo Theater—Drama
"The Third Time" with Ilona Massey; struggles of a drug addict to cure herself and help the F.B.I. in tracking down a dope ring
7 Films Of Interest
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 with Herb Shriner emcee
5 Voice Of Firestone—Musical
Guest soloist, Thomas L. Thomas, baritone, sings "What a Difference a Day Makes," "Eri Tu," from Verdi's "A Masked Ball," "You'll Never Walk Alone," from Rodgers' "Carousel," and "Song of the Vagabonds"; orchestra does "Aragonaize" by Bizet and "Fingal's Cave Overture" by Mendelssohn. Chorus and orchestra do "Ranger's 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
"The Finger" with Donald Buka and Susan Douglas; about a man who attempts to prevent the marriage of his ward to a gypsy violinist; setting in old New Orleans
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: Warren R. Austin, U.S. permanent representative to the United Nations

8:00 9 "The Hairy Ape"—Feature Film
William Bendix, Susan Hayward, John Loder, and Dorothy Comingdoie

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
5 Somerset Maugham Theater
"The Ardent Bigamist" Story about a man who had six wives
7 "Sky Racket"—Feature Film
Bruce Bennett stars

9:00 4 Summer Theater—Drama
"At Mrs. Beam's," by C. K. Monro, with Eva Gabor, Jean Adair and Una O'Connor. Story of a young French married couple on their honeymoon, who become suspicious characters when the husband is suspected of being the notorious Bluebeard
5 Author Meets the Critic
John K. M. McCaffery, moderator

9:30 5 Who Said That?—Quiz
Robert Trout quizzes Charles G. Werner, Arlene Francis, Frank Conniff, and John Swayze
7 Front Page Detective—Drama
Edmond Lowe stars as David Chase
9 "Bells Of San Fernando"—Film
Feature with Donald Woods and Gloria Warren; romantic story of the early settling of California

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 Film
5 Let's Look At Sports—T. Duggan
7 Handy—Tips And Ideas

10:45 5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Film
7 Austin Kiplinger And The News
9 Business Opportunities On TV

11:10 7 Flana-Grams—Sports News

11:15 4 Wendell Hall—Musical
9 Chicagoland Newsreel

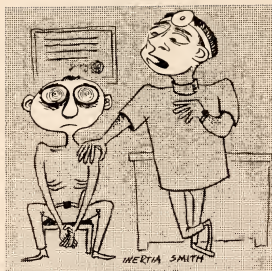
11:30 4 Murder Before Midnight—Film
"Dark Alibi" with Sidney Toler and Mantan Moreland

12:00 4 Midnight Edition—Ulmer Turner

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

Berle: Keep Your Pants On This Fall, Please

by JACK MABLEY



"I suggest you take a vacation from your TV set."

A gentleman who makes an honest buck publicizing the activities of a television network said to me the other day, rather wistfully:

"Look at these television stars and producers taking 13-week vacations this summer. Chasing off to Europe and out west. What a life. Do you think that by any chance they spend a little of that 13 weeks thinking how they can improve their shows?"

No, I don't. Maybe they—and some of the non-vacationers too—might be interested in a few stray thoughts on the general subject of improving television shows.

We could start with what is probably the most unanimous suggestion of Chicago area viewers: Mr. Berle, keep your pants on next fall.

To NBC, find a show for Jerry Lester. The man is vacationing now, and to date the network which holds his contract hasn't announced any plans for the comedian many of us regard as the funniest in the business.

To the wrestling trust, put on an honest wrestling match by A.A.U. rules, if only for the novelty, or to let the fans see the difference between your exhibitions and wrestling.

To some sponsor—any sponsor. Who'll be the one to wake up to the fact that we are being deluged with variety shows

Saturday nights, and viewers would be grateful for a good dramatic show. A couple of years ago you erred in thinking Saturday nights were poison, and gave us nothing. Then everybody came to life at once and slugged us with song and dance programs. Saturday night is a party night with many folks, but many others regard it as amateur night, and like to stay home and be moderately quiet. And we're fed up with an endless diet of jokes and buck and wings.

To Oscar Levant, grow up, or else stick to the 21 or whatever pub seems to appreciate that particularly warped brand of humor.

To Howdy Doody, tone down about 20 decibels. Kids shout enough as it is, without all that encouragement from you.

To Video Theater, Danger, and the rest of the half-hour dramatic programs, take a lesson from Chicago's Short Story Playhouse and put the commercials at the start and finish, and not in the middle where they destroy the continuity of the short play.

To the auto dealers, give up on "I Met A Murderer." Everybody's seen it at least three times.

To James Melton, you're making Jack Haley look better every week.

To Clint Youle, I don't know whether this has been suggested, but have you tried the Farmer's Almanac?

PROVOCATIVE

personalities

forecast for women



PERSONALITY . . . a movement of the hands . . . vivacity . . . an expression of the eyes . . . spontaneous humor . . . warmth of smile . . . charm . . . one or all of these qualities can lift some television personalities above the group.

Personality is of prime importance in the fledgeling industry of television where beauty of face and figure alone cannot guarantee success. The medium demands a vibrant person; the star must possess a provocative personality.

Because they are warm, vivacious, sincere and charming, we nominate as television's most provocative women:

Lilli Palmer
Roberta Quinlan
Nina Foch
Faye Emerson
Kay Westfall
Robin Chandler

Whom would you nominate?



FRAN CREATES RA

FROM a handsome carriage house on Chicago's near north side, Fran Allison and her husband, Archie Levington have created a ranch home in the city. Ranch oak furniture, plank oak flooring with walnut pegs and warm desert tones throughout the rooms set the tempo.

Fran and Archie bought their home four years ago and recently remodelled and redecorated the second floor to conform with their tastes. Joe Lockwood, costume designer of the "Kukla, Fran and Ollie" show, planned the interiors.

Soft beige walls and ceilings are used throughout the home, which includes living room, dining room, kitchen and two bedrooms. A beautiful studio is nearing completion on the first floor of the building and this Fran feels will become their favorite room.

The monotone color theme creates a feeling of spaciousness in the rooms, a feeling that is enhanced by the mural over the stair well on the second floor. The mural painted by a Chicago artist

depicts a desert scene.

Archie laid all of the floors on the second floor and of his initial tries Fran tells an amusing story. Archie purchased an electric saw to speed the work along. One day when Fran returned from the studio, she found Archie assembling the equipment and Ransom Sherman reading the directions to him!

"Well," said Fran. "I said 'Ranse I love you and I think you're a wonderful person but you are absolutely the last person I'd want to read those instructions to Archie.'"

Anyone who ever watched the "Ransom Sherman Show" will know why!

A white brick, natural fireplace at one end of the living room has a striking planting of banked greenery decorating the mantel. Their television set is built into an adjacent wall, with a sectional sofa on the opposite wall. Two handsome square tables, one of parquet flooring from a French castle and the other a copy, flank the sofa. Soft green carpeting is used in the room.



RANCH HOME IN CITY

by *Patricia Cooper*

A beautiful Beidemeier clock provides another century touch in the living room and Fran refuses to have the clock set in running order until she finds a way of softening the chimes.

In the dining room, ranch oak tables and chairs have been combined with a handsome credenza of Circassian walnut. Draperies in an abstract design, greenery and unusual lighting fixtures add to the decor of the room.

A gay Mexican paper brightens the tiny kitchen where Fran enjoys making her favorite dishes when she can snatch an extra minute from the studios or recording dates.

The bedroom has twin beds of ranch oak with brown webbing headboards. Brown draperies and brown spreads carry out the color theme.

The new first floor studio was designed by Bob Burton and provides built-in accommodations for the Levingtons' movie projectors, sound equipment and a tape recorder. At the opposite end of the large room, the tele-

editor, forecast for women

vision set, phonograph and movie projector speaker is installed.

One wall will contain additional wardrobe space for Fran and a wood panelled powder room. Varied textures have been used on the walls for interest; beige grass cloth, walnut panelling and white brick paper are the three choices of the decorator.

Fran will have her piano and desk in here. She will be able to work out arrangements, make recordings and play back to determine their effectiveness.

Through ingenuity in choice of furniture and decor, Fran and Archie have achieved a modern ranch house in the heart of the city.

Fran Allison is seen on "Kukla, Fran and Ollie" which returns to WNBQ in September. It will be sponsored by Procter & Gamble, National Biscuit Co., RCA and Time magazine. She records for RCA Victor.

favorite recipes

no. 6 of a series



Johnny and Ruth Desmond

Ruth Desmond, beautiful blonde wife of Johnny Desmond, this week shares her favorite recipe for spaghetti sauce with the readers of *Forecast for Women*. The recipe came to Ruth from Johnny's mother but like all good cooks she has stamped it as her own with a few changes.

Johnny, who is seen on ABC's *Don McNeil TV Club* now on vacation, is also an accomplished cook. The Desmonds have two young daughters, Diane, 4, and Patti, 1½.

Ruth Desmond's Spaghetti Sauce

(Some proportions optional to taste)

- 1 chopped clove of garlic
- 3 tablespoons of olive oil
- 1 can of tomato paste
- 1 large can of tomatoes
- 1½ teaspoons of salt (optional to taste)
- 1 bay leaf
- ½ teaspoon of sugar
- a pinch of oregano
- 1 small green pepper (chopped)
- 1 small onion (chopped)
- ¼ cup of chopped parsley
- ½ cup of chopped celery
- 1 cup of water (optional)

Place olive oil in sauce pan, add clove of garlic and let simmer gently for about three minutes. Add tomato paste and can of tomatoes (strained). Stirring all this time, add water. Add salt, bay leaf, sugar, oregano and all the rest of the ingredients. Let this simmer slowly for 1½ to 2 hours with lid of pan off, stirring occasionally. (If thinner sauce

is desired, add a little more water after one hour.)

Spaghetti:

Add spaghetti (1 package) to 2½ quarts of boiling water (water having been salted with 1½ teaspoons of salt). After spaghetti once more comes to a boil, let boil ten minutes. Drain and serve with sauce.

Tuesday July 31

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
A good waistline streamliner
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
Pot-roast of beef and cheese cake are on today's menu
7 **Bob And Kay Show**—Variety
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
Guest: comedian George Gobel
5 **"Headline Hunter"**—Feature
Film with Robert Lowery. Comedy of the women in a reporter's private and professional life
7 **Bob And Kay (continued)**
9 **Russ Davis Show**—Interviews
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
Guests: Bob Borkowski and Billy Perkins are interviewed
5 **"Sky Patrol"**—Feature Film
John Trent, Marjorie Reynolds, and Milburn Stone. Son of commander of test flight patrol overcomes his fear
7 **Beulah Karney Show**—Foods
Adventures in and with foods
1:10 9 **Lead Off Man**—Harry Creighton
Interviews and TV Forecast baseball award to Warren Corlew (Harvey)
1:25 4 **Baseball**—Cubs vs New York
9 **Baseball**—Cubs vs New York
1:45 7 **Barbara Moro**—Creative Ideas
2:00 5 **Miss Susan**—Serial Story

TV FORECAST

LETTERS to the editor

(Continued from page 14)

I'm surprised Ernie In Kovacsland hasn't got a sponsor. Ernie has a new and funny brand of humor. I really enjoy his program.
Chicago, Ill.

FRANCES FITZPATRICK

Lately I have been thinking of how to raise money for the cure of Cancer and other such diseases. I wonder if you could help me with this plan? I think if all the young singing stars (male and female) were grouped on a 24-hour marathon, it would be great.
Chicago, Ill.

MISS DIANNE POCOCC

Ed. Note: Both Jim Moran and Irv Kupcinet stage marathons annually for cancer and cerebral palsy fund raising campaigns.

Something happened on TV last night which made me very unhappy. If I tell you about it, maybe I can forget it. It was a play called "If I Should Die," the story of four marines trapped on a ridge in Korea. . . . I was deeply moved because I realized that very thing could be happening at the moment. . . . Then, these two jokers who do the beer commercial for that program forget all about the play and start kidding around about silly things. They laugh, joke, punch each other and Mama goes out in the kitchen for some beer to take their minds off the play. I felt as though someone had started a poker game in church. . . . I hope that revolting commercial at the end of the play is not representative of the attitude of the public toward this war. If it is, we might as well give up right now.

Glenview, Ill.

MRS. E. L. GOELZ

I think one of the most refined programs on TV is Celebrity Time, with Conrad Nagel. It is not only refined, but educational as well. Conrad Nagel is just as refined now as when he appeared in the movies, only of course he has become more matured which adds to his neat appearance.

Chicago, Ill.

MRS. HELEN J. GURGONE

Received KPRC-TV, Houston, Texas, channel 2 while changing channels. Program received was the "Curley Fox" show.

Berwyn, Ill.

C. J. KLEIN, MD

TUESDAY—continued

- 2:15 5 **Vacation Wonderland**—Travel
Subject: Yellowstone National Park
- 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 Mrs. Paul B. Reed (LaGrange)
- 4:00 4 **Multiscope News**—Ticker Tape
- 5 **Hawkins Falls, Pop. 6200**
Prosecutor Blane refuses to believe Roy's story, so brings him and Doc Gibb together
- 7 **Sagebrush Theater**—Western
"Riders Of The Desert"
- 4:15 4 **Breezy, Don And Vera**—Puppets
- 5 **Cowboy Playhouse**—Western
- 4:30 4 **Assembly**—Military Questions
Guests from the U.S. Army
- 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**—Games
- 5 **Cactus Jim**—Western Feature
- 7 **Mary Hartline Show**—Prizes
- 9 **Trail Blazers' Theater**—Western
"Spook Town" 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
- 7 **Paddy The Pelican**—Cartoon
Adventure stories with the bird Paddy
- 5:35 5 **Weatherman**—Clint Youle
- 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
Buddy Greco pianist-vocalist
- 7 **Beulah Show**—Comedy
- 9 **First Edition**—Frann Weigle

- 6:45 4 **Stork Club**—Interviews
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**
- 7:00 4 **Frontier Theater**—Western
"Arizona Days" with Tex Ritter; star of a western show wagon helps owner out of debt
- 5 **Meet The Press**—Discussion
- 7 **Cowboy Classics**—Western Film
"Riders Of The Law" feature
- 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 "The Rheumatic Heart" with Dr. William B. Rayercraft, Assoc. prof. of pediatrics, Stritch Schl. of Medicine, Loyola University
- 8:00 4 **Hollywood Opening Night**
"The Devil You Say," comedy about a gambler who cannot lose a bet because he has made a contract with the devil
- 5 **Fireside Theater**—Drama
Story about two young boys who take over as District Attorney and Mayor for the day and discover evidence which clears the name of an innocent man
- 7 **Q.E.D.**—Panel Quiz
Fred Uttal mc, panelists Maggie Hayes, Hy Brown, and guest panelist
- 9 **Cavalcade Of Bands**—Musical
Buddy Rogers emcee introduces guests Sammy Kaye and orch., soloists Tony Alamo & Barbara Benson
- 8:30 4 **Suspense**—Mystery Drama
"A Vision of Death," Henry Hull, Jerome Cowan, and Ann Marno. Feminine half of a mind reading act, threatened with murder, decides she no longer needs help from partner
- 5 **Circle Theater**—Drama
"Mountain Song" with James Lipton, Marcia Henderson, Francis Robinson and Frank Tweddell. A ballad singing mountain boy chooses between fame and fortune in the city and his love for his girl and the mountains
- 7 **Life Begins At Eighty**
Jack Barry moderator presents his panel of elders in a discussion
- 9:00 4 **Danger**—Mystery Drama
"Death Gamble" Henry Jones and Frieda Altman. Story of young artist's addiction to the gaming tables and his ultimate involvement in murder

TUESDAY—continued

- 9:00 5 **Amateur Hour**—Ted Mack mc
Talented people get their chance to perform variety numbers and acts
- 7 **March Of Time Thru The Years**
"Horses" film with John Daly, host, and guests: Ted Atkinson, jockey, and Bert Mulholland, trainer
- 9 **They Stand Accused**—Debate
Re-enactment of a trial from page of court history with actual lawyers
- 9:30 4 **Two Minutes To Go**—Quiz
Discussion on sports questions, sports-teasers, with Jack Drees emcee, Herb Graffis, Gene Kessler, and guest celebrities
- 7 **A Hit Is Made**—Drama
John Barclay as director shows us the techniques of play as well as inner drama in "Panle," the search for a missing suitcase filled with money
- 10:00 4 **Ernie Simon**—Curbstone Cutup
- 5 **Weatherman**—Clint Youle
- 7 **America Prepares**—Film
"Power For Peace" and "Thou Shalt Have Faith"
- 9 **"Sundown"**—Feature Film
Gene Tierney, Bruce Cabot, Geo Sanders in a tale of the efforts of a group of soldiers, stationed in Malika, a providence of British East Africa, to prevent tribesmen from acquiring firearms
- 10:10 5 **Dorsey Connors**—Helpful Ideas
Tips on fashion, and gadgets
- 10:15 4 **Ulmer Turner**—News
- 5 **Clifton Utley**—News
A report on the events of the day
- 10:30 4 **What's Wrong With This Picture**
- 5 **Let's Look At Sports**—T. Duggan
- 7 **Cameraman At Large**—Film
- 10:45 4 **Linger Awhile**—Musical
- 5 **Herbie Mintz Show**—Musical
- 11:00 4 **Today In Sports**—Film
- 5 **Broadway Open House**—Variety
Comedian Jack E. Leonard mc with Dagmar, Kirby Stone Quintet, and dancer Ray Malone
- 7 **Austin Kiplinger And The News**
- 11:10 7 **Flana-Grams**—Sports News
- 11:15 4 **Wendell Hall**—Musical
- 11:30 4 **Murder Before Midnight**—Film
- 9 **Eloise Salutes The Stars**—Chats
Guest: Hank Fort, pianist & composer of such novelty tunes as "Put Your Shoes On, Lucy"
- 11:45 9 **Chicagoland Newsreel**
- 12:00 4 **"Junior Prom"**—Feature Film
Freddie Steward and June Preisser star
- 1:30 4 **Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above listings without notice)

Good men are needed

in the

U. S. ARMY

Be a volunteer!

It's "The Mark of a Man"

Inquire at your nearest

**U.S. ARMY AND U.S. AIR FORCE
RECRUITING STATION**

New, exciting SPORTS QUIZ!

**"2 minutes
to go!"**

See and hear Herb Graffis, Gene Kessler and other sport experts try for the correct answer to questions you send in. Action! Suspense! Prizes!

Jack Drees, M. C.

**Every Tuesday
9:30 P.M.**

**WBKB
Channel 4**

Presented by

FOX DE LUXE BEER

Peter Fox Brew. Co., Chicago

We Recommend



■ Quiz Kids, NBC, is wholesome, yet entertaining. Above: Ogdan Nash, guest, and six year old Frankie Vanderploeg.

■ For Children and Family:

APPROVED

A Date with Judy
American Forum of the Air
Bob Atcher and Sammy Squirrel
Gene Autry Show
Batting Practice
Battle Report
Big Top
Bob and Kay Show
Cactus Jim
Captain Video
Chester The Pup
Chicago Cooks
Perry Como Show
Tom Corbett
Courtesy Hour
Creative Cookery
Crusader Rabbit
Curiosity Show
Down You Go
Bill Evans Show
Flan-a-grams
Fun and Features
Fun and Figure
The Goldbergs
Mary Hartline
Horace Heidt Show
Hollywood Junior Circus Show
Johns Hopkins Science Revue
How Does Your Garden Grow?
Howdy Doody
Kids Karnival Kwiz

Wayne King
Austin Kiplinger
Kukla, Fran and Ollie
Lead Off Man
Let's Have Fun
Sam Levenson Show
Life With Linkletter
Lois and Louie
Lone Ranger
Magic Slate
Mr. I. Magination
Mama
Meet The Press
Meet Mintz
Music Bowl
Nature of Things
News Caravan
Cliff Norton
Oh Kay
Paddy the Pelican
Panhandle Pete
Parade
Stars of Tomorrow
Pet Shop
Plan-a-Room
Pulitzer Prize Playhouse
Quiz Kids
The Range Rider
Mrs. Roosevelt Meets the Public
Norman Ross' Interviews
Sachs Amateur Hour
Sagebrush Sam
Small Fry Club

For Children and Family

APPROVED (Continued)

Stories in the Sand
Stud's Place
Super Circus
Tel-a-Shopper
Tenth Inning
Ulmer Turner and The News
Uncle Mistletoe
Clifton Utley
Voice of Firestone

Weatherman-Clint Youle
Who Said That?
Paul Winchell-Jerry Mahoney
Mr. Wizard
Your Figure Ladies
Your Future Home
Your Luncheon Date
Zoo Parade

■ For Children and Family:

VARIABLE

Adventures of Wild Bill
Hickok
Gabby Hayes

Hi Ladies
Lucky Pup
Garry Moore Show

■ For Adults:

APPROVED

Amateur Hour
Beat the Clock
Big Story
Big Town
Blind Date
Victor Borge Show
Break The Bank
Burns and Allen Show
Cavalcade of Bands
Cavalcade of Stars
Celebrity Time
Circle Theatre
Jerry Colonna Show
Commodore Club
Comedy Hour
Dorsey Connors
Laraine Day Show
Alex Dreier
Eloise Salutes The Stars
Faye Emerson
Stu Erwin Show
Ford Theatre
Four Star Revue
Front Page Detective
Girls Baseball
Sheilah Graham
Hands of Mystery
Hawkins Falls
Holiday Hotel

Martin Kane
Kup's Show
Let's Look at Sports
Life Begins at Eighty
Lights Out
Linger Awhile
Live Like a Millionaire
Ted Macks' Family Hour
Man Against Crime
March of Time Through The Years
Herbie Mintz Show
Miss U. S. Television Show
Vaughn Monroe Show
A. Morgan Show
Arthur Murray Show
NBC Takes You to the Races
Lilli Palmer Show
Penthouse Party
Q. E. D.
Ruggles
Showtime U. S. A.
Ernie Simon
Pentagon
Stop The Music
Walt's Workshop

■ For Adults

VARIABLE

A Hit Is Made
Adventures of Ellery Queen
Broadway Open House
Danger
Ford Festival
It Pays To Be Ignorant

One Man's Family
Miss Susan
Suspense
Time For Ernie
Two Girls Named Smith
Allen Young Show

The above programs have been reviewed and rated by the undersigned organization. This page will appear once each month as an exclusive feature.

NATIONAL TELEVISION REVIEW BOARD

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Robert A. Kubicek

"—Censorship Is Not the Way to Better Programming—"

Wednesday Aug. 1

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**
How to reduce extra flesh around the shoulder blades
- 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 prepares a lime horseradish and a chicken tongue mold
- 7 Bob & Kay Show—Commentary**
Enter the essay contest, tell "What the Preamble of the Constitution Means To Me"
- 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**
Jan Struther, author, Ilene Woods vocalist, and Meredith Wilson emcee
- 5 Meet Mintz—Herbie Mintz**
- 9 Russ Davis Show—Music**
- 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**
"We Discovered Tampa"
- 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: Bob Kelly
- 5 "Apology For Murder"—Feature**
Film with Hugh Beaumont and Ann Savage; reporter makes the headlines as "the other man" in a tale of a tragic love
- 7 Kay Morrow Show—Interviews**
Guest Shirley Douglas, Midwest Ed. of Charm showing how mag. is put together; also a display of new fabrics for fall
- 1:10 9 Lead Off Man—Harry Creighton**
Interviews & autographed TV Forecast baseball award to Noel Whitney

ERNIE SIMON THE CURBSTONE CUT-UP

(Continued from page 5)



"But I spent \$20,000 buying soap for the wrappers."

"Lucky Luciano" is really Joe Merillo, WBKB fellow employee, who pops out with the weather sign for Ernie. When things get dull, the two of them talk to each other in Italian.

Stooge Irwin Berke has been introduced as the composer of Nature Boy, Irving Berlin, Felton Feinschreiber—piano tuner for Harry S. Truman, and Charles Grean, vice president of RCA, who wrote "The Thing." Not only has he been killed in auto and train wrecks, but has taught piano to such celebrities as Al Morgan, and Two Ton Baker, based on his experience as a flagman with the railroads. Berke actually is a happy citizen associated with Mercury records.

Most of Ernie's clowning comes to a close each night a few minutes before the sign-off. At that time he makes it a practice to grab some cute child, who may or may not kiss him. It's just sentimental and real enough that it stamps him one of the biggest lovers of kids.

**TV Forecast on Sale
at Leading Newsstands**

WEDNESDAY—continued

- 1:25 4 Baseball—Cubs vs New York**
Game described by Joe Wilson
- 9 Baseball—Cubs vs New York**
Game announced by Jack Brickhouse
- 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**
Subject: Denmark
- 2:30 5 America Speaks—Documentary**
Film "Bulwarks Of Defense" produced by 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
- 3:45 9 Tenth Inning—Harry Creighton**
Fan interviews & TV Forecast guest "Marion" Barber
- 4:00 4-9 2nd Game—Cubs vs N.Y.**
- 5 Hawkins Falls, Pop. 6200**
Beth Collins begs Blane to stop persecuting the innocent tramp
- 7 Sagebrush Theater—Western**
"Phantom Thunderbolt" feature
- 4:15 5 Cowboy Playhouse—Western**
- 4:30 5 Howdy Doody Show—Bob Smith**
Fun with Flub-a-Dub, Clarabell, Mr. Bluster, and Buffalo Bob
- 5:00 5 Cactus Jim—Western Feature**
Stories of the heroes of the west
- 7 Mary Hartline Show—Games**
Prizes and interviews with Mary and other boys & girls, Chet Roble's also on hand for some music and song
- 5:15 7 Lois And Looie—Cartoons**
- 5:30 7 Tom Corbett Space Cadet**
Adventure stories in 2351 A.D.
- 5:35 5 Weatherman—Clint Youle**
- 5:40 4 Associate Scorecard—Results**
- 5:45 4 Lucky Fan—Joe Wilson Quiz**
7th inning camera's choice
- 5 Meeting The Mealtime Deadline**
- 7 Uncle Mistletoe—Adventures**
Obediah Pig, Tony Pony, Humphrey Mouse, and Michael O'Hare join you for a story
- 5:50 5 Clifton Utley And The News**
- 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**
Buddy Greco, pianist-vocalist
- 7 Chance Of A Lifetime—Quiz**
John Reed King emcee
- 9 First Edition—Frann Weigle**
Weather, baseball, and travel tips
- 6:45 4 TV's Top Tunes—Musical**
Tunes: "Golden Earrings," "Mr. & Mississipp," "Because of You," and "Cottage for Sale"
- 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 & Frank Parker on mc chores too
- 5 To be announced**
- 7 Northwest Patrol Films**
"Northern Frontier" with Kermit Meynard and Russell Hopten
- 9 Club House—Interviews**
Jack Brickhouse and Marty Hogan
- 7:30 9 Our World—"Over Dependency"**
- 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, Sen. Ford (tentative)
- 5 Kraft Theater—Drama**
"Hilda McKay," with John Baragrey, Polly Rowles, Wendy Drew and Bob Pastine. Story of history professor whose wife dreams of greater glory for him, but whose plans are complicated by the return of her former fiancé
- 7 Bill Gwinn Show—Musical Quiz**
Prize to couple who re-enact scene where a song altered their lives
- 9 What's The Story—Panel**
Four reporters from various newspapers discuss a current story
- 8:30 4 The Web—Mystery Drama**
"According to Regulations" drama of a police officer who violates departmental rules to shield the innocent wife and son of an outlaw from ruinous publicity
- 7 Wrestling From Rainbo Arena**
Wayne Griffin announces matches as the grunt and groan artists struggle for top place

WEDNESDAY—continued

- 8:30 9 **Shadow Of The Clock**—Drama
Tale of intrigue and mystery starring
Helmut Dantine in "Consignment,
Death" about counterfeiters who flood
the foreign markets with counterfeit
money in order to undermine the U.S.
- 9:00 4 **Sports Highlights On Film**
Joe Louis vs Cesar Brion
- 5 **Break The Bank**—Quiz
Walter O'Keefe emcee asks questions
of contestants & awards cash prizes
- 9 **World Wayfarer**—Travelogue
- 9:30 5 **Stars Over Hollywood**—Drama
"It Happened In Heaven" a fan-
tasy taking place in heaven about
a boy and a girl who fall in love
just a little too late
- 9 **"The Cardinal"**—Feature
Film with June Deprez and Eric
Portman
- 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 **"We Dive At Dawn"**—Feature
Film with Eric Portman and John
Mills; adventures of a British subma-
rine stalking a German battleship
- 11:10 7 **Flana-Grams**—Sports Comment
Pat Flanagan reports on sports
- 11:15 4 **Wendell Hall**—Musical
- 11:30 4 **Murder Before Midnight**—Film
- 12:00 4 **"Flight To Nowhere"**—Film
Feature with Alan Curtis and Evelyn
Ankers; adventure and intrigue in a
race to secure a secret map showing
Uranium deposits in the Pacific
- 12:30 9 **Chicagoland Newsreel**
- 1:30 4 **Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above
listings without notice)

One Hour TV

radio dispatched

REPAIRS

All Makes and Models
BY QUALIFIED TECHNICIANS

RODNEY 3-2200

TELE-TRONICS

The Hudson Dealers
of Metropolitan Chicago
present

WRESTLING FROM RAINBO

Every Wednesday
8:30 P.M.

WENR-TV
Channel 7

*Armour and Company
Presents*

Stars over Hollywood

Every Wednesday—9:30 P.M. Channel 5



*This week
"IT HAPPENED
IN HEAVEN"*

Starring

**ALAN MOWBRAY
STEVE BRODIE and
DANI SUE NOLAN**

A new and original Hollywood
production each week

Station Breaks — By MIKE BOOM

CHICAGO—Show business is a heart breaker, and *Our Town* is no exception. Here's a story concerning a young local singer who's built up a tremendous teen-age following. He's handsome and single, with a bright TV future. His greatest fan was a beautiful young career girl who slaved for several years as his unpaid press agent. She boosted his career considerably and lost her soul to him in the process.

The payoff came recently when the vocal idol switched his interest to a rising fem singer, and called off his affair with the young press agent. But even in show business, there's a conscience. The last morning, before he left, he threw \$30 on the dresser. . . . Little **Bruce Lindgren**, who plays Willie in "Mr. Wizard," is one of Chicago's youngest entertainers. . . . Motorola prexy **Paul Galvin** has been awarded an honorary Doctor of Laws by Loyola university of New Orleans. . . . Take a peek at the new daytime **Earl Nightingale** show via **OFF GUARD. . . .**



LINDGREN



Talent scouts pick the Tune Criers trio as the most likely musical group to grab a lasting place in Chicago TV. Sighted at a club in Rockford, the lively group is auditioning for a Jim Moran Courtesy show on WENR-TV.

WGN-TV. He's one of the midwest's top performers.

Top personnel switches bring **WENR-TV's** crack salesman **Karl Sutphin** to **Batten Barton Durstine & Osborn** agency, while **Schwimmer & Scott's** TV director **Al Sweetow** moves to **Sander Rodkin** agency. . . . Readers are asking where *TV Forecast* got those striking aquarium pictures for the recent **Betty Whitney** article. They were shot at **Suwanee Water Gardens**. . . . **George Menard**, the "Fun & Features" emcee, knows a surgeon who gives his patients cut rates.

DeMet Pontiac is trying to give viewers a soft approach to car sales. That's why the Sunday drama series (**WNBQ**) called "Chicago Playhouse" refuses to show autos on TV, and limits its commercials to three short plugs. **Franklyn MacCormack** handles the emcee job in affable fashion. . . . **Angel Casey**, who's subbing for **Dorsey Connors** on channel 5 while the latter is on vacation, may wind up with a permanent TV berth as a result of her fine job.



CASEY

The **Quiz Kids** are adopting a European orphan. They plan to bring her to this country for a visit on their **WNBQ** show. . . . **WBKB** cartoonist **Bruce Newton** claims the long-distance record for TV commuters. He travels over 100 miles a day to get to work. . . . **Bob Murphy** and **Kay Westfall** are winding up their essay contest this week on **WENR-TV**. . . . Recent "Parade" winner on **WBKB** is **Darice Richman**, the child piano prodigy. . . . Spearhead of the local fight to gain an educational TV channel is **George Jennings**, the TV director of the Board of Education.

No wonder "Hollywood Junior Circus" sounds authentic. Producer **Bill Hoyer** and writer **George Anderson** once worked together under the "Big Top."

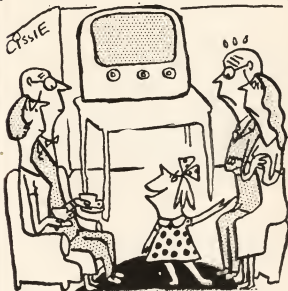
Thursday Aug. 2

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**
Exercises for the legs
- 10:30 4 Tel-A-Shopper—Betty Whitney**
- 9 Chicago Cooks—Recipes**
- 11:00 4 Creative Cookery—Recipes**
Ravioli paste, meat & spinach filling and ricotta filling for ravioli; also Italian tomato paste
- 7 Bob And Kay Show—Variety**
Guests from film "Little Egypt"
- 11:30 5 Norman Ross' Varieties**
- 9 Hi Ladies—Interviews**
- 12:00 4 Garry Moore Show—Comedy**
Guest: Rolf Passer, mentalist
- 5 "Autumn Flames"—Feature**
Film with Maria Palmer; a triangle about a farmer, his young wife, and an artist
- 9 Russ Davis Show—Comment**
- 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: Eddie Miksis
- 5 "Shadow Of Terror"—Feature**
Film with Dick Frazer, Cy Kendall, and Grace Gillen; adventures of the atomic bomb inventor as he tries to protect his secret
- 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 Martin Johnson
- 1:25 4 Baseball—Cubs vs New York**
Joe Wilson announces game
- 9 Baseball—Cubs vs New York**
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**
Subject will be "Alaska"

tv FORECAST

Cissie's Corner



They ought to put my mommy's and daddy's fights on television!

Uncle Herbie Winners

Diane Crowley, Oak Park, Ill.
Garry Decker, 109 Franklin Ct., LaPorte, Ind.
Linda Swanson, Elmwood Park, Ill.
Sandy Donsky, Chicago, Ill.
Nancy Malone, Midlothian, Ill.
Diane Moncz, Chicago, Ill.
Betty Sawyer, Chicago, Ill.

Mollycue Winners

Gregory Armstrong, Deerfield, Ill.
Anna May Badell, Knox, Ind.
Charlene Bradley, Chicago, Ill.
Judith Ann Brinker, Park Ridge, Ill.
Linda Caldwell, North Chicago, Ill.
Beverly Fine, Chicago, Ill.
Rosalie and Margo Glaub, Plymouth, Ind.
Michele Martin, Northfield, Ill.
Barbara Ann Michaelsen, Brookfield, Ill.
Nancy Jo Moseley, Highland, Ind.
Michael R. Nix, Chicago, Ill.
Mary Ruth Oran, Naperville, Ill.
David Roskle, Kalamazoo, Mich.
Jack Swanson, Elmwood Park, Ill.
Susan Brahm, Chicago, Ill.
Linda Covey, Elgin, Ill.
Sue Dohner, New Buffalo, Mich.
Thomas Dunphy, Chicago, Ill.
Sally Ferguson, Dowagiac, Mich.
Bruce Fife, Gary, Ind.
Dennis Griesmeyer, Elmhurst, Ill.
Bonnie Griffy, Aurora, Ill.
Dorothy Kennedy, Chicago, Ill.
Elaine Lunski, Chicago, Ill.
Lora Penzel, Riverside, Ill.
Susan Rasmussen, Roselle, Ill.
Mary Sue Thompson, LaPorte, Ind.

THURSDAY—continued

- 2:30 5 America Speaks**—Documentary Film "Transport And Economy—U.S.A." dealing with the transportation & shipping in the present emergency & economic education. Analysis by Prof. Albert Hart
- 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. Ronald Gescheidler (Hammond)
- 4:00 4 Multiscope News**—Ticker Tape
- 5 Hawkins Falls, Pop. 6200**—Serial Doc Gibbs, released from jail is entertained at the Flagles with the bum as a non-paying guest
- 7 Sagebrush Theater**—Western "Hell Fire Austin" feature film
- 9 Test Pattern till 4:30**
- 4:15 4 Breezy, Don, And Vera** 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 Jane Quinn assists in quizzing the ladies for prizes
-
- 5:00 4 Kids Karnival Kwiz**—Games
- 5 Cactus Jim**—Western Feature
- 7 Mary Hartline Show**—Games
- 9 Trail Blazers' Theater**—Film "Gunsmoke Mesa" western feature
- 5:15 7 Lois And Looie**—Cartoons
- 5:30 4 Silhouettes Of The West**
- 7 Paddy The Pelican**—Cartoon
- 5:35 5 Weatherman**—Clint Youle
- 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 televisioners 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, baseball, and travel tips
- 6:45 4 Stork Club**—Interviews Sherman Billingsley, host, and guests
- 5 News Caravan**—John Swayze
- 9 Chicagoland Newsreel**
- 7:00 4 Burns & Allen Show**—Comedy Gracie's 1st impression is not to keep gangster Silky Thompson from the neighborhood, but when she meets him. . . .
- 5 It Pays To Be Ignorant**—Quiz Tom Howard conducts this comedy game. Panel consists of George Shelton, 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 Tim Moore as Kingfish rents hall to trio of mysterious printers, and Andy, Spencer Williams, unwittingly delivers a box of \$20 bills to his girl friend instead of candy
- 5 Treasury Men in Action** Based on T-Men files, Walter Greaza stars in "The Case of the Boston Bachelor" with James VanDyke & James Bender; about a master counterfeiter
- 9 World At Large**—Film
- 8:00 4 Meet Corliss Archer**—Comedy Eugene Sanders as Corliss, Fred Shields, Bobby Ellis, and Frieda Inescort star in series. Mom & Pop are worried about rumors that Corliss plans to elope with Dexter
- 5 Ford Festival**—Musical Variety
- 7 Don Ameche Show**—Musical Musical comedy depicting life and laughs backstage at a summer theater Don converts to training camp for prizefighter; tunes: "Look For The Silver Lining," and "Friendship"
- 9 Down You Go**—Panel Quiz Dr. Bergen Evans mc; Panelists, Toni Gilman, Carmelita Pope, Fran Coughlin & guest panelist Sheriff Babb
- 8:30 4 Big Town**—Newspaper Drama Pat McVey as Steve Wilson crusading reporter of the "Illustrated Press" in "Tug Of War" a youngster tries to prevent his innocent younger brother from getting involved with the underworld
- 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 Case of Just a Little Larceny" involving a perfectly nice bartending couple who can't resist urge to make a few extra bucks

THURSDAY—continued

- 9:00 5 Freddy Martin & His Orchestra**
Musical variety, Martin's "singing sax," Merv Griffin vocalist, and Murray Arnold pianist. Lorna Lynn guest; tunes: "How Deep The Ocean," "Oh What A Beautiful Morning," & "This You Gotta See"
- 7 Roller Derby Contest**
- 9 "Man Of Courage"—Feature**
Film with Barton McLane, Lyle Talbot, & Charlotte Winters; Governor pardons girl accused of murder
- 9:30 4 400 House Party—Variety**
Toni Gilman and Ken Nordine co-emcee adult talent show with amateurs invited to participate
- 5 Short Story Playhouse—Drama**
"My Life And Hard Times" by James Thurber, based on various chapters and narrated by Robert Breen
- 10:00 4 Ernie Simon—Curbstone Cutup**
Interviews with the man on the street
- 5 Weatherman—Clint Youle**
- 7 Hollywood Theater Time—Film**
- 9 Wrestling From Chicago**
- 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 "Detour"—Feature Film**
Tom Neal and Ann Savage star in a tale of how a man becomes entangled in circumstances which lead him to his downfall
- 11:10 7 Flana-Grams—Sports Comments**
- 11:15 4 Wendell Hall—Musical**
- 11:30 4 Murder Before Midnight—Film**
"Accomplice" with Richard Arlen and Veda Ann Borg
- 12:00 4 "Chan In Secret Service"**
Feature film with Sidney Toler and Mantan Moreland; assistance given police in discovering murderer of a supposedly safe man
- 12:15 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

tv FORECAST



PRIZES PRIZES
PRIZES!



EVERYONE CAN WIN
VALUABLE PRIZES • FUN FOR ALL

TELEPHONE GAME

with HAROLD ISBELL and JANE QUINN

WGN-TV 4:30-5:00

MON.
THRU
FRI.

thursday nite

FOX HEAD "400"

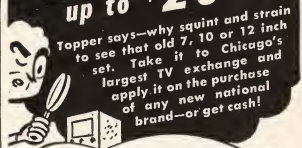
House Party

9:30 P.M.

WBKB Channel 4

Topper tops
'em all

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



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

CALL "TOPPER"



DE laware 7-0154

Central Television
Exchange

430 NO. CLARK ST.

FREE!—TV Interviews with Creighton, baseball ducats

By **UNCLE HERBIE**

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

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

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

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

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



*I'm not buying a television set now;
I'm waiting for color . . .*

ADULTS WIN: Two reserved box seats for a Cubs or Sox home game. Winners to be interviewed after the ball game by Harry Creighton on "The Tenth Inning," television show sponsored by Walgreen's drug stores and the United Airlines. **FOLLOW THESE RULES:** Write a brief letter explaining "Why I'd prefer to see a baseball game in person rather than on television. . . ." That's all there is to it! Mail your entries to: Sports Editor, *TV Forecast* magazine, 185 North Wabash, Chicago 1, Ill.—Deadline this week: Wednesday, August 1.



HELLO - HELLO from Uncle Mistletoe!

Join us
Monday, July 30th

*We'll ALL be SO glad to see you
again after our Summer vacation*

Here comes the Wonderland crew just bouncing with new and delightful adventures for little girls and boys. Tune in Chicago's favorite children's show every Monday, Wednesday and Friday at 5:45 P.M. on channel 7, WENR-TV. Uncle Mistletoe will be waiting for you.

Marshall Field & Company

Friday Aug. 3

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
Posture and walk exercises | | | |
| 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
Individual pie shells, lemon chiffon pie, and pan-braised, breaded pork chops | | | |
| | 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
Meredith Wilson host to comedian George Kaye, with Ilene Woods | | | |
| | 5 | | | |
| | Meet Mintz—Herbie Mintz
Relax with the piano melodies | | | |
| | 9 | | | |
| | Russ Davis Show—Interviews | | | |
| 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 | | | |
| 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: Roy Smalley | | | |
| | 5 | | | |
| | "Adventures Of Chico"—Film
Feature about a little Mexican boy who makes friends of the animals | | | |
| | 7 | | | |
| | Housewives Holiday—Kirchner
Claude Kirchner interviews ladies | | | |
| 1:10 | 9 | | | |
| | Lead-Off Man—Harry Creighton
Interviews and TV Forecast baseball award to Judy McNew (Gary) | | | |
| 1:25 | 4 | | | |
| | Baseball—Cubs vs Boston
Joe Wilson describes game | | | |
| | 9 | | | |
| | Baseball—Cubs vs Boston
Jack Brickhouse describes game | | | |
| 1:30 | 7 | | | |
| | Barbara Moro—Creative Ideas | | | |
| 2:00 | 5 | | | |
| | Miss Susan—Susan Peters | | | |
| 2:15 | 5 | | | |
| | Vacation Wonderlands—Film
Subject will be "Hawaii" | | | |
| 2:30 | 5 | | | |
| | America Speaks—Documentary
The Marine Corps Band featuring personnel and specialists, conducted by Maj. Wm. F. Santelmann | | | |



The Last Word

DEAR BOSS:

Apparently very few are disturbed by the introduction of a new policy on a network which has just recently undergone a change of management—the telecasting of a notorious strip teaser who has chosen TV apparently for respectability.

It's no secret I'm speaking about Mr. Minsky's bride, Dardy Orlando, the slim blonde that may be teasing you under the name of Lucia Fera.

Perhaps it was just a coincidence that this network's announced plans for improved programming and more stars came about the same time as Dardy's debut. Their lack of taste and apparent lack of consideration for Chicagoland viewers could result in a serious explosion unless some clarification is made. Frankly, some of the best shows have come out of the same network, like Studs Place and Pulitzer Prize Playhouse, so that the introduction of Dardy was somewhat a surprise.

Poppa Minsky is probably chuckling over the whole mess. He's the one that stands to gain the most, as Dardy is displayed to thousands of potential customers. It seems shameful that TV will contribute a bigger box office for burlesque houses.

I'm not against people trying to better themselves, but am strongly against using a public medium like TV and victimizing the industry. Does Dardy intend to go into legitimate show business and stay in, or is this just a lark?

This could start a trend. Or am I too old fashioned? Can't you see the lineup for tomorrow night's television entertainment: Snooky Johnson, Gloria Love, Bubbles Bannister, and the whole crowd that moved out of South State and west Madison streets!

CHUB McCARThY

FRIDAY—continued

- 3:00 5 **Straw Hat Matinee**—Variety
Mel Martin emceed 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
Pat Bennett (Elgin)
- 4:00 4 **Multiscope News**—Ticker Tape
- 5 **Hawkins Falls, Pop. 6200**—Serial
Roy Bettert is sent off to camp &
Doc Gibb moves in with the Flagles
- 7 **Sagebrush Theater**—Western
"Fargo Express" feature film
- 9 **Test Pattern Til 4:30**
- 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
Join the fun in this question & an-
swer series with Harold Isbell
-
- 5:00 4 **Kids Karnival Kwiz**—Games
- 5 **Cactus Jim**—Western Feature
- 7 **Mary Hartline Show**—Prizes
- 9 **Trail Blazers' Theater**—Film
"Overland Mail" western feature
- 5:15 7 **Lois And Looie**—Cartoons
- 5:30 4 **Silhouettes Of The West**
Ballads of west by Roy Starkey
- 7 **Tom Corbett Space Cadet**
- 5:35 5 **Weatherman**—Clint Youle
- 5:45 4 **Window Shopping**—Commercial
- 5 **Meeting The Mealtime Deadline**
- 7 **Uncle Mistletoe**—Adventures
Listen and watch as Uncle Mistletoe
tells you of kind deeds you can per-
form and tells a story
-
- 9 **Foto Test**—Frank Sweeney
Quiz with cash prizes for correct
answers to questions
- 5:50 5 **Clifton Utley And The News**
- 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 completed
- 5 **Song At Twilight**—Musical
Buddy Greco, pianist-vocalist

- 6:30 7 **Say It With Acting**—Charades
Maggi McNellis & Robert Alda co-
emcee with guest teams from "Guys
& Dolls" and "The Rose Tatoo"
- 9 **First Edition**—Frann Weile
Weather, baseball, and travel tips
- 6:45 4 **TV's Top Tunes**—Musical
Tunes: "Too Young," "My Truly,
Truly Fair," "Sweet Violets," &
"Manhattan"
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**
- 7:00 4 **Ad Libbers**—Imagination Test
Peter Donald, host, with actors Chas.
Mendick, Patricia Hosley, Joe Silvers,
Jack Lemmon, Cynthia Stone, and
Earl Hammond making up stories
- 5 **Quiz Kids**—Questions & Answers
Moppet session of answers to all ques-
tions, guest emcee
- 7 **Comedy Circus Films**
- 9 **Twenty Questions**—Panel Quiz
Bill Slater mc with Fred Van De-
venter, Florence Rinard, Herb Polesie
& guest Kyle McDonnell or Deems
Taylor
- 7:30 4 **Man Against Crime**—Drama
Robert Preston stars as Pat Barnett;
he employs a dueling sword to catch
a jewel smuggler and a murderer
- 5 **Walt's Workshop**—Creative
Mr. Durbahn demonstrates the mak-
ing of an outdoor barbecue
- 7 **Jerry Colonna Show**—Comedy
Vocalist Barbara Ruick, and come-
dian Gordon Polk are featured
- 9 **You Asked For It**—Films
Art Baker presents films on every-
thing requested by viewers
- 8:00 4 **"Hell's Devils"**—Feature
Film with Alan Ladd as Karl, a fear-
less, freedom-loving young German.
- 5 **Door With No Name**—Drama
Based on the highly secret activities
of the federal government agencies;
Grant Richards and Mel Ruick star.
Story of how one man tries to rid the
entire country of counterfeiting
- 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 **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
- 7 **Tales Of Tomorrow**—Drama
Science-fiction series
- 9 **Mal Bellairs Show**—Musical
Your favorite recording stars perform
an outstanding selection on film
- 9:00 4 **Live Like a Millionaire**
John Nelson emcee
- 5 **Sports Newsreel**—Film
- 7 **Sawyer Views Hollywood**
Interviews with guest celebrities with
Hal Sawyer emcee

FRIDAY—continued

- 9:00 9 Cavalcade Of Stars—Variety**
Larry Storch emcee presents guests Anne Shelton with June Taylor dancers
- 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: Jack Dempsey-Gene Tunney (Sept. 22, 1927)
- 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; putting a show on the air; men behind the scenes, studio control room, master control and transmitter
- 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 "Tomorrow At Seven"—Feature**
Film with Chester Morris and Vivienne Osborn. Story of a writer who becomes entangled with the daughter of a man who has been told that he shall die
- 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**
- 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
- 7 Austin Kiplinger—News**
Review of the news of the day
- 11:10 7 Flana-Grams—Sports Comments**
- 11:15 4 Wendell Hall—Musical**
- 9 "Yanks Ahoy"—Feature**
Film with Wm. Tracy, Joe Sawyer, and Robert Kent; Sgt. Doubleday comes to blows with the U.S. Navy in this comedy
- 11:30 4 Murder Before Midnight—Film**
- 12:00 4 "North Of The Border"—Film**
Feature with Russell Hayden and Inez Cooper
- 12:15 9 Chicagoland Newsreel**
Local events brought to you on film
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

tv FORECAST

"SPIN'N SKATE"

ice show

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MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1951

ACROSS

1. An act often seen on TV variety shows.
7. Fill in the 2 letters —Tom Corbett, Space Cad—.
8. Star of the "Texaco" show (initials)
9. Female singer on Dave Garroway's show (initials)
12. — Murray's first name.
14. To have eaten
16. (Fill in the missing letters) P—gy Lee.
17. Name of the Sunday aft. circus show (initials)
19. Sid Caesar's partner (initials)
20. Girl's name



DOWN

1. Star of "Stud's Place", pictured here.
2. News Commentator Ulmer Turner, (initials)
3. TV actress Barbara Moro, (initials)
4. Announcer Linn Burton (initials)
5. Announcer Nelson Case (initials)

6. Country in S. Europe, on the Mediterranean Sea.
10. Opposite of out
11. Fran Allison (initials)
13. Self

15. Thin, silver colored metal.
17. Abbreviation for senior.
18. Fill in the missing letters —Tom Corbett, Space —det.

Solution to crossword puzzle given in next week's issue.

When you connect the dots, you will see a member of the "Breezy, Don & Vera" show. Color the picture, then cut out only the picture and mail to

Mollycues, TV Forecast, 185 N. Wabash ave., Chicago 1. Deadline: August 7.

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

Solution to last week's code message—the flower for the month of August is the Poppy.





Sportscast

BY ED PAZDUR



SITTING and chatting at the Frisky Comiskey's Park press room with Bill Veeck, the baseball tycoon, and sportscaster Jack Brickhouse; Veeck reminisced about the good ol' days when he worked for the Cubs. Old man Wrigley took special pride in his ball park and the job of making it the "most beautiful park in the world" was left in the hands of Bill Veeck.

The wiry haired Veeck exclaimed: "I suggested that we put up vines all



JOE

TOM

JACK

along the outfield walls—that was years ago you understand—and Wrigley went for it in a big way.

"I had a florist plant the vines and we figgered in a couple of years we'll have a nice row of 'em . . . Then Wrigley tells me the next day he's bringing all of his friends to see the vines he's been bragging about . . . Didn't do any good to explain they won't be ready for a couple more years—the old man wanted them by the next day! He wasn't going to be made a fool of!"

Bill leaned back in his chair laughing. "Man, I hustled those florists double time. We worked all afternoon, all evening, and all night stringing up fully grown vines over the entire outfield wall. We finished about 10:00 a.m. Wrigley walked into the park three hours later, beaming and proudly showing his friends the new vines."

Cuffnotes: Chicago's Jim Kearns handled the Pabst Golf tournament in Milwaukee shown on film over WBKB. It cost Pabst \$50,000 about which \$30,000 was returned at the gate. Pabst is determined to keep its name in front of sports fans even at the cost of promoting its own events. It leads us to one question—will they organize a boxing club to compete with the Inter-

national Boxing Club now selling fights to theatre-TV?

Ed Allen, WBKB muscle man, is a weight lifter by hobby and plans to compete in the Mid-West tournaments . . . Another weight lifter with a physique deluxe is Paul Winchell . . . A. T. & T. plans to begin tests on the Omaha to Oakland short wave relay station next August. Odds are against completion in time to give the Coasters teevee of the World Series.

TV rights to the Sugar Bowl football classic went up for grabs last week. Gillette and ABC-TV had exclusive rights with the Maxon agency doing the leg-work . . . Comedian Jan Murray is organizing a baseball team made up of comedians only. So far, Milton Berle, Jerry Lester, Jack Leonard, and Jackie Gleason have agreed to join. Murray plans to play at vet hospitals in the New York area . . . A newcomer doing a bang up job as statistician for WBKB's Joe Wilson is Dave Edell.

Derby skater Ken Monte, injured in an auto accident last November, has thrown aside his crutches and expects to strap on his skates later this month. Russ Massro, swift wheeling coach of the Westerners, swapped his skating uniform for one of Uncle Sam's last June 25. . . . Ah, with that last period we'll begin packing our duds for a long-postponed vacation as guests of: the Hotel Astor in New York, the Stork Club, ABC-TV, CBS-TV, NBC-TV, and the Dumont network.

Filling in our column during the brief hiatus will be Jack Brickhouse, Tom Duggan and Joe Wilson. Next week Duggan guest columns for us and we hereby disclaim all responsibility of any and all opinions expressed as their own!

On Sale at leading Newsstands

Derby Daze Are Back

Vote For Derby Queen . . .

CHICAGO Roller Derby fans happily watched the return of their sport last week from Convention Hall over WENR-TV. The action will continue for five more weeks on Tuesdays and Thursdays (Check program listings for time and station). The warm-up sessions will be an exhibition round-robin of four of the six teams competing in the National Roller Derby League. The New Jersey Jolters, Brooklyn Red Devils, Washington Jets and the world champion New York Chiefs are providing the action.

The matches will run for five more exciting weeks and will be climaxed by the ceremony on Sept. 3 when some young skating beauty will be crowned as the Roller Derby's Queen for 1951.

TV *Forecast* readers and Derby fans are invited to cast their ballots for their favorite skaters. Three beautiful contestants vying for the title this season are Carmen Zeni of the Panthers, Gloria Clairbeaut of the Red Devils, and Arlynnee Buchman of the Jolters. All three girls are former Chicago and New York models. Fans desiring to vote are urged to fill out the enclosed ballot before the Aug. 20 deadline.



GLORIA CLAIRBEAUT
Red Devils



"ARLYN" BUCHMAN
Jersey Jolters

Dick Broderick
Roller Derby
Madison Square Garden
New York City, N.Y.

Dear Mr. Broderick:

Please register my vote for.....
..... in the
Derby race for the "Queen of the Roller
Derby" for 1951.

TV *Forecast* Magazine Ballot
Chicago, Ill.
July 28, 1951



CARMEN ZENI
Panthers

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