

+tv

FORECAST

your TV program guide

AUGUST 11

MARION MORGAN
Stop the Music



Newest Bathing Suit Styles • page 25

15c



NEXT WEEK

The Stork Club and its host, Sherman Billingsley. This CBS show is probably one of the most talked-about TV programs in America.



NEXT WEEK

At home with Bev Younger who stars as Grace the waitress in ABC's prize-winning Friday night show, "Studs Place."



NEXT WEEK

How much football will you see this fall on your TV screen? Sportscaster Ed Pazdur tackles the question.

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On Sale at Leading Newsstands Friday



Channel One

NEW YORK—With a gala celebration set for the September opening of the cross-country coaxial cable, the network promoters have arranged for major TV stars to telecast from New York and Hollywood. President Truman will speak at the inaugural ceremony. But *Variety* magazine hints that all is not well on the Hollywood end of the fireworks. Apparently the film moguls fear that theatre owners throughout the country will raise a terrific squawk over the co-operation handed to a competing medium. . . . Durward Kirby is fast making friends for "General Electric Guest House" after ex-employee Oscar Levant practically torpedoed that company's public relations with his snide performance. . . . "Gangbusters," the crime thriller that starts Sept. 4 via CBS, really goes all out for an authentic approach. First hired was N. Y. Police Commissioner Lewis Valentine as commentator. Next was Col. Norman Schwartzkopf of the New Jersey State Police. The latest coup is signing ex-Kefauver quizmaster Rudolph Halley.

Don't be surprised if you see the Modernaires vocal quintet on TV shortly. Bob Crosby is rumored to be dickering for a 15 minute series. In which case, the telegenic Paula Kelly, the only gal with the quint, will be a welcome eyeful for jaded viewers. . . . Helen Jepson, the opera star who did those TV commercials for Sarra films, came out of retirement for the job. . . . "Amos 'n' Andy" show is under terrific pressure by the National Association for the Advancement of Colored People for "its stereotyped, misleading portrayal of Negroes." As a result, sponsor Blatz Beer may get scared right off the network. . . . Victor Borge, the impish pianist, may lose his sponsor because his early evening time slot isn't considered good sales time. . . . Remember "The Egg and I" story? It may end up as daytime TV soap opera, instead of earlier ambitious plans for it as a big evening show. . . . It's just possible that viewers will see Philco Playhouse and Lucky Strike Theatre with Bob Montgomery on alternate weeks at the same time & day position.

Robert Breen, the storyteller on NBC's "Short Story Playhouse," is setting a brand new pace in dramatic shows. Breen, a Northwestern U. professor, believes in "an integrated story line" to balance the action. . . . Speaking of drama, when "Celanese Playhouse" opens on ABC this fall, look for these dynamic plays—Ah Wilderness, Anna Christie, Winterset, The Animal Kingdom and They Knew What They Wanted. . . . Garry Moore, the CBS clown, thinks that ships are called "she" because sailors think they can handle them. . . . Sam Levenson's troubles continue. The comic left the Tintair show because of difficulties with the sponsor (probably couldn't stomach the commercial), and is now shopping for a choice spot for the autumn season. . . . Billboard magazine is chuckling over the NBC pageboy here who was fired for questionable practices. He used to march the tourists into deserted corridors of Radio City and drill them like an army sergeant.

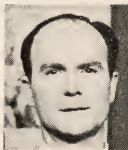
Anita Martell, the CBSmoothie in the "How To" panel show, is a look-alike for singer Gertrude Neissen. . . . CBS moguls are quoted as saying they "don't like puppet shows."



KIRBY



KELLY



BREEN



MARTELL



Harry Salter

IF the U. S. Congress should ever seriously consider a legislative bill on behalf of a national lottery, it will probably be defeated on the grounds that television supplies enough prizes to satisfy the entire population. And one of the good reasons for this belief is ABC's "Stop The Music," that lively hodgepodge of song and fun that's seen on channel 7 every Thursday night.

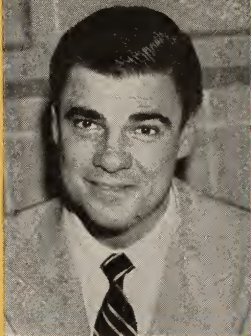
Since May 5, 1949, there has been no change whatever in the "Stop The Music" shenanigans that hold sway on TV. Over 19 jackpots have been broken, and more than 740 telephone calls have been made by the same four operators who started with the show.

Additional grist for the TV mill features such achievements as 2,100 musical numbers, 400 props ranging from denatured skunks to garter snakes, and

a show cast numbering over 100. But any true story of a show is in the people who make it tick. Here they are:

Bert Parks, the affable southerner who's winding up a vacation, has almost overnight become a household word. He was born in Atlanta thirty-one years ago, with the first name of Bertram. Bert won an amateur singing contest at the age of 16 years, and snagged a \$7 a week announcing job.

When Bert was 18, he had shed his southern accent and obtained an announcer's job with CBS, the youngest staff member on record. "I also sang," admits Bert, "three mornings and several afternoons each week, besides handling ten commercials." He also covered special events, such as the Howard Hughes around-the-world flight and a marble tournament from Asbury Park.



Bert Parks



Betty Ann Grove



Betty Ann is set to welcome Bert back from vacation, but Phil Silvers makes a crowd.



Jimmy Blaine

Bert joined the Eddie Cantor show as straight man and singer, and later was emcee for Xavier Cugat. He served with General Stilwell in the China-Burma-India theatre, and then came back to a job with "Stop The Music." Bert is married with twin sons, Jeffrey and Joel, and a two year old daughter Annette. He lives in Greenwich, Conn.

Phil Silvers, who's taking Bert's place during vacation, is a Brooklyn boy who started unpretentiously in show business by singing for pennies on a Coney Island beach. He was snapped up by a Gus Edwards scout and placed in Gus' famed "School Days Revues." But Phil's voice changed, and he returned to high school baseball where he might have been a star except for near-sightedness.

Vaudeville claimed Phil as a comic, and he traveled across the country until

movies threatened the existence of stage work. After a stretch before the Broadway footlights, Phil was claimed by Hollywood and he starred in several top film hits. He's equally potent before audiences of TV, night clubs and legitimate stage.

Betty Ann Grove is the little girl from Boston who has conquered the entertainment world at the ripe old age of 22. Already, she has been a success in night club and hotel work, possibly due to a very early start—at the age of 12 years, Betty collected a \$5 fee for singing at a Beantown YMCA party.

Betty was born in Arlington, Mass. in 1928. However, she claims Boston as her hometown because she lived there from the age of five. She's credited with being the zippiest vocalist in TV, and

Continued on page 13

THE FREDDY MARTIN SHOW

FOR a long time, it seemed as though the spirit of Horatio Alger had forgotten all about Freddy Martin. Which was a shame—the young orphan boy had all the earmarks of a success story. Looking back on those tough years, NBC's star bandleader Martin can smile now, but up to recent years, it was no laughing matter.

Freddy played the drums in a Springfield, Ohio, orphanage, which was his home for 12 years after his parents died. Whatever musical instruction he received came from a kindly Professor Schultz, who divided his time among 350 children.

Freddy abandoned the drums at the age of 16, and took up the saxophone. He found he liked the instrument, and soon saved enough money to buy his own. This may have been providential, because not long afterwards he met Guy Lombardo and tried to sell him a saxophone. The records don't indicate whether Freddy made the sale, but at any rate, Lombardo liked the earnest young hustler, and encouraged him to form his own orchestra.

About this time, Horatio Alger's ghost must have leaned back and chuckled—because there was ex-drummer boy Freddy Martin leading his own orchestra at 18 years. His group's output



Freddy blows his brains out.

was sweet music, but adorned with artistic arrangements. And it clicked.

By 1935, Freddy was playing such standout locations as the Coconut Grove in Los Angeles and the St. Francis hotel in San Francisco. The record field soon felt the Martin impact. "Scatter-brain" was one of his early wax hits. His big disk seller, however, was his famed arrangement of Tschaiikowsky's Piano Concerto in B Minor.

Freddy whipped up a 32 bar arrangement in dance tempo, called it "Tonight We Love," and had a smash hit on his hands. More than anything else Freddy accomplished, "Tonight" put him into the top ranks of the music maestros.

Not content with hitting the peak, Martin started revamping his band with an eye towards television, way back in 1947. Today, as star of WNBQ's "Freddy Martin Show," that foresight has paid off handsomely.

The Martin reconstruction was an interesting one. He started hiring musicians who were not only top instrumentalists, but clever showmen as well. Freddy also went into pocket to obtain a top TV writer to turn out dance tunes that were also production numbers.

Other vital hints were learned in the process. Freddy found out his musicians' bright tartan jackets were unsuited to TV, because they almost blinded the viewers. So he switched to solid color jackets with excellent results. He also trained his men in precision movements so as not to distract the viewers.

On the personal side, Freddy is 5 feet, seven inches tall, and weighs about 155 pounds. He has brown hair, and prefers casual clothing. He likes to talk about his beautiful wife and husky son, Freddy Jr., and their home in Beverly Hills, Calif.

The "Freddy Martin Show" is seen on channel 5 every Thursday at 9 p.m., sponsored by No Smear Lipstick.

A hassle over style interrupts rehearsal session of Martin, pianist Murray Arnold and vocalist Merve Griffin.



Horatio Alger's ghost
leaned back
and chuckled



Mary Mayo, singing newcomer, gets an assist from Martin and Murray Arnold.

Freddy gives out with the "perfect" sign. The Martin style is always sweet but never dull.



Added information

- 7:00 5 Quiz Kids Clifton Utley mc with panel: Lonnie Lunde, Pat Conlon, Frankie Vander Ploeg and Harvey Dyth; guest panelist, Jane Morgan, singer
- 9:45 5 Nature Of Things Televiewers get an insight into TV of the future when Dr. Roy K. Marshall shows the new "Walkie-Lookie" portable television camera-transmitter combination

TV Stars Compete In Celebri-Tee Off

Just two weeks to go . . . and Chicago's television celebrities will tee-off in TV Forecast's first annual golf tournament, August 27th, at St. Andrew's Country Club in West Chicago, Ill. The public is invited free as spectators to watch their favorite stars in action.

Eager to compete for first place honors are Hank Grant and Bob Murphy who exclaim they'll be there with bells on. Hank and Bob were the first to submit affirmative replies, it is expected all of Chicago's TV stars will follow suit shortly.

ORIENTAL THEATER

Randolph near State
Chicago Premiere
Now Playing



MARTIN & LEWIS
in "That's My Boy"
with Polly Bergen
also **BIG STAGE SHOW**
continuous showings

Letters to the Editor

Dear Chub McCarthy: By chance I ran across your article in *TV Forecast*. Your opinion I am sure carries no weight with anyone concerned, however you must be a misguided individual, and I feel it is my duty to set your thinking straight, on a few things. This I am sure you couldn't be ignorant of, but let me refresh your memory. Such people as the great Fanny Brice, Sophie Tucker, Abbott and Costello, Red Buttons, Phil Silvers and many, many more, all started in burlesque. Mr. Minsky was instrumental in starting many of these people. Yet have you ever noticed a mention of this fact in any of his publicity or advertizing? Or can you ridicule their talents or abilities as performers? All legitimate TV reviewers in Chicago gave their own opinions of the show, how I looked, what I did, and gave what ever criticism they thought constructive. Not one of these facts did you mention. So do I gather by your article you are nearly trying to attract attention, by a lot of malicious scandalizing of someone you obviously have never seen perform? Are you aware that I have never mentioned burlesque and went to the length of changing my name so it would benefit no one. The columnists are the ones reminding the public of it. Hereafter why don't you assemble all your facts before you attempt a subject in which you are completely ignorant. Contrary to what you say, you obviously are against people bettering themselves.

Chicago, Ill.

DARDY ORLANDO

Ed. Note: Chub did commit one error in stating that WENR-TV and ABC was under new management at the time Dardy was on TV. Negotiations for such a change are under way, but at the time were not completed, an error which we regret and hereby apologize for.

That article on Dardy Orlando alias Lucia Fera hit the spot. I take back all I said about McCarthy recently.

Chicago, Ill.

MRS. EVELYN HENNINGER

There are many beauties on TV, but Marion Marlowe is tops on my list.

Chicago, Ill.

ANN SCHERER

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

Get those darn war pictures off television. I could use much stronger language but I'm a lady. I thought TV was a means of entertainment. Who can be entertained seeing men killed and tortured; bombing out of whole cities, with people and children being killed. If this is entertainment, well the US sure is sadistic. How about more entertaining movies like Charlie Chan, or the Dr. Gillespie and Dr. Adams series, or comedies.

Forest Park, Ill.

MRS. R. C. RUPPERT

I get reception from Chicago every day, although reception is best at nite, especially channels 7 and 9. Have built quite an array of antennas and have come up with a good, high-gain installation. Have had reception from Cuba, Jacksonville, and Miami, Mexico City and Houston. I believe that experiences such as mine, and undoubtedly a lot of others, would make interesting reading, and would add something to *TV Forecast*. I probably should be satisfied with TV as it is here, because I am only about 10 miles from WTMJ-TV in Milwaukee, but trouble is, when a station has a captive audience they throw any old programs at you. Some one is bound to get gypped. That is my reason for all the experimenting with DX reception into the fringe areas.

Wauwatosa, Wis.

EWALD BERSKAN

What's with the Doodles Weaver show. I'm sure TV can do without him. Send him back to Spike Jones and making records.

Cicero, Ill.

GILDA CIPRIANI

In your complete *TV Forecast* I do believe one of the most important items is missing. That is, the complete address of each TV channel. Often times we wish to write and comment on a program. The proper address listed each week would help so much.

Downers Grove, Ill.

WILLIAM HALVERSON

Ed. Note: Addresses are published under the heading of "Shows Open to the Public," appearing on page 27 of this issue.

If anyone is interested in joining a Bill Lawrence Fan Club, write to me, % 2914 W. Irving Park road, zone 18. Chicago, Ill.

DIANE SCHLICHTING

SATURDAY

- 4:00 Raiders of the South
- 4:00 Farewell Again
- 5:00 Hopalong Cassidy
- 5:30 Gun Smoke
- 6:30 Masked Hawk
- 7:00 Guv'nor
- 7:00 Jacare
- 7:00 Western Feature*
- 8:30 Feature Film*
- 10:00 Panther's Claw
- 10:00 Woman in the Halls
- 10:00 American Empire
- 11:00 Feature Film*
- 12:00 Feature Film*

SUNDAY

- 9:45 Wildfire
- 11:30 Old Louisiana
- 12:00 North of the Border
- 2:00 Railroad Land Rush
- 2:30 Ghost Guns
- 6:00 The Doodle Bug
- 7:00 Feature Film*
- 9:30 Vogues
- 10:00 Private Angelo
- 10:00 Two Thousand Women
- 11:00 Hottest Day of the Year & Substance of His House
- 11:15 Storm in a Teacup

MONDAY

- 1:00 Up in the Air
- 2:00 Sporting Chance
- 4:00 Canyon Hawk
- 5:00 Fighters of the Plains
- 8:00 Crime of Dr. Crespi
- 8:30 Feature Film*
- 9:30 Killer Dill
- 11:30 Shake Hands With Murder

TUESDAY

- 12:00 Happily Ever After
- 1:00 Kid Sister
- 4:00 Code of Honor
- 5:00 Trail of the Silver Spurs
- 7:00 Tombstone Terror
- 7:00 Moonlight Sonata
- 8:00 Feature Film*
- 10:00 Let 'Em Have It
- 12:00 Shoot To Kill

WEDNESDAY

- 1:00 Rogues' Gallery
- 4:00 God's Country And the Man
- 5:00 Man's Country
- 9:30 Magic Bow
- 11:00 It's That Man Again
- 12:00 Where Are Your Children

THURSDAY

- 12:00 All in the Family
- 1:00 Man Who Walked Alone
- 3:30 Son of the Plains
- 5:00 Golden Trail
- 7:00 Midnight
- 9:00 Feature Film*
- 10:00 Feature Film*
- 11:00 When Thief Meets Thief
- 11:30 Nabongo
- 12:00 Rubber Racketeers

FRIDAY

- 1:00 Club Paradise
- 3:45 Land of the Hunted Men
- 5:00 Western Feature*
- 8:00 Room To Let
- 10:00 Feature Film*
- 11:15 Westland
- 12:00 Private Snuffy Smith



A SATURDAY MORNING FEATURE



11:30
A. M.

FAITH BALDWIN'S "THEATRE OF ROMANCE"

ALTERNATES WITH
"I COVER TIMES SQUARE"
ON

WENR-TV
CHANNEL 7

Saturday Aug. 11

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

- 9:30 4 **Smilin Ed McConnell And Gang**
Fascinating tales for the kiddies
- 9:45 7 **Cafe Continental—Film**
- 10:00 4 **Bob Atcher & Sammy Squirrel**
Puppet fun for children of all ages; a host of tiny animals make themselves at home at "Short Stump" village in the corner of the corral
- 7 **Oh Kay—Variety Session**
Interviews and music with bandleader-pianist David Le Winter and vocalist Jim Dimitri, Mary Ellen White, and hostess, Kay Westfall. Guests at the surprise birthday party will be Claude Kirchner, Mary Hartline and Phil Patton
- 10:30 4 **Kiddie Showtime—Serial**
"Ace Drummond" XIII and cartoon "Down In Dixie"
- 7 **A Date With Judy—Comedy**
Situation comedy starring Frank Albertson as Melvin Foster and Pat Crowley as Judy; Olgie continues to build up Mildred's ego
- 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; Wimpey, famous clown, will do the sensational "table-rock" act
- 7 **2 Girls Named Smith—Comedy**
Victor Jory, noted film actor, will appear as guest of Peggy Ann Garner and Peggy French
- 11:30 7 **Faith Baldwin Theater—Drama**
"Inspiration" with Robert Alda and Joyce Matthews; an unscrupulous woman is inspiration for a painter
- 12:00 4 **Movies For Kids**
"Wolf Dog," "Devil Horse," serials, and cartoon
- 12:30 4 **Multiscope News—Ticker Tape**
- 12:55 9 **Batting Practice—Vince Lloyd**
Watch the players as they warm up
- 1:00 4 **Knot Hole Gang—Linn Burton**
Youngsters get a chance to talk to and play ball with their favorite player on the Cub team
- 1:10 9 **Lead-Off Man—Harry Creighton**
Interviews with Cub players and autographed baseball presented to TV Forecast winner Betty Brady
- 1:25 4 **Baseball—Cubs vs Pitts.**
Joe Wilson describes the game
- 9 **Baseball—Cubs vs Pitts.**
Jack Brickhouse announces game

(Continued on page 12)

"SPIN'N SKATE"

ice show

Dinner Show 8:30 Supper Show 12:00

GRIFF WILLIAMS' orchestra

**FAMILY MATINEE
EVERY SUNDAY**

special children's menu

CALL "PHIL" WAbash 2-4400

Boulevard Room

The STEVENS
CHICAGO
A HILTON HOTEL

MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1951

ACROSS

1. Name of the TV star pictured here
8. The first Americans
9. Name of Leo Durocher's wife
16. Country in Europe in which London is situated

DOWN

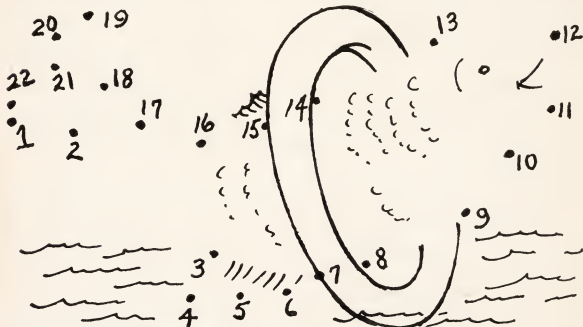
1. One alone
2. Opposite of "out"
3. Abbreviation for North Dakota
4. The three-toed sloth of South America
5. Toni Arden, TV singer (initials)
6. Abbreviation for registered nurse
7. To request or inquire
10. Article (form of speech)



11. Rosalie Goldberg (initials)
12. Name of Mr. Morgan, the pianist
13. Abbreviation for Iowa
14. Fill in the missing letters for the star of "Let's Have Fun" show, HA-K GRA-T
15. First name of Mr. Allen, of the "Fun and Figure" show.

Solution to Crossword Puzzle in Next Week's Issue

Who is using this innertube below? an unusual sight. Color this picture and
When you connect the dots, you'll see mail in only the picture by August 21.



Send this week's entry to Mollycues, TV Forecast magazine, 185 N. Wabash avenue, Chicago 1, Ill. First prize is \$1;

second prize is 50 cents; next twelve prizes are 25 cents each.

SATURDAY—continued

- 2:30 5 Horse Racing—Jamaica**
- 3:40 4 Associate Scorecard**
Late information on other games
- 3:45 4 Lucky Fan—Joe Wilson Quiz**
7th inning camera picks a winner
- 9 Tenth Inning—Harry Creighton**
Interviews with fans and *TV Fore-
cast's* guest, Frank Machacek
- 4:00 4-9 2nd Game—Cubs vs Pitts.**
- 7 Lucky Seven Ranch—Western**
"Raiders of the South" with Evelyn
Brent, Raymond Hatton & Johnny
Mack Brown
- 9 "Farewell Again"—Feature**
Film with Flora Robson, Leslie Banks
and Patricia Hilliard. A regiment of
soldiers returns to England after five
years service in the far East
- 4:45 4 Linger Awhile—Musical Session**
Marty Hogan, emcee, and vocalist,
Jeri Sothern singing your favorite
tunes
- 5:00 4 Toni Kemp Health Revue**
Keep yourself in condition the Toni
Kemp way
- 7 Space Patrol—Adventure Stories**
As Procyne cargo ship 16, loaded
down with precious contents, fails to
respond to a call from headquarters,
an effort to establish contact fails
in the smoke of a mysterious crash
and explosion
- 5:15 4 You Funny People—Commercial**
- 5:30 4 It's Up To You—First Aid**
Robert Hall, narrator, discusses the
treatment of burns and broken bones
caused by atomic explosions
- 5 Mr. Wizard—Science Study**
Don Herbert explains to Bruce Lind-
gren the subject of "Flying & Aero-
dynamics"; to show what makes an
airplane fly, Mr. Wizard does an
experiment with a vacuum cleaner
and a balloon
- 7 Circle 7 Theater—Western**
"Gun Smoke" feature film
- 9 Telesports Digest—Film**
Latest news on all the sports
- 5:40 4 Associate Scorecard—Results**
Scores on all today's games
- 5:45 4 Lucky Fan—Joe Wilson Quiz**
Another 7th inning winner
- 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

- 6:00 5 Tom Corbett Space Cadet**
Adventures into space in the year
2351 A.D. starring Frankie Thomas
- 9 Pet Shop—Comptons Present**
Lady Godiva will ride a white charger!
Axel Johnson brings his ten Great
Pyrenees puppies; Cissie the poodle
comes back all cleaned up, having
paid a visit to the Dog Beauty Parlor;
also shown is a pet rooster and skunk
- 6:30 4 Beat The Clock—Quiz**
Bill Hart subs for Bud Collyer and
asks questions while contestants try
to beat the ticking of the clock
- 5 Art Ford Show—Musical Quiz**
Famous personalities of show business
make up panel
- 7 Stu Erwin Show—Comedy**
Vacation bound family is jinxed
again; problem is how to get rid of
unexpected guests who arrive on the
eve of departure
- 9 Range Rider—Western Feature**
Film with Jack Mahoney, Dick
West, Dick Curtis & Margaret
Fields; ruthless murderer known as
the "Masked Hawk" terrorizes the
town and is uncanny in his predi-
ctions of what he is able to do; he
brazenly challenges the Range Rider
to try and catch him
- 7:00 4 "Guv'nor"—Feature Film**
Starring George Arliss, Mary Claire,
Patrick Knowles and Viola Keats
- 5 Saturday Roundup—Western**
Feature film starring Kermit May-
nard, Smith Ballau and Tex Fletcher
- 7 Paul Whiteman's TV Teen Club**
Youngsters display their talents in a
variety of singing, dancing, and in-
strumental acts; Nancy Lewis co-
mees with "Pops"
- 9 "Jacare"—Feature Film**
Starring Frank Buck; story of how a
killer Jacare is caught and brought
back from the Brazilian jungle; also,
"His Lordship Goes To Press," fea-
ture film
- 8:00 4 Wonderful Town—Variety**
Faye Emerson interviews outstanding
citizens from various towns through-
out the nation; documentary and
dramatic; this week she salutes At-
lanta, Ga., with guests associated with
that city, singer Jane Pickens and
actor Lee Tracy
- 5 Midwestern Hayride—Variety**
Hillbilly & variety featuring Pleasant
Valley Boys & Rangers vocal and in-
strumental groups; County Briar
Hoppers, clog-and-tap square dancers;
ballads by Ernie Lee, and comedy by
Bob Shrede, Lee Jones yodeling cow-
girl, and Bill Thall emcee

SATURDAY—continued

8:00 7 Girls' Baseball—Action & Beauty
Queens vs Rock-Olas, from Shewbridge Field, Pat Flanagan announcing

8:30 4 Show Goes On—Variety
Robert Q. Lewis is host to buyers, Jim McKay, auditioning act for his own show, Ted Mills, who is looking for a comedian, and Jim Sarnas, of the Old New Orleans club in Wash. D.C.

9 Feature 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, dancers; Ray Bloch's orchestra; guest vocalists: Mimi Benzell and Donald Richards; judges: Al Hoffman, Al Goodman and Louis Prima

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
Watch the grunt and groan artists

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

5 Assignment: Man Hunt—Drama
Adventure, mystery, and drama in "The Trap" by Thomas Walsh; policeman gives up his girl to save her life, only to find that in so doing she has been placed in new jeopardy

10:00 4 "Panther's Claw"—Feature
Film with Sidney Blackmer and Rickie Vallin. Opera singer is murdered and Thatcher Colt sets out to investigate the suspects

5 "Woman In The Halls"—Film
Feature with Ursula Jeans and Jean Simmons. Story about a widow who supports her two daughters by begging money on the pretense of a series of fictitious emergencies

7 "American Empire"—Film
Feature with Preston Foster, Leo Carillo, Richard Dix and Frances Gifford. Two friends separate, after trying to build a Texas empire, because one will not open his vast tracts of land to other cattlemen

11:00 9 Feature Film

11:30 4 Murder Before Midnight—Film
Your bedtime mystery story

12:00 4 Feature Film

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

tv FORECAST

Stop the Music

(Continued from page 5)



Marion Morgan

can really "sell" a song to the audience. She's five feet, four inches, with a constant weight of 100 pounds.

Her success story is startling. While singing at fashion shows, Betty was discovered by bandleader Ruby Newman and signed as his vocalist. Betty later "invaded" New York, and found that while Broadway was indifferent to unknown singers, the new medium of television provided many spots. Bert Parks saw her on the "Admiral Broadway Revue" and immediately offered her a contract.

Jimmy Blaine is Texas' gift to "Stop The Music." This pleasing baritone started his career as part of a boy trio, rather brutally titled "The Three Brats." Paul Whiteman was one early talent scout who noted young Jimmy's ability and predicted success for him. He played a good deal of vaudeville and radio dates throughout the southwest, and finally rejoined his family in Kansas City.

After a wartime stretch with the Eighth Air Force as a B-17 pilot, Jimmy Blaine came back to station KCMO in Kansas City. He tried out for Eddie Dowling's network talent show and won first place in the finals at New York.

Jimmy filled in for Pops Whiteman

(Continued on page 14)

Stop the Music

(Continued from page 13)



Bert Parks and Betty Ann Grove love that Jell-O lemon pie! Bert's daytime show returns August 27 on NBC-TV.

one time on the "TV Teen Club" and did so well that he was inked as regular announcer. While working with the ABC network, Jimmy met and married Phyllis Fish, secretary to sportscaster Harry Wismer. They have one child, James Blaine II, born in 1951.

Marion Morgan is one girl who reveres the name of Joan Crawford. The screen star took Marion in hand one night after a vocal appearance at a Hollywood night club, and set out to make a polished singer of her. After that, success came easily.

Marion was born Marion Swires in Detroit, and received early voice training from her mother, a former professional singer. She rapidly became a Motor City favorite, but moved to Chicago for radio work. There, Harry James heard about her, and signed her on with his orchestra.

She toured the country with the James group for two and a half years, and then decided to try her luck as a solo performer. Things got pretty rough after that, and it was during a one week appearance at the Hollywood club that Joan Crawford waved her magic wand.

"Stop The Music" is seen every Thursday at 7 p.m. on WENR-TV, sponsored by Admiral and Old Golds.

WATCH FOR THE 1st
ANNUAL CELEBRI-TEE
GOLF TOURNEY. . . Aug. 27th
SPONSORED BY TV FORECAST

Sunday Aug. 12

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

9:45 4 "Wildfire"—Feature Film

Starring Bob Steele, Sarah Padden, Wm. Farnum; group of crooked ranchers are trying to buy land cheap by raiding owners of horse ranches and blaming a wild stallion for the stampedes

11:00 7 TV Tots Time—Film Cartoons

9 Flying Tigers—Drama

Ed Peck as Major Dell Conway

11:15 7 Chester The Pup—Comedy

"The Skating Bear" Drizzlepuss hires a grizzly bear, Orville, as guide for his fishing trip, and he turns out to be so good at everything, including roller skating, that he joins the family and gets signed up for the Roller Derby

11:30 4 Your Future Home—Ed Cooper

Here's your chance to get new ideas for beautifying your home

7 Faith For Today—Religious

Rev. W. A. Fagal interviews members of his congregation

9 "Old Louisiana"—Feature

Film starring Tom Keene. Story tells of difficulties which face the early settlers in their fight against tax imposed by the Spanish government

12:00 4 "North Of The Border"

Feature film with Russell Hayden and Lyle Talbot

7 Stories In The Sand—Bible

Religious stories with the characters in the sand narrated by Kay Morrow "King David's Son"

12:30 7 Amateur Hour—Chgo. Talent

Youngsters get a chance to demonstrate their talents and win a prize

12:45 4 Multiscope News—Ticker Tape

12:55 9 Batting Practice—Vince Lloyd

Watch the players warm up for the game

1:00 4 Knot Hole Gang—Linn Burton

1:10 9 Lead Off Man—Harry Creighton

Interviews with Cub players and autographed baseball presented to TV Forecast winner, Larry Friedman

1:25 4 Baseball—Cubs vs Pitts.

Joe Wilson describes the game

9 Baseball—Cubs vs Pitts.

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 "Railroad Land Rush"

2:30 7 Saddle & Sage—Western Film

"Ghost Guns"

3:00 5 Survival—Civil Defense Prog.

(Continued on page 16)

Anti-Godfrey Man Converted!

by JACK MABLEY

Minute Reviews:

Westinghouse Summer Theater: The TV people must store away all their froth through the year and dump it on the summer shows. The stories have been weak, and not up to the standard of the sponsor's Studio One. No matter how good the acting or production, if the story isn't there, the show is a waste.

Talent Scouts: It's been months since Mr. Godfrey and his various programs have been mentioned here. And it's taken months of viewing for this particular viewer to get used to the man, but in all honesty, I'm beginning to enjoy Talent Scouts. Inasmuch as the show is second or third in the ratings week after week, it merely shows I'm catching up with the majority opinion. (Some people are just naturally slow).

Horace Heidt Show: You could watch this job for 10 years and not get used to it. "Nice People Horace" just seems extremely stuffy.

Blue Ribbon Sports Time: This is the Wednesday night sports show on WNBQ, and it is going to be increasingly interesting. When the sponsor ran out of boxing matches to televise, they staged their own golf tournament in Milwaukee, and it was phenomenally successful. You can watch for more sports promotions by TV advertisers, which will mean more and better sports for the home viewers.

Ernie in Kovacsland: Here is a man who is a combination of Ernie Simon, Ken Murray, and Ollie Dragon. It's an interesting mixture, and produces some pretty good low pressure comedy.

Lights Out: Have you noticed in this show, and Suspense and Danger and the other horror programs, the ten-

dency away from sheer physical terror? They are leaning toward psychological thrillers now, and for some reason—maybe coincidence—using stories built around youngsters. There were four in a 10-day period recently.

Peggy Lee and Mel Torme: Good music.

Fun and Figure: Ed Allen has a happy little exercise session which is going to do more for the female figure than anything since the 8-day diet. (Mr. Allen should appear in a baggy old sweat suit, and not flaunt his bulging chest and make the wives dissatisfied with us flabby old wage-earners.)

Curbstone Cutup: I hope Ernie Simon will consider this paragraph a public outburst for the return appearance of Dr. Cecil Schimelfarb, one of the most interesting characters I've ever seen on State St. Deadpan humor is the hardest and best kind, and this guy is a wonder at it.

Short Story Playhouse: There have been varied reactions to this new technique in TV dramatics, but most have been good. It's the best dramatic show that has been done in Chicago, and rates with the best in New York.

Amos 'n' Andy: Already the best laugh tonic on television today.

Baseball telecasts: Just wait till next year, by golly.



I'm from the Bluenose Club—come to clean up television.

SUNDAY—continued

3:30 5 Zoo Parade—About Animals
R. Marlin Perkins and Jim Hurlbut visit the lions, tigers, jaguars, pumas, cheetas and leopards in their outside cages

7 Your Pet Parade—Jack Gregson

3:45 9 Tenth Inning—Harry Creighton
Fan interviews & TV Forecast guest Mrs. Charles Sharp, Hammond, Ind.

4:00 4-9 2nd Game—Cubs vs Pitts.

5 How Does Your Garden Grow

7 Super Circus—Variety Stanza
Mary Hartline and Claude Kirchner invite the kids to watch Cliffy, Scampy and Nick in the "Laundry"; also, Dick Clemens' lions, the Rollins Bros., Burns' Birds and the Lopez Trio

4:30 5 Hollywood Junior Circus

Paul Barnes, ringmaster; Boffo the clown; Zero the candy man; guest acts: the Cretona Family, high rope artists, Lucy & Danlo, dog act, and Bud Carrell & Rose, whip crackers and rope experts

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

Singing and dancing in an unprofessional way

5:30 9 Golf Tournament

\$12,500 purse for World Champion, 72-hole course; Tam O'Shanter has U.S. Open Champion, Ben Hogan, as contender

5:40 4 Associate Scorecard—Results

News on all today's games

5:45 4 Lucky Fan—Joe Wilson Quiz

7th inning camera picks a winner

6:00 4 Gene Autry Show—Western

"The Doodle Bug"; Autry solves a mysterious wave of stagecoach holdups

5 Leave It To The Girls

Maggi McNellis is moderator, with panel members Florence Pritchett, Ella Raines, Robin Chandler and Eloise McElhone; guest, Hal Block

7 Summertime Revue—Musical

Earl Wrightson and Maureen Cannon star with Ray Porter's chorus and guest vocalist, Judy Johnson; theme: a Canadian Fishing village, with tunes: "Anything You Can Do I Can Do Better," "Button Up Your Overcoat," "Hello Young Lovers," and "If This Isn't Love"

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

7 Music In Velvet—Musical

Rex Maupin and his orchestra are featured along with guest vocalists June Brown and Bob Allen

6:30 9 Powerhouse of Sports

7:00 4 Toast Of The Town—Variety

Johnny Johnston subs for Ed Sullivan and presents Marcia Van Dyke, Maria Tallchief, ballerina, Henny Youngman, comedian, the Will Mastin Trio, instrumentalists and Eddie Mayehoff, comedian

5 Amer. Inventory—Discussion

Subject of discussion, "The Middle Years," dealing with parent-child relationships

7 Hollywood Adv. Time—Film

Mystery, drama and romance

9 Chicagoland Newsreel Review

Latest reports on all the local news

7:30 5 Sports Star Time—Tom Duggan

Discussion on athletic endeavors and interviews with famous sports personalities

9 Pentagon—Washington

Commander Wm. J. Keim, USN, Chief of Airship Design Branch, Navy Bureau of Aeronautics, describes the function of blimp patrol operations and anti-submarine warfare; guest correspondent is Frank Macomber, veteran reporter for 20 years

8:00 4 Guest House—Panel Variety

Panel of four celebrities will be quizzed on questions pertaining to the entertainment industry; Darward Kirby mc with guests, Janis Paige, Pat Rooney, Sr., Gallagher & Lang, dance team, and Russel Swan, magician

5 Philco Playhouse—Drama

"Ephraim Tutt's Clean Hands." This is the story of Mr. Tutt of the top hat and tails of a bygone generation who is one of New York's best lawyers. The problem starts with his return to his home town to draw up a will for a friend. Parker Fennelly, Muriel Kirkland and Kevin O'Morrison star

7 On Trial—Topic Discussion

"Should Congressional Investigations Be Televised?" Negative witness, Thurman Arnold, Atty. and former Judge of U.S. Court of Appeals; counsel, Allen T. Klots, Atty.; cross examination by Newbold Morris, Atty.

9 Rocky King, Detective—Drama

"All Tied Up" Rocky gets a taste of "deadly" country living as he solves two hangings on a farm

8:30 7 Marshall Plan In Action—Film

Our aid to Europe & how it works

9 Plainclothesman—Drama

"Appointment With Disaster" Plainclothesman is warned over the phone that a murder is about to take place, and immediately hears the pistol shot, followed by another. Ken Lynch stars, with Jack Orrison, Florence Sundstrom, Harry Kadison and Sammy Schwartz

9:00 4 Celebrity Time—Quiz

Conrad Nagel mc with Jane Wilson, Herman Hickman, & guest panelists Dizzy Dean and Nancy Chaffee

SUNDAY—continued

9:00 5 American Forum Of The Air
Theodore Granik, moderator; subject: "What Tax Program Do We Need?" discussed with Sen. Joseph G. O'Mahoney (D-Wyo.) and Charles M. Sligh, chairman of Taxation Committee

7 Industries For America—Film

9 Stars Of Tomorrow—Variety
Lee Bennett emcees as Chicago talent competes for top place in this all-winner contest. Community salute.

9:30 4 What's My Line?—Panel Quiz
John Daly, moderator, with panelists Dorothy Kilgallen, Bennett Cerf and Arlene Francis; guest panelist, Robert Q. Lewis

5 Film

7 Everybody's Business—Film
Documentary covering education, health & social service; narrator, Oscar R. Ewing, FSA Administrator

9 Courtesy Theater—Feature

Film "Vogues" starring Joan Bennett, Warner Baxter and Mischa Auer. Story of love and competition in the fashion world

10:00 4 "Private Angelo"—Feature

Film starring Godfrey Tearle

5 Weatherman—Clint Youle

7 "Two Thousand Women"—Film
Feature with Flora Robson and Phyllis Calvert. Three British flyers are shot down and seek refuge in a German camp, housing 2,000 women

10:10 5 Dorsey Connors—Helpful Tips

10:15 5 Alex Dreier—News Report

Summary of the latest news events, with a feature story highlighted

10:30 5 Let's Look At Sports—News

Today's report on the sports world

10:45 5 Industry On Parade—Film

Information on various industries

11:00 5 DeMet Pontiac—Films

"Hottest Day of the Year" with James Anderson, Sheila Watson and Carol Matthews; a "drifter" marries an innocent girl and is trapped. Also "Substance of His House" with Jimmy Hickman and Lillian Albertson; an old woman defends a thief, claiming him as her son

11:15 9 "Storm In A Teacup"—Film

Feature with Vivien Leigh and Rex Harrison. Mayor in British village threatens to do away with small dog belonging to a poor woman, until young newspaper reporter creates a nationwide scandal over it

11:30 4 Film

11:45 4 Ulmer Turner And The News

Latest up-to-the-minute report

12:00 4 Let's Live A Little—Commercial

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

TONITE: at 11 PM WNBQ (5)

CHICAGO PLAYHOUSE

(2 HALF HOUR TELE-PLAYS)

"HOTTEST DAY OF THE YEAR"
"SUBSTANCE OF HIS HOUSE"

No Used Cars

Shown at any time!

Hear about the

Money Back Guarantee!



5150 W. North Avenue
(near Laramie)

PICK'N CHICK'N

Trade Mark Reg

PROMPT DELIVERY SERVICE

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

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

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

Complete FOUNTAIN & GRILL SERVICE

North: 4040 Sheridan Rd., GRaceland 7-1777

West: 4315 W. North Ave., Capitol 7-5315

DELIVERY LIMITS (WE'LL STRETCH IT A BIT)

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

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

Present this coupon for free delivery

presenting

BILLIE SCHWARTZ

FIFTEENTH WEEK'S PRIZE WINNER



Watch

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

EVERY MONDAY

WGN-TV

9:00 P.M.

A Walter Schwimmer Production

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.

Monday Aug. 13

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
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
What's new in the stores and tips on
what to buy
- 9 **Chicago Cooks**—Recipes
Try these fascinating new recipes
demonstrated by Kay Middleton
- 11:00 4 **Creative Cookery**—Recipes
How to make stuffed zucchini, brown
sugar and peanut butter cookies
- 11:30 5 **Norman Ross' Varieties**
Commentary, discussion and news
- 9 **Hi Ladies**—Interviews
- 12:00 4 **Garry Moore Show**—Variety
Guest: Virginia Sales, comedienne
- 5 **Meet Mintz**—Musical Favorites
- 9 **Russ Davis Show**—Music
Variety, news and observations
- 12:15 5 **Newsroom**—Late Information
- 12:30 4 **First Hundred Years**—Serial
Jimmy Lydon and Olive Stacey star
in this day-to-day drama of the per-
plexities of young married life
- 5 **Your Luncheon Date**—Musical
Musical with Hugh Downs, emcee,
Nancy Wright, vocalist, and the Art
VanDamme Quintet
- 9 **Individually Yours**—Fashions
- 12:45 4 **Bill Evans Show**
- 9 **Spencer Allen And The News**
- 1:00 5 **"Up In The Air"**—Feature
Film with Frankie Darro, Marjorie
Reynolds and Mantan Moreland
- 7 **Housewives' Holiday**—Kirchner
- 9 **Travelers' Sketchbook**—Films
"Back To Sorrento"
- 1:30 4 **Multiscope News**—Ticker Tape
- 7 **Barbara Moro**—Creative Ideas
- 9 **Showtime**—Musical Film Shorts
- 1:45 4 **Vanity Fair**—Interviews
- 2:00 5 **Miss Susan**—Susan Peters
- 9 **"Sporting Chance"**—Feature
Film with Wm. Collier, Jr. and
Claudia Dell. Story about a jockey
who becomes a success and let's his
fame and fortune go to his head
- 2:15 5 **Vacation Wonderlands**—Film
Canadian Rockies
- 2:30 4 **All Around The Town**
- 5 **America Speaks**—Documentary
"Combat Bulletin" Dept. of Defense

(Continued on page 20)



Royalty gets together. Circus queen Ann Mace meets WENR-TV queen Mary Hartline.



Left — Bardie "Scampy" Patton is amazed at Frankie Saluto, the midget circus clown.



Entire Super Circus gang says "Hot Dogs." L to r, Mary Hartline, Mrs. Phil Patton, Bardie Patton, Claude Kirchner, Cliff "Cliffy" Soubier and producer Phil Patton.



"SUPER CIRCUS" on Busman's Holiday

WHEN members of WENR-TV's "Super Circus" cast visited Ringling Brothers circus recently, it was just like a "busman's holiday." Because the TV stars simply ducked out of their own costumes and ducked in under the Big Top just like the rest of the paying customers.

Lovely Mary Hartline, ringmaster Claude Kirchner, clowns Cliff Soubier (Cliffy) and Bardie Patton (Scampy), along with producer Phil Patton and his wife Dell, all acted just like it was a holiday. They ate cotton candy, saw the sideshows, laughed at the clowns, and watched the acrobats in awe.

The "Super Circus" gang apparently thrilled the thousands of circus patrons as much as the regular performers. Mary, Claude, Cliffy and Scampy were swamped by youthful autograph seekers, much to the distress of the ushers seeking order.

When the circus was over, and the last lights blinked out, the TV stars walked out expressing the same feeling — "what a wonderful colorful spectacle." Which after all, is the same sentiment spoken by viewers every time the "Super Circus" bunch steps before camera.

MONDAY—continued

- 3:00 4 Homemakers' Exchange—Foods**
5 Straw Hat Matinee—Variety
 Mel Martin, emcee and Rosemary Olberding
- 3:30 4 Your Visiting Nurse**
- 3:35 4 Hair Raising Tale**
- 4:00 5 Hawkins Falls, Pop. 6200**
 Millie Flagle and Lona Drewer take a glamour course, given by the town beauties
- 7 Sagebrush Theater—Western**
 "Canyon Hawk"
- 9 Test Pattern Til 4:30**
- 4:15 4 Breezy, Don, And Vera—Puppets**
5 Cowboy Playhouse—Western
 Exciting adventures of the west
- 4:30 4 Assembly—Military Questions**
 Guests from the Marine Corps
- 5 Howdy Doody Show—Kids Fun**
 Bob Smith emcees the puppets
- 9 Telephone Game—Quiz Session**
 Easy way to win prizes; just send your number to Harold Isbell
-
- 5:00 4 Kids Karnival Kwiz—Games**
 Youngsters get a chance to win
- 5 Cactus Jim—Western Film**
 Stirring tale of the Old West
- 7 Mary Hartline Show—Games**
 Frolic for kids of all ages
- 9 Trail Blazers' Theater—Film**
 "Fighters of the Plains"
- 5:15 7 Lois And Looie—Cartoons**
 A small boy's adventures drawn by Lois Fisher
- 5:30 4 Silhouettes Of The West**
 Roy Starkey stars in Western
- 5 Visit With Cactus Jim**
7 Tom Corbett Space Cadet
 Exciting adventures into the future
- 5:35 5 Weatherman—Clint Youle**
 Prediction for tomorrow
- 5:45 4 Window Shopping—Commercial**
5 News Report
7 Uncle Mistletoe—Adventures
 Exciting tales for everyone with Michael O'Hare, Tony Pony and Humphrey Mouse
-
- 9 Foto Test—Frank Sweeney**
 Picture quiz with cash prizes
- 6:00 4 Music Bowl—Musical Variety**
 Danny O'Neil & Carolyn Gilbert sing
- 5 Ernie In Kovacsland—Comedy**
7 Austin Kiplinger And The News
9 Captain Video—Adventures
 Our hero, in his relentless search for new space horizons, has landed on Torion, and is immediately frozen into an immobile state by mental processes of people there
- 6:10 7 Top O' The Weather—Russ Reed**

- 6:15 4 Ulmer Turner And The News**
- 6:20 7 Flana-Grams—Sports News**
 Pat Flanagan gives us development in sports
- 6:30 4 CBS News—Douglas Edwards**
5 Song At Twilight—Musical
 Vocalist, Johnny Andrews
- 7 Hollywood Screen Test—Drama**
 Neil Hamilton emcee introduces young actresses and actors with assistance from Hurd Hatfield
- 9 First Edition—Frann Weigle**
 Guest, Frank Steele, fly-casting champion; also, race results and baseball scores
- 6:45 4 TV's Top Tunes—Musical**
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 Conreid, Vincent Price and guests: Barbara Britton, Dick Foran, Hilary Brooke and Eric Blore
- 5 Tag The Gag—Comedy**
 Hal Block, emcee; panel of new comedians each week
- 7 Films Of Interest**
9 To be announced
- 7:30 4 Arthur Godfrey's Talent Scouts**
 Professional talent competes
- 5 Voice Of Firestone—Musical**
 Guest soloist, Brian Sullivan, tenor sings "Surrey With the Fringe on Top," the aria "O Paradiso," "Serenade," and "Tramp, Tramp, Tramp, Along the Highway."
- 7 Marshall Plan In Action—Film**
9 Al Morgan Show—Musical
- 8:00 4 Horace Heidt Show—Musical**
5 Lights Out—Drama
 "The Man With the Watch" by Francis Sullivan; man is regarded by his neighbors as normal human being until they discover him using his unusual watch to banish people to another planet
- 7 TV Playhouse—Drama**
9 "Crime Of Dr. Crespi"—Film
 Feature with Eric Von Stroheim
- 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
- 5 Somerset Maugham Theater**
7 Feature Film
- 9:00 4 Summer Theater—Drama**
 "The Rabbit" by Morton Grant, starring Richard Purdy and Maria Riva; a mild little teller in a bank receives blow on head during robbery and when he recovers he is involved in several mysterious events which lead to his being suspected of participating in the hold-up

MONDAY—continued

9:00 5 Author Meets the Critic

John K. McCaffery, moderator, discusses "The China Story" by Freda Uteley with Godfrey P. Schmidt, Atty., and Norman Thomas, chairman, Post World War Council

7 Front Page Detective—Drama

Edmond Lowe stars as David Chase in

9 Miss U. S. Television Contest

Marty Hogan mc presents weekly contests and preliminaries for the national beauty competition

9:30 5 Who Said That?—Quiz

Robert Trout, mc and John Swayze; guests: John Mason Brown, Buff Cobb and Walter Trohan

7 To be announced

9 "Killer Dill"—Feature Film

Starring Stuart Erwin, Anne Gwynne and Mike Mazurki; breezy story of guns, gags and giggles

10:00 4 Ernie Simon—Curbstone Cutup

Interviews with the man-on-the-street

5 Weatherman—Clint Youle

7 Page One—News And Sports

10:10 5 Dorsey Connors—Helpful Ideas

New conveniences for your home

10:15 4 Ulmer Turner And The News

5 Report on the news

10:30 4 Hair Magic—Commercial

5 Let's Look At Sports—T. Duggan

What's happening in the world of sports

7 Handy—Tips And Ideas

10:45 4 Linger Awhile—Musical

Records, with Marty Hogan and Jeri Sothern

5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Film

7 Paul Harvey 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

"Shake Hands With Murder" with Frank Jenks, Iris Adrian & Douglas Fawley. One partner in brokerage business risks firm's funds on an investment and is accused of embezzlement

12:00 4 Midnight Edition—Ulmer Turner

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

tv FORECAST

TONIGHT at 9:30



**who said
that?**

CAMEO THEATRE

7:00

VOICE OF FIRESTONE

7:30

LIGHTS OUT

8:00

SOMERSET MAUGHAM

TELEVISION THEATRE

8:30

AUTHOR MEETS CRITIC

9:00

WNBQ

CHANNEL 5



Uncle Mistletoe Has Third Birthday

by UNCLE HERBIE



Doris Larson, WENR-TV's Lookout Lady, with Uncle Mistletoe.

This week's contest: Take the words "Kids' Day" and see how many other words you can make from these letters. Mail them in to Uncle Herbie, c/o TV Forecast, 185 N. Wabash, Chicago 1, before August 15. First three winners will be given a yard of tickets worth \$3 for 15 rides at Hollywood Kiddieland, McCormick Road and Lincoln ave. Next 12 winners prizes of 25 cents each. Remember: August 27 is the first Kids' Day sponsored by the Adoptive Parents Association of the Illinois Children's Home and Aid Society.

STATION WENR-TV's Uncle Mistletoe is nearing its third anniversary of presenting top entertainment for children throughout Chicagoland.

The loveable puppet—who is assisted by a bevy of playful animal characters—has walked off with almost every conceivable honor accorded to moppet shows during its span on tv.

The basis of the 15 minute, three times weekly telecast is a "project" or idea that Uncle Mistletoe and his companions engage in.

The "Cast" of Tony Pony, Eddie Bear, Gwendolyn the Cat, Humphrey Mouse, Willie Weasel, Mike O'Hare and Obediah Pig have aided Uncle Mistletoe in building a "circus," "television studio," "railroad," etc., and accomplishing other things such as an "Easter Fashion Show."

These projects are part of the moral of Uncle Mistletoe. The telecast does not engage in fantastic or sensational plots to attract the attention of their young audience. It gives them a sensible, plausible story that is entertaining because it is directed to them and is understandable.

The lovely "Lookout Lady"—Doris Larson—acts as sort of a "bridge" for the program. Uncle Mistletoe discusses past and future events with her at the opening of the show, and returns at the end of the fifteen minutes to summarize unless, as Doris states, "he is in a 'magic land'." Doris initiates each adventure by peering through her "magic glasses."

Voices for Uncle Mistletoe and his cohorts are done, in the main, by talented Johnny Coons, and musical background is supplied by Adele Scott.

Uncle Mistletoe is sponsored by Marshall Field and Company—who originated the telecast and who supervise the production of the program.

Produced for the James L. Saphier Agency by Stefan Hatots, and directed by Ed Skotch, Uncle Mistletoe is seen every Monday, Wednesday, and Friday (5:45 to 6 p.m., CDT). Scripts are by Ray Chan. Sets and special effects are by Bill Newton.

favorite recipes

no. 7 in a series

forecast for women

A husband who doesn't like pork and a son who doesn't like meat spurred on Dorothy Evans, pretty wife of WBKB's amiable host of the "Bill Evans' Show," to create this delicious main course combining pork with other ingredients. Dorothy, Bill and their two sons, David, 12, and Chuck, 13, live in suburban Park Ridge.

David, Bill, Dorothy and Chuck at the stove.



HAWAIIAN PORK DINNER

- 8 pork tenderloin patties
- 1 small onion, sliced
- 1 green pepper, cut in 1 inch squares
- 1 cup celery, cut in 1/2 inch slices
- 4 slices pineapple
- 1 tomato
- 1 cup converted rice
- 1 cup pineapple juice
- 1 1/4 cup water
- 1 tsp. salt

Brown the pork tenderloin patties in a heavy skillet or pan that has a tight fitting cover. Add the sliced onion and brown. Mix the pineapple juice, water, and salt and pour into the skillet. Sprinkle the converted rice around the meat, stirring it a bit to moisten it. Place the celery and green pepper pieces over the top. Cut the slices of pineapple in half and cut tomato in wedges. Arrange them—petal fashion—around the edge of the pan. Cover tightly and cook over a very LOW flame for about 45 minutes. Add more water or pineapple juice during cooking if needed. If you like the green pepper and celery to be crisp, do not add them until the last 5 or 10 minutes of the cooking period. (Serves 4.)



TERRY VISIT



1



2.

**Displays
Season's
Beach
Fashions**

S THE BATH

by *Patricia Cooper*
editor, forecast for women

TERRY GIORGIAN, svelte and beautiful model of "Your Figure Ladies" (WGN-TV), each week day inspires housewives throughout Chicagoland to exercise faithfully that they may look as well as she in this season's beachwear. In Forecast for Women, Terry models four suits from the Sportswear collection at Bonwit Teller, Chicago. The Bath, elegant private dining room in the Ambassador East Hotel, designed to resemble a bath pavilion at the English springs, is the setting for the pictures.

1. For elegance at the beach or resort, Terry chooses a suit of white cotton satin, elaborately embroidered with gold thread. The suit, with matching, collarless jacket, is designed by Frances Sider and retails at \$50.

2. Time out from sunning, Terry wears a white terrycloth robe, finger tip length, over a turquoise suit of nylon and laton. The one-piece suit, by Cole of California, has a draped bodice and narrow straps. The coat, \$9.95; the suit, \$17.95.

3. Coral nylon is the fabric in this two-piece suit by Rose Marie Reid, that features a softly shirred bodice. The suit, \$14.95.

4. Against the emerald green, black and gold decor of The Bath, Terry wears a two-piece suit of black and white grosgrain ribbon, joined with fagotting. Designed by Carolyn Schnurer, the suit is \$19.95. Shoes by Capezio, \$9.95. Beach bag, \$6.95.



3.



4.

MAUREEN CANNON

DIRECTS HER SMILE

TO FAMILY IN CHICAGO



*Songstress Maureen Cannon
with baritone Earl Wrightson.*

The "Summertime Revue"
is seen at 6 p.m. Sunday on
WENR-TV, channel 7. It is
sponsored by the makers of
Goodyear tires.

MAUREEN CANNON, pert, dark-eyed beauty of "Summertime Revue" (WENR-TV), cherished the dream of someday singing "The Bell Song" from *Lakme* on the stage of the Metropolitan. Today she's recognized wherever she goes as the gal who made a hit singing "The Tire Song" from Goodyear.

Barely five feet-two in her stocking feet, Maureen Catherine Cannon still directs her prettiest smile each Sunday night to Mom, Dad and brother, Edward in Chicago. The Cannon family advises her on hair-dos, make-up and general performance. And need we say they think her the best singer on TV?

Television inherited Miss Cannon as a result of a number of happy coincidences, starting about 25 years ago when Edward and Bridget Cannon tossed a couple of shamrocks in their luggage and set sail from County Donegal. At least one of the shamrocks was infused with the luck of old Erin, for Maureen has brought nothing but joy to the Cannon household since she presented her first bassinet solo in 1930.

Once shy and retiring, Maureen was sent to dancing school to hypo her self confidence. She eventually chose singing instead of dancing and made her concert debut at 12.

Maureen landed the ingenue lead in George Abbott's "Best Foot Forward" at 14, followed by "Irene" and "No, No Nanette" in St. Louis, and then back to New York for her important role in "Up in Central Park." She landed this job because the girl originally picked proved wrong during the trial run in Philadelphia.

She gave a sparkling performance in this last musical and at the end of its run—two and a half years later—was at 17 a veteran of the musical stage.

Maureen became a regular on the "Paul Whiteman Revue" last September. And in January she sang her first singing commercial. Today she is known wherever she goes as the "Goodyear Girl."

"I'm not married," reports Maureen, "but when I do find the right guy, marriage will come first and foremost, even if it means dropping my career."

Tuesday Aug. 14

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
Keep yourself in trim
9:50 4 **Fun And Features (continued)**
10:00 9 **Your Figure Ladies**—Exercises
10:30 4 **Tel-A-Shopper**—Betty Whitney
Tips on what to buy, why you should buy, and general information
9 **Chicago Cooks**—Recipes
New taste treat by Kay Middleton
11:00 4 **Creative Cookery**—F. Pope
Francois Pope shows you how to prepare Kuchen dough, filled walnut or pecan coffee cake, pineapple filled coffee cake braid and Swedish tea ring
7 **Bob And Kay Show**—Variety
11:30 5 **Norman Ross' Varieties**
Discussion on various subjects
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
Guests: Jim Kirkwood and Lee Goodman, comedians
5 **"Happily Ever After"**
Feature film about a boy and a girl and a little stray dog in Hollywood
7 **Bob And Kay (continued)**
9 **Russ Davis Show**—Interviews
Variety and discussions
12:30 4 **First Hundred Years**—Serial
Jimmy Lydon and Olive Stacey star
5 **Your Luncheon Date**—Variety
Music with the Art Van Damme Quintet
9 **Plan-A-Room**—Designs
Paul MacAllister with interior decoration ideas for all your rooms
12:45 4 **Bill Evans Show**—Variety
9 **Spencer Allen And The News**
Around the world report
1:00 5 **"Kid Sister"**—Feature Film
Starring Judy Clark and Roger Pryor. Teenager disguises herself as maid and meets romance
7 **Beulah Karney Show**—Foods
Adventures in and with foods
9 **Travelers' sketchbook**—Films
"Costa Rica"
1:30 4 **Multiscope News**—Ticker Tape
1:45 4 **Vanity Fair**—Interviews
7 **Barbara Moro**—Creative Ideas
How to make your home beautiful
2:00 5 **Miss Susan**—Serial Story
2:15 4 **Bride And Groom**—Interviews
John Nelson, emcee



I don't mind making up the trainer, but I draw the line at his beasts.

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 ABC Civic 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 9-9:30 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 program for tickets. "Fox Head 400 House Party," Thursday 9:30 to 10:00. Write Brand Productions, 205 W. Wacker Drive, Chicago, Ill. for tickets. "Fun and Features," Monday thru Friday 9 to 10:30 a.m. Write program 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.

Mollycue Winners

Joan Beattie, La Porte, Ind.
Danna Benjamin, Hammond, Ind.
Irma Berrill, Chicago, Ill.
Billy Eagan, Bellwood, Ill.
Fern Kirshenbaum, Benton Harbor, Mich.
Susan Klein, Glen Ellyn, Ill.
Susue Kahr, Chicago, Ill.
Michael O'Brien, Joliet, Ill.
Robert Olson, Evanston, Ill.
Buddy Perkins, Gary, Ind.
Larry Rubin, Chicago, Ill.
Gloria Thamas, Chicago, Ill.
Dick Urquhart, South Bend, Ind.
Hallie Will, Winnetka, Ill.

TUESDAY—continued

- 2:15 5 **Vacation Wonderland**—Travel
"Puerto Rico"
- 2:30 4 **Fashion Magic**—Arlene Francis
Styles and beauty tips for women
- 5 **America Speaks**—Documentary
"Health of the Land" Dept. of Agriculture film, narrated by Rob't. Trout
- 3:00 4 **Homemakers' Exchange**—Foods
- 5 **Straw Hat Matinee**—Variety
Mel Martin emcees amusements
- 3:30 4 **Your Visiting Nurse**
- 3:35 4 **Multiscope News**—Ticker Tape
- 3:40 4 **Associate Scorecard**—Results
- 4:00 4 **Lucky Pup**—Puppet Fun
- 5 **Hawkins Falls, Pop. 6200**
Laif Flagle reacts strangely to his wife Millie's new charm
- 7 **Sagebrush Theater**—Western
"Code of Honor"
- 4:15 4 **Breezy, Don And Vera**—Puppets
- 5 **Cowboy Playhouse**—Western
- 4:30 4 **Assembly**—Military Questions
Guests from the airforce
- 5 **Howdy Doody**—Variety
Fun with Clarabell the clown
- 9 **Telephone Game**—Quiz Session
Join the fun; send your number to Jane Quinn and Harold Isbell, you may win a prize
-
- 5:00 4 **Kids Karnival Kwiz**—Games
Supertime frolic for the kiddies
- 5 **Cactus Jim**—Western Feature
- 7 **Mary Hartline Show**—Prizes
- 9 **Trail Blazers' Theater**—Western
"Trail of the Silver Spurs"
- 5:15 7 **Lois And Looie**—Cartoons
The adventures of a small boy
- 5:30 4 **Silhouettes Of The West**
Roy Starkey stars
- 5 **Visit With Cactus Jim**
- 7 **Paddy The Pelican**—Cartoon
Adventure stories with the bird Paddy
- 5:35 5 **Weatherman**—Clint Youle
- 5:45 4 **Window Shopping**—Commercial
- 5 **Report on the News**
- 9 **Foto Test**—Frank Sweeney
Cash prizes for the ladies
- 6:00 4 **Danny O'Neil At Home Show**
Music and variety with the gang
- 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**
Report on events at home and abroad
- 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
- 6:30 9 **First Edition**—Frann Weigle
Guest, Johnny Coulon, former World's Bantam-weight champ discusses with Frann "the good old days"
- 6:45 4 **Stork Club**—Interviews
Guests: Robert Alda and Col. Maurice Halloran
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**
- 7:00 4 **Star Of The Family**—Variety
Peter Lind Hayes, Mary Healy and guests
-
- 5 **Meet The Press**—Discussion
- 7 **Cowboy Classics**—Western Film
"Tombstone Terror"
- 9 **World At Large**—Film
"Moonlight Sonata" Love story about the world-famous pianist, Paderewski
- 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
- 9 **Health Talk**—Dr. Van Dellen
"Hayfever" discussed by Dr. Albert Unger, clinical assistant in medicine, Northwestern University, and Mr. Oren Durham, botanist at Abbott Laboratory
- 8:00 4 **Hollywood Opening Night**
- 5 **Fireside Theater**—Drama
"Make Believe" with Dick Wigginson, Chris Barbery, Bob Middleton and Natalie Bean; small boy with vivid imagination finds his fancies coming true
- 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 Tex Beneke and his orchestra
- 8:30 4 **Suspense—Mystery Drama**
"A Rap At the Door" with Felicia Montelegre and Leslie Nelson; young archeologist finds romance and narrowly escapes death before he discovers the secret treasure of an ancient Inca cavern
- 5 **Circle Theater**—Drama
"Man In the Bookshop" with William Prince, E. J. Ballentine, Joan Arliss, Audra Lindley and Alexander Campbell; tale of a miraculous change wrought in a small group of discouraged people
- 7 **Life Begins At Eighty**
Jack Barry moderator presents his panel of elders in a discussion
- 9:00 4 **Danger—Mystery Drama**
"Murderer's Face"; a murderer forces a doctor to operate on his face in order to lose the police
- 5 **Amateur Hour**—Ted Mack mc
Talented people get their chance

TUESDAY—continued

- 9:00 7 March Of Time Thru The Years**
"Atomic Power" discussed by Gordon Dean, Chairman of Atomic Commission; John Daly, host
- 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**
Famous sports celebrities match wits against the sports subjects you send in. Jack Drees mc and regulars Herb Graffis & Gene Kessler; guests: Betty MacKinnon and Phil Cavarretta
- 7 A Hit Is Made—Drama**
John Barclay as director shows us the techniques of play as well as inner drama in the "Waterfield Appointment," by Laurence C. Crowe. This is the story of a gentle old man who conquers violence with the Bible
- 10:00 4 Ernie Simon—Curbstone Cutup**
Informal interviews on State Street
- 5 Weatherman—Clint Youle**
- 7 America Prepares—Film**
"First Forty Days"
- 9 "Let 'Em Have It"—Feature**
Film with Bruce Cabot and Virginia Bruce. Young lady's chauffeur lands in jail and she posts bail for his release; he then turns murderer
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Ulmer Turner—News**
- 5 Up-to-the-minute news**
- 10:30 4 What's Wrong With This Picture**
- 5 Let's Look At Sports—T. Duggan**
- 7 Cameraman At Large—Film**
"Price of Peace"
- 10:45 4 Linger Awhile—Musical**
Jeri Sothern sings and plays songs not often heard
- 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 Paul Harvey And The News**
- 11:10 7 Flana-Grams—Sports News**
- 11:15 4 Wendell Hall—Musical**
Spotlight on your musical favorites
- 11:30 4 Murder Before Midnight—Film**
- 9 Eloise Salutes The Stars—Chats**
- 11:45 9 Chicagoland Newsreel**
- 12:00 4 "Shoot To Kill"—Feature**
Film with Susan Walters and Russell Wade
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

TV FORECAST

New, exciting SPORTS QUIZ!

"2 minutes to go!"

Match wits with Herb Graffis, Gene Kessler, our mystery guest and other sports celebrities.

Think up a sports-teaser and win a handsome prize.

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LIGHTER

PETER LIND HAYES AND MARY HEALY
in

"STAR OF THE FAMILY"

WITH FAMOUS GUEST PERFORMERS

TUESDAY 7:00 PM WBKB

CHANNEL 4

Station Breaks — By MIKE BOOM

CHICAGO — Latest scandal along Michigan avenue: several models were seen NOT buying their clothes at Wm. A. Lewis. . . . Croon fans of singer Johnny Desmond will be all out of sorts for two weeks but it can't be helped. Little Johnny will be back from vacation by Aug. 27. . . . Many WBKB staffers think that handsome director Bill Taylor, who handles "Curbstone Cutup" and "Breezy, Don and Vera," among others, rates a dramatic lead on his looks. Incidentally, he's no relation to "Hit Spot" vocalist Peggy Taylor who sings with the same station.



TAYLOR

WENR-TV's Chet Roble, the palpitating pianist, had a rough time with autograph seekers recently. The fans kept confusing him with Peter Donald, who took over Don McNeill's radio stint for two weeks. This much can be reported—Donald had just as rugged a time convincing folks that he wasn't Roble. . . . Chicago comic Willie Shore may permanently leave night club work if the right TV offer comes along. . . . WBKB technician Chet Sadlo is one of TV's most ardent photogs. Some of his candids rate a second look.

SO IT'S A DOG'S LIFE?????



Goggles, canine star of WBKB's "un and Features" show, thinks nothing at all of donning a new chapeau and taking a spin in his fine convertible. Shown with him are program director Bonnie Weber (left) and emcee George Menard.

Here's how Videodex rates the top ten favorites with Chicagoland viewers: 1. What's My Line 2. Godfrey & Friends 3. Toast of the Town 4. Baseball (WGN) 5. Talent Scouts 6. Fireside Theatre 7. Kraft Theatre 8. Man Against Crime 9. This Is Show Business 10. Big Town. . . . When director Dave Brown took a vacation breather from WNBQ's "Short Story Playhouse," substitute Larry Auerbach stepped in and performed nobly. . . . Norma Kassell has bowed out as the Fair Store's TV teen expert, with Sylvia Roberts now holding the Fairteen fort.

Mary Hartline, the blonde bombshell of WENR-TV video, has been named Queen of the Lake Shore club's handball court. . . . George Menard, the "Fun & Features" emcee, believes in less ballet on TV. He says he doesn't think much of any dance where the girl looks as though she were being carried out of a burning building.

Quiz Kids fans are extending a glad welcome to head quizzzer Joe Kelly, who's reported well on the road to physical recovery. . . . WENR-TV's lovely Barbara Moro once won a Max



KELLY

Reinhardt scholarship for acting when she was in Hollywood. . . . Newest video eye-fol around town is Pat Tobin, the gorgeous blonde who's seen on Channel 4 every day. She's Chicago's slenderized answer to Faye Emerson. . . . Bud Hauser, the motor car tycoon, is building plenty of good will with his weekly lake cruises for orphans and underprivileged children. The kids get a day-long treat aboard Hauser's cruiser. . . . Ed Frady, the Berwyn Beacon editor, extends an invitation to all winners of the Rubin's "Stars of Tomorrow" Talent Search to visit the well-known Deer Forest at Coloma, Michigan. . . . Alex Dreier, the WNBQ newscaster, starts his working day at 4 a.m.

Ernie Simon thinks that the world's worst paying job is minding other people's business.

Wednesday Aug. 15

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)
- 10:00 9 **Your Figure Ladies**—Exercises
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
Helpful hints for the budget-wise woman
- 9 **Chicago Cooks**—Recipes
New dishes to please your family
- 11:00 4 **Creative Cookery**—Recipes
Francois Pope demonstrates how to make a chocolate ice cream roll, George Washington roll, and regal chocolate sauce
- 7 **Bob & Kay Show**—Commentary
Unusual interview and discussions
- 11:30 5 **Norman Ross' Varieties**
Commentary, discussion, and news
- 9 **Hi Ladies**—Interviews
Informal chats with Tommy Bartlett
- 12:00 4 **Garry Moore Show**—Variety
The Swami pays a visit
- 5 **Meet Mintz**—Herbie Mintz
Hit tunes of yesteryear
- 9 **Russ Davis Show**—Music
Popular melodies of today
- 12:15 5 **Newsroom**—Late Information
Highlights from the news front
- 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
"White Safari"
- 12:45 4 **Bill Evans Show**—Variety
- 9 **Spencer Allen And The News**
- 1:00 5 **"Rogues' Gallery"**—Feature
Film with Frank Jenks, Robin Raymond & H. B. Warner. Girl reporter and news photographer go after story and get mixed up in murder
- 7 **Kay Morrow Show**—Interviews
Fall fashions with sketchings
- 9 **Travelers' Sketchbook**—Films
"The Gypsy Queen"
- 1:30 4 **Multiscope News**—Ticker Tape
- 7 **Barbara Moro**—Creative Ideas
New gadgets and gimmicks
- 9 **Showtime**—Musical Film Shorts
- 1:45 4 **Vanity Fair**—Interviews
- 2:00 5 **Miss Susan**—Susan Peters
- 2:15 5 **Vacation Wonderland**—Travel
Miami Beach
- 2:30 4 **All Around The Town**

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WEDNESDAY—continued

2:30 5 Fifth Anniversary

Celebrating the anniversary of the Bulova Guild of watchmaking for disabled veterans; guest speakers, Vice Pres. Alben Barkley and Gen. Omar Bradley

3:00 4 Homemakers' Exchange—Foods

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

3:30 4 Your Visiting Nurse

3:35 4 Pin-Up Wife—Commercial

4:00 5 Hawkins Falls, Pop. 6200

County prosecutor Blane is reported injured in a jail break. Laif Flagle and Doc Gibb conclude that women are unpredictable

7 Sagebrush Theater—Western

"God's Country and the Man"

4:05 4 Multiscope News—Ticker Tape

4:15 4 Breezy, Don And Vera—Puppets

Florence Flutterby and Clementine

5 Cowboy Playhouse—Western

Saga of the roaring west

4:30 4 Assembly—Military Questions

Guests from the Veteran's Administration

5 Howdy Doody Show—Bob Smith

Puppet fun for the kiddies

9 Telephone Game—Quiz Session

You may win exciting prizes; just send your number to Jane Quinn and Harold Isbell

5:00 4 Kids Karnival Kwiz—Games

Jan Murray with prizes for kids

5 Cactus Jim—Western Feature

Stories of the heroes of the west

7 Mary Hartline Show—Games

Prizes and interviews with Mary

9 Trailblazer's Theater—Western

"Man's Country"

5:15 7 Lois And Looie—Cartoons

5:30 4 Silhouettes Of The West

Western show with Roy Starkey

5 Visit With Cactus Jim

7 Tom Corbett Space Cadet

Futuristic adventure stories

5:35 5 Weatherman—Clint Youle

5:45 4 Window Shopping—Commercial

5 Latest news report

7 Uncle Mistletoe—Adventures

Delightful stories for youngsters with all the wonderland folk

9 Foto-Test—Frank Sweeney

Exciting game with prizes for all

6:00 4 Music Bowl—Danny O'Neil

Favorite tunes requested by you

5 Ernie In Kovacsland—Comedy

A wide scope of subjects covered

7 Austin Kiplinger and The News

Round-up of world events

6:00 9 Captain Video—Adventures

Adventures in a world furnished with super-sonic devices

6:10 7 Top O' The Weather—Russ Reed

Prediction for tonight and tomorrow

6:15 4 Ulmer Turner And The News

News events of vital interest

6:20 7 Flana-Grams—Sports News

Events of the day in the sports world

6:30 4 CBS News—Douglas Edwards

5 Song At Twilight—Musical

Buddy Greco, pianist-vocalist

7 Chance Of A Lifetime—Quiz

John Reed King emcee

9 First Edition—Frann Weigle

Interviews with wrestlers, baseball scores and race results

6:45 4 TV's Top Tunes—Musical

5 News Caravan—John Swayze

9 Chicagoland Newsreel

What happened in Chicago today

7:00 4 Arthur Godfrey's Friends

Frank Parker subs as emcee with Marion Marlowe, the Chordettes and the Mariners; guest: comedian Billy Gilbert

5 Heritage—Music And Art

John Walker, chief curator of the Nat'l Gallery of Art in Washington, presents and comments on famous pictures and art objects; Rose d'Amore interviews well-known composers and musicians, and Richard Bales conducts the Gallery orchestra

7 Paul Dixon Show—Variety

Informal comedy and ad libbing with members of the audience; Dottie Mack and Wanda Lewis help the fun along

9 Club House—Interviews

Jack Brickhouse and Marty Hogan

7:30 9 Our World

"The Ghost Walks" with John Miljan, June Collyer and Richard Carle; actor rents old home to present play for Broadway producer, but scheme backfires when escaped lunatic captures several of the actors

8:00 4 Strike It Rich—Quiz

Warren Hull emcee of the "quiz with a heart." Contestants win prizes

5 Kraft Theater—Drama

"John Wilkes Booth" starring John Baragrey, Oliver Thorndike and Raymond Bramley. The play endeavors to give an insight into the actions of the man who assassinated Abraham Lincoln

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 Quiz

Walter Raney as City Ed, taking a story from reporter while panel of 4 reporters tries to guess news event from appearance & surroundings

8:30 4 The Web—Mystery Drama

"Edge of Error" Enemy agent poses as manufacturer of cheap costume jewelry

WEDNESDAY—continued

- 8:30 7 Wrestling From Rainbo Arena**
Wayne Griffin announces matches as the grunt and groan artists struggle for top place
- 9 Shadow Of The Clock—Drama**
Tale of intrigue and mystery starring Helmut Dantine. "Consignment to Oblivion" the story of an attempt to overthrow democracy
- 9:00 4 Sports Highlights On Film**
Sports highlights generally on film, interviews and commentary
- 5 Break The Bank—Quiz**
Bert Parks emcee with Bud Collyer and Peter Van Steeden's orchestra
- 9 Press Conference**
Lee Schooler, moderator
- 9:30 5 Stars Over Hollywood—Drama**
"The Iron Mask" story of what happened to a villain after he was captured and put in an iron mask
- 9 "Magic Bow"—Feature Film**
Starring Stewart Granger, Yehudi Menuhin, Phyllis Calvert and Jean Kent. Setting is in Italy during the Napoleonic period, based on the life of the composer Nicolo Paganini
- 9:45 4 Sports Quiz—Film**
- 10:00 4 Ernie Simon—Curbstone Cutup**
Interviews with the man on the street
- 5 Weatherman—Clint Youle**
Forecast for tomorrow
- 10:10 5 Dorsey Connors—Helpful Ideas**
Timely tips for the homemaker
- 10:15 4 Ulmer Turner—News**
5 Report on the news
- 10:30 4 What's Wrong With This Picture**
Quiz session with Hank Grant emcee
- 5 Let's Look At Sports—T. Duggan**
Sports news and interviews
- 10:45 4 Linger Awhile—Musical**
Marty Hogan commentator
- 5 Herbie Mintz Show—Musical**
Tunes that bring back memories
- 11:00 4 Today In Sports—Film**
- 7 Paul Harvey And The News**
Report on news around the world
- 9 "It's That Man Again"—Film**
Feature with Tommy Handley, Greta Gynt, Sidney Kieth and Jean Kent. Comedy about efforts of a dramatic school to put on a play
- 11:10 7 Flana-Grams—Sports Comment**
Late reports on the sports world
- 11:15 4 Wendell Hall—Musical**
Your musical favorite
- 11:30 4 Murder Before Midnight—Film**
- 12:00 4 "Where Are Your Children?"**
Feature film with Jackie Cooper and Gale Storm
- 12:30 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

TV FORECAST

Volunteer
Now for the

U. S. ARMY
or
U. S. AIR FORCE

Volunteer Today!

U. S. ARMY & U. S. AIR FORCE
RECRUITING STATION

*Armour and Company
Presents*

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



This week
"THE IRON MASK"
Starring
**CARL ESMOND,
LYNN ROBERTS,
MARVIN MILLER and
RICHARD AVONDE**

A new and original Hollywood
production each week

FORMER FILM IDOL LOVES TV

Heads DuMont's Cavalcade of Bands



Charles "Buddy" Rogers dampened theatres with housewives' tears back in the early thirties.

WHAT'S the difference between making a video appearance and one in the movies? Plenty!" says Buddy Rogers, popular host on *Cavalcade of Bands*, locally sponsored in Chicago-land by Walgreen Drug Stores on Tuesday nights, 8-9, WGN-TV.

Rogers, husband of Mary Pickford and former screen idol, says he finds TV "despite its rigors, far more stimulating than movies."

"The most exciting difference is in knowing when you've made good," he says. "In a film, you have to wait six or eight months before its release to know whether you were any good. On TV, brother, you know the next morning . . . in no uncertain terms too!

"The first reaction comes from the elevator man in my building. If he's smiling, I know I hit the jackpot. If he's unusually polite, I begin to analyze what I did wrong. Then you get it from the cab drivers, waiters and barbers. And believe me, they're no yes-men. They give it to you straight—which is the way I like it."

Rogers says *Cavalcade of Bands*, on

which every "name band" in America has appeared since it began over a year ago, has brought up many interesting facts.

"Bandleaders who've appeared on it, like Elliot Lawrence, say it helps out at the box office. After guesting on the show, attendance at their one-nighters has leaped phenomenally. It also boosts the sale of their records for two reasons: (1) after seeing them 'in person' on the show, the public is stimulated to go out and buy their recordings; (2) most of the disc jockeys watch the show, then play the band-leader-of-the-week's records to the hilt, which also hypes sales."

"Cavalcade of Bands' bandleaders tell us that though slow music is now in demand, the various service training camps springing up again throughout the country may 'hop up' the music," says Rogers.

He pointed out that the same boys who want slow music today may feel differently after spending time in camps. On weekend passes, they'll want the bands to let loose. That's what happened during World War II to bring out swing and jive.

"Despite reports that Latin-American music is diminishing in popularity, it's not so. Our research, plus the tremendous mail response after each Xavier Cugat appearance on *Cavalcade of Bands* indicates it's more popular than ever," said Rogers.

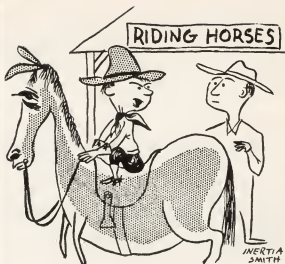
A former bandleader himself, Rogers gets a big kick out of meeting the guest bandleaders. For example, when Gene Krupa guested several weeks ago, it developed that he started in the band business years ago by being hired as a drummer with Rogers' outfit in which he subsequently played for several years.

"Yes, *Cavalcade of Bands* and all TV is not only interesting and exciting for the folks watching it at home in their living rooms, but for we who are in it as well!" Rogers emphasized.

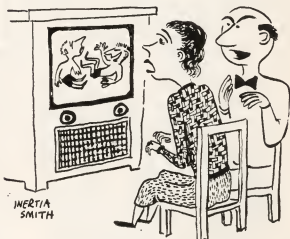
Thursday Aug. 16

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

- 9:00 4 Fun And Features—G. Menard**
Music, variety, comedy with George
- 9:30 4 Fun And Figure—Exercises**
Fun and exercise with Ed Allen
- 9:50 4 Fun And Features (continued)**
- 10:00 9 Your Figure Ladies—Exercises**
- 10:30 4 Tel-A-Shopper—Betty Whitney**
What's new in the stores
- 9 Chicago Cooks—Recipes**
- 11:00 4 Creative Cookery—Recipes**
Today Francois Pope will show you how to make basic dough for glazed butterscotch pecan rolls, individual pecan rolls, pecan roll loaf, and broiled white fish
- 11:30 5 Norman Ross' Varieties**
Commentary on items of interest
- 9 Hi Ladies—Interviews**
- 12:00 4 Garry Moore Show—Comedy**
Guest: Herb Shriner
- 5 "All in the Family"—Film**
The story of two girls who capture the towns most eligible bachelors
- 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 Bill Evans Show—Variety**
- 9 Spencer Allen And The News**
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 5 "Man Who Walked Alone"**
Feature film with Kay Aldrich, Dave O'Brien & Walter Catlett. Comedy about a returning war vet who meets a spoiled young heiress
- 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 Sondra Gelder, Benton Harbor, Mich.
- 1:25 9 Baseball—Sox vs Detroit**
Jack Brickhouse announcing
- 1:30 4 Multiscope News—Ticker Tape**
- 1:45 4 Vanity Fair—Interviews**
- 7 Barbara Moro—Creative Ideas**
- 2:00 5 Miss Susan—Susan Peters**
- 2:15 4 Bride And Groom—Interviews**
John Nelson, emcee
- 5 Vacation Wonderland—Travel**
- 2:30 4 Multiscope News—Ticker Tape**
- 5 America Speaks—Documentary**
"Transport and Economy—U.S.A." film



Hopalong Cassidy wouldn't be caught dead on a nag like this!



No, they aren't mad at each other and I don't know who started it—that's how they earn a living.



THURSDAY—continued

- 3:00 4 **Homemakers' Exchange**—Foods
5 **Straw Hat Matinee**—Variety

- 3:30 4 **Your Visiting Nurse**
9 **Tenth Inning**—Harry Creighton
Fan interviews and *TV Forecast* guest Mrs. George Sims

- 4:00 5 **Hawkins Falls, Pop. 6200**—Serial
Laif Flagle questions Lona Drewer about his wife's unusual conduct; Lona explains, but Laif fails to understand

- 7 **Sagebrush Theater**—Western
"Son of the Plains"

- 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
Tales of the old west

- 4:30 4 **Assembly—Military Questions**
Filmed interview from the Pacific

- 5 **Howdy Doody Show**—Variety

- 9 **Telephone Game**—Harold Isbell
Quiz session with Harold and Jane Quinn, co-emcees, asking the ladies questions

- 5:00 4 **Kids Karnival Kwiz**—Games

- 5 **Cactus Jim**—Western Feature
Rip roaring western tales

- 7 **Mary Hartline Show**—Games

- 9 **Trail Blazers' Theater**—Film
"Golden Trail"

- 5:15 7 **Lois And Looie**—Cartoons

- 5:30 4 **Silhouettes Of The West**
Roy Starkey in western tale

- 5 **Visit With Cactus Jim**

- 7 **Paddy The Pelican**—Cartoon

- 5:35 5 **Weatherman**—Clint Youle

- 5:45 4 **Window Shopping**—Commercial
5 **Report on the latest 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 televiewers 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
Featuring top golf professionals; also race results, baseball scores and the weather

- 6:45 4 **Stork Club**—Interviews
Babe Ruth Memorial with baseball stars taking part in the event

- 5 **News Caravan**—John Swayze

- 9 **Chicagoland Newsreel**

- 7:00 4 **Burns And Allen**—Comedy
Gracie and neighbor, Blanche, embrace vegetarian diet, which almost starves their husbands to death

- 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
Bert Parks mc, with Marion Morgan, Jimmy Blaine and Betty Ann Grove, vocalists

- 9 **"Midnight"**—Feature Film
Starring Humphrey Bogart. Was Laura Paxton guilty of this crime of passion?

- 7:30 4 **Amos 'n' Andy**—Comedy Drama
It's orange blossoms for Andrew H. Brown, as Kingfish inveigles him into proposing to a widow who has fallen heir to \$20,000

- 5 **Treasury Men in Action**
Based on T-Men files, Walter Greaza stars in "The Case of the Widow's Last Love," the story of an embezzler who gains control of a widow's fortune

- 8:00 4 **Meet Corliss Archer**—Comedy
Lucene Sanders as Corliss, Fred Shields, Bobby Ellis, and Frieda Inescort star in series. Overhearing a telephone conversation, Corliss comes to the misguided conclusion that her father is being unfaithful to her mother

- 5 **Ford Festival**—Musical Variety

- 7 **Don Ameche Show**—Musical
Musical comedy depicting life and laughs backstage at a summer theater; Don runs into an old college flame and recalls his ambitions of becoming a playwright; tunes: "Surrey With the Fringe On Top," "We Were So Young," "Everything I've Got," and "I'm Like a New Broom"

- 9 **Down You Go**—Panel Quiz
Dr. Bergen Evans mc; Panelists, Toni Gihman, Carmelita Pope, Fran Coughlin and guest panelist James Jones, author of the book "From Here to Eternity"

- 8:30 4 **Big Town**—Newspaper Drama
Pat McVey as Steve Wilson crusading reporter of the "Illustrated Press" stars in the story about the heir to the crown of "Movia," with Olive Deering and Leo Penn

- 7 **Blind Date**—Arlene Francis mc

- 9 **Beauty Contest**—Bill O'Connor
Send your questions, the beauty queens will answer your queries

THURSDAY—continued

9:00 4 Racket Squad—Drama

Reed Hadley as Captain John Brad-dock in "The Star Maker" a long flourishing racket to dupe aspirants in the modeling field is broken up; Mary Anderson, Dick Crane and Gil Herman also in cast

5 Freddy Martin & His Orchestra

Musical variety, Martin's "singing sax," Merv Griffin vocalist, and Mur-ray Arnold pianist. Judy Lynn vocal-ist. The theme will be "Coast to Coast." Songs played and sung will be: "California Here We Come," "Man I Love," "Cool, Cool of the Evening," "Nevada," "Mississippi Mud," "Tonight We Love," and "Truly, Truly Fair"

7 Roller Derby Contest

9 Silver Screen Theater

9:30 4 400 House Party—Variety

Toni Gilman and Ken Nordine co-mecnee adult talent show with ama-teurs invited to participate

5 Short Story Playhouse—Drama

10:00 4 Ernie Simon—Curbstone Cutup

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 Latest News Report

10:30 4 Who's Crazy—Commercial

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 Paul Harvey And The News

9 "When Thief Meets Thief"

Feature film with Douglas Fairbanks Jr., Valerie Hobson & Alan Hale. Two thieves meet after being sepa-rated for years, and fall in love with the same girl; they have a fight, and one is killed during struggle for the gun and the girl is accused

11:10 7 Flana-Grams—Sports Comments

11:15 4 Wendell Hall—Musical

11:30 4 Murder Before Midnight—Film

"Nabongo" with Buster Crabbe and Barton MacLane. Jungle girl falls in love with city boy

12:00 4 "Rubber Racketeers"—Film

Feature with Ricardo Cortez and Rochelle Hudson

12:15 9 Chicagoland Newsreel

1:30 4 Midnight Edition—Ulmer Turner

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



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



Watch...
and you may win!

'STOP THE MUSIC'

AMERICA'S FAVORITE
TV GAME

THURSDAYS AT 7:00 P.M.

WENR-TV

CHANNEL
7

Rubin's Talent Hunt Gathers TV Impetus

The Talent Search rolls merrily along, with the Bernard Asbel promotion firm at 1553 Madison street reporting an increasing volume of talent applications pouring in. The Talent Search is sponsored jointly by Rubin's "Stars of Tomorrow" and *TV Forecast* magazine.

Each Sunday night at 9 p.m. on WGN-TV, a different Chicagoland community is saluted on the "Stars of Tomorrow" show. The talent winner representing that community is given a TV Forecast Merit Award.

The following week, the winner receives a weekend at the glamorous Whitcomb Sulphur Springs Hotel in St. Joseph, Michigan, and a paid performance at that resort's Saturday night show-party.

In each neighborhood, the Search is sponsored by the dominant local newspaper. Auditions are held each week, one for each community, with the winner selected to appear on the "Stars of Tomorrow" show.



Whenever the Rubin's musical chant tees off the weekly "Stars of Tomorrow" TV show on WGN-TV, amateur contestants get goose pimples. Here's singer Lily Anagnostou of 4834 W. Congress st., anxiously awaiting her turn in the spotlight.

The series of talent "salutes" have been hailed as an outstanding milestone in Chicagoland TV tradition, and have attracted wide attention from local amateurs as a stepping stone to show business success.

FREE!—TV Interviews with Creighton, baseball ducats

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

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

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

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

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

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

FOLLOW THESE RULES: Write a brief letter explaining "Why I'd prefer to see a baseball game in person rather than on television. . . ." That's all there is to it! Mail your entries to: Sports Editor, *TV Forecast* magazine, 185 North Wabash, Chicago 1, Ill.—Deadline this week: Wednesday, August 15.

Friday Aug. 17

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

- 9:00 4 Fun And Features—G. Menard**
Variety of fun, music, and interviews with George and his girl Friday, Pat Tobin
- 9:30 4 Fun And Figure—Exercises**
- 9:50 4 Fun And Features—(continued)**
- 10:00 9 Your Figure Ladies—P. Fogarty**
- 10:30 4 Tel-A-Shopper—Betty Whitney**
Hints for budget-wise women
- 9 Chicago Cooks—Recipes**
Exciting ways to prepare food
- 11:00 4 Creative Cookery—Recipes**
You will learn how to make basic dough for butter horn and butter crust rolls, broiled halibut and french fried onion rings
- 7 Bob And Kay Show—Variety**
Mixture of events and interviews
- 11:30 5 Norman Ross' Varieties**
Commentary on many items
- 9 Hi Ladies—Interviews**
Tommy Bartlett chats with gals
- 12:00 4 Garry Moore Show—Variety**
Folk singer, Burl Ives, is interviewed
- 5 Meet Mintz—Herbie Mintz**
Relax with the piano melodies
- 9 Russ Davis Show—Interviews**
- 12:15 5 Newsroom—Late Information**
Today's up-to-the-minute news
- 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**
"Canadian Smallmouth"
- 12:45 4 Bill Evans Show—Variety**
- 9 Spencer Allen And The News**
Late news information around the world
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 5 "Club Paradise"—Feature**
Film with Robert Lowery, Doris Merriek & Isabel Jewell
- 7 Housewives Holiday—Kirchner**
Claude Kirchner interviews ladies
- 1:10 9 Lead-Off Man—Harry Creighton**
Interviews and TV Forecast baseball award to Audrey Klaw
- 1:25 9 Baseball—Sox vs Cleveland**
Jack Brickhouse announcing
- 1:30 4 Multiscope News—Ticker Tape**
- 7 Barbara Moro—Creative Ideas**
- 1:45 4 Vanity Fair—Interviews**
- 2:00 5 Miss Susan—Susan Peters**
Problems facing a woman lawyer
- 2:15 5 Vacation Wonderlands—Film**



The Last Word

Memos of a Frustrated Columnist Still Waiting for More Channels: Shame on Lucky Strike for permitting "Go Lucky" to be telecast. Fortunately, Jan Murray is able each week to salvage enough that many viewers don't realize what a farce the show really is! Murray has a fanatical following that will applaud any of his or other comedian's jokes.

Shame also on Tony Fontaine for deserting the Windy City only a few months after his old Uncle Chub plugged so hard for a local station to give him a break.

Watch for more of a young newsman whose ability to think fast was demonstrated recently on the Babb-Boyle TV quiz. We're pointing with pride at John Madigan.

We've spanked Sheriff Babb before in this column and at the risk of seeming partisan, we'll do it again. Our advice: appear on fewer TV programs and raid more law-breaking spots.

We're also mad at sportscaster Ed Pazdur for appearing on the Stork Club . . . especially after all the nasty things we've said about Sherman Billingsley's television show.

While we're in a mean mood, here's a left hook at "A Hit Is Made," one of the weakest dramatic programs offered to the public. With all the talent available in Chicago, both dramatic and production-wise, it doesn't seem possible this weekly offer could be so consistently bad.

Just to prove your old critic can spread a smile now and then, here's one in the direction of "Your Luncheon Date," certainly one of the liveliest afternoon telecasts. If ever a show rated a sponsor, this one does, and we predict a bright future for Nancy Wright, Hugh Downs and the gang.

CHUB MCCARTHY

FRIDAY—continued

- 2:30 4 Fashion Magic**—Arlene Francis
Beauty care for the modern woman
- 5 America Speaks**—Documentary
Guest, Louis Ruppel, editor
- 3:00 4 Homemakers' Exchange**—Foods
Louis Leslie demonstrates recipes
- 5 Straw Hat Matinee**—Variety
Mel Martin emcees musical
- 3:30 4 Multiscope News**—Ticker Tape
- 3:45 9 Tenth Inning**—Harry Creighton
Fan interviews and *TV Forecast* guest, Mrs. R. Kempf
- 5 Hawkins Falls, Pop. 6200**—Serial
Millie Flagle offers to give her husband his freedom
- 7 Sagebrush Theater**—Western
"Land of the Hunted Men"
- 4:15 4 Breezy, Don and Vera**—Puppet
- 5 Cowboy Playhouse**—Western
Thrilling action of the old west
- 4:30 4 Assembly**—Military Questions
Phone call to Tokyo
- 5 Howdy Doody Show**—Bob Smith
Flub-a-Dub, Clarabell, and Buffalo Bob
- 5:00 4 Kids Carnival Kwiz**—Games
Youngsters get a chance to win prizes
- 5 Cactus Jim**—Western Feature
Story of western heroes
- 7 Mary Hartline Show**—Prizes
Mary and the kids play games
- 5:15 7 Lois And Looie**—Cartoons
A day in the life of a small boy
- 5:30 4 Silhouettes Of The West**
Ballads of west by Roy Starkey
- 5 Visit With Cactus Jim**
- 7 Tom Corbett Space Cadet**
Tales from the world of the future
- 5:35 5 Weatherman**—Clint Youle *
- 5:45 4 Window Shopping**—Commercial
- 5 World wide report of the news**
- 7 Uncle Mistletoe**—Adventures
Watch and listen to the exciting adventures of Tony Pony and Obediah Pig
-
- 6:00 4 Music Bowl**—Danny O'Neil mc
- 5 Ernie In Kovacsland**—Comedy
Situation comedy with records, films
- 7 Austin Kiplinger And The News**
- 9 Captain Video**—Adventures
Adventures in a world furnished with supersonic devices
- 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 Say It With Acting**—Charades
Maggi McNellis and Bud Collyer
- 9 First Edition**—Frann Weikle
Weather, baseball scores and races
- 6:45 4 TV's Top Tunes**—Musical
- 5 News Caravan**—John Swayze
Round-up of the days events
- 9 Chicagoland Newsreel**
City wide coverage of the news
- 7:00 4 Ad Libbers**—Imagination Test
Peter Donald, host
- 5 Quiz Kids**—Questions & Answers
Moppet session of answers to all questions, Joe Kelly emcee
- 7 Comedy Circus Films**
- 9 Twenty Questions**—Panel Quiz
Bill Slater mc with Fred Van Deventer, Florence Rinard, Herb Polesie
Guest, Colleen Gray
- 7:30 4 Man Against Crime**—Drama
Ralph Bellamy stars as Mike Barnett in this drama concerning a plot to defraud charity of \$100,000,000 by breaking a will, and meets a corpse that comes to life
- 5 Walt's Workshop**—Creative
Mr. Durbahn demonstrates what you can do with nail kegs; such as a barrel chair, wastepaper basket, etc.
- 7 Ruggles**—Domestic Comedy
Chuck finds that his luck has rolled up snake-eyes when he ventures on a local gambling expedition; Ruth Tedrow and Charles Ruggles star
- 9 You Asked For It**—Films
Art Baker presents films on everything requested by viewers; guest, Elsa Lancaster in "Maharani of Swat"
- 8:00 4 "Room To Let"**—Feature Film
Starring Jimmy Hanley, Valentine Dyal, Christine Silver; Guest walks into the Musgrave household and takes over
- 5 Door With No Name**—Drama
- 7 Jerry Colonna Show**—Comedy
Variety and zany antics with Barbara Ruick vocalist and Comedian Gordon Polk
- 9 Public Prosecutor**—Drama
Amateur crime experts attempt to solve mystery before solution is revealed
- 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 All-Star Football Game**
College All-Stars vs. Cleveland Browns, Nat'l Pro Football League Champs of 1950; Jack Brickhouse handles play-by-play description, assisted by Harold "Red" Grange; Harry Creighton, field announcer, describing half-time ceremonies

FRIDAY—continued

- 9:00** **4 Crime Photographer—Drama**
5 Sports Newsreel—Film
7 Sawyer Views Hollywood
 Interviews with guest celebrities
- 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 Johnson vs Stanley Ketchell (Oct. 16, 1909)
7 Studs' Place—Informal Variety
 Studs Terkel as proprietor with some homey philosophy
- 9:45** **5 Nature Of Things—Discussion**
 Dr. Roy K. Marshall explains and discusses the chemistry of air, water and other common home materials
- 10:00** **4 Ernie Simon—Curbstone Cutup**
 Interviews with the man on the street
5 Weatherman—Clint Youle
 Report on nationwide climate
7 Courtesy Hour—Jim Moran
 Variety of music, dancing, and singing acts performed by professionals
- 10:10** **5 Dorsey Connors—Helpful Ideas**
 Gadgets for every room of your home
- 10:15** **4 Ulmer Turner and the News**
5 Latest News Information
- 10:30** **4 Film**
5 Let's Look At Sports—Duggan
 Sports discussion and interviews
- 10:45** **4 Linger Awhile—Musical**
 Unusual themes by Jeri Sothern
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 Paul Harvey And The News
 Review of the news of the day
- 11:10** **7 Flana-Grams—Sports Comments**
 Pat Flanagan discusses sports
- 11:15** **4 Wendell Hall—Musical**
9 "Westland"—Feature Film
- 11:30** **4 Murder Before Midnight—Film**
- 12:00** **4 "Private Snuffy Smith"**
 Feature film with Edgar Kennedy
- 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

WGN-TV To Televis All-Star Football Game

The eighteenth annual midsummer all-star football game in Chicago's Soldier's Field, August 17, 8:30 p.m., will be televised in Chicago by WGN-TV and the entire Dumont Television Network for the third successive year.

Sponsored by the Admiral Corporation, this year's contest will pit the powerful college all-stars against the National Professional Football League Champions—the Cleveland Browns.

Jack Brickhouse, noted sportscaster, will handle the play-by-play and is tentatively scheduled to be assisted by "Red" Grange for color commentary. Harry Creighton will serve as field announcer, describing the impressive half-time ceremonies at the huge stadium.

Head coach for the all-stars is Yale's Herman Hickman, aided by George Sauer of Baylor, Bud Wyatt of Wyoming, Robert Voigts of Northwestern and Andy Gustafson of Minnesota. Paul Brown coaches the champion Cleveland Browns.

FRIDAY 10 PM WGN-TV (7)

JIM MORAN "The Courtesy Man"
 presents the
Courtesy Hour
 THE FASTEST-MOVING VARIETY
 HOUR ON TELEVISION!
COURTESY Motors
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WONDER ABOUT THESE THINGS ?



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JOE WILSON . . .

GUEST SPORTS COLUMNIST

Ed. Note: Popular and highly regarded as a leading authority in sports, Joe Wilson is looked upon as television's pioneer sportscaster, being the first to telecast numerous major sports—collegiate and professional. Joe can be seen telecasting all Chicago Cub home games over WBKB at 1:25 p.m.

IS 1951 the year for the National League? Could be. Certainly the All-Star game was a convincing demonstration of superiority in hitting power and pitching. Following the game, Eddie Sawyer, who led the Senior Circuit's stars to their 8-3 win, said, "For years, the American League has dominated the hitting in the Majors; the National League always held the edge in pitching. Now, it looks like the National League controls both."

Actually, the National League has had the edge in power since the Giants of 1947 set an all-time club record of 221 homeruns in one season. Only a lack of pitching and the leakiest of in-fields kept this all-time powerhouse from running away with the league. The Dodgers, last year, with 194 homers, topped anything the American League has ever done . . . their tops is still the 182 hit by the Yankees of 1926.

Two events serve as the yardstick for measuring the strength of the two circuits: the All-Star game and the World Series. Last year, the Senior Circuit took the All-Star game, excelling in pitching, defensive play, and finally winning on power. The American League took the Series when the Yankees steam-rolled the Philadelphia Phillies.

Without resorting to alibis, there can be no question that the Yankees met the second-best team in the National loop. What little excuse the Phils might have had for entering such a classic was lost to them when their ace, Curt Simmons, was called into Service.

This year, the All-Star game is a matter of record, and the Dodgers should be in their rightful spot as World Series representatives. How will they compare with the four teams most likely to represent the American League: Boston, New York, Chicago, or Cleveland?

Let's take them individually. Behind the bat, Campanella is in a class by himself. At first base, the Dodgers' Gil

* * *

Hodges is one of the greatest players, at any position, in baseball today. It is unlikely that even a composite of the best qualities of Goodman, Mize, Robinson, and Easter could equal his tremendous power and fielding agility.

Jackie Robinson, having his greatest year at second, is head and shoulders above any other second baseman in either league. At shortstop, in the American League group of Boudreau or Pesky, Rizzutto, Carrasquel, and Boone, only Carrasquel would be likely to contribute a greater all-around performance than PeeWee Reese. Reese, fully recovered from his hernia operation, is a flawless fielder and a near-.300 hitter.

The one Dodger weakness is at third, and here Billy Cox or Rocky Bridges would have their hands full competing on even terms with Stephens, Brown, Rosen, or the somewhat-revived Dillinger. The Brooklyn outfield of Pafko, Snider, and Furillo is being compared with the all-time great combinations of the past.

Which brings us to pitching. With Roe and Newcombe, the Bums are supreme. Past them, considering Branca's past failures in World Series play, you have very little—unless Palica springs a revival. This could be the Achilles heel, and if pitching is 75% of a club in the regular season, it's easily 90% in World Series play.

TV Sportscast
BY ED PAZDUR

Sports Editor Ed Pazdur, regular conductor of "TV Sportscast," is vacationing for a three week hiatus.



PARS BIRDIES AND EAGLES

EXPERTS SHOW
YOU HOW
TO IMPROVE
YOUR GOLF

SO! You want to learn how to play golf but can't afford lessons?

Here's an opportunity to learn how to play expertly at only the risk of knocking down your front room chandelier. It's the instructive golf show designed to appeal to and instruct golfers, "Pars, Birdies and Eagles," Tuesdays, 7:30 p.m., WBKB.

Rounding out its third highly suc-



Top: Jimmy Hines

Far Left: Johnny Revolta

Left: Hines shows how

Bottom: Bruce Roberts

cessful season, the general format of the show consists of golfers Jimmy Hines and Johnny Revolta studying problems submitted by the golfing viewers and analyzing them before the camera. Alternating, the two famous professionals select letters at random from the average 700 pieces of mail received per show, and read to the televising audience the problem outlined.

In elaborating on the particular problem, they demonstrate the swing, stance or approach as the writer might be doing it. Then, having shown how NOT to do it, they again demonstrate the proper method. It is here that director Jim Holmes and producer Herbert Laufman wisely apply television's visual advantages of instruction to its best possible use.

Covering everything from shanking and topping to stance, swing and proper selection of clubs, Hines and Revolta require about fifteen minutes for technical instruction. Then before their guests appear, another five minutes is required to go over a specific problem in etiquette.

The latter part of the show is devoted to more letters and questions which are generally highlighted by the appearance of some famous guest. Golf stars



such as Sam Snead, Dutch Harrison, Henry Ransom, Jimmy Demaret, Bobby Locke and Patty Berg have appeared.

Joe Jemsek, co-sponsor and owner of Coghill and St. Andrews Golf Clubs delivers his own commercials along with co-sponsor Charlie Nash of Mission Hills. Jemsek, a handsome, husky bulk of a man, is a fine golfer in his own right. His Lakewood course at St. Andrews Country Club, West Chicago, Ill., will be the site of *TV Forecast's* first annual TV celebrity invitational golf tournament, Monday, August 27. The public is invited free to watch their favorite television celebrities tee-off against each other from dawn to dusk.

JIM "GOON" HENRY



IT'S not difficult to understand what earned Jim Henry the name of "Goon." His upper body is enormously large in contrast to his small legs and hips, giving him the appearance of the modern concept of a goon—on television.

The 6 foot, 6 inch Oklahoman learned to wrestle under the tutelage of Coach "Pop" Gallagher at Oklahoma university. Jim turned out to be one of the greatest amateurs ever coached by Gallagher. When the occasion arises, Jim can forget the scientific aspect of wrestling and rough it with the best of them.

The fact that Jim has never copped a championship during his eleven years as a professional is attributed to his quick temper. At the slightest provocation, he'll blow his top and go into a terrific rampage in the ring. Outside the ring, Jim is a very likable fellow but changes into a version of Jekyll and Hyde the minute he steps into the ring.

His favorite hobbies are fishing, hunting and working on his Oklahoma ranch. "I have over 2,000 head of cattle on my ranch," says Henry, "and when I hang up my tights for good I'll just spend the rest of my life quietly raising cattle. It's really a very pleasant life."

"Nature Boy" Buddy Rogers

IN the fabled territory of sports publicity, every personality has color, particularly in the case of "Nature Boy" Buddy Rogers. Buddy is that rare personality who combines color and ability to the delight of fans from Teaneck, N. J., to San Francisco. Although he wrestles under the nickname of Buddy Rogers, his real name is Dutch Rhode.

Rogers crossed the U. S. many times, achieving popularity in all sections of the country. His body is perfectly developed and his fans frequently compare it to Gene Stanlee, known as "Mr. America." Standing 6 feet tall and tipping the scales at 227 pounds, Rogers is considered one of the leading contenders in the heavyweight sweepstakes. Buddy can be seen over WENR-TV with Wayne Griffin describing wrestling from Rainbo.



ROGERS

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