

+tv

FORECAST

your TV program GUIDE

AUGUST 18

MARION MARLOWE
Arthur Godfrey Show



Fabulous Stork Club • page 6

15c



NEXT WEEK

TV's fight against the menace of dope is told by Austin Kiplinger, ace WENR-TV newscaster. An exclusive.



NEXT WEEK

Toni Gilman, star of WBKB's 400 House Party, models fall fashions. Also: favorite recipes of TV celebrities.



NEXT WEEK

You'll see Cliff Norton and Chicago's entertainers at our first annual Celebri-Tee-Off golf tournament at St. Andrews.

AUGUST 18

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publishers

Lester Vihon
John E. Groenings

Roy V. Whiting
Norbert F. Dompke

editor-in-chief
Robert A. Kubicek

managing editor
Martin O'Shaughnessy

women's editor
Patricia Cooper

sports editor
Ed Pazdur

program editors

Patricia Moran
Trudy Day—New York Office

Barbara Lutz

art director
Sho Kaneko

circulation
Archie K. Fisher

features

Jack Mabley
Molly Potkin

Chub McCarthy
Inertia Smith

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On Sale at Leading Newsstands Friday



Channel One

NEW YORK—Biggest news in the censorship battle is that TV networks have finally bowed to public pressure and are now setting up a “decency code” covering all phases of objectionable video material. The National Association of Radio-Television Broadcasters will vote on the revisions in early October. . . . Marion Colby, the eye-filling chanteuse of Doodles Weaver’s zany show, will sing in the famed London Palladium theatre this month. . . . It’s rumored Sarah Churchill, Winston’s talented daughter, will have her own TV interview show this fall, probably on CBS. . . . The Dinah Shore show will probably crowd out John Conte’s “Little Show” this fall. The telecast will feature only Dinah plus an orchestra.

Reed Hadley, the Captain Braddock of “Racket Squad,” has a distinguished background in movies, radio and commentary for military films. . . . Singer Jimmy Blaine may leave “Stop The Music” to join Marion Morgan in free lance work. That means Bert Parks and Betty Ann Grove will have to look around for two more name songstars to replace them. . . . The wealthy Ford Foundation, a charitable outfit set up with motor car money, is setting up a TV Workshop to produce educational programs for mass consumption. . . . “Juvenile Jury” is being wooed by CBS, but NBC, which now telecasts the panel show, wants to keep Jack Barry’s production. The result may be a dogfight. . . . Even though the FCC won’t grant any permits for new stations until February, 1952, it’s now possible that present stations will be able to telecast over wider areas by getting a power boost from the Commission.

Attracting much attention for her dramatic work on “Front Page Detective” is ABC’s photogenic thespian, Paula Drew. . . . A recent Billboard magazine survey indicates a striking need for “fresh young comics, less vocalists, shorter acts and more performances with an intimate TV touch. . . . John Cameron Swayze, the NBC commentator, tells about the pugilist who was knocked out so often he now sleeps every morning until the stroke of ten. . . . DuMont network is building an elaborate TV center in New York to provide an additional two million-cubic feet of space for telecasts. . . . Caroline Burke, who produces those dreamy “Vacation Wonderland” shows for NBC, is so busy with the series she can’t even get a vacation for herself.

Adolphe Menjou makes an impressive TV splash August 24, when he stars in “Turnabout,” a Thorne Smith comedy to be shown on CBS’ “Schlitz Film Firsts.” . . . Smilin’ Ed McConnell has been in entertainment work 30 years this month. He started as an evangelist song leader and soon drifted into vaudeville. . . . The Corliss Archer show drew a flood of inquiries after Frieda Inescort was shown dumping ice cubes into a potted plant. Reason was that water is spread more evenly and the table kept dry. . . . Dave Garroway, the NBC comic, notes that some people are under the impression they can push themselves forward by patting themselves on the back. . . . Susan Peters has had measles six times. . . . Jim Hurlbut, who teams with Marlin Perkins in “Zoo Parade,” was a former Marine war correspondent, with service on Guadalcanal.



COLBY



HADLEY



DREW



GARROWAY



Just 21, but her beauty has skyrocketed her to national fame.



"Mug" Richardson, no longer with the Godfrey cast, now has her own TV show in Washington.



Janette Davis, an early discovery of Arthur's, still charms viewers.



Arthur also helped introduce Laurie Anders of the Ken Murray show. The two recorded "The Wide Open Spaces" for Columbia records.

GODFREY'S

MARION MARLOWE

DINNER time at a Miami Beach Hotel. The biscuits had just been passed and Arthur Godfrey held his—for the next twenty minutes.

Like all the other guests, his attention was riveted on a glamorous, talented young singer whose electric personality kept them spellbound. Four days later, the 21-year-old singer, Marion Marlowe, was seen by millions of television viewers, via the "Arthur Godfrey and His Friends" CBS-TV program. She scored with viewers, too. Letters came in from all parts of the country: "Who is she?" . . . "Where's she from?" . . . "Let's have more."

Godfrey, who knows talent, predicts that Miss Marlowe can't miss becoming a big star.

What does Miss Marlowe think? Well, she has her fingers crossed after such a sudden, successful projection into the national spotlight.

"I'm fortunate and sometimes it's so hard to believe that all this has happened to me—but it's wonderful," she exclaims in Cinderella-like enthusiasm and modesty.

Short in years, just 21, Miss Marlowe is long in experience. Born in St. Louis, she was something of a child prodigy. At the age of 5 she was already performing on the radio—to the delight of her mother and grandmother. Her mother had danced in the opening season of the well-known open air "Municipal Opera," but after her marriage she concentrated on her home and family.

"Pinkey," her grandmother, had aspirations for Marion to do straight dramatic roles in the theater and radio.

NEWEST GIRL

"CAN'T MISS"

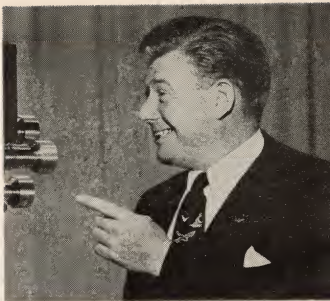
Miss Marlowe graduated to little theatre and light opera. She can't say whether she prefers acting to singing or dancing, as they are all part of her life. She gives lots of credit to her voice teacher in St. Louis, Florence Burt Ettinger. Despite her early success, however, Miss Marlowe thought she would try for a career in medicine, never believing she could really make the top in entertainment.

But after she finished high school (Beaumont) and struggled through Latin conjugations, she settled on a theatrical career. During one period she was a professional model, exhibition ballroom dancer and USO entertainer, in addition to her radio and stage work.

Miss Marlowe's mother was widowed when Marion was three and they went to live with Marion's grandparents, who made many financial sacrifices to foster her career.

"They never stopped believing in me and even now, when I am blue and afraid, I think of the faith they had in me and I know I can't let them down," she says. "They always encouraged me and grandpa gave up so many things to help me along. And now it's so wonderful to know they can watch me on television. It brings us closer together, although in the three years I've been away we've written each other almost daily."

A visit to an aunt in Los Angeles inadvertently opened new doors for Miss Marlowe. There she came to the attention of the late Atwater Kent and through him she received advanced singing and dramatic lessons. In Hollywood an English producer promised her



Godfrey discovered Marion at a hotel in Miami Beach

a lead in a London musical, and just when she had all but forgotten, the bid came through and she was bound for England.

In London for 18 months she got a chance to appear on television each Sunday. She was kept busy, since she was working in a musical with nightly performances six days a week. This experience might account for her amazing camera and stage presence. She also sang at the Royal Albert Hall for the King and Queen and for Winston Churchill at a RAF reunion.

Her biggest "break" to date was the one-night engagement at the Florida hotel. It catapulted her to New York and she is making the most of it.

She was in Florida for just a few months with her husband (married last year), a government employee who travels to various cities. She recalls their honeymoon trip from California as a veritable "Barnum and Bailey special." In their car were not only the new Mr. and Mrs. but their two dogs, Figaro and Rigolette, and their three two-week-old pups and a canary. She commutes to New York for each Wednesday program, arriving a day in advance for musical rehearsals.

Miss Marlowe is 5'7" . . . weighs 128 . . . has auburn hair and hazel eyes . . . likes to cook (apple pie, fried chicken and everything fattening) . . . visit zoos and beaches. Her father was

Continued on page 31



Sherman Billingsley

The Stork Club
america's swankiest saloon



Beautiful Mary Healy and Frank Sinatra exchange toasts. Guess who's thirsty?

TWICE each week CBS figuratively dons white tie and tails and escorts its TV viewers into America's swankiest saloon, the Stork Club. And on each 15 minute visit, channel 4 fans get an eye-popping reason why gossip columnists stay in business.

The "Stork Club" show, presided over by Sherman Billingsley, is a visual cross section of New York night life at its gaudiest. During any one telecast, viewers can spot playboys, chorus girls, TV stars, sport figures, bejewelled dowagers, fading movie stars, and hordes of self-styled celebrities.

It's one of TV's most talked about shows, and with good reason. Some housewives consider it as necessary to their existence as the daily society column. Many husbands watch in horrified fascination as the minks and sables parade by on camera.

Pro and con opinions are equally heated, with the warring camps evenly split. "Stork Club" boosters call it a "TV treat" while its detractors cry "sham."

The real story behind the show is the story of Billingsley himself. Back in 1900, Sherman was born in Enid, Oklahoma. As a youngster, he peddled magazines, raised pigeons and collected empty bottles to get enough money to launch his first business enterprise—a soft drink stand. He and his brother saved up \$1,000 in several years and bought a drug store in Oklahoma City.

But Sherman got the wanderlust and traveled about the country. He arrived in New York, and liked what he saw. The result was that Billingsley bought a drug store in the Bronx. He later enlarged his holdings by building houses and garages on a street still known as Billingsley Terrace.

Two friends from Oklahoma put up the money for a three way ownership and the first Stork Club was opened on 58th street. Many people wonder where the club got its name. Sherman claims that his partners suggested it, and he was too tired to ask why. He's still in the dark as to the reason.

The club moved several times but is now located on East 53rd street. Besides his interest in the Stork Club, Billingsley is a partner with Arthur Godfrey and Morton Downey in Cigogne perfumes. He married Hazel Donnelly in 1924. They have three daughters—Jacqueline 22, Barbara 15 and Shermane 6.

"Stork Club" is seen every Tuesday and Thursday at 6:45 p.m. on channel 4, sponsored by Fatima cigarettes.



Right at home in the plush surroundings are Mr. and Mrs. S. Henderson, otherwise known as Skitch and Faye.



Socialites who have appeared on "Stork" telecasts are (l to r) Mr. and Mrs. Tommy Tailer, Mr. and Mrs. John "Shipwreck" Kelly, Billingsley and comic Peter Lind Hayes.

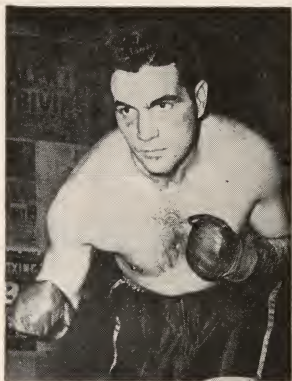


TV Forecast sports editor Ed Pazdur and his wife, Helen, were recent Stork visitors. They're shown with host Sherman Billingsley.

Added information

For Friday, August 17, 1951

- 2:15 5 **Vacation Wonderlands** Carolyn Burke talks about & shows films of Acapulco, Mexico
- 6:45 4 **TV's Top Tunes** The Red Norvo Trio joins Mel Torme in "Temptation," "I'd Like To Recognize That Tune," Peggy Lee sings "Morning Side Of The Mountain" and "Give Me Something To Remember You By"
- 7:00 5 **Quiz Kids** Joe Kelly mc with Joel Kupperman, Melvin Miles, Billy McHugh, and Sally Ann Wilhelm
- 7 **Comedy Circus Films** "Going, Going, Gone" with Buster West & Tom Patricola; about college students home on a spree; also "Any Old Port" as two sailors they invade a haunted house
- 7:30 9 **You Asked For It** Also features Prof. Lee of Tibet performing an Oriental ritual of worship, tattoo artist Lawrence McKeever, Willie Mosconi will perform some of the famous trick billiard shots, and famous dogs of famous Hollywood stars
- 8:30 7 **Tales Of Tomorrow** Walter Abel stars in "A Child Is Crying" about a General who meets a four year old genius
- 9:00 7 **Studio Seven** Feature film presentation



BIG TIME boxing returns to television Wednesday when Lighth heavyweight Joey Maxim (above) defends his title against the fiery Irish Bob Murphy. WBKB will telecast the bout—starting time, 9:00 p.m.

Letters to the Editor

I love the Zoo Parade . . . I've told everybody, now I'm telling you . . . Someday I'll go to Lincoln Park . . . And tell Marlin Perkins, too!

Chicago, Ill.

HULDA LOVEGREN

I think your new women's section doesn't belong in a television guide. I dare you to print this.

Elgin, Ill.

JAMES WALLACE

Ed. Note: Some people still think women should not vote.

I've always known Ted Mack had something Horace Heidt lacked, but it wasn't until now that I realized just what it was. It's that sincere and informal manner that makes one know that every word comes from deep down.

Chicago, Ill.

DIANE WAAS

Saw Claude Kirchner's wife, Ruthie, and Kay Morrow at Grant Park. They are every bit as lovely in person as on television.

Chicago, Ill.

BILLY OLSON

We live 100 miles south of Chicago. Saturday nite we started to go out when the show "Midwestern Hayride" came on. We stayed home until it was over! Sure good to see a show like that on Saturday nite.

Francesville, Ind.

MRS. LAURENCE NELSON

Would like to take this opportunity to thank you for the most pleasant weekend we spent, at the Whitcomb Hotel in St. Joseph, Michigan.

Chicago, Ill.

MR. & MRS. T. BRADAC

Everytime I see a cowboy getting 12 shots out of a plain, old six-shooter it makes me ill. Those old Hollywood westerns are pathetic.

Chicago, Ill.

FRANK JENNINGS

NBC should be commended for their new show, "Your Luncheon Date."

Joliet, Ill.

ROBERT B. FAHRNER

Thanks so much for the recent candid shot of my No. 1 TV gal, Fran Allison. . . . I am a great fan of Kukla, Fran and Ollie and president of Fran's fan club. . . . She will always be tops with me.

Chicago, Ill.

PEGGY STARK

TV FORECAST

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

Chub McCarthy's list of gripes could be reversed by all *TV Forecast* subscribers and list Chub McCarthy as their no. 1 to 6 inclusive gripe. Why such trash is allowed in a fine magazine is beyond the imagination of all sane and decent people.

Hammond, Ind.

DANIEL P. SWANTKO

Reading the recent article in *TV Forecast* made me sit down and write this letter. Mr. Johann Von Dreschoff stated that he had a system which would solve the controversy about conversion of your present day set for on-rushing color television. I disagree with Mr. Von Dreschoff very much because in order for one to receive color broadcasts perfectly the color disk must be in perfect synchronization with the color disk of the color camera. The proposed speed of the color disk according to recent articles is 1200 RPM. Another thing that contradicts Mr. Von Dreschoff's theory is that there are 525 lines per picture not per inch. If this theory was true, which I believe is not, the technical advisors would find something to remedy this situation because it would affect the market sale of the proposed color conversion unit.

Chicago, Ill.

JULIUS MONIAK JR.

People really read your pages

For your Forecast sir, the rage is

And to prove I'm writin' only what I mean

After months and months of looking

Thru your Television booking

I found words to you—from me—on page 18

Left hand column—June 9th issue

On slick paper—not on tissue

With Miss Georgian on the cover will suffice

To identify the writin'

That I'm glad you found invitin'

And to print it in your book was really nice.

T.V. Forecast—just between us

You have more than common genius

In your knowing what should fall when all is sieved

For it's many years I've given

To the words that I have sciven

With a pen deep dipped in life—as it is lived.

Chicago, Ill.

EMERY GRIFFIN

TV FORECAST

SATURDAY

- 4:00 Tracy Rides
- 4:00 Farewell Again
- 5:30 Flame Of The West
- 6:30 The Golden Peso
- 7:00 Counterblast
- 7:00 Delinquent Daughters
- 10:00 Dead Men Walk
- 10:00 The Ghost Train
- 10:00 The Kansan
- 11:00 His Lordship Goes To Press
- 12:00 Are These Our Parents

SUNDAY

- 9:45 Now Barrabas
- 11:30 Law Commands
- 2:00 The Will
- 2:30 Stranger From Santa Fe
- 5:00 Here's Flash Casey
- 6:00 The Star Toter
- 7:00 Feature Film*
- 9:30 To Be Or Not To Be
- 10:00 Lady Hamilton
- 10:00 Bees In Paradise
- 11:00 Copy Boy & Going Home
- 11:00 The Yanks Are Coming

MONDAY

- 1:00 Detour
- 2:00 For You Alone
- 4:00 Galloping Dynamite
- 5:00 Man From Texas
- 8:00 Jade Mask
- 8:00 Machine Gun Mama
- 8:30 Feature Film*
- 9:30 Shep Comes Home
- 11:00 Stage Door Canteen

TUESDAY

- 12:00 Occupation Murder
- 1:00 Rhythm Parade
- 4:00 Trigger Pals
- 5:00 Trigger Smith
- 8:00 Feature Film*
- 12:00 Last Wilderness

WEDNESDAY

- 1:00 Gang Bullets
- 4:00 Hawaiian Buckaroo
- 5:00 Down Wyoming Trail
- 9:30 Tails For Jeb Mulcahy
- 9:30 The Cardinal
- 12:00 No Escape

THURSDAY

- 12:00 The Lighthouse
- 1:00 Lady Chaster
- 4:00 Haunted Ranch
- 5:00 Pals Of The Silver Sage
- 6:30 Man With Two Faces
- 9:00 Crime, Inc.
- 10:00 Feature Film*
- 11:00 Lady In The Morgue
- 12:00 Wildfire

FRIDAY

- 1:00 Kentucky Carnival
- 4:00 Valley Of Terror
- 5:00 Rock River Renegade
- 8:00 Turnabout
- 9:00 Rose Of The Rio Grande
- 9:30 Feature Film*
- 10:00 Hitler—Dead Or Alive
- 11:15 Death Rides The Plains
- 12:00 Swing Parade

*Title To Be Announced

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





**DON'T
MISS
THE
THRILLS
AND
INTRIGUE
ON**

"I COVER TIMES SQUARE"

with
HAROLD HUBER
AT

11:30 A.M.

ALTERNATES WEEKLY WITH
FAITH BALDWIN'S
"THEATRE OF ROMANCE"

WENR-TV
CHANNEL 7

Saturday Aug. 18

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

9:30 4 Smilin' Ed's Gang—Stories
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 them-
selves at home at "Short Stump" vil-
lage 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

10:30 4 Kiddie Showtime—Serial

7 A Date With Judy—Comedy
Situation comedy starring Frank Al-
bertson as Melvin Foster and Pat
Crowley as Judy. "Mother Gives A
Stag Party"; Judy and Mrs. Foster
organize an all-out strike against men

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; acts: Olguin Trio
presents an upside-down routine and
Jack Mayand does juggling act on
high unicycle

7 2 Girls Named Smith—Comedy
Starring Peggy Ann Garner, Peggy
French and Joseph Buloff; Babs has
just returned from Omaha where a
fortune teller has predicted she would
cross water, get her old job back and
have a blonde woman tell the truth
about her boyfriend

11:30 7 I Cover Times Square—Drama

12:00 4 Movies For Kids—Films
"Wolf Dog" I, "Devil Horse" I, and
two cartoons

12:30 4 Multiscope News—Ticker Tape

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

1:00 4 Hair Raising Tale

1:10 9 Lead-Off Man—Harry Creighton
Interviews with Cub players and
autographed baseball presented to TV
Forecast winner, Bob Novak, Ham-
mond, Ind.

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

1:30 4 Multiscope News—Ticker Tape
(Continued on page 12)

TV FORECAST

PICK'N CHICK'N

Trade Mark Reg

**PROMPT
DELIVERY
SERVICE**

- Bar-B-Q Ribs
- Burger in a Basket
- French Fried Shrimps
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A Full Half of CHICKEN
Fried to a Golden Brown
• FRENCH FRIES • SUN
• COLE SLAW • BIT OF HONEY **\$1.10**



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

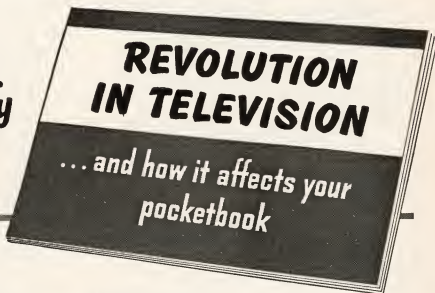
North: Deliveries start at 5 p.m. Closed Mondays
Devon Ave. (N) Damen Av. (W)
Fullerton Av. (S) Lake Mich. (E)

Present this coupon for free delivery

Revolution in Television!

FREE Booklet gives you facts you must know to avoid risking up to \$400 when buying TV Today!

**Send
for Your
FREE Copy
Today!**



Before you spend a *dollar* for a television set, there are facts you must know about the coming new-type stations. This is no small project. *This is a revolution in TV!* It will reach cities and towns all over the country. Unless you know all there is to know—*now*—you can waste hundreds, yes, hundreds of dollars when buying TV today!

FREE Book—Yours for the asking
—gives you all the facts you need, answers
these and other vital questions:

- What are these new-type stations and how will they affect my investment in TV?
- How are they different from present TV stations?
- Will my present set receive them?
- What set-maker, if any, guarantees built-in provision for tuner strips to receive them?
- Will costly converters be necessary?
- Will these new-type stations provide a better picture?
- What shall I ask for in buying now?

Clip and Mail This Coupon Now!



Zenith Radio Corporation, Chicago 39, Illinois
Over 30 Years of "Knew-How" in Radianics®
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Zenith Radio Corporation
6001 Dickens Ave.,
Chicago 39, Illinois

Yes, I want to know the *facts* about the coming new-type TV stations. Please send me *FREE* copy of the booklet "Revolution In Television!"

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

TVF-851

SATURDAY—continued

3:45 9 Tenth Inning—Harry Creighton
Harry interviews baseball fans and
TV Forecast's guest, Harold Jance

4:00 4 Film

7 Lucky Seven Ranch—Western
"Tracy Rides"

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
melodies, both old and new

5:00 4 Toni Kemp Health Revue
Be healthy! Keep yourself in condi-
tion the Toni Kemp way

7 Space Patrol—Adventure Stories
While Commander Buzz Corry and
Cadet Happy are taking life easy in
their headquarters at Terra, a minor
incident on Higgins Planetoid de-
velops into a major threat to the ex-
istence of the United Planets of the
Universe

5:15 4 You Funny People—Commercial

5:30 4 Film

5 Mr. Wizard—Science Study
Don Herbert explains to Bruce Lind-
gren the subject of "Geology," the
face of the earth

7 Circle 7 Theater—Western
"Flame of the West" feature film

9 Teleports Digest—Film
Latest news on all the sports

5:45 4 Patricia Bowman Show
Emcee Kyle MacDonnell subs for Miss
Bowman; music and dancing with
Norman Paris Trio; pianist Paul
Shelley and Jack Brown singers;
guests: songstress Maureen Cannon,
comedian Wally Cox, and John Butler
ballet group

6:00 4 Sammy Kaye Show—Musical
Contestants from audience lead the
band; comedy vignette; community
singing; Barbara Benson and Tony
Alamo are featured vocalists

5 Tom Corbett Space Cadet
Adventures into space in the year
2351 A.D. starring Frankie Thomas

9 Pet Shop—Comptons Present
Mrs. Forbes of Hinsdale brings her
Samoyed puppies; Gay's new pig, Pork
Chops, returns after illness; Edwina
Reed and her pet English sparrow;
also weekly contest for kids: best
letters about interesting experiences
with pets win chance to appear on
show

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 the music
and show business world as panel
members and guests

7 Stu Erwin Show—Comedy
When Mrs. Erwin does her civic duty
by serving on the jury, the rest of
the family takes over the management
of the house

9 Range Rider—Western Feature
Film with Jack Mahoney, Dick
West, Steve Clark, Jonathan Hale
and Riley Hill. "The Golden Peso"
mine, owned by Dick West, is dis-
covered to be worthless; town
assayer returns to get another sam-
ple and is killed by a shot from the
window; Range Rider is accused
and thrown into jail

7:00 4 "Counterblast"—Feature
Film with Mervin Johns, Margaretta
Scott and Nova Filbean

5 Saturday Roundup—Western
Feature film starring Kermit May-
nard, Smith Ballou and Tex Fletcher

7 Paul Whiteman's TV Teen Club
Youngsters display their talents in a
variety of singing, dancing, and in-
strumental acts; Nancy Lewis co-
emcees with "Pops"

9 "Delinquent Daughters"
Feature film starring June Carlson
and Fifi O'Orsay. High school girl's
suicide uncovers gang of hoodlums;
2nd feature: "Sales Lady"

8:00 4 Summer In The City—Revue
Starring Nancy Kelly, Gladys Swar-
thout, Sweeney & March, Bobby
Scheer and Virginia Conwell; high-
light is rooftop scene from "A Tree
Grows in Brooklyn"

5 Midwestern Hayride—Variety
Hillbilly & variety featuring Pleasant
Valley Boys & Rangers vocal and in-
strumental groups; County Briar
Hoppers, clog-and-tap square dancers;
ballads by Ernie Lee, and comedy by
Bob Shrede, Lee Jones yodeling cow-
girl, and Bill Thall emcee

7 Girls' Baseball—Action & Beauty
Queens vs Checachers, from Shew-
bridge Field; Pat Flanagan an-
nounces the game

8:30 4 Show Goes On—Variety
Robert Q. Lewis is host to buyers
Sammy Kaye, Paula Stone, and Fred
Corry, from the Plantation Club in
Greensboro, N.C.

SATURDAY—continued

9:00 4 Songs For Sale—Musical

Steve Allen mc introduces two guest singers who will perform songs from the pens of 4 unknown tunesmiths. Jack Stanton & Betty Luster, dancers; Ray Bloch's orchestra; guest vocalists: Toni Arden and Frank Parker; judges: composer Red Evans, singer Slim Gaillard and disk jockey Martin Block

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 Tag match: George Bruckman & Bob Geigel vs Zack Malkov & Lee Savoldi; main event: Walter Palmer vs George Craig

9:30 4 Mr. and Mrs. Kup—Interviews

Informal interview, discussion and variety show with the Kucpinets and their guests

5 Assignment: Man Hunt—Drama

Adventure, mystery, and drama in "Confidential File" revealing inside picture of law enforcements

10:00 4 "Dead Men Walk"—Feature

Film starring Mary Carlisle and George Zucco. Weird story of a human vampire who returns from the grave to put a curse on his own brother

5 "The Ghost Train"—Feature

Film starring Wilfred Lawson, Kathleen Harrison, Richard Murdock and Arthur Askey. Passengers at a country station await the coming of a ghost train with implications of mystery and crime

7 "The Kansan"—Feature Film

Starring Richard Dix, Jane Wyatt and Albert Deckker. Newly elected marshal suddenly discovers that he was placed in office merely to protect the interests of banker Steve Barrett

11:00 9 "His Lordship Goes To Press"

11:30 4 Murder Before Midnight—Film

Your bedtime mystery story

12:00 4 "Are These Our Parents?"

Feature film starring Helen Vinson, Lyle Talbot, Noel Neill, and Richard Byron. A girl who has been neglected by her successful business mother, runs away and goes off on a wild adventure with an unscrupulous companion

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

WATCH FOR THE 1st
ANNUAL CELEBRI-TEE
GOLF TOURNEY... Aug. 27th

Public is invited FREE to see their favorite TV stars in action

SPONSORED BY TV FORECAST

Enjoy **TV** more!
Serve **PEPSI**



Summer In The City

SATURDAY

CHANNEL 4 • 8:00 P.M.

WHY TAKE LESS...WHEN PEPSI'S BEST!



See the **NEW ICE SHOW**

Dinner Show 8:30 Supper Show 12:00

ORRIN TUCKER'S orchestra

FAMILY MATINEE EVERY SUNDAY

special children's menu

CALL "PHIL" WAbash 2-4400

Boulevard Room

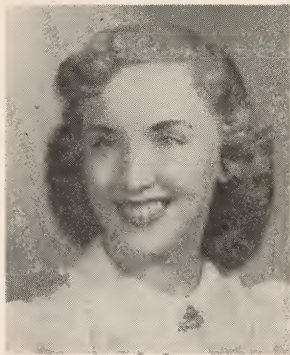
The **STEVENS** CHICAGO • A HILTON HOTEL

Sunday Aug. 19

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

- 9:45 4 "Now Barrabas"—Feature**
Film starring Richard Greene and Sir Cedric Hardwicke
- 11:00 7 TV Tots Time—Film Cartoons**
"Sky Pirates" & "Christmas Nights"
- 9 Flying Tigers—Drama**
Ed Peck as Major Dell Conway
- 11:15 7 Chester The Pup—Comedy**
"Drizzlepuss and the Pigmy Eskimos"
Drizzlepuss and Old Man Murphy get all steamed up about an idea for an expedition to find the "Lost Tribe." They hop into a plane, land at the pole, and run smack dab into the whole tribe. Drizzlepuss puts a couple of the Pigmies into an icebox and brings them back to the states
- 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 "Law Commands"—Feature**
Film with Tom Keene, Lorraine Hayes and Robert Fisk. Group of squatters in the state of Iowa are terrorized by the ruthless cattlemen of the town
- 12:00 4 Feature Film**
- 7 Stories In The Sand—Bible**
Religious stories with the characters in the sand narrated by Kay Morrow; "Absalom, third son of David"
- 12:30 7 Amateur Hour—Chgo. Talent**
Youngsters get a chance to demonstrate their talents and win a prize
- 12:55 9 Batting Practice—Vince Lloyd**
Watch the players warm up
- 1:10 9 Lead Off Man—Harry Creighton**
Interviews with Cub players and autographed baseball presented to *TV Forecast* winner, Jean Hansen, Kenosha, Wis.
- 1:25 9 Baseball—Sox vs Cleveland**
Jack Brickhouse announces game
- 1:30 4 Vitamix—Commercial**
- 7 Adventures Of Wild Bill Hickok**
Guy Madison and Andy Divine star
- 2:00 4 Multiscope News—Ticker Tape**
- 7 Cisco Kid—Western Movie**
Duncan Renaldo and Leo Carrillo star in "The Will"
- 2:30 4 Multiscope News—Ticker Tape**
- 7 Saddle & Sage—Western Film**
"Stranger From Santa Fe"

- 3:00 4 Film**
- 5 Survival—Civil Defense Prog.**
- 3:30 4 Commercial Film**
- 5 Zoo Parade—About Animals**
Jim Hurlbut and Lear Grimmer, subbing for R. Marlin Perkins, take a trip down Animal Alley visiting the large birds of prey, zebras, raccoons and deer
- 7 Your Pet Parade—Jack Gregson**
- 3:45 9 Tenth Inning—Harry Creighton**
Fan interviews & *TV Forecast* guest Joe Handman, Cedar Lake, Ind.
- 4:00 4 Lamp Unto My Feet—Religious**
- 5 How Does Your Garden Grow**
- 7 Super Circus—Variety Stanza**
Mary Hartline and Claude Kirchner invite the kids to watch Cliffy, Scampy & Nicky; also Betty Ward's elephant "Little Jerry," Will Wright juggler, and Les Junellys, rolla-rolla novelty act
- 9 2nd Game—Sox vs Cleveland**
- 4:30 4 Open Hearing**
- 5 Down Homers—Hillbilly**
Quintet of western instrumentalists and vocalists entertain with their songs and stories behind the songs
- 5:00 4 "Here's Flash Casey"—Film**
Feature with Boots Mallory and Eric Linden
- 7 Ted Mack's Family Hour**
Variety show; songs, music and dancing with professional entertainers
- 6:00 4 Gene Autry Show—Western**
"The Star Toter" Autry takes over the sheriff's job in a small town and reforms a wild western juvenile delinquent
- 5 To be announced**
- 7 Summertime Revue—Musical**
Earl Wrightson and Maureen Cannon star with Ray Porter's chorus and guest vocalists Betty Reilly and Joan Holloway. Theme: American tourist in Mexico with tunes: "La Cucaracha," "Take It Easy," "Lazy Bones," "Weekend of a Private Secretary," and "Go, Go, Go"
- 6:30 4 Go Lucky—Comedy Quiz**
Jan Murray emcee, panel is asked to identify a specific action, seen only by the audience; guests: Kathi Norris and Hi Gardner
- 5 Meet The Press—Discussion**
Martha Rountree, moderator; guest: Sen. Tom Connally (D.-Texas)
- 7 Music In Velvet—Musical**
Rex Maupin and his orchestra are featured along with guest vocalists
- 9 Powerhouse of Sports**
- 6:45 9 Not For Publication—Drama**
(Continued on page 16)



Rubin's Winner

WHEN Jarene Kriz, winner of the TV Forecast Talent Salute to Berwyn, sang under the klieg lights of the Rubin's "Stars of Tomorrow" TV show on August 5, she was fulfilling the ambitions of not just one, but three trigger-minded young women.

Sixteen-year-old Jarene, residing at 7020 40th Street, had been entered in the Berwyn Beacon-TV Forecast Talent Search by one of her angel-promoters, Irene Lewis, who let the news of an audition come as a surprise to Jarene.

Another teen-age friend, Virginia Everhart, has been handling Jarene's publicity and, convinced of the young soprano's talent, Virginia is having managerial papers drawn up for future professional engagements. Jarene's prizes as Berwyn's star were the TV Forecast Award certificate and her first professional engagement at the swank Whitcomb Hotel in St. Joseph, Michigan, on August 12. She was introduced by Jerome Joachim, publisher of the Berwyn Beacon newspaper.

The community of the Southwest News-Herald and its star representative were saluted on Rubin's "Stars of Tomorrow" on August 12, 9 p.m. WGN-TV. And this Sunday, August 19, will see the TV Forecast Talent Search Salute Jefferson Park, in cooperation with the Jefferson Park Times.



Here's a Sunday show for ALL the family—with Jack Gregson, emcee.

3:30 P.M.

Sponsored by Ralston Purina

Channel 7

WENR-TV

American Broadcasting Company

CHICAGO PLAYHOUSE HAS EVERYTHING!

- ★ Two great Half Hour Plays
"GOING HOME"
"COPY BOY"
- ★ A Great Station . . WNBQ (5)
- ★ A Great Time
Sundays—11 P.M.
- ★ A Great Announcer
Franklyn MacCormack
- ★ A Great Sponsor
De Met Pontiac, Inc.
- ★ The "Easiest-To-Take"
Commercials on Television
No used cars shown at any time

"In Chicago—it's

DE MET PONTIAC"

5150 W. NORTH AVE.

Where you get a
MONEY BACK GUARANTEE In Writing!

LATE SUNDAY TV PLEASURE FOR YOU . . .

**Clint Youle,
The Weatherman**

10:00-10:10 p.m.



Dorsey Connors

10:10-10:15 p.m.



**Alex Dreier
and the
Sunday News**

10:15-10:30 p.m.



**Let's Look at Sports
with Tom Duggan**

10:30-10:45 p.m.



*And close your TV day with
two fine dramas on . . .*

Chicago Playhouse

11:00-12:00 p.m.

WNBQ

CHANNEL 5



SUNDAY—continued

- 7:00 4 Toast Of The Town—Variety**
Victor Borge subs for Ed Sullivan introduces Francis X. Bushman, piano prodigy Zella May Schola, dancers Tommy Wonder and Margaret Banks, guitarist Les Paul and singer Mary Ford
- 5 Amer. Inventory—Discussion**
Subject of discussion: "Later Years," study of parent-child relationship
- 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**
Guest: Brig. Gen. Gabriel T. Desosway, director of training for the Air Force
- 8:00 4 Guest House—Panel Variety**
Panel of four celebrities will be quizzed on questions pertaining to the entertainment industry; Durward Kirby emcee introduces guests: comedian Edward Everett Horton, Gene and June Lockhart and comedy team Buck and Bubbles; panelists: William Gaxton, Mark Hanna and Sally Benson
- 5 Philco Playhouse—Drama**
"Come Alive" with Valerie Bettis, Lauren Gilbert, & Leora Dana; tale of readjustment of husband, secretary, and sister when an illness releases them from domination
- 7 Sawyer Views Hollywood—Chats**
Hal Sawyer interviews the celebrities
- 9 Rocky King, Detective—Drama**
"The House On Bleak St." Rocky gets mixed up in antiques as he delves into an after dinner shooting
- 8:30 7 Marshall Plan In Action—Film**
Our aid to Europe & how it works
- 9 Plainclothesman—Drama**
"The Lifeguard and the Lady" starring Ken Lynch, Jack Orrison, Douglas Chandler, Al Henderson and Elaine Joyce. A pretty young woman is found mysteriously slain on a public beach
- 9:00 4 Celebrity Time—Quiz**
Conrad Nagel mc with Jane Wilson, Herman Hickman, & guest panelists actress Signe Hasso and orchestra leader Buddy Rogers
- 5 American Forum Of The Air**
Theodore Granik, moderator; subject: "What's Going to Happen to Mobilization?" discussed by Sen. Hubert H. Humphrey (D.-Minn.) and Sen. Everett M. Dirksen (R.-Ill.)
- 7 Industries For America—Film**
- 9 Stars Of Tomorrow—Variety**
Lee Bennett emcees as Chicago talent competes for top place. Community salute to Jefferson Park

SUNDAY—continued

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

5 Film

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

9 Courtesy Theater—Feature

Film "To Be Or Not To Be" with Jack Benny, Carole Lombard and Robert Stack. Humorous account of how a group of actors outwit the German gestapo in Warsaw during the invasion

10:00 4 "Lady Hamilton"—Feature

Film with Lawrence Olivier and Merle Oberon. Story of the shocking behavior of one of Paris' first ladies who is keeping company with a famous sea captain

5 Weatherman—Clint Youle

7 "Bees In Paradise"—Feature
Film with Jean Kent, Max Bacon and Arthur Askey. Comic fantasy about a lovely island in South Atlantic, ruled by a queen, with men in a secondary status

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

"Copy Boy" with Bob Ellis, John Warburton and Josef Granby. Young copy boy follows the trail of a crime, only to find his benefactor is a murderer. Also, "Going Home" with Dabbs Greer, Hugh O'Brian and Noreen Nash. Story of the strange friendship between a governor and his gardener, which remains a mystery to the governor's family

9 "The Yanks Are Coming"

Feature film starring Mary Healy, Maxie Rosenbloom, Jackie Heller and Parkyarkarkus. Musical comedy; when prominent band leader sneers at soldiers' uniforms, his whole band resents his action and joins the army

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)

TV FORECAST

ORIENTAL THEATER

Randolph near State
Chicago Premiere
Now Playing

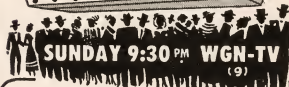


MARTIN & LEWIS
in **"That's My Boy"**
with Polly Bergen
also BIG STAGE SHOW
continuous showings



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

**COURTESY
THEATRE**



"TO BE OR NOT TO BE"
Star-Studded Cast
JACK BENNY CAROLE LOMBARD
ROBERT STACK

COURTESY Motors
3567 W. GRAND • CHICAGO 51

NEXT WEEK

TV programs approved for children will be announced in the August 25th issue of TV Forecast Magazine, as rated by the National Television Review Board.

Each month this magazine publishes the current television shows recommended for Chicagoland viewing.

Board Members

Mrs. Byron Harvey Jr.
Rev. Donald Masterson
Jesse Owens
Samuel A. Culbertson
David Balkin
Mrs. Clifton Utley
Dr. Louis L. Mann
Dr. Preston Bradley
George Jennings
Martin O'Shaughnessy
Robert A. Kubicek

Monday Aug. 20

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

- 9:00 4 **Fun And Features**—G. Menard
- 9:30 4 **Fun And Figure**—Exercises
Stay trim with Ed Allen
- 9:50 4 **Fun And Features** (continued)
Guest: Arch Ward
- 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
Various ways to prepare chicken: southern fried, ham-fried chicken-in-the-rough, and crunchy-crust-fried
- 11:30 5 **Norman Ross' Varieties**
Commentary, discussion and news
- 9 **Hi Ladies**—Interviews
- 12:00 4 **Garry Moore Show**—Variety
Guest: comedian Wally Cox
- 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 perplexities 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 **Garry Moore Show**—Cont'd.
- 9 **Spencer Allen And The News**
- 1:00 4 **Bill Evans Show**—Variety
- 5 **"Detour"**—Feature Film
Starring Tom Neal and Ann Savage. Hitch-hiking young man gets ride with woman socialite who dies while driving
- 7 **Housewives' Holiday**—Kirchner
- 9 **Travelers' Sketchbook**—Films
"Life Under the Sun"
- 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 **"For You Alone"**—Feature
- 2:15 5 **Vacation Wonderlands**—Film
"New Orleans"
- 2:30 4 **All Around The Town**
- 5 **America Speaks**—Documentary
"Combat Bulletin" Dept. of Defense
(Continued on page 20)

"Stories In The Sand"

Based on the Bible

by UNCLE HERBIE



Kay Morrow shown with some of her child guests on her Sunday WENR-TV program

CRITICS who contend that wholesome children's shows are virtually non-existent in today's TV programming should take exception to WENR-TV's "Stories In The Sand."

Featuring Kay Morrow in the story-

telling role, the program presents an integration of educational elements and interesting story lines that is not only enjoyable to children but also to parents.

A revolving sand-box comprises the set around which Kay and her child guests are seated. Small figurines and miniature building structures provide the setting for the stories. While Kay relates the tale, the children take part in the action by manipulating the figurines and turning the sand-box.

Anxious to participate in the storytelling routine, the children frequently anticipate Kay's narrative "... which is fine," Kay says, "because it is this element of participation that festers interest in the story and provides entertainment for the children while they also study the Bible."

And to maintain simplicity of presentation, Kay and her staff take great pains in preparing the text of each show. Bible dictionaries are used to simplify words and phrases, although Kay is careful not to detract from the impact or accuracy of the original.



Marshall Field & Company

Uncle Mistletoe®

wants you to meet a friend

It's Humphrey Mouse,
the tiny mischief-maker of
Uncle Mistletoe's jolly family
in Wonderland. You'll meet Humphrey
and all the rest of the little people
right from the TV screen in
Uncle Mistletoe's Tall-Tale Book,
\$1 in Books, Third Floor.

See Uncle Mistletoe on Channel 7 • Mon., Wed., Fri. • 5:45 P.M.

MONDAY—continued

- 2:55 9 **Greeting Card Show—Variety**
Earl Nightingale stars
- 3:00 4 **Homemakers' Exchange—Foods**
5 **Straw Hat Matinee—Variety**
Mel Martin, emcee and Rosemary Olberding
9 **Test Pattern** till 4:30
- 3:30 4 **Your Visiting Nurse**
- 3:35 4 **Multiscope News—Ticker Tape**
- 4:00 5 **Hawkins Falls, Pop. 6200**
Jack Blane tells of his close brush with death in the jail break; Laif decides Millie no longer loves him
7 **Sagebrush Theater—Western**
"Galloping Dynamite"
- 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 U.S. Army
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**
"Man From Texas"
- 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**
- 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**
Starring vocalist Johnny Andrews
7 **Hollywood Screen Test—Drama**
Neil Hamilton emcee introduces young actresses and actors
9 **First Edition—Frann Weigle**
- 6:45 4 **TV's Top Tunes—Musical**
Peggy Lee and Mel Torme
5 **News Caravan—John C. Swayze**
9 **Chicagoland Newsreel**
- 7:00 4 **Pantomime Quiz—Charades**
Emcee Mike Stokey and score keeper Sandra Spence with panelists Vincent Price, Jackie Coogan, Adele Jergens and Fritz Feld; guests: Peggy Dow, Bruce Bennett, Gale Storm and Jack Smith
5 **Tag The Gag—Comedy**
Hal Block, emcee; panel of new comedians each week
7 **Films Of Interest**
9 **Our World—Films**
"This Land of Ours"
- 7:30 4 **Arthur Godfrey's Talent Scouts**
Professional talent competes
5 **Voice Of Firestone—Musical**
Guest soloist Lois Hunt, soprano sings "Romance" from "The Desert Song." "Audition Song," Schwartz's "Dancing In The Dark," orchestra & chorus do "Shall We Dance" and a medley of songs by Von Tilzer
7 **Marshall Plan In Action—Film**
9 **Al Morgan Show—Musical**
- 8:00 4 **Horace Heidt Show—Musical**
5 **Lights Out—Drama**
"Follow Me" with Peter Cookson, Doris Rich and Frank Albertson
7 **"Jade Mask"—Feature Film**
Starring Sidney Toler and Mantan Moreland
9 **"Machine Gun Mama"—Film**
Feature with Armida, El Brendel, Wallace Ford and Jack LaRue
- 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**
"The Yellow Streak"
7 **Feature Film**
- 9:00 4 **Summer Theater—Drama**
"Run From the Sun" by William Krasner with Mark Daniels & Gaby Rodgers; psychological story of fear of the past and flight from the future
5 **Author Meets the Critic**
"Grave Diggers of America" an article by Ralph DeToledano; guests: Louis Fisher and Virtilia Petersen

MONDAY—continued

9:00 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: Col. Katherine Toole, director
of Women Marines, George Allen and
Richard Harkness

7 Studs Place—Informal Variety
Studs Terkel as proprietor with
some homey philosophy; also Beverly
Younger, Chet Roble and Win
Stracke. A determined lady with a
grand manner stands in the way of
new glory for Studs

9 "Shep Comes Home"—Feature
Film with Robert Lowery, Billy
Kimbley and Martin Garralaga. To
avoid being separated from his dog,
an orphan boy runs away and be-
comes involved in murder

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
Sothorn

5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Film
7 Paul Harvey And The News
9 "Stage Door Canteen"—Film
Feature with Lon McCallister. Story
of three soldiers and three young
ladies who fall in love at the canteen

11:10 7 Flana-Grams—Sports News

11:15 4 Wendell Hall—Musical

11:30 4 Murder Before Midnight—Film
"Invisible Killer" with Grace Brad-
ley and Roland Drew. Mystery in
which men meet a violent death
when they use the telephone

12:00 4 Midnight Edition—Ulmer Turner

1:00 9 Chicagoland Newsreel

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

tv FORECAST

presenting

ROSEMARY KOLAR

SIXTEENTH WEEK'S PRIZE WINNER



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

EVERY MONDAY WGN-TV 9:00 P.M.
A Walter Schwimmer Production

STUDS' PLACE

Same grand show with

- STUDS TERKEL
- BEVERLY YOUNGER
- WIN STRACKE
- CHET ROBLE

NEW TIME

MONDAY 9:30 P.M.

WENR-TV

I wouldn't buy a new giant screen on a bet!

On the Subject of Commercials

by JACK MABLEY

IN three and a half years of writing about television I have never written a column about commercials. There have been dozens of groaning complaints about the length of some commercials or about the lack of taste in them, but nothing more.

The commercials are a fairly important bit of business. They're paying for our television entertainment. Or theoretically we're paying for it by watching the advertising. In a sense they're our ticket to the play or vaudeville show or baseball game.

There's one important difference. We can crash the television gate without a ticket if we want to. If the commercial is offensive or overly long or insulting to our intelligence, we can ignore it.

Ignoring TV commercials has become a high art in Chicago homes. It has reached its most advanced stage in houses where the viewers keep books and magazines handy during programs, and catch up on their reading while the announcer is touting the glories of Glob Deodorant or Spitz Beer.

When that man shouts "What'll YOU have?" a lot of the customers decide they'll have a snack in the kitchen, or else have a sprightly wash of the hands.

Commercial time is also a splendid opportunity to catch up on small talk or to ask mama how come the kids need new shoes again didn't they all get new ones just a month ago holy smokes do they spend all their waking hours kicking bricks?

This should not imply that all commercials are ignored. Some are so short that if you leave the room or get in-



volved in a conversation you'll miss part of the show. Some are entertaining. Some contain worthwhile information, and are so pleasingly presented that they are no imposition on the viewer.

I think that unquestionably the TV commercials that are easiest to take in all television are the middle ones of Kukla, Fran and Ollie. They are woven so smoothly into the show that they seem part of the entertainment. They are never high pressure, and often they are the funniest segment of the program.

Arthur Godfrey's commercials are masterpieces of salesmanship, because he has fun with them, and he puts Godfrey sincerity into them. They're seldom stereotyped, and they are reasonably short.

Favorite commercials of many viewers are the Lucky Strike musical playlets. The music of the Be Happy Go Lucky jingle is so catchy, and the dancing and singing so lilting, that it's hard to get tired of the thing, as often as it is on.

Dick Stark, the announcer who handles commercials on the Perry Como and Danger shows, likes to use kids as foils in his spiels. He has a pleasant, low pressure approach that appeals to many, although he gets dangerously close to being syrupy once in a while.

Commercials on the Fred Waring and the Westinghouse programs are simple and straight, and usually contain enough information to make them palatable.

And the worst commercials? There isn't enough space in this book to go into that.

favorite recipe

no. 7 of a series

Apple Strudel

Dough

3 cups flour
4 tablespoons margarine (softened)
2 eggs

Water to form soft dough

Work with the hands until well mixed and elastic. Cover for $\frac{1}{2}$ hour while preparing the filling.

Filling

6 apples, sliced very thin
1 cup sugar
1 teaspoon cinnamon

Divide dough in half. (The recipe makes two strudels.) Roll on a floured board or cloth until the dough is as thin as paper. Then continue pulling until it is almost transparent. Cut off the outer $\frac{1}{2}$ inch edge.

Sprinkle filling over the entire surface. Sprinkle with $1\frac{1}{2}$ cups of fine cracker

crumbs which have been mixed with 1 cup melted butter or oleo. Sprinkle white raisins over all. Then roll as you would wrap a package.

Place on a greased roasting pan. Bake in a moderate oven 40 minutes.

Serve slightly warm, decorated with powdered sugar.



MARIE ISBELL, wife of the genial co-emcee of the WGN-TV Telephone Game, Harold Isbell, sends this recipe for Apple Strudel which is a favorite in their household. A home economist, she finds this dessert a particular favorite with their young twin daughters and says it is better for them than cake and candy.

For all housewives who have always felt strudel too difficult to attempt, Marie feels the enthusiastic response of your family to this dessert will make the effort worthwhile.

MARIE ISBELL
AND TWINS

forecast for women

At Home with

A Girl from Kansas w
and Room in Her Heart



Summer afternoons, it is not unusual to find Bev reading to Polly and Penny on the sunny lawn.

by *Patricia Cooper*

editor, forecast for women

YOU know her as Grace, the friendly, likable waitress down at "Studs' Place." The gal from Kansas, with a mid-western twang to her speech and a heart with room for every troubled person who drops into the restaurant.

To four wonderful children, Bev Younger is mother.

Bev, who is Mrs. Les Podewell in private life, is the mother of Richard, who will soon be 13; Bruce or Buzz, 8; and Polly and Penny, 26-month-old twins. The family lives in a large, rambling house in Park Ridge, a home with room to permit four lively children to grow and expand.

Only in their newest home a few weeks, the family is still in the midst of extensive remodelling and decorating. And right in the heart of this activity are the two boys who have been helping Bev and Les by painting the stairs and fence.

On the day we visited with Bev, the activity centered in their spacious and inviting yard. The yard is equipped with swings, teeter-totter, sandbox, a garage with room for a potential club-room for the boys and an abundance of fruit trees that invite young boys on

Bev lends a hand to Polly and Penny (left to right) in the sandbox, where a McLaughlin's Manor House Coffee can comes in for a new use!



Bev and Family

with a Midwest Twang
for Everyone's Troubles

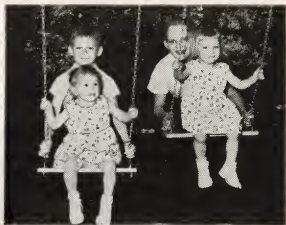
warm summer afternoons.

"We like things open, slightly wild and informal," said Bev, in speaking of their newly acquired yard. "A year in Oregon, when we lived near my family, gave us a taste for openness and spaciousness that we have never lost."

Because she cares for the children and manages the home without full-time help, Bev's schedule is a busy one. She does her own washing, ironing and cooking and this summer did some canning. She limits her work at present to her role in "Studs' Place" and a few commercial films; outside activities are restricted almost entirely to those which include the children.

A vibrant personality, Bev brings to her children and home the same warm enthusiasm that has made her a favorite with television audiences throughout the country. And her children, through their ways and manner, are a compliment to her as a mother.

Bev Younger is seen as Grace on "Studs' Place," now 9:30 p.m. Mondays, WENR-TV. "Studs' Place" is sponsored by McLaughlin's Manor House coffee.



Bev credits the boys with being a wonderful help to her in caring for the twins and here they prove it by treating the girls to a swing. Buzz pushes Penny, while Dick assists Polly.

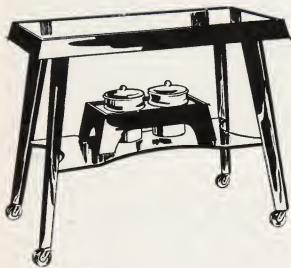


Although the crop is not what it should be this year, Buzz climbs the apple tree to shake down the apples for Dick and Bev to gather for pies.



Picnic lunches in the yard mean everyone pitches in from Buzz to Polly to Penny who is held by Dick. Bev supervises the operation.

ENTERTAINING IS FUN



**Lessen your work
with these new products
now available**



Try These Shortcuts at Next TV Party

LUNCH, dinner or late evening snacks in the living room have become the rule instead of the exception since television entered the home.

For the hostess this often means additional steps and work—but if she uses two products now on the market she will speed up the service and lessen the work.

To speed up the service and save steps, she will serve from the smart looking “Tee Vee Matre Dee,” a portable dining table that can be prepared in the kitchen and wheeled into the living room. The table, wonderful for parties and buffets, is equipped with the twin “ther-mo-server” that will keep foods hot or cold, as desired.

The “Tee Vee Matre Dee” is available in black ebony finish, with a no-mar, no-scratch surface and retails at \$39.95.

If she is really a smart hostess, she will use the new plastic coated paper plates, Bondware. Bondware plates, available in blue, yellow, green, pink, burgundy and silver, come in four sizes—6, 7, 8 and 9 inch.

We think she will find that the 9 and 7 inch sizes will meet most meal needs and there are plastic treated cups to match, as well as napkins and tablecloths.

Bondware will not absorb greasy or moist foods and when the meal is over no dishes await the hostess. The deluxe line, silver and burgundy, is available in department stores only, while the pastel line is found in most stores throughout Chicagoland.

Try these shortcuts to entertaining that is fun instead of work!

Additional information can be obtained by phoning KI 5-6212.

Tuesday Aug. 21

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

- 9:00 4 Fun And Features—G. Menard**
- 9:30 4 Fun And Figure—Exercises**
Exercises for the upper arm
- 9:50 4 Fun And Features (continued)**
- 10:00 9 Your Figure Ladies—Exercises**
Paul Fogarty shows you how to slenderize the hips
- 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**
Pineapple cream cheese mold & fruit salad dressing demonstrated
- 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: comedians Jim Kirkwood and Lee Goodman
- 5 "Occupation Murder"—Feature**
Film starring Hugh Beaumont
- 7 Bob And Kay (continued)**
- 9 Russ Davis Show—Interviews**
Variety and discussions
Guest: Lawrence Tibbett
- 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 MacAlister with interior decoration ideas for all your rooms
- 12:45 4 Garry Moore Show—Cont'd.**
- 9 Spencer Allen And The News**
Around the world report
- 1:00 4 Bill Evans Show—Variety**
- 5 "Rhythm Parade"—Feature**
Film with Gale Storm and Robert Lowery. Musical variety with Ted Fiorito's orchestra
- 7 Beulah Karney Show—Foods**
Adventures in and with foods
- 9 Travelers' sketchbook—Films**
"Mexico"
- 1:30 4 Multiscope News—Ticker Tape**
- 9 Showtime**
- 1:45 4 Vanity Fair—Interviews**
- 7 Barbara Moro—Creative Ideas**
How to make your home beautiful

DAY AND NIGHT
CITY WIDE SERVICE

\$3 DAY—\$4 NIGHT or SUNDAY
ALL MAKES—BONDED—GUARANTEED

Low Cost Parts Warranties Available. Aerials installed. Shop open 9 A.M. to 9 P. M. . . bring in your set and save. See it repaired.

2922 MILWAUKEE AVE.
FOSTER TELEVISION
HU mboldt 9-0911

Shows Open to Public

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

WGN-TV—435 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. "Fun and Features" Mon. thru Fri. 9 a.m. Order tickets thru program.

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

Uncle Herbie Winners

Tom Barrett, Homewood, Ill.
Judy Brengman, Aurora, Ill.
Wayne Chase, Chicago, Ill.
Sandy Jean Galle, Chicago, Ill.
Frederic Heft, Tinley Park, Ill.
Herbert Hinkelman, Chicago, Ill.
Judy Katz, Chicago, Ill.
Sandra Loeffel, Chicago, Ill.
Cheryl Murphy, Chicago, Ill.
Jill Peters, Chicago, Ill.
Robert Przybyski, Chicago, Ill.
Vivian Settler, Chicago, Ill.
Michelyn Thompson, Harvey, Ill.
Patty Kay Zeedyk, Holland, Mich.
Anita Carole Bear, LaGrange, Ill.
Nancy Erickson, Chicago, Ill.
Marlene Ganswindt, Burlington, Wis.
Carolyn Stein, Highland Park, Ill.
Helen M. Galle, Chicago, Ill.
Alice and Gene Jageilo, Chicago, Ill.
Janice Padera, Cicero, Ill.

TUESDAY—continued

- 2:00 5 Miss Susan—Serial Story
9 Test Pattern till 4:30
- 2:15 4 Bride And Groom—Interviews
John Nelson, emcee
- 5 Vacation Wonderland—Travel
Weekend in Times Square
- 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
- 4:00 4 Stave Allen Show—Variety
5 Hawkins Falls, Pop. 6200
A stranger, with a purpose, asks where he can find Doc Gibb and Roy Bettert
- 7 Sagebrush Theater—Western
"Trigger Pals"
- 4:15 4 Breezy, Don And Vera—Puppets
5 Cowboy Playhouse—Western
- 4:30 4 Assembly—Military Questions
Film: Army-Navy football game
- 5 Howdy Doody—Variety
Film starring Hugh Beaumont
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
Suppertime frolic for the kiddies
- 5 Cactus Jim—Western Feature
- 7 Mary Hartline Show—Prizes
- 9 Trail Blazers' Theater—Western
"Trigger Smith"
- 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
- 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
- 6:20 7 Flana-Grams—Sports News
- 6:30 4 CBS News—Douglas Edwards

- 6:30 5 Song At Twilight—Musical
Vocalist Johnny Andrews stars
- 7 Beulah Show—Comedy
Ethel Waters stars as mediator in Henderson's bustling household; Bill invents a mousetrap, Beulah invests money, hoping to snare Bill, and they all fail
- 9 First Edition—Frann Weigle
- 6:45 4 Stork Club—Interviews
Guests: Champion fisherman G. N. Coughlin and sportscaster Joe Williams
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel
- 7:00 4 Star Of The Family—Variety
Peter Lind Hayes & Mary Healy star
- 5 Meet The Press—Discussion
Martha Rountree moderator presents V.P. Alben Barkley in quiz with a panel of reporters
- 7 Cowboy Classics—Western Film
"Western Justice"
- 9 Our World—Films
"Silence Is Golden"
- 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
"Preventing Tooth Decay" discussed by Dr. Gordon H. Rovelstad, D.D.S., Assistant Professor of Pedodontia, Northwestern University and Dr. Samuel Hoffman, Director Hektoen Institute for Medical Research of Cook County Hospital
- 8:00 4 Hollywood Opening Night
- 5 Fireside Theater—Drama
"The Lottery" psychological tale of people caught in the fear of a local practice
- 7 Q.E.D.—Panel Quiz
Fred Uttal mc, panelists Maggie Hayes, Hy Brown, and guest panelist
- 9 Cavalcade Of Bands—Musical
Emcee Don Russell introduces guests Tex Beneke and his orchestra
- 8:30 4 Suspense—Mystery Drama
"This Is Your Confession" with Eva Gabor and Rex Marshall; story of a confession behind the Iron Curtain
- 5 Circle Theater—Drama
"Bone of Contention" starring Corine Gray; a young girl finds that when you involve a man of science in a matter of love, the experiment may have amazing results
- 7 Life Begins At Eighty
Jack Barry moderator presents his panel of elders in a discussion
- 9:00 4 Danger—Mystery Drama
"The Motive For Murder"
- 5 Amateur Hour—Ted Mack mc
Talented people get their chance

TUESDAY—continued

9:00 7 March Of Time Thru The Years
"Uncle Sam Day Mariner" discussed by Rear Admiral Gordon McLintock, supt. of the Merchant Marine Academy at Kings Point, Long Island

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 emcee

7 A Hit Is Made—Drama
John Barclay as director shows us the techniques of play as well as inner drama in "Mixture Of Madness" with Helen Horton, Kay Miller, and Dane Durston; tale of the murder of elderly woman

10:00 4 Ernie Simon—Curbstone Cutup
Informal interviews on State Street

5 Weatherman—Clint Youle

7 Rip Van Winkle—Film

9 "Blue Beard"—Feature Film
Action-packed tale of murder and suspense, starring John Carradine and Jean Parker

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Ulmer Turner—News

5 Up-to-the-minute news

7 Cafe Continental—Film

10:30 4 What's Wrong With This Picture

5 Let's Look At Sports—T. Duggan

7 America Prepares—Film

"D-Day Coming" & "Citizens In Arms"

Followed by *Cafe Continental*

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
Guest: Cliff Edwards, better known as "Ukelele Ike" stage & screen star

11:45 9 Be Your Own Boss

12:00 4 "Last Wilderness"—Feature
Film with Howard Hull and Dean Jagger

9 Chicagoland Newsreel

1:30 4 Midnight Edition—Ulmer Turner

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

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.

FUN FOR THE WHOLE FAMILY!

Jack Drees, M. C.

Every Tuesday

9:30 P.M.

WBKB

Channel 4

Presented by

FOX DE LUXE BEER

Peter Fox Brew. Co., Chicago

FREE! — TV Interviews with Creighton, baseball ducats

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

YOUNGSTERS WIN: Two reserved box seats for a Cubs or Sox baseball game plus an autographed baseball. The baseball will be awarded on the "Lead-Off Man," show on WGN-TV, sponsored by Nelson Brothers at 1:10 p.m. from the ball park.

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

FOLLOW THESE RULES: Write a brief letter explaining "Why I'd prefer to see a baseball game in person rather than on television. . . ." Mail entries to: Sports Editor, *TV Forecast* magazine, 185 North Wabash, Chicago 1, Ill.—Deadline this week: Wednesday, Aug. 22.

Tons of Prizes Pass Thru Her Hands

Janet the Give-Away Queen

Top: Janet Kubicz checking list of prizes to be awarded. Bottom left: Beulah Karney, WENR-TV home economist, peeks into treasure chest shown on Mary Hartline show. Right: Janet and Beulah discuss prizes for homemakers.



HAVE you ever won a prize on television? If you have, chances are the Queen of Give-Aways was responsible for obtaining that refrigerator, iron, plastic swimming pool, or doll. She's Janet Kubicz of the American Broadcasting Company, an attractive young girl who deals with more than 104 manufacturers who are anxious to give away their merchandise in the form of prizes.

Five foot three and one-half inches tall, and weighing 118 pounds, Janet brings in more than five tons of prizes each week, all of which are awarded to Chicagoland viewers of WENR-TV, channel 7.

On the Mary Hartline program alone, 36 children win educational toys each week. The amount of mail received is staggering; one record period of seven days resulted in more than 4,000 letters!

Janet entered TV, like many others, thru her experience in radio. In 1940 she was casting director for Dancer, Fitzgerald and Sample agency, from 1943 to '46 staff producer for WBBM. It was at CBS that Janet was introduced to audience participation and give-away shows. For the next three years she became an independent, han-

dling "Hint Hunt" and "Ladies Be Seated" for Feature Productions. This was followed by a short stint with Paul Gibson, and then the plunge into video.

When she isn't busy buying hats (her biggest weakness) Janet is usually at her ABC office, sorting out the hundreds of prizes that are selected with respect to age groups, sex, and nationally advertised products.

For victims of pranksters who delight in calling you up to say you've just won a new automobile or the Empire State building, Janet offers this advice: 1) beware of certificates applicable towards the purchase of higher priced items; 2) ask for name of person phoning, name of show, and date of award. This is so proper checks can be made at the station to determine if the call is legitimate.

Poorly managed give-away programs leave a bad taste in the mouths of the public, Janet feels, and so she takes extra pains in making certain winners on ABC-TV shows go away happy. Women do not receive men's hats, nylon hosiery is not given to men, and children are not wished off adult merchandise. It's the personal touch from a girl who has probably one of the most fascinating jobs in the industry.

Wednesday Aug. 22

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**
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**
Helpful hints for the budget-wise woman
- 9 Chicago Cooks—Recipes**
New dishes to please your family
- 11:00 4 Creative Cookery—Recipes**
Lesson in butter paddling of flowers & fruits, also beef, Mandarin style
- 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**
Guest: pilot Kenneth Vincent
- 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**
"Song of Siam"
- 12:45 4 Garry Moore Show—Cont'd.**
- 9 Spencer Allen And The News**
- 1:00 4 Bill Evans Show—Variety**
- 5 "Gang Bullets"—Feature**
Film with Anna Nagel and Robert Kent. Gangster chief believes he is too clever to be convicted by district attorney
- 7 Kay Morrow Show—Interviews**
Newest in fall fashions, and sketches with Kay, guest, and gang
- 9 Travelers' Sketchbook—Films**
"Youth and Summer In Sweden"
- 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**
- 9 Test Pattern till 4:30**

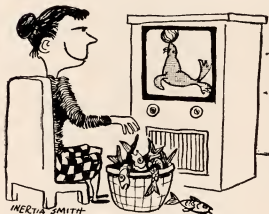
Godfrey's Girl

Continued from page 5



Marian Marlowe

English and mother French (way back, Egyptian) . . . biggest ambition: to make things easier for her family . . . to bring her mother and grandparents by plane to New York City for a visit . . . they've never been out of Missouri . . . and hopes someday they will all live together . . . writes poetry, short stories and has had some of them published in London . . . she drinks three quarts of milk daily . . . hates shoes . . . loves boating, walking, skating and has never been on a horse.



WEDNESDAY—continued

- 2:15 5 Vacation Wonderland—Travel**
Film on the Riviera
- 2:30 4 All Around The Town**
5 America Speaks—Documentary
"Bulwarks of Defense" film
- 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**
Roy Bettert meets the stranger; his memory saves his life
- 7 Sagebrush Theater—Western**
"Hawaiian Buckaroo"
- 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**
U.S. Air Force is discussed
- 5 Howdy Doody Show—Bob Smith**
Puppet fun for the kiddies
- 9 Telephone Game—Quiz Session**
You too may win a prize! Send your number to 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 Trail Blazer's Theater—Western**
"Down Wyoming Trail"
- 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
-
- 6:00 4 Music Bowl—Danny O'Neil**
Favorite tunes requested by you
- 5 Ernie In Kovacsland—Comedy**
A wide scope of subjects covered
- 6:00 7 Austin Kiplinger and The News**
Round-up of world events
- 9 Captian 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
Vocalist Johnny Andrews
- 7 Chance Of A Lifetime—Quiz**
John Reed King emcee
- 9 First Edition—Frann Weigle**
- 6:45 4 TV's Top Tunes—Musical**
Peggy Lee & Mel Torme star
- 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 Ben Blue
- 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 Our World—"Successful Failure"—Feature Film**
- 8:00 4 Strike It Rich—Quiz**
Warren Hull emcee of the "quiz with a heart." Contestants win prizes
- 5 Kraft Theater—Drama**
"John Wilks Booth" by Peter Yates starring John Baragrey, Oliver Thorndyke, and Raymond Bramley; historical tale
- 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 try to guess news event from appearance and surroundings
- 8:30 4 The Web—Mystery Drama**
"The Dishonored Thief"
- 7 Wrestling From Rainbo Arena**
Wayne Griffin announces matches as the grunt and groan artists struggle for top place

WEDNESDAY—continued

- 8:30 9 **Shadow Of The Cloak**—Drama
Tale of intrigue and mystery starring
Helmut Dantine titled "Billion Dollar
Watch"
- 9:00 4 **Blue Ribbon Bouts**—Boxing
15 round Light-heavyweight cham-
pionship match from New York's
Madison Square Garden. Champion
Joey Maxim pits hits title against con-
tender Irish Bob Murphy
- 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
"Tails For Jeb Mulcahy" with
Bruce Cabot. Panhandler, with the
help of friends, pretends he is
wealthy when his daughter, whom he
hasn't seen in many years, comes
to visit him
- 9 "The Cardinal"—Feature
Film with Eric Portman
- 9:45 4 **Sports Quiz**—Film
- 10:00 4 **Ernie Simon**—Curbstone Cutup
Interviews with the man on the street
- 5 **Weatherman**—Clint Youle
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 **Chicagoland Newsreel**
- 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 "No Escape"—Feature
Film with Dean Jagger and John
Carradine. A Forger escapes from
prison with the aid of another con-
vict who takes him to the head of
a sabotaging ring
- 12:30 9 **Chicagoland Newsreel**
- 1:30 4 **Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above
listings without notice)

The Hudson Dealers
of Metropolitan Chicago

present

WRESTLING FROM RAINBO

Every Wednesday
8:30 P.M.

WENR-TV
Channel 7

One Hour



radio dispatched

TV REPAIRS

All Makes and Models
BY QUALIFIED TECHNICIANS

ROdney 3-2200
TELE-TRONICS

*Armour and Company
Presents*

Stars over Hollywood

Every Wednesday—9:30 P.M. Channel 5



This week
**"TAILS FOR
JEB MULCAHY"**

Starring
BRUCE CABOT

A new and original Hollywood
production each week

MOLLYCUES

By MOLLY POTKIN COPYRIGHT 1951



BOYS and GIRLS! Who is this mystery celebrity? You'll all want to enter this exciting contest. All you have to do is put this jigsaw puzzle together on separate paper. When you see who it is, write a short note telling why you would like to meet him **IN PERSON**. Ten winners will be picked, and these ten boys and girls will meet this celebrity and have a picture taken with him. Mail your entry and letter to Mollycues, % TV FORECAST, 185 N. Wabash avenue, Chicago 1, Ill. Entries must be post-marked no later than August 27.

Mollycue Winners

Donna Adams, North Liberty, Ind.
 Mary Ann Boynak, Gary, Ind.
 Eleanor Dluhosch, Chicago, Ill.
 JoAnn Doolittle, St. Joseph, Mich.
 Mary Foote, North Muskegon, Mich.
 Arda Frank, Wilmington, Ill.
 Bonnie Herath, Plainfield, Ill.
 Diann Kampmeyer, Naperville, Ill.
 Anne Delia O'Donnell, Chicago, Ill.
 Marion Parker, Naperville, Ill.
 Leonard Petruska, Waukegan, Ill.
 Florence Trakan, Chicago, Ill.
 Judy Turner, Hammond, Ind.
 Elaine Weiss, Chicago, Ill.
 Kit Barthel, Northbrook, Ill.
 Ronald Matlon, Whiting, Ind.
 Jim Miller, Chicago, Ill.
 Noel Whitney, Chicago, Ill.

Here is the solution to Last Week's Puzzle

1. S	2. I	3. N	4. A	5. T	6. R	7. A
8. I	N	D	I	A	N	S
N						K
G						
9. L	10. A	11. R	12. A	13. I	14. N	15. E
16. E	N	G	L	A	N	D

Thursday Aug. 23

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
Whittling work on waistline
- 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
Fresh lobster, Cantonese style
- 11:30 5 Norman Ross' Varieties**
Commentary on items of interest
- 9 Hi Ladies**—Interviews
- 12:00 4 Garry Moore Show**—Comedy
Guest: Pierpont Wiltse III
- 5 "The Lighthouse"**—Feature Film
John Littel in story of a lighthouse keeper and his bride
- 9 Russ Davis Show**—Comment
- 12:30 4 First Hundred Years**—Serial
- 5 Your Luncheon Date**—Musical
Music with the Art Van Damme Quintet; Nancy Wright and Hugh Downs, vocalists
- 9 Interior Decoration**—Ideas
Paul MacAlister demonstrates
- 12:45 4 Garry Moore Show**
- 9 Spencer Allen And The News**
- 12:55 9 Batting Practice**—Vince Lloyd
- 1:00 4 Bill Evans Show**
- 5 "Lady Chaser"**—Feature Film
Robert Lowery and Ann Savage
- 7 Beulah Karney Show**—Foods
Adventures in the art of cooking
- 1:10 9 Lead-Off Man**—Harry Creighton
Interview with Cub player and autographed baseball presented to TV Forecast winner, Judy Lasky, Winnetka
- 1:25 9 Baseball**—Sox vs Philadelphia
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
Films of California
- 2:30 4 Multiscope News**—Ticker Tape
- 5 America Speaks**—Documentary
"Transport and Economy—U.S.A."
- 3:00 4 Homemakers' Exchange**—Foods
- 5 Straw Hat Matinee**—Variety



What I'm about to reveal is an exclusive: the first, long-distance, interplanetary interview with a TV star! Your scribe popped some questions at Tom Corbett, Space Cadet, who gave these answers with the aid of a script writer.

Q—Is life in 2351 A.D. what it's cracked up to be?

A—Very dull, old man.

Q—From what planet are you calling?

A—Saturn. I came here because they're showing some old Milton Berle kinescopes.

Q—You mean people are still watching television?

A—Oh, yes! That's what I mean.

Q—What is color TV like?

A—We're still waiting for it. FCC International hasn't lifted the freeze yet.

Q—And Jack Benny?

A—He's still very much alive, if that's the word to use. Berle, Caesar, Godfrey, and Garroway have been dead for nearly 350 years, but Benny is still celebrating that 39th birthday.

Q—Tell me, Tom, what are commercials like?

A—Fellow named Moran has a show advertising new and used rocket ships. Claims his great, great, grandfather sponsored the first movie on earth. We still have vitamin commercials, ough, but beer sponsors are out. They haven't yet developed an ale that doesn't explode while being shipped from Milwaukee to Venus or Jupiter.

Q—And Dagmar?

A—She's still legend. Was she really a perfect 39?

Q—I'm asking the questions.

What's your favorite show?

A—Tom Corbett, of course.

Q—Outside of that, what's new?

A—Clint Youle VII just committed suicide. He had the job of predicting weather for eighteen planets. Our international president and cabinet was planning a picnic last Sunday. You know the answer: it rained! CHUB MCCARTHY

THURSDAY—continued

- 3:30 4 Your Visiting Nurse**
9 Tenth Inning—Harry Creighton
 Fan interviews and *TV Forecast's* guest, Mrs. Anna Banks
- 3:35 4 Multiscope News**—Ticker Tape
- 4:00 4 Steve Allen Show**—Variety
- 5 Hawkins Falls, Pop. 6200**—Serial
 Roy is officially adopted by the Drewers; Lona plans a party and an important guest sends last minute regrets
- 7 Sagebrush Theater**—Western
 "Haunted Ranch"
- 4:15 4 Breezy, Don, And Vera**
 Puppet fun with Captain 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
 Join this exciting quiz session; send in your number; Jane Quinn co-emcees
-
- 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
 "Pals of the Silver Sage"
- 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
 Johnny Andrews sings
- 7 Lone Ranger**—Western Drama
 "The Man With Two Faces" tale of a one-eyed bank robber who cleverly evades the law, leaving no trail
- 9 First Edition**—Frann Weigle
- 6:45 4 Stork Club**—Interviews
 Guest: the Surf Man Beauty Contest Winner, Sherman Billingsley mc

- 6:45 5 News Caravan**—John Swayze
- 9 Chicagoland Newsreel**
- 7:00 4 Starlight Theater**—Drama
 "Lunch At DiSalvo's," by Ed A. Connell starring Franchot Tone and Donald Curtis. Action set against advertising agency background dealing with experiences of an employee, schooled in outmoded methods, who is forced out of his job
- 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 Our World**—Film
 "This Land of Ours"
- 7:30 4 Amos 'n' Andy**—Comedy Drama
 Kingfish finds a loaded pistol and Sapphire is convinced that he has turned into a holdup man
- 5 Treasury Men in Action**
 Based on T-Men files, Walter Greaza stars in "Murder By Proxy" with Wm. Field about revenue officers
- 9 Club House**
- 8:00 4 Meet Corliss Archer**—Comedy
 Eugene Sanders as Corliss, Fred Shields, Bobby Ellis, and Frieda Inescort star in series. When Harry Archer asks his wife and daughter to cut down on luxuries, he unwittingly enters into a battle of perfume versus the fishing rod
- 5 Ford Festival**—Musical Variety
 James Melton returns as emcee with vocalist Dorothy Wareskjold and guest comedian Jack Caar
- 7 Don Ameche Show**—Musical
 Musical comedy depicting life and laughs backstage at a summer theater; Don hires a star noted for her temperament more than her ability; tunes: "First Girl in the Second Row," "A Fellow Needs a Girl," "What Is a Man?" and "Everytime"
- 9 Down You Go**—Panel Quiz
 Dr Bergen Evans mc; Panelists, Toni Gilman, Carmelita Pope, Fran Coughlin and guest panelist
- 8:30 4 Big Town**—Newspaper Drama
 Pat McVey as Steve Wilson crusading reporter of the "Illustrated Press" in "Murder Isn't Clever," tale of a wealthy woman, a victim of blackmail, and murder
- 7 Blind Date**—Arlene Francis mc
 Gentlemen compete for dates with city's top models
- 9 Beauty Contest**—Bill O'Connor
 Beauties compete in semi-finals for \$10,000 in prizes
- 9:00 4 Racket Squad**—Drama
 Reed Hadley as Captain John Brad-dock in "Bank Night." A banker is prey for a swindle and a pretty "con" girl

THURSDAY—continued

- 9:00 5 Freddy Martin & His Orchestra**
Musical variety, Martin's "singing sax," Merv Griffin vocalist, and Murray Arnold pianist. Judy Lynn vocalist with guest Margaret Phelan; songs: "Sabre Dance Boogie," "Shanghai," "Nothing Like A Dame," and "Manhattan"
- 7 Jerry Colonna Show—Variety**
Musical antics with Barbara Ruick vocalist & comedian Gordon Polk
- 9 "Crime, Inc."—Feature Film**
Leo Carrillo, Lionel Atwell, Martha Tilton, & Tom Neal in tale of racketeers who attempt to take over a city government
- 9:30 4 400 House Party—Variety**
Toni Gilman and Ken Nordine co-meece adult talent show with amateurs invited to participate
- 5 Short Story Playhouse—Drama**
- 7 Documentary Films**
- 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 What's Wrong With This Picture**
- 5 Let's Look At Sports—T. Duggan**
- 7 Dr. Fixum—Household Tips**
How to make a kitchen planter from a water dipper; tips on "calking" around windows to seal cracks; putting a chimney back in place after fixing the bricks; also another coat hanger idea
- 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 "Lady In The Morgue"—Film**
Feature with Preston Foster, Patricia Ellis and Frank Jenks. Body of a beautiful girl is stolen from the morgue before it can be identified
- 11:10 7 Flana-Grams—Sports Comments**
- 11:15 4 Wendell Hall—Musical**
- 11:30 4 Murder Before Midnight—Film**
"Behind Prison Walls" starring Alan Baxter
- 12:00 4 "Wildfire"—Feature Film**
Bob Steele and Sterling Holloway
- 12:15 9 Chicagoland Newsreel**
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

tv FORECAST



**PRIZES PRIZES
PRIZES!**



**EVERYONE CAN WIN
VALUABLE PRIZES • FUN FOR ALL**

TELEPHONE GAME

with **HAROLD ISBELL** and **JANE QUINN**

WGN-TV 4:30-5:00

**MON.
THRU
FRI.**



Thursday Night
FOX HEAD
"400"

Houseparty

9:30 P.M.
WBKB
Channel 4

Topper tops
'em all

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

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



CALL "TOPPER"

DE laware 7-0154

**Central Television
Exchange**

430 NO. CLARK ST.

Station Breaks — By MIKE BOOM

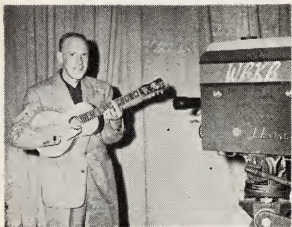
CHICAGO—One of the least publicized battles around town, surprisingly enough, is the constant fight for publicity made on behalf of certain TV stars. It's easy to hang a "wonderful" tag on most of the video talent. But a few, very few, are tough to take off-screen. There's one outstanding case of a one-time sports commentator who got too big for his already large-sized britches and blasted the press. He claimed he didn't need publicity. That was several years ago, and times have been tough for the big fellow ever since. He recently picked himself up a little daytime TV show, but it's predicted that, like his previous ventures, it will die quietly.



ROBERTS

Fans of the Fair Store's Carol Lee were confused by our item last week. Carol Lee is the professional name of Sylvia Roberts, who heads the Fairteen Club. We'd like to nominate her for a TV show of her own. . . . Poor pun dept. —Will WBKB's "Fun & Features" show gain added pep now that Zippy Starch

REDHEAD MAKES COMEBACK . . .



Wendell Hall, the original redheaded music maker, is making a strong comeback in the entertainment world with his Monday thru Friday series on WBKB at 11:15 p.m. Hall is best known as the composer of "It Ain't Gonna Rain No More."

is a new sponsor? . . . Art Pickens, the Malcolm & Howard agency producer on "Miss U.S. Television," thinks it doesn't pay to save for a rainy day, because the tax collector will soak you anyway. . . . Gail Compton's "Pet Shop" show is conducting a letter writing contest about pets. A flash camera will be first prize each week.

Talk about TV being a young man's game. Werner Haas is just 21 years old, but produces the "First Edition" show with Frann Weigle. He just graduated from Northwestern U. in June. . . . Ailing kids are flocking into the TOOC club of "Breezy, Don and Vera" on channel 4. It means "temporarily out of circulation" and according to Breezy, the smaller the membership, the better he likes it. . . . A Milwaukee trailer court operator, Art Jacob, reports that 90% of his residents have TV sets.

Jerry Allan, one of Our Town's hard-working producers of hospital variety shows for veterans, is also discovering new TV stars. Three of his girls have already appeared on "Miss U.S. Tele-



ALLAN

vision." They're Doris Lund, Judy Bradford and Chuckie Durane. . . . Budd Gore, the advertising director, is adding to a brilliant record with his chairmanship of Kids' Day August 27. It's a benefit for the Adoptive Parents Ass'n of the Illinois Children's Home & Aid Society. . . . It's not true that a local station issued the following bulletin—"John Doe's analysis of the news, usually heard at this time, will not be presented tonight. Mr. Doe was unable to figure it out himself."

George Menard, the WBKB emcee, says "statistics show that a million women in the United States are overweight. These, of course, are round figures." . . . WNBQ announcer George Stone has a collection of symphonic records running into the thousands. . . . Peggy Taylor, the pert songstar, has taken up horseback riding for a hobby. . . . Welcome back, Paul Harvey.



This is a portrait of Courage. Susan Peters, a wheelchair invalid since a tragic hunting accident several years ago, is the shining star of WNBQ's "Miss Susan," the story of a paraplegic lawyer. Mark Roberts, shown here, is her leading man.

Friday Aug. 24

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 Pat Tobin
- 9:30 4 **Fun And Figure**—Exercises
Exercises for poise and grace
- 9:50 4 **Fun And Features**—(continued)
- 10:00 9 **Your Figure Ladies**—P. Fogarty
Exercises for the bust and shoulders,
demonstrated by Paul 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
Cantonese egg roll and fried rice is
prepared by Mr. Pope
- 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
Guest: Arnold Stang
- 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
"Family Outing"
- 12:45 4 **Garry Moore Show**—Variety
- 9 **Spencer Allen And The News**
Late information around the world
- 1:00 4 **Bill Evans Show**
- 5 **"Kentucky Carnival"**—Film
- 7 **Housewives Holiday**—Kirchner
Claude Kirchner interviews ladies
- 9 **Traveler's Sketchbook**—Film
"Ordeal By Ice"
- 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
Problems facing a woman lawyer
- 9 **"Woman In The Dark"**—Feature
- 2:15 5 **Vacation Wonderlands**—Film
- 2:30 4 **Fashion Magic**—Arlene Francis
Beauty care for the modern woman
- 5 **America Speaks**—Documentary
Guest will be the Marine Corps Band

- 3:00 4 **Homemakers' Exchange**—Foods
Louis Leslie demonstrates recipes
- 5 **Straw Hat Matinee**—Variety
Mel Martin emcees musical
- 9 **Test Pattern Til 4:15**
- 3:30 4 **Your Visiting Nurse**
- 3:35 4 **Multiscope News**—Ticker Tape
- 4:00 5 **Hawkins Falls, Pop. 6200**
The stranger meets Doc Gibb; they
battle in Flagle's barn
- 7 **Sagebrush Theater**—Western
"Valley of Terror"
- 4:15 4 **Breezy, Don and Vera**—Puppet
- 5 **Cowboy Playhouse**—Western
Thrilling action of the old west
- 9 **Telephone Game**—Harold Isbell
Jane Quinn and Harold invite you
to send in your number; you may
win a prize
-
- 4:30 4 **Assembly**—Military Questions
- 5 **Howdy Doody Show**—Bob Smith
Flub-a-Dub, Clarabell, and Buffalo Bob
- 4:45 9 **Raving Beauty**
- 5:00 4 **Kids Karnival 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
- 9 **Trail Blazers' Theater**—Film
Feature "Rock River Renegade"
- 5:15 7 **Lois And Looie**—Cartoons
A day in the life of a small boy
- 5:30 4 **Silhouettes Of The West**
- 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 ad-
ventures of Tony Pony and Obediah
Pig
-
- 9 **Foto Test**—Quiz Game
- 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
Johnny Andrews, vocalist
- 7 **Say It With Acting**—Charades
Maggi McNellis and Bud Collyer
- 9 **First Edition**—Frann Weigle
Weather, baseball scores and races

FRIDAY—continued

- 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
7 Comedy Circus Films
9 Twenty Questions—Panel Quiz
 Bill Slater mc with Fred Van Deventer, Florence Rinard, Herb Polesie and guest Sol Maglie, pitcher
- 7:30** **4 Man Against Crime—Drama**
 Ralph Bellamy stars as Mike Barnett as he helps a man hunt for gold believed to be the payroll for Hessian troops
5 Walt's Workshop—Creative
 Mr. Durbahn will help you with any roofing problems with his information on roof construction and leaks
7 Ruggles—Domestic Comedy
 Poetic justice is dished out when Charlie's daughter turns her talents to rhyme and temperament
9 You Asked For It—Films
 Art Baker presents films on everything requested by viewers. Guests: Lon Chaney Jr., Geo. L. Boston, and Mighty Mite
- 8:00** **4 "Turnabout"—Feature Film**
 Starring Adolphe Menjou, Carole Landis and John Hubbard. Comedy about husband and wife who angrily declare they'd like to change places with each other; they are overheard by a deity who mischievously decides to grant their wish
5 Door With No Name—Drama
 Starring Grant Richards and Mel Ruick with Westbrook van Voohis narrator. In the last show of the year the judge falls into a trap
7 To Be Announced
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 The Mal Bellairs Show
 Musical variety
- 9:00** **4 Crime Photographer—Drama**
 "The Payoff" with Darren McGavin
5 Sports Newsreel—Film
7 "Rose Of The Rio Grande"
 Starring John Carroll and Movita. The story of a beautiful aristocrat who loses her heart to a Mexican Robinhood despite the fact that she believes he is a hated rebel
9 Cavalcade of Stars—Variety
 Larry Storch emcee presents guests

- 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: Joe Louis vs Natie Mann (Feb. 3, 1938)
7 Friday's Features
- 9:45** **5 Nature Of Things—Discussion**
 Dr. Roy K. Marshall explains and discusses the "Motion Picture." He shows the projector used on the first motion picture anywhere on earth in the Academy of Music, Philadelphia, in 1871
- 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
- 9 "Hitler—Dead or Alive"—Film**
 With Ward Bond and Warren Hymer. The story of three ex-convicts from Alcatraz, who try to get the million dollar reward for capturing Hitler, dead or alive.
- 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 Who's Crazy**
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 "Death Rides the Plains"
 Starring Bob Livingston and Al "Fuzzy" St. John. The thrilling experiences of a group of swindling racketeer's.
- 11:30** **4 Murder Before Midnight—Film**
- 12:00** **4 "Swing Parade"—Film**
 Starring Gale Storm and Phil Regan
- 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)



Boffo the Clown with NBC singer Connie Russell



Paul Barnes, ringmaster; Zero the candyman and Boffo



HOLLYWOOD JUNIOR CIRCUS

THIS is the last month for Hollywood Junior Circus, Sunday afternoon children's show seen on NBC-TV. The Big Top will be folded up for the winter season and producer Bill Heyer and writer George B. Anderson will begin work on next summer's schedule.

During its summer run in Chicago, "Hollywood Junior Circus," sponsored by the makers of Zero candy bar, has given the youngsters a chance to learn the language of circus people. The following is a sample of such slang expressions, authentic, too!

"Chilly Willie" (ice cream).

"Rhinoceros fricassee" (hash).

"Spec-in-One" (the grand opening act, or spectacle, is going on one hour from now).

"All-American hash hound" (name jokingly given to any performer's dog).

"Kinker" (any performer).

"Straw House" (the circus is sold out and the overflow crowd is sitting on straw bales around the ring).

"The blues" (business is good and plenty of blue tickets are being sold for the best seats in the house).

"Hokey-pokey (a juggler).

"Ten-in-One" (the side show—10 acts in one tent).

"Collect the tip" (tip means crowd).



TOM DUGGAN . . .

GUEST SPORTS COLUMNIST

Ed. Note: One of Chicago's most popular and disputatious sports commentators, Tom Duggan has warmed the hearts of most Chicagoans by looking after the best interests of the fan. . . . We highly recommend viewing Duggan's "Let's Look At Sports" show over WNBQ, Mon. thru Fri., at 10:30 p.m.



FOLLOWING such distinguished citizens as Mr. Brickhouse and Mr. Wilson (Joe of course. . . . May the Saints preserve me from Bert) as a guest columnist for Mr. Pazdur is a large order for a small boy such as Thomas Duggan. However, if you promise not to check for spelling, punctuation, and sentence construction we may survive the ordeal.

I am not aware of the high spiritual messages written by Jack and Joe. . . . I hope in their articles they said nothing against Thomas Duggan. . . . I have enough feuds going on now to carry me right through the first of the year. Speaking of feuds, I read an article in this magazine and it mentioned to my great surprise that there are people in this brave little world of ours that do not like me. Naturally I have stayed awake all night, every night since then worrying my fluffy head about it.

It is all very strange. If you want my opinion. . . . I'm one of the nicest and most pleasant persons I've ever met. I know from personal contact that I was good to my Mother . . . to this day my Dad (Jim Goss) still speaks to me (rather gruffly I'll admit) and I have never quarrelled with anyone bigger than me in my whole life. It's true that on occasion I have stolen candy from little children . . . *but I was hungry*. I don't see how anyone can be mad at me for that . . . who are you to say who needed the candy more . . . me or those damp diapered little monsters. It is also true that I have locked horns from time to time with representatives of the feminine gender over their apathy toward buying their share of the drinks. I shall go to my grave insisting . . . if they can vote . . . they can buy in their turn.

And as far as being sarcastic on my programs . . . I'm nicer to people than Santa Claus. Criticism is the nicest thing you can do for people. By criticism you show them how they look in

★ ★ ★

the eyes of someone else. Then maybe they won't like what they see and change for the better. . . . I doubt the change of course . . . if you are born a skunk you're a skunk for the rest of your life. That bit of philosophy can be put to good use against me I guess, but I won't argue with you providing you are bigger than I am or have a better lawyer.

Speaking of or writing of criticism brings to mind the horrible truth that I have said some pretty nasty things about practically every sport known to man. That doesn't mean I don't like each and every sport (with the exception of tennis which I cordially hate) it's just that I'd like to see the handling of them improved. The guys running teams and events are doing it for money and for money alone . . . anyone that says they are trying to improve the breed or further the cause deserves to be pushed off a one hundred foot cliff onto the rocks below.

So these guys expect nothing but praise because they're promoting sports events and are providing you and me with entertainment. Mularky!

Just remember If you don't like me . . . I don't like you either. We're even . . . Good Night.

TV Sportscast
BY ED PAZDUR

Sports Editor Ed Pazdur, regular conductor of "TV Sportscast" is vacationing. His column will be resumed next week.



Discussing the TV problem are (l. to r.) Tom Hamilton, chairman of the NCAA TV Committee, Hugh Willett and Kenneth Wilson.

NCAA EXPLAINS TV FOOTBALL EXPERIMENT

**Colleges Seek Solution to
TV Puzzle This Fall**

American Sports and television have reached a stage of incompatibility.

The National Collegiate Athletic As-

sociation has launched an experimental plan for this coming season in an attempt to solve this incompatibility as it affects college football.

Much misinformation has been circulated concerning the NCAA's experiment. Use of such terms as "ban," "invasion of rights," and "monopoly" have completely misrepresented the situation.

Actually, the colleges and universities of the nation—through the NCAA—are attempting to work out a solution to the incompatibility of television and sports through controlled experiments planned for the 1951 gridiron season.

The NCAA Plan, as it applies to TV network areas, will make available an outstanding college football game each Saturday from Sept. 22 through Nov. 24, subject to any locale being blacked out NOT MORE than three times during the season. Numerous test situations will be created and measured during the period by the National Opinion Research Center of the University of Chicago.

This control plan applies only to Saturday afternoon games. There will be no restrictions on Friday night, Saturday night or Sunday afternoon games nor on games played after Nov. 24.

So it is quite likely you will not only see college football on Saturday afternoon but on other days of the week as well as Dec. 1 (Army-Navy game) and on Jan. 1 when the bowl games are played. It is expected that facilities will be available to bring the Rose Bowl game from Pasadena, Calif., to the mid-west this January.

The only real effect this plan will have on TV-set owners is that they will not have as large a choice of games as they might have.

"However, that seems quite reasonable to me," a prominent Chicago sports writer recently commented. "After all, when I buy a frying pan, no one guarantees that they will provide a steak for me to put in that frying pan every night."

College administrators studied the effect of television on college football for several years before their 1951 plan was established. During those years, college football cooperated with television in making their games available. At first, there was no charge for rights. Later, nominal fees were charged. Television was a new medium at that time and being in swaddling clothes—and not quite so prosperous—it could not afford great expenditures for rights.

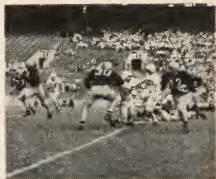
College athletics, along with all sports, played an important part in the growth of television. Now college administrators report television definitely reduces attendance and is endangering the athletic training program for college students throughout the nation.

Universities and colleges conduct an average of 12 intercollegiate sports and from 15 to 30 intramural sports. The bulk of this expense is paid from athletic receipts of which football is the principal source. Once these receipts diminish, it follows that operational budgets are reduced. Building of new recreational facilities is curtailed. Sports are dropped. Instructors are dismissed. The taxpayer could be asked to absorb the financial burden but the NCAA feels that the taxpayer already has enough financial burdens.

Faced with the problem, college ad-

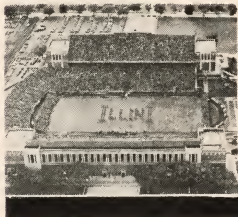
ministrators at their annual convention in Dallas, Texas, last January, voted 161 to 7 to declare a moratorium for 1951 during which time they requested the television industry to cooperate with them in controlled experiments in the television of college football in an effort to establish a pattern which would continue to bring college football to the TV-set owner and at the same time not wreck the athletic program of the universities and colleges. *A mutually beneficial solution is being sought.*

Responsible authorities working on the problem feel that the right to decide when and how college athletic contests should be televised should rest with the proper persons charged with the administration of the programs rather than be subject to political decree or pressure influence designed to satisfy selfish interests.



TVviewers will see top notch football every Saturday from Sept. 22 through Nov. 24.

Memorial Stadium—thronged with more than 71,000 fans for a home game of the fighting Illini will again be the scene of more telecasts.



THILLENS CHECASHERS

Cash-in on Beauty and Talent



"Rudy" Welton, tabbed as the league's most improved player—hitting well over .300.



Vernon "Lefty" Gomez, former star southpaw of the Yankees, shows Loraine "Lefty" Hoch how to break off a fast curve.



Josephine DeRose, a fastballer from St. Paul, Minn.

WHEN Mel Thillens purchased the ill-fated Cardinal franchise of the National Girls Baseball League (seen over WENR-TV, Saturdays) his plight might be compared to that of Bill Veeck's purchase of the lowly Browns of St. Louis.

Mel gave his young coach, Bob Young, a free rein to run the club and opened his purse strings in order to get needed replacements. TV viewers today find no resemblance whatever between the cellar dwellers of 1950 to the up-and-coming Checashers of 1951, knocking on the respectable doors of the first division with a hustling, crowd pleasing brand of baseball.

Additions have included all-league shortstop Jamie "Shorty" Deckard; Junior Lorenz Fues at second base; Twi Shively, lured from a rival circuit at third base; Teddie Hamilton, right handed pitcher from the West Coast who chalked up seven straight wins before absorbing a loss, and pitcher Jeanie Sample. The bench has been strengthened with Lois Roberts, the sensational barefoot star, and heavy hitting Betty Houran, now filling a former shaky right field position. The brightest note in the Checasher team has been the all-around play of Margaret "Rudy" Welton successfully filling in as a utility player and hitting well over .300.

On television, the Checashers have been a welcome addition with their ultramodern uniforms that feature a split toga-type skirt. The uniforms were designed to emphasize the feminine aspect of their attire as a baseball team.

Thillens Checashers are at home every Tuesday, Thursday, and Sunday night at their Devon & Kedzie Ave. Stadium in Chicago. They can be seen in action on some Saturdays over WENR-TV from Shrewbridge Field against the fence busting Tony Piet Queens. Girls baseball is telecast every Saturday directly from Shrewbridge Field over the ABC-TV network, at 8:00 p.m.

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