

Carmelita Pope Picks Her Favorite Men



TV

JAN. 12, 1952

FORECAST

complete, advance
TV PROGRAMS

15c



DOROTHY COLLINS

Hit Parade Honey

page 6

This Monday Morning

Premiere of NBC's exciting new
two-hour telecast of news, special
events and entertainment features . . .

"TODAY"

7:00—9:00 A.M.

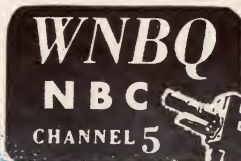
Mondays thru Fridays



Starring—**DAVE GARROWAY**

Followed by . . .

- **THE MEL MARTIN SHOW**
9:00 A.M.
- **IT'S IN THE BAG**
9:30 A.M.
- **THE ERNIE KOVACS SHOW**
10:00 A.M.
- **DAVE AND CHARLIE SHOW**
10:30 A.M.
- **RICHARD HARKNESS' AND THE NEWS**
10:45 A.M.
- **50 CLUB**
11:00 A.M.
- **YOUR LUNCHEON DATE**
11:30 A.M.



TV FORECAST

Channel One

NEW YORK—Helen Hayes, who has been busy around the TV scene of late, is set for the title role in the forthcoming "Autobiography of Grandma Moses," the story of the noted primitive painter who gained her fame past the age of eighty. Miss Hayes, who is best remembered for her portrayal of the aging Queen Victoria, will be no stranger to a part that calls for playing an aged woman. . . . Another noted actress, Gloria Swanson, mutually ended her pact with ABC-TV following the inability of the network to land a sponsor for the proposed show. The deal would have meant \$4,000 a week to the silent screen siren. . . . Delicate touch dep't: Actor Eddie Albert, generally associated with playing a grown-up Henry Aldrich, is planning a series of sex-education films for TV along the lines of a similar series which he distributed to high schools. . . . The Saturday night mixup on CBS-TV continues to plague the web, but Faye Emerson and Ken Murray will continue with their present shows. One possibility is the extension of the "Songs for Sale" slot to an hour and a half.

Ed Sullivan continues to beat his variety emcee rivals to the punch with fresh approaches on his "Toast of the Town." His lineup of the "best" acts of 1951 were tidbits most viewers wanted to catch again. Some Sullivan shows miss, but his "Toast" is still probably the best variety stint on TV. . . . Alan Young, the rising young comic, says his father told him about the birds and the bees at an early age and it had a great effect on his life. "Until I was 21," says Young, "all I went out with was woodpeckers."

The Bing Crosby telepix operations, a new scientific picture-recording device which will be used for the Groaner's TV debut next fall, have already been purchased by three other TV series. More padding for Bing's already ample wallet. . . . The new Ralph Edwards daytime show is slated to replace Bert Parks on NBC-TV when Bert shifts over to rival CBS-TV. . . . Barton Yarborough's sudden death left the TV version of "Dragnet" up in the air. Yarborough played Sgt. Ben Romero in the filmed series which had only one showing before being postponed until a suitable replacement is found. . . . The Sunday afternoon front on CBS, already bolstered by the topnotch "See It Now" entry, has added "Mr. I. Magination" and "Quiz Kids."

Hallmark Playhouse, a radio standby drama series for many years, has readied a video version which will feature Sarah Churchill as hostess. The British actress will occasionally play a role in the dramas, somewhat in the same fashion of Robert Montgomery on his thesp stints. . . . While on the subject drama series, it is noteworthy to report that Pulitzer Prize Playhouse's courage in presenting as its first offering the Thornton Wilder play "Skin of Our Teeth" was an example of TV pioneering. The play, a controversial issue when on Broadway, left many viewers wondering what was taking place while others enjoyed the show as a step forward in teeveeing. . . . Ken Murray pulled a switch on a recent program of his by having Red Skelton appear on his show as the "TV comedian of the year." The choice, although an obvious one, was considered a commendable and diplomatic move by the cigar-chewing Murray.



HAYES



EDWARDS



CHURCHILL



SKELTON

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contents

Channel One Column.....	3
Letters to the Editor.....	4
Celanese Theatre Article.....	5
The Hit Parade Twins.....	6
Movie Marquee	8
Added Information for Friday.....	8
Program Listings, starting.....	10
Mollycues Puzzles for Kids.....	11
Mike Boom Says.....	18
Jack Mabley's Column.....	22
Forecast for Women.....	23
The Story of Test Lab.....	24
Uncle Herbie	34
Chub McCarthy's Column.....	39
Ed Pazdur's Sports Column.....	43
Bob Elson Profile.....	44

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Letters to the Editor

All letters must be signed, with addresses. Names will be withheld if requested.

There has been quite a movement started here in Chicago against the type of woman Dagmar characterizes on television. . . . We thought it wise to inform you that the majority of citizens are not that hard-up for vulgar entertainment.

Chicago, Ill.

CAROLYN DANHOFF

. . . Obviously Howdy Doody has the proper connections to be allowed on the air, yet it is the worst, lousiest, junkiest show on TV. I do not allow my children to watch this program, and have gone out of my way to buy a substitute product other than the ones sponsored as that is the only way to get that smelly show off the air.

Chicago, Ill.

MRS. PAUL P. DOLENAK

We can't understand how anyone can classify Milton Berle's show as the worst. He presents wonderful guests each week and on the whole puts on a very entertaining show. There are many shows worse than his, such as Stork Club and Leave it to the Girls.

Chicago, Ill.

MRS. IRENE SHAPIRO

Milton Berle is the worst person on TV. . . . I know our family wouldn't lift a finger to see him.

Hammond, Ind.

MEREDITH SCHULTZ

Why not cut out that senseless program, Kukla, Fran and Ollie, altogether, and give the fifteen minutes to Bob and Ray. They're terrific.

Cicero, Ill.

JACK KOWKOL

. . . I think the KFO situation is a very sad one. Replacing their last fifteen minutes with a show like "Bob and Ray" shows lack of something on the NBC staff. In my estimation, this particular show has absolutely nothing. Its lack of a sponsor confirms my opinion. If NBC must furnish this time why not use it for something beneficial.

Chicago, Ill.

MRS. R. CALBOW

Our chief gripe: Any comedy program which uses its characters to throw food at each other and around the stage.

We like good comedy, and people certainly need to laugh in these times, but this sort of thing is decidedly not funny. We consider it a sacrilege when people are starving in all corners of the earth.

Elmhurst, Ill.

MRS. EDWARD PEARSON

(Continued on page 15)

CELANESE THEATRE



New Series Brings Broadway Into Living Rooms

One of the memorable television experiences of the year was the "Celanese Theatre" presentation of "Ah, Wilderness." Thomas Mitchell, Dorothy Peterson and Roddy McDowell who played their hell-raising son, discuss plot shadings with expert director Alex Segal.

AS television advances out of the adolescent stage, a definite audience swing toward dramatic programs has been noticed. The comedians' gag files are running out of even semi-funny material. Acrobats and tap-dancers have made the circuit of all the variety programs. The better mileage of good drama programs is becoming evident and it is a pretty safe bet that a good slice of the sponsors' future TV bankrolls will be invested in quality drama shows.

In the swelling list of first rate shows of this type, this season's most conspicuous new entry has been "Celanese Theatre." Instead of relying on a factory of script-writers, it is drawing upon the top products of the Broadway theatre. Within an hour long framework, such eminent playwrights as Robert Sherwood, Eugene O'Neill, John Van Druten, and Elmer Rice are displaying their fine wares for the first time to the mass television audience.

There are shortcomings to this sort of venture. Paring down a two or three hour play into one hour requires real surgical skill. Much of the meat of the play must be sacrificed. The author is consulted as to what he wants to leave out and this

improves the situation somewhat.

A second difficulty lies with the audience itself. The juvenile approach to drama, which Hollywood and radio fostered, has crept into some television productions. The U. S. TV public may not be completely ready to digest the slick, adult efforts of this new series. These plays were originally written for Broadway, where standards are high and the audience special. It may take time for the public to warm to an unfamiliar product.

The initial offering of "Celanese Theatre" was the warm-hearted "Ah, Wilderness," Eugene O'Neill's nostalgic view of the American family, vintage 1906. This graceful and touching play emerged on TV as a fine vehicle for veteran character actor Thomas Mitchell. As a small town editor, he made the American way, 1906, seem like a pretty wonderful way.

"Ah, Wilderness" was followed by the stinging drama "Winterset." A study of the criminal mind and social injustice, it was cheered by both the critics and the fans. Reversing its field again "Celanese" followed up with "Old Acquaintance," John Van Druten's subtle

(continued on page 10)

Dorothy and Eileen

But These Tune Twins Are NOT Siamese



COLLINS

CRITIC John Crosby recently remarked that since the appearance of musical shows on television, youngsters who want to break into the medium should look into the possibilities of being "sung at."

That distinct pleasure—reserved for a few suitably handsome and mute fellows—is a weekly occurrence on the musical barometer of popular tunes, "Your Hit Parade." With Eileen Wilson and Dorothy Collins handling the female vocalizing on the show, the proposition of being "sung at" certainly deserves consideration.

The team of Wilson and Collins is a unique one in TV because the two interchange their material each week. The approaching shrimp boats are spotted one week by Dorothy (singing wistfully from the wharf) and the following show by Miss Wilson, perhaps sipping cocktails in a plush salon overlooking the bay. In any case, "Shrimp Boats" gets the full treatment as long as suitably fishy settings are available to embellish the offerings of Misses Collins and Wilson.

The paths by which these two vocalists reached their stardom were distinctly different. Eileen, the veteran of the two, has had a spot in the show since she won the coveted opening in competition with other young aspirants. Miss Collins began originally as the sweet looking blonde who chirped cigarette commercials on the show—and looking awfully cute doing it.

While serving as singing pitch girl the suggestion was brought up that Dorothy might do as an occasional vocal filler for Eileen. The dimpled youngster proved a refreshing addition and the public's reaction was immediate and favorable. She got a full time job as vocalist on "Parade"—and she's still chirping her commercials.

One of the natural consequences of this twin vocal pairing is the inevitable comparison between the two. Like a couple of teen-aged sisters there is a kind of unconscious rivalry between them which the viewing audience is quick to catch. The network receives a steady flow of mail claiming favoritism for one or the other. The Collins camp will claim Dorothy does not sing as often as she should and the Wilson boosters will cry that Eileen is not getting the best tunes or more elaborate arrangements.

Such a situation of having two girls on the same



WILSON

parade your hits



Snooky Lanson has no competition in the male singing department on "Your Hit Parade." Here he vocalizes with Eileen Wilson.

Miss Collins puts on her make-up before a performance. The blonde songstress who hails from Canada, got her start singing commercials, now does both "straight" singing as well as plugs.

show sing the same type numbers would only be attempted by the more courageous producers. Faint-hearted execs feel the arrangement bad for morale. When two women are vying for attention, they claim, the feline quality begins to be noticed. Backs draw up and claws sharpen themselves.

Actually the similarity between the Hit Parade songstresses ends abruptly with the songs they sing. Eileen, a tall honey-blond vocalist, is a skilled singer in her own right, but suffers from the fact that she appears too sophisticated when placed aside Miss Collins, who might well represent the typical "back-home" girl for the boys in Korea.

The pert 106-pounder has about as much "glamour" in press agency jargon as does Ethel Barrymore. She dresses like a Vassar freshman and would probably get some suspicious glances if she took to smoking the cigarettes she cheerily plugs each week.

Eileen seems, in comparison, a "big



The Wilson-Collins team (Eileen is on the left) rest during rehearsal. The two Hit Parade vocalists have been the subject of comparison since Miss Collins emerged as a regular singer on the show.



city gal" (she was born in San Diego) who has the necessary equipment to be a popular vocalist. Yet in *TV Forecast's* annual awards poll, Dorothy ranks well ahead of her Hit Parade mate. She has won a place among the top female singers in television by being the sweet and unvarnished girl who looks as if she still splits strawberry sodas with her boy friend at the corner drug store.

Whatever the comparison between Eileen and Dorothy, the variety angle will always prevail on "Hit Parade." The lively hodge-podge of music being a sort of "all-things-to-all people" proposition assures its viewers that evening gowns will not be altogether replaced by modest blouses, nor that sweetness will be substituted for sophistication.

After all, the spice of life is the important thing.

"Your Hit Parade" can be seen on Saturdays at 9:30 P.M. on WNBQ, channel 5.

SATURDAY

- 3:00 House Of Danger
- 4:00 Out Of The Blue
- 10:00 Son Of Monte Cristo
- 11:00 Feature Film*

SUNDAY

- 10:00 Wide Open Faces
- 12:00 Kansas Terrors
- 12:45 Tomorrow The World
- 2:00 Dreaming
- 3:30 Scattergood Baines
- 9:30 Return Of Wildfire
- 10:00 Powers Girl
- 10:00 Murder At Dawn
- 11:00 Rose Of The Rio Grande
- 11:00 Man Of Courage

MONDAY

- 1:00 Undercover Agent
- 3:00 Girl Who Came Back
- 8:00 So This Is Washington
- 10:00 Gentlemen From Louisiana
- 11:00 Shadows Of Chinatown

TUESDAY

- 1:00 Skybound
- 3:00 House Of Danger
- 8:30 Wild Irish Night
- 10:00 The Long Voyage Home
- 11:30 Daniel Boone

WEDNESDAY

- 1:00 Boy's Reformatory
- 3:00 Daniel Boone
- 7:00 When Thief Meets Thief
- 10:00 Calling Paul Temple
- 11:00 Miss Annie Rooney I
- 11:30 Death From A Distance

THURSDAY

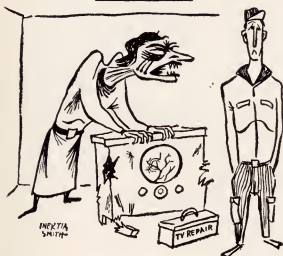
- 1:00 Paradise Isle
- 3:00 Death From A Distance
- 10:00 Storm Over Bengal
- 11:00 Queen Of The Yukon
- 11:10 Feature Film*
- 11:30 Ghost Camera

FRIDAY

- 1:00 Revenge Of The Zombies
- 3:00 Ghost Camera
- 10:00 Adventures Of Casanova
- 11:00 Miss Annie Rooney II
- 11:45 King Murder

*Title To Be Announced

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



You horrid repairman—you've scratched my set.

Added information

FOR FRIDAY, JANUARY 11, 1952

9:30 4 Film

11:30 5 The Bunch Musical variety with Art Van Damme Quintet, Hugh Downs mc, and Bette Chapel vocalist

12:00 5 Film

12:30 5 Herbie Mintz Show

12:45 5 Newsroom

4:00 7 Trade-Inn New exchange show with Pat Tobin and Todd Purse emceeing

6:45 4 Perry Como Show Johnny Ray sings "Cry," Perry sings "Charmaine," Fontanes and Perry do "Undecided," and Ray Charles Chorus sings "Over The Rainbow"

7:00 5 RCA Victor Show Guest Margaret Truman sings a duet with Mr. Pinza "I'll See You Again," Pinza sings "I Still See Elisa," "Paint Your Wagon," "Il Maritino" and "Il Cacciatore del Bosco"

7 Mystery Theater "The Case of the Locked Room" a man is killed and wife & mother say it's suicide, but Insp. Saber's not so sure

9 Twenty Questions Guest: William L. Shirer, noted news commentator, foreign correspondent, and author

7:30 7 Stu Erwin Show Mom shows Joyce how she coped with the problem of being the one-and-only in the life of Stu, and Joyce's attempt to copy Mrs. Erwin's technique on her man is a hysterical failure

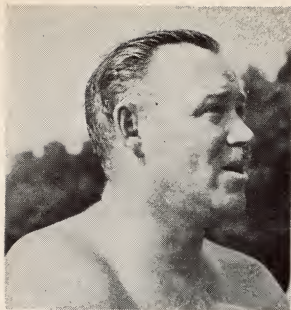
8:00 7 Crime With Father "The Storm Thieves" a trio of marauders use nature's anger as a mask to shield their crimes

9:00 5 Cavalcade Of Sports Ernie Durante vs Rocky Castellani

9 Cavalcade Of Stars Baritone Donald Richards emcees while Jackie Gleason vacations, guests include dancer Trini Reyes and pianist Hazel Scott

A REMINDER

Because some sporting events and many feature films run overtime, the starting times listed for programs FOLLOWING them will be approximate.



MEET MR. GLOBETROTTER

**Russ Davis is TV's
Most Travelled Star**

THE colorful career of Russ Davis is exciting enough to make a script writer's mouth water. It has bridged two world wars and taken him around the world countless times. And now it has plumped him down into a pleasant and informal daily interview show.

Guests on the show include world travelers, adventurers, and people in the news, who sit down casually on a plush sofa with Russ and swap stories about the far corners of the earth.

And Russ knows about these corners. Born of circus folk, he was a trapeze artist until his weight soared to 200 pounds and another profession was indicated. Heading for the rocky coasts of Maine, he joined forces with his grandfather and worked at the lobster trade. He soon was a full fledged lobsterman himself, setting pots off the New England coast.

He took time off to attend Georgia Tech, where he played football and earned himself a chemical engineering

Rugged Russ Davis bears a striking resemblance to famed author Ernest Hemingway. And his life story is full of the same high adventure that has made Hemingway's stories famous.

degree. After graduation he signed on as a radio operator on a merchant ship and his world touring began. He rose to ship's officer and finally captained his own ship. His voyages lengthened taking him to Africa, Australia, and Europe. The whole world became his port of call and everywhere he looked for adventure.

In the thirties Russ took up yachting and in 1931 Cornelius Vanderbilt named him sailing master of his yacht the "Ranger." Russ sailed the boat to a triumph in the famous America's Cup races. After the triumph Russ set out for European ports with the yacht.

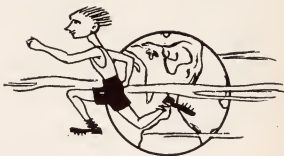
In Stockholm, Sweden's Crown Prince Olaf came down to see the yacht. He missed his footing on the gangplank and was soon splashing about in the water. Russ, equal to the occasion, fished His Highness out with a bathhook.

During World War II Russ was in every theater of action as a radio war correspondent. His postwar career as a wrestling announcer finally led him to his present venture.

The world seems like a small place when people like Thor Heyerdahl, who floated from Peru to Easter island on a raft, and Lauritz Melchior, famed tenor, chat with Russ about scenery in Polynesia or good food in Paris. And the grim side is pictured too, as Russ invites nurses from Korea or paraplegics and cerebral palsy patients, to talk about their experiences.

More and more people are getting the Russ Davis habit and he is fast becoming one of the most popular daytime television stars in Chicago.

The Russ Davis Show can be seen each weekday at 3:00 P.M. on channel 9.



CELANESE THEATRE

(Continued from page 5)

analysis of two venomous old maids.

Christmas was taken right in stride with the tender "Joyous Season" by Philip Barry, in which a nun inherits a mansion and finds her relatives think that money is thicker than blood.

The new year has a galaxy of top flight plays coming up. January has Eugene O'Neill's violent study of a fallen woman "Anna Christie" and Elmer Rice's classic "Street Scene" is due in February. Facing strong competition from the Boxing show, on at the same time, "Celanese Theatre" still should corner a large share of the TV audience.

In a few short months, "Celanese Theatre" has shouldered its way into the select group of TV titans, such as "Studio One" and "Pulitzer Prize Playhouse." It is also one of the strongest signs of TV's coming of age.

Celanese Theatre is seen on alternate Wednesdays at 9:00 p.m. on channel 7.

COMING HIGHLIGHTS



NEXT WEEK—Ed Sullivan, famed gossip columnist who emcees Toast of the Town, is treated in a lively profile.

NEXT WEEK—The most famous host in the world is Sherman Billingsley of the Stork Club. Read why that program gets a panning from the critics.



PLUS . . . Something for the whole family . . . sparkling columns by Jack Mabley, Chub McCarthy and Mike Boom . . . fun for the kiddies with Mollycues and Uncle Herbie. . . . A complete women's section. . . . Lively sports coverage. . . . Channel One's provocative gossip column about network stars . . . and the most complete program listings anywhere, anytime and any place.

Reserve your copy of TV FORECAST at the newsstand NOW.

Saturday Jan. 12

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

9:00 5 Rootie Kazootie—Puppet Fun

Todd Russell emcees this show for the small-fry

7 Stu Erwin Show—Comedy Skits

For those amazing domestic mixups watch Stu as he tries to outwit his wife and two daughters

9:30 5 Cactus Jim—Western Adventure

Bill Bailey portrays the bewiskered old cowpoke with remarkable memory

7 Hollywood Junior Circus

Ringmaster Paul Barnes, Boffo the clown, Zero the candyman and guest acts: Hollywood Skyrockets, double sway pole; Larry Thompson, roller skating & juggling; and Hawthorne's Bears

9:45 9 Magic Carpet—Film Short

"Johnny At The Fair"

10:00 4 Bob Atcher & Sammy Squirrel

Adventures of the little animals who inhabit a corner of the corral and call their town "Short Stump"

7 Personal Appearance Theater

"Hangman's Gully" with Marjorie Reynolds

9 Kids & Company—Variety

10:30 4 Smilin' Ed's Gang—Stories

Watch and listen to the exciting tale, then enjoy the antics of Joe Mazzuca, Midnight the Cat, Squeaky the Mouse, and Froggy the Gremlin

5 Midwestern Hayride—Variety

Popular rural show returns with emcee Bill Thall, vocalists Ernie Lee, Lee Jones, Bonnie Lou, & Harpo Kidwell; Buddy Ross, accordionist; Charlie Gore and the Rangers; the Kentucky Boys & the Pine Mountain Boys, Briarhoppers, square dancers

7 A Date With Judy—Comedy

Father Foster and Oogie conspire to prove to Judy that Oogie's not a putty-man, but, as usual, Judy comes out ahead

9 Movies For Kids—Western Film

"Hurricane Express" continued and a comedy

11:00 4 Big Top—Circus Show

Ringmaster Jack Sterling with clowns Ed McMahon & Chris Keegan, Joe Basile's Brass Kings, the Quaker City String Band, and guest acts: the Four Cathalis, rolling-globe; Truzzi, juggler; and the Two Jacks, sensational perch act

(Continued on page 12)

MOLLYCUES

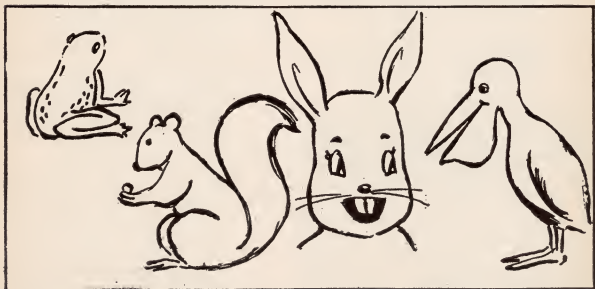
By MOLLY POTKIN COPYRIGHT 1951



You can see lots of cowboys on TV. Here is one for you to color.

Send this week's contest entries to Mollycues, % TV FORECAST, 185 N. Wabash avenue, Chicago 1, Ill. before Wednesday, Jan. 23. In EACH contest, first place gets \$1; second place 50 cents; next 12 places 25 cents each.

The name of the circus show in last week's puzzle was Big Top.



Here you see four pictures. Can you name the TV programs that show a frog, a pelican, a squirrel and a rabbit?

Can you name another TV program that has an animal in it? Mail your answer to Mollycues.

SATURDAY JAN. 12—cont'd

11:00 7 Betty Crocker Star Matinee
Teresa Wright in a scene from "Mary Rose" with Adelaide Hawley hostess interviewing industrial designer Walter Tigue

9 Morning Movie Time

"Tioga Kid" with Eddie Dean, Roscoe Ates, Jennifer Holt, Dennis Moore, & Lee Bennett; a Texas ranger impersonates an outlaw in order to defend a woman ranch owner against a gang of rustlers

11:30 7 City Hospital—Drama

In "The Deadly Parallel" Dr. Crane's patient Mr. Nelson was about to undergo a serious brain operation, but he refused to let anyone notify his only daughter of his condition

12:00 4 Pantomime Party—Antics

Clark Davis, Bill Cain, and Ellen Scott combine talents with kids from the audience

9 Test Pattern To 3:00 p.m.

12:30 4 Chinchilla Story—Breeding

Steps and care needed in raising these animals is discussed

12:45 4 Film Shorts

1:00 4 Basketball—Georgetown-Navy

Game played at Annapolis, Maryland

3:00 4 "House Of Danger"—Feature

Film with Onslow Stevens and Janet Chandler; story of a man who has been away from home since he was very young, and is summoned back by the death of his wealthy father

5 Bill Stern Show—Commentary

Guest: Jim Thorpe

9 Portraits Of The West—Film

"Loser's End" feature and Mr. George Jennings, discusses and explains customs, language, dress, and tools of the West

3:15 5 All Star Pro Bowl Game

From Los Angeles Memorial Coliseum

4:00 7 Lucky Seven Ranch—Western

Film "Valley Of Fear"

9 "Out Of The Blue"—Feature

Film with Turhan Bey, Virginia Mayo, George Brent, Carole Landis, and Ann Dovark; comedy of a man who, while his wife's away, invites a girl to have a drink, and then becomes involved with a corpse which always seems to be missing

4:30 4 Madison Sq. Garden Events

5:00 4 Pattern For Living—Religious

Discussion & variety for teenagers

5:00 7 Hail The Champ—Kid Stunts
Six youngsters compete in exciting games directed by Herb Allen

5:30 4 Film

7 Flip The Frog—Cartoon On Film
"Techno-Cracked"

9 TV Showbill—Variety
"Hangman Wait"

5:40 7 For Cowboys Only—Western
"Gun Smoke"

6:00 4 Sammy Kaye Show—Musical
"So You Want To Lead A Band" Quiz with teen-agers, kids from 6-12, husbands & wives, and the general audience each taking a turn

5 To be announced

6:30 4 Beat The Clock—Parlor Game
Emcee Bud Collyer guides contestants

5 One Man's Family—Drama
Domestic dramatic series featuring Bert Lytell, Marjorie Gateson, Russell Thorson, Lillian Schaaf, Eva Marie Saint, and James Lee

7 Ruggles—Domestic Comedy Skit
As mother and father Ruth Tedrow and Charles Ruggles try to quiet the clamoring horde of children

9 Pet Shop—Gail Compton mc
Last week for the exciting puppy-naming contest; who will be the lucky winner?

7:00 4 Ken Murray Show—Variety
Comedian Ken heads revue featuring Anita Gordon, Laurie Anders, the Glamourlovelies, and David Broekman's orchestra, plus special guests Peggy Ann Garner, Nancy Carroll, Frank Albertson, Willie West & McGinty, and the Four Step Brothers; also "Salute Of Kokomo, Indiana"

5 All Star Revue—Variety
Spike Jones and his "City Slickers" are your hosts with guest singer Billy Eckstine

7 Paul Whiteman's TV Teen Club
Youngsters get their big chance on this amateur show for talented teens

9 Saturday Night Theater—Film
"Variety" & "Die Fledermaus"

7:30 7 Sports On Parade—Film
Highlights from the world of sports

8:00 4 Wonderful Town—Musical
Faye Emerson salutes San Antonio, Texas with guest singer Dorothy Kirsten; Skitch Henderson handles the music chores on the show

5 Your Show Of Shows—Variety
Sid and Imogene with Robert Merrill, dancers Mata & Hari, vocalists Judy Johnson & Bill Hayes, Billy Williams Quartet, baritone Jack Russell, Hamilton Trio, and Carl Reiner with guest

SATURDAY JAN. 12—cont'd

8:00 7 Intercollegiate Basketball
Kurt Gowdy announces & describes the Northwestern-Purdue game

8:30 4 Show Goes On—Variety
Robert Q. Lewis mc; as young hopefuls get chance to perform for buyers:

9 Wrestling From Marigold
Jack Brickhouse describes matches; main event: Australian tag team of Zaharias Bros. against Benito Gardini & Al Williams; preliminaries include: Ned Taylor & Bob Hanke, Canadian Angel & Apache Craig, and Chest Bernard & Jim Dobie (for more information about your favorite wrestlers see page 46)

9:00 4 Crime Photographer—Drama
Photographer Casey and reporter Frank cover headline news of a great city and become involved in murder and mysterious happenings; Darren McGavin and Archie Smith Star in "The Warning" wherein they help the police solve a baffling series of fur thefts

9:30 4 Boys' Club Telethon—Variety
Irv Kupcinet is host to celebrities of stage, screen, radio, and television; special acts by members of the boys' clubs will be presented; telethon will continue til 1:30 a.m. with Tony Weitzel and Jack Mabley helping Kup keep the donations rolling in; (see story on page 34)

5 Your Hit Parade—Musical
Nation's choice in seven top tunes of the week are sung and dramatized by Eileen Wilson, Dorothy Collins, and Snooky Lanson; Ray Scott's orchestra (see story on page 6)

10:00 5 "Son of Monte Cristo"—Film
Feature (1st showing) with Joan Bennett, Louis Hayward, and George Sanders; exciting action, duels and romance during the reign of Napoleon III

7 Word Of Life Songtime—Sermon
Jack Wyrzten copes with the problem of juvenile delinquency

10:30 7 Life Begins At 80—Panel
Discussion program with oldsters handing out advice to others less fortunate than themselves, Jack Barry moderator

11:00 7 The Hubbards—Chats
Mr. and Mrs. show with commentary & guests

9 Feature Film

12:00 4 Boys' Club Telethon
Irv Kupcinet is your host, telethon will continue through the night til 1:30 a.m.

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

When Your Set Goes on the Blink, We'll Be There, Quick as a Wink!

Call MIDWEST TELEVISION

3 convenient locations to serve you
Anytime Day or Night—
City wide, fully guaranteed Service

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All Phones BE Imont 5-2271

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Ranch Mink
Coats Formerly
to \$3000

These Minks were traded-in by our customers toward new coats. They're slightly used but reconditioned to look like new. Shown on request only. Terms arranged.

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REPAIRS

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ROdney 3-2200

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PICK'N CHICK'N

Trade-Name Brand

Prompt Delivery Service

4315 W. North Ave.
CApital 7-5315
DELIVERY LIMITS
(WE'LL STRETCH IT A BIT)

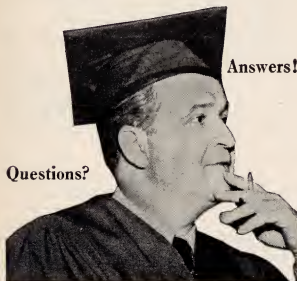
Irving Park (N)
12 Street (S)
Oak Park Av. (W)
Western Av. (E)
Present this ad for free delivery

A Full Half of CHICKEN
Fixed to a Golden Brown
• FRENCH FRIES • BUN
• COLE SLAW • BIT OF HONEY **\$1.10**



**TURN TO WBKB
FOR THE FINEST IN TV**

The "Quiz Kids" ARE BACK!



with Joe Kelly as M. C.
EVERY SUNDAY at 2:00 p.m.

New time for Bob Atcher
& Sammy Squirrel
Sundays 5:30 to 6:00 p.m.

**DON'T
FORGET!**

WBKB

Sunday Jan. 13

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

- 10:00 4 "Wide Open Faces"—Feature
Film with Joe E. Brown, Jane Wyman, & Alan Baxter; bandits in search of missing loot move into a wayside inn believing money is hidden there
- 7 America At Church—Services
- 10:45 9 Magic Carpet—Film Short
"Ghost Town"
- 11:00 9 Funny Paper Theater
- 11:15 7 Magic Screen—Film Short
- 11:30 4 Candy Carnival—Fun For Kids
A real circus show with Gene Crane as master of ceremonies
- 7 Faith For Today—Religious
Rev. W. A. Fagal, Pastor of Washington Ave. Church, Brooklyn
- 9 Flying Tigers—Adventure Tale
"Trouble In Algeria" a well-planned murder goes amiss with Major Conway on the scene
- 12:00 4 Stairway To Stardom—Musical
Talent variety show with Pat Vance
- 5 Frontiers Of Faith—Religious
Siloam Presbyterian Church, Brooklyn; Rev. Milton A. Galamison
- 7 Paddy The Pelican—Cartoons
- 9 "Kansas Terrors"—Feature
Film with Bob Livingston, Raymond Hatton, & Duncan Renaldo; delivery of a herd of expensive horses to a military garrison is interrupted
- 12:30 4 Your Future Home—Ed Cooper
What to buy, where, & how
- 5 American Inventory—Discussion
"The Amer. Scene" Marshal B. Davidson emcee, revealed thru art
- 7 Amateur Hour—Chgo. Talent
- 12:45 4 Film
- 1:00 5 How Does Your Garden Grow?
John Ott tells us how to grow carnations, also, movies of Forsythia and wild plum blossoms
- 1:15 9 News Views—Late Information
- 1:30 4 Big Question—Discussion
- 5 American Forum Of The Air
"What The People Expect of Congress" discussed by Sen. Karl E. Mundt (R-S.D.) & Sen. Joseph C. O'Mahoney (D-Wyo.) with Frank Blair moderator
- 7 Adventures Of Wild Bill Hickok
Guy Madison and Andy Devine star in another exciting western adventure (see story on page 34)
- 9 Test Lab—Demonstrations
John Ahern describes & demonstrates the various laboratory tests that determine whether venetian blinds, towels, and Boltflex (simulated leather products) will stand up under the wear they are given (see pg. 24)

(Continued on page 16)

LETTERS to the editors

(Continued from page 4)

Any one who doesn't like "Hair Raising Tale" must be baldheaded.

Chicago, Ill. LOUIS PINSKY

The "Cavalcade of Stars" appears to be the show that takes relatively unknown comedians and elevates them to greater things. Both Jack Carter and Jerry Lester had their start with "Cavalcade," but unfortunately these two have slipped badly. Now Jackie Gleason is to leave the show in favor of a \$300,000 contract. Let's hope that he will have better luck than his predecessors.

Chicago, Ill. JAMES SEBELA

Nov. 28, 1951

I did not read last week's TV Forecast. Friends have told me that my name was signed to an article saying that "What's My Line?" was not good, or something worse.

First of all, I was shocked to hear that my name was signed without permission. Secondly, I am chagrined to find the program that I consider among the very, very best to be characterized unfavorably.

Please publish this letter so that the injustice done to me—and to this good program—may be in part rectified.

Chicago Sinai Congregation (Dr.) Louis L. Mann
(Ed. note—According to the majority report of the National Television Review Board, to which Dr. Mann refers, the program "What's My Line?" was found objectionable because of "double-meaning, suggestive situations and words," plus the over-all atmosphere of "bedroom & bath.")

Am pausing in the midst of my Christmas activity to reply to a nasty letter. I have seen a great number of adorable youngsters on Ernie Simon's program and anyone watching who can doubt Ernie's natural and sincere love of children is a real "Scrooge." The writer's own adjectives "disgusting, exasperating, nauseating and absolutely unendurable" are a superlative description—of a dumb bunny!

Chicago, Ill. RUTH THAISEN

Last Tuesday night I happened to turn to channel 7 and enjoyed the best symphony ever. It was Haydn's "Toy Symphony" directed by Rafael Kubelik. It was marvelous. We hope to see more of the same.

Worth, Ill. MRS. R. A. MEYER

(Continued on page 42)

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Radio Dispatched Cars

- City Wide Coverage
- 24 Hour Service
- Prompt
- Efficient
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WILLYS STATION WAGON

"Penny-a-Mile" Vehicle

ECONOMICAL — DURABLE

Call Today for a Free Demonstration

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Complete Parts, Sales & Service

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Parade of Stars

Evelyn Knight

Peggy Ryan
& Ray McDonald
Robert Maxwell
Merriel Abbott Dancers
Eddie O'Neal
and his orchestra
call "FRITZ" RA 6-7722

Empire ROOM
PALMER HOUSE

**New
Time**
on Sunday
5:30 to 6:00 PM
WBKB



MEADOW GOLD RANCH SHOW

Saturdays 10:00-10:30 AM

Sundays 5:30-6:00 PM

Station WBKB Channel 4

Featuring Cowboy Bob Atcher and Sammy Squirrel—with their animal friends. In a live half-hour of western songs and adventure.

SPONSORED BY

**Meadow Gold
Butter**

SUNDAY JAN. 13—cont'd

- 2:00 4 Quiz Kids—Panel Game**
Joe Kelly emcee with regular panel Brenda Liebling 7, Harvey Dyck 8, Frankie Vanderploeg 7, and guests Vincent Granatelli 7 and Janet Ahern, 6; special guest: Governor Adlai Stevenson
- 5 Fairmeadows U.S.A.—Drama**
A stranger in town reveals some surprising facts
- 7 Cisco Kid—Western Movie**
Duncan Renaldo stars in adventure story titled "Convict"
- 9 "Dreaming"—Feature Film**
Bud Flanagan & Ches Allen in a series of imaginary comic situations
- 2:30 4 See It Now—Edward R. Murrow**
- 5 Television Theater—Drama**
Hostess, Sarah Churchill, presents "Love Story." Robert Browning's courtship of the invalided Elizabeth Barrett
- 7 Adventures Of Kit Carson**
- 3:00 4 Bowling Sports Classic**
Weekly prize contest, bowling tips from the champions, Joe Wilson mc
- 5 Meet The Press—Discussion**
Guest: Leon Keyserling
- 7 What's The Answer—Panel Quiz**
Mal Bellairs poses unusual visual questions to panel of children
- 3:30 4 Vitamix—Commercial**
- 5 Juvenile Jury—Kids Panel Time**
Jack Barry quizzes the Moppets
- 7 TV Tots Time—Cartoons**
- 9 "Scattergood Baines"—Film**
Feature with Guy Kibbee and Carol Hughes; wanderer to small town dispenses justice to outwit chiselers
- 4:00 4 Man Of The Week—Discussion**
Ken Crawford and Sen. Wayne Morris interview guest, Walter Reuther; Walter Cronkite, moderator
- 5 Zoo Parade—About Animals**
R. Marlin Perkins conducts a visit to the bird house to show how they adapt themselves to various conditions of climate, terrain, & natural habitat
- 7 Super Circus—Variety Stanza**
Mary Hartline with Claude Kirchner, Cliff, Scampy and Nickey; plus Bernie Hoffman's menagerie
- 4:30 4 Lamp Unto My Feet—Religious**
Rev. Milton Galaminson, Dr. Donald Tewksbury, & "Time On Your Hands"
- 5 Those Endearing Young Charms**
Misadventures of a family engaged in a small mail order business
- 5:00 4 United Nations—Discussion**
- 5 Roy Rogers Show—Variety**
Half-hour of fun and music; Roy Rogers, Dale Evans, Trigger, Glenn Turnbull, Pat Brady, and the Whip-poorwills vocal group
- 7 Space Patrol—Adventures**
- 9 Jesse Owens' Showtime—Acts**
Talented youngsters compete

TV FORECAST

SUNDAY JAN. 13—cont'd

- 5:30 4 Bob Atcher & Sammy Squirrel**
Life on a ranch with a group of little animals who live there
- 5 Claudia—Story Of A Marriage**
Hints that marital life is not all a bed of roses hit newlyweds
- 7 Cameraman At Large—Film**
- 6:00 4 Gene Autry Show—Western**
"Horse Sense" Champion leads Autry to the capture of a horse thief and thwarts a plot against a pretty young ranch owner
- 5 U.S. Royal Showcase—Variety**
Guests: Bert Lahr & Rosemary Clooney; Geo Abbott mc
- 7 Paul Whiteman Revue—Musical**
Earl Wrightson and Maureen Cannon are featured vocalists with a guest and tunes: "Zippity-do-da," "Someone To Watch Over Me," "I'm Sitting On Top of the World," "Old King Cole," & "Funny Valentine"
- 9 Strange Hunger—Vitamin Film**
- 6:30 4 This Is Show Business—Variety**
Clifton Fadiman, host, with panelists George S. Kaufman, Sam Levenson, and guests; Bud & Ceci Robinson, dancers, Archie Robbi, and Sarah Vaughn
- 5 Young Mr. Bobbin—Comedy**
Uncle John, a taxidermist arrives for a visit and explores the possibility of living permanently with his relatives
- 7 Adventures Of Ellery Queen**
Ellery becomes involved in a sorority house murder
- 6:38 9 Cinema Showcase—Film Short**
"Oregon & Its Natural Resources"
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents the George White Scandals, Harry Richmond, Rudy Vallee, Peggy Lee, Smith & Dale, Horace McMahon, Betty Bruce, Richard Hayes, and Hal LeRoy
- 5 Comedy Hour—Variety Time**
Bud Abbott & Lou Costello guest emcees present Rhonda Fleming, Errol Flynn, and Bruce Cabot
- 7 King's Crossroads—Film**
- 7:30 9 Chicagoland Newsreel Review**
Local events of interest on film
- 8:00 4 Fred Waring Show—Musical**
Mr. Waring features the "Crystal Ball Tune," a recently published and recorded tune; first selection is "Allegheny Fiddler"
- 5 Television Playhouse—Drama**
"Without Fear Or Favor" with E. G. Marshall, Murvyn Vye, and Brandon Peters; history of the *New York Times*, and editor Jones
- 7 Arthur Murray Party—Variety**
Kathryn Murray femcees dance and record pantomime fun with guests, Bobby Clark, Leo G. Carroll, Wm. Eythe, Mary McCarty, & Emil Coleman's orch.

- 8:00 9 Rocky King, Detective—Drama**
"Take a Card" A practical joker is suddenly found dead
- 8:30 4 Break The Bank—Quiz Game**
Bert Parks emcee with Bud Collyer and Peter Van Steeden's orchestra
- 7 Strength For The Free World**
Mutual Security Agency
- 9 Plainclothesman—Drama**
"A Matter of Honor" A numbers runner is found dead in a manner that suggests suicide
- 9:00 4 Celebrity Time—Quiz Session**
Guests: Mindy Carson & Bert Wheeler
- 5 Red Skelton Show—Comedy**
Red clowns as "Cauliflower McPugg" and Klem Kaddiddlehopper; also comedy skits from "Skelton's Film Scrapbook." Music by Dave Rose
- 7 Hour Of Decision—Religious**
Evangelist Billy Graham preaches in an old-time revival meeting
- 9 Stars Of Tomorrow—Amateurs**
Lee Bennett emcees talent show and salutes Naperville, Illinois
- 9:30 4 What's My Line?—Panel Quiz**
John Daly, moderator, with panelists Dorothy Kilgallen, Bennett Cerf, Hal Block, & Arlene Francis
- 5 Cameo Theater—Drama**
"The Gathering Twilight" with Sylvia Sidney and Douglas Montgomery
- 7 Youth On The March—Religious**
Sermons by Dr. Percy Crawford
- 9 Courtesy Theater—Feature**
Film "Return Of Wildfire" (1st showing) with Richard Arlen, Patricia Morison, & Mary Beth Hughes; a western in which a cowboy saves two sisters from being swindled by a dishonest horse trader
- 10:00 4 "Powers Girl"—Feature Film**
George Murphy, Anne Shirley, Carole Landis, Dennis Day, with Benny Goodman's orchestra; the ladder of success, and how to get to the top
- 5 Weatherman—Clint Youle**
- 7 "Murder At Dawn"—Feature**
Mischa Auer and Jack Mulhall
- 10:10 5 Dorsey Connors—Helpful Tips**
- 10:15 5 Alex Dreier—News Report**
- 10:30 5 Sports Star Time**
- 11:00 5 "Rose Of The Rio Grande"**
Feature film with Movita and John Carroll; a beautiful aristocrat loses her heart to a Mexican Robinhood
- 9 "Man Of Courage"—Feature**
Film with Barton McLane, Lyle Talbot, and Charlotte Wynters; disclosure of a notorious political regime
- 11:30 4 Eloise Salutes Stars—Talks**
Guest: Bill Grieve, American league baseball umpire
- 11:45 4 Film**

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

Mike Boom Says:

CHICAGO—Starting a brave new year, here are the immediate prospects for two Chicagoland stations and their talent: WBKB, bolstered by such regular stars as Ernie Simon, Luckey North, Francois Pope, Bob Atcher, George Menard, Julio Maro, Danny O'Neil, Bill Evans, Pat Vance and Fra-



ATCHER

zier Thomas, will bolster its already sturdy local schedule with tremendous reinforcements. Keystone of the channel 4 activity will be the remodeled Garrick Theatre, perhaps the finest studio & stage in the U. S.

WGN-TV, already setting a hot pace with such network originations as *Down You Go*, *This Is Music*, *Pet Shop and Wrestling*, is working out sound deals with both DuMont and CBS networks to give channel 9 viewers a complete, balanced schedule of attractive programs, heavily flavored with local touches. WGN-TV's talent stable will undoubtedly feature such local favorites as Lee Bennett, Peggy Taylor, Paul Fogarty, Spencer Allen, Kay Middleton, Harold Isbell, Jane Quinn, Russ & Sylvia Davis, Toni Gilman, Carmelita Pope and Bergen Evans.

Northwestern U.'s Don Feddersen, chairman of the Dept. of Speech, has issued a directory of N.U. alumni in radio-TV. Studded among the list are some lustrous names of TV Row here. For example—Don and Vera Ward of "Breezy Don & Vera," Robert Breen who narrated "Short Story Playhouse," Walt Durbahn of "Walt's Workshop," Jim Hurlbut of "Zoo Parade," bandmaster Wayne King, Norman Ross of his own "Varieties" show and Broadcasting magazine's Chicago radio-TV editor Janie Pinkerton.



KING

Monday Jan. 14

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

- 7:00 5 Today—Dave Garroway**
Two hour telecast of news, special events, and entertainment features
- 9:00 4 Morning News—Information**
Dorothy Doan and Harry Marble are the commentators
- 5 Mel Martin Show—Variety**
Early morning capers with music by vocalist Ilean Martin and instrumental group, the Bellaire
- 9:15 4 Arthur Godfrey Time—Musical**
Featuring Janette Davis, Haleloke, Marion Marlowe, and Frank Parker
- 9:30 4 Breakfast With The O'Neil's**
- 5 It's In The Bag—Stunts**
Jerry Foman mc & Arlene James
- 10:00 5 Ernie Kovacs Show—Comedy**
Ernie is back with a girl barbershop quartet, and segment "Blind Barter," exchange of odd and rather ludicrous items people happen to have around the house
- 9 Your Figure Ladies—Fogarty**
Exercise for beauty and health
- 10:30 4 Tel-A-Shopper—Betty Whitney**
- 5 Dave & Charlie Show—Comedy**
Dave Willock and Cliff Arquette
- 7 Dennis James Show—Variety**
Dennis questions folk aboard ship "Okay Mother" with Julia Meade
- 9 Strike It Rich—Audience Quiz**
Warren Hull questions contestants & guest "helping hand" John Brownlee
- 10:45 5 Richard Harkness & The News**
- 11:00 4 Creative Cookery—Recipes**
How to make old English nut toffee, Parmesan veal cutlet, and tomato sauce for the cutlets
- 5 Ruth Lyons' 50 Club—Variety**
- 7 Frances Langford—Don Ameche**
Guests: Mary Jo Connolly, pear expert; Louis Kersten, antique dealer, and Van Wey, folk singer
- 9 Egg And I—Serial Story**
Amusing story of a young city couple's experiences on a farm
- 11:15 9 Love Of Life—Serial Story**
- 11:30 5 The Bunch—Musical Variety**
Bette Chapel and Art Van Damme
- 9 Search For Tomorrow—Serial**
Story of the Barron family, dominated by old-fashioned Victor
- 11:45 9 News Headlines—Spencer Allen**
- 12:00 4 Film**
- 5 Film**
- 7 Bob And Kay Show—Variety**
- 9 Hi Ladies—Tommy Bartlett**

(Continued on page 20)

CARMELITA'S CHOICES

TV Star Picks Most Interesting Men

By Carmelita Pope, Member of "Down You Go"



SINATRA . . .
A bottomless cup



SHRINER . . .
A voiceless commercial



POPE . . .
A hungry crew



LIGHTS OUT . . .
A steady hand



WARING . . .
A tight squeeze



OLD GOLDS . . .
A seeing eye

THEY SAY there's a woman behind every famous man. It seems to me, in television, behind every star there's a camera—and behind every camera there's a crew. For me, the ten most interesting men in TV are the following unsung heroes.



Carmelita Pope

1. The man who prepares the cup of tea Sinatra drinks during his droll monologues. He must be a man of special talent, for he prepares it in a manner so that it seemingly lasts forever,

yet there isn't enough in the cup to spill when Frankie gets a tremor.

2. The cameraman who makes Garroway look like a wise old owl. He could even make a great horned owl look like Garroway. He and his compatriots must have the agilities of Peruvian goats to follow Garroway during his antics.

3. George, the immaculate dummy on the Herb Shriner Show, certainly is a man of spectacular ability. His is the only mute TV commercial.

4. Another voiceless TV individual also gets a vote. He, or rather, they, are the men who listen in silence and admirable restraint while Eileen Wilson and Dorothy Collins sing love songs at

(continued on page 27)

MONDAY JAN. 14—cont'd

- 12:30 4 **Garry Moore Show—Variety**
Guests: Shirley Dinsdale & Judy Splinters, ventriloquist team
- 5 **Meet Mintz—Musical Selections**
- 12:45 5 **Newsroom—Late Reports**
- 9 **Let's Go To Market—Farm Show**
- 1:00 5 **"Undercover Agent"—Feature**
Film with Russell Gleason, Maude Eburne, & J. M. Kerrigan; railway postal clerk foils a pawnshop holdup, but gets in dutch with the Service because he carried a gun
- 9 **Chicago Cooks—Recipes & Tips**
- 1:30 4 **First Hundred Years—Serial**
- 1:45 4 **Luckey North Show—Interviews**
- 2:00 4 **Frazier Thomas Show—Variety**
Featuring vocalist Jean Cordell
- 5 **Big Pay Off—Quiz Program**
Audience participation with Randy Merriman and Bess Myerson; contestants have an opportunity to win fashionable new wardrobes
- 7 **Beulah Karney Presents**
- 9 **Mike Wallace & Buff Cobb Show**
- 2:30 4 **Bert Parks Show—Musical**
Tunes: "New Sun in the Sky," "Object of My Affection," "I'd Rather Lead a Band," and "Moonglow"
- 5 **Ralph Edwards Show—Contest**
- 7 **Barbara Moro—Creative Ideas**
- 9 **Symphony Program—Musical**
- 3:00 4 **"Girl Who Came Back"—Film**
- 5 **Kate Smith Hour—Variety**
Guests: Jimmy Weldon, from Dallas, Tex., puppet act, Charlie Spivak, and Sheila Band, dancer
- 9 **Russ Davis Show—Interviews**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Trade-Inn—Swap Shop Fun**
Pat Tobin and Todd Purse co-emcee this general exchange of items
- 9 **Telephone Game—Quiz Contest**
Jane and Harold invite you to join them: send in your number
- 4:15 4 **Bill Evans Show—Musical**
- 5 **Gabby Hayes Show—Tall Tales**
- 4:30 5 **Howdy Doody Show—Kids Fun**
- 7 **Sagebrush Theater—Western**
"Kid Ranger" feature film
- 9 **Music A La Mode—Jack Fuller**
- 4:45 4 **Assembly—Military Questions**
Chief Corey entertains and interviews members of the Armed Forces
- 5:00 4 **Kids Karnival Kwiz—Film**
- 5 **Cactus Jim—Western Film**
- 9 **Trail Blazers' Theater—Western**
"Romance Rides The Range" film
- 5:30 4 **Silhouettes Of The West—Songs**
- 5 **Visit With Cactus Jim—Yarn**
- 7 **Tom Corbett Space Cadet**
- 5:35 5 **Weatherman—Clint Youle**
- 5:45 4 **Window Shopping—Commercial**

- 5:45 5 **Public Life Of Cliff Norton**
Humorous skits enacted by Cliff
- 7 **King Calico—Puppet Show**
Adventures of the King of Calico Kingdom, and his efforts to keep his castle from falling to pieces
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments—Bob Elson**
- 5 **Kukla, Fran, & Ollie—Puppets**
- 7 **Paul Harvey With The News**
- 9 **Captain Video—Adventures**
- 6:10 7 **Top O' The Weather—Russ Reed**
- 6:15 4 **Ulmer Turner And The News**
- 5 **Bob And Ray—Comedy**
- 6:20 7 **Sports Highlights—News Events**
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Those Two—Comedy Adventures**
Stage-struck Vivian is assisted by Pinky Lee in attempt to get a job
- 7 **Hollywood Screen Test—Drama**
Emcee Neil Hamilton introduces young actors and actresses with assistance from Veronica Lake
- 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show—Musical**
Tunes by Perry and the Fontanes: "Slow Poke," "Sin," "Alabama Bound," and "Song of Songs"
- 5 **News Caravan—John C. Swayze**
- 9 **Chicagoland Newsreel—News**
- 7:00 4 **Video Theater—Drama**
"Ceylon Treasure" with Edmond O'Brien and Maria Riva; swift-moving drama of a guy, a girl, and gold
- 5 **Paul Winchell—Jerry Mahoney**
Pair try to stump contestants
- 7 **Amazing Mr. Malone—Mystery**
Drama featuring Lee Tracy
- 9 **Earl Nightingale Show—Talks**
Statistics and facts on subjects keyed to life in the modern world
- 7:15 9 **Park Livingston—Political**
- 7:30 4 **Arthur Godfrey's Talent Scouts**
Professionals compete for honor
- 5 **Voice Of Firestone—Musical**
Guest soloist Lauritz Melchior
- 7 **Horizons—Discussion**
"The Future of Old Age" Dr. Haven Emerson with student panel: Joan Afferica, John Dorothy, Marvin M. Leeds, Patricia McVey, Henry Paynter, & Edity Whitfield
- 9 **Johns Hopkins Science Review**
Demonstration of how sound & pictures are sent from the studio to your home; Dr. M. E. Strihey, Dir. of Tech. Demonstrations will be guest
- 8:00 4 **I Love Lucy—Comedy Drama**
Lucy tries to prove to husband Ricky that she is well able to earn her own money when she takes a job as "Baby Sitter"
- 5 **Lights Out—Drama**
"Blood Relations" with Franchot Tone and Nina Foch; a young man who resorts to murder learns that a court acquittal does not appease the conscience

MONDAY JAN. 14—cont'd

- 8:00 7 You Asked For It—Unusual Acts**
Art Baker presents Alga Hessler, the headless horsewoman, and George McManus, cartoonist
- 9 "So This Is Washington"—Film**
- 8:30 4 It's News To Me—Panel Quiz**
John Daly host to panelists Rudy Vallee, Johnny Faulk, Margaret Lindsey, and Anna Lee
- 5 Robert Montgomery Presents**
"Cashel Byron's Profession" by George Bernard Shaw with Charlton Heston & June Lockhart; story of a lady of culture who marries a prize fighter because she thinks he will make a better husband and father than other men she knows
- 7 Crusade In The Pacific—Film**
"The Seabees" chapter 20
- 9:00 4 Studio One—Drama**
"Waterfront Boss" with Roy Hargrave, Kent Smith, & Jerome Cowan; a brutal and factual story of the New York docks
- 7 Bill Gwinn Show—Variety**
- 9:30 5 Who Said That?—Quote Quiz**
Walter Kiernan quizzes Bill Henry, & guests Kitty Carlisle, Bennett Cerf, & Frank Conniff
- 7 Studs' Place—Informal Variety**
Studs Terkel host with Beverly Younger, Win Stracke, and Chet Roble
- 9 Teleports Digest—News Review**
- 10:00 4 Ernie Simon—Curbstone Cutup**
Delightful talks with interesting characters on State Street
- 5 Weatherman—Clint Youle**
- 7 Page One—News And Sports**
- 9 "Gentlemen From Louisiana"**
Feature film (1st showing) with Eddie Quinlan, Chic Sale, & Marjorie Gateson; story of a jockey who changes horse racing history
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Chronoscope—Discussion**
- 5 Clifton Utley And The News**
- 10:30 4 Bill Balance Show—Variety**
Harry Suekman pianist and Jean Cordell vocalist
- 5 Let's Look At Sports**
- 7 Solo Theater—Film Drama**
- 10:45 5 Herbie Mintz Show—Musical**
- 7 Handy—Facts You Should Know**
- 11:00 4 Murder Before Midnight—Film**
"Night Cargo" with Jacqueline Wells, Walter Miller, & Lloyd Hugh; romantic melodrama of life in the tropics
- 5 "Shadows Of Chinatown"—Film**
Feature with Bela Lugosi and Bruce Bennett in a tale of mystery
- 7 Austin Kiplinger And The News**
- 11:30 4 Midnight Edition—Ulmer Turner**
- 9 Chicagoland Newsreel—Reports**

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

TV FORECAST

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MONDAY Thru FRIDAY

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10 p.m.

DAY AND NIGHT

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with

Pat Tobin and Todd Purse

4:00 P.M.

MONDAY THRU FRIDAY

**WENR
TV**

THE CASE OF MILTON BERLE

By JACK MABLEY

Milton Berle's runaway in the Worst Show category in the TV Forecast Poll might be taken in fun were it not for the amazing showing—or lack of showing—Berle is making in other categories. His topheavy lead for Worst Show is not a crank vote nor is it a left-handed joke on him. It is an accurate reflection of the feelings of viewers.

I think the Forecast Poll is the only legitimate popularity poll in television. The other awards and competitions decide winners on the opinions of "experts"—advertising men and columnists and celebrities and broadcasting executives. This is phoney, because it is these people who are responsible for the shows they are voting on. They have little perspective. (I've judged a few. You should see the log rolling.)



It's not that I'm out of material—I'm repeating last week's show by popular demand.

The Forecast poll is ahead of the ratings. I wonder how many advertising executives are smart enough to spot the trends.

Two years ago Berle was Mr. Television, and nobody disputed it. In last year's poll Berle finished in third place in the Variety Comedy category. Since that vote was published, Berle's ratings have dropped and for the first time he has been outrated in some cities by Skelton, Godfrey, and others. For the first time, a TV station has dropped part of his show. In Pittsburgh, the city's only TV station served an ultimatum on NBC and Texaco that they would carry him only every other week, or not at all. The station had its say and he's on every other week.

In this year's Forecast voting, Berle is running 9th in Nighttime Variety, 8th in Favorite Comedian, and 12th in Favorite Emcee. Watch during the coming year to see how the ratings follow this poll, unless Berle and NBC are bright enough to realize what is happening, and make some drastic alterations of his show.

I have done more than my share of sniping at Mr. Television. Part of the reason is that it is an old American game, or weakness, to take pot shots at the guy on top, and I claim no particular immunity to this columnar weakness.

This week I'd like to try a little constructive criticism. I suggest that the viewers' criticism of Berle is not directed at the man but at his material.

Berle has everything that makes for greatness in a TV comedian. He has drive and perfect timing. He is a perfectionist, has a great ego, and has heart. There are few of us who didn't enjoy every minute of the first 5, 10, or even 20 of his shows that we saw.

But he has let us down with his continual use of old jokes and routines and situations and attitudes. While he has clung to his outdated corn, he has let a couple of youngsters like Martin and Lewis, and a wise old hand like Red Skelton and a smart newcomer like Sid Caesar whiz past him in public esteem.

Berle still has the capacity to be the greatest comedian in television. But unless he makes some major changes, you need only to follow the coming Awards Poll results to see where he is headed.



PEGGY TAYLOR

WHAT A MONTH this has been! Dinner with Dorsey Connors, when we saw for the first time the portrait of Dorsey being done by a Chicago artist who just returned from several years of study and work in Paris. . . . A backstage visit to NBC's five-star final which brought to mind a friend's very apt description of Angel Casey. "She looks like the kind of a gal any boy would love to call his own." . . . Coffee with Connie Russell before she took off for New York . . . and the conversation revolving around her difficulties in finding a trunk large enough to accommodate her fabulous wardrobe. The solution? One that was five feet tall—inch for inch—as big as this tiny, sultry-eyed miss! . . . A visit with Beulah Karney, where we learned that she may not only go to five days a week during 1952, but is hoping to make one show a week a dramatic offering. . . . Quick chat with Janet Kubicz, the ABC giveaway queen, who promises to send us her own very special recipe for roast pork. . . . A brief spot on the "Barbara Moro Show" on WENR-TV, where we breezed in five minutes before show time to learn we would be part of the commercial. Did it show? Barbara is another gal who is looking forward to doing some exciting things TV-wise during 1952. . . . A visit with the Danny O'Neils which revealed Gerrie even prettier than on the TV screen and daughter Danna Lou, every inch the little lady, most concerned with the dress she was wearing for our visit.

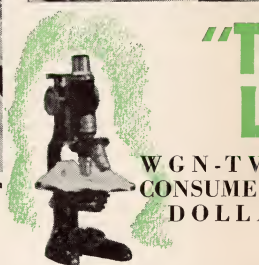
NOTES ON WIVES: Dottie Cooper, wife of that busy announcer, Ed Cooper, began collecting recipes when she was married and now has over 30,000 different culinary dishes in her collection! . . . Shellie Mintz, the very charming wife of NBC's Herbie, not only lends Herbie a hand with his fan mail, but helps keep his extensive library of music up-to-date.

FASHION NOTE: Peggy Taylor, who spent Thanksgiving with her family in California for the first time in a number of years, returned to Chicago for Christmas and the snow! She reports that Freddie, her very personable Dachshund, wears a red cable stitch sweater to keep off Chicago's whistling winds!

AND THERE IS the note signed "Inquisitive" asking what night clubs and restaurants are patronized by Chicago talent. Most Chicago talent is not inclined to night clubbing, but spends its off-camera hours in their own homes—often in Chicago's suburbs. However, the Pump room at the Ambassador East has always been a mecca for TV luminaries from coast-to-coast during the lunch and dinner hours, while Fritzel's at noon is guaranteed to offer a steady parade of talent, producers, directors and TV executives. Next question?—p. c.



John Ahern presides over WGN-TV's "Test Lab", new program which assists the consumer in spending his dollars wisely.



WILL a high priced shirt wear longer than a less expensive one? What points are important to look for when buying a kitchen cabinet? Will this toaster toast evenly?

How do American watches stack up with their Swiss cousins? What does the number of jewels mean—how many are necessary in a good watch?

Mrs. Shopper is learning the truth about good and bad merchandise on WGN-TV's "The Test Lab," new public service program which throws an intelligent light on that universal, expensive habit—buying.

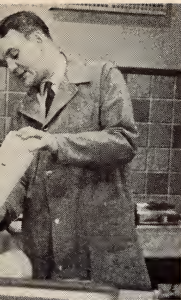
Every Sunday at 1:30 viewers are taken into Spiegel's testing laboratory, where John Ahern, a department head at the Illinois Institute of Technology, shows visiting shoppers how a reputable firm puts merchandise items of all kinds through a series of interesting laboratory tests.

Amid machines which open and shut

waffle irons and zippers thousands of times, and various other modern testing devices, Lab Director Ahern teaches fans what features are important to look for, the tests they can make, and the questions to ask, to get the best buy for their money.

From bedspreads to bicycles, and dresses to dinettes, a wide variety of items get a thorough once-over on "The Test Lab," to the benefit of the advertising-confused consumer. The budget-minded homemaker learns that while nylon slips are a popular luxury, rayon-woven are just as durable, and cheaper. And she's tipped off that a spread marked down because of design markings which cause it to look dirty, is a good buy. They'll wash out.

An interesting demonstration on watches on a recent show found a hardy little watch crystal undergoing cruel treatment in the "break test" . . . and coming out all in one piece. Next to it



LEFT: What every young girl would like to know—how to choose long-wearing nylon! Professor Ahern gives Tomi some points to look for in buying her next hose.

BELOW: Gift buying for the male members of the family, Tomi learns how to select a man's shirt, what points to look for in a well-made garment.



EST LAB"

SHOW AIDS
R IN SPENDING
AR WISELY

was a watch immersed in a vessel of water, where it had been proving for a week how waterproof it was.

In contrast to the modern timepieces, Professor Ahern displayed the first watch ever made with a mainspring, the "Nuremberg Egg," which dates back to 1504. In a large, beautifully designed, egg-shaped case, the ancient piece proved there's nothing so remarkable in modern watches that tell you what day it is. This one not only gives the day of the week and the month, but the signs of the Zodiac and the phases of the sun and the moon . . . and it features a compass and sun dial, too!

As fans see the products of many manufacturers passing and flunking their tests in "The Test Lab," they also learn interesting historical bits on the everyday items they buy. The waffle iron, for instance, was brought to this country by Thomas Jefferson. And candlewick spreads, in great demand

today for being both attractive and practical, were the invention of necessity in Colonial days. The colonists repaired holes in their spreads by filling them with tufts . . . and those with artistic imagination added tufts to make designs.

Bright addition to the program, in a dual role, is Tomi Thurston, featured in *TV Forecast's* November 24 talent story. The telephone operator in the commercial pitches, Tomi also pays a weekly visit to Professor Ahern's Test Lab . . . for advice on a shopping problem . . . during her "lunch hour."

Best of all, the wage-earning member of the family applauds television's revealing guide to his money-spending wife. "The Test Lab" lends a brain to where his money goes . . . and what's more, should put an end to shrunken shirts . . . and burnt toast!

"Test Lab" is seen at 1:30 p.m. Sundays on WGN-TV, Channel 9.

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Tuesday Jan. 15

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

- 7:00 5 **Today**—News & Commentary
Dave Garroway acts as commentator
- 9:00 4 **Morning News**—Interviews
5 **Mel Martin Show**—Capers
- 9:15 4 **Arthur Godfrey Time**—Variety
- 9:30 4 **Breakfast With The O'Neils**
5 **It's In The Bag**—Variety
Jerry Toman emcees fun in a grocery store with singer Arlene James, and Jesters, vocal & instrumental group
- 10:00 5 **Ernie Kovacs Show**—Cut-ups
9 **Your Figure Ladies**—Fogarty
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
5 **Dave And Charlie Show**
Homespun country characters, set in Charlie's living room inches away from railroad track
- 7 **Dennis James Show**—Interviews
9 **Strike It Rich**—Quiz Time
- 10:45 5 **Richard Harness & The News**
- 11:00 4 **Creative Cookery**—F. Pope
Preparation of lentil wiener soup and Swedish buns for hamburgers
5 **Ruth Lyons' 50 Club**—Informal
7 **Frances Langford-Don Ameche**
Guests: Bob Dunn, cartoonist, Gordon Dillworth & Florie Warren, dancers; also Fran Lee and Helen Slocum
9 **Egg And I**—Serial Drama
- 11:15 9 **Love Of Life**—Serial Drama
- 11:30 5 **The Bunch**—Music Time
9 **Search For Tomorrow**—Drama
- 11:45 9 **News Headlines**—Spencer Allen
- 12:00 4 **Steve Allen Show**—Variety
Special guest, Ray Malone
5 **Film**
7 **Jessie DeBoth's TV Notebook**
9 **Hi Ladies**—Tommy Bartlett
- 12:30 4 **Garry Moore Show**—Variety
Garry presents the Herald Tribune Youth Forum, 8 High School students from foreign countries
5 **Meet Mintz**—Piano Melodies
Listen to your favorite tunes
7 **Bob And Kay Show**—Variety
- 12:45 5 **Newsroom**—Late Information
9 **Let's Go To Market**—Produce
- 1:00 5 **"Skybound"**—Feature Film
9 **Chicago Cooks**—Demonstration
Kay Middleton prepares a tasty dish to delight the whole family
- 1:30 4 **First Hundred Years**—Serial
Problems of a young married couple
- 1:45 4 **Lucky North Show**—Interviews
Chatter & household hints for women
- 2:00 4 **Frazier Thomas Show**—Variety
Music, chatter, & nonsense with vocalist Jean Cordell, Bill Balance

CARMELITA'S CHOICES

(Continued from page 19)

them on Saturday night's "Hit Parade."

5. For adroitness and perfection of performance, one can't ignore the unknown man who makes the letters in my quiz show "Down You Go!" Here is a man who can outmanipulate the tax collector.

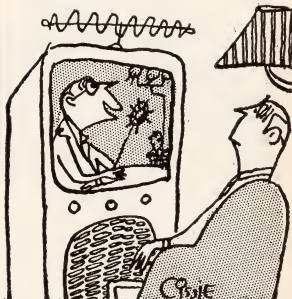
6. About the middle of my list, I'll put the crew on the "Creative Cookery" show. This is a case of pure envy rather than admiration. They get to eat the perfect concoctions of Francois Pope (my uncle), proprietor of the school, and they do it with absolutely no restraint.

7. Another I admire is the prop man who dispenses silverware on the Studs Terkel show. He is a pure realist and obviously anticipates no guests. Thus he leaves the stage bare for the unequaled antics of Mr. Studs et. al.

8. The choreographer on the Fred Waring show also deserves attention. This gentleman is able to squash more agile and beguiling dancers and singers into less space than a night club can customers.

9. The hand that lights the candle without a tremor and without a miss on the Lights Out show.

10. The seeing eye dog who leads the Old Gold dancing cigarette packages on and off stage, cannot be ignored. A pooch, human or canine, who can keep the secret of who they are, has no peer.



The makers of Special Baloney are happy to sponsor this political rally since . . .

TUESDAY JAN. 15—cont'd

- 2:00 5 **Big Pay Off**—Quiz Contest
Randy Merriman host, all you have to do is write a letter on the woman in your life and why you think she ought to receive all those fabulous prizes
- 7 **Housewives Holiday**—Kirchner
Interviews with the ladies by Claude and Ruth Kirchner
- 9 **Mike Wallace & Buff Cobb Show**
- 2:30 4 **Film**
- 5 **Bill Goodwin Show**—Variety
Vocalist Eileen Barton
- 7 **Barbara Moro**—Creative Ideas
- 9 **Mel Torme Show**—Musical
Guest: Audrey Hepburn
- 3:00 4 **"House Of Danger"**—Feature
(For description see Sat. 3:00 p.m. channel 4 listing)
- 5 **Kate Smith Hour**—Variety
Kate presents Johnny Conrade and the girls, and Howell & Bowser, musical comedy skit
- 9 **Russ Davis Show**—Interviews
Russ & Sylvia hold forth
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Trade-Inn**—Exchange Show
Interesting items exchanged
- 9 **Telephone Game**—Harold Isbell
Jane & Harold quiz the contestants and hand out the prizes
- 4:15 4 **Bill Evans Show**—Variety
Informal chatter, music, and guests
- 5 **Gabby Hayes Show**—Tall Tales
- 4:30 5 **Howdy Doody Show**—Puppets
- 7 **Sagebrush Theater**—Western
"Riding Speed" feature film
- 9 **Music A La Mode**—Jack Fuller
- 4:45 4 **Assembly**—Military Talks
Chief Joseph Corey is your host
- 5:00 4 **Kids Karnival Kwiz**—Games
Art Hern gives the kids a chance to view the film & answer the quiz
- 5 **Cactus Jim**—Western Feature
- 9 **Trail Blazers' Theater**—Western
"Singing Buckaroo" feature film
- 5:30 4 **Silhouettes Of The West**—Music
- 5 **Visit With Cactus Jim**—Story
- 7 **The Chimps**—Film Short
"Inside India"
- 5:35 5 **Weatherman**—Clint Youle
- 5:45 4 **Window Shopping**—Commercial
Lucky North tours Chicago stores
- 5 **Public Life Of Cliff Norton**
- 7 **Adventure Theater**—Stories
"Lightning Warrior" ch. 10
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments**—Bob Elson
- 5 **Kukla, Fran & Ollie**—Puppets
- 7 **Paul Harvey With The News**
- 9 **Captain Video**—Adventures
- 6:10 7 **Top O' The Weather**—Russ Reed
- 6:15 4 **Ulmer Turner And The News**

- 6:15 5 **Bob And Ray**—Comedy Skits
- 6:20 7 **Sports Highlights**—Carmichael
- 6:30 4 **CBS News**—Douglas Edwards
- 5 **Dinah Shore Show**—Musical
- 7 **Bulah Show**—Comedy Skits
- 9 **Spencer Allen And The News**
- 6:45 4 **Stork Club**—Interviews
Guest: Barbara Ann Scott
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**—News
- 7:00 4 **Frank Sinatra Show**—Variety
Will Mastin Trio featuring impersonator Sammy Davis Jr.
- 5 **Star Theater**—Comedy-Variety
Jack Carter subs for Uncle Miltie and presents Dolores Gray, Boliana Ivanko Troupe, and the Dunhills
- 7 **Charlie Wild, Detective**—Drama
"The Case of the Deadly Punch." A prizefighter is killed in the ring
- 9 **What's The Story?**—News Show
Panelists try to guess news event from reporter's dress and other clues
- 7:30 7 **Metropolitan Opera Auditions Of The Air**—Classical Selections
Opportunity for talented vocalists to attain recognition; Milton Cross commentator, talk by John Gutman
- 9 **Keep Posted**—Current Events
Today's headlines discussed by panel with Lawrence Spivak & Martha Rountree as moderators
- 8:00 4 **Crime Syndicated**—Drama
Suspense stories based on case material from files of the Senate Crime Investigating Committee. A major racketeer involves a wealthy woman in a jewel robbery
- 5 **Fireside Theater**—Film Drama
"Land Of Destiny" tale of a fight for land in lower Calif. in the 19th century with Charlita, Bill Bishop, June Land, & Herb Deans
- 7 **United Or Not**—Discussion
Interviews with noted personalities by members of United Nations Correspondents Ass'n; U.N. News Conference, John MacVane, chairman
- 9 **Battle Of The Ages**—Film
John Reed King emcees professional talent team competition
- 8:30 4 **Suspense—Mystery Drama**
"The Spider." Lost in a Florida swamp, a young female scientist stumbles into a shack inhabited by a maniac, a spider, and death
- 5 **Circle Theater**—Drama
"It Takes All Kinds." Romantic comedy about a young couple who pose as man and wife in order to become contestants on radio quiz show
- 7 **"Wild Irish Night"**—Feature
Film with Arthur Lucas and Kitty McShane being featured
- 9 **Quick On The Draw**—Charades
Cartoon game with Robin Chandler femcee and a panel of four celebrities trying to guess the meaning of Bob Dunn's drawings

TUESDAY JAN. 15—cont'd

9:00 4 **Danger—Mystery Drama**

A psychiatrist is kidnapped by gangsters who seek valuable information obtained by the specialist about intended victim in "The Intruders"

5 **Amateur Hour—Ted Mack mc**

Ted Mack emcees program and pays special tribute to Meriden, Conn.

9 **Royal Playhouse—Film Drama**

"Miggles" with Mary Sinclair and Edgar Barrier; touching love story of the old west

9:30 4 **My Friend Irma—Marie Wilson**

Cathy Lewis as Jane tries to curb her friend's zany antics; Gloria Gordon is featured as Mrs. O'Reilly

7 **Chgo. Symphony Chamber Or.**

Soloist Donald Graham sings "Nadamina" from "Don Giovanni," the orchestra plays Verdi's Prelude to Act III from "La Traviata" and overture to "Cenerentola"

9 **Boston Blackie—Mystery Drama**

"The Devil's Daughters" is a tale of two girls whose looting of stores & finally murder gains them this title by the press

9:45 5 **Bob Considine Show—Views**

10:00 4 **Ernie Simon—Curbstone Cutup**

Ernie holds folksy interviews with the gang under the marquee

5 **Weatherman—Clint Youle**

7 **Impact—News & Commentary**

Story of the week is featured with reporters interviewed; also columnists discuss controversial issues and civic problems, Austin Kiplinger moderator

9 **"The Long Voyage Home"—Film**

Feature with John Wayne and Thomas Mitchell; adventures of a group of seamen on a tramp steamer with a cargo of high explosives

10:10 5 **Dorsey Connors—Helpful Ideas**

10:15 4 **Late World News—Reports**

5 **Clifton Utley And The News**

10:30 4 **Bill Balance Show—Interviews**

Variety, guests, and music

5 **Let's Look At Sports**

7 **Virginia And Woody Klose**

Household tips, comedy, & interviews

10:45 5 **Herbie Mintz Show—Musical**

11:00 4 **Murder Before Midnight—Film**

5 **Survival—Civil Defense Prog.**

7 **Austin Kiplinger With The News**

11:30 4 **"Daniel Boone"—Feature Film**

George O'Brien and Heather Angel in a western epic of a journey to Ky.

5 **Sports Newsreel—News Events**

9 **Chicagoland Newsreel—Data**

12:45 4 **Midnight Edition—Ulmer Turner**

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

TV FORECAST



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Which Shall I Watch?

Mrs. Harry Birch Finds Problem With Husband and Son in TV

by Patricia Cooper

CHASING fire engines, driving all night to reach the site of a cyclone and dashing to be the first on the scene at all major news events may sound like an exciting way to spend the first years of married life—but to Mrs. Harry Birch it was the *only* way of seeing her busy husband who was then the midwest representative for Fox News, today known as Movietone News.

Harry Birch was to chase many fires, cover many disasters and record many comings and goings of celebrities before his career as an ace newsreel cameraman gave way to a new field. However, one day Harry began to talk of a new visual medium—TELEVISION.

"The next thing I knew," Lucille Birch told us, "my husband was in television and my travels were over. Now I was able to sit in my own living room and see his work. Of course during his early years as chief cameraman at WBKB (the post he still holds), I spent many lonely evenings but I always knew where Harry was and when his work would be over for the night."

One thing Mrs. Birch did not know was that television was to soon pose a very special problem in her very special family. The Birches' son, Bill, decided to follow in his father's footsteps and after college joined the Chicago staff of Movietone News.

"This decision of Bill's came as no surprise to me," Mrs. Birch exclaimed, "for he had practically teed off on a film can! At a very early age, he showed a preference for such toys as a magic lantern, sun pictures and cheap movie projectors."

What is the special problem in the Birch family? Well, that came along the day that Bill joined the television industry, doing motion picture news and special events for NBC-TV.

"Now when I receive a call from Bill," continued Mrs. Birch, "it is generally 'Hi, Ma, you're my severest critic. So will you check my show tonight at such and such a time.' This is all right, until the phone rings and it's my husband and he makes the same request for the same hour! If I miss one show completely, I find myself in the proverbial doghouse with my husband or son."

Along with this rather amusing side to having two members of the family in television at different stations, Lucille Birch still finds times when she worries a great deal about both of them. Such an instance was the ravaging fire on the north bank of the Chicago river several months back which both were assigned to cover.

"I had chills as I watched the fire on our TV set knowing that my husband was manning the camera at WBKB, but what was worse was that Bill was right in the center of the fire," Mrs. Birch told us. "However, I didn't learn until later that Bill, who is midwest supervisor of NBC-TV newsreel and special events, had just missed being under a falling wall by 30 seconds. He had been working at the wall making close-ups of firemen at work and had walked across the street for a long shot of the building when the wall gave way."

With a husband and son in the industry, Mrs. Birch now looks thoughtfully at her eight year old grandson, Randy Horton Birch, helping his father set up the family movie projector. "Will I someday have a third show to watch," she mused.



BILL BIRCH



HARRY BIRCH

Wednesday Jan. 16

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

- 7:00 5 Today**—Dave Garroway Emcee
Newscaster James Fleming will broadcast & monitor both TV set and teletype machines
- 9:00 4 Morning News**—Dorothy Doan
5 Mel Martin Show—Variety
Mad hat designing contests, community singing, and personal interviews
- 9:15 4 Arthur Godfrey Time**—Music
- 9:30 4 Breakfast With The O'Neil's**
5 It's In The Bag—Quiz Stunt
Variety type with Jerry Toman emcee
- 10:00 5 Ernie Kovacs Show**—Variety
9 Your Figure Ladies—Exercises
- 10:30 4 Tel-A-Shopper**—Betty Whitney
5 Dave And Charlie Show
7 Dennis James Show—Variety
Domestic difficulties solved in Dennis and Julia's "Problem Playhouse"
9 Strike It Rich—Warren Hull mc
- 10:45 5 Richard Harkness & The News**
- 11:00 4 Creative Cookery**—Recipes
Hungarian veal paprika and bran muffins are demonstrated
5 Ruth Lyons' 50 Club—Variety
Reward for occupant of lucky chair
7 Frances Langford—Don Ameche
Guests: Tommy Wonders, dancer; Gene, Joan, Ginny, & Jimae, magicians; Loretta North, Miss Kangaroo of Australia
9 Egg And I—Continued Tale
Pat Kirkland & John Craven star
- 11:15 9 Love Of Life**—Serial Story
Peggy McCay, Paul Potter, Jean McBride, Marie Kennedy, & Dennis Farnell are featured
- 11:30 5 The Bunch**—Hugh Downs mc
9 Search For Tomorrow—Drama
Continued story featuring Mary Stuart, John Sylvester, & Lynn Loring
- 11:45 9 News Headlines**—Spencer Allen
- 12:00 4 Film**
5 Film
7 Gayelord Hauser Program
Informative chats with the world-famous nutritionist who illustrates his belief that proper foods are responsible for beauty and good health
9 Hi Ladies—Tommy Bartlett
- 12:15 7 Bob & Kay Show**—Commentary
Bob Murphy and Kay Westfall introduce guests with interesting stories
- 12:30 4 Garry Moore Show**—Comedy
Kirkwood & Goodman, comedy team
5 Meet Mintz—Pianist Raconteur
- 12:45 5 Newsroom**—Late Reports

TV FORECAST



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Q. Lewis

★ Abe
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"THE NAME'S THE SAME"

**WED. 6:30 P. M.
CHANNEL 7**

WEDNESDAY JAN. 16—cont'd

- 12:45 9 **Let's Go To Market**—Produce
Norm Kraeft and Butch Davis report
on the price of farm products
- 1:00 5 **"Boy's Reformatory"**—Feature
Film with Frankie Darro, Grant
Withers, & David Durand; orphan
lad takes a rap for his foster brother
to save his mother's faith in her son
- 9 **Chicago Cooks**—Food Prepared
Easy way to good cooking
- 1:30 4 **First Hundred Years**—Drama
Tale of a young married couple
- 1:45 4 **Lucky North Show**—Interviews
- 2:00 4 **Frazier Thomas Show**—Variety
5 **Big Pay Off**—Quiz Program
Randy Merriman & Bess Meyerson
- 7 **Beulah Karney**—Foods Show
Meal of the Week & best buys
- 9 **Mike Wallace & Buff Cobb Show**
Interviews with interesting persons
- 2:30 4 **Bert Parks Show**—Musical
Bert, Bobby, and Betty Ann sing
tunes: "Hey, Good Lookin'," "These
Foolish Things," "He's the Loneliest
Man in Town," and "I'll Never Forget
You"
- 5 **Ralph Edwards Show**—Stunts
- 7 **Barbara Moro**—Creative Ideas
- 9 **Board Of Education Show**
George Jennings commentator
- 3:00 4 **"Daniel Boone"**—Feature Film
(For description see Tues. 11:30 p.m.
channel 4 listing)
- 5 **Kate Smith Hour**—Variety
Guests: Hocter & Byrd, Sigmund
Rothschild, Evalyn Tyner, and the
Singing Boys of Norway
- 9 **Russ Davis Show**—Melodies
Informal chatter with Russ & Sylvia
(see story on page 9)
- 4:00 5 **Hawkins Falls, Pop. 6,200**
The problems, adventures, romances,
and sorrows facing inhabitants of a
small midwestern town
- 7 **Trade-Inn**—Pat Tobin Emcee
Exchange your "white elephant"
- 9 **Telephone Game**—Harold Isbell
Join the fun for an exciting prize
-
- 4:15 4 **Bill Evans Show**—Musical
Commentary, chatter, variety, news
and guests comprise this session
- 5 **Gabby Hayes Show**—Tall Tales
Gabby narrates shootin' Western saga
- 4:30 5 **Howdy Doody Show**—Bob Smith
- 7 **Sagebrush Theater**—Western
"Rough Riding Range" feature
- 9 **Music Ala Mode**—Jack Fuller
- 4:45 4 **Assembly**—Military Talks
Chief Corey interviews group of Ma-
rines from Hawaii
- 5:00 4 **Kids Karnival Kwiz**—Games
Another horse opera for kid cowboys
- 5 **Cactus Jim**—Western Feature

★ ★ ★

**"SKATING
OLYMPICS"**
A HERRILL ABBOTT PRODUCTION



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Dinner Show 8:30 Supper Show 12:00

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THE CONRAD HILTON
Formerly THE STEVENS

WEDNESDAY JAN. 16—cont'd

- 5:00 9 Trail Blazers' Theater—Western**
"Cheyanne Wild Cat" feature
- 5:30 4 Silhouettes Of The West**
Roy Starkey conducts session for western minded youngsters
- 5 Visit With Cactus Jim—Tale**
- 7 Tom Corbett Space Cadet**
- 5:35 5 Weatherman—Clint Youle**
- 5:45 4 Window Shopping—Commercial**
- 5 Public Life Of Cliff Norton**
- 7 King Calico—Puppet Story**
Moppy, the rag doll, joins the fun
- 5:50 5 Clifton Utley And The News**
- 6:00 4 Sports & Comments—Bob Elson**
News of sports world (see pg. 44)
- 5 Kukla, Fran, & Ollie—Frolic**
Little characters with big ideas
- 7 Paul Harvey With The News**
- 9 Captain Video—Adventures**
A trip into space, in 2351 A.D.
- 6:10 7 Top O' The Weather—Russ Reed**
Prediction for tonight and tomorrow
- 6:15 4 Ulmer Turner And The News**
- 5 Bob And Ray—Comedy Antics**
Bob Elliott and Ray Goulding
- 6:20 7 Sports Highlights—World News**
John Carmichel reviews the events
- 6:30 4 CBS News—Douglas Edwards**
- 5 Those Two—Comedy Adventures**
Vivian Blaine & Pinky Lee in amusing skits about show business
- 7 Name's The Same—Panel Quiz**
Robert Q. Lewis host to panelists: Abe Burrows, Meredith Wilson, & Joan Alexander quizzed on notables living, dead, real, or fictional
- 9 Spencer Allen And The News**
- 6:45 4 Perry Como Show—Musical**
Tunes: "Shrimp Boats," "If Wishes Were Kisses," and "The Song is You"
- 5 News Caravan—John Swayze**
- 9 Chicagoland Newsreel—Events**
- 7:00 4 Arthur Godfrey And His Friends**
Musical variety with Frank Parker, Marion Marlowe, Janette Davis, the Chordettes, and the Mariners
- 5 Kate Smith Evening Hour**
- 7 Paul Dixon Show—Variety**
Dottie Mack and Wanda Lewis
- 9 "When Thief Meets Thief"—Film**
Feature with Douglas Fairbanks Jr., Valerie Hobson, & Alan Hale; jack-of-all-thefts goes from petty to international burglary
- 8:00 4 Strike It Rich—Interview-Quiz**
Warren Hull emcee of the "quiz with a heart" and guest "helping hand" Eileen Wilson
- 5 Kraft Theater—Drama**
"The Round Table" with Katherine Bard, Olive Blakney, Chris White & Gene Lyons; story of a scatterbrain English family
- 7 To be announced**

- 8:30 4 The Web—Mystery Drama**
"Indian Sign" An Indian boy and girl are caught in a web of murder
- 7 To be announced**
- 9 Scotland Yard Reporter—Drama**
- 9:00 4 Blue Ribbon Bouts—Boxing**
Bob Satterfield vs Clarence Henry (10 rds, heavyweight) from Chgo.
- 5 To be announced**
- 7 Pulitzer Prize Playhouse**
"The Town" Conrad Richter's prize winning novel for 1951 with Eileen McMahon and John Forsythe; the pioneering spirit of the building of America from 1840 to 1860, in a small Ohio town
- 9 Health Talk—Dr. Van Dellen**
"Your Hearing—Fact & Fancy" discussed by Dr. Richard Marcus, charge of hearing & speech Ill. Eye & Ear Infirmary, & Dr. Francis L. Lederer, Prof. & head of the Dept. of Otolaryngology, U. of Ill. Coll. of Med.
- 9:30 5 Pantomime Quiz—Charades**
Mike Stokey emcee with regular team of Adele Jergens, Jackie Coogan, Hans Conried, and Vincent Price
- 9 Dick Tracy—Drama (Tentative)**
Ralph Byrd as Dick, Angela Greene as Tess, Lyle Talbot as The Brain, & Jo Carroll Dennison as Breathless Mahoney
- 9:45 4 Sports Quiz—Film**
- 10:00 4 Ernie Simon—Curbstone Cutup**
Ernie cuts capers with crowd under the State & Lake marquee
- 5 Weatherman—Clint Youle**
- 7 Wrestling From Rainbo Arena**
Wayne Griffin announces matches
- 9 "Calling Paul Temple"—Film**
Feature wherein an English mystery writer becomes involved with an actual murder
- 10:10 5 Dorsey Connors—Helpful Ideas**
Tips you've never thought of
- 10:15 4 Chronoscope—Discussion**
- 5 Clifton Utley And The News**
- 10:30 4 Bill Balance Show—Variety**
Harry Suekman pianist assisting vocalist Jean Cordell
- 5 Let's Look At Sports**
- 10:45 5 Herbie Mintz Show—Musical**
- 11:00 4 Murder Before Midnight—Film**
- 5 "Miss Annie Rooney"—Film Pt. I**
Feature (1st Showing) with Shirley Temple, William Gargan, Guy Kibbee; story of a poor little Miss Rooney who falls in love with rich young man whose family greatly disapproves
- 7 Austin Kiplinger With The News**
- 11:30 4 "Death From A Distance"—Film**
Feature with Lola Lane and Russel Hopton; a girl reporter and a police detective solve an eerie murder
- 9 Chicagoland Newsreel—Reports**
- 1:00 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)



Skinner, Buchanan, Mich., Glen VanWormer, Kenosha, Wis., James Waldron, EauClaire, Mich., Tom Weeks, Rochelle, Ill., Karen Wells, Aurora, Ill., Bob White and Don Williams, Knox, Ind., Marilyn Young, Chicago, Ill.

THIS WEEK'S CONTEST: How many different words can you make from the name "Wild Bill Hickok"? For the longest list, I'll award \$1; next longest 50 cents; next 12 runners-up 25 cents each. Remember, they have to be regular words found in the dictionary. In case of ties, winners are judged on neatness. Mail to Uncle Herbie, % TV Forecast, 185 N. Wabash ave., Chicago 1, Ill., before Sunday, Jan. 20.

How many of you boys and girls know about Wild Bill Hickok, who was the terror of badmen on the western prairies many years ago. Wild Bill was a great hunter, Indian fighter and scout, and he is one of the greatest of American heroes.

Now here is a picture of Guy Madison, the movie star, who is playing the part of Wild Bill on channel 7 each Sunday afternoon. See his fancy buckskin outfit? And those two avenging guns in his hands? Outlaws had better start taking cover.

Here are some of my weekly winners:

Larry Bartram, Woodstock, Ill., James Bracht, Chicago, Ill., John Cleveland, Michigan City, Ind., Joan Cornelison, Woodstock, Ill., Gay Magee, Cedar Lake, Ind., Joyce Rappaport, Chicago, Ill., A. C.



'Boys Club Show Rates Big Support

The great power and impact of TV swings into action Saturday, Jan. 12 to boost one of Chicago's most worthy projects. To help celebrate (and aid) the 50th anniversary of the Chicago Boys' Clubs, WBKB will present an unusual show from 9:30 p.m. until 1 a.m.

Besides the standard glamour parade of TV stars from ALL Chicago stations, the Boys' Club show will feature acts by the Club members themselves. The event is sponsored by the Women's Board, in charge of the Clubs.

Slated for the emcee job is Irv Kupcinet, conductor of the famed "Kup's Column" in the Sun-Times. Other celebrities who'll help stage an appeal are columnists Tony Weitzel and Will Leonard, and TV stars Burr Tillstrom, Studs Terkel, Johnny Desmond, Don McNeill, Ernie Simon, Linn Burton, Jim Moran and Bob Elson.

Viewers who tune in Channel 4 Saturday night will not only see the city's foremost talent on parade, but some agile youngsters who'll prove first-hand what a merit project Chicago's own Boys Clubs are to the community.



Guitarist Jackie Dunn, a Boys Club member via Tennessee, will perform.



Little Terri Wade prepares to strut her stuff for the Boys Clubs.

Thursday Jan. 17

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

- 7:00 5 **Today**—News, Reviews, Records
Dave Garroway as communicator with
James Fleming handling the news
- 9:00 4 **Morning News**—Harry Marble
5 **Mel Martin Show**—Variety
- 9:15 4 **Arthur Godfrey Show**—Variety
- 9:30 4 **Breakfast With The O'Neils**
5 **It's In The Bag**—Quiz Show
Super prize for smart people; the
"Boodle Bag" \$55 in merchandise
- 10:00 5 **Ernie Kovacs Show**—Variety
9 **Your Figure Ladies**—Fogarty
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
5 **Dave & Charlie Show**—Comedy
7 **Dennis James Show**—Quiz
9 **Strike It Rich**—Warren Hull mc
- 10:45 5 **Richard Harkness & The News**
- 11:00 4 **Creative Cookery**—Recipes
Mr. Pope prepares French cream fill-
ing for banana cream pie, also the
shell and procedure for baking a pie
- 5 **Ruth Lyons' 50 Club**—Views
7 **Frances Langford**—Don Ameche
Guests: John Ericson, Sheila Bond,
Fran Lee, and Remos and the Toy
Boys
- 9 **Egg And I**—Continued Story
- 11:15 9 **Love Of Life**—Serial Drama
- 11:30 5 **The Bunch**—Musical Variety
Hugh Downs provides conversation
while Bette Chapel sings to music of
Art Van Damme Quintet
- 9 **Search For Tomorrow**—Tale
Will the family go against Victor?
- 11:45 9 **News Headlines**—Spencer Allen
- 12:00 4 **Steve Allen Show**—Comedy
Peggy Lee is featured vocalist
- 5 **Film**
7 **Bob & Kay Show**—Commentary
9 **Hi Ladies**—Tommy Bartlett
- 12:30 4 **Garry Moore Show**—Variety
Special guest, Lucille Watson
- 5 **Meet Mintz**—Musical Show
- 12:45 5 **Newsroom**—Late Reports
9 **Let's Go To Market**—Produce
Stock market fluctuations delivered by
Norm Kraeft & Butch Davis
- 1:00 5 **"Paradise Isle"**—Feature Film
Warren Hull & Movita in a tale of a
love that restored the precious gift of
sight to a man
- 9 **Chicago Cooks**—Kay Middleton
- 1:30 4 **First Hundred Years**—Serial
- 1:45 4 **Bride & Groom**—John Nelson
Newly married couple is interviewed
- 2:00 4 **Frazier Thomas Show**—Variety
5 **Big Pay Off**—Quiz Program
7 **Housewives' Holiday**—Kirchner

- 2:00 9 **Mike Wallace & Buff Cobb Show**
- 2:30 4 **Film**
5 **Bill Goodwin Show**—Variety
Music & comedy with Eileen Barton
- 7 **Barbara Moro**—Creative Ideas
- 9 **Mel Torme Show**—Musical
Guest vocalist, Rose Murphy
- 3:00 4 **"Death From A Distance"**—Film
(For description see Wed. 11:30 p.m.
channel 4 listing)
- 5 **Kate Smith Hour**—Variety Time
Kate presents a dramatic skit with
Katina Pasinou and Claudia Pinza
- 9 **Russ Davis Show**—Commentary
- 4:00 5 **Hawkins Falls**, Pop. 6,200



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Channel 7

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**"PORTRAIT
OF TOBY
PLUMMER"**

with

**John Qualen
Lynn Roberts**

on

**FAMILY
SHOWTIME**

THURSDAY AT TEN
WENR-TV

THURSDAY JAN. 17—cont'd

- 4:00 7 **Trade-Inn—Variety Of Antiques**
Pat Tobin & Todd Purse conduct this TV swap shop with variations
- 9 **Telephone Game—Harold Isbell**
Harold and Jane invite you to join the fun; your number may be lucky
- 4:15 4 **Bill Evans Show—Variety**
- 5 **Gabby Hayes At The Double Bar M Ranch—Western Story**
- 4:30 5 **Howdy Doody Show—Variety**
- 7 **Sagebrush Theater—Western**
"Timber Terrors" feature film
- 9 **Musica Ala Mode—Jack Fuller**
- 4:45 4 **Assembly—Military Talks**
Interviews on film with Service men stationed in & around Hawaii
- 5:00 4 **Kids Carnival Kwiz—Games**
Western story for young cowhands
- 5 **Cactus Jim—Western Feature**
- 9 **Trail Blazers' Theater—Western**
"Sunrise Trail" feature film
- 5:30 4 **Silhouettes Of The West—Talks**
- 5 **Visit With Cactus Jim—Chats**
- 7 **The Chimps—Film Short**
"Trapped in a Trunk"
- 5:35 5 **Weatherman—Clint Youle**
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
- 7 **Adventure Theater—Early Amer.**
"Lightning Warrior" ch. 11
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments—Bob Elson**
- 5 **Kukla, Fran, & Ollie—Jolly Fun**
- 7 **Paul Harvey With The News**
- 9 **Captain Video—Adventure Tale**
- 6:10 7 **Top O'The Weather—Russ Reed**
- 6:15 4 **Ulmer Turner And The News**
- 5 **Bob And Ray—Comedy Antics**
- 6:20 7 **Sports Highlights—Carmichael**
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Dinah Shore Show—Musical**
- 7 **Lone Ranger—Western Drama**
Tale of a fight for justice
- 9 **Spencer Allen And The News**
- 6:45 4 **Stork Club—Interviews**
Sherman Billingsley is your host
- 5 **News Caravan—John Swayze**
- 9 **Chicagoland Newsreel—Data**
- 7:00 4 **Burns & Allen Show—Comedy**
The new year finds Gracie up to her old tricks with George patiently hoping that someday she'll settle down
- 5 **Groucho Marx Show—Comedy**
Clowning Groucho ad-libs with contestants giving them a chance at special jackpot plus asking questions on "You Bet Your Life" quiz
- 7 **Stop the Music—Musical Quiz**
Bert Parks mc with Betty Ann Grove, Jimmy Blaine, & "mystery melody"

- 7:00 9 **This Is Music—Song-Variety**
Host Alexander Gray & Bob Trendler's orchestra present a mixture of popular and classical selections
- 7:30 4 **Amos 'n' Andy—Comedy Drama**
"The Winslow Woman"
- 5 **Treasury Men In Action—Drama**
"The Case of the Weak Link" As a result of which the U.S. Customs found it necessary to change one of its techniques, long considered fool-proof
- 9 **Press Conference—Interviews**
Lee Schooler, moderator, interviews representatives from four newspapers
- 8:00 4 **Hollywood Opening Night—Film**
- 5 **Dragnet—Police Action Drama**
Suspense tale with Jack Webb
- 7 **Herb Shriner Time—Humor Skits**
Hoosier humorist Herb gives his interpretation of the everyday scenes
- 9 **Gruen Theater—Drama**
John Lytel, Ann Q. Nilson, & Alan Mowbray in "My Other Love" tale of several hectic but amusing days in the life of a small town family
- 8:30 4 **Big Town—Newspaper Drama**
Pat McVey stars as Steve Wilson of "Illustrated Press" with Julie Stevens as Lorelei in "The Canary Shop." Owner of bird store hires assistant whose love of birds is second only to his passion for greenbacks
- 5 **Ford Festival—Musical Variety**
James Melton mc with vocalist Dorothy Warenskjold and guest star, Morey Amsterdam
- 7 **Meet The Champ—Boxing Bouts**
Wally Butterworth mc topflight pugilistic bouts of the Armed Forces
- 9 **Foreign Intrigue—Myst'y Drama**
As foreign correspondents Jerome Thor and Sydna Scott star in a suspenseful tale in a European city
- 9:00 4 **Racket Squad—Drama**
Reed Hadley as Captain John Bradlock in "Big Trap" where a con man claims to represent a bona fide foundation which requires money
- 5 **Martin Kane, Private Eye**
Lloyd Nolan stars as the hard-hitting detective in a drama of mystery
- 7 **How Did They Get That Way?**
Education and discussion in adult and child psychology with Isabel Leighton
- 9 **Author Meets The Critic**
- 9:30 4 **Pace In Chicago—Variety Type**
News and feature stories about Chgo. & Chicagoans, highlights on the personalities & progress of America's 2nd city, plus other presentations
- 5 **Wayne King Show—Musical**
An old fashioned show with tunes "Stars in Your Eyes," "Slow Poke" by Barbara Becker; "It's Wonderful" and "S'posin'" by Gloria Van
- 7 **At Home Show—Musical Variety**
Earl Wrightson host with guest

THURSDAY JAN. 17—cont'd

- 9:30 9 400 House Party**—Variety Acts
Singing, dancing, and musical acts
- 9:45 7 Carmel Myers Show**—Variety
A past era comes to life again
- 10:00 4 Ernie Simon**—Curbstone Cutup
Join the fun! You may see your friends and relatives
- 5 Weatherman**—Clint Youle
- 7 Family Showtime**—Film Drama
"Portrait Of Toby Plummer" with John Qualen and Lynn Roberts
- 9 "Storm Over Bengal"**—Feature
Film with Patric Knowles, Richard Cromwell, & Rochelle Hudson; plot of political intrigue with a love story mixed into battle scenes
- 10:10 5 Dorsey Connors**—Helpful Ideas
- 10:15 4 Late World News**—Reports
5 Clifton Utley And The News
- 10:30 4 Bill Balance Show**—Variety
5 Let's Look At Sports
7 Dr. Fixum—Household Tips
Clever & practical ideas for what to do with those "no good" coat hangers we all have about the house
- 10:45 5 Herbie Mintz Show**—Musical
- 11:00 4 Murder Before Midnight**—Film
5 Opera Theater—"Pique Dame"
By Tchaikovsky with Winifred Heidt as countess & David Poleri as Gherman
- 7 Austin Kiplinger And The News**
9 "Queen Of The Yukon"—Film
Feature with Charles Bickford, Irene Rich, and Melvin Long; Jack London's story of the woman who ruled the Yukon & ran a river boat
- 11:10 7 Peter Pan Theater**—Feature
- 11:30 4 "Ghost Camera"**—Feature Film
Ida Lupino and Henry Crandall set out to solve a murder revealed to them on a roll of undeveloped film
- 12:15 9 Chicagoland Newsreel**—Data
- 12:45 4 Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above listings without notice)

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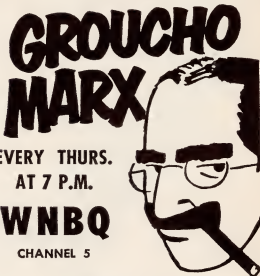
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Every Sunday Afternoon

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OLD BRIAR

"The Master Mixture
of rare flavor and
aroma"



Things were never like this in Tennessee, according to our scouts from the hills. Here's hillbilly singer Dorothy Shay, who's rocking TV with her torchy numbers.

Friday Jan. 18

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

- 7:00** **5** Today—Dave Garroway Reports
Two hour telecast of varying features
- 9:00** **4** Morning News—Commentary
5 Mel Martin Show—Variety
Jingle contest conducted by the table-hopping emcee, music & exercises
- 9:30** **4** Film
5 It's In The Bag—Games
- 10:00** **4** Breakfast With The O'Neil's
5 Ernie Kovacs Show—Comedy
9 Your Figure Ladies—Fogarty
- 10:30** **4** Tel-A-Shopper—Betty Whitney
5 Dave And Charlie Show
7 Dennis James Show—Interviews
9 Strike It Rich—Warren Hull mc
Guest: Loretta North
- 10:45** **5** Richard Harkness & The News
- 11:00** **4** Creative Cookery—Recipes
Italian pork sausage, how to broil, roast, and pan fry sausage
5 Ruth Lyons' 50 Club—Chatter
7 Frances Langford—Don Ameche
Suzanne & McCaffrey, Royal Toner, and a fashion show
9 Egg And I—Continued Story
- 11:15** **9** Love Of Life—Serial Drama
Pat McCay featured in cast
- 11:30** **5** The Bunch—Musical Variety
9 Search For Tomorrow—Tale
- 11:45** **9** News Headlines—Spencer Allen
- 12:00** **4** Who's Talking?—Hal Tate mc
5 Film
7 Gayelord Hauser Program
Eat the right foods and live a long life, according to Mr. Hauser
9 Hi Ladies—Interviews
Tommy conducts occupational quiz
- 12:15** **4** Steve Allen Show—Comedy
7 Bob And Kay Show—Variety
- 12:30** **4** Garry Moore Show—Comedy
Guest: George Gobel
5 Meet Mintz—Music Session
- 12:45** **5** Newsroom—Late Information
9 Let's Go To Market—Produce
Norm Kraeft narrates prices
- 1:00** **5** "Revenge Of The Zombies"
Feature with Veda Ann Borg, John Carradine, & Gale Storm; a scientist conceives the idea of an army of Zombies which do their master's bidding unquestionably
9 Chicago Cooks—Kay Middleton
- 1:30** **4** First Hundred Years—Serial
- 1:45** **4** Luckey North Show—News
- 2:00** **4** Frazier Thomas Show—Variety
5 Big Pay Off—Quiz Program
Randy Merriman and Bess Myerson



DEAR BOSS:

All kinds of TV Christmas presents—wonderful dramas like the Lux Theater's presentation of the Stephen Vincent Benet story, *A Child is Born*. Compared to the standard, hack dialogue whipped out for the usual TV drama, Benet's words wore golden wings, strummed silver harps.

And the sponsors—customer love 'em—gave us so many grand commercial-free programs for Christmas! Ammident was about the only big sponsor I caught with his Christmas-spirit down. They insisted on selling toothpaste right on Christmas night! Admirable singleness-of-purpose, to be sure—but wouldn't some folks say "Nay" to Dick Stark's convincing pitch simply because sales pressure and Christmas don't seem to go hand in hand.

Ah neighbors! The guy down the block returned my lawnmower last night and stopped to praise me briefly. "You're agin everything, Mac," he screamed. "Why don't you ever say something constructive?"

Well, I just smiled good-humoredly and slammed the door on his fingers, but the thought occurred to me that this might be the time to introduce my TV Fluff-Fixer.

As long as stray cameras, mikes and crews are bound to wander in and out of scenes anyway—why not at least dress 'em up to fit the show? If it's a cowboy drammer, the camera could be rigged up like a hitching post and the crew could don chaps and spurs.

An extra hitching post could roll down the Main Stem of Dry Gulch in broad view and no one would ever guess it was just a camera off its trolley. Or, if the show's Macbeth—what a natural! Deck out the camera in some artificial foliage, stick a lance in the cameraman's hand and presto—Burnham Wood is off to Dunsinane. Tally Ho! CHUB

FRIDAY JAN. 18—cont'd

- 2:00 7 **Beulah Karney—Foods Show**
"Things of interest to the 'heart and home'" also best buys around town
9 **Mike Wallace & Buff Cobb Show**

- 2:30 4 **Bert Parks Show—Musical**
"Peggy O'Neill," "Down By The Ohio," "Heatwave," & "I Thought About You"
5 **Ralph Edwards Show—Quiz**
7 **Barbara Moro—Creative Ideas**
9 **Beautiful Dreamer—Film Tale**

- 3:00 4 **"Ghost Camera"—Feature Film**
(For description see Thurs. 11:30 p.m. channel 4 listing)
5 **Kate Smith Hour—Musical**
Guests: The Bolina Ivanko quartet Ethel & Albert, & Gerard Jennings
9 **Russ Davis Show—Variety**

- 4:00 5 **Hawkins Falls, Pop. 6,200**
Problems of people in a small town
7 **Trade-Inn—Unique Exch. Show**
Pat Tobin & Todd Purse conduct
9 **Telephone Game—Quiz Session**
Conversations with potential prize winners stimulate our enjoyment

- 4:15 4 **Bill Evans Show—Variety**
5 **Gabby Hayes Show—Tall Tales**

- 4:30 5 **Howdy Doodly Show—Puppets**
Bob Smith entertains small-fry
7 **Sagebrush Theater—Western**
"Way of the West" feature film
9 **Music Ala Mode—Jack Fuller**

- 4:45 4 **Assembly—Armed Forces Show**
Phone call interview to GIs in Tokyo

- 5:00 4 **Kids Karnival Kwiz—Games**
5 **Cactus Jim—Western Feature**
9 **Trail Blazers' Theater—Western**
"The Test" feature film

- 5:30 4 **Silhouettes Of The West—Chats**
5 **Visit With Cactus Jim—Story**
7 **Tom Corbett Space Cadet**

- 5:35 5 **Weatherman—Clint Youle**
Report on atmospheric conditions

- 5:45 4 **Window Shopping—Commercial**
5 **Public Life Of Cliff Norton**
7 **King Calico—Puppets For Kids**
Adventures with the little king

- 5:50 5 **Clifton Utley And The News**

- 6:00 4 **Sports & Comments—Bob Elson**
5 **Kukla, Fran, & Ollie—Puppets**
7 **Paul Harvey With The News**
9 **Captain Video—Adventures**

- 6:10 7 **Top O'The Weather—Russ Reed**

- 6:15 4 **Ulmer Turner And The News**
5 **Bob and Ray—Comedy Skits**

- 6:20 7 **Sports Highlights—News Events**

- 6:30 4 **CBS News—Douglas Edwards**
5 **Those Two—Comedy Skits**
Pinky Lee & Vivian Blaine star

- 7 **Life With Linkletter—Quiz**
Art chats with the contestants
9 **Spencer Allen And The News**

- 6:45 4 **Perry Como Show—Musical**
"And The Angels Sing," "Garden In The Rain," "Domino," & "Snow-flakes"

- 5 **News Caravan—John Swayze**
9 **Chicagoland Newsreel—Data**

- 7:00 4 **Mama—Domestic Comedy Skit**
5 **RCA Victor Show—Ezio Pinza**
Music, romance, and comedy sketches in a penthouse setting with guest Eddy Arnold

- 7 **Mystery Theater—Drama**
Inspector Mark Saber (Tom Conway) in "The Case of the Corpse in the Canyon" with James Burke in the role of Sgt. Timothy Maloney

- 9 **Twenty Questions—Panel Quiz**
Bill Slater mc with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee, and guest panelist Eleanor Steber

- 7:30 4 **Man Against Crime—Drama**
Ralph Bellamy stars as Mike Barnett where in Miami he looks for sail bait and hooks a big murderer

- 5 **Walt's Workshop—Creative**
Mr. Durbahn shows the different ways of remodeling an old door with such ideas as a louvered door or a shelf

- 7 **Stu Erwin Show—Comedy Skits**
Stu and June have domestic troubles

- 9 **Not For Publication—Drama**

- 8:00 4 **Playhouse Of Stars—Drama**
"The Man That I Marry" with Diana Lynn; a young society girl engaged to two men can't decide who she wants to marry

- 5 **Big Story—Newspaper Drama**
Martha Strayer of the Washington, D.C. *Daily News*, a girl reporter who has faith in human nature and sets out to prove it

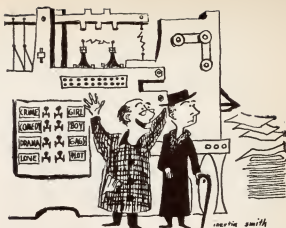
- 7 **Crime With Father—Drama**
Rusty Lane & Peggy Lobbin star as the chief of homicide and his daughter in "The Banshee" a composer's composition about an evil spirit which haunts a madman & traps him to a murder

- 9 **Down You Go—Panel Quiz**
Dr. Bergen Evans mc, panelists: Toni Gilman, Carmelita Pope, Fran Coughlin, & Robert Breen (see pg. 19)

- 8:30 5 **Aldrich Family—Comedy**
Life and its problems as faced and solved by Henry (Henry Girard) and Homer (Robt. Barry); family decides to teach Henry the value of money so with Homer's help Henry starts a laundry business that causes rumors

FRIDAY JAN. 18—cont'd

- 8:30 7 **Tales Of Tomorrow**—Drama
"Frankenstein" with Lon Chaney and John Newland; old story of a doctor who creates a monster
- 9 **Mal Bellairs Show**—Musical
- 9:00 4 **Live Like A Millionaire**—Music
Children introduce their talented parents; John Nelson and Connie Clawson conduct session
- 5 **Cavalcade Of Sports**—Boxing
Jimmy Powers announces bout between Eugene Hairston & Lee Sala
- 7 **Craig Kennedy, Criminologist**
Donald Woods in "The Late Corpse"
- 9 **Cavalcade Of Stars**—Variety
Art Carney subs for Jackie Gleason & presents Kitty Kallen, the 4 Beachcombers, and Verna Raymond
- 9:30 4 **Suspense**—Mystery Drama
- 7 **Today's Teens**—Discussion
Parents & teens on problems of today's youth; Don Gallagher, moderator
- 9:45 5 **Greatest Fights Of The Century**
Boxing film: Tommy Farr—Jim Braddock (January 1938)
- 10:00 4 **Ernie Simon**—Curbstone Cutup
Laughter, gags, and some antics under the State & Lake marquee
- 5 **Weatherman**—Clint Youle
What does tomorrow hold?
- 7 **Courtesy Hour**—Jim Moran mc
Music, dancing, & singing with professionals performing in variety acts, music by Bruce Chase
- 9 **"The Adventures Of Casanova"**
Feature film with Arturo DeCordova, Lucille Bremer, Turhan Bey, & John Sutton; leader of the Sicilian patriots, after the fall of Palermo in 1793, combines warfare & romance
- 10:10 5 **Dorsey Connors**—Helpful Ideas
Unique ways of using common items
- 10:15 4 **Chronoscope**—Discussion
Editors William Bradford Huie & Henry Hazlitt are featured
- 5 **Clifton Utley With The News**
- 10:30 4 **Washington Spotlight**—News
- 5 **Let's Look At Sports**
- 10:45 4 **Bill Balance Show**—Interviews
- 5 **Herbie Mintz Show**—Old Tunes
- 11:00 4 **Murder Before Midnight**—Film
- 5 **"Miss Annie Rooney"**—Film
Part II
(For description see Wed. 11:00 p.m. channel 5 listing)
- 7 **Austin Kiplinger With The News**
- 9 **Chicagoland Newsreel**—Data
- 11:30 4 **I Love The Ladies**
- 11:45 4 **"King Murder"**—Feature Film
Conway Tearle in an unusual and baffling murder mystery
- 1:15 4 **Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above listings without notice)



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TV FORECAST

LETTERS to the editors

(Continued from page 15)

Chub McCarthy and all the rest of the writers on your rotten sheet make me sick. You knock any show from New York no matter how good and boost anything from Chicago no matter how putrid it may be. . . . How about helping us get good entertainment instead of boosting a lot of flops!

Downers Grove, Ill.

T. C. HARLAN

The way everybody writes in complaining about Chub McCarthy is really a laugh. Don't they realize that he writes all his stuff with his tongue in cheek? We think he's very clever and hits the nail on the head. And what wonderful punning!

South Bend, Ind.

(MRS.) PEGGY THURBER

I think it is about time some of the "murder" stories were removed from TV, instead of wonderful programs like the Fred Waring show.

Burlington, Wisc.

THOMAS STELLIOT

. . . Marion Marlowe . . . when she sings she doesn't look like she is trying to show everyone her "finer points." . . . A couple of weeks ago she sang "Because" and actually gave us the goose bumps.

Chicago, Ill.

PATT and PHIL KEENE

Watch for the

1951 AWARDS POLL CHAMPIONS

to be announced

in the Jan. 26 issue of

TV FORECAST

First, second and third place popularity winners in both network and local programming will be revealed. The "experts" have had their say. On Jan. 26, the fans speak. The TV world is awaiting the result.

TV "Salute" enters Second Year

Chosen as the most representative talent for 1951 on Rubin's "Stars of Tomorrow" amateur program (Sunday, Dec. 30, WGN-TV, 9:00 p.m.) was baritone Bill Murphy who appeared in conjunction with the *TV Forecast* Talent Salute, a weekly feature on that show. Bill, a ballad singer, received an expense-free weekend at the Whitcomb Hotel in St. Joseph, Michigan, plus a professional engagement there, for coping the honor.

The following Sunday, beginning another year on "Stars," the Talent Salute doffed its hat to Park Forest. Tenor Red Krietzer proved to be a worthy representative of that community, his TV appearance winning plaudits from the viewers. Red, a life insurance salesman, is married and has two children.

This Sunday, January 13, Naperville is being saluted on Rubin's Stars of Tomorrow in cooperation with the Naperville Clarion.

MOLLYCUE WINNERS

Bea Bash, Gary, Ind., Barry Berkowitz, Chicago, Ill., Bonnie Bullinger, Benton Harbor, Mich., Karen Carlson, Chicago, Ill., Mary Chladek, Joliet, Ill., Barbara Cinefro, Mundelein, Ill., Janice Davis, Downers Grove, Ill., Lois Demiere, Chicago, Ill., Joyce Devine, Kankakee, Ill., Julia Elgeness, Hessville, Ind., Denise Enockson, Marseilles, Ill., Bobby Frye, Hammond, Ind., Carl Gak, Chicago, Ill., Geraldine Hall, Glen Ellyn, Ill., George Heim, Lombard, Ill., Jay Horack, Chicago, Ill., Julie Knoelke, Racine, Wis., Kenneth Matts, Chicago, Ill., Ronnie McWilliams, Chicago, Ill., Dorothy Olenc, Chicago, Ill., Johnny Ott, Michigan City, Ind., Karen Padley, Joliet, Ill., Sandra Rupprecht, Chicago, Ill., Audrey Sass, Chicago, Ill., Karen Sauve, North Chicago, Ill., Jay Thomas, Winnetka, Ill., Gerald Vold, Chicago, Ill., Frank Wang, Chicago, Ill.



Ohh, lookie. There's a fly crawling on Beulah Karney's pretty cake.

Why The Silverstein— Thesz Match Collapsed

TV

SPORTSCAST

by
ED PAZDUR

Sports Editor



IF YOU'VE wondered what happened to the proposed world's heavyweight wrestling contest between Lou Thesz and Ruffy Silverstein, here's the story:

At the invitation of *TV Forecast*, top grappling officials met with the Illinois State Athletic Commission to formulate terms for a recognized wrestling contest to determine a world's heavyweight champion. The meeting adjourned amicably but unsuccessfully. The IAC agreed to recognize the match if the contestants met under its strict supervision. Both rival promoters agreed to abide by IAC regulations.

The match, a charity promotion, was virtually assured success—until—a minor matter of finances arose. Exorbitant fees were demanded by both promoters and thereby killed any possibility of Thesz meeting Silverstein at the risk of his NWA title.

Sam Muchnik, president of the National Wrestling Alliance, asked a \$20,000 guarantee for Thesz. Sensing this may be the pot at the base of his rainbo, Fred Kohler curtly requested \$3,000 as his fee to look after the welfare of Thesz. Not to be outdone by his colleagues, promoter Leonard Schwartz felt if \$3,000 was good enough for Kohler, it was good enough for him. The pending Marshall plan did not end there. Ruffy Silverstein's guarantee was a modest \$13,000 for an hour's work.

Add a Stadium rental fee of \$5,000 and costly promotional publicity to an already ridiculous overhead of \$39,000 and you'll have an idea of why the Thesz-Silverstein match fizzled. . . . If there's one born every minute, Chicago's wrestling promoters failed to find him to underwrite this match.

Wrestling mogul Ray Fabiani, who predicted the match would never materialize, commented: "Those huge guarantees imposed by Sam Muchnik and Fred Kohler are the only way they can back out of this match. Because of public opinion, they could not flatly refuse. They determine champions during secret meetings."

It's interesting to note Verne Gagne lost his light-heavyweight championship to Danny McShaine. . . . Perhaps the NWA is looking for a fresh gate appeal in the heavyweight ranks. . . . Odds are in favor of Verne Gagne defeating Lou Thesz to end the latter's long reign as NWA champion.

The major cage games of the Pacific Coast Conference (Southern Division) are going TV in an effort to boost attendance. California Coach Nibs Price, looking disconsolately at empty seats in his fieldhouse said: "I think TV will re-educate the public as to what a great game basketball really is."

For Lou Thesz
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TV WRESTLING HIGHLIGHTS

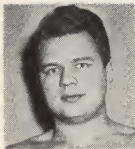
THE local wrestling scene has a strong new addition with the arrival of **Don Sparrow**. Having played professional football with both the Green Bay Packers and the Detroit Lions, Don has now transferred his allegiance to Chicago where he will perform next year for the Bears.

To keep in shape during the winter months, Don wrestles professionally, and does it very well if we are to believe his agent who says Don has never been defeated. Don's real name is Stancauk and he is a graduate of Denver University. An all around athletic star, Don should be popular with Chicago fans. He will be seen regularly over WENR-TV, on Wednesdays.



SPARROW

Bobby Watts, after a series of one-nighters in the hinterlands, has returned to his native heath and now will be seen on numerous local mat shows. A graduate of DePaul University, Bobby has had what might be termed a spectacular career. He's an ex-paratrooper, a boxer, an adagio dancer, and a former bouncer at the Aragon.



WATTS

By the way, Bobby is also a very clever and interesting wrestler. Happy to be back in his old home town, Bobby is a welcome addition to Chicago ring ranks.

Frank Leavitt, better known as **Man Mountain Dean**, has recovered from a heart attack that took him out of circulation for awhile. He now lives in Atlanta. Dean was a wrestling terror in the thirties with his hoary beard and grotesque body. His son now is carrying on the name and is admirably equipped for wrestling, weighing a mere 365 pounds.

—Bob Cuniff

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