

The Phenomenon of Johnnie Ray • page 10



TV FORECAST

MARCH 1, 1952

complete, advance
TV PROGRAMS

15c

CLAUDIA and DAVID
The American Love Story



Take a good look at channel 7 and **Paul Harvey News**



Each Monday
through Friday,
Chicago's favorite
newscaster

Paul Harvey
brings you his timely
commentary
on the news.

(Burton-Dixie)

At 6:10, there's a graphic
view of everyone's favorite
topic, **TOP O' THE
WEATHER,**
with Russ Reed.

At 6:20,
JOHN CARMICHAEL
presents the sports news,
national and local.

NEWS - WEATHER - SPORTS
(a perfect early-evening combination)

CHANNEL

WENR-TV

American Broadcasting Company

Channel One

NEW YORK—Queen Elizabeth's coming coronation is giving television its first real chance for a try at trans-oceanic transmission. The colorful pageant of England's biggest royal event in 15 years will be telecast direct from the British Isles across the Atlantic by means of six specially equipped DC-6 planes cruising at intervals of 450 miles. NBC is anxiously hurrying plans for the experiment. . . . In the tradition of Milton Berle, show-wise Ken Murray is about to be signed to an 11 year pact by CBS with a guarantee of 2 million dollars. Like Miltie, he will serve as both performer and producer.

NBC, which was hot for nabbing the brace of current Broadway legits, "Caesar & Cleopatra" and "Antony & Cleopatra," has cooled off to the point of frigidity. Gilbert Miller, the shows' producer was willing—but for the inflated price of \$650,000, negotiations flopped. . . . The ghoulish TV thriller "Lights Out," which has caused a lot of discussion among parents and teachers in regard to the impression the show makes on children, is losing its sponsor. It is doubtful whether the mystery will be picked up or sustained after its current run.

"Juvenile Jury" moderator Jack Barry tells of the youngster who was invited to supper at a friend's home but refused. His mother asked why he didn't want to go. "Aw," sneered the boy, "he just wants me to help him eat up his cereal so he can have the box tops!" . . . Bosomy, unemployed Dagmar was a big hit in Buffalo recently where the video star of last year put on a performance that broke all attendance records there. Her new NBC-TV show is slated for a showing soon. . . . Martha Raye is about to sign a comfortable 7 year pact with NBC. The net is more than satisfied with the comedienne's recent shots on "All Star Revue."

Ventriloquist Paul Winchell, who has been playing night club dates along with his weekly television shows, lost some 15 pounds recently and has gotten the "slow down" direction from his doctor. . . . "Today," Dave Garroway's AM show (which one columnist labeled "Quo Vadis" in the morning") deserves special praise for its intelligent handling of the news of George VI's death. Without any frantic lacing, Garroway & Co. left nothing to be desired in the way of newsreel shots, interviews and observations. The program is showing definite signs of developing.

The frequent transmission breakdowns on coast-to-coast TV shows is beginning to irk sponsors and agencies, especially when the snafu cuts into a commercial. The harrassed networks are currently trying to work out a rebate system for their dissatisfied clients. . . . The proposed Andre Kostelanetz show, which has been on a touch and go basis for months, is waiting for someone to pick up the tab. Since Coca Cola (which had first pickings) has demurred, other sponsors have begun bidding for the stint.

Comic Cliff Norton (who ought to know something about it) defines humor as: "something sometimes you are in a good." . . . Cynthia and Jack Lemmon, featured as "The Couple Next Door" on the Frances Langford-Don Ameche show are actually a married couple in real life.



MURRAY



DAGMAR



WINCHELL



NORTON

Over 695,000 readers

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TV FORECAST FR 2-6931, 185 N. Wabash, Chicago 1, Ill. Published weekly by Television Forecast, Inc. Subscriptions: \$5 per year, 2 years \$8; single copies 15 cents. **Change of Address:** In order to assure proper delivery please advise the postmaster and this office, enclosing with new address the address label from your magazine showing old address. Allow three weeks for processing of new subscriptions or change in address. **Expirations:** First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our expiration number. To find number of issues to be received before subscription expires, subtract expiration number of this issue noted below from numbers following the dash on the first line of address label. Entered as 2nd class matter at the postoffice at Chicago, Ill. Copyrighted 1952 by Television Forecast Inc. All rights reserved. Volume 4, No. 44. Expiration number 191.

Letters to the Editor

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

I've been talking to some of my girl friends and we all agree that the Hit Parade has been making fun of the most popular songs. Dorothy Collins is the only one who sings the songs well.

East Chicago, Ind.

JULIE STIGLIT

Why do you have You Asked For It, I Love Lucy, Lights Out and the movie on WGN-TV all at the same time? Those are my favorite programs and I have to change from channel to channel and in that way I miss half the programs.

Maywood, Ill.

DURIE BRAUN

... The letters column contains many complaints about Steve Allen's conceit. I've known Steve for years and the last time I saw him in New York last summer he was as sweet and down to earth as ever. He was just like he used to be when he entertained with his piano and wit at our house. He always stops to see us when in town. He's really a grand guy.

Chicago, Ill.

BARBARA KILEY

... I wonder what a person must be like not to enjoy Lucille Ball's program. Take good clean fun like this off TV and what is there left for the children to watch. More power to the producers of "I Love Lucy."

Joliet, Ill.

MRS. JOHN BARBER

Sid and Imogene are absolutely impossible. Red Skelton is too big to act the part of a silly baby. And now they put the "Goldbergs" on at a time when no one can watch.

Chicago, Ill.

MRS. ALMA PATTERSON

We want to thank Milton Berle for the many happy hours he has given us on TV. Forgive a jaded and overfed public for being ungrateful, Miltie. More power to you.

Chicago, Ill.

DIANE CLAYTON

I'm glad to see WGN-TV is increasing its power. We don't receive the station so well and most of the best programs are on it. All the good evening stories like Rocky King and Community Theatre seem to be on the station we can't get. More power to channel 9 for getting more power.

South Bend, Ind.

MRS. EDWARD HERMAN

(Continued on page 20)

Dean

Perry



Look alike?

IN the annals of show business, one of the great surprises of the 1940s was the rise of a series of crooners, each sending his bobbysox audience into spasms of ecstasy. Most of these singers have since fallen by the wayside. Sinatra is more comedian than singer and Dick Haymes has become an actor. The loyal legions of Perry Como claimed the field.

Then along came the team of Martin and Lewis. Como fans shuddered. Not only did Dean Martin employ many of the Como vocal mannerisms, but even went so far as to look like Perry.

But Como fans need not be overalarmed. Dean's singing is only a part of the all-around appeal of the Martin and Lewis team. Perry, for smooth and effortless singing, still ranks at the top.

And the physical resemblance between the two which at first glance seems striking, at second glance just isn't there. Both are dark featured Italians, Dean's real name being Dino Crossetti and Perry's Pierino Como. But Dean is tall with long curly hair and a slightly battered nose which is a relic of his prizefighting days. Perry is constructed along smaller lines with a finely chiselled nose and short straight hair. The resemblance is more imagined than real.

Dean Martin is seen periodically on the Comedy hour seen Sundays at 7:00 p.m. on channel 5 (WNBQ) and Perry Como is on Monday, Wednesday and Friday at 6:45 p.m. on channel 4 (WBKB).



Perry Como

Not so!



Dean Martin

CLAUDIA

SUBURBIA, U.S.A., that slice of upper-middle class humanity which lives in fine, mortgaged homes and drives sleek, financed automobiles, is a favorite setting for modern writers. The suburbs, the novelists feel, are where the "typical" reside.

Twelve years ago Miss Rose Franken, a writer of considerable commercial know-how, employed this sure-fire setting in a series of magazine articles which she entitled "Claudia."

"Claudia" was the story of the infantile bride, the young girl married, yet not ready for it; the affectionate, harebrained wife of a very endurable guy named David; the spoiled, bungling girl who ran home to mother when difficulties arose. Somehow the Franken formula jelled. Her magazine articles evolved into a stage play, a novel and two movies.

Now, a dozen years later, after spreading her childish charm through all the media, Claudia has come to television. She's made all the rounds now and in the process has become as



familiar a fictional female as *Lady Macbeth*.

Certainly not as sinister as Shakespeare's famous lady, Claudia is just as adept at disrupting households and husbands. Yet she has a wear-ever quality about her that appeals to both sexes.

The secret of her charm, perhaps, is the same that has made the Irmes, the Lucys and the Dagmars so popular. The Male Animal's ego is massaged when a confused woman shows need of a man. And the average woman is presented with the romantic illusion that she's a little brighter than the average gal when a Claudia displays an eyebrow-raising I. Q.

Playing the title role on TV is the pert and talented Joan McCracken who gained her first success in a dancing role—that of the "fall down girl" in the Broadway hit "Oklahoma!" Miss McCracken is following in the footsteps of other actresses who gained fame through their Claudia portrayals, the most successful being Dorothy McGuire, who originated the role.

Joan (who is a tiny 5'2", 108 pounds) began her career bent on dancing for a living, but her handling of straight ma-



The principals on the "Claudia" show, Joan McCracken (wearing her hair short because she recently appeared as Peter Pan) poses with Hugh Reilly (David) and Margaret Wycherly (Mother).



terial earned her other roles, the most recent of which was a semi-successful go in a revival of "Peter Pan." (Readers will notice Miss McCracken's hair-do is a boyish Peter Pan coiffure just sprouting into a feminine bob.)

Because the Claudia stories have seen such heavy duty from all the media, it is natural that Miss Franken's heroine has become a little diluted. The biggest danger when working with a Claudia is that the script writer, anxious for laughs, might reduce her to a mere Irma. The line between Claudia's simplicity and Irma's stupidity is only as thick as the writers want to make it.

Happily, Joan McCracken's performance bears a strong resemblance to Miss McGuire's deft handling of the role. She's cute, pixieish and only as naïve as the part calls for. The scripting on the show is hardly up to the original, a great deal of the dialogue being somewhat listless, although faithful to the Franken story line.

With Hugh Reilly (who plays David) and veteran actress Margaret Wycherly (who portrays the star's mother) in the cast, much of the writer's task is

helped immensely. The casting is certainly top grade.

Like the stage show, the tales of Claudia, the child bride, suburban style, are easy to take. Pleasant incidents in the life of a young wife who can neither make her checkbook balance nor successfully soft boil eggs.

Of course the stage production saw to it that Miss Franken's heroine eventually grew up. Claudia's mother, for whom she had an almost unhealthy devotion, dies in the original version at the same time that the young wife is bearing a child. This was enough to convince readers and theatergoers alike that Claudia had finally become a woman.

It is unlikely, however, that the powers-that-be will allow television's Claudia to grow up. Like Little Orphan Annie, she's hit material now without allowing any hasty changes to take hold.

—Thomas O'Malley

"Claudia" is seen each Sunday at 5:30 p.m. on channel 5, WNBQ. Beginning March 31, the show will be seen on channel 4, WBKB at 8:30 p.m.



DEANE ALLEN

THE ALLEN

in the kitchen...



favorite recipes

No. 20 in a series



QUICK 'N easy to prepare. That's one dish all housewives are searching for when entertaining at those pick-up suppers.

Here's one, suggested by Mrs. Spencer Allen, wife of the WGN-TV newscaster, who declares it's the homemaker's answer to simplified meal planning. Especially appropriate now for those Lenten mealtime headaches, it boasts added appeal because it leaves an uncluttered table, and plates can be handled without precarious balancing.

Try Shrimp Creole for a buffet supper main dish accompanied by a salad and dessert during Lent. It's tasty, tempting and time-saving.



Shrimp Creole

- 1 cup sliced onions
- $\frac{1}{2}$ cup diced celery
- 1 minced clove of garlic
- 3 tablespoons fat
- 1 tablespoon flour
- 1 teaspoon salt
- 1 teaspoon granulated sugar
- 1 tablespoon chili powder
- $\frac{1}{4}$ cup water
- $\frac{3}{4}$ cup water
- 2 cups canned tomatoes
- 2 cups canned peas
- 1 tablespoon vinegar
- 2 cups shrimp

Cook onions, celery and garlic in hot fat over medium heat until tender. Combine flour, salt, sugar, chili powder and $\frac{1}{4}$ cup water and add to first mix-

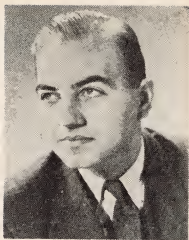
ture. Add $\frac{3}{4}$ cup water, simmer uncovered over low heat for 15 minutes. Add tomatoes, peas, vinegar and shrimp. Heat all thoroughly. Arrange ring of rice on platter and fill center with shrimp creole.

For fluffy rice, Mrs. Allen suggests the following procedure: Heat oven to 400° F. Measure $1\frac{1}{2}$ cups rice into baking pan. Bake rice for 30 minutes, stirring occasionally. Heat 1 quart water. When rice is golden brown, remove from oven and spray with cold water. Turn toasted rice into $1\frac{1}{2}$ quart casserole. Add $1\frac{1}{2}$ teaspoons of salt. Pour $3\frac{1}{2}$ cups boiling water over rice. Cover casserole and bake for 25 minutes in 400° oven.

FAMILY



...on the air



SPENCER ALLEN

BACK in the early days of radio when rapid-fire announcers Graham McNamee and Floyd Gibbons were setting vocal speed records, a kid from downstate Illinois decided that news-casting was going to be his baby. At one time or another most boys nurture this same ambition, but this sprout hung on to his hopes. Today he is one of the glibbest and best informed news analysts in the business. His name—Spencer Allen.

Allen's show, a combination of news-reels and commentary, started out as a sleeper. It has become, ratingwise, one of the top-ranking shows in town. Spence, now chief of the WGN news staff, puts the emphasis on complete and impartial coverage with a minimum of personal opinion. The result is a crisp, neatly packaged view of the news.

It's been a long haul for Spence. Since graduating from the University of Missouri in 1935, he has been announcer, writer, and producer of news shows all over the U.S., including Texas. Perhaps Texas turned him toward civilization, for it was after a stint as staff announcer in Fort Worth that he came to Chicago and latched on at WGN, in 1938.

The army plucked Spence from the WGN staff in 1942, gave him a lieutenant's commission, and set him to work unraveling the snafu army communications system. His major effort of the war was the establishment of the first armed forces radio station in the

South Pacific. This was accomplished at Guadalcanal in 1944. For his effort, the army rewarded him with the shiny gold maple leaves of a major.

In 1946, newly-discharged Major Allen found a reporting plum that popped him into the newscasters big leagues. The atrocity slaying of tiny Suzanne Degnan had just shocked the nation. Spence wangled his way into the home of the aggrieved parents for an exclusive interview, which he followed with on the spot coverage of all the grisly details of this notorious murder by William (Blue Eyes) Heirens.

The oil tank explosions in Texas City, Texas, which practically demolished the town, had complete Mutual network coverage and the man on the scene of the disaster was WGN's Spencer Allen. He had flown down as soon as news of the explosions broke and set up a broadcasting station in the backyard of the Texas City phone company. His topnotch work on this assignment made him the obvious choice for a news show when WGN started its TV station.

"The most complete news show on television" is the modest claim WGN-TV makes for Spencer Allen and the News. That may be overstating the case a bit, but it shows that a dream-eyed downstate kid didn't pick the wrong profession.

Spencer Allen and the News is seen Monday through Friday at 6:30 p.m. on channel 9.

WHATEVER the future of U. S. entertainment, there's not much doubt that the present era offers some amazing phenomena. And the most surprising example is a skinny young singer named Johnnie Ray who sings under a little white cloud.

Perhaps the unkindest description of Ray was delivered by a cynical writer—"a woman who's built like a man who sings like a woman." A disturbed trio of teen-agers went even farther—"dramatic and loose-jawed . . . he could play in the Frankenstein and Dracula movies and wouldn't even need a mask."

But there's no disputing taste, because the fabulous newcomer has pushed the sale of record platters past the two million mark within several months. His hottest sellers have been "Little White Cloud" and "Cry."

Shy and sensitive, Johnnie Ray has zoomed overnight as the most valuable TV package in the market. His guest appearances—on Ed Sullivan's "Toast of the Town" and the Perry Como show—have permanently deranged thousands of young American girls.

But it took a special 45 minute program recently arranged by WGN-TV to warn Chicagoland parents that their virginal young daughters might well be the victims of a modern day electronic "triumph"—seduction by remote control.

Because Johnnie pulled out all the stops on that show. He quavered, quivered, shivered and shook. He emoted and agonized.

He wept, wailed and wilted. When Johnnie's performance was over, and emcee Howard Miller handed him an award from a record company, the young singer broke down and nuzzled his face into Miller's shoulder. Howard, whose emotional contacts are chiefly with women, was visibly shaken by the display.

How do the critics look at Johnnie Ray? Well, Jack Mabley thinks that, despite "the swoons, screams and riots, you can't fake a million record sales." Johnnie's "Little White Cloud" disk did that well in several weeks. Mabley, in somewhat good humor, also added that "he is a fine showman."

Bill Irvin, in a warm burst of applause, said that Johnnie "loves to sing,



THE PHENOMENON OF

and probably would put as much emotion into it if he were singing in a hall closet."

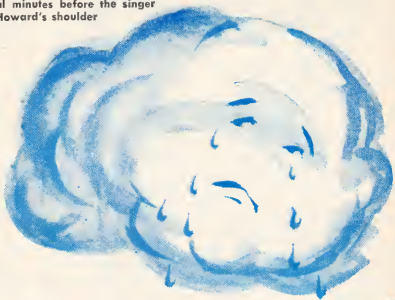
The emotional young singer, however, is no fool when it comes to milking an audience, and his sales pitch is especially effective when it's directed at his youthful fan-atics. Says Johnnie: "Boy, when they crowd around me, I could die I'm so happy."

Every time he appears on TV, the mail pours in by the bushel. And the questions asked invariably are the same. "Is he afflicted with something?" "Is he deaf?" "Is he blind?" "Why does he cry?"

And the answers are something like this—No, he's not afflicted, he just sings that way. He is totally deaf in his left ear, and usually wears a hearing aid. He is not blind. He cries because that's the way he feels when he's singing.

Surprisingly enough, Johnnie's frantic style which has made him a national figure almost overnight is the very reason why he had a tough time getting started. Booking agents took one look at the hysterical sound effects and turned thumbs down. They figured that Johnnie might drive the customers away. Sometimes, a venturesome agent

Emcee Howard Miller (left) shown with Johnnie several minutes before the singer collapsed on Howard's shoulder



Johnnie Ray

would take a chance on a one night stand, but that's about all.

Actually, the chief criticism of Johnnie's style is its "peculiar weirdness," and yet a quick once-over of popular singers of the past reveals that in every case, an individual gets to the top by showing something different. To name a few—Al Jolson featured an enthusiastic frenzy in putting his stuff across, Eddie Cantor used an unusual skipping and hand-patting, and George M. Cohan strutted and bounced.

Whether Ray gets completely out of hand is a point that is causing nationwide controversy. In other words, does a singer that mentally disturbs a large part of his audience have a right to get away with it, even though many of his listeners love the stuff? In short, does Johnnie Ray, the new sensation, really belong on the entertainment scene?

In next week's issue, this subject will be discussed, along with such vital information as a) Just who is Ray, and where did he get his start? b) Is his success temporary, or can Johnnie become a national institution? c) How does he rate with established performers such as Bing Crosby, Perry Como and Frank Parker?



Shy and sensitive, Johnnie Ray peers out soulfully at a bustling world. His success has amazed the experts

SATURDAY

- 3:00 Spotlight Scandals
- 4:30 Lieutenant Daring
- 7:00 Meet John Doe
- 10:00 Tomorrow the World
- 10:00 Man From Morocco
- 11:00 Rogues Gallery
- 12:15 Flying Wild

SUNDAY

- 10:00 Hue And Cry
- 12:00 Purple Vigilantes
- 2:00 Laughing At Danger
- 4:00 Dudes Are Pretty People
- 6:00 Born To Gamble
- 10:00 Sleep My Love
- 11:00 Lady From Chungking

MONDAY

- 1:00 Let's Go Collegiate
- 3:00 Home Blues
- 9:00 Duke Of The Navy
- 10:00 Man Who Lost Himself
- 11:30 Lone Texas Rangers

TUESDAY

- 1:00 Great Mike
- 3:00 Flying Wild
- 8:00 Man In The Dinghy
- 10:00 Knickerbocker Holiday
- 10:30 South Of Panama
- 11:30 Now Barrabas

WEDNESDAY

- 1:00 Larceny In Her Heart
- 3:00 Private Snuffy Smith
- 7:00 House Across the Bay
- 8:30 Something In the City
- 10:00 Vogues
- 11:00 Feature Film*
- 12:00 Hat Box Mystery

THURSDAY

- 1:00 Don Ricardo Returns
- 3:00 Hat Box Mystery
- 10:00 Waterfront
- 11:00 Feature Film*
- 11:00 Zis Boom Bah
- 11:10 Little Lord Fauntleroy
- 11:30 Bowery Blitzkrieg

FRIDAY

- 1:00 Arson Squad
- 3:00 Bowery Blitzkrieg
- 11:00 Feature Film*
- 11:30 Private Snuffy Smith

*Title To Be Announced

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

A REMINDER

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

Saturday Mar. 1

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

9:00 5 Rootie Kazootie—Puppet Fun

Adventures and stories for small-fry; also the Boys Clubs of America Certificate of Appreciation award is presented by David W. Armstrong, director of the Boys' Clubs

7 Stu Erwin Show—Comedy Skits

Stu tries to outwit his wife and two daughters without too much success

9:30 5 Cactus Jim—Western Adventure

Shootin' western tale, narrated by Bill Bailey for cowboy-minded kiddies

7 Hollywood Junior Circus

Ringmaster Paul Barnes presents Boffo the clown, Zero the candyman, and guests: Jimmy Ray, acrobatic act, Johnny Liddie and his dogs, and Ron & Mary, perch pole, roller skating, & acrobatic act

9:45 9 Magic Carpet—Film Short

"Jack and the Beanstalk"

10:00 4 Bob Atcher & Sammy Squirrel

Kids love the adventures of the tiny animals who live in the corner of the corral known as "Short Stump"

7 Personal Appearance Theater

"The Haircut." Musical comedy starring Clem Bevans and Marjorie Lord

9 Kids & Company—Variety

Emcee Johnny Olsen presents unusually talented children and pays special tribute to the "Kid of the Wk."

10:30 4 Smilin' Ed's Gang—Stories

Variety and drama show to entertain the youngsters with Ed McConnell, Midnight, Froggy & Squeaky

5 Midwestern Hayride—Variety

Bill Thall emcees the fun with music by the Pine Mountain Boys and songs by Ernie Lee; Briarhoppers perform intricacies of the square dance

7 To be announced

9 Movies For Kids—Western Film

11:00 4 Big Top—Circus Show

Jack Sterling emcees circus fun with clowns Ed McMahon & Chris Keegan, Joe Basile's Brass Kings, with music by the Quaker City String Band, and guest acts: Victoria Troupe, bicyclists, and Skoriska, aerial act

7 Betty Crocker Star Matinee

Adelaide Hawley presents Pat O'Brien in an original one-act play

9 Morning Movie Time—Film

"Westward Trail" with Eddie Dean, Roece Ates, Phyllis Planchard & Copper; musical Western in which U.S. Marshall prevents a band of outlaws from stealing a girl's ranch

(Continued on page 14)

TV FORECAST

YOU MAY WIN THIS AMAZING CONTEST!



Would you like to win a full-week, all-expense, luxury trip to Central America—flying on the famous Braniff Airlines and staying at the wonderland hotel in the tropics, the El Panama? This and many other great prizes.

Next week, *TV Forecast* will announce full details of this amazing contest that everyone can enter, and anyone can win. Watch for the details exclusively in next week's *TV Forecast* magazine. Now here are some hints about it:

The contest will run for only two weeks. The Bob & Kay show on channel 7 (WENR-TV) will conduct it. And here's the most vital clue of all—How well do YOU know Chicago?

Get your copy of next week's magazine to find out all about this tremendous contest.

Over 695,000 readers
rely on TV FORECAST

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ROdney 3-2200

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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 TRIES • BUN
• COLE SLAW • BIT OF HONEY **\$1.10**



Saturdays

at

10:30 a.m.

on

WENR-TV

keep



Channel

7

SATURDAY MAR. 1—cont'd

11:30 7 Film

12:00 4 **Pantomime Party—Antics**
Clark Davis, Bill Cain, and Ellen Scott
combine talents for moppet session
9 **Test Pattern Til 2:30**

12:30 4 **Chinchilla Story—Breeding**
Steps and care needed in raising

12:45 4 **Film Shorts**

1:00 4 **Basketball—Navy vs Army**
Game played at West Point, N.Y.

2:30 9 **Chicagoland Civil Defense**
"How Our Enemies Could Deliver A Bomb"

3:00 4 **"Spotlight Scandals"—Film**
Feature with Frank Fay, Billy Gilbert & Bonnie Baker; two vaudeville actors head for stardom, but circumstances force them to split up

9 **Portraits Of The West—Film**
"Black Hills" with Eddie Dean

3:30 5 **City Desk—Discussion**
Political ramifications of crime in Chicago and the reform movement discussed by Chas. Cleveland, Chgo. Daily News, John Dreiske, Sun Times, John Madigan, Herald Amer., and Geo. Tagge, Tribune; William Ray is moderator

4:00 4 **Film**

5 **Youth Wants To Know—Talks**
Panel of teen-agers discuss current issues with guest: George Meany

7 **Lucky Seven Ranch—Western**
"The Haunted Mine" feature film

9 **Teleports Digest—Film**

4:30 5 **Nature Of Things—Scientific**
Dr. Roy K. Marshall discusses

9 **"Lieutenant Daring"—Film**
Feature with Hugh Williams, Martin Walker & Geraldine Fitzgerald; son of naval officer steals sealed orders from his father's safe to repay his various gambling debts

4:45 5 **Morgan Beatty And The News**
Commentary and inside story of the significant headlines of the week

5:00 4 **Big Picture—Army Film Report**
"UN Forces Escape Trap." Concerns period from Sept. 20 to Oct. 20, 1950

5 **Your Inside Story—Mental Aids**

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

5:30 4 **Pattern For Living—Discussion**
Teenagers debate problems

5 **Mr. Wizard—Science Study**
Don Herbert and Bruce Lindgren

7 **Willie Whopper—Film Cartoon**
"Stratos Fear"

5:30 9 **Big Picture—Film Review**
Official report to the nation on the war in Korea; Capt. Carl Zimmerman interviews newly returned veterans from Korean combat

5:40 7 **For Cowboys Only—Western**
"West of Alamo" feature film

6:00 4 **Sammy Kaye Show—Musical**
"So You Want To Lead a Band" contest conducted for would-be musicians

5 **Old American Barn Dance**
Emcee Bill Bailey with Tennessee Ernie, Pee Wee King, Tex Williams, and Merle Davis

9 **Dick Tracy—Mystery Drama**
Serial adventures of the fabulous cartoon character and his many friends

6:30 4 **Beat The Clock—Parlor Game**
Emcee Bud Collyer guides contestants through zany stunts

5 **One Man's Family—Drama**
Problems and pleasures of a large household starring Bert Lytell as Pop

7 **Great Americans—Film Shorts**
"Andrew Jackson" and "Washington Irving"

9 **Pet Shop—Gail Compton mc**
Mrs. Sam Cosco brings her penny-begging dog; Mrs. Forbes brings her two Samoyedes (arctic sled dogs); and Alice Crawford, secretary of the North Shore Cat Club, brings some Pekinese-faced cats

7:00 4 **Ken Murray Show—Variety**
Comedian Ken presents "Salute to the National Guard" with guests Audie Murphy and Maj. Gen. Raymond H. Fleming, commanding officer of the National Guard. For Girl of the Week production, Murray interprets life backstage at the circus, featuring pitchman Sid Stone, Miss Ruby and her dogs; Tom & Jerry, a bar act; the Bryants, clowns, and Hollywood stunt man Tuffy Truesdell, who wrestles a live alligator on stage

5 **All Star Revue—Variety**
Hosts Olsen & Johnson

7 **Paul Whiteman's TV Teen Club**
American youth get opportunity to see performing teen-agers from other parts of the world

9 **"Meet John Doe"—Feature**
Film with Gary Cooper, Barbara Stanwyck, Edward Arnold & Spring Byington; upon being fired from newspaper, girl invents story of man who intends to commit suicide on Christmas Eve

7:30 7 **Sports On Parade—Film**

8:00 4 **Wonderful Town—Musical**
Faye Emerson salutes Richmond, Va., with guest Virgininus Dabney, veteran newspaperman and editor of the Richmond Times Dispatch

SATURDAY MAR. 1—cont'd

- 8:00 5 Your Show Of Shows—Variety**
Sid Caesar & Imogene Coca with dancers Fisher & Ross, vocalists Judy Johnson & Bill Hayes, Billy Williams Quartet, baritone Jack Russell, the Hamilton Trio, Carl Reiner, and guest host Leo Genn also Robert Merrill
- 7 Intercollegiate Basketball**
Pennsylvania vs Harvard described by Curt Gowdy
- 8:30 4 Songs For Sale—New Composers**
Emcee Steve Allen with guest vocalists Teresa Brewer, Guy Mitchell and The Mariners; guest panelists: Barry Gray, Ray McKinley and Garry Moore
- 9 Wrestling From Marigold**
Main match: Cuban Pete vs Jim Milich; others: Jim Dobie vs Matt Murphy, Al Williams vs Rula Richards, Art Bull vs Billy Goetz, and Ivan Rasputin vs Chris Zaharias
- 9:00 4 Crime Photographer—Drama**
"The Dirt Peddler." Casey squares off against an opposition newspaper that specializes in malicious gossip
- 9:30 4 Songs For Sale—Continued**
- 5 Your Hit Parade—Musical**
Top Tunes of the week sung by Dorothy Collins, Eileen Wilson, Snooky Lanson, and featuring Russell Arms, Penny Gardner, and Bill Flannigan
- 9:45 7 America In View—Film**
- 10:00 4 "Tomorrow The World"—Film**
Feature with Fredric March & Betty Field; story of a German boy, poisoned with Nazi propaganda, who lies, steals, and finally attempts to kill, all in the name of the Fuehrer
- 5 "Man From Morocco"—Feature**
Film with Anton Walbrook & Marguerite Scott; story concerns an Italian aristocrat who is leader of a Fascist spy ring in London
- 7 Word Of Life Songtime—Sermon**
Jack Wyrntz copes with the problem of juvenile delinquency
- 10:30 7 Big Picture—Film No. 5**
"UN Forces Escape Trap." Concerns period from Sept. 20 to Oct. 20, 1950
- 11:00 9 "Rogues Gallery"—Feature**
Film with Frank Jenks, Robin Raymond & H. B. Warner; murder and mystery surround girl reporter and news photographer when they attempt to interview inventor of trick device
- 11:30 4 Answer The Call—Red Cross**
- 12:00 4 Murder Before Midnight—Film**
- 12:30 4 "Flying Wild"—Feature Film**
Starring Leo Gorcey & Bobby Jordan; five young boys tangle with saboteurs at an aircraft factory

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

TV FORECAST

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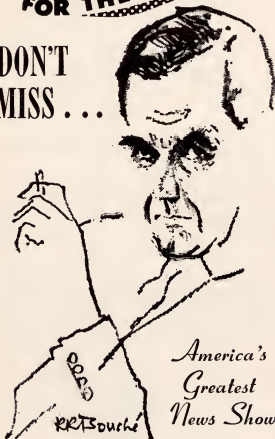
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Channel

4

WBKB

Sunday Mar. 2

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

- 9:45 4 **"Hue And Cry"**—Feature Film
Alistair S'm & Valerie White; a group of young boys become involved with adult criminals
- 10:00 7 **America At Church**—Services
- 10:45 9 **Ghost Towns**—Film Short
- 11:00 9 **Funny Paper Theater**—Comics
"Uncle Art" Lin'ck reads the comics
- 11:15 5 **The Pulpit**—Religious Talk
Father Redmond Burke, director of libraries, DePaul University
- 7 **Tootsie Hippodrome**—Variety
Movie star Buster Crabee, Jack Andrews & Snowball, an educated mule
- 11:30 4 **Candy Carnival**—Fun For Kids
- 5 **A Study Of Semantics**—Talk
Dr. Irving Lee, prof. speech at N.U.
- 7 **Faith For Today**—Religious
- 9 **Flying Tigers**—Adventure Tale
"The Cat Man" a very agile burgler
- 12:00 4 **News At Noon**—Late Reports
- 5 **Frontiers Of Faith**—Religious
Services from Park Avenue Christian Church, New York City; address by Dr. J. W. Langston, pastor
- 7 **TV Garden Club**—Data
- 9 **"Purple Vigilantes"**—Feature
Film with Bob Livingston, Ray Corrigan & Max Terhune; exciting tale of the West with Three Mesquiteers
- 12:15 4 **Your Future Home**—Ed Cooper
- 12:30 4 **Movietime Social**—Features
"Home Blues" feature film
- 5 **American Inventory**—Discussion
"Defense in the West—Economic & Military." Deals with the Eisenhower mission in Europe
- 7 **Amateur Hour**—Chgo. Talent
- 1:00 5 **How Does Your Garden Grow?**
"Annuals For the Garden." John Ott gives helpful tips on the selection, planting and care of annuals; also time-lapse movies and 6th part of "Our Changing World" Geology
- 1:15 9 **News Views**—Late Information
- 1:30 5 **American Forum Of The Air**
"The Major Issues of the 1952 Election" discussed by Sen. Robt. Kerr (D-Okla) & Sen. Everett Dirksen (R-Ill)
- 7 **Adventures Of Wild Bill Hickok**
- 9 **Test Lab**—Demonstrations
Garment bags, dishes, and men's shoes will be tested for durability
- 2:00 4 **Quiz Kids**—Panel Game
New panelist Paul Kosinski, and guest, 4 yr. old pianist Laurie Miles
- 5 **Fairmeadows U.S.A.**—Drama
The opening of John Olcott's new store is seriously affected by the growing argument over the new minister

(Continued on page 18)

THE INVISIBLE COP

"Plainclothesman" Does His Sleuthing Without Being Seen



Here is a scene from "Plainclothesman" in which a suspect is confronted with damaging evidence. The never-seen lieutenant is seated off-camera, while Jack Orrison who plays his assistant, Sgt. Brady, looks on. This camera-eye technique was first used by Robert Montgomery in the film "Lady in the Lake."



Ken Lynch, Plainclothesman, is unveiled

"The Plainclothesman" is one sleuth who solves his riddles in crime without ever being seen by the viewing audience. He's TV's invisible cop who swaps his identity so that his eyes become *your* eyes. His every movement is designed to make the viewer "feel" the action and solve the mystery right along with him.

Here's how this effect works:

The camera is the Plainclothesman. Every scene is televised from the eye level angle of the unseen, but ever present detective. When his head turns, the camera turns; when he walks or sits, the camera's movements indicate it; when he writes at his desk or reads a newspaper his hands and arms appear in the foreground.

The viewers are in on every piece of evidence that Plainclothesman uncovers. He solves the crime right along with the viewers. And he contorts himself into every possible position (around and below the camera) to get that effect.

"Plainclothesman" is seen each Sunday at 8:30 p.m. on channel 9.



Ken Lynch stands by while some tense-faced actors and actresses look straight into camera. Each week new members of the cast have to be cautioned to play directly into the camera (which represents the Plainclothesman) to create the eye witness illusion.

SUNDAY MAR. 2—cont'd

- 2:00 7 Cisco Kid—Western Movie**
9 "Laughing At Danger"—Film
 Feature with Frankie Darro & Joy Hodges; errand boy in beauty shop turns amateur detective
- 2:30 4 See It Now—Edward R. Murrow**
5 Hall Of Fame—Dramatizations
 "Prelude." Sarah Churchill enacts role of George Sand, celebrated French woman novelist of the 19th century, and her influence on the life & music of composer Chopin
- 7 Adventures Of Kit Carson**
- 3:00 4 CBS-TV Workshop—Drama**
 "The Beggars Opera" by John Gay. Musical of the 18th Century; a highwayman sings his way in & out of jail
- 5 Meet The Press—Discussion**
 Lawrence Spivak & Martha Rountree with guest Newbold Morris
- 7 What's The Answer—Panel Quiz**
- 3:30 4 State's Attorney Reports**
5 Juvenile Jury—Kids Panel Time
7 Saddle & Sage—Western Film
 "King of the Stallions" part 2
- 9 Opportunity Unlimited—Drama**
 "Story of Purpose." History of the Remington-Rand, and 10 year conflict between James Rand Sr. and James Rand Jr., who were competitors in the same home
- 3:45 4 Disc Jockey Show—Hal Tate**
- 4:00 4 Governor Stevenson—Talks**
5 Zoo Parade—About Animals
 "You Name It!" Be ready to test your animal sense and match the results with your friends
- 7 Super Circus—Big Top Fun**
 Claude Kirchner presents Mary Hartline, Cliff, Scampy & Nickey in "The Catalogue Cow;" other acts include: Rene & Jim, revolving ladder, the Kramers, hand balancing; Koko the human chimpanzee; & Madam Dorothea, the hypnotist
- 9 "Dudes Are Pretty People"**
 Feature film with Jimmy Rogers, Noah Beery Jr., & Marjorie Woodworth; comedy about two cowboys
- 4:30 4 Lamp Unto My Feet—Talks**
 Dramatization "To the End of Crime." Guest panelists: Bishop Charles Boynton, S.T.D., Clifford Morehouse, editor of "The Living Church," and William Leonard
- 5 Sky King Theater—Western**
- 5:00 4 Mr. I. Magination—Stories**
 "The Story of Private Kessenger." Donald Harris fights Yellow Jack in the malaria-ridden swamps of Cuba
- 5 Roy Rogers Show—Variety**
 "Outlaw's Town." Roy and Pat discover a government surveyor beaten and left to die on the desert
- 5:00 7 Space Patrol—Adventures**
 A hidden photon bomb explodes and temporarily blinds Corry and Happy
- 9 Stars Of Tomorrow—Amateurs**
- 5:30 4 Bob Atcher & Sammy Squirrel**
5 Claudia—Story Of A Marriage
 Claudia is frightened by a train disaster; David is away (see pg. 6)
- 7 America's Town Meeting—Talks**
 "Should We Have A Uniform Divorce Law?" discussed in affirmative by Mrs. Florence Shientag, and negative by Mr. Morris Ernst
- 5:45 9 This Is The Story—Drama**
 Two complete true stories & pictures
- 6:00 4 Gene Autry Show—Western**
 "Bullets and Bows." Autry tries to trap a big-town gambler who wants to put up a gambling casino
- 5 Royal Showcase—Variety**
 Emcee George Abbott presents guests Bobby Clark & Jeanette MacDonald
- 7 Paul Whiteman Revue—Musical**
 Mimi Benzell joins Maureen Cannon and Earl Wrightson in salute to lyric writer Arthur Schwartz with his tunes: "Dancing in the Dark," "I Love Louisa," "Alone Together," and "Louisiana Hayride"
- 9 "Born To Gamble"—Feature**
- 6:30 4 This Is Show Business—Variety**
 Host Clifton Fadiman with panelists George S. Kaufman, Sam Levenson and guests dancer Lou Willis Jr., Gary Morton and Peggy Lee
- 5 Young Mr. Bobbin—Comedy**
 Alex and Hubert put a down payment on a chicken farm
- 7 Adventures Of Ellery Queen**
 "Kingsize Death" a tale of cigarettes called whitecaps
- 7:00 4 Toast Of The Town—Variety**
 "The Cole Porter Story" with guests, Jane Froman, Vaughn Monroe and Roberta Peters (second part)
- 5 Comedy Hour—Variety Time**
 Host Donald O'Connor with guests Broderick Crawford, Patricia Morrison, Cecil Kellaway, Sid Miller, and Buster Keaton
- 7 Kings Crossroads—Film Drama**
9 First Congregational Church Of Chicago—Services
- 7:30 9 Chicagoland Newsreel Review**
- 8:00 4 Fred Waring Show—Musical**
 A sequence on trees: "I Heard a Forest Praying," "So Tall A Tree," "I Talked To The Trees," & "Trees;" Varsity showcase: Norma Giust from Boston Univ.
- 5 Television Playhouse—Drama**
 "Treasure Chest" starring Cyril Ritchard, Pat Crowley & Peggy Conklin; a Boston physician inherits two seemingly worthless trunks

SUNDAY MAR. 2—cont'd

- 8:00 7 **Arthur Murray Party**—Variety
Guests: Victor Borge, Janis Paige, and the Blackburn Twins
- 9 **Rocky King, Detective**—Drama
"Murder Redoubled" another murder where the gun is placed by the body to suggest suicide
- 8:30 4 **Break The Bank**—Quiz Game
Guest vocalist June Valli
- 7 **Strength For The Free World**
- 9 **Plainclothesman**—Drama
In "Innocent Embezzler" a bookkeeper is found dead after reporting to the police that someone has juggled the books & intends to pin it on him (see pg. 17)
- 9:00 4 **Celebrity Time**—Quiz Session
Movie star Pat O'Brien and vocalist Rosemary Clooney are guests of Conrad Nagel and panelists Jane Wilson and Herman Hickman; topic is "The Irish" honoring St. Patrick's Day
- 5 **Red Skelton Show**—Comedy
- 7 **Hour Of Decision**—Religious
- 9 **Easychair Adventures**—Film
"Road South"
- 9:30 4 **What's My Line?**—Panel Quiz
Host John Daly with panelists Dorothy Kilgallen, Arelene Francis, Hal Block, and guest panelist
- 5 **Cameo Theater**—Drama
"Peer Gynt." Second of 3 parts starring Douglass Montgomery & Leonore Shanewise; adventures of the reckless Peer in his middle years, his visit to the Sphinx of Egypt
- 7 **Youth On The March**—Religious
- 9 **Courtesy Theater**—Feature Film
"Argyle Secrets" with William Gargan & Marjorie Lord; a reporter finds an album of documents containing a national scandal
- 10:00 4 **"Sleep My Love"**—Feature
Film with Claudette Colbert, Robert Cummings, Don Ameche; woman is slowly losing her mind from effect of drugs given to her by husband
- 5 **Weatherman**—Clint Youle
- 10:10 5 **Dorsey Connors**—Helpful Tips
- 10:15 5 **Alex Dreier**—News Report
- 10:30 5 **Sports Star Time**
- 11:00 4 **Hollywood Playhouse**—Film
- 5 **Battle Report**—Washington
George V. Allen, U.S. Ambassador to Yugoslavia, is guest
- 9 **"Lady From Chungking"**
Film with Anna Mae Wong, Harold Huber, Mae Clarke; tale of a female guerilla leader and dangerous intrigue in war-torn China
- 11:30 5 **To be announced**
- 11:45 4 **Eloise Salutes Stars**—Talks
Blind inventor Robt. Gunderson
- 12:00 4 **Ulmer Turner And The News**
(Stations reserve the right to change above listings without notice)

TV FORECAST

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SUNDAY

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★ Suspense Thriller!

★ WILLIAM GARGAN

★ Marjorie Lord

WGN-TV

9:30 P M

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LETTERS to the editors

(Continued from page 4)

The Bell Sisters on TV claim they have written a song called "Bermuda." What they forget to mention is that the melody was written by a guy by the name of Rimsky-Korsakoff. Let's give credit where credit is due.

Chicago, Ill. MRS. L. NALEWAY

Just voicing my protest against Abe Burrows. He is revolting, and repulsive. He belongs in the same sewer with Berle and Marx. Why does "The Names the Same" tolerate him?

Chicago, Ill. GEORGE SNYDER

When is somebody going to have the courage to tell those sponsors to lay off that heavy advertising at the wrestling matches. I don't mind a commercial after each match but they have one after each fall.

Chicago, Ill. S. B. GALE

Our whole family thinks Godfrey's show is tops but they can send Hale Loke back to Hawaii, and she can take Janette Davis with her. We can tolerate Frank Parker now that he's stopped kissing Marion Marlowe. He's old enough to be her father.

Chicago, Ill. MRS. C. F. CARLTON

Mother and myself certainly enjoy the "Bill Ballance Show" and think it can't be beat. We also like Ernie Simon and wish he would wave to my mother (Fannie Franklin).

Plymouth, Ind. KATHERINE FRANKLIN

I am deeply proud and grateful with the results of your latest *TV Forecast* popularity poll. I sincerely wish to thank you, your entire staff, and all those who voted for me.

Chicago, Ill. BETTE CHAPEL

... How does "My Friend Irma" stay on television? That is the worst thing I have ever seen. Marie Wilson is supposed to be a dumb blonde of about twenty-five years of age, but she looks like an intelligent woman of about forty-five. If Kathy Lewis was smart she'd find a younger friend.

Chicago, Ill. TOM COTTLE

Even though Creative Cookery may be thought of as a help to women, I find it to be one of my favorite programs. We men enjoy taking a turn in the kitchen now and then and this program makes it possible. My thanks to Francois Pope.

Deerfield, Ill. JACKIE CAHILL

Monday Mar. 3

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

- 7:00 5 Today—Dave Garroway
- 9:00 4 Morning News—Information
- 5 Mel Martin Show—Variety
- 9:15 4 Arthur Godfrey Time—Musical
- 9:30 4 Bride & Groom—Interviews
- 5 Winner Take All—Quiz
- Emcee Bill Cullen with guests
- 9 Your Figure Ladies—Exercises
- 9:45 4 Al Pearce Show—Variety Revue
- 10:00 5 Home Cooking—Preparation
- 9 Breakfast Party—Musical
- 10:30 4 Breakfast With The O'Neils
- 5 Dave & Charlie Show—Comedy
- 7 Paul Dixon Show—Variety
- 9 Strike It Rich—Audience Quiz
- Guest: George London
- 10:45 5 Richard Harkness & The News
- 11:00 4 Creative Cookery—Recipes
- Francois Pope prepares soured cream walnut fudge, oyster stew, and chopped chicken livers
- 5 Ruth Lyons' 50 Club—Variety
- 7 Frances Langford-Don Ameche
- Guests: singer Harry Delafonte, violinist Rosemary Utting and Reves Luthenthal
- 9 Egg And I—Continued Drama
- 11:15 9 Love Of Life—Serial Story
- 11:30 5 It's A Problem—Panel Disc.
- "What To Do With The Child During the Day." Discussed by Mrs. Vincent Impellitteri, Mrs. R. Guggenheimer and Mr. Donald Beers
- 9 Search For Tomorrow—Serial
- 11:45 9 News Headlines—Spencer Allen
- 12:00 4 Bill Evans Show—Variety
- 5 Noontime Comics—John Coons
- 7 Bob And Kay Show—Variety
- 9 Hi Ladies—Tommy Bartlett
- 12:30 4 Garry Moore Show—Variety
- Guest: dancer Ray Malone
- 5 Meet Mintz—Piano Tunes
- 12:45 5 Newsroom—Late Reports
- Jack Angell narrates news of today
- 9 Travelers' Sketchbook—Film
- "Brittany"
- 1:00 5 "Let's Go Collegiate"—Film
- Feature with Frankie Darro, Marcia Mae Jones & Jackie Moran; two fraternity brothers promise to bring back a rowing star, and come back with a truck driver who suffers from seasickness
- 9 Chicago Cooks—Recipes & Tips
- 1:30 4 First Hundred Years—Serial
- 1:45 4 Luckey North Show—Interviews
- 2:00 4 Frazier Thomas Variety Show

(Continued on page 22)

HOUSE CLEANING IN THE TV TRADE

by JACK MABLEY

At the risk of being repetitious, we'd like to again point out that while there is still plenty of cause for complaint in the moral level of many television shows, on the whole there has been a vast improvement in material.

The worst onslaught of blue matter came about three years ago, when TV stations were booking acts out of night clubs, and the boys forgot they weren't doing the midnight show at the Blue Haze. Some serious slips led to quick reforms and careful screening of night club acts.

The next expression of public indignation came when TV directors discovered the female bosom. The boys who point the cameras behaved generally like a bunch of high school sophomores at their first burlesque show, and received generous co-operation from such as Faye Emerson (who soon soared far above such exhibitionism), Mary McCarthy, and any number of female singers.

Once again the customers beefed, mostly because their kids were learning too much too soon, and necklines went up.



I could talk a lot plainer if I didn't have to go home after the show.

The next cycle was extreme realism in horror programs. The excesses were far worse than you'll see in movies, and the clamor for cleaning up the gore was loud and prompt. Because the horror shows are cheap and get relatively high ratings, it was harder to clean them up, but gradually they have been improving. It's not too easy these days to see murder techniques charted for you step by step on the screen.

In justice to the vast majority of telecasters whose shows are clean if nothing else, it should be reported that the whole industry gets the lumps when one program gets blue.

TV has taken plenty of bum raps. You probably recall the big black headlines of a few weeks back relating that "GIRL SHOTS SELF WHILE WATCHING TV." It turned out that the TV program the group of teenagers was watching was a movie about a Yank in Paris. Television's sin in that instance probably was one we're all too familiar with—the show was so boring that the youngsters got restless and turned to other things.

When public reaction against poor taste in television was at its highest, the broadcasters got together and worked out a self-policing code which they claimed would stamp out vulgarity, graphic portrayals of crime, excessive commercials, and most of what we find objectionable in TV. (They can't do a thing about old jokes, however).

It was, and is, a noble document, about 300 times as long as the tight little code of decency adopted by the National Television Review Board, and saying exactly the same thing.

Possibly the broadcasters have reformed, and they may really mean business with this new code. However, it was drawn up and is being enforced largely by the men who ran the radio industry during the past decade, and on the basis of past performances, it isn't worth a pot of beans.

Some telecasters will go just as far as the public will let them. They'll be as dirty and vulgar as they can get away with. The public forced them to clean up during the past three years, and they forced them to adopt this new code. And if we keep on banging the telecasters when they get out of line, we'll get entertainment that we aren't ashamed to have our kids see.

MONDAY MAR. 3—cont'd

- 2:00 5 **Big Pay Off—Quiz Program**
How does the woman in your life rate? Does she deserve these prizes?
- 7 **Beulah Karney Presents—Ideas**
Movies taken on a fishing boat, and the cooking of these fish
- 9 **Mike Wallace & Buff Cobb Show**
- 2:30 4 **Bert Parks Show—Musical**
Humorist Peter Donald subs for Bert and joins Betty Ann Grove and Bobby Sherwood in tunes: "Walking My Baby Back Home," "Jeepers Creepers," and "After You've Gone" by Heatherstones
- 5 **Ralph Edwards Show—Contest**
- 7 **Barbara Moro—Creative Ideas**
- 9 **Picture Payday—Quiz Game**
- 3:00 4 **"Home Blues"—Feature Film**
- 5 **Kate Smith Hour—Variety**
Soldier skit, Smith & Dale, cracker barrel interview with Mr. Harold Corbin, and the Kendiss Trio
- 9 **Russ Davis Show—Interviews**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Trade-Inn—Swap Shop Fun**
- 9 **Telephone Game—Quiz Contest**
Are you up to date on the facts? Harold or Jane might call you
- 4:15 4 **Film**
- 5 **Gabby Hayes Show—Tall Tales**
- 4:30 5 **Howdy Doody Show—Kids Fun**
- 7 **Sagebrush Theater—Western**
"Land of Fighting Men" feature
- 9 **Music Ala Mode—Jack Fuller**
- 4:45 4 **Assembly—Military Questions**
Chief Corey has a date with the WAVES
- 5:00 4 **Kids Karnival Kwiz—Film Game**
- 5 **Cactus Jim—Western Film**
- 9 **Trail Blazers' Theater—Western**
"Rangers Take Over"
- 5:30 4 **Silhouettes Of The West—Songs**
- 5 **Weatherman—Clint Youle**
- 7 **Tom Corbett Space Cadet**
- 5:40 5 **Dorsey Connors Show—Ideas**
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
"Viva La Lingua French" comedy
- 7 **King Calico—Puppet Show**
The Royal Fire Department finally gets a fire and at the same time it discovers that its motor is missing
- 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 **Goldbergs—Domestic Comedy**
Jake has a headache which does not improve when Molly invites Mrs. Meltzer's little boy to practice piano

- 6:20 7 **Sports Highlights—News Events**
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Those Two—Comedy Adventures**
- 7 **Hollywood Screen Test—Drama**
Guest Jackie Cooper guides two young dramatic aspirants with emcee Neil Hamilton
- 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show—Musical**
"Be My Life's Companion," "Only Forever," "Blacksmith Blues," & "I Concentrate On You"
- 5 **News Caravan—John C. Swayze**
- 9 **Chicagoland Newsreel—News**
- 7:00 4 **Video Theater—Drama**
"Night Be Quiet" by S. Lee Pogostin
- 5 **Paul Winchell—Jerry Mahoney**
Dorothy Claire and Hilda Vaughn
- 7 **Mr. District Attorney—Drama**
"The Case of the Powder-Keg." A young boy is accused of starting a fire that killed a scientist
- 9 **Earl Nightingale Show—Talks**
- 7:15 9 **Report To The People—Talks**
Sheriff Babb reports on what he and staff have done in preceding month
- 7:30 4 **Arthur Godfrey's Talent Scouts**
Joe E. Brown subs for Godfrey
- 5 **Voice Of Firestone—Musical**
Guest, mezzo-soprano Rise Stevens sings "Il Est Doux, Il Est Bon" from "Herodiade" "I Dream of You," "Lullabye," and "Novillero." Orchestra and chorus do "Can't Help Singing," "Minuet," the "March" from Wagner's "Tannhauser"
- 7 **Horizons—Discussion**
"The Future of Criminal Law." Guest speaker, Herbert Wechsler, professor of law at Columbia University
- 9 **Johns Hopkins Science Review**
"Mapping From the Sky." Members of the American Society of Photogrammetry Philip G. McCurdy, Michael H. Salzman & Harry F. Thompson demonstrate modern developments in the field of mapping
- 8:00 4 **I Love Lucy—Comedy Drama**
"New Neighbors." Lucy suspects the Kellys of being foreign spies plotting to overthrow the government; featuring Hayden Rorke, K. T. Stevens & Allan Jenkins
- 5 **Lights Out—Drama**
"Private—Keep Out" with Melvyn Douglas; story of one man who gets close to finding the "Key" and what happened to him
- 7 **You Asked For It—Unusual Acts**
- 9 **Guide Right—Army Variety**
Featuring nation's Army bands and informal discussions by experts on military matters; also segment "Youth is Asking," dealing with military and civilian manpower problems
- 8:30 4 **It's News To Me—Panel Quiz**
Emcee John Daly with panelists Kitty Carlisle, Anna Lee, Quentin Reynolds, & Mel Allen who seek to identify a history-making event

MONDAY MAR. 3—cont'd

- 8:30 5 Robert Montgomery Presents**
 "Happy Birthday, George," with Jeffrey Lynn, Gaby Rodgers, Ann Jackson & Faith Brook; three birthdays, three girls, a home and a marriage figure in this romantic tale
- 7 Impact—News Brought To Life**
 Austin Kiplinger presents news of the day in person with reporter interviews and discussions
- 9 "Slander House"—Feature Film**
 Adrienne Ames & Craig Reynolds; owner of beauty shop becomes involved in scandal and patron attempts suicide as result of malicious gossip
- 9:00 4 Studio One—Drama**
 "Ten Thousand Horses Singing." Starring John Forsythe and Catherine McLeod
- 7 "Duke Of The Navy"—Feature Film**
 With Ralph Byrd, Veda Ann Borg, & Stubby Kruger; sailors on leave become involved in a treasure hunting scheme when they accept invitation of candy tycoon
- 9:30 5 Who Said That?—Quote Quiz**
 Walter Kiernan quizzes guest panelists: Paula Stone, Robert Sterling, Hal Boyle and Bill Henry
- 9 Challenge—Drama, Music**
 Variety with vocalist Jackie James, Philip Lord, the Four Jacks vocal group, Jimmy Blade & Chet Roble with guest Lucio Garcia & drama "The Double Cross" featuring Clare Baum, Sam Siegel, & Muriel Bremner
- 10:00 4 Ernie Simon—Curbstone Cutup**
 Join the gang for a chat and some fun down on State Street
- 5 Weatherman—Clint Youle**
- 7 Page One—News And Sports**
- 9 "Man Who Lost Himself"—Film**
 Kay Francis & Brian Aherne; an irresponsible eccentric discovers his double and sees way out of problems
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Chronoscope—Discussion**
 Cyrus S. Ching, director of the U.S. Federal Mediation Service, discusses the government's work in mediation with editors William Bradford Huie and Henry Hazlitt
- 5 Clifton Utley And The News**
- 10:30 4 Bill Ballance Show—Variety**
- 5 Let's Look At Sports**
- 7 Handy—Facts You Should Know**
- 10:45 5 Herbie Mintz Show—Musical**
- 11:00 4 Murder Before Midnight—Film**
 "Blake of Scotland Yard" (continued)
- 5 Grand Marquee—Feature Film**
- 7 Austin Kiplinger And The News**
- 11:30 4 Midnight Edition—Ulmer Turner**
- 9 "Lone Texas Rangers"—Film**
- 12:30 9 Chicagoland Newsreel—Reports**
 (Stations reserve the right to change above listings without notice)

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Tuesday Mar. 4

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 **Bride & Groom**—Interviews
5 **Winner Take All**—Quiz
Extraordinary merchandise prizes can be won by contestants
- 9 **Your Figure Ladies**—Beauty
- 9:45 4 **Al Pearce Show**—Variety Revue
Amusing sketches with Eb and Zeb
- 10:00 5 **Home Cooking**—Eddie Doucette
9 **Breakfast Party**—Morning Fun
Household hints on beauty, cooking, & shopping, plus a guest interview
- 10:30 4 **Breakfast With The O'Neils**
5 **Dave & Charlie Show**—Antics
7 **Paul Dixon Show**—Musical Fun
9 **Strike It Rich**—Quiz Time
- 10:45 5 **Richard Harkness & The News**
- 11:00 4 **Creative Cookery**—F. Pope
Recipes for meat loaf and tuna fish salad in avocado cup
5 **Ruth Lyons' 50 Club**—Informal
7 **Frances Langford-Don Ameche**
Guests: dancer Pat Adair, Fran Lee & Ted Sandford; also interview about national "Save Your Vision" week
9 **Egg and I**—Serial Drama
- 11:15 9 **Love Of Life**—Continued Tale
- 11:30 5 **It's A Problem**—Discussion
"Should Children Be Given Homework?" Affirmative speaker, Benjamin Fine; Negative: Dr. Frances Crowley
9 **Search For Tomorrow**—Drama
- 11:45 9 **News Headlines**—Spencer Allen
Latest reports (see page 9)
- 12:00 4 **Bill Evans Show**—Variety
5 **Noontime Comics**—John Coons
7 **Jessie DeBoth's TV Notebook**
9 **Hi Ladies**—Tommy Bartlett
- 12:30 4 **Garry Moore Show**—Variety
Guest: comedian Billy Gilbert
5 **Meet Mintz**—Herbie Mintz
7 **Bob And Kay Show**—Variety
- 12:45 5 **Newsroom**—Late Information
9 **Travelers' Sketchbook**—Film
"Chippewa"
- 1:00 5 **"Great Mike"**—Feature Film
Stuart Erwin, Carl Switzer & Marian Martin; story of the faith of a young boy in a milkwagon horse, whom the lad feels would make a great racer
9 **Chicago Cooks**—Demonstration
- 1:30 4 **First Hundred Years**—Serial

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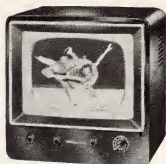
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TUESDAY MAR. 4—cont'd

- 1:45 4 **Lucky North Show**—Interviews
- 2:00 4 **Frazier Thomas Variety Show**
Featuring organist Bob Zeigler and vocalist Connie Baxter
- 5 **Big Pay Off**—Quiz Contest
Girls, urge your men to tell quiz-master Randy Merriman how wonderful you are—it may win you a mink
- 7 **Housewives Holiday**—Kirchner
- 9 **Mike Wallace & Buff Cobb Show**
- 2:30 4 **Film**
- 5 **Bill Goodwin Show**—Variety
Music and fun with the happy-go-lucky comedian; Eileen Barton sings & Buddy Weed Trio provides music
- 7 **Barbara Moro**—Creative Ideas
- 9 **Picture Payday**—Quiz Game
- 3:00 4 **"Flying Wild"**—Feature Film
(see description 12:15 midnite Sat.)
- 5 **Kate Smith Hour**—Variety
Guests: Ted & Flo Vallet, baton twirlers, Blue Baron and his orchestra, a teen-age panel, and tap dancers Brown and Beige
- 9 **Russ Davis Show**—Interviews
- 3:30 9 **Public Schools in Action**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Trade-Inn**—Exchange Show
- 9 **Telephone Game**—Harold Isbell
Try your luck by sending in your phone number; valuable prizes if you can answer the questions
- 4:15 4 **Backstage Diary**—Gossip
TV *Forecast* editor Marty O'Shaughnessy & Bonnie Weber present intimate views of stars, show business doings, and celebrity interviews
- 5 **Gabby Hayes Show**—Tall Tales
Shootin' western stories (see page 40)
- 4:30 4 **Assembly**—Military Talks
Chief Corey interviews and discusses the Seabees and shows a film
- 5 **Howdy Doody Show**—Puppets
- 7 **Sagebrush Theater**—Western
"Down the Wyoming Trail" feature
- 9 **Music Ala Mode**—Jack Fuller
- 5:00 4 **Kids Karnival Kwiz**—Games
- 5 **Cactus Jim**—Western Feature
- 9 **Trail Blazers' Theater**—Western
"Blazing Guns"
- 5:30 4 **Silhouettes Of The West**—Music
- 5 **Weatherman**—Clint Youle
- 7 **Mary Hartline's Party**—Games
Chet Roble and Mary entertain the small-fry with games (see page 40)
- 5:40 5 **Dorsey Connors Show**—Tips
- 5:45 4 **Window Shopping**—Commercial
- 5 **Public Life Of Cliff Norton**
"Reading the Comics" comedy skit
- 7 **Adventure Theater**—Stories
"Rex and Rinty" ch. 11
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments**—Bob Elson



DEAR BOSS:

Week in and week out Groucho Marx is the funniest of them all. For the life of me I can't see how he does it, either. He never takes his pants off, dunks his face in a custard pie or gets pulled under a curtain. Actually, the man goes against nature—getting laughs with just plain wit. I salute you, O King Leer!

Dragnet and Impact are two GOOD shows. I think they could be better if: Jack Webb would mix some exciting fiction with his true police records on the Dragnet series. The acting and direction are so superior to the Kanes, Kings and Kweens of TV, I can't help wondering how a little "assist" to the true facts might spice up the plot lines a bit. Let's see a little twist here, an unexpected witness drop in there and even an occasional reverse of the obvious denouement now and then. As Wendy Barrie, of unfond memory, used to chirp: "Nature isn't always right. . . ."

Then I'd like to see the very fine IMPACT smack us a little harder by simply using a little less Tell and a little more Vision. Too much of that program could be done on radio. Can't they get some movie cameras out around town and film some action shots for us? Instead of newspaper still shots of hoodlums, let's say, how about moving pictures of their squirming under the fiery questionings of outraged civic leaders.

We know the Daily News reporters can unearth exciting, in fact startling, news-behind-the-news but just listening to a reporter tell about it isn't always the best television entertainment. Let's sic those wild and woolly newspaper photogs on some of the juicier news assignments and hand em a Cine instead of a brownie—just to see what would happen. About that time, IMPACT could tell March of Time to roll over and play dead.

CHUB

TUESDAY MAR. 4—cont'd

- 6:00 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—J. Bryson
- 6:30 4 CBS News—Douglas Edwards
- 5 Dinah Shore Show—Musical
- 7 Beulah Show—Comedy Skits
The Hendersons apply psychology to Donnie's case of puppy love
- 9 Spencer Allen And The News
- 6:45 4 Stork Club—Interviews
Guest: Edward Everett Horton
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel—News
- 7:00 4 Frank Sinatra Show—Variety
Frank presents guests: comedienne Cass Daley and pianist Liberace
- 5 Star Theater—Comedy-Variety
Emcee Milton Berle presents Condos & Brandow, Basil Rathbone, and Denise Darcel as his guests
- 7 Charlie Wild, Detective—Drama
- 9 Life Is Worth Living—Talk
Informal discussion by Bishop Fulton J. Sheen as he answers queries
- 7:30 7 Metropolitan Opera Auditions
Of The Air—Classical Selections
Opportunity for talented vocalists to attain recognition; Milton Cross mc
- 9 Keep Posted—Current Events
Martha Rountree & Lawrence Spivak
- 8:00 4 Crime Syndicated—Drama
True drama with statistics gathered from the Crime Investigating Committee; Guest Sen. Charles Tobey (R., N.H.). Story of a grand jury's effort to investigate a racketeer who has a stronghold on the city
- 5 Fireside Theater—Film Drama
"M'Liss" starring Rita Moreno, Bill Bishop & John Warburton; comedy-drama of the old West. A beautiful but maiden waif believes she owns an old Spanish ranch which makes her rightful possessor of community
- 7 "Man In The Dinghy"—Feature
Film with Michael Wilding; a gay comedy of adventure on the high seas
- 9 Battle Of The Ages—Debate
John Reed King emcees professional talent team competition with guests: The pitchman Joe Howard, Verna Raymond and Joe Sebastian
- 8:30 4 Suspense—Mystery Drama
"Day Of Infamy" adapted by Victor Wolsson; story of espionage and intrigue leading up to that fateful day, Pearl Harbor
- 5 Circle Theater—Drama
"Domenico" with Luis Van Rooten; comedy about an Italian fisherman in a New England fishing town

TUESDAY MAR. 4—cont'd

- 8:30 9 Easychair Adventures—Film**
"Painters In Quebec"
- 9:00 4 Danger—Mystery Drama**
"Benefit Performance" with Martin Ritt & Joshua Shelley; two boyhood friends return to the slums to settle an old score
- 5 Amateur Hour—Ted Mack mc**
- 9 48th Street Theater—Film**
- 9:30 4 My Friend Irma—Marie Wilson**
Featuring the world's greatest secretary, Irma, and roommate Jane
- 7 Chgo. Symphony Chamber Or.**
Conductor Rafael Kubelik features New Trier High School Chorus. Selections: Humperdinck's "Evening Prayer" from "Hansel & Gretel," Mozart's suite "Lespetits Riens," "Roll Chariot," and Novak's "At The Barn Dance" from "Slovakian Suite"
- 9 Boston Blackie—Mystery Drama**
"The Director's Dilemma." Motion picture director is convinced that his mother-in-law murdered his wife, but Blackie has a different idea
- 9:45 5 Bob Considine Show—Views**
- 10:00 4 Ernie Simon—Curbstone Cutup**
Everybody likes the easygoing man-on-the-street, why not join him at State & Lake?
- 5 Weatherman—Clint Youle**
- 7 To be announced**
- 9 "Knickerbocker Holiday"**
Feature film (1st showing) with Shelley Winters, Nelson Eddy & Charles Coburn; a newspaper publisher fights for freedom and relief from conniving politicians
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 The Continental—Variety**
- 5 Clifton Utley And The News**
- 10:30 4 Bill Ballance Show—Variety**
- 5 Let's Look At Sports**
- 7 "South Of Panama"—Feature**
Film with Roger Pryor and Virginia Vale; foreign spies try to make off with U.S. aviation plans for invisible paint
- 10:45 5 Herbie Mintz Show—Musical**
- 11:00 4 Murder Before Midnight—Film**
- 5 Comic Relief—Old Time Movies**
Wed Howard comments on old Goldwyn, Mack Sennett, Our Gang, and Chaplin films & talks of problems
- 11:30 4 "Now Barrabas"—Feature Film**
Richard Greene, Sir Cedric Hardwicke
- 5 Big Picture—Army War Films**
"Chinese Reds Enter War" official story of the Korean War
- 9 Madison Sq. Garden Events**
- 12:00 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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Wednesday Mar. 5

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

- 7:00 5 Today—Dave Garroway Emcee
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 Bride & Groom—Interviews
5 Winner Take All—Quiz
Bill Cullen mc of the "battle of the buzzer and the bell"
9 Your Figure Ladies—Exercises
9:45 4 Al Pearce Show—Variety Revue
10:00 5 Home Cooking—Tasty Dishes
9 Breakfast Party—Morning Fun
10:30 4 Breakfast With The O'Neils
5 Dave & Charlie Show—Comedy
7 Paul Dixon Show—Variety
9 Strike It Rich—Warren Hull mc
Guest: Aldo Ray
10:45 5 Richard Harkness & The News
11:00 4 Creative Cookery—Recipes
Cream of celery soup, cucumber shrimp canape, and crab meat, lobster or shrimp filling
5 Ruth Lyons' 50 Club—Variety
7 Frances Langford—Don Ameche
Guests: dancers Rodgers & Crowley; industrial designer James Amster; Eva Anderson, and a fashion show
9 Egg And I—Continued Tale
Comedy of life and its problems on a chicken farm run by "city folk"
11:15 9 Love Of Life—Serial Story
Drama of a family domineered on every side by an aging patriarch
11:30 5 It's A Problem—Discussion
"Children Under Par." Discussed by Pearl Buck, Dr. Harold Michal Smith, and Dr. Lawrence B. Slowbody
9 Search For Tomorrow—Drama
11:45 9 News Headlines—Spencer Allen
12:00 4 Bill Evans Show—Variety
5 Noontime Comics—John Coons
7 Gaylord Hauser Program
9 Hi Ladies—Tommy Bartlett
12:15 7 Bob & Kay Show—Commentary
12:30 4 Garry Moore Show—Comedy
Comedy team Noonan & Marshal and Lucille Watson are Garry's guests
5 Meet Mintz—Piano Session
Tunes by the pianist-raconteur Herbie
12:45 5 Newsroom—Late Reports
9 Travelers' Sketchbook—Film
"Journey to Provence"

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AT 11:00 A.M.
"Creative Cookery"
Francois Pope your host,
shows you the easy way
in preparing fine foods.



AT 6:15 P.M.
Ulmer Turner
News and views with
Chicago's top
newscaster.



AT 10:30 A.M.
"Breakfast with
the O'Neils"
Fun, music, with Danny,
Gerrie and all the gang.



AT 2:00 P.M.
"Frazier Thomas
Show"
Chicago's biggest
afternoon variety show.



AT 10:00 P.M.
Ernie Simon
The Mayor of State
Street chats with
Chicagoland.

Channel
4

WBKB

WEDNESDAY MAR. 5—cont'd

- 1:00 5 "Larceny In Her Heart"—Film
Feature with Hugh Beaumont & Sheryl Walker; a beautiful blonde falls dead in Mike Shayne's office, then the corpse disappears and Mike is involved in murder
- 9 Chicago Cooks—Food Prepared
- 1:30 4 First Hundred Years—Drama
- 1:45 4 Luckey North Show—Interviews
- 2:00 4 Frazier Thomas Variety Show
Connie Baxter sings to music of Bob Ziegler; Thomas provides conversation
- 5 Big Pay Off—Quiz Program
Does the woman in your life deserve a new wardrobe, a trip to Paris, a mink coat? Explain your reasons
- 7 Beulah Karney—Foods Show
How to cook in a pressure cooker will be demonstrated by Miss Karney
- 9 Mike Wallace & Buff Cobb Show
- 2:30 4 Bert Parks Show—Musical
Peter Donald, Betty Ann and Bobby sing "A Night Train to Memphis," "Nobody Knows What a Red-Headed Mama Can Do," "Night and Day," and "The Night We Called It a Day," by the Heathertones
- 5 Ralph Edwards Show—Stunts
- 7 Barbara Moro—Creative Ideas
- 9 Picture Payday—Quiz Game
Contestants compete for the prizes
- 3:00 4 "Private Snuffy Smith"—Film
Feature with Edgar Kennedy & Bud Duncan; a military camp in the Tennessee mountain area of Snuffy's home causes laughter in midst of war
- 5 Kate Smith Hour—Variety
Guests: Industrial designer Gordon Obrig; violinist Marsha Van Dyke; dramatic skit with Geraldine Fitzgerald; and segment "America Sings"
- 9 Russ Davis Show—Variety
- 4:00 5 Hawkins Falls, Pop. 6,200
- 7 Trade-Inn—Pat Tobin Emcee
- 9 Telephone Game—Harold Isbell
Join the fun for an exciting prize award game with Harold & Jane
- 4:15 4 Film
- 5 Gabby Hayes Show—Tall Tales
- 4:30 5 Howdy Doody Show—Bob Smith
- 7 Sagebrush Theater—Western
"Westbound Stage" feature film
- 9 Music Ala Mode—Jack Fuller
- 4:45 4 Assembly—Military Talks
Interviews with the Coast Guard
- 5:00 4 Kids Karnival Kwiz—Games
Kids are quizzed on film viewed
- 5 Cactus Jim—Western Feature
- 9 Trail Blazers' Theater—Western
"Land of the Outlaws"
- 5:30 4 Silhouettes Of The West—Talks
Roy Starkey tells us about the history of the west
- 5 Weatherman—Clint Youle
- 7 Tom Corbett Space Cadet

- 5:40 5 Dorsey Connors Show—Talks
- 5:45 4 Window Shopping—Commercial
- 5 Public Life Of Cliff Norton
"Protect Yourself From Grapefruit"
- 7 King Calico—Puppet Story
A new kind of fire horse is discovered, neither cat nor whale, but a combination of both!
- 5:50 5 Clifton Utley And The News
- 6:00 4 Sports & Comments—Bob Elson
- 5 Kukla, Fran, & Ollie—Frolic
- 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 Goldbergs—Domestic Comedy
Molly attempts to solve the problem of where Malcolm will practice and has trouble keeping everyone happy
- 6:20 7 Sports Highlights—World News
John Bryson reviews the reports
- 6:30 4 CBS News—Douglas Edwards
- 5 Those Two—Comedy Adventures
- 7 Name's The Same—Panel Quiz
Panelists: Abe Burrows, Meredith Wilson, and Joan Alexander attempt to name the personality; Robert Q. Lewis is your host
- 9 Spencer Allen And The News
- 6:45 4 Perry Como Show—Musical
Tunes: "I Can't Give You Anything But Love," "Cry," "Anytime," and "Please Mr. Sun"
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel—Events
- 7:00 4 Arthur Godfrey And His Friends
Frank Parker subs for Godfrey as host with Janette Davis, Haleloke, Marion Marlowe, the Mariners and the Chordettes
- 5 Kate Smith Evening Hour
Musical variety with dramatic skits and famous celebrities
- 7 Paul Dixon Show—Pantomimes
Wanda Lewis and Dottie Mack assist
- 9 "House Across The Bay"—Film
Feature with George Raft, Joan Bennett, Lloyd Nolan & Walter Pidgeon; story of a big-shot racketeer who is sentenced to ten years in prison
- 8:00 4 Strike It Rich—Interview-Quiz
Emcee Warren Hull of the "quiz with a heart" questions "helping hand" guest Randy Merriman
- 5 Kraft Theater—Drama
"What Anne Brought Home," by Larry Johnson; does a young girl always make a sensible choice when choosing a husband?
- 7 Ruggles—Domestic Comedy
"Teen-age daughter Sharon encounters what looks like the first in a series of pre-nuptial complications
- 8:30 4 The Web—Mystery Drama
"I Hear Footsteps." Story of a doctor and his patient, starring Thomas Chalmers, Richard Purdy, Peter Cookson & Beatrice Straight

WEDNESDAY MAR. 5—cont'd

- 8:30 7 **Rendezvous—Dramatic Series**
Ilona Massey featured as Nikki Angell, songstress in a Paris nightclub with a background of international intrigue and romance
- 9 "Something In The City"—Film
Richard Hearne & Garry Marsh star
- 9:00 4 **Blue Ribbon Bouts—Boxing**
Jake La Motta vs Eugene Hairston in ten-round middleweight bout from Detroit Olympia
- 5 **Pantomime Quiz—Parlor Games**
Popular charade quiz with regular and guest teams, Mike Stokey emcee
- 7 **Celanese Theater—Drama**
"The Animal Kingdom" by Phillip Barry, starring Wendell Corey & Meg Mundy; comedy about a man who abandons the warm companionship of his girl friend to marry a woman whose outstanding virtue is her obsession for Good Taste
- 9:30 5 **To be announced**
- 9:45 4 **Sports Quiz—Film**
- 10:00 4 **Ernie Simon—Curbstone Cutup**
The fun begins when Ernie steps before the television cameras
- 5 **Weatherman—Clint Youle**
- 7 **Wrestling From Rainbo Arena**
Wayne Griffin announces matches
- 9 "Vogues"—Feature Film
Warner Baxter, Joan Bennett, Mischa Auer; story of competition in the fashion world over a woman's love
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Chronoscope—Discussion**
Arthur S. Flemming, Chairman of the U.S. Manpower Policy Committee, speaks of the nation's manpower with editors William Huie and Donald I. Rogers
- 5 **Clifton Utley And The News**
- 10:30 4 **Bill Ballance Show—Variety**
Pianist Harry Suekman accompanies Jean Cordell's vocalizing
- 5 **Let's Look At Sports**
- 10:45 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Murder Before Midnight—Film**
- 5 **Grand Marquee—Feature Film**
- 7 **Austin Kiplinger With The News**
- 11:30 4 **Chicago Forum Of The Air**
"Federal Aid to Education" (tentative)
- 9 **This Is The Story—Drama**
- 11:45 9 **Chicagoland Newsreel—Report**
- 12:00 4 **"Hat Box Mystery"—Feature**
Film with Tom Neal & Pamela Blake
- 1:00 4 **Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

The Celanese Theatre

in association with the PLAYWRIGHTS

presents

"THE ANIMAL KINGDOM"

by PHILIP BARRY

starring

WENDELL COREY

TONIGHT AT 9:00

WENR-TV CHANNEL 7

"The Celanese Theatre . . . the best of its kind."

—Mademoiselle

"Ranking as the best new drama series of the season, The Celanese Theatre is continuing to present top flight Broadway productions."

Television Forecast—Chicago

"Television is still cutting its milk teeth on comedy and variety shows—The Celanese Theatre promises television may one day cut its wisdom teeth on great drama, well-produced."

School Broadcast Conference—Chicago

Mike Boom says . . .

CHICAGO—Two big additions to Our Town's TV boom have insiders buzzing along TV Row. . . . The first is WGN-TV's new Breakfast Party, with such stellar lights as organist **Hal Turner**, warbler **Peggy Taylor** and maestro **Bob Trendler**. It's a tremendous shot in the arm for local daytime programming . . . the second is **Francois Pope's** projected nighttime series to be televised from WBKB's big Garrick theatre. Channel 4 moguls wisely decided that Pope's stuff was good enough to attract a wide male audience.



ALLEN

Angel Casey is making a bid for most versatile gal on the telewaves. Not long ago, she subbed for sophisticated **Dorsey Connors** on the latter's how-to-do show via WNBQ. Now **Angel**, in bobby socks and sweater, pops up as **Herb Allen's** Assistant Coach on "Hail The Champ" (channel 7). . . . WGN-TV camera ace **Bill Rockar** is back in civilian harness at channel 9 after an 18-month tour with the Army Signal Corps. But no sooner is **Bill** back than **Charlie Gekler** of the same station dons the khaki for a stint with Air Force photogs.

Hugh E. Davis, the Foote, Cone & Belding ad exec., phones to say he isn't mad at anybody there, that he isn't resigning the outfit and that our previous item was erroneous. We're glad to know that **Hugh** will stay in Chicago.

TV City, the big real estate project that may provide the future home for new Chicago stations, is moving quietly ahead under the leadership of realtor **William Balkin**. A topflight engineering outfit has already made exhaustive surveys. One major radio station, about to make the TV plunge, has indicated strong interest.

Hugh Downs, the romantic male of "The Bunch," is one of the few owners of a kazoo, and has played the instrument on his channel 5 show, despite the jeers of the Art Van Damme quintet. **Hugh** claims he'll try it again if there's

any fan interest. . . . New Arrival Dept. —**Bob Pope** of Creative Cookery is a proud poppa. His daughter's name is **Debra**.

WGN-TV has prepared a new civil defense series for the Chicagoland area, in co-operation with the Civil Defense Corps. The programs will deal with such spine tinglers as "Russia Has the A-Bomb" and chemical and bacteria warfare.

WBKB production manager **Bill Ryan** has a new aide, **Lou Abraham**. . . . A public service citation has been awarded to **Cole-Finder** car dealers, sponsor of **Ernie Simon's** "Curbstone Cut-Up," for their numerous free plugs for worthy charities. Another award, this one by the Veterans of Foreign Wars, goes to WENR-TV and its boss **John Norton**. . . . New thrush on the **Frazier Thomas** show is **Connie Baxter**, a red-headed lovely who starred in the "Roaring Twenties" stage revue.



BAXTER

The **King Calico** kid show on WENR-TV is holding a name-a-crocodile contest with new bicycles being given away each week. The grand winner will appear on the channel 7 show. Incidentally, despite the top-heavy ratings of **Calico**, the program is having trouble getting a sponsor. What a crime!



I want to thank those who voted for me, and the payoff is tomorrow at my house.

Thursday Mar. 6

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

- 7:00 5 Today—News, Reviews, Records
9:00 4 Morning News—Harry Marble
5 Mel Martin Show—Variety
9:15 4 Arthur Godfrey Show—Variety
9:30 4 Bride & Groom—John Nelson mc
5 Winner Take All—Quiz
9 Your Figure Ladies—Exercises
9:45 4 Al Pearce Show—Variety Revue
10:00 5 Home Cooking—Recipes
9 Breakfast Party—Fun For All
10:30 4 Breakfast With The O'Neils
5 Dave & Charlie Show—Comedy
7 Paul Dixon Show—Variety
9 Strike It Rich—Warren Hull mc
10:45 5 Richard Harkness & The News
11:00 4 Creative Cookery—Recipes
Butter beans and frankfort casserole,
and chicken creole in casserole
5 Ruth Lyons' 50 Club—Views
7 Frances Langford—Don Ameche
Guests: Giovanni Martinelli, the three
Arnauts, and Fran Lee (Mrs. Fixit)
9 Egg And I—Continued Story
11:15 9 Love Of Life—Serial Drama
11:30 5 It's A Problem—Discussion
"Is It True That People Do Shady
Things" discussed by Dr. Margaret
Meade and Mark Starr
9 Search For Tomorrow—Tale
11:45 9 News Headlines—Spencer Allen
12:00 4 Bill Evans Show—Variety
5 Noontime Comics—John Coons
7 Bob & Kay Show—Commentary
9 Hi Ladies—Tommy Bartlett
12:30 4 Garry Moore Show—Variety
Guest: George Gabel
5 Meet Mintz—Musical Session
12:45 5 Newsroom—Late Reports
9 Travelers' Sketchbook—Film
"Story of New York"
1:00 5 "Don Ricardo Returns"—Film
Feature with Fred Coby, Paul New-
land & Isabelita Pastro; Ricardo re-
turns from a watery grave to fight
against his cousin for his birthright
9 Chicago Cooks—Kay Middleton
1:30 4 First Hundred Years—Serial
1:45 4 Luckey North Show—Tips
2:00 4 Frazier Thomas Variety Show
5 Big Pay Off—Quiz For Men
Randy Merriman and Bess Myerson
conduct contest with prizes
7 Housewives' Holiday—Kirchner
9 Mike Wallace & Buff Cobb Show
2:30 4 Film
5 Bill Goodwin Show—Variety
7 Barbara Moro—Creative Ideas



Ed Sullivan breaks out into one of his infrequent laughs while reading his profile in TV Forecast. Title of the article was "Broadway's Laughing Boy." Ed's "Toast of the Town" is seen every Sunday on channel 4 at 7:00 p.m.

Shows Open to Public

WENR-TV—20 N. Wacker Dr., Chicago 6, Ill. AN 3-0800. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABCivic Theater. "Super Circus," Sunday 4-5 p.m. (only written requests accepted, order tickets well in advance). "Sachs Amateur Hour," Sunday 12:30-1:30 p.m. "Chicago Symphony Chamber Orchestra," Tuesday 9:30-10:00 p.m. "Courtesy Hour," Friday 10:00-11:00 p.m. "Hollywood Junior Circus," alternate Saturdays 9:30-10:00 a.m. "Hail The Champ," Saturday 5:00-5:30.

WGN-TV—435 N. Michigan, Chicago 11, Ill. SU 7-0100. Tickets: Guest Relations, WGN Building. Rubin's "Stars of Tomorrow," Sunday 5-5:45. "Down You Go," Friday 8:00-8:30. "Hi Ladies," Monday thru Friday 12:00-12:45. Funny Paper Theater, Sun. 11:00-11:30 a.m.

WBKB—190 N. State, Chicago 1, Ill. RA 6-8210. "Ernie Simon's Curbstone Cutup," Monday thru Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater). "Creative Cookery," Monday thru Friday 11 a.m. Write program for tickets. "Frazier Thomas Show," Monday thru Friday 2:00-2:30. Order tickets thru program. "Quiz Kids" Sun. 2:00-2:30 from new Garrick TV Center, order tickets thru program. "Bill Ballance Show" Mon. thru Thurs. 10:30-11:00, and Fri. 9:30 to 10:00 p.m. Order tickets thru program. "Pace of Chicago" Thurs. 9:00-10:00. Order tickets thru program. Please send self-addressed, stamped envelope and state number of tickets desired.

WNBQ—Merchandise Mart, Chicago 54, Ill. SU 7-8300 Ext. 287.

THURSDAY MAR. 6—cont'd

- 2:30 9 **Picture Payday—Quiz Game**
 3:00 4 **"Hat Box Mystery"—Feature**
 Film with Tom Neal & Pamela Blake
 5 **Kate Smith Hour—Variety Time**
 Guests: singers Doretta Morrow & Larry Douglas, pianist Evalyn Tyner, cracker barrel interview with Mrs. Kurk, whose husband was the ambassador to Russia, and a fashion show
 9 **Russ Davis Show—Variety**
 4:00 5 **Hawkins Falls, Pop. 6,200**
 7 **Trade-Inn—Variety Of Antiques**
 9 **Telephone Game—Harold Isbell**
 4:15 4 **Backstage Diary"—Gossip**
 Intimate views of the stars and their work with guest interviews; Marty O'Shaughnessy & Bonnie Weber conduct
 5 **Gabby Hayes At The Double Bar M Ranch—Western Story**
 4:30 4 **Assembly—Military Talks**
 Chief Joseph Corey interviews service personnel and discusses their work
 5 **Howdy Doody Show—Variety**
 7 **Sagebrush Theater—Western**
 "Gunmen From Bodie" feature film
 9 **Music Ala Mode—Jack Fuller**
 5:00 4 **Kids Karnival Kwiz—Games**
 5 **Cactus Jim—Western Feature**
 9 **Trail Blazers' Theater—Western**
 "Raiders of Red Gap"
 5:30 4 **Silhouettes Of The West—Talks**
 5 **Weatherman—Clint Youle**
 7 **Mary Hartline's Party—For Kids**
 5:40 5 **Dorsey Connors Show—Ideas**
 Beauty, fashion and housekeeping
 5:45 4 **Window Shopping—Commercial**
 5 **Public Life Of Cliff Norton**
 "Volunteer Fireman" comedy skit
 7 **Adventure Theater—Film Tale**
 "Rex and Rinty" ch. 12
 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**
 The Captain carries on the fight for justice against the forces of evil
 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—J. Bryson**
 6:30 4 **CBS News—Douglas Edwards**
 5 **Dinah Shore Show—Musical**
 7 **Lone Ranger—Western Drama**
 Hi-Yo Silver! And away we go!
 9 **Spencer Allen And The News**
 6:45 4 **Stork Club—Interviews**
 Guest: Rudy Vallee
 5 **News Caravan—John Swayze**
 9 **Chicagoland Newsreel—Data**

- 7:00 4 **Star Of The Family—Variety**
 Peter Lind Hayes and Mary Healy join their guests: Harry James, Marilyn Maxwell, and dancer Johnny Bachemin in skits and comedy
 5 **Groucho Marx Show—Comedy**
 Groucho ad-libs with contestants on "You Bet Your Life" quiz
 7 **Stop the Music—Musical Quiz**
 Arlene Francis subs for Bert Parks
 9 **This Is Music—Variety & Song**
 Bridge between classical & popular successfully spanned by host Alexander Gray and his regular vocalists
 7:30 4 **Amos 'n' Andy—Comedy Drama**
 "Fur Coat" Kingfish, who works for a department store, finds himself with an undelivered fur coat which Sapphire thinks is a gift for her
 5 **Treasury Men In Action—Drama**
 "The Case of the Unlawful Spenders" Petty thief loses out to a large scale racketeer
 9 **Press Conference—Interviews**
 Lee Schooler moderator of panel
 8:00 4 **Hollywood Opening Night—Film**
 "The Housekeeper" with Albert Dekker; a psychiatrist discovers he has erred in diagnosis of a patient
 5 **Mystery Drama**
 "Count Von Lustig" as "The Fabulous Swindler" in this mystery thriller
 7 **Herb Shriner Time—Humor Skits**
 Everyday people and every day situations retold with a humorous touch
 9 **Shadow Of The Cloak—Drama**
 8:30 4 **Big Town—Newspaper Life**
 "Funland." Cashier in an amusement palace, scorned by her brother-in-law when she attempts to make love to him, plots his murder
 5 **Ford Festival—Musical Variety**
 James Melton emcees festivities with Morey Amsterdam, Wally Brown, and Dr. Marshall & guest Raymond Massey
 7 **Meet The Champ—Boxing Bout**
 Emcee Wally Butterworth presents bout from Marine Corps Recruit Depot, San Diego, Calif.
 9 **Foreign Intrigue—Myst'y Drama**
 After breaking the bank at a gambling casino on the French Riviera, Robert Cannon finds that money has its good points as well as evil
 9:00 4 **Racket Squad—Drama**
 "C.O.D. Honeymoon." Captain Brad-dock uncovers a fake antique deal involving a statuette worth several thousand dollars
 5 **Martin Kane, Private Eye**
 Lloyd Nolan is featured as detective
 7 **This Week In Sports—Film**
 9 **Inside Story—Discussion**
 Robert F. Hurligh & Dr. James H. McBurney question Freda Utley, distinguished authoress and specialist on Asian affairs, for the "inside story of the China Betrayal."
 9:15 7 **Cameo Comedy—Film**

THURSDAY MAR. 6—cont'd

- 9:30 4 Pace Of Chicago**—Variety Type
Highlights on personalities and progress in Chicago during the past 100 years with guest personalities
- 5 Wayne King Show**—Musical
"Josephine," "I Found You," "Somebody Told My Darling," "The Boy Next Door," "Sleepy Time Gal," "The Gentleman Is A Dope," & "Bells Of St. Mary"
- 7 Studs' Place**—Informal Chats
A strong-minded, hard-working, grandmother who runs a newsstand, takes over the corner outside Studs' Place
- 9 Health Talk**—Discussions
Dr. George J. Kidera, medical director, United Air Lines, talks on "Planes, Pressure, and People"
- 10:00 4 Ernie Simon**—Curbstone Cutup
Zany antics by the "Mayor" of State Street with passers-by
- 5 Weatherman**—Clint Youle
- 7 Family Showtime**—Film Drama
"Return to Vienna" with Ruth Warwick & Cameron Mitchell; an aging prima donna of the Opera goes to Vienna to be made young again
- 9 "Waterfront"**—Feature Film
John Carradine & J. Carroll Naish; intriguing drama of a spy ring during WW II in which Gestapo agents seek vital information on the San Francisco waterfront
- 10:10 5 Dorsey Connors**—Helpful Ideas
- 10:15 4 The Continental**—Renzo Cesana
- 5 Clifton Utley And The News**
- 10:30 4 Bill Ballance Show**—Variety
- 5 Let's Look At Sports**
- 7 Dr. Fixum**—Household Tips
Here's how to make a portable bar
- 10:45 4 To be announced**
- 5 Herbie Mintz Show**—Musical
- 11:00 4 Murder Before Midnight**—Film
"Bandits of Chinatown" Nick Stuart
- 5 Feature Film**
- 7 Austin Kiplinger And The News**
- 9 "Zis Boom Bahl"**—Feature Film
Peter Lind Hayes, Mary Healy, Skeets Gallagher & Grace Hayes; story of a rich, spoiled college boy, who suddenly finds his family is penniless
- 11:10 7 "Little Lord Fauntleroy"**
Feature film with Freddie Bartholomew; life, its joys & sorrows, trials & errors as seen through the eyes of a boy
- 11:30 4 "Bowery Blitzkrieg"**—Feature
Film with Leo Gorcey, Bobby Jordan, Huntz Hall & Warren Hull; a dead-end kid strays from the straight and narrow path and begins petty robbery
- 5 Big Picture**—Korean 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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WORLD'S GREATEST
LIGHTER

PRESENTS

Peter Lind Hayes and Mary Healy
in

"STAR OF THE FAMILY"

WITH FAMOUS GUEST PERFORMERS

THURSDAY 7:00 PM WBKB

CHANNEL 4

DE SOTO-PLYMOUTH DEALERS

OF GREATER

CHICAGO

Present...



GROUCHO MARX

"YOU BET YOUR LIFE"

EVERY THURSDAY... 7 p.m.

WNBQ CHANNEL 5

SEE YOUR

DESOTO-PLYMOUTH DEALER

GREAT CARS • FINE SERVICE • A SQUARE DEAL

FEBRUARY FINDINGS

of the National Television Review Board

A MAJORITY REPORT, WITH COM- MENTS ON INDIVIDUAL PROGRAMS



Comic Milton Berle, shown here with guest star Gracie Fields, has been called variable by the Board for "offending moral decency." But NTRB voted the show "improved."



Wrestlers Maurice Tillet, the French Angel, and toughy Ruffy Silverstein, two big performers in a field the Board finds "brutal."

National Television Review Board

Mrs. Byron Harvey, Jr.
Rev. Donald Masterson
Mr. George Jennings
Mr. David Balkin
Mr. Martin O'Shaughnessy

Mr. Samuel Culbertson II
Judge David Mandell
Mr. Jesse Owens
Lt. Robert A. Kubicek
Miss Helen Mawer
(Secretary)

"—Censorship Is Not The Way To Better Programs"

Objectionable for Family

Stork Club—"Boring . . . bad taste . . . glamorizing of false values . . . spotlights shams and phonies."

Variable for Family

Wrestling—"Bad taste . . . glorifies brutality and unsportsmanlike tactics."

Milton Berle—"Vulgar . . . offends moral decency . . . show has improved but could stand fumigation of attitude."

Juvenile Jury—"Gives too much importance to opinions of very young children. Listening carefully to their opinions in the home is very different from putting the child's opinion on national television . . . bad taste . . . big improvement here, but real smart aleck seems to be the grown-up, Jack Barry."

Definitions

Approved—Entirely or adequately wholesome, completely or sufficiently harmless

Variable—Offensive as regular minor part of program, or occasionally offensive as performers and/or program content changes from week to week.

Objectionable—Completely harmful or offensive, or enough to dominate entire program.

The National Television Review Board is an independent group of Chicagoland citizens who review and rate programs each month for the guidance of the TV industry.

Friday Mar. 7

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

- 7:00 5 Today—Dave Garroway Reports
9:00 4 Morning News—Commentary
5 Mel Martin Show—Variety
9:30 4 Bride & Groom—Interviews
John Nelson interviews newlyweds
5 Winner Take All—Quiz
9 Your Figure Ladies—Exercises
9:45 4 Al Pearce Show—Variety Revue
10:00 5 Home Cooking—Recipe Fun
Master chef Eddie Doucette
9 Breakfast Party—Musical Fun
10:30 4 Breakfast With The O'Neils
5 Dave & Charlie Show—Antics
7 Paul Dixon Show—Variety
Music and entertainment by Dixon & Co. (Dottie Mack & Wanda Lewis)
9 Strike It Rich—Warren Hull mc
Director of the National Society for Preservation of Wild Life Ed Dowd will act as guest "helping hand" with Joan Roberts
10:45 5 Richard Harkness & The News
11:00 4 Creative Cookery—Recipes
Sautéed lamb on veal kidneys, lobster ala newburg filling, and brunch filling
5 Ruth Lyons' 50 Club—Chatter
7 Frances Langford—Don Ameche
Guests: Joan McCracken, Knowles Priest dancers, and a fashion show
9 Egg And I—Continued Story
11:15 9 Love Of Life—Serial Drama
Family problems of a young girl
11:30 5 It's A Problem—Discussion
"Explaining Death To A Child" discussed by Msgr. Cornelius J. Drew and Dr. Francis Herriot
9 Search For Tomorrow—Tale
11:45 9 News Headlines—Spencer Allen
12:00 4 Bill Evans Show—Variety
5 Noontime Comics—John Coons
7 Gayelord Hauser Program
9 Hi Ladies—Interviews
12:15 7 Bob And Kay Show—Variety
12:30 4 Garry Moore Show—Comedy
Guest: Joe Couzens
5 Meet Mintz—Favorite Tunes
12:45 5 Newsroom—Late Information
9 Travelers' Sketchbook—Film
1:00 5 "Arson Squad"—Feature Film
Frank Albertson & Robert Armstrong; a detective and an insurance investigator team up to solve a series of warehouse fires
9 Chicago Cooks—Kay Middleton
Interesting ways to prepare food
1:30 4 First Hundred Years—Serial

COMING HIGHLIGHTS



NEXT WEEK — Break bread with Peggy Taylor and the rest of the stars on the new "Breakfast Party" on channel 9.



NEXT WEEK — Ray Goulding, one half of TV's newest comedy team. "Bob and Ray" get an exclusive "treatment" by our writers.

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.

CHANNEL

FRIDAY AT 6:30 PM

"SAY IT WITH ACTING"

with

Bud Collyer

and

Maggi McNellis



WENR
TV

Friday - March 7th

YOUR

Admiral

DEALER

Presents

**GOLDEN
GLOVES
FINALS**

8:00 PM

WGN - TV

(Channel 9)

YOUR LOCAL NECCHI DEALER

presents

THE

GOLDBERGS

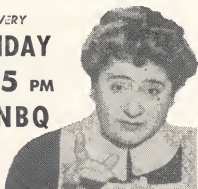
EVERY

FRIDAY

6:15 PM

WNBQ

(5)



It Isn't
a NECCHI
Sewing
Machine
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This Label!

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FRIDAY MAR. 7—cont'd

- 1:45 4 **Lucky North Show**—News
- 2:00 4 **Frazier Thomas Variety Show**
Connie Baxter and Bob Ziegler
- 5 **Big Pay Off**—Quiz Program
You too can appear on the show—
write a letter today!
- 7 **Beulah Karney**—Foods Show
Miss Karney prepares fish dishes for
Lent, and gives advice on how to buy,
store and cook
- 9 **Mike Wallace & Buff Cobb Show**
Guest: Charlton Heston
- 2:30 4 **Bert Parks Show**—Musical
Tunes: "I Do Better Up in the
Mountains," "In Between," "Little
Brown Jug," and "Cosi Cosa." Peter
Donald subs
- 5 **Ralph Edwards Show**—Quiz
- 7 **Barbara Moro**—Creative Ideas
- 9 **Picture Payday**—Quiz Show
- 3:00 4 **"Bowery Blitzkrieg"**—Feature
(see description Thurs. 11:30 p.m.)
- 5 **Kate Smith Hour**—Musical
Guests: Richard & Florence Stuart,
dance team; Billy Mills, pantomimist;
some Caruso mementos; and swing
harpist Robert Maxwell
- 9 **Russ Davis Show**—Variety
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Trade-Inn**—Unique Exch. Show
Pat Tobin & Todd Purse conduct
- 9 **Telephone Game**—Quiz Session
Your phone number is your ticket to
a load of wonderful prizes
- 4:15 4 **Film**
- 5 **Gabby Hayes Show**—Tall Tales
- 4:30 5 **Howdy Doody Show**—Puppets
- 7 **Sagebrush Theater**—Western
"Code of the Rangers"
- 9 **Music Ala Mode**—Jack Fuller
- 4:45 4 **Assembly**—Armed Forces Show
Phone call interview from Tokyo with
service personnel by Chief Corey
- 5:00 4 **Kids Carnival Kwiz**—Games
- 5 **Cactus Jim**—Western Feature
- 9 **Trail Blazers' Theater**—Western
"Guns of the Law"
- 5:30 4 **Silhouettes Of The West**—Chats
- 5 **Weatherman**—Clint Youle
- 7 **Tom Corbett Space Cadet**
- 5:40 5 **Dorsey Connors Show**—Talks
- 5:45 4 **Window Shopping**—Commercial
- 5 **Public Life Of Cliff Norton**
"Befriend Your Baby" comedy skit
- 7 **King Calico**—Puppets For Kids
The fire is brought under control but
that's more than can be said of the
firemen!
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments**—Bob Elson
- 5 **Kukla, Fran, & Ollie**—Puppets

FRIDAY MAR. 7—cont'd

- 6:00 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 Goldbergs—Domestic Comedy
Malcolm continues to practice on the Goldberg piano, much to the dismay of family, but Jake finally comes up with an idea
- 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 Say It With Acting—Charades
Maggie McNellis fences the games
- 9 Spencer Allen And The News
- 6:45 4 Perry Como Show—Musical
"Noodlin' Rag," "A Kiss To Build A Dream On," "Put On Your Old Gray Bonnet," and "Temptation" (see pg. 5)
- 5 News Caravan—John Swayze
9 Chicagoland Newsreel—Data
- 7:00 4 Mama—Domestic Comedy Skit
A Chinese laundryman is invited to dinner and saves the day for Kathryn
- 5 RCA Victor Show—Variety
Starring Dennis Day with Kathy Phillips, Verna Felton and Hanley Stafford
- 7 Mystery Theater—Drama
Tom Conway as Inspector Mark Saber
- 9 Twenty Questions—Panel Quiz
MC Bill Slater with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee, and guest panelist
- 7:30 4 Man Against Crime—Drama
Mike Barnett is hired by a worried husband whose wife's life is in danger, but it is the husband who is murdered
- 5 Walt's Workshop—Creative
Mr. Durbahn demonstrates "How to Make a Cricket Foot Stool"
- 7 Stu Erwin Show—Comedy Skits
"Trouble Below." Stu has plenty of trouble when he gets the tax assessor and termites in the basement at the same time
- 9 Not For Publication—Drama
"The Fatal Flaw" a tieup with politicians causes a contractor to erect a building of inferior materials which eventually cause the death of his child
- 8:00 4 Playhouse Of Stars—Drama
"The Haunted Heart"
- 5 Big Story—Newspaper Drama
Ike McAnally of the Cleveland News investigated the circumstances surrounding an automobile accident from which no bodies were recovered

- 8:00 7 Rebound—Film Drama
"The Prize" starring George MacReady, Roberta Haynes and John Ridgely; a fugitive from justice seeks a unique method of evading capture
- 9 Golden Gloves Boxing Tourn.
Tournament finals (see story on page 45)
- 8:30 5 Aldrich Family—Comedy
A going away party for the Aldrich family has a surprise ending
- 7 Tales Of Tomorrow—Drama
"Bound Together" with Nina Foch; a space pilot reported missing on a trip to Mars unexpectedly returns to his wife
- 9:00 4 Live Like A Millionaire—Music
Children introduce their talented parents; John Nelson and Connie Clawson conduct session for grown-ups
- 5 Cavalcade Of Sports—Boxing
Paddy Young vs Ernie Durando in 10-round middleweight bout
- 7 Craig Kennedy, Criminologist
"Murder Preferred" mystery tale
- 9:30 4 Bill Ballance Show—Variety
7 Chgo. Klose Ups—Interviews
Woody & Virginia Klose hold court
- 9:45 5 Greatest Fights Of The Century
Boxing film: Tony Zale vs Rocky Graziano (June 1948)
- 10:00 4 Ernie Simon—Curbstone Cutup
Laughter, gags, and some antics under the State & Lake marquee
- 5 Weatherman—Clint Youle
Latest data for week end climate
- 7 Courtesy Hour—Jim Moran mc
Variety with vocal and instrumental acts performed by professional talent; Bruce Chase supplies music
- 10:10 5 Dorsey Connors—Helpful Ideas
- 10:15 4 Chronoscope—Discussion
Rep. Emanuel Celler (C.N.Y.) is guest to be interviewed by William Huie
- 5 Clifton Utley With The News
- 10:30 4 Washington Spotlight—News
5 Let's Look At Sports
- 10:45 4 Film
5 Herbie Mintz Show—Old Tunes
- 11:00 4 Murder Before Midnight—Film
5 Grand Marquee—Feature Film
7 Austin Kiplinger With The News
- 11:10 7 Mystery Film
- 11:30 4 "Private Snuffy Smith"—Film
(see description Wed. 3:00 p.m. Ch. 4)
- 12:00 9 "Desert Patrol"—Feature
- 1:00 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above listings without notice)



Boys and girls, here are two old friends of ours back on channel 7—none other than Chet Roble and Mary Hartline. Together, they make a lot of fun on the Mary Hartline Party. Gosh, games and prizes and music and everybody having a pretty good time. Here they are with one of their guests.

Did you know that Uncle Chet is one of the very best piano players in the whole country? Why, they say that he can play a piano with his bare feet if he has to. Maybe that is why they call him the "King of Barefoot Jazz."

And Mary, well, she's almost like a fairy queen. Anyway, I bet there aren't many fairies who have such beautiful long hair.

Now here are some of my weekly winners:

Mary Barber, Joliet; Larry Bergquist, Kenosha, Wis.; Diana Bremner, Waterman, Ill.; Corinne Erway, Racine; Jean Finerty, Gary; Barbara Flint, Kalamazoo, Mich.; Rudy Kakacek, Jr., Chicago; Judy Kratschmer, Elmwood Park, Ill.; Billy Machacek, Crown Point, Ind.; Kirby Pehoski, Lombard, Ill.; Bernard Poska, Chicago; Lois Rodish, Skokie, Ill.; Loretta St. Pierre, Wolcott, Ind.; Dianne Wirth, Gary

THIS WEEK'S CONTEST: How many different musical instruments can you name? For the longest list, I'll award \$1; next longest 50 cents; and for the 15 runners-up, 25 cents. Mail to Uncle Herbie, % *TV Forecast*, 185 N. Wabash avenue, Chicago 1, Ill. before Sunday, March 9.



THE TROUBLES OF GABBY HAYES

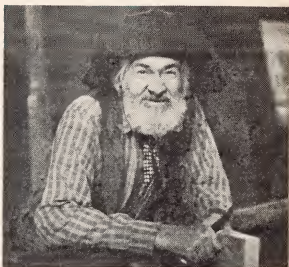
Talk about people having troubles. I guess Gabby Hayes has had as many troubles as anybody. You all know who Gabby is—he spins those tall stories on channel 5 every weekday.

Well, Gabby ran away from home during eighth grade of school. When talking pictures appeared in Hollywood, Gabby sold his home in Long Island to finance a trip to the west coast. Then, when he got there, the movie producers said he looked too young to play the part of an old man (which was his specialty act).

So Gabby grew his famous beard. In 1930, he made his first western picture, but he didn't know how to ride horseback. The real cowboys showed him, and that saved Gabby's career. In 1950, Gabby made his first TV program, and he has been a star ever since.

And just in case you folks were curious about it, Gabby Hayes always

sleeps with his beard **OUTSIDE** the blankets.



Gabby Hayes tells some wonderful stories, but his own life story is almost as interesting.

MOLLYCUES

-By MOLLY POTKIN<sup>COPYRIGHT
1963</sup>

HI KIDS, I'M NATCO, THE CLOWN.
HOW WOULD YOU LIKE TO APPEAR
ON THE "KIDS KARNIVAL KWIZ"
TELEVISION SHOW WITH ME?

MY GREATEST WISH WOULD BE
TO APPEAR ON A SHOW ON TV
IT WOULD BE LOTS OF FUN
AND MY FRIENDS EVERYONE



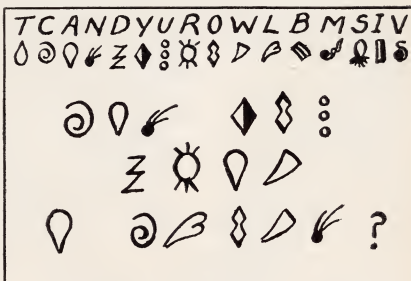
How is your poetry these days? Prize-worthy? All you have to do is make up a last line for this jingle to rhyme with "Be" and "TV." Two winners will be

chosen and will appear on "Kids Karnival Kwiz Show." Include your phone number and age along with your name and address on your entry.

Mail this week's contest entries to Mollycues, % TV Forecast, 185 N. Wabash avenue, Chicago 1, Ill., before Monday, March 10. Two winners will be named in the poetry contest. In the letter contest, first prize is \$1; second prize 50 cents; next 15 prizes 25 cents each. In cases of ties, winners are judged on neatness and originality.

Solution to last week's rebus is "flower."

Charles Allenson, Jr., Chicago;
Mary Arnold, Beloit, Wis.;
Carolyn Cargile, Chicago;
Judy Chandler, West Chicago,
Ill.; George Danneker, Mishawaka, Ind.; David Davis, Chicago; John Deppman, Evanston; Carter Drees, Elkhart, Ind.; Patricia Evans, Habart, Ind.; Phil Evenson, Kenosha, Wis.; Arthur Ginsburg, Chicago; Elaine Girten, Chicago; Jay Hatfield, Chicago; Della Joseph, Michigan City, Ind.; Judith King, Chicago; Bobby Michael, LaParte, Ind.; Penny Muntz, Elgin, Ill.; Joan Nagel, Genoa City, Wis.; Rosemary Ojanavac, Chicago; Joanne Pollock, Belvidere, Ill.; George Rizzia, Chicago; Betty Sawyer, Chicago; Leila Schwarz, Chicago; Scott Shore, Chicago; Nancy Skreka, Chicago; Eleanor Wagner, Chicago; Ralph Wadthouser, Manhattan, Ill.; Robert Wishner, Chicago.



Can you decipher this question that Natco is asking? The symbols stand for the letters above them. Send us your answer on a separate sheet of paper.



From the chorus of "Gentlemen Prefer Blondes" 18 year old Georgine Darcy now is one of Ed Sullivan's Toastettes. Which only proves that Ed prefers gorgeous women.

A Sport That Offers Quick Fame

TV

SPORTSCAST

by

ED PAZDUR

Sports Editor



Win A Six-Month Reserved Ringside Wrestling Ducat

AFTER watching the miserable performances of Rocky Marciano and Lee Savold, it's a genuine pleasure to look forward to the 25th annual Golden Gloves Tournament Friday, March 7. Here's a sport that is truly unique among amateurs. The 32 young bruisers competing Friday night over WGN-TV, have survived a field of some 20,000 boxers around the country.

Here's a sport that offers its competitors quick fame. In collegiate football or basketball, a young athlete can expect some notoriety by winning conference championships or tournaments. It's a long grind through a long season that relies on teamwork.

In the Golden Gloves your strictly on your own. It requires a lot of heart, sweat and a determined will to win. Within the short period of a few weeks, the Golden Gloves champion becomes an international celebrity in his weight class. Few other sports can offer as much.

★ ★ ★

Shades of wrestling promoters Fred Kohler and Ray Fabiani! Our wrestling editor has discovered a new and wacky addition to the wrestling game. He is at present without a name and for good reason. Our discovery is approximately 22 years of age, a deaf mute, 185 lbs., and powerfully built.

He was found living in the woods near Great Falls, Montana. Abandoned by his mother, he lived with two fur trappers. It is rumored he wrestled with bears and other ferocious wild animals. Scouts report that Wrestler X's favorite opponents were wild panthers. After a tussle with our boy, the savage beasts found nothing to laugh about. We'd like to get him a wrestling job on TV, but we've been stymied for a name. . . . *We've decided to let the fans name our discovery. If your name is selected, a reserved ringside seat at Rainbo for the next two months will be yours!*

★ ★ ★

Cuffnotes: The editors of *Skeds* magazine in Sterling, Illinois are conducting a poll to decide whether to carry Bob Elson's White Sox broadcasts or Bert Wilson's Cubs' games over their local station. . . . This is the final week to enter the Mages' young fan contest. Two winners, one Cub and one Sox fan under 17 years of age, will fly with chaperones for a four day visit with their baseball heroes. Winners will be announced on *Mage's* WGN-TV show, Thursday, March 13, at 11:00 p.m.

New Wrestling Sensation?



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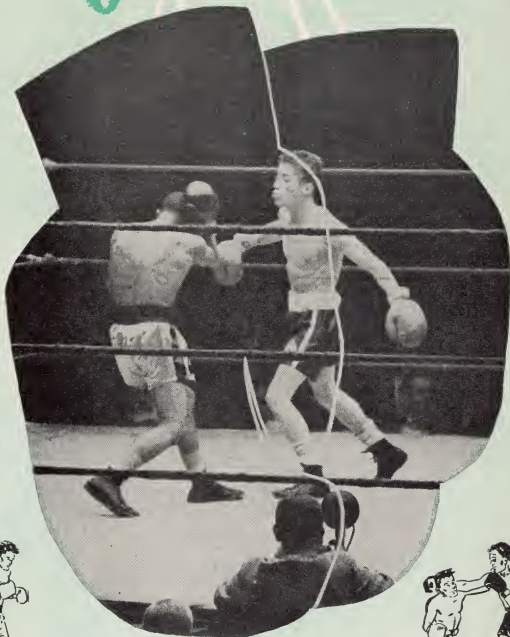
Visit Cubs, Sox Free



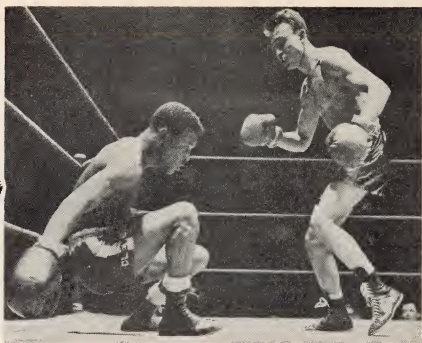
MAGES

the

Golden Gloves



Story



Ken Davis (right) of Los Angeles sends Roland Bagley reeling to the canvas in the 1951 Golden Gloves finals. Davis won a three round decision to cap the 126 pound championship. (Tribune Photo)

Arch Ward

A NEAR record crowd is expected to jam the Chicago Stadium on Friday, March 7, to see the hard-hitting Golden Gloves finals. Ringside seats are already sold out but good seats are still available at the *Chicago Tribune* offices. For unfortunate fans unable to attend, WGN-TV will carry all the action.

The leather pushing enthusiasts that bust through the finals Friday night, will move on to Madison Square Garden, March 24, to meet New York's best. From there the Chicago boxers move on to greater things. They'll embark for Dublin, Ireland on April 25, with stops for more fisticuffs in Paris, April 29; Berlin, May 5, and Rome on May 10 before returning home.

It all started twenty-five years ago when the *Chicago Tribune* decided to test the state law prohibiting boxing in Illinois. The late Walter Eckersall was assigned to handle details. Some 424 boxers comprised the initial tourney that netted \$6,000 for the disabled war veterans fund.

The test tourney, however, was not accomplished without difficulty. Rev. W. S. Fleming of the National Reform Association attempted to stop it and an injunction had to be obtained to conduct the tournament. It was not renewed until boxing was legalized in April, 1926.

Meanwhile, the *New York Daily News* in 1927 organized a boxing program called "The Golden Gloves," a name adopted by the *Tribune* in 1928.

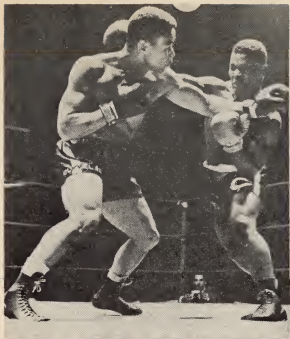
That same year, *Tribune* sports editor Don Maxwell phoned Paul Gallico, then sports editor of the *New York Daily News* and suggested an intercity meeting with New York. Gallico agreed, and the first intercity Golden Gloves was held on March 28, 1928 before 10,000 in the Coliseum. The teams battled to an 8 to 8 draw.

Under the present *Tribune* sports editor, Arch Ward, the Golden Gloves have advanced to an International status. In 1936, Arch Ward arranged to make the tournament a vehicle for national tryouts to represent the United States in the Olympic Games at Berlin. From 1937 through 1940, American Golden Glovers annually fought All-European teams. Now in 1952, the American squad will make their first European trip to what may well establish a new precedent.

(Continued on following page)

NEXT WEEK: Don't miss TV Forecast's exclusive by Manager Paul Richards when he tells about his starting White Sox lineup for 1952.

(Continued from preceding page)



In the 1951 heavyweight clash, Toxy Hall (left) misses a hard left aimed for the jaw of Ernest Fonn of Cleveland.



Richard Guerrero (right), a Chicago favorite, is pictured decisioning Eugene Cooper of Fort Worth in a 160 pound bottle.

INTERCITY GOLDEN GLOVES

THE Golden Gloves amateur boxing rivalry between Chicago and New York was started in 1928 when the cities tied, 8 bouts to 8, in the Chicago Coliseum. Since then the annual tournaments have been held either in Madison Square Garden or at the Chicago Stadium.

Last year's tie was the sixth in the 24 years of the competition. Chicago's

representatives have won 12 times. They have been defeated five times.

Since inception, the Chicago-New York rivalry has become national in scope. Chicago's squad was selected from two score of centers from Cleveland to Los Angeles and from Minneapolis to Texas. New York's territory covers the East. All parts of the country are represented.

The record of Intercity Golden Gloves follows:

1928—Chicago, 8; New York, 8.
1929—New York, 11; Chicago, 5.
1930—Chicago, 10; New York, 6.
1931—Chicago, 13; New York, 3.
1932—New York, 12; Chicago, 4.
1933—Chicago, 10; New York, 6.
1934—New York, 9; Chicago, 7.
1935—Chicago, 11; New York, 5.

1936—Chicago, 8; New York, 8.
1937—Chicago, 9; New York, 7.
1938—Chicago, 9; New York, 7.
1939—Chicago, 9; New York, 7.
1940—Chicago, 8; New York, 8.
1941—Chicago, 10; New York, 6.
1942—New York, 9; Chicago, 7.
1943—Chicago, 14; New York, 2.

1944—Chicago, 9; New York, 7.
1945—New York, 9; Chicago, 7.
1946—Chicago, 10; New York, 6.
1947—Chicago, 11; New York, 5.
1948—Chicago, 8; New York, 8.
1949—Chicago, 8; New York, 8.
1950—Chicago, 8; New York, 8.
1951—Chicago, 8; New York, 8.

INTERNATIONAL GOLDEN GLOVES

IN 1931 the *Chicago Tribune* inaugurated Golden Gloves bouts with European nations. France was the first to send its amateur champions to America. The series was broken in 1936 when the *Tribune* conducted the United States

Olympic boxing tournament, but it was resumed the following year against the best boxers in Europe.

The world war interrupted the series, but it was resumed in 1947. This year the American team invades Europe.

The International Golden Gloves record follows:

1931—Chicago, 5; France, 3.
1932—Chicago, 4; Germany, 4.
1933—Chicago, 6; Ireland, 2.
1934—Chicago, 7; Poland, 1.
1935—Chicago, 5; Italy, 3.

1937—Chicago, 4; Europe, 4.
1938—Chicago, 5; Europe, 3.
1939—Europe, 5; Chicago, 3.
1940—Chicago, 4; Europe, 4.
1947—Chicago, 7; Europe, 1.

1948—Chicago, 4; Europe, 4.
1949—Chicago, 5; Europe, 3.
1950—Chicago, 6; Europe, 2.
1951—Chicago, 6; Europe, 2.

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*Mike Stokey plays host to top
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names, slogans and proverbs*

9:30 P.M.



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CHANNEL 5



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