

Who's Boss in Francois Pope's Kitchen?



TV

March 29, 1952

FORECAST *complete, advance*
TV PROGRAMS



15c

MIMI BENZELL

Prima Donna with Looks

Take a good look at
Channel 7
and
Dangerous
Assignment

Maybe it's Cairo, a
waterfront in Siam, or
a secret rendezvous
behind the Iron Curtain.
You're invited to join
Brian Donlevy in his
"Dangerous Assignment"
Tuesdays, 10 P.M.

(Nullo)



And you will want to see these other outstanding programs on WENR-TV, presented by Nullo:

AUSTIN KIPLINGER and the News
11:00 P. M.

Monday, Wednesday, Friday
and

TOP O' THE WEATHER
6:10 P. M.
Mondays

*"Top o' the Weather" is
presented Tuesdays thru
Thursdays by Cargill, Inc.,
and Kay-Whitney Corp.*

CHANNEL

WENR-TV

American Broadcasting Company

Channel One

NEW YORK—Danny Kaye, probably the biggest “natural” for television who nevertheless remains outside the medium, is nibbling at some fantastic NBC offers. The net is reportedly tempting the carrot-top comedian with a film deal that could gross him an inflationary \$200,000 for each hour telepic. . . . Broadway producer-director **George Abbott** will finish off his emcee duties on “Royal Showcase” with his 13th appearance on April 13. Too much work for the successful showman who has a new musical legit coming up. . . . Those fearless outer-world heroes **Captain Video** and **Space Cadet** are in competition again. Both have signed with RCA Victor for kiddie-slanted recordings which some smarties have labeled “space disks.”

Cameo Theater's televersion of Ibsen's “Peer Gynt” got mixed reactions. General consensus was the esoteric play was too rich for general consumption and not Ibsenesque enough for the intellectuals. . . . Has **Faye Emerson**, Mrs. **Skitch Henderson** when off the TV cameras, dated the stork? . . . **Lucille Ball**, who once portrayed a “Lucy” type role in a radio show called “My Favorite Husband,” will soon be competing with the character she originally created. A TV version of “Husband” with **Martha Stewart** in the starring role is ready for a showing. . . . Although most viewers feel it's very commendable for TV stars to entertain service men by pitching their shows at various camps and ship decks, the big howl is the type of gags the telecomics employ. Many complain the local jokes aimed only at the service audience is unfair. **Bob Hope** has been singled out as the major offender in this respect.

April 5 marks a special event on the **Ken Murray** variety opus. **J. Edgar Hoover** will be featured in a salute to the FBI. . . . **Herb Polesie**, witty panel member of the popular DuMont quizzer “Twenty Questions,” observes that with all this talk about drips in high places, leaks in various departments and millions of dollars going down the drain, what Washington seems to need most is a good plumber. . . . With summer approaching, the nets are lining up replacements for their top shows. **Caesar** and **Coca** and their “Shows” gang will be subbed for by a new NBC'er called “Saturday Night Dance Party” which will feature such first rank band leaders as **Stan Kenton**, **Gene Krupa**, **Tommy Dorsey** and **Xavier Cugat**.

“Dragnet,” the mystery which has most sleuth-minded fans ga-ga, is causing its ciggie sponsor trouble. The \$30,000 budget each week is said to be high enough, but the **Jack Webb** crew is running considerably over that figure.

Ralph Edwards couldn't have drawn a more embarrassing name for the winner of his Mr. Dimes contest. The contestant who guessed the mystery man's identity correctly as **Walt Disney**, was a woman named **Mrs. Parks**—the same last monicker as **Edward's** chief competitor **Bert Parks**. . . . All concerned are pleased with the new “Songs for Sale” format which was recently extended to ninety minutes in most television areas. There is a good chance that the amateur song writing show will stay on next year as CBS's opposition for “Show of Shows.”



ABBOTT



BALL



POLESIE



EDWARDS

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Letters to the Editor

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

It's about time someone took Paul Lucas and his "fabulously bootiful" watch off television. It was commercial two years ago, but it is utterly sickening now.

Glencoe, Ill.

C. M.

... I am also an entertainer from Hawaii and have met many, many persons who agree with me that Hale Loka is a true Hawaiian miss, who is just full of talent, and is doing much to acquaint the mainland with its Paradise of the Pacific Territory.

Chicago, Ill.

LIKO JOHNSTON

I wish Arthur Godfrey had forgotten to come back. Joe E. Brown did a wonderful job while Arthur was away.

Valparaiso, Ind.

GLEN KNEIFEL

Up until last night I was one of those who believed "What's My Line" was on the level. But I wonder how many other people heard Arlene Francis address Mrs. Bender as Mrs. Plumber before Dorothy Kilgallen "guessed" her line as that of a lady plumber.

Chicago, Ill.

GEORGIA H. HARTWICK

Who does Edward R. Murrow think he's kidding on See It Now? If he expects us to believe his propaganda filled folderol re: the presidential primary between Taft and Eisenhower in New Hampshire he's sadly mistaken or will be. A seven year old school child could see through that hash. Long live Taft and others like him.

North Chicago, Ill.

MRS. DARIUS HICKLING

Don't you think you could find a better picture of Marie Wilson for your cover. That last one was a disgrace.

Kankakee, Ill.

RITA FREDRICKSON

I don't know why people squawk about the low necklined dresses. It's about time that you can tell if the girl with whom you go out is the real McCoy.

Gary, Ind.

MIKE GRECK

I've just read that there's a new TV program for Catholics. Could you give me any information on it.

Downers Grove, Ill.

ROBERT REIDY

(Ed. note: Bishop Fulton Sheen has a new program called Life is Worth Living on Tuesday at 7:00 p.m. on WGN-TV, channel 9. It is not aimed exclusively at Catholics, however.)

(Continued on page 20)

Now Beauty Has A Chance

Mimi Benzell

Breaks Operatic Tradition

IN that old operatic warhorse "La Boheme," the final act finds the two starving lovers Mimi and Rudolf singing sad farewells. Mimi is racked with tuberculosis and is drawing her dying gasps. Over the years this tender scene usually was marred by one thing. The singer cast in the role of Mimi looked "Mighty Lak' a Cow" and her ailment seemed to be not a siege of TB but of overeating.

With a rapidly mounting deficit the Metropolitan Opera desperately decided to abandon tradition and hire singers whose physical assets would complement their vocal. One of the happiest results of this decision was the discovery of a pert young lass from Connecticut named Mimi Benzell.

At the age of 20 Mimi found herself on the huge stage at the Met confronting the severest audience in the world—the New York critics. Her part was that of Gilda in "Rigoletto" and she sent the critics away cheering both her voice and her beauty.

That debut occurred in 1945 and since then Mimi has expanded her activities to television and night clubs where she sings songs that are a long way from Verdi. After a few shots on that popular showcase for opera stars "The Voice of Firestone," Mimi started playing the TV field. Ed Sullivan and Paul Whiteman were the first to discover that a Jerome Kern or Cole Porter ballad could be twice as beguiling when given the Benzell treatment. Many TV fans will have no truck with opera, but offer no complaint when Mimi turns in a stunning version of a pop classic such



Mimi Benzell relaxes in her room at the Palmer House prior to her nightly show at Empire Room.

as "In the Still of the Night."

Mimi is not above having the emotional outbursts generally accredited to prima donnas. In 1949 she clashed with the authorities at the Met over a night club engagement she played at the Hotel Pierre in New York City. When contract time rolled around Mimi was conspicuously overlooked.

Mimi is non-committal on the subject but she hints that the Met's moguls feel that night club performances are beneath an opera star's dignity. There still seems to be bad feelings and while Mimi says she hasn't abandoned her operatic career the fact remains that she no longer bills herself as "Star of the Metropolitan Opera."

Mimi confines her night club engagements to New York and an occasional trip to Chicago where she is now playing the Empire Room at the Palmer House. She'd like to do a Broadway show and could be talked into doing a once-a-month TV show of her own. But she wants to stay close to New York City and her husband, a concert manager for many of classical music's top names.

Another Metropolitan star, Robert Merrill, recently settled his differences with Met Impresario Rudolf Bing and returned to the fold after a year's absence. Now opera fans are hoping that Mimi will follow suit and unlike "Boheme's" tragic climax, this story of Rudolf and Mimi will have a happy ending.

—Robert Cuniff



"Hm-m-m! What's brewing here?"

A HOUSEWIFE who grunts, groans, complains about ulcers and threatens to commit mayhem deserves sympathy. Especially when this form of madness is stimulated by an awkward mate bumbling around in the kitchen.

Not so with Mrs. Francois Pope. Here's a perfectly calm personality whose husband's invasion of the feminine field has caused her no undue concern. No grease spots on the stove. No burning odors emanating from the kitchen. No untidy stacks of dirty dishes overflowing the sink.

The Pope kitchen, you see, is one of those half-and-half areas, a room in which Francois can demonstrate his prowess as chef while Antoinette shares the cooking spotlight.

Whipping up meals is a cooperative venture in the Francois-Antoinette kitchen, but Francois admits his wife is chief for five days a week. On Saturdays and Sundays he takes over. "Then she really enjoys eating," he adds with a mischievous twinkle.

The Popes have concentrated their efforts on creative cooking and cooperated to establish the Antoinette Pope School of Fancy Cookery, present two television shows, Creative Cookery & Gourmet Society, and putter around in a massive kitchen to devise new and tempting dishes.

They have also instilled an early love

When Famous Cooks Marry—

WHO BOSSES THE



"Ah-h! Time for refreshments!"

of cooking in their two sons, Frank, Jr., and Robert, who assist their parents in the school and on the shows.

In fact, cooking has been the boys' forte since they were eight or nine years old when they began tugging at their mother's apron strings and poking inquisitive noses into simmering pots. Both sons are married now and are practicing their parents' training techniques on their wives.

This cooking business is no sissy job, the Popes will be quick to tell you. Men can be naturals in the role. After all, they argue, the stronger sex claim they're connoisseurs of food, so they should have some voice in determining what pleases the palate.

But the male Popes frequently consult Antoinette for ideas and advice on cooking innovations. It's not at all unusual for Bob or Frank, Jr., to peek around the corner of the den where Mrs. Pope is scanning the latest cook-

POPE KITCHEN?



"No aprons, please! I'm neat!"

book to inquire: "Busy, Mom? How about tasting my latest cookie?"

Francois' and Antoinette's food preferences are simple although the dishes may be served in elaborate fashion. He likes a standing rib roast of beef, baked ham or poultry for his main dish, with a vegetable, salad, coffee, rolls and dessert to complete his meal. "However, if I'm at the ballpark," he adds, "I follow the crowd and end up munching on a hot dog."

Francois' theory, "Live to eat!" is evident in the family's awareness of food. "We never frequent the same restaurant twice in a row," they reveal, "because each new one gives us fresh approaches to the constantly-changing food scene."

Francois, who often spends as much as 16 hours a day, seven days a week on his recipe preparations, says they also get their ideas from people, newspapers, magazines and other cookbooks.



"The little woman can bake, too!"

This year he and Mrs. Pope are mapping a European tour to glean some foreign cookery secrets for their American audience. And Francois is attempting a more universal appeal now with a new Friday night program, "Gourmet Society," which has been slanted for the male chef as well as female interests.

The Popes' kitchen is a chef's dream, a room you might expect to see in one of the city's leading modern restaurants. There's plenty of space for the two Popes and their sons to putter around without bruising elbows. In addition, the kitchen is furnished with three refrigerators (one is 40 cubic feet), a huge freezer and a convenient eight-burner stove with three broilers.

There's only one thing Francois won't tolerate—wearing an apron to protect his clothes which somehow manage to remain immaculate, free from grease spots, telltale splatters and gravy stains. "A man in an apron would kill creative cookery," he maintains.

Mrs. Pope just smiles benignly and lets him have his way. And after 30 years she still hasn't regretted it.

—Shirley Elman

Francois Pope can be seen Monday through Friday on Creative Cookery at 11 a.m. and on Gourmet Society at 9:30 p.m. Friday, both on channel 4 (WBKB).

ON A MOTORCYCLE, YET



Prof. Gives Show Biz a Whirl

Bergen Evans of "Down You Go" debunks stuffy professor theory. He's a highbrow with a lowbrow appeal

Students at Northwestern's Evanston campus are accustomed by now to see the erudite university professor, Dr. Bergen Evans, speeding to class jauntily perched on what a few racing enthusiasts like to call a "boneshaker."

In modern day argot a "boneshaker" is a motorcycle—probably as outstanding a symbol of intrepidity and dash as there exists today. Three times a week, Dr. Evans, wheeling with all the self assurance of a Mauri Rose, commutes from his Northfield home to N.U.'s Tech Building.

The motorized professor Evans is Northwestern's favorite instructor. His 1:30 Literature class every Monday, Wednesday and Friday has been packing 'em in for years. "Dr. Evans," said one of his students, "is a rare bird because he can teach you something and have you eating it up at the same time."

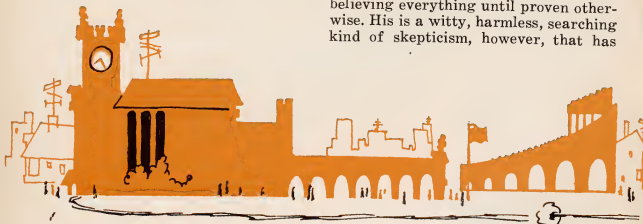
When not teaching, lecturing or writing, and between motorscoot rambling and playing the role of a family man to a wife and two children, Bergen

Evans has found time to dabble in the more glamorous field of television. Following in the tradition set by Clifton Fadiman when the latter made the leap from the realm of the literati to show business, Evans has set up camp as emcee of the popular quiz show "Down You Go." To this day he's amazed why he was chosen for the job.

Technically, Evans suffers from a voice that defies description. He himself comments on the behavior of the organ by calling it, "a penetrating, rasping tenor that is not likely to ingratiate a living soul."

Actually, the man's charm is such that his voice only highlights his personality. The professional emcees have so overloaded the air waves with their carefully-projected, oblong, pearshaped tones that Evans' flaws often seem refreshing.

If one were to classify Bergen Evans with a one word description, the word would be "skeptic." Ranking as a professional in that regard, he works at disbelieving everything until proven otherwise. His is a witty, harmless, searching kind of skepticism, however, that has





Literate emcee of "Down You Go," Bergen Evans poses a stickler to his panel. Left to right: Fran Coughlin, Toni Gilman, Robert Breen and Carmelita Pope.

already blossomed into a popular book entitled "The Natural History of Nonsense." The doctor's interest in acting as a kind of spoil-sport to a lot of common beliefs is really only an interest in *truth*. "When I read about a dog wandering back to his master over some mystic distances," he says, "I can't resist setting the record straight, because it just isn't true."

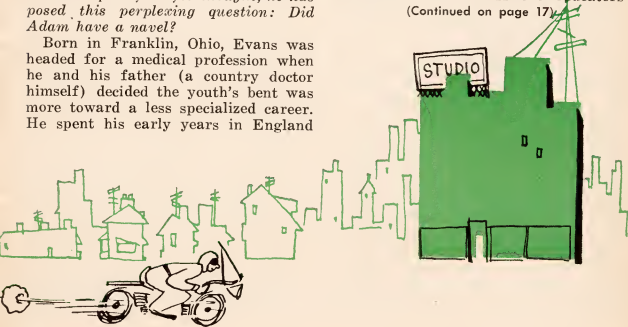
By witness of his fascinating book on nonsense, Evans is the undisputed authority on old wives tales, popular misconceptions and just plain bunk. He has pointed out how lightning is more than likely to strike in the same place, how gorillas have absolutely no hair on their chest and that—no matter what your grandfather tells you—it has never rained fishes in a heavy storm. Thrown up as food for thought, he has posed this perplexing question: Did Adam have a navel?

Born in Franklin, Ohio, Evans was headed for a medical profession when he and his father (a country doctor himself) decided the youth's bent was more toward a less specialized career. He spent his early years in England

and returned there some 15 summers later at the age of twenty-four on a Rhodes Scholarship to Oxford. This scholarship is probably as high an honor as can be afforded to an American student since only two from each state are chosen yearly. Upon receiving his degree from Oxford, Evans got his doctorate from Harvard University. (To this day he maintains PhD's are pure foolishness: "I didn't pick up ONE bit of useful information at Harvard.") He has been teaching at Northwestern now for nineteen years.

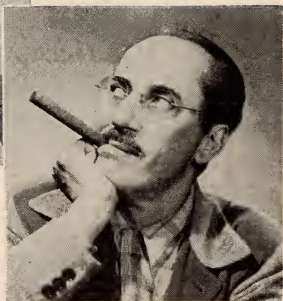
What does the greying, boyish looking professor think about television and things in general? His children like TV, he says, but because his busy schedule won't permit it, he doesn't get a chance to see many shows. He sees no hope for educational TV unless the educators

(Continued on page 17)





Milton Berle takes the athletic approach to humor while Groucho Marx gives his usual scornful leer to such wasted energy.



THE New York vs. Hollywood television conflict is becoming clear and, as it does so, an auxiliary battle also is becoming evident—the auxiliary battle for the top comedian role between Milton Berle and Groucho Marx.

Uncle Miltie has held the title of "Mr. Television" for four straight years. On the East Coast he's supreme. But canny Groucho, long known as the ad lib maestro of the West Coast, and undisputed king of the Los Angeles word-sharpies, is coming up fast.

What would happen if the two ever competed for laughs on the same stage for the same audience? Come with us to an imaginary battle between the Berle and Marx techniques.

On one side of the stage Groucho is perched on a stool, his cigar clenched between his teeth and his eyes scornfully leering at the audience. Beside him is his assistant George Fenneman.

On the opposite side of the stage is the Berle *entourage*. Led by Miltie's number one fan, his mother, the troupe includes scores of gagwriters, propmen and assorted costumes. Then running from the wings comes Miltie—in full woman's regalia. He trips over his skirt

BATTLE OF

and falls on his face. As the audience howls he jumps to his feet, drawling "Thanks a miwyun."

As the spot shifts to Groucho he jabs out with "Berle, I'd horsewhip you if I had a horse."

After a quick change Miltie comes dashing out in a daffy clown's costume. Mild applause. Miltie says "Thank you mother." Then snapping his fingers, he summons a propman who steps forward and squirts seltzer in Miltie's face. Miltie turns to the audience and says "I'll kill him I swear."

That famous Berle statement has been his standard gambit when his jokes weren't bringing the expected yaks. And at that point it would be best to abandon our imaginary battle and go out front for a comparison of the technique of two of the funniest men alive.

Critics of Milton Berle are always willing to pillorize him by accusing him of straining for his laughs while Groucho, by maintaining a pseudo-



What Would Happen If Groucho And Miltie Tangled . . . ?

THE WITS

dignity, escapes this needling.

An actual battle of the Berle and Marx type humors would never take place because they are both valuable NBC properties and it would be senseless to jeopardize either's career by throwing one wit against the other.

A better way to evaluate the two comedians would be to chronicle some of their famous stunts.

Groucho's startling comeback when taking an unconscious man's pulse is a show business classic. He stared at his watch for a moment, then deadpanned "Either this man is dead or my watch has stopped."

Typical Groucho quips on his quiz show include the famous remark to a tree surgeon "Have you ever fallen out of a patient?" and the reply to an architect who said that behind every home is an architect. Groucho answered "Things have certainly changed since I was a boy. That certainly wasn't what you'd find behind every home. You'd

find a chicken coop, that's what you'd find."

At this point Groucho eyed the howling audience and reprimanded them, "Fooled you didn't I? You ought to be ashamed of yourselves, all of you."

By insulting the audience, the contestants and himself, Groucho has caused resentment in some fans, but laughter from most.

Berle is actually a far more versatile comedian. He can play a society fop, a bum, a giddy woman or a clown with equal skill. His extravagant characterizations make him vulnerable to critics' darts but at the same time he claims innocence by saying he is taking the line of least laugh resistance.

With the Berle rating taking a tumble and Groucho's holding its own, it may be time for Miltie to tone down his material. A man in woman's clothes will always offend a certain portion of the public. Miltie has such a tremendous backlog of jokes and routines it would seem advisable to abandon the questionable situations and concentrate on a clean cut approach.

Actually, old custard pie Unca' Milt sometimes hits on a high comedy level. A recent parody on the movie "Casa blanca" with Berle portraying an exaggerated lip-quivering Humphrey Bogart came off beautifully. Viewers can't help but feel that the man is loaded with talent, which unfortunately is more often than not mis-directed into nerve wracking slapstick.

Some of Groucho's gags could stand a little airing but his main problem is to keep his wicked wit in trim for dazzling ad libs.

Both comics have been able to keep the fans happy thus far and there's no reason to be alarmed about their futures. But it would be fun to watch a battle of ad libs between the two.

Milton Berle is seen Tuesdays at 7:00 p.m. on channel 5 (WNBQ) and Groucho Marx is seen over the same channel on Thursdays at 7:00 p.m.

SATURDAY

- 11:00 Feature Film*
- 11:30 Fit For A King
- 1:00 A Detective Calls
- 1:00 Dangerous Secrets
- 2:30 Murder In The Museum
- 4:00 Arson, Inc.
- 7:00 Scared To Death
- 10:00 The Outsider
- 10:00 Feature Film*
- 11:00 Feature Film*
- 12:15 Docks Of New York

SUNDAY

- 9:45 Her Enlisted Man
- 12:00 Range Defenders
- 12:30 Army Wives
- 2:00 He Found A Star
- 4:00 Case Of Mr. Graves
- 6:00 Yanks Ahoy
- 9:30 Trade Winds
- 10:00 Girl From Manhattan
- 11:00 Merrily We Live

MONDAY

- 1:00 Shadows Of Chinatown
- 3:00 A Detective Calls
- 9:00 Feature Film*
- 9:30 Misbehaving Husbands
- 10:00 Wife Wanted
- 11:00 Feature Film*
- 11:30 Colorado Pioneer

TUESDAY

- 1:00 Why Girls Leave Home
- 3:00 Army Wives
- 8:00 The Hideout
- 10:00 The French Key
- 10:30 One Of Our Aircraft Is Missing
- 11:30 Dark Alibi

WEDNESDAY

- 1:00 Campus Rhythm
- 3:00 Dark Alibi
- 7:00 Tornado
- 8:30 I Killed That Man
- 10:00 Fear In The Night
- 11:00 Feature Film*
- 12:00 North Of The Border

THURSDAY

- 1:00 Club Paradise
- 3:00 North Of The Border
- 10:00 Feature Film*
- 11:00 Feature Film*
- 11:00 Feature Film*
- 11:30 G.I. Honeymoon

FRIDAY

- 1:00 Broken Dreams
- 3:00 G.I. Honeymoon
- 10:00 Sofia
- 11:00 Feature Film*
- 11:10 Affairs Of Jimmy Valentine
- 11:30 A Detective Calls

*Title To Be Announced

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

ADDED INFORMATION

Friday night, March 28 at 9:00 p.m., leading middleweight contenders Rocky Castellani and Johnny Bratton in ten round bout from Madison Square Garden.

Saturday Mar. 29

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

- 9:00 5 **Rootie Kazootie—Puppet Fun**
Tod Russell reads the small-fry stories & narrates our puppet adventures
- 9:30 5 **Cactus Jim—Western Adventure**
Bill Bailey comments on the film "Riders of Destiny"
- 9:45 9 **Magic Carpet—Film Short**
"It's Your Library"
- 10:00 4 **Bob Atcher & Sammy Squirrel**
Kids, join Sammy, Billy Bull, W. Oppingham Owl, Willie Worm, & Sylvester Skunk as they go about their work at "Short Stump"
- 7 **Stu Erwin Show—Comedy Skits**
Amusing incidents in the life of Stu, his wife, & two teenagers
- 9 **Kids & Company—Variety**
Kid of the Week is saluted, his story told, & an award given; Johnny Olsen mc of youngsters talent test
- 10:30 4 **Smilin' Ed's Gang—Stories**
Ed McConnell reads a tale about children & introduces Midnight the cat, Froggy, the mischievous grem-lin, and Squeaky the mouse
- 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 **Betty Crocker Star Matinee**
Diana Lynn and Wm. Prince in "Three Hats" by Margaret Sangster
- 9 **Movies For Kids—Western Film**
"Shadow of the Eagle" John Wayne
- 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: The Wilfred Mae Trio, hoop juggling act; Alfredo Landon and his Midgets, acrobatic tumbling routine; The Farias Duo, roly-poly act; and Marcelli & Janis, wire act
- 7 **Feature Film**
- 9 **Morning Movie Time—Film**
"Marionettes" feature film
- 11:30 7 **Personal Appearance Theater**
"Angel of Mercy" with Glenn Langan & Adele Jergens; young married couple find the past threatens their future happiness
- 9 **"Fit For A King"—Feature**
Film with Joe E. Brown, Helen Mack, Paul Kelly; reporter is put on case of attempted murder of archduke and wins a princess
- 12:00 4 **Pantomime Party—Antics**
Clark Davis, Bill Cain, and Ellen Scott combine talents for moppet session
- 7 **Test Pattern To 4:00**
(Continued on page 14)

TAKE YOUR PICK!

ON TELEVISION? IN THE WHITE HOUSE?



Governor Earl Warren of California



Harold E. Stassen



Senator Robert Kerr of Oklahoma



General Douglas MacArthur

THE Presidential poll being conducted by Ulmer Turner and *TV Forecast* rolls into its second week with a spirited turnout of ballots. The contest will run only four weeks in all, and is intended to give television viewers throughout four states a chance to express their own views on the coming Presidential election.

Ulmer Turner, veteran WBKB newscaster, is conducting the poll in co-operation with this magazine. Turner recently won the TV Forecast Awards Poll trophy as the favorite newscaster among Chicago programs. He is seen

on channel 4 Monday thru Friday at 6:15 p.m., and also immediately following the late evening film. In addition he's seen on Sunday nights at 11:45.

Last week, the pictures of contenders included General Dwight Eisenhower, Senator Robert Taft, Senator Estes Kefauver and President Harry S. Truman. This week, four more Presidential hopefuls are shown.

Here is your chance to indicate which candidate looks best on television, and also which candidate you would like to see in the White House. Clip out your ballot and mail it in.

POLL EDITOR, TV FORECAST
185 N. WABASH AVE., CHICAGO 1, ILL.

The Presidential candidate I like best on TV is:

The Presidential candidate I would vote for is:

SATURDAY MAR. 29—cont'd

- 12:30 4 Chinchilla Story—Breeding**
Steps and care needed in raising
- 12:45 4 Film**
- 1:00 4 "A Detective Calls"—Film**
Feature with Rita Hayworth & Charles Quigley; insurance investigator takes job as truck driver to investigate series of mysterious hi-jackings
- 9 "Dangerous Secrets"—Feature**
Film with Paul Lukas, Hugh Williams & Mary Ney; man and woman meet in London restaurant, fall in love, and have to part immediately
- 2:30 4 "Murder In The Museum"—Film**
Feature with Phyllis Barrington; reporter becomes sleuth and solves mystery of murder in a freak show
- 9 Madison Sq. Garden Events**
- 3:00 9 Portraits Of The West—Film**
Feature (1st showing) "Border Feud" with Ian Keith, Gloria Marlen & Kenneth Ferri; co-owners of gold mine battle with each other when stirred up by their 'friend,' George Jennings comments on Western lore
- 3:30 5 City Desk—Discussion**
William Ray, NBC newsmen, conducts debate on politics, crime, or current happenings in Chicago
- 4:00 4 Film**
- 5 The Master—Life Of Christ**
Rev. Kenneth Hildebrand, pastor of the Central Church of Chgo., discourses on Christ as portrayed in the great masterpieces of art
- 7 Lucky Seven Ranch—Western**
"Raiders of the South" with Johnny Mack Brown, Raymond Hatton, Evelyn Brent
- 9 "Arson, Inc."—Feature Film**
Robert Lowery, Anne Gwynne, Edward Brophy & Marcia Mae Jones; undercover agent of fire department tracks down gang of thieves who mask their thefts behind willful arson
- 4:30 5 Youth Wants To Know—Talks**
Teenagers debate a problem & question their guest, Maurice J. Tobin, Secretary of Labor
- 4:55 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 Cross 38th Parallel." Period from March 20 to April 20, 1951. Paratroopers of the 187th Airborne Regimental Combat Team land near Munsan during Operation Tomahawk; the 24th Division advances in face of stiff resistance; in Paris, Gen. Eisenhower announces official activation of SHAPE Hdqs.
- 5 Your Inside Story—Mental Aids**
- 7 Hail The Champ—Kid Stunts**
Athletic games for small-fry with prizes galore for the "champ"; Herb Allen is your host

- 5:30 4 Pattern For Living—Discussion**
Teenagers debate problems
- 5 Mr. Wizard—Science Study**
Don Herbert & Bruce Lindgren demonstrate how water runs uphill and how atmospheric pressure does most of the work when sipping soda through a straw; they'll also construct a perpetual motion machine powered by water and air pressure (see page 40)
- 7 Flip The Frog—Film Cartoon**
- 9 Big Picture—Army Films**
Capt. Carl Zimmerman narrates film
- 5:40 7 For Cowboys Only—Western**
"Song of the Sierras"
- 6:00 4 Sammy Kaye Show—Musical**
Identify the mystery skit & win \$100
- 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**
Zany stunts for guest contestants with emcee Bud Collyer watching clock
- 5 One Man's Family—Drama**
Family problems shared and tackled by Mother & Father Barbour (Marjorie Gateson and Bert Lytell)
- 7 Great Americans—Film Shorts**
"Louisa May Alcott." Dramatizes events in her life which emphasize the outstanding traits of her character: devotion to her family, untiring industry and ambition, sense of humor and awareness of young people's tastes in literature. Also, excerpts from the life of "Booker T. Washington"
- 9 Pet Shop—Gail Compton mc**
A canine psychologist, Mr. Harbison, will bring his dog and illustrate some of their phobias and how they can be cured; Mr. Stewart will bring some adult Scottish terriers, and Art Thomen, of the Chicago Fish Hatchery, will show a variety of cat fish
- 7:00 4 Ken Murray Show—Variety**
John Barrymore Jr. and Maria Riva co-star in dramatic sketch; other guests include Pee Wee King and his band, comedian Guy Raymond joins Girl of the Week number in "Hillbilly in the Ozarks," Fayne & Foster, singer Virginia O'Brien, and little Susan Halloran
- 5 All Star Revue—Variety**
Guest hostess Martha Raye in comedy presentation portrays a brassy nightclub singer; guest Sarah Churchill portrays a hopeful young actress who comes to live with Martha
- 7 Paul Whiteman's TV Teen Club**
Nancy Lewis and Junie Keegan assist "Pops" in this teen-age variety

SATURDAY MAR. 29—cont'd

- 7:00 9 "Scared To Death"—Feature**
Film with Bela Lugosi, George Zucco, Nat Pendleton & Molly Lamont; exciting mystery which tells how and why a girl was killed without a mark
- 7:30 7 Sports Camera—Film Short**
- 8:00 4 Wonderful Town—Musical**
Faye Emerson salutes Mexico City, where ancient culture rubs shoulders with modernity, and introduces Mexican singing star, Carlos Ramirez
- 5 Your Show Of Shows—Variety**
Sid Caesar & Imogene Coca with Marguerite Piazza, dancers Fisher & Ross, vocalists Bill Hayes, Judy Johnson, Jack Russell and Billy Williams Quartet; Hamilton Trio, & Carl Reiner; Bill Hayes is guest host with guests Jose Greco and his Spanish ballet, and Robert Merrill
- 7 Chicago Daily News Relays**
Top track and field stars of the world participate in sports program which includes the famous Bankers Mile, the Frank Hill 600-yard run, & Harry McGill 1,000 yard run
- 9 TV Showbill—Film Short**
"The Principals Of Development"
- 8:30 4 Roller Derby—Action Film**
Watch the stars of the track as they fight for points; Ken Nydell announces (see page 44)
- 9 Wrestling From Marigold**
Ned Taylor vs John Carlis; Ivan Kazmiroff vs Zack Malkov; Wally Dusek vs Big Humphrey; Ivan Rasputin vs Joe Millich; and the Mighty Atlas vs Don Beitelman
- 9:00 4 Crime Photographer—Drama**
Casey gives dramatic assist to a courageous dock hand intent on breaking up a kickback racket in "Longshore"
- 9:30 4 President Truman's Address**
Annual Jefferson-Jackson Day dinner of the Democratic Party, from the National Guard Armory in Washington
- 5 Your Hit Parade—Musical**
Tunes you've voted as favorites
- 10:00 4 "The Outsider"—Feature Film**
Richard Attenborough & Bernard Miles; story of a boys' school
- 5 Grand Marquee—Feature Film**
- 7 Song Time—Musical**
- 11:00 9 "Scared To Death"—Feature**
- 11:30 4 Film**
- 11:45 4 Murder Before Midnight—Film**
Shown in a continued series
- 12:15 4 "Docks Of New York—Film**
Feature with Leo Gorcey, Huntz Hall, and the East Side Kids; the Kids become involved with foreign agents, jewel thieves and murder
- (Stations reserve the right to change above listings without notice)

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Sunday Mar. 30

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

- 9:45 4 "Her Enlisted Man"—Feature**
Film with Barbara Stanwyck & Robert Young; youth on the campus is swayed from communism by patriotic address
- 10:00 7 America At Church—Services**
From Bethany Reformed Church
- 10:45 9 Ghost Towns—Film Short**
- 11:00 9 Funny Paper Theater—Comics**
"Uncle Art" Linick reads the adventures of the comic strip characters
- 11:15 5 The Pulpit—Religious Talk**
- 7 Tootsie Hippodrome—Variety**
Emcee John Reed King presents circus acts: Silhouette, a dancing horse, and Dynamic Jefferson, who lifts tables with his teeth and who is also a dancer and acrobat
- 11:30 4 Candy Carnival—Fun For Kids**
Gene Crane emcee with Barry Cassell, Bill Bailey, Don Lennox, and a talent tournament for those under 18 years of age
- 5 Live And Learn—Discussion**
Discussion of "Anthropology" by St. Clair Drake, of Roosevelt College
- 7 Faith For Today—Religious**
- 9 Toys From Odds & Ends—Film**
- 12:00 4 News At Noon—Late Reports**
- 5 Frontiers Of Faith—Religious**
Protestant Episcopal service from All Saints Church in Brooklyn; Dr. George Goardman officiates
- 7 TV Garden Club—New Ideas**
Soil, planting, & general garden information given by James H. Burdett
- 9 "Range Defenders"—Feature**
Film with Bob Livingston, Ray Corrigan & Max Terhune; the three Mesquiteers go after a phoney sheriff
- 12:15 4 Future Home—Jack Callaghan**
Select a new piece of property from the comfort of your present home

- 12:30 4 "Army Wives"—Feature Film**
Elyse Knox, Marjorie Rambeau, Rick Vallin; young man has trouble getting married because the Army keeps sending him from place to place
- 5 American Inventory—Discussion**
"Biography Book," story of George Washington Carver and his relation to industry and farming
- 7 Amateur Hour—Chgo. Talent**
- 1:00 5 How Does Your Garden Grow?**
John Ott talks about springtime care of home lawns and discusses the selection and cultivating of grass seeds; also time-lapse films on development of spring blooms: snapdragons and stocks
- 1:15 9 News Views—Late Information**
- 1:30 5 American Forum Of The Air**
"Should Congress Be Televised?" Discussed by Sen. Chas. Tobey (R., N.H.) & Rep. Emanuel Celler (D., N.Y.)
- 7 Adventures Of Wild Bill Hickok**
- 9 Test Lab—Demonstrations**
John Ahern shows kitchen and bathroom wall and floor coverings; different samples are shown and how they are put on is demonstrated; they'll be tested for washing ability, fading, and walking
- 2:00 4 Quiz Kids—Panel Game**
Joe Kelly quizzes Lawrie Miles, 4, Melvin Miles, 8, Paul Kosinski, 9, Janet Ahern, 6, & Frankie Vanderploeg, 7
- 5 Fairmeadows U.S.A.—Drama**
Thief who robbed local bakery shop strikes again at the Oleott store. They believe they know robber's identity, but are reluctant to accuse him for lack of proof
- 7 Cisco Kid—Western Movie**
- 9 "He Found A Star"—Feature**
Film with Vic Oliver, Sarah Churchill & Evelyn Dall; story of good-hearted theatrical agent who becomes entangled with too many women
- 2:30 4 See It Now—Edward R. Murrow**
- 5 TV Recital Hall—Musical**
Guests, pianist Eugene List and violinist Carroll Glenn
- 7 Adventures Of Kit Carson**
- 3:00 4 Easter Parade**
- 5 Meet The Press—Discussion**
Guests: Gov. Adlai Stevenson, (D., Ill.) May Craig, Roscoe Drummond, Ed Lahey & Richard Wilson
- 7 What's The Answer—Panel Quiz**
Mal Bellairs questions the moppets
- 3:30 4 State's Attorney Report—Talk**
John S. Boyle interviews civic leaders on their interesting jobs
- 5 Hall Of Fame—Dramatizations**
"The Vision Of Father Flanagan"
- 7 Saddle & Sage—Western Film**

(Continued on page 18)

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BERGEN EVANS—Show Biz Prof.

(Continued from page 9)

learn how to present their case entertainingly. His only real "enemy" is "that ferocious canine who attacks my motorcycle every morning on the way to class." For protection, Dr. Evans packs an ammonia pistol with him, which, unfortunately, spills its fluid down the eminent professor's leg before there is a chance to use it.

Although amazingly well-read, Evans shys away from talking "down" to people. He has a genuine human approach which probably explains his success in the classroom. He likes television and would even consider more work in the field as long as there would be no binding clause to read commercials. He feverishly tries to stump the panel when choosing clues or subjects for the fascinating quiz game and is often dumbfounded and disheartened to see one of the panel members pop up with the correct answer.

As a matter of fact, Bergen Evans, this highly witty professor and TV tyro who has devoted his life to debunking



In his study before class, Dr. Evans studies over the day's lecture. He is Northwestern's candidate for the title of favorite prof among educators.

erroneous notions, is a living example of the sheer nonsense that college professors are a stuffy lot.

—Thomas O'Malley

"Down You Go" is seen each Friday night at 8:00 p.m. on channel 9.

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Judges' decisions are final.

SUNDAY MAR. 30—cont'd

- 3:30 9 Adventures In Crime—Drama**
Short dramatic skits concerning racketeers and small-time criminals;
- 3:45 4 Easter Parade**
- 4:00 4 Man Of The Week—Discussion**
Senator Paul H. Douglas (D., Ill.) is interviewed by Warren Francis of Los Angeles Times; columnist Doris Fleeson; editor Ken Crawford and chairman Walter Cronkite
- 5 Zoo Parade—About Animals**
R. Marlin Perkins and Jim Hurlbut introduce us to the "Zoo Answer Shop." This busy little department receives questions of all kinds regarding animals. They'll read some of the questions and answers with demonstrations. Emphasis is on odd information sought by animal lovers
- 7 Super Circus—Big Top Fun**
Claude Kirchner presents the Aceda Troupe, tight wire act; Cluffy, Scampy, & Nickey serenading Mary Hartline in "The Troubadours;" the Cantons, Chinese hand balancers; Trixie, lady juggler; Jack Gwynne in "The East Indian Temple Mystery;" & the Four Kentons, aerial acrobats
- 9 "Case of Mr. Graves"—Film**
Feature with Gordon Harker, Elizabeth Allen & Mervyn Johns; excitement mounts in search for a murderer and the acquittal of an innocent man
- 4:15 4 Disc Jockey Show—Hal Tate**
- 4:30 4 Park Livingston—Political**
- 5 Sky King Theater—Western**
- 4:45 4 Film**
- 5:00 4 Mr. I. Magination—Stories**
Donny Harris travels to California at time of the war with Mexico and becomes Captain John Fremont, the pathfinder, in "The Golden Empire"
- 5 Roy Rogers Show—Variety**
Roy hunts a missing man and helps protect his wife from scheming desperadoes who are after their ranch in "Ghost Gulch"
- 7 Space Patrol—Adventures**
- 9 Stars Of Tomorrow—Amateurs**
Lee Bennett emcees talent variety
- 5:30 4 Bob Atcher & Sammy Squirrel**
Puppet antics with a gun-toting squirrel, foreman at "Short Stump"
- 5 Those Endearing Young Charms**
Father Charms is peevish because his family takes him for granted, so he leaves the house, while they have to cope with an armed run-away thief
- 7 America's Town Meeting—Talks**
"How Much Aid To Europe" discussed by Sen. Brien McMahon (D., Conn.) & Sen. Francis Case (R., S.D.)
- 5:45 9 This Is The Story—Drama**
How a fleeting glimpse from an airplane located the richest bonanza of modern times
- 6:00 4 Gene Autry Show—Western**
"Trail of the Witch." Autry helps a young sheriff to prove his worth by smashing a gang of outlaws
- 5 Royal Showcase—Variety**
Emcee George Abbott features Gordon Jenkins' "Manhattan Towers," and guests vocalist Rosemary Clooney and dancers Barbara Heath & Arthur Partington
- 7 Paul Whiteman Revue—Musical**
Guest songstress Peggy Lee joins maestro Whiteman, Maureen Cannon and Earl Wrightson in a reminiscing mood with numbers including "Crazy Rhythm," "Love, Your Magic Spell is Everywhere," "I Got Rhythm," "With a Song In My Heart," "Lucky in Love" & others. (see page 42)
- 9 "Gaiety"—Feature Film**
Alan Mowbray & Arvida
- 6:30 4 This Is Show Business—Variety**
Host Clifton Fadiman with panelists George H. Kaufman, Sam Levenson and guests, actress Judith Evelyn, impressionist Dean Murphy and singer Toni Arden
- 5 Young Mr. Bobbin—Comedy**
Because of an April Fool's joke, Alex is fired from the bank
- 7 Foursquare Court—Discussion**
Ex-convicts & members of the N. Y. State Parole Board talk on social problems of men released from prison; Norman Brokenshire is moderator
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents comedian Jackie Gleason, ballad singer Tony Bennett and the Redcaps, instrumental-vocal quintet
- 5 Comedy Hour—Variety Time**
Host Tony Martin with guests Harpo and Chico Marx and Kay Armen
- 7 Kings Crossroads—Film Drama**
- 9 Faith Of Our Fathers—Relig.**
First Congregational Church services conducted by Dr. George O. Kirk
- 7:30 9 Chicagoland Newsreel Review**
- 8:00 4 Fred Waring Show—Musical**
A salute to spring with tunes: "Singing in the Rain," "Over the Rainbow," "Rain," sung by Joanne Wheatly, "It's Raining," by Keith & Sylvia Textor; variety showcase features Frank Davis of Xavier University in New Orleans, singing "Ol' Man River" and a Negro spiritual hymn; also a comedy routine revolving around the village smithy titled "Blacksmith Blues" performed by Daisy & Buddy Bernier
- 5 Television Playhouse—Drama**
"Tigers Don't Sing" starring John Beal & Haila Stoddard; comedy of a young married couple who part after an argument; she hires a handsome young writer to work for her while hubby hires beautiful girl
- 7 Arthur Murray Party—Variety**
Hostess Kathryn Murray presents guests: Florence Desmond, the Blackburn Twins, and Gary Morton

SUNDAY MAR. 30—cont'd

- 8:00 9 Rocky King, Detective—Drama**
 "A Fine Display." An insurance detective is killed while putting a diamond choker on a mannequin's neck
- 8:30 4 Break The Bank—Quiz Game**
 Bert Parks emcees quiz show with guest singer Connie Haines
- 7 Strength For The Free World**
- 9 Plainclothesman—Drama**
 "The Unexpected Knockout." The underdog in a fixed fight wins unexpectedly and then is found dead
- 9:00 4 Celebrity Time—Quiz Session**
 Rex Harrison, Lilli Palmer, Phil Regan & Mary McCarty are guests
- 5 Red Skelton Show—Comedy**
- 7 Hour Of Decision—Religious**
 Evangelist Billy Graham preaches in old-time revival session
- 9 Easychair Adventures—Film**
 "Scotland Yard Reporter"
- 9:30 4 What's My Line?—Panel Quiz**
 Host John Daly with panelists Dorothy Kilgallen, Arlene Francis, Hal Block, and Bennett Cerf
- 5 Cameo Theater—Drama**
 "Debut" by Abby Mann & Lawrence Chaikin. If there is no talent, what can a teacher do?
- 7 Youth On The March—Religious**
- 9 Courtesy Theater—Feature Film**
 "Trade Winds" with Frederic March, Joan Bennett, Ralph Bellamy, Ann Sothern & Thomas Mitchell; a detective brings in a beautiful girl who is a fugitive from justice, turns her in for the reward, then sets out to prove she is innocent
- 10.00 4 "Girl From Manhattan"—Film**
 Feature with Dorothy Lamour, George Montgomery & Charles Laughton; New York model, aided by young minister, outwits a small-town realtor who threatens to foreclose his mortgage on her uncle's boarding-house
- 5 Weatherman—Clint Youle**
- 10:10 5 Dorsey Connors—Helpful Tips**
- 10:15 5 Alex Dreier—News Report**
- 10:30 5 Sports Star Time—T. Duggan**
- 11:00 5 Battle Report—Washington**
 Guest, William H. Draper, European Chief of Mutual Security Admin.
- 9 "Merrily We Live"—Feature**
 Film with Constance Bennett, Brian Aherne, Billie Burke & Bonita Granville; comedy about a scatter-brain mother with a weakness for helping worthless humanity
- 11:30 4 Eloise Salutes The Stars—Chat**
- 5 NBC Sports Newsreel—Data**
- 11:45 4 Ulmer Turner And The News**
 (Stations reserve the right to change above listings without notice)

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 ★ Ann Sothern
 ★ Joan Bennett

WGN-TV 9:30 pm

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LETTERS to the editors

(Continued from page 4)

I think one of the best TV programs is King Calico. I am twelve years old and I hate to miss it.
Chicago, Ill. **CHARLENE MAYO**

... I was very pleased to see the program "Meet the Masters" on television. It is the one program that makes television perfect. ...
Chicago, Ill. **LILLIAN C. WANDERS**

Everybody in our house loves it when Donald O'Connor appears on the Comedy Hour. We wish he'd get a weekly program of his own.
Racine, Wisc. **ALBERT GELSON**

How can Joan Edwards after squeezing her no-talent daughter onto "Songs for Sale" then criticize some amateur song writer. She has her big mouth open so often that no one else has time to talk.
Coldwater, Mich. **LELA WILLIAMS**

I think the things you said about Johnnie Ray weren't very nice. He is a wonderfully talented young man and he can't help it if he gets carried away when he sings.
Chicago, Ill. **FRANCES McNAMARA**

Can't see why the sponsor is dropping Herb Shriner when his is the most original and entertaining commercial on TV. Also Herb's rural naturalness is a wonderful relief from other so-called comedians.
Chicago, Ill. **MARVIN DROEGE**

I think Howdy Doody is a perfectly fine show and those who have a gripe against it should be carried away with stretchers by men in straight jackets.
Morton Grove, Ill. **RUDOLPH HUNSINGER**

DO YOU KNOW THE STARS?

Answers to quiz on page 21.

1. True 2. False 3. True 4. True
5. False 6. False 7. True

Score 10 points for each correct answer. Here's how you rate:
60-70, you're a sharpie; 40-50, a pass for you; 20-30, room for improvement; 10 or less, twist that dial!

Monday Mar. 31

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

- 7:00 5 Today—Dave Garroway
9:00 4 Morning News—Information
5 Breakfast Party—Variety
Mel Martin host for morning festivities
9:15 4 Arthur Godfrey Time—Musical
9:30 4 Bride & Groom—Interviews
5 Winner Take All—Quiz Game
9 Your Figure Ladies—Exercises
9:45 4 Al Pearce Show—Variety Revue
10:00 5 Home Cooking—Preparation
Eddie Doucette and Loretta White prepare "Poppy Seed Crescents and Cry Babies"
9 Breakfast Party—Musical
10:30 4 Breakfast With The O'Neils
Over coffee & cakes guests are interviewed & in between Danny does some vocalizing
5 It's A Problem—Discussion
"Superstitions—Do They Fool Us?" Discussed by scientist Dr. Roy K. Marshall and Dr. Robert Goldenson, prof. of psychology at Hunter College in N.Y.
9 Strike It Rich—Audience Quiz
Guest: singer Bobby Carrol
10:45 5 Richard Harkness & The News
11:00 4 Creative Cookery—Recipes
For today's lesson in cooking Mr. Pope prepares delicious honey caramels, rhubarb sauce and fluffy egg mix, ala rosinia (see page 6)
5 Ruth Lyons' 50 Club—Variety
9 Egg And I—Continued Drama
11:15 9 Love Of Life—Serial Story
11:30 5 Big Picture—Film
7 Paul Dixon Show—Variety
9 Search For Tomorrow—Serial
11:45 9 Adventures In Health
12:00 4 Bill Evans Show—Variety
5 Noontime Comics—John Coons
7 Bob & Kay Show—Variety
9 Hi Ladies—Tommy Bartlett
12:30 4 Garry Moore Show—Variety
Guests, comedian Art Carney and actress Lucile Watson
5 Meet Mintz—Piano Tunes
12:45 5 Newsroom—Late Reports
9 News Headlines—Spencer Allen
1:00 5 "Shadows Of Chinatown"—Film
Feature with Bela Lugosi and Bruce Bennett; mystery adventure
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
5 Big Pay Off—Quiz Program
(Continued on page 22)



John Daly



Sid Caesar

DO YOU KNOW THE STARS?

TRUE or FALSE?

1. John Daly, popular "What's My Line?" moderator, was once presidential announcer for the late Franklin D. Roosevelt.
2. Groucho Marx, zany emcee of "You Bet Your Life," is the oldest of the famed Marx Brothers comedy team (Harpo, Chico, Zeppo and Groucho).
3. Sid Caesar, male star of "Show of Shows," is a frustrated saxophonist who studied classical music seriously at the Juilliard School of Music with intentions of furthering his career at the Paris Conservatory.

4. Although Bert Parks is only in his early thirties, he will celebrate his silver anniversary in the radio and television field in eight years.
5. Herb Allen, "Hail The Champ" coach, gets his agility from his early training as a trapeze artist in a circus.
6. Although Marie Wilson portrays a dumb blonde secretary on "My Friend Irma," she is director-owner of one of Los Angeles' most popular secretarial-training schools.
7. Angel Casey, girl assistant on "Hail The Champ," personifies the athletic girl. But her athletic ability rates second to her singing, dancing and teaching talents.

See TRUE or FALSE answers on Page 20



Bert Parks



Marie Wilson

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MONDAY MAR. 31—cont'd

- 2:00 9 **Mike Wallace & Buff Cobb**
"Furniture: Traditional vs Modern" discussed by John Gerald, designer & decorator, & George Nelson, designer of modern furniture
- 2:30 4 **Bert Parks Show—Musical**
"Girl Friend," "Mississippi Mud," & "Spring Will Be A Little Late This Yr."
- 5 **Ralph Edwards Show—Contest**
- 9 **Picture Payday—Quiz Game**
- 3:00 4 **"A Detective Calls"—Feature**
(see description Sat. 1:00 channel 4)
- 5 **Kate Smith Hour—Variety**
Guests: Russell & Aura, dance team; station relations with KDYL, Salt Lake City, Utah with Mr. Jelsnik, comic violinist; comedy team Howard & Shelton, & Singer Merv Griffin
- 9 **Russ Davis Show—Interviews**
- 3:15 7 **America Prepares—Film**
"Twelve Nations Sign North Atlantic Pact"
- 3:30 7 **Beulah Karney Presents—Ideas**
Guest minister: Dr. Roy Freeman Jenny, Bryn Mawr Community Church talks on "Safe In Time Of Trouble"
- 3:45 9 **Adventures In Health**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Barbara Moro—Creative Ideas**
- 9 **Telephone Game—Quiz Contest**
- 4:15 4 **Film**
- 5 **Gabby Hayes Show—Tall Tales**
- 7 **Trade-Inn—Swap Shop Fun**
- 4:30 5 **Howdy Doody Show—Kids Fun**
- 7 **Sagebrush Theater—Western**
"Riders of the Dawn" feature film
- 9 **Music Ala Mode—Jack Fuller**
- 4:45 4 **Assembly—Military Questions**
Chief Corey talks with a Rehabilitation group on the Armed Forces
- 5:00 4 **Kids Karnival Kwiz—Film Game**
- 5 **Cactus Jim—Western Film**
- 9 **Adventures In Health**
- 5:30 4 **Silhouettes Of The West—Songs**
- 5 **Weatherman—Clint Youle**
- 7 **Tom Corbett Space Cadet**
- 9 **Trail Blazers' Theater—Western**
- 5:40 5 **Dorsey Connors Show—Ideas**
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
"The Fastest Eater in the World"
- 7 **King Calico—Puppet Show**
King Calico's special guest is Jeff Chandler, the movie star, who explains about Indians and things
- 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 **This Is Living—Film**
- 6:15 4 **Ulmer Turner And The News**

- 6:15 5 **Goldbergs—Domestic Comedy**
- 6:20 7 **Sports Highlights—Report**
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Those Two—Comedy Adventures**
- 7 **Hollywood Screen Test—Drama**
Emcee Neil Hamilton with screen star Vanessa Brown in "guide role"
- 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show—Musical**
Duke University Men's Glee Club visits Perry and joins in tunes: "Sweetheart of Sigma Chi," "Set Down My Servant," "Easter Parade," "Dear Old Duke" and "Betty Co-Ed"
- 5 **News Caravan—John C. Swayze**
- 9 **Chicagoland Newsreel—News**
- 7:00 4 **Video Theater—Drama**
"Taste" by Rould Dahl with Peter Loire; man gambles for big stakes when he bets his friend he can tell the vintage of wine to be served at dinner
- 5 **Paul Winchell—Jerry Mahoney**
Dorothy Claire and Hilda Vaughn
- 7 **Mr. District Attorney—Drama**
"The Case of the Beetle." Surprised in the act, a pretty thief becomes involved, romantically and homicidally, with a wealthy architect
- 9 **Earl Nightingale Show—Talks**
- 7:15 9 **Richard Yates Rowe—Talk**
- 7:20 9 **Our World—Film Short**
"The Museum of Science & Industry"
- 7:30 4 **Arthur Godfrey's Talent Scouts**
Professional talent competition
- 5 **Voice Of Firestone—Musical**
Guest soloist, bass Jerome Hines sings "Madamina, il Catalogo" from "Don Giovanni," "Oh, What a Beautiful Mornin'," "Santa Lucia," & "Every Day is Ladies' Day." Orchestra & chorus do "Regimental Song," "Turkish March" and "Roumanian Rhapsody No. 1"
- 7 **Cafe Continental—Film**
Isabel Bigley is your hostess
- 9 **Johns Hopkins Science Review**
"Can We Predict Elections?" Science of study of politics with emphasis on the predictions of the outcome of elections
- 8:00 4 **I Love Lucy—Comedy Drama**
Lucy rebels against her household chores and attempts to live as in the days of 1900 in "Pioneer Women"
- 5 **To be announced**
- 7 **You Asked For It—Unusual Acts**
- 9 **Guide Right—Army Variety**
Top army bands are featured along with discussions by experts on various problems of the servicemen
- 8:30 4 **Claudia—Story Of A Marriage**
- 5 **Robert Montgomery Presents**
"See No Evil" starring Betty Field Tom Ewell & Butch Cavell; story of how the average Amer. family cooperates with the police when one of its members must be a witness against a notorious criminal

MONDAY MAR. 31—cont'd

- 8:30 7 **Impact**—News Brought To Life
Austin Kiplinger presents the news
- 9 **Health Talk**—Dr. VanDellen
"Two Eyes To See" discussed by Paul Hurwitz, M.D., assistant professor of Ophthalmology, Chgo. Schl. of Medicine
- 9:00 4 **Studio One**—Drama
"The Story of Mary Malone" by William Dozier; hard-hitting behind-the-scenes story of a big-shot politician and his daughter, who regards him highly until sudden violence enters her life
- 7 **"Misbehaving Husbands"**—Film
Feature with Harry Langdon & Ralph Byrd; comedy about a store keeper suspected of infidelity on his 20th wedding anniversary
- 9 **Teleports Digest**—Review
- 9:30 5 **Who Said That?**—Quote Quiz
Walter Kiernan quizzes Bill Henry & guests Morey Amsterdam, Anita Colby, and John Mason Brown
- 9 **Challenge**—Drama, Music
Philip Lord introduces Chet Roble, Jacqueline James, the Four Jacks, Jimmy Blade, & presents dancer Folie Miller, plus Brenda Forbes in drama "Out of the Fog" with Marge Calvert & Leslie Spears
- 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 **"Wife Wanted"**—Feature Film
Kay Francis and Paul Cavanaugh in tale of aging movie star who invests money in real estate only to find that it's a front for phony agency
- 10:10 5 **Dorsey Connors**—Helpful Ideas
- 10:15 4 **Chronoscope**—Discussion
Arthur Bliss Tone, former amb. to Yugoslavia & Poland, Wm. Hule, & Henry Hazlit discuss "The Katyn Forest Massacres"
- 5 **Clifton Utley And The News**
- 10:30 4 **Musical Nite Cap**—Melodies
- 5 **Let's Look At Sports**—Duggan
- 7 **Handy**—Facts You Should Know
- 10:45 4 **News**—Latest Reports
- 5 **Herbie Mintz Show**—Musical
- 11:00 4 **Murder Before Midnight**—Film
- 5 **Grand Marquee**—Feature Film
- 7 **Austin Kiplinger And The News**
- 11:30 4 **Midnight Edition**—Ulmer Turner
- 9 **"Colorado Pioneer"**—Feature
Film with Red Ryder and Little Beaver (a preview showing for parents)
- 12:30 9 **Chicagoland Newsreel**—Reports
(Stations reserve the right to change above listings without notice)

TV FORECAST

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TONIGHT

Easy to serve—
A treat for young
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ERNIE SIMON

"THE CURBSTONE CUT-UP"

MONDAY Thru FRIDAY
WBKB — Channel 4 **10 p.m.**



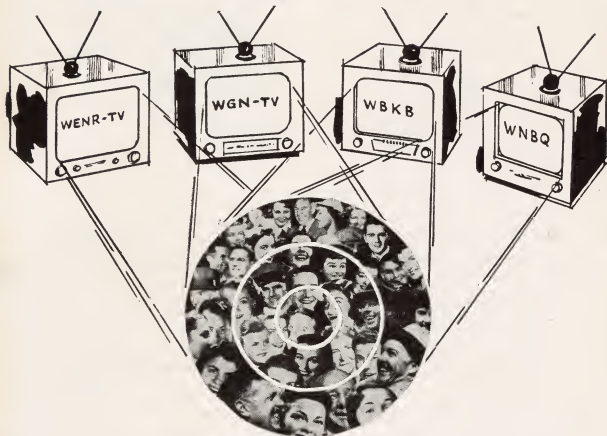
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Rolly Rolls • Landre & Verna
Merriel Abbott Dancers
Eddie O'Neal and his orchestra

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Tuesday April 1

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 **Breakfast Party**—Variety
- 9:15 4 **Arthur Godfrey Time**—Variety
- 9:30 4 **Bride & Groom**—Interviews
5 **Winner Take All**—Quiz Game
Contestants given the opportunity of winning valuable merchandise prizes
- 9 4 **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
"Mock Filet Mignon and Crazy Cake"
- 9 **Breakfast Party**—Morning Fun
Household hints on beauty, cooking, & shopping, plus a guest interview
- 10:30 4 **Breakfast With The O'Neils**
5 **It's A Problem**—Discussion
"The Truant" Alfred Kahn, author & prof.; Arthur Clinton, dir. of attendance for the Board of Education
- 9 **Strike It Rich**—Quiz Time
- 10:45 5 **Richard Harkness & The News**
- 11:00 4 **Creative Cookery**—F. Pope
Okra stew, Creole style, and fresh green beans and wax beans with sauteed toasted almonds
- 5 **Ruth Lyons' 50 Club**—Informal
- 9 **Egg and I**—Serial Drama
- 11:15 9 **Love Of Life**—Continued Tale
- 11:30 5 **Big Picture**—Film
7 **Paul Dixon Show**—Variety
9 **Search For Tomorrow**—Drama
- 11:45 9 **Adventures In Health**
- 12:00 4 **Bill Evans Show**—Variety
5 **Noontime Comics**—John Coons
7 **Bob & Kay Show**—Variety
Interviews with interesting personalities in and around Chicago
- 9 **Hi Ladies**—Tommy Bartlett
- 12:30 4 **Garry Moore Show**—Variety
Guest, comedian Roger Price
- 5 **Meet Mintz**—Herbie Mintz
- 12:45 5 **Newsroom**—Late Information
9 **News Headlines**—Spencer Allen
- 1:00 5 **"Why Girls Leave Home"**—Film
Feature with Lola Lane, Pamela Blake & Sheldon Leonard; unhappy girl runs away from home and works in a night club, where she learns too much about ruthless operators
- 9 **Chicago Cooks**—Demonstration
- 1:30 4 **First Hundred Years**—Serial
- 1:45 4 **Lucky North Show**—Interviews
- 2:00 4 **Frazier Thomas Variety Show**
Organist Bob Zeigler and vocalist Connie Baxter are featured

Hey Kids! Thursday April 3 at 5:30 p.m.

over

WBKB



Your host ROY STARKEY

in a special telecast in front of the State & Lake Theatre interviews Jeff Chandler, star of "Battle of Apache Pass." SEE Apache Indians dance, sing war chants, in an exciting show.

And don't forget Roy Starkey in "Silhouettes of the West" every Monday thru Friday at 5:30 P.M.

Chicago's
Pioneer
TV Station



TUESDAY APRIL 1—cont'd

- 2:00 5 **Big Pay Off—Quiz Contest**
Why do you think your wife or lady-love should have all those prizes? Write Randy Merriman all about it
- 9 **Mike Wallace & Buff Cobb**
"April Fool & Humor" humorist Harry Hurshfield & Cartoonist Mr. Markow
- 2:30 4 **Film**
5 **Ralph Edwards Show—Variety**
9 **Picture Payday—Quiz Game**
Tommy Bartlett host to contestants
- 3:00 4 **"Army Wives"—Feature Film**
(see description Sun. 12:30 p.m.)
5 **Kate Smith Hour—Variety**
Soldier skit with singer Pvt. Julian Patrick, a fashion show, teen-age panel, and the Haydns, tap dancing team
- 9 **Russ Davis Show—Interviews**
- 3:15 7 **America Prepares—Film**
"Consolidated Messing Operations"
- 3:30 7 **Housewives' Holiday—Kirchner**
- 3:45 9 **Adventures In Health**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
7 **Barbara Moro—Creative Ideas**
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 and celebrity interviews
- 5 **Gabby Hayes Show—Tall Tales**
Features of the west continued daily
- 7 **Trade-Inn—Exchange Show**
- 4:30 4 **Assembly—Military Talks**
Film on the Armed Forces
- 5 **Howdy Doody Show—Puppets**
7 **Sagebrush Theater—Western**
"Outlaws of Stampede Pass" feature
- 9 **Music Ala Mode—Jack Fuller**
- 5:00 4 **Kids Carnival Kwiz—Games**
5 **Cactus Jim—Western Feature**
9 **Trail Blazers' Theater—Western**
"Ghost Town Renegade"
- 5:30 4 **Silhouettes Of The West—Music**
5 **Weatherman—Clint Youle**
7 **Mary Hartline's Party—Games**
Small-fry are entertained with music & games by Mary and Chet Robie
- 5:40 5 **Dorsey Connors Show—Tips**
- 5:45 4 **Window Shopping—Commercial**
5 **Public Life Of Cliff Norton**
"Sweet Mothball Melodies"
- 7 **Adventure Theater—Stories**
"Devil Horse" ch. 6
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments—Bob Elson**
5 **Kukla, Fran & Ollie—Puppets**
7 **Paul Harvey With The News**
9 **Captain Video—Adventures**

- 6:10 7 **Top O'The Weather—Russ Reed**
- 6:15 4 **Ulmer Turner And The News**
5 **Bob And Ray—Comedy Skits**
- 6:20 7 **Sports Highlights—News Events**
- 6:30 4 **CBS News—Douglas Edwards**
5 **Dinah Shore Show—Musical**
7 **Beulah Show—Comedy Skits**
9 **Spencer Allen And The News**
- 6:45 4 **Stork Club—Interviews**
5 **News Caravan—John Swayze**
9 **Chicagoland Newsreel—News**
- 7:00 4 **To be announced**
5 **Star Theater—Comedy-Variety**
Frank Fay subs for Uncle Miltie as emcee and presents comedy team of Smith & Dale, singer Rose Marie, & Szonys dance team (pg. 10)
- 7 **Focus—Documentary Film Series**
- 9 **Life Is Worth Living—Talk**
Informal discussion by Bishop Fulton J. Sheen & answers to 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**
Sen. Herbert R. O'Connor of Md. narrates story of racketeers who sold horsemeat to restaurants & butcher shops
- 5 **Fireside Theater—Film Drama**
"Sound in the Night," with Lee Marvin, Willis B. Bouchey, Maurice Cass & William Vedder; story of how the law traps a killer who was willing to allow an innocent man to go to the chair for him
- 7 **"The Hideout"—Feature Film**
Valerie Hobson, Howard Kee, Sheila Ryan, & Alan Carney; jewel thief is tracked down by the accomplices whom he double-crossed
- 9 **Battle Of The Ages—Variety**
Professional talent teams compete, veterans against youngsters; John Reed King with guests, Danny Alexander, Watson Sisters & youngsters Frank Paris & Frank Marlowe
- 8:30 4 **Parade Of Automobile Show**
Ken Murray emcees special preview of 1952 models. Leading automobile makers will be featured and representative cars shown
- 5 **Circle Theater—Drama**
"Way of Courage" by Roger Garis; story of a man who has a possible three months to live, and determines to prepare his wife and two children for their life without him; stars Douglass Montgomery, Brandon Peters & Toni Halloran
- 9 **Armchair Philosopher—Drama**
"Distant Shadow" story of a woman whose life is built on a foundation of sand

TUESDAY APRIL 1—cont'd

- 9:00 4 **Danger—Mystery Drama**
"Escape Artist" by Leo Davis; a bank robber goes on the theory "you can buy anything with money" but soon finds out to the contrary
- 5 **Amateur Hour—Ted Mack mc**
- 9 **48th Street Theater—Film**
"Ringside Seat for Murder"
- 9:30 4 **Sporting Chance—Amateurs**
Bob Elson emcees talent show
- 7 **Chgo. Symphony Chamber Or.**
Rafael Kubelik conducts the orchestra in "Suite for String Orchestra," by Searlatti; variations from "Trout" Quintet, by Schubert; and Mozart's Finale from "A Musical Joke"
- 9 **Boston Blackie—Mystery Drama**
"Cop Killer." Young rookie cop is murdered during an armored truck robbery
- 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 **Dangerous Assignment—Drama**
Adventure story with Brian Donlevy titled "The Missing Diplomat"
- 9 **"The French Key"—Feature Film**
(1st showing) with Albert Dekker, Mike Mazurki, & Evelyn Ankers; group of boys involved in hotel murder set out to clear themselves by finding killer
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **The Continental—Variety**
- 5 **Clifton Utley And The News**
- 10:30 4 **Musical Nite Cap—Melodies**
- 5 **Let's Look At Sports—Duggan**
Tom talks about current sports and interviews a guest
- 7 **"One Of Our Aircraft Is Missing"—Feature Film**
Godfrey Tearle and Eric Portman in tale of flight of bombers raiding Stuttgart from England, all returning but one
- 10:45 4 **News—Latest Headlines**
- 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 **"Dark Alibi"—Feature Film**
Sidney Toler & Mantan Moreland; exciting mystery with Charlie Chan
- 5 **Big Picture—Army War Films**
"UN Offenses Continue"
- 9 **Chicagoland Newsreel—Data**
- 12:45 4 **Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

"Let's Look at Sports"

with

TOM DUGGAN

Sports news, comment, and interviews with prominent sports personalities... plus your opportunity to

Look at **MAGIC-HEET**

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WGN-TV

CHANNEL 9

9:30 P.M. EVERY TUES.

Presented by

Meister Bräu

One beer that's light... bright... right
Peter Hand Brewery Co., Chicago *Reg. U.S. Pat Off.

TRY WIDIWTCOT

It's Milder, Much Milder

by JACK MABLEY



I have invented a new game to be played during television commercials. It's called WIDIWTCOT, which is short for What I'd Do If I Were The Czar Of Television.

Any number may play. The game is played in the living room, and the equipment is one working television set. The game begins when the TV announcer says: "And now, here is a message from. . . ." Each inning of the game ends automatically with another key phrase from the TV, something like ". . . it's milder—much milder."

Here are some sample WIDIWTCOTs, composed the other evening between rounds of the Blue Ribbon fights.

I would abolish kinescopes.

I would make Red Skelton cut down to once a month, so that we might still be enjoying him four years from now.

I would declare the Stork Club out-of-bounds for all TV cameras, cameramen and producers. Anyone breaking this law would be forced to sit at a table for one hour listening to Sherman Billingsley.

I would force all programs to abide by the TV Code's provision of three minutes of commercials in a 30-minute show, and six minutes in an hour program. This, of course, would drive half the programs off the air and would ruin the game of WIDIWTCOT. However, we are ready to make the sacrifice.

I would make all TV sports commentators stick to facts. (This would drive one guy out of business, which is what it's intended to do.)

I would make all New York producers of variety programs sit and watch every Dinah Shore show, so they could learn how it's really done right.

I would put Chet Roble on the air once a week playing jazz.

I would abolish Today, bring Garro-way home from New York, and put Garroway-At-Large back on the air.

I would fire five of the six writers of Those Two.

I would remove all the weasel wording from cigarette commercials.

I would burn all the prints of Second Chorus and House Across the Bay.

I would make every station schedule as many worthwhile, constructive programs during the prime evening hours as WGN-TV does.

I would bar all brassiere and girdle makers from What's My Line, just to see if it's possible for them to produce an entertaining half-hour without relying on dirt.

I would bring back Broadway Open house, with Jerry Lester and his original cast, at the same old hour, only live in Chicago instead of on kinescope, which we already have abolished anyway.



"I repeat, gentlemen, millions for commercials but not one cent for entertainment."

Wednesday April 2

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 **Breakfast Party**—Variety
9:15 4 **Arthur Godfrey Time**—Music
9:30 4 **Bride & Groom**—Interviews
5 **Winner Take All**—Quiz Game
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
Eddie Doucette and Loretta White prepare "Salmon Salad Tropical"
9 **Breakfast Party**—Morning Fun
Informal variety with Peggy Taylor, Jack Fuller, Paul Barnes, Bill Allen, and Hal Turner
10:30 4 **Breakfast With The O'Neils**
5 **It's A Problem**—Discussion
"How Should History Of Communism Be Taught In Our Schools?" Mr. G. Schmidt, prof. of Law at Fordham & Wm. Hamn, asst. supt. of history with the Board of Ed.
9 **Strike It Rich**—Warren Hull mc
10:45 5 **Richard Harkness & The News**
11:00 4 **Creative Cookery**—Recipes
Sauted shrimp, garlic sauce appetizer, black bean garlic sauce and fluffy Italian gnocchi
5 **Ruth Lyons' 50 Club**—Variety
Tips for the ladies, and a contest
9 **Egg And I**—Continued Tale
Comedy of life on a chicken farm
11:15 9 **Love Of Life**—Serial Story
Problems of a family dominated by a father as each faces his own life
11:30 5 **Big Picture**—Film
7 **Paul Dixon Show**—Variety
Pantomimes set to music and gags
9 **Search For Tomorrow**—Drama
11:45 9 **Adventures In Health**
12:00 4 **Bill Evans Show**—Variety
5 **Noontime Comics**—John Coons
7 **Gayelord Hauser Program**
9 **Hi Ladies**—Tommy Bartlett
12:15 7 **Bob & Kay Show**—Commentary
12:30 4 **Garry Moore Show**—Comedy
Guests: comedian Jan Murray and Mr. & Mrs. Peter Putnam and Wick, seeing-eye dog
5 **Meet Mintz**—Piano Session
A little chatter and lots of music
12:45 5 **News Headlines**—Spencer Allen
9 **Travelers' Sketchbook**—Film
1:00 5 **"Campus Rhythm"**—Feature Film
Johnny Downs, Gale Storm & Robert Lowery; radio singer runs away from her sponsor and enrolls in college under assumed name

- 1:00 9 **Chicago Cooks**—Food Prepared
1:30 4 **First Hundred Years**—Drama
1:45 4 **Lucky 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
The best letter, a right answer, and those fabulous prizes are all yours
9 **Public Schools In Action**—Talk
George Jennings discusses education
2:30 4 **Bert Parks Show**—Musical
"Last Night On the Back Porch," "Take Him," "April In Paris," & "Softly as in the Morning Sunrise"
5 **Ralph Edwards Show**—Stunts
Carol Richards, Steve Reeves, Sara Berner and the Varieteers
9 **Picture Payday**—Quiz Game
Tommy Bartlett mc; how many items in that picture can you remember?
3:00 4 **"Dark Alibi"**—Feature Film
Sidney Toler & Mantan Moreland; Charlie Chan mystery story
5 **Kate Smith Hour**—Variety
Kate presents Hootor & Byrd, the Golden Gate Quartet, a dramatic skit with guest Jeffrey Lynn, and an American painter's bit
9 **Russ Davis Show**—Variety
3:15 7 **America Prepares**—Film
"Made In Occupied Japan"
3:30 7 **Beulah Karney**—Foods Show
Ferris wheel of sauces; budget meal of the week
3:45 9 **Adventures In Health**
4:00 5 **Hawkins Falls, Pop. 6,200**
Problems of life in a small town
7 **Barbara Moro**—Creative Ideas
9 **Telephone Game**—Harold Isbell
4:15 4 **Film**
5 **Gabby Hayes Show**—Tall Tales
7 **Trade-Inn**—Emcee Pat Tobin
4:30 5 **Howdy Doody Show**—Bob Smith
7 **Sagebrush Theater**—Western
"Stars Over Arizona" feature film
9 **Music Ala Mode**—Jack Fuller
4:45 4 **Assembly**—Military Talks
Chief Corey talks with the Sea Bees
5:00 4 **Kids Karnival Kwiz**—Games
Kids are quizzed on film viewed
5 **Cactus Jim**—Western Feature
9 **Trail Blazers' Theater**—Western
"Whispering Skull"
5:30 4 **Silhouettes Of The West**—Talks
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**
"Pour Your Way to Kisses" comedy
7 **King Calico**—Puppet Story
Reckless applies what he has learned about Indians and captures a heap big chief—and the chief is none too happy about it

The Celanese Theatre

in association with the PLAYWRIGHTS
presents

"STREET SCENE"

by ELMER RICE

with

Paul Kelly Ann Dvorak
Coleen Gray Michael Wager

TONIGHT AT 9:00
WENR-TV CHANNEL 7

"If I seem to be spending a lot of time plugging Celanese, it's deliberate. It's the high spot of the week, and I will do whatever I can to get as many fellow viewers as possible watching it with me."

JACK MABLEY, TV Forecast

"The Celanese Theatre has drawn wisely and well from the vast literature of the Broadway stage, cast them with top figures in the theatrical world and produced them smartly for your television enjoyment."

TV This Week

WEDNESDAY APRIL 2—cont'd

- 5:50 5 Clifton Utley And The News
- 6:00 4 Sports & Comments—Bob Elson
- 5 Kukla, Fran, & Ollie—Fun
- 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
- 6:20 7 Sports Highlights—World News
- 6:30 4 CBS News—Douglas Edwards
Edwards questions a Presidential aspirant on his stand on pertinent national & international issues
- 5 Those Two—Comedy Adventures
- 7 Name's The Same—Panel Quiz
Emcee Robt Q. Lewis introduces contestants for panel to name; panel: Abe Burrows, Meredith Wilson, & Joan Alexander
- 9 Spencer Allen And The News
- 6:45 4 Perry Como Show—Musical
Perry & Fontanes sing "Pittsburgh, Pa.," "Blacksmith Blues," "Tell Me Why," & "You'll Never Walk Alone"
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel—Events
- 7:00 4 Arthur Godfrey And His Friends
Frank Parker, Janette Davis, Hale-loke, Marion Marlowe, the Mariners & Chordettes vocal groups
- 5 Kate Smith Evening Hour
- 7 Paul Dixon Show—Pantomimes
Wanda Lewis and Dottie Mack assist
- 9 "Tornado"—Feature Film
Chester Morris, Nancy Kelly, & Bill Henry in story of coal miner who falls for gold-digging show girl
- 8:00 4 Strike It Rich—Interview-Quiz
Emcee Warren Hull with "helping hand" guest, John Ringling North
- 5 Kraft Theater—Drama
"The Ryan Girls" by Edmond Goulding starring Audrey Christie, Edmond Ryan, & Una O'Connor; story of a young war hero whose father is wanted for murder
- 7 Ruggles—Domestic Comedy
Charlie overhears his wife making plans for an anniversary celebration; he thinks it's their wedding anniversary, but can't remember the date
- 8:30 4 The Web—Mystery Drama
"The Terrible Truth" with Pat Crowley, John Connell, & Frances Williams
- 7 Crossfire—News Topics
Elmer Davis, Bert Andrews, Martin Agronsky, & Henry J. Taylor; Gunnar Back, moderator, guest: Sen. Richard Russell (Democrat from Georgia)
- 9 "I Killed That Man"—Feature
Film with Ricardo Cortez, Joan Woodbury, Iris Adrian & Pat Gleason; man condemned to die in electric chair, is killed by poison dart just before execution

WEDNESDAY APRIL 2—cont'd

- 9:00 4 Blue Ribbon Bouts—Boxing**
Gene Smith vs Glen Flanagan in featherweight bout from Uline Arena, Washington, D.C.
- 5 To be announced**
- 7 Celanese Theater—Drama**
"Street Scene" by Elmer Rice starring Paul Kelly, Ann Dvorak, Coleen Gray & Michael Wager: story of a young wife, whose pitiful search for understanding and affection leads to tragedy
- 9:30 5 "The Passover Story"**
Jewish Theological Seminary of America presents a Passover Seder Service; Theological students portray an American-Jewish family in dramatic and musical enactment
- 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 "Fear In The Night"—Film**
Feature with Paul Kelly, Ann Doran, Kay Scott; young man commits murder, then has no recollection of it
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Chronoscope—Discussion**
"Universal Military Training and Defense Expenditures," discussed by Rep. Charles Bronson (R., Ind.) and editors William Bradford Huie and Donald I. Rogers
- 5 Clifton Utley And The News**
- 10:30 4 Musical Nite Cap—Melodies**
- 5 Let's Look At Sports—Duggan**
- 10:45 4 News—Latest Events**
- 5 Herbie Mintz Show—Musical**
- 11:00 4 Murder Before Midnight—Film**
- 5 Grand Marquee—Feature Film**
- 7 Austin Kiplinger With The News**
- 11:15 9 This Is The Story—Drama**
- 11:30 4 Chicago Forum Of The Air**
"How Should the Juvenile Offenders be Handled?" Panelists: Joseph M. Jacobs, Labor attorney, Frank Gillespi, sec. of the Inside Dairy Workers, Sen. Walker Butler, chairman of the State Juvenile Offenders committee, Municipal Judge Robert Jerome Dunne and moderator Earl G. Quinn
- 9 Chicagoland Newsreel—Data**
- 12:00 4 "North Of The Border"—Film**
Feature with Russell Hayden & Inez Cooper; cowboy crosses the Canadian border to meet his partner and finds him murdered
- 1:00 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

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FAMILY MATINEE EVERY SUNDAY

special children's menu

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Boulevard Room

THE CONRAD HILTON
Formerly THE STEVENS

Backstage Diary

—by Mike Boom

CHICAGO—Here's a new twist. George Jennings, the Board of Education TV head, conducts a cowboy & Indian film show on channel 9 each week called "Portraits of the West." But most of his mail comes from adults. The reason—George pitches some fascinating historical and educational data along with the action dramas. . . . Bill Ryan celebrates his 6th year as WBKB production manager. During that span, Bill hired about 50% of all TV directors in Chicago. Channel 4 is known nationwide as a nursery for budding technicians.



CACTUS JIM

Cactus Jim has helped Chicago kids enjoy a safe life as a result of his popular "safety slogan" contest on WNBQ. It ties in neatly with April's "Child Safety Month." . . . Mike's Boom-ing Salute of the Week to Frances Clow, the charming Chi TV editor of Radio Daily, for her untiring efforts to promote Chicago television. . . . Mrs. A. Petersen of 5349 W. Schubert, wants to know why TV cameramen are given no

HEARTS IN TORMENT . . .



Lona Drewer (played by Bernadine Flynn) and Mitchell Fredericks (in real life Jim Bannon) are giving "Hawkins Falls" viewers the well-known anguished hearts routine these days. Mitch, a bachelor, insists on declaring his love for Lona, even though she's already married. The show is seen on channel 5.

credit lines, even though they do a superb job on lensing the shows. Dunno, but it must be tradition. Anyway, such entertainers as Russ & Sylvia Davis, Burr Tillstrom, Ernie Simon, Herbie Mintz, Bob Murphy & Kay Westfall and Danny O'Neil help the situation by giving verbal plugs for the hard-working camera boys.

A nice letter from Mike Wallace, now in New York on his own CBS show, explains that many factors were involved in his move from Chicago TV. Mike's note bears out why midwest viewers love the guy. He's genuine stuff. . . . According to Art Peterson, who plays druggist Doc Gibb in "Hawkins Falls," "the man who starts out to borrow trouble finds that his credit is always good." . . . WGN-TV announces that its studio audience total for 1951 was 144,017, a jump of 38,000 over the previous year.

Quiz Kid Donald Gay (channel 4) described Daniel Boone's escape from unfriendly Indians—"He spit tobacco juice right in the Indian's eye." Quizmaster Joe Kelly felt obliged to explain further—"What you probably mean, Donald, is that Boone threw tobacco in the Indian's eyes." . . . The new Lucky Bob haircut is named after WBKB star Lucky North.

Hail The Champ's kid contest, with coach Herb Allen and pretty assistant Angel Casey, drew more than 10,000 letters in one week. . . . Ivan Hill, the agency man who packages "Creative Cookery" and the "Frazier Thomas Show" on channel 4, is a proud poppa. His daughter's name is Lisa. . . . Another recent Chi father is WGN-TV press chief Jim Hanlon. His son Sean is a Leap Year baby, born on Feb. 29.



NORTH

WTMJ-TV's new outdoor studio in Milwaukee represents some progressive planning. The layout will include facilities for staging tennis, fly-casting, golf, baseball and football. Likewise concerts and garden shows. The space is 80 by 165 feet.

Thursday April 3

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 Breakfast Party—Variety
9:15 4 Arthur Godfrey Show—Variety
9:30 4 Bride & Groom—John Nelson mc
5 Winner Take All—Quiz Game
9 Your Figure Ladies—Exercises
9:45 4 Al Pearce Show—Variety Revue
10:00 5 Home Cooking—Recipes
"Chicken Polenta Casserole"
9 Breakfast Party—Fun For All
10:30 4 Breakfast With The O'Neils
5 It's A Problem—Discussion
"Effect of Media On Children" debated by Ben Grauer, Helen Parkhurst & guests
9 Strike It Rich—Warren Hull mc
10:45 5 Richard Harkness & The News
11:00 4 Creative Cookery—Recipes
Potato vesuvio in casserole with filling, and broiled spinach alla creme with special whipped cream topping
5 Ruth Lyons' 50 Club—Views
9 Egg And I—Continued Story
11:15 9 Love Of Life—Serial Drama
11:30 5 Big Picture—Army Film
7 Paul Dixon Show—Variety
9 Search For Tomorrow—Tale
11:45 9 Adventures In Health
12:00 4 Bill Evans Show—Variety
5 Noontime Comics—John Coons
7 Bob & Kay Show—Interviews
9 Hi Ladies—Tommy Bartlett
12:30 4 Garry Moore Show—Variety
Guest, actor Walter Slezak
5 Meet Mintz—Musical Session
12:45 5 Newsroom—Late Reports
9 News Headlines—Spencer Allen
1:00 5 "Club Paradise"—Feature Film
Robert Lowery and Doris Merriek
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
9 Mike Wallace & Buff Cobb
"Night Work" by Capt. Parker, Staten Island Ferry Boat; musician Walter Gold, U.P. rep. Ralph Salozer, disc jockey Kal Ross, social worker Harrison Lightfoot, surgeon Martha McGuffie, & singer Maxine Sullivan
2:30 4 Give And Take—Quiz Show
John Reed King questions visitors
5 Ralph Edwards Show—Variety
9 Picture Payday—Quiz Game



DEAR BOSS:

You don't realize just how lousy Bob Hope's show can be till he follows Jack Benny into your living room. Of course the contrast was hardly fair. Hope was still creaking his way through a photographed radio routine. But Ole Buck Benny had built himself a smart little TVehicle that rolled along on a fast track—both sound and sightwise. And Jack's take-off on Gracie Burns was most comical!

Hope on the other hand offered little of interest except a list of seven writers on the closing credits. Where was Snow White?

John Alexander, WBKB's top director, did himself proud on the Show Business sequence of PACE. It was a tough assignment with lots of tricks and fakes to cover a score of scenes, impressions and musical interludes. I thought the camera work was beautiful. Reminded me of Jinx Falkenburg—and Wham, just like that—who appears on the commercial but Miss Falkenburg. She is actually prettier than Caleb.

Incidentally, I think Harry Elders does a nice job as Caleb, considering. But his ghost writers put too many reading words in his mouth and not enough talking words. As a result they make a fine actor sound like a store window dummy wired for sound.

Do they film Dragnet in the Los Angeles Public Library? The cop-actors, the fire chief, the medical examiner, the landlady and the suspects all talk like a sensibly-shod librarian was shushing 'em up. I'd like to hear someone—just once—let out a raucous bellow to be sure I'm not losing my hearing.

And now, a note of sympathy for the Blatz boys of Milwaukee. They've run out of "People who lived in Milwaukee and we ought to know." And they're running low on "People who have been to Milwaukee and we ought to know." I wonder if they could use me? I once got a postcard from a friend in Milwaukee.

CHUB

THURSDAY APRIL 3—cont'd

- 3:00 4 "North Of The Border"—Film
(see description Wed. 12:00 p.m.)
- 5 Kate Smith Hour—Variety Time
Guests: ballet dancer Maria Gambarelli; Dell Staton; trio from first act of "Die Fledermaus," an operatic bit, and a cracker barrel interview
- 9 Russ Davis Show—Variety
- 3:15 7 America Prepares—Film
"Fire Artillery Action in Korea"
- 3:30 7 Housewives' Holiday—Kirchner
- 3:45 9 Adventures In Health
- 4:00 5 Hawkins Falls, Pop. 6,200
- 7 Barbara Moro—Creative Ideas
- 9 Telephone Game—Harold Isbell
Lots of fun and prizes for lucky winners on this exciting phone contest with Harold & Jane Quinn
- 4:15 4 Backstage Diary—Gossip
Intimate views of the stars and their work, chats with guest celebrities,
- 5 Gabby Hayes At The Double Bar M Ranch—Western Story
- 7 Trade-Inn—Variety Of Antiques
Todd Purse & Pat Tobin conduct
- 4:30 4 Assembly—Military Talks
Chief Joseph Corey shows a film on the National Guard
- 5 Howdy Doody Show—Variety
- 7 Sagebrush Theater—Western
"Pioneers"
- 9 Music Ala Mode—Jack Fuller
- 5:00 4 Kids Karnival Kwiz—Games
- 5 Cactus Jim—Western Feature
- 9 Trail Blazers' Theater—Western
"Hawk of Powder River"
- 5:30 4 Silhouettes Of The West—Talks
- 7 Weatherman—Clint Youle
- 5 Mary Hartline's Party—For Kids
- 5:40 5 Dorsey Connors Show—Ideas
- 5:45 4 Window Shopping—Commercial
- 5 Public Life Of Cliff Norton
"Bachelor Stew," comedy skit
- 7 Adventure Theater—Film Tale
"Devil Horse" No. 7
- 5:50 5 Clifton Utley And The News
- 6:00 4 Sports & Comments—Bob Elson
- 5 Kukla, Fran, & Ollie—Jolly Fun
- 7 Paul Harvey With The News
- 9 Captain Video—Adventure Tale
- 6:10 7 Top O'The Weather—Russ Reed
- 6:15 4 Ulmer Turner And The News
- 5 Bob And Ray—Comedy Satires
- 6:20 7 Sports Highlights—J. Bryson
- 6:30 4 CBS News—Douglas Edwards
- 5 Dinah Shore Show—Musical
- 7 Lone Ranger—Western Drama
Adventures with the man of the mask
- 9 Spencer Allen And The News
- 6:45 4 Stork Club—Interviews
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel—Data

- 7:00 4 Star Of The Family—Variety
Songstress Margaret Whiting, comedian Rochester and pianist Lou Bush visit Mary Healy and Peter Lind Hayes
- 5 Groucho Marx Show—Comedy
"You Bet Your Life" quiz with Groucho & contestants ad-libbing for "secret word" jackpot (see pg. 10)
- 7 Stop the Music—Musical Quiz
Emcee Bert Parks with Betty Ann Grove and the "mystery melody"
- 9 This Is Music—Variety & Song
Host Alexander Gray introduces selections sung by Bruce Foote, Jacqueline James, Jackie Van, and Bill Snary; music by Bob Trendler & orchestra
- 7:30 4 Amos 'n' Andy—Comedy Drama
"Amos Helps Out"
- 5 Treasury Men In Action—Drama
"The Case of the Still Waters" a case which proves there is no racket which can't flourish anew if a criminal with ability enters the picture
- 9 Press Conference—Interviews
Lee Schooler moderator of panel
- 8:00 4 Man Against Crime—Mystery
Mike (Ralph Bellamy) goes fishing on New Jersey shore, hooks a murderer
- 5 Gangbusters—Mystery Drama
"The Case of Tony the Stinger." Story of one of the deadliest killers the Pennsylvania police have ever known
- 7 To be announced
- 9 Opening Of Mages New Store
- 8:30 4 Big Town—Newspaper Life
Pat McVey as Steve Wilson and Jane Nigh as Lorelei of the Illustrated Press uncover the case of "The Man Who Wanted to Die." An accident at a railroad crossing turns out to be murder
- 5 Ford Festival—Musical Variety
James Melton returns with Peter Lorre as guest and regulars, Billy Barty, Dr. Frank Black, Dr. Roy K. Marshall and the Jinglebells
- 7 Meet The Champ—Boxing Bouts
Wally Butterworth announces bouts from Fort Belvoir, Va.
- 9 Foreign Intrigue—Myst'y Drama
Robert Cannon is summoned to an isolated mining village by two former circus entertainers, one of whom is very ill; when Cannon turns his back for a few minutes, the two mysteriously disappear
- 9:00 4 Racket Squad—Drama
"Case of the Cold Deck." A fast game played by three scheming card sharks aboard an ocean liner is exposed by Captain Braddock
- 5 Martin Kane, Private Eye
Lloyd Nolan is featured as detective
- 7 Sports On Parade—News Events
- 9 Charlie Wild, Detective—Drama
"The Case of the Prodigal Son"

THURSDAY APRIL 3—cont'd

9:15 7 Cameo Comedy—Film

"Knight Duty" with Harry Langdon; innocent man is mistaken for member of gang of thieves hiding in a museum, and police have difficult time trying to differentiate between statues, wax figures and actual criminals

9:30 4 Pace Of Chicago—Variety Type

Discussion of Chicago as a transportation center; growth of the railroads and airlines, plus interview with a vice president from United Air Lines and a folk singer

5 Wayne King Show—Musical

Spring Formal show with tunes: "Anytime," "Can't Help Singing," "Dream A Little Dream of Me," "Why Do I Love You," "Viennese Waltz Medley," "Moonlight on the Campus," "Bermuda," "Never Before," "Dancing in the Dark," & "Do We Have to Say Goodnight?"

7 Studs' Place—Music, Drama

A well-turned phrase keeps turning & turning in Studs' Place and stirs secret ambitions for life upon stage

9 Inside Story—Discussion

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

"The Ballerina" starring Ann Dvorak, Kathleen Case & Brett King; prima ballerina tries to prevent daughter's marriage so that she may become a great dancer

9 "In This Corner"—Feature

Film with Scott Brady & Annabel Shaw; young fighter loses his will to win

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 The Continental—Renzo Cesana

5 Clifton Uley And The News

10:30 4 Musical Nite-cap—Melodies

5 Let's Look At Sports—Duggan

7 Dr. Fixum—Household Tips

10:45 4 News

5 Herbie Mintz Show—Musical

11:00 4 Murder Before Midnight—Film

5 Feature Film

9 "Yanks Ahoy"—Feature Film

Wm. Tracy, Joe Sawyer, & Marjorie Woodworth; comedy of a draftee framed by a sgt. who captures a submarine

11:30 4 "G.I. Honeymoon"—Feature

Film with Gale Storm, Peter Cookson & Arlene Judge; Army forces newlyweds to separate after being married just fifteen minutes

12:15 9 Chicagoland Newsreel—Data

12:45 4 Midnight Edition—Ulmer Turner

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Friday April 4

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

- 7:00 5 Today—Dave Garroway Reports
9:00 4 Morning News—Commentary
5 Breakfast Party—Mel Martin
9:30 4 Bride & Groom—Interviews
5 Winner Take All—Quiz Game
9 Your Figure Ladies—Exercises
9:45 4 Al Pearce Show—Variety Revue
10:00 5 Home Cooking—Recipe Fun
9 Breakfast Party—Musical Fun
10:30 4 Breakfast With The O'Neils
5 It's A Problem—Discussion
"Our Crippled & Disabled" discussed by Lillian Smith, author; Dr. Philip Bartilme, consl. for the Nat'l. Assn. of Crippled Children & Adults; and Dr. Harold Rusk, prof. & chrmn of the Dept. of Med. Rehabilitation at Bellvue
9 Strike It Rich—Warren Hull mc
10:45 5 Richard Harkness & The News
11:00 4 Creative Cookery—Recipes
5 Ruth Lyons' 50 Club—Chatter
9 Egg And I—Continued Story
11:15 9 Love Of Life—Serial Drama
11:30 5 Big Picture—Army Film
7 Paul Dixon Show—Variety
9 Search For Tomorrow—Tale
11:45 9 Adventures In Health
12:00 4 Bill Evans Show—Variety
5 Noontime Comics—John Coons
7 Gayelord Hauser Program
9 Hi Ladies—Interviews
12:15 7 Bob & Kay Show—Variety Time
12:30 4 Garry Moore Show—Comedy
Guests: Noonan & Marshall, comedy team; Pauline Betz, woman lawn tennis champion, and Sandor Glancz, table tennis champion
5 Meet Mintz—Favorite Tunes
12:45 5 Newsroom—Late Information
9 Travelers' Sketchbook—Film
1:00 5 "Broken Dreams"—Feature Film
Randolph Scott & Martha Sleeper: father leaves baby when mother dies and goes to Vienna to study medicine; eventually he marries again
9 Chicago Cooks—Kay Middleton
1:30 4 First Hundred Years—Serial
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
9 Mike Wallace & Buff Cobb
"Steed of Study—Adult vs Child" discussed by: Victor D'Amico, from Museum of Modern Art; Ken Baldridge, dir. of the reading laboratory in N.Y.; and pianist Stan Freeman

COMING HIGHLIGHTS

NEXT WEEK—The new Easter fashions will be modeled by lovely Marguerite Piazza in an exclusive feature for women.



NEXT WEEK—Sam Levenson, one of the big stars of "This Is Show Business," joins his team mates in getting a lively treatment.

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.

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FRIDAY APRIL 4—cont'd

- 2:30 4 **Bert Parks Show—Musical**
 "Ain't It A Shame About Mame,"
 "I'm Late, I'm Late," "If This Isn't
 Love," & "It Had To Be You"
- 5 **Ralph Edwards Show—Quiz**
- 9 **Picture Payday—Quiz Show**
- 3:00 4 **"G.I. Honeymoon"—Feature**
 (see description Thurs. 11:30 p.m.)
- 5 **Kate Smith Hour—Musical**
 Guests: Sy Oliver and his orchestra
 and Lou Wills Jr., plus America
 Sings and a cracker barrel interview
- 9 **Russ Davis Show—Variety**
- 3:15 7 **America Prepares—Film**
 "Tale of Two Cities"
- 3:30 7 **Beulah Karney—Foods Show**
 Miss Karney prepares casseroles and
 garnishes, "running rabbit and the
 flying hen," and vegetable flowers
- 3:45 9 **Adventures In Health**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Barbara Moro—Creative Ideas**
- 9 **Telephone Game—Quiz Session**
- 4:15 4 **Film**
- 5 **Gabby Hayes Show—Tall Tales**
- 7 **Trade-Inn—Exchange Show**
- 4:30 5 **Howdy Doody Show—Puppets**
- 7 **Sagebrush Theater—Western**
 "Rainbow Over the Range"
- 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**
 "Gangsters' Den"
- 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**
 "Mud Pack Facials for Men"—comedy
- 7 **King Calico—Puppets For Kids**
 Problem: How to scalp a bald man:
 Answer: Give him a tepee to keep his
 wigwag; King Calico rides again, and
 the Indians scatter!
- 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**
- 6:20 7 **Sports Highlights—News Events**

- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Those Two—Comedy Skits**
- 7 **Say It With Acting—Charades**
 Maggi McNellis & Bud Collyer
- 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show—Musical**
 Como & Fontanes sing "A-Round the
 Corner;" Fontanes sing "Down by the
 Old Mill Stream;" Como and the
 chorus do "One Little Candle," & "It's
 Easter Time"
- 5 **News Caravan—John Swayze**
- 9 **Chicagoland Newsreel—Data**
- 7:00 4 **Mama—Domestic Comedy Skit**
 Nels is chosen for the lead in college
 play, "Romeo & Juliet," he's Juliet
- 5 **RCA Victor Show—Variety**
 Starring Dennis Day in situation com-
 edy with Verna Felton and Kathy
 Phillips
- 7 **Mystery Theater—Drama**
 "Case of the Deadly Derringer"
- 9 **Twenty Questions—Panel Quiz**
- 7:30 4 **My Friend Irma—Marie Wilson**
- 5 **Walt's Workshop—Creative**
 Dr. Durbahn discusses spring garden-
 ing and "So You're Going to Buy a
 House"
- 7 **Stu Erwin Show—Comedy Skits**
 Stu decides to save money by paint-
 ing the roof of his house, but when
 spray gun explodes so does his temper
- 9 **Life Begins At 80—Panel**
 John Barry moderator of panel
- 8:00 4 **Playhouse Of Stars—Drama**
 "Experiment" by Joel Hamel; story
 of a woman doctor with little time
 for romance in her life because of
 devotion to the development of a bad-
 ly needed serum
- 5 **Big Story—Newspaper Drama**
 Phil Clifford, reporter on the New
 York Daily Mirror, tells the story of
 the "Case of the Innocent Victim"
- 7 **Rebound—Film Drama**
 "One Night Stand" by Louis
 L'Amour; tale of an actor who im-
 personates Wild Bill Hickok & nearly
 dies with his grease paint on
- 9 **Down You Go—Panel Quiz**
 Dr. Bergen Evans moderator, panel:
 Carmelita Pope, Toni Gilman, Fran
 Coughlin & Robert Breen (see pg. 8)
- 8:30 4 **It's News To Me—Panel Quiz**
 Moderator John Daly with panelists
 Quentin Reynolds, Anna Lee, John
 Henry Faulk, and Madeleine Carroll
- 5 **Aldrich Family—Comedy**
 Henry does everything in his power
 to prevent Miss Hotchkiss, his teach-
 er, from coming to dinner
- 7 **Tales Of Tomorrow—Drama**
 "And A Little Child" starring Iris
 Mann & Frank McHugh; story of a
 child who is able to read minds

FRIDAY APRIL 4—cont'd

- 8:30 9 The Bacular Clock—Drama**
Buddy Ebsen, Harry Carey Jr., & June Preisser in story of a clock which reversed in time to save a city from an epidemic
- 9:00 4 Police Story—Drama**
True and authentic crime cases taken from official files of law enforcement agencies; Detective Stephens (James Gregory) of Nashville, Tenn.
- 5 Cavalcade Of Sports—Boxing**
Charles Riley vs George Araujo (10 rds. lightweight) bouts
- 7 Horizons—Discussion**
"The Future of Race Relations" discussed by Dr. Otto Klineberg, psychology professor, Columbia U.
- 9 Cavalcade of Stars—Variety**
Jackie Gleason mc presents Art Carney, June Taylor dancers and special guest, Dorothy Dandridge
- 9:30 4 Pope's Gourmet Society—Food**
- 7 Chgo. Klose Ups—Interviews**
- 9:45 5 Greatest Fights Of The Century**
Boxing film: Joe Louis vs Primo Carnera (June 25, 1935)
- 10:00 4 Ernie Simon—Curbstone Cutup**
Laughter, gags, and some antics under the State & Lake marquee
- 5 Weatherman—Clint Youle**
- 7 Courtesy Hour—Jim Moran mc**
Variety with vocal and instrumental acts performed by professional talent; Bruce Chase supplies music
- 9 "Sofia"—Feature Film**
Gene Raymond, Sigrid Gurie, Patricia Morison & Mischa Auer; operating in several capitals behind the Iron Curtain, American secret agents match wits with the Russians attempting to rescue imprisoned scientists
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Chronoscope—Discussion**
Gov. John Lodge of Connecticut is interviewed by editor William Huie on "The Eisenhower Campaign"
- 5 Clifton Uley With The News**
- 10:30 4 Musical Nite-cap—Tune Time**
- 5 Let's Look At Sports**
- 10:45 4 News**
- 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 "Affairs Of Jimmy Valentine"**
Feature film with Dennis O'Keefe, Gloria Dixon, Ruth Terry & George Stone
- 11:30 4 "A Detective Calls"—Film**
(see description Mon. 3:00 p.m.)
- 9 Chicagoland Newsreel—Data**
- 1:00 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)



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Well, here he is, boys and girls—Hopalong Cassidy, the top favorite cowboy. How many of you would recognize Hoppy in this outfit, though? Here Hoppy is all dressed up for one of his rare trips into the city. I wonder if you would be able to tell him from other people on the street.

This week, I have a special big contest for you. Just by luck, I happen to have two hundred full page pictures of Hopalong dressed up in his cowboy suit, with two big six guns. And each picture is autographed by Hoppy himself.

If you want to win one of these fine pictures, pay close attention to this week's contest.

Now here are some of my weekly winners:

Judith Baeringa, Chicago, and Judy Kratschmer, Elmwood Park, Ill. tied for first place. Sandra Blank, Kenasha; Dorothy Butler, Aurora, Ill.; Pa-



ricia Cherkasky, Chicago; Peggy Ann Frey, LaGrange, Ill.; Betty Galbeck, Chicago; Donna Gullen, Chicago; Nancy Itnyres, Aurora, Ill.; Ruth Kakacek, Jr., Chicago; Mary Ellen LaPres, Chicago; Marianne Miller, Rensselaer, Ind.; Gail Sandman, Chicago; Eugene Scheer, New Lenox, Ill.; Thomas Slane, Chicago; Sandy Steenbergen, Chicago; Danna Tolan, Minonk, Ill.; Carol Wurtzinger, Woodstock, Ill.

THIS WEEK'S CONTEST: What do you like to do on Saturdays? Write me a little note and tell me. For the best 200 letters, I'll award each one a fine autographed picture of Hopalong Cassidy. Mail to Uncle Herbie, % TV Forecast, 185 N. Wabash avenue, Chicago 1, Ill. before Sunday April 6.

WIZARD'S BIRTHDAY

When Mr. Wizard's first birthday on television came around, we should have guessed that something fancy would happen. Look at the picture, and you'll see what we mean.

Here's Don Herbert, who plays Mr. Wizard every Saturday on channel 5. As long as this is his first TV birthday, he had only one candle to put on his birthday cake. But that didn't stop Don—much.

Just look at the size of that smoke. And you can bet there was a giant "bang" to go along with it. Young Bruce Lindgren is there too, but he is probably underneath the table.



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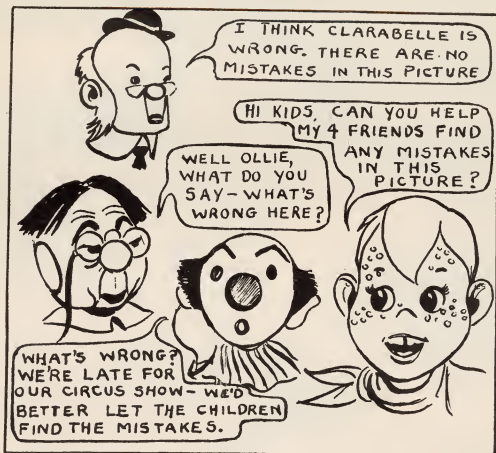
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LITERATURE
WRITE

MR. AND MRS. CED WHITE
LIGHTNING DUDE RANCH
R. R. KNOX—IND.

MOLLYCUES

by MOLLY POTKIN

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Our little friends seem to think there are some mistakes in this picture. There must be, if they say so. On a separate

paper, make a list of all the mistakes you find here. Can you draw a picture of any one of these friends of ours?

Mail this week's contest entries to Mollycues, % TV Forecast, 185 N. Wabash avenue, Chicago 1, Ill., before Monday, April 7. First prize is \$1, second prize 50 cents, next 15 prizes 25 cents each. In cases of ties, winners will be judged on neatness and originality. Solutions will be given here next week.

Last week's bird was the robin.

Can you make a hairpin walk?

MOLLYCUES WINNERS

Jackie Burns, LaPorte, Ind; Jacquilyn Eisel, Chicago; Carol Gendron, Chicago; Don Gordon, Franklin Park, Ill; Sally Holassy, New Carlisle, Ind; Judith Justak, Cedar Lake, Ind; Ellen Lind, Mokenca, Ind; John Lowery, Chicago; Arlene Menaker, Chicago; Sue Morrissey, Lake Geneva, Wis; Janet McClain, Chicago; Dennis McClellan, Council Bluffs, Iowa; Karen Nuske, Wanatah, Ind; Patty Smith, Williamsport, Ind; John Sullivan, Chicago; Judy Wells, Kansas City, Mo; Joan Wilson, Chicago.



Place a hairpin on a butterknife and let the hairpin touch the table lightly, but don't let your fingers touch the table. The vibrations of your hand will make the hairpin walk along the table.



This pert little bundle is Maureen Cannon who sings a big song on the "Paul Whiteman Revue" on Sunday nights, at 6:00 p.m. on Channel 7 (WENR-TV).

Overlook Chicago Small Fry In '52 Baseball TV



by
ED PAZDUR
Sports Editor

IF Chicago's small fry go up in arms this summer, it'll be for good reason. Linn Burton's "Knot-Hole Gang" TV show, preceding the baseball games, will not be televised this year.

In New York, kids will be given an opportunity to display their talents on Happy Felton's "Knot-Hole Gang," preceding every Dodger home game over WOR-TV and Theatre-TV. And in Boston, the major league aspirants will be taught how to play major league ball by major leaguers. It is expected some 10,000 boys will view the 15 minute TV show in which they'll be taught batting by Tommy Holmes; infield play by Billy Jorges; pitching by Bucky Walters, etc.

That leaves Chicago youngsters on the proverbial limb as far as athletic video entertainment goes. Chicago's juvenile athlete will have to remain content with such shows as *Super Circus* and *Kukla, Fran & Ollie*. *If you would like to see a sports show of your own, kids, write a letter of protest to TV Forecast, we'll forward them to proper channels. It may do some good!*

★ ★ ★

The NCAA with its surveys and scholarly dissertations on television becomes more ridiculous every year. The problem is how to televise big games without hurting the gate of smaller surrounding schools? What's wrong with televising them all? Smaller colleges can reshuffle their schedule to play Friday nights. Major colleges can continue to play Saturday afternoons. That way, schedules will not conflict and they can all pocket video revenues.

★ ★ ★

Mailbag: "... Joe Wilson was your No. 1 baseball salesman and because of him we attended many Cub games. . . .

"In protest we have cancelled our box seats at Wrigley Field and enclosed you will find a letter from business manager Jim Gallagher with which he also enclosed our refund. . . . We are great Joe Wilson fans, and are extremely disappointed that he will not be televising this year."—Mrs. J. H., Chicago, Ill.

Note: We sympathize with the way you feel about Joe Wilson. However, it is unfair to direct your anger at the Cubs. The Cubs pioneered TV and would gladly permit WBKB to televise. Because WBKB was unable to obtain rights to White Sox games, they dropped baseball rather than carry one-half of the baseball season.

Small Fry Strike Out



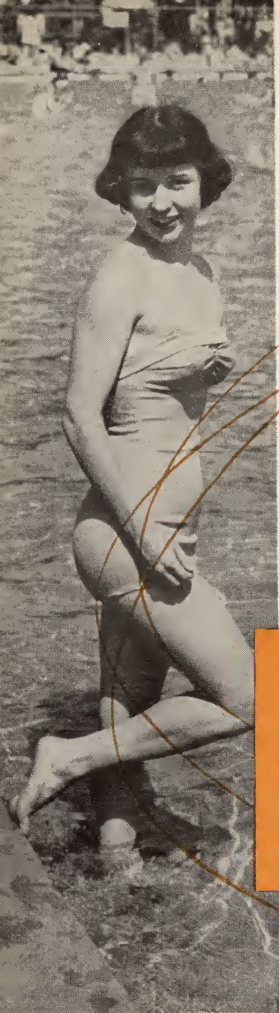
BURTON

Unfair Criticism?



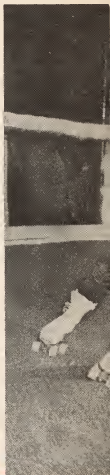
GALLAGHER

They're back—



Proving glamour blends well with the Derby is Chicago Westerner Barbara Mateer (left), relaxing in a pool during a Miami series.

Millie Bruno (below) of the New Jersey Jolters is caught in this bit of action, about to bounce on the seat of her skating trousers.



the *Wheeling Madcaps!*

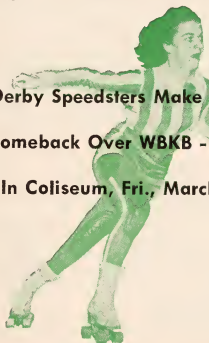


Mary Ciofano (above) of the Chiefs, goes crashing on the boards with Annis Jensen desperately trying to regain her balance. Jensen is a local favorite.

Derby Speedsters Make Video

Comeback Over WBKB - Open

In Coliseum, Fri., March 28



THAT controversial and precocious brat of television, the Roller Derby, returned to Chicago's video screens last week (Sat., 8:30 p.m., WBKB) and invades the Chicago Coliseum March 28 where the Chicago Westerners will match strides with the Jersey Jolters and Brooklyn Red Devils.

Although the current WBKB series is shown on film, negotiations are reportedly underway to pick up live CBS-TV coverage from the East. At this writing it is unlikely that the Coliseum activities will be televised live because of the inavailability of time.

It's been over a year since the Derby has shown on the West Coast but the orange groves of California have yielded a bumper crop of skaters. Elmer Anderson's Westerners are almost solely from Southern California where they first learned of the Roller Derby through television.

It takes a lot of wading before a youngster can develop into another Bert Wall (winner of *TV Forecast's* Award for 1951) or Annis Jensen. The average rookie stepping onto the track resembles a greenhorn stepping into the cold water of Lake Michigan for a swim. Strictly one foot after the other—and so-o-o-h slow.

It takes six months to whip one of these raw recruits into playing shape and another six months on the splinter detail of a league team's bench before he's ready to roll.

Most youngsters entering the game are at a distinct disadvantage in comparison to other sports. Neighborhood skating teams are rare and it thereby stifles interest. Coach Anderson, constantly on the lookout for new talent, commented: "It's tough to get into shape for Derby skating. With most of these kids, you have to start from the bottom."

Anderson and his staff start them off with endurance tests. They build them up to the point where they can pick 'em up and lay 'em down for an hour, take a three minute rest, and go back—

(Continued next page)

The *Wheeling Madcaps!*

(Continued from preceding page)

zooming around the 1/18th of a mile oval. After that comes the game itself, full of menacing elbows jockeying for positions.

The average rookie is a slim, speedy skater, five feet ten inches in height and about 150 to 160 pounds with strong wiry legs. On the distaff side, the gals find it an excellent medium for keeping trim. The average female derbyite re-



A heavy favorite among Chicagoans is Annis Jensen (above) putting new wheels on her skates just before getting into action.



The Roller Derby is rough on hairdos so Barbara Mateer, of the Chicago Westerners, regularly visits her favorite hairdresser, John Vienza, between trips.

quires six months longer to train than male skaters.

Rookies competing for most valuable awards this year are Charleen Purcell of Lourdes High School in Chicago; Helen Liska who learned her skating at Chicago's Arcadia Roller Rink; Danny Martin of Milwaukee; Bobby Gallardo of Los Angeles; Roy Barber of Brooklyn; Harriet Topel also of Chicago's Arcadia Rink; Larry and Dottie Zack of Chicago; Gloria Mack, Lee Frodelli, Terry Lynch, and Laura Ryan of New York, and Carroll Seifert of Cincinnati.

Cracking the ranks of the Derby is no snap, attests 18 year old Bob Joseph of Hollywood. "Back home on the local rinks, I was a pretty good skater and watched the Derby at every opportunity. It looked easy, so I decided to give it a whirl, thinking I could make a team and start getting some headlines. So, I went to Chicago, and brother, let me tell you I found out the hard way."

With the Roller Derby league pennant race entering its last lap, the Chicago Westerners and Jersey Jolters are again at each others' throats. These same two clubs have been battling for the league lead almost from opening day. If either team can gain a marked superiority over the other in the coming Coliseum series, the pennant race may be wrapped up early. Theoretically, the Jolters are favored to win in the stretch drive. With Milane, Brasuhn, Monte, Palermo, Porter, Janowitz and Lewis, they have more experience to stand up under any strain.

FREE!—FAN CLUB BUTTONS

Would you like a free Roller Derby button for yourself or your fan club? These beautiful buttons are available, free, of any team in the Derby. Merely mail a self-addressed and stamped envelope care of:

Ed Silver
Roller Derby Manager
Chicago Coliseum
1513 S. Wabash
Chicago, Ill.



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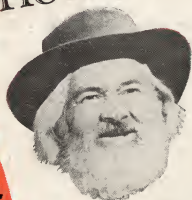
NEWSPAPER



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