

Easter Fashions with Marguerite Piazza



TV FORECAST

APRIL 5, 1952

complete, advance
TV PROGRAMS



GAY COMPTON

How To Treat Pets

15c

OVER 700,000 READERS

BEST IN TV
Every Monday Night

★ **THE**
PAUL WINCHELL-
JERRY MAHONEY
SHOW
7:00 P.M.

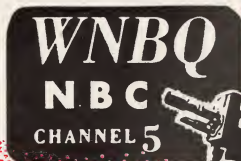


★ **VOICE OF FIRESTONE**
7:30 P.M.



★ **ROBERT MONTGOMERY**
PRESENTS . . .
8:30 P.M.

★ **WHO SAID THAT?**
9:30 P.M.



Channel One

NEW YORK—The Frank Sinatra demise from TV proved to be a costly try for CBS to knock the splinters from under king pin Milton Berle. The net lost an estimated million dollars on the crooner's variety opus. Realizing the Sinatra show was too much like Miltie's, a science-fiction program called "Out There" will take the CBS slot opposite Berle. . . . The grand lady of a great theatrical family, Ethel Barrymore, has been signed for a series of videopix (30 minutes each) in which she will serve as adviser, actress and commentator. Miss Barrymore's only TV appearance thus far has been with Jimmy Durante. . . . Watch for Edward R. Murrow's fine "See It Now" to switch from Sunday afternoon to an early evening slot on the same day.

A few sponsors, concerned about summer replacements for their programs, are considering running shows for a second time on kinescope while their stars are vacationing. Both Groucho Marx and Dinah Shore may wind up having filmed repeats shown during the hot months. . . . Dave Garroway's two hour morning show "Today" has tested its audience and discovered the average viewing time is 56 minutes per listener. . . . CBS's Saturday night problem (how to draw an audience in competition with "Show of Shows") might be solved when Jackie Gleason moves over from DuMont. The formidable lineup would then read like this: Ken Murray, Gleason and "Songs for Sale" in that order—an array which would probably knock a few rating points of the Caesar-Coca extravaganza.

Although "ol' debbil TV" has been accused of ruining every other business, the furniture manufacturers have thrown a new light on the situation. A furnishings exec says TV has helped pick up business 10%. Reason: people are staying home more and chairs and sofas wear out faster. . . . Actor-producer Eddie Dowling is the favorite to succeed George Abbott as emcee of the "Royal Showcase" variety stanza. . . . Marie Wilson, star of "My Friend Irma" says she's enrolling in a correspondence course to learn about love by male! . . . Dick Powell, the original choice to sub for Milton Berle while the latter is vacationing, did not get the job. The reason is that Powell wanted more than the sponsors were willing to give him—including his own choreography and director. Frank Fay is now working the two week period.

Ed Sullivan has made a heated appeal to Television Authority to enforce strongly the rule against guests plugging products other than a show authorizes. As a result of comic Romo Vincent putting in a clout for a beer company on Sullivan's show, Ed announced the comedian would never be booked on "Toast of the Town" again. . . . Jack Barry, moderator for "Juvenile Jury" and "Life Begins At Eighty." asserts that any model can tell you that inattention to diet can turn cheese cake into pound cake. . . . An idol of the bobby-sox group is a young TV star who has yet to sing a dreamy ballad. He is Don Hastings, the 17-year-old side kick of Al Hodge, Captain Video on the DuMont space thriller. Hastings already has fan clubs organized on Planet Earth and he has been virtually mobbed by young ladies at public appearances.



SINATRA



GLEASON



WILSON



HODGE

Over 700,000 readers

contents

Hal Tate Revealed.....	5
How To Take Care of Pets.....	6
This is Show Business.....	8
Easter with Marguerite Piazza.....	10
Your Pantomime Party.....	13
Your Presidential Choice.....	17
Latest Review Board Findings.....	21
Guess the Mystery Faces.....	36
Meet the Champ (Boxing).....	40

PROGRAM LISTINGS

Saturday	12
Sunday	16
Monday	20
Tuesday	25
Wednesday	29
Thursday	33
Friday	37

FEATURES

Channel One	3
Letters to Editor.....	4
Jack Mabley's Column.....	24
Backstage Diary	32
Ed Pazdur's Sports Column.....	43
Uncle Herbie	44
Mollycue Puzzles	45
Chub McCarthy's Column.....	46

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Letters to the Editor

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

On radio, My Friend Irma has always been one of my favorite programs. But on Television it is thoroughly spoiled by the indecent clothes worn by Marie Wilson.

Chicago, Ill.

MRS. P. KROLIN

I think Al Pearce has a wonderful show. Why can't it be on some night so the men can see it too? Al himself is even better than Arthur Godfrey.

Niles, Mich.

MRS. ERNEST WALSH

I think it's a waste of money for a sponsor to acquire an MC like Groucho Marx. His unmitigated gall is uncalled for to say the least. Those who watch him should sterilize their sets afterward.

Chicago, Ill.

ART KELLY

What has happened to the Langford-Ameche show? I was most disappointed to hear it will no longer be on.

Elgin, Ill.

JUNE GRADY

(Ed. note: The sponsor felt that the show's ratings didn't merit such a high budget.)

How dare the CBS people set themselves up as "moral judges" of Hal Block's participating remarks on "What's My Line." If their righteousness is so outraged, why don't they murder some of their murder programs.

Chicago, Ill.

G. M. WEGNER

If any apologies are due about Hal Block, they should be forthcoming from those minds that are so dirty they have to ignore Hal's naive humor and search below the merry surface for innuendo. . . .

Mattawan, Mich.

MRS. RAYMOND BRACE

. . . Without Hal Block, "What's My Line" would be a sheer waste of time. . . .

Sheldon, Ill.

MRS. ANN BISHOP

I approve very highly of the Roy Rogers show, but why doesn't Roy change that shirt.

Valparaiso, Ind.

MISS PATRICIA DAVIS

Those people who complain about TV programs could remedy things by just twisting the knob. But instead they reveal their twisted personalities.

Kansasville, Wisc.

MRS. CHARLES L. HUFF

(Continued on page 29)

HE BREAKS NO RECORDS

But Jockey Hal Tate
IS A Loop Institution



IT'S not generally known, but Ken Murray was invented some time ago by an enterprising New York promoter in order that the East Coast might rival Chicago in one of its gaudier institutions—a genial, cigar-eating man about town called Hal Tate.

Right now, Hal is best known in TV circles as the disk jockey man who comes into the parlor each Sunday with a catchy assortment of tunes, short films and show business celebrities. There's also a generous display of what this country needs most—a good, five cent cigar.

But his earlier life has been a varied and interesting pilgrimage through almost every phase of the video industry. Hal packages a radio show with a mystery gimmick and peddles it nationwide. And he has also produced and directed, and at one time covered the Chicago field as local editor of Radio Daily publication.

Among the weird & wonderful assortment of personalities that abide on the northeast corner of the Loop district, Hal Tate is in the front ranks on the basis of pure color. It's said that on a clear day, his conversation can be heard echoing among the canyons of LaSalle street, a distance of almost a half-mile.

But Hal has a heart great enough to match the volume of his voice, and many folks in show business will attest to his generosity. There's no one shrewder in sensing the latest angle in the entertainment field—his latest sure-fire scheme is a small, saleable program using the unique sketches of Abbe Lane's great & good friend, Xavier Cugat.

Hal has sometimes been described as one of the last survivors of the Ran-



dolph street Rover Boys, but such a term is unkind, because he's still a young man in his forties. It IS true that he represents certain aspects of Phineas T. Barnum days—flamboyant style, breezy manner and everything on a "first name" basis.

In these days, the entertainment business has largely been captured by the boys with hand-painted ties, mink-coated women and phoney Florida sun-tans. They're a tight-fisted, garrulous bunch whose talk is several figures higher than their earned incomes. Hal, who has made and lost several tidy fortunes, is a refreshing change in the grand manner from that set.

The Hal Tate Disk Jockey Show is seen on channel 4 (WBKB) every Sunday at 3:45 p.m.



Gail and Friend

by GAY COMPTON

(of WGN-TV's Pet Shop)

"Daddy has a strict rule in THE PET SHOP about Easter pets, and I think it is a good one for everyone to follow. The rule is: Never buy a duck, baby chick or rabbit unless you have the proper place to take care of it and the right equipment.

The humane societies do not like pet shops to sell chicks and ducks because most people who buy them do not understand their care. A day-old baby chick needs a lot of attention.

First it must have a warm hover or place to stay as it can catch cold very easily. You can make a nice place for your chick by using a cardboard box, put it upside down with a doorway cut in it, then cut a hole in the top and hang an electric light bulb inside the box. This will keep the chick warm.

In feeding the chick be sure you have chick mash in front of it all the time. Also it must have a constant supply of clean water and it must *not* be ice cold water. You probably will have to go to a feed store to get the right food. If your pet shop is a good one they will be able to sell you a proper diet for the chick. Please don't handle the new chicks too much as they are not used to it and may become frightened. Don't buy any chicks that have been colored by dyes. It's against the law to sell them.

Just about the same facts hold true for ducks. A duck will love some oatmeal, and it's a lot of fun to watch them splash around in a dishpan full of water. But before you buy a duck or a chick just remember they need a good deal of care and are not the cleanest animals in the world.

For a bunny be sure and get rabbit

THE PET

How to Care for Easter Pets



Gay Compton, 10-year-old daughter of the Pet Shop proprietor, poses with two of her animal pals, a duck and a goat, in her new poodle cut.

pellets which make a fine food as they are composed of alfalfa and other basic foods needed by rabbits. Give them plenty of water and a nice warm place to sleep. Lettuce and other greens will make them happy.

Whatever kind of pet you get this Easter please take good care of it and don't be cruel or thoughtless. When you get a pet you become responsible for it just as your parents are responsible for your happiness and good health."

Got a precocious dachshund you want to show off? Or a calf, perhaps, that has made a round-trip solo ride on a railroad? Or an opossum you found under your back porch?

Chicago television has contrived a mecca for such creatures. In the TV



SHOP

TV's Animal Kingdom



Gay in her B.P. (Before Poodle) hair-do is shown with three generations of the Compton's Boxers. Tuffy (left), Bingo (right) and new arrival.

land of fantasy and make-believe, cameras are focused each Saturday evening on the proprietors of "Pet Shop" and the inmates who populate the premises. Gail Compton and his 10-year-old daughter Gay hold court in their animal kingdom while "subjects" the country over display their pets, boast of their intelligence and discuss rearing problems.

Anyone can get into the act—as long as he brings a pet. Even the famous and near-famous have appeared. In the past year, for example, guests have included Cartoonist Chester Gould and his Mugs, a Great Dane who is also one of the primary characters in Gould's "Dick Tracy" comic strip; John Cuneo Jr.'s baby elephant; Colonel R. R. McCormick's dachshund Mexy; Gus the

famous Great Dane owned by restaurateur Riccardo, and two ponies in the Curtiss Candy Company team which performs at numerous horse shows throughout the country.

The cast of former characters has included alligators, owls, burros and lion cubs. Regulars on the show are Sissy the poodle, Tigger the chihuahua, and Charley the monkey who, in his numerous appearances, has proven himself both a comedian and champion scene-stealer.

All monkeys aren't as cooperative as Charley, however. Gail will attest to that. He recently spent nearly two weeks in bed recovering from shots administered him when one of his guests—a high-spirited monkey—ungratefully bit a chunk out of his arm.

Business has been so good, Gail says, that plans are being made to remodel the Pet Shop. Charley will have his own house of bamboo with the latest in monkey architecture and comfort. A combination maternity ward and nursery are also planned for kittens, ducks and puppies so that viewers may watch them grow.

You won't find the Pet Shop address listed in any phone book, but apparently it has carved a permanent address in the hearts and minds of its viewers. This was illustrated not long ago when a Connecticut viewer, visiting briefly in Chicago, enlisted the aid of a personal shopping service to obtain the Pet Shop address. The gentleman made it clear, the personal shopper explained to Gail, that he wasn't "planning to buy anything . . . he just wanted to browse around."

Pet Shop can be seen each Saturday at 6:30 p.m. on WGN-TV (Channel 9).



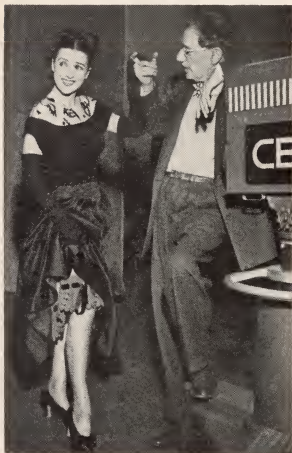
THE sight of a fully clothed ex-school teacher plunging into a tank of water on television recently must have caused some fans to comment "This is show business?"

Ironically, the name of the show was "This is Show Business." For three years it has acted as a sort of court of Human Relations for show folk to air their problems. Such shenanigans are not a normal part of the proceedings, but this touch of the unexpected is one of the reasons that the show is one of the top-ranked on TV.

The original format of the program is fortunately kept firmly in the background. The contrived problems of the entertainers are quickly passed over and the panel and guests then get a chance to do their stuff.

The roster of talent that has appeared on the show reads like a directory of show business. From low comedy to grand opera, practically any type of act is liable to appear, swap dialogue with the panel and then get down to the business at hand, entertainment.

While the acts that appear on the show are usually topnotch, it is the



George S. Kaufman and guest panelist Gypsy Rose Lee, famed stripper, talk things over backstage.

It's More Than Soap Opera

THE PROBLEMS

panel that takes the program out of the "just another variety show" category.

The ex-school teacher whose splash was heard and enjoyed round the co-axial cable was the plump and jovial Mr. Sam Levenson, late of Brooklyn. Sam along with irascible George S. Kaufman and erudite moderator Clifton Fadiman comprise the entire regular cast of the show.

Sam, the critics persist, is a humorist, not a comedian. Then his baptism as a comedian must have taken place when he plunged into the pool after Divena, a water ballerina. His swooping and swerving under water with Divena was one of the wackiest ballets ever staged.

The fact that Sam Levenson is a regular panelist is a tribute to the show's persistence and taste. Sam, after approximately ten appearances in an entertainer's role, was drafted into a regular berth. The Levenson humor is so warm and so honest that practically everybody can see something of himself in the same situation. What a Russian playwright would make into a great tragedy, Sam can turn into good-natured comedy. Take the story of his mama and the pushcart peddler.

"Mama had to bargain. Eight kids? With eight kids you got to bargain or nobody eats. And the peddler—he's poor, too. So one day on his cart there's a rusty old spoon. 'How much?' says Mama. 'A penny,' says the peddler. 'Too much,' says Mama. 'So?' says the peddler. 'Make me an offer.'"

Sam Levenson also has a television program of his own but unfortunately



OF SHOW FOLKS



no station in Chicago is carrying it.

Co-panelist George S. Kaufman is one of the legends of the American Theatre. The list of plays which he has co-authored include "The Man Who Came to Dinner," "Of Thee I Sing," "Stage Door," "You Can't Take it With You," and he is also the author of what Marx Bros. connoisseurs call the boys' classic film, "A Night at the Opera."

A line from "You Can't Take it with You" became one of the standard barbs of the nation. It took place when the mother of an aspiring ballerina asked the Russian balletmaster how her daughter was progressing. He looked carefully to see that no one overheard



TV FORECAST



Sam Levenson joins wife Esther and son Conrad in impromptu musicale. When Jack Benny was guest panelist Sam joined him in "Love in Bloom."

and said "Confidentially, she steenks."

George more recently has directed many Broadway stage hits and is responsible for the wonderful and rowdily staged "Guys and Dolls." On his own he has not been quite so successful, having a string of flops in the past five years. That may account for some of the vitriolic commentary from Mr. Kaufman on "This is Show Business."

Clifton Fadiman first gained nationwide fame as the chill-voiced emcee on the sharp radio quizzer "Information, Please." That he was picked to keep the dazzling wits on "Show Business" in line seemed to be a natural choice.

Fadiman has been for years one of America's leading book critics. For a time it seemed that every new book that hit the stalls bore the Fadiman seal of approval. He became as necessary to a book's sale as Good Housekeeping is to a baby's formula.

Mr. Fadiman was a friend of all the great literary figures of the thirties such as Sinclair Lewis, Alexander Woolcott and Robert Benchley. Rumor had it that Clifton could read a book at a glance and it even made Ripley. He actually reads at about 120 pages an hour if the reading is fairly light. At that rate the average novel takes him a couple of hours.

With the warmhearted Levenson, the sad-eyed and sarcastic Kaufman and the witty and genial Fadiman "This is Show Business" can boast of the best balanced panel on TV. Add to this the high class talent that guest star on the show and it comes out as one of the brightest half-hours on the air.

—Robert Cuniff

This is Show Business is seen Sundays at 6:30 p.m. on channel 4 (WBKB).



Marguerite Piazza

IT'S a giant seven-league stride from the period costumes of the Metropolitan Opera to the 20th century fashion scene. But Met and television star Marguerite Piazza will be making the transition

The Met's Marguerite—

NO EASTER

come Easter Day, 1952.

At that time she will share top emcee duties with Dave Garroway, describing the annual Easter Parade on New York's favorite glamour stretch, Fifth Avenue. The duo will face the NBC cameras from their vantage point in the Palm Court of Hotel Plaza, the traditional brunching place on Easter.

What combination of talent makes this singing star eligible for the Easter commentary slot? In addition to her operatic talent, Miss Piazza possesses a unique clothes consciousness with which she cuts a pretty figure in the fashion world. Recently, the Fashion Academy voted her the best-dressed in opera.

One of her cardinal fashion rules is: Select a wardrobe according to your way of life. For her it means a wide variety of glamorous evening and cocktail dresses, since a major portion of her time is spent making personal appearances.

Practical, despite the demanding extravagance of her social position, Miss Piazza keeps her wardrobe down to a budgeted minimum. She buys one new suit each season and wears it for luncheons and business engagements. For rehearsals and at home she favors casual skirts and sweaters or blouses.

Her backlog of these casual clothes is brightened each season with accessory touches—a colorful scarf at her throat, a gay hankerchief tucked in her pocket or a conversation piece costume pin.

Another Piazza basic fashion rule is her theory that there's never too much of a good thing. When she finds a style she likes—in shoes, evening dress or accessories—she duplicates it in different colors and textures, or adapts it for various occasions and seasons. Save shopping time, too.

For Marguerite Piazza, 1952's Easter



Met and television star Marguerite Piazza confers with David Evins, shoe designer, about appropriate footwear fashions for this year's Easter parading.

parade will be more than a matter of describing what styles are being aired on America's avenue of fashions. She'll be reflecting designers' trends in suits by Florence Lustig, shoes by David Evins and hats by John Fredericks.

Marguerite Piazza is a regular guest on NBC's "Your Show of Shows" which is seen each Saturday from 8 to 9:30 p.m. on WNBQ (Channel 5).

—Shirley Elman

● A southern belle who brought her talent above the Mason-Dixon line, Marguerite Piazza boasts a Jill-of-all-trades background in show business.

In college she was a singer, dancer, actress and cheerleader. Then she turned to radio singing. A position as church soloist followed with Sunday morning

PROBLEMS



routines including quick trips among four churches—Catholic, Episcopalian, Presbyterian and Methodist.

Religious music didn't thwart her operatic and social aspirations, however. After she was named queen of New Orleans' Mardi Gras, she achieved success in "I Pagliacci" with the New

York City Center Opera Company which led to engagements in Chicago and New York.

In private life she is wife of James Graves McDonald, a Memphis industrialist who is now her personal manager. The McDonalds have one son, James G. McDonald II, born last June.

Saturday April 5

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

9:45 9 **Magic Carpet**—Film Short
"Jumpers"

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

7 **Betty Crocker Star Matinee**
Josephine Hull and Ernest Truex in "Night School"

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: Lotte & Joe Anders, unicyclists & jugglers; Lucy Gilette, aerialist; and Hunt's Liberty Horse

7 **City Hospital**—Drama
A heart attack that never really happened, & a skeptic of psychosomatic therapy are the basis for this story of Dr. Crane's (Melville Ruick)

9 **Morning Movie Time**—Film
"Two Little Raccoons"

11:30 7 **The Professor**—Drama
Joseph Schildkraut in "A Gift For Judy"

9 **Adventures In Health**—Film

12:00 4 **Pantomime Party**—Antics
Clark Davis, Bill Cain, and Ellen Scott combine talents for moppet session (see story on page 13)

7 **Test Pattern To 4:00**

9 **"Fit For A King"**—Feature
Film with Joe E. Brown, Helen Mack, & Paul Kelly; on liner bound for Europe cub reporter gets a scoop

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

12:45 4 **Film**

(Continued on page 14)

movie

SATURDAY

- 12:00 Fit For A King
- 1:00 Black Market Babies
- 1:15 Secrets Of A Co-Ed
- 2:30 Where The North Begins
- 4:00 Rimfire
- 7:00 Bush Pilot
- 8:00 Feature Film*
- 10:00 Topper Takes A Trip
- 10:00 Feature Film*
- 11:00 Monster Maker
- 12:15 Army Wives

SUNDAY

- 9:45 Waterloo Road
- 12:00 Trigger Trio
- 12:30 Mr. Muggs Rides Again
- 2:00 Killer Bill
- 4:00 That I May See
- 6:00 Prairie Chickens
- 8:30 Feature Film*
- 9:30 Devil's Cargo
- 10:00 And Then There Were None

MONDAY

- 1:00 King Kelly U.S.A.
- 3:00 Black Market Babies
- 7:30 Feature Film*
- 9:00 Caught In The Act
- 10:00 Feature Film*
- 11:30 Sheriff Of Redwood Valley

TUESDAY

- 1:00 Sarong Girl
- 3:00 Mr. Muggs Rides Again
- 8:00 The Courtney Affair
- 10:00 C-Man
- 10:30 Feature Film*
- 11:30 Junior Prom

WEDNESDAY

- 1:00 Criminal Investigator
- 3:00 Junior Prom
- 7:00 Blockade
- 8:30 Feature Film*
- 10:00 Repeat Performance
- 11:00 Feature Film*
- 12:00 Wildfire

THURSDAY

- 1:00 Lure Of The Islands
- 3:00 Wildfire
- 10:00 My Son The Hero
- 11:00 Mr. Celebrity
- 11:00 Amazing Adventure
- 11:30 Rubber Racketeers

FRIDAY

- 1:00 Hill Number One
- 3:00 Rubber Racketeers
- 10:00 Great Mr. Handel
- 11:00 Feature Film*
- 11:10 Grissly's Millions
- 11:30 Story Of Two Orphans
- *Title To Be Announced

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

A REMINDER

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



The three partners ham it up in preparation for one of their pantomime comedy routines. Left to right, they are Clark and Ellen Davis, Bill Cain.

Every Saturday noon a fraternity of husky truck drivers converges on a bar down in Chicago's stockyard district to watch television.

Like Tom Sawyers who simmer down when their Aunt Pollys catch them in a moment of mischief, these dust-caked tourists of the open road lapse into a sphinx-like hypnosis.

Who's responsible for this sudden metamorphosis? A couple of guys and a gal who have centered their mimicking talents on entertainment for the younger set. They've come up with "Pantomime Party."

The two fun-loving clowns (former disc jockeys) who burlesque their way through the comedy spheres admit they don't know whether "the men come to see us or whether we drive them to drink." But apparently it's the former. The truckers have formed a loyal 20-member fan club, with eyes and ears so tightly glued to the bar's TV set each Saturday that not even a tall foaming glass of amber liquid can pry them loose.

The "two men with records"—as they prefer to call themselves—are assisted in their mad antics by a rubber-muscle girl who since her arrival from Germany in 1937 has made a "name" for herself by becoming a professional dancer and marrying Clark Davis, one of the two comedians.

Clark and Ellen and their partner, Bill Cain, ape the motions while Durante and Traubel, Peggy Lee, Frankie Laine or another of many name stars

PANTOMIME PARTY

Ellen's Hanging Around Two Men with Records

vocalize in the background—on records, of course.

Bill and Clark, both in their mid-twenties, have been partners in 'mime since they met back in 1943 during their high school days at Senn. Although the pursuit of higher education more than once interrupted their dramatic roamings, they never completely broke up the team.

Bill took time out to graduate from DePaul University college of law and now spends his week days as a trial lawyer in the civil and criminal branches. Clark's alma mater is the Goodman Theater where his training spurred him to position of television and radio director of a large national ad agency.

In their spare time, the young professionals clowned and joshed, much to the amusement of Clark and Ellen's young son and Bill's two nephews. This enthusiastic reception was the cornerstone for Pantomime Party antics. A few months ago, Clark and Bill brushed up their routines, polished their salesmanship and peddled their wares. One week later they were on the TV lanes with Pantomime Party.

Today the trio has reached another peak of glory: One television manufacturer uses Pantomime Party instead of test patterns to test his sets!

Pantomime Party can be seen from 12 to 12:30 p.m. each Saturday on WBKB (Channel 4.)



Bill Cain



Clark Davis



Ellen Davis

SATURDAY APRIL 5—cont'd

1:00 4 "Black Market Babies"—Film
Feature with Kane Richmond, Ralph Morgan, & Teala Loring; tale of an organization where illegitimate offsprings are offered for adoption

1:15 9 "Secrets Of A Co-Ed"—Film
Feature, Otto Kruger, Tina Thayer, & Rick Vallin; noted criminal lawyer, boss of gangsters, admits murder

2:30 4 "Where The North Begins"
Feature film with Russell Hayden & Jennifer Holt; Sgt. Lucky Sanderson, Canadian Mounted police, brings to justice a band of whiskey traders

9 Madison Sq. Garden Events

2:45 5 How To Vote—Instructions
Casting of ballots on a machine & proper method of marking a paper ballot; Jack Angell mc & interviews

3:00 9 Portraits Of The West—Film
"Prairie Outlaws" feature film (1st showing) with Eddie Dean, Roscoe Ates, & Sarah Padden; western in which the boys help a telegraph company put its line through

3:15 5 Nature Of Things—Science
Dr. Roy K. Marshall discusses

3:30 5 City Desk—Discussion
William Ray, NBC newsman, 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
"Song of the Range"

9 "Rimfire"—Feature Film
James Millican, Mary Beth Hughes, Reed Hadley, & Henry Hull; western about an undercover agent who in his search for hidden gold solves a series of ghostly killings

4:30 5 Youth Wants To Know—Talks
Teenagers debate a problem & question their guest Al Capp

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
"Reds Launch Spring Offensive" major defenses along the Lincoln-Line above Seoul; withdrawal to position across Imjin River destroying facilities behind them; tank-infantry team holds off Chinese columns

5:00 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
"Old King Coal" experiments showing some of the well-known & little-known uses of coal for heat & power demonstrated by Don Herbert

7 Flip The Frog—Film Cartoon
"Lunch Room"

9 Adventures In Health—Film

5:40 7 For Cowboys Only—Western
"Ghost Guns"

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
"Andrew Carnegie" and "Thomas Mann" excerpts from their lives, and an explanation of why & how they became famous

9 Pet Shop—Gail Compton mc
Gail's in for a surprise when Mrs. Eleanor Duvall brings down a Japanese akita; he's asked for some advice from 11 yr. old Judy Coffin on how to train her Bantam hen; Bingo will have his portrait done by Dorothy Frische (see pg. 6)

7:00 4 Ken Murray Show—Variety
"Salute to the FBI" documentary featuring J. Edgar Hoover; Norman Willard Pistoleers; Girl of the Wk. production "St. Louis World's Fair" with W. C. Handy, singer Roberta Quinlan, & the Lanes, teeter-board act; Johnny Johnston is featured in dramatic sketch

5 All Star Revue—Variety
Host Ed Wynn presents special guest vocalist Dinah Shore

7 Paul Whiteman's TV Teen Club
Nancy Lewis and Junie Keegan assisting "Pops" in teenage variety present guest artist Hans Dirckson, a young Dutch pianist

SATURDAY APRIL 5—cont'd

- 7:00 9 "Bush Pilot"—Feature Film**
Rochelle Hudson, Jack LaRue, & Austin Willis in a fast moving story of the pioneers of the air
- 7:30 7 Sports Camera—Film Short**
- 8:00 4 Wonderful Town—Musical**
Faye Emerson salutes "Fashion Town"
- 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, & guest hostess Betty Furness
- 7 Feature Film**
- 9 History In Action—Film**
- 8:30 4 Roller Derby—Action Film**
Watch the stars of the track as they fight for points; Ken Nydel describes the track action
- 9 Wrestling From Marigold**
Jim Doble vs Lou Briton; Ray Urbano vs Reggie Lisowski; Johnny Mochy vs Pat O'Connor; Frederick Von Schacht vs Farmer Don Marlin; and Jack Malkov vs the Great Togo
- 9:00 4 Crime Photographer—Drama**
Casey (Darren McGavin) saves a young girl from a frameup in "Second Chance"
- 9:30 4 Roller Derby—Continued**
- 5 Your Hit Parade—Musical**
Tunes you've voted as favorites
- 10:00 4 "Topper Takes A Trip"—Film**
Feature with Constance Bennett, Roland Young, Billie Burke, & Alan Mowbray; the ghost of a dog & a beautiful girl cause havoc in the life of a conservative bank pres.
- 5 Grand Marquee—Feature Film**
- 7 Song Time—Musical**
- 10:30 7 Big Picture—Army Film**
"Reds Launch Spring Offensive" covering period 4/20 thru 5/20/51
- 11:00 9 "Monster Maker"—Feature Film**
J. Carrol Naish, Ralph Morgan, & Tala Birell in tale of doctor who experiments with human life for the money he can obtain from it
- 11:30 4 Film**
- 11:45 4 Murder Before Midnight—Film**
Shown in a continued series
- 12:15 4 "Army Wives"—Feature Film**
Elyse Knox, Marjorie Rambeau, & Rick Vallin in tale of a romance & marriage that the army keeps interrupting

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

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Inexpensive...Washable...Unusual patterns and colors

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We do one of the biggest Mink businesses in Chicago and must take mink coats in trade towards new ones. We close out traded-in ones at ridiculously low prices. For example, Nat. Ranch Mink Coat that cost \$3000 new, now only \$600. Sumptuous Wild Mink Cape Stole, originally \$2500, at \$450. Gorgeous Silver Blu Mink Stole, \$1250 when new, now \$350. Ranch Mink Coat, easily worth \$1000, bargain at \$250. Budget Terms.

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Present this ad
for free delivery



Sunday April 6

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

- 9:45 4 "Waterloo Road"—Feature Film**
John Mills, Stewart Granger, & Alastair Sim in a semi-documentary which probes domestic problems that arise in wartime
- 10:00 5 Palm Sunday Church Service**
St. Paul's Presbyterian Church of Phila., Rev. Dr. Clark Neale Edwards officiating at services
- 7 America At Church—Services**
From Bethany Reformed Church
- 10:45 9 Ghost Towns—Film Short**
- 11:00 5 To be announced**
- 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: Whitey Carson in display of ropin', shootin' and cowboy tricks, plus Clem Bollings' dog comedy act
- 11:30 4 Candy Carnival—Fun For Kids**
Gene Crane barker emcee with Barry Cassell, Bill Bailey, Don Lennox, and a talent tournament for those under 18 years of age
- 5 Live And Learn—Discussion**
Dr. Melville Herskovits, prof. of anthropology at Northwestern Univ.
- 7 Faith For Today—Religious**
Rev. W. A. Fagal, pastor of Washington Ave. Church, Brooklyn, interviews & musical portion by Gospel Singers, a male quartet
- 9 Health Aids—Commercial**
- 12:00 4 News At Noon—Ulmer Turner**
- 5 Frontiers Of Faith—Religious**
Palm Sunday program from Church in the Gardens, Forest Hills, L.I., N.Y.; Rev. Franklin P. Cole officiates
- 7 TV Garden Club—New Ideas**
Small trees & flowering shrubs belong in your landscaping plan as James H. Burdett will show you
- 9 "Trigger Trio"—Feature Film**
Ray Corrigan, Max Terhune, & Ralph Byrd (1st showing) in tale of a Great Dane who is a means of carrying out a rescue showing no fear of gunfire
- 12:15 4 Future Home—Jack Callaghan**
Select a new piece of property from the comfort of your present home
- 12:30 4 Chicago Forum Of The Air**
Linn Burton interviews Harold Stassen, Sen. Kefauver, and many others
- 5 American Inventory—Discussion**
"Your Insurance Dollar" with the Remo Bufano marionettes dramatizing story of importance role insurance plays in our American economy
- 12:30 7 Amateur Hour—Chgo. Talent**
Bob Murphy is host to competitors
- 1:00 5 How Does Your Garden Grow?**
John Ott minds his peas & carrots & shows viewers how to do likewise; helpful tips on the planting & care of early vegetables
- 1:15 9 Our World—Film Short**
- 1:30 4 Film**
- 5 American Forum Of The Air**
"When Should We Cut Off Foreign Aid?" discussed by Rep. Michael Mansfield (D-Mont) & Rep. Lawrence Smith (R-Wis)
- 7 Adventures Of Wild Bill Hickok**
Guy Madison & Andy Devine star
- 9 Test Lab—Demonstrations**
Spring sports equipment and vacation items come up for usefulness & practicableness; rods & reels, outboard motors, and metal vs wooden rowboat
- 2:00 4 Quiz Kids—Panel Game**
Joe Kelly quizzes Joel Kupperman, 15, Pat Conlon, 14, Naomi Cook, 13, Frankie Vander Ploeg, 7, and Lawrie Miles, 4
- 5 Fairmeadows U.S.A.—Drama**
An ironic twist indicates that village banker's grandson is responsible
- 7 Cisco Kid—Western Movie**
Duncan Renaldo as Mexican avenger
- 9 "Killer Dill"—Feature Film**
Stuart Erwin, Anne Gwynne, & Frank Albertson in comedy of lingerie salesman who gets involved in a gang war
- 2:30 4 See It Now—Edward R. Murrow**
What's happening around & about
- 5 TV Recital Hall—Musical**
Guest: Olga Coelho, folk singer
- 7 Adventures Of Kit Carson**
Bill Williams stars as Hickok with Don Diamond in the role of "El Toro"
- 3:00 4 CBS-TV Workshop—Drama**
"My Eyes Have a Cold Nose" with Albert Dekker and Peg Hiliass; a tribute to the seeing-eye dogs
- 5 Meet The Press—Discussion**
Martha Rountree and Lawrence Spivak present Frank McKinney, chairman of the Democratic National Committee
- 7 What's The Answer—Panel Quiz**
Mal Bellairs questions the moppets
- 3:30 4 State's Attorney Report—Talk**
John S. Boyle discusses conditions in Cook County
- 5 Hall Of Fame—Dramatizations**
"Ordeal By White House" with E. G. Marshall and Alfreda Wallace; some little known personal aspects of Grover Cleveland's 2nd term as pres.
- 7 Saddle & Sage—Western Film**
"Gun Smoke" chapter 1
- 9 Is It A Crime?—Drama**
If a person voluntarily returns money he has stolen, has he committed a crime? Panel of 4 is asked to judge

(Continued on page 18)

TAKE YOUR PICK!

On Television?

In The White House?



Ulmer Turner

THE Presidential poll being conducted by Ulmer Turner and *TV Forecast* rolls into its third 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.

So far the candidates pictured have included: Taft, Eisenhower, Kefauver, Truman, Kerr, MacArthur, Stassen and Warren. However, vote for whomever you please in the poll.

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:



proudly presents

TOOTSIE HIPPODROME

WITH JOHN REED KING AS M. C.



**TUNE IN
TODAY!
11:15 AM**

See Listing on This Page
**Television Carnival
PRIZES • CIRCUS ACTS**

SUNDAY APRIL 6—cont'd

- 3:45 4 Disc Jockey Show—Hal Tate**
Your favorites and the tunes they made famous; also celebrity interviews
- 4:00 4 Governor's Open House—Talk**
Gov. Adlai Stevenson and guests
- 5 Zoo Parade—About Animals**
Marlin Perkins and Jim Hurlbut show by demonstration that each animal has a distinctive personality; also a day in the life of TV star Heinie II
- 7 Super Circus—Big Top Fun**
Ringmaster Claude Kirchner presents Seven Marvels, teeter-board act; Clif-fy, Scampy, & Nickey in "Easter Pa-rade;" Mary Hartline & Super Circus Band; amazing exhibition of archery by Jim Lynch; tramp bicycle comedi-an Joe Jackson Jr.; R. E. Leonard and Rusty the wrasslin' bear in side show; and Nelson's Pigs
- 9 "That I May See"—Religious**
Film with Ruth Hussey, Ray Burr, & Richard Hale; tale of life of Christ
- 4:30 4 Park Livingston—Political**
- 5 Meet The Masters—Musical**
Trio of Jascha Heifetz, Artur Ruben-stein, & cellist Gregor Piatigorsky; three movements from Mendelssohn's "D-Minor Trio"
- 4:45 4 Film**
- 5:00 4 Mr. I. Magination—Stories**
Mr. I (Paul Tripp) takes us on a trip to Scotland to meet Bonnie Prince Charlie in "Waverly"
- 5 Roy Rogers Show—Variety**
"A Ride In The Death Wagon"
- 7 Space Patrol—Adventures**
Discovery of a rare ore deposit of exonium by an engineer results in a series of evil plots jeopardizing the lives of the members of the patrol
- 9 Stars Of Tomorrow—Amateurs**
Lee Bennett emcees talent variety
- 5:30 4 Bob Atcher & Sammy Squirrel**
Puppet antics with a gun-toting squir-rel, foreman at "Short Stump"
- 5 Those Endearing Young Charms**
Life's problems as faced by the Charm family as they go about daily chores
- 7 America's Town Meeting—Talks**
"Are We Spending Too Much On Congressional Investigations?" de-bated by Doris Fleenon, political writ-er (affirmative) and Sen. Charles W. Tobey (R-N.H.) negative; Geo. V. Denny Jr. moderator
- 5:45 9 This Is The Story—Drama**
A war that was won when a soldier kicked over a waste basket; second story: a life of adventure that began with a burnt steak
- 6:00 4 Gene Autry Show—Western**
Gene tangles with unscrupulous rail-road construction agencies in "The Poisoned Water Hole" when he finds a trail of dead cattle

- 6:00 5 Royal Showcase—Variety**
George Abbott emcee with Gorden Jenkins orchestra presents guests Frankie Laine and actor Paul Douglas
- 7 You Asked For It—Unusual Acts**
Art Baker fulfills viewers requests
- 9 "Prairie Chickens"—Film**
Feature with Jimmy Rogers, Noah Berry Jr., & Joe Sawyer; a couple of zanies trying to go somewhere with a broken-down Ford, one of whom is mistaken for rich owner of ranch
- 6:30 4 This Is Show Business—Variety**
Host Clifton Fadiman with panelists George H. Kaufman, Sam Levenson and guests comedian Chaz Chase, singer Snooky Lanson, dancer Helen Wood and Jacqueline Susann (see page 8)
- 5 Young Mr. Bobbin—Comedy**
Alex and his boss go fishing in a stream with no fish but eventually manage to make a "record" catch
- 7 Foursquare Court—Discussion**
Ex-convicts & members of the N. Y. State Parole Board talk on social prob-lems of men released from prison; Norman Brokenshire is moderator
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents Sophia Tucker and the Sadler Wells Ballet
- 5 Comedy Hour—Variety Time**
Hosts Bud Abbott and Lou Costello
- 7 Kings Crossroads—Film Drama**
Carl King narrates the film
- 9 Faith Of Our Fathers—Relig.**
St. Paul's Evangelical & Reformed Church; service conducted by Rev. Gerhard W. Grauer
- 7:30 9 Chicagoland Newsreel Review**
- 8:00 4 Fred Waring Show—Musical**
"The Museum" Egyptian queens & pharaohs will come to life to the imaginative eye of a little boy; "The Alphabet Song" by Bob Harris & Suzanne Lovell; "Benny the Bob-tailed Bunny" with Joanne Wheatley & Lumpy Brannum; Joe Marine & Glee Club will perform "Summer Is Comin' Along;" Valerie Lamoree, concert artist, will sing "Un Bel Die" from "Madame Butterfly"
- 5 Television Playhouse—Drama**
"The Room Next Door," with Arthur Treacher, Gene Lyons, Ben Lackland, & Dorothy Elder; comedy about a couple who try to push their unwill-ing daughter up the social ladder
- 7 Arthur Murray Party—Variety**
Hostess Kathryn Murray presents guests Anne Jeffries, Jackie Miles, Lloyd Nolan
- 9 Rocky King, Detective—Drama**
"The Tie Clip Murder" in which three women are suspected in a jewelry salesman's murder

SUNDAY APRIL 6—cont'd

- 8:30 4 Break The Bank—Quiz Game**
Bert Parks emcees quiz show with guest singer Polly Bergen
- 7 Feature Film**
- 9 Plainclothesman—Drama**
"Forty-eight Hours To Live" with Bill Mendrik, Carl White, & Rosemary Trinz; there are three suspects when a florist is found dead in the refrigerator room in his shop
- 9:00 4 Celebrity Time—Quiz Session**
Host Conrad Nagel & panelist Herman Hickman welcome celebrities on their 3rd anniversary, some of whom include Steve Allen, Mary McCarty, Victor Borge, Frank Sinatra, Sam Levenson, Ken Murray, Sammy Kaye, Fred Waring, Mel Torme, Faye Emerson, Jarmila Novotna, Mike & Buff Wallace, Ralph Bellamy
- 5 Red Skelton Show—Comedy**
Skits from Skelton's Scrapbook
- 9 Big Picture—Army Film**
Periods of fighting in Korea
- 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**
- 7 Youth On The March—Religious**
Dr. Percy B. Crawford conducts
- 9 Courtesy Theater—Feature Film**
(1st showing) with John Calvert, Rochelle Hudson, Roscoe Karns, & Lyle Talbot; murder of a race-track operator is the first in a series to confront the Falcon
- 10:00 4 "And Then There Were None"**
Feature film with Barry Fitzgerald, Walter Huston, Judith Anderson & others; an unknown killer stalks & murders, one by one, a group of marooned guests, ea. with dark past
- 5 Weatherman—Clint Youle**
What's the outlook for the week?
- 10:10 5 Dorsey Connors—Helpful Tips**
Ideas to solve housewives problems
- 10:15 5 Alex Dreier—News Report**
Data on events around the world
- 10:30 5 Sports Star Time—T. Duggan**
Interviews and news on sports
- 11:00 5 Battle Report—Washington**
Briefing of Amer. public on defense with John Steelman, moderator, & guest W. Averill Harriman, director of Mutual Security Agency
- 11:30 4 Eloise Salutes The Stars—Chat**
Interviews with Eloise McElhone
- 11:45 4 Ulmer Turner And The News**
(Stations reserve the right to change above listings without notice)

TV FORECAST

ENJOY



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TONIGHT

Easy to serve—
A treat for young
and old alike.

Tops with TV!

**GUARANTEE
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DAY	NIGHT	SUNDAY
ALL MAKES	ALL MODELS	

Factory Trained Servicemen
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BUCKINGHAM 1-5600

SUNDAY!

**FIRST RUN
★ FILM! ★**

**Devil's
CARGO**

*Murder!
Mystery! Intrigue!*

**"THE FALCON'S GREATEST
ADVENTURE"**

● John CALVERT ● Roscoe KARNs

COURTESY THEATRE

WGN-TV 9:30 pm

presented by
COURTESY MOTORS

3567 W. Grand

Monday April 7

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

- 7:00 5 **Today**—Dave Garraway
- 9:00 4 **Morning News**—Information
5 **Breakfast Party**—Variety
Mel Martin emcees morning antics
- 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 & Loretta White bake brownies, schaum torte, and angel pie
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
"The Middle Child" with Dr. Robert Gamberg & Dr. Norman Kelman
9 **Strike It Rich**—Audience Quiz
Guest: actor Bobby Breen
- 11:00 4 **Creative Cookery**—Recipes
After dinner cushion pulled mints and fresh vegetable minestrone soup
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 **Health Aids**—Commercial
- 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
Guest: comedian Bert Wheeler
5 **Meet Mintz**—Piano Tunes
- 12:45 5 **Newsroom**—Late Reports
9 **News Headlines**—Spencer Allen
- 1:00 5 **"King Kelly, U.S.A."**—Film
Feature with Guy Robertson, Irene Ware, and Edgar Kennedy
9 **Chicago Cooks**—Recipes & Tips
- 1:30 4 **First Hundred Years**—Serial
- 1:45 4 **Lucky North Show**—Interviews
- 2:00 4 **To be announced**
5 **Big Pay Off**—Quiz Program
9 **Mike Wallace, Buff Cobb Show**
"Gardening," discussed by editor William Berghold; Dr. Herman Baruch, former ambassador to Holland; author John Melogy; former actress Jessie Grahm; and comedian Sybil Bowan

- 2:30 4 **Bert Parks Show**—Musical
"Enjoy Yourself," "Totem Tomtom," "Blacksmith Blues," and "Me & My Shadow"
- 5 **Ralph Edwards Show**—Contest
9 **Picture Payday**—Quiz Game
- 3:00 4 **"Black Market Babies"**—Film
(See Sat. 1:00 ch. 4 for listing)
5 **Kate Smith Hour**—Variety
Kate presents "America Sings," comedian Paul Gray, teenage panel, and the Tuskegee Choir
9 **Russ Davis Show**—Interviews
- 3:15 7 **America Prepares**—Film
"Recreation Center Operation"
- 3:30 7 **Beulah Karney Presents**—Ideas
Dances, songs, & stories of Greece; also Easter festivities and food
- 3:45 9 **Health Aids**—Commercial
- 4:00 5 **Hawkins Falls, Pop. 6,200**
7 **Barbara Moro**—Creative Ideas
9 **Telephone Game**—Quiz Contest
Harold Isbell & Jane Quinn conduct this session
- 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
"Trigger Smith" feature film
9 **Music Ala Mode**—Jack Fuller
- 4:45 4 **Assembly**—Military Questions
Film "Economy Is Everybody's Business" presented by Chief Corey
- 5:00 4 **Kids Karnival Kwiz**—Film Game
5 **Cactus Jim**—Western Film
9 **Health Aids**—Commercial
- 5:30 4 **Silhouettes Of The West**—Songs
5 **Weatherman**—Clint Youle
7 **Tom Corbett Space Cadet**
9 **Trail Blazers' Theater**—Western
"Bad Men From Big Bend" feature film
- 5:40 5 **Dorsey Connors Show**—Ideas
- 5:45 4 **Window Shopping**—Commercial
5 **Public Life Of Cliff Norton**
"Verses Versus Violence" comedy skit
7 **King Calico**—Puppet Show
Giants gain a foothold, but where are their feet? King's Knight start into action
- 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**
(Continued on page 22)

MARCH FINDINGS

of the National Television Review Board

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

A MAJORITY REPORT, WITH COMMENTS ON INDIVIDUAL PROGRAMS



Moderator Jack Barry, shown here with members of Juvenile Jury. Show is tagged as Objectionable by NTRB for undue frivolity.



Renzo Cesana, who portrays the Continental, is labeled Objectionable by the Review Board because of a "dangerously ridiculous" program.

National Television Review Board

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

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

"—Censorship Is Not The Way To Better Programs"

TV FORECAST

Objectionable for Family

Stork Club—"Bad taste . . . tends to glamorize false values . . . too much emphasis on phonies and undesirables."

Juvenile Jury—"Frivolous regarding family authority and customs . . . bad taste . . . why doesn't someone spank the moderator?"

The Continental—"Program is dangerously ridiculous. Some elderly women are taking this seriously . . . has no business on the air for any reason. . . . Even women, at whom it's directed, should rebel."

Variable for Family

Wrestling—"False values . . . the Illinois Commission should either clean it up, or ban it . . . tendency to excite savage instincts and create unstable emotions."

Milton Berle—"Much improved although offensive in part. Justifies undress on TV . . . too bad a great comedian won't learn he's in family homes. Would suggest more imagination to eliminate off-color situations and portrayals of perverted individuals."

Compared to Last Month

Stork Club remains Objectionable
Juvenile Jury from Variable to Objectionable

Continental on Objectionable for first time

Wrestling remains Variable

Milton Berle remains Variable

Note to parents—Because of improvements made in **Howdy Doody** show, it was labeled as Approved last month and this month.

Definitions

Approved—Entirely or adequately wholesome, completely or sufficiently harmless

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

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

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

the all-star line-up



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



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



**Channel
4**

WBKB

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



AT 10:30 P.M.
**"Musical
Nite-cap"**
Chicago's newest
night-time variety show
with your host
Frazier Thomas.



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

MONDAY APRIL 7—cont'd

- 6:15 5 Goldbergs—Domestic Comedy**
The Goldbergs begin celebrating the
Passover Holiday; family wants Molly
to buy three fur pieces but she settles
for one so Rosalie can have new coat
- 6:20 7 Sports Highlights—Report**
- 6:30 4 CBS News—Douglas Edwards**
5 Those Two—Comedy Adventures
7 Hollywood Screen Test—Drama
William Prince is starred in guide
role, with Neil Hamilton emcee
- 9 Spencer Allen And The News**
- 6:45 4 Perry Como Show—Musical**
Perry & Fontanes sing "Umbrella
Man," others: "One Alone," "At
Last," and "Don't Send Me Home"
- 5 News Caravan—John C. Swayze**
9 Chicagoland Newsreel—News
- 7:00 4 Video Theater—Drama**
"Hunt the Man Down," by DeWitt
Copp; Broderick Crawford stars as
convicted murderer who escapes on
way to penitentiary and is helped by
a war buddy
- 5 Paul Winchell—Jerry Mahoney**
Dorothy Claire and Hilda Vaughn
- 7 Out Of The Fog—Mystery**
9 Earl Nightingale Show—Talks
- 7:15 9 Report To The People—Babb**
- 7:30 4 Arthur Godfrey's Talent Scouts**
Professional talent competition
- 5 Voice Of Firestone—Musical**
Guest soloist Eleanor Steber singing
"Were You There When They Crucifi-
ed My Lord?" "Ave Maria" from
final act of Verdi's "Othello," "In-
flammatius" from Rossini's "Stabat
Mater"; also Granier's "Hosanna"
- 7 Feature Film**
- 9 Johns Hopkins Science Review**
"The Sky Doctors" recent develop-
ments & research in various medical
aspects of the air force
- 8:00 4 I Love Lucy—Comedy Drama**
A spelling error sets Lucy & Desi off
on a repeat of their marriage in "The
Marriage License"
- 5 To be announced**
9 Park Livingston—Political
- 8:15 9 Cameracade—Film Short**
"Historical Institute"
- 8:30 4 Claudia—Story Of A Marriage**
Deciding to exchange an ugly wed-
ding gift, Claudia encounters the do-
nor, David's Aunt Agatha, in the store
- 5 Robert Montgomery Presents**
"O Evening Star" by Zoe Akins star-
ring Fay Bainter with Katherine Mes-
kill & Robert H. Harris; story of a
once famous Broadway actress who
tries for a comeback in films in her
twilight years

TV FORECAST

MONDAY APRIL 7—cont'd

- 8:30 7 Impact**—News Brought To Life
Austin Kiplinger presents the news
- 9 Health Talk**—Dr. VanDellen
"Brittle Bones" discussed by Dr. Harold Sofield, chief surgeon of the Chicago Shriner's Hosp. for Crippled Children
- 9:00 4 Studio One**—Drama
"Pontius Pilate" by Michael Dyne; life of Pilate and his wife Procula after crucifixion of Jesus which she begged him not to allow with Cyril Ritchard, Geraldine Fitzgerald, and Francis L. Sullivan
- 7 "Caught In The Act"**—Feature
Film with Henry Armetta, Iris Meredith & Robt. Baldwin; construction foreman becomes involved with protective association
- 9 Special Passover Program**
- 9:30 5 Who Said That?**—Quote Quiz
Walter Kiernan quizzes Bill Henry & guests, NBC Washington correspondent Richard Harkness, actress Jean Alexander; columnist Earl Wilson and correspondent Frank Tonniff
- 9 Challenge**—Drama, Music
Philip Lord with Chet Roble, Jacqueline James, the Four Jacks and Jimmy Blade; guests: Studs' Terkel, Sam Siegel & Eleanor Engle, plus drama of suspense and murder, "Storm Center"
- 10:00 4 Ernie Simon**—Curbstone Cutup
Join the man on the street as he interviews your friends
- 5 Weatherman**—Clint Youle
- 7 Page One**—News And Sports
- 9 Feature Film**
- 10:10 5 Dorsey Connors**—Helpful Ideas
- 10:15 4 Chronoscope**—Discussion
Dr. Sastroamidjojo will discuss "Indonesian Affairs" with Wm. B. Huie, editor, and Henry Hazlitt
- 5 Clifton Utley And The News**
- 10:30 4 Musical Nite Cap**—Melodies
Frazier Thomas is your host
- 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
- 7 Austin Kiplinger And The News**
- 11:30 4 Midnight Edition**—Ulmer Turner
- 9 "Sheriff Of Redwood Valley"**
Red Ryder feature for parents
- 12:30 9 Chicagoland Newsreel**—Reports

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

TV FORECAST

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HEY, BOB HOPE—

THIS AIN'T RADIO

by JACK MABLEY



I enjoyed playing the new game, WIDIWTCOT, so much last week I'm going to keep right on playing this week. Here are some more entries in What I'd Do If I Were The Czar Of Television.

I would:

Abolish Bert Parks.

Bring back to Chicago the show Author Meets the Critics, which WGN-TV dropped just when it was getting interesting.

Move either Robert Montgomery Presents or Studio One to Saturday evening, to accomplish two things—end the 9 o'clock Monday conflict of two drama shows, and give us something to watch Saturday evening.

Make Bob Hope drop all of his radio routines on his television shows.

Bring to a Chicago station a plan which a New York station, WOR-TV, is putting into effect soon. They will produce a full length play, a former Broadway hit, and present it five evenings a week. Thus viewers will be able to plan which night they wish to see it, and if they miss it Monday or Tuesday, will be able to see it on one of three remaining evenings. The plays will not be cut, but they will be cleaned up when necessary.

Double Paul Dixon's budget (making it \$20 a week). This man gets more fun and entertainment out of a nothing budget than anyone on the air.

End the blackout in Chicago of the Graziano-Robinson fight.

Let individual colleges, and not the

NCAA, decide which football games will be televised.

Make everybody on Howdy Doody stop shouting. (This would end the show.)

Bar forever from the air any man who opens a show by suddenly noticing the camera, and saying, "Oh, hello there."

Make every person in a studio audience sign a pledge at the door that they'll applaud only when they're entertained.

Make it a criminal offense for men to wear women's hats in front of the cameras.

Bring back Saturday Square, a summer replacement of a couple of years back, done in Chicago, which was better than nine-tenths of the variety programs on the air today.

Simulcast Don McNeill's Breakfast Club, just as it is now.

Outlaw summer programs which are kinescopes of shows we've seen during the winter. (We're going to get a lot of that this summer.)

If you have some WIDIWTCOTs, send them in, and we'll print them, insofar as the libel laws allow.



"Dear Butch Jones, I'm glad you enjoyed my starring role in the movie 'Young Widow Malone' on television."

Tuesday April 8

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
Win valuable merchandise prizes
9 **Your Figure Ladies**—Beauty
- 9:45 4 **Al Pearce Show**—Variety Revue
Amusing sketches with Eb and Zeb
- 10:00 5 **Home Cooking**—Eddie Doucette
Party menu of breaded veal cutlets
& broccoli with hollandaise sauce
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
"Are Teachers Anxious To Teach?"
with Amy Hostler, Dean of the Mills
Schl. & Mark McClosky, Dir. of Com-
munity Education for the City of
New York
- 9 **Strike It Rich**—Quiz Time
- 11:00 4 **Creative Cookery**—F. Pope
Creamed chicken biscuit ring
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 **Health Aids**—Commercial
- 12:00 4 **Bill Evans Show**—Variety
5 **Noontime Comics**—John Coons
7 **Bob & Kay Show**—Variety
Interviews with interesting person-
alities in and around Chicago
- 9 **Hi Ladies**—Tommy Bartlett
- 12:30 4 **Garry Moore Show**—Variety
Guests: Jack Carter & Lucile Watson
- 5 **Meet Mintz**—Herbie Mintz
- 12:45 5 **Newsroom**—Late Information
9 **News Headlines**—Spencer Allen
- 1:00 5 **"Sarong Girl"**—Feature Film
Ann Corio, Tim Ryan, & Mantan
Moreland in tale of burlesque queen
who's arrested and put on probation
- 9 **Chicago Cooks**—Demonstration
- 1:30 4 **First Hundred Years**—Serial
- 1:45 4 **Luckey North Show**—Interviews

Answers to Mystery Face Quiz
on Page 36

1. Sid Caesar 2. Marion Mar-
lowe 3. Robert Q. Lewis 4. Bob
Elson 5. Carmelita Pope 6. Don
Ameche 7. Peggy Lee

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TUESDAY APRIL 8—cont'd

- 2:00 4 To be announced
- 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 Show
"Narcotics," discussed by man who was an addict; neurologist Dr. Herbert Howe; Danny Carlson founder of Narcotics Anonymous; and James Dumpson, consultant for teen-age youth
- 2:30 4 Film
- 5 Ralph Edwards Show—Variety
- 9 Picture Payday—Quiz Game
Tommy Bartlett host to contestants
- 3:00 4 "Mr. Muggs Rides Again"
(See listing Sun. 12:30 ch. 4)
- 5 Kate Smith Hour—Variety
Featuring pianist Evalyn Tyner; four comics from "Top Banana," guitarist Andre Segovia; and Buscershover & Olive
- 9 Russ Davis Show—Interviews
- 3:15 7 America Prepares—Film
"Blood and Bullets"
- 3:30 7 Housewives' Holiday—Kirchner
- 3:45 9 Health Aids—Commercial
- 4:00 5 Hawkins Falls, Pop. 6,200
- 7 Barbara Moro—Creative Ideas
- 9 Telephone Game—Harold Isbell
Valuable prizes can be yours by just answering a few questions
- 4:15 4 Backstage Diary—Gossip
TV Forecast editor Marty O'Shaughnessy & Bonnie Weber present intimate views of stars, show business & celebrity interviews (see pg. 33)
- 5 Gabby Hayes Show—Tall Tales
Features of the west continued daily
- 7 Trade-Inn—Exchange Show
- 4:30 4 Assembly—Military Talks
Film "U.N. and the World Disputes"
- 5 Howdy Doody Show—Puppets
- 7 Sagebrush Theater—Western
"Where the West Begins" feature
- 9 Music Ala Mode—Jack Fuller
- 5:00 4 Kids Karnival Kwiz—Games
- 5 Cactus Jim—Western Feature
- 9 Trail Blazers' Theater—Western
"Range Law" feature film
- 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 Roble
- 5:40 5 Dorsey Connors Show—Tips
- 5:45 4 Window Shopping—Commercial
- 5 Public Life Of Cliff Norton
"Leave a Kiss Within The Cup"

- 5:45 7 Adventure Theater—Stories
"Devil Horse" ch. 8
- 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
"The Cardboard Champ" Harry, elected treasurer of the Athletic Club & is happy until a deficit is found
- 9 Spencer Allen And The News
- 6:45 4 Stork Club—Interviews
Guest, actor Walter Slezak
- 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 mc & presents guest Nat King Cole
- 7 Focus—Documentary Film Series
- 9 Life Is Worth Living—Talk
Informal discussion by Bishop Fulton J. Sheen
- 7:30 7 Documentary Film
- 9 Keep Posted—Current Events
"Is Our European Military Program Sound?" negative: Maj. Alexander de Seversky, author & aircraft designer and affirmative: Gen. Raymond S. McLain, comptroller of the army
- 8:00 4 City Hospital—Drama
"His Father's Footsteps" a son enters the hospital in which his father is a very famous doctor
- 5 Fireside Theater—Film Drama
Scott Forbes, Hugh Murray & Kristine Cooper in "The Living Thing" a romantic tale set in a late 19th century French fortress prison
- 7 "The Courtney Affair"—Film
Feature (1st showing) with Anna Nagel and Michael Wilding
- 9 Battle Of The Ages—Variety
Professional talent teams compete, veterans against youngsters; John Reed King mc, guests: Gus Van, Jack DeLeon, Nancy Lee, & Trampaloonies
- 8:30 4 Suspense—Mystery Drama
"Black Panther" with Jackie Gleason and Alice Deering
- 5 Circle Theater—Drama
"Troubled Sands" by Robt. M. Pollock with Hildy Parks & Paul Langton; former brother-in-law threatens to ruin happiness girl has found with her new husband
- 9 Armchair Philosopher—Drama
"Leaf In The Wind." An individualist finds that he is his own worst enemy

TUESDAY APRIL 8—cont'd

- 9:00 4 **Danger—Mystery Drama**
"The Black Tie" a story of how one boy fights to be accepted by society after he is released from reform school
- 5 **Amateur Hour—Ted Mack mc**
- 9 **48th Street Theater—Film**
"Little Miss Fortune"
- 9:30 4 **Sporting Chance—Amateurs**
Morris Magers emcee presents talent competing for grand prize of engagement at Chicago Theater
- 7 **Chgo. Symphony Chamber Or.**
Rafael Kubelik presents the Evanston High Schl. Chorus singing Will James' "Almighty God Of Our Fathers," & Hugh S. Robertson's "All In An April Evening;" also Bach's "Jesu, Joy of Man's Desiring," "The Lovers" from Slovakian Suite by Novak, & Schumann's "Scherzo"
- 9 **Boston Blackie—Mystery Drama**
- 9:45 5 **Bob Considine Show—Views**
TV tour of the Grumman aircraft plant, to tell story of Panther, the Navy's favorite carrier-base jet fighter, depicting all the important phases of Panther productions
- 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**
Brian Donlevy in "Mine Story"
- 9 **"C-Man"—Feature Film**
Dean Jagger & John Carradine; U.S. Customs agent returns from trip to discover that his buddy has been murdered while investigating emerald theft
- 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
- 7 **Feature Film**
- 10:45 4 **News—Latest Headlines**
- 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Murder Before Midnight—Film**
- 5 **Primary Election Results**
Clifton Utley narrates the process
- 11:30 4 **"Junior Prom"—Feature Film**
Freddie Stewart & June Preisser in a tale of high school students electing a student body president
- 9 **Chicagoland Newsreel—Data**
- 12:45 4 **Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)



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JENKA SLEBOS. . . .
"Musical Dutch Girl"

IT'S A MAN'S WORLD, BUT...

Jenska Makes Good

SOME 15 or 20 years ago, a 12-year-old Dutch girl skipped down the gangplank in New York. She, her parents, two sisters and a brother were moving to the "land of golden opportunity" from Santpoort, a tiny village in Holland.

Her family didn't know at the time that Chicago's musical world was to become the child's magic circle. They didn't know she would crash the rigid enforcements of the Windy City's talent circle and emerge a "queen" in her own right.

But, today that little Dutch girl—still retaining some of her reserved and shy old-country manner—is making her mark in a man's world. Today she is one of the few women in the Chicago Symphony Orchestra, assistant first cellist with both the orchestra and Chamber section which performs each Tuesday night on ABC.

Jenska Slebos is that little Dutch girl, a creative artist, sensitive, aesthetic, detached from the bustling noise of a raucous industrial city. The stage of Orchestra Hall and the lower confines of the rehearsal chamber are her sanctuaries. There she shuns the matter-of-fact routine of everyday life and

envelops herself in a shroud of sharps, flats, syncopation and melody which have been woven into musical patterns by the genius of the Bachs, Tschakowskys and Prokofievs.

Jen is a cautious woman. Yet she combines the persistence and perseverance of the Dutch with American overtones of aggressiveness. For she knows that in her man's world, a woman must be above reproach, beyond criticism and capable of maintaining a consistently high standard of performance. She knows that only constant practice, beyond the three-hour rehearsal sessions and actual programs, will qualify her to perform on the same level with men.

For these reasons Jen conceals any inclinations toward casual banter, gossip with the men or informal sessions under an impenetrable veneer of diffidence. "I come to do my work," she states, "and when I'm through there's a long trip home and always more practicing to be done."

This attitude may stamp Chicago's musical Dutch girl as a "stuffy long-hair." Actually it is more of a testimony to her serious concern for her career, a culmination of her desires reinforced by many long and strenuous years of study and practice.

During her brief encounters with the 100 men who comprise the Symphony orchestra, Jen has been impressed with their complete lack of staginess. Flare-ups, contrary to popular opinion, are not a constant standby of the musical profession, she declares.

Jen believes the less conspicuous you are as a woman in a predominantly male orchestra, the better the impression. For this reason, she chooses her garments with caution, favoring drab, dark colors with no flashy styles. She wears her tawny hair in simple fluff arrangements, uses conservative make-up and is content to subordinate her appearance to her profession.

For this one girl among 100 men doesn't want to be a rose among thorns—in the orchestra, Jen prefers to remain incognito in every respect but one—her music.

The Chicago Chamber Symphony orchestra can be seen each Tuesday night from 9:30 to 10 p.m. on Channel 7 (WENR).

Wednesday April 9

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
Preparation of a hamburger bunny, Easter egg & Humpty Dumpty salad
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
"Fantasy & Daydreams," discussed by Dr. Arthur Jersild, Columbia Univ., Dr. Adolf Waltmann, City College of N.Y., Helen Parkhurst & Ben Grauer
9 **Strike It Rich**—Warren Hull mc
Guest: John Jack Buhs
11:00 4 **Creative Cookery**—Recipes
Mr. Pope prepares baked pork chops with mustard, and pickled beets; also how to make a quick practice icing
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 domineered 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 **Health Aids**—Commercial
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
Guest: comedian Ben Blue
5 **Meet Mintz**—Piano Session
A little chatter and lots of music
12:45 5 **Newsroom**—Late Information
9 **News Headlines**—Spencer Allen
1:00 5 **"Criminal Investigator"**
Feature film with Robt. Lowery, Edith Fellows, & John Miljan; cub reporter solves mystery of a murdered showgirl
9 **Chicago Cooks**—Food Prepared

TV FORECAST

LETTERS to the editors

(Continued from page 4)

I don't see why people talk about Marion Marlowe and Frank Parker. Even if Frank is getting a little old, it's none of their business. They sing so well together.

Benton Harbor, Mich.

VELMA NUTT

Can you tell me what became of the great piano player and singer—Al Morgan? We enjoyed his music and songs and miss him greatly.

Westville, Ind.

FLOYD McQUISTON

(Ed. note: Al at present is playing night club engagements throughout the country.)

Wouldn't it be a practical thing to have a TV program with the leading presidential candidates giving their views on foreign aid, domestic policy, etc. Voting for president is such an important thing that television should be utilized to keep citizens informed.

Gary, Ind.

MRS. EDWARDS

I am one of thousands who watch Pat Tobin and Todd Purse on Trade-Inn. We could do without a western picture anyday for a program like this. Surely some sponsor could use them.

Chicago, Ill.

MRS. DALE WILSON

Your description of Johnnie Ray was the most unkind we've ever read. Why don't you wake up. Cantor, Jolson, Sinatra and the rest have a new competitor.

Chicago, Ill.

ROSEMARY JACOBSON

What's the matter with Herb Shriner's sponsor? They must be out of their heads dropping a guy like that.

Wilmington, Ill.

BARBARA DUGAN

... Congratulations to the people connected with the show "Mr. Wizard." We think this is a perfect show for children. . . .

Berrien Springs, Mich.

MRS. UNA M. KORN

Bob Atcher is one show we could use a lot more of on television. At least there's no girls with low necklines.

Chicago, Ill.

BEVERLY KIMMEL

... The Show of Shows production of "Night in Venice" certainly was terrific and it would be inspiring to lovers of fine music if there were more such shows.

St. Joseph, Mich.

MRS. DORIS BOYD

We wish Midwestern Hayride would have an evening spot so we all could see it. It's a wonderful show.

Buchanan, Mich.

MRS. GERALD PHILLIPI

WEDNESDAY APRIL 9—cont'd

- 1:30 4 **First Hundred Years—Drama**
- 1:45 4 **Lucky North Show—Interviews**
- 2:00 4 **To be announced**
- 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**
"I Can't Get Started," Heathertones sing "There'll Be Some Changes Made," Betty Ann does "You Can Have Him," and "Speak Low"
- 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 **"Junior Prom"—Feature Film**
(See listing Tues. 11:30 ch. 4)
- 5 **Kate Smith Hour—Variety**
Kate presents Hoctor & Byrd; a painter's bit; fashion show featuring hats; and special guest, Phil Regan
- 9 **Russ Davis Show—Variety**
- 3:15 7 **America Prepares—Film**
"Earth Movers"
- 3:30 7 **Beulah Karney—Foods Show**
Getting ready for an Easter brunch with ham and a budget menu
- 3:45 9 **Health Aids—Commercial**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
Small town life (see pg. 32)
- 7 **Barbara Moro—Creative Ideas**
- 9 **Telephone Game—Harold Isbell**
Your phone number makes you eligible for the prizes
- 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**
"Wild Horse Canyon" feature film
- 9 **Music Ala Mode—Jack Fuller**
- 4:45 4 **Assembly—Military Talks**
Film "Assignment, Germany"
- 5:00 4 **Kids Karnival Kwiz—Games**
Kids are quizzed on film viewed
- 5 **Cactus Jim—Western Feature**
- 9 **Trail Blazers' Theater—Western**
"Gallant Fool" feature film
- 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**
"Shore Up Your Morale" comedy skit

- 5:45 7 **King Calico—Puppet Story**
Knights are in a daze, & practice doesn't make perfect, they find. It only makes them more dazed
- 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**
The family has their Passover dinner
- 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 Willson, and Joan Alexander
- 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show—Musical**
"Noodlin' Rag," "Little White Cloud That Cried," "Whistling Rufus," and "Black Moonlight" by Perry
- 5 **News Caravan—John Swayze**
- 9 **Chicagoland Newsreel—Events**
- 7:00 4 **Arthur Godfrey And His Friends**
Arthur and gang again don ice skates with guests Terry Roxanne & Joan Walden. Regulars include: Frank Parker, Marion Marlowe, Janette Davis, Haleloke, the Mariners and the Chordettes vocal groups
- 5 **Kate Smith Evening Hour**
- 7 **Paul Dixon Show—Pantomimes**
Wanda Lewis and Dottie Mack assist
- 9 **"Blockade"—Feature Film**
Leo Carillo, Madeleine Carroll, & Henry Fonda in tale of political conflict & espionage set in Spain
- 8:00 4 **Strike It Rich—Interview-Quiz**
Emcee Warren Hull
- 5 **Kraft Theater—Drama**
"The Last Mile" by John Wexley; story of the last three hours in the life of a condemned man in the death house of a state's penitentiary
- 7 **Ruggles—Domestic Comedy**
- 8:30 4 **The Web—Mystery Drama**
Jane Morgan in "Rehearsal For Death" a mystery by Hugh Pentecost with Leon Tokatyon; night club singer goes to South America for "big break" and becomes involved in revolution
- 7 **Crossfire—News Topics**
Elmer Davis, Bert Andrews, Martin Agronsky, & Henry J. Taylor; Gunnar Back, moderator
- 9 **Feature Film**

WEDNESDAY APRIL 9—cont'd

- 9:00 4 Blue Ribbon Bouts—Boxing**
 Jake La Motta vs Norman Hayes
 (10 rds. middleweight) from Detroit
- 5 Your Prize Story—Drama**
 Dramatizations of every-day emotional
 situations confronted by ordinary folk
- 7 Pulitzer Prize Playhouse**
 "The Jungle" from James Michener's
 book "Return to Paradise," starring
 Robert Preston, Nina Foch & Kent
 Smith
- 9:30 5 Dagmar's Canteen—Interviews**
 Dancer Ray Malone & Milton De
 Lugg's orch. assist Dagmar & men
- 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 "Repeat Performance"—Film**
 Feature with Louis Hayward, Joan
 Leslie, Virginia Field, & Tom Con-
 way; murder proves destiny is the
 same whatever the pattern
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Chronoscope—Discussion**
 Gen. Wood is interviewed on Euro-
 pean Refugee Problems by Wm. B.
 Huie, and Donald I. Rogers
- 5 Clifton Utley And The News**
- 10:30 4 Musical Nite Cap—Melodies**
 Host, Frazier Thomas with Connie
 Baxter and Bob Ziegler
- 5 Let's Look At Sports—Duggan**
- 10:45 4 News—Ulmer Turner**
- 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 Chicagoland Newsreel—Data**
- 11:30 4 Chicago Forum Of The Air**
 "Nat'l Health Insurance" (tentative)
- 9 Chicagoland Newsreel—Data**
- 12:00 4 "Wildfire"—Feature Film**
 Bob Steele, Sterling Holloway, &
 John Miljan in tale of activities of
 a band of horse thieves who lead
 ranchers to believe that a wild
 horse is cause for missing stock
- 1:00 4 Midnight Edition—Ulmer Turner**
 (Stations reserve the right to change above
 listings without notice)

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Backstage Diary

—by Marty O'Shaughnessy

CHICAGO—There's been a great fuss & to-do about Our Town losing its identity as a TV center. Whatever the howl of protest, it's all true and certainly justified. But NOT so well publicized is one of the real reasons for Chicago's downward slide as a healthy TV metropolis—the apparent lack of faith in Chicago video by major Chicago advertisers.

Let's take a look at a group of the biggest, known as the Merchant Princes of State Street. These men, somewhat used to reading favorable press clippings about themselves in the local dailies, have, with one notable exception, passively aided in killing off TV here by their horse & buggy philosophy of "Ignore it and maybe it'll go away."

The one exception is Marshall Field, which thought well enough of the 20th Century to sink thousands into two shows—Uncle Mistletoe and Pace of Chicago. Goldblatt served up Hank Grant and "Let's Have Fun" for awhile but gave up the TV ghost some time ago. The Fair tried two gimmicks—



GRANT

their Teen Club amused the younger set, and "Tel-A-Shopper" was a 30 minute commercial.

The rest, Mandel's, Stevens', Lytton's, Baskin's, Bond's, Rothschild's and Carson's, apparently haven't yet heard of television, or else their acquaintance is so sketchy that no one can remember it.

Who then is carrying Chicago TV? Mostly the newcomers and the smaller fry (comparatively speaking). Jim Moran, Bud Hauser, Polk Brothers, Morris B. Sachs, Rubin's, Hines Lumber, Harvey Lumber, DeMet, Tele-Tronics, Cole-Finder and many others who have shown the faith and leadership in Our Town that keeps it from becoming a TV ghost city.

The same tycoons, however, who will sink a fortune into a new building, realizing that the investment will pay off in 20 years time, shy away from the TV expense because they won't get their money back in 13 weeks. A citizen doesn't become a booster simply by attending civic luncheons and pasting an "I Will" sticker on his window.

We're not mad at anybody, and we're not preaching radical reform. We're fully aware of the great record of the State Street group in building Chicago. But for heaven's sake, let's file away the scrapbooks and start looking at a blueprint of the future.

For those who were misled by our recent true-false quiz on Mary Hartline, she does NOT wear a wig. Mary is actually a blonde and a very beautiful one at that. . . . Latest entry into the TV field is tiny

Jan Teresa, the new daughter of WGN-TV newscaster Robert Hurlleigh. Bob now has a brood of five.

Aarons Heating Service provides a good example of a TV success story. As a result of "Aaron's Action Theatre" on channel 9, every Sunday, business boomed so much that its quarters became too small. So the company has moved into a big new location at 6805 S. Halsted. Celebrated its grand opening last week.



HARTLINE

STRUMMING WITH STRACKE . . .



Bernardine Flynn of "Hawkins Falls, Pop. 6,200" watches while her two sons, Ruffin (left) and Tony (right) get some tips on guitar strumming from Win Stracke, also in the "Hawkins Falls."

Thursday April 10

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
Fixing an Easter ham, carving Calla lilies from turnips, & colored eggs
9 Breakfast Party—Fun For All
10:30 4 Breakfast With The O'Neils
5 It's A Problem—Discussion
"Quarrels & Grievances," discussed by Dr. Bertram Schaffner, Dr. Lena Levine, Fannie Hurst and moderator Ben Grauer
9 Strike It Rich—Warren Hull mc
11:00 4 Creative Cookery—Recipes
Neapolitan style roasted leg of veal, & green or red peppers stuffed, Italian style, prepared by Mr. Pope
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 Health Aids—Commercial
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: Alice Pearce, comedienne
5 Meet Mintz—Musical Session
12:45 5 Newsroom—Late Reports
9 News Headlines—Spencer Allen
1:00 5 "Lure Of The Islands"—Film
Feature with Robt. Lowery, Gale Storm, & Margie Hart; agents are aided by a half-caste girl
9 Chicago Cooks—Kay Middleton
1:30 4 First Hundred Years—Serial
1:45 4 Luckey North Show—Tips
2:00 4 To be announced
5 Big Pay Off—Quiz For Men
9 Mike Wallace & Buff Cobb
2:30 4 Give And Take—Quiz Show
John Reed King questions visitors
5 Ralph Edwards Show—Variety
9 Picture Payday—Quiz Game
3:00 4 "Wildfire"—Feature Film
(See listing Wed. 12:00 ch. 4)

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THURSDAY APRIL 10—cont'd

- 3:00 5 **Kate Smith Hour—Variety Time**
Cracker barrel interview; the Deep River Boys, Margaret Phillips, clown Arch Robins, and a Famous Son bit
- 9 **Russ Davis Show—Variety**
- 3:15 7 **America Prepares—Film**
"Everybody's Army"
- 3:30 7 **Housewives' Holiday—Kirchner**
- 3:45 9 **Health Aids—Commercial**
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Barbara Moro—Creative Ideas**
- 9 **Telephone Game—Harold Isbell**
Prizes galore for lucky winners in quiz contest, with Harold & Jane co-emcees
-
- 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**
Ill. National Guard, medical unit
- 5 **Howdy Doody Show—Variety**
- 7 **Sagebrush Theater—Western**
"Rhythm of the Rio Grande" film
- 9 **Music Ala Mode—Jack Fuller**
- 5:00 4 **Kids Karnival Kwiz—Games**
- 5 **Cactus Jim—Western Feature**
- 9 **Trail Blazers' Theater—Western**
"Blue Steel" feature film
- 5:30 4 **Silhouettes Of The West—Talks**
- 5 **Weatherman—Clint Youle**
- 7 **Mary Hartline's Party—For Kids**
- 5:40 5 **Dorsey Connors Show—Ideas**
- 5:45 4 **Window Shopping—Commercial**
- 5 **Public Life Of Cliff Norton**
"Ballet Dancing At Home" comedy
- 7 **Adventure Theater—Film Tale**
"Devil Horse" ch. 9
- 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 **Burns & Allen Show—Comedy**
Gracie's antics keep George stepping

- 7:00 5 **Groucho Marx Show—Comedy**
"You Bet Your Life" quiz with Groucho & contestants ad-libbing for "secret word" jackpot
-
- 7 **Stop the Music—Musical Quiz**
Emcee Bert Parks with vocalists Betty Ann Grove and Jack Haskell
- 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
- 7:30 4 **Amos 'n' Andy—Comedy Drama**
"Getting Mama Married" part 1 Kingfish decides he doesn't want Mama living with them anymore, so he sets out to find her a husband
- 5 **Treasury Men In Action—Drama**
- 9 **Press Conference—Interviews**
Lee Schooler moderator of panel
- 8:00 4 **Man Against Crime—Mystery**
Murder steals the spotlight from rival actors, and Mike Barnett (Ralph Bellamy) follows arsenic plot to write the final curtain
- 5 **Dragnet—Police Action Drama**
Police sgt. Joe Friday (Jack Webb) & Ed Jacobs (Barney Phillips) are assigned to track down the murderer of a mother slain in her bed
- 7 **Mystery Theater—Drama**
Tom Conway as Inspector Mark Saber in "Design For Murder" involving the estrangement of two of the sleuth's dress designing friends
- 9 **Gruen Theater—Drama**
"Dream Man" with Vincent Price, Andrea King & Harry Carey Jr.; what happens when a drab housewife decides it would be thrilling to spend an evening with a handsome leading man
- 8:30 4 **Big Town—Newspaper Life**
"The Lady in Black." The portrait of a beautiful woman sets off a mystery; Pat McVey as Steve and Jane Nigh as Lorelei of the Illustrated Press
- 5 **Ford Festival—Musical Variety**
Host James Melton with Bill Barty, the Jinglebells, Dr. Frank Black, Dr. Roy K. Marshall & guest, Jan Murray
- 7 **Meet The Champ—Boxing Bouts**
Wally Butterworth announces bouts from Bainbridge Naval Training Center in Maryland (see story on page 40)
- 9 **Foreign Intrigue—Myst'y Drama**
Robert Cannon (Jerome Thor) seeks to help a woman diplomat flee
- 9:00 4 **Racket Squad—Drama**
An authentic Gutenberg Bible is used to dupe a dealer in rare objects in "The Phantom Bible"
- 5 **Martin Kane, Private Eye**
Lloyd Nolan is starred as detective in this drama of mystery & intrigue
-
- 7 **Sports On Parade—News Events**

THURSDAY APRIL 10—cont'd

- 9:00 9 Charlie Wild, Detective—Drama**
"The Case of the Photogenic Ghost"
Charlie gets entangled with a wealthy old lady, a not-too-spiritual medium, a gal and a ghost
- 9:15 7 Cameo Comedy—Film**
"Tars & Stripes" with Buster Keaton as the hapless sailor who proves to be a very unlikely gob
- 9:30 4 Pace Of Chicago—Variety Type**
A tribute to the people who made Chicago what it is today; those remembered, & those forgotten who left a mark on Chicago's history
- 5 Wayne King Show—Musical**
Theme: Easter, tunes: "I Want To Say Hello" by Barbara Becker, "Blue Skies" by Gloria Van, "Some Sunday Morning," "Pretty As A Picture"
- 7 Studs' Place—Music, Drama**
Studs Terkel is host and proprietor
- 9 Inside Story—Discussion**
"China Lobby," discussed by Alfred Kohlberg, Robert F. Hurleigh, moderator Dr. James H. McBurney and other experts on the Asia problem
- 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 Cavorting Statue" with Cesar Romero & Ann Rutherford; museum statute of Diana comes to life to plague the life of a writer
- 9 "My Son The Hero"—Feature**
Film with Roscoe Karns, Patsy Kelly, Maxie Rosenbloom; air ace comes home to a marital mixup
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 The Continental—Renzo Cesana**
- 5 Clifton Utley 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—Late Information**
- 5 Herbie Mintz Show—Musical**

- 11:00 4 Murder Before Midnight—Film**
- 5 "Mr. Celebrity"—Feature Film**
Buzzy Henry, James Seay, & Doris Day in yarn about racehorse
- 9 "Amazing Adventure"—Film**
Feature with Cary Grant and Mary Brian; playboy goes to work & finds romance and adventure
- 11:30 4 "Rubber Racketeers"—Film**
Feature with Ricardo Cortez, Rochelle Hudson, & Barbara Reed; defense workers attempt to track down a black market ring
- 12:15 9 Chicagoland Newsreel—Data**
- 12:45 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)

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1.



2.



3.

G U E S S T H E S E M Y S T E R Y F A C E S

Dipping into the photo negative file at *TV Forecast* a few months back, one of our editors came up with a unique idea. Guess the stars through their negatives! The quiz proved so popular we are doing a repeat. If you can guess the seven stars on this page you've been watching a lot of television. The answers can be found on page 25.



4.



5.



6.



7.

Friday April 11

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

- 7:00 5 Today—Dave Garroway Reports
8:30 9 Your Figure Ladies—Exercises
9:00 4 Morning News—Commentary
5 Breakfast Party—Mel Martin
9 Chicago Cooks—Kay Middleton
9:30 4 Bride & Groom—Interviews
5 Winner Take All—Quiz Game
9:45 4 Al Pearce Show—Variety Revue
10:00 5 Home Cooking—Recipe Fun
Guest: August Forester makes pulled sugar baskets & chocolate bunnies
9 Breakfast Party—Musical Fun
10:30 4 Breakfast With The O'Neils
5 It's A Problem—Discussion
"The Philosophy of Education—Humanities & Sciences." Prof. Edward Lindeman, Morris Meister, & Benjamin Fine
9 Strike It Rich—Warren Hull mc
Guest: Oliver Pilot
11:00 4 Creative Cookery—Recipes
Hollywood 2-tone cream cheese cake, fresh strawberry or raspberry fluff icing, and a recipe for punch
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 Health Aids—Commercial
12:00 4 Bill Evans Show—Variety
5 Shroud Of Turin—Religious
Rev. Francis L. Filas, S.J. narrates special Good Friday program
7 Gayelord Hauser Program
9 Hi Ladies—Interviews
12:15 7 Bob & Kay Show—Variety Time
12:30 4 Garry Moore Show—Comedy
Guests: Herbert Coleman, Harold Ackis, dir. of Inter-Racial Choir, and comedy team Noonan & Marshall
5 Meet Mintz—Favorite Tunes
12:45 5 Newsroom—Late Information
9 News Headlines—Spencer Allen
1:00 5 Good Friday Feature—Film
"Hill Number One"
9 Batting Practice—Warmup.
1:10 9 Lead-Off Man—Interview
1:25 9 Baseball—Sox vs Cubs
1:30 4 First Hundred Years—Serial
1:45 4 Lucky North Show—News
2:00 4 To be announced
5 Big Pay Off—Quiz Program

FRIDAY APRIL 11—cont'd

- 2:30 4 Bert Parks Show—Musical
"I'm a Ding, Dong Daddy From Dumas," Brahms' "Lullaby," "You Mustn't Kick It Around," and "The Lord's Prayer"
5 Ralph Edwards Show—Quiz
3:00 4 "Rubber Racketeers"—Film
(See listing Thur. 11:30 ch. 4)
5 Kate Smith Hour—Musical
Kate presents the Szonys, station relations with WKY, Oklahoma, represented by Helen Webb & Joe Webster; cracker barrel interview with Newbold Morris; and the Acromaniacs
3:15 7 America Prepares—Film
"General Effects of Cold On Man"
3:30 7 Beulah Karney—Foods Show
Serving of Easter brunch of ham, hot-cross buns, & other items
3:45 9 Tenth Inning—Recap Of Game
4:00 5 Hawkins Falls, Pop. 6,200
7 Barbara Moro—Creative Ideas
9 Health Aids—Commercial
4:15 4 Film
5 Gabby Hayes Show—Tall Tales
7 Trade-Inn—Exchange Show
9 Music Ala Mode—Jack Fuller
4:30 5 Howdy Doody Show—Puppets
7 Sagebrush Theater—Western
"Riders Of the Frontier" feature
9 Picture Payday—Quiz Show
4:45 4 Assembly—Armed Forces Show
Phone call interview from Tokyo with service personnel by Chief Corey
5:00 4 Kids Karnival Kwiz—Games
5 Cactus Jim—Western Feature
9 Telephone Game—Quiz Session
A phone number is an entry to this exciting quiz contest
5:30 4 Silhouettes Of The West—Chats
5 Weatherman—Clint Youle
7 Tom Corbett Space Cadet
9 Trail Blazers' Theater—Western
5:40 5 Dorsey Connors Show—Talks
5:45 4 Window Shopping—Commercial
5 Public Life Of Cliff Norton
"Make Your Own Wine At Home"
7 King Calico—Puppets For Kids
King Calico makes some headway—to be exact, one foot! But since it's a giant foot, he's a little sorry he did
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
(Continued on page 39)

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FRIDAY APRIL 11—cont'd

- 6:15 5 **Goldbergs**—Domestic Comedy
Uncle David is busy trying to get a new Cantor for the Synagogue
- 6:20 7 **Sports Highlights**—News Events
- 6:30 4 **CBS News**—Douglas Edwards
- 5 **Those Two**—Comedy Skits
- 7 **Life With Linkletter**—Quiz
- 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show**—Musical
"It's Easter Time," "Blue Skies," "Peter Cottontail," & "One Little Candle"
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**—Data
- 7:00 4 **Mama**—Domestic Comedy Skit
- 5 **RCA Victor Show**—Variety
Ezio Pinza is featured
- 7 **People's Choice**—Talent Show
Political dignitaries present amateur talent from their particular locale
- 9 **Twenty Questions**—Panel Quiz
Guest: William Hillman
- 7:30 4 **My Friend Irma**—Marie Wilson
- 5 **Walt's Workshop**—Creative
Mr. Durbahn shows the turning of a salad bowl set, carving of a fork & spoon for serving the salad
- 7 **Stu Erwin Show**—Comedy Skits
- 9 **Sports With Jack Brickhouse**
- 7:45 9 **This Is The Story**—Drama
A ghost message that led to a daring rescue at sea; also discovery of gold
- 8:00 4 **Playhouse Of Stars**—Drama
"Four Is a Family," with Celeste Holm; story of a widow with two children & a talent for painting
- 5 **Big Story**—Newspaper Drama
"Case of the Spunky Kid." Story of how Virginia Bohlin, Boston Traveler, & baseball player Joe Dobson brought new interest to a small boy who has lost both legs
- 7 **Rebound**—Film Drama
"The Wreck"
- 9 **Down You Go**—Panel Quiz
Dr. Bergen Evans moderator, panel: Carmelita Pope, Toni Gilman, Fran Coughlin, and Robert Breen
- 8:30 4 **It's News To Me**—Panel Quiz
Moderator John Daly with panelists Francis L. Sullivan, Nina Foch, John Henry Faulk, and Anna Lee
- 5 **Aldrich Family**—Comedy
Alice buys an antique chair which arrives slightly broken; each that sat in it thinks he broke it
- 7 **Tales Of Tomorrow**—Drama
"Sleep No More" with Jeffrey Lynn
- 9 **Poor Miss Emmy**—Drama
- 9:00 4 **Police Story**—Drama
Deputy sheriff, Jack Goss, of Washoe County, Reno, Nev., tells the story of a night club robbery

- 9:00 5 **Cavalcade Of Sports**—Boxing
Arthur King vs Del Flanagan (10 rds. lightweight) from St. Nicholas Arena in New York
- 7 **Horizons**—Discussion
"The Future of Thinking Machines" discussed by Wallace J. Eckert, prof. of Celestial Mechanics at Columbia
- 9 **Cavalcade of Stars**—Variety
Jackie Gleason mc presents Art Carney, June Taylor dancers and special guests Peggy Lee & Lawrence Winters
- 9:30 4 **Pope's Gourmet Society**—Food
Preparation of beef Mandarin style
- 7 **Chgo. Klose Ups**—Interviews
- 9:45 5 **Greatest Fights Of The Century**
Boxing film: Joe Dundee vs Jackie Fields (July 25, 1929) & Fields vs Jack Thompson (May 9, 1930)
- 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 **"Great Mr. Handel"**—Feature
Film with Wilfrid Lawson, Elizabeth Allan, & Malcolm Keen; life story of the man responsible for writing "The Messiah" and "Largo"
- 10:10 5 **Dorsey Connors**—Helpful Ideas
- 10:15 4 **Chronoscope**—Discussion
Sen. Kefauver will report on his political progress & will be quizzed by William B. Huie & guest editor
- 5 **Clifton Utley With The News**
- 10:30 4 **Musical Nite-cap**—Tune Time
- 5 **Let's Look At Sports**—Duggan
- 10:45 4 **News**—Late Information
- 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 **"Grissly's Millions"**—Film
Feature (1st showing) with Paul Kelly, Virginia Grey, & Don Douglas; tycoon leaves money to granddaughter; family members set out to get it back
- 11:30 4 **"Story Of Two Orphans"**—Film
Feature with Ann Sutherland and Taylor Holmes
- 9 **Chicagoland Newsreel**—Data
- 1:00 4 **Midnight Edition**—Ulmer Turner
(Stations reserve the right to change above listings without notice)

Meet the



Champ EVERY THURSDAY NIGHT

A REAL comer among televised sportings events is the exciting, fast-paced boxing show featuring topflight pugilists in the armed forces—"Meet The Champ." Emanating from different service centers each week (WENR-TV, Thurs., 8:30 p.m.) the program presents something new to both television and boxing. Unlike professional fisticuffs, the friends and relatives of servicemen are now coming around to the conclusion that boxing can be a clean competitive sport.

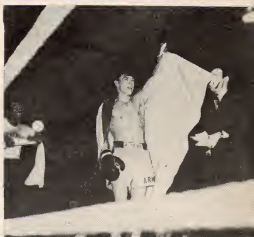


Butterworth

Wally (Vox-Pop) Butterworth, commentator and originator of the show, got the idea while doing recorded grand opera programs in New York City. It took the versatile, 52-year-old sportscaster two years and sixteen trips to Washington D.C. to develop the program.

By winning the full cooperation of the armed forces, Butterworth manages to bring together the best boxers of the Army, Navy, Marine Corps, and Air Force. Two title bouts of different weight divisions are featured on the 30-minute telecasts. Fighting four 2-minute rounds, every champion is expected to defend his title at least every three weeks. To remain in the running, a "champ" must continue to win each week or become eliminated. It's this determined will to win that makes "Meet The Champ" one of video's most popular sports telecasts.

Pictured (right) in sequence is featherweight James Bark (in dark belt) of Ft. Sheridan slugging his way to win over Alfonzo Muckerson of Chanute Field.



Joe Louis To Enter Wrestling Ranks?

Vern Gagne Wins Best Wrestler Poll

ONE of the rumors making the rounds is that the Brown Bomber, Joe Louis is about to join the ranks of ex-boxers in the wrestling game. Primo Carnera, Tony Galento, Max Baer and Nattie Brown all were able to sacrifice their art (boxing) for some wrestling cash. And with Joe's boxing career obviously at an end, he could probably make an extremely comfortable living buffeting about some of our fair haired grapplers. . . . Speaking of fair hair, Gorgeous George made more money than the President last year. Guess it

pays to be effeminate.

Ring magazine has just announced the results of its poll of correspondents for the best showmen wrestlers and the best wrestlers. Best Showmen; 1. Mighty



Ernest Simon

Atlas; 2, Buddy Rogers; 3, Gorgeous George; 4, "Killer" Kowalski; 5, Wild Red Barry; 6, Great Togo; 7, Lord Blears; 8, Tony Rocco; 9, Abe Kashey; 10, Dick Raines. Best Wrestlers; 1, Vern Gagne; 2, Lou Thesz; 3, Ray Gunkel; 4, Bill Longson; 5, Mighty Atlas; 6, Ruffy Silverstein; 7, The Zebra Kid (George Ballas); 8, Mike Debiase; 9, Sonny Myers; 10, Earl McCready.

"Nature Boy" Buddy Rogers used to wrestle around Washington, D. C. under the name of "Dutch" Rohde and among the announcers who broadcast his fights was the now famous "Curbstone Cutup," Ernie Simon.

Vern Gagne's choice as the most effective movement in wrestling is the dropkick. Says it's both colorful and

when used effectively can be disastrous to an opponent. . . . Lou Thesz is very cool toward a return match with Gagne claiming that his schedule is full and who wants to lose the title anyhow. After the last match, Lou was sick for a week. . . . Seein' as how these two are about the only really high class wrestlers around, it looks like a pretty tame future for the fan who's interested in topflight grappling. . . . Bobby Bruns is enjoying great success in his latest campaign in, of all places, Japan.

A couple of well-known mat experts have departed this vale for that special Valhalla reserved for wrestlers. Eddie Virag and his wife were killed in a car wreck outside Athens, Greece. And Rufus Jones was also killed in another car wreck. . . . There seems to be a shortage of big name foreign stars on present day cards. For years the biggest gates were drawn by Jim Londos, Danny O'Mahoney, the Zbyskos and the French Angel. It's now the U. S. stars who are getting the heavy play at the gate. About the only big name foreigner now is Argentina Rocca, who still draws a big crowd in certain spots.

Lots of happy fans commenting on the nice job Wayne Griffin does on his Wednesday night telecasts. . . . The impact of video on wrestling continues to be felt as the game becomes more and more prosperous. Wrestling promoters were among the first to see what television can do for a sagging box office. The spurt in wrestling has swollen the ranks of full time wrestlers to 2000 and there are now over 250 wrestling arenas in the U. S.

"UNCLE"



Joe Scarpello (above), a Rainbo wrestling favorite, is pictured happily twisting the leg of his opponent.

Boxing probe hampered by noisy sportscaster



by

ED PAZDUR

Sports Editor

WORKING quietly and meticulously, the Department of Justice has long been looking into reports received on legally licensed managers who are working under cover for persons with criminal records. They have been gathering data and incriminating evidence on deals of promoters, match-makers, and state commissions with men of unsavory records.

Meanwhile in Chicago, Joe Triner, IAC chairman, and his associates Lou Radzienda and Ralph Metcalfe are being unfairly criticized of laxity and touted at the same time by an irresponsible sportscaster.

The Department of Justice has learned loud-mouthed tactics without evidence do not bring convictions but only hamper their investigations and drive suspected persons under cover.

That Frankie Carbo, known underworld hood, was suspected of being Jake LaMotta's manager is not new to the Justice Department, nor are Eddie Coco's ties to Rocky Graziano any revelation to the department. A sportscaster's eagerness for schlocky sensationalism and personal publicity hinders, rather than aids investigating officials.

★ ★ ★

Although the hottest fight of the year, middleweight champion "Sugar" Ray Robinson vs. Rocky Graziano, will be televised over the CBS-TV network, it will not be seen in Chicago. If you're planning on driving out of town to see the fight on TV, you'll need an early start. Chicago will be blacked out as far north as Milwaukee, southwest to Peoria and as far east as South Bend, Indiana.

For thrills, the Robinson-Graziano clash should be on par with Robinson's recent violent TV slugfest with Jake LaMotta, when he literally blasted Jake's head from under the middleweight crown in Chicago.

Last year during the Robinson-LaMotta pre-fight press luncheon, Irving Cohen, manager of Rocky Graziano, was caught off guard and paid Robinson an unexpected compliment. Cohen was asked if he would allow his protege Terry Young to fight Robinson. Cohen screamed: "Robinson! He's the best fighter of all time. I'm a manager, not an undertaker!" . . . Could be that Robinson will provide Cohen with Graziano as his first piece of business in a new vocation.

Free Ducats: Each week, through the courtesy of the Rainbo Wrestling Show, televised over WENR-TV every Wednesday night with Wayne Griffin announcing, we'll award ten pair of ringside ducats, free, to fans writing the most convincing letters why they would like to attend. . . . Baron Michele Leone, popular wrestling champ, has signed to star in a new half hour detective series for TV entitled "Baron Leone, King of Detectives."

**Touted &
Criticized**



TRINER

**No TV in
Chicago**



ROBINSON



Boys and girls, would you like to meet a handsome young fellow who lives in the world of outer space? Well, here's a picture of him—none other than Don Hastings, the Video Ranger. You can see him on channel 9 every week, Monday thru Friday, in "Captain Video."

Did you know that Don is only 17 years old. Gosh, that's just about the age that fellows start in college. Don lives in New York state, and his hobbies are deep sea fishing and baseball. He carves some fine ship models, too. All of that should keep him pretty busy.

Now here are some of my weekly winners:

Robert Bartels, Racine, Wis; Billy Bartok, East Chicago, Ind; Richard Cerniglia, Chicago; Donald Chadwick, Chicago; William Hall, Gary, Ind.; Arthur Hermann, Melrose Park, Ill; Emil Isaacson, Calumet City, Ill; Robert Mallett, Bangor, Mich; Michael Margolis, Chicago; Tom Nosek, Chicago;

Dick Pozenovich, Gary; Aubrey Thomason, Union Pier, Mich; Ruth Vidoloff, Cicero, Ill; Larry Weygand, Benton Harbor, Mich; Rolfe Worden, South Bend, Ind; Glen VanWormer, Kenosha, Wis; John Zurho, Jr., Chicago.



THIS WEEK'S CONTEST: This contest is easier than you think. See how many stars and planets you can name. For the longest list, I'll award \$1; next longest 50 cents; and the 15 runners-up, 25 cents each. Mail to Uncle Herbie, % *TV Forecast*, 185 N. Wabash avenue, Chicago 1, Ill. before Sunday, April 13. In case of ties, winners will be judged on neatness.

WHO IS HE?

Here's a little puzzle for you to solve. There are no prizes for the right answer, but you'll have some fun guessing the answer.

Who is this man with the whiskers?
Here are the clues—

He is seen every Sunday on a very popular TV show.

With him on the same program are lots of acrobats and trained animals.

He does not dress like this on that program.

He loves children, and they love him too.

Now read the next line and you'll be very surprised.

It's Cliff Soubier, whom you know better as Cluffy the Clown on Super Circus.



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MOLLYCUES

by MOLLY POTKIN

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1.



WE DRAW AN EGG
TO MAKE THE FACE
THEN EARS AND EYES
WE'LL PUT IN PLACE.

2.



THE NOSE GOES HERE
THE MOUTH GOES THERE

3.



THEN ON HIS HEAD
WE'LL PUT SOME HAIR

NOW THE REST
IS UP TO YOU
SO LET'S SEE
WHAT YOU CAN DO.

Gather 'round, boys and girls.
Here's an easy way to draw a
picture of one of your favorite
television friends. On separate
paper, draw a picture of Kukla
following the instructions shown
here. Can you color it, too?

Last week's mistakes are:

1. Howdy Doody was called "Clara-belle."
2. Kukla was called "Ollie."
3. The Kuklapolitans have a puppet show, not a circus show.
4. Mr. Bluster said there are no mistakes.
5. There were only three friends, not four, as Howdy said.

MOLLYCUES WINNERS

Janet Barnard, Highland Park, Ill; Marlene Carollo, Chicago; Bill Carroll, Riverside, Ill; Janice Cowley, Chicago; Thomas Dunphy, Chicago; Barbara Harjer, Muskegon, Mich; Walter Hermann, Kenosha, Wis;

Phyllis Holland, Chicago; Phyllis Jamison, Chicago; Dodie Krass, Glenview, Ill; Jackye Murphy, Winamac, Ind; Norman Orlandi, Chicago; Mary Anne Pheault, Racine, Wis; Carol Richter, Cicero, Ill; Sydney Shapiro, Chicago; Judy Webb, Anderson, Ind; Shirley Youngberg, Elmhurst, Ill.

Mail your entries to Mollycues, % TV Forecast, 185 N. Wabash avenue, Chicago 1, Ill., before Monday, April 14. 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. Solution to this week's puzzle will appear here next week.

COMING HIGHLIGHTS



ARTHUR



MARION

NEXT WEEK—An up-to-date roundup of the great Arthur Godfrey and his friends. What's cooking with Marion Marlowe and Frank Parker? Will Haleloke stay? Will Bill Lawrence

come back? What's Mug Richardson doing? This discerning article will answer thousands of letters which have poured into our office. Don't miss reading next week's TV Forecast.

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

Reserve your copy of **TV FORECAST** at the newsstand **NOW**.

TICKLER

Bill Ballance, the video wit, tells of the movie house which shows such ancient movies it's now featuring a full length film—direct from a long run on television!

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DEAR BOSS:

Say, I hated to see that Bill Ballance show fold up. Not that I didn't think it needed some minor surgery—but I'd rather see them use an eraser just to erase mistakes, not the whole show.

I still say we need a nice, step—lightly, smile—easy nighttime show around this town. And I think all Bill Ballance needed was a little better frame to move around in, something reinforced here and there with a new and amusing idea or an intriguing treatment of an old one.

As a matter of fact, why couldn't some enterprising young producer raid Chicago's TV Graveyard and build a brand new show out of the half-dozen respectable skeletons rattling about?

F'rinstance: Let's get all the old Chicago gang together, pick the cream of the music stylists, a boy and a girl, perhaps (just for novelty) throw in Hugh Downs as a straight man with tongue-in-cheek and let Ballance weave his easy humor in and out. Who knows? When the fragments are all in place, the whole thing might spell M-O-T-H-E-R.

And now, **HERE GOES:** I think Backstage Diary, 4:15 on Channel 4 Tuesdays and Thursdays is simply keen. I, for one, wouldn't miss it for the world. Every show gets better and better. I particularly like the way capable, personable, likeable—yes, lovable—young Marty O'Shaughnessy handles his MC duties.

Yes, I've been watching this show steadily now for a full year and already I notice my breathing is more regular—no more short pants—I hardly ever get spots in front of my eyes. Friends tell me I'm so much more fun at a party. On several occasions, perfect strangers have come up to me and said: "Perfect!" So, Boss, I hope my criticism of Backstage Diary, 4:15 Tuesdays and Thursdays (is that A.M. or P.M., Boss?) hasn't been too harsh. I always prefer to be constructive when it involves my salary. **CHUB**

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