

complete, advance TV PROGRAMS



TV FORECAST

SEPTEMBER 6, 1952

BOB HOPE
Is In Trouble



15c

DON McNEILL
Come Home, All Is Forgiven

- Back -
for another great season

YOUR SHOW OF SHOWS

starring
SID CAESAR and IMOGENE COCA

Saturday—8:00 P.M.

YOUR HIT PARADE

with all the top tunes
of the week

Saturday—9:30 P.M.

ROY ROGERS SHOW

thrill-packed adventure with the
"King of the Cowboys"

Sunday—5:30 P.M.

TREASURY MEN IN ACTION

authentic stories based on the
files of the United States Treasury

Thursday—7:30 P.M.

WNBQ

NBC

CHANNEL 5



Channel One

NEW YORK—Telev viewers will get the answer to Milton Berle's format dilemma when Old Uninhibited debuts Sept. 16 with volatile Martha Raye as his guest star. Top comedy writer Goodman Ace (who also scripted radio's "Big Show") is heading the Berle writing corps but insiders rumor that Miltie and Ace may not finish the season together. Berle, who generally has the run of his own show, is already reported not seeing eye to eye with scripter Ace. . . . A flood of fifteen minute musical shows with a star vocalist (a la Dinah Shore, Perry Como) are due to hit the early evening hour periods. Peggy Lee starts such a stint in October.

The high budgeted, high class and high brow "Omnibus" (scheduled to kick off November 9) has promised a number of interesting features for its weekly Sunday series. On the docket are such novelties as a cricket match described by an American comedian, a segment on "What Is An Orchestra" to be conducted & narrated by Leopold "Hands" Stokowski and an insight into the making of plastics. Show is an attempt to raise the viewing worth of the medium. . . . The monumental snub of the year (by a couple of lengths and one nose) was received by Bill Lawrence after his discharge from the service recently. A member of the so-called Godfrey Gang for a couple of seasons, Bill got a cool treatment from Artha that approached the dry ice stage. The crooner was fortunate in getting a two minute "audience" with King Arthur when the two met quite by accident in New York. Those two minutes represent all the traffic time young Lawrence has had with his ex-employer since doffing his khaki.

Bing Crosby's decision to put off TV for another year (after it seemed definite he was set for this season) came as no great surprise to his intimates. Der Bingle—true to the roles he plays on the screen—is just plain kinda lazy. And what could be a more refreshing reason for not wanting to work too hard? . . . "Four Star Playhouse" starring a quartet of screen stars will debut September 25. Featured players will be Roz Russell, Charles Boyer, Joel McCrea and Dick Powell. The show will alternate with a new batch of Amos 'n Andy filmed stanzas.

Jolly, unpredictable Herman Hickman, the outsized football mentor who last season spent Saturdays coaching a losing Yale eleven and Sundays appearing on TV, was advised that the two professions don't mix. The inference was that rotund Herman should give up television and concentrate on developing a winner at New Haven. Hickman's soul searching decision to give up football for TV was a real shocker. . . . Some newcomers to TV have set their debut date. Joan Davis begins her comedy series October 15 on NBC-TV; Ozzie & Harriet Nelson bow October 3 on ABC-TV; Ralph Edwards' "This Is Your Life" on October 1.

Look for Herb Shriner to make a resounding comeback as emcee of "Two For the Money" (which starts Sept. 30), the quiz-comedy that Fred Allen gave up due to ill health. . . . Jack Fascinato of the Kukla, Fran & Ollie gang is finding his handsome title of musical director is bearing more distinction than before. Affable Jack who played piano for the Kukla-politans, now heads a twelve piece orchestra to accompany KFO's new Sunday afternoon charmer.



LEE



LAWRENCE



RUSSELL



FASCINATO

Over 700,000 readers

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Expiration Number 218

Letters to the Editor

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

I watched your Video Venus contest and thought it was the most unorganized half hour on TV. No one seemed to know what to do or say, and everyone was uncomfortable and ill at ease, especially the so-called professional panel of judges. . . . Anyway it was a stupid affair.

Chicago, Ill.

MISS A. GIBBONS

The article "TV Unveils the Women" was the best yet. Of all the women mentioned Buff Cobb is the most sickening, with Wendy Barrie a close second. Too bad they can't unveil a few of the men. I'm sure Tom Duggan would head the list. There's no conceit in his family. He has it all.

Chicago, Ill.

MRS. MARY GUBBINS

. . . I think it time you knew that a few of your readers are fond of one Tom Duggan. I'm sick of reading your derogatory statements about him every week. If you've got something personal against him say so but don't litter the public prints with your beefing.

Elgin, Ill.

S. S.

Tom Duggan. . . . If he has a feud with Kay it has no place on television. If it's just a publicity stunt then Duggan should be banned from TV for the rest of his life.

Gary, Ind.

PHIL FLYNN

Tom Duggan rates high on my list of sportscasters. He does criticize an awful lot but I think it's about time someone had the stuff to tell off all those phonies. More power to Tom Duggan.

Joliet, Ill.

CAROL CLEMENS

So what if Tom Duggan doesn't like Kay Westfall—and says so. For years people have said that they don't like other people, but as soon as Tom Duggan says so about Kay Westfall—bang. Tom may be conceited but then again so are a lot of people.

Elmhurst, Ill.

FAITH MURRAY

Why in the world is that asinine Marty Fay on 2 or 3 channels. He makes me sick with all his free gifts and such.

Chicago, Ill.

ARLENE HEMSTREET

(Continued on page 21)

THE BIG PAYOFF

It's That Kind of Show

THE
WORST
FIVE

If this is the Age of Materialism as so many "thinkers" have been wailing lately, then one of the more prominent milestones along the way is a TV program aptly titled "The Big Payoff." The show has been modestly called by its pressagents a "monster giveaway." They were at least half right. The show is a real monster. Done in all the good taste of a Tommy Manville wedding, "The Big Payoff" is our choice for the number four spot on our list of TV's five worst shows. (Number five: "Those Two.")

About a year ago the television industry, with many a cry of "we don't want government censorship," set up a code to police themselves and eliminate bad programming. One of the code's provisions said that programs designed to "buy" an audience by requiring it to listen in order to win prizes should be avoided. If ever a program was designed to violate that provision "The Big Payoff" is it.

The title of the show is no idle threat. The prizes for the people who answer all the questions (they seldom do) include a mink coat and a trip to Paris. But in order to get to the big jackpot questions the contestant must go through a series of preliminaries that are a real trial, especially to the viewer.

Each prize is contributed by a specific merchant who finds his name and product extolled in a series of overblown verses that would bring a blush to the cheek of a greeting card poet. In brief, the program becomes one long, slick commercial.

The stars of the show are also triumphs of selection. Bess Myerson, whose only claim to fame is that she was selected as Miss America in 1945, reads the exotic passages describing the contributors' products. Bess is a striking creature, but when it comes to reading those dulcet lines, she's no Ethel Barrymore. To add to the embarrassment, an orchestra sighs out some diaphanous music while a celeste tinkles languorously. The resultant mood is that

of a harem when the Sultan brings some of the boys over for the night.

Randy Merriman is the emcee and his part in the show is handled ably enough. His job is to try and relax the male contestants (the idea of the show is for the guys to win prizes for their ladies fair) and at the same time make the audience think what a grand guy he is. It's that kind of a show.

As if the disguised commercials weren't enough, the show's sponsor is deeply concerned that the viewers don't suffer from bad breath or body odors. Ties right in with the rest of the show.

Yes indeed, the man responsible for "The Big Payoff" picked the right title. The question is, who payed off the network to let 'em put the show on?

NEXT WEEK, NUMBER THREE

"The Big Payoff" is seen Monday through Friday at 2 p.m. and on Sundays at 7 p.m. on channel 5 (WNBQ).



Merriman mugs, winners embrace.

Bob Hope is in



SOMETIMES you wonder how legends get started. Well, here's one for you. If the children of the race start digging back through old newspaper files they'll find that in the year 1952 there was a man named Bob Hope who was called an "entertainment humanitarian." At least that's the way the latest handouts from his press agents are billing him.

But Mr. Hope had better forget posterity and the fancy titles and start having a long hard look at his present career. For Bob Hope is in trouble. While he's been busy securing a beachhead in immortality, he's being surpassed at his own game, the business of being funny. Bob may be a humanitarian and all that, but he's not very funny anymore. That's the impression you get from watching him on TV.

When Bob became a regular member on last season's ill-fated "Sound-Off Time" he came up with a crack that had more truth in it than he thought. "The first time I was on TV I stayed 90 minutes; then I tried an hour, and now I'm down to 30 minutes. I wonder if NBC is grooming me for a station break."

It must seem strange to this generation of Americans to see the career of such a great comedian as Bob Hope coming to the disaster stage. He started

on radio in 1938 and quickly became one of the nation's topnotchers. His stock in trade was the rapid fire monologue complete with magnificently timed pauses and timely references to people in the headlines. Each Hope gag was a polished gem requiring exact wording in order to achieve maximum impact.

Then came the war. Bob Hope took to the road and started entertaining army troops all over the world. His selfless devotion while entertaining on a man-killing schedule won him the respect of the entire nation. Statisticians recently estimated that Bob traveled nearly two million miles to amuse Yanks. A grateful nation put Bob Hope on a pedestal.

Now comes the sad part of the legend. During the war Bob got into the habit of broadcasting his radio show from various army camps. The show was always full of local jokes that drew great guffaws from his soldier or sailor audience but went completely over the heads of the people at home. But the folks at home, with true patriotism, laughed anyhow when they heard the troops laughing. Weren't our boys being entertained?

And as Bob continued to pile up mileage, his material began to show the strain. The jokes still had that polish, but they were no longer gems. They still

Trouble



The recent Olympic Telethon spotted Bob Hope at his best—matching ad libs with old groaner Bing Crosby. The team of Bob and Bing was one of TV's sharpest.

came out with machine-gun precision, but the bullets were blanks. And certain type jokes kept reappearing, mainly about Bing Crosby's wallet or waistline. The audiences replaced their laughter with thunderous applause. Hope's show stopped being funny and became exhibitions of verbal finesse.

But the worst was yet to come. When Milton Berle was TV's biggest star many fans said wait'll Bob Hope goes on TV. He'll kill 'em. Finally under constant pressure, Bob Hope went TV.

Bob didn't kill 'em. He was no longer able to use a script and, working from memory, he was able to retain only the sense of his jokes without retaining the precise wording. His number one humor weapon was blunted.

Bob found his TV audiences unmoved by his gags so he resorted to something else. He started posturing and strutting, wiggling his hips and wagging his hands. There was no question of what Bob was trying to impersonate. The metamorphosis was complete. From the high comedy with which he had entertained the greats, Bob had descended to the lowest form of comedy.

Critic John Crosby scored a telling blow when he said, "I don't see how Hope's sleazy anatomical jokes can stand up long in comparison with the

bright young comics who are springing up on television." Crosby went on to mention the fresh and clean humor of such TV comics as Herb Shriner, Sid Caesar and Wally Cox.

This is not to say that the Hope career has gone completely to pot. He still shows an expert's skill in the movies where he isn't hemmed in by time limitations. But even in the movies he squeezes in that tasteless swishing.

Which brings to mind a statement made by Fred Astaire when the great dancer announced that he was going to retire. He said, "I want people to say 'why did he quit?' instead of 'why doesn't he quit?'"

It's not our place to suggest that Bob retire and let all that talent go to waste. What is suggested is that Bob start re-assessing. He did pretty well as co-emcee on that Olympic telethon. Maybe he ought to fire all his gag writers and rely on his native ad lib skill, of which he has much. Then heave out all that strutting and wiggling. And finally, let posterity decide for itself who the present day greats were.

Another good idea would be for Bob to lure Crosby into a TV partnership. He and Crosby in an hour of brilliant ad libbing. That'd be tough to beat.

—Robert Cuniff

WANTED: GLAMOUR

"INFORMATION PLEASE" IS GETTING

IN the good old days a panel was something reserved for college debating societies. But times have changed. Nowadays, practically anytime you look up at your TV set, you're liable to see a panel of celebrities flashing their toothpaste grins at you. If you're looking for the culprits responsible for this dubious improvement on the entertainment scene, search no further than a trio of gentlemen with the names of Clifton Fadiman, John Kieran and Franklin P. Adams.

Back in 1938 these three learned chaps started a radio show called Information Please on the premise that they would raise the national intelligence level. Their device was to have Mr. Fadiman fire questions on any and all subjects at a panel consisting of Kieran, Adams and some other genius who happened to have the night off.

Well, here it is 14 years later and the national I. Q. doesn't seem to be improved much. But the bank accounts of the three gentlemen in question have improved considerably. Information Please became one of radio's best and most popular shows and they all profited thereby.

But look what they've started. TV came along and sooner than you could say Wendy Barrie it became a nest of panel shows. Brains were no longer required of panelists. All you needed was glamour.

The saddest part of the whole tale is that when TV came along, Information Please was left behind. It wasn't unearthed for TV until this summer when it substituted for Fred Waring. Now the show is fighting a battle for existence. The ravages of time have taken their toll. Information Please, the granddaddy of the panel shows, looks like it may die of old age.

It's hard to imagine Fadiman, Adams or Kieran getting much wiser, but they have gotten older. And none of them is as pretty or glamorous as Laraine Day or Eva Gabor.

Mr. Fadiman, of course, has no pressing TV problems. He's as able and



A contender for the title of TV's most learned emcee is versatile Clifton Fadiman of "This Is Show Business" and "Information Please". Chief rival—Bergen Evans of "Down You Go."

sharp-witted an emcee as there is on television. As moderator on "This Is Show Business," he matches brains with the likes of George S. Kaufman and Sam Levenson and up to the present time, he hasn't come off second best.

TV is actually only a minor activity for Clifton. He's one of America's most penetrating book critics and is closely associated with many of the nation's great literary lights. He writes numerous magazine articles and conducts a monthly column for Holiday Magazine where he spouts off his knowledge on an endless variety of subjects. Best of all, Mr. Fadiman wears his education well with nary a sign of the school-teacherish manner that often comes with being brainy.

Bright as Mr. Fadiman is, he's hard put to keep up with Adams and Kieran. Mr. Adams' newspaper column "Frankly Speaking" has been over the years just about the wittiest thing in print. F. P. A. is one of those people whose minds never seem to run out of new and bright things to say. He's a really beloved figure around New York City but unfortunately Information Please shows that Mr. Adams is aging rapidly.

F.P.A.'s specialty on the show is remembering the words of old song hits

OLD



which he sings out in a voice resembling a dying nanny goat. But in spite of his endearing qualities, F.P.A. has been extremely camera shy on TV, causing discomfort to the viewer. At present it looks like he'll no longer be a regular member on the show.

John Kieran, the third member of the brain trust, probably has no peer on earth for sheer mass of information. His age is beginning to show too, but he still appears as gracious and warm-hearted as ever. John is one of the world's leading nature authorities and bird watchers; he was a top-notch sports writer; and at present he's editor of the Information Please Almanac, an astonishing compendium of information, not all of which is in Mr. Kieran's head.

Despite the burden of the knowledge in Mr. Kieran's head, he still manages to be a cheerful, engaging fellow, with a continually amused look plastered on his thin Irish face.

The show suffers from two major problems—not enough visual gimmicks for TV and not enough glamour. Television fans are so used to seeing slick Broadway actresses on panels that the sight of three old men suggests something stodgy.

Recently Information Please has been frequently guest-starring Russian film director Gregory Ratoff, no genius but a very funny fellow, and the show has perked up considerably. If they were to make Ratoff a regular and hire some pretty girl to decorate the scene, chances are Information Please would make a go of it.

At any rate something should be done. The show always starts off with the slogan "Wake up America! Time to stump the experts." The fans writing in the questions for the show always had a tough time stumping the experts, but at the present time it looks like TV is doing what the fans never could. It would be a shame if Information Please went off forever. It'd be nice to keep those three geniuses around.

Information Please is seen on Sunday at 8 p.m. on channel 4 (WBKB).

One of the brighter guests on Information Please is Alistair Cooke, U. S. correspondent for the Manchester Guardian and the British Broadcasting Company.



An ex-Vixen

EVER since General MacArthur retired, the popular belief has been that "old soldiers never die—they just fade away."

In the same manner, movie vixens never die—they just fade into respectability on television.

A good case is Lynn Bari. Lynn belongs to that period of Hollywood development when producers went berserk over the "third woman" theme. She became a specialist in the art of flaunting her sex before a dazzled lineup of other women's husbands. Her "working" clothes consisted of a filmy negligee or skin-tight gown which clung admiringly to her ample curves. Lynn's male appeal made for few friends and even her personal reputation was jeopardized.

To top it off, one day she overheard an especially vixenish character described as "You know, a typical Lynn Bari part." After that, the Lynn Bari siren roles diminished—all with the lady's hearty approval.

After wallowing in Hollywood's limbo of forgotten women, Lynn got a TV summer replacement offer. She snapped it up. Here was a chance to restore both her self-respect and the esteem of a fickle public.

Now on television, Lynn is "Boss Lady," a complete reversal from her movie vixen roles. Boss Lady is a brisk, shrewd efficient business mogul, a symbol of ambitious American womanhood.

Lynn's vampish qualities and acting polish make it hard to believe she once suffered the "awkward age" tortures. Born Marjorie Fisher in Roanoke, Va., she soon moved to California with her family. Mrs. Fisher enrolled Marjorie in dramatic school to develop her daughter's poise and overcome her complex about height (she's 5 feet 6 inches tall). At 13, Marjorie answered an ad calling for tall dancing girls and got her first role in Joan Crawford's "Dancing Lady." From then on, as Lynn Bari, she made some 60 pictures including "Lillian Russell," "Kit Carson," and "Bridge of San Luis Rey." Lynn was formerly married to actor's agent Sid Luft who is at present Judy Garland's husband. Now, with her mother and 4-



Becomes "The Boss"

year-old son, Lynn lives in Beverly Hills, Calif.

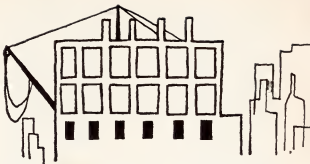
There's one similarity between Lynn's TV role and her Hollywood specialties. On TV, she's also a femme fatale, but a refined one. Instead of providing a temptation for other women's husbands, Lynn is forced to maintain a platonic relationship with her handsome general manager, Jeff Standish. But her Hollywood training has left its mark. Lynn alternates between romantically toying with his affections and coldly spurning his advances. At this rate, Jeff is destined to become TV's most puzzled and frustrated young suitor.

Jeff Standish (he's not quite as shy as famed Miles Standish) makes his TV debut in the person of Hollywood's towering Glenn Langan, who resembles a northwoods Paul Bunyan more than an executive. Glenn never made a noticeable dent in Hollywood producers' memories. In a city where strong virile men are the rule rather than the exception, Glenn was just another contestant in the battle for survival. Now that TV has become the happy hunting ground for cinema castoffs, perhaps it's just the medium Glenn's been waiting for.

Langan, a 6-foot 4-inch product of Denver, decided early on an acting career. After graduating from El Capitan College of the Theater in Hollywood, he returned to his home town to get acting experience in stock companies. Broadway appearances followed and finally Hollywood where he played the field of eligible women in such films as "Margie," "Dragonwyck," and "Forever Amber." Glenn is wed to former model and screen star Adele Jergens. Their first child is expected this September.

Boss Lady has shrewdly maneuvered her pompous, senile father (Nicholas Joy) into a figurehead position, but curbing his gambling instincts is her nemesis. When she's not managing the construction business, she's saving it from debtors.

Add to these complications a namby-pamby kid brother (Charlie Smith, formerly Henry Aldrich's foil, Homer, in the movie series), and a stuffed shirt attorney friend (Richard Gaines) who



has a bad case of the itches for Boss Lady's heart. All of which leaves little time for slushy interludes with Jeff.

There are a lot of questions to clear up before Boss Lady can gracefully retire from the summer replacement scene. Will she continue to spurn Jeff's romantic overtures? Will Poppa Allen conquer his gambling urge? Will brother Chester develop a backbone? Will lawyer Roger do a fast fadeout?

Lynn undoubtedly hopes these questions can be resolved over a longer period of time. For as long as she's "Boss Lady" on television, there's almost no danger of having to return to her movie vixen characters. She's respectable now. And how she loves it!

—Shirley Elman

"Boss Lady" can be seen at 8 p.m. Tuesdays on WNBQ (Channel 5).



Looks like romance, as well as business, is booming as "Boss Lady" (Lynn Bari) gets an approving glance from her general manager (Glenn Langan).

SATURDAY

- 7:30 Twilight Hour
- 9:00 Inside The Law
- 10:00 Affairs Of Jimmy Valentine
- 10:00 Arsan Racket Squad
- 10:00 Bedside Manner
- 11:00 Phantam Of Chinatown
- 11:45 King Of The Circus

SUNDAY

- 10:00 Rubber Racketeers
- 11:15 Mercy Plane
- 12:30 Shaat Ta Kill
- 4:30 Lady In The Death House
- 6:00 Tarture Ship
- 10:00 Shanghai Gesture
- 10:00 Angel On My Shoulder
- 10:30 The Last Waltz
- 11:30 Born To Speed

MONDAY

- 1:00 So's Yaur Aunt Emma
- 1:00 Defenders Of The Law
- 2:00 Marines Are Coming
- 3:00 G.I. Haneymaan
- 3:00 Cotton Queen
- 7:00 Braaklyn Orchid
- 10:00 Old Fashioned Girl
- 10:30 Bambs Over Burma
- 11:30 Daamed At Sundown
- 11:45 God's COUNTRY

TUESDAY

- 1:00 Spy Train
- 1:00 Fair Grounds
- 2:00 Murder At Glen Athol
- 3:00 God's Country
- 3:00 The Westland Case
- 7:00 Flying With Music
- 10:00 I Met My Love Again
- 10:30 The Gentle Sex
- 11:45 That Gang Of Mine

WEDNESDAY

- 1:00 Shock
- 1:00 Mystery Train
- 2:00 One Frightened Night
- 3:00 Hillbilly Blitzkrieg
- 3:00 Our Daily Bread
- 10:00 Detour
- 10:00 Feature Film*
- 11:45 Tonight Or Never

THURSDAY

- 1:00 Raaring Raads
- 1:00 Telephone Operator
- 2:00 Feature Film*
- 3:00 Juniar Pram
- 3:00 Secret Sinner
- 7:00 The Temptrass
- 10:00 Gallant Lady
- 10:00 Dangerous Holiday
- 11:00 Silver Queen
- 11:00 Feature Film*
- 11:45 Sunbonnet Sue

FRIDAY

- 1:00 Campus Rhythm
- 1:00 Scream In The Night
- 2:00 Feature Film*
- 3:00 Let's Get Tough
- 3:00 Stolen Paradise
- 7:00 Prairie Chickens
- 10:00 Feature Film*
- 11:00 World Gone Mad
- 11:45 Rain

*Title To Be Announced

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

MEET MISS

A STREAMLINED blonde from Chicago topped a field of 15 beauties to carry off the "Miss Video Venus" title during the contest finals televised over WBKB. Miss Iris Hodges, a general office worker who resides at 533 South Millard, Chicago, is Channel 4's Venus—with arms. The selection climaxed a nine-week search.

The 18-year-old beauty is 5 ft., 4½ in. tall and weighs 112 pounds. Her vital statistics: bust, 34; waist, 22, and hips, 34.

Attired in figure-molding aqua bathing suits provided by Jantzen, the contestants from Illinois, Indiana, Michigan and Wisconsin paraded before the seven judges, answered queries and donned their prettiest smiles for the cameras. Finalists were Joyce Henson, Cynthia Schaap, Charmaine Blum, Mary Pinkerton, Beth Greenberg, Mickie Knight, Diana Davis, Ann Bockwinkel, Norma Metzler, Iris Hodges, Darlene Burtzloff, Connie Bednarz, Janet Anderson, Marilyn Parsell and Lois Mahler.

Miss Video Venus' treasure chest of prizes included a TV audition, choice of expense-paid vacation for two at a fabulous Wisconsin resort; TV set and portable radio; Persian lamb cape-stole; course in modeling and charm; "day of beauty" and complete individualized make-up kit, two sets of jewelry and a floral bouquet.

All the finalists received Jantzen bathing suits and Elgin-American compacts.

After the contest, a startling revelation was disclosed, proving that the "Venus" search was a unique unrehearsed battle among beauties. The queen and her court (Beth Greenberg, Diana Davis, Mary Pinkerton and Ann Bockwinkel) are all Chicago products, although the finalists were from a four-state area. Apparently, Chicago still has a corner on the cheesecake market.

VIDEO VENUS



Miss Video Venus will spend a jayous week in such beautiful surroundings as this Wisconsin resort.



Iris Hedges poses in her royal garb following her selection as Miss Video Venus. The televised finals climaxed a nine-week search through Illinois, Indiana, Wisconsin and Michigan. Miss Hedges' comment following the presentation: "This can't be happening to me!"



Iris Hedges receives the Video Venus emblem of royalty from crownbearer Susan Rass while the queen's court stands in attendance. (L. to r.) runners-up Diana Davis, Beth Greenberg, Iris Hedges (queen), Ann Backwinkel and Mary Pinkertan.

On the Video Venus panel of judges were: (front row, l. to r.) WBKB promotion director Lee Salberg, and WBKB TV celebrities Luckey North and Danny O'Neil; (back row, l. to r.) WBKB newscaster Ulmer Turner, TV Farecast editor Marty O'Shaughnessy, Harvey Schapira of Shinderman resort management, and Frank Pape, WBKB TV chef. Announcer Chuck Bill (standing, right) emceed the proceedings.



Saturday Sept. 6

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

- 9:00 7 **ROUNDUP TIME**—Western Film
"Wagon Trail" with Harry Carey
- 9:45 9 **MAGIC CARPET**—Film Short
"Keewah, Monkey King"
- 10:00 7 **SPACE PATROL**—Adventures
Radio active clouds interfere with a routine flight of Commander Corry
- 9 **MOVIES FOR KIDS**—Films
"Rustlers' Hideout" pt. one
- 10:30 4 **SMILIN' ED'S GANG**—Stories
Ed McConnell narrates tale for kids
- 7 **BEULAH SHOW**—Comedy Skits
- 9 **KIDS & COMPANY**—Variety
Johnny Olsen emcees hall of fame
- 11:00 4 **BIG TOP**—Circus Show
Ringmaster Jack Sterling
- 9 **MORNING MOVIE TIME**—Films
"Shadow Of Death" with Buster Crabbe
- 12:00 4 **PANTOMIME PARTY**—Games
Bill Cain, Clark Davis & Ellen Scott
- 9 **"GUNSMOKE RANCH"**—Feature
Film with Robert Livingston, Ray Corrigan, & Max Terhune; a mesquite western about floods in the Ohio & Mississippi valley (made in 1937)
- 12:30 4 **FILM**
- 5 **PROGRESSIVE PARTY CANDIDATES FOR PRESIDENT AND VICE PRESIDENT**
Vincent Hallinan & Mrs. Charlotta Bass
- 1:00 4 **"NORTHWEST TRAIL"**—Film
Feature with John Littel, Joan Woodbury, & Bob Steele; Canadian Mountie comes to the aid of a girl who has been robbed of some money (made in 1945)
- 5 **NATIONAL TENNIS MATCHES**
Semi finals from Forest Hills, L. I., N. Y.
- 9 **BATTING PRACTICE**—Warm Up
- 1:10 9 **LEAD OFF MAN**—H. Creighton
- 1:25 9 **BASEBALL**—Cubs vs Cincinnati
- 2:30 4 **"EAST SIDE KIDS"**—Feature
Film with Leon Ames & Joyce Bryant; sharpie enlists the aid of the Kids in delivering counterfeit money without their knowing it (made in 1940)
- 3:00 7 **FEATURE FILM PRESENTATION**
- 3:45 9 **TENTH INNING**—Recap Of Game
- 4:00 4 **CLASSIC THEATER**—Opera
"Monte Cassino" part two
- 5 **FILM**
- 7 **LUCKY SEVEN RANCH**—Western
"West of the Alamo" with Jimmy Wakely, Lee White & Iris Clive; crime wave is launched by the town's bank president (made in 1946)

- 4:00 9 **MUSIC ALA MODE**—Jack Fuller
- 4:30 5 **ROOTIE KAZOOTIE**—Puppets
- 5:00 4 **PATTERN FOR LIVING**—Talks
- 5 **WESTERN ROUNDUP**—Film
- 7 **CISCO KID**—Adventure Tale
Duncan Renaldo & Leo Carrillo star in story titled "Medicine Flats"
- 9 **"WILD WEST"**—Feature Film
Eddie Dean, Roscoe Ates, & Al LaRue in story that deals with a trio of rangers who have come to assist an engineer laying cable for a telegraph (made in 1946)
- 5:30 7 **FLIP THE FROG**—Film Cartoon
Story titled "The Bully"
- 5:40 7 **FOR COWBOYS ONLY**—Western
"Silver Range" feature film
- 6:00 4 **STORK CLUB**—Interviews
Sherman Billingsley is your host
- 5 **MR. WIZARD**—Science Study
Don Herbert and Bruce Lindgren discuss the electronic mystery of sound reproduction on a strip of plastic tape
- 6:30 4 **BEAT THE CLOCK**—Games
- 5 **FILM**
- 7 **PAUL WHITEMAN'S TEEN CLUB**
Nancy Lewis & Junie Keegan assist
- 9 **PET SHOP**—Gail Compton mc
Wendy Stocking brings down a pet sparrow; Gay shows how a parakeet has been trained; also: Samoyed pups & Jay Christensen with his St. Bernard, Bolivar, and other dogs
- 7:00 4 **FARMTOWN U.S.A.**—Talks
George Menard talks about farm life
- 5 **ALL STAR REVUE**—Variety
Dennis Day is host to guests Corinne Calvet, Paul Douglas, Billy Daniels and his dancers
- 7 **TO BE ANNOUNCED**
- 9 **PORTRAITS OF THE WEST**
"Gunsmoke Mesa" with Jim Newill, Dave O'Brien, & Guy Wilkerson; a villainous couple set their sights on a gold mine and nothing stops them (made in 1944) comments by Geo. Jennings
- 7:30 4 **ALL STAR HIT PARADE**—Music
- 7 **TRI-STAR THEATER**—Feature
Three features are shown in succession; please allow an hour to an hour and a half for each, appearing in the following order:
"Twilight Hour" with Mervyn Johns, Basil Radford, & Marie Lohr; mystery story involving the broken, tangled life of a war hero bereft of his memory (made in 1941)
"Inside The Law" with Wallace Ford, Luana Walters, & Frank Sully; a family of crooks finds itself in control of a small town bank & anything & everything happens (made in 1942)
"Affairs Of Jimmy Valentine" with Dennis O'Keefe, Gloria Dickson, & Ruth Terry; adventures of a man as he searches for the original romantic safe cracker (made in 1941)

SATURDAY SEPT. 6—con't

- 7:45 9 CLETE ROBERTS' NEWS**—Events
- 8:00 4 ROLLER DERBY**—Action Plus
Ken Nydel narrates excitement
- 5 YOUR SHOW OF SHOWS**—Variety
Sid Caesar and Imogene Coca in various parodies and satires. Permanent cast includes: dancers Bambi Linn & Rod Alexander, soprano Marguerite Piazza, vocalists Bill Hayes, Judy Johnson, Billy Williams Quartet, Jack Russell
- 9 DICK TRACY**—Mystery Drama
The famous Chester Gould comic strip sleuth comes to life in his fight against crime
- 8:30 9 WRESTLING FROM MARIGOLD**
Main event: Bob Orton vs Verne Gagne; Hans Schmidt vs Fred Blasie; Balk Estes vs Reggie Lisowski; Baron Arena & Canadian Angel vs Billy Hickson & Jack Carter (tag match); Juan Hernandez vs Zack Malkov
- 9:00 4 DISC JOCKEY SHOW**—Hal Tate
Old and new songs on record
- 9:30 4 BATTLE OF THE AGES**—Variety
Morey Amste Jam me pits "youngsters" of show business against "oldsters." Guests include: Will Mahoney, Harold & Lola, Teresa Brewer, Zola Mae, and Peggy Jane Shaulis
- 5 YOUR HIT PARADE**—Musical
The top 7 tunes you've picked as favorites sung by Snooky Lanson, Dorothy Collins, & June Valli with Raymond Scott and his orchestra
- 10:00 4 "ARSON RACKET SQUAD"**—Film
Feature (1st showing) with Robt. Livingston, Rosaling Keith, & Jackie Moran; a man from a fire team turns detective to stop an arson gang (made in 1938)
- 5 "BEDSIDE MANNER"**—Feature
Film (1st showing) with John Carroll, Ruth Hussey, Charles Ruggles, & Ann Rutherford; story of a doctor and his niece who aids him in his practice despite his protests (made in 1945)
- 11:00 9 "PHANTOM OF CHINATOWN"**—Film
Feature with Keye Luke, Lotus Long, & Grant Withers; concerns the discovery of a scroll which tells where a large oil deposit lies (made in 1941)
- 11:30 4 ULMER TURNER & THE NEWS**
Current events around the world
- 11:45 4 "KING OF THE CIRCUS"**—Film
John Loder, Benita Hume, & Gregory Ratoff; drama of love and jealousy among circus performers (made in 1936)

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

TV FORECAST

Every Saturday

LUCKY STRIKE PRESENTS

YOUR HIT PARADE

and all the Hit Paraders

9:30 pm Channel 5

Be Happy-**GO LUCKY!**

SHEARED RACCOON \$200

Our New York resident Buyer just purchased for Cash 32 Brand New Sheared Raccoon Coats of excellent style and quality—each and every one of them a beauty and is a real Bargain at \$200—easily worth double—Yes you may budget.

MILLER FUR CO. 166 N. Michigan

PICK'N CHICK'N

Trade Mark Reg.

PROMPT DELIVERY SERVICE



- Bar-B-Q Ribs
- Burger in a Basket
- French Fried Shrimps
- Bar-B-Q Beef, Pork, Ham

WEST SIDE STORE
4315 West North Ave.
CA pitol 7-5315
delivery limits

North: Irving Park
South: Roosevelt Rd.
East: Western
West: Oak Park Ave.

NORTH SIDE STORE
1565 W. Howard St.
SH eldrake 3-1620
delivery limits

North: Central (Evanston)
South: Bryn Mawr
East: Lake Michigan
West: Crawford

Present this ad for **FREE DELIVERY**

GUARANTEED TV SERVICE

ALL MAKES
ALL MODELS

Radio Dispatched Trucks

DICKENS 2-5400

TELE-TRONICS

Serving All Chicagoland

Sunday

THIS IS SHOW BUSINESS

with

Clifton Fadiman • Sam Levenson,
George S. Kaufman and guests!

6:30 pm Channel 4

Be Happy-**GO LUCKY!**

the week's news

in review on

"TODAY

AND

Tomorrow"

with

FRANK REYNOLDS

Sundays at 3:30 p.m.



WBKB

Sunday Sept. 7

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

- 10:00 4 "RUBBER RACKETEERS"—Film
Feature with Ricardo Cortez, Rochelle Hudson, & Barbara Reed; a group of citizens set out to expose a black market (made in 1942)
- 5 EPISCOPAL CHURCH SERVICE
Sermon by Archbishop of Canterbury
- 9 AMERICA AT CHURCH—Relig.
Bethany Ref. Church of Roseland
- 11:00 5 TO BE ANNOUNCED
- 7 PAPA BEAR'S NEWSREEL
Frank Bear narrates the news
- 11:15 5 THE PULPIT—Inspirational
- 7 TOOTSIE HIPPODROME—Circus
Emcee John Reed King presents acts Rudy Dockey and his talented dogs; The Winslows and their unicycle act
- 9 "MERCY PLANE"—Feature Film
James Dunn & Frances Gifford in story of sky bandits who run off with mystery ship (made in 1940)
- 11:30 4 CANDY CARNIVAL—Variety
Gene Crane is host to talent
- 5 LIVE AND LEARN—Discussion
Guest, George B. Young, Northwestern Univ. lecturer, speaks on "Metropolitan Planning"
- 7 FAITH FOR TODAY—Religious
"Are flying saucers interplanetary messengers or supernatural warning from the Almighty?"
- 12:00 4 ULMER TURNER AND THE NEWS
- 5 NATURE OF THINGS—Science
Discussion of "Vapor Pressure"
- 7 TROUBLE WITH FATHER—Skit
Stu Erwin is featured as the well-meaning but blundering Papa
- 9 "SHERIFF OF CIMARRON"—Film
Feature with Sunset Carson
- 12:15 4 YOUR FUTURE HOME—Ideas
Ed Cooper shows pictures of homes
- 5 BIBLICAL STORIES—Puppets
"Moses In Egypt" reviewing his birth, discovery by the princess, & flight
- 12:30 4 "SHOOT TO KILL"—Feature
Film with Russell Wade & Susan Walters; drama about crooked politicians & the gangs (made in 1947)
- 5 FRONTIERS OF FAITH—Relig.
Church of St. Paul & St. Andrew in N.Y. with Rev. Geoffrey Fisher presiding
- 7 AMATEUR HOUR—Chgo. Talent
Bob Murphy emcees talent show
- 1:00 5 HOW DOES YOUR GARDEN GROW?—Discussion and Movies
John Ott shows growth and development of dahlias through his time-lapse movies
- 9 BATTING PRACTICE—Warmups
(Continued on page 18)

TV FORECAST



Please come back

DON MCNEILL

COME HOME, Don McNeill, all is forgiven.

The TV fans want you back, and they promise not to say anything about what happened last year. You'll admit that's pretty forgiving, won't you? After all, your "TV Club" WAS on during the entire season, and some folks seem to think that was UNforgivable.

The trouble was, Don, you just weren't yourself on TV. People who have listened to you on the Breakfast Club for 17 years didn't recognize you at all. You acted a little stiff (but dry, of course), a trifle formal and cool.

The voice was the voice of McNeill but the body didn't register.

It didn't help any, either, when your Breakfast Club gang got out of their working clothes and put on some starchy party manners. For gosh sakes, it was just like seeing Huck Finn in a Lord Fauntleroy outfit.

But showmanship will out. You fooled us all, Don. All the time we thought **you were roped & hog-tied** by the script writers, you were lying in the weeds, plotting and planning. Your last three shows were great, really great.

Here's why. You tossed all the fancy stuff overboard, took off your girdle and "swung easy." You grabbed the mike and whooped it up with the studio audience. It was the same great old Breakfast Club routine all over again. And everybody loved it.

TV needs you, Don. It needs your entire happy gang, too—romantic Johnny Desmond, addle-brained Aunt Fanny (Fran Allison), clowning Sam Cowling and cuter 'n a bug's ear Peggy Taylor.

Just let that TV camera poke its way around, catching all the fun of the Breakfast Club.

The candle is lighted in the window, Don. C'mon home, boy, all is forgiven.



It's all good fun, even when Sam Cowling (right) is leading a dog's life, presided over by Don McNeill and his mascot Jitterbug.



Pert singer Peggy Taylor, shown here with WGN-TV's organist Hal Turner, is the newest happy addition to the famed McNeill gang of ABC.

SUNDAY SEPT. 7—con't

- 1:10 9 **LEAD OFF MAN**—Creighton
- 1:25 9 **BASEBALL**—Cubs vs Cincinnati
Jack Brickhouse & Harry Creighton
- 1:30 5 **NATIONAL TENNIS MATCHES**
From Forest Hills, Long Island, N.Y.
- 7 **WILD BILL HICKOK**—Western
Guy Madison and Andy Devine
- 2:00 4 **WHAT'S THE GREAT IDEA?**
Quotation from "The Prince" by Machiavelli is discussed by Phil La Follette, former governor of Wis., Rev. John Cavanaugh, C.S.C.; Maurice Donahue mc
- 7 **CISCO KID**—Western Movie
Duncan Renaldo & Leo Carrillo star
- 2:30 4 **ALL STAR HIT PARADE**
Music by your favorite recording stars
- 7 **ADVENTURES OF KIT CARSON**
Bill Williams is featured as Kit
- 3:00 4 **FILM**
- 7 **SADDLE & SAGE**—Western
Feature film "Water Rustlers"
- 3:30 4 **TODAY & TOMORROW**—News
Commentary by Frank Reynolds
- 5 **SUMMER THEATER**—Drama
"Dutch Treat" an 18th century New York tavern owner resents having city cut down tree in front of his tavern because it has been a symbol
- 7 **BOB ATCHER & SAMMY SQUIRREL**—Puppet Antics
- 3:45 4 **INDUSTRY ON PARADE**—Film
Story of the industries of America
- 9 **TENTH INNING**—J. Brickhouse
- 4:00 4 **LAMP UNTO MY FEET**—Relig.
Moderator Dr. Lyman Bryson presents "Does It Matter?" discussed by Dr. Jesse Stitt & Dr. J. Henry Carpenter
- 5 **ZOOPARADE**—About Animals
Sound equipment and personnel from Cornell Univ. will demonstrate the technique used in recording the voices of many wild & near extinct birds
- 7 **SUPER CIRCUS**—Big Top Fun
Ringmaster Claude Kirchner presents Capt. Christy's lions; Bill Finch, baton twirler; Cliffy, Scampy, & Nicky enroll in Mary Hartline's "Finishing School"; Bernie Hoffman's Super Menagerie; Henri French, comedy bicycle act, & Dalton & Bailey, trapeze act
- 9 **MUSIC ALA MODE**—J. Fuller
- 4:30 4 **BILLY THE KID**—Western Film
- 5 **TV RECITAL HALL**—Musical
- 9 **"LADY IN THE DEATH HOUSE"**
Feature film starring Jean Parker, Lionel Atwill & Douglas Fowley; innocent girl is saved from execution by efforts of two men (made in 1944)
- 5:00 5 **FEARLESS FOSDICK**—Tales
In "Lonely Hearts," Fearless outwits Mr. Eau de Cologne and saves a widow
- 7 **LAUGH TIME**—Film Short
"Charlie Chase" and cartoons

- 5:30 4 **SEE IT NOW**—News Comments
On-the-spot news by Edw. R. Murrow
- 5 **ROY ROGERS SHOW**—Drama
In "Death Medicine," trail of kidnappers demanding \$20,000 ransom for release of Roy's old friend
- 7 **AMERICAN SCENE**—Film
Documentary about our country
- 6:00 4 **GENE AUTRY SHOW**—Western
Gene helps a friend defend his ranch in "Double Cross Valley"
- 5 **SUPER GHOST**—Quiz Game
Bergen Evans emcees word game with panel: Mrs. Sherl Stern, housewife, stockbroker Robert Pollak, Dr. Irving Lee, and guest
- 7 **YOU ASKED FOR IT**—Requests
Art Baker presents Mrs. Alta Ficarrelli in an amazing demonstration of typing & piano playing, Fernando Isias, horse shoe pitching star, & a special motion picture tribute to Al Jolson
- 9 **"TORTURE SHIP"**—Feature
Film with Lyle Talbot, Irving Pichel, Jacqueline Wells; doctor helps 8 killers escape jail & takes them on a sea voyage to prove a theory (1939)
- 6:30 4 **THIS IS SHOW BUSINESS**
Clifton Fadiman moderator; panelists: Geo. S. Kaufman, Sam Levenson, & guest Betty Furness; others include: comic Bert Wheeler, singer John Raitt, and dancer Martha Ann Bentley
- 5 **MEET THE PRESS**—Discussion
Martha Rountree & Lawrence Spivak with a panel of reporters quiz guest Sec. of Army Frank Pace
- 7 **WHAT'S THE ANSWER**—Quiz
Mal Bellairs asks the questions
- 7:00 4 **TOAST OF THE TOWN**—Variety
Ed Sullivan presents songwriter Harold Arlen, actor Ronnie Graham and George Prentice & his puppets
- 5 **BIG PAYOFF**—Quiz Show
Randy Merriman and Bess Myerson quiz the men out for the grand prize
- 7 **KING'S CROSSROADS**—Film
Carl King narrates film-short stories
- 7:15 9 **CLETE ROBERTS' NEWS**—Events
- 7:30 9 **CHICAGOLAND NEWSREEL REV.**
- 8:00 4 **INFORMATION PLEASE**—Quiz
Try and stump the experts! Panel includes regulars Franklin P. Adams John Kieran, & guests (see pg. 8)
- 5 **TV PLAYHOUSE**—Drama
"The Last Hour" by Lionel Shapiro, with Maria Riva, Tod Andrews & Gil Foley; story of a German war trial
- 7 **QUEST FOR SERENITY**—Talk
Religious talks by Dr. Hildebrand
- 9 **ROCKY KING**—Roscoe Karns
"Murder Lays The Odds." A bookie is murdered and Rocky's wife supplies the clue which helps him solve the crime
- 8:30 4 **BREAK THE BANK**—Quiz Game

SUNDAY SEPT. 7—con't

- 8:30 7 FOCUS**—Documentary Film
- 9 PLAINCLOTHESMAN**—Drama
"A Kill For A Thrill." A woman must decide whether or not to sacrifice her son to save her husband
- 9:00 4 CELEBRITY TIME**—Variety
Conrad Nagel presents singer Johnny Desmond, actress Janis Paige, Betty Ann Grove & Jonathan Lucas
- 5 THE DOCTOR**—Film Drama
Warner Anderson, Sandy Kenyon & Conrad Janis in "Time To Kill"; story of brilliant student of gov't. who tries to clean up corruption he uncovers
- 7 BILLY GRAHAM**—Religious
- 9 THEY STAND ACCUSED**—Jury
Dramatic portrayal of a case from the history files of the court
- 9:15 7 FILM SHORTS**—Documentary
- 9:30 4 WHAT'S MY LINE?**—Quiz
Host John Daly with panel, Dorothy Kilgallen, Arlene Francis, Hal Block, and Bennett Cerf
- 5 AMERICAN FORUM OF THE AIR**
"Is Germany The Key To Free Europe?" discussed by Rep. Jacob Javits (R-N.Y.) & Benjamin Bittenwieser, former ass't. U.S. High Commissioner for Germany
- 7 PRODUCTION FOR FREEDOM**
- 10:00 4 "SHANGHAI GESTURE"**—Feature
Film with Gene Tierney, Walter Huston, & Victor Mature; intrigue, adventure, and romance in the mystery city of the East (made in 1941)
- 5 WEATHERMAN**—Clint Youle
- 7 DREW PEARSON**—News
- 9 COURTESY THEATER**—Feature
Film "Angel On My Shoulder" with Paul Muni, Anne Baxter, & Claude Rains; deals with Satan's efforts to best his Heavenly enemy using as a tool a gangster who wants revenge on a pal (made in 1946)
- 10:10 5 DORSEY CONNORS**—Ideas
- 10:15 5 ALEX DREIER**—News Report
- 7 EARL NIGHTINGALE**—Talks
- 10:30 5 SPORTS STAR TIME**—Duggan
- 7 "THE LAST WALTZ"**—Feature
Film with Jarmila Novotna, Bruce Winston, & Gerald Barry; featuring the memorable tunes of an operetta by Oscar Strauss (made in 1938)
- 11:00 5 TONY WEITZEL SHOW**—Gossip
Stories about Chicagoans
- 11:30 4 ELOISE SALUTES THE STARS**
- 9 "BORN TO SPEED"**—Feature
Film (1st showing) with Johnny Sands, Terry Austin, Don Castle; son of racing driver teams with his dad's old mechanic (made in 1947)
- 11:45 4 FILM SHORT**
(Stations reserve the right to change above listings without notice)

TV FORECAST

Don't Miss

"The Doctor"

TV'S NEWEST DRAMATIC SERIES

TUNE IN AT

9 P.M. EVERY SUNDAY

STATION WNBQ

CHANNEL 5

Presented by

CAMAY and CHEER

PAUL MUNI ★ **ANNE BAXTER**

CLAUDE RAINS



"Angel on my shoulder"

STIRRING DRAMA!

A Great Story! A Great Cast!

SUNDAY

10 pm • WGN-TV

COURTESY THEATRE

Monday Sept. 8

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

- 7:00 5 **Today**—News & Commentary
8:45 4 **Morning News**—Data & Guests
9:00 4 **Morning News**—Commentary
5 **Coffee And**—Interviews, Music
Hugh Downs is your host
9:15 4 **Arthur Godfrey Time**—Variety
9 **Travelogue**—Film Short
"Lausanne"
9:30 5 **Breakfast Party**—Mel Martin
9 **Chicago Cooks**—Kay Middleton
10:00 4 **Al Pearce Show**—Variety
5 **Home Cooking**—Eddie Doucette
1-dish casserole topped with pork chops
7 **"Notorious But Nice"**—Film
Feature, Marian Marsh & J. Carrol Naish
10:30 4 **Breakfast With Danny O'Neil**
5 **It's A Problem**—Discussion
"Nursery School—A New Experience" discussed by Dr. Gunnar Dybwad and Dr. Robert Gomberg
9 **Strike It Rich**—Warren Hull
11:00 4 **Creative Cookery**—F. Pope
Preparation of mock chicken legs, turkish pilaf
5 **Ruth Lyons' 50 Club**—Chats
7 **Bob & Kay Show**—Variety
9 **Bride & Groom**—John Nelson
11:15 9 **Love Of Life**—Continued Tale
11:30 5 **Good Living**—Homemaking Tips
9 **Search For Tomorrow**—Drama
11:45 9 **Rhythm Retreat**—Musical
12:00 4 **Bill Evans Show**—Variety Time
5 **Noontime Comics**—John Coons
9 **Hi Ladies**—Interview Fun
12:30 4 **Garry Moore Show**—Variety
Guest: singer comedienne Kay Ballard
5 **Meet Mintz**—Herbie Mintz
7 **Beulah Karney Presents**—Tips
Movies of Penn. Dutch area
12:45 5 **Jack Angell With The News**
9 **News Of The Day**—S. Allen
1:00 5 **"So's Your Aunt Emma"**—Feature Film
Comedy involving a sweet old lady who journeys to the big city, and is mistaken for a gangsters' "moll" (made in 1942)
7 **"Defenders Of The Law"**—Film
Feature with Dale Owen & Edmund Breeze; story of the rackets and the men who seek them out (made in 1936)
9 **Test Pattern** 'Til 4:45 p.m.
1:30 4 **Guiding Light**—Serial Tale
7 **Claude Kirchner Show**—Variety
Interviews and commentary

- 1:45 4 **Art Linkletter's House Party**
Interviews with unusual guests, discussions, demonstrations; music by Muzzy Marcellion, songs by Monica Whalen; and many new features
2:00 5 **Big Pay Off**—Quiz Contest
7 **"Marines Are Coming"**—Film
Feature with Conrad Nagel & Esther Ralston; comedy of the bad boy of the Corps who plunges into disgrace through love of a woman (made in 1934)
2:15 4 **Loyola Univ.**—Discussion
Topic is "God Is"
2:30 4 **Lucky North Show**—Interviews
5 **Welcome Travelers**—Chats
Tommy Bartlett talks with guest travelers, awards them gifts, & serves refreshments to the audience
2:45 4 **Mike And Buff Show**—Chats
Interviews from various noted locales
3:00 4 **"G. I. Honeymoon"**—Feature
Film with Gale Storm & Peter Cookson; newlyweds are separated by his army orders (made in 1944)
5 **Kate Smith Hour**—Variety
"The House In The Garden," 15-minute serial; showing of after-five fashions; The McGuire Sisters, singers
7 **"Cotton Queen"**—Feature Film
Will Fyffe and Stanley Holloway
4:00 5 **Hawkins Falls, Pop. 6,200**
7 **Sagebrush Theater**—Serial
"Driftn' Along" feature film
4:15 4 **Assembly**—Military Talks
Chief Corey spotlights the Ill. National Guard, 178 Regimental Combat team with Col. Jones
5 **Gabby Hayes Show**—Tall Tales
4:30 4 **Film**
5 **Howdy Doody Show**—Puppets
4:45 9 **Trail Blazers' Theater**—Western
"Fuzzy Settles Down" feature film
5:00 4 **Kids Karnival Kwiz**—Games
5 **Cactus Jim**—Western Film
7 **Laugh Time**—Film Shorts
"Laurel & Hardy" plus cartoons
5:30 4 **Silhouettes Of The West**—Film
5 **King Calico**—Puppet Fun
Johnny Coons and Doris Larson
7 **Tom Corbett, Space Cadet**
5:45 4 **Window Shopping**—Commercial
5 **Something To Talk About**
7 **Adventure Time**—Film
"Hurricane Express" ch. 3 in series
9 **Afternoon Edition**—R. Hurleigh
5:50 5 **Clifton Utley And The News**
6:00 4 **Sports & Comments**—Bob Elson
5 **Up To Paar**—Comedy Quiz
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
6:10 7 **Sports Highlights**—Jack Drees
6:15 4 **Ulmer Turner And The News**
6:20 7 **Top O' The Weather**—J. Weigel
(Continued on page 22)

LETTERS to the editor

(Continued from page 4)

I wonder if Sam Levenson will be on in the fall? I think his type of humor is wonderfully wholesome.

Chicago, Ill.

E. STONE

(Ed. Note: Sam will still be a panelist on "This is Show Business" but there seems to be no chance for a show of his own at present.)

I'm glad to see that "Amos & Andy" have finally come to their senses and put on a new movie every other week instead of an old one every week. Now I'll start watching them again.

Chicago, Ill.

MRS. HAROLD HASSELL

Chub McCarthy. . . . Look at the Weatherman program before you criticize—Jeanne Youle is on only three nights a week, not 5. Wednesday has Louie Rowan for Santa Fe and Friday has Mrs. Youle, Clint's mother, for Wanzer. And not only that, but I like the small talk. If you continue to make such glaring errors I'll stop reading you.

Elmhurst, Ill.

MRS. JOHN BULLMAN

(Ed. Note: An angry glare to McCarthy for his glaring mistake.)

By means of the Informations Service of the United States Embassy, I have informed me that your review is specially dedicated to television, therefore I would like when you kindly would send me informations, and when it is possible, an exemplary.

Villa Ballester, Argentina

CARLOS HERBERT

I've stood all the arm waving commercials by high pressure pitchmen but now I declare foul. This foul is Marty Fay. He hardly ever shouts or waves his arms. He just talks and that's it. Mr. Fay sounds like a goose with laryngitis only the laryngitis hasn't completed the job.

Westmont, Ill.

PETE SLOWEY

I wonder if Marty Fay's sponsors have ever listened to his rasping voice. I have given my children explicit instructions to tune out the voice whenever that man starts talking.

Chicago, Ill.

JACQUELYN DURHAM

Without actual murder, is there any way of getting rid of that twerp Marty Fay with the rasping voice. He's driving the ladies back to their dishwashing.

Forest Park, Ill.

WALTER RAETKE

(Ed. Note: Well, those dishes were getting dirty.)

TV FORECAST

AUTHORIZED CITYWIDE

\$3 TV SERVICE CALL

DAY - NIGHT - SUNDAY

OUR WORK & PARTS GUARANTEED 1 YR.

PICTURE TUBES
AND PARTS IN
STOCK FOR

ADMIRAL
CROSLY
DUMONT
EMERSON
GAROD
GENERAL ELEC.
HALLICRAFTERS
MAGNAVOX
MAJESTIC
MOTOROLA
PHILCO
RCA VICTOR
SCOTT
SENTINEL
STROMBERG
TRAVELER
WESTINGHOUSE
ZENITH

Call Nearest Number

Michigan 2-7100

454 W. North

Wellington 5-3050

1005 W. Belmont

GRaceland 7-3300

3179 N. Clark

Kildare 5-0425

4100 Milwaukee

EVERglade 4-0440

2753 W. North

KEdzie 3-7766

9 S. Kedzie

HYdepark 3-3100

1305 E. 63rd

STewart 3-1000

7460 S. Vincennes

Longbeach 1-0002

1139 W. Wilson

Fritzel

Est. 1925

A Trusted Name

Looking for new
recipes for breakfast,
lunch, dinner?



**"Creative
Cookery"**

with

Francois Pope

assisted by Bob and Frank Pope

Monday thru Friday 11 A.M.

WBKB

POWER-PACKED TV ACTION



BOXING

EVERY MONDAY

9:00 PM

JIM MARTINEZ of Phoenix

VS.

SAM MASTREAN of Pittsburgh

Presented by
METROPOLITAN PONTIAC DEALERS
of Chicago

CHANNEL

WENR-TV

MONDAY SEPT. 8—con't

- 6:25 7 **Barbara Moro Views Chicago**
Commentary about "our town"
- 6:30 4 **CBS News**—Douglas Edwards
- 5 **Those Two**—Comedy Skits
- 7 **Hollywood Screen Test**—Drama
Neil Hamilton introduces Ilka Chase
- 9 **Spencer Allen & The News**
- 6:45 4 **Perry Como Show**—Musical
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**—Data
- 7:00 4 **VIDEO THEATER**—Drama
"Ile" by Eugene O'Neill, with Gene Lockhart & Fay Bainter; high drama of a whaling ship ice-bound in the Arctic
- 5 **PAUL WINCHELL-JERRY MAHONEY**
"What's My Name" quiz plus variety with singing comedienne Dorothy Claire
- 7 **"BROOKLYN ORCHID"**—Feature
Film with William Bendix & Joe Sawyer; a pair of gents own a fleet of taxis, but they soon find that prosperity brings troubles (made in 1942)
- 9 **NO COVER CHARGE**—Musical
Jack Fuller supplies the music
- 7:15 9 **CLETE ROBERTS & THE NEWS**
- 7:30 4 **GODFREY'S TALENT SCOUTS**
Professional talent competition
- 5 **VOICE OF FIRESTONE**—Music
Guest soloist: Eugene Conley sings "La Donna E Mobile" from Verdi's "Rigoletto," "Only A Rose," Victor Herbert's "Ah, Sweet Mystery Of Life;" Howard Barlow & orchestra do Mendelssohn's "Fingal's Cave" overture & "Rio Rita"
- 9 **JOHNS HOPKINS REVIEW**
"Kid Scientist" demonstrated by high school science students
- 8:00 4 **MY LITTLE MARGIE**—Comedy
Margie poses as a famous Italian baritone to impress one of her father's potential clients in "Margie Sings"
- 5 **LIGHTS OUT**—Mystery Drama
"The Red Rose" by Milton Lewis with John Newland and Mary Phillips; a young bride is informed that her new husband is a murderer, and plans to kill her
- 7 **UNITED OR NOT**—Discussion
John McVane moderator
- 9 **GUIDE RIGHT**—Military Show
Problems confronting servicemen
- 8:30 4 **WHO'S THERE**—Arlene Francis
Regular panel includes: Roger Price & Robert Coote, plus a mystery guest
- 5 **ROBERT MONTGOMERY**—Drama
"The Law-Abiding" with Chester Morris; young British scientist reveals valuable scientific military information to a suspected agent
- 7 **IMPACT**—News & Features
Austin Kiplinger illustrates the news

TV FORECAST

MONDAY SEPT. 8—con't

- 8:30 9 **BOXING**—Eastern Pkwy. Arena
Ted Husing announces bouts
- 9:00 4 **SUMMER THEATER**—Drama
"The Happy Housewife" takes up the challenge when her husband suggests that she go out and work for a living herself. Comedy features Anna Lee, June Dayton, Richard Kendricks & Ann Shoemaker
- 7 **BOXING FROM RAINBO ARENA**
Main Event; 19 year-old Jim Martinez of Phoenix, winner of 35 of 36 bouts vs. Sam Mastrean, 25, of Pittsburgh with 52 wins and 12 losses; Jack Drees announces the matches
- 9:30 5 **WHO SAID THAT?**—Quote Quiz
Emcee Walter Kiernan quizzes guests June Lockhart, John Mason Brown and Bob Considine & regular Frank Conniff
- 9:45 9 **SPORTS PAGE**—Commentary
Arch Ward & Jack Brickhouse
- 10:00 4 **ULMER TURNER & THE NEWS**
- 5 **WEATHERMAN**—Clint Youle
Report on Chicago's atmospheric conditions with sidelights of temperatures in other cities
- 7 **PAGE ONE**—News And Sports
- 9 **"OLD FASHIONED GIRL"**—Film
Feature (1st showing) with Gloria Jean and John Hubbard
- 10:10 5 **DORSEY CONNORS**—Ideas
- 10:15 4 **SPORTS SCOREBOARD**—News
- 5 **CLIFTON UTLEY AND THE NEWS**
- 10:25 4 **CHGO. WEATHER**—P. Geraghty
Here's what to expect tomorrow
- 10:30 4 **CHICAGO AT NIGHT**—Chats
- 5 **LET'S LOOK AT SPORTS**—Duggan
- 7 **"BOMBS OVER BURMA"**—Film
Feature with Ricardo Cortez & Anna Mae Wong; spies and intrigue as the Chinese underground endeavors to get a convoy through without mishap (1942)
- 10:45 4 **CHRONOSCOPE**—Discussion
Wm. Bradford Huie and Henry Hazlitt conduct interviews with statesmen
- 5 **HERBIE MINTZ SHOW**—Musical
Music, guests, & commentary
- 11:00 4 **KUP'S COLUMN**—News-Guests
- 5 **FEATURE FILM PRESENTATION**
- 11:15 4 **MIDNIGHT EDITION**—U. Turner
Late up to the minute news
- 11:30 4 **ALL STAR HIT PARADE**
Your favorite top tunes are played
- 9 **"DOOMED AT SUNDOWN"**—Film
Feature with Bob Steele (made in 1937)
- 11:45 4 **"GOD'S COUNTRY"**
(See Tues. 3:00 p.m. Ch 4 listing)
- 12:00 5 **AFTER ALL**—Commentary Show
(Stations reserve the right to change above listings without notice)

TV FORECAST

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Monday, 8:30 pm • Channel 5

**DIAL
SHAMPOO**



Presents

Clint Youle

THE WEATHERMAN



Every MONDAY
at 10 PM
WNBQ
CHANNEL 5

★ Give DIAL a Trial Today!



DEAR BOSS:

The press agent who dreamed up the phoney phued between Tom Duggan and Kay Westfall (to liven up the "Ask Me Another" show) must have been hard up for brick-bats.

Actually, he could sick Duggan on the new Arlene Francis panel show, "Who's There" and have a legit target as vulnerable as a sitting duck.

Have you seen "Who's There?" Same gimmick as "Ask Me Another." Same format (mystery guest,) same Q's and A's, same everything except the name, as far as I could see.

So why not have Chicago's Bad Boy blast the Manhattan copy cats! Might help force N.Y.TV to send us something slightly different for a change.

The more I think of this panel purloin the madder I get. It's like someone decides to cut in on the mild success baseball has enjoyed in this country by inventing a "brand-new" sport known as Batball.

It goes like this: Nine men try to keep a batsman from encircling four bases in counter-clockwise progression after he swats a leather sphere within prescribed boundaries.

Sounds exactly like that old National Pastime of Baseball? Ah but wait! In Batball the umpire doesn't say "Play Ball." Ah no, he starts the game off by saying: "Let's Go, You Guys!"

CHUB

Tuesday Sept. 9

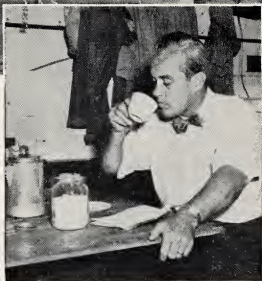
WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 7:00 5 Today—News & Commentary
- 9:00 4 Arthur Godfrey Time—Variety
5 Coffee And—Variety Time
Hugh Downs is your host with the Art Van Damme Quintet
- 9:15 9 Chicagoland Newsreel—Data
- 9:30 5 Breakfast Party—Music, Variety
9 Chicago Cooks—Recipe Fun
- 10:00 4 Al Pearce Show—Comedy
5 Home Cooking—Eddie Douchette
Kolacky is prepared by Eddie & Loretta
7 "Stolen Sweets"—Feature Film
Sally Blaine and Charles Starrett
- 10:30 4 Breakfast With Danny O'Neil
5 It's A Problem—Discussion
"Fear in Daily Life" discussed by Fannie Hurst, Bonaro W. Overstreet, and Dr. Charles Vaughan Charles
9 Strike It Rich—Quiz Time
- 11:00 4 Creative Cookery—F. Pope
Asparagus majestic in casserole, tuna mushroom casserole, & marble pound cake
5 Ruth Lyon's 50 Club—Informal
Variety, fun, and hats for the ladies
7 Bob & Kay Show—Variety
Kay Westfall & Bob Murphy emcee
9 Bride & Groom—Interviews
- 11:15 9 Love Of Life—Continued Tale
- 11:30 5 Good Living—Homemaking Tips
"Rooms For Improvement"
9 Search For Tomorrow—Drama
Starring Mary Stuart & Lynn Loring
- 11:45 9 Rhythm Retreat—Music Session
- 12:00 4 Bill Evans Show—Variety
5 Noontime Comics—Kiddie Fun
9 Hi Ladies—Interview Time
- 12:30 4 Garry Moore Show—Variety
Guests: comedian Cliff Norton and author Robert C. Ruark
5 Meet Mintz—Musical Session
7 Beulah Karney Presents—Tips
Contest for the ladies! All you have to do is select one of the six living-room wall paper patterns
- 12:45 5 Jack Angell With The News
9 News Of The Day—S. Allen
- 1:00 5 "Spy Train"—Feature Film
Richard Travis & Catherine Craig in a drama of spies trying to gain possession of a traveling bag (1943)
(Continued on page 26)



they're
glamorizing
weather

(Above) John Weigel practices writing backward on a glass weather map for his "Top Of The Weather."



(Left) John manages to swallow a few quick sips of coffee backstage while glancing over the latest temperature reports.

ONCE upon a time a TV or radio weatherman *had* to be a qualified meteorologist. But them days is gone forever! Today, even the weather has gone in for glamor.

WNBQ started the parade of non-professionals when they tossed Clint Youle into the weather slot. Since then Clint has made it a family affair, beginning with wife Jeanne who added some household hints. Later Clint's brother, Bruce, suddenly appeared to do the commercials. Now the Youles have the corner on a "family" weather show but before it all started Clint was a news writer.

WBKB bucked convention by hiring a glamor *girl* to forecast the weather. True she didn't know much about meteorology and maybe she stumbled once or twice over the temperature list she got from the weather bureau. But no one noticed. Everyone was eyeing Pati Geraghty's curves instead.

Now WENR-TV has signed a new weatherman—crisp, debonair John Weigel. An announcer, emcee and commercial film narrator, John claims he knew nothing about the weather. But, with those dull statistics drowned in Weigel's corn brand of commentary, he confirms the theory that showman-

ship can even make a weather broadcast palatable.

John started out to be a business administrator. Born in Springfield, Missouri, he accompanied his family northward and finally settled in Ohio.

For the last 16 years he has been free-lancing on the Windy City radio-TV scene as announcer, emcee and commercial film narrator. In 1948, he left Chicago to tour the country with the Lawrence Welk show, announcing the "champagne music" programs on ABC radio. Since his return in 1951, he has settled down with his family on a farm northwest of Libertyville.

John is married to the former Virginia Lee, youngest of the three Lee sisters who sang with Vaughn Monroe, Horace Heidt and Ted Lewis. The Weigels have three children—Tim, 7; Tony, 4, and Dennie (Mary Denise), 1.

John gets his weather data from experienced sources (the weather bureau). But as a precautionary measure, he has a weathervane down on his farm. Weather forecasting may have gone modern, but John's playing it safe.

"Top Of The Weather" is seen at 6:20 p.m. Monday through Friday on WENR-TV. (Channel 7.)

TUESDAY SEPT. 9—con't

- 1:00 7 "Fair Grounds"—Feature Film**
Hobart Bosworth & Marian Shilling in the story of a boy who achieves his goal with both horse and girl (made in 1936)
- 9 Test Pattern 'Til 4:45 p.m.**
- 1:30 4 Guiding Light—Serial Story**
7 Claude Kirchner Show—Chats
- 1:45 4 Art Linkletter's House Party**
Gags, gimmicks, guests, & gifts
- 2:00 5 Big Pay Off—Quiz Contest**
7 "Murder At Glen Athol"—Film
Feature with Henry Hull, Irene Ware, & John Miljan; detective story writer is thrust into a triple murder mystery (made in 1935)
- 2:15 4 Loyola Univ.—Discussion**
"What God Is" topic title
- 2:30 4 Luckey North Show—Comments**
5 Welcome Travelers—Interview
Chats with guests by Tommy Bartlett
- 2:45 4 Mike & Buff Show—Interviews**
- 3:00 4 "God's Country"—Feature**
Film with Robt. Lowery & Helen Gilbert; story of a fight against lawless timber barons of Cal. (made in 1938)
- 5 Kate Smith Hour—Guest Stars**
"House in the Garden" serial, "Cracker barrel interview" with Cong. John Taber; Cole & Atkins, tap dancers
- 7 "The Westland Case"—Film**
Feature with Preston Foster & Carol Hughes; an innocent man is ready for execution with only a few days for super-detective to break the case (made in 1937)
- 4:00 5 Hawkins Falls, Pop. 6,200**
7 Sagebrush Theater—Serial
"Trigger Fingers" feature film
- 4:15 4 Film**
5 Gabby Hayes Show—Tall Tales
Gabby entertains with western stories
- 4:30 5 Howdy Doody Show—Puppets**
- 4:45 4 Backstage Diary—Gossip**
TV Forecast editor Marty O'Shaughnessy & Bonnie Weber present intimate views of celebrities (see pg. 36)
- 9 Trail Blazers' Theater—Film**
"Bad Man Of Thundergap" feature
- 5:00 4 Kids Karnival Kwiz—Games**
5 Cactus Jim—Western Feature
7 Laugh Time—Film Shorts
"Charlie Chase" film and cartoons
- 5:30 4 Silhouettes Of The West—Music**
Roy Starkey with Western ballads and stories (kids, see page 45)
- 5 King Calico—Adventures**
Puppet stories with the King and his friends, Reckless and Clippy
- 7 Adventure Time—Film Serial**
"Hurricane Express" ch. 4 plus Bob Atcher

- 5:45 4 Window Shopping—Commercial**
5 Something To Talk About
Commentary by Chuck Aeree
- 9 Afternoon Edition—R. Hurleigh**
- 5:50 5 Clifton Utley And The News**
- 6:00 4 Sports & Comments—Bob Elson**
5 Mayor Of Hollywood—Chats
Gags with Walter O'Keefe
- 7 Austin Kiplinger & The News**
9 Captain Video—Adventures
- 6:10 7 Sports Highlights—Jack Drees**
- 6:15 4 Ulmer Turner And The News**
- 6:20 7 Top O' The Weather—J. Weigel**
- 6:25 7 Barbara Moro Views Chicago**
- 6:30 4 CBS News—Douglas Edwards**
5 Dinah Shore Show—Musical
Dinah sings your favorite tunes
- 7 Beulah Show—Comedy Skits**
Hilarious health measures in Henderson household during a cold epidemic
- 9 Spencer Allen And The News**
- 6:45 4 Music Hall With Patti Page**
5 News Caravan—John Swayze
9 Chicagoland Newsreel—News
- 7:00 4 ALL STAR HIT PARADE**
Your favorite tunes
- 5 MIDWESTERN HAYRIDE—Music**
Bill Thall emcees the fun with singers Judy & Jen, the Pine Mountain Boys
- 7 "FLYING WITH MUSIC"—Film**
Feature with Marjorie Woodworth & William Marshall; musical about a gent, escaping from police officer, who becomes entangled with five lovely ladies (made in 1942)
- 9 THE POWER OF WOMEN—Talks**
Vivian Kellems discusses what women can do in the world of politics
- 7:15 4 FILM SHORT**
- 7:30 4 STAR TIME—Pantomime Fun**
Bill Cain, Clark Davis, and Ellen Scott are featured in the productions
- 9 KEEP POSTED—Discussion**
"Who Can Best Clean Up Corruption—Eisenhower Or Stevenson?" debated by Sen. Charles Tobey (R-N.H.) and Richardson Dilworth, Phila. district attorney
- 8:00 4 CITY HOSPITAL—Drama**
In "The Cast Iron Heart" the bitter resentment of a practicing physician toward mankind is broken down
- 5 BOSS LADY—Drama**
Boss Lady's father gets himself involved with a Texas billionairess (see page 10)
- 7 STOCK CAR RACES—Action**
(in the event of rain, a feature film will be presented at this time)
- 9 WHERE WAS I?—Photo Quiz**
Moderator Dan Seymour with panel: Peter Donald, Nancy Guild, David Ross, & guest who is asked to guess the nature of the site shown to the viewers
- 8:30 4 SUSPENSE—Mystery Drama**
"Always Trust A Cop"

TUESDAY SEPT. 9—con't

- 8:30 5 CIRCLE THEATER—Drama**
 "Caprice" with Pat Crowley, Paul Lukas, & Harry Townes; a young violinist is forced to make a decision between a concert career or romance
- 9 9 TELESPORTS DIGEST—Film**
- 9:00 4 DANGER—Mystery Drama**
5 AMATEUR HOUR—Ted Mack mc
 Salute to Brooklyn, New York
9 48TH STREET THEATER—Drama
- 9:30 4 THE UNEXPECTED—Drama**
 Neville Brand & Veda Ann Borg in "Split Second" a story of a man who has stolen \$43,000, and thinks he has figured all the angles to keeping it
- 7 THEATER FAMILY FAVORITES**
 An artist finds that using "The Real Thing" for a model does not guarantee a successful picture
- 9 CLETE ROBERTS & THE NEWS**
- 9:45 5 BOB CONSIDINE SHOW—News**
 Interview and discussion show
9 THE CAROUSEL—Variety Show
- 10:00 4 ULMER TURNER AND THE NEWS**
5 WEATHERMAN—Clint Youle
7 DANGEROUS ASSIGNMENT
 Steve's (Brian Donlevy) mission in Eastern Europe is to locate a confession which will clear the U.S. of an international frame in "Parachute Story"
- 9 "I MET MY LOVE AGAIN"—Film**
 Feature with Joan Bennett, Henry Fonda, & Dame May Whitty; story of a girl who elopes to live in Paris, and after the death of her husband is afraid to return home (made in 1938)
- 10:10 5 DORSEY CONNORS—Ideas**
- 10:15 4 SPORTS SCOREBOARD—Elson**
5 CLIFTON UTLEY & THE NEWS
- 10:25 4 CHGO. WEATHER—P. Geraghty**
- 10:30 4 CHICAGO AT NIGHT—Chuck Bill**
5 LET'S LOOK AT SPORTS
 Tom Duggan reviews the sports world
- 7 "THE GENTLE SEX"—Feature**
 Film with Lilli Palmer & Joan Gates; traces the experience of 7 girls who join the British army (made in 1943)
- 10:45 4 ISSUES OF THE DAY—Talks**
5 HERBIE MINTZ SHOW—Musical
- 11:00 4 KUP'S COLUMN—Views**
5 FEATURE FILM PRESENTATION
- 11:15 4 ULMER TURNER AND THE NEWS**
- 11:30 4 ALL STAR HIT PARADE**
- 11:45 4 "THAT GANG OF MINE"—Film**
 Feature with Bobby Jordan, Leo Gorcey, & Clarence Muse; story built around kid who wants to become a jockey but loses his nerve when he gets the chance (made in 1941)
- 12:00 5 AFTER ALL—Beryl Vaughan**

TV FORECAST

SPORTS IN REVIEW

8:30 P.M.

TELESPORTS DIGEST

Here's your chance to see
the top events in sports
from around the world.

Sponsored by Phillips Petroleum

WGN-TV CHANNEL 9

YOUR STATION FOR SPORTS

Tuesday Night 9:30 p.m.

brings you new

Hollywood Productions



"THE Unexpected"

Dramas of our time-
fast moving-thrilling-
with the surprise
twist of the Un-
expected.

Presented by
DREWRY'S Extra Dry BEER

WBKB



Beauty and the BEAST?



THE DUGGAN-WESTFALL FEUD

SHOW business has always been marked by famous feuds. Walter Winchell carried on a running fight against the theatre-owning Shuberts for years, mainly because they couldn't stand the way he panned their plays. Earlier than that was the interminable tiffing between Winchell and the late Ben Bernie (although this was a phoney, staged for publicity purposes).

Fred Allen and Jack Benny, neither one a slouch at the art of thrust & parry, amused radio fans with their running battle of the airwaves.

In recent weeks, Chicagoans have been astounded, dismayed and tickled by the feud between sportscaster Tom Duggan and lovely Kay Westfall. What started as a friendly rivalry has ripened into a full scale battle.

Some enraged fans are calling it a "Beauty and the Beast" struggle, which is probably too strong. Kay insists that whenever they meet, Tom is most charming and gallant. But here's how it started.

Both Tom and Kay are regular panelists on "Ask Me Another," a sports quiz show that appears weekly on WNBQ. Tom started kidding Kay about her ignorance of sports, and then carried on the feud during his regular sports show at 10:30 p.m. In return, Kay kidded him back on her regular "Bob and Kay" show on WENR-TV.

When Kay opened in "My Sister Eileen" at Salt Creek theatre recently, Tom sent her a funeral wreath. When Tom opened in "Light Up The Skies" at Chevy Chase summer stock, Kay sent him an engraved "tombstone."

The "Bob and Kay" show underwent some kind of shock when Duggan showed up for a guest interview. It was a clever press agent stunt, but came as

a complete surprise to Kay. However, the TV interview went off in sparkling fashion, and both Tom and Kay acquitted themselves with honors.

Just how serious is the feud? What started as a prank has some fans worried. Duggan sometimes gets carried away by enthusiasm, and much like a kid thumbing his nose, doesn't know when to draw the line of good taste.

Kay has decided to "return love for hate" and is now busily engaged in turning the other cheek to Tom's barbs. Duggan, whose own cheek is omnipresent, continues gleefully heaping coals on the fire.

Both Kay and Tom have thousands of died-in-the-wool fans, and the feud has literally rocked the town. To many citizens, Kay stands for Womanhood at its loveliest, while Battling Tom's supporters think he is the modern St. George attacking the Dragon.

Proof of the battle is the mail avalanche that's been pouring into the TV stations and editors. It may be the eternal Man versus Woman argument all over again, the same battle so aptly pictured by cartoonist James Thurber with his horrible, giant women and underfed, mousey men.

This, of course, is not to say that Kay is horrible or giant, nor can anyone claim that Tom is underfed or mousey. But most psychologists will say that there is a powerful undercurrent of hostility between the sexes. Perhaps the Westfall-Duggan feud is simply proving that TV is doing a great job of holding up a mirror to life. Catching all the broken pieces, at any rate.

Where will it all end? Probably in a press agent's file drawer, neatly tabbed as a successful promotion stunt that's good for a revival every ten years.

Wednesday Sept. 10

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

- 7:00 5 Today**—News And Commentary
Dave Garroway narrates events
- 9:00 4 Morning News**—Commentary
5 Coffee And—Chats And Music
Hugh Downs with Art Van Damme & Kay Coulter
- 9:15 4 Arthur Godfrey Time**—Musical
9 Chicagoland Newsreel—Data
- 9:30 5 Breakfast Party**—Mel Martin
Audience participation with exercises and hat designing contests
9 Chicago Cooks—Food Magic
Kay Middleton prepares interesting dishes
- 10:00 4 Al Pearce Show**—Variety
5 Home Cooking—Eddie Douchette
A Chuck Wagon quickie is prepared
7 "The Hidden Corpse"—Film
Feature, Zazu Pitts & Lucien Littlefield
- 10:30 4 Breakfast With Danny O'Neil**
Informal entertainment for the ladies
5 It's A Problem—Discussion
"Senior High School" discussed by Dr. Roma Gans, professor of education, Teacher's College, Columbia University, Alexander Breinan, and Stella Sweeting
9 Strike It Rich—Warren Hull
Guest: The Meadowlarks, vocal group
- 11:00 4 Creative Cookery**—Recipes
Lime chiffon pie and pie crust
5 Ruth Lyons' 50 Club—Variety
Audience chats and "woman talk"
7 Bob & Kay—Interviews
Talks with guests, and answers to viewers inquiries (see pg. 28)
9 Bride & Groom—John Nelson
- 11:15 9 Love Of Life**—Serial Story
11:30 5 Good Living—Homemaking Tips
"All About Baby" featuring Ruth Crowley, R.N. "New Baby Comes Home"
9 Search For Tomorrow—Drama
11:45 9 Rhythm Retreat—Tune Time
12:00 4 Bill Evans Show—Variety
5 Noontime Comics—John Coons
Old-time, silent comedies for kids
9 Hi Ladies—Interview Fun
Frank Sweeney is your host
- 12:30 4 Garry Moore Show**—Comedy
Guests: scientist-explorer Ivan Sanderson, exhibiting a rare animal, and comedian Frank Marlowe
5 Meet Mintz—Piano Session
7 Beulah Karney Presents—Tips
Meal of the week: sausage cornette, also Dutch apple pie
- 12:45 5 Jack Angell With The News**
9 News Of The Day—S. Allen

SPACE SHIP

Terra IV, the life sized replica of the rocket space ship seen on channel 7's "Space Patrol" will appear at the following Grocerland Coop. stores this week. These will be the ship's final appearances as it leaves Chicago next Thursday.

Sept. 8 2801 N. Cicero
Sept. 9 33 E. 83rd
Sept. 10 3558 N. Pulaski

WANT A BETTER TASTE IN TEA?

Try STEWARTS—
with that rich
Darjeeling flavor!



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**LOS
CHAVALES**
De Espana

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Empire Room
PALMER HOUSE

WEDNESDAY SEPT. 10—con't

- 1:00 5 "Shock"—Feature Film
Ralph Forbes is starred
- 7 "Mystery Train"—Feature
Film with Marceline Day, Nick Stuart, & Hedda Hopper; drama of the rails (made in 1935)
- 9 Batting Practice—Warm Up
- 1:10 9 Lead Off Man—H. Creighton
- 1:25 9 Baseball—Sox vs Washington
Jack Brickhouse and Harry Creighton
- 1:30 4 Guiding Light—Serial Story
- 7 Claude Kirchner Show—Chats
- 1:45 4 Art Linkletter's House Party
Prize bundle for all the family in "Pet Economy & Extravagance," also, "Hot People," "Mystery Singer," "Muzzy's Musical Album," "What Do You Think?" "The Bravest Person You Ever Knew," and "Missing Person" segments highlighted throughout the various shows
- 2:00 5 Big Pay Off—Quiz Program
Randy Merriman & Bess Myerson conduct session (see pg. 5)
- 7 "One Frightened Night"—Film
Feature with Mary Carlisle and Evelyn Knapp; a mystery comedy (made in 1935)
- 2:15 4 Loyola Univ.—Discussion
"What Man Is" discussed by Rev. J. O'Callaghan, S.J., chairman of the philosophy dept. and Rev. G. G. Grant, S. J.
- 2:30 4 Luckey North Show—Variety
- 5 Welcome Travelers—Chats
Tommy Bartlett greets his guests
- 2:45 4 Mike & Buff Show—Interviews
- 3:00 4 "Hillbilly Blitzkrieg"—Film
Feature with Bud Duncan & Edgar Kennedy; based on assignment of an army sergeant & a PFC to backwoods of Tenn. to guard an invention; (made in 1942)
- 5 Kate Smith Hour—Musical
"House In The Garden" serial; opera segment of "Pagliacci" with Elaine Malbin, Joe Mardino, Jack Russell, and pianist Evalyn Tyner
- 7 "Our Daily Bread"—Feature
Film with Tom Keene, Karen Morley, & John Qualen; how a family moves from city to farm and becomes solvent (made in 1934)
- 3:45 9 Tenth Inning—Recap Of Game
- 4:00 5 Hawkins Falls, Pop. 6,200
- 7 Sagebrush Theater—Western
"Raiders of the South" feature film
- 9 Music Ala Made—Jack Fuller
- 4:15 4 Assembly—Military Talks
Coast Guard Training of port security program; Chief Joseph Corey mc
- 5 Gabby Hayes Show—Tall Tales
- 4:30 4 Film
- 5 Howdy Doody Show—Bob Smith
- 4:45 9 Trail Blazers' Theater—Serial
"Spook Town" feature film

- 5:00 4 Kids Karnival Kwiz—Games
- 5 Cactus Jim—Western Feature
- 7 Laugh Time—Film Shorts
"Laurel & Hardy" film and cartoons
- 5:30 4 Silhouettes Of The West—Talks
- 5 King Calico—Puppet Fun
- 7 Tom Corbett Space Cadet
- 5:45 4 Window Shopping—Commercial
- 5 Something To Talk About
- 7 Adventure Time—Film Short
"Hurricane Express" ch. 5 in series
- 9 Afternoon Edition—R. Hurleigh
(See story on page 33)
- 5:50 5 Clifton Utley And The News
- 6:00 4 Sports & Comments—Bob Elson
- 5 Up To Paar—Comedy Quiz
- 7 Austin Kiplinger & The News
- 9 Captain Video—Adventures
- 6:10 7 Sports Highlights—Jack Drees
- 6:15 4 Ulmer Turner And The News
- 6:20 7 Top O'The Weather—J. Weigel
- 6:25 7 Barbara Moro Views Chicago
- 6:30 4 CBS News—Douglas Edwards
- 5 Those Two—Comedy Skits
Martha Stewart and Pinky Lee star
- 7 Name's The Same—Panel Quiz
Emcee Robt. Q. Lewis introduces contestants for panel to name; panel: Abe Burrows, Joan Alexander, and Bill Cullen
- 9 Spencer Allen And The News
- 6:45 4 Perry Como Show—Musical
Perry and Fontane Sisters sing "Kisses On Paper," Como and Ray Charles Chorus in "Auf Wiederseh'n"
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel
- 7:00 4 ARTHUR GODFREY & FRIENDS
Arthur returns as emcee with gags and quips, plus the regular gang: Frank Parker, Marion Marlowe, Janette Davis, Haleloke, Julius La Rosa, the Mariners and Chordettes
- 5 YOUTH WANTS TO KNOW
Young people ask questions of guest
- 7 PAUL DIXON SHOW—Antics
- 9 LITTLE LEAGUE BASEBALL
Jack Brickhouse gives play by play account of youngster's game with Ernie Simon assisting
- 7:30 5 JUVENILE JURY—Panel Show
Jack Barry is moderator to moppets
- 8:00 4 STRIKE IT RICH—Quiz Contest
Warren Hull emcees "Heart" quiz
- 5 KRAFT THEATER—Drama
"Letters to Lucerne" story of the effect of the war on a group of girls of different nationalities who were in school together in Switzerland
- 7 ADVENTURES OF ELLERY QUEEN
Mystery drama with Florenz Ames as Inspector Queen & Lee Bowman as Ellery
- 8:30 4 THE HUNTER—Drama
"Rendezvous In Prague" tells how Bart Adams (Barry Nelson) takes a course in art to save a patriot

WEDNESDAY SEPT. 10—con't

- 8:30 7 **IN OUR TIME**—Film Short
 9 **YESTERDAY'S NEWSREEL**—Film
- 8:45 9 **BEHIND THE NEWS**—R. Hurleigh
- 9:00 4 **BLUE RIBBON BOUTS**—Boxing
 Clarence Henry, 26, of California, rated No. 3 heavyweight contender vs Archie Moore, 36, leading light-heavyweight contender in a 10 rd. bout from Detroit Olympia; Steve Ellis announcing
- 5 **TV RECITAL HALL**—Musical
 Classical selections played by outstanding guest soloists
- 7 **WRESTLING FROM RAINBO**
 Wayne Griffin describes matches
- 9 **DATE FOR DANCING**—Variety
 Musical from Melody Mill Ballroom
- 9:30 5 **CITY DESK**—Chgo. Problems
 Discussion with various Chicago newspaper editors on problems in today's news
- 9 **THE CAROUSEL**—Variety Show
- 9:45 4 **SPORTS QUIZ**—Film
 9 **CLETE ROBERTS' NEWS**—Events
- 10:00 4 **ULMER TURNER & THE NEWS**
 5 **WEATHERMAN**—Clint Youle
 7 **FEATURE FILM PRESENTATION**
 9 **"DETOUR"**—Feature Film
 Tom Nela, Ann Savage, & Claudia Drake in tale about a down-&-out pianist who hitchhiking his way to the coast becomes innocently involved in two murders (made in 1946)
- 10:10 5 **DORSEY CONNORS**—New Tips
- 10:15 4 **SPORTS SCOREBOARD**—Elson
 5 **CLIFTON UTLEY AND THE NEWS**
- 10:25 4 **CHGO. WEATHER**—P. Geraghty
- 10:30 4 **CHICAGO AT NIGHT**—Chats
 Chuck Bill chats with folks on street
 5 **LET'S LOOK AT SPORTS**
 Tom Duggan emcee (see page 28)
- 10:45 4 **CHRONOSCOPE**—Discussion
 5 **HERBIE MINTZ SHOW**—Musical
- 11:00 4 **KUP'S COLUMN**—Guests
 Interviews and commentary around and about Chicago & her guests
- 5 **HARNESS RACING**—Maywood
 Tom Duggan calls races at Fox Valley Trotting Club featuring a one mile main event, and two other races
- 11:15 4 **ULMER TURNER AND THE NEWS**
 7 **COMMERCIAL FILM**
- 11:30 4 **ALL STAR HIT PARADE**
 Your top favorite tunes are played
- 9 **NEWS VIEWS**—Les Nichols
- 11:45 4 **"TONIGHT OR NEVER"**—Feature
 Film with Gloria Swanson and Melvyn Douglas (made in 1930)
- 5 **AFTER ALL**—Commentary
 Beryl Vaughan sums up the news

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

TV FORECAST

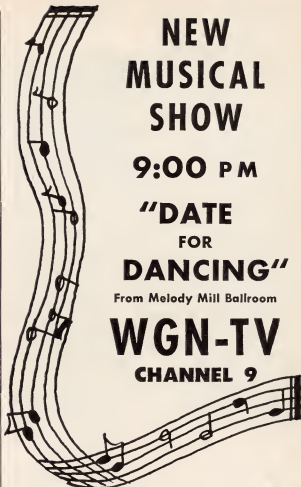
NEW MUSICAL SHOW

9:00 P M

"DATE
FOR
DANCING"

From Melody Mill Ballroom

WGN-TV
CHANNEL 9



See the **NEW** 12th Edition
"Calendar Capers"

**Ice
show**

A MERIEL ABBOTT PRODUCTION

DINNER SHOW 8:30
 SUPPER SHOW 12:00

FRANKIE MASTERS'
orchestra

FAMILY MATINEE
EVERY SUNDAY

special children's menu

CALL "PHIL" WAbash 2-4400

**Boulevard
Room**

THE **CONRAD HILTON**



JEANNE YOLE HAS A DEFENDER

by JACK MABLEY



Chapter 3, WIWDIIWTCOT, or What I Would Do If I Were The Czar of Television:

Strangle the guy who increases the volume during commercials.

Throw two-thirds of the quiz shows off the air.

Bomb Martin Kane's tobacco shop.

Put a good children's show on the air between 4 and 5 every afternoon. It would contain treats like the Encyclopedia Britannica films. It would show youngsters such constructive things as how to care for pets, and acquaint them with the wonderful children's books which TV now ignores.

Keep Jeanne Youle just as she is. This is a divergent view from another page of this magazine (Jack means Chub McCarthy) and goes to show it takes all kinds.

Double the money paid to writers of TV dramas, so better writers would be attracted to television.



ABSENT LEVENSON

Get Sam Levenson back on the air with his own show.

Set aside 30 minutes a day, and one hour on weekends, for all stations for cowboy pictures. This is an extremely liberal allowance for westerns. Any station which showed cowboys and Indians outside these time limits would lose its license.

Get Ernie Simon back out on the sidewalk 15 minutes a night.

Take up a public subscription to help get Chicago's Channel 11 educational station on the air.

Provide lessons in acting to the entire cast of Boss Lady.

Take everyone who has a hand in

putting Hawkins Falls together, and turn them loose on a nighttime dramatic series from Chicago.

Put the impact back in Impact.

Move Kupcynet's 15 minutes to a more civilized hour.

Give Studs Terkel a permanent 15 minutes nightly just like the show he did while Kup vacationed.

Tar and feather anybody who tries to change the Dinah Shore program. This show comes closer to perfection in its field than anything on television.

Have Tom Dugan announce the wrestling matches.



TEMPORARY TERKEL

Slug some network executives over the head until they change the time of Studio One or Robert Montgomery. With only four major drama shows left on the networks, it's pitiful to have two of them on at the same time. NBC is to blame, because they created the conflict. This doesn't classify as healthy competition. It's stupidity, and it is the viewer who suffers.

Have unlimited telecasts of college football. (We'd have to be czar of college football to bring that about, but in this never-never land of ours that's merely a matter of a flick of the typewriter.)

Bar the Stork Club from the air. We thought CBS had taken care of this last spring, but Billingsley and his characters keep coming back, like hay fever.

Abolish superimposed pictures of people dancing on pianos while good pianists are playing good music.



"And here's fair warning for you voters. If I'm not elected, I'm making television my career."

Thursday Sept. 11

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

- 7:00 5 **Today**—News, Reviews, Records
9:00 4 **Arthur Godfrey Time**—Variety
Music by Julius LaRosa, Marion Marlowe, Frank Parker, the Chordettes, and the Mariners, vocal groups
5 **Coffee And**—Hugh Downs Emcee
9:15 9 **Chicagoland Newsreel**—Data
9:30 5 **Breakfast Party**—Variety Time
9 **Chicago Cooks**—Kay Middleton
10:00 4 **Al Pearce Show**—Comedy
5 **Home Cooking**—Preparation
Eddie makes "Mom's lazy cake"
7 **Feature Film Presentation**
10:30 4 **Breakfast With Danny O'Neil**
5 **It's A Problem**—Discussion
"School-Cliques & Clubs" discussed by Fannie Hurst, regular panel member, Mark McCloskey, and Ashley Montague, professor of anthropology at Rutgers University
9 **Strike It Rich**—Warren Hull mc
11:00 4 **Creative Cookery**—Recipes
Risotto Milanese and chicken Chow Mein
5 **Ruth Lyons' 50 Club**—Views
Games and discussions for women
7 **Bob & Kay Show**—Variety
9 **Bride & Groom**—Interviews
11:15 9 **Love Of Life**—Serial Drama
11:30 5 **Good Living**—Homemaking
"Jewelry For Different Types"
9 **Search For Tomorrow**—Tale
11:45 9 **Rhythm Retreat**—Song Session
12:00 4 **Bill Evans Show**—Variety
5 **Noontime Comics**—John Coons
9 **Hi Ladies**—Chats With Gals
12:30 4 **Garry Moore Show**—Variety
Guest: magician Milbourne Christopher
5 **Meet Mintz**—Musical Session
7 **Beulah Karney Presents**—Tips
Making of mint apple jelly is explained
12:45 5 **Jack Angell With The News**
9 **News Of The Day**—S. Allen
1:00 5 **"Telephone Operator"**—Film
Starring Judith Allen & Grant Withers; telephone operator who has been fired returns to her post to aid during a flood disaster (made in 1938)
7 **"Roaring Roads"**—Feature Film
David Sharpe as the lad, heir to a large fortune, who runs away from two domineering aunts (made in 1935)
9 **Batting Practice**—Warmups
1:10 9 **Lead Off Man**—Creighton
1:25 9 **Baseball**—Sox vs Washington

MEET THE STARS



ROBERT F. HURLEIGH

FROM usher in a 15-cent movie theater to radio-TV reporter and commentator is the life-in-a-nutshell story of Robert F. Hurleigh, director of WGN News Division, seen Mon. thru Fri. at 5:45 p.m. and Weds. at 8:45 p.m. on Channel 9 (WGN-TV).

From the movie job in his home town, Crisfield, Md., Hurleigh next became a car hop and soda fountain attendant before crashing into the news business as copy boy for the Washington, D.C. Times-Herald. Soon he was on his way up to fame, pausing briefly to become assistant drama editor for the paper.

In 1933, Hurleigh auditioned for a radio news commentary program in Washington and shortly thereafter moved to station WFBR, Baltimore, as their news director. He joined the New York Associated Press staff in 1941, but almost immediately was sent to Chicago to organize and operate the Chicago office of AP radio news. In 1943 he joined the Chicago staff of CBS and then moved to his present slot in 1945.

Hurleigh now lives in suburban Barrington, Ill., with his wife, Marjorie, and their five children: Maryland, 10; Robert, 8; Robin, 7; Steven, 2, and Jan, 5 months.

THURSDAY SEPT. 11—con't

- 1:30 4 Guiding Light—Serial Drama
- 7 Claude Kirchner Show—Variety
- 1:45 4 Art Linkletter's House Party
- 2:00 5 Big Pay Off—Quiz For Men
- 7 Feature Film Presentation
- 2:15 4 Loyola Univ.—Discussion
- "Man's Goal" is debated
- 2:30 4 Luckey North Show—New Ideas
- 5 Welcome Travelers—Interview
- Audience participation show with Tommy Bartlett greeting the guests
- 2:45 4 Mike & Buff Show—Interviews
- From various locales in New York
- 3:00 4 "Junior Prom"—Feature Film
- June Preisser & Freddie Stewart in story about a high school election of a student body president (made in 1946)
- 5 Kate Smith Hour—Variety
- "House In The Garden" serial, Mario & Florio, ballroom dancers, Howard & Shelton, comedians, & McGuire Sisters
- 7 "Secret Sinner"—Feature Film
- Jack Mulhall and Sue Carroll in story of country girl who makes good in the big city (made in 1933)
- 3:45 9 Tenth Inning—J. Brickhouse
- 4:00 5 Hawkins Falls, Pop. 6,200
- 7 Sagebrush Theater—Serial
- "Song of the Range" feature film
- 9 Music Ala Mode—Jack Fuller
- 4:15 4 Farm And Home Time—Talks
- 5 Gabby Hayes At The Double Bar M Ranch—Western Story
- 4:30 5 Howdy Doody Show—Puppets
- 4:45 4 Backstage Diary—Gossip
- TV Forecast editor Marty O'Shaughnessy and Bonnie Weber with inside news of the stars and interviews
- 9 Trail Blazers' Theater—Western
- "Boss Of Rawhide" feature film
- 5:00 4 Kids Karnival Kwiz—Games
- 5 Cactus Jim—Western Feature
- 7 Laugh Time—Film Shorts
- "Charlie Chase" and cartoons
- 5:30 4 Silhouettes Of The West—Talks
- 5 King Calico—Puppet Fun
- 7 Adventure Time—Film Serial
- "Hurricane Express" ch. 6 and Bob Atcher
- 5:45 4 Window Shopping—Commercial
- 5 Something To Talk About
- 9 Afternoon Edition—R. Hurlleigh
- 5:50 5 Clifton Utley And The News
- 6:00 4 Sports & Comments—Bob Elson
- 5 Mayor Of Hollywood—Tour
- Los Angeles and Hollywood are toured
- 7 Austin Kiplinger & The News
- 9 Captain Video—Adventure Tale
- 6:10 7 Sports Highlights—Jack Drees
- 6:15 4 Ulmer Turner And The News
- 6:20 7 Top O' The Weather—J. Weigel

- 6:25 7 Barbara Moro Views Chicago
- 6:30 4 CBS News—Douglas Edwards
- 5 Dinah Shore Show—Musical
- 7 Lone Ranger—Western Drama
- 9 Spencer Allen And The News
- 6:45 4 Music Hall With Patti Page
- 5 News Caravan—John Swayze
- 9 Chicagoland Newsreel—Data
- 7:00 4 BURNS & ALLEN SHOW—Skits
- Comedy situations with George & Gracie
- 5 GROUCHO MARX SHOW—Quiz
- "You Bet Your Life" quiz contest
- 7 A DATE WITH JUDY—Comedy
- Adventures and mis-adventures of a teenage girl and her family
- 9 "THE TEMPTRESS"—Feature
- Film with Joan Maude, John Stuart; story of a young woman's consuming desire for her husband's estate (made in 1943)
- 7:30 4 GRUEN THEATER—Drama
- "The Leather Coat" with Randy Stuart & Raymond Burr; poverty stricken couple face problem of whether or not to keep money they found
- 5 TREASURY MEN IN ACTION
- "Case Of The Charitable Chiseler" by Peter Barry; about a man who believes he is getting away by evading income tax
- 7 CHANCE OF A LIFETIME—Acts
- Emcee Dennis James with talented candidates from cities throughout the nation who compete for jackpot prizes
- 8:00 4 PICK THE WINNER—Political
- Walter Cronkite conducts a discussion by statesmen debating current issues of their political campaigns
- 5 DRAGNET—Police Action Drama
- Jack Webb is featured as Sgt. J. Friday
- 9 ON TRIAL—Political Debate
- "The Republican Position On Civil Rights" discussed by Sen. Irving M. Ives of New York
- 9 PICK THE WINNER—Political
- Major issues of current political campaigns are discussed by outstanding spokesmen with Walter Cronkite
- 8:30 4 BIG TOWN—Newspaper Drama
- An elderly family doctor whose life's wish is to have his son follow in his footsteps, finds that the boy has been living a terrible lie
- 5 MISTER PEEPERS—Comic Skit
- Adventures in the peaceful life of a science professor with Wally Cox
- 7 FAMILY BATTLE—Quiz Time
- John Weigel emcees panel game
- 9 CLETE ROBERTS AND THE NEWS
- 8:45 9 CAMERACADE—Film Short
- 9:00 4 RACKET SQUAD—Drama
- The family of an imprisoned convict is the victim of a new parole racket in "Heartbreak for Sale"
- 5 MARTIN KANE, PRIVATE EYE
- Lee Tracy stars as Detective Kane

THURSDAY SEPT. 11—con't

- 9:00 7 THIS IS MY MELODY**—Tunes
Bill Gwinn is host to talented contestants with story
- 9 THIS IS MUSIC**—Tune Time
The popular and the classics sung by well known Chicago artists
- 9:30 4 BOSTON BLACKIE**—Drama
A smuggled Gutenberg Bible captures Blackie's (Kent Taylor) interest especially when murder enters the picture
- 5 ASK ME ANOTHER**—Quiz
Joe Boland mc, panel: Warren Brown, John Lujack, Kay Westfall, Tom Duggan; also 3 surprise sports guests
- 7 DR. FIXUM**—Helpful Hints
Art Youngquist shows what can be done with household tools
- 9 I'VE GOT A SECRET**—Panel
Garry Moore mc, panel: Laraine Day, Melville Cooper, Jayne Meadows, Bill Cullen; plus guest contestants
- 10:00 4 ULMER TURNER & THE NEWS**
- 5 WEATHERMAN**—Clint Youle
- 7 "GALLANT LADY"**—Feature
Film with Rose Hobart & Sidney Blackmer; tale of a woman doctor who is sentenced to prison, her escape, & adventures thereafter (made in 1934)
- 9 "DANGEROUS HOLIDAY"**—Film
Feature (1st showing) with Guinn Williams, Hedda Hopper, Franklin Pangborn; tale of a young violinist who runs away from guardian and becomes involved with gangsters (made in '37)
- 10:10 5 DORSEY CONNORS**—Helps
- 10:15 4 SPORTS SCOREBOARD**—Elson
- 5 CLIFTON UTLEY AND THE NEWS**
- 10:25 4 CHGO. WEATHER**—P. Geraghty
- 10:30 4 CHICAGO AT NIGHT**—Chuck Bill
Interviews with the people under the marquee of the State & Lake Theater
- 5 LET'S LOOK AT SPORTS**
- 10:45 4 SHORT STORY THEATER**—Drama
- 5 HERBIE MINTZ SHOW**—Musical
- 11:00 4 KUP'S COLUMN**—Gossip
- 5 FEATURE FILM PRESENTATION**
- 7 "FEUD OF THE WEST"**—Film
- 9 "SILVER QUEEN"**—Feature
Film with George Brent, Priscilla Lane & Bruce Cabot; society girl is left to appease creditors when father gambles away family fortune (made in '43)
- 11:15 4 ULMER TURNER AND THE NEWS**
- 11:30 4 ALL STAR HIT PARADE**
- 11:45 4 "SUNBONNET SUE"**—Feature
Film with Gale Storm & Phil Regan; social-minded aunt, to insure her position, insists that niece stop singing in Bovey saloon (made in 1945)
- 12:00 5 AFTER ALL**—Beryl Vaughan
(Stations reserve the right to change above listings without notice)

TV FORECAST

SPACE PATROL VISITS CHICAGO



A big turnout of curious, prospective space travelers turned out on Aug. 2nd to inspect Terra IV, space ship on leave from channel 7's "Space Patrol" made a one-day, TV Forecast sponsored appearance at State & Madison Sts. The ship, loaded with the latest in rocket-ship gadgetry is now touring Chicago making one-day stops at top local grocery stores for the show's sponsor.

Thursday Night 9:30 p.m.

Join the Thrills and

Excitement with . . .



"BOSTON BLACKIE"

Starring

KENT TAYLOR

Presented by Meister Brau Beer





Backstage Diary

—by Marty O'Shaughnessy

CHICAGO—We're no butchers, and we probably couldn't tell you the difference between cuts of meats. Neither could we tell you, offhand, the difference between brand names, names like Swift, Armour, and Wilson.

But we can tell you the difference in attitudes, however. For example,



GARROWAY

about to hit TV as well.

Armour, on the other hand, started to bankroll Dave Garroway on radio here, but when the network sweet-talked that meat packer into moving Garroway to New York, Armour obligingly went along with the suggestion.

Wilson, however, still regards TV with a sort of open mouth, Stone Age bewilderment.

It's hard to believe that Swift and Armour are smarter than Wilson. It's just as difficult to swallow the claim that Wilson people aren't as civic-minded as Swift's. If the latter thought ever got around by word-of-mouth, what an upset that would be in the bacon business, for example.

In view of how much Wilson, Armour

Swift has been a steady user of Chicago radio-TV. It's most prominent expenditure has been as a sponsor of Don McNeill's "Breakfast Club" show, on radio for umpteen years and now

and Swift have meant to Chicago, it would be almost criminal to suggest that Wilson doesn't think enough of Chicago brains, talent and ingenuity-in-entertainment to come up with a network origination from here.

Now we're not great meat consumers. But just the same, wouldn't we pause a minute the next time we're at the meat counter, and kind of think to ourselves—

"Now here are two kinds of bacon (or ham or loins or chops). Both about the same price.

"But this fellow has a lot of pride in Chicago. He thinks Our Town is smart in any field.

"This other fellow puts out a good brand, too. But he doesn't think us fellows have enough sense to do more than knock a cow in the head with a sledgehammer."

Of course, not many people would take the trouble to think that way, but just the same, you just never know about people. Especially Our Town's people with their backs up.

"Picture Pay-day," the successful quiz show starring Frank Sweeney and Pris Henricks, may stay on the air despite a sponsor loss. The show had a phenomenal mail pull, hitting 14,000 in



HENRICKS

one week. Among its citations is a honey from the Illinois Club Women's Service Forum, representing 200,000 Illinois clubwomen. It said, uniquely, that "Payday set a new standard of fairness in TV quiz programs," which might give some others thought.

Columnist Al Turner (Northside Newspapers) claims that Wisconsin is the first state to use TV as an advertising medium. WBKB carried a Wisconsin Conservation Dept. vacation film & plug 3 times a week during the past season, touting the variety of summer fun in the Badger State. Between those films and Harry Creighton's "sky blue water" plugs, it might mean a wholesale migration northwards.



"This being my last show for the sponsor, I'd like to say just a few words about his stinking product."

Friday Sept. 12

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

NOISY IF NOT BRAINY

NEXT WEEK — Lovable Gracie Allen, the noisier if not the brainier member of the Burns & Allen team, gets a going over from our Comedy Editor. Don't miss it.



NEXT WEEK—America's great new comic is Larry Storch. Read the backstage story of how Larry got tangled in the footsteps of Jackie Gleason.



PLUS . . . Our Atrocity Editor names number 3 in the parade of TV's five worst shows. . . . A lively look at singer Patti Page, the girl who traveled the Tennessee route to fame. . . . A big Picture Calendar of the returning stars and bigtime shows. . . . Reserve your copy of TV Forecast at the newsstand NOW.

- 7:00 5 Today—Reports & Interviews
- 9:00 4 To be announced
- 5 Coffee And—Hugh Downs Emcee
- 9:15 9 Chicagoland Newsreel—Data
- 9:30 5 Breakfast Party—Mel Martin
- 9 Chicago Cooks—Kay Middleton
- 10:00 4 Al Pearce Show—Comedy Skit
- 5 Home Cooking—Eddie Doucette
Easy fried chicken, oven style
- 7 Feature Film Presentation
- 10:30 4 Breakfast With Danny O'Neil
- 5 It's A Problem—Discussion
"Attack On Our Schools" discussed
by Roma Gans and Wm. Bristow
- 9 Strike It Rich—Warren Hull
Guest: Mr. Meyer Davis, band leader
- 11:00 4 Creative Cookery—Recipes
Orange juice nut & date cake, shrimp
Arnaud, & Arnaud sauce are made
- 5 Ruth Lyons' 50 Club—Chatter
- 7 Bob & Kay Show—Variety Time
- 9 Bride & Groom—Interviews
- 11:15 9 Love Of Life—Serial Drama
- 11:30 5 Good Living—New Ideas
"Hairdos Versus Hats"
- 9 Search For Tomorrow—Tale
- 11:45 9 Rhythm Retreat—Music Session
- 12:00 4 Bill Evans Show—Variety
- 5 Noontime Comics—John Coons
- 9 Hi Ladies—Interview Show
- 12:30 4 Garry Moore Show—Comedy
Guest: dancer Ray Malone
- 5 Meet Mintz—Favorite Tunes
- 7 Beulah Karney Presents—Tips
Sweetbreads with white grapes and
stuffed peppers with macaroni are
made
- 12:45 5 Jack Angell With The News
- 9 News Of The Day—S. Allen
- 1:00 5 "CAMPUS RHYTHM"—Feature
Film with Johnny Downs and Gail
Storm; a radio songstress runs away
from sponsor and enrolls in college
under an assumed name (made in
1940)
- 7 "Scream In The Night"—Film
Feature with Lon Chaney Jr.; an
artist depicts the scene of a murder
with such exactness that he is ac-
cused of committing the crime (made
in 1950)
- 9 Test Pattern 'Til 4:45 p.m.
- 1:30 4 Guiding Light—Serial Story
- 7 Claude Kirchner Show—Variety
- 1:45 4 Art Linkletter's House Party



The latest example of a press agent run amok. Supposedly keeping cool in this not so frigid scene are Lee Joyce, Marilyn Taylor and Fern Whitney of Dumont's "Cavalcade of Stars."

FRIDAY SEPT. 12—con't

- 2:00 5 **Big Pay Off**—Quiz Program
- 7 **Feature Film Presentation**
- 2:15 4 **Loyola Univ.**—Discussion
"Man's Moral Action"
- 2:30 4 **Luckey North Show**—Interviews
- 5 **Welcome Travelers**—Chats
Tommy Bartlett emcees goings-on
- 2:45 4 **Mike & Buff Show**—Interviews
- 3:00 4 **"Let's Get Tough"**—Feature
Film with Leo Gorcey & Bobby Jordan; Kids set out to solve a murder and run into a secret society (made in 1942)
- 5 **Kate Smith Hour**—Variety
Jack Cassidy & Pat Morand, "Cracker barrel interview" with Geo. W. Ball, Chairman of the National Commission of Volunteers for Stevenson, & "House In The Garden" serial
- 7 **"Stolen Paradise"**—Feature
Film with Leon Janney and Eleanor Hunt (made in 1935)
- 4:00 5 **Hawkins Falls, Pop. 6,200**
- 7 **Sagebrush Theater**—Serial
"Lonesome Trail" feature film
- 4:15 4 **Assembly—Armed Forces Show**
Chief Joseph Corey conducts phone call interview to servicemen in Tokyo
- 5 **Gabby Hayes Show**—Tall Tales
- 4:30 4 **Film Short**
- 5 **Howdy Doody Show**—Puppets
- 4:45 9 **Trail Blazers' Theater**—Western
"The Drifter" feature film
- 5:00 4 **Kids Karnival Kwiz**—Games
- 5 **Cactus Jim**—Western Feature
- 7 **Laugh Time**—Film Shorts
"Laurel & Hardy" film and cartoons
- 5:30 4 **Silhouettes Of The West**—Chats
- 5 **King Calico**—Puppet Fun
- 7 **Tom Corbett Space Cadet**
- 5:45 4 **Window Shopping**—Commercial
- 5 **Something To Talk About**
- 7 **Adventure Time**—Film Short
"Hurricane Express" ch. 7 in series
- 9 **Afternoon Edition**—R. Hurlleigh
- 5:50 5 **Clifton Utley And The News**
- 6:00 4 **Sports & Comments**—Bob Elson
- 5 **Up To Paar**—Comedy Quiz
- 7 **Austin Kiplinger & The News**
- 9 **Captain Video**—Adventures
- 6:10 7 **Sports Highlights**—Jack Drees
- 6:15 4 **Ulmer Turner And The News**
- 6:20 7 **Top O'The Weather**—J. Weigel
- 6:25 7 **Barbara Moro Views Chicago**
- 6:30 4 **CBS News**—Douglas Edwards
- 5 **Those Two**—Comedy Skit
- 7 **Trouble With Father**—Skit
"What Paper Do You Read?"
- 9 **Spencer Allen And The News**

- 6:45 4 **Perry Como Show**—Musical
"When I Take My Sugar To Tea", "Wish You Were Here", "All Of Me", "You'll Never Walk Alone"
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**—Data
- 7:00 4 **MAMA**—Domestic Comedy
Peggy Wood with Judson Laire, Rosemary Rice, Dick Van Patten, Robin Morgan and Ruth Gates
- 5 **CURTAIN CALL**—Drama
"Mutiny In The Zoo" by Michael Dyne; fantasy involving a strange assortment of human beings who change places with the inmates of the zoo
- 7 **"PRAIRIE CHICKENS"**—Film
Feature with Jimmy Rogers, Noah Beery Jr., & Joe Sawyer; a couple of guys traveling west run into an unexpected adventure (made in 1943)
- 9 **DOWN YOU GO**—Panel Quiz
Dr. Bergen Evans is moderator
- 7:30 4 **PANTOMIME QUIZ**—Charades
Mike Stokey is host to regulars & a guest panel of four
- 5 **WALT'S WORKSHOP**—Creative
Mr. Durbahn discusses new home ideas and previews the "House & Garden" model display home
- 9 **PRESS CONFERENCE**—News Talk
Lee Schooler moderates panel
- 8:00 4 **PLAYHOUSE OF STARS**—Drama
Don DeFore in "The Marriage Of Lit-Lit", the love story of a white man and an Indian girl, with Rita Moreno and Frank Silvera
- 5 **BIG STORY**—Drama
Reporter Jack Weeks of the Houston Chronicle; a reporter who helped a killer talk his way to his own doom
- 7 **FOCAL POINT**—Documentary
- 9 **LIFE BEGINS AT 80**—Panel
Jack Barry emcees panel of oldsters
- 8:30 4 **FOOTLIGHTS THEATER**—Drama
Gladys George and Elisabeth Ridson in "The Other Jesse Grant"; a widow comes to live with her son and daughter-in-law and the trouble begins when she paints some of her daughter's favorite plates
- 5 **ALDRICH FAMILY**—Comedy Tale
Henry discovers by peeking into a file that he has the I. Q. of a genius and he tries to cope with this knowledge
- 7 **TALES OF TOMORROW**—Drama
"The Cocoon" with Jackie Cooper and Edith Fellows; a brilliant geologist discovers a giant cocoon, which when it develops cannot survive on earth's food
- 9 **"RELUCTANT BURGLAR"**—Drama
Hugh French and Ruth Conte in a story of a pair of gentlemen burglars, who, having reformed, wish to get into society, but become involved with a woman

FRIDAY SEPT. 12—con't

- 9:00 4 POLICE STORY—Drama**
 "Philadelphia, Pa. Story" of Inspector James Ryan; two convicts escape from the death house in Va., rob an arsenal & head back to Phil.
- 5 CAVALCADE OF SPORTS**
 Sammy Guilliani of Stamford, Conn., with 22 wins, 6 losses vs. veteran Harold Green, 29, of Brooklyn, with 73 wins and 13 losses in a 10 rd. middleweight bout announced by Jimmy Powers
- 7 LAUGH TIME—Film Shorts**
 A "Charlie Chase" film & cartoons
- 9 CAVALCADE OF STARS—Variety**
 Emcee Larry Storch presents guests: Georgia Gibbs and Earl Wrightson (see pg. 37)
- 9:30 4 FILES OF JEFFREY JONES**
 It looks like a triple murder for Jeff when he investigates the murder of a hat check girl in "Big Trouble"
- 7 CHGO. KLOSE UPS—Interviews**
- 9:45 5 GREATEST FIGHTS OF CENTURY**
 Boxing film: Sugar Ray Robinson vs Jake La Motta (Feb. 14, 1951)
- 10:00 4 ULMER TURNER & THE NEWS**
- 5 WEATHERMAN—Clint Youle**
- 7 COURTESY HOUR—Jim Moran**
 Variety of acts performed by professional talent accompanied by Bruce Chase and his orchestra
- 9 FEATURE FILM PRESENTATION**
- 10:10 5 DORSEY CONNORS—New Tips**
- 10:15 4 SPORTS SCOREBOARD—Elson**
- 5 CLIFTON UTLEY AND THE NEWS**
- 10:25 4 CHGO. WEATHER—P. Geraghty**
- 10:30 4 CHICAGO AT NIGHT—Chuck Bill**
- 5 LET'S LOOK AT SPORTS**
- 10:45 4 CHRONOSCOPE—Discussion**
- 5 HERBIE MINTZ SHOW—Tunes**
- 11:00 4 KUP'S COLUMN—Gossip**
- 5 FEATURE FILM PRESENTATION**
- 7 "WORLD GONE MAD"—Feature**
 Film (1st showing) with J. Carrol Naish, Louis Calhern, & Mary Brian: reporter is faced with the death of his best friend under scandalous circumstances
- 11:15 4 ULMER TURNER AND THE NEWS**
- 11:30 4 ALL STAR HIT PARADE**
- 11:45 4 "RAIN"—Feature Film**
 Joan Crawford and Walter Huston in story of an abandoned night club singer on a Pacific island (made in 1932)
- 12:00 5 AFTER ALL—Commentary**
- 12:30 7 FILM COMMERCIAL**

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Pictured above—three dumb bunnies. Easily distinguishable, however, as the bunny with the sex appeal is curvaceous Marie Wilson, star of "My Friend Irma." Marie is returning to TV with her own peculiar brand of nonsense Oct. 3rd.

Why Blackhawks will NOT Televisе this year . . .

MY JOURNALISTIC cohort, Jack Mabley, reports the Blackhawks are anxious to televise their hockey games this fall. Furthermore, he states the sponsor's cost would be only \$1000 per game. Compare this, continued Mabley, to the automotive dealer who paid an average of \$3000 apiece for a series of feature movies. Hockey is indeed a cheap TV package.

Now to disillusion Mabley and other hockey fans, here are the cold, realistic facts why the Blackhawks *will not be televised this fall*. To say Bill Tobin, president of the Blackhawks, is desirous of TV and that a fee of \$1000 per game is cheap—is in fact misleading and deceptive.

To begin with, hockey telecasts would cost closer to \$3700 per game rather than \$1000 when television time, remote charges, etc. are added. Secondly, under the present TV setup, only the last period of night hockey games can be picked up. That's about 30 minutes of air time. When you consider 3 minutes of commercials (which is why any sponsor televises) it actually costs the sponsor better than \$1000 per minute!

Most important of all, the fact that Mr. Tobin is anxious for TV does not mean a sponsor has only to see Tobin and close a deal. One needs only to see adman Jim Cominos, and Household Finance Corp. who will happily attest to this fact, after their unsuccessful attempts to teevee the Blackhawk's last fall.

Mr. Arthur Wirtz, the Chicago Stadium prexy and sports tycoon, reportedly has controlling interest in the Blackhawks with Tobin in the guise as president. Tobin's contract with the Stadium (or Wirtz?) for home games gives the Stadium a voice in all contractual deals involving gate receipts. As part of the rental fee, the Stadium receives a percentage of the gate. TV and radio fees are considered "gate receipts." . . . By holding the rumored controlling interest, Wirtz can veto any of Tobin's video deals.

That was the situation that prevailed last year and the same situation will prevail this year. Wirtz will hold out for an unreasonable amount of money and hockey in Chicago will experience another TV blackout.

Cuffnotes: Jack Drees, WENR-TV's lanky sportscaster, plans to leave the tracks that made him famous this fall to become WENR-TV's sports director.



by

ED PAZDUR

Sports Editor

BACK ON THE TEEVEE HOTSEAT



TOBIN

FROM RACING TO TELEVISION



DREES

PROOF OF COOPER'S TALL TALES. . . .

Ed Cooper, popular Chicago emcee (left), proudly displays a string of redfish, trout and lady fish after fishing in the Gulf of Mexico. With Cooper is Ed Freckmann, former WGN & WGN-TV director, who operates the beautiful Pick'n Perry Motor Court in New Port Richey, Florida.



Strolling down the Brookside fairway are (l. to r.) Jim Turneso, Fred Waring, Bill Bailey and Julius Boros.



HE'LL NEVER FORGET



Bill "Coctus Jim" Bailey



During pre-tournament ceremonies, Bill Bailey, Forecast's Celebrity Champion, chats with colorful jockey Eddie Arcora (center) and Columbus Mayor Jim Rhodes. The mayor is president and originator of the Caddie and Celebrity Golf Tournaments.

Clowning, singing and general bedlam prevailed as Fred Waring, Phil Morris (behind microphone), Perry Como (behind Harris) and Jimmy Demoret address crowding fans.

Forecast Champion Bill "Cactus Jim" Bailey

Competes in Columbus Celebrity Tournament . . .

COLUMBUS, OHIO.—BILL BAILEY, WNBQ's bewhiskered and gabby cowpoke, nervously eyed the crowd of 10,000 persons jamming and nudging their way around the first tee to witness the second annual 18-hole PGA-National Caddie Celebrity Golf Tournament. As *TV Forecast's* 1952 Celebrity Golf Champion, Bailey qualified to compete as Chicago's entry at Ohio's 2nd Annual Celebrity Tournament in Columbus.

The first five to drive off were Julius Boros, National Open Champion; Jim Turnesa, PGA Champion; Chick Harbert, PGA runnerup; Bill "Cactus Jim" Bailey, *Forecast's* Celebrity Champion, and Fred Waring, NBC-TV star. Other fivesomes included Perry Como, Phil Harris, Dizzy Dean, Alice and Marlene Bauer, Eddie Arcaro, Jimmy Demaret and Vic Janowicz.

Bailey, a handsome young buckaroo, was at first hampered by the large milling crowd on long ball hitting and occasionally scattered local enthusiasts by hooking some drives. However, his power of concentration even under such distracting elements was astounding. Settling down for the business at hand, Bailey shook off the pressure of playing under the critical eyes of Boros, Turnesa and Harbert in his fivesome and posted a highly respectable gross score of 80. Although no official tabulations were

kept, Perry Como copped the Columbus title with a gross 79. Turnesa, Boros, Demaret and Harbert (all of whom shot in the mid-60's) were not eligible to compete because of their professional status.

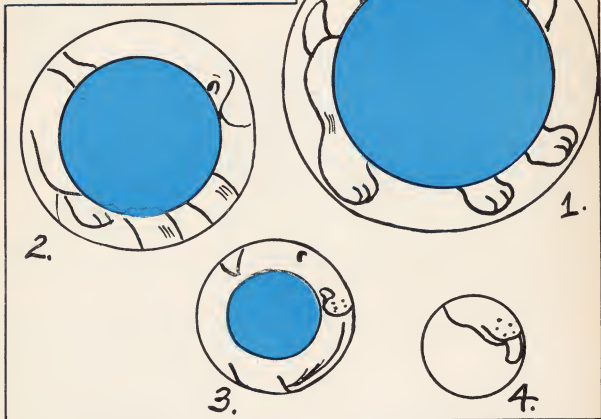
Bailey won *TV Forecast's* Celebrity Tournament on Bunker Hill's rugged fairways last summer with a sizzling gross 77. As *Forecast's* entry in Columbus, Bailey labored under unfamiliar pressure. "Thousands of people watching every move you make is enough to make anyone nervous," said Bailey. "Then add three of the world's finest golfers as competitors and you'll have an experience you'll never forget!"

His shaky start on the first three holes seemed destined to doom his Columbus debut. However, his swift and impressive recovery on the back nine was not so surprising in itself. His long sinewy arms and relaxed manner on the course contributed heavily to his golfing prowess. His rise on the fairways started, ironically enough, in Columbus when as an eager, sprightly youngster he caddied for Patti Berg. Even as a gangling teenager, Bailey cracked 80 and has played consistently well ever since.

Bailey's performance as an amateur drew favorable comments from the pros. Relaxing and chatting near the 18th

(Continued on page 46)





When you work this puzzle correctly you will see a little friend, familiar to all of you who watch "Pet Shop" on TV. Here are your directions: First, cut out the circles. Then paste number 2 on

number 1; number 3 on number 2, and finally paste circle number 4 on number 3. Be sure you paste the circles in the correct position to see our friend. Now color and send us your entries.

Mail your pictures to Mollycues, % *TV Forecast*, 185 N. Wabash Avenue, Chicago 1, Ill., before Monday, Sept. 15. First prize is \$1; second prize, 50 cents; next 15 prizes, 25 cents each. In cases of ties, neatest and most original will win.

MOLLYCUES WINNERS

Mary Bushmon, Amboy, Ill; Ricky Citron, Chicago; Gory Clark, Walkerton, Ind; Suson Enders, Chicago; Lenore Fink, Chicago; Helen Gibbs, Chicago; Roberto Goldberg, Chicago; Linda Heiser, Plymouth, Ind; Martha Hopkins, Homlet, Ind; Carol Inglo, Chicago; Doris Kosdorf, Milwaukee, Wis; Anges Kirkus, Lowell, Ind; Virginio Lange, Knox, Ind; Eden Moy, Kenosha, Wis; Frederick Stonke, Chicago; Barbaro Watson, Omaha, Neb.; Brion Worcester, Chicago

Can you take two pencils of equal size and make one appear longer?

Solution: Draw a line on a paper leaving two spaces about $\frac{1}{4}$ on one side and $\frac{3}{4}$ on the other. Then place two pencils of equal size on the paper like this. Ask your friends which is longer.



The pencils are both the same size. You have created an optical illusion.



STRANGE AND TRUE

SILHOUETTES OF THE WEST

by ROY STARKEY

I've often been asked why boys and girls, and grownups too, are attracted to the American cowboy. I don't think the cowboy himself is the attraction . . . It's the mystery surrounding him and the land he lives in.

In southeastern Arizona, not far from Sun Dance, there are several beautiful rock formations. Among them is a large table rock standing like a sentinel on guard, and towering hundreds of feet above the Belle Fourche River. Its sides are marked with great columns five to ten feet in diameter. Near the top three or four of them join together and look as though they might have been made by the claws of a giant bear.

According to local Indian legend, they

are bear claw marks and this is the story they tell concerning them.

The towering rock was just a small boulder until one day when three maidens who were being chased by three bears climbed upon it, the bears close behind them. Then the great spirit who watches over the Indian caused the rock to grow. As it grew higher and higher the bears leaped up trying to reach the three Indian maidens and dug deep furrows in the rock with their sharp claws. Unable to reach them, the bears guarded the base of the rock until the little Indian girls died of hunger and thirst.

Because of this, the red men look on the rock as a place of mystery and bad medicine. They named it "Mateo Tepee," which means "habitation of the bear," and elders of the tribe will not go near the spot. Call it Indian superstition if you like, or even laugh at it, but remember there are many unexplained legends in this world of ours that could be true, so who knows, amigo, who can say for sure that the legend of "mateo tepee," the "Devil's Tower," isn't one of them.

"Silhouettes of the West" is seen on channel 4 at 5:30 p.m. Monday through Friday.



Uncle Herbie

Don't be frightened, boys and girls. It's only Johnny Coons, who brings you the "Noontime Comics" every weekday on channel 5. But here's what happened to Johnny, to get himself in such a mess.

Johnny must have told someone he likes pies. So the camera crew baked two pies for him, one lemon pie and one blueberry. Then they gave the pies to Johnny, but he forgot to duck.

I like pies myself, and I'll bet you do, too. But what a mess. If Johnny Coons can get those pies eaten, he'll be the champion pie eater of the world, I'll bet you. How about that?

Here are some of my weekly winners:

Phyllis Behner, New Buffalo, Mich.; Elizabeth Bestmann, Cary, Ill.; Barbara Dudzik, Chicago; Nancy Ely, Wilmington, Ill.; Beverly Fichenschner, Gary, Ind.;



John Gianpicola, Chicago; Christine Grabowski, Chicago; Vida Graunci, North Chicago, Ill.; Mary Halbarth, Chicago; Alice Jackson, St. Anne, Ill.; Bill and Valeria Kilkeary, Whiting, Ind.; Roseann LaConte, Chicago; Loretta Larsen, Racine, Wis.; Sheila Lyons, Chicago; Kent Mommsen, Chicago; Nancy Norris, Walkerton, Ind.; Pat Watts, Benton Harbor, Mich.

THIS WEEK'S CONTEST—How many different words can you make out of Noontime Comics? For the longest list, I'll award \$1; next longest 50 cents; next 15 runners-up, 25 cents each. Mail your list to Uncle Herbie, % TV Fore-cast 185 N. Wabash avenue, Chicago 1, Illinois, before Sunday, Sept. 14th.

HE'LL NEVER FORGET

(Continued from page 43)



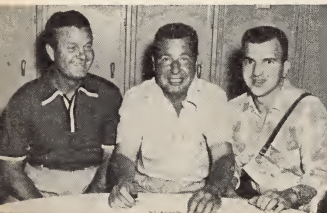
Cactus Jim (seated right) relaxes with Horton Smith, president of PGA, before stepping up to the first tee.



Bill Bailey (right) demonstrates to Dizzy Dean the grip that won him runner-up honors to Perry Como who was declared unofficial champion. Bailey shot a grass 80 to Como's 79.



Movie camera fiend Bob Kubicek, Forecast editor (right) invades Fred Waring's locker room for a few close-up shots. Kubicek, who is currently in military service, is stationed in Columbus.



More kibitzers in the players locker rooms were Jimmy Demaret (left), Phil Harris and Forecast sports editor Ed Pazdur. The annual PGA celebrity tournament is held in Columbus, Ohio.

green, Marlene Bauer was discussing some of the fundamentals of playing good golf. "Form," she concluded, "is one of the most important factors in golf." . . . Bailey, listening intently and staring with boyish admiration replied: "Yep, you've certainly got form!"

In keeping with last year's outstanding debut, all tournament participants were feted by Ed Wolfe, a young aggressive journalist and industrialist, at his luxurious resort. . . . Local press coverage was outstanding. News of the tournament was featured on front pages of all four dailies (with two printing front page pictures of Bailey).

Actually, the Celebrity Tournament was initiated to focus attention on the Annual PGA-National Caddie Tourney. Approximately 80 full-time caddies sponsored by newspapers in all sections of the country compete for 10 college scholarships. Under present arrangements, any youngster reaching the quarter-finals is assured of at least a one year scholarship to a college of his choice. The winner receives a four year scholarship worth \$1,500. Mayor Jim Rhodes of Columbus is president and founder of the caddie scholarship tournaments.

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