

the most complete TV program guide

OCTOBER 25, 1952

TV FORECAST

WINCHELL

What Makes
Walter Run?



EVE ARDEN

Our Miss Brooks



15c

MONDAY

Watch Channel Seven

AND

BOXING

9 P.M.

TOP PROFESSIONAL BOUTS FROM RAINBO ARENA
WITH CONTENDERS FROM ALL WEIGHT DIVISIONS

NARRATED BY

JACK DREES

THIS WEEK: Bobby Singleton vs. Tony Spano
(PRESENTED BY MET. PONTIAC DEALERS OF CHICAGO)

PAGE ONE

NEWS SPORTS

10 P.M.

NATIONAL AND INTERNATIONAL HIGHLIGHTS
from

INTERNATIONAL NEWS SERVICE

(PRESENTED BY CORINA CIGARS)

KEEP TUNED TO . . . CHANNEL

It's TV's finest!

WENR-TV

ABC Television Network

TV FORECAST

Letters to the Editor

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

Why call "The Stork Club" the worst show on TV? By that I mean, why limit it to TV. It is the worst show ever exhibited anywhere anytime or any place. . . .

Chicago, Ill.

JOHN SHAW

Judging from their letters your readers are perfectly content with the caliber of today's programs with their slapstick (Martin & Lewis), tear-jerker sobstuff (Strike It Rich), 1900 melodrama (Suspense, Circle Theater, Danger). As long as the viewers are content with this low-standard stuff the sponsor will be content to present it.

Chicago, Ill.

MRS. J. G.

Every drop of Irish blood in me just boils when I think of the Irish name of Jackie Gleason and his dancing artist, a Miss Dunn. . . Miss Dunn's costume of October 4 was a disgrace.

Chicago, Ill.

K. M. C.

Personally I think "Down You Go" is a great show. But what is that supposed voice echoing from Dr. Bergen Evans? He sounds like a cross between Marty Fay and one of those foggy senators from the convention.

Whiting, Ind.

BOB PULLIAM

I saw Quiz Comedy Game with Herb Shriner and it is positively awful. And to think you put it in place of the Ted Mack Amateur Hour. . . No more Old Golds for us until Ted Mack returns.

Chicago, Ill.

ALMA PATTERSON

I never could have believed that Old Gold Cigarettes could do a thing like dropping Ted Mack. Such a fine man.

Chicago, Ill.

MRS. MABEL ROLLER

Why is Roy Starkey's "Silhouettes of the West" at the far rear of the book? . . . I believe it could help older people to learn many unexploited tales and facts of the West. . . I'm glad and in full agreement with your choice some weeks ago. Sid Caesar is TV's No. 1 comic. Martin & Lewis are definitely on the skids. I hope you print this to show somebody likes your magazine and its writers.

Round Lake, Ill.

CARL GALLAGHER

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TV

FORECAST Oct. 25, 1952



Over 730,000 readers

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TV FORECAST FR 2 6931, 185 N. Wabash, Chicago 1, Ill. Published weekly by Television Forecast, Inc. Subscriptions: \$5 per year, 2 years \$9; single copies 15 cents. Change of Address: In order to assure proper delivery please advise the postmaster and this office, enclosing with new address the address label from your magazine showing old address. Allow three weeks for processing of new subscriptions or change in address. Expirations: First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our expiration number. To find number of issues to be received before subscription expires, subtract expiration number of this issue noted below from numbers following the dash on the first line of address label. Entered as 2nd class matter at the postoffice at Chicago, Ill. Copyrighted 1952 by Television Forecast Inc. All rights reserved, Volume 5, No. 26.

Expiration Number 225

Channel One

COAST-TO-COAST



THOMAS

DANNY THOMAS announced a while back that he was through with television, especially with the Comedy Hour, which he singled out as a snafu operation with nobody knowing what was going on. Now in a few more weeks, Danny comes back on TV. What show? The Comedy Hour, of course. The reason is simple. When Eddie Cantor's heart attack precluded his appearance, Danny was happy to sub for the aging comic. And it may be that his appearance will help to patch up the differences with the network. . . . Network execs are trying to clear a deal with MGM so that they can bring the old radio favorite "Baby Snooks" to TV. The part, originally played by the late Fannie Brice, will be handled by former child star Mitzi Green, if MGM gives the go ahead.

The howl that went up when Wally Cox and his Mr. Peepers show went off TV looks like it will pay off. Originally scheduled only as a summer replacement, Mr. Peepers proved so popular that Ford, its summer sponsor, is anxious to get it a regular TV slot. Stand by, Peepers fans. . . . Sophie Tucker's latest appearance on Ed Sullivan's "Toast of the Town" was her best to date and insiders say that several sponsors are toying with the idea of giving Sophie a show of her own. Each of her appearances seems to be livelier than the one before, giving credence to her chant, "there's life in the old girl yet."

That recent foulup on NBC when some of the hired hands took a walkout cost the net some \$120,000 in rebates to the sponsors of "Meet the Press" and "Comedy Hour," the shows involved. . . . Gail Compton, proprietor of "Pet Shop" says that if your wife wants to learn how to drive, don't stand in her way. . . . Jackie Gleason's gal-studded new show is finally starting to make a dent in the All-Star Revue's ratings. Latest survey shows Jackie almost caught up.

Senator Nixon, who has received a clear bill of goods from most of the nation's newspapers, is still being pursued doggedly by newshound Drew Pearson who finds it difficult to believe that such a hot news story should be dropped so casually. . . . Hopeful distant future item: Gene McDonald, president of the Zenith Corp. and inventor of Phonevision, believes that once two-thirds of the population is serviced with television, a 10 cent fee to watch a world's championship fight would build up a \$5,000,000 pot. . . . Garry Moore's domestic troubles have been heightened by unfounded reports that singer Denise Lor was the reason for his split up with Mrs. Moore. Garry, a very likeable guy, isn't too happy these days.

The birth of Lucille Ball's baby will mean an added name to the cast of the "I Love Lucy" show. Lucille and Desi plan to write the baby into the script as soon as feasible. It'll be the second child for the Arnaz's. . . . Objective Critics Dept. . . . John Crosby, in writing a criticism of Jackie Gleason, said that Gleason's portrayal of the "Loudmouth" was obnoxious, and then went on further to say that this characterization was closest to the real Gleason personality. Johnnie no likee Jackie, maybe? . . . Arthur Godfrey is about to lose a major sponsor. NBC may lure away the entire Lever Bros. account as a result of Arthur's vetoing of Lipton soup commercials which he felt he couldn't give the proper pitch to. That would probably mean no more Lipton's tea either, because Lever owns both Lipton products.



TUCKER



COMPTON



PEARSON



NUMBER 2



IS HAL BLOCK REALLY FUNNY?

American humor has an admitted tendency to run in cycles. For example, comic Red Skelton soared to the top of the audience rating charts last year on a barrage of jokes that were all the rage during the mid-1930's. The famed shaggy dog stories, propelled by Garry Moore & Durward Kirby, are once again getting a national foothold. Saddest of all revivals, however, is the recent re-birth of Chic Sale.

As earthier students of Americana know, Chic Sale was an early "humorist" whose collection of sayings were based largely on the institution known as the privy. From this dubious start, U.S. humor graduated, if you'll pardon the expression, into the risqué, or double-meaning chatter.

Probably the foremost TV exponent of this type of humor is a brash, kinky-haired, deep-dimpled, squirrel-cheeked young man named Hal Block who performs on "What's My Line."

This is a quiz panel show, moderated by John Daly and consisting of, besides Block, columnist Dorothy Kilgallen, publisher Bennett Cerf and career actress Arlene Francis. The main idea of the program is to guess unusual business occupations of guests. But in rapid fire accompaniment to the guessing is an inexhaustible series of double entendres, sly winks, assorted leers and wide-eyed boners. Meantime, the captive New York studio audience whoops it up riotously.

Not much doubt about it—Hal Block is modern day America's answer to Chic Sale. Even though privies are largely outdated, the U.S. capacity for latrine humor seems insatiable. Paradoxically, the generation that bound and cramped itself with a profusion of torturing gadgets—brassieres, girdles, garter belts, trusses, panties—gets the most enormous gaiety out of poking fun at them.

Perhaps Hal Block is a national safety valve. The lad IS popular with a big segment of the viewing public. When he's absent the show lags. But is he really funny?

Block has one of the largest joke collections of all time. He himself used to write for Jack Benny, Bob Hope and other comedians "too humorous to mention." At any given time, on and offstage, he's digging back into the musty recesses of memory to pop forth a gag. It's not spontaneous, however, and hardly original.

So it isn't really native, ingrained humor. And no matter how uproariously a studio audience may yock it up when Hal asks "Is it below or above the waist?," it isn't really funny. It's just bad taste—banquet style.

Next week—TV's Top Myth

the five greatest myths



By SHIRLEY ELMAN



LEAP YEAR, 1952, has undisputably taken a back seat in the news. One reason might be that people are beginning to recognize it's no longer a once-in-four-year race. U.S. females have made it an annual event.

One show business filly has been a consistent starter—and just as consistent a loser. Eve Arden has been sprinting after elusive males longer than Bernarr MacFadden has been parachuting from planes.

For Eve, Leap Year 1952 is different only in one respect—she has transferred her chase to television. During her fruitless searches in the movies, Eve set traps for a variety of prey—wealthy playboys, business executives, servicemen, vaudeville hoofers. She caught nothing.

Then four years ago, she became the woman-on-the-prowl once more as radio's "Our Miss Brooks," a blundering

but lovable English teacher at mythical Madison high. With her new position came a likely romantic prospect, Madison High's biology instructor, Philip Boynton. Since Oct. 3, 1952, Connie Brooks has been waging a furious campaign for his affections on TV against such obstacles as frogs, toads and a Miss Enright. But the familiar pattern



A smile is rarely to be found on Mr. Conklin's face. But here he seems pleased by Miss Brooks' offering (probably her pay check).



Miss Brooks' romance with Mr. Boynton seldom ends like this. The enraptured look on Mr. B's face is probably inspired by thoughts of his pet frog, McDougall.

is beginning to show itself—Mr. Boynton has inevitably & artfully eluded Miss Brooks' nuptial noose.

Eve has, in her radio and TV appearances thus far, established herself as "everybody's Miss Brooks." To Mr. Boynton (neither has overstepped the last-name stage yet), she is a lurking female tiger, waiting to shackle him in matrimonial chains. Still, she IS attractive, and Mr. Boynton, in his own shy manner, has made timid overtures—such as courting the lady with jellybeans (he's a scientist with a limited conception of romance).

To Mrs. Davis, Miss Brooks' housekeeper, Connie is as helpless as a newborn chick. A motherly, if somewhat scatterbrained soul, Mrs. Davis clucks



Miss Brooks

over her adopted charge with all the warmth of an incubator.

At Madison High, Connie has her problems. Between her breathless pursuits of Philip Boynton, she can usually be found "on the carpet" in the office of the principal, Mr. Osgood Conklin. To him, Connie Brooks is a weed in Madison High's ivy, a woman whose



every move upsets his mental balance.

Among the students, Miss Brooks is reputedly well-liked. Especially by Walter Denton, squeak-voiced hot-rodder, and his heart interest, Harriet Conklin (who by some strange quirk of fate happens to be the principal's daughter).

With the exception of Mr. Boynton, the complete radio cast of "Our Miss Brooks" has been accepted for the television—Gale Gordon as Mr. Conklin; Jane Morgan as Mrs. Davis; Gloria McMillan as Harriet Conklin, and Dick Crenna as Walter Denton. Robert Rockwell has replaced Jeff Chandler as Mr. Boynton, due to Jeff's movie commitments.

Lest Arden fans get the notion that Eve's life has been exclusively a Leap



Miss Brooks learns that even the negative approach to romance (picking a quarrel) doesn't produce the desired effect on sales-resistant Mr. Boynton.

Year venture such is not so. At the age of seven, she endeared herself to hometown residents (Mill Valley, Calif.) with a heart-rending piece, "No Kicks My Dog."

After this eye-opening introduction to acting, she retired for nine years to complete school. Following graduation, Eve reasoned, "If dumb girls can make such successful actresses, why can't I, a smart one?" Armed with this self-styled piece of logic, she talked herself into a \$35-a-week job with a San Francisco stock company. It was during this period of her career that she discarded her real name—Eunice Quedonse—in favor of the snappier Eve Arden.

Then came appearances at the Pasadena Playhouse, proving ground for budding theater talent. Eve's success there added more fuel to her already-blazing confidence, so she journeyed to New York, met Broadway producer Lee

(continued on page 17)





Strictly for publicity purposes, Winchell gives a demonstration of his method of digging up gossip as he listens in on head G-Man J. Edgar Hoover and former Vice-President John N. Garner.

by ROBERT CUNNIFF

IN 1934, Walter Winchell, kingpin of U. S. gossip columnists, arrived in Chicago for a stage appearance. As his train pulled to a stop it was boarded by the Fischetti brothers, two of mobster Al Capone's ablest lieutenants. They informed Walter that they were going to be his bodyguards during his Chicago stay, compliments of "Lucky" Luciano, one of Capone's New York associates.

The Winchell compartment was further crowded by the arrival of two G-Men, assigned by Walter's good friend J. Edgar Hoover, FBI chief, to protect Walter's health during his Chicago stay. As the swelling Winchell entourage descended to the platform, they were met by three Chicago plainclothesmen, also detailed to the task of keeping Walter alive during his Chicago visit. After a mild protest Winchell led his caravan of bodyguards from the station.

Walter Winchell had arrived.

People tracing the evolution of Walter Winchell from gossip columnist to "international thinker" can probably credit his arrival in Chicago as the turning point in his career. Up to that point his column had been a compilation of the latest transgressions of the Broadway saloon set with occasional references to some of the city's more prominent hoodlums. But after the deep concern shown over Walter by federal

Winchell

PART I

and local authorities in Chicago, the revelation must have come that international affairs are no more complex than the indiscretions of debutantes. Winchell, the "serious" thinker, was born.

To a large segment of the U. S. public, Winchell is now the final authority on affairs both domestic and international. In the annals of U. S. journalism, no man has ever risen to such prominence, has been more often quoted and been more often wrong. Winchell, the high level thinker and latter-day oracle is too often betrayed by the fact that his formal education ended in the sixth grade.

Born on New York City's East Side in 1897, Walter's life has been spent running, trying to keep ahead of the pack, and like the hero in Budd Schulberg's "What Makes Sammy Run," he's reached the point where he can't turn back. His aggressiveness and tenacity of purpose have driven him to the top of the world of journalism, but he sometimes must wonder if it was worth the trouble. In his attempts at sensationalism, he's been erroneous so often that he has set off a whole chain reaction of show business feuds and back-stabbing that threatens to discredit the entire profession.

Walter's current number one enemy in the business is fellow gossip columnist Ed Sullivan. The feud has been simmering for years, ever since Sullivan and Winchell both worked for the New York Graphic, generally conceded to be the most obscene and scandalous newspaper ever published in the U. S. But the feud really got hot early this year over the now famous Josephine Baker case.



WHAT MAKES WALTER RUN?

Winchell has long passed himself off as the champion of the downtrodden and has for years blasted restaurants which refused to serve colored people. Yet when Walter's regular haunt, the "Stork Club" refused to serve Miss Baker, famed Negro songstress, Winchell was strangely silent. Walter was finally pressured into action and having to make the choice between championing the colored again and losing his favorite hangout or putting the blame on La Baker, he chose the latter. It was then that Ed Sullivan exploded. On Barry Gray's disc jockey show in New York Sullivan made a special appearance and took to the offense.

"I despise Walter Winchell for what he has done to Josephine Baker. Long before Senator McCarthy came into this character assassination racket there was a guy by the name of Walter Winchell. . . . Winchell has developed into a small time Hitler . . . he has capitalized on the Big Lie. I say that what Winchell did to Josephine Baker is an insult to the United States."

Not stopping there, Sullivan went on to say that Winchell was "a man who's never been to France . . . to England . . . to Germany . . . to Italy . . . to Ireland, who's never been across the ocean. . . . Here is the man who has the audacity to give out sage opinions on foreign policy. I'll bet him a thousand dollars to one that he can't draw a map of Europe, can't possibly."

Sullivan had hit Winchell where it hurt the most. He had questioned Wal-

ter's stature as a world statesman.

The Winchell retaliation took its usual form. He told *Time Magazine*, "I didn't hear what Sullivan said. I do not want to engage in bouts with small-timers. I would rather hear what the President has to say about me."

But underground a rumbling was heard. The word went out to Winchell's army, the New York City pressagents, that Barry Gray was on Winchell's "drop dead" list. The pressagents, beholden to Winchell for free publicity for their clients, acted accordingly. Gray's show, a forum for celebrities to talk things over, was suddenly without any celebrities. Winchell, the Broadway overlord, had spoken. The Gray show has now become a political discussion show with only an occasional visit from a celebrity willing to brave the Winchell wrath.

Sullivan has yet to give in to Winchell and thus far seems to be putting up the best battle Winchell has yet faced. Ed has long been known for giving everyone in the business a fair shake and it may be that he'll be able to win away some of the Winchell regulars. The Winchell-Sullivan feud is by no means ended.

Next Week—Part two of the Walter Winchell series: What is Winchell's hookup with the hoodlum empire? How much of his information comes directly from the White House? Plus several notable errors in the Winchell column.

Walter Winchell is seen at 5:45 p.m. on channel 7 (WENR-TV) on Sunday.

PART II

It's All True

by THOMAS O'MALLEY

IN 1950, after four years of gallivanting in the rowdy and ribald Noel Coward comedy, "Private Lives," Tallulah Bankhead invaded radio. Her vehicle was a grandiose affair of ninety minutes dedicated to breathing a little life into Marconi's Trinket, as she calls it. The top show biz celebrities of every stripe were snatched right out of their swimming pools and penthouse haunts, offered huge chunks of money to perform on the program. Called "The Big Show," the star-studded opus was operated on the old Hollywood theory that nothing succeeds like excess. In this case, thanks to Tallu, it worked.

Television took a lot of ribbing on "The Big Show." Comics like Fred Allen joined Tallulah in hurling a few last ditch barbs at the bully upstart. On one stint the Alabama tornado remarked that radio was the mother of television. Supplied with a suitable straight man, she was asked, "And who is television's father?" "Television," sighed Tallu, "has no father."

Now, two years later and TV's questionable parenthood notwithstanding, Tallulah has made the plunge. In a widely-heralded video debut, she came off as a much less explosive female than

the storybooks (including her own) would lead you to believe. Admittedly nervous beforehand, Tallulah, the exciting, headline-making international vixen, seemed a little more like a baritone version of Irene Dunne.

Her volcanic personality hardly made it to the seething point. There were enough bright moments in Tallu's bow, however, to convince most critics that she should get her feet a little damper in the fatherless medium. After all, television is entitled to its slice of the Bankhead legend, too.

The stage Tallulah has always been best when engaged in the role of a hussy. Regina Giddens in "The Little Foxes" is considered to be Tallu's finest part. Regina was a conniving witch, coldhearted and satanic. Tallulah played the role masterfully. It was a rewarding moment when the Broadway critics gave Miss Bankhead a unanimous critical acclaim after treating her previous jobs with professional coolness. Two other roles, one in a movie, brought her a round of huzzahs. As Sabina in "Skin of Our Teeth," Tallulah showed a great comedy flair in a play that baffled as many people as it amused. And as a shipwrecked reporter in Alfred Hitchcock's film, "Lifeboat," La Bankhead rated the New York critics award for



About Tallulah

her portrayal of the flip newspaper woman.

There seems to be a legend connected with every role Tallulah has ever played. In rehearsal for "Skin of Our Teeth" she insisted that the first two rows of the orchestra be removed. (In keeping with the play's lunacy, Tallu had a love scene with Frederic March on the main floor of the theater.) The management, loathe to tear up choice \$6.60 seats, refused. So a furious Tallulah, armed with a screw driver, proceeded to attempt the job herself. Result: she was finally mollified when the producer called in a carpenter to yank out the seats.

While playing in "Clash By Night" (produced by one of her pet hates, Billy Rose), Tallulah had trouble with her leading man, Lee J. Cobb—or perhaps it was the other way around. As the story goes, Cobb complained that during his long, meaty second act speech, Tallu would snap her fingers and in a stage whisper say, "Speed it up, speed it up, you ham." Cobb took his troubles to producer Rose who instructed Lee to overact, smash dishes, rant and rave—anything to take the play away from Tallu. Trapped by the scheme, stormy petrel Bankhead could only scream, "I'm in a nest of murderers!"

Bantam Billy Rose, who has had more than his share of female woes, once had this to say of Tallulah: "I've staged shows that called for the management of a herd of buffalo and I've shot actors out of cannons from 50 feet into the arms of an adagio dancer, but both of them were easier than saying 'good morning' to Miss Bankhead."

Her feud with Bette Davis is a hot, if obviously contrived affair. Bette's impersonation in the film "All About Eve" certainly smacked of Miss Bankhead, but Tallulah sloughs off the comparison with characteristic *hauteur*. Says Tallu in her recently published autobiography, "In superficial aspects Miss Davis (in "Eve") may have suggested a boiling Bankhead, but her over-all performance was her own. I had seen

(continued on page 32)



Saturday Oct. 25

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

A.M.

- 9:00 7 MOVIE—"Judgment Book"**
Tale of the lawless west in which a group of cattle owners ruthlessly dominates a town & its citizens; stars Conway Tearle, Bernadine Hayes
- 9:45 9 MAGIC CARPET—Film Short**
"Navajo Country"
- 10:00 7 SPACE PATROL—Adventures**
9 MOVIES FOR KIDS—Films
"Trail of Vengeance" part two
- 10:30 4 SMILIN' ED'S GANG—Stories**
5 HOBBY TIME—Bill Healion
7 BEULAH SHOW—Comedy Skits
9 KIDS & COMPANY—Variety
Johnny Olsen emcees hall of fame featuring a youngster who is being honored for a brave deed
- 10:45 5 MOVIE—"Sidewalks Of London"**
Charles Laughton, Vivien Leigh, and Rex Harrison in the story of a busker, (a London street entertainer), who takes in a girl & trains her to become star inside the theater
- 11:00 4 BIG TOP—Circus Show**
7 THIS IS MY MELODY—Tunes
Guests, Larry & Joann Heske, 12-year-old Sandra Nelson in Indian toe dance, and mother and son team doing a musical duet
- 9 REGULAR FELLAS—Kids Show**
Talented youngsters from the honored school of the week. Children from Queen of All Saints school with Father Dolan, the pastor, and Sister Colette, the superior
- 11:30 7 SHOPPER'S BAZAAR—3 Movies**
Each film follows immediately after the one preceding it. See 1:00 & 2:00 p.m. ch. 7 listings for title (both of these times are approximate)
"Flying Deuces" with Laurel & Hardy, Jean Parker, & Reginald Gardiner; adventures with the pair in the Foreign Legion as they try to escape
- 9 MORNING MOVIE TIME**
12:00 4 FARM AND HOME TIME
5 AMERICAN INVENTORY—Talk
"The Opening Of A Door" a drama presented on behalf of the Community Chest Red Feather drive
- 9 MOVIE—"Roaring Lead"**
12:30 4 MOVIE—"Smart Alecks"
The East Side Kids capture a convict and prevent the execution of an innocent man
- 5 TO BE ANNOUNCED**
1:00 5 FOOTBALL WARM UP—J. Wilson
7 MOVIE—"Harmony Trail"
Story of a U.S. Marshal on his white stallion & his friends in their adventurous efforts to round up a band of bankrobbers; stars Eddie Dean, Ken Maynard, and Ruth Roman (see 11:30 a.m. channel 7 listing)

P.M.

- 1:00 9 TEST PATTERN 'TIL 4:15 p.m.**
1:15 5 FOOTBALL—Grid Contest
Illinois vs Purdue from Champaign with Mel Allen, Russ Hodges, & Bill Henry describing plays
- 1:45 4 GRID FORECAST—Commentary**
2:00 4 FOOTBALL—Armed Forces Game
Alaska Air Force Champions vs Hamilton Air Force base; Tommy Harmon announces
- 7 MOVIE—"Hong Kong Nights"**
Detective is hired by the American consulate to capture an escaped American convict who is delivering guns & ammunition to the natives; stars Tom Keene, Vera Engels, & Warren Hymer (see 11:30 a.m. ch. 7 listing)
- 3:00 7 MOVIE—"Root Of All Evil"**
Michael Rennie, Phyllis Calvert, and John McCallum in story of a girl who turns on the world to get what she wants, no matter whom she steps on, but finds that she can't buy love
- 4:00 7 MOVIE—"Lucky Terror"**
Western starring Hoot Gibson
- 4:15 4 CLASSIC THEATER—Opera Film**
"Le Due Sorreale (2 Sisters)" pt. II
- 5 FOOTBALL SCOREBOARD**
Comments by Herman Hickman
- 9 MUSIC ALA MODE—Tune Time**
4:30 5 ROOTIE KAZOOTIE—Puppets
Adventure in the land of puppets
- 9 MOVIE—Title To Be Announced**
5:00 5 MOVIE—"Man's Land"
7 SATURDAY LAUGH TIME—Film
"Laurel & Hardy" film plus an Aesop Fable cartoon
- 5:15 4 PATTERN FOR LIVING—Talks**
Teenagers discuss current problems
- 5:30 4 ALL STAR HIT PARADE—Tunes**
7 MOVIE—Title To Be Announced
9 COMEDY THEATER—Film
"Mr. Wife"
- 5:45 9 PAPA BOB—Musical Session**
The friendly tavern keeper is host
- 6:00 4 CAMEO THEATER—Film**
"Bring 'Em Back A Wife"
- 5 MR. WIZARD—Science Study**
Don Herbert and Bruce Lindgren "Plastics" and explain the basic methods by which plastic articles are manufactured
- 9 DICK TRACY—Mystery Drama**
Ralph Byrd stars
- 6:15 4 HEADLINES ON PARADE—Film**

A short religious offering is shown on the following stations each day immediately before the first program and after the final program

WBKB 4 WNBQ 5 WGN-TV 9

(Continued on Page 14)

GEE, DAD, DAYTIME TV IS GOOD

by JACK MABLEY



After a wild night of indiscretion on a local volleyball court, I found myself with a great deal of time to reflect on my age, my foolishness, the ceiling, and daytime television.

Daytime television is surprisingly good. Several of the early morning programs would be welcome additions to the evening entertainment.

My only objection to the daylight shows was constantly being called "You ladies" and "now ladies." There must be enough men in the audience—night workers, vacationers, overage volleyball players, and bums—to justify an occasional acknowledgment of our presence.



LOVELY LOVELL

Hugh Downs and a girl proclaimed by a number of critical females as "the cutest thing on television" provide a pleasant 9 to 9:30 every weekday morning. The girl is Marilyn Lovell, an alumna of the Wayne King show. She IS cute, and she doesn't sing too badly, and there is good music from the members of the Van Damme quintet who aren't sick. The morning I saw them Mr. Richardson, a dummy deserted by Cliff Norton, was holding the Van Damme accordian.

This show is an outgrowth of Downs' The Bunch, a network show which wasn't noisy enough to maintain network status.

Coffee And has dropped a lot of the giggling which The Bunch enjoyed, and

replaced it with news about women's activities in clubs and communities.

WGN-TV has an ambitious musical project from 10 to 10:30 every week day morning, starring the new Ernie Simon and most of the station's stable of popular musicians—Bob Trendler, the Starnoters, Jackie Van, and Bill Snary.

It's all very informal and pleasant and musical. Ernie obviously is putting some work into his comedy now, and while some of the jokes are pretty horrible, the overall effect is about 200 per cent better than some of those half-hour ad lib studio shows he used to do. I was particularly impressed one morning by his duet with Trendler, and by his interview with Cecil Shimmelfarb, a friend of Ernie who does this sort of thing for kicks and is a funnier dead pan comedian than all but two or three performers in television, amateur or professional.

This show comes at a poor time of day. Most of the potential audience is busy with the beds or dishes or dustmop or face. I wish WGN-TV or some other station would put a show like this on at night, for us poor working boys.



VERSATILE TRENDLER

What promises to be another television phenomenon from that phenomenon phactory in the Merchandise Mart, NBC, is taking place very morning from 9:30 to 10. It is Ding Dong School, described by one puzzled NBC observer as "either the best show or the worst show I've ever seen." It's probably the best, because it accomplishes exactly what it is intended to do—entertain and to some extent educate children from 2 to 5 years of age.

An adult has no business trying to assess this program as entertainment. I take the word of a couple of youngsters in that age group in our household. They sit enraptured before Miss Frances Horwich, who is the whole show.

Miss Horwich, whose business is children, talks directly to her fans in the slow, deliberate, alliterative, repetitive manner used by professionals who deal with children. It works, too.



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On

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WENR-TV

Saturday Oct. 25

P.M.

- 6:30 4 BEAT THE CLOCK**—Games
Bud Collyer quizzes the contestants
- 5 MY LITTLE MARGIE**—Comedy
Margie goes into the wrestling business in "The Missing Link"
- 7 LIVE LIKE A MILLIONAIRE**
John Nelson presents a talented member of an ordinary family
- 9 PET SHOP**—Gail Compton mc
Sharon Letcher with her crow, Clara McCusker with a dog & cat; Gay gives away a parakeet to a little 11 yr. old girl
- 7:00 4 JACKIE GLEASON SHOW**
"And Away We Go" with Jackie and guest personalities
- 5 ALL STAR REVUE**—Variety
Guest host is George Jessel with singer Kay Starr, Leo Durocher, Laraine Day and Florence Chadwick
- 7 MOVIE**—"Dr. Christian Meets The Women" with Jean Hersholt & Dorothy Lovett; a suave racketeer breezes into town & undertakes to put an overweight woman on a diet
- 9 SPORTS EDITION**—News Events
Jack Brickhouse with Harry Creighton comment on scores, give predictions, show films
- 7:15 9 WHAT ONE PERSON CAN DO**
- 7:30 9 SALUTE TO GEN. PULASKI**
"Soldier of Liberty" dramatizing high points of his career
- 8:00 4 IT'S NEWS TO ME**—Panel Quiz
Items in the news; are the stories concocted by the panel true or false? Contestants must decide; panel: John Henry Faulk, Quentin Reynolds, & Anna Lee; moderator John Daly
- 5 YOUR SHOW OF SHOWS**
Sid & Imogene with dancers Bambi Linn & Rod Alexander; soprano Marguerite Piazza; vocalists Bill Hayes, Judy Johnson, Jack Russell, Billy Williams Quartet; Hamilton Trio, dancers, Carl Reiner, Howard Morris, & guest hostess Corinne Calvet
- 7 TRI-STAR THEATER**—3 Features
Each follows immediately after the one preceding it. See 9:30 & 11:00 p.m. ch. 7 listings for title. Both of these times are approximate
"Way Out West" with Laurel & Hardy; commissioned to deliver a deed to a gold mine, they discover that they gave it to the wrong girl, and attempt to straighten things out
- 9 THIS IS THE LIFE**—Film
Dramatic program built around everyday experiences of an average family, explaining a religious precept
- 8:30 4 FARMTOWN U.S.A.**—Chats
George Menard talks about farm life and discusses cheese making; guests: Fred Galli, Monroe, Wis., cheesemaker, and Ed Gaumnitz, of National Cheese Institute

P.M.

8:30 9 WRESTLING FROM MARIGOLD

Tag match: Jerry Woods & Red Bastien vs the Canadian Angel & Mike Kilonis; Ned Taylor vs Balk Estes; Al Williams vs Milt Olsen; Danny Pleches vs Bill Melby; main event: Hans Schmidt vs Pat O'Conner

9:00 4 TALK BY ADLAI STEVENSON

9:15 4 BALANCE YOUR BUDGET—Quiz

Bert Parks emcees human interest quiz

9:30 4 BATTLE OF THE AGES—Variety

Morey Amsterdam mc pits "youngsters" of show business against "oldsters." Guests: Harry Didlo, dog trainer, vocalist Eileen Barton, Apache dancers Lucien & Asher, & orchestra leader Richard Himber

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
Sponsored by American Tobacco Co. for Lucky Strike Cigarettes

7 MOVIE—"Midnight"

A girl kills a man and is condemned to die. The situation, cause & effect, gives rise to conflicting ideas among the jurors; stars Humphrey Bogart, Lynn Overman, and Henry Hull (see 8:00 p.m. channel 7 listing)

9 TALK BY ADLAI STEVENSON

10:00 4 MOVIE—"SOS Tidal Wave"

A hoax is imposed through the mediums of motion picture & television which terrifies a whole city

5 MOVIE—"Dark Waters"

(1st showing) with Merle Oberon, Franchot Tone, & Thomas Mitchell; a young heiress, one of four shipwrecked survivors, is beset by psychological neuroses

11:00 7 MOVIE—"Courtney Affair"

Michael Wilding and Anna Nagel in drama of the romance of a titled gentleman & his maid, and how after their marriage, gossip drives them apart (see 8:00 p.m. channel 7 listing)

9 MOVIE—"South Of Panama"

Foreign spies try to make off with U.S. aviation plans for invisible paint, stars Roger Pryor & Virginia Vale

11:30 4 ULMER TURNER & THE NEWS

11:45 4 MOVIE—"Whispering Tongues"

(1st showing) with Felix Aylmer

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

A REMINDER

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

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A.M.

- 9:00 7 MOVIE—"Marines Come Thru"**
Two marine mechanics help prevent the theft of important airplane plans
- 9:30 5 THE PULPIT—Religious Talk**
Dr. George Kirk, minister of the First Congregational Church of Chgo., speaks on "God and Your Life"
- 7 SADDLE & SAGE—Western**
"Riding Avenger" feature film
- 9:45 5 NATURE OF THINGS—Discussion**
Dr. Roy K. Marshall discusses "Bullets and Bombs from Space." He explains scars on the earth and events which testify that the planet is subject to continuous bombardment and collision with space objects
- 10:00 4 MOVIE—"Revenge Of The Zombies."** A scientist works with the Nazis by conceiving an army of Zombies; stars Veda Ann Borg, John Carradine & Gale Storm
- 5 SUN. FUNNIES—John Conrad**
Comics read, movie cartoons
- 9 AMERICA AT CHURCH—Relig.**
Bethany Ref. Church of Roseland
- 10:15 5 MAGIC CLOWN—Kids Variety**
- 10:30 5 MOVIE—"What A Man"**
A mild office worker becomes involved in murder when he finds an attractive blonde has moved into his apartment
- 11:00 7 PAPA BEAR'S NEWSREEL**
Frank Bear narrates short subject
- 11:15 7 TOOTSIE HIPPODROME—Circus**
Emcee John Reed King presents acts: aerialist Mickey King, and the Gonzales Sisters and their cultivated canines
- 9 ALL ABOARD—Comedy Series**
Ventriloquist "Skeets" Minton is host to guest Frankie (Space Cadet) Thomas who coaches Jimmy Norton, Skeets' dummy, in his exams as a Space Academy candidate
- 11:30 4 CANDY CARNIVAL—Variety**
Gene Crane emcees show for kids
- 5 LIVE AND LEARN—Discussion**
"American Political History" discussed by Dr. Rollin B. Posey & Dr. Roland Young, professors of political science of N.U., and Dr. Herman Finer
- 7 FAITH FOR TODAY—Religious**
Rev. W. A. Fagel gives the sermon
- 9 CAPTAIN MIDNIGHT—Drama**
"Daredevils of the Red Circle" ch. 9
- 12:00 4 ULMER TURNER AND THE NEWS**
- 5 YOUTH WANTS TO KNOW**
Teenagers conduct panel quiz with guest Stephen A. Mitchell, chairman of the Democratic Nat'l Committee
- 7 STU ERWIN SHOW—Comedy**
- 9 MOVIE—"Renegades"**
(1st showing) A girl decides romance with a doctor isn't as attractive as that with an outlaw

P.M.

- 12:15 4 YOUR FUTURE HOME—Ideas**
- 12:30 4 POLITICAL GRIDDLE—Talks**
Current political topics discussed
- 5 FRONTIERS OF FAITH—Relig.**
Rev. Michael F. Muller, C.M., chairman, dept. of religion, St. John's Teacher's College, narrates drama "Medals and Images"
- 7 AMATEUR HOUR—Chgo. Talent**
Bob Murphy emcees talent show
- 1:00 4 MOVIE—"Law Of The Jungle"**
Intrigue, mystery and romance in Africa; stars Arlene Judge, John King & Mantan Moreland
- 5 HOW DOES YOUR GARDEN GROW?—Discussion and Movies**
The kindergarten set's approved method of jack-o'-lantern carving will be shown by 5-year-old Henry Ott, son of John Ott, who will show growth of a pumpkin from seed to full growth in time-lapse movie
- 9 MOVIE—"Marshal Of Laredo"**
Western with Red Ryder & Little Beaver
- 1:30 5 AMERICAN FORUM OF THE AIR**
"Which Party Has the Greatest Appeal to the Grass Roots?" is topic for discussion with Sen. William Benton (D., Conn.) William Purtell, Republican candidate for U.S. Senate from Conn., and moderator Theodore Granik
- 7 WILD BILL HICKOK—Western**
"Kansas Kid Gang" a story of a series of gun battles which finally bring the law & gangsters face-to-face in a deserted mine
- 2:00 4 MOVIE—Title to be announced**
- 5 VICTORY AT SEA—Film Drama**
Documentary series of the history of naval operations of the 10 crucial years during and after World War II. Leonard Graves narrates events as seen through the eyes of the Japanese and Germans; 1st episode: "Design For War" tells of the days after Sept. 1939 prior to U.S. entry into war
- 7 CISCO KID—Western Movie**
Duncan Renaldo & Leo Carrillo star in "Sleeping Gas" a tale of a clever family of bank robbers
- 9 MOVIE—"Adventures Of Martin Eden."** With Glenn Ford, Claire Trevor, Evelyn Keyes & Stuart Erwin; a sailor tries to have his diary published, telling of terrible conditions aboard a ship with a brutal captain
- 2:30 5 CITY DESK—Panel Discussion**
Moderator William Ray with guest, William G. Stratton, Republican candidate for Governor of Illinois
- 7 ADVENTURES OF KIT CARSON**
Halting a guerrilla war on the early California border

(Continued on page 18)



MISS BROOKS

(continued from page 7)

Shubert, and shortly thereafter was signed for "Ziegfeld Follies of 1936."

More Follies successes ensued while her salary rocketed in proportion. Eventually, Hollywood decided a girl with as much snap as Eve shouldn't be wasted on Broadway and summoned her home. During her decade of movie roles, she appeared in such films as "Cover Girl," "Doughgirls," "Mildred Pierce," "Earl Carroll Vanities" and "Goodbye My Fancy."

In her personal life, Eve has fulfilled most of the desires she seeks so desperately in "Our Miss Brooks." Married to actor Brooks West, she lives in Hollywood with her husband and two adopted children—Liz, 6, and Connie, 3½.

Connie Brooks has a smattering of the "dumb cluck" naivete so evident in Irma and Gracie Allen. But it's clouded subtly with overtones of the Lucille Ball-Imogene Coca brass. Relying strongly on the effect of the spoken word, Eve has ducked the custard-pie slapstick often resorted to by Lucy and Imogene. Instead she has become a master of the raised eyebrow, indignant glare, arch glance and vinegar verbal darts. To these she has added a touch of pseudo-sophistication and a breezy manner that mocks the plight of the hapless women she portrays.

Our Miss Brooks has a future—on or off TV. Even if Mr. Boynton decides his pet frog, McDougall, has more charms than his pet teacher, Eve needn't worry. The U.S. Olympics team might be interested in another track star. And with her years of sprinting experience, she's a sure winner!

Our Miss Brooks is seen at 8:30 p.m. Fridays on Channel 4 (WBKB).

**Watch For The Awards Poll.
You Can Pick Your TV Favorites.**

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Sunday Oct. 26

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

P.M.

- 2:30 9 HOLLYWOOD SHOWCASE—Film**
"Showdown" with Lurene Tuttle; a killer leaves a little girl a gold locket as insurance against her future
- 3:00 4 QUIZ KIDS—Joe Kelly MC**
Panel: Pat Conlon, 15; Sally Ann Wilhelm, 14; Janet Ahern, 7; Frankie Vanderploeg, 8; and Paul Kosinski, 10
- 5 KUKLA, FRAN AND OLLIE**
7 HOPALONG CASSIDY—Western
- 3:30 4 POLITICAL PROGRAM—Talk**
5 HALL OF FAME—Drama
"The Secret Vote" by Harold Callen; documentary story about the history of voting through the ages
- 7 BOB ATCHER & SAMMY SQUIRREL—Puppet Antics**
9 STARS OVER HOLLYWOOD
- 3:45 4 TERROR THEATER—Western**
- 4:00 4 ALL STAR HIT PARADE—Tunes**
5 ZOOPARADE—About Animals
Some of the more interesting animals of Africa & their adaptation to the varied habitats of Africa
- 7 SUPER CIRCUS—Big Top Fun**
Claude Kirchner presents Las Margos, unicyclists & jugglers; Gretonos, high wire act; Miss Loni, foot juggler from Holland; Walter Gennier & Buddy, a seal act, & a Hollowe'en feature with Cluffy, Scampy, Nicky, & Mary Hartline, and in the Side Show, Jack Gwynn saws a woman in half
- 9 MOVIE—"A Lawman Is Born"**
(1st showing) with Johnny Mack Brown, Iris Meredith & Warner Richmond; hero foils the cattle thieves
- 4:30 4 WALTER REUTHER—Political**
5 SKY KING THEATER—Drama
Kirby Grant in "Giant Eagle"
- 5:00 5 MEET THE PRESS—Discussion**
Interview Col. Jacob M. Arvey
- 7 MAGIC—Don Alan Emcee**
Feats of trickery are demonstrated. Also, two guest magicians, one a youngster, the other a noted professional
- 9 MOVIE—"Grand Canyon"**
Richard Arlen, Mary Beth Hughes, & Reed Hadley in comedy about a troupe of actors who are sent to the Canyon by a movie company for location shooting
- 5:30 4 SEE IT NOW—News Comments**
Edward R. Murrow reports
- 5 ROY ROGERS SHOW—Drama**
"Curse of Howling Dog Canyon." Roy helps unearth a buried treasure, using half a map left by a dead man
- 7 BILLY DANIELS SHOW—Music**
Salute to the recording industry
- 5:45 7 WALTER WINCHELL—Comments**
Report on the news (see page 8)

P.M.

- 6:00 4 GENE AUTRY SHOW—Western**
The rescue of a young girl leads to the discovery of the true identity of a bandit in "Killer's Trail"
- 5 RED SKELTON SHOW—Comedy**
7 YOU ASKED FOR IT—Requests
Art Baker fulfills viewers wishes
- 9 MOVIE—"The Rossiter Case"**
Paralyzed girl finds her husband is in love with her sister
- 6:30 4 THIS IS SHOW BUSINESS**
Moderator Clifton Fadiman, panel: George S. Kaufman, Sam Levenson, & guests: musical comedy star Collette Lyons; comedian Phil Foster, singer Don Cherry, and Hootor & Byrd dance team
Sponsored by American Tobacco Co. for Lucky Strike Cigarettes
- 5 MISTER PEEPERS—Comedy**
Science teacher Wally Cox receives discharge from the service and returns to resume his old job but finds out he has been replaced
- 7 WHAT'S THE ANSWER—Quiz**
Mal Bellairs asks the questions
- 7:00 4 TOAST OF THE TOWN—Variety**
Ed Sullivan presents Italian comedian Harry Mimmo; Vera McNary & Group, xylophonists; Joey Lewis, Connie Russell and a short film from "Happy Time" with Charles Boyer, Marsha Hunt, Louis Jourdan and Linda Christian
- 5 COMEDY HOUR—Variety Show**
Guest host: Donald O'Connor with guests Broderick Crawford, songstress Lisa Kirk, comic Ben Blue, Seaman Crothers (the "ole jazzman"), and Sid Miller
- 7 ALL-STAR NEWS—Events**
9 FAITH OF OUR FATHERS—Talk
- 7:30 9 CHICAGOLAND NEWSREEL REV.**
- 8:00 4 FRED WARING SHOW—Musical**
"Little Red Riding Hood" with 11-year-old Natalie Trundy, Leonard Kranendonk, Joanne Wheatly, Daisy Bernier & Bob Wright; Joe Marine sings "Outside of Heaven," & Anna Russell, special number
- 5 TV PLAYHOUSE—Drama**
Veronica Lake in "Better Than Walking." An American girl on the Riviera impersonates a French beauty in an international beauty contest; Darren McGavin is also starred
- 7 QUEST FOR SERENITY—Talk**
Dr. Hildebrand speaks
- 9 ROCKY KING—Roscoe Karns**
A phone voice states that the doomed man is innocent, that he himself killed the psychiatrist & destroyed all possible clues, but Rocky must discover if it's true or a hoax
- 8:30 4 BREAK THE BANK—Quiz Game**
Bert Parks is host to contestants

TV FORECAST

Oct. 26 **Sunday**

P.M.

- 8:30 7 ENTERPRISE U.S.A.—Film**
Documentary film serial on industry
- 9 PLAINCLOTHESMAN—Drama**
A young couple in love each confess to the same murder in "Fatal Coincidence"
- 9:00 4 THE WEB—Mystery Drama**
"The Keyhole." A courageous and imaginative little girl of ten leads her elders to solution of a baffling mystery
- 5 THE DOCTOR—Film Drama**
Escaping from a robbery, a youth forces his way into house of elderly woman and presents himself as friend of her son, recently killed in Korea in "The Guest" with Warner Anderson & Beulah Bondi
- 7 BILLY GRAHAM—Religious**
"Hour Of Decision" sermon
- 9 ARTHUR MURRAY PARTY**
Katherine Murray introduces guests: Bil and Cora Baird (puppet act), dancer Tommy Wonder & singer Jarmla Novotna
- 9:15 7 MOVIE—Title To Be Announced**
- 9:30 4 WHAT'S MY LINE?—Quiz**
John Daly is host to panel: Dorothy Kilgallen, Arlene Francis, Bennett Cerf, & Hal Block (see page 5)
- 5 SHERWOOD DIXON SPEAKS**
- 9 YOUTH ON THE MARCH**
Dr. Percy Crawford conducts sermon
- 10:00 4 MOVIE—"Day Will Dawn"**
(1st showing) Story of a daring correspondent's effort to lead British Commandos to an important and secret Nazi submarine base; stars Deborah Kerr & Ralph Richardson
- 5 WEATHERMAN—Clint Youle**
Report on atmospheric conditions
- 7 DREW PEARSON—News**
Resume of the news
- 9 MOVIE—"Battle Of The Rails"**
(1st showing) A French documentary type story narrated by Charles Boyer telling of the work of the underground. *Sponsored by Courtesy Motors*
- 10:10 5 DORSEY CONNORS—Ideas**
Helpful tips for men & women
- 10:15 5 ALEX DREIER—News Report**
- 7 EARL NIGHTINGALE—Talks**
- 10:30 5 SPORTS STAR TIME—Duggan**
- 7 MOVIE—"Devil Pays Off"**
J. Edward Bromberg stars
- 11:00 5 MOVIE—"I Married A Witch"**
Humorous story of the reincarnation of a beautiful witch whose spirit has been confined since Colonial days, suddenly assumes mortal form again
- 11:45 4 ULMER TURNER & THE NEWS**
- 12:00 4 MELODY PARADE—Variety**
(Stations reserve the right to change above listings without notice)

TV FORECAST

Sunday

THIS IS SHOW BUSINESS

with

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

6:30 pm Channel 4

Be Happy-GO LUCKY!

SUNDAY at 10^{PM}
WGN-TV

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*Another TV First
and a NEW IDEA in
Foreign Film Presentation*

"Battle of the Rails"



Gripping, Dramatic Story of the
French Underground!
Brilliantly Narrated by

CHARLES BOYER

Your response to "Paisan" showed us
you like this type of film entertain-
ment. Same folks, however, had trouble
following the English subtitles . . .

**TONIGHT WE WILL MAKE
ANOTHER UNIQUE EXPERIMENT
A SPECIAL COMMENTATOR WILL
READ THE SUBTITLES**

In this way you'll be able to follow every
single minute of the film's tense action. We
hope you like our idea and that it helps you
enjoy "Battle of the Rails" even more.

Jim Moran

COURTESY THEATRE

A.M.

- 6:45 5 Town & Farm—Discussions**
Everett Mitchell with news of interest to farmers, including commodity & livestock markets and weather reports; also, tips on thrifty food buys,
- 7:00 5 Today—News & Commentary**
Dave Garroway with commentary on various subjects assisted by James Fleming and Jack Lescoulie
- 8:45 9 The Carousel—Variety Film**
- 9:00 4 Morning News—Commentary**
- 5 Coffee And—Interviews, Music**
- 9 Chicago Cooks—Kay Middleton**
- 9:15 4 Arthur Godfrey Time—Variety**
- 9:30 5 Ding Dong School—For Kids**
Dr. Frances R. Horwich conducts nursery school for pre-school children
- 10:00 4 There's One In Every Family**
Talent and quiz show with John Reed King as host to contestants
- 5 Home Cooking—Eddie Doucette**
Eddie gives recipes for orange honey cake and honey chutney in observance National Honey Week
- 7 Movie—"Stolen Sweets"**
Sally Blaine & Charles Starret star
- 9 Ernie Simon's Breakfast Party**
Informal variety with vocalists
- 10:30 4 Breakfast With Danny O'Neil**
- 5 United Nations Gen. Assembly**
Henry Cassidy gives instructive commentary on diplomatic procedure (In the event this program is carried to conclusion, the regular programs on channel 5 will be canceled)
- 9 Strike It Rich—Warren Hull**
Guest: comedian Ernie Kovacs
- 11:00 4 Creative Cookery—F. Pope**
Hungarian beef goulash with home made noodles is demonstrated
- 5 Big Picture—Documentary**
- 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**
Betty Raymond discusses new fibers in clothing and home furnishings
- 9 Search For Tomorrow—Drama**
- 11:45 9 Adventure With Books—Tale**
- 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: Raymond Parat, chef at Ninos
- 5 Meet Mintz—Herbie Mintz**
- 7 Beulah Karney Presents—Tips**
"Milk Pail Fin'n Farm" will be featured. Recipe for sour cream pancakes
- 12:45 5 Jack Angell With The News**
- 9 News Of The Day—S. Allen**
- 1:00 4 Double Or Nothing—Quiz Show**
Bert Parks emcees comedy game

P.M.

- 1:00 5 Movie—"Top Sergeant Mulligan"**
Two drug salesmen join the army to escape a tax collector, only to find he turns out to be their top sergeant
- 7 Movie "Defenders Of The Law"**
Proof that you can't beat the Law; stars Dale Owen & Edmund Breeze
- 9 Two Guys And A Doll—Variety**
Ellen Scott, Jerry Sperling, and Clark Davis with antics & news for women
- 1:30 4 Guiding Light—Serial Tale**
- 7 Claude Kirchner Show—Variety**
Interviews with the ladies
- 9 Music Ala Mode—Tune Time**
Jack Fuller at the piano
- 1:45 4 Art Linkletter's House Party**
- 2:00 5 Big Pay Off—Quiz Contest**
- 7 Movie—"Social Error"**
"Our Gang" comedy with romantic twist; stars Monte Blue, David Sharpe,
- 9 Paul Dixon Show—Variety**
- 2:15 4 Luckey North Show—Talks**
- 2:30 4 Ill. Inst. Of Technology**
"The Mystery of Mechanisms" gears & how they work discussed by Alexander Cowie, lecturer in mechanical engineering & moderator Dick Johnson.
- 5 Welcome Travelers—Chats**
Tommy Bartlett talks with guests
- 3:00 4 News At 3:00—Frank Reynolds**
- 5 Kate Smith Hour—Variety**
"America Sings," "Cracker Barrel Interview," Fashion show, and "House in the Garden"
- 7 Movie—"Spring In The Air"**
A man leaves on a business trip just prior to the arrival of his wife's vivacious friend & complications arise
- 9 Movie—"Sweepstakes Annie"**
A Hollywood script girl wins a sweepstakes fortune and attempts are made to swindle her; stars Tom Brown
- 3:05 4 Movie—"Women In Bondage"**
Story of the degradation of women under the Nazi regime; stars Gail Patrick, Nancy Kelly
- 4:00 5 Hawkins Falls, Pop. 6,200**
- 7 Great Western Stories—Film**
"Stranger From Santa Fe"
- 9 Trail Blazers' Theater—Film**
- 4:15 5 Gabby Hayes Show—Tall Tales**
- 4:30 4 Garfield Goose And Friend**
Story of a gander who thinks he's king. He lives in a castle & is visited by Frazier Thomas and children
- 5 Howdy Doody Show—Puppets**
- 5:00 4 Kids Karnival Kwiz—Games**
- 5 Cactus Jim—Western Film**
- 7 Laugh Time—Film Shorts**
"Laurel & Hardy" film plus cartoons
- 9 Time For Beany—Puppet Fun**
(Continued on page 22)

STATEMENT OF THE OWNERSHIP, MANAGEMENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233)

Of TV Forecast published weekly at Chicago, Illinois for October 1, 1952.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher: Television Forecast, Inc., 185 N. Wabash Ave., Chicago 1, Ill. Editor: Martin O'Shaughnessy, 1233 Third Ave., DesPlaines, Ill. Managing editor: None. Business manager: Norbert F. Dompke, 849 Knollwood Rd., Deerfield, Ill.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) John E. Greenings, 1302 W. State St., Geneva, Ill.; Roy V. Whiting, 205 S. Owen St., Mt. Prospect, Ill.; Lester Vihon, 209 S. Albert St., Mt. Prospect, Ill.; Joseph K. LaViolette, 7233 W. Lunt Ave., Chicago, Ill.; Norbert F. Dompke, 849 Knollwood Rd., Deerfield, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.) 192,549.

NORBERT F. DOMPKÉ, Business Manager.
Sworn to and subscribed before me this 19th day of September, 1952.

CLARENCE J. PLACEK, Notary Public.
(My commission expires October 5, 1954.)

"God Everything"
ORIGINAL
MERRIEL ABBOTT PRODUCTION

P

**A COMPLETE NEW
MUSICAL COMEDY REVUE**

20 BROADWAY STARS

NAT BRANDWYNNE
and his orchestra

Empire ROOM
PALMER HOUSE

Watch For The Awards Poll.
You Can Pick Your TV Favorites.

TV FORECAST



*As a public service, WBKB
in conjunction with 5
leading educational institutions*

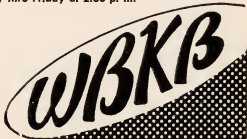
present

OPERATION NEW HORIZONS™

Schedule for week of October 27

- October 27, Illinois Institute of Technology**
The Mystery of Mechanisms
- October 28, Lake Forest College**
Choosing Our President
- October 29, Loyola University**
Loyola Book Parade
"The Man on a Donkey"
by H. F. M. Prescott
- October 30, University of Illinois**
Man Discovers Magic and Witchcraft
- October 31, Roosevelt College**
What Makes Money Go Around?

Monday thru Friday at 2:30 p. m.



P.M.

- 5:15 9 **Junior Edition**—Steve Fentress
- 5:30 4 **Silhouettes Of The West**—Film
Roy Starkey narrates the film
- 5 **King Calico**—Puppet Fun
Clippy & Duke return, but not for long
- 7 **Adv. Time With Bob Atcher**
"Phantom Empire" No. 11 and "Rainbow Riders" ch. 1
- 9 **Magic Carpet**—Film Short
"Monarch Butterfly"
- 5:45 4 **Window Shopping**—Commercial
- 5 **Something To Talk About**
Commentary by Chuck Acree
- 9 **Afternoon Edition**—R. Hurleigh
- 5:50 5 **Clifton Utley And The News**
- 5:55 4 **A Word From Vera**—Comments
Tips on various subjects for the gals
- 6:00 4 **Sports & Comments**—Bob Elson
- 5 **Joe Wilson's Sports Corner**
- 7 **Austin Kiplinger & The News**
- 9 **Captain Video**—Adventures
- 6:10 5 **Labor For Stevenson Talk**
- 7 **Sports Highlights**—Jack Drees
- 6:15 4 **Grenville Beardsley Speaks**
Candidate for District Attorney
- 5 **Town Crier**—Tony Weitzel
Tony chats about people we know
- 6:20 7 **Top O'The Weather**—Report
Comments by Bill Hamilton
- 6:25 7 **Barbara Moro Views Chicago**
- 6:30 4 **CBS News**—Douglas Edwards
- 5 **Those Two**—Comedy Skits
Pinky Lee & Martha Stewart star
- 7 **Hollywood Screen Test**—Drama
Eddie Bracken in "Vote For Doodle."
A small town soda jerk finds himself nominated for job of mayor; his opponent turns out to be his father-in-law
- 9 **Spencer Allen & The News**
- 6:45 4 **Perry Como Show**—Musical
Tunes: "I'm Sittin' On Top of the World," "S'posin'," "Jambalaya" & "You Belong To Me"
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**—Data
- 7:00 4 **VIDEO THEATER**—Drama
"Three Hours Between Planes" by F. Scott Fitzgerald, with Lilli Palmer: a man who hasn't seen his childhood sweetheart for 20 years suddenly visits her in a midnight reunion
- 5 **PAUL WINCHELL SHOW**
"What's My Name" quiz plus variety with Jerry Mahoney & singing comedienne Dorothy Claire & guest Eva Gabor
- 7 **INSP. MARK SABER, HOMICIDE**
A beautiful blonde owner of pekingese is the center of suspicion in murder of a racketeer in "Case of the Hair of the Dog"

P.M.

- 7:00 9 **BEARS QUARTERBACK CLUB**
Red Grange narrates film of Sun. game between Bears & Los Angeles Rams
- 7:30 4 **GODFREY'S TALENT SCOUTS**
Professional talent competes
- 5 **VOICE OF FIRESTONE**—Music
Guest: Eleanor Steber sings "Gavotte" from Massenet's opera "Manon," "Strange Music" from Wright & Forrest's "Song of Norway," "You And The Night And The Music." Howard Barlow & orchestra play "The Smile That She Means For You," "Danse Macabre"—by Saint-Saens
- 7 **UNITED OR NOT**—Discussion
John McVane is host to celebrities
- 9 **CARDINALS QUARTERBACK CLUB**—Interviews And Films
Vince Lloyd presents sports celebrities & discusses with them films of Cardinals' games
- 8:00 4 **I LOVE LUCY**—Comedy Drama
The monotony of married life prompts Lucy to move in with Ethel & Fred with Ricky causing bedlam to reign
- 5 **HOLLYWOOD OPENING NIGHT**
"Viking" with Ann Harding, James Dunn & Natalie Wood; an adolescent girl makes transition into womanhood when she receives her first kiss
- 7 **ALL-STAR NEWS**—Late Reports
Commentators & guest news personalities report on current events
- 9 **COLLEGE FOOTBALL HILITES**
Jack Brickhouse narrates films of Northwestern-Indiana, Notre Dame-North Carolina, & Illinois-Purdue games *Sponsored by the Chicago Motor Club*
- 8:30 4 **LIFE WITH LUIGI**—Comedy Skit
Luigi (J. Carrol Naish) is busy trying to get everyone out to vote, even though he is not eligible
- 5 **ROBERT MONTGOMERY**—Drama
"The Sheffield Story" by Paul Manning & Joe Graham starring David Niven; story of how the British outwitted the German high command during World War II
- 7 **SEN. JOSEPH McCARTHY**
Broadcast dinner committee
- 8:45 9 **FAMOUS FIGHTS FROM MADISON SQUARE GARDEN**—On Film
Jimmy Powers & Bud Palmer describe bouts between Bob Satterfield & Elkins Brothers (Jan. 19, 1951) and Eugene Hairston & Paddy Young (Feb. 16, 1951)
- 9:00 4 **STUDIO ONE**—Drama
"The Love Letter" with Dennis King; drama revolving around two people in love and the letter that passed between them; Richard Waring is also featured

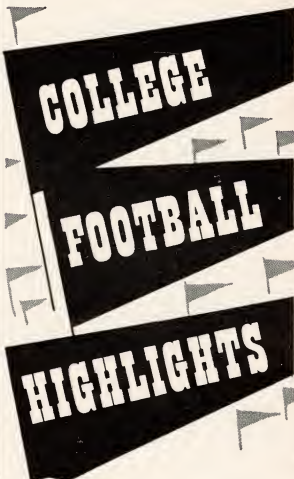
Oct. 27 **Monday**

P.M.

- 9:00 7 BOXING FROM RAINBO ARENA**
Main event: Bobby Singleton, 23, of South Bend, Ind. with 14 wins & 4 losses vs Tony Spano, 23, of Chicago with 27 wins & 6 defeats in an 8 rd. lightweight bout; Jack Drees announcing
- 9 BOXING—Eastern Pkwy. Arena**
Main event: Paddy DeMarco, 24, of Brooklyn, N.Y. with 65 wins, 6 losses, & 1 draw vs Orlando Zulueta, 24, of Havana, Cuba with 38 victories, 28 defeats, & 8 draws in a 10 rd. lightweight bout; Ted Husing announcing
- 9:30 5 WHO SAID THAT?—Quote Quiz**
Moderator Walter Kiernan, anchorman Bill Henry with guests: Joan Alexander, Kevin McCarthy & Earl Wilson
- 9:45 9 SPORTS PAGE—Commentary**
Arch Ward & Jack Brickhouse
- 10:00 4 VIC PERRY—Man On The Street**
Humorous Interviews
- 5 WEATHERMAN—Clint Youle**
Report on Chicago's climate
- 7 PAGE ONE—News And Sports**
- 9 MOVIE—"Tenth Ave. Kid"**
(1st showing) A child sees his father rob a bank and decides he will be even a better robber than his father; stars Bruce Cabot, Beverly Roberts & Tommy Ryan
- 10:10 5 DORSEY CONNORS—Ideas**
Household hints & shortcuts for women
- 10:15 4 JUDGE JOHN GUTKNECHT—Talk**
Candidate for State's Attorney
- 5 CLIFTON UTLEY AND THE NEWS**
- 10:25 4 CHGO. WEATHER—Russ Reed**
- 10:30 4 CHICAGO AT NIGHT—Chats**
- 5 LET'S LOOK AT SPORTS—Duggan**
- 7 MOVIE—"Dark Journey"**
Vivien Leigh, Conrad Veidt, & Joan Gardner in the tale of a French female spy, disguised as a dressmaker, who falls in love with an enemy (German) spy, thinking he has deserted his country
- 10:45 4 CHRONOSCOPE—Discussion**
Guest: French Ambassador Henri Bonnet
- 5 HERBIE MINTZ SHOW—Musical**
- 11:00 4 KUP'S COLUMN—News-Guests**
- 5 MOVIE—"He Couldn't Take It"**
George Stone & Virginia Cherrill star
- 11:15 4 PEAK OF THE NEWS—Reynolds**
- 11:30 4 ALL STAR HIT PARADE—Tunes**
Your favorite tunes are played
- 9 MOVIE—"Apology For Murder"**
A reporter becomes romantically involved with a married woman; stars Ann Savage & Hugh Beaumont
- 12:00 4 ULMER TURNER & THE NEWS**
(Stations reserve the right to change above listings without notice)

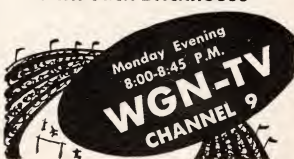
THE CHICAGO MOTOR CLUB

presents



featuring the most exciting plays of Saturday's games . . . film highlights of

Northwestern vs. Indiana
Notre Dame vs. No. Carolina
Illinois vs. Purdue
with Jack Brickhouse



TV FORECAST

Tuesday Oct. 28

WBKB
4

WNBQ
5

WENR-TV
7

WGN-TV
9

A.M.

- 6:45 **5 Town & Farm**—Discussion
- 7:00 **5 Today**—News & Commentary
Comments from Dave Garrowsay
- 8:45 **9 Chicagoland Newsreel**—Local
- 9:00 **4 Arthur Godfrey Time**—Variety
Godfrey & gang with an informal session
- 5 Coffee And**—Variety Time
Hugh Downs and Art Van Damme
- 9 Chicago Cooks**—Recipe Fun
Kay Middleton prepares a tasty dish
- 9:30 **5 Ding Dong School**—Nursery
- 10:00 **4 There's One In Every Family**
John Reed King is your host
- 5 Home Cooking**—Eddie Doucette
Old-fashioned molasses-made shoo fly pie is featured
- 7 Movie**—"Hidden Corpse"
Zazu Pitts & Lucien Littlefield star
- 9 Ernie Simon's Breakfast Party**
Join Jackie Van, Bill Snary, Bob Trendler, & the Starnoters
- 10:30 **4 Breakfast With Danny O'Neil**
Informal variety & interview show
- 5 United Nations Gen. Assembly**
Henry Cassidy gives instructive commentary on diplomatic procedure & issues at stake during lulls in the U.N. debates
(In the event this program is carried to conclusion, regularly scheduled programs on channel 5 will be canceled)
- 9 Strike It Rich**—Quiz Time
Warren Hull is host to contestants
- 11:00 **4 Creative Cookery**—F. Pope
French type light cheese cake No. 1 and filling. Also, No. 2 cheese cake made with all egg whites, and baked apples
- 5 Big Picture**—Film Series
- 7 Bob & Kay Show**—Variety
Bob Murphy and Kay Westfall chat with guests
- 9 Bride & Groom**—Interviews
John Nelson emcee with Phil Hanna
- 11:15 **9 Love Of Life**—Continued Tale
- 11:30 **5 Good Living**—Homemaking Tips
Historic rooms of England presented by Paul McAlister & Floydia Etting
- 9 Search For Tomorrow**—Drama
- 11:45 **9 Adventure With Books**—Tale
- 12:00 **4 Bill Evans Show**—Variety
- 5 Noontime Comics**—Kiddie Fun
- 9 Hi Ladies**—Tom Moore Emcee
- 12:30 **4 Garry Moore Show**—Variety
Guest: Ivan Sanderson with Golden Eagle
- 5 Meet Mintz**—Musical Session
- 7 Beulah Karney Presents**—Tips
Beulah explains how to measure your own skirts. Prepares raisin sandwiches
- 12:45 **5 Jack Angell With The News**
- 9 News Of The Day**—S. Allen

P.M.

- 1:00 **4 Everywhere I Go**—Variety
Dan Seymour emcees true human interest stories set against actual background of the experiences
- 5 Movie**—"Sarong Girl"
Adventures of a burlesque queen who is arrested and placed on probation; stars Ann Corio, Tim Ryan & Mantan Moreland
- 7 Movie**—"Danger In The Air"
Producer of radio program is found dead & engineer & female agency associate turn detective
- 9 Two Guys And A Doll**—Variety
Fashions for the ladies; Ellen Scott me
- 1:30 **4 Guiding Light**—Serial Story
- 7 Claude Kirchner Show**—Chats
Interview session with the ladies
- 9 Music Ala Mode**—Jack Fuller
- 1:45 **4 Art Linkletter's House Party**
Audience participation with stunts
- 2:00 **5 Big Pay Off**—Quiz Contest
Randy Merriman and Bess Myerson
- 7 Movie**—"Young & Beautiful"
Music and romance with Judith Allen, William Haines, Ted Fio Rito & orchestra
- 9 Paul Dixon Show**—Variety
Music, chatter, & pantomimes
- 2:15 **4 Luckey North Show**—Interviews
- 2:30 **4 Lake Forest College**—Talks
"Choosing Our President" discussed by Mr. S. A. Hartzo, political science dept.; Mrs. Arlene Byrne, moderator
- 5 Welcome Travelers**—Interview
Tom Moore interviews the guests
- 3:00 **4 News At 3:00**—Frank Reynolds
- 5 Kate Smith Hour**—Guest Stars
"General Store," "Cracker Barrel" interview with Averell Harriman, and "House In the Garden" serial
- 7 Movie**—"Fighting Pilot"
Adventure story with Dick Talmadge & Gertrude Messinger
- 9 Movie**—"Without Children"
An architect becomes so successful he ignores his family and his wife divorces him; stars Marguerite Churchill & Bruce Cabot
- 3:05 **4 Movie**—"Michael Strogoff"
In his effort to reach a Siberian post, the courier of the Czar runs into spies, intrigue, love, and Tartar cruelties; stars Anton Walbrook, Elizabeth Allen & Fay Bainter
- 4:00 **5 Hawkins Falls, Pop. 6,200**
- 7 Great Western Stories**—Film
"West of the Alamo"
- 9 Trail Blazers' Theater**—Film
- 4:15 **5 Gabby Hayes Show**—Tall Tales
- 4:30 **4 Garfield Goose And Friend**
The "magic drawing board" creates the scene for the stories & songs
(Continued on page 26)



THE NEW BARTLETT—

TOMMY TAKES IT OFF



Beef—and then some



47 pounds lighter—and handsome

WHEN pudgy Tommy Bartlett shifted his massive frame from radio to TV, the odds were that his hefty 245-pound hulk would overflow the 12-inch screens.

To avoid a sudden demand for super-sized TV sets (and also for the sake of comfort, convenience and appearance), Tommy decided to diet.

In the past five months, the Bartlett figure has been reduced to 198 pounds and a streamlined Tommy is greeting his video audience each day. The paunch is fading, the sagging chins are firming up, the waistline is diminishing.

How did Tommy do it? Well, a bout with influenza and a doctor's stern warning to "take it off, or else!" provided the incentive. A hospital diet supplied the means. Since April, Tommy has been on a high protein diet, following the theory that protein burns up excessive fat, but still keeps energy high.

He hasn't touched sugar, cream, bread, butter, salt, dessert or soft drinks since that fateful day. A typical day's menu now includes:

BREAKFAST: $\frac{1}{2}$ pound chopped steak, two eggs, orange juice and black coffee. **LUNCH:** shrimp or chicken salad with mineral oil dressing, and buttermilk. **DINNER:** lean broiled meat, green vegetable and a salad.

Tommy takes no medicines and remains under the doctor's strict surveillance. To keep trim, he has become a water skiing enthusiast. His associates say he eats more than they do, but continues to lose weight. Tommy claims it's all a matter of correct diet supervision. He plans to lose 25 more pounds.

So far, the only complications he's encountered have been with cab drivers who didn't recognize him and clothes that don't fit. A Chicago cabbie told him recently, "Oh, you ain't Tommy Bartlett. He's a great big fat fella."

And last spring Tommy ordered three suits from his tailor. Since then, he's had them altered three times. But he's not stymied. From the excess material, Tommy's planning a patchwork quilt.

Tommy Bartlett can be seen on *Welcome Travelers* at 2:30 p.m. Mon. thru Fri. on channel 5 (WNBQ).

Marshall Field & Company



Here's Aunt Holly!

See her and all your other
friends from Wonderland on

The Adventures of Uncle Mistletoe®

every Tuesday and Thursday
5:15 P.M.—WGN-TV (9)

GAME OF THE WEEK

8:30 P.M.

NORTHWESTERN

VS

INDIANA

See the important
action of Saturday's game.
Sponsored by Phillips 66



WGN-TV

CHANNEL

9

Tuesday Oct. 28

P.M.

- 4:30 5 **Howdy Doody Show**—Puppets
5:00 4 **Kids Karnival Kwiz**—Games
5 **Cactus Jim**—Western Feature
7 **Laugh Time**—Film Shorts
"Charlie Chase" film plus cartoons
9 **Time For Beany**—Kiddie Fun
5:15 9 **Uncle Mistletoe**—Puppet Fun
On their way to the Movable Chasm, the trio is beset by an avalanche, but having found it they have no way of crossing it. *Sponsored by Marshall Field & Company*
5:30 4 **Silhouettes Of The West**—Music
Roy Starkey with Western ballads and stories (kids, see page 45)
5 **King Calico**—Adventures
Otto proves that even an automatic man sometimes feels a little run down
7 **Adventure Time**—Film Serial
"Phantom Empire" ch. 12 and "Rainbow Riders" ch. 2
9 **Magic Carpet**—Film Short
"Arranging a Buffet Supper"
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**
5:55 4 **A Word From Vera**—Comments
6:00 4 **Sports & Comments**—Bob Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
6:10 5 **Labor For Stevenson Talk**
7 **Sports Highlights**—Jack Drees
6:15 4 **Ulmer Turner And The News**
5 **Short, Short Dramas**—Film
"That Certain Flavor" with Mark Roberts, Fay McKenzie, Audrey Christians & John Kane; two housewives find it difficult to please their husbands all the time
6:20 7 **Top O'The Weather**—Reports
Tomorrow's climate from Bill Hamilton
6:25 7 **Barbara Moro Views Chicago**
What's new and interesting in town
6:30 4 **CBS News**—Douglas Edwards
5 **Dinah Shore Show**—Musical
Popular tunes of the day sung by Dinah
7 **Beulah Show**—Comedy Skits
Donnie's love of animals prompts him to bring home "A Skunk Named Sam"
9 **Spencer Allen And The News**
6:45 4 **Heaven For Betsy**—Comedy
Jack Lemmon & Cynthia Stone star in "The Schedule." Betsy finds a method guaranteed to get all husbands out of bed and off to work in fifteen minutes
5 **News Caravan**—John Swayze

TV FORECAST

P.M.

- 6:45 9 **Chicagoland Newsreel**—News
- 7:00 4 **WHAT'S THE GREAT IDEA?**
Specific quotations from "Great Books" is discussed by a panel of experts
- 5 **STAR THEATER**—Variety
Milton Berle presents antics and guests: Paulette Goddard, Don Ameche & Huntz Hall
- 7 **MOVIE**—"Brooklyn Orchid"
William Bendix, Joe Sawyer, & Marjorie Woodworth in tale of a couple of guys who dream of a fleet of taxis, prosper, get their wish, and become involved with wives & suicides
- 9 **POWER OF WOMEN**—Discussion
Mrs. John G. Lee moderates
- 7:30 4 **JUDGE JOHN GUTKNECHT**—Talk
Candidate for State's Attorney
- 9 **KEEP POSTED**—Discussion
"Whose Foreign Policy Would Be Better For America?—Eisenhower or Stevenson" discussed by Gov. John Lodge (R., Conn.) and Sen. William Fulbright (D., Ark.)
- 8:00 4 **CRIME SYNDICATED**—Drama
Sen. Herbert R. O'Connor narrates story of alien criminals being smuggled into the U.S. from Mexico
- 5 **FIRESIDE THEATER**—Drama
Marjorie Lord, Marshall Thompson, & Helen Mowery in "Visit From a Stranger" a tale of a night filled with murder and terror
- 7 **MOVIE**—"The Counterfeiters"
Through the combined efforts of the Treasury Dept. and Scotland Yard an international counterfeit ring is apprehended; stars John Sutton, Doris Merrick, Hugh Beaumont, Lon Chaney
- 9 **WHERE WAS I?**—Photo Quiz
Moderator Ken Roberts with panel: Louis Untermeyer, Betty Furness, Nancy Guild, and Peter Donald who must guess locale of picture shown to audience with guest Linda Christian
- 8:30 4 **SUSPENSE**—Mystery Drama
"All Hallow's Eve" with Franchot Tone; a murderer is visited by his conscience
- 5 **CIRCLE THEATER**—Drama
"The Gentle Rain" by Hamilton Benz with Edith Fellows; a tremendous rainstorm helps a lovely young girl to choose between two men who want to marry her
- 9 **GAME OF THE WEEK**—Film
Jack Brickhouse narrates film, comments on, and analyzes the game
- 9:00 4 **DANGER**—Mystery Drama
"Club Date." An entertainer with a photographic memory is faced with the decision of appearing at a club and possibly becoming a famous star, or using his memory to solve a murder
- 5 **TWO FOR THE MONEY**—Quiz
Comedy game with Herb Shriner

P.M.

- 9:00 9 **48TH STREET THEATER**—Drama
- 9:30 4 **UNEXPECTED**—Suspense Drama
Robert Paige & Lurene Tuttle in "Lifeline" a story of a professional escort who teams up with a fortune teller in an effort to promote some ready cash
- 5 **EMBASSY CLUB**—Bob & Ray
Comedy satires with Bob Elliott and Ray Goulding, and featuring violinist Florian Zabach & Julia Meade
- 7 **HOLLYWOOD OFF BEAT**—Drama
Mystery with Melvyn Douglas
- 9 **TALK BY ADLAI STEVENSON**
- 9:45 5 **BOB CONSIDINE**—News Views
Discussion & interviews on current problems in the news
- 9 **CAMERACADE**—Film Short
- 10:00 4 **VIC PERRY**—Interview Show
Humorous interviews with this amazing fellow in front of State-Lake Theater
- 5 **WEATHERMAN**—Clint Youle
Latest atmospheric conditions
- 7 **DANGEROUS ASSIGNMENT**
Mystery drama starring Brian Donlevy titled "The Assassin Ring Story." He is sent to the Middle East to clear the U.S. of responsibility for the assassination of a tribal leader
- 9 **MOVIE**—"Woman In Brown"
(1st showing) with Conrad Nagel, Lyle Talbot & Nina Hansen; a mysterious woman returns to haunt a former states' attorney
- 10:10 5 **DORSEY CONNORS**—Ideas
Ideas and tips for the homemaker
- 10:15 4 **SPORTS SCOREBOARD**—Elson
- 5 **CLIFTON UTLEY & THE NEWS**
- 10:25 4 **CHGO. WEATHER**—Russ Reed
- 10:30 4 **CHICAGO AT NIGHT**—Chuck Bill
- 5 **LET'S LOOK AT SPORTS**
Tom Duggan reports on sports
- 7 **MOVIE**—"The Great Train Robbery." (1st showing) A railroad detective is detailed to guard a train shipment of gold; stars Bob Steele, Claire Carleton, & Milburn Stone
- 10:45 4 **ISSUES OF THE DAY**—Talks
- 5 **HERBIE MINTZ SHOW**—Musical
Melodies of a past era are played
- 11:00 4 **KUP'S COLUMN**—Views
News of celebrities and events
- 5 **MOVIE**—Title To Be Announced
- 11:15 4 **PEAK OF THE NEWS**—Reynolds
- 11:30 4 **ALL STAR HIT PARADE**—Tunes
- 11:45 4 **MOVIE**—"Flight To Nowhere"
An FBI man battles ring of international rivals to be first to uranium deposit in Pacific ocean; stars Alan Curtis & Evelyn Ankers
- 1:00 4 **ULMER TURNER & THE NEWS**
(Stations reserve the right to change above listings without notice)

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

*Anything can happen . . . and
will . . . when that bearded
Baron of Buffoonery appears.*



VIC PERRY

- | | |
|-------------------------|------------------|
| ★ He hypnotizes! | ★ He dramatizes! |
| ★ He mesmerizes! | ★ He cartoons! |
| ★ He picks your pocket! | ★ He buffoons! |
| ★ He's great! | |

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the State & Lake Theatre**

Presented by
Chicago's outstanding Mercury Dealer—Cole-Finder

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DAY or NIGHT

\$3 Service Call \$3
COMPLETE LABOR

OR . . . BRING YOUR SET

INTO OUR SHOP AND SEE IT
REPAIRED . . . SAVE MONEY!

- Every Job Guaranteed & Bonded
- Only New Cartoned Tubes
- Our Own Trucks — Uniformed Technicians
- Full Insurance Protection
- We Repair Home & Auto Radios

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FOSTER TV

2922 Milwaukee Ave.



Meet at the Piano Bar
College Inn
Cocktail Lounge

FRANK YORK and his
famous strolling violins at dinner

DANCING FROM 9
RESERVATIONS • FRANKLIN 2-2100



**COLLEGE INN
PORTERHOUSE**
THE
SHERMAN
WORLD FAMOUS HOTEL

Drive Right into Hotel Sherman

A.M.

- 6:45 5 Town And Farm—Discussion**
Everett Mitchell talks to the farmers
- 7:00 5 Today—News And Commentary**
Reports by Dave Garroway and news-
men James Fleming and Jack Les-
coulle
- 8:45 9 Chicagoland Newsreel—Data**
- 9:00 4 Morning News—Commentary**
- 5 Coffee And—Chats And Music**
Hugh Downs emcee with vocalist
Marilyn Lovell, & Art Van Damme
- 9 Chicago Cooks—Food Fun**
Kay Middleton prepares a taste treat
- 9:15 4 Arthur Godfrey Time—Musical**
Join the gang for some songs & lots
of fun; with all the "little Godfreys"
- 9:30 5 Ding Dong School—For Kids**
- 10:00 4 There's One In Every Family**
Quiz with John Reed King mc
- 5 Home Cooking—Eddie Doucette**
Eddie prepares lamb shanks with rice,
California style
- 7 Movie—"Grief Street"**
Barbara Kent & John Holland star
- 9 Ernie Simon's Breakfast Party**
Informal variety for morning viewers
- 10:30 4 Breakfast With Danny O'Neil**
Early morning gathering with songs
- 5 United Nations Gen. Assembly**
Henry Cassidy gives instructive com-
mentary on diplomatic procedure
(In the event this program is carried
to conclusion, the regularly scheduled
programs on channel 5 will be can-
celed)
- 9 Strike It Rich—Warren Hull**
Guest: folk singer Erica Lund
- 11:00 4 Creative Cookery—Recipes**
Fresh vegetable salad bowl, Italian
salad dressing, and corned beef
- 5 Big Picture—Army Film Drama**
- 7 Bob & Kay—Interviews**
Chats, commentary, and a mail review
- 9 Bride & Groom—John Nelson**
- 11:15 9 Love Of Life—Serial Story**
- 11:30 5 Good Living—Homemaking Tips**
Nurse Ruth Crowley deals with the
care of teeth in youngsters. Guest:
Dr. Arthur M. Krause, instructor in
prosthodontics at Loyola Dental School
- 9 Search For Tomorrow—Drama**
- 11:45 9 Adventure With Books—Tale**
Earl Nightingale narrates
- 12:00 4 Bill Evans Show—Variety**
Chatter, guests, and music
- 5 Noontime Comics—John Coons**
Fun for the youngsters
- 9 Hi Ladies—Interview Fun**
Tom Moore is host to gals
- 12:30 4 Garry Moore Show—Comedy**
Garry presents dancer Ray Malone
and conducts an exciting treasure
hunt

P.M.

- 12:30 5 Meet Mintz—Piano Session**
Some old-time favorites are played
- 7 Beulah Karney Presents—Tips**
Ham timbales with creamed mush-
rooms. Also, hallowe'en popcorn ideas
- 12:45 5 Jack Angell With The News**
- 9 News Of The Day—S. Allen**
- 1:00 4 Double Or Nothing—Bert Parks**
Super-duper quiz game
- 5 Movie—"Meet Simon Cherry"**
Zena Marshall stars
- 7 Movie—"Now Or Never"**
Rough and tumble hero is hired by
jeweler to work as his double; stars
Robert Walker and Janet Chandler
- 9 Two Guys And A Doll—Variety**
Pantomimes with Clark Davis, Jack
Sperling, and Ellen Scott
- 1:30 4 Guiding Light—Serial Story**
- 7 Claude Kirchner Show—Chats**
Interviews with the ladies
- 9 Music Ala Mode—Jack Fuller**
- 1:45 4 Art Linkletter's House Party**
Prize bundle for all the family in "Pet
Economy & Extravagance," also, "Hot
People," "Mystery Singer"
- 2:00 5 Big Pay Off—Quiz Program**
Randy Merriman & Bess Myerson
- 7 Movie—"Talking Feet"**
British musical variety
- 9 Paul Dixon Show—Variety**
Pantomimes and music with Dottie
Mack and Wanda Lewis
- 2:15 4 Luckey North Show—Interviews**
Noted personalities chat with Luckey
- 2:30 4 Loyola University—Talks**
"The Man On A Donkey" by H. F. M.
Prescot discussed by Dr. Nicholas
Joost, Mr. Donald Dickinson, & moder-
ator Dr. Norbert Hruby
- 5 Welcome Travelers—Chats**
- 3:00 4 News At 3:00—Frank Reynolds**
- 5 Kate Smith Hour—Musical**
Guests: dancers Hoctor & Byrd and
the Ink Spots; also, "House in the
Garden" and a Korean hospital film
- 7 Movie—"You'll Remember"**
- 9 Movie—"The Bait"**
Story of stolen diamonds and a double
cross; stars Diana Napier, John Bent-
ley & Patricia Owen
- 3:05 4 Movie—"Where North Begins"**
A Canadian Mounted Policeman brings
justice to a band of whiskey traders;
stars Russell Hayden & Jennifer Holt
- 4:00 5 Hawkins Falls, Pop. 6,200.**
Life in a small midwestern town
- 7 Great Western Stories—Film**
"Valley of Fear"
- 9 Movie—"Smart Aleck"**
A cocky nephew arranges the murder
of his rich uncle with split second
timing; stars Peter Reynolds, & Leslie
Dwyer

4 to 4 for Fun and Food

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STEAK HOUSE

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- Only AGED PRIME BEEF Served

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CAVALCADE OF AMERICA

PRESENTS

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STARRING
RICHARD DENNING

The amazing story of an 18th Century
inventor with a 20th Century mind!

7:30 P.M. CHANNEL 5



150th Anniversary

Better Things for Better Living . . . through Chemistry



Wednesday Oct. 29

P.M.

- 4:15 5 **Gabby Hayes Show**—Tall Tales
Western film story for small-fry
- 4:30 4 **Garfield Goose And Friend**
A slapstick comedy film
- 5 **Howdy Doody Show**—Bob Smith
Antics of Howdy and his friends
- 5:00 4 **Kids Karnival Kwiz**—Games
Have some fun with Nateo, the clown
- 5 **Cactus Jim**—Western Feature
- 7 **Laugh Time**—Film Shorts
“Laurel & Hardy” film plus cartoon
- 9 **Time For Beany**—Puppet Fun
Adventures of a small boy at sea
- 5:15 9 **Junior Edition**—Kids Fun
- 5:30 4 **Silhouettes Of The West**—Talks
Roy Starkey narrates the film
- 5 **King Calico**—Puppet Fun
The Calico people are wonderful campers, at least until the sun goes down
- 7 **Adv. Time With Bob Atcher**
“Lost Jungle” chapter 1 & “Rainbow Riders” chapter 3
- 9 **Magic Carpet**—Film Short
“Arranging a Tea Table”
- 5:45 4 **Window Shopping**—Commercial
Luckey North reports on new items
- 5 **Something To Talk About**
Commentary by Chuck Acree
- 9 **Afternoon Edition**—R. Hurleigh
- 5:50 5 **Clifton Utley And The News**
- 5:55 4 **A Word From Vera**—Comments
Tips for the ladies
- 6:00 4 **Sports & Comments**—Bob Elson
- 5 **Joe Wilson's Sports Corner**
- 7 **Austin Kiplinger & The News**
- 9 **Captain Video**—Adventures
Tale of life in another era
- 6:10 5 **Labor For Stevenson Talk**
- 7 **Sports Highlights**—Jack Drees
- 6:15 4—**Grenville Beardsley Speaks**
Rep. Candidate for State's Attorney
- 5 **Town Crier**—Tony Weitzel
- 6:20 7 **Top O'The Weather**—Report
Bill Hamilton predicts the climate
- 6:25 7 **Barbara Moro Views Chicago**
- 6:30 4 **CBS News**—Douglas Edwards
- 5 **Those Two**—Comedy Skits
- 7 **Name's The Same**—Panel Quiz
Emcee Robt. Q. Lewis introduces contestants for panel to name
- 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show**—Musical
Tunes: “My Lady Loves To Dance,” “Trying,” “Meet Mr. Callaghan” & “Summertime”
- 5 **News Caravan**—John C. Swayze
- 9 **Chicagoland Newsreel**
- 7:00 4 **ARTHUR GODFREY & FRIENDS**
Frank Parker, Marion Marlowe, Janette Davis, Haleloke, Julius La Rosa, the Mariners and Chordettes

P.M.

7:00 5 I MARRIED JOAN—Comedy
The Judge (Jim Backus) advises his wife Joan (Joan Davis) to get more exercise as an antidote to fatigue from housework, & Joan turns to ballet

7 ALL-AMERICAN GAME OF WEEK
Jack Drees narrates filmed highlights

9 Movie—"Red Stallion In The Rockies." Two ex-circus performers try to capture stallion which is leader of herd of wild horses; stars Wallace Ford, Jean Heather & Arthur Franz

7:30 5 CAVALCADE OF AMERICA

Richard Denning in "The Man Who Took A Chance" a tale of a 19th century genius who adapted 20th century methods to solve an American problem. *Sponsored by DuPont*

7 ALL-STAR NEWS—Events
Local, national, and international

8:00 4 STRIKE IT RICH—Quiz Contest
Warren Hull emcees "Heart" quiz with "helping hand" guest actress Linda Christian

5 KRAFT THEATER—Drama
"Devine Drudge" by Vicki Baum & John Golden; what a small town doctor's wife does when given a chance to leave her life of drudgery; Felicia Montealegre stars

7 ADVENTURES OF ELLERY QUEEN
"A Closeup Of Murder." A TV private eye becomes involved with a real murderer

8:15 9 CAMERACADE—Film Short
"Broadway"

8:30 4 MAN AGAINST CRIME—Drama
As a fire dept. inspector, sleuth gains admission to a Communist controlled foreign consulate and saves a beautiful girl from death. Ralph Bellamy stars

7 PRO FOOTBALL HIGHLIGHTS
Featuring top plays of previous week-end pro-league games, including: Chgo. Cards-New York Giants, Dallas-San Francisco, & Pittsburgh-Cards

9 CHICAGO SYMPHONY POPS
George Schick conducts orchestra in "Rigaudon," from "The Holberg Suite"; "Bereuse"; excerpts from "Testament of Freedom"; "Norr-lan"; "King's Prayer" from "Lohengrin"; (tentative schedule)
Sponsored by the Chicago Title & Trust Company

9:00 4 DWIGHT D. EISENHOWER TALKS
5 THIS IS YOUR LIFE—Tale

Detailed story of the life of various individuals selected for their human interest. Ralph Edwards is emcee

7 WRESTLING FROM RAINBO
Wayne Griffin describes the matches

9 DATE FOR DANCING—Variety
Musical from Melody Mill Ballroom with Ernie Rudy and his orchestra

P.M.

9:15 7 ADLAI STEVENSON TALKS

9:30 5 YOUR JEWELER'S SHOWCASE
"Tiger Bait" with Lisa Howard, Bill Bishop, & P. Peter Scott; a young doctor believes that the attempts to kill his fiancé are figments of her imagination till he discovers a motive

7 WRESTLING FROM RAINBO

9 TRAVELERS' SKETCHBOOK—Film
"Voting Goes Modern"

9:45 4 SPORTS QUIZ—Film

9 INVITATION PLAYHOUSE

"Rosebud." Girl would like to be hospitable to ex-Marine seeking refuge from a storm but radio newscast puts her on verge of hysteria

10:00 4 VIC PERRY—Man On The Street

5 WEATHERMAN—Clint Youle

7 FOREIGN INTRIGUE—Drama
Jerome Thor and Sidna Scott are featured as newspaper reporters working abroad in search of stories & leaving a trail of Democracy behind them

9 MOVIE—"Face Of Marble"
A brain surgeon and his assistant experiment with bringing dead persons back to life; stars John Carradine, Claudia Drake, & Robt. Shayne

10:10 5 DORSEY CONNORS—New Tips

10:15 4 SPORTS SCOREBOARD—Elson

5 CLIFTON UTLEY AND THE NEWS

10:25 4 CHGO. WEATHER—Russ Reed

10:30 4 CHICAGO AT NIGHT—Chats

5 LET'S LOOK AT SPORTS

7 Movie—"Ghosts Of Berkley Square." (1st showing) is about a couple of pals in the days of Queen Anne, who plot a murder, carry it out, are caught, & before execution are told they must haunt the spot 'til royalty visits it; stars Robt. Morley & Felix Aylmer

10:45 4 CHRONOSCOPE—Discussion
Guest: Tighe Woods, director of the Office of Price Stabilization

5 HERBIE MINTZ SHOW—Musical

11:00 4 KUP'S COLUMN—Guests

5 MOVIE—Title To Be Announced

11:15 4 PEAK OF THE NEWS—Reynolds

11:30 4 ALL STAR HIT PARADE—Tunes

9 NEWS VIEWS—Les Nichols

12:00 4 MOVIE—"I'll Walk Beside You" (1st showing) A quick romance between a young couple ends abruptly when he is called back to sea where he is reported as having gone down with his ship; stars Richard Bird & Leslie Brook

7 HAIR PROBLEMS—Commercial

1:15 4 ULMER TURNER & THE NEWS

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



TALLULAH

(continued from page 11)

Miss Davis play Regina Giddens on the screen, thus knew that I had nothing to worry about."

The Tallulah legend has painted the Alabama dynamo as a person supremely addicted to booze and dope. The legend isn't exactly gospel. Writer Dorothy Parker said of Tallu's imbibing habits, "She isn't a heavy drinker—only a determined one." Miss Bankhead herself admits that the rumors, although exaggerated, are her own fault. "I'm the victim of my own invention," she writes. "I sowed the wind, now I reap the whirlwind." Thus her resigned feeling toward the chant, "It's all true about Tallulah."

The dope addiction goes back to Tallu's use of cocaine for her laryngitis. Once she accidentally anesthetized her eyes with the throat soother and went blind for a few hours. Cocaine in her dressing room is all the many writers of the Tallulah legend need for concocting an eyebrow-raising tale.

Tallulah gets her name from the birthplace of her maternal grandmother, Tallulah Falls, Georgia. Embarrassed with the unusual name when a youngster, she wears it now like it was the Distinguished Service Cross. Whatever it means, the name Tallulah is meant for only one woman. This was clearly demonstrated a few years back when a hair shampoo dubbed *Tallulah* was put on the market. The ad jingle said "I'm Tallulah . . . Squeeze me." Enraged that her sacred monicker was being encroached upon, Tallulah sued. So strong was her case that the toiletry was immediately and quietly pulled off the drug store shelves—and the name Tallulah was returned to its enchanted ivory tower.

Unlike her older sister *Eugenia*, who has been married seven times (thrice to the same man), Tallulah has had a singularly unspectacular married career. In 1937 she was wed to John Emery, an actor whom Tallu allegedly married "because he looks like John Barrymore." (She denies this.) They

were divorced four years later, parting good friends.

In private life Tallulah has had her share of miseries. Wracked with illness all her life, she's contracted everything from bursitis to double pneumonia to smoker's hack. She's a great pet lover, has kept at different times a lion cub, a monkey and assorted dogs and birds. She's a fabulous spender and is broke most of the time. If she makes \$150,000 a year she'll spend \$175,000. Highly emotional, she wept when Dunkirk was evacuated and resolved to give up drinking until it was retaken. She kept the promise.

In spite of all her amazing success on the stage, Tallulah hates it, admits so freely. Her reason for continuing: "I need the money." She makes the statement with some reservations, however: "For all my griping, nothing has so tingled my spine as stepping down to the foots after a fall of a first night curtain to be greeted by the acclaim of my peers. . . . Let's have no beating about the bush. Not every yahoo in the first night seat is my peer."

You're certainly right, Tallulah. Even us yahoos would agree to that.

See the NEW 12th Edition

"Calendar Capers"

Ice Show

A MERIEL ABBOTT PRODUCTION

DINNER SHOW 8:30
SUPPER SHOW 12:00

FRANKIE MASTERS'
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Room**

THE CONRAD HILTON



- A.M.**
- 6:45 5 Town And Farm**—Discussion
- 7:00 5 Today**—News, Reviews, Records
Commentary with Dave Garroway,
James Fleming, and Jack Lesecoulie
- 8:45 9 Chicagoland Newsreel**—Events
- 9:00 4 Arthur Godfrey Time**—Variety
- 5 Coffee And**—Hugh Downs Emcee
- 9 Chicago Cooks**—Kay Middleton
- 9:30 5 Ding Dong School**—Nursery
- 10:00 4 There's One In Every Family**
- 5 Home Cooking**—Preparation
Feature for today is lobster Cantonese
- 7 Movie**—"Twin Husband"
Stars John Miljan & Shirley Grey
- 9 Ernie Simon's Breakfast Party**
- 10:30 4 Breakfast With Danny O'Neil**
- 5 United Nations Gen. Assembly**
Henry Cassidy gives instructive commentary on diplomatic procedure & issues at stake during lulls in U.N. debates
(In the event this program is carried to conclusion, regularly scheduled programs on channel 5 will be canceled)
- 9 Strike It Rich**—Warren Hull mc
- 11:00 4 Creative Cookery**—Recipes
Butterscotch filled wafers, toasted nut filling, butterscotch pyramids, Vienna pineapple, anchovie, a parmesan fingers are demonstrated
- 5 Big Picture**—Army Films
- 7 Bob & Kay Show**—Variety
- 9 Bride & Groom**—Interviews
- 11:15 9 Love Of Life**—Serial Drama
- 11:30 5 Good Living**—Homemaking
Celeste Carlyle gives advice on how to select furs most becoming to different types
- 9 Search For Tomorrow**—Tale
- 11:45 9 Adventure With Books**—Tale
- 12:00 4 Bill Evans Show**—Variety
- 5 Noontime Comics**—John Coons
- 9 Hi Ladies**—Tom Moore
- 12:30 4 Garry Moore Show**—Variety
Garry presents Elektro, the mechanical man and Starko, his dog
- 5 Meet Mintz**—Herbie Mintz
- 7 Beulah Karney Presents**—Tips
Halloween special! spook salad, a witch cake and candied fruit peel
- 12:45 5 Jack Angell And The News**
- 9 News Of The Day**—S. Allen
- 1:00 4 Everywhere I Go**—Variety
- 5 Movie**—"Blazing Barriers"
Two lads are headed for careers as gangsters when a cop forces them to flee the city; stars Frank Coughlin, Edward Arnold Jr., & Florine McKinney

- P.M.**
- 1:00 7 Movie**—"Adventurous Knights"
David Sharpe stars
- 9 Two Guys And A Doll**—Variety
- 1:30 4 Guiding Light**—Serial Drama
- 7 Claude Kirchner Show**—Variety
- 9 Music Ala Mode**—Tune Time
- 1:45 4 Art Linkletter's House Party**
- 9 How To**—Ed & Pegeen Fitzgerald
- 2:00 5 Big Payoff**—Quiz For Men
Randy Merriman & Bess Myerson
- 7 Movie**—"Windjammer"
Story of romance and action on the Pacific ocean; stars George O'Brien and William Hall
- 9 Paul Dixon Show**—Variety
- 2:15 4 Luckey North Show**—Interviews
- 2:30 4 Univ. Of Illinois**—Discussion
"Man Discovers Magic & Witchcraft" discussed by Dr. Eugene Vest, prof. of humanities, Dr. Peter P. Klassen, prof. of social science, & Dr. Max C. Shank, prof. of biological science
- 5 Welcome Travelers**—Interviews
Tommy Bartlett mc (see page 25)
- 3:00 4 News At 3:00**—Frank Reynolds
- 5 Kate Smith Hour**—Variety
Kate sings "Comes Along Love" and presents the Kateds, pianist Evalyn Tyner, "House in the Garden" & "It Pays To Be Ignorant" segment
- 7 Movie**—"Worldly Goods"
A young couple find that money is no substitute for true love; stars James Kirkwood
- 9 Movie**—"Danny Boy"
A girl returns from Broadway to try and find her young son and divorced husband; stars David Farrar, Wilfred Lawson & Ann Todd
- 3:05 4 Movie**—"Wildfire"
A band of land-grabbing horse thieves lead ranchers to believe that a wild horse is responsible for their missing cattle; stars Bob Steele, Sterling Holloway & John Miljan
- 4:00 5 Hawkins Falls, Pop. 6,200**
- 7 Great Western Stories**
"Springtime in Texas" western movie
- 9 Trail Blazers' Theater**—Film
- 4:15 5 Gabby Hayes At The Double Bar M Ranch**—Western Story
- 4:30 4 Garfield Goose And Friend**
"Friend" Frazier is appointed Admiral of the King's Navy & King Garfield insists that he wear the uniform
- 5 Howdy Doody Show**—Puppets
- 5:00 4 Kids Karnival Kwiz**—Games
- 5 Cactus Jim**—Western Feature
- 7 Laugh Time**—Film Shorts
"Charlie Chase" film plus cartoon
- 9 Time For Beany**—Puppet Fun

Thursday Oct. 30

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

P.M.

- 5:15 9 **Uncle Mistletoe—Stories**
The test of patience is upon them & Unc, Olio, Molio, & Pvt Pepper must find a way to cross the Movable Chasm. *Sponsored by Marshall Field & Company*
- 5:30 4 **Silhouettes Of The West—Talks**
5 **King Calico—Puppet Fun**
Clippy and the Duke return again in a rather explosive manner
7 **Adventure Time—Film Serial**
"Lost Jungle" chapter 2 and "Rainbow Riders" chapter 4
9 **Magic Carpet—Film Short**
"Bring Back My Bonnie"
- 5:45 4 **Window Shopping—Commercial**
5 **Something To Talk About**
9 **Afternoon Edition—R. Hurleigh**
- 5:50 5 **Clifton Utley And The News**
5:55 4 **A Word From Vera—Comments**
6:00 4 **Sports & Comments—Bob Elson**
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video—Adventure Tale**
- 6:10 5 **Labor For Stevenson Talk**
7 **Sports Highlights—Jack Drees**
- 6:15 4 **Ulmer Turner And The News**
5 **Short, Short Dramas—Film**
"Double Negative." A convict threatens the life of the judge who sent him to prison; stars Shepperd Strudwick, Leo Gordon, Patricia Wheel, & Harry Davis
- 6:20 7 **Top O'The Weather—Report**
Bill Hamilton reviews the climate
- 6:25 7 **Barbara Moro Views Chicago**
6:30 4 **CBS News—Douglas Edwards**
5 **Dinah Shore Show—Musical**
Top tunes of the day are sung
7 **Lone Ranger—Western Drama**
9 **Spencer Allen And The News**
- 6:45 4 **Heaven For Betsy—Drama**
Pete and his boss dress exactly alike at a Halloween party and Betsy mistakes the boss for her husband; Jack Lemmon & Cynthia Stone star
- 5 **News Caravan—John Swayze**
9 **Chicagoland Newsreel—Data**
- 7:00 4 **BURNS AND ALLEN—Comedy**
Gracie decides that George needs a hobby. Harry Morton (Fred Clark) suggests golf, but this fails & Harry Von Zell is recruited to buy George a boat
- 5 **GROUCHO MARX SHOW—Quiz**
"You Bet Your Life" quiz contest
- 7 **ALL-STAR NEWS—World Events**
Another phase of the nation's and world's news reported on a wide variety of news fronts. Timely & topical news events wherever they occur

P.M.

- 7:00 9 **SPORTS EDITION—News Events**
Jack Brickhouse assisted by Harry Creighton report on football and other sports as well as interview a guest
- 7:15 9 **YESTERDAY'S NEWSREEL—Film**
7:30 4 **AMOS 'N' ANDY—Drama**
Andy is broke after the purchase of an old race horse from Kingfish, and goes in hock for the horse's food
- 5 **TREASURY MEN IN ACTION**
"The Case of the Imperfect Past." A reformed con man is blackmailed by a man who tries to get him to set up an illegal whiskey still
- 7 **CHANCE OF A LIFETIME—Acts**
Professional talent competes for cast awards & the opportunity for stardom in their chosen field. Dennis James mc with guests, the Ink Spots
- 9 **SPEAK UP—Panel Discussion**
Robert F. Hurleigh conducts employer-employee relations forum; counselors: Gordon Hostetter, Fred W. Turner, Jr., and Roland E. Fulton
- 8:00 4 **PICK THE WINNER—Political**
Walter Cronkite conducts a discussion debating current issues with panelists
- 5 **GANGBUSTERS—Police Drama**
"Case of Currey McGuire." The police use all resources to capture a tough, tricky criminal who kills on the slightest provocation
- 7 **FAMILY BATTLE—Quiz Time**
Daniel Mc Masters emcees the battle of wits between the Klose family
- 9 **PICK THE WINNER—Political**
(See 8:00 p.m. channel 4 listing)
- 8:30 4 **BIG TOWN—Newspaper Drama**
"Picket Racket." A shady nightclub operator blackmails wealthy patrons by involving them in phony auto accidents.
- 5 **FORD THEATER—Drama On Film**
Joan Caulfield & Herbert Marshall in "Girl In The Park," a story of a doctor and an eccentric young lady with whom he falls in love
- 7 **PEOPLE'S POLITICAL POLICY**
9 **MOVIE—"Highway 13"**
Saboteurs seek to gain control of a trucking company; stars Robert Lowery, Pamela Blake & Clem Bevans
- 8:45 7 **OPERATION INDUSTRY—Film**
9:00 4 **RACKET SQUAD—Drama**
Two con men find that they have outsmarted themselves when the immigrant they duped into "The Front Man" in their oil racket gets even
- 5 **MARTIN KANE, PRIVATE EYE**
Lee Tracy stars in mystery involving an old amusement park racket of pick-pocketing in the photo booth
- 7 **IMPACT—News And Features**

Oct. 30 **Thursday**

P.M.

9:30 4 BOSTON BLACKIE—Drama
Kent Taylor in "Blackmail For Keeps," a story of blackmail & murder set in the Mexican quarter with a friend of Blackie's losing his life.

5 DAN DURYEA AS CHINA SMITH

A man is murdered and his briefcase containing \$125,000 is missing in "Wreath of Poppies"

Sponsored by Cribben & Sexton for Universal Gas Ranges

7 DR. FIXUM—Helpful Hints

Art Youngquist shows how to utilize household tools to fix & make things

9 TALK BY ADLAI STEVENSON

Democratic Presidential Candidate

10:00 4 VIC PERRY—Man On The Street

5 WEATHERMAN—Clint Youle

7 MARCH OF TIME—News Film

Westbrook Van Voorhis narrator

9 MOVIE—"A Man Betrayed"

(1st showing) A young basketball player visits the big city and is murdered, but politicians insist it is suicide; stars John Wayne, Frances Dee & Wallace Ford

10:10 5 DORSEY CONNORS—Helps

10:15 4 SPORTS SCOREBOARD—Elson

5 CLIFTON UTLEY AND THE NEWS

10:25 4 CHGO. WEATHER—Russ Reed

10:30 4 CHICAGO AT NIGHT—Chuck Bill

5 LET'S LOOK AT SPORTS

7 MOVIE—"Son Of Monte Cristo"

Intrigue, romance, action and sabotage during the reign of Napoleon III; stars Louis Hayward, Joan Bennett, George Sanders & Florence Bates

10:45 4 SHORT STORY THEATER—Drama

5 HERBIE MINTZ SHOW—Musical

11:00 4 KUP'S COLUMN—Gossip

5 MOVIE—"Luck Of The Roaring

Camp." Saga of the California gold rush; stars Owen Davis Jr., Joan Woodbury & Charles Brokaw

9 MOVIE—"Strange Illusion"

James Lydon, Sally Eilers, & Warren Williams in the story of a boy who through an odd series of dreams recreates the details in the seemingly accidental death of his father

11:15 4 PEAK OF THE NEWS—Reynolds

11:30 4 ALL STAR HIT PARADE—Tunes
Your favorite tunes are played

11:45 4 MOVIE—"Inside The Room"

An actress dies, and her ex-lovers are found murdered, each with a page from her diary on the corpse; stars Dorothy Boyd, Auston Trevor & Garry Marsh

1:00 4 ULMER TURNER AND THE NEWS

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

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Packed Adventures in the Far East

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The Amos 'n' Andy Legend

NEXT WEEK—All about the famous Kingfish, and the other lovable stars of "Amos 'n' Andy," how the program got started way back when it was "Sam & Henry."



NEXT WEEK—Read a lively review of uninhibited Martha Raye, the little girl with a big mouth and an abundance of noisy energy. Like her or not, don't miss this issue.

PLUS . . . the second big installment on newscaster Walter Winchell, Mr. Big of the gossip columnists and how he got that way . . . the caustic comments of famed columnists Jack Mabley and Chub McCarthy . . . fun and prizes for the kids with Mollycues and Uncle Herbie. . . Reserve your copy of TV Forecast at the newsstand NOW.



Garroway
asks:

What Is Your Election IQ?

1. Which candidate said, "The first thing to do is to push all existing programs to help the South Koreans hold their own lines and not let us shed our blood in areas where it is someone else's pride and responsibility to take over the job."
2. Who said: "the candidate says he is against inflation, but his party voted for it. It's a new package and a new label, but it's the same old poppy cock."
3. Who said: "This Soviet trap was perfectly conceived, perfectly timed and perfectly sprung. For fifteen months now free world diplomacy has been trying to climb the walls of the bear-pit into which it fell."
4. Who said: "Nothing would please the Kremlin more than to have the people of this country choose a second rate president."
5. Who said: "My opponent has been worrying about my funny bone. I'm worrying about his backbone."
6. Governor Dewey accused Stevenson and Sparkman of running on a "hate" ballot in Alabama where the words "White Supremacy" are on the ballot. How many years has this emblem decorated the Alabama official ballot?
7. What prominent theatrical personality has said she would like to marry Adlai Stevenson?
8. What top newspaper that supported Dewey in 1948 has come out for Stevenson?
9. What member of a prominent Democratic family has come out for Eisenhower?

Roosevelt
The St. Louis Post-Dispatch 9. John
than 80 years. 7. Tallulah Bankhead 8.
hower 4. Nixon 5. Stevenson 6. More
I. Eisenhower 2. Stevenson 3. Eisen-
Dave Garroway is the star of "Today,"
seen Mon. thru Fri. at 7 a.m., WNBQ.

A.M.

- 6:45 5 Town And Farm**—Discussion
Everett Mitchell reports on various aspects of farm commodities
- 7:00 5 Today**—Reports & Interviews
- 8:45 9 Chicagoland Newsreel**—Events
- 9:00 4 Wheel Of Fortune**—Awards
Todd Russell asks the questions
- 5 Coffee And**—Hugh Downs Emcee
- 9 Chicago Cooks**—Kay Middleton
- 9:30 5 Ding Dong School**—Nursery
- 10:00 4 There's One In Every Family**
- 5 Home Cooking**—Eddie Doucette
"Witch's Web and Halloween Pumpkins"
- 7 Movie**—"Fugitive Road"
- 9 Ernie Simon's Breakfast Party**
Join Ernie, Jackie Van, Bill Snary, Bob Trendler, & the Starnoters for some early morning variety
- 10:30 4 Breakfast With Danny O'Neil**
- 5 United Nations Gen. Assembly**
(In the event this program is carried to conclusion, regularly scheduled programs on channel 5 will be canceled)
- 9 Strike It Rich**—Warren Hull
Guest: Caleb Hammond, map-maker
- 11:00 4 Creative Cookery**—Recipes
Sabayon rum mold (mousse) & whipped cream brandy or rum sauce are made
- 5 Big Picture**—Film Drama
- 7 Bob & Kay Show**—Variety Time
Chit-chat with celebrities and visiting dignitaries
- 9 Bride & Groom**—Interviews
- 11:15 9 Love Of Life**—Serial Drama
- 11:30 5 Good Living**—New Ideas
Hope Robbins talks on care for feet
- 9 Search For Tomorrow**—Tale
- 11:45 9 Adventure With Books**—Tale
Earl Nightingale is your host
- 12:00 4 Bill Evans Show**—Variety
- 5 Noontime Comics**—John Coons
- 9 Hi Ladies**—Tom Moore
- 12:30 4 Garry Moore Show**—Comedy
Durward Kirby, Ken Carson, Denise Lor, and guest, magician Milbourne Christopher
- 5 Meet Mintz**—Music Session
- 7 Beulah Karney Presents**—Tips
Special fall platter with foods all cooked in cider is displayed
- 12:45 5 Jack Angell And The News**
- 9 News Of The Day**—S. Allen
- 1:00 4 Double Or Nothing**—Bert Parks
- 5 Movie**—"Riot Squad"
A doctor works for racketeers; stars Richard Cromwell, Rita Quigley & John Miljan
- 7 Movie**—"Island Captives"
Eddie Nugent & Joan Barclay star
- 9 Two Guys And A Doll**—Variety

P.M.

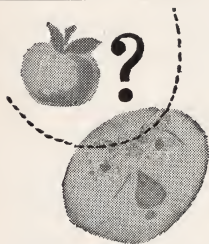
- 1:30 4 Guiding Light**—Serial Story
- 7 Claude Kirchner Show**—Variety
- 9 Music Ala Mode**—Tune Time
- 1:45 4 Art Linkletter's House Party**
- 2:00 5 Big Payoff**—Randy Merriman
- 7 Movie**—"Lady In The Morgue"
The body of a beautiful girl is stolen from the morgue before it can be identified; stars Preston Foster, Pat Ellis & Frank Jenks
- 2:15 4 Luckey North Show**—Interviews
- 2:30 4 Roosevelt College**—Talks
"What Makes Money Go Around?" with Dr. Abba Lerner, prof. of Economics
- 5 Welcome Travelers**—Interviews
- 3:00 4 News At 3:00**—Chuck Bill
- 5 Kate Smith Hour**—Variety
Kate sings "I Know That You Know," "The Best Things In Life Are Free," "I Like to Make Music" & "I Surrender Dear." Guest is comedian Steve Evans, plus "House In the Garden" serial
- 7 Movie**—"Shanghai Gesture"
Intrigue, adventure and romance in Shanghai, mystery city of the East; stars Gene Tierney, Walter Huston & Victor Mature
- 9 Movie**—"Dark Light"
David Greene, Joan Carol & Norman MacOwan
- 3:05 4 Movie**—"Flight To Nowhere"
An FBI man battles ring of international rivals to be first to uranium deposit in Pacific ocean; stars Alan Curtis & Evelyn Ankers
- 4:00 5 Hawkins Falls, Pop. 6,200**
- 7 Great Western Stories**
"Trail To Mexico"
- 9 Trail Blazers' Theater**—Film
- 4:15 5 Gabby Hayes Show**—Tall Tales
- 4:30 4 Garfield Goose And Friend**
- 5 Howdy Doody Show**—Puppets
- 5:00 4 Kids Carnival Kwiz**—Games
- 5 Cactus Jim**—Western Feature
- 7 Laugh Time**—Film Shorts
"Laurel & Hardy" film plus cartoon
- 9 Time For Beany**—Fun For Kids
A continued story about a boy adventurer & his pals Cecil, the seasick sea serpent, Capt. Huffenpuff, the happy cook Hop Along Wong, Clowny, Hunny Bear, and Dishonest John
- 5:15 9 Boys' Railroad Club**—Talks
- 5:30 4 Silhouettes Of The West**—Chats
Roy Starkey narrates film
- 5 King Calico**—Puppet Fun
Royal Calico Fire Dept. is called out to take care of a burning mountain
- 7 Adv. Time With Bob Atcher**
"Lost Jungle" chapter 3 and "Rainbo Riders" chapter 5

**TONIGHT'S THE NIGHT
for the NEW
DENNIS
DAY**



laughs, lyrics, calamities!
on the **RCA VICTOR
SHOW**

WNBQ CHANNEL 5 7:00-7:30 pm



Watch—play the fun-for-the-family
quiz game favorites tonight.

9:00 P.M. "20 QUESTIONS"
Sponsored by Ludens

9:30 P.M. "DOWN YOU GO"
Sponsored by Carter Products

WGN-TV CHANNEL 9

Friday Oct. 31

P.M.

- 5:30 9 Magic Carpet—Film Short**
"Bronco Busters"
- 5:45 4 Window Shopping—Commercial**
5 Something To Talk About
Commentary by Chuck Acree
9 Afternoon Edition—R. Hurleigh
- 5:50 3 Clifton Utley And The News**
- 5:55 4 A Word From Vera—Comments**
- 6:00 4 Sports & Comments—Bob Elson**
5 Herman Hickman Show—Talk
Guests & celebrities from all walks of life; some predictions on football
7 Austin Kiplinger & The News
9 Captain Video—Adventures
- 6:10 7 Sports Highlights—Jack Drees**
- 6:15 4 Grenville Beardsley—Talk**
Candidate for Rep. State's Attorney
5 Town Crier—Tony Weitzel
- 6:20 7 Top O'The Weather—Climate**
- 6:25 7 Barbara Moro Views Chicago**
- 6:30 4 CBS News—Douglas Edwards**
5 Those Two—Comedy Skit
Situation comedy with antics by Pinky Lee and Martha Stewart
7 Stu Erwin—Comedy Drama
Stu finds more trouble in "Wedding Bells"
- 9 Spencer Allen And The News**
- 6:45 4 Perry Como Show—Musical**
Tunes: "Zing a Little Zong," "Because You're Mine," "Without a Song"
- 5 News Caravan—John Swayze**
9 Chicagoland Newsreel—Data
- 7:00 4 MAMA—Domestic Comedy**
"Katrin Fixes Things Up" and takes it upon herself to break the friendship between her girlfriend and the boy she feels is unworthy
- 5 RCA VICTOR SHOW—Musical**
Music, variety, and comedy skits with Dennis Day as the young bachelor blundering his way to success.
Sponsored by RCA Victor
- 7 ADV. OF OZZIE & HARRIET**
Situation comedy with the two young Nelsons, their Mom, & Pop, and scenes adapted from their own home life
- 9 SPORTS EDITION—News Events**
Scores, predictions, & film action with Jack Brickhouse & Harry Creighton
- 7:15 9 LITTLE CHINCHILLA THEATER**
"The Honey Bee" its life cycle & habits
- 7:30 4 MY FRIEND IRMA—Comedy Skit**
Scatterbrained adventures with Marie Wilson as Irma & Cathy Lewis as Jane
- 5 WALT'S WORKSHOP—Creative**
Rare woods with beautiful grain & coloring can add much to a home workshop project. Mr. Durbahn shows how to use these woods

P.M.

- 7:30 7 SUPERMAN—Adventures**
- 9 PRESS CONFERENCE—News Talk**
Lee Schooler moderates panel
- 8:00 4 PLAYHOUSE OF STARS—Drama**
"Enchanted Evening" with Eddie Albert and Margo; a family entertains the boss' number one client and everything goes well till they lose a very important item
- 5 BIG STORY—Drama**
Unique story of reporter Eddie De-Castro, who solved a murder on the very first day of his job with the Buffalo Evening News
- 7 ALL STAR NEWS—Reports**
Data from all over the world
- 9 LIFE BEGINS AT 80—Panel**
Jack Barry emcees panel of oldsters including Georgiana Carhart, Fred Stein, Jessie Graham, Fred Cox, & guest
- 8:30 4 OUR MISS BROOKS—Drama**
Eve Arden agrees to act as Mr. Boynton's wife in order for him to get University job (see story page 6)
- 5 ALDRICH FAMILY—Comedy Tale**
Alice & Sam tell Henry he must stay home on the night he is supposed to settle a grudge fight, in "Discipline"
- 7 TALES OF TOMORROW—Drama**
An archeologist discovers an ancient king who has stayed alive for forty centuries in a tomb deep in the Egyptian desert; Walter Abel stars
- 9 "ANNUAL HONEYMOON"**
Bonita Granville, Alan Mowbray, Gar Moore, & Mabel Albartson in tale of a young wife whose impression of her husband is shattered by his boss, & of the boss's wife, who also is disillusioned
- 9:00 4 MR. & MRS. NORTH—Drama**
Mystery comedy series with Barbara Britton & Richard Denning
- 5 CAVALCADE OF SPORTS**
Johnny Bratton, 26, of Chicago with 51 wins & 18 losses vs Joe Miceli of New York with 34 wins & 12 losses in a 10 rd. welterweight bout from Madison Sq. Garden; Jimmy Powers announces
- 7 THIS IS MY MELODY—Stories**
Bill Gwinn is host
- 9 TWENTY QUESTIONS—Quiz**
Emcee Bill Slater with Fred Van Deventer, Florence Rinard, Herb Polesie Johnny McPhee & guest, Maurice Zolotow
- 9:30 4 FILES OF JEFFREY JONES**
"The Careless Killer." Jeff becomes involved with an attractive divorcee and her ruthless husband when he witnesses a killing

P.M.

- 9:30 7 CHGO. KLOSE UPS—Interviews**
Woody and Virginia Klose co-emcee interviews with guests, Dr. Carroll La-Fleur Burch, specialist in tropical diseases at Univ. of Ill., and John Vohr, general superintendent of U.S. Steel plant in Gary
- 9 DOWN YOU GO—Panel Quiz**
Dr. Bergen Evans moderator of panel; Carmelita Pope, Fran Coughlin, Robert Breen, and Toni Gilman
- 9:45 5 GREATEST FIGHTS OF CENTURY**
Boxing film: Kid Gavilan vs Billy Graham (August 29, 1951)
- 10:00 4 VIC PERRY—Man On The Street**
- 5 WEATHERMAN—Clint Youle**
- 7 COURTESY HOUR—Jim Moran**
Six professional, musical, variety talent acts make this Chicago's top rated show
Sponsored by Courtesy Motors
- 9 MOVIE—"Fog Island"**
Story revolves around a man once rich who had served a prison term for embezzlement & his efforts to avenge himself; stars Lionel Atwill, Veda Ann Borg, George Zucco, & Ian Keith
- 10:10 5 DORSEY CONNORS—New Tips**
- 10:15 4 SPORTS SCOREBOARD—Elson**
- 5 CLIFTON UTLEY AND THE NEWS**
- 10:25 4 CHGO. WEATHER—Russ Reed**
- 10:30 4 CHICAGO AT NIGHT—Chuck Bill**
- 5 LET'S LOOK AT SPORTS**
Tom Duggan reports on sports
- 10:45 4 CHRONOSCOPE—Discussion**
Guest: Claire Boothe Luce
- 5 FOOTBALL FORECAST—Events**
What to expect in future games as predicted by Norman Sper
- 11:00 4 KUP'S COLUMN—Gossip**
- 5 HERBIE MINTZ SHOW—Tunes**
- 7 MOVIE—"Ghosts On The Loose"**
(1st showing) East Side Kids in a yarn about a house found later to be the headquarters for Nazi undercover agents
- 11:15 4 PEAK OF THE NEWS—Reynolds**
- 5 MOVIE—"Young & Willing"**
Comedy about a group of aspiring young actors and actresses who share an apartment in New York; stars Susan Hayward & William Holden
- 11:30 4 ALL STAR HIT PARADE—Tunes**
- 9 MOVIE—Title To Be Announced**
- 11:45 4 MOVIE—"Lord Edgware Dies"**
(1st showing) Mystery about a murdered man and his American wife who is suspected of the crime; stars Austin Trevor & Jane Carr
- 12:30 7 FILM COMMERCIAL**
- 1:00 4 ULMER TURNER AND THE NEWS**
(Stations reserve the right to change above listings without notice)

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Are Champs Always The Best Boxers?

TV SPORTSCAST

by ED PAZDUR

THE letter, intensely embittered by our boxing ratings, read: "... You put inexperienced **Chuck Davey**, who has yet to beat a top welter, over such men as **Bobby Dykes**, **Gil Turner**, **Johnny Saxton** and fail to even mention **Johnny Bratton** or **Billy Graham**. That borders on stupidity. . . . **Joey Maxim** (who was rated 5th best) is a champ, friend, and he KO'd **Sugar Ray Robinson**. . . . Skipping **Willie Pep** in the feather class insults the intelligence of all boxing fans!" . . . We generally ignore unsigned letters, but fans are entitled to an explanation of *Forecast's* all-new system of rating fighters.

To begin with, if a boxer wins a title it need not always imply he's the best around. **Joe Walcott**, for example, was a gallant, tough and colorful fighter. But not a true champion. The outstanding example is **Joey Maxim**. Officially Maxim is listed as the World's Light-Heavyweight Champion. Yet any number of lightheavies, if given the chance, are apt to knock Joey flat on his bloomers. The letter states Joey knocked out **Sugar Ray**. Everyone knows it was the heat, not Joey, that put **Robinson** away in their title fight last June.

Maxim has become a synthetic champion. He sidesteps bouts with caliber contenders. Since winning the title from **Freddie Mills** in London, July 24, 1950, he risked his coveted crown only twice. He successfully bludgeoned Irish **Bob Murphy** in Aug., 1951 and narrowly escaped with his life against **Sugar Ray Robinson** last June. Maxim failed to win one of the first ten rounds against **Sugar Ray** who was compelled to quit because of heat exhaustion. . . . *Some rule—perhaps a draw—should apply for such bouts!*

The welters are ruled with authority by **Kid Gavilan**. The **Havana Hawk** has impressively smote all contenders foolhardy enough to enter the same ring. The valiants that tried—**Bratton**, **Dykes**, **Turner** and **Graham**—all sport battered countenances for their futile efforts against the flashy Cuban.

Chuck Davey, with his unorthodox southpaw style of jiggling counter-clock-wise while tossing painful punches offers something new. The **Hawk** has never seen "educated boxing" and it may trouble him. **Davey's** our No. 1 contender and the IBC may substantiate it by scheduling **Gavilan's** next title defense against the fancy schoolmaster.

As for **Willie Pep**, his future was recently clearly labeled by **Tommy Collins**. A dapper, young featherweight, **Collins** floored **Pep** in the fifth, and TKO'd **Willie** in the sixth. **Willie** is in store for more of the same against such spunky pugs as **Glen Flanagan** and **Ray Famechon**.

Another fighter who failed to make *Forecast's* top five is former heavyweight champion **Ezzard Charles**. Since **Charles** dropped his title to **Jersey Joe Walcott** in July, 1951 he has tobogganed steadily toward boxing's "skid row" of former greats. Like **Bratton**, **Charles** tends to be a cute, flashy boxer inclined to show-off at the expense of losing the fight. His recent KO over pushover **Bernie Reynolds** proves nothing.

Joey Ought
To Be Ashamed



MAXIM

Something New
For Gavilan



DAVEY

Skidding Into
Skid Row



CHARLES



THEATER TV: How It

IT CAN be safely said that sports promoters, or for the more discreet—athletic directors—never had it so good. They are burdened with the happy dilemma of choosing which television medium would be the most profitable to exploit their respective sports. Should it be Theater-TV, home TV, phonevision or the latest thing on the market, a telemeter?

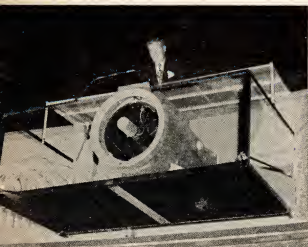
The promoter's decision often results in stormy protests from a sports minded public. And for good reason. A fight seen at the theaters cannot be seen from the comfort of one's living room.

Pabst, for example, recently signed a \$4,000,000 contract with the International Boxing Club and the Columbia Broadcasting System* for the sole privilege of televising fights every Wednesday night. The IBC's cut for the year amounts to a tidy \$30,000 average per fight.

**In Chicago, the local CBS-TV outlet is WBKB on channel 4.*

But when it comes to the big ones, like the recent Jersey Joe Walcott-Rocky Marciano heavyweight title fight, the IBC shrewdly chucked home TV in favor of Theater-TV. The IBC reasoned that Theater Network Television protected its gate receipts and furnished additional revenue for rights. It had little to lose. Aside from TNT prexy Nate Halpern's minimum guarantee of \$120,000 there was the possibility of a considerable increase depending upon seat sales.

Needless to say, the Walcott-Marciano Theater-Telecast was a whopping success. Some 50 theaters in 30 cities from coast-to-coast grossed a record \$400,000 with an approximate jubilant audience of 125,000. Most houses did a capacity business, charging from \$2.50 to \$5 per ducat. Even the Paramount in Hammond, Ind. which was recently embarrassed with 1000 empty seats for the Sugar Ray Robinson-Joey Maxim telecast, happily reported a sell out at \$4.80 per head.



Al Tovey, young Paramount Theater manager in Hammond, Ind., examines his new \$25,000 Theater-TV unit. It is reportedly the first set in the mid-west outside of Chicago.

The old film system of Theater-TV has been discarded for a new, more practical seven-inch projection tube mounted on the front wall of the balcony. The picture is shot to a mirror at the back of the unit. The mirror in turn reflects this picture through a corrective lens in the front of the unit. This corrective lens enlarges the picture as it travels to the screen where it appears 18 feet wide.

In order to put more sports events under wraps, TNT hucksters are deluging sports promoters with brochures and releases. "If free home television is your sports problem," they say, "then we have the answer in Theater-TV."

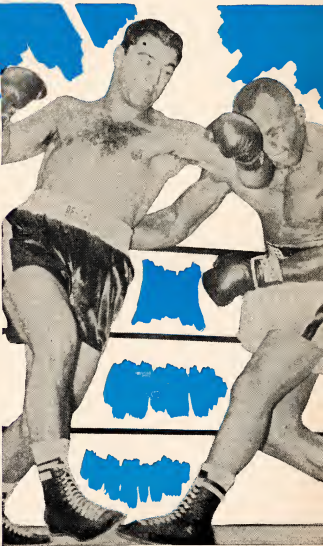
Its progress and effect on free home viewers has already been felt. . . . What all these developments will do to home TV remains to be seen.

Below: Theater-TV's most successful venture to date: Rocky Marciano (left) knocking out Jersey Joe Walcott for the heavyweight championship of the world.

Affects You

Al Tovey, the red-headed Paramount manager, encouraged press coverage by wisely inaugurating reserved seats for the gentlemen of the press. It's possible now for sports writers to attend theaters for boxing coverage instead of traveling thousands of miles to the actual site. One sports editor, John Whitaker of the *Hammond Times*, wrote: "It was exciting. . . . But there's nothing like seeing it in the raw!"

Another novel development in the Walcott-Marciano telecast was the first Drive-In Theater in Rutherford, N. J., to book a fight. It sold out its capacity of 1,300 cars at \$10 each. In addition, 6,000 chairs were placed in and around the area nearest the huge outdoor screen that also sold for \$10 as "ringside seats." Its experiment was curiously watched by 4,000 other Drive-In Theater operators around the country. With the addition of Drive-Ins and houses, TNT will grow in stature and power. Its development will be a vital factor in the disposition of future sports.



MOLLYCUES

by MOLLY POTKIN

DECEMBER 1952

BOYS AND GIRLS!

Can you identify this mystery celebrity? Read the instructions carefully to see how you can meet him. Here is a clue:

I'VE BEEN IN FILMS, CAFES AND TV.
THERE'S FUN FOR YOU, I PROMISE,
IF YOU CAN GUESS MY IDENTITY.

MY NAME IS _____



How would you like to meet this TV star? Just fill in a last line to this jingle, identifying this man, and write a short note telling us why you would like to meet him. Each of the 5 winners

will have a picture taken with him which he will autograph. Include your age and phone number with your name and address on entries. Winners' pictures will appear in *TV Forecast*.

Send your entries to Mollycues, % TV Forecast, 185 N. Wabash Avenue, Chicago 1, Ill., before Monday, Nov. 3. First prize is \$1; second prize, 50 cents; next 25 prizes, a copy of Molly's new picture puzzle book. In cases of ties, neatest and most original will win. Answer will appear here next week.

Solutions to last week's puzzles: Clown "B" is different because his jacket is torn. Leaves are (1) Elm, (2) Maple and (3) Oak.

THE TRICK

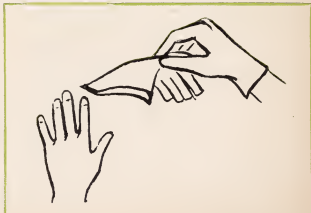
Can you take 10 from 10 so that 10 will remain?

OCT. 6TH MOLLYCUE WINNERS

Bob Anderson, Skokie, Ill; Sharon Boone, LaPorte, Ind; Lenore Brule, Kankakee, Ill; Barbaro Chalet, Chicago; Mary Dolan, Mundelein, Ill; Susan Eben, Chicago; Billy Fieberg, Winthrop Harbor, Ill; Bobby Fryer, Hammond, Ind; Dione Hess, Chicago; Lorroine Kirkley, Chicago; Jimmie Knoll, LaPorte, Ind; Hillary Kosbie, Chicago; Samuel Kromer, Chicago; Pat Kwicinski, Kenosha, Wis; Angelo Lupello, Chicago; Brooke Meyer, Lake Forest, Ill; Jayce Motulewicz, Ringwaad, Ill; Ronald McGawan, Chicago; Frederick Rappald, Delavon, Wis; Joyce Read, Chicago; Billie Robertson, Gary, Ind; Eddie Ross, New Buffalo, Mich; Judy Sanchez, Chicago; Dorlene Schmidt, Chicago; Patty Sievers, Volpotoiso, Ind; Susie Thomas, Mokena, Ill; Suson Wisen, Chicago

SOLUTION

Wear gloves. When you remove them you will be removing the 10 fingers of the gloves from the 10 fingers of your hands, which remain.





STRANGE AND TRUE

SILHOUETTES OF THE WEST

by ROY STARKEY

Back in the days when great herds of cattle were gathered from the open range and trailed North to the railroads, the "Turkey Track outfit" was one of the finest ranches in the Southwest. And wherever oldtimers gather, there's sure to be one among them familiar with the story of a Turkey Track outlaw steer known as "Old Red." Every year when beef roundup time rolled around this outlaw steer was always included, but not once was he ever kept on the trail with the herd for longer than two days out, and when he decided to break from the trail herd, no cowboy could put a rope on him before he reached the home ranch!

One fall just at the start of the roundup season a new hand named Frank Blackford joined the Turkey Track outfit. After listening to stories of Old Red, he determined to take him up the trail even if he had to drag him along to do it. Getting up early on the morning they were to start out, Frank scoured the range for him. An hour or so later he found him, grazing peacefully all by himself, down in a little draw. After snaking out his rope, the cowprod moved in, made a perfect toss and the fight was on.

The rope had no sooner touched his horns than Old Red turned into a raging cyclone. The fight was so vicious that Frank's saddle came loose and the cowboy was dragged from his horse and badly battered up, suffering a broken leg and countless bruises. That kept him off the trail for many weeks. After that no one would tackle the steer and as far as I know Old Red was never taken up the long trail, but lived out his lifetime on the plains of the west.

Silhouettes of the West is seen Mon. thru Fri. on channel 4 (WBKB) at 5:30 p.m.



Uncle Herbie

Boys and girls, have you voted yet for Howdy Doody? You better send in your ballot now if you want to help elect Howdy as President of the Kids of the United States. He's running against Mr. X and he needs all the help he can get. Just tear out the ballot on this page and mail it in today.

Here are my contest winners of Oct. 5. Dorothy Baird, Chicago; James Cox, Chicago; Glenda Dentan, Grand Haven, Mich; Mary Jean Egan, Bradley, Ill; Mauricino Ellis, Rockford, Ill; Ronald Fox, East Chicago, Ind; Philip Friday, Hartford, Mich; John Gianali, Chicago; Jean Herliky, Aurara, Ill; Magdalena Kuchaes, East Chicago, Ind; Roymand Lutz, Forest Park, Ill; Terry Moore, Palatine, Ill; Dattie Norse, Winnetka, Ill; Donny Prebay, Joliet, Ill; Timothy Strobert, Aurara, Ill; Marianne Stryjewski, Union Pier, Mich; Leonard Thompson Jr., Chicago

THIS WEEK'S CONTEST—Can you make a pretty ink blot? For the best, I'll award \$1; second best 50 cents, and the next 15 runners-up, 25 cents each.

Mail to Uncle Herbie, % TV Forecast, 185 N. Wabash Avenue, Chicago 1, Ill., before Sunday, Nov. 2.

IT'S YOUR DOODY TO VOTE



OFFICIAL KIDS BALLOT

MUST BE UNDER 21 TO VOTE

**MARK YOUR CHOICE FOR PRESIDENT
OF THE KIDS OF THE UNITED STATES.**

HOWDY DOODY ()

MISTER X ()

MAIL TO BALLOT BOX 333, NEW YORK 19 NY



DEAR BOSS:

My two-headed Mother-in-Law flew into a tantrum and over the transom when she read your Backstage Diary column last week. I quote: "To think that Boss of yours would dare suggest for one minute that a sweet young girl like Dorsey Connors could write that Chub McCarthy drivell. After all, Dorsey is a Lady! How would that O'Shaughnessy like it if someone accused his wife of writing that inane (or was there an "s" in that word?) ranting . . . and on and on and on."

So please Boss, take it easy on that expose stuff, will you? As long as old Hatchet Face hangs around, life is rough enough—Is it any wonder I work so hard watching TV trying to find something cheerful to report?

And speaking of watching TV—at last I've figured something useful for Arthur Murray to do on the Arthur Murray Dance Program. Let Arthur tell Mrs. Arthur to please stop trying to be a female Bob Hope. (In fact, what's so funny about a male Bob Hope on TV?) Let Arthur tell his old lady to just smile into the camera. The way she tries to milk laughs out of third rate material would make Ernie Simon blush.

Mrs. M. did do us a favor the other night though. She stopped the Joe Miller stuff long enough to let Vic Borge and Lauritz Melchior do a choice bit of clowning. The two Great Danes almost broke up the show when Vic ad-libbed a Murray Dance instructor and grabbed king-size Melchior for a fast waltz around the stage.

I'm guessing the same folks who like Berle and Skelton will go for Tallulah. She's got the same excessive personality and the same lavish mannerisms that put Unca Miltie and Red up there. Instead of promising to Kill you a Millyun Times or admitting that she's gonna miss that guy around here next week, Tallu has a brilliant new gem to bore us with. It's pronounced: Dollings. I say Head for the Hills. CHUB

LETTERS to the editor

(continued from page 3)

Concerning your article on Marilyn Monroe. I sincerely hope if she is permitted to appear on TV that she be fully dressed. There is already too much nudity, exposed bosoms and suggestive jokes on TV already. I can appreciate the beauty of a woman without her being partly undressed.

Kenosha, Wisconsin

ROBERT GETSCHMAN

I am not wasting any time writing to say what a terrific Luckies commercial Jack Benny just did with Bob Crosby and Don Wilson. In all the years we've watched TV there never was a more entertaining or *effective* commercial.

Highland Park, Ill.

MRS. R. J.

Three cheers for Arthur Godfrey. He has a personality that can't be copied. Wish we could see even more of him on TV. He's one that *won't* laugh at his own jokes.

Chicago, Ill.

MRS. JEAN MEDO

Ed. Note: How's that again?

Reward! Leading to the conviction of the person or persons responsible for the loss of something extremely important and necessary to me and thousands of other homes. My living room is quite empty without it. It was taken on Monday, Sept. 22, 1952 at 11:00 a.m. Please return as soon as possible to the Ruth Lyons 50-50 Club.

Chicago, Ill.

MRS. F. STOCKING

Please try to get Paul Fogarty back on TV. We gals surely need him.

Waterford, Wisc.

MRS. E. J. HORNER

I watch Johnny Coons all the time. My sister watches him too and when he says I've traveled all over the world for about 80 or 90 years even my sister know's he's only in his fortys. How come he says that, does he think the kids are completely dumb?

Kenosha, Wisc.

KAREN & JEANETTE HASSELBACK

Ed. Note: Uncle Johnny, the jig is up.

Mother Duggan's boy Thomas is terrific. With a smile like his, he should advertise toothpaste.

Aurora, Ill.

BARBARA STAFFORD

Saw Larry Storch for the first and last time on "Cavalcade of Stars." Anyone who merits the title of comedian would never find it necessary to sink to ridicule of mental illness for a laugh.

Chicago, Ill.

MRS. THOMAS MASELLO

TOPS IN TELEVISION

MONDAY THRU FRIDAY

—Channel 5—

Town and Farm

with **EVERETT MITCHELL** — **6:45 A.M.**

Today

featuring **DAVE GARROWAY** and **LEN O'CONNOR**
with the **Chicago news**—**7:00 A.M.**

Coffee and —

with emcee **HUGH DOWNS** — **9:00 A.M.**

Ding Dong School

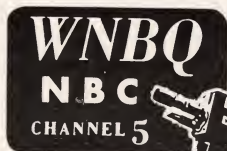
the new **Nursery School of the Air** — **9:30 A.M.**

Home Cooking

with **EDDIE DOUCETTE** — **10:00 A.M.**

United Nations General Assembly — **10:30 A.M.**

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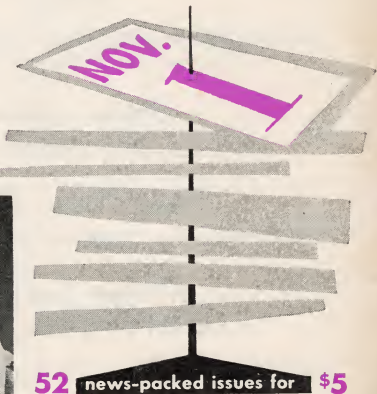
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NEWSPAPER

Got A Date With

Arthur Godfrey

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