

TV FORECAST

JANUARY 17, 1953 • 15c

Ed Sullivan Toasts
"MY 10 GREATEST ACTS"

*the most complete
TV program GUIDE*

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For Snobs Only

page 10



Boy Scout Runs Wild

page 8

SUNDAY - 4 P.M.

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TV FORECAST

Letters to the Editor

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

Isn't that rather a cheap way for Ed Sullivan to try to show up Godfrey's ice show by putting on a professional ice show and burlesque?

Chicago, Ill. **MRS. J. LUKES**
Ed. Note: The original ice show on TV was presented on Ed's "Toast of the Town." See Channel One.

I most certainly do not agree with Joan Nooner about Hal Block. I think he adds to What's My Line and also that he is very funny.

Chicago, Ill. **CAROLYN BROWN**
Do you think if Hopalong Cassidy and Wild Bill Hickok were in a fight who would win? Also if Roy Rogers is stronger than Wild Bill or if Wild Bill is stronger than Roy Rogers.

Chicago, Ill. **JEAN KALLAS**
Ed. Note: Wild Bill is the strongest, Hopalong is the bravest and Roy Rogers can sing.

(Jane Froman) . . . Although the few compliments you gave her were very true, it burned me up about what you said of the movie "With A Song In My Heart." I enjoyed it. Miss Froman is a woman of great talent and bravery.

Janesville, Wisconsin **PATSY KLEIR**
I enjoy Pontiac's idea of having Ed Pazdur keep a round by round score on the way he thinks the fight is going. Keep up the good work.

Chicago, Ill. **JOHN PAWLIKOWSKI**
Dismayed over your announcement that WGN-TV is preparing a new COOKING SCHOOL. Why oh, why? Paul Fogarty's "Your Figure Ladies" did more for us ladies than all the already too many cooking shows combined.

Kankakee, Ill. **MRS. H. F. RICHARDS**
Just what did you mean by that remark, "Aw, c'mon, Jerry is always serious, isn't he?" And don't say "Well, isn't he?" because you know he's the greatest comedian.

Chicago, Ill. **BETTY MISTLE**
Ed. Note: The Awards Poll results certainly indicate it.

In accordance to what Judy Kocevar said about Howdy Doody or what James Olson said about Garfield Goose, I say that both programs stink.

Waukegan, Ill. **LOIS MATULENAS**
(Continued on page 46)

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TV FORECAST

Channel One

COAST . . . TO . . . COAST
with Marty O'Shaughnessy

Despite all the criticism against Hollywood film moguls holding up the release of newer movies to television, there's another "villain" in the woodpile—the owners of chain and independent theatres. Here's an example: When Republic picture company announced it would lease 104 films to a TV station, the theatre owners threatened a boycott of all Republic films. This, of course, would immediately cripple Republic operations. . . . The recent dropping of George S. Kaufman from "This Is Show Business" panel raised a unanimous howl from the press and his reinstatement came as no particular surprise. Kaufman was fired from the CBS Christmas program shortly after he intoned: "Let's make this one program on which no one sings 'Silent Night.' Apparently hundreds of letters voiced objection to his "anti-religious" remark. The sponsor, tiptoeing over a field of eggs, came to the painful decision that the playwright had to go, but public acclaim from his supporters (including religious groups) won him back his job. There's certainly room for even a sourpuss in American comedy.

The ex-sponsor of "Life With Luigi" was reported dissatisfied with the J. Carrol Naish series, one reason being the complaints that came from Italian-American groups over Naish's portrayal of the little Italian immigrant. They claimed "Luigi" poked fun at U. S. citizens of Italian descent. The result is that "Luigi" was dropped in favor of comic Red Buttons. A possibility is that "Luigi" will get new writers and format. . . . Arthur Godfrey's music man Archie Bleyer has started his own record company, with singer Julius LaRosa leading off the first disks.

The late Mark Hellinger's short stories may be televised in a new series shortly. A TV producer has acquired rights to 4,500 of the Hellinger quickies. . . . Bill Bailey, who plays "Cactus Jim" confides plans to televise a "Western Frolic" from the Chi Ashland Auditorium starting Jan. 21. The show will center around barn dancing. . . . Onetime child actress Jane Withers planning a comeback via TV. She'll sing, act and do impressions. . . . Wit Bergen Evans of "Down You Go" says that many a married man saw his first flying saucers in the kitchen. . . . It's now established: Ed Sullivan put the first network ice show on TV, back in October of 1949, with Carol Lynne doing a spectacular version of Dick Rodgers' "Slaughter on 10th Avenue." Because of the demand created by the Lynne performance, Sullivan staged another ice show for video in November of the same year, this time featuring the Three Rookies.

Johnnie (Cry) Ray is planning a TV series, but won't start until April. . . . Don't feel too sorry for "Mr. Peepers" even though he gets kicked around in the script. In real life as Wally Cox, he makes \$1,500 per week. . . . Gorgeous George, the perfumed wrestler, is now raising turkeys in California. With each bird, he sends out a colored postcard of himself and a gold bobby pin. . . . New Year's Eve was a warm holiday for "Foreign Intrigue" star Jerome Thor. He spent it cruising on the Mediterranean.



GEORGE KAUFMAN



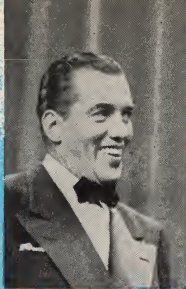
J. CARROLL NAISH



BILL BAILEY



BERGEN EVANS



"MY 10

by Ed Sullivan

TALL, warm-hearted Oscar Hammerstein II can hardly be considered an actor or a performer but in attempting to pick the Ten Greatest Acts I've ever seen on TV, I can't erase from my mind the night on our stage when Hammerstein explained why he wrote "The Last Time I Saw Paris" and then said to the audience: "I can't sing, dance or tell funny stories but with your permission, I'd like to tell you the lyrics of that song."

As he started, Ray Bloch's orchestra began playing the song very softly. As Oscar finished, there was a moment of dead silence in the audience and then the applause started and became a bedlam of appreciation. I don't think that moment ever has been surpassed in TV.

It was equalled one night when Helen Hayes played a scene from "Victoria Regina." After the spellbinding display of her enormous talents, Miss Hayes explained that she had chosen that particular scene because Queen Victoria had been so touched by the cries of the rudely-dressed London workers who had called out to her one day: "Go it, Old Girl, you've done it well." Miss Hayes admitted she had been singularly blessed, engaged in the work she loved best and sharing the lives of those she loved best, the people of the theater.

"And perhaps," she added, "some day when I'm making my last entrance, you will be of a mind to call out to me: 'Go it, Old Girl, you've done it well.'"

Once again there was that same awed hush in the audience. Once again the hush was succeeded by an ear-shattering ovation.

Alfred Lunt, making his TV debut as part of the Story of Robert E. Sherwood in the schoolroom scene from "There



Helen Hayes—Queen Victoria inspired her; whereupon she captivated the audience. Some call Miss Hayes' portrayal of England's monarch "her best."



Oscar Hammerstein and Ed Sullivan—The lyricist couldn't dance or sing, but he created bedlam with a message.

GREATEST ACTS"

Shall Be no Night," won all-time ranking in any medium. Indicative of how great Lunt was as the Finnish schoolmaster were the reactions of James Mason and Raymond Massey, who were also on that show. "Thank God," said Mason, "that I went on ahead of Alfred. His art is a revelation." Massey added: "Luckily I'm playing Abe Lincoln, because only Lincoln's Gettysburg Address could follow Lunt."

Anna Maria Alberghetti, the youthful Italian star of the glorious voice, belongs in this picture frame of the Ten Greatest Acts. She was about twelve when she came from Italy to our stage and she absolutely fractured the country. As a measure of her greatness, Bing Crosby saw the show on the Coast and signed her instantly for his next picture.

It is a savage task to determine who is the greatest "pop" singer introduced to television on *Toast of the Town*. Of the long list of great male voices ranging from the provocative "cry" technique of Johnnie Ray to the deep-throated ballads of Vaughn Monroe to the satin-like warbling of Nat "King" Cole, the rundown is impressive, to say the least.

I'd say that for showmanship and ability to hold an audience spellbound, it would be a dead heat between Tony Martin and Frankie Laine. Tony, with his rich baritone and Frankie with his dynamic, energized approach to a tune, both drew tremendous comment when they made their debuts on our show.

Sophie Tucker ranks as the greatest of the femme "pop" singers ever to appear on our stage. Or let me say this another way—she is the most vivid per-

(continued on page 31)



Lena Horne—Her one appearance on "Toast" left the audience hypnotized and dazzled.



Sophie Tucker—"the most vivid personality." The grand old gal can turn tears to cheers after a song rendition.

BIFF BAKER, U.S.A.

BOY SCOUT

BY SHIRLEY ELMAN



Alan Hale, Jr., and Randy Stuart as Biff and Louise Baker, American adventurers abroad.

IN THE good old days, America's crime-busters hot-footed it after gangsters down streets and alleys in the U. S. But that was before crime, corruption and Communists went international.

Now there's a whole new race of TV adventure-seekers kicking up trouble abroad. Take shrewd foreign correspondent Robert Cannon of "Foreign Intrigue," who's all tangled up in a mess of foreign intrigue while trying to single-handedly mop up western Europe. Off in the other end of the world, an Irish rogue named China Smith is busy whacking down sinister dames and tong men who clutter up the Far East. Then there's suave Brian Donlevy who circles the globe every week on his dangerous assignments.

Just recently, a plain old American export buyer tossed his fedora into this exclusive ring of crime-fighters. He began crusading in Europe preaching the gospel of fair play to a bunch of nasty characters who just won't learn that you can't outwit these Americans.

Biff Baker, U.S.A., oversized Boy Scout, meets all sorts of bad boys who lurk behind hotel doors, pop up in crowded railroad stations and poke guns into his ribs to get those "vital" secrets he always seems to have.

Biff's creator, Fenton W. Earnshaw, would have you believe Biff is just an innocent abroad, sent to Europe to mind his export business. But anyone who's

seen the show can tell you that Baker's better at trading punches than commodities.

Earnshaw claims to have experienced many of Biff's actual adventures while he was a Naval Intelligence Officer during World War II. Says the author: "Biff isn't a Boy Scout, but he personifies free trade. He doesn't want to see anyone exploited. At the same time, he is neither a spy nor a detective. He's a man who gets into exciting adventures through curiosity because he hates bullies and anyone who persecutes the minority. Biff isn't a war monger, either. He isn't waving the flag or selling Americanism." All of which leads puzzled viewers to ask: Well, then, just what *is* this Biff Baker?

Off the TV screen, Biff is Alan Hale Jr., a Hollywood product and son of the famed character actor, the late Alan Hale. Junior resembles his Dad in both voice and character and seems determined to keep the Hale name in lights.

Growing up as he did on the Hollywood sets, ruddy-faced Alan learned acting techniques from his Dad at an early age. For example, it was the senior Hale who taught him where to stand in a scene—right in the center—because he knew he'd be seen there and never chopped out of the celluloid.

Hollywood type-cast Alan senior as a gruff, scowling supporting player with a 24-carat heart and a hidden chuckle which, with proper coddling, could always be nursed into a knee-slapping guffaw. Alan junior is matching his famous Dad, role for role, with but one difference—as Biff Baker, he's a star and a romantic one at that, something Dad never was.

After completing his education at

RUNS WILD



Hollywood high school and Los Angeles City College, Alan got his first acting assignment with a major studio in "I Wanted Wings." His movie career was cut short by duty with the Coast Guard in World War II. When he returned, he drew the familiar iceberg treatment from Hollywood and in desperation turned to selling vacuum cleaners—house-to-house fashion.

Finally, he wangled some supporting roles in such films as "It Happens Every Spring," "West Point Story," "Wait Till The Sun Shines, Nellie," "Lady In The Iron Mask" and "Springfield Rifle."

The two Hales were scheduled to appear together in "Sons Of The Musketeers," but while shooting schedules were being shifted about, the elder Alan died. Since his father's death, Alan Jr. has been forced to build his acting reputation on his own merits. This he's doing now in television.

Away from the cameras, the junior Hale confines his adventure roles to that of husband and father of three youngsters, Alan Brian III, 3½; Christopher James, 1½, and Lana Victoria, 3 months.

Biff has one thing over his fellow adventurers on the continent. He travels with some extra baggage, a blonde little button of a wife. Mrs. Biff can aim a gun as steadily as her husband, which is a mighty comfortable feeling in some of those tight spots. And she's also a pleasant eyeful to have around, just for art's sake.

Louise Baker is played by a lass known in show biz circles as Randy Stuart. Randy coasted to fame in 1948 with the title of "Hubba Hubba" girl on Jack Carson's radio show. She is the former Elizabeth Shoubell who went

from stock, vaudeville and tent shows to radio, movies and now TV. She's also a Mrs. in private life, wife of a Santa Monica automobile dealer and mother of a 1½-year-old daughter.

When Biff and Louise finish patrolling Europe and make it safe once more for visiting Americans, perhaps they'll return home and clean up the under-cover dirty work here. No crook or Commie would be a match for TV's crusading Boy Scout, Biff Baker, U.S.A.

Biff Baker, U.S.A. can be seen at 8 p.m. Thursdays on WBKB (Channel 4).



Never one to miss a trick, Biff steals a peek while Louise straightens her seams. Observing such little things, Biff claims, might help him solve a mystery some day. In the meantime, it's a nice diversion.

FOR Snobs



Bill McIver, latest Amahl of "Amahl and the Night Visitors." Bill inherited the part from Chet Allen.

Mota and Hori, in one of their typical pixieish dance routines, a feature of "Your Show of Shows."



Alistair Cooke, worldly emcee of Omnibus. Cooke has been for many years American correspondent for Britain's *Manchester Guardian*.

By ROBERT CUNIFF

WHEN the Ford Foundation launched its tremendous "Omnibus" series last November, they made no mention of the fact that the show was designed for Snobs only. Yet here was something the snobs could readily embrace. French ballet, classical music, plays about Lincoln. There were even suggestions that "Omnibus" had some educational value. All across the nation, an entrancing new word, "Television" suddenly came into snobs' conversation.

Well, the ratings are out and the snobs might as well face it. They're going to have to agree with the rest of the world, at least on "Omnibus." It's now one of Sunday's top rated shows.

The success of "Omnibus" is indicative that perhaps there's still hope for television aimed at something more than the traditional "twelve-year-old audience." Right now there's a number of shows that have a great deal of merit along these lines, and we'd like to do our bit toward promoting them. None of the shows mentioned here did much in the recent *TV Forecast Awards* poll, mainly because they won't fit into any of the regular categories. Nonetheless, they rate our congratulations and a hearty

pat-on-the-back for giving TV a grown-up look. And they are definitely not "For Snobs Only." Let's say they are for snobs also.

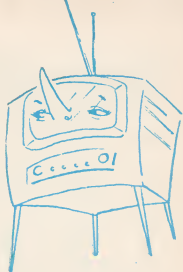
Almost simultaneous with the debut of "Omnibus," NBC launched the "Victory at Sea" series, which does a masterful job of reporting via film the Navy side of World War II. A magnificent job of editing has made this series the finest documentary released on TV. Most of the films have never been seen before, and among them are films captured from the Japanese and Germans. As a pictorial record of our Navy's great victories and defeats, "Victory at Sea" is breathless in its scope and sometimes overpowering in its depiction of some of history's great battles.

A slight edge of propaganda sometimes creeps into the series which sounds like World War II recruiting tricks, but otherwise the series is flawless. Incidental music which captures all the mystery and majesty of the sea has been composed by Richard Rodgers, who has done pretty well as the composing half of the team of Rodgers and Hammerstein.

In the field of dancing, television has



ONLY?



relied almost completely on those high-kicking routines that used to be a staple in night clubs. While none will complain about the sight of pretty girls, these routines must inevitably become boring. For this reason, the team of Mata and Hari, featured often on "Your Show of Shows" merit special attention. Mata and Hari are dance satirists and their agility and invention are something to behold.

Such famous bits as "The Conductor" in which the team interprets its impression of an entire symphony orchestra at work is one of TV's top hilarious bits. For consistency and taste there is probably no other dance act on TV to compare with them.

The way of the satirist is never easy which makes doubly important the inclusion here of Bob and Ray, a couple of intelligent comics whose satirical ways seem to have alienated them from a large segment of the public. In the great tradition of Fred Allen and Henry Morgan, Bob and Ray seem to have an endless supply of fresh material, all of it literate and most of it very funny.

NBC apparently has boundless confidence in the boys because every time they get bounced by a sponsor, the network finds a new spot to put them. Which keeps the Bob and Ray fans satisfied, if not completely happy.

TV has had its great moments, but, in the opinion of many, the greatest came on Christmas day of 1951, when Gian-Carlo Menotti's "Amahl and the Night Visitors" made its debut. An opera written expressly for television, it tells the story of the little crippled boy who offers his crutch as a gift to the three kings who are traveling to Bethlehem to view the Christ child. In the offering a miracle occurs and the boy learns to walk. A perfect marriage of music and lyrics, "Amahl" is one of

the tenderest and best-remembered shows ever seen on TV. It has since been repeated twice, on Easter and Christmas of 1952 and already rates as a religious classic.

TV is loaded with first-rate actors and actresses and it would take pages to single out the worthiest, but in passing we'd like to mention the work of two youngsters whose talents are particularly distinguished, John Baragrey is one of the first actors to gain fame strictly through his TV performances. He can be seen frequently on all the major dramatic shows. Margaret Phillips, who had gained some slight re-

(continued on page 22)

Bob and Ray, NBC's all-around comics whose TV path has been thorny because of constant shifting of time slots and sponsor apathy. As pioneers the comics rate a better break with the new year.



Jim Fleming, Dave Garroway and Jack Lescaulie of "Today," the early morning news show that has caught on with the public after early difficulties.

Saturday Jan. 17

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

- 9:00 7 "NAVAJO TRAILS"
MOVIE—Western with Tom Tyler
- 10:00 4 THERE'S ONE IN EVERY FAMILY
Mike Wallace is your host
- 7 SPACE PATROL—Adventures
- 9 KIDS' CAMERA CORNER—Film
- 10:30 4 SMILIN' ED'S GANG—Stories
Gunga almost loses his life when he tries to save a tiger cub that has been trapped in a pit (see pg. 45)
- 7 SKY KING THEATRE—Drama
Kirby Grant as Sky King with the aid of a Mexican investigator attempts to find the home base of a "Carrier Pigeon"
- 9 KIDS & COMPANY—Variety
- 11:00 4 BIG TOP—Circus Fun
Horizontal bar act the Zenos, on the swinging trapeze Rick Roy, and Torellis ponies & dogs circus; also, Five Amandis, teeterboard act
- 7 BEULAH SHOW—Comedy Antics
- 9 TERRY & THE PIRATES—Drama
"Case of the Little Mandarin" with John Baer as Terry & Wm. Tracy as Hotshot
- 11:30 7 THIS IS MY MELODY—Talent
- 9 MORNING MOVIE TIME—Film
"Itchy Scratchy"
- 12:00 4 FARM & HOME TIME—Talks
Discussions and tips for the farmer
- 7 "LONESOME TRAIL"
MOVIE—Western, Jimmy Wakely
- 9 "RIDERS OF DESTINY"
MOVIE—Western with John Wayne, Forest Taylor, and Cecelia Parker
- 12:30 4 "SWING PARADE"
MOVIE—Musical comedy about a girl who wants to be in show business & gets her big chance under false pretenses; stars Gale Storm & Phil Regan
- 1:00 7 "UNDER ARIZONA SKIES"
MOVIE—Western (approx. time)
- 9 MOVIE—Title To Be Announced
- 2:00 4 FILM
- 7 "SADDLE SERENADE"

- 2:00 9 MOVIE—Title To Be Announced
Double feature presentation
- 2:30 4 "SHOOT TO KILL"
MOVIE—Crooked politicians clash with newspapermen as the police stop a fleeing auto; stars Russell Wade, Susan Walters, & Vince Barnett
- 3:00 7 MOVIE—Title To Be Announced
- 3:15 5 NATURE OF THINGS—Science
Dr. Roy K. Marshall explains "Navigation by Dead Reckoning"
- 3:30 5 AMERICAN INVENTORY—Quiz
A panel program "What Is It?" based on inventions. Panel members: Dr. John T. Rettaliata, pres. of I.I.T., J. G. Shennan, pres. of Elgin Watch Co., Wm. G. Caples, pres. of Inland Steel Container Co., & Ted Weems, bandleader; Hugh Downs moderator
- 4:00 4 CLASSIC THEATER—Music
- 5 WESTERN ROUNDUP—Feature
- 7 "TRIGGER FINGERS"
MOVIE—Under the guise of a gypsy hero arrives in town to settle a policing problem designed to stop rustlers; stars Tim McCoy, Ben Corbett, & Jill Martin
- 4:30 9 CAMERACADE—Film Short
- 5:00 4 PATTERN FOR LIVING—Talks
- 7 SATURDAY LAUGH TIME—Film
- 9 CAMERACADE—Film Drama
"Lost God"
- 5:15 5 HOBBY TIME—Bill Healion
"Construction of an F-51 Mustang Fighter Model" part two
- 5:30 4 ALL STAR HIT PARADE
Ed Allen and Kay Andrews do pantomimes with guests on film
- 5 JET PILOT—Aviation Show
Basic principles of flight explained to Jerry Garvey by Lt. Comdr. Robt. Horder and Geo. Cisar
- 7 ROOTIE KAZOOTIE—Puppets
Mr. Deetle Dootle and Tod Russell act as co-ordinators to the adventures of the puppet and his gang
- 5:45 9 TRAVELER'S SKETCHBOOK
"County Agent"
- 6:00 4 STORK CLUB—Interviews
- 5 MR. WIZARD—Science Study
Don Herbert and Bruce Lindgren
- 7 PAUL WHITEMAN'S TEEN CLUB
Andrea McLaughlin assists "Pops"
- 9 DICK TRACY—Mystery Drama
"The Big Frost"
- 6:30 4 BEAT THE CLOCK—Games
Bud Collyer conducts stunts
- 5 MY HERO—Situation Comedy
Beanblossom (Robert Cummings) employs a famous photographer for an assignment
- 7 LIVE LIKE A MILLIONAIRE
John Nelson presents a talent-variety show with ordinary people

WBKB

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4:00 p.m.

WBKB

- 6:30 9 PET SHOP**—Gail Compton mc
Harry Oppenheimer emcees the show with Gay while Gail is on vacation; guests: Sue Hilliard and her dog; Ed Oppenheimer and a golden retriever; Susan McKinley and her cat; Pat Ulrich with some tropical birds; and Dr. Norman Jaffee, with a bird and dog
- 7:00 4 JACKIE GLEASON SHOW**
Guest: Peggy Lee, vocalist
- 5 ALL STAR REVUE**—Variety
Martha Raye is hostess to Boris Karloff and Peter Lorre
- 7 "MISS POLLY"**
MOVIE—Story of blue-nose reformers in a small town whose crusade is finally shattered by an old maid; stars Zasu Pitts, Slim Summerville, & Brenda Forbes
- 9 SPORTS EDITION**—News Events
Jack Brickhouse reviews the news
- 7:15 9 CHRISTOPHER FILM SHORT**
- 7:30 9 THIS IS THE LIFE**—Film
Will that long-awaited vacation, planned by the whole family, actually take place?
- 8:00 4 TO BE ANNOUNCED**
- 5 YOUR SHOW OF SHOWS**
Sid Caesar and Imogene Coea with dancers Bambi Lynn & Rod Alexander, & guest host ballet dancer Frederic Franklin
- 7 "GUNNERS AND GUNS"**
MOVIE—Western adventure tale
- 9 PATHWAYS OF THE WORLD**
"Immortal Bizet"
- 8:30 4 FARMTOWN U.S.A.**—Interviews
George Menard interviews
- 7 "CITY WITHOUT MEN"**
MOVIE—Sea story involving a man who is falsely sent to prison; stars Linda Darnell & Edgar Buchanan
- 9 WRESTLING FROM MARIGOLD**
Tag match: Bob Orton & Benito Gardini vs Sonny Meyers & Ronnie Etchison; others: Baron Arena vs Mike Kilonis, Ned Taylor vs Balk Estes, Great Balbo vs Milt Olsen, & Jerry Woods vs Bobby Nelson
- 9:00 4 QUIZ KIDS**—Joe Kelly Emcee
Question & answer session
- 9:30 4 IT'S NEWS TO ME**—Panel Quiz
John Daly is host
- 5 YOUR HIT PARADE**—Musical
The seven top tunes of the week, based on a national survey, sung by Dorothy Collins, Snooky Lanson, June Valli & Russell Arms, with Raymond Scott and his orchestra. Extras: dance number "Rise & Shine" & June Valli singing "What Is This Thing Called Love?" plus other 7 tunes will be worked into theme "Serviceman on leave in a big city"

- 10:00 4 "FEAR IN THE NIGHT"**
MOVIE—While under the influence of some inexplicable force a young man kills another, but actually he is innocent of the crime
- 5 MOVIE**—Title To Be Announced
- 7 "STRAWBERRY ROAN"**
MOVIE—Couple head for disaster when the wife begins an extravagant spending spree; stars Billy Hartnell
- 11:00 9 "MILLION DOLLAR KID"**
MOVIE—(1st showing) East Side Kids turn good
- 11:30 4 ULMER TURNER & THE NEWS**
- 5 FACES IN THE WINDOW**—Tale
Mystery thriller: Ken Nordine
- 7 "ANGEL WITH THE TRUMPET"**
MOVIE—History of 2 generations of a Viennese family from the romantic days of the Mayerling affair to the grim time of the Nazi invasion
- 11:45 4 "WHEN'S YOUR BIRTHDAY?"**
MOVIE—An astrologer gets signed up by a gambler to pick race & fight winners

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

BY SPECIAL REQUEST

In keeping with the concerted drive on the part of "Chicago Unlimited" to further the cause for TV in Chicago, *TV Forecast* made additional awards in its Annual Awards Poll, the results of which were published last week. Urged by C. U. Director Joseph M. Seiferth to publicly recognize the best in Chicago television programming, we felt the suggestion had great merit and therefore awards were presented to a local program or star in each of the contest's 15 categories, instead of just 4 as previously announced. In each case, it was the votes of *TV Forecast* readers that determined the winner. In a few categories the evidence of strong fan club support pulled some "underdog" entries under the wire ahead of pre-poll favorites.

In a letter to Martin O'Shaughnessy, editor of *TV Forecast*, Mr. Seiferth said in part, "I have noticed that in your Awards Poll Bulletins, you have apparently decided to recognize Chicago local shows in only four of these categories. . . . However on behalf of Chicago Unlimited and its Board of Directors may I request that you assist us in our task . . . by giving some sort of recognition to our local TV programs."

- | | |
|--|--|
| <p>9:00 7 "FRAMED FOR MURDER" MOVIE—Drama of a girl hunted by the law; stars June Clyde & Wallace Ford</p> <p>9:30 5 THE PULPIT—Religious Talk Dr. William Seath, superintendent of the Chgo. Christian Industrial League</p> <p>7 SADDLE & SAGE—Western "Frontier Justice"</p> <p>9:45 5 WHAT'S YOUR TROUBLE—Talk Dr. Norman Vincent Peale & his wife</p> <p>10:00 5 SUN. FUNNIES—John Conrad</p> <p>9 AMERICA AT CHURCH—Relig. From Bethany Reformed Church</p> <p>10:15 5 MAGIC CLOWN—Kids Variety</p> <p>10:30 5 "SULTAN'S DAUGHTER" MOVIE—Story of a sultan who refuses to have his daughter sell her oil properties to German agents; stars Ann Corio, Charles Butterworth, Tim Ryan & Irene Ryan</p> <p>11:00 4 ALL STAR HIT PARADE Ed Allen & Kay Andrews</p> <p>7 CARTOON TIME—Film</p> <p>11:15 7 TOOTSIE HIPPODROME—Games Captain Tootsie and a cowboy show with contests, games & western songs;</p> <p>9 TO BE ANNOUNCED</p> <p>11:30 4 CANDY CARNIVAL—Variety Gene Crane emcees show for kids</p> <p>5 LIVE AND LEARN—Discussion Guest: Fred E. Inbau, prof. of law at Northwestern U, speaks on "Crime, Police, and the Courts"</p> <p>7 FAITH FOR TODAY—Religious Rev. W. A. Fagel gives the sermon</p> <p>9 CAPTAIN MIDNIGHT—Drama "Robinson Crusoe of Clipper Island"</p> <p>12:00 4 ULMER TURNER AND THE NEWS</p> <p>5 YOUTH WANTS TO KNOW Guest: Sen. Joseph R. McCarthy (R-Wis.)</p> <p>7 STU ERWIN SHOW—Comedy</p> <p>9 "ROCK RIVER RENEGADES" MOVIE—Western adventure story</p> <p>12:15 4 YOUR FUTURE HOME—Ideas Ed Cooper shows & explains homes</p> <p>12:30 4 "RED DRAGON" MOVIE—Attempts to steal a scientist's plans for an atomic bomb involve Charlie Chan in another mystery; stars Sidney Toler & Fortunio Bonanova</p> <p>5 CATHOLIC HOUR—Discussion Rev. Vincent Holden, C.S.P. is host. Drama: "The Vestments"</p> <p>7 AMATEUR HOUR—Kids Talent Bob Murphy emcees talent show</p> <p>1:00 5 HOW DOES YOUR GARDEN GROW?—Discussion and Movies John Ott will tell how to attract birds into your garden. Also, he will display a practical & attractive bird feeding station</p> | <p>1:00 9 "RUSTLERS OF DEVIL CANYON" MOVIE—Red Ryder returns to his ranch to find his territory overrun with rustlers</p> <p>1:30 5 AMERICAN FORUM OF THE AIR "Are Women Changing Our Party Alignments?" discussed by Mrs. Charles Brannan, wife of the Sec. of Agriculture, Mrs. Carroll Kearns</p> <p>7 WILD BILL HICKOK—Western Guy Madison and Andy Devine in "Bravery of Lash Corby"</p> <p>2:00 4 LAMP UNTO MY FEET—Drama "Women's Responsibility In Today's World" discussed by Mr. D. Wyker, nat'l. pres. & Helen Kenyon, member of board, United Churchwomen</p> <p>5 CITY DESK—Discussion Moderator William Ray discusses Chicago's city problems with panel</p> <p>7 CISCO KID—Western Movie Duncan Renaldo & Leo Carillo in "Telephone Thievery"</p> <p>9 "LONE RIDER IN GHOST TOWN" MOVIE—A band of outlaws protect their ghost town hideout; stars George Houston, Al St. John & Alaine Brandes</p> <p>2:30 4 BUSTER CRABBE SHOW</p> <p>5 HERE'S TO YOUR HEALTH Discussion of "How To Live With Your Sinuses"; hostess Virginia Graham</p> <p>7 ADVENTURES OF KIT CARSON</p> <p>3:00 4 INAUGURAL PREVIEW Walter Cronkite & other CBS newsmen take viewers on a tour of points of interest in Wash. including a visit to location of swearing in ceremonies</p> <p>5 KUKLA, FRAN, AND OLLIE Adventures with the Kuklapolitans</p> <p>7 HOPALONG CASSIDY—Western</p> <p>3:30 4 OMNIBUS—Variety 'Til 5:00 William Saroyan's "Vive" with Bobby Clark & Bert Lahr; two gentlemen are painting a wall in Paris, but the human traffic that passes interests them more than their work. Raymond Loewy an industrial designer of packages for soap & tooth paste & tractors. "Servant With Two Masters" relates the tribulations of a valet who must serve guests who are in different rooms & are falling in love, a ballet. Bobby Clark & Bert Lahr will each do their own interpretation of "Contributions to our current culture." Alistair Cooke is emcee (see pg. 10)</p> <p>5 ZOOPARADE—About Animals R. Marlin Perkins & Jim Hurlbut take viewers to the duck pond, weather permitting, & if the setting is right they will show how the ducks, pheasants, & geese fare during the winter. If weather is inclement, a visit to bird house</p> |
|--|--|

Jan. 18 Sunday

- 3:30 **7 BOB ATCHER & SAMMY SQUIRREL**—Puppet Antics
Life in a corner of the corral
- 9 **HOLLYWOOD SHOWCASE**—Film
"Bushman"
- 4:00 **5 HALL OF FAME**—Drama
"General's Bible." Story centers around the Bible used by Gen. George Washington at his first inauguration in New York City
- 7 **SUPER CIRCUS**—Big Top Fun
Claude Kirchner presents the Ivanovs, low casting bar act; Bobby Mae introduces winner of the baton twirling contest; Super Menagerie with Bernie Hoffman and two storks; the Incredible Ericksons, acrobatic balancing act; Linderman's Dogs & Pony; Cliffy, Scampy, Nicky and Mary Hartline in "Station Master"; and the Three Morales Sisters, iron jaw act
- 9 **INDOOR SOCCER**—Two Games
Teams from the National Indoor Soccer League competing at the Chicago Avenue Armory; Lions vs Falcons and Schwaben vs Italians
- 4:30 **5 A CHANCE TO SHOW**—Variety
A showcase for comedy
- 4:45 **5 WINDOW ON WASHINGTON**
Bill Henry with the news
- 5:00 **4 HOUSE PARTY**—Interviews
Dorothy & Tony Weitzel entertain celebrities and interview guests
- 5 **MEET THE PRESS**—Discussion
Martha Rountree and Lawrence Spivak interview guest politician
- 7 **MAGIC**—Don Alan Emcee
Feats of trickery are demonstrated with guest magicians; one an aspiring youngster, and the other a noted professional, Joe Paulen
Sponsored by the Bowman Dairy Company
- 9 **"MYST. MR. NICHOLSON"**
MOVIE—Murder finds a double when a man leaves the scene of a crime unnoticed by any of the crowd
- 5:30 **4 SEE IT NOW**—News Films
Edward R. Murrow narrates
- 5 **ROY ROGERS SHOW**—Drama
A gang has kidnapped a man in order to force him to sell his property on which there is gold
- 7 **MOVIE**—Title To Be Announced
- 5:45 **7 WALTER WINCHELL**—Comments
A report on the news
- 6:00 **4 GENE AUTRY SHOW**—Western
Pat Buttram inherits a stage coach line with a Wells Fargo contact in "Rock River Feud"
- 5 **RED SKELTON SHOW**—Comedy
- 7 **YOU ASKED FOR IT**—Requests
"Slide for Life" a Swiss flag twirler, bee master, all American jazz septet, & world's trickiest cager

TONIGHT!

SUNDAY EVENING

9:30 P.M.

Regal Theatre

presents

Vincent Price
Andrea King
Harry Carey, Jr.

in

"DREAM MAN"

Sponsored by Gee Lumber

WGN-TV

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SUNDAY 5:00 PM

MAGIC

a full
half hour of
amazement

starring

DON ALAN

This week's guest:

JOE PAULEN

The story-telling magician

Your host: **BOWMAN DAIRY CO.**

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Sunday Jan. 18

6:30 4 THIS IS SHOW BUSINESS

Moderator Clifton Fadiman with panelists Steve Allen, Sam Levenson, & guest Veronica Lake; guest performers: comic Henny Youngman, vocalist Dorothy Collins, & dancer Martha Ann Bentley

5 MISTER PEEPERS—Comedy

One of Wally Cox's students, to insure his good grades, endeavors to foster a romance between his mother & Mr. Peepers

7 WHAT'S THE ANSWER—Quiz

Mal Bellairs asks the questions

9 PRESS CONFERENCE—Debate

Lee Schooler moderates panel

7:00 4 TOAST OF THE TOWN—Variety

Ed Sullivan presents vocalist Joni James, dancers Raye & Naldi, the Jackson, Michigan American Legion Zouaves, drill team, & singer Tony Martin. (See pg. 6)

5 COMEDY HOUR—Variety Show

Host Eddie Cantor presents Dinah Shore and Joel Gray

7 ALL-STAR NEWS—Events

Commentators and guest news personalities from New York, Chicago, Washington, and other points

9 FAITH OF OUR FATHERS—Talk

7:30 9 BIG PICTURE—Korean Film

8:00 4 FRED WARING SHOW—Musical

5 TV PLAYHOUSE—Drama

"Two For One" with Cyril Ritchard; an aging thespian, no longer in demand, utilizes his fading talent to conduct a farcical double life in order to support his motherless family of nine children

7 MOVIE—Title To Be Announced

9 ROCKY KING—Roscoe Karns

Murder in a penny arcade & a double crossing, counterfeiting chess player feature in "Checkmate"

8:30 4 BREAK THE BANK—Quiz Game

9 PLAINCLOTHESMAN—Drama

Case of a "Hex Woman" who is killed when the townspeople seek to end her superstitions

9:00 4 THE WEB—Mystery Drama

"Midnight Guest" with Patricia Collinge & Alexander Scourby; excitement & tension reach a peak when a psychopathic killer escapes from a mental house

5 THE DOCTOR—Film Drama

A prize fighter refuses to recognize the fact that he is no good & his son tries to protect him from the ridicule of the neighborhood children in "Take The Odds" with Charles Bushinski, Ann Summers, & Michael Mann

7 BILLY GRAHAM—Religious

9 ARTHUR MURRAY PARTY

Hostess Kathryn Murray presents vocalist Helen O'Connell & comedians Ross & West, plus Ejnar Hansen



"SKATING PIPER"

ICE SHOW
A MERRIL ABBOTT PRODUCTION

DINNER SHOW 8:30
SUPPER SHOW 12:00

FRANKIE MASTERS' orchestra

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THE CONRAD HILTON

- 9:15 7 **QUEST FOR SERENITY**—Talk
Dr. Kenneth Hildebrand speaks
- 9:30 4 **WHAT'S MY LINE?**—Quiz
John Daly moderates panel: Bennett Cerf, Dorothy Kilgallen, Steve Allen & Arlene Francis
- 5 **VICTORY AT SEA**—Film Drama
"Mare Nostrum" tells of the struggle for the Mediterranean—Italy's entry into the war with her fast fleet, the fight for Greece, advance of the Afrika Korps, and Gen. Montgomery's victory at El Alemain. Original score by Richard Rodgers
- 7 **ANYWHERE U.S.A.**—Report
Eddie Dowling & Robert Preston with film series dramatizing every-day episodes of people in progress toward better health. Drama: "Hard Luck Charlie"
- 9 **"DREAM MAN"**—Film Drama
A matinee idol, as a publicity stunt & to wake up hubby, plans to woo the wife of another man; stars Vincent Price, Andrea King, & Harry Carey Jr.
- 10:00 4 **CHGO. BLACKHAWK HOCKEY**
Hawks vs N. Y. Rangers—Joe Wilson and Ed Pazdur describe the game (see pg. 42) *Sponsored by Household Finance Corporation*
- 5 **WEATHERMAN**—Clint Youle
Latest atmospheric conditions
- 7 **REMEMBER THESE THINGS**
Paul Harvey comments on the news
- 9 **"ARMY GIRL"**
MOVIE—(1st showing) Life on a U.S. Army post with a combat between officers of mechanized equipment, such as tanks, and old time cavalry soldiers; stars Madge Evans, Preston Foster, James Gleason, & H. B. Warner
Sponsored by Courtesy Motors
- 10:10 5 **DORSEY CONNORS**—Ideas
- 10:15 5 **ALEX DREIER**—News Report
- 7 **TO BE ANNOUNCED**
- 10:30 5 **SPORTS STAR TIME**—Duggan
- 7 **WRESTLING FROM RINGSIDE**
Main event: Danny McShane vs Duke Keomuka, described by Wayne Griffin
- 10:45 4 **"CRIMINAL INVESTIGATOR"**
MOVIE—A cub reporter sets out to solve the mystery of a murdered showgirl; stars Robert Lowery & Edith Fellows
- 11:30 9 **COMMERCIAL FILM**
- 12:15 4 **"DARK ALIBI"**
MOVIE—Charlie Chan is asked to save a man from the electric chair; stars Sidney Toler and Mantan Moreland

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



CHICAGO
BLACK HAWKS
vs **NEW YORK RANGERS**

Thrill to flashing action from a rink-side seat in your easy chair!

Joe Wilson and Ed Pazdur reporting

WBKB 10:00 P.M. Channel 4



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CAVALRY VS. TANKS!
A RIOT OF REVELRY!



Madge EVANS
Preston FOSTER

SUN. 10 p.m.
WGN-TV (9)

Farmer George on Saturday Nite

THAT old MacDonald who had all those animals down on his farm had nothing on a Chicago TV program except maybe a few "ee-yi, ee-yi-yo's."

"Farmtown, U.S.A.," channel 4's description of things rural, covers all the MacDonald animals plus a few things that famous farmer never thought of.

"Farmtown" was introduced to TV audiences back in May, 1952, purely as an experiment. Then viewers began to display an active interest and the show was shifted to a spot opposite the long-time favorite, "Show Of Shows." Even against such formidable opposition, "Farmtown" has lured a good share of the Saturday night stay-at-homes.

The explanation, claims emcee George Menard, might be that the audience is divided into two groups—young children who love animals and middle-aged people who have always dreamed of owning a farm. Surprisingly enough, Menard says it's the city folk who have shown a marked interest in "Farmtown."

The program has presented every type of animal except a mule (too stubborn, says Menard). In addition, the camera ogles farm machinery, fire prevention and farm accident prevention.

"Farmtown" has its humorous moments, too. One evening a small pig wandered out of the WBKB studios and it was only after an hour's exhausting search that the little runaway was found wreaking havoc in the chief cameraman's office. Another time a cow showed its stubborn side and refused to budge from the TV studio. Seems the bovine had developed a strong affinity for the klieg lights and didn't want to go back to her pasture.

Folksy emcee George Menard comes by his farm knowledge naturally. Born and raised on a 450-acre dairy farm near Sioux City, Iowa, he left home at 19 to study journalism at Notre Dame University. After graduation he worked



George Menard gets on ormful of colf while two pretty farm products stand by to help. (L. to r.), Solly Jo Nicholas, Graysloke, Ill., Menard, and Nency McNeol, Williamsport, Ill.

his way through a series of radio jobs and in 1938 joined Chicago's WLS staff, remaining there for nine years. Menard has also sung on Mutual's "Man On The Farm" program with Chuck Acree for the last 15 years.

In his private life, he's no farmer, but comes close to it. Menard now lives in suburban Wilmette with his wife, Martha, and their two daughters, Noel, 13, and Paula, 9. Although farming's gone TV, George Menard isn't swayed by camera glamour. He's planning ahead to the day he can take his family, his TV set and retire on a few acres of rural soil. Menard wants his own "Farmtown, U.S.A."

"Farmtown, U.S.A." can be seen at 8:30 p.m. Saturdays on WBKB (channel 4).



Menard's daughter Paula, 9 (foreground), gets acquainted with a Shetland pony colt, smallest horse to appear on "Farmtown" (26 inches tall). In background, Rosemary Switzer, 7, of Morengo, poses astride the colt's mother.

- 6:45 5 Town & Farm—Discussions**
Everett Mitchell with news of interest to farmers, including commodity & livestock markets, and reports on weather conditions for various locales
- 7:00 5 Today—News & Commentary**
Remote from Washington: Robin Chandler interviews Oveta Culp Hobby, and Dave Garroway interviews Harlow Curtice, president of General Motors
- 9:00 4 Arthur Godfrey Time—Variety**
Fun with all the little "Godfreys"
- 5 Ding Dong School—For Kids**
Dr. Frances R. Horwich conducts nursery for pre-school children
- 9 A To Z Of Cookery—Recipes**
Alida Drake & John Zenker feature a buffet food
- 9:30 5 Coffee And—Interviews, Music**
Hugh Downs is host with Marilyn Lovell & the Art Van Damme Quintet
- 10:00 4 News At Ten—Commentary**
- 5 Home Cooking—Eddie Doucette**
- 7 "Carnival Lady"**
MOVIE—Romance & thrills under the big top; stars Boots Mallory & Alan Vincent
- 9 Morning Movie Time—Film**
- 10:05 4 There's One In Every Family**
- 10:15 9 Earl Nightingale Show—Chats**
- 10:30 4 Breakfast With Danny O'Neil**
- 5 Mrs. U.S.A.—Film Short**
- 9 Strike It Rich—Warren Hull**
Guest: baritone Jack Berch
- 11:00 4 Creative Cookery—F. Pope**
Toffee squares, butter crisp baked chicken, & pasta beef soup are made
- 5 Film Short**
- 7 Bob & Kay Show—Variety**
- 9 Bride & Groom—John Nelson**
Watch a real wedding
- 11:15 9 Love Of Life—Continued Tale**
- 11:30 5 Good Living—Homemaking Tips**
Betty Raymond shows shortcuts in housework
- 9 Search For Tomorrow—Drama**
- 11:45 9 Guiding Light—Serial Story**
- 12:00 4 Happy Pirates—Musical**
Cartoon fun for youngsters with Two Ton Baker and Joe White
- 5 Noontime Comics—John Coons**
- 9 Hi Ladies—Interview Fun**
- 12:25 4 Midday News—Late Report**
- 12:30 4 Garry Moore Show—Variety**
Explorer Ivan Sanderson brings a masked palm civet backstage for a glimpse of "inside TV"; song production: "Second Star From the Right" with Denise Lor; Ray Malone dances to "Montega"
- 5 Meet Mintz—Herbie Mintz**

- 12:30 7 Beulah Karney Presents—Tips**
Interesting people: the wonderful Swedes; food: Swedish soup
- 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
- 5 "Danger Flight"**
MOVIE—Tallspin Tommy adventure wherein a young boy's invention helps out flyer when he is in distress; stars John Trent, Marjorie Reynolds, & Milburn Stone
- 7 What's New—Wayne Griffin**
- 9 Luncheon Party—Ernie Simon**
- 1:30 4 Art Linkletter's House Party**
Guest, Katherine Albert, authoress of "The Star"
- 7 Claude Kirchner Show—Variety**
- 9 Magic Carpet—Film Short**
- 2:00 4 Film Short**
- 5 Big Pay Off—Quiz Contest**
- 7 "The Girl Who Came Back"**
MOVIE—Mystery of a girl involved with a group of counterfeiters, who attempts to reform when she falls in love; stars Shirley Grey, Sidney Blackmer, and Noel Madison
- 9 Paul Dixon Show—Variety**
- 2:15 4 Lee Phillip Show—Variety**
Fashions, interviews, and health tips
- 2:30 4 Ill. Inst. Of Technology**
"Time and Motion Studies" discussed by Maurice D. Kilbridge, associate prof. of Industrial Engineering
- 5 Welcome Travelers—Chats**
- 3:00 4 News At 3:00—Frank Reynolds**
- 5 Kate Smith Hour—Variety**
Ballroom dancers Blair & Dean, fashion show showing the western influences on fashions, "Listen America", and Kate & the band on stage show featuring denim influences in play clothes described by Dorothy Daye
- 7 "Symphony Of Living"—Movie**
- 9 "Greed Of William Hart"**
- 3:05 4 "Shadows Over Chinatown"**
MOVIE—Efforts of Charlie Chan to crack an insurance racket; stars Sidney Toler and Mantan Moreland
- 4:00 5 Hawkins Falls, Pop. 6,200**
- 7 Great Western Stories—Film**
"Lucky Terror"
- 9 Trail Blazers' Theater—Film**
"Wanderers of the West"
- 4:15 5 Gabby Hayes Show—Tall Tales**
Adventure stories of the old West
- 4:30 4 Garfield Goose & Friend**
- 5 Howdy Doody Show—Puppet**
Puppet fun with emcee Bob Smith

Monday Jan. 19

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

- 5:00** **4 Kids Carnival Kwiz—Games**
5 Cactus Jim—Western Feature
7 Laugh Time—Film Shorts
 "Charlie Chase" film plus cartoons
9 Time For Beany—Puppet Fun
- 5:15** **9 Junior Edition—Kids' Fun**
 Steve Fentress emcees kid's show
- 5:30** **4 Silhouettes Of The West—Talks**
5 King Calico—Puppet Fun
 Calico people discover what it's like to have a king without a heart
7 Adv. Time With Bob Atcher
 "Hurricane Express" ch. 2 and "Wagon Trail" chapter one
9 Robert F. Hurleigh—News
- 5:45** **4 Window Shopping—Commercial**
5 Something To Talk About
 People & places with Chuck Acree
9 Clete Roberts World Report
- 5:50** **4 Chgo. Weather—Russ Reed**
5 Clifton Utley And The News
- 5:55** **4 A Word From Vera—Comments**
 Human interest stories
- 6:00** **4 Sports & Comments—Bob Elson**
5 Joe Wilson's Sports Corner
7 Austin Kiplinger & The News
9 Captain Video—Adventures
- 6:10** **7 Sports Highlights—Jack Drees**
- 6:15** **4 Ulmer Turner And The News**
5 Town Crier—Tony Weitzel
- 6:20** **7 Your Weather—Wayne Griffin**
- 6:30** **4 CBS News—Douglas Edwards**
5 Those Two—Comedy Skits
7 Hollywood Screen Test—Drama
 Neil Hamilton presents Judith Evelyn with Lauren Gilbert & Jose Perez; story of an author of children's books takes a great interest in hospitalized little boy
9 Spencer Allen And The News
- 6:45** **4 Perry Como Show—Musical**
 Tunes: "The Best Things In Life Are Free," "Tell Me You're Mine," "As Time Goes By" & "What Can I Say?"
5 News Caravan—John C. Swayze
9 Chicagoland Newsreel
- 7:00** **4 VIDEO THEATER—Drama**
 "To Babette" with Corinne Calvet; grand-daughter of the richest man in Northern Quebec, who knows only the ways of the wild north country, travels to Montreal to find a man to marry
5 PAUL WINCHELL SHOW
 "What's My Name" quiz plus variety with Diane Sinclair & Ken Spaulding, dancers. Skits: Jerry tries smoking, runs a fish stand, dramatic bit with Paul as a blonde sculptor, & a barn dance
- 7:00** **7 HOMICIDE SQUAD—Mystery**
 A murder is a family affair until Insp. Mark Saber (Tom Conway) steps in when two people are killed with a suicide knife in "The Case of the Japanese Knife"
9 REPORT CARD FOR PARENTS
 Panel of four prominent parents discuss with a guest authority the many problems they and other parents are facing in trying to bring up their children to be better adjusted
- 7:30** **4 GODFREY'S TALENT SCOUTS**
 Professionals compete for new opportunity & the winner, the chance to appear on Arthur's other shows
5 VOICE OF FIRESTONE—Music
 Bidu Sayao, Brazilian lyric soprano sings "I'll Follow My Secret Heart" by Noel Coward, "Deh Vieni Non Tardar" from the "Marriage of Figaro" by Mozart. Chorus joins Miss Sayao in "El Piropo" & "They All Dance the Samba". Orchestra plays "The Trumpeter's Lullaby" & "Capriccio Espagnol"
- 7 THIS WONDERFUL WORLD—Talk**
 A science discussion show with Woody Klose and an industrialist or a man of science as guest
- 9 JOHNS HOPKINS REVIEW**
 "Man Against Cancer" describing the nature of the disease in three major zones, method of detection & treatment, & research in the field. Guest speaker: Dr. Richard W. De Linde, dir. of the dept. of Gynecology, tells of his work in the field of the cervix
- 8:00** **4 I LOVE LUCY—Comedy Drama**
 Lucy announces to Ricky that the time has arrived. When they finally arrive at the hospital the tension is too much for Ricky & he has to be wheeled in
5 HOLLYWOOD OPENING NIGHT
 Ezio Pinza in "Interlude." A piano tuner is persuaded to stand in for the singer at the audition of a young & beautiful girl recommended by a friend
7 CHARLIE CHASE TIME—Film
9 BIG IDEA—New Inventions
 America's latest inventions, which are currently unmarketed, are demonstrated and discussed by their inventors
- 8:30** **4 RED BUTTONS SHOW—Antics**
 Comedy with Pat Carroll, Joe Silver, Allan Walker & Beverly Dennis
5 ROBERT MONTGOMERY—Drama
 "Maggie Pack Your Bags" with Robert Preston & Margaret Hayes; Mexico is background for an ideal love story in which two people try to preserve their love by removing themselves from contact with the outside world

- 8:30 **7 ARMY TALENT PATROL**
9 BOXING—Eastern Pkwy. Arena
 Main event: Joey Giambra, of Buffalo, N.Y. with 30 wins & 2 losses vs Tuza Portuguese, of Costa Rica with 44 victories, 11 defeats & 1 draw in 10-round middleweight bout; Ted Husing announces
- 9:00 **4 STUDIO ONE**—Drama
 Two rookies just out of police academy are assigned to patrol cars, & the temptation to misuse the position for profit proves too strong for one in "Signal 32," starring Joan Maross & Gene Lyons
- 7 BOXING FROM RAINBO ARENA**
 Alan Moody, 24, of Chicago, with 24 wins & 1 loss vs Pat Manzi, 22, of Syracuse, N.Y., with 11 victories & 2 losses in 8-round welterweight bout
- 9:30 **5 WHO SAID THAT?**—Quote Quiz
 Moderator Walter Kiernan, anchorman Frank Conniff, and guest panel;
- 9:45 **9 SPORTS PAGE**—Commentary
 Arch Ward & Jack Brickhouse
- 10:00 **4 VIC PERRY**—Man On The Street
5 WEATHERMAN—Clint Youle
7 PAGE ONE—News And Sports
9 "OUTSIDE OF PARADISE"
 MOVIE—(1st showing) Phil Regan & Penny Singleton in musical about an Irish singer who inherits half interest in a castle in Ireland and turns it into a night club
- 10:10 **5 DORSEY CONNORS**—Ideas
- 10:15 **4 SPORTS PAGE**—Commentary
5 CLIFTON UTLEY & THE NEWS
- 10:25 **4 CHGO. WEATHER**—Russ Reed
- 10:30 **4 CHICAGO AT NIGHT**—Interviews
5 LET'S LOOK AT SPORTS—Duggan
7 DR. FIXUM—Household Ideas
- 10:45 **4 OUR SONG**—Musical Variety
5 HERBIE MINTZ SHOW—Musical
- 11:00 **4 KUP'S COLUMN**—Interviews
5 "SHADOWS OF CHINATOWN"
 MOVIE—Mystery with Bela Lugosi and Bruce Bennett
- 7 MOVIE**—Title To Be Announced
- 11:15 **4 FAMILY MOVIE QUIZ**—Game
 Comedian Joey Bishop places phone call to lucky family, who if they answer correctly, appear on next night's show
- 11:30 **4 MURDER BEFORE MIDNIGHT**
 "Ape Man" with Bela Lugosi; story of a scientist who must turn to murder to return to his human form
- 12:00 **4 FILM SHORT**
12:30 4 ULMER TURNER & THE NEWS
7 WHAT'S NEW?—Current Events
 (Stations reserve the right to change above listings without notice)

MIKE WILL RIDE WITH IKE

by WM. A. QUE

RADIO LISTENERS will ride at the head of the Presidential parade on Tuesday (Jan. 20) when WMAQ-NBC broadcasts the official change in the administration in Washington.

The historic program, appropriately dubbed, "Inauguration Day" (what else?) will be sponsored by General Motors

and will start at 10:30 A.M. at 6-7-0 on your radio.

Leon Pearson, well-known for his keen analyses, will be on hand with other NBC Radio stalwarts to analyze President Eisenhower's speech and explain in detail the age-old formalities for you Radio dialers.



BARRY

NBC IS perhaps the most experienced network for broadcast coverage of Presidential inaugurations. The gentlemen with the mikes have reported every inaugural day since 1925. Graham McNamee—a name synonymous with the wireless—described Cal Coolidge's accession to the top office.

OUR ORATION on that special 8-page tabloid last month in the Herald-American—WMAQ'S 1953 Radio Program Schedule & Guide—was followed up by many WMAQ stars.

For instance, Norman F. Barry (WMAQ, weekdays, 8:45 A.M.) received a letter with a dime from a Rockton, Ill., lady. She missed seeing the handy tabloid.

We sent her a copy—and returned her dime. We'll do the same for you, too. Write me, in care of TV Forecast.

—Adv.—



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CA pitol 7-5315

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Present this ad for
FREE DELIVERY
Closed Mondays



FOR SNOBS ONLY

(continued from page 11)



John Baragrey



Margaret Phillips

WBKB

"Vic Perry Show"

Monday thru Friday 10 p. m.

Presented by
COLE FINDER

WBKB

FIRST CHICAGO APPEARANCE

*Les Compagnons
de la Chanson*

FRENCH PANTOMIME
SINGERS

CHANDRA KALY
and his dancers

HONEY BROTHERS

*
BOBBY JULE

EMIL COLEMAN
and his orchestra

Empire ROOM
PALMER HOUSE

nown as a Broadway actress, has come into her own on television. She's seen frequently on the big drama shows and gave an especially strong performance on the recent "Victory" on Robert Montgomery Presents, where she played a bad girl who goes straight. Miss Phillips has the fine neurotic quality about her that took Miss Bette Davis to her present high station.


"Omnibus," besides all its topnotch material also benefits from the urbane emceeing of Alistair Cooke, a naturalized American who spent his formative years in Great Britain. With an accent that sounds British to Americans and American to the British, Cooke has a wonderful offhand manner that makes the frequently highbrow material on the show more palatable.

Right along the lines of Cooke is Dave Garroway, whose calm and informed manner brightens the early-morning "Today" show. Dave has made that show into a worthwhile venture after some early difficulties. Pioneering the morning field, "Today" was the first to become commercially successful. Instead of just an ordinary news show, "Today" also includes book and play reviews and interviews with celebrities who happen to be up that early in the morning (surprisingly, many are). By never becoming pedantic, languid Dave keeps this two-hour long news show informative and interesting.

What all these shows and people have in common is not their appeal to high-brows. It is their striving for quality and, after achieving it, not to be condescending about it. The snobs can watch if they want, but they might as well get used to the idea that entertainment, if it's good enough will appeal to all tastes.

- 6:45 5 Town & Farm—Discussion**
Everett Mitchell with a variety of subjects to interest the farmer
- 7:00 5 Today—News & Commentary**
Dave Garraway with events around the country
- 9:00 4 Arthur Godfrey Time—Variety**
Music & fun with Marion Marlowe, Frank Parker, Julius LaRosa, Chordettes, and Mariners, plus talent winner
- 5 Ding Dong School—Nursery**
Dr. Frances Horwich conducts nursery for pre-school children
- 9 A To Z Of Cookery—Recipes**
Homemaking tips for busy housewives; Alida Drake & John Zenker feature: casserole to capital
- 9:45 5 Film Short**
- 10:00 4 News At Ten—Late Report**
- 5 Inaugural Preview**
- 7 "Danger On The Air"**
MOVIE—Murder mystery with a program engineer & a female agency associate as amateur sleuths; stars Donald Woods, Nan Grey, & Jed Prouty
- 9 Morning Movie Time—Film**
- 10:05 4 There's One In Every Family**
- 10:15 9 Earl Nightingale Show—Chats**
- 10:30 4 Presidential Inauguration**
Commentators: Eric Sevarid will be stationed at the White House, Edward R. Murrow will be at the Capitol to comment on swearing-in ceremonies, Bill Shadell, Bill Leonard, Ron Cochran, & Peter Hackus stationed at points along the parade route, and Walter Cronkite will act as general coordinator
- 5 Presidential Inauguration**
Commentators: John Cameron Swayze, H. V. Kaltenborn, Frank Bourgholtzer, Ray Henle, and Ned Brooks, describe the Presidential procession from the White House to the Capitol for the swearing-in ceremonies, the actual ceremonies, followed by the President's speech at the East Portico of the Capitol, return cavalcade from Capitol Hill to the White House, and the President's review of the inaugural parade. Merrill Mueller, Dave Garraway, & Frank Blair interview persons in the crowd; David Brinkley & Richard Harkness identify various military units in the parade; Morgan Beatty & Clifton Utley serve as guides to whole program; Earl Godwin provides personal reminiscences & inside stories on this & previous inaugurations

- 10:30 7 Presidential Inauguration**
Commentators: John Daly as integrator, Elmer Davis, Paul Harvey, Ted Malone, Harold Stepler, Leo Cherne, Ruth Crane, Gunnar Back, John Edwards, & Taylor Grant describe Gen. Eisenhower & Pres. Truman leaving White House, motorcade to Capitol, solemn oath-taking administered by Chief Justice of the Supreme Court, Fred M. Vinson, Pres. Eisenhower's address to the nation, participation in & review of parade. Martin Agronsky describes entrance of distinguished guests, Erwin Canham analysis address, Jim Gibbons describes parade, Quincy Howe & Walter Kiernan cover activities around White House reviewing stand, Austin Kiplinger & Bryson Rash also at reviewing stand
- 9 Presidential Inauguration**
WGN-TV will pickup the CBS-TV telecasts covering the procession from the White House to the Capitol for the swearing-in ceremonies, the actual ceremonies, administered by Chief Justice Fred M. Vinson, and President Eisenhower's acceptance speech
- 12:00 9 Hi Ladies—Interview Fun**
- 12:30 9 Presidential Inauguration**
(Continuation of above—see 10:30 a.m. listings)
- 3:00 4 News At 3:00—Frank Reynolds**
- 5 Kate Smith Hour—Variety**
Dancers Kateds, "Cracker Barrel" Interview with Henry Lowenberg, Ravens, instrumental quartet; & story princess Aline Dalton
- 7 "Wings Over Wyoming"**
MOVIE—A rope and an airplane help catch a criminal; stars Geo. O'Brien and Cecilia Parker
- 9 "Late At Night"**
MOVIE—Reporter goes after story of bootleggers; stars Barry Morse & Daphne Day
- 3:05 4 "Where The North Begins"**
MOVIE—Sgt. Lucky Sanderson as a member of Canadian Mounted Police seeks 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**
"Phantom of Santa Fe"
- 9 Trail Blazers' Theater—Film**
"Sheriff of Sage Valley"
- 4:15 5 Gabby Hayes Show—Tall Tales**
- 4:30 4 Garfield Goose And Friend**
- 5 Howdy Doody Show—Puppets**
Bob Smith emcees the antics
- 5:00 4 Kids Karnival Kwiz—Games**
Fun for kids with Natco the Clown
- 5 Cactus Jim—Western Feature**
- 7 Laugh Time—Film Shorts**
"Laurel & Hardy" film plus cartoons



MOVIE NIGHT

*Every Tuesday
on TV*

**FREE
WESTINGHOUSE
THEATRE**

*presents
fine feature films*

7-8 P.M.

TONIGHT:

"REMEDY FOR RICHES"

A heartwarming Dr. Christian's
story starring Gene Hersholt

Watch tonight!

Sponsored by

SIMMONS SEWING MACHINE CO.

CHANNEL

WENR-TV

Tuesday Jan. 20

- 5:00 9 **Time For Beauty**—Kiddie Fun
Adventures with a little boy
- 5:15 9 **Junior Theater**—Film
- 5:30 4 **Silhouettes Of The West**—Music
- 5 5 **King Calico**—Adventures
King Calico returns to work, but not the kind he expected
- 7 **Adv. Time With Bob Atcher**
"Hurricane Express" chapter 3 and "Wagon Trail" chapter 2
- 9 **Robert F. Hurleigh**—News
- 5:45 4 **Window Shopping**—Commercial
- 5 **Something To Talk About**
- 9 **Clete Roberts World Report**
- 5:50 4 **Chgo. Weather**—Russ Reed
- 5 **Clifton Utley And The News**
- 5:55 4 **A Word From Vera**—Comments
Stories about people you know
- 6:00 4 **Sports & Comments**—Bob Elson
- 5 **Joe Wilson's Sports Corner**
- 7 **Austin Kiplinger & The News**
- 9 **Captain Video**—Adventures
- 6:10 7 **Sports Highlights**—Jack Drees
- 6:15 4 **Ulmer Turner And The News**
- 5 **Short, Short Dramas**—Film
"Lapse Of Memory". A smart lawyer straightens out a soft-hearted crook stars James Gregory, Clifford Sales, & Bart Burns
- 6:20 7 **Your Weather**—Wayne Griffin
- 6:30 4 **CBS News**—Douglas Edwards
- 5 **Dinah Shore Show**—Musical
- 7 **Beulah Show**—Comedy Skits
Beulah tries to stir up a legal tangle to provide a starving young lawyer with a case
- 9 **Spencer Allen And The News**
- 6:45 4 **Jane Froman's U.S.A. Canteen**
Jane sings "Til I Walk Again With You," "You Can't Brush Me Off" & "A Foggy Day In Londontown"
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**—News
- 7:00 4 **WHAT'S THE GREAT IDEA?**
Discussion on a particular quote from one of the great books of literature; guests: Mrs. Walter Paepcke, Sydney J. Harris, and moderator Maurice Donahue
- 5 **STAR THEATER**—Music, Variety
Comedian host Milton Berle presents Gertrude Berg, of Molly Goldberg fame, and the singing Andrew Sisters
- 7 **"REMEDY FOR RICHES"**
MOVIE—A young and prospective hotel owner finds his property loaded with oil & doesn't quite know what to do about it; stars Jean Hersholt, Dorothy Lovett, & Edgar Kennedy
- 9 **LIFE IS WORTH LIVING**
Bishop Fulton J. Sheen speaks on God, man, & the universe

- 7:30 4 KOVACS UNLIMITED**—Comedy
Comedian Ernie Kovacs, with vocal-
ist Edith Adams, pianist-conductor
Ernie Hatrak, Trigger Lund and
Andy McKay
- 9 KEEP POSTED**—Discussion
Martha Rountree & Lawrence Spivak
- 8:00 4 CRIME SYNDICATED**—Drama
Story of the relationship between a
police informant and the detectives
with whom he works in breaking a
murder in "Special Employee"
- 5 FIRESIDE THEATER**—Drama
John Warburton & Jody Lawrence
in "The Critic". An art critic tries
to force a young protegee to give up
everything in her life but painting
- 7 MOVIE**—Title To Be Announced
- 9 WHERE WAS I?**—Photo Quiz
Moderator John Reed King with
panel: Gregory Ratoff, Gloria De
Haven, Alan Funt, and guest
- 8:30 4 SUSPENSE**—Mystery Drama
Professional Killers set up a fake
suicide & then wait for the gas to do
its work in "Vacancy For Death"
with Joan Blondell
- 5 CIRCLE THEATER**—Drama
A young bride whose husband's worst
fault is an early morning temper is
faced with finding a way to control
his rage or put it to some good use
in "Before Breakfast"
- 9 WISDOM OF THE AGES**—Panel
Jack Barry moderates panel of peo-
ple of five different generations
- 9:00 4 DANGER**—Mystery Drama
"Honestly, It's The Best Policy." A
little guy gets involved in a wager &
wins a huge sum of money, but in
doing so he turns up the fact that
the money is from a bank robbery
- 5 TWO FOR THE MONEY**—Quiz
Comedy game with Herb Shriner and
guest contestants from the audience
- 9 48TH STREET THEATER**—Drama
"Second Chance" with Anthony Car-
uso; boy has been driven into a state
of desperation by the harsh discipline
of his stepfather & with the help of
a young waitress is able to adjust
himself
- 9:30 4 UNEXPECTED**—Suspense Drama
"The Doctor Prescribes." When a doc-
tor devotes all his time to his work,
his wife renews an old romance,
which is a bitter pill for the busy man
- 5 CLUB EMBASSY**—Musical
Mindy Carson sings "Choobuy Song,"
"I'll Be Seeing You," Scotch medley,
"The Camels Are Coming," "Loch
Lomond" & "Comin' Through The
Rye"; violinist Florian Zabach plays
"Running of the Rall" & "My One
and Only Highland Fling"; also,
dances by Danny Hoctor & music by
Earl Sheldon

- 9:30 7 NAME'S THE SAME**—Panel Quiz
Robert Q. Lewis introduces contes-
tants for the panel to name
- 9 DOG. FAIRBANKS JR.**—Film
"The Scream" with Constance Cum-
mings & Philip Vickers; a couple
living in an old house realize that
the scream they hear every night is
not a supernatural occurrence
- 9:45 5 BOB CONSIDINE**—News Views
- 10:00 4 INAUGURATION BALL**
From the National Guard Armory in
Washington with top flight celebri-
ties & all the "who's who" of Wash-
ington being introduced & inter-
viewed by Walter Cronkite, Edward
R. Murrow, and Eric Sevareid. June
Valli is featured with Guy Lombardo
& His Royal Canadians during the
entertainment portion
- 5 WEATHERMAN**—Clint Youle
- 7 DANGEROUS ASSIGNMENT**
A scientist is murdered & his inven-
tion, a small "Atomic Land Mine,"
is stolen, but the killer does not real-
ize that the mine is set to explode the
following morning; Brian Donlevy is
featured as Steve Mitchell
- 9 MOVIE**—Title to be announced
- 10:10 5 DORSEY CONNORS**—Ideas
A shortcut for the busy housewife
- 10:15 5 CLIFTON UTLEY & THE NEWS**
Report on latest information
- 10:30 5 LET'S LOOK AT SPORTS**, Duggan
Report on current events in sports
- 7 MOVIE**—Title to be announced
- 10:45 5 HERBIE MINTZ SHOW**—Musical
Melodies of a past era are played
- 11:00 4 KUP'S COLUMN**—Chats
Commentary and news about Chicago
- 5 "SUNBONNET SUE"**
MOVIE—Socially minded aunt sets
out to keep her position by forcing
her niece to stop singing at her par-
ent's saloon; stars Gale Storm, Phil
Regan, & Geo. Cleveland
- 11:15 4 FAMILY MOVIE QUIZ**—Game
How well do you know the motion
picture stars? Here's your chance to
win a jackpot of prizes! Send your
application in today. Comedian Joey
Bishop is emcee
- 11:30 4 MURDER BEFORE MIDNIGHT**
Mystery thriller shown in part
- 9 COMMERCIAL FILM**
- 12:00 4 "REVENGE OF THE ZOMBIES"**
MOVIE—A scientist collaborates
with the Nazis creating for them an
army of zombies; stars Veda Ann
Borg, John Carradine, & Gale Storm
- 7 WHAT'S NEW**—Commentary
- 1:30 4 ULMER TURNER & THE NEWS**
(Stations reserve the right to change above
listings without notice)

Wednesday Jan. 21

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

- 6:45 5 **Town And Farm**—Discussion
 7:00 5 **Today**—News And Commentary
 9:00 4 **Arthur Godfrey Time**—Musical
 5 **Ding Dong School**—For Kids
 Things to do to keep small fry busy
 9 **A To Z Of Cookery**—Recipes
 Alida Drake & John Zenker present all the new devices to make milady's day an easier one; also family circle discussion
 9:30 5 **Coffee And**—Chats And Music
 10:00 4 **News At Ten**—Information
 5 **Home Cooking**—Eddie Doucette
 7 **"Phantom In The House"**
 MOVIE—A man goes to prison for another's crime; stars Ricardo Cortez, Henry Walthal & Nancy Welford
 9 **Morning Movie Time**—Film
 10:05 4 **There's One In Every Family**
 Quiz with John Reed King me
 10:15 9 **Earl Nightingale Show**—Chats
 10:30 4 **Breakfast With Danny O'Neil**
 Early morning gathering with songs
 5 **Mrs. U.S.A.**—Film Short
 9 **Strike It Rich**—Warren Hull
 Guest: soprano Ellen Faulf
 11:00 4 **Creative Cookery**—Recipes
 Beef stew in casserole, baking powder biscuit dough for the top & thick gravy for the stew. Also caramelized glazed sweet potatoes
 5 **Film Short**
 7 **Bob & Kay**—Interviews
 9 **Bride & Groom**—John Nelson
 Interviews with the couple
 11:15 9 **Love Of Life**—Serial Story
 11:30 5 **Good Living**—Homemaking Tips
 Nurse Ruth Crowley discusses "Baby's Formula"
 9 **Search For Tomorrow**—Drama
 Story of a family ruled by a domineering father
 11:45 9 **Guiding Light**—Serial Story
 12:00 4 **Happy Pirates**—Musical
 Film cartoons and fun for boys & girls with the antics of Bubbles, the porpoise and Squawky, the parrot
 5 **Noontime Comics**—John Coons
 Fun for the youngsters
 9 **Hi Ladies**—Interview Fun
 12:25 4 **Midday News**—Late Report
 12:30 4 **Garry Moore Show**—Comedy
 Radio skit: "WWW from Elephant's Breath, Montana;" song production: "Stay Well" & "The Puppet that Dances a Be Bop"
 5 **Meet Mintz**—Piano Session
 Some old-time favorites are played
 7 **Beulah Karney Presents**—Tips
 Budget meal of the week for dieters, includes London broil, special salad and fresh orange dessert
 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 **"Get That Venus"**
 MOVIE—(1st showing) Jean Arthur
 7 **What's New**—Current Events
 Wayne Griffin reports
 9 **Luncheon Party**—Ernie Simon
 Musical variety antics with vocalist Mike Douglas
 1:30 4 **Art Linkletter's House Party**
 Guest, singer Anita Gordon
 7 **Claude Kirchner Show**—Chats
 Interviews with the ladies
 9 **Magic Carpet**—Film Short
 2:00 4 **Film Short**
 5 **Big Pay Off**—Quiz For Men
 Randy Merriman & Bess Myerson
 7 **"Young And Beautiful"**
 MOVIE—Fun, music and romance, with Judith Allen, Ted Fio Rito & Wm. Haines
 9 **Paul Dixon Show**—Variety
 Pantomime skits with Wanda Lewis and Sis Camp assisting Paul
 2:15 4 **Lee Phillip Show**—Variety
 Chats for & with the ladies
 2:30 4 **Loyola University**—Talks
 Law school: "Segregation In American Public Schools" a case pending before the Supreme Court now; James O'Shaughnessy as one of the judges with Marmaduke Carter & another student
 5 **Welcome Travelers**—Chats
 Tommy Bartlett interviews visitors
 3:00 4 **News At 3:00**—Frank Reynolds
 5 **Kate Smith Hour**—Musical
 Joan Kayne, tap dancer; "Listen America," vocalizing De Marco Sisters, and pianist Evalyn Tyner
 7 **"Lady Luck"**
 MOVIE—A manicurist, supposedly the winner of the big sweepstake, becomes involved in a mixup of tickets; stars William Bakewell & Patricia Farr
 9 **"Night Of Magic"**
 MOVIE—Young bachelor dreams that a beautiful Egyptian mummy is delivered to his apartment & comes to life; stars Billy Scott, Dot Delvaine, & Robt. Griffith
 3:05 4 **"Dick Barton Strikes Back"**
 MOVIE—All the inhabitants of a small village in England are killed one night without leaving the slightest clue as to what caused their death; stars Don Stoddard & Sebastian Cabot
 4:00 5 **Hawkins Falls, Pop. 6,200**
 Typical life in an American town
 7 **Great Western Stories**—Film
 "Trail's End"
 9 **Trail Blazers' Theater**—Film
 "Billy The Kid, Range War"
 (Continued on page 28)

Outlook For '53 Not Too Hot



by JACK MABLEY

This week, which completes five years of practically uninterrupted televiewing for me, is an ideal time to look ahead in TV.

The biggest thing I've gotten out of the past five years in front of a TV set is 20 pounds, but maybe that would have come anyway.

The outlook in programs, for the next five years, is bleak. It will be a time of expansion. Stations are opening up in every part of the country. People who never have had television sets are going through the novelty period so familiar to every Chicago set owner. You just set and set in front of the contraption and watch everything that comes along.

There will be insufficient incentive to the stations and networks to create new programs, because they will have ready made audiences in the new areas. The emphasis will continue to be on making a lot of money at a minimum of risk in new kinds of programs.

If this seems a rather glum opinion of the situation, I think it is justified in a breakdown of all programs. There are, and will continue to be, many splendid shows. Special events alone will make owning a TV set worthwhile.

But consider some program changes. Jane Froman replaces Heaven for Betsy—different types of shows, but culturally identical. Strike It Rich goes off, Ken Murray comes back. Douglas Fairbanks Jr. in a disappointing film series replaces football films. Biff Baker U.S.A. and Dan Duryea in some atrocity concerning China typify the new films coming out of Hollywood. They're the dime novel of 1952.

The answer for veteran viewers is, as we've cited many times, selective viewing, screening out the junk. We can only look forward to the day when television's newness wears off through the country, and the selections offered for our selective viewing are upgraded because of popular revolt.

TV FORECAST

PROFESSIONAL TV SERVICE



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near north

AMERICAN DAY & NIGHT
TELEVISION SERVICE

1362 N. Sedgwick MOhawk 4-4650

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FOSTER DAY & NIGHT TELEVISION SERVICE
2922 N. Milwaukee HUmboldt 9-0911

ACE DAY & NIGHT TELEVISION SERVICE
4766 N. Milwaukee SPring 7-5110

north

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. GRaceland 7-2844

CRITTENTON RADIO & TELEVISION CO.
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PACKARD RADIO AND TELEVISION SERVICE
5139 N. Damen ARdmore 1-8201

FRITZEL RADIO & TV LABORATORIES
1139 W. Wilson Ave. LOngeach 1-0002

south

AMERICAN RADIO AND TV LABORATORY
6321 S. University FAirfax 4-9000

WHOLESALE TELEVISION SERVICE
9353 Cottage Grove VIncennes 6-3100

southeast

NIGHT & DAY SOUTHSHORE TV ENGS
1977 E. 73rd St. NOrmal 7-0126

MASTER SERVICE CO.
1153 E. 82nd St. SOuth Shore 8-9282

west

SCIENTIFIC TELEVISION AND RADIO, INC.
109 S. Cicero Ave. ESTebrook 8-3060

EXPERT RADIO & TELEVISION SERVICE
321 N. Laramie ES 8-0656—AU 7-9181

southwest

JET TELEVISION
5207 S. Ashland REpublic 7-0421

SUBURBAN

western suburbs

HARLEM DAY & NIGHT TV SERVICE
3233 N. Harlem Ave. MUlberry 5-1213

TAUBER TELEVISION SERVICE
6801 Roosevelt STanley 8-8887

- 4:15 5 **Gabby Hayes Show**—Tall Tales
4:30 4 **Garfield Goose And Friend**
Antics with Frazier Thomas & King Garfield
5 **Howdy Doody Show**—Puppets
Bob Smith is host to children
5:00 4 **Kids Karnival Kwiz**—Games
Youngsters' fun (see page 44)
5 **Cactus Jim**—Western Film
A tale of the lawless west
7 **Laugh Time**—Film Shorts
"Charlie Chase" film plus cartoons
9 **Time For Beany**—Puppet Fun
Adventure tale of a boy and his seafaring pals
5:15 9 **Junior Edition**—Kids' Show
Steve Pentress emcees the fun
5:30 4 **Silhouettes Of The West**—Film
Roy Starkey narrates the film
5 **King Calico**—Puppet Fun
King Otto gets two new & very wise advisors complete with whiskers & pointed hats
7 **Adv. Time With Bob Atcher**
"Hurricane Express" chapter 4, and "Wagon Trail" chapter 3
9 **Robert F. Hurlleigh**—News
5:45 4 **Window Shopping**—Commercial
Lee Phillip comments
5 **Something To Talk About**
Commentary by Chuck Acree
9 **Clete Roberts World News**
5:50 4 **Chgo. Weather**—Russ Reed
5 **Clifton Utley And The News**
5:55 4 **A Word From Vera**—Comments
Human interest tales about people you may know
6:00 4 **Sports & Comments**—Bob Elson
5 **Joe Wilson's Sports Corner**
7 **Austin Kiplinger & The News**
9 **Captain Video**—Adventures
6:10 7 **Sports Highlights**—Jack Drees
6:15 4 **Ulmer Turner And The News**
5 **Town Crier**—Tony Weitzel
Tony chats about people we know
6:20 7 **Your Weather**—Wayne Griffin
6:30 4 **CBS News**—Douglas Edwards
5 **Those Two**—Comedy Skits
Martha Stewart & Pinky Lee star
7 **Date With Judy**—Comedy
Father decides to buy a "Mink Coat" for mother, but complications arise when Randolph lets the pipes freeze & Judy gets an appendicitis attack
9 **Spencer Allen & The News**
6:45 4 **Perry Como Show**—Musical
Tunes include: "Keep It a Secret," "I Confess," "Sunny Side of the Street" & "Heart & Soul"
5 **News Caravan**—John Swayze
9 **Chicagoland Newsreef**—Data

- 7:00 4 **ARTHUR GODFREY & FRIENDS**
Musical variety with all the "little Godfreys" in special settings
5 **I MARRIED JOAN**—Comedy
Uncle Edgar, a 65 year old lady killer, comes to visit; Joan Davis & Jim Backus have a hard time keeping him in the house & out of trouble
7 **FAMILY BATTLE**—Quiz Session
Woody & Virginia Klose plus four children compete in all-family game
9 **MOVIE**—Title To Be Announced
7:30 5 **CAVALCADE OF AMERICA**
How Jefferson Davis wooed & won Knox Taylor & then lost her to death in "What Might Have Been" with Ross Ford, Robt. Barrat, & Nancy Hale
Sponsored by DuPont
7 **CHARLIE CHASE TIME**—Film
8:00 4 **STRIKE IT RICH**—Quiz Contest
Warren Hull emcees "Heart" quiz with guest actress Piper Laurie
5 **KRAFT THEATER**—Drama
"The Square Peg." A domineering woman drives her husband to embezzlement
7 **RUGGLES**—Domestic Comedy
Charles Ruggles is featured in this situation comedy involving mom, pop, and the four kids
9 **FRONT PAGE DETECTIVE**
Edmund Lowe in "Honey For Your Tea"
8:30 4 **MAN AGAINST CRIME**—Drama
Mike Barnett (Ralph Bellamy) seeks the solution to the murder of a studio watchman while investigating a mystery concerning the production of an expensive film in "Murder in the Studio"
7 **WRESTLING FROM RAINBO**
Wayne Griffin gives commentary
9 **CHICAGO SYMPHONY POPS**
George Schick conducts orchestra in overture to "La Cenerentola" by Rossini; "Pizzicato" from "String Suite" by Scarlatti-Byrns; prelude to act 3 of "La Traviata" by Verdi; and finale from "Old Airs and Dances" by Respighi
Sponsored by the Chicago Title & Trust Company
9:00 4 **BLUE RIBBON BOUTS**—Boxing
World's welterweight champion Kid Gavilan, 27, of Camaguey, Cuba with 87 wins, 12 defeats, & 4 draws vs Vic Cardell, 28, of Hartford, Conn. with 56 wins, 12 losses, & 6 draws in a 10-rd. non-title bout from Washington, D. C.; Russ Hodges announces
5 **THIS IS YOUR LIFE**—Tale
Detailed story of the life of various individuals selected for their human interest. Ralph Edwards is emcee

Jan. 21 Wednesday

- 9:00 9 **HOW'S YOUR HEALTH?**—Talk
Dr. Charles D. Krause, asst. prof. of
obstetrics & gynecology, speaks on
"So You're Expecting a Baby;" Dr.
Theo. Van Dellen is moderator
- 9:30 5 **YOUR JEWELER'S SHOWCASE**
9 **EASYCHAIR ADVENTURES**—Film
"Ski Holiday" & "Stalking Big
Game"
- 9:45 9 **BILL BAILEY'S BARN DANCE**
Variety fun (TENTATIVE)
- 10:00 4 **VIC PERRY**—Man On The Street
5 **WEATHERMAN**—Clint Youle
7 **FOREIGN INTRIGUE**—Drama
Jerome Thor & Sydna Scott are fea-
tured in stories involving mystery &
adventure which are set in the vari-
ous capital cities of Europe
- 9 **"THE GLADIATOR"**
MOVIE—Comedy about a college as-
pirant who is forced out of a chil-
dren's hospital to make room for the
son of the benefactor; stars Joe E.
Brown, Man Mountain Dean, June
Travis, and Dickie Moore
- 10:10 5 **DORSEY CONNORS**—New Tips
- 10:15 4 **SPORTS PAGE**—Commentary
5 **CLIFTON UTLEY & THE NEWS**
- 10:25 4 **CHGO. WEATHER**—Russ Reed
- 10:30 4 **CHICAGO AT NIGHT**—Interviews
Chuck Bill interviews passers-by at
the State-Lake Theater
- 5 **LET'S LOOK AT SPORTS**—Duggan
7 **THIS IS CHARLES LAUGHTON**
Readings from the Bible and classics
of literature. "The Eatanswill Elec-
tions" from Dickens' "Pickwick Pa-
pers"
- 10:45 4 **OUR SONG**—Favorite Tunes
Carolyn Gilbert & Danny O'Neil
5 **HERBIE MINTZ SHOW**—Musical
Favorite tunes of another day
7 **MOVIE**—Title To Be Announced
- 11:00 4 **KUP'S COLUMN**—Gossip
Commentary on happenings in Chi-
cago
- 5 **"HOUSE ACROSS THE BAY"**
MOVIE—Story of a big-shot racke-
teer, his wife, and crooked attorney
who sends him to prison; stars Geo.
Raft, Joan Bennett, and Lloyd Nolan
- 11:15 4 **FAMILY MOVIE QUIZ**—Game
Joey Bishop, comedian interviews &
awards the prizes to the family who
can identify the motion picture stars
- 11:30 4 **MURDER BEFORE MIDNIGHT**
"There Goes Kelly" with Jackie
Moran; pages at radio station try to
promote a girl vocalist
- 12:00 4 **"SENSATION HUNTERS"**
MOVIE—Mystery and adventure in
the story of white slave trade
- 7 **WHAT'S NEW?**—Current News
- 1:30 4 **ULMER TURNER & THE NEWS**
(Stations reserve the right to change above
listings without notice)



TONIGHT AT 8:30 ON WGN-TV
CHANNEL 9

"POPS" CONCERT

by members of the
CHICAGO SYMPHONY
ORCHESTRA

For FREE TICKETS write
CHICAGO TITLE AND TRUST COMPANY
111 W. WASHINGTON ST.

WBKB

"The Happy Pirates"

Two Ton Baker, Joe White show
cartoon movies for the kids . . .

Monday thru Friday 12 Noon

Presented by
NATIONAL CLOTHING STORES

WBKB

WED., JAN. 21 ON **TV**

DU PONT

CAVALCADE OF AMERICA

PRESENTS

*"What might
have been"*

starring **ROSS FORD**

The story of a love
that changed the
course of Jefferson
Davis' life . . . and
a personaltragedy
that chonged the
course of history.



7:30 P.M.

WNBQ **5**
CHANNEL



Better Things for Better Living . . . through Chemistry

Thursday Jan. 22

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

- 6:45 5 **Town & Farm**—Everett Mitchell
 7:00 5 **Today**—News, Reviews, Records
 9:00 4 **Arthur Godfrey Time**—Variety
 5 **Ding Dong School**—For Kids
 9 **A To Z Of Cookery**—Recipes
 Best possible foods for budgeted meals; Alida Drake & John Zenker present "men's choice"
- 9:30 5 **Coffee And—Morning Variety**
 10:00 4 **News At Ten**—Report
 5 **Home Cooking**—Recipe Ideas
 7 **"Scream In The Night"**
 MOVIE—An artist, strangely inspired, depicts the scene of a murder with such exactness that he is accused of committing the crime; stars Lon Chaney Jr.
- 9 **Morning Movie Time**—Film
 10:05 4 **There's One In Every Family**
 10:15 9 **Earl Nightingale Show**—Chats
 10:30 4 **Breakfast With Danny O'Neil**
 5 **Mrs. U.S.A.**—Film Short
 9 **Strike It Rich**—Warren Hull mc
 11:00 4 **Creative Cookery**—Recipes
 Chicken hash in casserole and babas au rhum with a hot syrup are made
 5 **Film Short**
 7 **Bob & Kay Show**—Variety
 9 **Bride & Groom**—John Nelson
- 11:15 9 **Love Of Life**—Serial Story
 11:30 5 **Good Living**—Homemaking Tips
 Celeste Carlyle discusses knit dresses
 9 **Search For Tomorrow**—Serial
 11:45 9 **Guiding Light**—Serial Tale
 12:00 4 **Happy Pirates**—Fun For Kids
 Two Ton Baker & Joe White as "Happy Pirates" show cartoon movies
 5 **Noontime Comics**—Film & Talk
 9 **Hi Ladies**—Interviews
- 12:25 4 **Midday News**—Late Report
 12:30 4 **Garry Moore Show**—Variety
 Garry plays a solo on his pogo cello and conducts a treasure hunt; also presentation of the "Case of Silas Rogers" who was released from the Virginia State Penitentiary after 9 years when his innocence was established
 5 **Meet Mintz**—Musical Session
 7 **Beulah Karney Presents**—Tips
 Beulah discusses what you should spend for food and shows how to cook four of the cheaper cuts of beef
- 12:45 5 **Jack Angell With The News**
 9 **News Of The Day**—S. Allen
 1:00 4 **Wheel Of Fortune**—Quiz Game
 5 **"Girl Of My Dreams"**
 MOVIE—Story of conditions inside a home for delinquent girls; stars Mary Carlisle, Sterling Holloway, and Arthur Lake
 7 **What's New**—Current Events
- 1:00 9 **Luncheon Party**—Ernie Simon
 Variety and antics with Ernie & gang
 1:30 4 **Art Linkletter's House Party**
 Audience plays "What's In the House?" game; winner receives \$1,000 and trip to Las Vegas
 7 **Claude Kirchner Show**—Chats
 9 **Magic Carpet**—Film Short
 2:00 4 **Film Short**
 5 **Big Pay Off**—Quiz Contest
 7 **"It Couldn't Have Happened"**
 MOVIE—A mystery story writer becomes involved in two murders despite his objections to it; stars Reginald Denny, Evelyn Brent, & Jack La Rue
 9 **Paul Dixon Show**—Variety
 2:15 4 **Lee Phillip Show**—Commentary
 Lee discusses subjects of interest to the ladies with interviews & tips
 2:30 4 **Univ. Of Illinois**—Talks
 "The architect and His Relation To the Client" discussed by Lester White
 5 **Welcome Travelers**—Chats
 3:00 4 **News At 3:00**—Frank Reynolds
 5 **Kate Smith Hour**—Guest Stars
 Teddy & Phyllis Rodriguez, ballroom dancers; "Cracker Barrel" interview, drama "Down to the Sea Again" with Josephine Hull, and "Amer. Sings"
 7 **"You Will Remember"**
 MOVIE—Edward Morley portrays the famous English composer, Leslie Stuart, and his struggle through life to lift himself out of poverty; features Emily Williams
 9 **"Once A Sinner"**
 MOVIE—Tragic story of a woman who always seems to end up in trouble; stars Pat Kirkwood
 3:05 4 **"Desirable Lady"**
 MOVIE—Story of a dancer who is convinced by a crook that she is an heiress; stars Jan Wiley
 4:00 5 **Hawkins Falls, Pop. 6,200**
 Life in a small midwestern town
 7 **Great Western Stories**—Film
 "Trouble At Melody Mesa"
 9 **Trail Blazers' Theater**—Film
 "Billy the Kid Wanted"
 4:15 5 **Gabby Hayes Show**—Tall Tales
 4:30 4 **Garfield Goose & Friend**
 5 **Howdy Doody Show**—Puppets
 5:00 4 **Kids Karnival Kwiz**—Games
 5 **Cactus Jim**—Western Feature
 7 **Laugh Time**—Film Short
 "Laurel & Hardy" film plus cartoons
 9 **Time For Beany**—Puppet Fun
 5:15 9 **Junior Theater**—Film
 Ed Pentress narrates
 5:30 4 **Silhouettes Of The West**—Talks
 Roy Starkey narrates tales of west
 (Continued on page 32)

MY 10 GREATEST ACTS



(Continued from page 7)

sonality. By this device, I can acclaim Lena Horne as the greatest of the girl singers. Miss Horne completely mesmerized the folks in the studio with her sultry rendition of "Can't Help Lovin' Dat Man" and judging from the letters that poured in, her appearance must rate as one of the high spots in *Toast of the Town* history. Here again was another brain-wracking process of judging from a field that included such memorable *Toast* "firsts" as Patti Page, Rosemary Clooney and Jane Froman.

Nino, the Wonder Dog is the greatest animal act. He's the little terrier who rolled all sizes of balls across the stage, finally mounting a ball about twelve feet high. Baudy's greyhounds and Excess Baggage were right in contention in this division.

The late Bill Robinson was the greatest of all dancers on our stage, or any stage. Henry Fonda, starring in a 16-minute scene from "Mister Roberts" would rank right behind Alfred Lunt. In the field of ballet, Margot Fonteyn and Moira Shearer of Sadlers Wells are a dead tie and in the popular toework, Nanci Crompton is in a class by herself.

One of the unforgettable moments in TV was the night on our stage that Richard Rodgers conducted mass orchestras in his "You'll Never Walk Alone" with John Raitt, Celeste Holm, Juanita Hall and Cloris Leachman as soloists. This marvelous, soaring melody with its theme of hope was a throat-catching and inspirational experience for most viewers and must be included in any list of *Toast* "greats."

Les Compagnons de la Chanson, that delightful ensemble of French singers certainly rates as the greatest of the singing groups. Their frequent return engagements on *Toast* is proof of the popularity of the boys. And special mention should be made also of some of our fine opening and closing acts. Like the Jackson, Michigan American Legion Zouaves—they were the greatest drill team. And the Seven Ashtons, easily the

best "risley." The no. 1 in the dancing team category would go to the Szonys, perfectionists on the dance floor if there were any.

Phil Silvers, who wowed the viewers with a sketch from his stage hit, "Top Banana," shares the *Toast* comedian bauble with Bert Lahr and Jackie Gleason. Lahr, probably the best low comedy purveyor in the business, got huzzahs for repeating some of his best skits—including the classic "Schneider's Miracle" and the hilarious "Woodchopper." The great sketch master Jackie Gleason, of course, would be included in anybody's list of "bests."

So there they are. Sure, there are more than ten, but only a miracle man could fail to include the many greats who have showcased their magnificent talents in front of our cameras. And of course there are literally hundreds more equally deserving whom I could mention. But these, especially, remain fixed in my memory as *Toast of the Town's* very best.

"*Toast of the Town*" is seen Sundays at 7 p.m. on channel 4, station WBKB.



Tony Martin—his rich baritone drew raves from spellbound fans.



Frankie Laine—an energized approach and lots of showmanship.

WBKB

"Kids Karnival Kwiz"

Wonderful Prizes!
Exciting films!

Monday thru Friday 5 p.m.

Presented by
NATIONAL TEA STORES

WBKB

Thursday Jan. 22

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

- 5:30 5 **King Calico—Adventures**
Otto gets a change of heart & also a change of mind
- 7 **Adventure Time—Film Serial**
"Hurricane Express" chapter 5, and "Wagon Trail" chapter 4
- 9 **Robert F. Hurleigh—News**
- 5:45 4 **Window Shopping—Commercial**
Lee Phillip is femcee
- 5 **Something To Talk About**
Chuck Acree on a variety of subjects
- 9 **Clete Roberts World Report**
- 5:50 4 **Chgo. Weather—Russ Reed**
- 5 **Clifton Utley And The News**
- 5:55 4 **A Word From Vera—Comments**
Human interest tales are narrated
- 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 7 **Sports Highlights—Jack Drees**
- 6:15 4 **Ulmer Turner And The News**
- 5 **Short, Short Drama—Film**
"Buried Treasure" with Una O'Connor as a char woman who discovers a great amount of money in an old mattress
- 6:20 7 **Your Weather—Wayne Griffin**
- 6:30 4 **CBS News—Douglas Edwards**
- 5 **Dinah Shore Show—Musical**
- 7 **Lone Ranger—Western Drama**
- 9 **Spencer Allen And The News**
- 6:45 4 **Jane Froman's U.S.A. Canteen**
Guest: Sgt. Jacob LeTyner, pianist
- 5 **News Caravan—John Swayze**
- 9 **Chicagoland Newsreel—Data**
- 7:00 4 **BURNS AND ALLEN—Comedy**
Guest Jack Benny tries to convince Grace that her 25 year old marriage to George is legal
- 5 **GROUCHO MARX SHOW—Quiz**
"You Bet Your Life" quiz contest
- 7 **RAMAR OF THE JUNGLE—Film**
Jon Hall stars in jungle adventures

- 7:00 9 **SPORTS EDITION—News Events**
Jack Brickhouse assisted by Harry Creighton reports on football and other sports as well as interviewing a guest
- 7:15 9 **TRAVELERS' SKETCHBOOK—Film**
"Chippewa"
- 7:30 4 **AMOS 'N' ANDY—Comedy**
Kingfish finds a wallet with a pair of "Ballet Tickets" inside which he gives to Saphire & Mama, who are later arrested at the theater, because the wallet was stolen
- 5 **TREASURY MEN IN ACTION**
Federal agents try to catch up with stolen bonds by trailing a unique pair of crooks in "The Case of the Troubled Ear"
Sponsored by Borden's Instant Coffee
- 7 **CHANCE OF A LIFETIME—Acts**
Professional talent competes for cash awards & the opportunity for stardom
- 9 **MOVIE—Title To Be Announced**
- 8:00 4 **BIFF BAKER, U.S.A.—Drama**
"Saigon Incident" with Alan Hale Jr. & Randy Stuart; a rubber plantation in Indo China proves to be a rather dangerous place for Biff & Louise as they face the bullets of fanatical red gorillas (see pg. 8)
- 5 **DRAGNET—Police Drama**
In his efforts to locate the missing mother of a 7 week old baby, Sgt. Joe Friday (Jack Webb) is faced with one of the most poignant situations of his career
- 7 **"LAW COMES TO GUNSITE"**
MOVIE—(1st showing) Johnny Mack Brown stars with Raymond Hatton
- 9 **TRASH OR TREASURE?**
Sigmund Rothschild, noted appraiser and art critic, examines curios sent by people from all over
- 8:30 4 **BIG TOWN—Newspaper Drama**
"Crime & Punishment" tells of a battle of wits between a newspaperman & a released convict

SEE

"TREASURY MEN IN ACTION"

EVERY WEEK

True, Authentic Cases

EVERY THURSDAY 7:30 P.M.
WNBQ CHANNEL 5

ENJOY

BORDEN'S INSTANT COFFEE

EVERY DAY

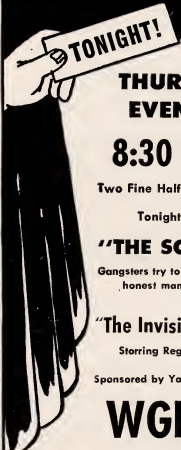
Tastes so rich
because it's
100% PURE
CRYSTALS
OF
100% PURE
COFFEE



- 8:30** 5 **FORD THEATER**—Drama On Film
 "Sermon Of The Gun" with Macdonald Carey & K. T. Stevens; a gun fighting preacher saves his townspeople by taking up his guns again after having laid them aside
- 9 **"THE INVISIBLE WOUND"**
 A man suffers from excruciating pains in his hand, the doctor says they are psychological pains, & the story of why he suffers is unfolded
- 9:00** 4 **MY LITTLE MARGIE**—Comedy
 A Swedish multi-millionaire client wants to see some American Indians, so Gale Storms obliges
- 5 **MARTIN KANE, PRIVATE EYE**
- 7 **IMPACT**—News And Features
 Austin Kiplinger as moderator
- 9 **"THE SQUEEZE"**—Film Drama
 An honest bookie is accused of murder & runs the risk of conviction in order to win back his son's affection
- 9:30** 4 **BOSTON BLACKIE**—Drama
 Mystery involving a truck loaded with dynamite and a hired farmhand who was once in an insane asylum in "Sandpaper Hands" with Kent Taylor
- 5 **DAN DURYEA AS CHINA SMITH**
 Film drama "The Wondrous Funerals of Sgt. Ko." Former governor of Ningshia Province is a prisoner in his own home & China is hired to save him, a fortune in gold, & the General's war chest
- 7 **MUSIC IN VELVET**—Tune Time
 Musical variety with Rex Maupin and his orchestra
- 9 **I'VE GOT A SECRET**—Quiz
 Panel game with Garry Moore emcee with Jayne Meadows, Kitty Carlisle, Bill Cullen, Henry Morgan, & guest Monte Woolley
- 10:00** 4 **VIC PERRY**—Man On The Street
- 5 **WEATHERMAN**—Clint Youle
- 7 **MARCH OF TIME**—News Film
 Narrated by Westbrook Van Voorhis
- 9 **"MAN IN BLACK"**
 MOVIE—Mother & daughter contrive death of husband to get estate, but daughter by a previous marriage claims share, so they must dispose of her; stars Betty Ann Davies, Sidney James, & Sheila Burrell
- 10:10** 5 **DORSEY CONNORS**—Helps
- 10:15** 4 **SPORTS PAGE**—Commentary
- 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**—Duggan
- 7 **"COMMAND PERFORMANCE"**
 MOVIE—Famous singer whose voice breaks down runs away, joins Gypsy camp; stars Arthur Tracy & Lilli Palmer

- 10:45** 4 **OUR SONG**—Musical
- 5 **HERBIE MINTZ SHOW**—Musical
- 11:00** 4 **KUP'S COLUMN**—Guests & Chats
- 5 **"DOUBLE CROSS"**
 MOVIE—Comedy involving two adult war orphans, a romance, a missing diamond bracelet, and a bean factory; stars Harry Langdon & Chas. Rogers
- 9 **"FEAR"**
 MOVIE—A medical student driven by poverty murders a miserly money lender; stars Warren Williams, Anne Gwynne, and Peter Cookson
- 11:15** 4 **FAMILY MOVIE QUIZ**—Game
 Entire family will be rewarded if you answer the motion picture quiz correctly & all will appear on the show the following night as guests of comedian Joey Bishop
- 11:30** 4 **MURDER BEFORE MIDNIGHT**
- 12:00** 4 **"PHANTOM BROADCAST"**
 MOVIE—Gail Patrick & Ralph Forbes
- 7 **WHAT'S NEW**—Current Events
- 1:30** 4 **ULMER TURNER & THE NEWS**

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



TONIGHT!

THURSDAY EVENING

8:30 P. M.

Two Fine Half Hour Dramas

Tonight's Plays

"THE SQUEEZE"
 Gangsters try to muscle in on an honest man's business.

"The Invisible Wound"
 Starring Reginald Denny

Sponsored by Your Hudson Dealer


WGN-TV

- | | | | | | |
|-------|---|---|------|------------------------------|---|
| 6:45 | 5 | Town And Farm—Discussion | 1:00 | 7 | What's New—Current Events |
| 7:00 | 5 | Today—Reports & Interviews | 9 | Luncheon Party—Ernie Simon | |
| 9:00 | 4 | Film Short | 1:30 | 4 | Art Linkletter's House Party |
| | 5 | Ding Dong School—Nursery | | | Guest, attorney Richard Maddos answers questions of the audience concerning everyday legal problems |
| | 9 | A To Z Of Cookery—Recipes | 7 | Claude Kirchner Show—Variety | |
| | | Alida Drake & John Zenker discuss Painless entertaining | 9 | Magic Carpet—Film Short | |
| 9:30 | 4 | Wheel Of Fortune—Quiz | 2:00 | 4 | Film Short |
| | 5 | Coffee And—Hugh Downs MC | 5 | Big Pay Off—Quiz Contest | |
| | | Marilyn Lovel & Art Van Damme | 7 | "Windjammer" | |
| 9:45 | 4 | Meet Betty Furness—Ideas | | | MOVIE—During race to Honolulu a yacht runs into a smuggler's boat in the fog; stars George O'Brien & William Hall |
| | | Featuring tips on clothes, charm and household ideas for the ladies | 9 | Paul Dixon Show—Variety | |
| 10:00 | 4 | News At Ten—Information | 2:15 | 4 | Lee Phillip Show—Discussion |
| | 5 | Home Cooking—Eddie Doucette | | | Interviews, fashions, & tips for gals |
| | 7 | "Stairway To A Star" | 2:30 | 4 | Roosevelt College—Talks |
| | | MOVIE—Story of a nationwide talent hunt, with Cornel Wilde, Dennis Brent & Helen Beverly | 5 | Welcome Travelers—Interviews | |
| | 9 | Morning Movie Time—Film | | | Tommy Bartlett says hello to visitors |
| 10:05 | 4 | There's One In Every Family | 3:00 | 4 | News At 3:00—Chuck Bill |
| 10:15 | 9 | Earl Nightingale Show—Chats | 5 | Kate Smith Hour—Variety | |
| 10:30 | 4 | Breakfast With Danny O'Neil | | | Los Gatos, acrobats, "Listen America," comedian Myron Cohen, & Kate & band |
| | 5 | Mrs. U.S.A.—Film Short | 7 | "August Weekend" | |
| | 9 | Strike It Rich—Warren Hull | | | MOVIE—Attempt of an older man to induce a young girl to go away with him despite the fact that he's married; stars Valerie Hobson & G. P. Huntley Jr. |
| | | Guest: Roy Williams, chief animator of the Walt Disney cartoons | 9 | "Club Havana" | |
| 11:00 | 4 | Creative Cookery—Recipes | | | MOVIE—A glimpse into the lives of six people singled out as they enjoy the entertainment at a club; stars Margaret Lindsey, Tom Neal, & Carlos Molina's orchestra |
| | | Seafood hors d'oeuvres platter, vinaigrette tarragon & tarragon mayonnaise dressing for the seafood and TV frankfort quail snacks are made | 3:05 | 4 | "Docks Of New York" |
| | 5 | Film Short | | | MOVIE—East Side Kids become involved with foreign agents, jewel thieves, murder, and the law |
| | 7 | Bob & Kay Show—Variety Time | 4:00 | 5 | Hawkins Falls, Pop. 6,200 |
| | 9 | Bride & Groom—Interviews | | | Life in a small midwestern town |
| 11:15 | 9 | Love Of Life—Serial Drama | 7 | Great Western Stories | |
| 11:30 | 5 | Good Living—New Ideas | | | "Toll of the Desert" |
| | | Hope Robbins, diets & complexions | 9 | Trail Blazers' Theater—Film | |
| | 9 | Search For Tomorrow—Tale | | | "Lone Rider Ambushed" |
| 11:45 | 9 | Guiding Light—Serial Story | 4:15 | 5 | Gabby Hayes Show—Tall Tales |
| 12:00 | 4 | Happy Pirates—Fantasy | 4:30 | 4 | Garfield Goose And Friend |
| | 5 | Noontime Comics—John Coons | 5 | Howdy Doody Show—Puppets | |
| | 9 | Hi Ladies—Interview Fun | 5:00 | 4 | Kids Karnival Kwiz—Games |
| 12:25 | 4 | Midday News—Late Report | | | Nateo, the clown, makes you laugh |
| 12:30 | 4 | Garry Moore Show—Comedy | 5 | Cactus Jim—Western Feature | |
| | | Magician Milbourne Christopher demonstrates how to cure a headache; musical skit: "Hucklebuck" | 7 | Laugh Time—Film Shorts | |
| | 5 | Meet Mintz—Music Session | | | "Charlie Chase" film plus cartoons |
| | 7 | Beulah Karney Presents—Tips | 9 | Time For Beany—Fun For Kids | |
| | | It's "husband in the kitchen" day, with food feature, spaghetti express, chocolate pie, and fresh food drinks | | | A boy's adventures with his pals |
| 12:45 | 5 | Jack Angell And The News | 5:15 | 9 | Junior Edition—S. Fentress |
| | 9 | News Of The Day—S. Allen | 5:30 | 4 | Silhouettes Of The West—Chats |
| 1:00 | 4 | Double Or Nothing—Bert Parks | 5 | King Calico—Puppet Fun | |
| | 5 | "Sign Of The Wolf" | | | Two wise advisors disappear & along with them goes Clippy & the Duke of Domino |
| | | MOVIE—Story of two Alsatian shepherd dogs, one a silver fox killer, the other a faithful companion; stars Michael Whalen, Grace Bradley, and Darryl Hickman | | | |

Jan. 23 **Friday**

- 5:30 7 **Adv. Time With Bob Atcher**
 "Hurricane Express" chapter 6, and
 "Wagon Trail" chapter 5
 9 **Robert Hurleigh—News**
- 5:45 4 **Window Shopping—Commercial**
 5 **Something To Talk About**
 9 **Clete Roberts World Report**
- 5:50 4 **Chgo. Weather—Russ Reed**
 5 **Clifton Utley And The News**
- 5:55 4 **A Word From Vera—Comments**
 Human interest stories are related
- 6:00 4 **Sports & Comments—Bob Elson**
 5 **Herman Hickman Show—Talk**
 Every phase of sports is covered
 including commentary on latest de-
 velopments, predictions of scores,
 and interviews with celebrities.
*Sponsored by Robert Burns Cigars
 & Cigarillos*
- 7 **Austin Kiplinger & The News**
 9 **Captain Video—Adventures**
- 6:10 7 **Sports Highlights—Jack Drees**
- 6:15 4 **Ulmer Turner And The News**
 5 **Town Crier—Tony Weitzel**
- 6:20 7 **Your Weather—Wayne Griffin**
- 6:30 4 **CBS News—Douglas Edwards**
 5 **Those Two—Comedy Skit**
 Pinky Lee & Martha Stewart
 7 **Stu Erwin—Comedy Drama**
 9 **Spencer Allen And The News**
- 6:45 4 **Perry Como Show—Musical**
 Guest, Joni James; tunes: "My
 Baby's Coming Home," "Glow
 Worm" & "Wild Horses"
 5 **News Caravan—John Swayze**
 9 **Chicagoland Newsreel—Data**
- 7:00 4 **MAMA—Domestic Comedy**
 A great fuss is made over "T. R.
 Ryan" when he comes to visit the
 Hansens and Dagmar feels neglected

Make it **DAY**
TONIGHT
 THE NEW
DENNIS
DAY
 on the
REA VICTOR
SHOW



WNBQ Channel 5 7:00 pm

Open Daily 4 to 4—Sunday 3:30 to 4

LINN BURTON'S
 PEGGY SABEL'S

STEAK HOUSE

- Varied Dinners • Steaks - Chops Charcoal Broiled
- Only AGED PRIME BEEF Served

744 N. Rush • For Reservations
 Delaware 7-5930

Entire Second Floor for Private Parties
 In Person—**NORM SHERR**—NBC-CBS Pianist
 In Person—**JANIE O'BRIEN**—Cute, dynamic

See the **HERMAN HICKMAN SHOW**

SPONSORED BY
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CIGARILLOS



FRIDAY EVENINGS 6:00 P. M. — CHANNEL 5

7:00 5 RCA VICTOR SHOW—Musical
 Dennis poses as a French hair dresser & plans to do the hair of Lois's mother in order to get back into her good graces after the unfavorable publicity received in a gem mixup
Sponsored by RCA Victor

7 ADV. OF OZZIE & HARRIET
 The Rudolph Strudelmeyers whom Ozzie & Harriet have never met exert a strong influence on the Nelson household in "Tuba Incident"

9 SPORTS EDITION—News Events
 Jack Brickhouse & Harry Creighton

7:15 9 CAMERACADE—Film Short
 "Reno, Capital of Chance"

7:30 4 MY FRIEND IRMA—Comedy Skit
 Irma & Al finally decide to become engaged and her friends throw a party for them at which Al loses the ring in a poker game

5 WALT'S WORKSHOP—Creative
 Mr. Durbahn designs & builds a photographic display frame to show off your favorite color picture

7 SUPERMAN—Adventures
 "The Evil Three." Mystery of an apparently abandoned hotel in the Louisiana bayou country

9 DARK OF NIGHT—Drama

8:00 4 PLAYHOUSE OF STARS—Drama
 "Guardian Of The Clock" with Edmund Gwenn, Jonathan Bigby, & Ludwig Stossel; tender of an insurance company's clock is fired because he is too old. The fact that townspeople rely on clock prompts him to turn it back one hour, thus complicating the lives of many people

5 BIG STORY—Drama
 Reporter Willis O'Rourke of the Chicago Herald American who helped to bring to an end the career of Chicago's fabulous tiger girl. A story of murder & a small child who was the key to the truth

8:00 7 TERRY & THE PIRATES—Drama
 "The Randall Affair." Terry & Hotshot fly a temple looter into the jungle to locate a buried treasure. Boys are saved from death by the timely arrival of the Dragon Lady
Sponsored by Canada Dry Ginger Ale

9 LIFE BEGINS AT 80—Panel
 Jack Barry emcees panel of oldsters including Georgiana Carhart, Fred Stein, Jessie Graham, Fred Cox

8:30 4 OUR MISS BROOKS—Comedy
 The sudden attention of Monsieur LeBlanc, Madison High School French teacher, for Eve Arden provides an amusing situation in "Le Monsieur"

5 ALDRICH FAMILY—Comedy Tale
 "Lucky Day." Henry & Homer go to a carnival and win everything in sight, including something that disrupts the entire household

7 FILM DRAMA

9 WORLD IS YOURS—Film Drama
 "The Orient"—its peoples, special customs, dress, scenes of special note, and influence on culture.
Sponsored by the Chicago Motor Club

9:00 4 MR. & MRS. NORTH—Drama
 Pam North's double in a beauty contest is found murdered in "Beauty Prize." Barbara Britton & Richard Denning are featured

5 CAVALCADE OF SPORTS
 Willie Troy of New York, undefeated in 17 bouts vs Bobby Jones, 28, of Oakland, Calif. with 34 wins, 16 defeats, & 8 draws in a 10 rd. middleweight bout from St. Nicholas Arena; Jimmy Powers announcing

enjoy an **ADVENTURE** in **REFRESHMENT!**

TUNE IN

TERRY
and the pirates
on TV every other week

SWITCH TO

CANADA DRY
Ginger Ale

AMERICA'S Ginger Upper

WENR-TV Ch. 7 FRI. 8-8:30 P.M. WGN-TV Ch. 9 SAT. 11:00 A.M.

Jan. 23 **Friday**

- 9:00 7 **THIS IS MY MELODY**—Stories
Bill Gwinn presents a harpist and a teenage song and dance team
- 9 **TWENTY QUESTIONS**—Quiz
Emcee Jay Jackson with Fred Van Deventer, Florence Rinard, Herb Polesie, Johnny McPhee, & guest panelist Earl Wilson, columnist
- 9:30 4 **FAVORITE STORY**—Film Drama
Adolph Menjou is featured
- 7 **CHGO. KLOSE UPS**—Interviews
- 9 **DOWN YOU GO**—Panel Quiz
Dr. Bergen Evans with Carmelita Pope, Fran Coughlin, Toni Gilman, and Robert Breen
- 9:45 5 **GREATEST FIGHTS OF CENTURY**
Boxing film: Chuck Davey vs Chico Vejar—1st—(May 7, 1952)
- 10:00 4 **VIC PERRY**—Man On The Street
- 5 **WEATHERMAN**—Clint Youle
- 7 **COURTESY HOUR**—Variety
Jim Moran emcees a real old-fashioned barn dance
Sponsored by Courtesy Motors
- 9 **MOVIE**—Title To Be Announced
- 10:10 5 **DORSEY CONNORS**—New Tips
- 10:15 4 **SPORTS PAGE**—Commentary
Report by Jimmy Evans
- 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**—Duggan
- 10:45 4 **OUR SONG**—Danny O'Neil Sings
- 5 **HERBIE MINTZ**—Musical
- 11:00 4 **KUP'S COLUMN**—Gossip
- 5 **MOVIE**—Title To Be Announced
- 7 **"STATE DEPARTMENT"**
MOVIE—A foreign service agent, constantly in danger, makes the decision to sacrifice his life to bring about death of a Chinese revolutionary war leader; stars Wm. Lundigan, Virginia Bruce, Jonathan Hale, & Frank Ferguson
- 11:15 4 **FAMILY MOVIE QUIZ**—Contest
Joey Bishop interviews lucky family and places a call to a prospective winner. "Name the star" game has oral and visual clues
- 11:30 4 **MURDER BEFORE MIDNIGHT**
- 12:00 4 **"SALUTE THE TOFF"**
MOVIE—A clever & well organized gang has been successfully carrying out a series of million dollar raids & Toff is called in to uncover the gang; stars John Bentley, Carol Marsh, & Guy Middleton
- 12:30 7 **WHAT'S NEW**—Current Events
- 1:30 4 **ULMER TURNER & THE NEWS**
(Stations reserve the right to change above listings without notice)

Select Your
Vacation by TV!

Watch

"THE WORLD IS YOURS"

A new series of travel movies showing fascinating vacation lands the world over.

FRIDAY 8:30-9:00 p.m.
WGN-TV, Channel 9

featuring
PAUL MAC ALISTER

Sponsored by the
CHICAGO MOTOR CLUB

HOME COMING

BOB KUBICEK'S PARTY



Cooking ace Beulah Karney plants a firm buss on Kubicek's cheek, and he doesn't seem to mind at all.

MMAGAZINES, like people, are human. They like to record their frustrations and better yet, their achievements. Most fun of all is the opportunity to catch in the camera eye a reunion of old friends—such as the recent homecoming party for *TV Forecast's* Bob Kubicek.



Newlyweds Dick White (left) and his bride Patti Keefe yock it up with *Forecast* publisher Norb Dompke, while Dorothy and Tony Weitzel peer in opposite directions for gossip column material. The face leering over Dorothy's head belongs to *Forecast* sports editor Ed Pazdur.



Glamorous TV star Mary Hartline listens attentively to several Army stories from *Forecast's* Bob Kubicek.



Making up this conversational crossfire are (l to r) pianist Herbie Mintz, press agent Lucille Ballantine, cartoonist Dorothy Bond, and TV lovely Dorsey Connors. In foreground, Mary Hartline bends her golden locks forward to catch a word.



"When good fellows get together. . ." include *Forecast* publisher Les Vihon, Kubicek, TV stars Burr Tillstrom and Fran Allison of "Kukla Fran & Ollie," KFO producer Beulah Zachary, press agent Glory Fox, Fox DeLuxe tycoon Kenny Fox.

OMING

DRAWS TOP CELEBRITIES

Gathered at Linn Burton's plush Steakhouse Restaurant were a host of TV stars and ad agency people—intimate friends of Kubicek—who welcomed him home from his second tour of duty with the Counter Intelligence Corps and helped him celebrate his recent promotion.

—Marty O'Shaughnessy



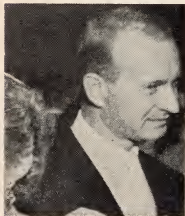
L to R, columnist Al Turner, sportscaster Joe Wilson, TV star Babs Moro, sportswriter Jack Ryan watch a magic trick by Steakhouse owner Linn Burton.



Corner tete-a-tete includes comic Ernie Simon, Kay Westfall, Bob Murphy and NBC executive John McPartlin. Murphy apparently has the rostrum.



Sterling Quinlan, program director of WBKB downs a coke.



Jules Herbeuoux WNBQ TV Boss.

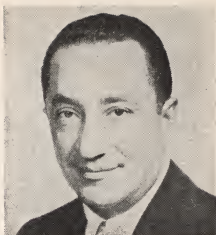
Forecast publisher John Groenings listens attentively.



How d'ya like your crew hair cuts—like pianist Chet Roble's (left) or ABC vice prexy John Norton (right)? Making their own judgments (background) are John Clatt of McCann-Erickson agency and Forecast's Roy Whiting.

thru Admiral "eyes"

Students See Ike Sworn In



Ross D. Siragusa



George Jennings

As the result of a suggestion from the National Television Review Board*, Admiral television dealers in Chicago will install large screen 27-inch TV receivers in most of the Chicago elementary and high schools so that students may view the Jan. 20 inauguration of Dwight D. Eisenhower as the next President of the United States.

The Review Board presented the plan to Ross D. Siragusa, president of Admiral Corporation, because it felt that a great historical moment was being covered by television, and that tremendous educational benefits would result from the mass presentation to Chicago students.

He not only approved the idea and urged more than 600 Admiral dealers in the Chicago area to participate in the project, but also asked out-of-state dealers to cooperate with their local schools so that millions of students can view the inauguration.

George Jennings, TV-radio chairman of the Board of Education, presented the plan to Superintendent of Schools Dr. Herold Hunt, who then gave permission to Admiral to install the receivers.



Dr. Herold Hunt

Members of the NTRB hope that students will voluntarily submit essays dealing with their impressions of the Eisenhower inauguration as viewed on television.

Review Board members include:

Mrs. Byron Harvey, Jr., Mrs. Willfred G. Moore, Sr., Mrs. Frances Clow, Dr. Kenneth Hildebrand, Rabbi Philip L. Lipis, Rev. Donald Masterson, Judge David R. Mandell, Mr. Samuel Culbertson II, Mr. George Jennings, Mr. David Balkin, Mr. Martin O'Shaughnessy and Mr. Robert Kubicek (chairman).

*Sponsored by TV Forecast magazine.



SPORTSCAST

by ED PAZDUR

FRANK LANE, the dynamic White Sox general manager appointed by Ford Frick to Baseball's TV Committee, writes us to say: ". . . Most of your predictions in TV

Forecast usually come to pass, though I hasten to advise you that the White Sox home games, including contract Sundays, will be telecast if and when we enter pending contract negotiations, but as in past seasons, the night games will not be telecast." . . . Frank's letter dispels earlier reports that Sunday telecasts might be discontinued.

It's good to know that we're in for another full season of baseball. The Cubs have already announced their intention to televise all home games.

Pending FCC approval, Phonevision may become a reality sooner than most TV execs believe. Appearing on WENR-TV's sports show "Time Out With Jack Drees," Monday night, Ted Leitzel of the Zenith Corporation revealed that Zenith has petitioned the FCC for an early hearing. . . . Contrary to the popular belief that channel 2 would become Phonevision, Leitzel said: "We are not planning separate stations for Phonevision. It will be offered as a service to all-TV stations all over the U. S."

Lanky Jack Drees, acting as moderator, asked: "Would it remove free home television on a competitive sports basis?" Leitzel replied: "Home TV is being removed now! Either it's blacked out locally or outbid by another medium. Phonevision is the only way to keep the top events on TV and in the home."

This brings to mind an interesting point. It was estimated that if the Marciano-Walcott title fight had been televised last year, some 25,000,000 sets would have been tuned in. . . . If Phonevision was in vogue, a fee of 50c per set would have been charged to see the fight at home. As it was, home TV was blacked out in favor of Theatre-TV. But to get back to my original contention, if 25,000,000 sets paid 50c apiece—imagine the receipts. One fight and Walcott and Marciano can retire as millionaires! . . . And the viewer buys a ringside (\$75) seat for 50c.

Cuffnotes: Kid Gavilan meets Vic Cardell (WBKB, Wednesday night) in a ten-round non-title match in Washington, D. C., January 21. It will be the Havana Hawk's last fight prior to his welterweight title defense against Chuck Davey scheduled for February 11.

This time you be the judge! Keep score with Jack Drees and sports editor Ed Pazdur every Monday night over WENR-TV, 9:00 p.m., on Pontiac's Boxing From Rainbo show.

NAME 1 2 3 4 5 6 7 8 TOTAL

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Dispels Early TV Rumors



LANE

Phonevision This Year?



DREES

In Title Defense Tune-up



GAVILAN

THE HAWKS ARE BACK

WEEKLY HOCKEY TELECASTS BEGIN

SUNDAY NIGHT, 10 P.M. ON WBKB

Defenseman Gus Mortson in Action



For years one of the famous cliches of sports was that "Chicago is the greatest hockey town on earth." The love affair between the Chicago Blackhawks and their fans was one of the grandest in all sports. The Chicago Stadium, with one of the largest indoor capacities in the U. S., was a steady sellout whenever the Blackhawks were the attraction. But that was five years ago.

In 1948, after successfully televising their games for three years, the Blackhawks suddenly canceled their telecasts. The Hawk management explained the telecasts were cutting down attendance for the games. The fact that the Blackhawks were floundering in last place apparently didn't enter into it. So, for four years the Blackhawks prohibited telecasts, attendance continued to nose-

dive, and the Hawks finished in last place three out of four years. From the top hockey town in the National Professional League, Chicago became the worst.

But let's stop this melancholy refrain. At this point we are happy to report that the Blackhawks are not only out of the cellar, but are battling for the National Hockey League lead. Attendance has soared and the hockey fans are their old boisterous selves. And to add fireworks to this already bright picture, the Blackhawks are coming back on television. Starting with the night of January 18, the final period of all the Blackhawks' Sunday night home games will be televised over WBKB starting at 10 p.m.

If that news isn't cheerful enough, Joe Wilson, generally considered to be the



SID ABEL



JOE WILSON



ED PAZDUR



finest hockey announcer in the business, has been tapped as announcer for these telecasts. It looks like the renaissance of the Blackhawks is complete.

Assisting Joe on the hockey telecasts will be Ed Pazdur, sports editor of *TV Forecast*, who will handle the color commentary during timeouts.

It's an interesting fact that during the long & fabulous career of the Chicago Blackhawks, they've never won a league championship, although they have won the Stanley Cup, awarded to the winner of the post-season playoffs and symbolic of the World's Hockey Championship.

Nonetheless the Hawks have featured stars that shine with the brightest. The Bentley brothers, Chuck Gardiner, Johnny Gottselig, Earl Siebert and present-day favorite Billy Mosienko all qualify for priority yakking wherever Blackhawk fans congregate. Long-time Detroit star Sid Abel took over as manager of the Hawk team this year and is

given much credit for sparking the Hawks back into championship contention.

Another factor in the Hawks' surge was the trade with Toronto after last season that brought five Toronto stars to rejuvenate the riddled Hawk team. Prize plum in the trade is goalie Al Rollins, just about the finest in the loop, who is fast making Hawk fans forget about the Bentleys and the Sieberts.

On the bottom of the page is a ballot on which you can vote for your favorite Hawk player. The Hawk picked as the fans' favorite will be presented with a suitable award. All fans submitting ballots will receive completely free a copy of the new 32-page booklet about the Blackhawks and their telecasts published by the Household Finance Corporation, sponsor of the telecasts. Send your name and address to Sports Editor, *TV Forecast Magazine*, 185 N. Wabash Ave., Chicago, Ill.

Chicago Blackhawks TV Schedule

Sundays WBKB, 10:00 p.m.

January 18, 1953 Hawks vs New York Rangers

January 25, 1953 Hawks vs Toronto Maple Leafs

February 1, 1953 Hawks vs New York Rangers

February 8, 1953 Hawks vs Toronto Maple Leafs

February 15, 1953 Hawks vs Detroit Red Wings

February 22, 1953 Hawks vs Boston Bruins

March 1, 1953 Hawks vs Boston Bruins

March 15, 1953 Hawks vs Detroit Red Wings

My favorite player on the Chicago Blackhawks is

Mail your ballot to Sports Editor, *TV Forecast Magazine*, 185 N. Wabash Ave., Chicago, Ill.

I understand that upon receipt of this ballot I will be mailed free a 32 page booklet on the Chicago Blackhawks.

YOUR NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



NATCO, THE CLOWN

A "Meanie" Reforms



DID you ever wonder what happened to radio "heavies" after they reform? Take the case of Art Hern, for example. Art, for something like 20 years, was busy building a solid reputation in radio as a "meanie, gangster and villain."

Then in 1951, he reversed his pattern.

Art applied thick greasepaint, dabbed rouge on his cheeks, painted on a grinning mouth, donned a polka-dot and striped suit and matching chapeau. Quicker than you could say "Barnum and Bailey," he became a TV character dearly beloved by children—a clown.

As Natco, the clown, he romps through "Kids Karnival Kwiz," bristling with energy. The program specializes in children's adventure movies featuring such comic strip heroes as Flash Gordon, Tim Tyler and Don Winslow. During film breaks, Natco phones youngsters and asks a general information question. If they answer correctly, the youngsters tote away a prize from the winners' board. A giant jackpot is also awarded periodically.

For his clown role, Art draws from varied experience in vaudeville, stage, radio, TV and movies. As a lad of 12, he debuted at the Shubert Theater in Milwaukee in "Little Lord Fauntleroy." From there, he acted with a stock company, toured the vaudeville circuits for six years and climaxed his stage roles with a part in Ibsen's "Ghosts" which then featured famed actress Nazimova.

Art's career in radio has been paved with "heavy" roles. He holds the somewhat dubious distinction of being murdered more times on radio than any character actor in the business. The Art Hern repertoire includes parts in "Mystery House," "Captain Midnight," "First Nighter," "Helen Trent" and "Backstage Wife."

In TV, he has appeared on the "Wayne King Show," and as the Swami on "Murder Before Midnight" (see lower left).

Unlike Pagliacci, the beady-eyed, energetic Natco is no "laughing-on-the-outside, crying-on-the-inside" clown. He's a consistently cheerful funnyman. Maybe it's because Art's finally been released from those "heavy" roles and given a pleasant job—making the kids happy.

"Kids Karnival Kwiz" is seen Mon. thru Fri. on channel 4 (WBKB).



Uncle Herbie

Boys and girls, what would you do if you got a baby elephant for a present? Joey Mazzuca, one of "Smilin' Ed's Gang," received this elephant as a gift from the Maharajah of Mysore and even now he's wondering where he'll keep his pet.

That's Smilin' Ed, himself over on the left patting the little "giant" on the head. Ed doesn't want to get too close, but you'll notice he still has that famous smile on his face.

You can see Smilin' Ed and all the gang each Saturday at 10:30 a.m. on WBKB (channel 4).

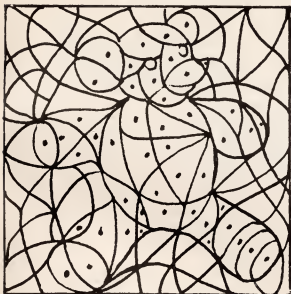
THIS WEEK'S CONTEST: How many animals can you name who are on television regularly or appear as guest stars? For example, Roy Roger's horse,



Trigger. Send your list to me. For the longest list, I'll award \$1; second longest, 50 cents; next 15-runners up, 25 cents each. Mail your list to Uncle Herbie, % TV Forecast, 185 N. Wabash Avenue, Chicago 1, Ill., before Sunday, Jan. 25.

MOLLYCUES

by MOLLY POTKIN  COPYRIGHT 1953



When you shade in all the dotted spaces, you'll see one of the frequent guests on TV's "Zooparade" show. Can you draw another animal on separate paper?

Mail your entries to Mollycues, % TV Forecast, 185 N. Wabash Ave., Chicago 1, Ill., before Monday, Jan. 26. First prize is \$1; second prize, 50 cents, next 25 prizes, a copy of Molly's picture puzzle book. In cases of ties, neatest and most original will win. Answer will appear here next week.

Get your Mollycues Picture Puzzle Book by sending 35c to TV Forecast!

Answer to last week's puzzle: KIT CARSON

Dec. 29th Mollycues winners:

Mary Beth Baettner, Elgin, Ill; Nancy Ann Brummitt, South Bend, Ind; Carolyn Cargile, Chicago; Barbara Cieslik, South Bend; Sally Cunningham, LaGrange, Ill; Eddie Galloway, Chicago; Mickey Glasco, Batavia, Ill; Alan Goldberg, Chicago; Patricia Jana, Cicero, Ill; Anna Klebus, Chicago; Brian Kuester, Kenasha, Wis; Kathleen Kutnick, Chicago; Donna Madary, DesPlaines, Ill; Bruce Massover, Chicago; Pamela Miller, Bristol, Wis; Mabel Marey, Belvidere, Ill; Janet Peddicard, Marseilles, Ill; Joanne Pignatello, Chicago; Stanley Robins, Chicago; Nancy Rufflo, Kenasha, Wis; Sandra Rupprecht, Chicago; Darathy Samis, East Chicago, Ind; Karen Schneider, Chicago; Patty Tatra, Western Springs, Ill; Marilyn Torngay, Chicago; Barbara Weisman, Chicago; Carolyn Witoz, Chicago.



LETTERS (continued from page 3)

Down at the office the girls and I have been going around and around about Frank Parker. I say he has been married and they say no.

Chicago, Ill.

KARIN HERMANSEN

Ed. Note: You're right. He is divorced.

Why aren't the Billy Williams Quartet on "Show of Shows" allowed to sing more songs than they do? They are soothing to the ear.

Evansville, Ind.

MRS. CAMBRIDGE SAMULOWITZ

I made a bet on Chuck Bill. Is he the one on Ernie Simon's program who was the Mr. So & So from London or Mr. So & So from Texas, etc.

Chicago, Ill.

R. F. GOLTZ

Ed. Note: Collect your wager. Mr. So & So was none other than Chuck.

I think the most wonderful movie was shown on TV last Christmas day. "Babes in Toyland." But we were interrupted right in the middle of the program by a big Christmas dinner.

Chicago, Ill.

J. E. CALLAHAN

I would like to know the full name and age of the blonde that appears on "Beat the Clock."

East Chicago, Ind.

NICK STANCICE

Ed. Note: Glamorous Roxanne's real last name is Rosedale. She's in her twenties.

How come all the news comes on at the same time and then all the good programs come on at the same time?

Chicago, Ill.

MISS HOLLY HESNER

In my book "Victory at Sea," is about the best program on TV. It's educational and entertaining. We need more like it.

Chicago, Ill.

DAVID CAMP

I want to write and tell you how much I appreciate Uncle Johnnie Coons. He can get my four year old daughter to eat better than I can.

Crown Point, Ind.

MRS. EDWARD CIDULKA

I have just seen Ozzie and Harriet and I think they're real "George." It ranks with "I Love Lucy" as the best.

Chicago, Ill.

JOAN CLARK

I'm sure glad that our letters got another TV program for us here in Chicago. I'm speaking of the Jane Froman show. Jane is a wonderful singer and has a fine show. Here is one of the few really good shows on TV.

Chicago, Ill.

GARRY SPATZ

DEAR BOSS:

Isn't it about time somebody gave an award to WNBQ'S program masterminds—George Heinemann and Jules Herbeuveau? It's not so much because of all the fuss you're raising about Chicago Unlimited and its fight to get Chicago shows on television. But these two boys seem to have done a job in putting homegrown talent on channel 5 that all the citizens should be proud of.

Now just for a minute, Boss, let's say "nuts" to local pride. Let's just talk about darn good shows that are setting the pace in programming. Because aren't good programs the REAL reason for spending money in TV?

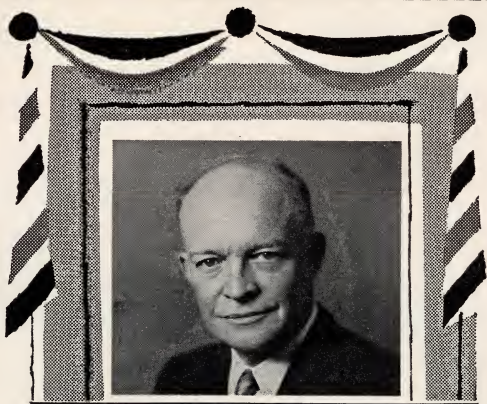
What a lineup the Herbeuveau-Heinemann team has given us viewers. From morning till night, we get Everett Mitchell, Len O'Connor, Ding Dong School, Coffee And, Eddie Doucette, Good Living, Noontime Comics, Herbie Mintz, Jack Angell, Welcome Travelers, Hawkins Falls, Cactus Jim, King Calico, Clifton Utley, Joe Wilson, Tony Weitzel, Clint Youle, Dorsey Connors and Tom Duggan.

Then on weekends, we get Hobby Time, Jet Pilot, Mr. Wizard, Faces In The Window, The Pulpit, What's Your Trouble?, Sunday Funnies, Live and Learn, How Does Your Garden Grow, City Desk, Kukla, Fran & Ollie, Zoo-parade and Alex Dreier.

That's an all-Chicago lineup that's definitely all-American calibre. It seems to me, that while there is lots of pouting around town about Chicago losing shows to New York and Hollywood, messrs Herbeuveau & Heinemann have quietly gone about the task of building a mighty strong program schedule of their own. They're practicing what others are preaching.

Because when all the chips are down, Boss, there just ain't no substitute for a good program, no matter where it's made.

CHUB



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INAUGURATION
Tuesday—January 20
10:00 A M**

Presented By
GENERAL MOTORS
CORPORATION



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CHICAGO 34 ILL

TV

NEWSPAPER

"Here's one Forecast that's really good!

"To really enjoy TV these cold, wintry nights — you ought to have TV Forecast," . . . says CLINT YOULE

WNBQ weatherman
(10:00 p.m. Mon. thru Fri.)



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