Contents

Channel One gossip column ........................................ 3
Marion Marlowe feature ........................................... 4
The Stork Club ....................................................... 6
Added Information for Friday ..................................... 8
Letters to the Editor ............................................... 8
Movie Marquee ...................................................... 9
Program Listings, starting ....................................... 10
Uncle Herbie ....................................................... 19
Jack Mabley's Column ............................................. 22
Forecast for Women .............................................. 23
Mollycues puzzles for kids .................................... 34
Last Word by Chub McCarthy ................................ 35
Station Breaks by Mike Boom ................................ 38
Tom Duggan's Guest Column ................................... 43
NCAA Explains Football Experiment ......................... 44

publishers
Lester Vihon ......................................................... Roy V. Whiting
John E. Groenings ................................................. Norbert F. Dompke

editor-in-chief
Robert A. Kubicek ................................................. managing editor
women's editor
Patricia Cooper .................................................. Martin O'Shaughnessy

program editors
Patricia Moran .................................................. Barbara Lutz
Trudy Day—New York Office

art director
Sho Kaneko ......................................................... circulation
features
Jack Mabley .......................................................... Archie K. Fisher
Molly Potkin ....................................................... Chub McCarthy

On Sale at Leading Newsstands Friday

TV FORECAST FR 2-0831, 185 N. Wabash, Chicago 1, Ill. Published weekly by Television Forecast, Inc. Board of Directors; Norbert F. Dompke, John E. Groenings, Lester Vihon, Roy V. Whiting, Robert A. Kubicek. Subscriptions: $5 per year, 2 years $8; single copies 15 cents. Change of Address: In order to assure proper delivery please advise the postmaster and this office, enclosing with new address the address label from your magazine showing old address. Allow three weeks for processing of new subscriptions or change in address. Expirations: First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our whole number. To find number of issues to be received before subscription expires, subtract whole number of this issue noted below from numbers following the dash on the first line of address label. Entered as 2nd class matter at the post office at Chicago, Ill. Copyright 1951 by Television Forecast, Inc. All rights reserved. Volume 4, No. 16, whole number 163.
NEW YORK—Biggest news in the censorship battle is that TV networks have finally bowed to public pressure and are now setting up a "decency code" covering all phases of objectionable video material. The National Association of Radio-Television Broadcasters will vote on the revisions in early October. . . . Marion Colby, the eye-filling chanteuse of Doodles Weaver’s zany show, will sing in the famed London Palladium theatre this month. . . . It’s rumored Sarah Churchill, Winston’s talented daughter, will have her own TV interview show this fall, probably on CBS. . . . The Dinah Shore show will probably crowd out John Conte’s “Little Show” this fall. The telecast will feature only Dinah plus an orchestra.

Reed Hadley, the Captain Braddock of “Racket Squad,” has a distinguished background in movies, radio and commentary for military films. . . . Singer Jimmy Blaine may leave “Stop The Music” to join Marion Morgan in free lance work. That means Bert Parks and Betty Ann Grove will have to look around for two more name songstares to replace them. . . . The wealthy Ford Foundation, a charitable outfit set up with motor car money, is setting up a TV Workshop to produce educational programs for mass consumption. . . . "Juvenile Jury" is being wooed by CBS, but NBC, which now telecasts the panel show, wants to keep Jack Barry’s production. The result may be a dogfight. . . . Even though the FCC won’t grant any permits for new stations until February, 1952, it’s now possible that present stations will be able to telecast over wider areas by getting a power boost from the Commission.

Attracting much attention for her dramatic work on “Front Page Detective” is ABC’s photogenic thespian, Paula Drew. . . . A recent Billboard magazine survey indicates a striking need for “fresh young comics, less vocalists, shorter acts and more performances with an intimate TV touch.” . . . John Cameron Swayze, the NBC Commentator, tells about the pugilist who was knocked out so often he now sleeps every morning until the stroke of ten. . . . DuMont network is building an elaborate TV center in New York to provide an additional two million cubic feet of space for telecasts. . . . Caroline Burke, who produces those dreamy “Vacation Wonderland” shows for NBC, is so busy with the series she can’t even get a vacation for herself.

Adolphe Menjou makes an impressive TV splash August 24, when he stars in “Turnabout,” a Thorne Smith comedy to be shown on CBS’ “Schlitz Film Firsts.” . . . Smilin’ Ed McNeill has been in entertainment work 30 years this month. He started as an evangelist song leader and soon drifted into vaudeville. . . . The Corliss Archer show drew a flood of inquiries after Frieda Inescort was shown dumping ice cubes into a potted plant. Reason was that water is spread more evenly and the table kept dry. . . . Dave Garroway, the NBC Commentator, notes that some people are under the impression they can push themselves forward by patting themselves on the back. . . . Susan Peters has had measles six times. . . . Jim Hurlbut, who teams with Marlin Perkins in “Zoo Parade,” was a former Marine war correspondent, with service on Guadacanal.
DINNER time at a Miami Beach Hotel. The biscuits had just been passed and Arthur Godfrey held his—for the next twenty minutes.

Like all the other guests, his attention was riveted on a glamorous, talented young singer whose electric personality kept them spellbound. Four days later, the 21-year-old singer, Marion Marlowe, was seen by millions of television viewers, via the “Arthur Godfrey and His Friends” CBS-TV program. She scored with viewers, too. Letters came in from all parts of the country: “Who is she?” . . . “Where’s she from?” . . . “Let’s have more.”

Godfrey, who knows talent, predicts that Miss Marlowe can’t miss becoming a big star.

What does Miss Marlowe think? Well, she has her fingers crossed after such a sudden, successful projection into the national spotlight.

“I’m fortunate and sometimes it’s so hard to believe that all this has happened to me—but it’s wonderful,” she exclaims in Cinderella-like enthusiasm and modesty.

Short in years, just 21, Miss Marlowe is long in experience. Born in St. Louis, she was something of a child prodigy. At the age of 5 she was already performing on the radio—to the delight of her mother and grandmother. Her mother had danced in the opening season of the well-known open air “Municipal Opera,” but after her marriage she concentrated on her home and family.

“Pinkey,” her grandmother, had aspirations for Marion to do straight dramatic roles in the theater and radio.
Miss Marlowe graduated to little theatre and light opera. She can’t say whether she prefers acting to singing or dancing, as they are all part of her life. She gives lots of credit to her voice teacher in St. Louis, Florence Burt Ettinger. Despite her early success, however, Miss Marlowe thought she would try for a career in medicine, never believing she could really make the top in entertainment.

But after she finished high school (Beaumont) and struggled through Latin conjugations, she settled on a theatrical career. During one period she was a professional model, exhibition ballroom dancer and USO entertainer, in addition to her radio and stage work.

Miss Marlowe’s mother was widowed when Marion was three and they went to live with Marion’s grandparents, who made many financial sacrifices to foster her career.

“They never stopped believing in me and even now, when I am blue and afraid, I think of the faith they had in me and I know I can’t let them down,” she says. “They always encouraged me and grandpa gave up so many things to help me along. And now it’s so wonderful to know they can watch me on television. It brings us closer together, although in the three years I’ve been away we’ve written each other almost daily.”

A visit to an aunt in Los Angeles inadvertently opened new doors for Miss Marlowe. There she came to the attention of the late Atwater Kent and through him she received advanced singing and dramatic lessons. In Hollywood an English producer promised her a lead in a London musical, and just when she had all but forgotten, the bid came through and she was bound for England.

In London for 18 months she got a chance to appear on television each Sunday. She was kept busy, since she was working in a musical with nightly performances six days a week. This experience might account for her amazing camera and stage presence. She also sang at the Royal Albert Hall for the King and Queen and for Winston Churchill at a RAF reunion.

Her biggest “break” to date was the one-night engagement at the Florida hotel. It catapulted her to New York and she is making the most of it.

She was in Florida for just a few months with her husband (married last year), a government employee who travels to various cities. She recalls their honeymoon trip from California as a veritable “Barnum and Bailey special.” In their car were not only the new Mr. and Mrs. but their two dogs, Figaro and Rigolette, and their three two-week-old pups and a canary. She commutes to New York for each Wednesday program, arriving a day in advance for musical rehearsals.

Miss Marlowe is 5’7” ... weighs 128 ... has auburn hair and hazel eyes ... likes to cook (apple pie, fried chicken and everything fattening) ... visit zoos and beaches. Her father was

Continued on page 31
The Stork Club
america's swankiest saloon

Sherman Billingsley

Sherman Billingsley invites you to the Stork Club

Beautiful Mary Healy and Frank Sinatra exchange toasts. Guess who's thirsty?

TWICE each week CBS figuratively dons white tie and tails and escorts its TV viewers into America's swankiest saloon, the Stork Club. And on each 15 minute visit, channel 4 fans get an eye-popping reason why gossip columnists stay in business.

The "Stork Club" show, presided over by Sherman Billingsley, is a visual cross section of New York night life at its gaudiest. During any one telecast, viewers can spot playboys, chorus girls, TV stars, sport figures, bejewelled dowagers, fading movie stars, and hordes of self-styled celebrities.
It's one of TV's most talked about shows, and with good reason. Some housewives consider it as necessary to their existence as the daily society column. Many husbands watch in horrified fascination as the minks and sables parade by on camera.

Pro and con opinions are equally heated, with the warring camps evenly split. "Stork Club" boosters call it a "TV treat" while its detractors cry "sham."

The real story behind the show is the story of Billingsley himself. Back in 1900, Sherman was born in Enid, Oklahoma. As a youngster, he peddled magazines, raised pigeons and collected empty bottles to get enough money to launch his first business enterprise—a soft drink stand. He and his brother saved up $1,000 in several years and bought a drug store in Oklahoma City.

But Sherman got the wanderlust and traveled about the country. He arrived in New York, and liked what he saw. The result was that Billingsley bought a drug store in the Bronx. He later enlarged his holdings by building houses and garages on a street still known as Billingsley Terrace.

Two friends from Oklahoma put up the money for a three way ownership and the first Stork Club was opened on 58th street. Many people wonder where the club got its name. Sherman claims that his partners suggested it, and he was too tired to ask why. He's still in the dark as to the reason.

The club moved several times but is now located on East 53rd street. Besides his interest in the Stork Club, Billingsley is a partner with Arthur Godfrey and Morton Downey in Cigogne perfumes. He married Hazel Donnelly in 1924. They have three daughters—Jacqueline 22, Barbara 15 and Shermane 6.

"Stork Club" is seen every Tuesday and Thursday at 6:45 p.m. on channel 4, sponsored by Fatima cigarettes.

Right at home in the plush surroundings are Mr. and Mrs. S. Henderson, otherwise known as Skitch and Faye.

Socialites who have appeared on "Stork" telecasts are (l to r) Mr. and Mrs. Tommy Tailer, Mr. and Mrs. John "Shipwreck" Kelly, Billingsley and comic Peter Lind Hayes.

TV Forecast sports editor Ed Pazdur and his wife, Helen, were recent Stork visitors. They're shown with host Sherman Billingsley.
Added information

For Friday, August 17, 1951

2:15  5 Vacation Wonderlands Carolyn Burke talks about & shows films of Acapulco, Mexico

6:45  4 TV's Top Tunes The Red Norva Trio joins Mel Torme in "Temptation," "I'd Like To Recognize That Tune," Peggy Lee sings "Morning Side Of The Mountain" and "Give Me Something To Remember You By"

7:00  5 Quiz Kids Joe Kelly mc with Joel Kupperman, Melvin Miles, Billy McHugh, and Sally Ann Wilhelm

7 Comedy Circus Films "Going, Going, Gone" with Buster West & Tom Patricola; about college students home on a spree; also "Any Old Port" as two sailors they invade a haunted house

7:30  9 You Asked For It Also features Prof. Lee of Tibet performing an Oriental ritual of worship, tattoo artist Lawrence McKeever, Willie Mosconi will perform some of the famous trick billiard shots, and famous dogs of famous Hollywood stars

8:30  7 Tales Of Tomorrow Walter Abel stars in "A Child Is Crying" about a General who meets a four year old genius

9:00  7 Studio Seven Feature film presentation

Letters to the Editor

I love the Zoo Parade . . . I've told everybody, now I'm telling you . . . Someday I'll go to Lincoln Park . . . And tell Marlin Perkins, too!
Chicago, Ill.  HULDA LOVEGREN

I think your new women's section doesn't belong in a television guide. I dare you to print this.
Elgin, Ill.  JAMES WALLACE

Ed. Note: Some people still think women should not vote.

I've always known Ted Mack had something Horace Heidt lacked, but it wasn't until now that I realized just what it was. It's that sincere and informal manner that makes one know that every word comes from deep down.
Chicago, Ill.  DIANE WAAS

Saw Claude Kirchner's wife, Ruthie, and Kay Morrow at Grant Park. They are every bit as lovely in person as on television.
Chicago, Ill.  BILLY OLSON

We live 100 miles south of Chicago. Saturday nite we started to go out when the show "Midwestern Hayride" came on. We stayed home until it was over! Sure good to see a show like that on Saturday nite.
Francesville, Ind.  MRS. LAURENCE NELSON

Would like to take this opportunity to thank you for the most pleasant weekend we spent, at the Whitcomb Hotel in St. Joseph, Michigan.
Chicago, Ill.  MR. & MRS. T. BRADAC

Everytime I see a cowboy getting 12 shots out of a plain, old six-shooter it makes me ill. Those old Hollywood westerns are pathetic.
Chicago, Ill.  FRANK JENNINGS

NBC should be commended for their new show, "Your Luncheon Date."
Joliet, Ill.  ROBERT B. FAHRNER

Thanks so much for the recent candid shot of my No. 1 TV gal, Fran Allison. . . . I am a great fan of Kukla, Fran and Ollie and president of Fran's fan club. . . . She will always be tops with me.
Chicago, Ill.  PEGGY STARK

BIG TIME boxing returns to television Wednesday when Lightweightweight Joey Maxim (above) defends his title against the fiery Irish Bob Murphy. WBKB will telecast the bout—starting time, 9:00 p.m.
All letters must be signed; names will be withheld if requested.

Chub McCarthy's list of gripes could be reversed by all TV Forecast subscribers and list Chub McCarthy as their no. 1 to 6 inclusive gripe. Why such trash is allowed in a fine magazine is beyond the imagination of all sane and decent people.

Hammond, Ind.  
DANIEL P. SWANTKO

Reading the recent article in TV Forecast made me sit down and write this letter. Mr. Johann Von Dreschoff stated that he had a system which would solve the controversy about conversion of your present day set for rush ing color television. I disagree with Mr. Von Dreschoff very much because in order for one to receive color broadcasts perfectly the color disk must be in perfect synchronization with the color disk of the color camera. The proposed speed of the color disk according to recent articles is 1200 RPM. Another thing that contradicts Mr. Von Dreschoff's theory is that there are 525 lines per picture not per inch. If this theory was true, which I believe is not, the technical advisors would find something to remedy this situation because it would affect the market sale of the proposed color conversion unit.

Chicago, Ill.  
JULIUS MONIAK JR.

People really read your pages
For your Forecast sir, the rage is
And to prove I'm writin' only what I mean
After months and months of looking
Thru your Television booking
I found words to you—from me—on page 18
Left hand column—June 9th issue
On slick paper—not on tissue
With Miss Georgian on the cover will suffice
To identify the writin'
That I'm glad you found invitin'
And to print it in your book was really nice.
T.V. Forecast—just between us
You have more than common genius
In your knowing what should fall
When all is sieved
For it's many years I've given
To the words that I have scruned
With a pen deep dipped in life—as it is lived.

Chicago, Ill.  
EMERY GRIFFIN

SATURDAY
4:00 Tracy Ride
4:00 Farewell Again
5:30 Flame Of The West
6:30 The Golden Peso
7:00 Counterblast
7:00 Delinquent Daughters
10:00 Dead Men Walk
10:00 The Ghost Train
10:00 The Kansan
11:00 His Lordship Goes To Press
12:00 Are These Our Parents

SUNDAY
9:45 Now Barrabas
11:30 Law Commands
2:00 The Will
2:30 Stranger From Santa Fe
5:00 Here's Flash Casey
6:00 The Star Toter
7:00 Feature Film
9:30 To Be Or Not To Be
10:00 Lady Hamilton
10:00 Bees In Paradise
11:00 Copy Boy & Going Home
11:00 The Yanks Are Coming

MONDAY
1:00 Detour
2:00 For You Alone
4:00 Galloping Dynamite
5:00 Man From Texas
8:00 Jade Mask
8:00 Machine Gun Mama
8:30 Feature Film*
9:30 Sheep Comes Home
11:00 Stage Door Canteen

TUESDAY
12:00 Occupation Murder
1:00 Rhythm Parade
4:00 Trigger Pals
5:00 Trigger Smith
8:00 Feature Film*
12:00 Last Wilderness

WEDNESDAY
1:00 Gang Bullets
4:00 Hawaiian Buckaroo
5:00 Down Wyoming Trail
9:30 Tails For Jeb Mulcahy
9:30 The Cardinal
12:00 No Escape

THURSDAY
12:00 The Lighthouse
1:00 Lady Chaster
4:00 Haunted Ranch
5:00 Pals Of The Silver Sage
6:30 Man With Two Faces
9:00 Crime, Inc.
10:00 Feature Film*
11:00 Lady In The Morgue
12:00 Wildfire

FRIDAY
1:00 Kentucky Carnival
4:00 Valley Of Terror
5:00 Rock River Renegade
8:00 Turnabout
9:00 Rose Of The Rio Grande
9:30 Feature Film*
10:00 Hitler—Dead Or Alive
11:15 Death Rides The Plains
12:00 Swing Parade
*Title To Be Announced
(For More Detailed Information Please Refer To The Regular Program Listings)
**Saturday Aug. 18**

<table>
<thead>
<tr>
<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
<th>WGN-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>5</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

9:30 4 Smilin’ Ed’s Gang—Stories  
Fascinating tales for the kiddies

9:45 7 Cafe Continental—Film

10:00 4 Bob Atcher & Sammy Squirrel  
Puppet fun for children of all ages;  
a host of tiny animals make themselves at home at “Short Stump” village in the corner of the corral

7 Oh Kay—Variety Session  
Interviews and music with bandleader-pianist David Le Winter and vocalist Jim Dimitri, Mary Ellen White, and hostess, Kay Westfall

10:30 4 Kiddie Showtime—Serial

7 A Date With Judy—Comedy  
Situation comedy starring Frank Albertson as Melvin Foster and Pat Crowley as Judy. “Mother Gives A Stag Party”; Judy and Mrs. Foster organize an all-out strike against men

11:00 4 Big Top—Circus Show  
Jack Sterling, ringmaster with clowns Ed McMahon, Chris Keegan, Joe Basile’s Brass Kings, and the Quaker City String Band; acts: Oguin Trio presents an upside-down routine and Jack Mayand does juggling act on high unicycle

7 2 Girls Named Smith—Comedy  
Starring Peggy Ann Garner, Peggy French and Joseph Buloff; Babs has just returned from Omaha where a fortune teller has predicted she would cross water, get her old job back and have a blonde woman tell the truth about her boyfriend

11:30 7 I Cover Times Square—Drama

12:00 4 Movies For Kids—Films  
“Wolf Dog” I, “Devil Horse” I, and two cartoons

12:30 4 Multiscope News—Ticker Tape

12:55 9 Batting Practice—Vince Lloyd  
Watch the players as they warm up

1:00 4 Hair Raising Tale

1:10 9 Lead-Off Man—Harry Creighton  
Interviews with Cub players and autographed baseball presented to TV Forecast winner, Bob Novak, Hammond, Ind.

1:25 9 Baseball—Sox vs Cleveland  
Jack Brickhouse announces game

1:30 4 Multiscope News—Ticker Tape  
(Continued on page 12)
Revolution in Television!

FREE Booklet gives you facts you must know to avoid risking up to $400 when buying TV Today!

Send for Your FREE Copy Today!

Revolution in Television...and how it affects your pocketbook

Before you spend a dollar for a television set, there are facts you must know about the coming new-type stations. This is no small project. This is a revolution in TV! It will reach cities and towns all over the country. Unless you know all there is to know—now—you can waste hundreds, yes, hundreds of dollars when buying TV today!

FREE Book—Yours for the asking—gives you all the facts you need, answers these and other vital questions:

- What are these new-type stations and how will they affect my investment in TV?
- How are they different from present TV stations?
- Will my present set receive them?
- What set-maker, if any, guarantees built-in provision for tuner strips to receive them?
- Will costly converters be necessary?
- Will these new-type stations provide a better picture?
- What shall I ask for in buying now?

Clip and Mail This Coupon Now!

Zenith Radio Corporation
6001 Dickens Ave.
Chicago 39, Illinois

Yes, I want to know the facts about the coming new-type TV stations. Please send me FREE copy of the booklet "Revolution In Television!"

NAME:__________________________

STREET:__________________________

CITY:_________________ ZONE:_____ STATE:____________

TVF-851
SATURDAY—continued

3:45 9 Tenth Inning—Harry Creighton
Harry interviews baseball fans and TV Forecast's guest, Harold Jance

4:00 4 Film
7 Lucky Seven Ranch—Western
"Tracy Rides"

9 "Farewell Again"—Feature
Film with Flora Robson, Leslie Banks and Patricia Hilliard. A regiment of soldiers returns to England after five years service in the far East

4:45 4 Linger Awhile—Musical Session
Marty Hogan, emcee, and vocalist, Jeri Sothern singing your favorite melodies, both old and new

5:00 4 Toni Kemp Health Revue
Be healthy! Keep yourself in condition the Toni Kemp way

7 Space Patrol—Adventure Stories
While Commander Buzz Corry and Cadet Happy are taking life easy in their headquarters at Terra, a minor incident on Higgins Planetoid develops into a major threat to the existence of the United Planets of the Universe

5:15 4 You Funny People—Commercial

5:30 4 Film
5 Mr. Wizard—Science Study
Don Herbert explains to Bruce Lindgren the subject of "Geology," the face of the earth

7 Circle 7 Theater—Western
"Flame of the West" feature film

9 Telesports Digest—Film
Latest news on all the sports

5:45 4 Patricia Bowman Show
Emcee Kyle MacDonnell subs for Miss Bowman; music and dancing with Norman Paris Trio; pianist Paul Shelley and Jack Brown singers; guests: songstress Maureen Cannon, comedian Wally Cox, and John Butler ballet group

6:00 4 Sammy Kaye Show—Musical
Contestants from audience lead the band; comedy vignette; community singing; Barbara Benson and Tony Alamo are featured vocalists

5 Tom Corbett Space Cadet
Adventures into space in the year 2351 A.D. starring Frankie Thomas

9 Pet Shop—Comptons Present
Mrs. Forbes of Hinsdale brings her Samoyed puppies; Gay's new pig, Pork Chops, returns after illness; Edwina Reed and her pet English sparrow; also weekly contest for kids: best letters about interesting experiences with pets win chance to appear on show

6:30 4 Beat The Clock—Quiz
Bill Hart subs for Bud Collyer and asks questions while contestans try to beat the ticking of the clock

5 Art Ford Show—Musical Quiz
Famous personalities of the music and show business world as panel members and guests

7 Stu Erwin Show—Comedy
When Mrs. Erwin does her civic duty by serving on the jury, the rest of the family takes over the management of the house

9 Range Rider—Western Feature
Film with Jack Mahoney, Dick West, Steve Clark, Jonathan Hale and Riley Hill. "The Golden Peso" mine, owned by Dick West, is discovered to be worthless; town assayer returns to get another sample and is killed by a shot from the window; Range Rider is accused and thrown into jail

7:00 4 "Counterblast"—Feature
Film with Mervin Johns, Margareta Scott and Nova Filbean

5 Saturday Roundup—Western
Feature film starring Kermit Maynard, Smith Ballau and Tex Fletcher

7 Paul Whiteman's TV Teen Club
Youngsters display their talents in a variety of singing, dancing, and instrumental acts; Nancy Lewis co-emcees with "Pops"

9 "Delinquent Daughters"
Feature film starring June Carlson and Fifi O'Orsay. High school girl's suicide uncovers gang of hoodlums; 2nd feature: "Sales Lady"

8:00 4 Summer In the City—Revue
Starring Nancy Kelly, Gladys Swarthout, Sweeney & March, Bobby Scheer and Virginia Connell; high-light is rooftop scene from "A Tree Grows in Brooklyn"

5 Midwestern Hayride—Variety
Hillbilly & variety featuring Pleasant Valley Boys & Rangers vocal and instrumental groups; County Briar Hoppers, clog-and-tap square dancers; ballads by Ernie Lee, and comedy by Bob Shrede, Lee Jones yodeling cow-girl, and Bill Thall emcee

7 Girls' Baseball—Action & Beauty
Queens vs Cheesers, from Shrewbridge Field; Pat Flanagan announces the game

8:30 4 Show Goes On—Variety
Robert Q. Lewis is host to buyers Sammy Kaye, Paula Stone, and Fred Corry, from the Plantation Club in Greensboro, N.C.
SATURDAY—continued

9:00 4 Songs For Sale—Musical
Steve Allen me introduces two guest singers who will perform songs from the pens of 4 unknown tunsmiths. Jack Stanton & Betty Luster, dancers; Ray Bloch’s orchestra; guest vocalists: Toni Arden and Frank Parker; judges: composer Red Evans, singer Slim Gallard and disk jockey Martin Block.

5 Doodles Weaver Show—Comedy
Music, variety with Marion Colby vocalist, Milton De Luge’s instrumental group, Peanuts Mann, Dick Dana and Red Marshall.

9 Wrestling From Marigold
Watch the grunt and groan artists

9:30 4 Mr. and Mrs. Kup—Interviews
Informal interview, discussion and variety show with the Kupcinetns and their guests.

5 Assignment: Man Hunt—Drama
Adventure, mystery, and drama in “Confidential File” revealing inside picture of law enforcement.

10:00 4 “Dead Men Walk”—Feature
Film starring Mary Carlyle and George Zucco. Weird story of a human vampire who returns from the grave to put a curse on his own brother.

5 “The Ghost Train”—Feature
Film starring Wilfred Lawson, Kathleen Harrison, Richard Murdock and Arthur Askey. Passengers at a country station await the coming of a ghost train with implications of mystery and crime.

7 “The Kansan”—Feature Film
Starring Richard Dix, Jane Wyatt and Albert Dekker. Newly elected marshal suddenly discovers that he was placed in office merely to protect the interests of banker Steve Barrett.

11:00 9 “His Lordship Goes To Press”

11:30 4 Murder Before Midnight—Film
Your bedtime mystery story.

12:00 4 “Are These Our Parents?”
Feature film starring Helen Vinson, Lyle Talbot, Noel Neill, and Richard Byron. A girl who has been neglected by her successful business mother, runs away and goes off on a wild adventure with an unscrupulous companion.

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

WATCH FOR THE 1st
ANNUAL CELEBRI-TEE
GOLF TOURNAMENT... Aug. 27th
Public is invited FREE to see their favorite TV stars in action.
SPONSORED BY TV FORECAST
Sunday Aug. 19
WBKB WNBQ WENR-TV WGN-TV
4 5 7 9
9:45 4 "Now Barrabas"—Feature
Film starring Richard Greene and Sir Cedric Hardwicke
11:00 7 TV Tots Time—Film Cartoons
"Sky Pirates" & "Christmas Nights"
9 Flying Tigers—Drama
Ed Peck as Major Dell Conway
11:15 7 Chester The Pup—Comedy
"Drizzlepuss and the Pigmy Eskimos"
Drizzlepuss and Old Man Murphy get
all steamed up about an idea for an
expedition to find the "Lost Tribe."
They hop into a plane, land at the
pole, and run smack dab into the
whole tribe. Drizzlepuss puts
a couple of the Pigmies into an icebox
and brings them back to the states
11:30 4 Your Future Home—Ed Cooper
Here's your chance to get new ideas for
beautifying your home
7 Faith For Today—Religious
Rev. W. A. Fagal interviews members
of his congregation
9 "Law Commands"—Feature
Film with Tom Keene, Lorraine
Hayes and Robert Fisk. Group of
squatters in the state of Iowa are
terrorized by the ruthless cattlemen
of the town
12:00 4 Feature Film
7 Stories In The Sand—Bible
Religious stories with the characters
in the sand narrated by Kay Morrow;
"Abelamol, third son of David"
12:30 7 Amateur Hour—Chgo. Talent
Youngsters get a chance to demon-
strate their talents and win a prize
12:55 9 Batting Practice—Vince Lloyd
Watch the players warm up
1:10 9 Lead Off Man—Harry Creighton
Interviews with Cub players and auto-
graphed baseball presented to TV
Forecast winner, Jean Hansen, Ken-
osha, Wis.
1:25 9 Baseball—Sox vs Cleveland
Jack Brickhouse announces game
1:30 4 Vitamix—Commercial
7 Adventures Of Wild Bill Hickok
Guy Madison and Andy Divine star
2:00 4 Multiscope News—Ticker Tape
7 Cisco Kid—Western Movie
Duncan Renaldo and Leo Carrillo star
in "The Will"
2:30 4 Multiscope News—Ticker Tape
7 Saddle & Sage—Western Film
"Stranger From Santa Fe"
3:00 4 Film
5 Survival—Civil Defense Prog.
3:30 4 Commercial Film
5 Zoo Parade—About Animals
Jim Huribut and Lear Grimmer, sub-
blish for R. Martin Perkins, take a
trip down Animal Alley visiting the
large birds of prey, zebras, raccoons
and deer
7 Your Pet Parade—Jack Gregson
3:45 9 Tenth Inning—Harry Creighton
Fan interviews & TV Forecast guest
Joe Handman, Cedar Lake, Ind.
4:00 4 Lamp Unto My Feet—Religious
5 How Does Your Garden Grow
7 Super Circus—Variety Stanza
Mary Hartline and Claude Kirchner
invite the kids to watch Clifty,
Scampy & Nicky; also Betty Ward's
elephant "Little Jerry," Will Wright
juggler, and Les Junellos, rolla-rolla
novelty act
9 2nd Game—Sox vs Cleveland
4:30 4 Open Hearing
5 Down Homers—Hillbilly
Quintet of western instrumentalists
and vocalists entertain with their
songs and stories behind the songs
5:00 4 "Here's Flash Casey"—Film
Feature with Boots Mallory and Eric
Linden
7 Ted Mack's Family Hour
Variety show; songs, music and danc-
ing with professional entertainers
6:00 4 Gene Autry Show—Western
"The Star Toter" Auty takes over
the sheriff's job in a small town and
reforms a wild western juvenile del-
inquent
5 To be announced
7 Summertime Revue—Musical
Earl Wrightson and Maureen Cannon
star with Ray Porter's chorus and
guest vocalists Betty Reilly and Joan
Holloway. Theme: American tourist
in Mexico with tunes: "La Guac-
racha," "Take It Easy," "Lazy
Bones," "Weekend of a Private Sec-
tary," and "Go, Go, Go"
6:30 4 Go Lucky—Comedy Quiz
Jan Murray emcee, panel is asked to
determine a specific action, seen by
the audience; guests: Kathi Norris
and Hi Gardner
5 Meet The Press—Discussion
Martha Rountree, moderator; guest:
Sen. Tom Connally (D.-Texas)
7 Music In Velvet—Musical
Rex Maupin and his orchestra are
featured along with guest vocalists
9 Powerhouse of Sports
6:45 9 Not For Publication—Drama
(Continued on page 16)
Rubin's Winner

WHEN Jarene Kriz, winner of the TV Forecast Talent Salute to Berwyn, sang under the klieg lights of the Rubin’s “Stars of Tomorrow” TV show on August 5, she was fulfilling the ambitions of not just one, but three trigger-minded young women.

Sixteen-year-old Jarene, residing at 7020 40th Street, had been entered in the Berwyn Beacon-TV Forecast Talent Search by one of her angel-promoters, Irene Lewis, who let the news of an audition come as a surprise to Jarene.

Another teen-age friend, Virginia Everhart, has been handling Jarene’s publicity and, convinced of the young soprano’s talent, Virginia is having managerial papers drawn up for future professional engagements. Jarene’s prizes as Berwyn’s star were the TV Forecast Award certificate and her first professional engagement at the swank Whitcomb Hotel in St. Joseph, Michigan, on August 12. She was introduced by Jerome Joachim, publisher of the Berwyn Beacon newspaper.

The community of the Southwest News-Herald and its star representative were saluted on Rubin’s “Stars of Tomorrow” on August 12, 9 p.m. WGN-TV. And this Sunday, August 19, will see the TV Forecast Talent Search Salute Jefferson Park, in cooperation with the Jefferson Park Times.

CHICAGO PLAYHOUSE HAS EVERYTHING!

★ Two great Half Hour Plays
  “GOING HOME”
  “COPY BOY”

★ A Great Station . . WNBQ (5)
★ A Great Time
  Sundays — 11 P.M.
★ A Great Announcer
  Franklyn MacCormack
★ A Great Sponsor
  De Met Pontiac, Inc.

★ The “Easiest-To-Take” Commercials on Television
  No used cars shown at any time

“In Chicago—it’s
DE MET PONTIAC
5150 W. NORTH AVE.

Where you get a MONEY BACK GUARANTEE In Writing!
LATE SUNDAY
TV PLEASURE
FOR YOU . . .

Clint Youle,
The Weatherman
10:00-10:10 p.m.

Dorsey Connors
10:10-10:15 p.m.

Alex Dreier
and the
Sunday News
10:15-10:30 p.m.

Let’s Look at Sports
with Tom Duggan
10:30-10:45 p.m.

And close your TV day with
two fine dramas on . . .
Chicago Playhouse
11:00-12:00 p.m.

SUNDAY—continued

7:00 4 Toast Of The Town—Variety
Victor Borge subs for Ed Sullivan in-
troduces Francis X. Bushman, piano
prodigy Zella May Schola, dancers
Tommy Wonder and Margaret Banks,
guitarist Les Paul and singer Mary
Ford

5 Amer. Inventory—Discussion
Subject of discussion: “Later Years,”
study of parent-child relationship

7 Hollywood Adv. Time—Film
Mystery, drama and romance

9 Chicagoland Newsreel Review
Latest reports on all the local news

7:30 5 Sports Star Time—Tom Duggan
Discussion on athletic endeavors and
interviews with famous sports personal-
alties

9 Pentagon—Washington
Guest: Brig. Gen. Gabriel T. Deso-
way, director of training for the Air
Force

8:00 4 Guest House—Panel Variety
Panel of four celebrities will be
quizzed on questions pertaining to the
entertainment industry; Durward
Kirby emcees introduces guests: co-
median Edward Everett Horton, Gene
and June Lockhart and comedy team
Buck and Bubbles; panelists: William
Gaxton, Mark Hanna and Sally Ben-
son

5 Philco Playhouse—Drama
“Come Alive” with Valerie Bettis,
Lauren Gilbert, & Leora Dana; tale of
rejudgment of husband, secretary,
and sister when an illness releases
them from domination

7 Sawyer Views Hollywood—Chats
Hal Sawyer interviews the celebrities

9 Rocky King, Detective—Drama
“The House On Bleak St.” Rocky
gets mixed up in antiques as he
delves into an after dinner shooting

8:30 7 Marshall Plan In Action—Film
Our aid to Europe & how it works

9 Plainclothesman—Drama
“The Lifeguard and the Lady” star-
ing Ken Lynch, Jack Orrison, Doug-
las Chandler, Al Henderson and
Elaine Joyce. A pretty young woman
is found mysteriously slain on a pub-
lic beach

9:00 4 Celebrity Time—Quiz
Conrad Nagel mc with Jane Wilson,
Herman Hickman, & guest panelists
actress Signe Hasso and orchestra
leader Buddy Rogers

5 American Forum Of The Air
Theodore Granik, moderator; subject:
“What’s Going to Happen to Mobil-
zation?” discussed by Sen. Hubert H.
Humphrey (D-Minn.) and Sen. Ever-
ett M. Dirksen (R-Ill.)

7 Industries For America—Film

9 Stars Of Tomorrow—Variety
Lee Bennett emcees as Chicago talent
competes for top place. Community
salute to Jefferson Park
SUNDAY—continued

9:30 4 What’s My Line?—Panel Quiz
John Daly, moderator, with panelists
Dorothy Kilgallen, Bennett Cerf and
Arlene Francis; guest panelist

5 Film

7 Everybody’s Business—Film
Documentary covering education, health & social service; narrator,
Oscar R. Ewing, FSA Administrator

9 Courtesy Theater—Feature
Film “To Be Or Not To Be” with
Jack Benny, Carole Lombard and
Robert Stack. Humorous account of
how a group of actors outwit the
German Gestapo in Warsaw during
the Invasion

10:00 4 “Lady Hamilton”—Feature
Film with Lawrence Olivier and
Merle Oberon. Story of the shocking
behavior of one of Paris’ first ladies
who is keeping company with a fa-
mous sea captain

5 Weatherman—Clint Youle

7 “Bees In Paradise”—Feature
Film with Jean Kent, Max Bacon and
Arthur Askey. Comic fantasy about a
lovely island in South Atlantic, ruled
by a queen, with men in a secondary
status

10:10 5 Dorsey Connors—Helpful Tips

10:15 5 Alex Dreier—News Report
Summary of the latest news events,
with a feature story highlighted

10:30 5 Let’s Look At Sports—News
Today’s report on the sports world

10:45 5 Industry On Parade—Film
Information on various industries

11:00 5 DeMet Pontiac—Films
“Copy Boy” with Bob Ellis, John
Warburton and Josef Granby. Young
copy boy follows the trail of a
crime, only to find his benefactor
is a murderer. Also, “Going Home”
with Dabbs Greer, Hugh O’Brian
and Noreen Nash. Story of the
strange friendship between a gov-
ernor and his gardener, which
remains a mystery to the governor’s
family

9 “The Yanks Are Coming”
Feature film starring Mary Healy,
Maxie Rosenbloom, Jackie Heller
and Parker Kirk. Musical comedy;
when prominent band leader sneers
at soldiers’ uniforms, his whole band
resents his action and joins the army

11:30 4 Film

11:45 4 Ulmer Turner And The News
Latest up-to-the-minute report

12:00 4 Let’s Live A Little—Commercial
(Stations reserve the right to change above
listings without notice)

TV FORECAST
NEXT WEEK

TV programs approved for children will be announced in the August 25th issue of TV Forecast Magazine, as rated by the National Television Review Board.

Each month this magazine publishes the current television shows recommended for Chicagoland viewing.

Board Members
Mrs. Byron Harvey Jr.
Rev. Donald Masterson
Jesse Owens
Samuel A. Culbertson
David Balkin
Mrs. Clifton Utley
Dr. Louis L. Mann
Dr. Preston Bradley
George Jennings
Martin O'Shaughnessy
Robert A. Kubicek

Monday Aug. 20

<table>
<thead>
<tr>
<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
<th>WGN-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>5</td>
<td>7</td>
<td>9</td>
</tr>
</tbody>
</table>

9:00 4 Fun And Features—G. Menard
9:30 4 Fun And Figure—Exercises
     Stay trim with Ed Allen
9:50 4 Fun And Features (continued)
     Guest: Arch Ward
10:00 9 Your Figure Ladies—Fogarty
10:30 4 Tel-A-Shopper—Betty Whitney
     What's new in the stores and tips on what to buy
9  Chicago Cooks—Recipes
     Try these fascinating new recipes demonstrated by Kay Middleton
11:00 4 Creative Cookery—Recipes
     Various ways to prepare chicken: southern fried, ham-fried chicken-in-the-rough, and crunchy-crust-fried
11:30 5 Norman Ross' Varieties
     Commentary, discussion and news
9  Hi Ladies—Interviews
12:00 4 Garry Moore Show—Variety
     Guest: comedian Wally Cox
5  Meet Mertz—Musical Favorites
9  Russ Davis Show—Music
     Variety, news and observations
12:15 5 Newsroom—Late Information
12:30 4 First Hundred Years—Serial
     Jimmy Lydon and Olive Stacey star in this day-to-day drama of the perplexities of young married life
5  Your Luncheon Date—Musical
     Musical with Hugh Downs, emcee, Nancy Wright, vocalist, and the Art VanDamm Quintet
9  Individually Yours—Fashions
12:45 4 Garry Moore Show—Cont’d.
9  Spencer Allen And The News
1:00 4 Bill Evans Show—Variety
5  "Detour"—Feature Film
     Starring Tom Neal and Ann Savage. Hitch-hiking young man gets ride with woman socialite who dies while driving
7  Housewives' Holiday—Kirchner
9  Travelers' Sketchbook—Films
     "Life Under the Sun"
1:30 4 Multiscopic News—Ticker Tape
7  Barbara Moro—Creative Ideas
9  Showtime—Musical Film Shorts
1:45 4 Vanity Fair—Interviews
2:00 5 Miss Susan—Susan Peters
9  "For You Alone"—Feature
2:15 5 Vacation Wonderlands—Film
     "New Orleans"
2:30 4 All Around The Town
5  America Speaks—Documentary
     "Combat Bulletin" Dept. of Defense
     (Continued on page 20)
"Stories In The Sand"

Based on the Bible

by UNCLE HERBIE

CRITICS who contend that wholesome children’s shows are virtually non-existent in today’s TV programming should take exception to WENR-TV’s “Stories In The Sand.”

Featuring Kay Morrow in the storytelling role, the program presents an integration of educational elements and interesting story lines that is not only enjoyable to children but also to parents.

A revolving sand-box comprises the set around which Kay and her child guests are seated. Small figurines and miniature building structures provide the setting for the stories. While Kay relates the tale, the children take part in the action by manipulating the figurines and turning the sand-box.

Anxious to participate in the storytelling routine, the children frequently anticipate Kay’s narrative “... which is fine,” Kay says, “because it is this element of participation that festers interest in the story and provides entertainment for the children while they also study the Bible.”

And to maintain simplicity of presentation, Kay and her staff take great pains in preparing the text of each show. Bible dictionaries are used to simplify words and phrases, although Kay is careful not to detract from the impact or accuracy of the original.

Marshall Field & Company

Uncle Mistletoe®

wants you to meet a friend

It’s Humphrey Mouse, the tiny mischief-maker of Uncle Mistletoe’s jolly family in Wonderland. You’ll meet Humphrey and all the rest of the little people right from the TV screen in Uncle Mistletoe’s Tall-Tale Book, $1 in Books, Third Floor.

See Uncle Mistletoe on Channel 7 • Mon., Wed., Fri. • 5:45 P.M.
MONDAY—continued

2:55 9 Greeting Card Show—Variety
Earl Nightingale stars

3:00 4 Homemakers’ Exchange—Foods
5 Straw Hat Matinee—Variety
Mel Martin, emcee and Rosemary O’Berding
9 Test Pattern till 4:30

3:30 4 Your Visiting Nurse

3:35 4 Multoscope News—Ticker Tape

4:00 5 Hawkins Falls, Pop. 6200
Jack Blake tells of his close brush with death in the jail break; Laila decides Millie no longer loves him

7 Sagebrush Theater—Western
“Galloping Dynamite”

4:15 4 Breezy, Don, And Vera—Puppets
5 Cowboy Playhouse—Western
Exciting adventures of the west

4:30 4 Assembly—Military Questions
Guests from the U.S. Army
5 Howdy Doody Show—Kids Fun
Bob Smith emcees the puppets
9 Telephone Game—Quiz Session
Easy way to win prizes; just send your number to Harold Isbell

5:00 4 Kids Karnival Kwiz—Games
Youngsters get a chance to win
5 Cactus Jim—Western Film
Stirring tale of the Old West
7 Mary Hartline Show—Games
Frolic for kids of all ages
9 Trail Blazers’ Theater—Film
“Man From Texas”

5:15 7 Lois And Looie—Cartoons
A small boy’s adventures drawn by Lois Fisher

5:30 4 Silhouettes Of The West
Roy Starkey stars in Western
5 Visit With Cactus Jim
7 Tom Corbett Space Cadet
Exciting adventures into the future

5:35 5 Weatherman—Clint Youle
Prediction for tomorrow

5:45 4 Window Shopping—Commercial
5 News Report
7 Uncle Mistletoe—Adventures
Exciting tales for everyone with Michael O’Hare, Tony Pony and Humphrey Mouse

9 Foto Test—Frank Sweeney
Picture quiz with cash prizes

6:00 4 Music Bowl—Musical Variety
Danny O’Neill & Carolyn Gilbert sing
5 Ernie In Kovacsland—Comedy
7 Austin Kiplinger And The News
9 Captain Video—Adventures

6:10 7 Top O’ The Weather—Russ Reed
6:15 4 Ulmer Turner And The News

6:20 7 Flano-Grams—Sports News
Pat Flanagan gives us development in sports

6:30 4 CBS News—Douglas Edwards
5 Song At Twilight—Musical
Starring vocalist Johnny Andrews
7 Hollywood Screen Test—Drama
Neil Hamilton emcee introduces young actresses and actors

9 First Edition—Frann Weigel

6:45 4 TV’s Top Tunes—Musical
Peggy Lee and Mel Torme

5 News Caravan—John C. Swayne
9 Chicagoland Newsreel

7:00 4 Pantomime Quiz—Charades
Emcee Mike Stoyer and scorekeeper Sandra Spence with panelists Vincent Price, Jackie Coogan, Adele Jergens and Fritz Feld; guests: Peggy Dow, Bruce Bennett, Gale Storm and Jack Smith

5 Tag The Bag—Comedy
Hal Block, emcee; panel of new comedians each week

7 Films Of Interest
9 Our World—Films
“This Land of Ours”

7:30 4 Arthur Godfrey’s Talent Scouts
Professional talent competes

5 Voice Of Firestone—Musical
Guest soloist Lois Hunt, soprano sings “Romance” from “The Desert Song.” “Audition Song,” Schwartz’s “Dancing In The Dark,” orchestra & chorus do “Shall We Dance” and a medley of songs by Von Tilzer

7 Marshall Plan In Action—Film
9 Al Morgan Show—Musical

8:00 4 Horace Heidt Show—Musical
5 Lights Out—Drama
“Follow Me” with Peter Cookson, Doris Rich and Frank Albertson
7 “Jade Mask”—Feature Film
Starring Sidney Toler and Mantan Moreland

9 “Machine Gun Mama”—Film
Feature with Armina, El Brendel, Wallace Ford and Jack LaRue

8:30 4 It’s News To Me—Panel Quiz
John Daly moderator with panelists: Quincy Howe, Anna Lee, John Henry Faulk, and Robin Chandler

5 Somerset Maugham Theater
“The Yellow Streak”

7 Feature Film

9:00 4 Summer Theater—Drama
“Run From The Sun” by William Kraner with Mark Daniels & Gaby Rodgers; psychological story of fear of the past and flight from the future

5 Author Meets the Critic
“Grave Diggers of America” an article by Ralph DeToledano; guests: Louis Fisher and Virtilia Petersen

TV FORECAST
MONDAY—continued

9:00 7 Front Page Detective—Drama
    Edmond Lowe stars as David Chase in

9  Miss U. S. Television Contest
    Marty Hogan mc presents weekly
    contests and preliminaries for the
    national beauty competition

9:30 5 Who Said That?—Quiz
    Robert Trout, me and John Swayze;
    guests: Col. Katherine Toole, director
    of Women Marines, George Allen and
    Richard Harkness

7  Studs Place—Informal Variety
    Studs Terkel as proprietor with
    some homey philosophy; also
    Beverly Younger, Chet Roble and Win
    Stracke. A determined lady with a
    grand manner stands in the way of
    new glory for Studs

9  "Shep Comes Home"—Feature
    Film with Robert Lowery, Billy
    Kimbley and Martin Garralaga. To
    avoid being separated from his dog,
    an orphan boy runs away and be-
    comes involved in murder

10:00 4 Ernie Simon—Curbside Cutup
    * 5 Weatherman—Clint Youle
    7 Page One—News And Sports

10:10 5 Dorsey Connors—Helpful Ideas
    New conveniences for your home

10:15 4 Ulmer Turner And The News
    5 Report on the news

10:30 4 Hair Magic—Commercial
    5 Let's Look At Sports—T. Duggan
    What's happening in the world of
    sports

7 Handy—Tips And Ideas

10:45 4 Linger Awhile—Musical
    Records, with Marty Hogan and Jeri
    Sothern

5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Film
    7 Paul Harvey And The News
    9 "Stage Door Canteen"—Film
    Feature with Lon McCallister. Story
    of three soldiers and three young
    ladies who fall in love at the canteen

11:10 7 Flana-Grams—Sports News

11:15 4 Wendell Hall—Musical

11:30 4 Murder Before Midnight—Film
    "Invisible Killer" with Grace Brad-
    ley and Roland Drew. Mystery in
    which men meet a violent death
    when they use the telephone

12:00 4 Midnight Edition—Ulmer Turner

1:00 9 Chicagoland Newsreel
    (Stations reserve the right to change above
    listings without notice)
On the Subject of Commercials

by JACK MABLEY

IN three and a half years of writing about television I have never written a column about commercials. There have been dozens of groaning complaints about the length of some commercials or about the lack of taste in them, but nothing more.

The commercials are a fairly important bit of business. They're paying for our television entertainment. Or theoretically we're paying for it by watching the advertising. In a sense they're our ticket to the play or vaudeville show or baseball game.

There's one important difference. We can crash the television gate without a ticket if we want to. If the commercial is offensive or overly long or insulting to our intelligence, we can ignore it.

Ignoring TV commercials has become a high art in Chicago homes. It has reached its most advanced stage in houses where the viewers keep books and magazines handy during programs, and catch up on their reading while the announcer is touting the glories of Glob Deodorant or Spitz Beer.

When that man shouts "What'll YOU have?" a lot of the customers decide they'll have a snack in the kitchen, or else have a sprightly wash of the hands.

Commercial time is also a splendid opportunity to catch up on small talk or to ask mama how come the kids need new shoes again didn't they all get new ones just a month ago holy smokes do they spend all their waking hours kicking bricks?

This should not imply that all commercials are ignored. Some are so short that if you leave the room or get involved in a conversation you'll miss part of the show. Some are entertaining. Some contain worthwhile information, and are so pleasingly presented that they are no imposition on the viewer.

I think that unquestionably the TV commercials that are easiest to take in all television are the middle ones of Kukla, Fran and Ollie. They are woven so smoothly into the show that they seem part of the entertainment. They are never high pressure, and often they are the funniest segment of the program.

Arthur Godfrey's commercials are masterpieces of salesmanship, because he has fun with them, and he puts Godfrey sincerity into them. They're seldom stereotyped, and they are reasonably short.

Favorite commercials of many viewers are the Lucky Strike musical playlets. The music of the Be Happy Go Lucky jingle is so catchy, and the dancing and singing so lilting, that it's hard to get tired of the thing, as often as it is on.

Dick Stark, the announcer who handles commercials on the Perry Como and Danger shows, likes to use kids as foils in his spiels. He has a pleasant, low pressure approach that appeals to many, although he gets dangerously close to being syrupy once in a while.

Commercials on the Fred Waring and the Westinghouse programs are simple and straight, and usually contain enough information to make them palatable.

And the worst commercials? There isn't enough space in this book to go into that.
Favorite recipe

No. 7 of a series

Apple Strudel

Dough
3 cups flour
4 tablespoons margarine (softened)
2 eggs
Water to form soft dough
Work with the hands until well mixed and elastic. Cover for ½ hour while preparing the filling.

Filling
6 apples, sliced very thin
1 cup sugar
1 teaspoon cinnamon

Divide dough in half. (The recipe makes two strudels.) Roll on a floured board or cloth until the dough is as thin as paper. Then continue pulling until it is almost transparent. Cut off the outer ⅛ inch edge.
Sprinkle filling over the entire surface. Sprinkle with 1½ cups of fine cracker crumbs which have been mixed with 1 cup melted butter or oleo. Sprinkle white raisins over all. Then roll as you would wrap a package.
Place on a greased roasting pan. Bake in a moderate oven 40 minutes.
Serve slightly warm, decorated with powdered sugar.

MARIE ISBELL, wife of the genial co-emcee of the WGN-TV Telephone Game, Harold Isbell, sends this recipe for Apple Strudel which is a favorite in their household. A home economist, she finds this dessert a particular favorite with their young twin daughters and says it is better for them than cake and candy.

For all housewives who have always felt strudel too difficult to attempt, Marie feels the enthusiastic response of your family to this dessert will make the effort worthwhile.

MARIE ISBELL
AND TWINS
You know her as Grace, the friendly, likable waitress down at "Studs' Place." The gal from Kansas, with a mid-western twang to her speech and a heart with room for every troubled person who drops into the restaurant. To four wonderful children, Bev Younger is mother.

Bev, who is Mrs. Les Podewell in private life, is the mother of Richard, who will soon be 13; Bruce or Buzz, 8; and Polly and Penny, 26-month-old twins. The family lives in a large, rambling house in Park Ridge, a home with room to permit four lively children to grow and expand.

Only in their newest home a few weeks, the family is still in the midst of extensive remodelling and decorating. And right in the heart of this activity are the two boys who have been helping Bev and Les by painting the stairs and fence.

On the day we visited with Bev, the activity centered in their spacious and inviting yard. The yard is equipped with swings, teeter-totter, sandbox, a garage with room for a potential club-room for the boys and an abundance of fruit trees that invite young boys on
Bev and Family

With a Midwest Twang for Everyone's Troubles

warm summer afternoons.

"We like things open, slightly wild and informal," said Bev, in speaking of their newly acquired yard. "A year in Oregon, when we lived near my family, gave us a taste for openness and spaciousness that we have never lost."

Because she cares for the children and manages the home without full-time help, Bev's schedule is a busy one. She does her own washing, ironing and cooking and this summer did some canning. She limits her work at present to her role in "Studs' Place" and a few commercial films; outside activities are restricted almost entirely to those which include the children.

A vibrant personality, Bev brings to her children and home the same warm enthusiasm that has made her a favorite with television audiences throughout the country. And her children, through their ways and manner, are a compliment to her as a mother.

Bev Younger is seen as Grace on "Studs' Place," now 9:30 p.m., Mondays, WENR-TV. "Studs' Place" is sponsored by McLaughlin's Manor House coffee.

Although the crop is not what it should be this year, Buzz climbs the apple tree to shake down the apples for Dick and Bev to gather for pies.

Picnic lunches in the yard mean everyone pitches in from Buzz to Polly to Penny who is held by Dick. Bev supervises the operation.
Try These Shortcuts
at Next TV Party

LUNCH, dinner or late evening snacks in the living room have become the rule instead of the exception since television entered the home.

For the hostess this often means additional steps and work—but if she uses two products now on the market she will speed up the service and lessen the work.

To speed up the service and save steps, she will serve from the smart looking “Tee Vee Matre Dee,” a portable dining table that can be prepared in the kitchen and wheeled into the living room. The table, wonderful for parties and buffets, is equipped with the twin “ther-mo-server” that will keep foods hot or cold, as desired.

The “Tee Vee Matre Dee” is available in black ebony finish, with a non-mar, no-scratch surface and retails at $39.95.

If she is really a smart hostess, she will use the new plastic coated paper plates, Bondware. Bondware plates, available in blue, yellow, green, pink, burgundy and silver, come in four sizes—6, 7, 8 and 9 inch.

We think she will find that the 9 and 7 inch sizes will meet most meal needs and there are plastic treated cups to match, as well as napkins and tablecloths.

Bondware will not absorb greasy or moist foods and when the meal is over no dishes await the hostess. The deluxe line, silver and burgundy, is available in department stores only, while the pastel line is found in most stores throughout Chicagoland.

Try these shortcuts to entertaining that is fun instead of work!

Additional information can be obtained by phoning KI 5-6212.
Tuesday Aug. 21

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

9:00  4  Fun And Features—G. Menard
9:30  4  Fun And Figure—Exercises
      Exercises for the upper arm
9:50  4  Fun And Features (continued)
10:00  9  Your Figure Ladies—Exercises
      Paul Fogarty shows you how to
      slenderize the hips
10:30  4  Tel-A-Shopper—Betty Whitney
      Tips on what to buy, why you should
      buy, and general information
9  Chicago Cooks—Recipes
      New taste treat by Kay Middleton

11:00  4  Creative Cookery—F. Pope
      Pineapple cream cheese mold & fruit
      salad dressing demonstrated
7  Bob And Kay Show—Variety

11:30  5  Norman Ross' Varieties
      Discussion on various subjects
7  Jessie DeBoth's TV Notebook
      Homemaking hints & processes dramatized,
      cooking recipes explained & new products introduced
9  Hi Ladies—Interviews
      Tommy Bartlett chats with the gals

12:00  4  Garry Moore Show—Comedy
      Guests: comedians Jim Kirkwood and
      Lee Goodman
5  "Occupation Murder"—Feature
      Film starring Hugh Beaumont
7  Bob And Kay (continued)
9  Russ Davis Show—Interviews
      Variety and discussions
      Guest: Lawrence Tibbett

12:30  4  First Hundred Years—Serial
      Jimmy Lydon and Olive Stacey star
5  Your Luncheon Date—Variety
      Music with the Art Van Damme Quintet
9  Plan-A-Room—Designs
      Paul MacAllister with interior decoration
      ideas for all your rooms

12:45  4  Garry Moore Show—Cont'd.
9  Spencer Allen And The News
      Around the world report
1:00  4  Bill Evans Show—Variety
5  "Rhythm Parade"—Feature
      Film with Gale Storm and Robert
      Lowery. Musical variety with Ted
      Fiorito's orchestra
7  Beulah Karney Show—Foods
      Adventures in and with foods
9  Travelers' sketchbook—Films
      "Mexico"
1:30  4  Multiscope News—Ticker Tape
9  Showtime
1:45  4  Vanity Fair—Interviews
7  Barbara Muro—Creative Ideas
      How to make your home beautiful

TV FORECAST

DAY AND NIGHT
CITY WIDE SERVICE

$3 DAY—$4 NIGHT or SUNDAY
ALL MAKES—BONDED—GUARANTEED

Low Cost Parts Warranties Available. Aerials
installed. Shop open 9 A.M. to 9 P. M. . .
bring in your set and save. See it repaired.

2922 MILWAUKEE AVE.
FOSTER TELEVISION
HUmboldt 9-0911

Shows Open to Public

WENR-TV—20 N. Wacker Dr., Chicago 6, Ill.
AN 3-7800. Tickets: Guest Relations, Civic
Opera Building. Programs originate in ABCivic
Theater. "Super Circus," Sunday 4-5 p.m. (only
written requests accepted, order tickets well in
advance); "Sachs Amateur Hour," Sunday 12:30-
1:30 p.m.; "Courtesy Hour," Friday 10-11 p.m.
WGN-TV—435 N. Michigan, Chicago 11, Ill.
SU 7-0200. Tickets: Guest Relations, WGN Building.
Rubin's "Stars of Tomorrow," Sunday 9-9:30 p.m.;
"Miss U. S. Television Contest" Monday
9-9:30 p.m. "Al Morgan," Monday 7-7:30 to 8:00;
"Down You Go," Thursday 8:00 to 8:30; "Hi
Ladies," Monday thru Friday 11:30 to 12:00.
WBKB—190 N. State, Chicago 1, Ill. RA 6-8210.
"Ernie Simons' Curbstone Cutup," Monday
through Friday 10 p.m. (No tickets needed.
Show telecast under marquee of State-Lake
theater.) "Creative Cookery," Monday through
Friday 11 a.m. Write program for tickets. "Fun
and Features" Mon. thru Fri. 9 a.m. Order tick-
ets thru program.

WNBQ—Merchandise Mart, Chicago 64, Ill.
SU 7-2800 Ext. 287: "Hollywood Junior Circus," 4:30
to 5 p.m. alternate Sundays (written request
only, Ticket Division); "Quiz Kids," Friday 7 p.m.

Uncle Herbie Winners

Tom Barret, Homewood, Ill.
Judy Brengman, Aurora, Ill.
Wayne Chase, Chicago, Ill.
Sandy Jean Galle, Chicago, Ill.
Frederic Heft, Tinley Park, Ill.
Herbert Hinkelman, Chicago, Ill.
Judy Kutz, Chicago, Ill.
Sandra Loeffel, Chicago, Ill.
Cheryl Murphy, Chicago, Ill.
Jill Peters, Chicago, Ill.
Robert Przybylski, Chicago, Ill.
Vivian Settler, Chicago, Ill.
Michelyn Thompson, Harvey, Ill.
Patty Kay Zeedyk, Holland, Mich.
Anita Carole Bear, LaGrange, Ill.
Nancy Erickson, Chicago, Ill.
Marlene Ganswindt, Burlington, Wis.
Carolyn Stein, Highland Park, Ill.
Helen M. Galle, Chicago, Ill.
Alice and Gene Jagello, Chicago, Ill.
Janice Paderas, Cicero, Ill.

27
TUESDAY—continued

2:00 5 Miss Susan—Serial Story
9 Test Pattern till 4:30
2:15 4 Bride And Groom—Interviews
John Nelson, emcee
5 Vacation Wonderland—Travel
Weekend in Times Square
2:30 4 Fashion Magic—Arlene Francis
Styles and beauty tips for women
5 America Speaks—Documentary
“Health of the Land” Dept. of Agri-
culture film, narrated by Rob’t. Trout
3:00 4 Homemakers’ Exchange—Foods
5 Straw Hat Matinee—Variety
Mel Martin emcees amusements
3:30 4 Your Visiting Nurse
3:35 4 Multiscope News—Ticker Tape
4:00 4 Steve Allen Show—Variety
5 Hawkins Falls, Pop. 6200
A stranger, with a purpose, asks
where he can find Doc Gibb and Roy
Betttert
7 Sagebrush Theater—Western
“Trigger Pals”
4:15 4 Breezy, Don And Vera—Puppets
5 Cowboy Playhouse—Western
4:30 4 Assembly—Military Questions
Film: Army-Navy football game
5 Howdy Doody—Variety
Film starring Hugh Beaumont
Fun with Clarabell the clown
9 Telephone Game—Quiz Session
Join the fun; send your number to
Jane Quinn and Harold Isbell, you
may win a prize

5:00 4 Kids Karnival Kwiz—Games
Suppertime frolic for the kiddies
5 Cactus Jim—Western Feature
7 Mary Hartline Show—Prizes
9 Trail Blazers’ Theater—Western
“Trigger Smith”
5:15 7 Lois And Looie—Cartoons
The adventures of a small boy
5:30 4 Silhouettes Of The West
Roy Starkey stars
5 Visit With Cactus Jim
7 Paddy The Pelican—Cartoon
5:35 5 Weatherman—Clint Youle
5:45 4 Window Shopping—Commercial
5 Report on the News
9 Foto Test—Frank Sweeney
Cash prizes for the ladies
6:00 4 Danny O’Neil At Home Show
Music and variety with the gang
5 Ernie In Kovaasland—Comedy
Cutting capers on most any subject
7 Austin Kiplinger And The News
9 Captain Video—Adventures
6:10 7 Top O’The Weather—Russ Reed
6:15 4 Ulmer Turner And The News
6:20 7 Flana-Grams—Sports News
6:30 4 CBS News—Douglas Edwards

6:30 5 Song At Twilight—Musical
Vocalist Johnny Andrews stars
7 Beulah Show—Comedy
Ethel Waters stars as mediator in
Henderson’s bustling household; Bill
invents a mousetrap, Beulah invents
money, hoping to snare Bill, and they
fall
9 First Edition—Frann Weigel
6:45 4 Stork Club—Interviews
Guests: Champion fisherman G. N.
Coughlin and sportscaster Joe Wil-
liams
5 News Caravan—John Swayze
9 Chicagoland Newsreel
7:00 4 Star Of The Family—Variety
Peter Lind Hayes & Mary Healy star
5 Meet The Press—Discussion
Martha Rountree moderator presents
V.P. Alben Barkley in quiz with a
panel of reporters
7 Cowboy Classics—Western Film
“Western Justice”
9 Our World—Films
“Silence Is Golden”
7:30 4 Pars, Birdies And Eagles—Golf
Golf lessons from pros Johnny Re-
volta and Jimmy Hines with Bruce
Roberts announcing prize for best
question sent in by viewer on the
subject of golf.
5 Juvenile Jury—Panel Quiz
John Barry moderator of panel of
youngsters debating problems
9 Health Talk—Dr. Van Dellen
“Preventing Tooth Decay” discussed
by Dr. Gordon H. Rovelstad, D.D.S.,
Assistant Professor of Pedodontia,
Northwestern University and Dr.
Samuel Hoffman, Director Hektoen
Institute for Medical Research of
Cook County Hospital
8:00 4 Hollywood Opening Night
5 Fireside Theater—Drama
“The Lottery” psychological tale of
people caught in the fear of a local
practice
7 Q.E.D.—Panel Quiz
Fred Uttal mc, panelists Maggie
Hayes, Hy Brown, and guest panelist
9 Cavalcade Of Bands—Musical
Emcee Don Russell introduces guests
Tex Beneke and his orchestra
8:30 4 Suspense—Mystery Drama
“This Is Your Confession” with Eva
Gabor and Rex Marshall; story of a
confession behind the Iron Curtain
5 Circle Theater—Drama
“Bone of Contention” starring Corine
Gray; a young girl finds that when
you involve a man of science in a
matter of love, the experiment may
have amazing results
7 Life Begins At Eighty
Jack Barry moderator presents his
panel of elders in a discussion
9:00 4 Danger—Mystery Drama
“The Motive For Murder”
5 Amateur Hour—Ted Mack mc
Talented people get their chance
TUESDAY—continued

9:00 7 March Of Time Thru The Years
"Uncle Sam Day Mariner" discussed
by Rear Admiral Gordon McIntock,
supt. of the Merchant Marine
Academy at Kings Point, Long Island

9 They Stand Accused—Debate
Re-enactment of a trial from page of
court history with actual lawyers

9:30 4 Two Minutes To Go—Quiz
Famous sports celebrities match wits
against the sports subjects you send
in. Jack Drees emcees.

7 A Hit Is Made—Drama
John Barclay as director shows us the
techniques of play as well as inner
drama in "Mixture Of Madness" with
Helen Horton, Kay Miller, and Dane
Durston; tale of the murder of elderly
woman

10:00 4 Ernie Simon—Curbstone Cutup
Informal interviews on State Street

5 Weatherman—Clint Youle

7 Rip Van Winkle—Film

9 "Blue Beard"—Feature Film
Action-packed tale of murder and
suspense, starring John Carradine
and Jean Parker

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Ulmer Turner—News

5 Up-to-the-minute news

7 Cafe Continental—Film

10:30 4 What’s Wrong With This Picture

5 Let’s Look At Sports—T. Duggan

7 America Prepares—Film
"D-Day Coming" & "Citizens In
Arms" Followed by Cafe Continental

10:45 4 Linger Awhile—Musical
Jeri Sothern sings and plays songs
not often heard

5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Film

5 Broadway Open House—Variety
Comedian Jack E. Leonard me with
Dagmar, Kirby Stone Quintet, and
dancer Ray Malone

7 Paul Harvey And The News

11:10 7 Flana-Gramps—Sports News

11:15 4 Wendell Hall—Musical
Spotlight on your musical favorites

11:30 4 Murder Before Midnight—Film

9 Eloise Salutes The Stars—Chats
Guest: Cliff Edwards, better known
as "Ukelele Ike" stage & screen star

11:45 9 Be Your Own Boss

12:00 4 "Last Wilderness"—Feature
Film with Howard Hall and Dean
Jagger

9 Chicagoland Newsreel

1:30 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above
listings without notice)

New, exciting SPORTS QUIZ!

"2 minutes
to go!"

Match wits with Herb Graffis,
Gene Kessler, our mystery guest
and other sports celebrities.
Think up a sports-teaser
and win a handsome prize.

FUN FOR THE WHOLE FAMILY!

Jack Drees, M. C.

Every Tuesday 9:30 P.M.

WBKB
Channel 4

Presented by

FOX DE LUXE BEER

Peter Fox Brew. Co., Chicago

FREE! — TV Interviews with
Creighton, baseball ducats

BASEBALL fans, here’s your oppor-
tunity to see your favorite team in
action from reserved box seats and to
appear on television as guests of TV
Forecast magazine. Enjoy a leisurely
afternoon at Wrigley Field or Comiskey
Park and be interviewed on WGN-TV
by sportscaster Harry Creighton. . . .
This new, exciting contest is open to
youngsters and adults alike. Every day,
TV Forecast will award 4 reserved box
seats for Cubs and Sox baseball games.

YOUNGSTERS WIN: Two reserved box seats for a
Cubs or Sox baseball game plus an autographed
baseball. The baseball will be awarded on the
"Lead-Off Man," show on WGN-TV, sponsored by
Nelson Brothers at 1:10 p.m. from the ball park.

ADULTS WIN: Two reserved box seats for a Cubs
or Sox home game. Winners to be interviewed
after the game by Harry Creighton on "The
Tenth Inning" and "Extra Inning" television
shows sponsored by Walgreen’s drug
stores and the United Airlines.

FOLLOW THESE RULES: Write a brief letter
explaining "Why I’d prefer to see a baseball game
in person rather than on television. . . ." Mail
entries to: Sports Editor, TV Forecast magazine,
185 North Wabash, Chicago 1, Ill.—Deadline this
week: Wednesday, Aug. 22.
HA VE you ever won a prize on television? If you have, chances are the Queen of Give-Aways was responsible for obtaining that refrigerator, iron, plastic swimming pool, or doll. She’s Janet Kubicz of the American Broadcasting Company, an attractive young girl who deals with more than 104 manufacturers who are anxious to give away their merchandise in the form of prizes.

Five foot three and one-half inches tall, and weighing 118 pounds, Janet brings in more than five tons of prizes each week, all of which are awarded to Chicagoland viewers of WENR-TV, channel 7.

On the Mary Hartline program alone, 36 children win educational toys each week. The amount of mail received is staggering; one record period of seven days resulted in more than 4,000 letters!

Janet entered TV, like many others, thru her experience in radio. In 1940 she was casting director for Dancer, Fitzgerald and Sample agency, from 1943 to '46 staff producer for WBBM. It was at CBS that Janet was introduced to audience participation and give-away shows. For the next three years she became an independent, handling “Hint Hunt” and “Ladies Be Seated” for Feature Productions. This was followed by a short stint with Paul Gibson, and then the plunge into video.

When she isn’t busy buying hats (her biggest weakness) Janet is usually at her ABC office, sorting out the hundreds of prizes that are selected with respect to age groups, sex, and nationally advertised products.

For victims of pranksters who delight in calling you up to say you’ve just won a new automobile or the Empire State building, Janet offers this advice: 1) beware of certificates applicable towards the purchase of higher priced items; 2) ask for name of person phoning, name of show, and date of award. This is so proper checks can be made at the station to determine if the call is legitimate.

Poorly managed give-away programs leave a bad taste in the mouths of the public, Janet feels, and so she takes extra pains in making certain winners on ABC-TV shows go away happy. Women do not receive men’s hats, nylon hosiery is not given to men, and children are not wished off adult merchandise. It’s the personal touch from a girl who has probably one of the most fascinating jobs in the industry.

Tons of Prizes Pass Thru Her Hands

Janet the Give-Away Queen

Top: Janet Kubicz checking list of prizes to be awarded. Bottom left: Beulah Karney, WENR-TV home economist, peeks into treasure chest shown on Mary Hartline show. Right: Janet and Beulah discuss prizes for homemakers.
Godfrey's Girl

Continued from page 5

Marian Marlowe

English and mother French (way back, Egyptian) . . . biggest ambition: to make things easier for her family . . . to bring her mother and grandparents by plane to New York City for a visit . . . they've never been out of Missouri . . . and hopes someday they will all live together . . . writes poetry, short stories and has had some of them published in London . . . she drinks three quarts of milk daily . . . hates shoes . . . loves boating, walking, skating and has never been on a horse.
WEDNESDAY—continued

2:15 5 Vacation Wonderland—Travel Film on the Riviera

2:30 4 All Around The Town
5 America Speaks—Documentary “Bulwarks of Defense” film

3:00 4 Homemakers’ Exchange—Foods
5 Straw Hat Matinee—Variety Mel Martin mc with variety acts, Ernie Lee’s hill-billy music, “Salute to a Good Neighbor” and amateur performers

3:30 4 Your Visiting Nurse
3:35 4 Pin-Up Wife—Commercial

4:00 5 Hawkins Falls, Pop. 6200 Roy Bettert meets the stranger; his memory saves his life
7 Sagebrush Theater—Western “Hawaiian Buckaroo”

4:05 4 Multiscope News—Ticker Tape

4:15 4 Breezy, Don And Vera—Puppets Florence Flutterby and Clementine
5 Cowboy Playhouse—Western Saga of the roaring west

4:30 4 Assembly—Military Questions U.S. Air Force is discussed
5 Howdy Doody Show—Bob Smith Puppet fun for the kiddies
9 Telephone Game—Quiz Session You too may win a prize! Send your number to Harold Isbell

5:00 4 Kids Karnival Kwiz—Games Jan Murray with prizes for kids
5 Cactus Jim—Western Feature Stories of the heroes of the west
7 Mary Hartline Show—Games Prizes and interviews with Mary
9 Trail Blazer’s Theater—Western “Down Wyoming Trail”

5:15 7 Lois And Looie—Cartoons

5:30 4 Silhouettes Of The West Western show with Roy Starkey
5 Visit With Cactus Jim
7 Tom Corbett Space Cadet Futuristic adventure stories

5:35 5 Weatherman—Clint Youle
5:45 4 Window Shopping—Commercial
5 Latest news report
7 Uncle Mistletoe—Adventures Delightful stories for youngsters with all the wonderland folk

9 Foto-Test—Frank Sweeney Exciting game with prizes for all

6:00 4 Music Bowl—Danny O’Neil! Favorite tunes requested by you
5 Ernie In Kovacsland—Comedy A wide scope of subjects covered

6:00 7 Austin Kiplinger and The News Round-up of world events
9 Captain Video—Adventures Adventures in a world furnished with super-sonic devices

6:10 7 Top O’ The Weather—Russ Reed Prediction for tonight and tomorrow

6:15 4 Ulmer Turner And The News News events of vital interest

6:20 7 Flana-Grans—Sports News Events of the day in the sports world

6:30 4 CBS News—Douglas Edwards
5 Song At Twilight—Musical Vocalist Johnny Andrews
7 Chance Of A Lifetime—Quiz John Reed King emcee
9 First Edition—Frann Weigle

6:45 4 TV’s Top Tunes—Musical Peggy Lee & Mel Torme star

5 News Caravan—John Swayze
9 Chicagoland Newsreel What happened in Chicago today

7:00 4 Arthur Godfrey’s Friends Frank Parker subs as emcee with Marion Marlowe, the Chordettes and the Mariners; guest: comedian Ben Blue

5 Heritage—Music And Art John Walker, chief curator of the Nat’l Gallery of Art in Washington, presents and comments on famous pictures and art objects; Rose d’Amore interviews well-known composers and musicians, and Richard Bales conducts the Gallery orchestra

7 Paul Dixon Show—Variety Informal comedy and ad libbing with members of the audience; Dottie Mack and Wanda Lewis heip the fun along

9 Club House—Interviews Jack Brickhouse and Marty Hogan

7:30 4 Our World—“Successful Failure”—Feature Film

8:00 4 Strike It Rich—Quiz Warren Hull emcee of the “quiz with a heart.” Contestants win prizes

5 Kraft Theater—Drama “John Wilks Booth” by Peter Yates starring John Baragrey, Oliver Thorne-dyke, and Raymond Bramley; historical tale

7 Bill Swinn Show—Musical Quiz Prize to couple who re-enact scene where a song altered their lives
9 What’s The Story—Panel Quiz Walter Raney as City Ed, taking a story from reporter while panel of 4 reporters try to guess news event from appearance and surroundings

8:30 4 The Web—Mystery Drama “The Dishonored Thief”

7 Wrestling From Rainbo Arena Wayne Griffin announces matches as the grunt and groan artists struggle for top place
WEDNESDAY—continued

8:30 9 Shadow Of The Cloak—Drama
Tale of intrigue and mystery starring Helmut Dantine titled "Billion Dollar Watch"

9:00 4 Blue Ribbon Bouts—Boxing
15 round Light-heavyweight championship match from New York’s Madison Square Garden. Champion Joey Maxim pits his title against contender Irish Bob Murphy

5 Break The Bank—Quiz
Bert Parks emcee with Bud Collyer and Peter Van Steeden’s orchestra

9 Press Conference
Lee Schooler, moderator

9:30 5 Stars Over Hollywood—Drama
"Tails For Jeb Mulcahy" with Bruce Cabot. Panhandler, with the help of friends, pretends he is wealthy when his daughter, whom he hasn’t seen in many years, comes to visit him

9 "The Cardinal”—Feature
Film with Eric Portman

9:45 4 Sports Quiz—Film

10:00 4 Ernie Simon—Curbstone Cutup
Interviews with the man on the street

5 Weatherman—Clint Youle
Forecast for tomorrow

10:10 5 Dorsey Connors—Helpful Ideas
Timely tips for the homemaker

10:15 4 Ulmer Turner—News
Report on the news

10:30 4 What’s Wrong With This Picture
Quiz session with Hank Grant emcee

5 Let’s Look At Sports—T. Duggan
Sports news and interviews

10:45 4 Linger Awhile—Musical
Marty Hogan commentator

5 Herbie Mintz Show—Musical
Tunes that bring back memories

11:00 4 Today In Sports—Film

7 Paul Harvey And The News
Report on news around the world

9 Chicagoland Newsreel

11:10 7 Flana-Grams—Sports Comment
Late reports on the sports world

11:15 4 Wendell Hall—Musical
Your musical favorite

11:30 4 Murder Before Midnight—Film

12:00 4 “No Escape”—Feature
Film with Dean Jagger and John Carradine. A forger escapes from prison with the aid of another convict who takes him to the head of a sabotaging ring

12:30 9 Chicagoland Newsreel

1:30 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above listings without notice)
BOYS and GIRLS! Who is this mystery celebrity? You'll all want to enter this exciting contest. All you have to do is put this jigsaw puzzle together on separate paper. When you see who it is, write a short note telling why you would like to meet him IN PERSON. Ten winners will be picked, and these ten boys and girls will meet this celebrity and have a picture taken with him. Mail your entry and letter to Mollycues, % TV FORECAST, 185 N. Wabash avenue, Chicago 1, Ill. Entries must be postmarked no later than August 27.

Mollycue Winners
Donna Adams, North Liberty, Ind.
Mary Ann Boynek, Gary, Ind.
Eleanor Dluhosch, Chicago, Ill.
Mary Foote, North Muskegon, Mich.
Arda Frank, Wilmington, Ill.
Bonnie Herath, Plainfield, Ill.
Diann Kampmeyer, Naperville, Ill.
Anne Delia O'Donnell, Chicago, Ill.
Marion Parker, Naperville, Ill.
Leonard Petraska, Waukegan, Ill.
Florence Trakan, Chicago, Ill.
Judy Turner, Hammond, Ind.
Elaine Weiss, Chicago, Ill.
Kit Barthel, Northbrook, Ill.
Ronald Matlon, Whiting, Ind.
Jim Miller, Chicago, Ill.
Noel Whitney, Chicago, Ill.

Here is the solution to Last Week's Puzzle
**Thursday Aug. 23**

<table>
<thead>
<tr>
<th>Network</th>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBKB</td>
<td>9:00</td>
<td>Fun And Features—G. Menard</td>
</tr>
<tr>
<td>WNBQ</td>
<td>9:00</td>
<td>Fun And Figure—Exercises</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>9:00</td>
<td>Fun And Features (continued)</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>9:00</td>
<td>Your Figure Ladies—Exercises</td>
</tr>
<tr>
<td>WBKB</td>
<td>9:30</td>
<td>Tel-A-Shopper—Betty Whitney</td>
</tr>
<tr>
<td>WNBQ</td>
<td>9:30</td>
<td>Chicago Cooks—Recipes</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>9:30</td>
<td>Creative Cookery—Recipes</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>9:30</td>
<td>Norman Ross’ Varieties</td>
</tr>
<tr>
<td>WBKB</td>
<td>10:00</td>
<td>Hi Ladies—Interviews</td>
</tr>
<tr>
<td>WNBQ</td>
<td>10:00</td>
<td>Garry Moore Show—Comedy</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>10:00</td>
<td>First Hundred Years—Serial</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>10:00</td>
<td>Your Luncheon Date—Military</td>
</tr>
<tr>
<td>WBKB</td>
<td>12:00</td>
<td>Garry Moore Show—Comedy</td>
</tr>
<tr>
<td>WNBQ</td>
<td>12:00</td>
<td>Spencer Allen And The News</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>12:00</td>
<td>Batting Practice—Vince Lloyd</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>12:00</td>
<td>Bill Evans Show</td>
</tr>
<tr>
<td>WBKB</td>
<td>12:30</td>
<td>Lady Chaser—Feature Film</td>
</tr>
<tr>
<td>WNBQ</td>
<td>12:30</td>
<td>Beulah Karney Show—Foods</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>12:30</td>
<td>Lead-Off Man—Harry Creighton</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>12:30</td>
<td>Baseball—Sox vs Philadelphia</td>
</tr>
<tr>
<td>WBKB</td>
<td>1:00</td>
<td>Multiscope News—Ticker Tape</td>
</tr>
<tr>
<td>WNBQ</td>
<td>1:00</td>
<td>Vanity Fair—Interviews</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>1:00</td>
<td>Barbara Morse—Creative Ideas</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>1:00</td>
<td>Miss Susan—Susan Peters</td>
</tr>
<tr>
<td>WBKB</td>
<td>1:15</td>
<td>Bride And Groom—Interviews</td>
</tr>
<tr>
<td>WNBQ</td>
<td>1:15</td>
<td>Vacation Wonderland—Travel</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>1:15</td>
<td>Multiscope News—Ticker Tape</td>
</tr>
<tr>
<td>WGN-TV</td>
<td>1:15</td>
<td>America Speaks—Documentary</td>
</tr>
<tr>
<td>WBKB</td>
<td>2:00</td>
<td>Homemakers’ Exchange—Foods</td>
</tr>
<tr>
<td>WNBQ</td>
<td>2:00</td>
<td>Straw Hat Matinee—Variety</td>
</tr>
<tr>
<td>WENR-TV</td>
<td>2:00</td>
<td></td>
</tr>
<tr>
<td>WGN-TV</td>
<td>2:00</td>
<td></td>
</tr>
</tbody>
</table>

**The Last Word**

What I’m about to reveal is an exclusive: the first, long-distance, interplanetary interview with a TV star! Your scribe popped some questions at Tom Corbett, Space Cadet, who gave these answers with the aid of a script writer.

Q—Is life in 2351 A.D. what it’s cracked up to be?
A—Very dull, old man.

Q—From what planet are you calling?
A—Saturn. I came here because they’re showing some old Milton Berle kinescopes.

Q—You mean people are still watching television?
A—Oh, yes! That’s what I mean.

Q—What is color TV like?
A—We’re still waiting for it. FCC International hasn’t lifted the freeze yet.

Q—And Jack Benny?
A—He’s still very much alive, if that’s the word to use. Berle, Caesar, Godfrey, and Garroway have been dead for nearly 350 years, but Benny is still celebrating that 39th birthday.

Q—Tell me, Tom, what are commercials like?
A—Fellow named Moran has a show advertising new and used rocket ships. claims his great, great, grandfather sponsored the first movie on earth. We still have vitamin commercials, ugh, but beer sponsors are out. They haven’t yet developed an ale that doesn’t explode while being shipped from Milwaukee to Venus or Jupiter.

Q—And Dagmar?
A—She’s still legend. Was she really a perfect 39?
Q—I’m asking the questions. What’s your favorite show?
A—Tom Corbett, of course.
Q—Outside of that, what’s new?
A—Clint Youle VII just committed suicide. He had the job of predicting weather for eighteen planets. Our international president and cabinet was planning a picnic last Sunday. You know the answer: it rained!

CHUB McCARTHY
THURSDAY—continued

3:30 4 Your Visiting Nurse
9 Tenth inning—Harry Creighton
Fan interviews and TV Forecast’s
guest, Mrs. Anna Banks
3:35 4 Multiscope News—Ticker Tape
4:00 4 Steve Allen Show—Variety
5 Hawkins Falls, Pop. 6200—Serial
Roy is officially adopted by the Drew-
ers; Lona plans a party and an im-
portant guest sends last minute re-
grets
7 Sagebrush Theater—Western
“Haunted Ranch”
4:15 4 Breezy, Don, And Vera
Puppet fun with Captain Crusty,
Florence Flutterby and Clementine
5 Cowboy Playhouse—Western
Tales of the old west
4:30 4 Assembly—Military Questions
Filmed interview from the Pacific
5 Howdy Doody Show—Variety
9 Telephone Game—Harold Isbell
Join this exciting quiz session; send
in your number; Jane Quinn co-
mees

5:00 4 Kids Karnival Kwiz—Games
5 Cactus Jim—Western Feature
Rip roaring western tales
7 Mary Hartline Show—Games
9 Trail Blazers’ Theater—Film
“Pals of the Silver Sage”
5:15 7 Lois And Looie—Cartoons
5:30 4 Silhouettes Of The West
Roy Starkey in western tale
5 Visit With Cactus Jim
7 Paddy The Pelican—Cartoon
5:35 5 Weatherman—Clint Youle
5:45 4 Window Shopping—Commercial
5 Report on the latest news
9 Foto Test—Quiz Session
Frank Sweeney emcees awards cash
6:00 4 Danny O’Neil At Home Show
5 Ernie In Kovacsland—Comedy
Newer and madder ideas for televi-
ers not satisfied with the simply zany
7 Austin Kiplinger And The News
9 Captain Video—Adventure Tale
6:10 7 Top O’The Weather—Russ Reed
6:15 4 Ulmer Turner And The News
6:20 7 Flana-Gramps—Sports News
6:30 4 CBS News—Douglas Edwards
5 Song At Twilight—Musical
Johnny Andrews sings
7 Lone Ranger—Western Drama
“The Man With Two Faces” tale of a
one-eyed bank robber who cleverly
evades the law, leaving no trail
9 First Edition—Frann Weigle
6:45 4 Stork Club—Interviews
Guest: the Surf Man Beauty Contest
Winner, Sherman Billingsley

6:45 5 News Caravan—John Swayze
9 Chicagoland Newsreel
7:00 4 Starlight Theater—Drama
“Lunch At DiSalvo’s,” by Ed A. Con-
nell starring Franchot Tone and Don-
ald Curtis. Action set against adver-
sing agency background dealing with
experiences of an employee, schooled
in outmoded methods, who is forced
out of his job
5 It Pays To Be Ignorant—Quiz
Tom Howard conducts this comedy
game. Panel consists of George Shel-
ton, Harry McNaughton and Lulu
McConnell.
7 Stop The Music—Musical Quiz
Bert Parks me, with Marion Morgan,
Jimmy Blaine and Betty Ann Grove,
voicelists
9 Our World—Film
“This Land of Ours”
7:30 4 Amos ‘n’ Andy—Comedy Drama
Kingfish finds a loaded pistol and
Sapphire is convinced that he has
turned into a holdup man
5 Treasury Men in Action
Based on T-Men files, Walter Greaza
stars in “Murder By Proxy” with
Wm. Field about revenue officers
9 Club House
8:00 4 Meet Corliss Archer—Comedy
Lugene Sanders as Corliss, Fred
Shields, Bobby Ellis, and Frieda
Inescort star in series. When Harry
Archer asks his wife and daughter
to cut down on luxuries, he unwittingly
enters into a battle of perfume versus
the fishing rod
5 Ford Festival—Musical Variety
James Melton returns as emceee with
vocalist Dorothy Warenjonsk and
guest comedian Jack Caras
7 Don Ameche Show—Musical
Musical comedy depicting life and
laugh at a seaside resort. When Don
hires a star noted for her tem-
perament more than her ability;
tunes: “First Girl in the Second Row,”
“A Fellow Needs a Girl,”
“What Is a Man?” and “Everytime”
9 Down You Go—Panel Quiz
Dr. Bergen Evans me; Panelists, Toni
Gilman, Carmelita Pope, Fran Cough-
lin and guest panelist
8:30 4 Big Town—Newspaper Drama
Pat McVey as Steve Wilson crusading
reporter of the “Illustrated Press”
in “Murder Isn’t Clever,” tale of a
wealthy woman, a victim of black-
mail, and murder
7 Blind Date—Arlene Francis mc
Gentlemen compete for dates with
city’s top models
9 Beauty Contest—Bill O’Connor
Beauties compete in semi-finals for
$10,000 in prizes
9:00 4 Racket Squad—Drama
Reed Hadley as Captain John Brad-
dock in “Bank Night.” A banker is
prey for a swindle and a pretty
“con” girl
THURSDAY—continued

9:00 5 Freddy Martin & His Orchestra

7 Jerry Colonna Show—Variety
Comedy antics with Barbara Ruick, vocalist & comedian Gordon Polk

9 "Crime, Inc."—Feature Film
Leo Carrillo, Lionel Atwell, Martha Tilton, & Tom Neal in tale of racketeers who attempt to take over a city government

9:30 4 400 House Party—Variety
Toni Gilman and Ken Nordine emcee adult talent show with amateurs invited to participate

5 Short Story Playhouse—Drama
7 Documentary Films

10:00 4 Ernie Simon—Curbstone Cutup
5 Weatherman—Clint Youle
7 Hollywood Theater Time—Film
9 Wrestling From Chicago

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Ulmer Turner—News
5 Latest News Report

10:30 4 What's Wrong With This Picture
5 Let's Look At Sports—T. Duggan
7 Dr. Fixum—Household Tips
How to make a kitchen planter from a water dipper; tips on "wallking" around windows to seal cracks; putting a chimney back in place after fixing the bricks; also another coat hanger idea

10:45 4 Linger Awhile—Musical
5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Film
5 Broadway Open House—Variety
Kirby Stone Quintet, Ray Malone, dancer, coed Jeannine Dagmar, Eileen Barton & Buddy Greco, vocalists, and Donald Richards baritone me
7 Paul Harvey And The News
9 "Lady In The Morgue"—Film
Feature with Preston Foster, Patricia Ellis and Frank Jenks. Body of a beautiful girl is stolen from the morgue before it can be identified

11:10 7 Flano-Grams—Sports Comments
11:15 4 Wendell Hall—Musical

11:30 4 Murder Before Midnight—Film
"Behind Prison Walls" starring Alan Baxter

12:00 4 "Wildfire"—Feature Film
Bob Steele and Sterling Holloway

12:15 9 Chicagoland Newsreel
1:30 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above listings without notice)
C H I C A G O — One of the least publicized battles around town, surprisingly enough, is the constant fight for publicity made on behalf of certain TV stars. It’s easy to hang a “wonderful” tag on most of the video talent. But a few, very few, are tough to take off-screen. There’s one outstanding case of a one-time sports commentator who got too big for his already large-sized britches and blasted the press. He claimed he didn’t need publicity. That was several years ago, and times have been tough for the big fellow ever since. He recently picked himself up a little daytime TV show, but it’s predicted that, like his previous ventures, it will die quietly.

Fans of the Fair Store’s Carol Lee were confused by our item last week. Carol Lee is the professional name of Sylvia Roberts, who heads the Fairteen Club. We’d like to nominate her for a TV show of her own. . . . Poor pun dept. — Will WBKB’s “Fun & Features” show gain added pep now that Zippy Starch

REDHEAD MAKES COMEBACK . . .

Wendell Hall, the original redhead music maker, is making a strong comeback in the entertainment world with his Monday thru Friday series on WBKB at 11:15 p.m. Hall is best known as the composer of “It Ain’t Gonna Rain No More.”

is a new sponsor? . . . Art Pickens, the Malcolm & Howard agency producer on “Miss U.S. Television,” thinks it doesn’t pay to save for a rainy day, because the tax collector will soak you anyway. . . . Gail Compton’s “Pet Shop” show is conducting a letter writing contest about pets. A flash camera will be first prize each week.

Talk about TV being a young man’s game. Werner Haas is just 21 years old, but produces the “First Edition” show with Frann Weigle. He just graduated from Northwestern U. in June. . . . Ailing kids are flocking into the TOOC club of “Breezy, Don and Vera” on channel 4. It means “temporarily out of circulation” and according to Breezy, the smaller the membership, the better he likes it. . . . A Milwaukee trailer court operator, Art Jacob, reports that 90% of his residents have TV sets.

Jerry Allan, one of Our Town’s hard-working producers of hospital variety shows for veterans, is also discovering new TV stars. Three of his girls have already appeared on “Miss U.S. Television.” They’re Doris Lund, Judy Bradford and Chuckie Durante. . . . Budd Gore, the advertising director, is adding to a brilliant record with his chairmanship of Kids’ Day August 27. It’s a benefit for the Adoptive Parents Ass’n of the Illinois Children’s Home & Aid Society. . . . It’s not true that a local station issued the following bulletin—“John Doe’s analysis of the news, usually heard at this time, will not be presented tonight. Mr. Doe was unable to figure it out himself.”

George Menard, the WBKB emcee, says “statistics show that a million women in the United States are overweight. These, of course, are round figures.” . . . WNBQ announcer George Stone has a collection of symphonic records running into the thousands. . . . Peggy Taylor, the pert songstar, has taken up horseback riding for a hobby. . . . Welcome back, Paul Harvey.
This is a portrait of Courage. Susan Peters, a wheelchair invalid since a tragic hunting accident several years ago, is the shining star of WNBQ's "Miss Susan," the story of a paraplegic lawyer. Mark Roberts, shown here, is her leading man.
3:00  4 Homemakers’ Exchange—Foods
Louis Leslie demonstrates recipes
5  Straw Hat Matinee—Variety
Mel Martin emcees musical
9  Test Pattern Til 4:15
3:30  4 Your Visiting Nurse
3:35  4 Multiscope News—Ticker Tape
4:00  5 Hawkins Falls, Pop. 6200
The stranger meets Doc Gibb; they battle in Flagg’s barn
7  Sagebrush Theater—Western
“Valley of Terror”
4:15  4 Breezy, Don and Vera—Puppet
5  Cowboy Playhouse—Western
Thrilling action of the old west
9  Telephone Game—Harold Isbell
Jane Quinn and Harold invite you to send in your number; you may win a prize
4:30  4 Assembly—Military Questions
5  Howdy Doody Show—Bob Smith
Flub-a-Dub, Clarabelle, and Buffalo Bob
4:45  9 Raving Beauty
5:00  4 Kids Karnival Kwiz—Games
Youngsters get a chance to win prizes
5  Cactus Jim—Western Feature
Story of western heroes
7  Mary Hartline Show—Prizes
Mary and the kids play games
9  Trail Blazers’ Theater—Film
Feature “Rock River Renegade”
5:15  7 Lois And Looie—Cartoons
A day in the life of a small boy
5:30  4 Silhouettes Of The West
5  Visit With Cactus Jim
7  Tom Corbett Space Cadet
Tales from the world of the future
5:35  5 Weatherman—Clint Youle
5:45  4 Window Shopping—Commercial
5  World wide report of the news
7  Uncle Mistletoe—Adventures
Watch and listen to the exciting adventures of Tony Pony and Obeliah Pig
9  Foto Test—Quiz Game
6:00  4 Music Bowl—Danny O’Neil mc
5  Ernie In Kovacsland—Comedy
Situation comedy with records, films
7  Austin Kiplinger And The News
9  Captain Video—Adventures
Adventures in a world furnished with supersonic devices
6:10  7 Top O’The Weather—Russ Reed
6:15  4 Ulmer Turner And The News
6:20  7 Flana-Grans—Sports News
6:30  4 CBS News—Douglas Edwards
5  Song At Twilight—Musical
Johnny Andrews, vocalist
7  Say It With Acting—Charades
Maggie McNellis and Bud Collyer
9  First Edition—Frann Weigle
Weather, baseball scores and races
FRIDAY—continued

6:45 4 TV's Top Tunes—Musical
5 News Caravan—John Swayne
Round-up of the day's events
9 Chicagoland Newsreel
City-wide coverage of the news

7:00 4 Ad Libbers—Imagination Test
Peter Donald, host
5 Quiz Kids—Questions & Answers
7 Comedy Circus Films
9 Twenty Questions—Panel Quiz
Bill Slater mc with Fred Van De- venter, Florence Rinard, Herb Polesie
d and guest Sol Maglie, pitcher

7:30 4 Man Against Crime—Drama
Ralph Bellamy stars as Mike Barnett
as he helps a man hunt for gold be- lieved to be the payroll for Hessian troops
5 Walt's Workshop—Creative
Mr. Durban will help you with any roofing problems with his informa-
tion on roof construction and leaks
7 Ruggles—Domestic Comedy
Poetic justice is dished out when
Charlie's daughter turns her talents
to rhyme and temperament
9 You Asked For It—Films
Art Baker presents films on every-
thing requested by viewers. Guests:
Lon Chaney Jr., Geo. L. Boston, and
Mighty Mite

8:00 4 "Turnabout"—Feature Film
Starring Adolph Menjou, Carole
Landis and John Hubbard. Comedy
about husband and wife who angrily
declare they'd like to change places
with each other; they are overheard
by a deity who meticulously decides
to grant their wish
5 Door With No Name—Drama
Starring Grant Richards and Mel
Rulick with Westbrook van Vohis
 narrator. In the last show of the year
the judge falls into a trap
7 To Be Announced
9 Public Prosecutor—Drama
Amateur crime experts attempt to
solve mystery before solution is re-
vealed

8:30 5 Battle Report—Washington
Official briefing of Amer. public on
defense measures with John Steelman
7 Tales of Tomorrow—Drama
Science-fiction series
9 The Mal Bellairs Show
Musical variety

9:00 4 Crime Photographer—Drama
"The Payoff" with Darren McGavin
5 Sports Newsreel—Film
7 "Rose Of The Rio Grande"
Starring John Carroll and Movita.
The story of a beautiful aristocrat
who loses her heart to a Mexican
Robin Hood despite the fact that she
believes he is a hated rebel
9 Cavalcade of Stars—Variety
Larry Storch emcees presents guests

9:30 4 Hit Spot—Musical Variety
Peggy Taylor, TuTones, 4 Notes, and
a salute to the "Town of the Week"
5 Greatest Fights Of The Century
Boxing bout on film: Joe Louis vs
Natie Mann (Feb. 3, 1938)
7 Friday's Features

9:45 5 Nature Of Things—Discussion
Dr. Roy K. Marshall explains and
discusses the "Motion Picture." He
shows the projector used on the first
motion picture anywhere on earth in
the Academy of Music, Philadelphia,
in 1871
10:00 4 Ernie Simon—Curbstone Cutup
Interviews with the man on the street
5 Weatherman—Clint Youle
Report on nationwide climate
7 Courtesy Hour—Jim Moran
Variety of music, dancing, and sing-
ing acts performed by professionals

9 "Hitler—Dead or Alive"—Film
With Ward Bond and Warren Hy-
mer. The story of three ex-convicts
from Alcatraz, who try to get the
million dollar reward for capturing
Hitler, dead or alive.

10:10 5 Dorsey Connors—Helpful Ideas
Gadgets for every room of your home
10:15 4 Ulmer Turner and the News
5 Latest News Information

10:30 4 Who's Crazy
5 Let's Look At Sports—Duggan
Sports discussion and interviews
10:45 4 Linger Awhile—Musical
Unusual themes by Jeri Sothorn
5 Herbie Mintz Show—Musical
Tunes that bring back memories

11:00 4 Today In Sports—Film
5 Broadway Open House—Variety
Comedy and music with Jack E. Leon-
ard, Dagmar, Kirby Stone quartet,
dancer Ray Malone, vocalists Eileen
Barton, Buddy Greco, & Frank Gallop
7 Paul Harvey And The News
Review of the news of the day

11:10 7 Flana-Grams—Sports Comments
Pat Flanagan discusses sports
11:15 4 Wendell Hall—Musical
9 "Death Rides The Plains"
Starring Bob Livingston and Al
"Fuzzy" St. John. The thrilling ex-
periences of a group of swindling
racketeer's.

11:30 4 Murder Before Midnight—Film
12:00 4 "Swing Parade"—Film
Starring Gale Storm and Phil Regan

12:15 9 Chicagoland Newsreel
Local events brought to you on film
1:30 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above
listings without notice)
HOLLYWOOD JUNIOR CIRCUS

This is the last month for Hollywood Junior Circus, Sunday afternoon children’s show seen on NBC-TV. The Big Top will be folded up for the winter season and producer Bill Heyer and writer George B. Anderson will begin work on next summer’s schedule.

During its summer run in Chicago, “Hollywood Junior Circus,” sponsored by the makers of Zero candy bar, has given the youngsters a chance to learn the language of circus people. The following is a sample of such slang expressions, authentic, too!

“Chilly Willie” (ice cream).
“Rhinoceros fricassee” (hash).
“Spec-in-One” (the grand opening act, or spectacle, is going on one hour from now).
“All-American hash hound” (name jokingly given to any performer’s dog).
“Kinker” (any performer).
“Straw House” (the circus is sold out and the overflow crowd is sitting on straw bales around the ring).
“The blues” (business is good and plenty of blue tickets are being sold for the best seats in the house).
“Hokey-pokey (a juggler).
“Ten-in-One” (the side show—10 acts in one tent).
“Collect the tip” (tip means crowd).
TOM DUGGAN . . .
GUEST SPORTS COLUMNIST

Ed. Note: One of Chicago’s most popular and disputatious sports commentators, Tom Duggan has warmed the hearts of most Chicagoans by looking after the best interests of the fan. . . . We highly recommend viewing Duggan’s “Let’s Look At Sports” show over WNBQ, Mon. thru Fri., at 10:30 p.m.

FOLLOWING such distinguished citizens as Mr. Brickhouse and Mr. Wilson (Joe of course . . . May the Saints preserve me from Bert) as a guest columnist for Mr. Pazdur is a large order for a small boy such as Thomas Duggan. However, if you promise not to check for spelling, punctuation, and sentence construction we may survive the ordeal.

I am not aware of the high spiritual messages written by Jack and Joe. . . . I hope in their articles they said nothing against Thomas Duggan. . . . I have enough feuds going on now to carry me right through the first of the year. Speaking of feuds, I read an article in this magazine and it mentioned to my great surprise that there are people in this brave little world of ours that do not like me. Naturally I have stayed awake all night, every night since then worrying my flabby head about it.

It is all very strange. If you want my opinion. . . . I’m one of the nicest and most pleasant persons I’ve ever met. I know from personal contact that I was good to my Mother . . . to this day my Dad (Jim Goss) still speaks to me (rather gruffly I’ll admit) and I have never quarreled with anyone bigger than me in my whole life. It’s true that on occasion I have stolen candy from little children. . . . but I was hungry. I don’t see how anyone can be mad at me for that. . . . who are you to say who needed the candy more. . . . me or those damp diapered little monsters. It is also true that I have locked horns from time to time with representatives of the feminine gender over their apathy toward buying their share of the drinks. I shall go to my grave insisting . . . if they can vote . . . they can buy in their turn.

And as far as being sarcastic on my programs . . . I’m nicer to people than Santa Claus. Criticism is the nicest thing you can do for people. By criticism you show them how they look in the eyes of someone else. Then maybe they won’t like what they see and change for the better. . . . I doubt the change of course . . . if you are born a skunk you’re a skunk for the rest of your life. That bit of philosophy can be put to good use against me I guess, but I won’t argue with you providing you are bigger than I am or have a better lawyer.

Speaking of or writing of criticism brings to mind the horrible truth that I have said some pretty nasty things about practically every sport known to man. That doesn’t mean I don’t like each and every sport (with the exception of tennis which I cordially hate) it’s just that I’d like to see the handling of them improved. The guys running teams and events are doing it for money and for money alone . . . anyone that says they are trying to improve the breed or further the cause deserves to be pushed off a one hundred foot cliff onto the rocks below.

So these guys expect nothing but praise because they’re promoting sports events and are providing you and me with entertainment, Mularky!

Just remember If you don’t like me . . . I don’t like you either. We’re even . . . Good Night.

Sports Editor Ed Pazdur, regular conductor of “TV Sportscast” is vacationing. His column will be resumed next week.
NCAA EXPLAINS TV FOOTBALL EXPERIMENT

Colleges Seek Solution to TV Puzzle This Fall

American Sports and television have reached a stage of incompatibility.

The National Collegiate Athletic Association has launched an experimental plan for this coming season in an attempt to solve this incompatibility as it affects college football.

Much misinformation has been circulated concerning the NCAA's experiment. Use of such terms as "ban," "invasion of rights," and "monopoly" have completely misrepresented the situation.

Actually, the colleges and universities of the nation—through the NCAA—are attempting to work out a solution to the incompatibility of television and sports through controlled experiments planned for the 1951 gridiron season.

The NCAA Plan, as it applies to TV network areas, will make available an outstanding college football game each Saturday from Sept. 22 through Nov. 24, subject to any locale being blacked out NOT MORE than three times during the season. Numerous test situations will be created and measured during the period by the National Opinion Research Center of the University of Chicago.
This control plan applies only to Saturday afternoon games. There will be no restrictions on Friday night, Saturday night or Sunday afternoon games nor on games played after Nov. 24.

So it is quite likely you will not only see college football on Saturday afternoon but on other days of the week as well as Dec. 1 (Army-Navy game) and on Jan. 1 when the bowl games are played. It is expected that facilities will be available to bring the Rose Bowl game from Pasadena, Calif., to the midwest this January.

The only real effect this plan will have on TV-set owners is that they will not have as large a choice of games as they might have.

"However, that seems quite reasonable to me," a prominent Chicago sports writer recently commented. "After all, when I buy a frying pan, no one guarantees that they will provide a steak for me to put in that frying pan every night."

College administrators studied the effect of television on college football for several years before their 1951 plan was established. During those years, college football cooperated with television in making their games available. At first, there was no charge for rights. Later, nominal fees were charged. Television was a new medium at that time and being in swaddling clothes—and not quite so prosperous—it could not afford great expenditures for rights.

College athletics, along with all sports, played an important part in the growth of television. Now college administrators report television definitely reduces attendance and is endangering the athletic training program for college students throughout the nation.

Universities and colleges conduct an average of 12 intercollegiate sports and from 15 to 30 intramural sports. The bulk of this expense is paid from athletic receipts of which football is the principal source. Once these receipts diminish, it follows that operational budgets are reduced. Building of new recreational facilities is curtailed. Sports are dropped. Instructors are dismissed. The taxpayer could be asked to absorb the financial burden but the NCAA feels that the taxpayer already has enough financial burdens.

Faced with the problem, college ad-

**TV FORECAST**

*Memorial Stadium— thronged with more than 71,000 fans for a home game of the fighting Illini will again be the scene of more telecasts.*
THILLENS CHECASHERS
Cash-in on Beauty and Talent

WHEN Mel Thillens purchased the ill-fated Cardinal franchise of the National Girls Baseball League (seen over WENR-TV, Saturdays) his plight might be compared to that of Bill Veeck’s purchase of the lowly Browns of St. Louis.

Mel gave his young coach, Bob Young, a free rein to run the club and opened his purse strings in order to get needed replacements. TV viewers today find no resemblance whatever between the cellar dwellers of 1950 to the up-and-coming Checashers of 1951, knocking on the respectable doors of the first division with a hustling, crowd pleasing brand of baseball.

Additions have included all-league shortstop Jamie “Shorty” Deckard; Junior Lorenz Fues at second base; Twi Shively, lured from a rival circuit at third base; Teddie Hamilton, right handed pitcher from the West Coast who chalked up seven straight wins before absorbing a loss, and pitcher Jeanie Sample. The bench has been strengthened with Lois Roberts, the sensational barefoot star, and heavy hitting Betty Houran, now filling a former shaky right field position. The brightest note in the Checashers team has been the all-around play of Margaret “Rudy” Welton successfully filling in as a utility player and hitting well over .300.

On television, the Checashers have been a welcome addition with their ultramodern uniforms that feature a split toga-type skirt. The uniforms were designed to emphasize the feminine aspect of their attire as a baseball team.

Thillens Checashers are at home every Tuesday, Thursday, and Sunday night at their Devon & Kedzie Ave. Stadium in Chicago. They can be seen in action on some Saturdays over WENR-TV from Shrewbridge Field against the fence busting Tony Piet Queens. Girls baseball is telecast every Saturday directly from Shrewbridge Field over the ABC-TV network, at 8:00 p.m.

Josephine DeRose, a fastballer from St. Paul, Minn.

“Rudy” Welton, tabbed as the league’s most improved player—hitting well over .300.

Vernon “Lefty” Gomez, former star southpaw of the Yankees, shows Loraine “Lefty” Hoch how to break off a fast curve.
FOR PROFESSIONAL T.V. SERVICE

CHICAGO

south

RACINE RADIO & TELEVISION
5524 S. Racine
Englewood 4-4449

WHOLESALE TELEVISION SERVICE
9353 Cottage Grove
Vincennes 6-3100

AUBURN PARK ELECTRONICS
7654 S. Wabash
Stewart 3-6391

northwest

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

ADLER TELEVISION & APPLIANCES
3154 W. Lawrence
Irving 8-4662

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

RCM RADIO AND TELEVISION
5657 W. Addison
Palisade 5-4440, 1

AINSLIE RADIO AND TELEVISION SERVICE
4904 N. Kedzie
Kenstone 9-5532

RITE PRICE DAY & NIGHT TELEVISION SERVICE
Tuxedo 9-0479

RADIO DISPATCHED TELEVISION SERVICE
4454 N. Kedzie
Cornelia 7-6180

near north

AMERICAN DAY & NIGHT TELEVISION SERVICE
1362 N. Sedgwick
Mohawk 4-2300

VIDEO-TRONICS, INC.
1767 W. Armitage
Everglade 4-4868, 9

north

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

CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway
Longbeach 1-2250

PACKARD RADIO AND TELEVISION SERVICE
5139 N. Damen
Armdore 1-8201

GENERAL RADIO & APPLIANCE STORE
6562 N. Sheridan
RO 4-3663—SH 3-9231

AMERICAN DAY & NIGHT TELEVISION SERVICE
3036 Montrose
Mohawk 4-2300

southeast

SOUTHSHORE TELEVISION ENGINEERS
1977 E. 73rd St.
Normal 7-0126

AMERICAN RADIO AND TELEVISION LABORATORY
6321 S. University
Fairfax 4-9000

western suburbs

TAUBER TELEVISION SERVICE
6801 Roosevelt
Stanley 8-8887

SUBURBAN
Boys and Girls

WIN A GLOVE OR FLASH CAMERA . . . .

BE A BIG LEAGUER with this Peanuts Lowrey Special or The Official 3-Finger Wilson! YOURS if you sell only 3 one-year or 2 two-year subscriptions to TV FORECAST.

Renewals or extensions accepted at same price.

IT'S A SNAP to take super shots with this precision-built twin lens Reflex Flash Camera. Just have 2 friends subscribe for 2 years, or 3 friends subscribe for 1 year, to TV FORECAST.

Bring in money any day! Pick up prizes right away!
Out-of-town subscriptions will be accepted on mail orders accompanied by check or money order.

TV FORECAST 185 N. Wabash, Suite 423, Chicago 1, Ill.

Name ............................................ Name ............................................
Address .......................................... Address ..........................................
City ............................................... City ............................................... Zone ..................................... Zone .....................................
State .............................................. State .............................................. $5 $ 1 yr. $8 $ 2 yrs. $5 $ 1 yr. $8 $ 2 yrs.

Please indicate one:
☐ 3-Finger Glove
☐ 5-Finger Glove
☐ Flash Camera

Order obtained by:
Name ..........................................
Address ........................................

97-177
RINK, FRED
5702 DAKIN ST
CHICAGO 34 ILL

NEWSPAPER