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TV FORECAST
Channel One

NEW York—Walter Winchell is definite in mixing any possible simulcast of his Sunday evening radio show. His sponsor insists that the TV market is necessary but the glib Winchell is satisfied in marking time. . . . Jack Benny is planning four TV shows this year. First scheduled for November 4. His radio sponsor is none too happy about it. . . . Noel Coward, the English playwright with his eye forever on the dollar is drawing a $4,000 royalty for his one act play “Still Life” set for a TV shot on the “Schlitz Playhouse.” Helen Hayes will star. . . . CBS is apparently giving up in its attempt to unseat Milton Berle from his Tuesday evening monopoly. The network’s Frank Sinatra show, still sponsorless, is reportedly due for a switch to another slot—where Uncle Miltie will not be competition. . . . Berle, incidentally, is lining up guest talent for his show far in advance of usual bookings. Such stars as Vivian Blaine, Liberace, Paul Winchell, Vaughn Monroe and Connie Haines are already inked. They must not guestar before their stints with Berle. . . . Red Skelton received a package that ticked, so he threw it into the water. Now he claims to have the only cuckoo clock in the country that quacks every hour.

The “Quiz Kids” look like a perennial thing on the air and TV lanes. CBS has taken over the property for the show for the next ten years. . . . “Amos and Andy,” despite its beer sponsor’s threat to dump the show, is maintaining peak TV ratings. . . . Rose Franken’s “Claudia” is earmarked for teevee. . . . Kate Smith, the songbird of the South, is crowding Artha Godfrey for TV gross earnings. Her new evening show put the popular Miss Smith at the 12 million dollar level—NBC’s earnings from her afternoon and PM shows. . . . Edward R. Murrow’s proposed counterpart of “Hear It Now”—called “See It Now” for TV—has the Aluminum Corp. of America on the verge of sponsoring the show. ALCOA was often approached by radio for sponsoring a show, but never accepted. . . . Warren Hull of the “Strike It Rich” quiz show asked a pretty contestant what could be worse than a man without a country. Said the gal, “A country without a man.”

Dramatic shows still rate high with viewers and sponsors. According to Nielson data they rank appreciably ahead of the nearest most popular type viewing—comedy variety. . . . TV’s “Mama” show will be pitted against “The Goldbergs” on Friday nights. Interesting sidelight is that “The Goldbergs” former sponsor now picking up the tab for “Mama” will get a chance to see if dropping Gertrude Berg’s show was the right move or not. . . . “Captain Video” is about to be slashed to 15 minutes instead of its usual half-hour showing. . . . Perry Como tells of the fellow who followed an advertising slogan and landed in jail. The slogan was, “Make Money at Home.” . . . The DuMont web is on the verge of programming a discussion show entitled “The Big Issue” sponsored by a big national mag. It is ticketed for a spot opposite Milton Berle. The network bigwigs feel the higher-browed viewers will welcome it in preference to Berle’s antics.
Letters to the Editor

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

Is Kay Morrow going to be back on TV? We hope so.

Worth, Ill. MRS. R. A. MEYER
(Ed. note—We hope so, too.)

I have always considered Ted Mack’s Family Hour, by its very title and format, the epitome of wholesome American family life, and the performers a group of fine American youngsters.

I was therefore shocked and sickened to hear a loud-mouthed and most unfunny comic stand up on that program last Sunday and recite a parody on the pledge of allegiance to the American flag. Shame on Dave Barry and shame on whatever person approved the disgraceful material he used.

Chicago, Ill. LOIS JONES

I think that Bert Parks is the most versatile person on TV and is personality plus.

Chicago, Ill. LYNNE HARRIS

My five year old daughter Jean was watching the commercial on Paul Winchell and Jerry Mahoney show, and wondered why the man was putting a “Spield” on the young lady and himself wore a leather band. How about that?

Michigan City, Ind. THE JOHNSONS
(Ed. note—Pretty alert for five years)

Why don’t you put in a story about Al Morgan? I saw him at one of the theatres in Latrobe, Pa. I think he’s wonderful.

Chicago, Ill. JANET ORTNER
(Ed. note—We did a big story on Windmill Al this summer.)

After looking forward all summer to the time when Sid Caesar and Imogene Coca would return to TV, I’m disappointed. Too much music and dancing and ornate stage settings and not enough of the old Sid & Imogene that we all loved.

Star City, Ind. MRS VIRGINIA PHILLIPS

Is there any relation between Ed Cooper and Dennis James?

Gary, Ind. MRS. MICHAEL KLYM
(Ed. note—See Chub McCarthy’s column this issue.)
Bob Atcher and Sammy Squirrel

Host Bob Atcher entertains his co-starring friend Sammy Squirrel with a Western ballad while the latter listens attentively.

A Gun-toting Squirrel is Foreman of this Ranch

A GUN toting squirrel, a gullible bull, a skunk with an inferiority complex, and a popular singing cowboy named Bob Atcher are a part of the corral gang seen each Saturday morning on the “Bob Atcher-Sammy Squirrel Show.”

It’s a pleasant half hour with a definite Western flavor that proves puppets can be found on the plains as well as anywhere in the TV world of fantasy. Don Williams who maneuvers the whimsical little animals, as well as doing the voice work, is the invisible half of the program. The show’s designed expressly for youngsters and rates well with other TV puppet endeavors.

The singing, strumming star of the show is Bob Atcher, who last year won the TV Forecast Award for heading the best Western show in the Chicago area. Bob is one of the few genuine cowboy stars, born in the Kentucky hills and raised on a North Dakota cattle ranch. He got his start with station WBBM in Chicago in 1938 as a featured cowboy singer and landed a spot on the WLS Barn Dance Saturday evenings.

Bob worked his way through pre-medical school with his singing and guitar playing, writing more than 200 songs, cutting 1000 records. He was in the Army during the last war and spent 25 months in the South Pacific area.

The puppet gang at “Short Stump” Ranch, headed by foreman Sammy Squirrel, is a half-pint menagerie. Sammy is the main character and acts as a “straight man” for Billy Bull, W. Oppingham Owl, Willie Worm and Sylvester Skunk.

Sammy Squirrel and his gang actually got their start in Lima, Ohio, where Don Williams originated the group on a radio station. The show became an instant hit with parents and school authorities, as well as the children, for the important work it did in encouraging good citizenship.

Atcher and Williams have taken two sure-fire TV ingredients—puppets and a Western background—and blended them into entertaining Saturday morning fare.

The Bob Atcher-Sammy Squirrel Show can be seen every Saturday, 10:00-10:30 A.M. on Station WBKB. It’s also seen Sundays 4:30-5:00 p.m.
Behind the Scenes With

KUKLA, FRAN
AND OLLIE

Meet A Young Genius—
Burr Tillstrom

SOMEBWHERE in heaven, there must be an honored spot for puppets. There just has to be, and the main reason for this belief is a whimsical little TV masterpiece called “Kukla, Fran & Ollie.”

As almost all good set owners know, every Monday through Friday there comes a pause in the day’s occupation, known as the Kulapolitan Hour. It’s at this enchanted time that lovely Fran Allison starts hobnobbing with such diverse characters as Oliver J. Dragon, Kukla, Cecil Bill, Colonel Crackie, Madame Ooglepuss, Buelah Witch and Fletcher Rabbit.

For 30 swift-paced minutes, the Kulapolitans put out an assortment of humor, fantasy, satire and jollity that for sheer talent, easily outdistances any other show in television. The U.S. viewers have long known this—“Kukla, Fran & Ollie” have consistently led the
Kukla, Burr Tillstrom, Fran Allison and Oliver J. Dragon present a united front against sham, hypocrisy and the world’s confusion. Their whimsy makes people chuckle, think hard.

KFO director Lewis (Gommy) Gomavitz is the mysterious voice that occasionally consults with Kukla (above) about lights and camera angles, and the best position to photograph Ollie’s splendid tooth.

Producer Beulah Zachary, shown with Buelah Witch, agreed with Tillstrom back in 1946 that “they should do a show together.” They’ve been a great TV team ever since. Note different spellings of names.

TV field in all polls and surveys.
Which brings us to the mastermind behind the puppet stage—a shy young blue-eyed man named Burr Tillstrom. At the comparatively tender age of 34, Tillstrom has gained unanimous recognition as the outstanding genius of television.

In an entertainment era that’s distinguished chiefly for brashness and arrogance, to say nothing of sex, Tillstrom has been awarded a permanent niche in TV tradition on a simple format that’s as lively as laughter, as appealing as sunshine.

He’s a Chicago boy by way of Senn High school. But Burr started on his career much earlier than that. In kindergarten, he pounced on two toy teddy bears and tried to make them live. Pretty soon, he was using stages made of orange crates and lace curtains.

Burr presented his first “show” at the age of 14, an amateur’s concept of “Rip Van Winkle.” Two older women helped set up his career. Next door was a teacher of arts and crafts who had a library on puppets and marionettes. And across the street lived the sister of Tony Sarg, one of the great marionette artists.

Later on, Burr attended Senn High on Chicago’s north side. He performed at the Century of Progress in 1933 and later with the Chicago Park District. After freelancing for a time at state fairs, night clubs and vaudeville, Burr landed a job as manager of the marionette theatre at Marshall Field store. But then he saw his first television show, and Burr’s career was permanently set.

The Tillstrom troupe pioneered with station WBKB and later switched over to WNBQ after RCA Victor dangled a hefty salary offer. The “Kukla, Fran and Ollie” show still originates from there across the NBC network.

Burr believes the delightful books of Oz had the greatest influence on his career. The same childlike charm is evident in the “Kukla” program.

Oddly enough, the Tillstrom show started off as a children’s program, but it’s now an equal favorite of adults. So (Continued on page 11)
SATURDAY
4:00 What Do We Do Now
6:30 Hidden Gold
7:00 Case of Charles Peace
10:00 Mad Monster
10:00 Turnabout
10:30 Anything For A Thrill
11:00 Feature Film*
12:00 Romance Of The Rio Grande

SUNDAY
10:00 Shirley Temple Carnival
10:00 Trans-Atlantic Merry-Go-Round
12:00 Duke Of The Navy
12:30 Feature Film*
1:00 No Escape
2:00 Rolling Home
3:30 Feature Film*
4:00 Sweepstakes Annie
5:45 Three Silent Men
7:00 Feature Film*
9:30 American Empire
10:00 Lydia
10:00 Lady From Frisco
11:00 Feature Film*
11:00 Vengeance
12:00 Red Dragon

MONDAY
1:00 Feature Film*
3:00 Jive Junction
8:00 Dick Barton, Special Agent
10:00 Scared To Death
11:00 Wife Wanted
11:30 Feature Film
12:00 Man Who Walked Alone

TUESDAY
1:00 Feature Film
3:00 Inquest
10:00 Song Of The Open Road
11:30 Feature Film*
12:00 Secret Evidence
12:00 Gas House Kids

WEDNESDAY
1:00 Feature Film
3:00 Midnight Menace
7:00 Feature Film
9:00 Smart Aleck
10:00 A Son Is Born
11:00 Martin Eden
11:10 Feature Film*
11:30 Career Girl
12:00 Today I Hang
12:00 The Lady Confesses

THURSDAY
1:00 Feature Film*
3:00 Whom The Gods Love
10:00 Feature Film*
11:00 Feature Film*
11:00 South Of Panama
11:10 Feature Film*
12:00 Kelly Of The Secret Service
12:00 Feature Film*

FRIDAY
1:00 Feature Film*
3:00 Turners Of Prospect Road
10:00 Bury Me Dead
11:00 The Chinese Ring
11:15 Face At The Window
12:00 Fighting Coward
12:00 Great Gold Gold
*Title To Be Announced

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

Added information
FOR FRIDAY OCTOBER 12
12:00 4 Steve Allen Show Guests: The Up To
Dates, vocal group, Bill McArthur, vocal mimic, and Alex Rotov, comedian
9 Feature Films
12:30 4 Garry Moore Show Guest: Lucile Wat-
on, actress
2:30 5 Bert Parks Show Bert, Betty Ann and
Bobby sing "Mr. Christopho Columbo;"
Heatherton sings "Do the Raccoon;" and Bert sings "People Will
Say We're In Love"
3:00 9 Test Pattern Til 4:00
4:00 9 Russ Davis Show Corrected times
4:30 9 Telephone Game
5:00 9 Trail Blazer's Theater
6:00 5 Kukla, Fran and Ollie Burr Tillstrom
celebrates his own birthday and the
program's fourth birthday
7:00 5 Quiz Kids Marlin Perkins brings part of
his zoo with him when he visits this
week, and asks the children about
birds and beasts who are shining ex-
amples of how Nature has beaten
Man. Panel members include: Lonnie
Lunde, Pat Conlan, Sally Ann Wilhelm,
Harvey Dyitch and Mike Mullin
8:00 4 Playhouse Of Stars Additional stars:
Romney Brent, Anthony Ross, Phil Cool-
idge, John McGovern and Joe DeSantis
8:30 5 Aldrich Family Henry persuades his
parents to let them keep house for a
day, assisted by faithful Homer, who
invites in all the salesmen demonstrat-
ing household aids
9:00 5 Cavalcade Of Sports Chico Vejar vs
Sonny Lou Volpe, welterweight fight
from St. Nicholas Arena, New York

Henry, there's a theatre owner here
to see you!"
Make Your TV or Radio a Phonograph Combination

WITH THIS RCA VICTOR “45” Attachment

• Plug this RCA Victor “45” attachment into your TV or Radio set and enjoy your favorite music whenever you wish.
• World’s Finest changer...plays 14 records at one loading.

Choose any ONE of these RCA Victor “45” CLASSICAL albums
WDM262 Music of Johann Strauss (Eugene Ormandy)
WDM570 Scherzo-Overture—Symphonic Suite (Pierre Monteaux)
WDM1028 The Swan Lake (Vladimir Golschmann)
WDM1075 Concerto No. 2 Rachmaninoff (Artur Rubinstein)
WDM1281 Symphony No. 6 (Poleahique) Tschaikovsky (Toscanini)
WDM1473 Highlights from La Travele (Famous Solists)
WCT11 Caruso—Treasury (Enrico Caruso)

OR choose any TWO of these RCA Victor “45” HIT albums
WF70 Waltzes You Saved for Me (Wayne King)
WF85 Artie Shaw
WF148 Glenn Miller
WF143 On the Moonbeam (Young Monroe)
WF143 Nutcracker Suite (Spice Jones)
WF156 A Cale Porter Review (David Rose)
WF182 The Three Suns Present
WF187 A Sentimental Date with Perry Como
WF203 You and the Night and the Music (Tony Martin)
WF21 Small Combo Hits
WF295 Hank Snow Favorites
WF168 Cowboy Classics (Sons of the Pioneers)
WF195 All-Time Hits from the Hills (Eddy Arnold)
*WF413 Boy Rogers’ Rodeo
*WF399 Cinderella (Original Cast)
*WF36 Peter and the Wolf (Sterling Hallaway)
*WF384 The Little Engine that Could (Paul Wing)
*WF383 Pinocchio (Cliff Edwards)
*Children’s Records

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All for $12.95 Only


Watch “Kukla, Fran and Ollie,” Monday—Friday 6:00 p.m., WNBQ (Channel 5).
N0W BOTH SATURDAY AND SUNDAY

MEADOW GOLD RANCH SHOW

Saturdays 10:00-10:30AM
Sundays 4:30-5:00 PM
WBKB Channel 4

Featuring
BOB ATCHER AND SAMMY SQUIRREL
A Laugh a Minute with—
Sammy Squirrel
Billy Bull
Oppie Owl
Sylvester Skunk
Willie Worm

Sponsored by
MEADOW GOLD BUTTER

Saturday Oct. 13

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

9:00 7 Stu Erwin Show—Comedy Skits
9:30 4 Smilin' Ed's Gang—Stories
Ed McConnell narrates yarn for kids
7 Oh Kay—Variety Presentation
Interesting personalities visit Kay Westfall’s apartment for friendly chats; contributing music and song are pianist David LeWinter and vocalist Jim Dimitri (see story on page 26)

9 Magic Carpet—Film Short
“Kitty Cleans Up”

10:00 4 Bob Atcher & Sammy Squirrel
A host of tiny animals entertain the kids with their adventures (see story on page 5)

7 Foodini The Great—Puppets
Foodini receives financial backing for his newspaper from Mrs. Goldyrock's, who is made Beauty Editor; first edition, however, features the ham magician as the most important person in the news, excluding the beauty column, and the paper is foreclosed

9 Movies For Kids—Film Serials
“Wolf Dog” and “Devil Horse”

10:30 4 Kiddie Showtime—Serial
“Riders of the Rockies” Tex Ritter
7 A Date With Judy—Comedy
Situation comedy starring Frank Albertson as Melvin Foster and Pat Crowley as Judy. “Fight Night at the Fosters” Judy seeks advice about men from her mother, who, in practicing what she preaches, alienates herself from Mr. Foster, and Oogle alienates himself from Judy

11:00 4 Big Top—Circus Show
Ringmaster Jack Sterling with performers cutting daretdevil capers; clowns Ed McMahon & Chris Keegun, strong man Dan Lurie and Joe Basile’s Brass Kings; Evelyn Torelli’s great pony and dog troupe, featured in all big circuses in the nation, takes the spotlight

7 2 Girls Named Smith—Comedy
Complications and comedy situations arise without warning when two girls occupy an apartment in the big city; starring Peggy French and Marcia Henderson. Fran persuades Bab’s to audition for a play after they hear of an opening

9 Morning Movie Time—Drama
“Rangers Take Over”

11:30 7 I Cover Times Square—Drama
Harold Huber stars as Johnny Warren, Broadway columnist, uncovering mysterious happenings in the heart of the city. “A Night In Peoria” a threat moves into the West

(Continued on page 12)
Kukla, Fran and Ollie
(Continued from page 7)

Musical director Jack Fascinato, shown above with Kukla and Fletcher Rabbit, joined the KFO bunch in May, 1946, when labor czar Jimmy Petrillo lifted the ban against musicians in television. He’s already written 60 original songs for the program.

much wisdom and practical knowledge is blended with the nonsense that the “KFO” show is almost a refresher course in “how to live.”

Burr handles all the voices except Fran’s, of course, and executes the puppet movements. The show is never rehearsed in the true sense, and each day’s program is largely ad lib and spontaneous. He’s unmarried, and lives in a near northside converted coach house.

Fran Allison, the slender blonde beauty who kids back and forth with Tillstrom’s group, is a distinguished actress in her own right. Besides her major role on the “Kukla” show, Fran is also the famous “Aunt Fanny” on Don McNeill’s TV Club.

Both onstage and off, the “Kukla, Fran & Ollie” group easily ranks with Chicago’s charming people. They’re quietly friendly, and completely unaffected by a phony show business manner.

Many fans ask which one of the puppets Burr Tillstrom resembles most. Personality-wise, Burr is probably a cross between wistful Kukla and roguish Ollie, depending on the mood. But whatever his mood, Burr is Chicago’s brightest star in the TV sky.

“Kukla, Fran and Ollie” is seen Monday thru Friday on channel 5 at 6 p.m. This week, the nation’s TV viewers are joining with Burr, Fran and the rest of that happy gang in celebrating their fourth TV birthday party.
SATURDAY—continued

12:00 4 Film

12:30 4 Football—N. Carolina vs Md.
Telecast in color; can be received by color TV sets only

1:30 5 Pre-Football Game Program

1:45 5 Football—Notre Dame vs SMU
From South Bend, Indiana

3:00 4 Gridiron Multiscope

4:00 9 “What Do We Do Now”—Film

4:20 7 Lucky Seven Ranch—Western
“North of Arizona” Feature film

4:30 5 Post-Football Game Program
Jimmy Powers interviews coaches, players, and football celebrities

4:45 4 Film

5 On The Line With Considine
News and views with guest Rear Admiral Harold B. Miller of the American Petroleum Institute

5:00 5 Your Inside Story—Mental Aids
“Why Tommy Won’t Eat” psychological effect parents have on their offspring when they become upset if said offspring spurns his dinner will be demonstrated

5:15 4 Western Theater—Feature
“Billy the Kid In Santa Fe”

5:20 7 Flip The Frog—Cartoon Tale
“Pony Express”

5:30 5 Mr. Wizard—Science Study
Don Herbert, assisted by young Bruce Lindgren, amaze you by their experiments with ordinary household objects; this time they demonstrate “Static Electricity.” Don makes a living electric circuit out of Willie, whose “high voltage touch” sets a piece of paper aflame

7 Hail The Champ—Stunts
Popular children’s athletic participation program; six youngsters compete in exciting games directed by Herb Allen; also interviews with bright eyed kids receiving awards

9 Telesports Digest—Film

5:45 4 Patricia Bowman Show
The Norman Paris Trio, pianist Paul Shelley and the Jack Brown Singers plus guest Bill Callahan

6:00 4 Sammy Kaye Show—Musical
Aspiring band leaders from the younger set accept invitation to join his “So You Want To Lead A Band” contest; also old-fashioned community singing led by Barbara Benson & Tony Alamo, featured vocalists

6:00 5 Chicago Playhouse—Film Drama
“Walt and Lavinia” with Don De Fore and Diana Lynne; story of a young married couple who are continually bickering because the wife has a habit of misplacing all her possessions

7 For Cowboys Only—Film
“Kid Courageous” thrilling western

9 Pet Shop—Comptons Present
The animal kingdom reigns on this show when Gail Compton and his daughter Gay present wild ducks, a litter of dachshunds, and some Kerry Blue terrier puppies

6:30 4 Beat The Clock—Parlor Game
Bud Collyer puts contestants through various agonies which they attempt to complete in the allotted time

5 One Man’s Family—Drach
A little bit of comedy and tragedy make up this delightful story of the happenings in a large family. Bert Lytell, Marjorie Gateson, Russell Thorson, Lillian Schaefer, Eva Marie Saint, & James Lee star

9 Range Rider—Western Feature
Film (first showing in Chgo.) with Jack Mahoney, Dick West and Douglas Evans in “Hidden Gold.” A group of outlaws force Range Rider to lead them to the gold only to learn that the mine has been worked out twenty years before; the leader takes Rider prisoner

6:00 4 Ken Murray Show—Variety
Comedian Ken heads revue featuring Anita Gordon, Laurie Anders, the Gleamettes and David Brockman’s orchestra; guest Sarah Churchill enacts role of Henry VIII’s fifth wife, in original playlet by Jean Holloway; Laurie Anders does novel adagio act with Robert Gross; also Larry Grisswoll, comedian and trampoline artist

5 All Star Revue—Variety
Impresario Danny Thomas enceases festivities and presents Kay Starr and Bunny Lewbel with guest stars Milton Berle, the Hurricanes, adagio act, and Lola & Lita, jugglers; in a reminiscing mood, Danny presents skits of his early days as a night club comic and his rise to stardom

7 Paul Whiteman’s TV Teen Club
Youngsters get their big chance on this amateur show for talented teens

9 “Case Of Charles Peace”

8:00 4 Wonderful Town—Musical
Faye Emerson takes you on a tour through a city of the U.S. and introduces some well-known personalities associated with it; this week she honors Baltimore, famous for beautiful women, straw hats and oysters. Guests are: the Duchess of Windsor, comedian Garry Moore, the Ink Spots and Earl Wrightson

TV FORECAST
SATURDAY—continued

8:00 5 Your Show Of Shows—Variety
Sid Caesar and Imogene Coca with dancers Mata & Hari, tenor Buill Hayes, vocalist Judy Johnson, Billy Williams Quartet, baritone Jack Russell, Hamilton Trio dancers, and Carl Reiner, with guest host Charlton Heston

7 Lessons In Safety—Film
"The Safest Way" & "Freight Handling Safety"

8:30 4 Show Goes On—Variety
Robert Q. Lewis emcees as young hopefuls get chance to perform for buyers looking for talent; Gus Lesnevich, Frank Shisran, for the Apollo Theater, and Victor Terracerrano, for the Philharmonic Opera Co.

7 Harness Racing—Maywood Park
Trotting and pacing events of the sulkies described by Wayne Griffin; in addition to thrills and excitement on the track, informative demonstrations and interviews with personalities and racing enthusiasts held between races; co-working as sportscaster is Frank Ashley

9 Wrestling From Marigold
Bobby Manacoff vs Don Lewin in main match described by Jack Brickhouse

9:00 4 Crime Photographer—Drama

9:30 4 Mr. and Mrs. Kup—Interviews
The Kupcinets and their guests hold lively discussions on current topics

5 Your Hit Parade—Musical
Nation's choice in seven top tunes of the week are sung and dramatized by Eileen Wilson, Dorothy Collins and Snooky Lanson. Ray Scott's orchestra

10:00 4 "Mad Monster"—Feature
Film with Johnny Downs, Anne Nagel & George Zucco; scientist transforms country simpleton into half wolf

5 "Turnabout"—Feature Film
Carole Landis, John Hubbard, and Adolph Menjou in a tale of what happens when a wife wishes to change places with her husband.

7 Word Of Life Songtime
Jack Wyrtenz copes with the problem of juvenile delinquency; the "Word Of Life" quartet sings old-time hymns and gospel songs

10:30 7 "Anything For A Thrill!"
Feature film with Frankie Darro and Kane Richmond; exciting adventure of young people today

11:00 9 Feature Film

11:30 4 Murder Before Midnight—Film

12:00 4 "Romance Of The Rio Grande"
(Stations reserve the right to change above listings without notice)

TONITE at 6:00
(JUST BEFORE "ONE MAN'S FAMILY")

DE MET PONTIAC, Inc.
5150 W. North Avenue, near Laramie
(Where you get a 12,000 Mile GUARANTEE ON ALL USED CARS)

TURN TO WBKB FOR THE FINEST IN TV ENTERTAINMENT

Mr. and Mrs. Kup
Informal interview, and variety show with Essie and Kup and their famous guests
Special guests of the Mary Hartline Show, which recently folded on WENR-TV, were these young residents of Mooseheart, the famed "child city" operated by the Loyal Order of Moose. Shown with Miss Hartline (center) are Richard Wolniewicz, Joyce Weaver, Sally Bulkley, Janet Roach, Allen Coles and Lonnie Long. In back row are Marjan P. Staniec, officer of Chicago Lodge No. 3, Janet Kubicz, WENR-TV program executive, and WENR-TV star Chet Roble, himself an active member of Lodge No. 3.

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WORLD'S GREATEST LIGHTER

PRESENTS
Peter Lind Hayes and Mary Healy
in
"STAR OF THE FAMILY"

WITH FAMOUS GUEST PERFORMERS
SUNDAY 5:30 PM WBKB

CHANNEL 4

Sunday Oct. 14

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

9:45 9 Magic Carpet—Film Short
"Guardian Angel"

10:00 4 "Shirley Temple Carnival"
Shirley Temple when she was a tiny
tot acts, sings and dances in five
hilarious satires on Soldier Life, Prize
Ring, Night Club Life, A Missionary
in Africa, and a Hollywood Actress

9 "Trans-Atlantic Merry-Go-
Round"
Feature film with Jack Benny, Gene
Raymond, Nancy Carroll and Frank
Parker.

11:00 7 TV Tots Time—Film Cartoons
"Rip Van Winkle," "Molly Moo
Cow," and "It's a Greek Life"

11:15 7 Documentary Film

11:30 4 Film

7 Faith For Today—Religious

9 Flying Tigers—Adventure Tale

11:45 4 Your Future Home—Ed Cooper

12:00 4 Stairway To Stardom

5 Frontiers Of Faith—Religious
From Brick Presbyterian Church,
New York City, with Dr. Samuel
McCrea, Cavert, officiating clergyman
and Dr. Paul Wolfe

7 Peoples' Playhouse—Film

9 "Duke Of The Navy"—Feature
Ralph Byrd & Veda Ann Borg

12:30 4 Film

5 American Inventory—Discussion
Experiment in the field of adult edu-
cation; "Another American Revol-
tion," story of Eli Whitney

7 Amateur Hour—Chgo. Talent
Youngsters get a chance

1:00 4 "No Escape"—Feature Film
Starring John Carradine, Bill Henry,
Dean Jagger and Mary Brian; a
forger escapes from prison with the
aid of another convict

5 How Does Your Garden Grow
John Ott demonstrates planting

1:30 5 American Forum Of The Air
Moderator, Theodore Granik; subject:
"Box Score For The 82nd Congress"
discussed by Sen. Robert Kerr (D-
Okla.), Sen. Geo. Malone (R-Nev.),
Rep. John Rooney (D-N.Y.), and
Rep. Leonard Hall (R-N.Y.)

7 Adventures Of Wild Bill Hickok
Guy Madison and Andy Devine star

9 Shadow Of The Cloak—Mystery
Tale of intrigue, with Helmut Dan-
tine

2:00 5 Battle Report—Washington

7 Cisco Kid—Western Movie
Duncan Renaldo and Leo Carrillo star
in "Haven For Heavies"
(Continued on page 16)
When you re-arrange the letters in the blocks, you will find the name of an exciting “Western” TV show. Write your answer—color the picture—and mail your entry to Mollycues, % TV Forecast, 185 N. Wabash Avenue, Chicago 1, Ill. First prize is $1; second prize is 50 cents; next twelve prizes are 25 cents each.

Winners’ names will be listed each week.

Deadline for this week’s contests is Wednesday, Oct. 24

Each symbol or design that you see here represents that letter above it. Can you read the question below? Write your answer and mail to Mollycues, % TV Forecast, 185 N. Wabash Ave., Chicago 1, Ill. First prize is $1; 2nd prize is 50 cents; next twelve prizes are 25 cents each.
SUNDAY—continued

2:00 9 "Rolling Home"—Feature
Film with Jean Parker and Russell
Hayden;

2:30 4 Take Another Look—Football
Action and thrills of big college
games on film with commentary
5 Juvenile Jury—Kids Quiz
7 Adventures Of Kit Carson
3:00 4 Lamp Unto My Feet—Religious
5 Meet The Press—Discussion
Lawrence Spivak, Martha Roundtree
moderator, plus guest, Thomas E.
Dewey
7 Saddle & Sage—Western Film
"Song of the Sierras"
3:30 4 Hollywood Opening Night—Film
5 Zooparade—About Animals
"Conservation and Water Fowl"
7 Space Patrol—Adventure Story
Thirty seconds spell the difference
between life and death for Com-
mander Buzz Corry, Cadet Happy
and Toms
3:45 9 Miss Bowling Queen Contest
4:00 4 Man Of The Week
5 Gabby Hayes Show—Tall Tales
Dramatization of the true story of
Pvt. Charles Morgan, a young New
Jerseyite whose bravery was respon-
sible for the turning point in the
American Revolution
7 Super Circus—Variety Stanka
Mary Hartline, Cliffy, Scampy and
Nickey invite you to watch the Two
Freddies, jugglers, Lucy & Danlo,
dog act, Rudy Benzinger, comedy
motorcycle act, and the Seven Mar-
vells on the teeter board; special Side
Show attraction, Ingagi, the gorilla,
with the clowns and Claude Kirchner
9 "Sweepstake Annie"—Feature
Film (1st showing) with Tom Brown,
Marion Nixon and Inez Courtney; a
poor girl wins sweepstakes
4:30 4 Bob Atcher & Sammy Squirrel
Puppet fun for children of all ages
plus invitation to join brand new
Meadow Gold Ranch Club

5 Sky King Theater—Western
4:45 4 Film
5:00 4 Big Question
5 Hopalong Cassidy—Western
7 Ted Mack's Family Hour
Variety show; songs, music and dance-
ning with professional entertainers,
9 Football—Northwestern
Complete film highlights of N.U.-
Minnesota game; commentary by Jack
Brickhouse and Don Burson
5:30 4 Star Of The Family—Variety
Husband-wife team Peter Lind
Hayes and Mary Healy welcome
comedian Phil Baker, comedienne
Irene Ryan, and dancers June &
Martin Barrett

5:45 9 "Three Silent Men"—Feature
6:00 4 Gene Autry Show—Western
"Frontier Guard" Autry, working for
the Border Patrol, thwarts a kidnap-
ping and retrieves a forced deed
5 Sound-Off Time—Comedy—
Variety
Bob Hope emcees and gags with
Jerry Colonna and Dinah Shore
7 Paul Whiteman Revue—Variety
Earl Wrightson baritone, Maureen
Cannon and guest Martha Wright in
a country setting; tunes: "Rollin'
Stone", "Hey, Good Lookin',", "Tur-
key In The Straw," and "Reuben,
Reuben, I've Been Thinkin'"
6:30 4 This Is Show Business—Variety
Guest entertainers are Richard Tuck-
er, of the Met. Opera, comedian Bert
Wheeler, and dancer Gloria Gilbert.
5 Young Mr. Bobbin—Comedy
Aunt Bertie loses a suitcase which
contains a contest story written by her
nephew, and a frantic search begins
7 Music In Velvet—Musical
6:45 9 Powerhouse Of Sports—News
7:00 4 Toast Of The Town—Variety
Ed Sullivan emcees presents guests
Annette Warren, Carol Bruce, Yul
Brynner, and Howell & Bowser, com-
edy act; also Michael Bentine, Brit-
ish comedian
5 Comedy Hour—Variety
Bud Abbott and Lou Costello, co-
emcees, present guests Gale Storm and
Phil Regan
7 Feature Film
9 Chicagoland Newsreel Review
7:30 9 Pentagon—Washington—Talks
Film report on how whole blood is
processed into plasma; sports salute
to origin of U.S. Navy, and four
ships that comprised entire fleet back
in 1777; Guest: Col. Leroy Hudson,
Chief Officer of Industrial Security
of the Munitions Board and his aide,
Deputy Robert Appleton

8:00 4 Fred Waring Show—Musical
Guests Barbara Bel Geddes and Barry
Nelson will present scenes from "The
Moon Is Blue"
5 Television Playhouse—Drama
"October Story" by David Swift star-
ing Julie Harris, Jane Rose and
Billy Lynn; a tom-boyish teen-ager
builds a pocket-size portable tele-
vision set and a public relations man
from NBC is assigned to watch her
to find out how she did it
7 Dell-O-Dell Show—Variety
9 Rocky King, Detective—Drama
"Obits, Please Copy" murderer of a
hated columnist gives Rocky a merry
chase
8:30 7 Marshall Plan In Action—Film
9 Plainclothesman—Drama
"The Jackpot" A slot machine busi-
nessman is murdered by his partner,
but the murder is bungled

TV FORECAST
SUNDAY—continued

9:00 4 Celebrity Time—Quiz
Conrad Nagel mc with Jane Wilson, Herman Hickman, & guest panelists
Tom Ewell and Peggy Lee

5 Red Skelton Show—Comedy
Variety and laughs galore with the “mean little boy.” Dave Rose and orchestra provide musical arrangements, with the Skylarks vocalizing

7 Hour Of Decision—Religious
Fiery sermons by the famous evangelist, Billy Graham in this old-time revival meeting

9 Stars Of Tomorrow—Variety
Lee Bennett emcees as Chicago talent competes for top place (see story on page 42)

9:30 4 What’s My Line?—Panel Quiz
John Daly, moderator, with panelists Dorothy Kilgallen, Bennett Cerf, Hal Block, and Arlene Frances

5 Leave It To The Girls—Chats
Maggie McNelis mc; panelists: Florence Pritchett, Eva Marie Saint, Binnie Barnes, Eloise McElhone, & guest Mischa Auer

7 Youth On The March—Religious
Sermons especially for young people

9 Courtesy Theater—Feature
“American Empire” with Richard Dix, Leo Carillo, Preston Foster and Frances Gifford; story of two friends who build an empire in Texas

10:00 4 “Lydia”—Feature Film
Starring Merle Oberon and Joseph Cotten; backflash tale of Lydia’s love of four men

5 Weatherman—Clint Youle
7 “Lady From Frisco”—Feature
Rita Hayworth and Tom Keene

10:10 5 Dorsey Connors—Helpful Tips
New ideas in homemaking and fashions (see story on page 24)

10:15 5 Alex Dreier—News Report

10:30 5 Sports Star Time—Tom Duggan

11:00 5 Feature Film
9 “Vengeance”—Feature Film
Lydia Thomson, Wendy Barrie, & Lucille Lund (1st showing) about an ex-policeman who joins a mob to get the inside information the force needs

11:30 4 Eloise Salutes The Stars
Guest: Vincent Sardi, restaurateur, owner of New York’s famous Sardi’s

7 Film Commercial

11:45 4 Ulmer Turner And The News

12:00 4 “Red Dragon”—Feature Film
Starring Sidney Toler; Charlie Chan mystery where people interested in an atomic bomb secret are murdered

(TV FORECAST

LOOK ... AND LAUGH
LISTEN ... AND LAUGH

SUNDAY
9:00 P.M.
CHANNEL 5

RED SKELTON SHOW
Presented by Tide

T O N I G H T!
COURTESY THEATRE

F I L M EPIC!
(Recent Hollywood Production)

WGN-TV (9)
9:30 PM

“AMERICAN EMPIRE”
★ Richard Dix
★ Preston Foster

Film Commercial

COU R T E S Y Motors
3567 W. GRAND AVE. • CHICAGO 51

17
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

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PIX-FIX, electronically per-
fected device to block out
interference BEFORE it
reaches picture tube! Guar-
antees clear, sharp, distor-
tionless pictures. Works with
any size screen. Especially
effective for fringe or poor-
reception areas. Ready to
install-in-jiffy on arrival.

100% SATISFACTION | 100% SAFE—DOES
OR MONEY BACK! | NOT USE VOLTAGE

Helps in
cases of:
• Diathermy
• Ghosts-suwow
• Interference
• Lines
• Flickering
• Ham Radio
• Elec. Appl.

$2 95
Plus 5c 
Post.

ELECTRONIC DESIGNS, INC.
28 School St. (BG-21), Yonkers, N. Y.
Attach $3 to this ad or send C.O.D.

HURRY, HURRY
Before It's Too Late
TV FORECAST
185 N. Wabash Ave., Chicago 1, Ill.
Enter my subscription at once:

Name______________________________
Address______________________________
City_________________Zone____State____

$5 $ 1 yr. $8 $ 2 yrs.
\[money enclosed bill me\]

*You’re missing the BIG THRILLS of television

Monday Oct. 15

<table>
<thead>
<tr>
<th>WBKB</th>
<th>WNBC</th>
<th>WBRF-TV</th>
<th>WGN-TV</th>
</tr>
</thead>
</table>
| 9:00  | 4 Fun And Features—G. Menard
| 9:30  | 4 Fun And Figure—Exercises
| 9:50  | 4 Fun And Features (continued)
| 10:00 | 9 Your Figure Ladies—Fogarty
| 10:30 | 4 Tel-A-Shopper—Betty Whitney
| 7     | Dennis James Show—Variety
| 9     | Chicago Cooks—Recipes
| 11:00 | 4 Creative Cookery—Recipes
| 5     | Ruth Lyons’ 50 Club—Gags
| 11:30 | 5 Norman Ross’ Varieties
| 12:00 | 9 Snader Show—Films
| 12:15 | 5 Newsroom—Late Information
| 12:30 | 4 Garry Moore Show—Variety
| 12:45 | 9 News Headlines—Spencer Allen
| 1:00  | 5 Feature Film
| 1:30  | 4 First Hundred Years—Serial
| 1:45  | 4 Ransom Sherman Show—
|       | Comedy
|       | “Rance” is back with gags for ladies,
|       | and tips that should never be copied
| 9     | Individually Yours—Fashion
| 2:00  | 4 Vanity Fair—Robin Chandler
| 5     | Miss Susan—Susan Peters
| 7     | Beulah Karney Show—Foods
| 9     | Let’s Have Fun—Variety
| 2:15  | 5 Here’s Looking At You
| 2:30  | 4 All Around The Town

(Continued on page 20)
Producer, director, host and often times star of the Lucky Strike Theatre is Robert Montgomery. Bob is an active TV personality who played many successful roles on the screen. He has proved himself equally adept at portraying comedy, as well as sinister parts. The series is telecast by NBC-TV on alternate Mondays.
<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:30</td>
<td>Bert Parks Show—Variety</td>
<td>Against an Arctic setting, Bert and Betty Ann sing “Powder Your Face With Sunshine” and “I Don’t Care If the Sun Don’t Shine”; Heatherstones jump to college library for “Jim Jam Jump,” and Bobby sings “All Alone”</td>
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<tr>
<td>3:00</td>
<td>Homemakers’ Exchange—Foods</td>
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<tr>
<td>3:30</td>
<td>Your Visiting Nurse</td>
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<td>3:35</td>
<td>Bill Evans Show—Variety</td>
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<tr>
<td>4:00</td>
<td>Who’s Talking?—Quiz Game</td>
<td>Can you identify this celebrity? His</td>
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<tr>
<td>4:15</td>
<td>Assembly—Military Questions</td>
<td></td>
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<tr>
<td>4:30</td>
<td>Gabby Hayes Show—Tall Tales</td>
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<tr>
<td>4:45</td>
<td>Breezy, Don &amp; Vera—Puppets</td>
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<tr>
<td>5:00</td>
<td>Kids Karnival Kwiz—Film</td>
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<tr>
<td>5:30</td>
<td>Silhouettes Of The West</td>
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<td>5:35</td>
<td>Weatherman—Clint Youle</td>
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<tr>
<td>5:45</td>
<td>Window Shopping—Commercial</td>
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<tr>
<td>6:00</td>
<td>Carolyn Gilbert—Danny O’Neil</td>
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<tr>
<td>6:10</td>
<td>Top O’ The Weather—Russ Reed</td>
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<tr>
<td>6:15</td>
<td>Ulmer Turner And The News</td>
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<tr>
<td>6:20</td>
<td>Sports Highlights—John Bryson</td>
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<tr>
<td>6:30</td>
<td>CBS News—Douglas Edwards</td>
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<tr>
<td>6:35</td>
<td>Showroom—Musical Session</td>
<td>Guest: Johnny Andrews</td>
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<tr>
<td>6:40</td>
<td>Hollywood Screen Test—Drama</td>
<td>Emcee Neil Hamilton introduces young actors and actresses with assistance from Arthur Treacher</td>
</tr>
</tbody>
</table>

**TV Forecast**

<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30</td>
<td>Spencer Allen And The News</td>
<td></td>
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<tr>
<td>6:45</td>
<td>Perry Como Show—Musical</td>
<td>Tunes: “I’ll String Along With You,” “Too Young,” “Red Sails In The Sunset,” and “Down Yonder”</td>
</tr>
<tr>
<td>7:00</td>
<td>Video Theater—Drama</td>
<td>“Cafe Aml” starring Robert Preston and Maria Riva; Sgt. Kennedy feels something strange about proprietor of a cafe in Berlin, but does not believe it when a young girl claims the man is brutal ex-commandant of a Nazi concentration camp, officially</td>
</tr>
<tr>
<td>7:15</td>
<td>Our World—Film</td>
<td>“This Land of Ours”</td>
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<tr>
<td>7:30</td>
<td>Arthur Godfrey’s Talent Scouts</td>
<td></td>
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<tr>
<td>8:00</td>
<td>I Love Lucy—Comedy Drama</td>
<td>Starring Lucille Ball and Desi Arnaz with William Frawley and Vivian Vance. To celebrate an anniversary, they want to see the fights, while the sponsor want to see the fights, while the sponsor insist on a night club</td>
</tr>
<tr>
<td>8:30</td>
<td>It’s News To Me—Panel Quiz</td>
<td>John Daly moderator with panelists: Dwight Cook, Anna Lee, John Henry Faulk, and Robin Chandler</td>
</tr>
</tbody>
</table>
MONDAY—continued

8:30 5 Somerset Maugham Theater
“Maugarade” by Russell Begez, starring Bonita Granville; a young woman decides against true love in favor of an easier life with an older man

7 Crusade In The Pacific—Film
“War in the North—The Aleutians”

9:00 4 Studio One—Drama
“Eternal Judge” with Ira Jensen; story of a ballet dancer and a soviet spy

7 Front Page Detective—Drama
Edmund Lowe stars

9 Miss U. S. Television Contest
Emcee Marty Hogan presents third week of semi-finals as beauties promenade for the nat’l competition

9:30 5 Who Said That?—Quiz
Robert Trout quizzes John Cameron Swayze and guests Chester Morris, Binnie Barnes and Igor Gorin

7 Stud’s Place—Informal Variety
Studs Terkel, proprietor, Chet Robbe, jazz pianist, guitar-playing Win Straeke and Beverly Younger

9 Bears Quarterback Club

10:00 4 Ernie Simon—Curbstone Cutup
Ernie converses with the crowd at the corner of State & Lake

5 Weatherman—Clint Youle

7 Page One—News And Sports

9 “Scared To Death”—Feature
Bela Lugosi and George Zucco

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Disk Jockey Show—Musical

5 Clifton Utley And The News

10:30 4 Sarah Churchill Show
Informal gatherings with guests

5 Let’s Look At Sports—T. Duggan

7 Handy—Tips And Ideas

10:45 4 Wendell Hall—Musical

5 Herbie Mintz—Musical Show

11:00 4 Today In Sports—Commentary

5 “Wife Wanted”—Feature
Film with Kay Francis; aging movie star invests her money in real estate firm, only to find it front for phony matrimonial agency

7 Austin Kiplinger And The News

11:15 4 Film

11:30 4 Murder Before Midnight—Film
“Circumstantial Evidence” with Chick Chandler and Shirley Grey; story of a death bed confession which saves

9 Feature Film

12:00 4 Midnight Edition—Ulmer Turner

5 “Man Who Walked Alone”
Feature with Dave O’Brien, Kay Aldridge & Walter Catlett. Comedy and romance about a returning war vet who meets a spoiled young heiress

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

ADRIENNE FALCON
TWENTY-FOURTH WEEK’S WINNER

Watch MISS U. S. TELEVISION CONTEST OF 1951
EVERY MONDAY WGN-TV 9:00 P.M.
A Walter Schimmer Production
SEMI-FINALS START OCT. 2ND

AUSTIN KIPLINGER NEWS
DON’T MISS THIS ACCURATE AND UNBIASED COMMENTARY DESIGNED TO BRING YOU TOMORROW’S NEWS TONIGHT
Presented by Chicago National Bank

WENR-TV
11 P.M.
CHANNEL 7
UN-CHAIN THAT CAPTIVE AUDIENCE!

By JACK MABLEY

CAPTIVE Audiences: The other night Ken Murray assaulted his audience with this joke. A girl approached a football field carrying a bucket and brush. Murray: "Where you goin' with those?" Girl: "My boy friend made the scrub team, and I'm taking them to him."

There were four or five such jokes, all equally putrid. When the last one had fouled the air, the studio audience burst into thunderous applause. They were a captive audience. They had to cheer because an assistant director was standing up in front of them, wildly waving his arms.

Some people are more sensitive to phoniness than others. If you happen to be one who resents it, the phony applause of the studio audiences must irritate you as it does me. It would be a refreshing experiment for some courageous television director to forego the regular pre-show audience warm-up, and merely tell the people in the theater, "Applaud when you wish, I thank you."

Then when a comedian told a bum joke instead of cheers and hurrahs, he would be greeted with a leaden silence in the studio—the same kind that per-

vaded in homes tuned in to the show. I think there'd be some changes made in the ranks of the comedians.

The Power of Television: You may have noticed in the best selling lists lately that one of the constant leaders in non-fiction is the Pope Cook Book.

Before Francois Pope went on the air with his cooking school on WBKB a few months ago, one Loop department store sold 50 to 75 books every two months. The same store sold 1,800 books in the first two months Creative Cookery was on the air. The book was not scheduled for a reprinting until spring of 1952. Two weeks after the show hit the air a reprinting was ordered.

Frankness: In line with our thoughts on captive audiences, wouldn't it be refreshing if an Ed Sullivan or a Ken Murray, after a show in which everything went wrong, would say, "Well folks, we kind of stunk tonight and we apologize. It happens in the best families, and we promise you a good time next week. Come back then."

Service Please: The Radio-Television Manufacturers Association has hired a man to co-ordinate industry efforts to bring better servicing for TV sets. This is one of the main headaches for the manufacturers. We in Chicago are blessed with one of the best groups of service companies in the country. But even then, in some cases there's room for improvement.

Let's Set the Record Straight Department: I do not hold the weather sign for Ernie Simon in front of the State-Lake. That man is an impostor.
FASHION FACTS AND FANCY—Barbara Becker, pert vocalist on the “Wayne King Show,” caused many a head to turn in the Ambassador East recently in a smart costume of black velvet jacket, bright red plaid skirt and neatly tailored white blouse. Her accessory accent was a bright yellow walking stick umbrella! . . . Kay Morrow cautions women: “Don’t buy clothes for a special occasion for after the evening is over you are often left with a dress you wouldn’t have bought in a more thoughtful moment.” . . . Peggy French, the Chicago gal seen in “Two Gals Named Smith,” is a hat enthusiast who is out to better Hedda’s record. . . . At lunch in the Pump Room, Toni Gilman relieved the severity of her slim skirted black suit with a head hugging white hat.

IF YOU WONDER WHAT they do in their spare time . . . Dorothy Kilgallen the gal with an eye for spotting other people’s occupations, is both a talented amateur painter and amateur decorator. Dorothy belongs to that select group of stars known as Sunday Painters . . . Olive Stacey, who stars in CBS-TV’s “The First Hundred Years,” is an accomplished violinist and dancer who is an avid fan of the Martha Graham School of Dance. . . . Louise Leslie of the “Homemaker’s Exchange” is a pianist and singer of note who disappointed many close friends when she chose a career in the field of home economics instead of music.

A DAY IN THE LIFE of a star. . . . Robin Chandler, seen on “Vanity Fair,” is up at 7 every morning, gets breakfast for her two children, orders groceries for the day, dashes off to the park with the youngsters and does five afternoon TV shows a week. New York friends say of Robin: “She gives some of her best interviews at the park, so we’ve dubbed her the Femme Baruch.”

—patricia cooper
VOLUMINOUS skirts, tiered sleeves, nipped in waistslines and tiny hats marked the Paris couturier openings which Dorsey Connors, WNBQ lovely, attended late this summer. Dorsey believes that although most women will never own a French original they can derive a knowledge of fashion trends by studying the imports. Original designs shown on these pages are from the collections at Marguerite Pick, Chicago's finest custom house.

1. Baroque shantung taffeta in a rich
copper tone is fashioned into a cocktail suit with finely pleated panels forming a voluminous skirt by Christian Dior. Highlight of the Dior showing, Dorsey wears the suit with a wisp of black velvet by Laddie Northridge.

2. Jaques Fath's handsome coat dress of heavy grey flannel has tiered sleeves and a double row of buttons down the front. For accessory accents, Dorsey chooses a grey velour hat by Sally Victor, grey velvet gloves and long-handled umbrella.

3. Stiff black horsehair lace forms the wide, wide skirt and deep, tiered sleeves of this Jaques Fath cocktail dress. A bow of black velvet accents the off the shoulder neckline. Dorsey's admirer is her miniature French poodle, Vicky.

4. Cotillion, a ball gown of palest gold silk taffeta and Italian gold thread lace, has a deep cuff at the bodice line and the thinnest of straps over the shoulders. A Marguerite original.

by Patricia Cooper

editor, forecast for women
EVER wonder what a handsome bachelor is seeking in the girl he hasn’t found? We did.

And we didn’t have to wonder long after we began questioning Jim Dimitri, handsome singing star seen regularly on the “Oh Kay” show, WENR-TV. Jim had some pertinent thoughts on the subject and we’re inclined to believe they reflect the feelings of other young bachelors. So lend an ear!

“Naturalness is all important to me,” Jim began. “If a girl isn’t natural, then all the other good qualities she may possess become unimportant.”

“I think standards of beauty are strictly a personal matter, but I think most men like a girl who presents a well-groomed appearance,” he continued. “Well cared-for hair, neatness in dress and attention to hands, nails, and complexion are important.”

“Personally, I like a girl who has a special interest in some field outside of her immediate work, because I feel this makes for a better rounded personality,” Jim went on. “Also, a girl who is well liked in her own circle of friends is usually a better bet than one who is shy on friends.”

Interest in other people and children, a good sense of humor and consideration for others feelings are all important traits to Jim, who is 26, tall, dark and handsome.

“A girl whose personality is compatible with mine and who can enjoy an evening with me, not for where I take her but for the fun we can have together, rates high,” Jim added. “I also believe two people should be able to maintain their rights to certain opinions without having a friendship blow up at the first sign of a disagreement.”

While these characteristics are all to the credit side if you possess them, Jim had some things to say on what fellows don’t like in the gals they date. These include affectation, carelessness in dress, complete lack of humor, the complete extrovert (“bores me stiff”), the art for art’s sake type, and a lack of sensitivity to others’ feelings (“the one who is continually saying the wrong thing yet never knows it”).

For the light touch, Jim adds that the girl he dates should like his voice (which wouldn’t be a difficult requirement to meet) and should share his enjoyment of Herb Shriner’s humor.

Jim, who was born in Kansas City, Mo. and came to Chicago ten years ago, enjoys music of all kinds—pop, jazz, symphony. His other hobbies include serious art and anthropology. The latter interest is one he has pursued for some time strictly as an advocacy—so get out the books, gals, and start boning up!

The only member of his family in show business, Jim has a degree in business administration from Northwestern university and is an Air Corps veteran. He has studied music for seven years at Kimball Hall under the well-known Chicago voice coach, Louise Gilbert. He was a member of the Actor’s Company, Chicago, for two and a half years, where he played all types of roles from Shakespeare to light comedy. His ambition in show business is to someday appear in a dramatic role in the legitimate theater.

—Patricia Cooper

The “Oh Kay” show is seen from 9:30 to 10 a.m. alternate Saturdays on Channel 7.
Tuesday Oct. 16

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

9:00 4 Fun And Features—G. Menard
  Variety, music and interviews
9:30 4 Fun And Figure—Exercises
  Exercises for posture by Ed Allen
9:50 4 Fun And Features (continued)
10:00 9 Your Figure Ladies—Exercises
10:30 4 Tel-A-Shopper—Betty Whitney
  Tips on what to buy, why you should
  buy, and general information

7 Dennis James Show—Interviews
  Studio audience competes for prizes
9 Chicago Cooks—Recipes
11:00 4 Creative Cookery—F. Pope
  Chili con-carne, opera creams &
  maple opera creams demonstrated
5 Ruth Lyons’ 50 Club—Informal
7 Frances Langford—Don Ameche
  Musical variety with guests, songs,
  sketches, and a quiz contest. Also
  excerpts from “Purple Heart” diary

11:30 5 Norman Ross’ Varieties
9 Travelers’ Sketchbook—Film
  “Arctic Hunters”

11:45 9 Snader Show—Film
12:00 4 Steve Allen Show—Variety
  5 Herbie Mintz Show—Musical
  7 Jessie DeBoth’s TV Notebook
  Homemaking hints & processes dram-
  atized, and cooking recipes explained
9 Hi Ladies—Tommy Bartlett

12:15 4 Multiscope News—Ticker Tape
5 Newsroom—Late Information

12:30 4 Garry Moore Show—Variety
  Guest: dancer Dorothy Jarman
5 Your Luncheon Date—Variety
7 Bob And Kay Show—Variety
  Commentary, interviews, and fun with
  Bob Murphy and Kay Westfall

12:45 9 News Headlines—Spencer Allen
1:00 5 Feature Film
9 Russ Davis Show—Discussion
1:30 4 First Hundred Years—Serial
  Jimmy Lydon and Olive Stacey star
1:45 4 Ransom Sherman Show—Gags
  Sometimes he gets serious, but cer-
  tainly not very often
9 Plan-A-Room—Paul MacAlister

2:00 4 Vanity Fair—Robin Chandler
5 Miss Susan—Susan Peters
  Day-to-day drama of problems facing
  a woman lawyer
7 Housewives Holiday—Kirchner
  Claude and Ruth Kirchner emcee
9 Let’s Have Fun—Hank Grant

2:15 4 Bride And Groom—Interviews
  5 Here’s Looking At You

AUTO SEAT COVERS
Buy Direct from the Factory and SAVE!
The only factory in Chicago that sells direct
We have the largest selection of seat
covers in the city! Thousands of covers to
choose from—Hundreds of colors and
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appointments necessary. Every cover ex-
pertly measured and tailored in your car,
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FRONT $395
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Sailcloth, Plastic, Fibre, Nylon, Rayon, Leopard

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PERFECT SLIP COVER CO.
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TURN TO WBKB
FOR THE FINEST IN TV
ENTERTAINMENT

ERNIE SIMON
The Curbstone Cut-up
The famous guy on State
Street who brings you
laughs, fun, excitement

10:00 to 10:15 pm
Monday thru Friday

WBKB

TV FORECAST 27
TUESDAY—continued

2:30 4 Fashion Magic—Arlene Francis
5 Bill Goodwin Show—Variety
Music by vocalists Eileen Barton, Roger Dann, & Joe Bushkin Trio
7 Barbara Mora—Creative Ideas
New sewing tricks and designs

3:00 4 Homemakers’ Exchange—Foods
5 Kate Smith Hour—Variety
Guests: Artina & Consuelo, John Carroll, and Duke Art Jr.
9 “Inquest”—Feature Film
Elizabeth Allen & Herbert Lomas

3:30 4 Your Visiting Nurse—Com’l.

3:35 4 Bill Evans Show—Discussion

4:00 4 Steve Allen Show—Variety
5 Hawkins Falls, Pop. 6200
Doc Gibb learns the importance of a woman around the house
9 Telephone Game—Harold Isbell

4:15 4 Assembly—Military Talk
5 Gabby Hayes Show—Tall Tales

4:30 5 Howdy Doody—Variety
7 Sagebrush Theater—Western
“Code Of The Mountain” feature
9 Trail Blazers’ Theater—Western
“Where the Buffalo Roam”

4:45 4 Breezy, Don & Vera—Puppets

5:00 4 Kids Karmival Kwiz—Games

5 Cactus Jim—Western Feature

5:30 4 Silhouettes Of The West
Roy Starkey sings & discusses

5 Visit With Cactus Jim
7 Paddy The Pelican—Cartoon

5:35 5 Weatherman—Clint Youle

5:45 4 Window Shopping—Commercial

5 Public Life Of Cliff Norton
Subject: “Hints to the Autumn Bridegroom” comedy sketch

9 Foto-Test—Marty Hogan
Cash prizes for the ladies

5:50 5 Clifton Utley And The News

6:00 4 Danny O’Neil At Home Show
5 Kukla, Fran, And Ollie
Join the gay trio as they sing
7 Paul Harvey With The News
9 Captain Video—Adventures

6:10 7 Top O’The Weather—Russ Reed

6:15 4 Ulmer Turner And The News

6:20 7 Sports Highlights—John Bryson

6:30 4 CBS News—Douglas Edwards
5 John Conte’s Little Show
7 Beulah Show—Comedy
Ethel Waters stars as mediator in Henderson’s bustling household; they sell their house in order to move into a wealthier neighborhood, then change their minds and things are topsy-turvy till they get their old home back
9 Spencer Allen And The News
News, pictures and financial report

6:45 4 Stork Club—Interviews
Special party for comic strip artists

5 News Caravan—John Swoyze

9 Chicagoland Newsreel

7:00 4 Frank Sinatra Show—Variety
Frank presents comedian Jackie Gleason, Anne Jeffreys, and dancers Stanton & Luster

5 Star Theater—Comedy-Variety
Milton Berle introduces guests: Mills Bros., Rosemary Clooney, Edward Asner and Jimmy McHugh

7 Charlie Wild, Detective—Drama
John McQuade stars in mystery

9 Health Talk—Dr. VanDellen
“Why Take An X-Ray?” discussed by Dr. John J. Brosnan, clinical instructor in surgery, Stritch School of Medicine, Loyola University

7:30 7 How Did You Get That Way?
Psychological problems & adjustments of heterogeneous community living discussed: Isabel Leighten moderator, guests: Laura Z. Hoban, Dr. John A. P. Millet, Assoc. Attending Psychoanalyst, & James R. Damon

9 Keep Posted—Current Events
Lawrence Spivak and Martha Rountree discuss current topics with eight important public figures

8:00 4 Crime Syndicated—Drama
Rudolph Halley narrates drama based on true case material from various sources

5 Fireside Theater—Film Drama
“Treasure of the Heart” romantic comedy featuring Douglas Dick, Ruth Clifford, Mary Castle and William Fawcett

9 Football Films—Highlights
Wisconsin-Ohio game narrated and commented upon by Jack Drees

9 Cosmopolitan Theatre—Drama
“Incident In the Blizzard” starring Betty Field and E. G. Marshall; a woman and two children, alone in a country house, hear that there is a homicidal maniac in the near vicinity

8:30 4 Suspense—Mystery Drama
“Fifth Clown.” A real corpse replaces a dummy clown in a traveling carnival, starting a chain of bazaar events

5 Circle Theater—Drama
“Lost and Found” Drama of an Australian girl who comes to America, seeking the soldier she fell in love with during the war

9:00 4 Danger—Mystery Drama
“Dangerous Woman”

5 Amateur Hour—Ted Mack mc

7 On Trial—Discussion
“I’m Your Foreign Aid Spending Worth The Cost?” Sen. Homer E. Caperhart (R-Ind.) negative witness; Judge Peter T. Farrell presides

9 Cameracade—Film
“The Stronger”

9:30 4 Two Minutes To Go—Quiz
Jack Drees mc quizzes the panel on sports. Panelists: Audrey Thorburn, Howie Roberts, Herb Graffin, and Gene Kessler
TUESDAY—continued

9:30 7 Chgo. Symphony Chamber Or. Works by great composers with Rafael Kubelik conducting and Ken Nordine, emcee; Tchaikovsky’s Overture and March from "The Nutcracker Suite," Hindemith’s "Music of Morning" featuring violinist Milton Preves, and Rossini’s ballet music from "William Tell"

9 Boston Blackie—Mystery Drama "Oilfield Murder" with Kent Taylor, Lois Collier and Frank Orth. A lovely swindler comes to Blackie for aid and is murdered in his arms

10:00 4 Ernie Simon—Curbstone Cutup Ernie holds folkay interviews with the gang under the marquee

5 Weatherman—Clint Youle

7 Life Begins At 80—Discussion Jack Barry moderator of panel of his elders

9 "Song Of The Open Road" Comedy with Edgar Bergen, Charlie McCarthy, Bonita Granville and W. C. Fields

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Ulmer Turner—News

5 Clifton Utley And The News

10:30 4 TV Talent Showcase—Musical Amateur competition & a chance for talented young professionals

5 Let's Look At Sports—T. Duggan

7 Touchdown—Football Films Highlights from college games

10:45 4 Wendell Hall—Musical

5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Joe Wilson

5 Tele-Play Theater—Film Drama "Polly" with Cora Witherspoon, Ann Savage and Ken Harvey; melodrama about a killer, the girl for whom he kills, and a parrot who betrays him

7 Austin Kiplinger With The News

11:15 4 Film

11:30 4 Murder Before Midnight—Film

5 Sports Newsreel

9 Feature Film

12:00 4 "Secret Evidence"—Feature Film with Marjorie Reynolds and Charles Quigley; murder is committed and an innocent man is blamed

5 "Gas House Kids"—Feature Film with Robert Lowry, Teala Loring and Bill Halop; in trying to aid a wounded veteran and his wife, the kids stumble on a satchel of stolen money

1:00 9 Chicagoland Newsreel

1:30 4 Midnight Edition—Ulmer Turner

(Stations reserve the right to change above listings without notice)
How many of you kids watch "Zoo-parade" on channel 5 each Sunday. If you do, you will recognize the two men in the picture. Marlin Perkins on the left is holding a baby orang-utan on his knee, while Jim Hurlbut holds a baby gorilla.

It is a good thing these monkeys are both babies, because when they get older, they are very large and strong, and also very fierce when disturbed in their jungle homes.

Thanks to the Lincoln Park Zoo, these wildlife babies are meeting for the first time. You see, gorillas come from darkest Africa, while orang-utangs are found only in Asia, and these two places are many miles apart.

Now here are some recent winners in my weekly contests:

Anita Bear, LaGrange, Ill.
Cynthia Bonz, Chicago, Ill.
Agnes Carver, Chicago, Ill.
Edward Chwalny, Chicago, Ill.
Bonnie Coney, Elgin, Ill.
Barbara Michaeisen, Brookfield, Ill.
Peggy Shafer, Waukegan, Ill.

This Week's Contest: How many different words can you make from the word Zoo-parade? Write them down and mail to Uncle Herbie, % TV Forecast, 185 N. Wabash avenue, Chicago 1, Ill. For the winner, I'll award $1; second prize 50 cents; next twelve prizes 25 cents each. Letters must be mailed by Wednesday, Oct. 24.

Before You Axe Set, Check Light Bulbs

If you're bothered by poor TV reception, check your light bulbs—they might be the cause of it all. According to the General Electric Co., there is in existence in many homes today a 25-year-old lamp bulb, an S-1 type, that causes interference which appears as a horizontal pattern on various places on your screen.

G-E advises set-owners who get interference that seems unexplainable to check attic, basement, closets, hallways and other out-of-the-way spots where these lamps might be found. You'll be sure to recognize them because they are made of clear glass and have a straight wire filament.

Focus Pocus

THERE'S nothing like a lovely brUNETTE model to help keep TV camera- men on their toes. Producer Lee Cooley became quite upset whenever a cameraman would accidentally shoot at rifle low and lop off the top of the subject's head. Lee decided he would have to make it a little more dramatic to his technicians that he wanted no more camera flubs.

Lee hired Jackie Loughrie, a professional model, to be a walking reminder to the camera crew that “heads up” is the by-word. Miss Loughrie has proved to be a big hit with the crewmen, but things are less disciplined than ever and camera eyes are roving—in Jackie's direction.

TV FORECAST
Wednesday Oct. 17

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

9:00 4 Fun And Features—Variety
Animal of the week is presented

9:30 4 Fun And Figure—Exercises
Exercises for reducing thighs & hips
demonstrated by Ed Allen

9:50 4 Fun And Features (continued)

10:00 9 Your Figure Ladies—Exercises

10:30 4 Tel-A-Shopper—Betty Whitney
Helpful hints for budgeting

7 Dennis James Show—Variety
Household problems, contests, and
games for the ladies

9 Chicago Cooks—Recipes

11:00 4 Creative Cookery—Recipes
Make cherry pie & Welsh Rabbit

5 Ruth Lyons’ 50 Club—Variety

7 Frances Langford—Don Ameche
Music, variety, plus situation comedy

11:30 5 Norman Ross’ Varieties

9 Travelers’ Sketchbook—Film
“Man On the Land”

11:45 9 Snader Show—Film

12:00 4 Steve Allen Show—Comedy
5 Meet Mintz—Herbie Mintz
Hit tunes of yesteryear

7 Bob & Kay Show—Commentary
Unusual interviews and discussions

9 Hi Ladies—Tommy Bartlett
Interviews with the gals

12:15 5 Newsroom—Late Information

12:30 4 Garry Moore Show—Comedy
Guest: actress Lucile Watson

5 Your Luncheon Date—Musical
Hugh Downs, Nancy Wright, and the
Art Van Damme Quintet

9 Travelogue—Film Short

12:45 9 Spencer Allen With The News

1:00 5 Feature Film

9 Russ Davis Show—Interviews
Popular melodies and guests

1:30 4 First Hundred Years—Drama

1:45 4 Ransom Sherman Show—Variety
Here’s how not to do it

9 Camera Caravan—Film Short

2:00 4 Vanity Fair—Robin Chandler

5 Miss Susan—Susan Peters
Serial story of a woman attorney

7 Beulah Karney Show—Foods
Adventures in the art of cooking

9 Let’s Have Fun—Variety
Hank Grant me with Elaine Neblett,
Kyle Kimbrough, vocalists; Reno Tom-
dell on the accordion

2:15 5 Here’s Looking At You

---

Whether your set is new or old

YOUR PICTURE TUBE MAY BURN OUT

Our replacement contract will protect you against tube failure for as little as $500 a year.
Send for your contract today. Don’t delay! Send coupon with cash, check, or money order at once. Coverage starts 15 days from date your application is received.

NOW! AT THESE LOW PRICES

<table>
<thead>
<tr>
<th>Size of Picture tube</th>
<th>Cost of Contract Per Year</th>
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<tbody>
<tr>
<td>7, 10, 12, or 12 1/2 inch</td>
<td>$5.00</td>
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<tr>
<td>14, 16 or 17 inch</td>
<td>$7.50</td>
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<tr>
<td>19, 20 or 21 inch</td>
<td>$10.00</td>
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ADLER TELEVISION
3154 W. Lawrence
IR 8-4662

SEND COUPON TODAY!

Adler Television
3154 W. Lawrence, Chicago, Illinois

I am enclosing $_______ to cover cost of picture tube contract. (See schedule of rates.)

The size of my picture tube is: __________________________

Set make________________ Serial No________________

NAME__________________

STREET________________

CITY_________________ ZONE____ STATE_______

SATISFACTION GUARANTEED
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2:30</td>
<td>Film</td>
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<td>2:30</td>
<td>Bert Parks Show—Musical Treat</td>
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<td>3:00</td>
<td>Homemakers’ Exchange—Foods</td>
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<td>3:30</td>
<td>Your Visiting Nurse—Com’l.</td>
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<td>3:35</td>
<td>Bill Evans Show—Variety</td>
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<td>4:00</td>
<td>Who’s Talking—Quiz Game</td>
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<td>4:15</td>
<td>Assembly—Military Talks</td>
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<td>4:45</td>
<td>Breezy, Don &amp; Vera—Puppets</td>
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<td>5:00</td>
<td>Kids Karnival Kwiz—Games</td>
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<td>5:30</td>
<td>Silhouettes Of The West</td>
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<td>5:35</td>
<td>Weatherman—Clint Youle</td>
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<td>5:45</td>
<td>Window Shopping—Commercial</td>
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<td>6:00</td>
<td>Paul Harvey With The News</td>
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<td>6:10</td>
<td>Top O’ The Weather—Russ Reed</td>
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<td>6:15</td>
<td>Ulmer Turner And The News</td>
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<td>6:20</td>
<td>Sports Highlights—John Bryson</td>
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<td>6:30</td>
<td>CBS News—Douglas Edwards</td>
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<td>6:45</td>
<td>Perry Como Show—Musical</td>
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<td>7:00</td>
<td>Arthur Godfrey And His Friends</td>
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<td>7:15</td>
<td>Telephone Game—Harold Isbell</td>
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<td>7:30</td>
<td>Sagebrush Theater—Western</td>
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<td>7:45</td>
<td>Trail Blazers’ Theater—Western</td>
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<tr>
<td>8:00</td>
<td>Strike It Rich—Quiz</td>
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<td>8:45</td>
<td>Our World—Film Short</td>
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<td>9:00</td>
<td>Blue Ribbon Bouts—Boxing</td>
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<td>9:00</td>
<td>Celanese Theater—Drama</td>
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<td>9:00</td>
<td>Break The Bank—Quiz</td>
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<td>9:00</td>
<td>SeiHowQ’fiBcody Shew—Bob Smith</td>
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**TV FORECAST**
WEDNESDAY—continued

9:00 9 “Smart Alec”—Feature Film
  Leo Gorcey and Bobby Jordan

9:30 5 Freddy Martin Show—Musical
  Variety, Martin’s “singing sax,” Murray Arnold pianist, Merv Griffin and
  Judy Lynn vocalists with tunes “My
  Ideal,” “Whispering,” “Who,” “Blues
  In The Nite,” and “Let’s Be Buddies”

9:45 4 Sports Quiz—Film

10:00 4 Ernie Simon—Curbstone Cutup
  Impromptu interviews with people
  from all walks of life

5 Weatherman—Clint Youle
7 Wrestling From Rainbow Arena
  Wayne Griffin announces matches

9 “A Son Is Born”—Feature
  Muriel Steinback & Ron Randall

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

10:15 4 Ulmer Turner—News
  Roundup of the day’s events

5 Clifton Utley And The News

10:30 4 Street Singer—Julio Maro
  Serenade to the ladies along the
  State and Lake marquee

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

10:45 4 Wendell Hall—Musical

5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Joe Wilson

5 “Martin Eden”—Feature Film
  Glenn Ford, Claire Trevor & Evelyn
  Keyes in story of one man’s fight
  against the oppression of the high
  seas

7 Austin Kiplinger With The News

11:10 7 Feature Film

11:15 4 Film

11:30 4 Murder Before Midnight—Film

9 Topper Theater—Feature Film
  “Career Girls” with Frances Langford,
  Edward Norris and Craig Woods; comedy-drama about a small
  town girl determined to make good
  on Broadway

12:00 4 “Today I Hang”—Feature
  Film with Walter King and Mona
  Barrie; doomed to die, an innocent
  man awaits his doom, while the real
  killer drinks a toast to murder

5 “The Lady Confesses”—Feature
  Film starring Mary Beth Hughes and
  Hugh Beaumont; unaware that her
  lover is a murderer, she jeopardizes
  her safety in attempt to clear him

12:45 9 Chicagoland Newsreel

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

NEW!

It’s the game that’s taking
Chicago by storm. Your host
Frann Weigle

tells you how to win a jackpot of prizes
4.00 to 4:15 PM
Mon.- Wed.- Fri.

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GUARANTEE FREE!

TOPPER SAYS:
No hidden charges, no gimmicks—for the first time in
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on any new set you buy—with no cost to you! PLUS,
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Call the television number—

Watch us on TV
TOPPER THEATER
WGN-TV
11:30 p.m., Wed.

TOMORROW—continued

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

His Headaches Are Human

THE TV repairman has no glamour. If you don't think so, ask any of his customers. They'll tell you that he's some kind of an ogre with shifty eyes and a mean disposition who repairs a set by tightening a tube and charges ten bucks.

The idea, of course, is a false one. The customers are the ones at fault. The TV viewers—you and I—are so unaware of the workings of our TV set that we naturally suspect we're "going to be taken."

When we bring our ailing sets in for repair we're at a loss explaining what's the matter, Immediately that inferior feeling, "I don't exactly know what's wrong," we stumble, "but the picture gets kind of fuzzy every night around 7 o'clock. Now what I'd like you to do is look it over, give me an estimate, and if I figure it's worth it you can repair it for me."

This estimate proposition is a tough one for the repairman. The customer doesn't realize the hardest job is finding out what's wrong. Replacing parts is no trick at all. Your television M.D. might spend a couple of hours diagnosing what ails your set, then you might decide to plod along with "fuzzy" picture and all—instead of footing the bill. So who's going to pay the repairman for the 2 hours he spent probing your TV set? Nobody! And "Estimate Earl" is the culprit.

The plight of the TV repairman is a sad one. His biggest worries aren't the mechanical "bugs" that put a set out of commission. The real headaches are the human bugs—like "Estimate Earl"—who are a far greater problem than any mechanical mix-up.

Let's take a look at some of the other human "bugs." There is "Sue Scratch-er" who wildly complains that her set has been scratched up by some "careless service man." It seems Sue is only eagle-eyed about her set when it is returned. The scratches were already there? Impossible! Sue will wait for a new cabinet and even when the set is polished up to look like new, she will loudly proclaim "foul."

Women, however, are not always the ones at fault. There is "Mechanic Mike" who claims to be an expert engineer. He insists on over-seeing the whole repair job. He will glare over the serviceman's shoulder, directing operations and distracting him from his work. His half-baked theories on TV are only apt to prolong the job and make the serviceman wish he were a plumber.

"Pete Putterer" is a "bug" who buys the parts, and tries to fix the set himself. He is like the sick man who decides he can cure himself, only makes things worse, and "ups and dies."

When the serviceman gets "Pete Putterer's" TV set, it is a hodge-podge of misplaced parts. Pete has rearranged every tube, resistor and condenser so that his set is nothing but an electrical hazard. He accuses the serviceman of selling him the wrong parts and wants his receiver overhauled—free.

The poor serviceman—like a baseball umpire—has no bed of roses, but plenty of thorns.
Thursday Oct. 18

**WBKB**
9:00 4 Fun And Features—G. Menard
9:30 4 Fun And Figure—Exercises
    Exercise with Ed Allen
9:50 4 Fun And Features (continued)
10:00 9 Your Figure Ladies—Exercises
10:30 4 Tel-A-Shopper—Betty Whitney

**WNBQ**
7 Dennis James Show—Quiz
    Ladies join in the games with Dennis, Julia, and gals in audience

**WENR-TV**
9 Chicago Cooks—Recipes

**WGN-TV**
11:00 4 Creative Cookery—Recipes
    Preparation of pork hocks & broiled vegetables; also, custard cups
5 Ruth Lyons' 50 Club—Views
7 Frances Langford—Don Ameche
    Contestants from the audience quizzed

11:30 5 Norman Ross' Varieties
9 Travelers' Sketchbook—Film
    “Fur Seal”

**CALL CO melia 7-6355**

**TELE-MASTER**
Television Service
4610 N. KEDZIE

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**See the NEW ICE SHOW**
Dinner Show 8:30 Supper Show 12:00

**ORRIN TUCKER'S orchestra**
FAMILY MATINEE EVERY SUNDAY
special children's menu
CALL "PHIL" WAbash 2-4400

**Boulevard Room**
The STEVENS CHICAGO • A HILTON HOTEL

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**BLUE FLAME THEATER**
Presents Chicago Premiere of
"intrigue"
Action packed story of a foreign correspondent
Sponsored by Authorized Dealers of

**Universal GAS RANGES**
8:30 pm • CHANNEL 9 • WGN-TV
THURSDAY—continued

3:30 4 Your Visiting Nurse—Commercial
3:35 4 Bill Evans Show—Interview
4:00 4 Steve Allen Show—Variety
5 Hawkins Falls, Pop. 6200—Serial
   Roy Brewer asks his mother how a father is supposed to behave
9 Telephone Game—Harold Isbell
   John Jane & Harold as they award the prizes in this quiz contest
4:15 4 Assembly—Military Talk
5 Gabby Hayes At The Double
   Bar M Ranch—Western Story
4:30 5 Howdy Doody Show—Variety
7 Sagebrush Theater—Western
   “His Fighting Blood” feature
9 Trail Blazers’ Theater—Western
   “Thunder River Feud”
4:45 4 Breezy, Don & Vera—Puppets
5:00 4 Kids Karnival Kwiz—Games
   Kids quizzed on films they have viewed & awarded prizes by Art Hern
5 Cactus Jim—Western Feature
5:30 4 Silhouettes Of The West
5 Visit With Cactus Jim
7 Paddy The Pelican—Cartoon
5:35 5 Weatherman—Clint Youle
5:45 4 Window Shopping—Commercial
9 Public Life Of Cliff Norton
   Subject: “Who'll Buy My Violets?”
9 Foto Test—Quiz Session
   Marty Hogan emcee awards cash
5:50 5 Clifton Utley And The News
6:00 4 Danny O’Neil At Home Show
5 Kukla, Fran, And Ollie
7 Paul Harvey With The News
9 Captain Video—Adventure Tale
6:10 7 Top O’The Weather—Russ Reed
6:15 4 Ulmer Turner And The News
6:20 7 Sports Highlights—John Bryson
6:30 4 CBS News—Douglas Edwards
5 John Conte’s Little Show
   Musical variety with Three Beaus & a Peep vocal group,
7 Lone Ranger—Western Drama
9 Spencer Allen And The News
6:45 4 Stork Club—Interviews
   Special party for Gen. Tuckerman in connection with horse show
5 News Caravan—John Swayze
9 Chicagoland Newsreel
7:00 4 Garry Moore Show—Variety
   Comedy, music and chatter with vocalists Ken Carson and Ilene Woods
5 Groucho Marx Show—Comedy
   “You Bet Your Life” comedy quiz plus special word contest
7 Stop the Music—Musical Quiz
   Bert Parks emcee with Kay Armen, Jimmy Blaine, and Betty Ann Grove
   vocalists & the “Mystery Melody”
9 Football This Week—Com’tary
   Norman Sper narrates & interviews

7:15 9 Our World—Film Short
   “Channel Bass”
7:30 4 Amos ‘n' Andy—Comedy Drama
   “Getting Mama Married”
5 Treasury Men in Action
   Based on T-Men files, Walter Greaza stars in “The Case of the Careful
   Swindler” man who extorts money from people by winning in illegal
   poker games
9 Press Conference—Interviews
   Representatives of the 4 newspapers interview Lee Schooler moderator
8:00 4 Alan Young Show—Comedy
   Terry, an English bulldog, plays the role of “Prince” Alan’s dog who refutes to be entertained by anything except the TV screen. Guest, Martha Tilton
5 Ford Festival—Musical Variety
   James Melton emcee with vocalist Dorothy Warenakjold & guest Wally Brown
7 Herb Shriner Time—Humor Skits
   Comedy and dramatic situations typical of life in these United States, plus guest celebrities. A spinner librarian wiles away her time writing love stories
9 Adventures Of Ellery Queen
   Lee Bowman stars as detective
8:30 4 Big Town—Newspaper Drama
   Pat McVey stars as Steve Wilson of “Illustrated Press” with Julie Stevens as Lorelei in “The Juke Box.” Fred Steward, in role of a committed man, calls on Steve to help him in his search for missing witness in a murder
7 Guild Theater—Film Drama
   “Angel” starring Steve Brodi. A little girl’s faith reforms a gangster
9 Blue Flame Theater Presents
   Foreign Intrigue—Myst’ry Drama
   After Robert Cannon has his interview with former president of occupied European country, a chain of unscheduled events follow. Jerome Thor & Sydna Scott star

9:00 4 Racket Squad—Drama
   Reed Hadley as Captains John Bradock in “Big Secret,” story of a sinister swindle pulled on parents of a G.I., missing in Korea. Lyle Talbot also stars
5 Martin Kane, Private Eye
   Lloyd Nolan stars as the hard-hitting detective in these dramas of mystery and intrigue
7 Paul Dixon Show—Variety
   Dottie Mack and Wanda Lewis in music and comedy skits
9 Bigelow Theater—Film Drama
   “The Man Who Had Nothing To Lose” with Porter Hall and Neville Brand; a husband attempts to keep an escaped “lifer” from harming his wife
THURSDAY—continued

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

5 Wayne King Show—Musical
Variety featuring Harry Hall, Gloria
Van, Barbara Becker and Don Large
Chorus; Injun Summer show with
songs: “Nature Chant,” “Fallen
Leaf,” “By the Waters of Minne-
tonka,” “Pale Moon,” “Indian Sum-
mer,” “Land of the Sky Blue Water,”
and “Indian War Dance”

7 At Home Show—Musical Variety
Earl Wrightson sings for you

9 Sports Show—Jack Brickhouse
9:45 7 Carmel Myers Show—Variety
9 Camera Carousel—Films
“Physical Training In Sweden”

10:00 4 Ernie Simon—Curbstone Cutup
Join the fun! You may see your
friends and relatives

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 Cliffon Utley And The News

10:30 4 TV Talent Showcase—Musical
Amateurs & professionals make up
evening of song and dance

5 Let’s Look At Sports—T. Duggan
7 Dr. Fixum—Household Tips
10:45 4 Wendell Hall—Musical
5 Herbie Mintz Show—Musical

11:00 4 Today In Sports—Joe Wilson
5 Feature Film
7 Austin Kiplinger And The News
9 “South Of Panama”—Feature
Film with Roger Pryor and Virginia
Vale; story of sabotage and mystery
as spies attempt to steal plans for
canal zone

11:10 7 Feature Film
11:15 4 Film

11:30 4 Murder Before Midnight—Film
“Confidential” starring Donald Cook,
Evelyn Knapp and Warren Hymer;
story concerns activities of G-Men in
stamping out the well-known numbers
pectet in New York

12:00 4 “Kelly Of The Secret Service”
Feature film with Lloyd Hughes and
Sheila Manners

5 “Fear”—Feature Film
Starring Warren Williams, Anne
Gwynne and Peter Cookson. Story of
a medical student, driven by poverty,
to the murder of a miserly money
lender

12:15 9 Chicagoland Newsreel
1:30 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above
listings without notice)
Mike Boom says . . .

CHICAGO—Despite whatever rumors you hear, the Quiz Kids will not leave television. The junior sharpies have attained such wide TV popularity that they’ll be around for years to come. . . . Film fans are in for a local treat on the Theatre of Romance program via WGN-TV. Coming up are such powerful movies as “The Southerner” on Oct. 23 with Zachary Scott and J. Carrol Naish, “The Moon and Sixpence” on Oct. 30 with George Sanders and Herbert Marshall, and “So Ends Our Night” on Nov. 6 with Glenn Ford and Fredric March.

Connie Russell’s fan clubs include a livewire local outfit headed by prexy Mary Ann Rosenfeld of 3730 Lake Shore Drive. She’s put out snappy membership cards with Connie’s picture emblazoned on them. . . . Betty Whitney, the WBKB nutrition expert, says of green peas, “they’re great socialites—they haven’t missed a banquet in 40 years.”

Possibly figuring things were too quiet at WBKB, famed cartoonist Walt Ditzen sent us an edited version of sportscaster Joe Wilson’s recent letter to the editor (Sept. 29). It follows: “Noted some typographical errors in your letters to the ed. column. Please publicly correct — . . . May I say that I regard your author’s judgment on the subject as indicative of the type of reporter. It has been my pleasure to be closely associated with this specimen for some years now, and I can honestly say that I know men. Mr. Wilson should always stand. I can only repeat that I found this article. Thank you.”

De Met Pontiac has switched its hour length movie program to a brace of half hour shows—one on Saturday at 6 p.m., and the other on Tuesday at 11 p.m. Channel 5 carries both films. . . . Nice-people-around-town dept.: Frances Clow of Radio-TV Daily, talent plus charm. . . . A well-known plush saloon may soon be declared off-limits to TV entertainers. Too many on-the-air miscues have resulted from those giant martinis.

Regardless of moans from a local columnist, comic Ernie Simon is certainly no danger from libel laws. The fuss came up because Ernie usually presents several buddies, Jim Tree, Irwin Berke and Chuck Bill, as nationally-known personalities, always with a comical twist. Anybody who takes this seriously ought to return to comic books, the humor is a little less subtle there.

Watch for a mass invasion by WBBM radio talent into the TV field, as station owner Les Atlass moves ahead on his coming video venture. Such sparkling radio names as Billy Leach, Elaine Rogers, John Harrington and Julian Bentley will soon be giving plenty of hot competition to established TV stars. Comic Hank Grant says that a bore is someone who keeps the conversation ho-humming.
FRIDAY—continued

2:30 4 All Around The Town—Talks
Mike Wallace chats with the crowd
5 Bert Parks Show—Musical
Bert, Betty, and Bobby sing “How Do You Do and Shake Hands;” Heatherton's follow with “Get Out and Get Under,” and Betty Ann complains “They Always Pick On Me.” Bert finishes with “It's The Talk of the Town”
7 Barbara Moro—Creative Ideas

3:00 4 Homemakers’ Exchange—Foods
Louise Leslie demonstrates recipes
5 Kate Smith Show—Musical
Guests: Roger Rice and Sam Fisher
9 “Turners Of Prospect Road”

3:30 4 Your Visiting Nurse—Com’l.
3:35 4 Bill Evans Show—Music

4:00 4 Who’s Talking?—Frann Weigle
Listen to those clues and guess the well-known celebrity whose voice you can hear, photo gives clue too
5 Hawkins Falls, Pop. 6200
Knap Drewer learns he has failed as a salesman
9 Telephone Game—Quiz Session
Harold Isbell & Jane Quinn conduct

4:15 4 Assembly—Armed Forces Show
Chgo. relatives and friends call GIs in Tokyo
5 Gabby Hayes Show—Tall Tales
Tales of Western heroes

4:30 5 Howdy Doody Show—Puppets
7 Sagebrush Theater—Western
“Northern Frontier” feature
9 Trail Blazers’ Theater—Western
“The Vengeance of Rannah”

4:45 5 Breezy, Don & Vera—Puppets
Join the puppets for 15 min. of fun

5:00 4 Kids Karnival Kwiz—Games
Youngsters get a chance to win prizes
5 Cactus Jim—Western Feature
Stories of heroes of the old west

5:30 4 Silhouettes Of The West
Discussions about Western objects
5 Visit With Cactus Jim
7 Tom Corbett Space Cadet
9 Raving Beauty—Story Time
Lady Corine entertains little girls

5:35 5 Weatherman—Clint Youle

5:45 4 Window Shopping—Commercial
5 Public Life Of Cliff Norton
Subject: “Pepper Mintz”
7 Uncle Mistletoe—Adventures
Another exciting adventure
9 Foto Test—Quiz Game

5:50 5 Clifton Utley And The News

FRIDAY—continued
COMING HIGHLIGHTS

NEXT WEEK—Lovely Barbara Becker, songstar of the Wayne King Show, will bring the latest in fur fashions. Shown with her will be glamorous Gloria Van in a Pump Room setting.

NEXT WEEK—Provocative Toni Gilman, a leading hit with the “Down You Go” show, will be profiled in a revealing story. Reserve your copy of TV Forecast at your newsstand.

NEXT WEEK—Yessir, the lad on the left interviewing Jack Benny is sportscaster Wayne Griffin. You won’t want to miss the Griffin story fully portrayed with unbelievable pictures.

6:00  4  Carolyn Gilbert—Danny O’Neil
      5  Kukla, Fran And Ollie
      7  Paul Harvey With The News
      9  Captain Video—Adventures

6:10  7  Top O’The Weather—Russ Reed
     15  4  Ulmer Turner And The News
     20  7  Sports Highlights—John Bryson

6:30  4  CBS News—Douglas Edwards
     5  Showroom—Roberta Quinlan mc
      7  Say It With Acting—Charades
      9  Spencer Allen And The News

6:45  4  Perry Como Show—Musical
      5  News Caravan—John Swayze
     9  Chicagoland Newsreel

7:00  4  Mama—Domestic Comedy Skit
      5  Quiz Kids—Questions & Answers
      7  Mystery Theatre—Drama
      9  Twenty Questions—Panel Quiz

7:30  4  Man Against Crime—Drama
      5  Walt’s Workshop—Creative

7:40  4  To be announced
      9  You Asked For It—Films

8:00  4  Playhouse Of Stars—Drama
      5  Big Story—Newspaper Drama

8:15  4  Crime With Father—Drama
      9  Down You Go—Panel Quiz

TV FORECAST
FRIDAY—continued

8:30 5 Aldrich Family—Comedy
    Henry Girard, House Jameson, Barbara Robbins, Mary Malone, Robt.
    Barry, & Peter Griffith

7 Versatile Varieties—Youngsters
    Sparkling musical comedies presented by talented children and emceed by
    Lady Iris Mountbatten

9 Mal Bellairs Show—Musical

9:00 4 Live Like A Millionaire
    Children introduce their talented parents; John Nelson and Connie Claw-
    son conduct session

5 Cavalcade Of Sports—Boxing
    Roland LeStarza vs Ted Calaman, from St. Nicholas arena in New
    York; Jimmy Powers announces

7 Cases Of Eddie Drake—Drama
    "Shoot The Works" private eye Eddie starts out on a routine case to discover a
    diamond watch for a client, but runs into a baffling murder mystery

9 Cavalcade of Stars—Variety
    Jackie Gleason emcees presents guests

9:30 4 Hit Spot—Musical Variety
    Night club scene, Danny O'Neil host, vocalists Peggy Taylor and Four
    Notes

7 Today's Teens—Discussion
    Parents & teens on problems of today's youth; Don Gallagher, moderator

9:45 5 Greatest Fights Of The Century
    Escobar vs Jeffra & Ambers vs Montanez, on film

10:00 4-5-7 Community Fund Show—Variety
    Entertainment with proceeds going for this charity; send in your donations today! (Shows continues 'til 12:00)

9 "Bury Me Dead"—Feature Film
    Starring Cathy O'Donnell, June Lockhart and Hugh Beaumont; story of young prominent socialite who is the
    object of several murder attempts

11:15 9 "Face At the Window"—Feature Film
    Film with Todd Slaughter, Marjorie Taylor and Greta Gynt; concerns the gay and wild city of Paris in 1880,
    completely aghast at exploits of a notorious murderer

12:00 4 "Fighting Coward"—Feature Film
    Film with William Farnum and Joan Woodbury

5 "Great God Gold"—Feature Film
    Film with Sidney Blackmer, Martha Sleeper, Regis Toomey & Gloria Shea;
    he worshipped gold and betrayed his friends for it, until the girl he loved exposed him

12:15 9 Chicagoland Newsreel

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

Arlene

Appearing on the Sept. 30 Rubin’s "Stars of Tomorrow" show, 13-year-old Arlene Artwick was saluted as the star representative from the Belmont-Central and Logan Square districts. Arlene, a spunky accordionist, took up that instrument after suffering the ill-effects of rheumatic fever. Almost overnight her health picked up and her musical abilities improved proportionately. She was introduced by Clarence Biewald of the Peacock Newspapers and awarded the Talent Salute certificate on behalf of TV Forecast.

Last Sunday, October 7, the suburb of Skokie was saluted on the Rubin’s "Stars of Tomorrow" show. Mr. Glenn Phares, publisher of Skokie Life appeared on the show to introduce Joyce Schwartz a young contralto who was representative of that area.

Both winners are entitled to enjoy a fun-filled weekend and to play professionally at the Whitcomb Hotel in St. Joseph—Arlene Artwick on October 6 and Miss Schwartz one week later.

The Northwest Town community will be saluted next Sunday, October 14, on Rubin’s "Stars of Tomorrow," 9 p.m., WGN-TV.

Free Rainbow Wrestling Tickets

Ten pair of wrestling tickets (one per letter) are awarded each week to readers submitting the best letter on the following subject—"I would like to see a live wrestling show at Rainbow Arena because..."

Deadline for this week: Wednesday, Oct. 17. Write: Sports Editor, Wrestling Contest, TV Forecast Magazine, 185 N. Wabash, Chicago 1, Ill. Do it tonight!
WNBQ Offers Collegiate Grid Doubleheader . . .

In addition to icing the '51 college football season with exclusive telecasts, Jack Ryan, WNBQ press chief, announced plans for a classic wind-up on Sat., Dec. 1. With the pigskin schedule running thru Nov. 24 (Michigan vs. Ohio State), WNBQ will extend the video season for Chicagoans one more week by televising a doubleheader: Army vs. Navy from Philadelphia and Notre Dame vs. University of Southern California from Los Angeles. The Irish-Southern Cal game at Memorial Stadium marks the first West-to-East sports telecast in history. With the first game beginning about 1:00 p.m. and the second starting at approximately 4:30 p.m., it makes for an outstanding afternoon of football! For exact time and stations, check Saturday's program page.

Wrestling notes:

Lou Thesz, NWA wrestling champ, is under terrific pressure to defend his title all over the U.S. Most prominent challenge comes from Ruffy Silverstein with heavy backing from Chicago fans. Since both are matched by competitive promoters, it is very unlikely the two will meet — unless the public demands it. Your letters can make such a fight possible.

Andre Drapp, the French phenom, is presently wrestling in New York clubs. . . . Leo Garibaldi has been called back to California by his draft board. If Leo is drafted, it will break wrestling's greatest father-son team. . . . Gene Stanlee just returned from a South American tour and is resting out East. . . . Maurice Tillet, better known as the "French Angel" is packing the arenas in Montreal.

Peeved Roller Derby fans have been writing protests about the sudden ouster of the Derby by ABC-TV. Leo Seltzer and his associates have publicly blasted the American Broadcasting Co., and are conducting write-in campaigns to force local stations to submit to their demands. The television industry does not make snap decisions nor will it drop any sporting event that is of public interest. If fans truly want the Roller Derby, ABC-TV will give it to them.

Mailbag — Wrestling was the main topic of interest this week. "I'm a lady," writes Mrs. V. E. Caldwell, "but after watching the Silverstein-Miquet wrestling (if that's what you call it) I'm so burned up. . . . Since when is it legal for a man to be beaten almost insensible while the (so called) referee stands by and watches. . . . If that's honest I'm blind as a bat."

From K. Gorman of Gary, Indiana: "HOW THE MIGHTY IS FALLEN. I am referring to Jack Brickhouse and the interview with "Elephant Boy." His pretense of "Elephant Boy" not understanding the English language, being a native of Africa and all the rest of his bunk was disgusting. . . . Jack has the idea that the TV audience is plain stupid."

"Congratulations. You were the only sports writer who pointed out that the riot at the Robinson-Turpin fight at the State-Lake was caused by the management. . . . I brought a lunch and everything and got there at 5:15. I had to read the results in the paper . . . those scalpers ought to be run out of town." Chicago, Ill. Charlie Spencer

". . . I hope everybody boycotts theater TV. We couldn't buy a ticket unless we knew the big shots in town. . . . I'm just an ordinary Joe and don't know the "right people." . . . You can't be honest these days." Chicago, Ill. Dick Dowdle

TV FORECAST
AS 1951 began, many top sports promoters were holding their breaths, wondering what the year might bring. Today, sighs of relief are beginning to replace those bated breaths.

1951 was a year they faced with plenty of worries. Mobilization for the Korean War took many fine young stars. Three and a half million men in the Armed forces cut heavily into the best age group of spectators. Inflation and taxes left less money for the entertainment dollar. And rapidly-expanding television, according to the pessimists, was to deliver the death blow. It was racing to high saturation in most of the large cities. 1951, was, indeed, a crucial test of TV's effect on sports.

Nobody got panicky except the colleges. Realistic sports promoters settled down to find a way to make television help, not hurt, sports attendance. The good news of 1951 is that they are finding that way.

This year will not be the biggest year in the history of sports, but it will be a mighty good one. As shown in Chart I, estimates based upon attendance during the first six months show that the American people, including 13,000,000 TV families, are spending nearly three times as much money on spectator sports as they did in 1940. That is not bad in view of the fact that population has increased only 17%—and TV saturation has passed 50% in many large cities.

What has happened is simply this: As our first Princeton study three years ago showed, sports attendance is hurt temporarily during the novelty stage of television. Later, as the novelty wears off and sound plans are developed for employing the great promotional potential of TV, attendance goes back up again.

Most of the sports telecasting industry is working with sound promotional plans today. These plans, 29 of which we are now studying, employ television to popularize the sport and create new fans. They do not restrict home viewing as the NCAA decision will do. For example, in New York, telepulse reports 1,388 quarter hours of sports for the first half of 1951, com-
Sports television started in 1940 with the University of Pennsylvania football games. Since that time the Sports Industry has nearly tripled in size while television was growing to 13,000,000 owners.

College football, alone of the major sports, has failed to accept the challenge and develop a sound promotion plan for the future. The NCAA did grant a few large colleges the opportunity to televise one home game each. But it has denied the individual colleges the right to choose for themselves whether or not they wish to use TV to promote their own games in their own local community. Promotion, to be effective, must be in the area from which the college draws its spectators. Any football game piped into a city creates some competition with the local college for spectators. No college should be forbidden the right to use TV as it sees fit in order to meet this competition and reach its own fans.

Most of the television plans now being studied point toward the maintenance of a big and prosperous sports industry—sparked by attractive rights fees and growing popularity for the televised sport. Fifty to 60 million fans may see the World Series coast-to-coast in October. That is just about the biggest single promotion Organized Baseball has ever had. And the player's fund gets a million dollars for it, too!
DEAR BOSS

Kate Smith's venture into the night-time competition with a full hour show was better than most firsts I could name. Love that gal's voice. But then she got a little cocky and started a bit of a waltz step head-on toward the camera—huh—uh! There's still something standing in her weigh!

Before people call me an old fogy for agreeing with the criticisms of Joan Blondell's appearance on the Ed Wynn show recently, let me ask: "Would you have her as a guest in your home to meet your children personally in the same costume and characterization she used on TV?"

Mal Bellairs seems like a nice friendly fellow on his bottle-of-beer-at-home-with-me show. In fact, I like the looks of him better than the run-of-mine-host-type characters. Only one thing—if I'm gonna listen to these casual, relaxed lads chatter, couldn't they please deal out a few bucks to some writer to kinda put elevators under their small talk. It's SO SMALL!

Were you surprised at Old Gold's dropping Ed Cooper from the Down You Go announcer's berth? I sure was 'cause Ed did a swell job—smooth, free from harmful tarts and nasty irritants, thoroughly enjoyable—just like an Old Gold. So why did he get the skids?

Officially, I hear it was because he reminded people of Dennis James. But didn't the Old Golds know that when they selected Cooper from thirty Chicago announcers who auditioned for the job? Wonder if this could be it? Could friendly, smooth, lovable Mr. James have seen and heard Cooper on that first show and said, 'WHAOA! Let's ditch thisstartup from Chicago before he cuts in on my 100 grand a year take.' Sure would hate to think a big guy like Denny might make like a dog in the manger.

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THE RED SKELTON SHOW ........ 9:00
LEAVE IT TO THE GIRLS ........ 9:30

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