TV FORECAST

SEPT. 22, 1951

ARThUR GODFREY
—Hisses or Kisses?

The Truth About Dagmar • page 5

15c
TOPS IN TV DRAMA!

Meet one of your favorite families, The Barbours, as they begin the new fall season of . . .

ONE MAN'S FAMILY
This Saturday
6:30 pm

Also, don't miss . . .

ROBERT MONTGOMERY PRESENTS . . . YOUR LUCKY STRIKE THEATRE
This Monday
8:30 pm

And every Friday be sure to tune in . . .

BIG STORY
8:00 pm

and

THE ALDRICH FAMILY
8:30 pm

WNBQ
CHANNEL 5
NEW YORK—The big migration from east to west has already set in, now that coast-to-coast TV is a reality. Spearheading the trek from New York to Hollywood this fall are such bigtime stars as Eddie Cantor, Dinah Shore, Jimmy Durante, Ed Wynn, Danny Thomas, Jack Carson, Dean Martin & Jerry Lewis and Donald O’Connor. They’ll do their TV shows from Los Angeles studios on a more-or-less regular basis. . . . Something-has-got-to-give-away dept.—With most stations offering late p.m. programs and movies, a major network is planning a morning program to start at 7 a.m. Perhaps America will become the first nation to exist entirely without sleep. . . . Doodles Weaver fans will see him on guest appearances this winter, even though his regular show has been dropped.

Now it’s definite. Herb Shriner, the homespun Hoosier who clicked so well while subbing for Arthur Godfrey, will have his own weekly show on ABC. . . . When Maria Riva and Mary Sinclair teamed up on the recent “Studio One” show, it marked a milestone in dramatics. Because both beauties were partnered once before, in a California drama workshop, with Miss Riva as teacher and Miss Sinclair as student. . . . Veteran Hollywood actor Lee Tracy will star in the TV version of “Amazing Mr. Malone.” It’ll be seen on alternate weeks. . . . “Toast of the Town,” with Ed Sullivan, will honor a great lady of the U.S. stage Sept. 30 when it stages “The Story of Helen Hayes.” Miss Hayes will play the leading part.

Dave Garroway believes “it’s a good idea to keep your words soft and sweet, because you never know when you’ll have to eat them.” Dave should know, since Variety magazine pointed out that two of Garroway’s best-known shows last spring featured a blast at boxing, and NBC is now unable to clear enough stations for the Garroway show because of the IBC boxing shows at the same time. . . . Don’t give up on Fred Allen. The longtime comedy favorite is still dickering for a TV offering of his own. . . . According to Doc Gibbs in “Hawkins Falls,” if a horse had any people-sense at all, he’d lie down and try to figure out how to keep from working. . . . CBS is casting an envious eye at the daytime success of Kate Smith’s show. The NBC songstar has picked up a huge following and racked up heavy profits for that network. CBS tried to get vocalist Jo Stafford for a similar program, but Jo won’t have any of New York video. But CBS is still looking for likely feminine prospects.

Literary fans will get a rich menu Nov. 19 when the first of author George Bernard Shaw’s works will be televised. The Robert Montgomery show will present “Cashiell Byron’s Profession.” . . . Susan Peters already has adopted one child but is now planning to adopt another. Which is probably the good reason the NBC star was voted “TV’s Perfect Mother” by an assortment of women’s clubs. . . . Ralph Bellamy, back from vacation for his sleuth stint on “Man Against Crime,” reports that “I was off the air so long, I’ve had to live in an oxygen tent.” . . . Patti Andrews of the famous song trio has said “yes.” She’ll wed the group’s piano accompanist, Wally Wechsler.

TV FORECAST
September 22, 1951

TV FORECAST

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

editor-in-chief
Robert A. Kubiczek*

Contents

Channel One gossip column ................. 3
Letters to the Editor .................. 4
Dagmar feature .................................. 5
Arthur Godfrey .................................. 6
Added Information for Friday ........ 8
Movie Marquee .................................. 8
Program Listings, starting .......... 10
Mollycues puzzles for kids .......... 11
Jack Mabley’s Column .................. 19
Uncle Herbie .................................. 22
Forecast for Women .................. 23
Mike Boom Says .............................. 38
Chub McCarthy’s Column ............ 42
Ed Pazdur’s Sports Column ........ 43
Derby Darling of ‘51 .................. 44

editor
Martin O’Shoughnessy

Sports editor
Ed Pazdur

women’s editor
Patricia Cooper

program editors
Patricia Moran
Barbara Lutz
Trudy Day—NY Office

art director
Sho Kaneko

features
Jack Mabley
Chub McCarthy
Thomas O’Malley
Molly Pottin
Inertia Smith
Harry Finkel

circulation
Archie K. Fisher

national representative
Edwin H. Cohen

*Recalled to military duty

Letters to the Editor

All letters must be signed; names will be withheld if requested.

Judging from the picture of Eloise McElhone on the cover of the Sept. 1 issue, your standards are slipping again ... (regarding) studied vulgarity. . . .

Oak Park, Ill. HELEN MCLAUGHLIN

We were terribly disappointed in not seeing and hearing Mr. Dulles give his wonderful speech (at the San Francisco Conference). . . Why is it that such worthwhile events are not televised?

Gary, Ind. TAFT PLACE TV VIEWERS

Mr. Lawrence Spivak would be doing his program “Meet the Press” inestimable good by keeping his own thoroughly repulsive personality off it.

Michigan City, Ind. CHARLES K. CANNON

. . . you made the remark about Tom Duggan’s Pepsodent smile. You must admit he would be unhandsome with a poker face. I’m all for it. It’s very becoming.

Hammond, Ind. BARBARA BEDENE

MY BIG GRIPE, WHICH I HOPE YOU WILL PRINT IN BIG, BOLD LETTERS FOR NBC TO SEE, IS THE TALK ABOUT THE “GARROWAY AT LARGE” SHOW NOT RETURNING TO TV. HOW CAN SPON- SORS CONTINUALLY ENDORSE SOME OF THE HIDEOUS PRO- GRAMS THEY DO AND IGNORE ONE OF THE MOST ORIGINAL, ENTERTAINING AND BEST PLANNED SHOWS ON THE MEDIUM?

Chicago, Ill. CHUCK DEAN

I heartily agree with (Chub McCarthy) regarding the Cliff Johnson children. Personally, I think they are hopeless. . . .

Chicago, Ill. L. WALLACE

Why don’t they give the public programs that they like. The Goldbergs have been a longtime favorite in my home and in thousands of other homes. Here’s hoping the sponsors wake up soon.

Chicago, Ill. MRS. NANCY LIPSCHEULZ

Isn’t it possible to keep “Midwestern Hayride” on the air. . . . Everyone I know with TV sets could hardly wait for Saturday to roll around for this one program.

Gary, Ind. M. RISINGER

TV FORECAST
Dagmar forgets her blank expression for a while, combs her blonde locks and flashes a toothy smile for the photographer.

DAGMAR

How She Parlayed a Dumb Look and Other Assets Into a TV Gold Mine

The big girl from Huntington, West Virginia is really not so dumb—but she’d just as soon have everybody think so. Virginia Ruth Egnor, now known to all as just plain Dagmar, has scored her big TV success by looking dumb and pouring her big frame into low cut evening dresses.

Dagmar, who’s just 24, is a pillar of well proportioned flesh and bones. She’s 6 feet tall in high heels, but refuses to talk about weight. Her bust measurement has been estimated at 39 to 40 inches.

She’s a charming gal with a glib tongue and a penchant for calling everybody “Honey.” That dumb stare that any TV viewer is familiar with fades out when Dagmar talks of herself, her hubby, New York, TV, home, her measurements, or her fans.

Dag got her big break in show business when Jerry Lester called her and offered a job in his “Broadway Open House” show. He wanted a husky, good looking blonde to sit with the band and never sing a note. Dagmar was told to sit on a stool, look dumb, and forget about singing.

When anybody asked if the new female “vocalist” could sing—Lester said they were afraid to ask her—for fear she couldn’t. Everybody agreed that, sing or not, “she sure dresses up the show, anyway.”

From there, Dag got to say a few lines, much of it poetry, in her copyrighted, dumb-look style. (She has recently been billed as “America’s foremost literary figure.”) The letters poured in asking for more. Dagmar’s success was made.

Dag is an ingenuous gal who has lost none of her West Virginian earthiness. Her tastes are simple. She’s always wanted to take a “boat ride” and doesn’t especially care where. “How about Hawaii?” someone suggested.

“Fine” she agreed, “I’ll go.” So off she went “just like Arthur Godfrey.”

Dagmar insists that the malaprops chalked up to her are unintentional. “When I first began to stumble over big words, the writers thought I was ad-libbing. Then they started writing them...”

Continued on page 34
Arthur Godfrey

Is He a Huck Finn?
Or Is He TV’s Jekyll & Hyde?

Twenty years ago Arthur Godfrey, "TV’s Middle-aged Huck Finn," was selling cemetery lots. Today he has reached such a pinnacle of success that experts are calling him "one of the major phenomena of this era."

He has been compared to Will Rogers for warmth, sincerity, and a human approach—yet unlike Rogers, he has many enemies. Plainly, he is a controversial figure. Many people wonder why.

A recent incident helps point up the pro and con feeling about Godfrey: the TV set at a local bar was tuned to
a Godfrey program. Suddenly, one of the customers slammed his fist on the bar and yelled, “That jerk is the most talentless guy in the business. He stinks!”

The other customers glared contemptuously at the man who had branded himself as “un-American.” An angry woman shouted, “You’re just stupid, that’s all—stupid! You wouldn’t like anything. And anyway, if you don’t like it, why don’t you leave?”

The man did just that.

This story points up a few facts about Godfrey. First, there are no fans in the show business world who are more fanatic to their idol than the Arthur Godfrey following. To them he exemplifies the common man, the wholesome element in the American way of life—the one who stands out among insincere “con-men,” connivers, snobs, and the like.

To a white collar worker, Godfrey is one of his own kind who’s made good. To a lonely housewife, he’s wholesome companionship. To the kids, he’s their favorite uncle.

On the other hand, there is an unimpressed group—mostly men—who find Godfrey leaves them “cold.”

“What can he do,” they argue. He can’t sing. He’s got a gravel voice. He yaks too much and he’s not funny.”

Godfrey is amazed that anyone would not like him. He is the first to admit that his talent is limited, but explains his success by stressing “people like me because they believe in me.”

If public response means anything, Godfrey’s fandom certainly believes in him. He has been called the greatest salesman in the country. Whatever product he endorses (he’ll only plug products he believes in), sales invariably zoom. He caused a mild confusion in cigarette sales when he suggested everyone go out and “buy ’em by the carton.”

His ardent listeners took the suggestion literally. They so disrupted cigarette sales that dealers complained that the grocery stores were taking away business.

Also, there’s no doubt that Godfrey put the ukulele back in business. His enthusiasm for owning and flying his private plane sent many of his better-

Continued on page 10
SATURDAY
6:30 The Grand Fleece
7:00 Secret Thread & Rossiter Case
10:00 Red Dragon
10:00 Pardon Us
10:00 Amateur Girl
11:00 Feature Film*
12:00 What A Man

SUNDAY
10:00 Chance Of A Lifetime
11:30 House Of Secrets
12:30 Feature Film*
3:30 Some Small Nobility
4:00 Jive Junction & Dreaming Lips
5:00 Marines Come Through
7:00 Man Called Back
9:30 Dragnet
10:00 Inner Sanctum
10:00 Topper
11:00 Stranger Of The Swamp
12:00 Shadow Over Chinatown

MONDAY
1:00 Paradise Isle
8:00 Secret Service
8:00 Law Of The Sea
9:30 Thunder In The Pines
11:00 French Leave
11:00 Feature Film*
11:20 Murder In The Museum

TUESDAY
1:00 Skyway
10:00 History Is Made At Night
11:20 Feature Film*
12:00 Mile A Minute Love

WEDNESDAY
1:00 Flying Serpent
7:00 Knights Without Armor
10:00 Mask Of Korea
11:00 Rembrandt
11:20 Behind Stone Walls
11:30 His Double Life
12:00 Million Dollar Racket

THURSDAY
1:00 King Kelly U.S.A.
9:00 A Man's Affair
11:00 Queen Of Broadway
12:00 Sky Racket

FRIDAY
1:00 Phantom Of 42nd St.
8:00 Fear In The Night
10:00 Blockade
11:00 Rocky
11:15 I'll Sell My Life
11:20 Brute Man
12:00 Dick Barton Strikes Back
*Title To Be Announced

(For More Detailed Information Please Refer to the Regular Program Listings)
NOW! Greatest values ever for RCA VICTOR Million Proof television

Quality already proven in millions of homes now costs as little as—

$329.95

For a limited time only—this big screen console model at a savings of more than $85.00.

The Regency*. Beautiful—from its clear, steady 17-inch television to its gracious Regency-style cabinet. Model 7T123 was $415. Now only $329.95.

The Highland*. 17-inch Million Proof television in a graceful, Traditional-style cabinet. Big, 12-inch speaker. 7T112 was $359.50. Now only $299.95.

The Winston*. Style and entertainment beautifully combined. 17" television with "Victrola" 45 Phonograph built in. Cabinet in classic simplicity. 7T132 was $495.00. Now only $395.95.

The Newport. 17-inch television in maroon metal cabinet only 21 inches high. A quality set at a price far lower than you’d expect. 7T103 was $269.95. Now only $239.95.

*Set is available with “power-plus" chassis for peak reception in weak signal areas at additional cost of only $30. See your dealer for details.

Prices are suggested list prices including Federal Tax. Subject to change without notice and to Government Price Ceiling Regulations. "Victrola"—T.M. Reg. U.S. Pat. Off.

RCA VICTOR DISTRIBUTING CORPORATION

Watch "Kukla, Fran and Ollie," Monday—Friday 6:00 p.m., WNBQ (Channel 5).
Arthur claims he has never once panned any sponsor. He likes to poke fun at the ridiculous commercials he’s forced to read. Godfrey believes—and rightly so—that people are fed up with the flowery commercials. He has worked the common approach to perfection. Fans and sponsors both seem to like it.

Godfrey’s most extreme detractors deny he’s “just one of boys.” They point to his hob-nobs with generals and presidents, his trips abroad, and his night club party when he received his Navy wings. (The affair was covered by a national magazine.) They say Arturo’s really a “Jekyll and Hyde” character, leading a double life.

His recent trip abroad seemed farcical to many. Apparently believing himself a speaker for the people, Arthur spent a few scant weeks this summer with General Eisenhower getting “inside” information on defense mobilization in Europe.

The fact that Godfrey is a controversial figure is paradoxical. He has a friendly, genial nature and a definite warmth—whatever his detractors might say. This very fact alienates a bloc of viewers. They expect too much of him. How does the CBS Star feel about it? The big fella might reason like others have, “They never boo a bum.”
THE NAME IS

Shade in all the spaces that have NO dots in them. Then color the spaces that are left over. You will see on animal. There is such an animal on the "Kukla, Fran and Ollie" show. What is his name? Write your answer, and then mail it to Mollycues, TV Forecast, 185 N. Wobosh avenue, Chicago 1, Ill.

First prize is $1; second prize is 50 cents; next twelve prizes are 25 cents each. Solution will be given in next week's issue.

Solution to last week's puzzle is: "Tom Corbett—Space Cadet"

MOLLYCUE WINNERS

Jock Drill
Richard Hentschel
Frank Ibbotson
Alice Jagillo
Patricia Kubistal
Jack K endure
Charlene Morkes
Betty Oberg
Adrienne Schwortz
Diana Sobon
Morlynn Thomas
Elaine Weiss
Davy Assorson
Shirely Bauer
Joan Beattie
Patricia Cowhom
Katherine Emerson
Judith Fuchs
Harold Heinberg
Catherine Holderman
Joyce Lunske
Borborn Michoelsen
Jacky Murphy
Robert Nonno

Solution to last week's crossword puzzle
SATURDAY—continued

1:10 9 Lead-Off Man—Harry Creighton
Interviews with players and TV Forecast autographed baseball award to Marjorie Brown of Zion, Illinois

1:25 9 Baseball—Sox vs St. Louis
Game described by Jack Brickhouse

1:30 4 Multiscope News—Ticker Tape

3:45 9 Tenth Inning—Harry Creighton
Interviews with fans and TV Forecast's guest Sam Koverskin

4:00 4 Man's Confidence in Man
9 "Love, Life, & Laughter"—Film
Feature with Gracie Fields

4:30 4 Film

5 Nature Of Things—Discussion
Science program with Dr. Roy K. Marshall explaining "Reasons For The Seasons." How the combination of Earth's rotation on its axis & annual trip around the Sun brings about the seasonal cycle

7 Lucky Seven Ranch—Western
"Silver Bullet" feature film starring Tom Tyler

4:45 5 On The Line With Considine
Guest: Col. Mary Halloran of the WAC

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

5:15 4 Western Theater—Feature

5:30 5 Mr. Wizard—Science Study
Don Herbert, with his young assistant Bruce Lindgren discuss "Every day is moving day." Experiments with levers, pulleys, wedges, and inclined planes to show that most complicated machines operate on simple principles. He'll have a mock-up of the human arm & leg to show how these principles operate in human body

7 Hail The Champ—Stunts
Competition by six youngsters in various games and antics conducted by emcee Herb Allen; also interviews with the youngsters and awards

9 Telesports Digest—Film
Latest news on all the sports

5:45 4 Patricia Bowman Show
Musical variety with Norman Paris Trio, Paul Shelley pianist, Jack Brown singers and guests; singer Gail Meredith and dancer Hadapsah

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

6:00 5 One Man's Family—(Drama)
Featuring Bert Lytell, Marjorie Gateson, Russell Thorson, Lillian Schaal, Eva Marie Saint and James Lee

7 For Cowboys Only—Film

9 Pet Shop—Comptons Present
On hand with Gail and Gay will be Bill Maloney who will discuss and show you the best spots in Illinois for fishing; Mrs. Macaluso, of Harvey, Ill., brings her 10 yr. old cat and parakeet who are close friends; also Mitzie the monkey, and acocktail from Crown Point

6:30 4 Beat The Clock—Quiz
Bud Colleyer emcees asks the questions while contestants race through antics and try to beat the ticking of the clock

5 Football Kick-Off 1951
Coach Lou Little of Columbia, Charles Caldwell of Princeton, and Jack Levelle, Yale scout tell us what to expect during the coming season. J. N. McKibbin v.p. of Westinghouse Elec. Corp. guests along with Mel Allen announcer

7 Stu Erwin Show—Comedy
Stu is winner by a nose when he cooks up a track meet and then has to train the team himself when the regular coach falls ill, has to coddle a team star (allergic to geraniums), and has to insure his team's winning in order that the school board let the meets continue

9 Range Rider—Western Feature
Film (first showing in Chgo.) with Jack Mahoney, Dick West, Steve Clark, & Jonathan Hale in "The Grand Fleece" where Range Rider uncovers a powerful gang of extortionists

7:00 4 Ken Murray Show—Variety
Comedienne Laurie Anders and vocalists Art Lund & Anita Gordon; Screen stars Diana Lynn and Robert Sterling appear in a light romantic comedy sketch; Benny Goodman and his band quintet head up the "Girl of the Week" musical number, titled "Carnegie Hall"

5 All Star Revue—Variety
Emcee Ed Wynn presents guests: Joan Blondell, Anne Jeffreys, and Valerie Bettis; Miss Blondell plays nurse in Wynn's version of a Hollywood hospital; two production numbers feature the singing of Miss Jeffreys and dancing of Miss Bettis; also a monkey act, Tippy and Cobina, and the Bruce Brothers, a trampoline act

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

7:00 9 "Scarlet Thread"—Feature Film
Also "Rosseter Case"—Feature Film with Helen Shingler and Clement McCollin; murder story

8:00 4 Wonderful Town—Musical
Femcee Faye Emerson pays special tribute to Pittsburgh. Guests: actor Bill Eythe, vocalist Maxine Sullivan, pianist Errol Garner, and Jackie Holler, widely known as "Little Mr. Pittsburgh"

5 Your Show Of Shows—Variety
Sid Caesar and Imogene Coca with dancers Mita & Hari, tenor Bill Hayes, vocalist Judy Johnson, Billy Williams Quartet, baritone Jack Russell, Hamilton Trio dancers, and Carl Reiner with guest host Tom Ewell

7 Lessons In Safety—Film
"Shooting Safety"

8:30 4 Show Goes On—Variety
Robert Q. Lewis is host to buyers Lawrence Tibbett, Henry Kimmerman, and Lou Appleby

7 Harness Racing—Maywood Park
Three or four of the evenings' events with informative interviews to augment the activity

9:00 4 Songs For Sale—Musical
Steve Allen host presents tunes from the pens of 4 unknowns sung by guests Toni Arden and Donald Richards; judges: Mitch Miller, Morey Amsterdam, Bob Hilliard, & Martin Block

9 Wrestling From Marigold
1st match: Bozo Brown vs Chester Hayes; 2nd: Jack Malkov vs Nature Boy; main event: Big Humphrey vs Chest Bernard; Jack Brickhouse announces matches

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

5 Your Hit Parade—Musical
Snooky Lanson, Eileen Wilson, Dorothy Collins vocalists, and Raymond Scott’s orchestra with seven top tunes of the week

10:00 4 "Red Dragon"—Feature Film
Sidney Toler and Carol Hughes star

5 "Pardon Us"—Feature Film
Comedy with Laurel and Hardy

7 "Amateur Girl"—Feature Film

11:00 9 Feature Film

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

12:00 4 "What A Man"—Feature Film
Reginald Denny and Anita Louise in the story of how a timid clerk becomes a manager and helps a girl apparently hiding from the police
(Stations reserve the right to change above listings without notice)
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>WBKB 4</td>
<td>&quot;Chance Of A Lifetime&quot;—Film Feature with Basil Radford, Bernard Miles, &amp; Jeanne Bates; convict on parole to do factory work becomes involved in gun battle</td>
</tr>
<tr>
<td>10:45</td>
<td>WNBQ 5</td>
<td>Magic Carpet—Film Short &quot;Model Railroads&quot;</td>
</tr>
<tr>
<td>11:00</td>
<td>WENR-TV 7</td>
<td>TV Tots Time—Film Cartoons &quot;Trip To Pole&quot; &amp; &quot;Last Hal Hal!&quot;</td>
</tr>
<tr>
<td>11:15</td>
<td>WGN-TV 9</td>
<td>Flying Tigers—Drama</td>
</tr>
<tr>
<td>11:15</td>
<td>WGN-TV 9</td>
<td>Chester The Pup—Comedy Drizzlepuss buys a horse for $11.00 from a farmer, takes it home and puts in the barn, whereupon the horse immediately demands to stay in the house, and Drizzlepuss discovers he has a talking horse</td>
</tr>
<tr>
<td>11:30</td>
<td>WGN-TV 9</td>
<td>Faith For Today—Religious Rev. W. A. Pagal interviews &quot;House Of Secrets&quot;—Feature Film with Sidney Blackmer and Leslie Fenton in starring roles; mysterious goings on in an English castle inherited by an American who is thoroughly puzzled by who and what dominates his new home</td>
</tr>
<tr>
<td>11:45</td>
<td>WGN-TV 9</td>
<td>Your Future Home—Ed Cooper</td>
</tr>
<tr>
<td>12:00</td>
<td>WGN-TV 9</td>
<td>Movie Playhouse—Feature Film</td>
</tr>
<tr>
<td>12:30</td>
<td>WGN-TV 9</td>
<td>American Inventory—Discussion</td>
</tr>
<tr>
<td>12:30</td>
<td>WGN-TV 9</td>
<td>Amateur Hour—Chgo. Talent Youngsters get a chance to demonstrate their talents and win the prize</td>
</tr>
<tr>
<td>12:55</td>
<td>WGN-TV 9</td>
<td>Batting Practice—Vince Lloyd</td>
</tr>
<tr>
<td>1:00</td>
<td>WGN-TV 9</td>
<td>Commercial Film</td>
</tr>
<tr>
<td>1:10</td>
<td>WGN-TV 9</td>
<td>Lead Off Man—Harry Creighton TV Forecast winner Miss Carol Lekas</td>
</tr>
<tr>
<td>1:25</td>
<td>WGN-TV 9</td>
<td>Baseball—Sax vs. St. Louis</td>
</tr>
<tr>
<td>2:00</td>
<td>WGN-TV 9</td>
<td>Battle Report—Washington Official briefing of the American public at home and abroad</td>
</tr>
<tr>
<td>2:30</td>
<td>WGN-TV 9</td>
<td>Multiscope News—Ticker Tape</td>
</tr>
</tbody>
</table>
| 2:30  | WGN-TV 9 | Juvenile Jury—Panel Quiz John Barry emcees pint-size wise guys giving advice to other youngsters; Panel members: Patti Milligan, 10; Fonda Ruby Plotkin, 5; Laura Mangels, 6; Billy Knight, 5, & Richard Goodall, 8 (Continued on page 16)
HEY FELLOWS

WIN A NEW FOOTBALL!

Here's a top quality, official football—ruggedly built for long, hard service. Made of high-grade grain cowhide with double lining for extra toughness and long life. Rawhide leather facing and rubber valve bladder... and it's so EASY to WIN. It's yours if you sell only 3 one-year or 2 two-year subscriptions to TV Forecast. Be the football HERO of your neighborhood. Act NOW.

Bring in the money today! Pick up football right away!

---

Renewals or Extensions accepted at same price

Out-of-town subscriptions will be accepted on mail orders accompanied by check or money order.

---

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

Name ............................................ Name ............................................ Name ............................................

Address ...........................................

City .............................................. Zone .............................................

State .............................................

$5 □ 1 yr. ....................................... $8 □ 2 yrs.

Order obtained by:

Name ............................................

Address ...........................................
SUNDAY—continued

2:30 7 Saddle & Sage—Western Film
“The Law Rider”

3:00 4 Your Neighbor Celebrates

5 Meet The Press—Discussion
Lawrence Spivak, Martha Rountree moderator plus guest statestmen

3:30 4 “Some Small Nobility”—Film
Feature with Joan Banks. Drama of a courageous girl who sacrifices her happiness for the man she loves

5 Zootopad—About Animals
R. Marlin Perkins and Jim Hurlbut discuss some of the many ways man has learned to utilize the phenomena of nature to his own advantage in “Nature Before Man”

7 Space Patrol—Adventure Story
Commander Buzz Corry and Cadet Happy are spurred to action when another payroll ship is robbed

3:45 9 Tenth Inning—Harry Creighton
Interviews with fans & TV Forecasts’ guest, Mrs. Sophie Hiemier

4:00 4 Lamp Unto My Feet—Religious
“The Letter” by Dr. Jesse Stitt; also Francis G. Sayre

5 Gabby Hayes Show—Tall Tales
Dramatization of the story of Lydia Darrah, elderly Quaker who lived in city of Philadelphia in 1777

7 Super Circus—Variety Stanza
Claude Kirchner, Mary Hartline, Cliffy, Scampy, and Nickey invite you to watch the Super Circus Side Show featuring Frank Cole & the magic sword box; also the Sandy’s trapoline & Trapeze act; Johnny Luyne, hand balancing act; the aerial Dobrlich in looping the loop; and clown stunt “hair growers”

9 Double Feature Film
“Jive Junction” with Tina Thayer, Dickie Moore, & Johnny Michaels; also “Dreaming Lips” with Raymond Massey and Elisebeth Burke; love story in which duty interferes

4:30 4 Man Of The Week—Interview
Discussion with statestmen, Geo. Allen moderator, & guest panel

5 To be announced

5:00 4 “Marines Come Thru”—Feature
Film with Wallace Ford and Grant Withers in lead roles

5 Hopalong Cassidy—Western

7 Ted Mack’s Family Hour
Variety show; songs, music and dancing with professional entertainers, featuring vocalist Andy Roberts

6:00 4 Gene Autry Show—Western
“The Devil’s Brand” a band of land racketeers who kill ranch owners to buy property cheap is unmasked

5 How Does Your Garden Grow?
John Ott discusses gourds

7 Paul Whiteman Revue—Variety
Earl Wrightson baritone, Maureen Cannon and guest

6:30 4 This Is Show Business—Variety
Clifton Fadiman host, regular panelists: Sam Levenson, George S. Kaufman, the guests: Georgie Kaye, Nanci Compton, and Frank Guerra

5 Young Mr. Bobbin—Comedy
Starring Jackie Kelk, Nydia Westman and Jane Seymour; Alexander does some copying of Mark Twain and Aunts thinking it original turn manuscript over to newspaper

7 Music In Velvet—Musical
Rex Maupin and his orchestra

9 Not For Publication—Drama
Revealing the hidden facts in the stories that make the headlines

6:45 9 Powerhouse Of Sports—News
John Powers discussing events of interest in the sports world

7:00 4 Toast Of The Town—Variety
Ed Sullivan introduces Elsa Lancaster, Evelyn Knight, dancers Susan Meyer and Alfred Dowling, winners at Harvest Moon Ball; several of baseball’s top players will be given awards among them, Roy Campenella, Jackie Robinson, Gil Hodges, Sal Maglie, and Ted Williams

5 Comedy Hour—Variety
Ezio Pinza as host greets Milton Berle, Martha Wright, Paul Winchell & Jerry Mahoney

7 “The Man Called Back”
Film with Conrad Noraz and Alan Mowbray; famous surgeon becomes a tramp after operation fails

9 Chicagoland Newsreel Review
Latest reports on all the local news

7:30 9 Pentagon—Washington—Talks
Brig. Gen. James F. Riseley, USMC Chief of Staff, Marine Corps Schools talks on comprehensive training being given Marines to prepare them for leadership in combat. Also 2nd Lt. Oliver Van Den Berg narrates his experiences

8:00 4 Fred Waring Show—Musical
Beatrice Kay will star in a Gay Nineties Revue

5 Philco Playhouse—Drama
“The Spurt” with Alfred Ryder and Wesley Addy is the story of the neuroticism and bitterness that led John Wilkes Booth to assassinate Pres. Abraham Lincoln

7 Sawyer Views Hollywood—Chats
Hal Sawyer interviews the celebrities

9 Rocky King, Detective—Drama
“Slightly Suicide” with Earl Hammond and Grace Carney

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

9 Plainclothesman—Drama
“Sleek For Sale” police dragnet for the manufacturer of poison sleeping pills which claim one victim and threaten the lives of hundreds

9:00 4 Celebrity Time—Quiz
Conrad Nagel me with Jane Wilson, Herman Hickman, & guest panelists Geo. S. Kaufman and Leneen McGrath

TV FORECAST
SUNDAY—continued

9:00 5 Woman Power—Defense Prog.
Women in the services with Anna Rosenberg, Asst. Sec. of Defense, and group of prominent women headed by Helen Hayes

7 Industries For America—Film

9 Stars Of Tomorrow—Variety
Lee Bennett emcees as Chicago talent competes for top place. Communities of Irving Park and Portage Park, represented by the Peacock Papers are saluted

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

5 Film Feature

7 Youth On The March—Religious
Sermon by Dr. Percy Crawford

9 Courtesy Theater—Feature
Film (1st showing) “Dragnet” with Henry Wilcoxon & Mary Brian; action, suspense, and mystery combine in a hunt for a murderer

10:00 4 “Inner Sanctum”—Feature Film
Mary Beth Hughes, Charles Russell & Billy House; a girl learns of her fate from a chance acquaintance (1st showing)

5 Weatherton—Clint Youle

7 “Topper”—Feature Film
Cary Grant, Constance Bennett, Roland Young & Billie Burke in story of a bored millionaire who has a hilarious time with ghosts of a girl and her boy friend

10:10 5 Dorsey Connors—Helpful Tips
10:15 5 Alex Drei—News Report
10:30 5 Sports Star Time—Tom Duggan
11:00 5 DeMet Pontiac—Film Dramas
“Double Feature” a young married couple, each in show business, find themselves faced with the breakup of their marriage. Also “The Web” with Byron Foulger & Alan Wells; a detective devotes his life to making a youthful criminal confess to a murder

9 “Strangler Of The Swamp”
Feature with Robert Barrett & Rosemary LaPlanche; spirit of a dead man seeks to avenge his lynching by murdering his executioners

11:30 4 Film
7 “Racing Blood”—Feature Film
Frankie Darro & Kane Richmond; jockey is kidnapped but escapes in time to ride his horse

11:45 4 Ulmer Turner And The News
12:00 4 “Shadow Over Chinatown”
Feature with Sidney Toler as Charlie Chan detective in mystery

12:45 7 Commercial Film
(Stations reserve the right to change above listings without notice)

TV FORECAST
next week . . .

TV programs approved for children will be announced in the Sept. 29 issue of TV Forecast Magazine, as rated by the National Television Review Board.

Monday Sept. 24

<table>
<thead>
<tr>
<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
<th>WGN-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>4</td>
<td>Fun And Features—G. Menard</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>4</td>
<td>Fun And Figure—Exercises</td>
<td></td>
</tr>
<tr>
<td>9:50</td>
<td>4</td>
<td>Fun And Features (continued)</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>9</td>
<td>Your Figure Ladies—Fogarty Have a trim waistline</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>4</td>
<td>Tel-A-Shopper—Betty Whitney</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Chicago Cooks—Recipes Demonstrations by Kay Middleton</td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>4</td>
<td>Creative Cookery—Recipes How to make peanut brittle and coconut macaroons</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Frances Langford-Don Ameche Music, variety, sketches, &amp; excerpts from the &quot;Purple Heart&quot; diary; quiz contest with people from the audience</td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>5</td>
<td>Norman Ross' Varieties</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Hi Ladies—Interviews</td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>4</td>
<td>Garry Moore Show—Variety Walter O'Keefe comedian is guest</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Meet Mintz—Musical Favorites</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Bob And Kay Show—Variety Ruth Desmond subs for Kay, Lowell Lawson from dog foundation &amp; Robert Jones, building editor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Let's Have Fun—Variety Hank Grant me with vocalists Kyle Kimbrough and Elaine Neblett</td>
<td></td>
</tr>
<tr>
<td>12:15</td>
<td>5</td>
<td>Newsroom—Late Information</td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>4</td>
<td>First Hundred Years—Serial</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Your Luncheon Date—Musical</td>
<td></td>
</tr>
<tr>
<td>12:45</td>
<td>4</td>
<td>Garry Moore Show—Cont'd</td>
<td></td>
</tr>
<tr>
<td>12:55</td>
<td>9</td>
<td>Musical Snapshot—Film Short</td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td>4</td>
<td>Bill Evans Show—Variety</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>&quot;Paradise Isle&quot;—Feature Film Movita and Warren Hull star</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Individually Yours—Designs</td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td>9</td>
<td>Travelers' Sketchbook—Film &quot;Art Survives The Times&quot;</td>
<td></td>
</tr>
<tr>
<td>1:30</td>
<td>4</td>
<td>Multiscope News—Ticker Tape</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Showtime—Musical Film Short</td>
<td></td>
</tr>
<tr>
<td>1:45</td>
<td>4</td>
<td>Vanity Fair—Robin Chandler</td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td>5</td>
<td>Miss Susan—Susan Peters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Beulah Karney Show—Foods</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>Test Pattern Til 4:00</td>
<td></td>
</tr>
<tr>
<td>2:15</td>
<td>5</td>
<td>Vacation Wonderlands—Film A trip to the Grand Canyon</td>
<td></td>
</tr>
<tr>
<td>2:30</td>
<td>4</td>
<td>All Around The Town—Views People interviewed by Mike Wallace</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>Bert Parks Show—Variety Tunes and guests presented in this stanza with the Heathertones</td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>Barbara Moro—Creative Ideas</td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td>4</td>
<td>Homemakers’ Exchange—Foods</td>
<td></td>
</tr>
</tbody>
</table>
|      | 5    | Kate Smith Hour—Variety Moderator Ted Collins and guests: Georgia Price, the Juvelis and the John Butler ballet group (Continued on page 20)

18

TV FORECAST
NEW YORK VARIETY IS INSULTING

by JACK MABLEY

I TURNED off the first Comedy Hour of the fall season with a feeling that television is contemptuous of us viewers. The show was hackneyed, and was slanted down to a moronic level.

This is early in the life of the television industry to be decrying the lack of freshness and imagination in our TV shows. But most of the junk that is coming out of New York in the variety shows is insulting.

The quality of programs began to run down during the summer. It was attributed to a natural summer lull. But the fall programs are here now, and they seem even worse, because for the most part, they are merely continuations of where they left off last spring.

The public is going to get sick of the TV vaudeville shows, and in a hurry. This is written after the first Comedy Hour, but before the fall debuts of the Show of Shows and Ken Murray and Berle. And yet I'll bet these shows could almost be reviewed in advance.

Laurle Anders will still be popping her eyes over the “Wiide Open Spaces.” Sid Caesar will get off a plane as a famous psychiatrist from Vienna, and he and Imogene will portray a quarreling couple in a kitchen.

The same singers and the same dancers will be back with the same songs in either Central Park or a county fair. The men of Texaco will herald Berle, who will leap before the cameras in a baby costume, shout for a minute or two, then remove his pants. Henny Youngman will fiddle.

How long will viewers accept this pap? Not much longer. All of us are conscious of the well-publicized “impact” of television. The sight plus sound plus immediacy plus convenience make for an impact unmatched in other media of communication.

There also is an impact in the volume of viewing that we do. The average person watches television 20 to 25 hours a week. Thus in a week we see more TV than we used to see of movies in four or six months. Our week’s budget of TV viewing would equal a year’s budget of vaudeville or legitimate stage dramas. Many of us used to listen to the radio more than 25 hours a week, but not with the full attention that we give to TV.

Many viewers are seeing their 30th or 40th Comedy Hour, their 150th or 170th Ed Sullivan show, their 100th Berle show. The novelty is wearing off. We’re going to get some fresh, imaginative new entertainment, or we are going to turn to other stations or else turn off the sets and revert to reading and conversation and sleeping.

“This Truman character must be a new star or something—he’s on all the channels.”

TV FORECAST
MONDAY—continued

3:30 4 Multiscope News—Ticker Tape
4:00 4 Who’s Talking?—Quiz Game
   Frann Weigle asks you to identify
   celebrity from masked photo and rec-
   ord of his voice giving you clues
5 Hawkins Falls, Pop. 6200
   The Flagels talk themselves into a
   second honeymoon
9 Russ Davis Show—Commentary
4:15 4 Breezy, Don, & Vera—Puppets
5 Gabby Hayes Show—Tall Tales
   Pictorial history of the west
4:30 4 Assembly—Military Questions
   Guests from the Civil Air Patrol
5 Howdy Doody Show—Kids Fun
   Bob Smith emcees the puppets
7 Sagebrush Theatre—Western
   “Gold”
9 Telephone Game—Quiz Session
   Exciting prizes if you can answer
5:00 4 Kids Karnival Kwiz—Film
5 Cactus Jim—Western Film
9 Trail Blazers’ Theatre—Western
   “Gun Packer” feature film
5:30 4 Silhouettes Of The West
   Discussion and song by Roy Starkey
5 Visit With Cactus Jim
7 Tom Corbett Space Cadet
   Exciting adventures into the future
5:35 5 Weatherman—Clint Youle
5:45 4 Window Shopping—Commercial
5 Public Life Of Cliff Norton
   Subject: Hitchhike Heartbreak
7 Uncle Mistletoe—Adventures
   With a whirl and a whirl we’re off
   on another adventure with our friends
   from wonderland
9 Foto Test—Frank Sweeney Quiz
5:50 5 Clifton Utley And The News
6:00 4 Music Bowl—Remembered Tunes
   Danny O’Neill and Carolyn Gilbert
5 Kukla, Fran, And Ollie
   Laughter, skits & tunes
7 Austin Kiplinger And The News
9 Captain Video—Adventures
   Thrilling episodes in the world of the
   future and the fight against evil
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 Showroom—Musical Session
   Guest; Elliott Lawrence
7 Hollywood Screen Test—Drama
   Emcee Neil Hamilton introduces
   young actors and actresses with as-
   sistance from Horace McMahon
9 First Edition—Frann Weigle
5 News Caravan—John C. Swayne

6:45 9 Chicagoland Newsreel
7:00 4 Video Theater—Drama
   “A Matter of Life” by Mac Shoub,
   with Edmond O’Brien; how one par-
   ent faced problem of a teen-age dope
   addict; a widower, bringing up his
   daughter alone, suddenly notes a
   strange change coming over her and
   finally learns that she has been talk-
   ing dope
5 Paul Winchell—Jerry Mahoney
   Music and comedy in “What’s My
   Name” quiz with Dorothy Claire and
   Hilda Vaughn
7 Amazing Mr. Malone—Drama
   Mystery starring Lee Tracy as a
   criminal lawyer who also acts as a
   “public defender”
9 Comedy Cameo—Old Time Films
7:15 9 Our World—Film Short
   “The Edinburgh Festival”
7:30 4 Arthur Godfrey’s Talent Scouts
   Professional talent competes
5 Voice Of Firestone—Musical
   Guest tenor Lauritz Melchior sings
   “Spring Song” from Wagner’s “Die
   Walkure,” “Morning By Speaks,”
   “Zueignunz,” and “Spring Came
   Back To Vienna” by Rotter
7 Secret Service—Feature Film
   Charlie Chan & Mantan Moreland;
   Chan aids police in discovering how a
   man was murdered in a locked room
9 Madam Liu-Tsong—Film Drama
   “The Burning Sands” Film starring
   Anna May Wong as she ventures forth
   in search of treasures art objects
8:00 4 Horace Heidt Show—Musical
5 Lights Out—Drama
   “Rappaccini’s Daughter” by Nathaniel
   Hawthorne.
9 Law Of The Sea—Feature
   Frolesa Dean and William Gurnum;
   Story of a shipwreck in 1912 in which
   the captain, his wife, son, & first mate
   are only survivors & are picked up by
   a raider ship
8:30 4 It’s News To Me—Panel Quiz
   John Daly moderator with panelists:
   Dwight Cook, Anna Lee, John Henry
   Faulk, and Robin Chandler
5 Robert Montgomery Presents
   “I Am Still Alive” with Donald
   Woods, Judy Parrish, Jack Hartley
   and Hollis Irving; a young author
   becomes a public hero on false pre-
   tenses
7 Crusade In The Pacific—Film
   “The U.S. and the Philippines”
9:00 4 Studio One—Drama
   “The Little Black Bag” with Harry
   Townes & Howard St. John, an authen-
   ticate documentary drama which centers
   around the heroic and celebrated
   efforts of Charles Seymour Whitman,
   D.A. of N. Y. County, to choke down
   attempts by gambling elements to
   gain full control of municipal govern-
   ment
MONDAY—continued

9:00 7 Front Page Detective—Drama
   Edmund Lowe stars as David Chase in "The Murderer Is Anonymous." Three
   people have good reason to dislike the columnist, but only one is out to kill
   him

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

9:30 5 Who Said That?—Quiz
   Robert Trout me quizzes John Cameron
   Swayze, and guests: Paul Hartman,
   Joan Alexander and Walter Kiernan

7 Studs Place—Informal Variety
   Studs Terkel as proprietor with some
   homey philosophy

9 “Thunder In The Pines”—Film
   Feature with Geo. Reeves, Ralph
   Byrd, Greg McClure, & Denise Darcel;
   two feuding lumberjacks who unite
   in defense of each other’s rights

10:00 4 Ernie Simon—Curbside Cutup
   Informal interviews with the crowd
   on State Street

5 Weatherman—Clint Youle
7 Page One—News And Sports

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Disk Jockey Show—Musical
   5 Clifton Utley And The News

10:30 4 Film
   5 Let’s Look At Sports—T. Duggan
   7 Handy—Tips And Ideas

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

11:00 4 Today In Sports—Commentary
   5 “French Leave”—Feature Film
   Jackie Coogan and Jackie Cooper in
   comedy where two merchant seamen
   become involved in the French black
   market (1st showing)
   7 Paul Harvey And The News
   9 Feature Film

11:10 7 Sports Highlights—John Bryson

11:15 4 Wendell Hall—Musical Variety

11:20 7 “Command Performance”—Film
   Feature with Arthur Tracy and Lilli
   Palmer; stage idol whose voice breaks
   down, runs away and joins a gypsy
   camp

11:30 4 Murder Before Midnight—Film
   “Hard Guy” with Jack LaRue and
   Mary Healy (feature in three parts)

12:00 4 Midnight Edition—Ulmer Turner

12:30 7 Commercial Film
   1:00 9 Chicagoland Newsreel
   (Stations reserve the right to change above
   listings without notice)

TV FORECAST
The Case of the Sounds in the Night

by UNCLE HERBIE

I WONDER if you boys and girls will do me a favor? Will you listen to a story of the amazing adventure I had last night and tell me what in the world caused those mysterious noises in the night—but wait a minute! I’m afraid of my story.

I went to bed right after the Herbie (we’re no relation) Mintz show. I guess I’d been asleep about three hours when suddenly a strange sound jerked me wide awake. At first I thought I was still asleep—you know how you get mixed up between dreams and wakefulness? But when the sounds got louder and louder I was sure I must be hearing them with my wide awake ears.

I’ll admit I was frightened at first. Burglars, I thought. Then I realized that burglars wouldn’t be making that much noise unless they were just beginners—out on their first job. So I said to myself: “If they’re just beginners, maybe I can talk them out of being bad and feed them a couple of cookies and some milk and send them home.”

I stopped being afraid then, long enough to slip into my robe and slippers. Quietly, ever-so-carefully I slipped down stairs. One step at a time. Closer and closer to the bottom of the stairs till I could see right into the living room. That is I could have if I’d been able to see in the dark.

Then suddenly I felt that even if I couldn’t see, dozens and dozens of pairs of eyes were staring at me out of the blackness. I tell you, it was an awful feeling. The strange sounds were much softer as I stood there on the bottom step—sort of like a crowd of excited people whispering.

What were they saying? Were they deciding whether to rush me or to run away? I couldn’t make out a word they were saying. In fact I wasn’t even sure they were human sounds!

Then the mutterings grew louder again and more excited. I decided I’d rush straight to the front door and snap on the light—fast, before I had a chance to lose my nerve. And I did. I turned on the light with a furious click and there, crowded around my TV set, what do you think I saw?

How about it? Let’s see who can think up the best answer to the puzzle of the sounds in the night. There isn’t any RIGHT answer but I’ll give prizes for the most interesting answer. Put on your imagination capes and let’s see who wins. $1 for first prize, 50 cents for second prize, and 25 cents for the next twelve prizes. Send to Uncle Herbie, TV Forecast, 185 N. Wabash ave., Chicago 1, Ill.

Color-Minded Youths

What’s all this fuss about adapting TV sets for color? Two teenage boys from South Orange, N. J., are unaware by the transformation problem that has some TV moguls working overtime these days. For less than $1, thirteen year-old Bobby Peters and 16 year-old Carl Weiner have been adapting black and white receivers for color TV for several years.

“Two resistors and a couple of controls are all it needs,” explains Bobby. The boys claim the reception and color fidelity is “perfect.”
all, attractive and brunette is Shellie Mintz, wife of WNBQ’s master of the keyboard, Herbie Mintz. When asked for a favorite recipe from their household, she found two equally popular and sent both along for the readers of Forecast for Women.

Shellie Mintz

**TUNA and NOODLES**

1 package noodles  
1 can Tuna  
Asparagus  

Cook and drain one package of noodles. Flake tuna. Cook and drain generous helping of asparagus. Arrange noodles, tuna and asparagus in layers in buttered casserole. Then cover with sauce made as follows: melt one package of Velveeta cheese in enough milk to cover the noodles. Sprinkle with bread crumbs and dot with butter. Bake in moderate (350 degree) oven until warmed through and browned.

**ORANGE ICE**

Juice of 4 oranges  
Juice of 1 lemon  
Small can of crushed pineapple  
2 bananas (mashed)  
1 cup sugar  
2 cups milk (or part cream)  

Dissolve sugar in juices; add milk. Add pineapple and mashed bananas. Place all in refrigerator ice tray and turn thermostat to fastest freezing point. Stir several times while freezing.
HAVE you wives ever stopped to consider how little of the day you spend with your husbands? And you have probably said a thousand times that you would never want to work with them forty-eight hours a week.

Well, you can take a lesson from one of television's newest and most popular leading ladies—Sylvia Davis. Sylvia, the tall, blonde, and very attractive hostess on WGN-TV's "Russ Davis Show," estimates that she has probably spent more time with her husband in the few short years they have been married than most wives do in a lifetime!

Russ and Sylvia conduct their interview show on Channel 9 every day, Monday through Friday, 4 to 4:30 p.m., and the charming Mrs. Davis confides to us that being able to spend all of her day with Russ is the very nicest part of her job. And don't think that HE doesn't love it! Probably one of the happiest couples in the television world, Russ and Sylvia remind us of a couple of kids holding hands over a soda in the corner drug store!

Although this is Sylvia's first experience before the cameras, she has been "the power behind the scenes" for most of Russ's shows ever since they have been married. "Mrs. Legwork," as many of her co-workers refer to her, still handles a large part of the planning that goes into each day's show, which includes lining up their guests, arranging for props for each day's show, as well as the tremendous job of meeting and entertaining all the people they invite to the studio.

In her spare time, Sylvia Davis manages to run her own household, with a minimum of help, and do most of the cooking, ordering, and cleaning. But all of this falls into the realm of "fun," according to the lovely Swedish star. Even with all her other numerous tasks, she lists polishing her silver as one of her most pleasurable jobs! (Russ complains, though, that his wife's love of silver threatens to put him in the poor-
Russ Davis gets a helping hand with his tie from his lovely wife, Sylvia, confessing they would never be tied if she didn't do it.

Sylvia poses with one of her prize possessions—a portrait of Russ that hangs in her living room.

house. One of the Davis's recent guests was an outstanding silversmith, and before the show was over, Sylvia had picked out several of his most expensive items that she "just couldn't live without").

A charming couple both on and off the screen, the Davises plan an annual holiday party, featuring Sylvia's native "glög", which she makes up in 40-quart lots. The tremendous open house usually lasts for two days, with their many, many friends dropping in whenever they have a chance. They considered discarding the idea last year, but by September people were calling to find out the exact date for the party so that they could make their plans accordingly.

Sylvia was born and raised in Göteborg, Sweden, and lived there until the outbreak of World War II. Her family had moved to San Francisco by then, and Sylvia was visiting on the continent at the time on the Munich conferences. After a frantic wire from her parents, she set sail for the United States, and has remained here ever since, with the exception of one year spent back in Sweden.

A successful career gal before her marriage, Sylvia was on the executive staff of the Palace hotel in San Francisco. She managed both there and in her marriage to put most of her early training to good use. In Scandinavian countries young girls are taught all the fine details of homemaking almost before they learn to talk. Even Sylvia's knack with Russ's bow ties dates back to her early years. She learned the art standing on a chair and practicing on her uncle's formal ties.

Incidentally, although Russ can tie almost any kind of sailor's knot and holds a Master's license in sailing, his bow ties would probably always hang loose around his neck if it weren't for his wife!

So if you homemakers think you have more to do than time permits, take a lesson from Sylvia. I'm sure she could teach us all a few tricks!
SHE'S BACK
IN THE CITY!

To Bernardine Flynn
this means hot water,
elevators and comfort

by Patricia Cooper
editor, forecast for women

As there is "no business like show business" to those in the profession there is "no living like city living" to Bernardine Flynn, who plays Lona Drewer in "Hawkins Falls, Pop. 6200" on WNBQ.

"We moved back into the city this summer and I couldn't be happier," said Bernardine as we enjoyed a cup of coffee in a Chicago studio. "But before I explain that statement, I'd like to make it clear that I am not sour grapes on the country. I just feel that every family must find the way of living that is best for them. After three years in the Fox River Valley, we decided we preferred city life and its many conveniences."

The Flytns—Bernardine; her husband, Dr. Chester Flynn; and two sons, Tony, 14 and Ruffin, 10—bought a home in the valley about three years ago. To most city dwellers it would seem a dream home—eight rooms, an acre and one-third, a small orchard and a beautiful rose garden.

"But when we looked at that beautiful lawn and saw that crabgrass was slowly taking it over, we felt completely inadequate," Bernardine continued. "Then after carefully tending the 1,000 rose bushes in the gardens, we discovered they all had died during the winter. The effect on the family was terribly depressing."

The orchard meant apples and apples mean canning. Or how else could we begin to utilize all the fruit, asked Bernardine? So she canned and canned and the apples continued to come. Finally at the height of the season, she went into town and bought a can of applesauce! "It felt so good to get it that easily."

"Then come the garbage collections," she explained. "Tuesday was garbage; Wednesday was burnable trash; and Thursday was non-burnable trash. And rain, sleet or snow the containers had to be carried to the highway by 7:30 a.m. You can imagine how delighted we are with an incinerator just a few steps from our apartment door!"

And it seemed as if no matter how large the hot water supply, it never stretched to the last member of the family to enter the shower. Week-end guests who decided to wash their hair the morning they left could set the laundry schedule off a good three hours. Now, says Bernardine, the supply is endless. Every member of the family could stay under the shower an hour and there would still be an adequate supply of water!

"We've elevators instead of endless flights of stairs, excellent repair and laundry service only as far away as the phone, and the boys have had a delightful summer visiting the museums and library, learning about the city."

"We now call our three years in the country 'our mistake.' We're glad we realized it and returned to the city instead of trying to make the most of a bad situation," concludes Bernardine.

"Hawkins Falls, Pop. 6200" is seen at 4 p.m. Monday thru Friday on Channel 5.
TUESDAY—continued

2:15 4 Bride And Groom—Interviews
A wedding on TV, John Nelson me
5 Vacation Wonderlands—Film
“Scotland”

2:30 4 Fashion Magic—Arlene Francis
5 Bill Goodwin Show—Variety
Music with vocalists Eileen Barton and Roger Dann with the Joe Bush-
kin Trio
7 Barbara Moro—Creative Ideas
New sewing tricks and designs

3:00 4 Homemakers’ Exchange—Foods
5 Kate Smith Hour—Variety
Guests: Kay Hall, Sig Rothschild, Evalyn Tyner and a scene from “Lace
On Her Petticoat”

3:30 4 Multiscope News—Ticker Tape

4:00 4 Steve Allen Show—Variety
5 Hawkins Falls, Pop. 6200
Doc Gibb is faced with the menacing prospect of a job
9 Russ Davis Show—Interviews
See “Smorgie!” the pet parakeet

4:15 4 Breezy, Don And Vera—Puppets
5 Gabby Hayes Show—Tall Tales

4:30 4 Assembly—Military Questions
Guests from Naval Air Station

5 Howdy Doody—Variety
Fun with Clarabelle, hornblowing clown

7 Sagebrush Theater—Western
“West of Nevada”

9 Telephone Game—Quiz Session
Join Harold and Jane as they call contestants, you may be one of them

5:00 4 Kids Karnival Kwiz—Games
Supertime frolic for the kiddies

5 Cactus Jim—Western Feature

9 Trail Blazers’ Theater—Western
“Riding Cherokee Trail” film

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: Bright Garland of Table Manners, a comedy skit
9 Foto Test—Frank Sweeney
Cash prizes for the ladies

5:50 5 Clifton Utley And The News

6:00 4 Danny O’Neil At Home Show
Music and variety with the gang
5 Kukla, Fran, And Ollie
Join the gay trio as they sing
7 Austin Kiplinger And The News
9 Captain Video—Adventures

6:10 7 Top O’The Weather—Russ Reed

6:15 7 Ulmer Turner And The News

6:20 7 Sports Highlights—John Bryson
Late news in the world of sports

6:30 4 CBS News—Douglas Edwards
Musical variety with the Three Beaus and a Peep Quartet; Marquerite Ham-
ilton as a farm wife sings “Never Put Your Money in a Joint Account”

7 Beulah Show—Comedy
Ethel Waters stars as mediator in Henderson’s bustling household; Harry
writes a letter to a publisher which gets the whole family in trouble

9 First Edition—Frann Weigle
Weather, races and baseball scores

6:45 4 Stork Club—Interviews
Guests: Baroness Rothschild and Mar-
garet O’Brien

5 News Caravan—John Swayne

9 Chicagoland Newsreel

7:00 4 Star Of The Family—Variety
Peter Lind Hayes and Mary Healy present guests Andy & Della Russell,
Lina Romay, and Jack Gilford

5 Star Theater—Comedy-Variety
Emcee Milton Berle introduces guests: Vaughn Monroe, Patrice Munsel, Basil
Rathbone, Louis Armstrong and Con-
dos Brando

7 Charlie Wild, Detective—Drama
“The Case of the Unpaid Rent”

9 Health Talk—Dr. VanDellen
“Polio” discussed by Dr. E. Wm. Immermann, clinical asst. in dept. of
bone & joint surgery; Stritch Schi.
of Med., Loyola U.

7:30 4 I Hear Music—Melody Time
Vocalist Jackie Cain is featured

7 What’s On Your Mind?
“You Children’s Sleep,” psychiatry for the layman, Isabel Leighton fem-
cee and guests

9 Johns Hopkins Science Review

8:00 4 Crime Syndicated—Drama
Rudolph Halley narrates drama based on case material from various con-
fidential files

5 Fireside Theater—Film Drama
“White Violet” with Eve Miller, Jim
Davis, & Anthony Sydes; a poetess
who writes of the beauty of Calif. and
two shipbuilders who are more
interested in the trees

7 Football Films

9 Cavalcade Of Bands—Musical
Emcee Don Russell introduces guests
Guy Lombardo and Kitty Kallen

8:30 4 Suspense—Mystery Drama
“Dr. Anonymous” with Walter Slezak;
death stalks the streets of London in
the guise of an insane doctor who has
developed a new technique of doctoring

5 Circle Theater—Drama
“Danny’s Tune” with George Hall,
Mary Kay Stearns and Rodney Mc-
Lennan; songwriting milkman win-
ning contest, finds he needs more than
talent and ambition

9:00 4 Danger—Mystery Drama
Perfect crime is almost achieved
TUESDAY—continued

9:00 5 Amateur Hour—Ted Mack mc
Ted Mack gives future stars a chance
7 On Trial—Discussion
9 Public Prosecutor—Drama
Panel attempts to guess solution before story comes to the climax
9:30 4 Two Minutes To Go—Quiz
Jack Drees emcee; celebrities from the sports world match wits against questions sent in by viewers
7 Chicago Symphony Chamber Orch.
"Pops" concert series conducted by Rafael Kubelik with Ken Nordine announcing the selections
9 Camera Caravan—Film
"When All The People Play"
10:00 4 Ernie Simon—Curbstone Cutup
Interviews with people on the street at the corner of State & Lake

5 Weatherman—Clint Youle
7 Hollywood Theater Time—Film
9 "History Is Made at Night" Feature film with Jean Arthur and Charles Boyer; a love story complicated by murder and a disaster
10:10 5 Dorsey Connors—Helpful Ideas
Timely tips for the homemaker
10:15 4 Ulmer Turner—News
5 Clifton Utley And The News
Today's news expounded upon
10:30 4 What's Wrong With This Picture
5 Let's Look At Sports—T. Duggan
Events of the day in the sports world
7 America Prepares—Film
10:45 4 Linger Awhile—Musical
5 Herbie Mintz Show—Musical
11:00 4 Today In Sports—Joe Wilson
7 Paul Harvey And The News
11:10 7 Sports Highlights—John Bryson
11:15 4 Wendell Hall—Musical
11:20 7 "Detour"—Feature Film
Starring Tom Neal and Ann Savage; hitch-hiker gets ride with socialite who dies while driving and he is arrested
11:30 4 Murder Before Midnight—Film
7 Touchdown—Football Film
9 Eloise Salutes The Stars—Chats
Guest: Marco Jones, noted stage director and producer
11:45 9 Be Your Own Boss—Commercial
12:00 4 "Mile A Minute Love"—Film
Feature with William Bakewell, Arleta Duncan, & Duncan Renaldo; poor inventor is in love with ship owner's daughter, comes to father's aid in a robbery
9 Chicagoland Newsreel
12:30 7 Commercial Film
1:30 4 Midnight Edition—Ulmer Turner
(Stations reserve the right to change above listings without notice)

WBKB PRESENTS FOR YOUR ENTERTAINMENT
LUCKEY NORTH
"Window Shopping"
Luckey has super values and wonderful products for you.
Monday thru Friday
5:45 to 6:00 PM
ON Channel 7
See and hear
The Chicago Symphony Chamber Orchestra
TUESDAYS - 9:30 P.M.
PRESENTED BY CHICAGO TITLE & TRUST COMPANY
WENR-TV

TV FORECAST
THE looming specter of color television, within the space of a few short months, has tossed the video marketplace into a turmoil. Everyone concerned with TV—networks, local stations, manufacturers, dealers, stars and the buying public—has suffered immeasurably as a result of the color developments.

It's about time to retire the color ghost.

1. Black and white television sets are still good, and will be valuable for many more years. The overwhelming majority of TV programs, whether local or network, will continue in the black & white pattern for a long time to come.

This means that TV set owners not only will continue to get good service from their present sets, but more important, can continue to buy used and new sets at their local dealers with very little worry about their purchase becoming obsolete.

2. Color TV is still in an experimental stage, regardless of all the fanfare and ballyhoo surrounding it. Naturally, the networks and advertisers are going to move slowly before investing tremendous amounts of money and effort. That slowness will pay off for present-day set owners, because it will mean their present sets will be good for many years more.

3. Even when color TV becomes widespread enough—when a sizable block of programs are carried in tint—owners of black & white sets will still be able to see those programs, by means of gadgets attached to their present sets.

Right now, these gadgets (adapters and converters) are considered too expensive. Their approximate cost ranges from $50 to $175. However, just as soon as the mass production genius of TV manufacturers swings into high gear, viewers can start looking for a radical reduction in price. That means that in the foreseeable future, set owners who decide to readjust their present black & white sets to color programs, will be able to call in their repairman and have the job done for a few dollars.

4. Black & white TV sets will continue to receive all of the major programs, even after color programs become widespread. Networks and sponsors realize that the shift to tint video will be gradual. They will never deliberately shut out owners of black & white sets from their expensive shows (and advertising messages). Therefore, even when arrangements are made to telecast a big show in color, viewers can be sure that all set owners (both color and black & white) will be able to pick up the programs.

Set owners who delay on purchases or trade-ins are only cheating themselves of many benefits. First, dealers are offering many attractive bargains in new & used sets in an effort to build up their sales volumes. Customers who buy now will get the advantage of lower prices and improved models. Secondly, with TV programs getting bigger and better all the time, viewers who rely on ancient and early model sets only deny themselves the full satisfaction of big-time shows and talent. There is as much difference between the first TV sets and present-day models as between the early crystal sets and later radios.
Wednesday Sept. 26

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
Fun and exercise with Ed Allen

9:50 4 Fun And Features (continued)

10:00 9 Your Figure Ladies—Exercises
Have trim legs & a smart walk

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

9 Chicago Cooks—Recipes
New dishes to please your family

11:00 4 Creative Cookery—Recipes
Francois Pope prepares golden sponge cake for the baked Alaska

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

11:30 5 Norman Ross’ Varieties

9 Hi Ladies—Interviews
Informal chats with Tommy Bartlett

12:00 4 Garry Moore Show—Variety
Winston L. Mittenjuice with his earthy philosophies pays a visit

5 Meet Mintz—Herbie Mintz
Hit tunes of yesteryear

7 Bob & Kay Show—Commentary
Unusual interviews and discussions

9 Let’s Have Fun—Variety
Hank Grant me with Elaine Neblett, Kyle Kimbrough vocalists, and accordionist Reno Tondelli

12:15 5 Newsroom—Late Information

12:30 4 First Hundred Years—Serial
Olive Stacey and Jimmy Lydon star

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

12:45 4 Garry Moore Show—Cont’d.

12:55 9 Musical Snapshot—Film

1:00 4 Bill Evans Show—Interview

5 “Flying Serpent”—feature film
George Zucco stars

9 Travelers’ Sketchbook—Film
“Otago” a film on New Zealand

1:30 4 Multiscope News—Ticker Tape

9 Showtime—Musical Film Short

1:45 4 Vanity Fair—Interviews
Robin Chandler chats with guests

2:00 5 Miss Susan—Susan Peters
Serial story of a woman attorney

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

9 Test Pattern Til 4:00

2:15 5 Vacation Wonderland—Travel
Travel film “Hongkong”

2:30 4 All Around The Town—Chats
Mike Wallace interviews the public

5 Bert Parks Show—Musical Treat
Variety with Betty Ann Grove, the Heathertones, & Bobby Sherwood

WBKB PRESENTS FOR YOUR ENTERTAINMENT

FRANCOIS POPE

“Creative Cookery”
new, different, exciting ways to prepare your foods
Monday thru Friday
11:00 to 12 Noon

LOOK COMING SOON

LOOK • College Basketball Predictions
LOOK • Features
LOOK • Pictures
LOOK • Records
LOOK • Tournaments
LOOK • Rules
LOOK • All-Stars

TV FORECAST’S BASKETBALL GUIDE
by ED PAZDUR
A Must for Every Television Sports Fan

TV FORECAST
### Wednesday—Continued

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:35</td>
<td>7 Barbara Moro—Creative Ideas</td>
</tr>
<tr>
<td>3:00</td>
<td>4 Homemakers’ Exchange—Foods</td>
</tr>
<tr>
<td></td>
<td>Louise Leslie demonstrates recipes</td>
</tr>
<tr>
<td>5</td>
<td>Kate Smith Hour—Variety</td>
</tr>
<tr>
<td></td>
<td>Songfests, vocal groups, recipes, fashions, dramatic sketches, etc.</td>
</tr>
<tr>
<td></td>
<td>Guests: The Wright Bros., Ethel &amp; Albert, also children’s segment</td>
</tr>
<tr>
<td>3:30</td>
<td>4 Multiscope News—Ticker Tape</td>
</tr>
<tr>
<td>4:00</td>
<td>4 Who’s Talking—Quiz Game</td>
</tr>
<tr>
<td></td>
<td>Frann Weigle mc asks you to identify nationally known celebrities</td>
</tr>
<tr>
<td></td>
<td>from his masked photograph</td>
</tr>
<tr>
<td>5</td>
<td>Hawkins Falls, Pop. 6200</td>
</tr>
<tr>
<td></td>
<td>Knap Drewer demands peace and quiet at home while he works</td>
</tr>
<tr>
<td>9</td>
<td>Russ Davis Show—Interviews</td>
</tr>
<tr>
<td></td>
<td>Popular melodies of today &amp; guests</td>
</tr>
<tr>
<td>4:15</td>
<td>4 Breezy, Don, &amp; Vera—Puppets</td>
</tr>
<tr>
<td></td>
<td>Watch for Captain Crusty</td>
</tr>
<tr>
<td>5</td>
<td>Gabby Hayes Show—Tall Tales</td>
</tr>
<tr>
<td></td>
<td>Story of early American heroes</td>
</tr>
<tr>
<td>4:30</td>
<td>4 Assembly—Military Questions</td>
</tr>
<tr>
<td></td>
<td>Guests from High School R.O.T.C.</td>
</tr>
<tr>
<td>5</td>
<td>Howdy Doody Show—Bob Smith</td>
</tr>
<tr>
<td></td>
<td>Puppet fun for the kiddies</td>
</tr>
<tr>
<td>7</td>
<td>Sagebrush Theater—Western</td>
</tr>
<tr>
<td></td>
<td>“Great White Trail”</td>
</tr>
<tr>
<td>9</td>
<td>Telephone Game—Harold Isbell</td>
</tr>
<tr>
<td></td>
<td>Jane Quinn assists Harold</td>
</tr>
<tr>
<td>5:00</td>
<td>4 Kids Karnival Kwiz—Games</td>
</tr>
<tr>
<td></td>
<td>Art Hern mc gives prizes to kids</td>
</tr>
<tr>
<td>5</td>
<td>Cactus Jim—Western Feature</td>
</tr>
<tr>
<td></td>
<td>Stories of the heroes of the west</td>
</tr>
<tr>
<td>9</td>
<td>Trail Blazers’ Theater—Film</td>
</tr>
<tr>
<td></td>
<td>“Wiki Horse Canyon” western</td>
</tr>
<tr>
<td>5:30</td>
<td>4 Silhouettes Of The West</td>
</tr>
<tr>
<td></td>
<td>Western music &amp; discussions</td>
</tr>
<tr>
<td>5</td>
<td>Visit With Cactus Jim</td>
</tr>
<tr>
<td></td>
<td>Jim answers questions</td>
</tr>
<tr>
<td>7</td>
<td>Tom Corbett Space Cadet</td>
</tr>
<tr>
<td></td>
<td>Futuristic adventure stories</td>
</tr>
<tr>
<td>5:35</td>
<td>5 Weatherman—Clint Youle</td>
</tr>
<tr>
<td></td>
<td>Report on climatic conditions</td>
</tr>
<tr>
<td>5:45</td>
<td>4 Window Shopping—Commercial</td>
</tr>
<tr>
<td>5</td>
<td>Public Life Of Cliff Norton</td>
</tr>
<tr>
<td></td>
<td>Subject: Moonset at the Manicurist’s, a comedy skit</td>
</tr>
<tr>
<td>7</td>
<td>Uncle Mistletoe—Adventures</td>
</tr>
<tr>
<td></td>
<td>Puppet stories for children</td>
</tr>
<tr>
<td>9</td>
<td>Foto Test—Frank Sweeney</td>
</tr>
<tr>
<td></td>
<td>Exciting game with prizes for all</td>
</tr>
<tr>
<td>5:50</td>
<td>5 Clifton Utley And The News</td>
</tr>
<tr>
<td>6:00</td>
<td>4 Music Bowl—Donny O’Neil</td>
</tr>
<tr>
<td></td>
<td>Favorite tunes requested by you</td>
</tr>
<tr>
<td>5</td>
<td>Kukla, Fran, And Ollie</td>
</tr>
<tr>
<td></td>
<td>Burr Tillstrom’s laugh-provoking puppets in another merry session</td>
</tr>
<tr>
<td>6:00</td>
<td>7 Austin Kiplinger And The News</td>
</tr>
<tr>
<td></td>
<td>Round-up of world events</td>
</tr>
<tr>
<td>9</td>
<td>Captain Video—Adventures</td>
</tr>
<tr>
<td></td>
<td>Supernovas with tall tales</td>
</tr>
<tr>
<td>6:10</td>
<td>7 Top O’ The Weather—Russ Reed</td>
</tr>
<tr>
<td></td>
<td>Prediction for tonight and tomorrow</td>
</tr>
<tr>
<td>6:15</td>
<td>4 Ulmer Turner And The News</td>
</tr>
<tr>
<td></td>
<td>News events of vital interest</td>
</tr>
<tr>
<td>6:20</td>
<td>7 Sports Highlights—John Bryson</td>
</tr>
<tr>
<td></td>
<td>Important events in the world</td>
</tr>
<tr>
<td>6:30</td>
<td>4 CBS News—Douglas Edwards</td>
</tr>
<tr>
<td>5</td>
<td>Showroom—Musical Time</td>
</tr>
<tr>
<td></td>
<td>Guest: Snooky Lanson</td>
</tr>
<tr>
<td>7</td>
<td>Chance Of A Lifetime—Quiz</td>
</tr>
<tr>
<td></td>
<td>John Reed King emcee</td>
</tr>
<tr>
<td>9</td>
<td>First Edition—Frann Weigle</td>
</tr>
<tr>
<td></td>
<td>Watch for race results and baseball</td>
</tr>
<tr>
<td>6:45</td>
<td>4 Perry Como Show—Musical</td>
</tr>
<tr>
<td>5</td>
<td>News Caravan—John Swazy</td>
</tr>
<tr>
<td>9</td>
<td>Chicagoland Newsreel</td>
</tr>
<tr>
<td>7:00</td>
<td>4 Arthur Godfrey And His Friends</td>
</tr>
<tr>
<td></td>
<td>Musical variety with Frank Parker, Marion Marlowe, Janette Davis,</td>
</tr>
<tr>
<td></td>
<td>The Chordettes, and the Mariners</td>
</tr>
<tr>
<td>5</td>
<td>Kate Smith Hour—Variety</td>
</tr>
<tr>
<td></td>
<td>Guests: Ed Wynn, John Butler and the ballet group, Evelyn Tyner</td>
</tr>
<tr>
<td></td>
<td>pianist, and Miriam Hopkins in a dramatic skit</td>
</tr>
<tr>
<td>7</td>
<td>Frosty Frolics—Musical Variety</td>
</tr>
<tr>
<td></td>
<td>Ice revue on film with the skating stars of today’s shows</td>
</tr>
<tr>
<td>9</td>
<td>“Knights Without Armor”—Film</td>
</tr>
<tr>
<td></td>
<td>Feature (1st showing) with Marlene Dietrich, Robt. Donat &amp; Irene Van-</td>
</tr>
<tr>
<td></td>
<td>burgh; an English spy captured during Russian revolution assists a</td>
</tr>
<tr>
<td></td>
<td>widow doomed to die</td>
</tr>
<tr>
<td>8:00</td>
<td>4 Strike It Rich—Quiz</td>
</tr>
<tr>
<td></td>
<td>Warren Hull emcee of the “quiz with a heart.” Patrice Munsel is guest</td>
</tr>
<tr>
<td>5</td>
<td>Kraft Theater—Drama</td>
</tr>
<tr>
<td></td>
<td>“Climax” by Jacques Deval with Olive Deering, Jack Arthur, &amp; Oliver</td>
</tr>
<tr>
<td></td>
<td>Thornik; Mr. and Mrs. Charles Mitchell are living happily until they</td>
</tr>
<tr>
<td></td>
<td>meet Paul Ryan; Wife immediately falls in love and they begin plotting</td>
</tr>
<tr>
<td></td>
<td>to eliminate her husband</td>
</tr>
<tr>
<td>7</td>
<td>Don McNeill’s TV Club—Variety</td>
</tr>
<tr>
<td></td>
<td>Vocalists Johnny Desmond &amp; Patsy Lee; Sam Cowling, Cliff Petersen,</td>
</tr>
<tr>
<td></td>
<td>Eddie Ballantine &amp; his orch., and “Aunt Fanny” with her “pixilated”</td>
</tr>
<tr>
<td></td>
<td>gossip about her unusual friends</td>
</tr>
<tr>
<td>8:30</td>
<td>4 The Web—Mystery Drama</td>
</tr>
<tr>
<td></td>
<td>“The Customs of the Country”</td>
</tr>
<tr>
<td>7</td>
<td>Wrestling From Rainbow Arena</td>
</tr>
<tr>
<td></td>
<td>Wayne Griffin announces matches</td>
</tr>
<tr>
<td>9</td>
<td>Shadow Of The Cloak—Drama</td>
</tr>
<tr>
<td></td>
<td>Tale of intrigue and mystery starring Helmut Dantle</td>
</tr>
<tr>
<td>9:00</td>
<td>4 Blue Ribbon Bouts—Boxing</td>
</tr>
<tr>
<td></td>
<td>Freddie Dawson vs Virgil Akins (10 rds lightweight) bout from St.</td>
</tr>
<tr>
<td></td>
<td>Louis Stadium tentatively scheduled</td>
</tr>
</tbody>
</table>

**TV Forecast**
WEDNESDAY—continued

9:00  5 Break The Bank—Quiz
      Bert Parks emcee with Bud Colyer
      and Peter Van Steeden's orchestra

9  Press Conference—Interviews
      Representatives of the 4 newspapers
      interview a prominent citizen or
      politician; Lee Schooler, moderator

9:30  5 Freddy Martin Show—Musical
      Variety, Martin's "singing sax," "Murray
      Arnold pianist, Merv Griffin and
      Judy Lynn vocalists with guest vocal-
      ist Sue Bennett, Theme: at his new
      home; tunes: "Everything Happens
      To Me" & "Come On A My House"

9  Camera Caravan—Film
      "Routine Job"

9:45  4 Sports Quiz—Film

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

5  Weatherman—Clint Youle

9  "Mask Of Korea"—Feature Film
      Eric Von Stroheim & Sissu Hayakawa

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 What's Wrong With This Picture
      Quiz session with Hank Grant emcee

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

10:45  5 Linger Awhile—Musical
      Marty Hogan commentator

5  Herbie Mintz Show—Musical
      Tunes that bring back memories

11:00  4 Today In Sports—Joe Wilson

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

11:10  7 Sports Highlights—John Bryson

11:15  4 Wendell Hall—Musical
      Relax and listen to your favorites

11:20  7 "Behind Stone Walls"—Film
      Feature with Elliott Nugent

11:30  4 Murder Before Midnight—Film

9  Topper Theater—Feature Film
      "His Double Life" with Roland
      Young, Lillian Gish & Montague
      Love; his valet dies and is buried
      under his name while the artist
      rather than correct error assumes
      valet's role

12:00  4 "Million Dollar Racket"—Film
      Feature with Bruce Bennett, Dave
      O'Brien and Joan Barclay starring

12:45  9 Chicagoland Newsreel

1:30  4 Midnight Edition—Ulmer Turner
      (Stations reserve the right to change above
      listings without notice)
Dagmar
Continued from page 5

Dag looks in vain for a showing of herself on ABC television. "How does the thing work, anyway," she asks.

into the script but they never went over." Her favorite malaprop: when a reporter asked her bust size she replied, "I refuse to answer on the grounds that it might incinerate me."

We were curious to know how Dag stood with Jerry Lester, her former boss on "Open House." There were rumblings that Dagmar and Lester were on the "outs" because Jerry held Dag in the background. It was obvious that Dagmar felt she had been slighted by Lester, but she bears no grudge. "After all," she said, "it was through Jerry that I got my big chance. I feel very grateful to him for what he has done."

Dagmar's plans for the coming TV season include a tentative ABC series of family-type shows entitled "The Dagmar Story" in which she will portray a TV star living at home with her mother, brother, and kid sister. When asked if the show was biographical, Dag became her TV self, crossed her eyes and said, "Now what in the world does that mean, honey?"

The Danny Daytons (Dagmar and her husband) have breakfast with TV Forecast writer Tom O'Malley (center).

Dagmar realizes her real stock-in-trade is her buxom figure. She pleases her fans accordingly. "Whenever I don't wear a low-slung gown, the fans lose interest. So why should I disappoint them?" "You know," she went on, "just because I feature a long formal dress, people think I'm ashamed of my legs." At this, Dag displayed a pair of slender, shapely legs to explode any such illusions.

The statuesque blonde has been married to actor Danny Dayton for two years. The two prefer home life instead of night clubbing. Danny likes to kid Dag about her being "dumb" and whenever he becomes absent-minded he'll claim it's all Dag's fault for "influencing" him. They're a congenial couple with each one the other's biggest booster. Dan is helping to further Dag's career, hoping to make her even bigger — "if that's possible."

"I hope this reading won't make me too intelligible," says Dagmar, dropping one of her famous malaprops.

34
Thursday Sept. 27

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

9:00 4 Fun And Features—G. Menard
Music, variety, comedy with George
9:30 4 Fun And Figure—Exercises
9:50 4 Fun And Features (continued)
10:00 9 Your Figure Ladies—Exercises
Exercises for bust & shoulders
10:30 4 Tel-A-Shopper—Betty Whitney
What's new in the stores
9 Chicago Cooks—Recipes
11:00 4 Creative Cookery—Recipes
Relish Tray and sail boat, strawberry,
and swan shrimp appetizers
7 Frances Langford—Don Ameche
Contestants from the audience quizzed
on current events
11:30 5 Norman Ross' Varieties
Hi Ladies—Interviews
12:00 4 Garry Moore Show—Comedy
Guests: Mickey Ross and Bernie West,
comedy team
5 To be announced
7 Bob & Kay Show—Commentary
Music, variety, discussion and guest
9 Let's Have Fun—Hank Grant mc
12:30 4 First Hundred Years—Serial
5 Your Luncheon Date—Musical
Nancy Wright, Hugh Downs vocal-
tist, Art Van Damme Quintet
12:45 4 Garry Moore Show (cont'd.)
12:55 9 Musical Snapshot—Film
1:00 4 Bill Evans Show—Comment
5 "King Kelly U. S. A."—Feature
Film with Guy Robertson, Irene
Ware, and Edgar Kennedy starring
9 Interior Decoration—Designs
Paul MacAllister shows you how
1:15 9 Camera Caravan—Film
"Trappers Of The Sea"
1:30 4 Multiscopw News—Ticker Tape
9 Showtime—Musical Film Short
1:45 4 Vanity Fair—Interviews
2:00 5 Miss Susan—Susan Peters
7 Housewives' Holiday—Kirchner
9 Test Pattern Til 4:00
2:15 4 Bride And Groom—Interviews
John Nelson encore session
5 Vacation Wonderlands—Film
The Belgian Congo
2:30 4 Multiscopw News—Ticker Tape
5 Bill Goodwin Show—Variety
Variety with vocalists Eileen Barton
and Roger Dann; Joe Bushkin & trio
7 Barbara Moro—Creative Ideas
3:00 4 Homemakers' Exchange—Foods
Louise Leslie demonstrates the art
5 Kate Smith Show—Variety
Guests: Hooter & Byrd, Jackie &
Heller and cracker barrel statement

PHILCO
16" 1952 TABLE TELEVISION

If it's 16-inch television you're thinking
of, don't settle for less than Philco quali-
ity, regardless of price. Look at the
Philco 1610, for instance. Balanced Beam
picture with the famous Philco Duplex
Chassis—the greatest power plant in TV
history.

ONLY $199.95
Plus Warranty

LESS GIANT CASH TRADE-IN ALLOWANCE

Save at Mel Wittke's TELEVISION
APPLIANCE MART
Open Daily to 9 P.M.
Phone AN dover 3-0777
159 W. WACKER DRIVE
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30</td>
<td>Multiscope News</td>
<td>Ticker Tape</td>
</tr>
<tr>
<td>4:00</td>
<td>Steve Allen Show</td>
<td>Variety Music, comedy, &amp; guest celebrities</td>
</tr>
<tr>
<td>4:15</td>
<td>Hawkins Falls, Pop. 6200</td>
<td>Serial Millie Flagle tells Lona she is frightened by her vacation plans</td>
</tr>
<tr>
<td>4:15</td>
<td>Russ Davis Show</td>
<td>Commentary</td>
</tr>
<tr>
<td>4:15</td>
<td>Breezy, Don, And Vera</td>
<td>Puppet fun with Captain Crusty, Florence Flutterby and Clementine</td>
</tr>
<tr>
<td>4:15</td>
<td>Gabby Hayes At The Double Bar M Ranch</td>
<td>Western Story</td>
</tr>
<tr>
<td>4:30</td>
<td>Assembly—Military Questions</td>
<td>Interviews from Hawaii</td>
</tr>
<tr>
<td>4:30</td>
<td>Howdy Doody Show</td>
<td>Variety</td>
</tr>
<tr>
<td>4:30</td>
<td>Sagebrush Theater</td>
<td>Western “Gun Law”</td>
</tr>
<tr>
<td>5:00</td>
<td>Telephone Game</td>
<td>Harold Isbell Join Jane &amp; Harold as they award prizes in this quiz</td>
</tr>
<tr>
<td>5:00</td>
<td>Kids Karnival Kwiz</td>
<td>Games Kids quizzed on films they have viewed and awarded prizes</td>
</tr>
<tr>
<td>5:00</td>
<td>Cactus Jim</td>
<td>Western Feature Rip roaring western tales</td>
</tr>
<tr>
<td>5:00</td>
<td>Trail Blazers’ Theater</td>
<td>Film “Down Wyoming Trail” western</td>
</tr>
<tr>
<td>5:30</td>
<td>Silhouettes Of The West</td>
<td>Roy Starkey in western tale</td>
</tr>
<tr>
<td>5:30</td>
<td>Visit With Cactus Jim</td>
<td>Paddy The Pelican—Cartoon Adventures of a bird by Sam Singer</td>
</tr>
<tr>
<td>5:35</td>
<td>Weatherman—Clint Youle</td>
<td></td>
</tr>
<tr>
<td>5:45</td>
<td>Window Shopping</td>
<td>Commercial</td>
</tr>
<tr>
<td>5:45</td>
<td>Public Life Of Cliff Norton</td>
<td>Subject: Woman I Propose Marriage</td>
</tr>
<tr>
<td>5:45</td>
<td>Foto Test—Quiz Session</td>
<td>Frank Sweeney emcee awards cash</td>
</tr>
<tr>
<td>5:50</td>
<td>Clifton Utley And The News</td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>Danny O'Neil At Home Show</td>
<td>Madeup rompings of loveable trio</td>
</tr>
<tr>
<td>6:00</td>
<td>Kukla, Fran, And Ollie</td>
<td></td>
</tr>
<tr>
<td>6:05</td>
<td>Austin Kiplinger And The News</td>
<td>Captain Video—Adventure Tale</td>
</tr>
<tr>
<td>6:10</td>
<td>Top O'The Weather</td>
<td>Russ Reed</td>
</tr>
<tr>
<td>6:15</td>
<td>Ulmer Turner And The News</td>
<td></td>
</tr>
<tr>
<td>6:20</td>
<td>Sports Highlights</td>
<td>John Bryson</td>
</tr>
<tr>
<td>6:30</td>
<td>CBS News—Douglas Edwards</td>
<td>Musical variety with Three Beaus and a Peep vocal group</td>
</tr>
<tr>
<td>6:30</td>
<td>John Conte’s Little Show</td>
<td>The Lone Ranger—Western Drama</td>
</tr>
<tr>
<td>6:30</td>
<td>Lone Ranger—Western Drama</td>
<td>First Edition—Frann Weigle</td>
</tr>
<tr>
<td>6:45</td>
<td>Stork Club—Interviews</td>
<td>Guests: 1st winners of the Stork Club contest</td>
</tr>
<tr>
<td>6:45</td>
<td>News Caravan—John Swayze</td>
<td>Chicagoland Newsreel</td>
</tr>
<tr>
<td>7:00</td>
<td>Burns &amp; Allen Show</td>
<td>Comedy Gracie’s spending $2,000 on a wedding while George tries to figure out who the bride and groom are</td>
</tr>
<tr>
<td>7:00</td>
<td>It Pays To Be Ignorant</td>
<td>Quiz Tom Howard conducts this comedy game. Panel: Geo, Shelton, Harry McNaughton, &amp; Lulu McConnell</td>
</tr>
<tr>
<td>7:00</td>
<td>Stop The Music—Musical Quiz</td>
<td>Bert Parks emcee with Kay Armen Jimmy Blaine, and Betty Ann Groe vocalist &amp; the “Mystery Melody”</td>
</tr>
<tr>
<td>7:00</td>
<td>Our World—Film</td>
<td>“Who Killed Van Loom”</td>
</tr>
<tr>
<td>7:30</td>
<td>Amos ‘n’ Andy—Comedy Drama</td>
<td>“The Kingfish’s Last Friend”</td>
</tr>
<tr>
<td>7:30</td>
<td>Treasury Men in Action</td>
<td>Based on T-Men files, Walter Grenza stars in “The Case of the Troubled Waters” a fleet owner cheats both the government and his employees</td>
</tr>
<tr>
<td>8:00</td>
<td>Alan Young Show</td>
<td>Comedy Cesar Romero is guest</td>
</tr>
<tr>
<td>8:00</td>
<td>Ford Festival—Musical Variety</td>
<td>James Melton emcee with vocalist Dorothy Warenksjold and guests: Jan Murray, Diana Lynn and Park &amp; Clifford</td>
</tr>
<tr>
<td>8:00</td>
<td>Don Ameche Show</td>
<td>Musical Musical comedy depicting life and laughs backstage at a summer theater; Mische Auer, down and out comedian, impersonates a famous wrestler; song: “Be A Clown”</td>
</tr>
<tr>
<td>8:00</td>
<td>Adventures Of Ellery Queen</td>
<td>“Murder In the Death House” Ellery prevents a jail break in a federal penitentiary</td>
</tr>
<tr>
<td>8:30</td>
<td>Big Town—Newspaper Drama</td>
<td>Put McVey stars as Steve Wilson of “Illustrated Press” with Julie Stevens as Loreda in “House By The Track.” Steve covers a train wreck involving criminal negligence</td>
</tr>
<tr>
<td>8:30</td>
<td>Guild Theater—Film Drama</td>
<td>“Unfinished Business” with Dane Clark, Ann Rutherford, &amp; Alan Mowbray. An esoteric character who is allowed to return to earth; difficulty when he resumes his earthly existence, is that only his wife can see him</td>
</tr>
<tr>
<td>8:30</td>
<td>Beauty Contest—Bill O’Connor</td>
<td>Seven finalists are presented, vote for the queen</td>
</tr>
<tr>
<td>9:00</td>
<td>Racket Squad—Drama</td>
<td>Reed Hadley as Captain John Braddock in “Skin Game.” A debonair “con” works a beautiful fraud on the owner of a string of cosmetic shops</td>
</tr>
<tr>
<td>9:00</td>
<td>Martin Kane, Private Eye</td>
<td>Lloyd Nolan stars as big-city detective working with police in fight against crime, Walter Kinself as Happy McMann and Nicholas Saunders as Sergeant Ross</td>
</tr>
<tr>
<td>9:00</td>
<td>To be announced</td>
<td></td>
</tr>
</tbody>
</table>
THURSDAY—continued

9:00  9 "A Man's Affair"—Feature Film
      Joyce Linden and David Kell in a
      story of the trials and tribulations of
      young love.

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

5 Wayne King Show—Musical
      Variety featuring Harry Hall, Gloria
      Van, Barbara Becker and Don Large
      Chorus; wienie roast show with tunes:
      "The Musicians," "My Resistance Is
      Low," "Shine On Harvest Moon," "Autumn
      Leaves," and "The Breeze and I".

7 At Home Show—Musical Variety

9:45  7 To be announced

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

5 Weatherman—Clint Youle

7 Bigelow Theater—Film Drama

9 Wrestling From Chicago

10:10  5 Dorsey Connors—Helpful Ideas

10:15  4 Ulmer Turner—News

5 Clifton Upley And The News

10:30  4 What's Wrong With This Picture

5 Let's Look At Sports—T. Duggan

7 Dr. Fixum—Household Tips
      How to prepare home or apartment
      for winter; simple furn. construction
      plan, & coat hanger gimmick.

10:45  4 Linger Awhile—Musical

5 Herbie Mintz Show—Musical

11:00  4 Today In Sports—Joe Wilson

7 Paul Harvey And The News

9 "Queen Of Broadway"—Feature
      Film with Rochelle Hudson and
      Buster Crabbe; female sports expert
      runs into difficulties when she pre-
      dicts boy friend's team will end last

11:10  7 Sports Highlights—John Bryson

11:15  4 Wendell Hall—Musical Treat

11:20  7 "Let's Live A Little"—Film
      Feature with Hedy Lamarr & Robert
      Cummings; romantic misadventures of
      a high-strung advertising executive
      and two female clients.

11:30  4 Murder Before Midnight—Film
      "Dawn Express" with Michael
      Whalen & Anne Nagel; federal agents
      & fifth columnist dodging death.

12:00  4 "Sky Racket"—Feature Film
      Bruce Bennett and Joan Barclay

12:15  9 Chicagoland Newsreel

12:30  7 Commercial Film

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

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

Thursday Night

FOX HEAD

"400"

Houseparty

9:30 P.M.

WBKB

Channel 4

"MARTIN KANE, PRIVATE EYE"

Starring

Lloyd Nolan

On TELEVISION Thursday Night

On Radio

Every Sunday Afternoon

SANIO CIGARETTES

"A really good
cigarette with less than
1% nicotine"

UNITED STATES TOBACCO COMPANY

OLD BRIAR

"The Master Mixture of
rare flavor and
aroma"
Mike Boom says . . .

CHICAGO-TV Row will miss a great and good friend if rumors are true that Ernie Simon, the conductor of "Curbstone Cutup," is moving to New York. Down at the corner of State and Lake streets, there's a touch of sadness. In that fantastic, bustling little world bound by the Chicago and State-Lake theatres, Fritzels and the westward sweep of the Loop elevated, there are many folks who'll miss the prankster with the trim mustache and the sparkling ad-libs.

Ernie in many ways expressed the Chicago spirit—a rollicking, swashbuckling, mischievous, generous rascal. He never let himself get above the people, and his friends are legion—executives, cabbies, housewives, waiters, newsboys, bartenders, fellow-stars, columnists, and especially the kids (how they love Ernie).

Not goodbye, pal, just "so long."

Due to the last minute rush of entries, the finals of the Tavern Pale Miss T.V. contest have been postponed 'til October 4. . . Little Elizabeth Suzanne Ruskin, daughter of WBKB director Phil Ruskin, is her daddy's biggest fan. She faithfully watches and applauds Phil's technique on his Assembly show over WBKB. . . Al Trace's recording of "Half-Fast Waltz" has been tabooed by most Chicago stations for being in "poor taste." Juke boxes, however, will be blaring the tune in bars, restaurants, and recreational spots. . . To dispel any doubts as to whether Mary Hartline plays the trumpet herself on WENR-TV's "Super Circus"—she does. The blonde teevee star was a state trumpet champ as a senior in high school. . . Sig Sakowicz, Chicago columnist, has collaborated with Billy Fairmann in composing a ballad called "On My Mind." Lois Costello supplies the vocals with music by Ray Pearl and his band.

Vince Fiorino, the hustling, likeable press agent for the Whitcomb Hotel in St. Joseph, Mich., is opening a publicity office for Chicagoland TV talent in Our Town next month. He'll team with Odette Tomas, one of the more capable femmes in the tub thumping business, under the handle of Fiorino & Tomas. . . Jim Greer of the Motorola Co. has been named Sales Training Manager of that company. . . Wendell Hall has added two musicians to his TV show on WBKB—Mel Brandt at the accordion and Bud Foster at bass. Wendell is changing the format of his nightly musical get-together from the nostalgic to novelty and danceable tunes. . . Cliff Norton, one of the shattered fragments of the Dave Garraway show, is displaying his top rate comedy ability at the Palmer House's Empire Room. He'll be there two weeks.

NO BRUSHOFF HERE . . .

John Alexander, WBKB director, proudly claims to be the possessor of the sharpest, finest groomed mustache this side of Capitol Hill. Seems he regards Secretary of State Acheson as his only rival. Which makes John "dean" of handlebars in Our Town.

38

TV FORECAST
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>WBKB</td>
<td>Fun And Features—G. Menard</td>
<td>Variety of fun, music, and interviews</td>
</tr>
<tr>
<td></td>
<td>WBQB</td>
<td>Fun And Figure—Exercises</td>
<td>Exercises for poise and grace</td>
</tr>
<tr>
<td></td>
<td>WENR-TV</td>
<td>Fun And Features—(continued)</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>WGN-TV</td>
<td>Your Figure Ladies—P. Fogarty</td>
<td>Streamline your thighs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tel-A-Shopper—Betty Whitney</td>
<td>Hints for budget-wise women</td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td>Creative Cookery—Recipes</td>
<td>Exciting ways to prepare food</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mr. Pope makes Russian Vintztes</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Frances Langford—Don Ameche</td>
<td>Guests discuss and demonstrate their</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>hobbies; also quiz, music &amp; variety</td>
</tr>
<tr>
<td>11:30</td>
<td></td>
<td>Norman Ross’ Varieties</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hi Ladies—Interviews</td>
<td>Tommy Bartlett chats with gals</td>
</tr>
<tr>
<td>12:00</td>
<td></td>
<td>Garry Moore Show—Variety</td>
<td>Guest: Dolores Gray, musical comedy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>star; Ione Woods &amp; Ken Carson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Meat Mintz—Herbie Mintz</td>
<td>Relax with the piano melodies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bob And Kay Show—Variety</td>
<td>Women from the American Women’s</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Bankers’ Assoc, are guests</td>
</tr>
<tr>
<td>12:15</td>
<td></td>
<td>Let’s Have Fun—Variety</td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td>Newsroom—Late Information</td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td>First Hundred Years—Serial</td>
<td>Problems of young marriage</td>
</tr>
<tr>
<td>1:15</td>
<td></td>
<td>Your Luncheon Date—Musical</td>
<td>Hugh Downs me, Nancy Wright</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>vocalist &amp; Art Van Damme Quintet</td>
</tr>
<tr>
<td>12:45</td>
<td></td>
<td>Garry Moore Show (cont’d.)</td>
<td></td>
</tr>
<tr>
<td>12:55</td>
<td></td>
<td>Musical Snapshot—Films</td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td>Bill Evans Show—Variety</td>
<td>Music, interviews and commentary</td>
</tr>
<tr>
<td>1:30</td>
<td></td>
<td>“Phantom Of 42nd Street”</td>
<td>Feature with Dave O’Brien, Kay Ald-</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>rich &amp; Frank Jenkar drama columnist</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>solves mysterious murders committed</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>among theatrical people</td>
</tr>
<tr>
<td>1:45</td>
<td></td>
<td>Travelers’ Sketchbook—Film</td>
<td>“The Magic of Mink” &amp; “New Earth”</td>
</tr>
<tr>
<td>2:00</td>
<td></td>
<td>Multiscope News—Ticker Tape</td>
<td></td>
</tr>
<tr>
<td>2:30</td>
<td></td>
<td>Showtime—Musical Film Short</td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td></td>
<td>Vanity Fair—Robin Chandler</td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td></td>
<td>Miss Susan—Susan Peters</td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td></td>
<td>Beulah Karney—Foods</td>
<td></td>
</tr>
<tr>
<td>2:00</td>
<td></td>
<td>Test Pattern Till 4:00</td>
<td></td>
</tr>
<tr>
<td>2:15</td>
<td></td>
<td>Vacation Wonderlands—Film</td>
<td>Caroline Burke discusses travel</td>
</tr>
<tr>
<td>2:30</td>
<td></td>
<td>Fashion Magic—Arlene Francis</td>
<td>Beauty and styles for the ladies</td>
</tr>
<tr>
<td>2:35</td>
<td></td>
<td>Bert Parks Show—Musical</td>
<td>Betty Ann Grove, Bobby Sherwood</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>and the Heathertones harmonize</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Barbara Moro—Creative Ideas</td>
<td></td>
</tr>
</tbody>
</table>

Six New Stations For Chicago Fans

The latest reports from Washington, despite the inertia and befuddlement of the Federal Communications Commission, indicate that it won’t be long before Chicago has six brand new TV stations, giving this city a total of ten channels for telecasting.

Of the six new outlets, one has tentatively been scheduled for educational use, and will probably come under the authority of the Board of Education. The remaining five will be commercial stations.

While Chicago’s four present stations all operate in the very high frequency (VHF) television band, the new outlets will be in the ultra high frequency level, with some channel numbers set for 20, 26, 32, 38 and 44.

How does this affect set owners, whose channel ranges don’t run that high? According to trade experts, present sets will require only a new tuning band, a minor adjustment that will cost only a nominal sum. After that adjustment, present sets will be able to pick up all six of the new stations.

The main obstacle to the new stations is the FCC freeze on new station construction. Right now, the Commission is knee-deep in applications for the new channels. Hearings will be held sometime this winter, and once the applications are processed and granted, building activity will start with a rush.

Best guess on the new station timetable is that Chicago will probably start telecasting on its new channels by next spring, or summer at the latest. When that happens, local viewers will have an unlimited choice of programs.

$3 TV Service Call
Includes Labor

PICTURE TUBE WARRANTY
As Low As $7.95
1st, 2nd & 3rd YEAR SERVICE CONTRACTS AVAILABLE

CALL TELE-MASTER
Television Service
4610 N. KEDZIE
FRIDAY—continued

3:00  4 Homemakers’ Exchange—Foods
      Louise Leslie demonstrates recipes

5  Kate Smith Show—Musical
      Variety of features with the John Butler ballet group, Molly Ticon, & Kate sing old favorites

3:30  4 Multiscope News—Tic-Tac Tape

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
      Flagles leave on a 2nd honeymoon; Lona Drewer asks Knapp to be nicer to their friends

9  Russ Davis Show—Commentary

4:15  4 Breezy, Don & Vera—Puppet

5  Gabby Hayes Show—Tall Tales

4:30  4 Assembly—Military Questions
      Tokyo calling Choo, GI’s talk to their parents and relatives

5  Howdy Doody Show—Bob Smith

7  Sagebrush Theater—Western
      “Sky Bandits”

9  Telephone Game—Harold Isbell
      Your phone number’s all they need for you to join in the 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

9  Trail Blazers’ Theater—Film
      “Dagger At Ghost Town” western

5:30  4 Silhouettes Of The West

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: Shattered Heart and Clotted Perfume, a comedy skit

7  Uncle Mistletoe—Adventures
      Another exciting adventure

9  Foto Test—Quiz Game

5:50  5 Clifton Utley And The News

6:00  4 Music Bowl—Danny O’Neil mc

5  Kukla, Fran And Ollie

7  Austin Kiplinger And The News

9  Captain Video—Adventures
      Adventures in a world furnished with supersonic devices

6:10  7 Top O’The Weather—Russ Reed

6:15  4 Ulmer Turner And The News

6:20  7 Sports Highlights—John Bryson

6:30  4 CBS News—Douglas Edwards

5  Showroom—Robert Quinlan mc
      Guest: Bob Haymes

7  Life With Linkletter—Quiz
      Art Linkletter quizzes contestants

9  First Edition—Frann Weigle
      Weather, baseball scores and races

6:45  4 Perry Como Show—Musical
      Guest: King Cole Trio, singing “Too Young” tunes; “Cool, Cool of the Evening,” “Surprising,” “Over the Rainbow”

5  News Caravan—John Swayne

9  Chicagoland Newsreel

7:00  4 Mama—Domestic Comedy Skit
      Peggy Wood stars with Judson Laire, Dick Van Patten, Rosemary Rice, and Robin Morgan as Dagmar in “Mama and the Daring Library Book”

5  Quiz Kids—Questions & Answers
      Joe Kelly conducts this brain battle, junior size; guest: Dr. R. K. Marshall

7  Comedy Circus Films

9  Twenty Questions—Panel Quiz
      Bill Slater mc with Fred Van Deventer, Florence Rinard, Herb Folesie, Johnny McPhee, and guest panelist Alley Reynolds

7:30  4 Man Against Crime—Drama
      Ralph Bellamy stars as Mike Barnett enters the internation war market to cheer a pair of murderers

5  Walt’s Workshop—Creative
      Mr. Durban demonstrates the making of the doors & drawers to go with the kitchen counter sink unit started last week

7  Ruggles—Domestic Comedy Skit
      Charles Ruggles & Ruth Petrow as Mom & Pop face family problems

9  You Asked For It—Films
      Art Baker presents films on everything requested by viewers.

8:00  4 “Fear In The Night”—Feature
      Film (1st showing) Paul Kelly, De Forest Kelley, Ann Doran, & Kay Scott. While under influence of some inexplicable force, Vince Grayson kills a man

5  Big Story—Newspaper Drama
      Reporter pretends to be a bootlegger in order to catch a mob of run ragers

7  Crime With Father—Drama
      Life with the chief of the homicide bureau & his teen-age daughter; Rusty Lane & Peggy Lobbin in “Where Love Is A Stranger”

9  Down You Go—Panel Quiz
      Dr. Bergan Evans mc, panelists: Toni Gilman, Carmerlita Pope, Ron Coughlin and guest: Robert Breen

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

7  Tales of Tomorrow—Drama
      Mystery “Dark Angel” with Sidney Blackmer & Meg Mundy; story of a woman who never grows old

9  Mal Bellairs Show—Musical

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

5  Cavalcade Of Sports—Boxing
      Don Williams vs Fuzzy Pruden
FRIDAY—continued

9:00 7 *Cases Of Eddie Drake*—Drama
    Don Haggerty, private eye; Pat Mor-    rison, Dr. Karen Gayle, psychologist

9  *Cavalcade of Stars*—Variety
    Jackie Gleason emcee presents guests

9:30 4 *Hit Spot*—Musical Variety
    Danny O’Neil emcees session

7  *Today’s Teens*—Discussion
    Parents & teens on problems of to-    day’s youth; Don Gallagher, moderator

9:45 5 *Greatest Fights Of The Century*—Boxing
    Primo Carnera vs Jimmy Maloney;    boxing bout on film

10:00 4 *Ernie Simon*—Curbstone Cutup
    Gather ‘round and hear what the    man-on-the-street has to say

5  *Weatherman*—Clint Youle
    Report on nationwide climate

7  *Courtesy Hour*—Jim Moran
    Variety of music, dancing, and sing-    ing acts performed by professionals    accompanied by Bruce Chase

9  “Blockade”—Feature Film
    Madeleine Carroll, Henry Fonda &    Leo Carrillo in a story of romance    and espionage against the back-    ground of civil war in Spain

10:10 5 *Dorsey Connors*—Helpful Ideas
    Gadgets for every room of your home

10:15 4 *Disk Jockey Show*—Musical

5  *Clifton Utley And The News*—Tour

10:30 4 *Football Forecast*—Dick Dunkel

5  *Let’s Look At Sports*—Duggan

10:45 4 *Linger Awhile*—Musical

5  *Herbie Mintz Show*—Musical

11:00 4 *Today In Sports*—Joe Wilson

5  “Rocky”—Feature Film
    (1st showing) Roddy McDowall, Ed-    gar Barrier, Nita Hunter, & Gale    Sherwood; story of a dog wrongly    accused of being a sheep-killer

7  *Paul Harvey And The News*

11:10 7 *Sports Highlights*—John Bryson

11:15 4 *Wendell Hall*—Musical

9  “I’ll Sell My Life”—Feature Film
    Film with Michael Whalen and Rose    Hobart in a story where girl offers to    confess to murder for $20,000

11:20 7 *“Brute Man*”—Feature Film
    Tom Neal and Jane Adams; a whole    town cowers behind locked doors as a    psychopathic killer murders his latest    victim

11:30 4 *Murder Before Midnight*—Film

12:00 4 *“Dick Barton Strikes Back*”
    British feature film with Don Stan-    nard and Sebastian Cabot; young    police officer is assigned to find out    how and why whole towns of people    have been killed

12:15 9 *Chicagoland Newsreel*

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

NEXT WEEK

Glamorous songbird Frances Langford has TV-    teamed with Don Ameche. What new trend is    TV taking on daytime stints?

NEXT WEEK

A funnyman with a soft heart and an inborn    clowning nature, Red Skelton will be profiled    in an exclusive article.

NEXT WEEK

It’s history in the making when the World    Series will be carried on a Coast to Coast    hook-up. Watch for a sports exclusive.
DEAR BOSS:

When I watch the commercials for cigarettes I get that judicial, legal-eagle feeling. Then a few minutes later I'm seeing a deodorant commercial with the squeeze-it bottle and bang—just like that—I DEMAND POOF!

Jackie Gleason's twice(?)-told tales on the first Colgate Comedy Hour session makes me wonder. Jackie's a funny lad but unless he buys some new skits, I'm for Leasin' Gleason for the Season!

Those gal announcers intrigue me—professionally, that is. Take the Westinghouse supersalesliss Betty Finesse Slick, slick, sincere. Then YOU take Windy Barrie Tintair she may sell by the tank car. I wouldn't know. But hasn't she the most sincere sneer!

And while we're on the subject of Tintair—did you see their Somerset Mom drama the other Monday? (APPEARANCE & REALITY with Joseph Schildkrait.) At the opening they always use a short film intro with the Grand Old Tale-Spinner inviting one and all to lend an ear. Fine. But last week someone slipped in a new sound track without changing the film and poor old Mom keeps working his lips in a desperate attempt to match the words. Reminded me of an old codger trying to draw fire from a dead cigar.

Say, remember cute little blonde Janet Tyler who does the commercials on the Admiral shows? The other nite (TUESDAY) she pops up on Danger as Mrs. John Melville, a picked-at-random housewife interviewed by that great announcer Dick Stark (spelled P-Y-C-O-P-A-Y.) A very fast switch from professional to amateur ranks. Isn't that the same crime Jim Thorpe committed and got thrown out of the Olympics? I'd hate to see that blonde lose out on the shot put just because she testified her kids had cavities.

CHUB

“Stars of Tomorrow” Gets Studio Laughs

THE weekly TV Forecast Talent Salutes on WGN-TV’s “Stars of Tomorrow” show was omitted Sunday, Sept. 16 because of the Rubin’s all-star show. It will be resumed on Sunday, Sept. 23 with a salute to the communities of Irving Park, Belmont, Portage Park, Logan Square and Mayfair. The talent search in that area was conducted by the Peacock community papers.

“Stars of Tomorrow” viewers who have never watched the channel 9 program in person miss one of TV’s funniest backstage shows. With emcee Lee Bennett leading the fun, the Rubin’s audience is treated each week to a series of rib-tickling episodes never caught by the camera.

Main victim is usually announcer Howard Dorsey. When he starts his commercial spiel, Bennett swings into action. He'll empty Dorsey’s pockets, roll up his pants leg, lean on his shoulder, blow into his ear or muss up his hair. How Dorsey concentrates on his material in the face of such antics, is a chuckling mystery to studio observers.

During a recent audience “warm-up session,” when Dorsey was introducing the Rubin’s musical jingle, he no sooner uttered several bars of the ditty than Bennett stuck his head in the door, let out a ringing squawk of terror—and fled.

Meantime, the studio audience enjoys itself thoroughly. Lou James, the veteran producer who sits in the control room, is a onetime star himself.
How NOT to Win Friends and Influence People . . .

After this column announced the possibility of television for the Cleveland Browns’ steamroller over the Chicago Bears last Sept. 9th, our telephone switchboard lit up like a Xmas tree and our desk swamped with mail. As you well know, the Bears-Brown game was televised with the Chicago area being blacked out. We guessed WBKB would telecast the game in Chicago and erred.

The fact remains that the game could have been televised. There were absolutely no insurmountable obstacles to overcome. The game was there. WBKB was prepared and willing to carry it for the Dumont network. The sponsor (Miller Brewing Co.) had cash ready in hand to foot the bill. Nevertheless, Chicagoans were still deprived of TV.

George Halas and Frank Korch of the Bears and Dick Hackenberg, sports editor of the Sun-Times, argue TV hurts the gate of a charitable game. Halas points out it would be unfair to fans who already purchased tickets without knowing beforehand it would be televised. Perhaps they acted in the best interests of the fan, but it’s certainly a poor method with which to cultivate more of them.

We cannot deny TV can be a detriment to sports. There are facts to substantiate both: that TV does and does not hurt the gate. However, wherever you have an outstanding attraction, such as the Sugar Robinson-Jake LaMotta fight, All-Star football and baseball games, World Series, etc.—Then TV will NOT hurt the gate.

There’s little doubt that television is competition. It’s competition in the sense it is another medium of entertainment. In televising the Chicago Stadium’s college basketball doubleheaders last year, TV Forecast learned TV was competitive as an entertainer. Attendance did not fall off at the Stadium because games were being telecast by TV Forecast. Attendance was equal to that of the year before without TV.

Video was competitive by offering fans Sid Caesar, Imogene Coca, Ken Murray, Jimmy Durante, Frank Sinatra, etc.—for free! Give the fans a good show and they’ll turn out, TV or no TV. Let’s hope that George Halas and Dick Hackenberg reconsider the TV angle and televise next year’s game. They’ll still draw 60,000 fans even with television. Don’t you agree?

Some 19 collegiate football games will be telecast over the 52 stations of the National Broadcasting Co. For Chicagoans (because of the NCAA TV experiment) the football TV season will begin Oct. 6 when the Illini pit their wares against the Wisconsin Badgers in Madison. WNBQ will carry the game. . . . For the tiny handful of color TV owners, WBKB will carry seven college football games starting Sept. 29 with California playing at Pennsylvania; Oct. 6—Princeton at Navy; Oct. 13—Dartmouth at Army; Oct. 20—North Carolina at Maryland; Oct. 27—Columbia at Army; Nov. 3—Notre Dame at Navy; Nov. 10—Maryland at Navy. These games cannot be seen on your regular black and white TV sets.

However, WNBQ offers the following:

Oct. 6—Illinois vs. Wisconsin
Oct. 13—Notre Dame vs. SMU
Oct. 20—Ohio State vs. Indiana
Oct. 27—Northwestern vs. Wisconsin
Nov. 3—Army vs. Southern California
Nov. 17—Nebraska vs. Colorado
Nov. 24—Michigan vs. Ohio State

* * *

Over ½ Million Readers Rely on TV Forecast
A daredevil sport where ten pulchritudinous women trade powder puffs for wheeling combat
DERBY DARLING OF '51—GLORIA CLAIRBEAUT

Generally you'd expect a lady to behave like a lady—that is—until she hits the rounded, wooded track of the Roller Derby. On your TV screen, 10 women of varying degrees of pulschritude, let go with roundhouse clouts, jerk each other's hair out by the roots and slam one another through track barriers. Out of this hell on wheels comes an amiable, charming, and beautiful skater named Gloria Clairbeaut to reign as "Queen of the Roller Derby" for 1951.

After viewing the Derby over WENR-TV, most fans expect to find the female skaters gruff and harsh sounding. Actually they are ladies in the true sense of effeminacy. That's Gloria Clairbeaut—lovely to look at, well-mannered, and a talented competitor.

"I was thrilled to be voted by the Derby fans as their Queen," said Gloria while accepting the numerous awards at Asbury Park, N.J. In TV Forecast's recent poll, Chicagoans voted her as their favorite. Ballots came in from distant places as from G.I.'s in Korea.

Gloria first became interested in the Roller Derby when she watched it on video. She liked the action, tried out for the Westerners in 1950 and was signed by Russ Massro. The new Queen (second in Roller Derby history) skated during the summer with the Jersey Jolters although she is currently listed on the Brooklyn Red Devils' roster.

Some vital statistics on the 19 year old Derbyite: 130 lbs., 5'5" tall, 37" bust, 26" waist, and 37" hips... need we say more?

She is regarded by veteran skaters as a "comer" to the sport. "Gloria is young and still hates to throw a hard block. She's learning fast that unless you play and block hard you'll get it twice as hard from opposing players," says Toughe Brasuhn.

Before joining the Derby, Gloria was a professional model. She was employed as a seamstress and often modeled dresses of her own design. As for sports, she always managed to compete in most forms of athletics during her high school days at Nutley, N.J. She loves baseball, softball, swimming and dancing.

In copping the title to reign as (Continued on page 46)
Continued from page 45

“Queen of the Derby,” Gloria defeated such wheeling beauties as Gerry Murray, Monta Jean Payne and Mary Lou Palermo. She was crowned at Convention Hall, Asbury Park, New Jersey on August 30th. She held the biggest bouquet of roses this side of heaven following the presentation by a local mayor. Gloria is the second queen in Roller Derby history, the first being Arlynne Buchman.

In last year’s contest Gloria finished tenth, an admirable position in view of her short period of skating. This year Gloria took the lead early only to relinquish it to Gerry Murray temporarily until a huge block of Brooklyn votes flooded the offices of promoter Dick Broderick at the last minute to secure the crown for her. However, Miss Murray made a big advance over her 1950 rating when she finished sixth. She finished 814 votes behind Gloria while Monte Jean closed in with only 503 ballots behind Murray.

A hectic schedule requires a healthy appetite. Her favorite dessert—chocolate ice cream sundaes after a nourishing meal. She maintains a 26” waist line.

<table>
<thead>
<tr>
<th>NAME</th>
<th>VOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gloria Clairbeaut</td>
<td>22,657</td>
</tr>
<tr>
<td>Gerry Murray</td>
<td>21,843</td>
</tr>
<tr>
<td>Monte Jean Payne</td>
<td>21,340</td>
</tr>
<tr>
<td>Mary Lou Palermo</td>
<td>20,979</td>
</tr>
<tr>
<td>Gloria Brendt</td>
<td>17,317</td>
</tr>
<tr>
<td>Joan Hill</td>
<td>17,312</td>
</tr>
<tr>
<td>Eliza Kruck</td>
<td>13,626</td>
</tr>
<tr>
<td>Julie Patrick</td>
<td>9,721</td>
</tr>
<tr>
<td>Ginger Foley</td>
<td>9,085</td>
</tr>
<tr>
<td>Barbara Mateer</td>
<td>7,961</td>
</tr>
</tbody>
</table>

Her modeling experience and good looks make her an easy and pleasant subject for photographers and reporters.
FOR PROFESSIONAL T. V. SERVICE

CHICAGO

southeast

AAA "O'CONNELL'S" SALES & TELEVISION SERVICE
1944 E. 79th St. ESsex 5-0606

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

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

south

AUBURN PARK ELECTRONICS
7654 S. Wabash STewart 3-6391

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

WHOLESALE TELEVISION SERVICE
9353 Cottage Grove Vincennes 6-3100

northwest

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

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

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

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

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

RITE PRICE DAY & NIGHT TELEVISION SERVICE
TUXedo 9-0479

TV FORECAST

north

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

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

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

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

AMERICAN DAY & NIGHT TELEVISION SERVICE
3036 Montrase MOhawk 4-2300

west

SCIENTIFIC TELEVISION AND RADIO
109 S. Cicero Ave. EStebrooke 8-3060

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

GUARDIAN TELEVISION SERVICE, INC.
1336 S. Kedzie CRawford 7-9100

near north

VIDEO-TRONICS, INC.
1767 W. Armitage EVerglade 4-8668, 9

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

SUBURBAN

western suburbs

TAUBER TELEVISION SERVICE
6801 Roosevelt STanley 8-8887

southern suburbs

HAVILL'S TELEVISION SERVICE
1461 E. 55th St. PLoza 2-7800
WILL YOUR PICTURE TUBE BURN OUT AFTER
YOUR SERVICE POLICY EXPIRES?  A NEW TUBE
COSTS $25 to $100  BUT YOU CAN GET A
BURNS PICTURE TUBE REPLACEMENT CONTRACT
FOR AS LITTLE AS $5.00 FOR A FULL YEAR!
PLUS $3.00 home service call charge)
NO INSPECTION.  NO RED TAPE.
THOUSANDS NOW IN FORCE!  WHY TRUST TO LUCK?
SEND COUPON TODAY.  START PROTECTING
THAT COSTLY TUBE BEFORE IT’S TOO LATE!

BURNS TELEVISION SERVICE AND MAINTENANCE CO., INC.
3549 Montrose Avenue, Chicago
SEND COUPON TODAY!  Phone IN dependence 3-8000

Burns Television Service and Maintenance Co., Inc.
3549 Montrose Ave., Chicago, Ill. Phone IN dependence 3-8000.
I am enclosing $____ to cover cost of picture tube contract.
(See schedule of rates.)
The size of my picture tube is: ___ inch, Set Make ___.
Model ________  Serial No. __________________
NAME ____________________________
STREET ____________________________
CITY _____ ZONE _____ STATE

SATISFACTION GUARANTEED ... If you are not satisfied, return the contract within ten days and your money will be refunded. Coverage starts 15 days after application is received.

LOOK
AT THESE SAVINGS!

<table>
<thead>
<tr>
<th>Size of Picture Tube</th>
<th>Cost of Contract Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>7, 10, or 12 inch</td>
<td>$5.00</td>
</tr>
<tr>
<td>12½ inch</td>
<td>$5.00</td>
</tr>
<tr>
<td>14, 16 or 17 inch</td>
<td>$7.50</td>
</tr>
<tr>
<td>19, 20 or 21 inch</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

(Contracts issued only to set owners located within a 5 mile radius of Chicago)