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CHANNEL

WENR-TV

ABC Television Network
Letters to the Editor

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

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

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

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

Chicago, Ill. CAROLYN BROWN

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

Chicago, Ill. JEAN KALLAS

Ed. Note: Wild Bill is the strongest, Hopalong is the bravest and Roy Rogers can sing.

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

Janesville, Wisconsin PATSY KLEIR

I enjoy Pontiac’s idea of having Ed Pazdur keep a round by round score on the way he thinks the fight is going. Keep up the good work.

Chicago, Ill. JOHN PAWLIKOWSKI

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

Kankakee, Ill. MRS. H. F. RICHARDS

Just what did you mean by that remark, “Aw, c’mom, Jerry is always serious, isn’t he?” And don’t say “Well, isn’t he?” because you know he’s the greatest comedian.

Chicago, Ill. BETTY MISTLE

Ed. Note: The Awards Poll results certainly indicate it.

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

Waukegan, Ill. LOIS MATULENAS

(Continued on page 46)

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TV FORECAST Jan. 17, 1953

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TV FORECAST FR 2-8991, 185 N. Wells, Chicago 1, Ill. Published weekly by Television Forecast, Inc. Subscriptions $5 per year, 2 years $8; single copies 15 cents. Changes of Address: In order to assure proper delivery please advise the postmaster and this office, enclosing your old address and address the magazine showing old address. Allow three weeks for processing of new subscriptions or change of address. Expiration: First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our expiration number. To find number of issues to be received before expiration expires, subtract expiration number of this issue noted below from numbers following the dash on the first line of address label. Entered as 2nd class matter at the postoffice at Chicago, Ill. Copyrighted 1953 by Television Forecast Inc. All rights reserved. Volume 11, No. 36.
Channel One

Despite all the criticism against Hollywood film moguls holding up the release of newer movies to television, there’s another “villain” in the woodpile—the owners of chain and independent theatres. Here’s an example: When Republic picture company announced it would lease 104 films to a TV station, the theatre owners threatened a boycott of all Republic films. This, of course, would immediately cripple Republic operations.

The recent dropping of George S. Kaufman from “This Is Show Business” panel raised a unanimous howl from the press and his reinstatement came as no particular surprise. Kaufman was fired from the CBS Christmas program shortly after he intoned: “Let’s make this one program on which no one sings ‘Silent Night.’” Apparently hundreds of letters voiced objection to his “anti-religious” remark. The sponsor, tiptoeing over a field of eggs, came to the painful decision that the playwright had to go, but public acclaim from his supporters (including religious groups) won him back his job. There’s certainly room for even a sourpuss in American comedy.

The ex-sponsor of “Life With Luigi” was reported dissatisfied with the J. Carrol Naish series, one reason being the complaints that came from Italian-American groups over Naish’s portrayal of the little Italian immigrant. They claimed “Luigi” poked fun at U. S. citizens of Italian descent. The result is that “Luigi” was dropped in favor of comic Red Buttons. A possibility is that “Luigi” will get new writers and format.

Arthur Godfrey’s music man Archie Bleyer has started his own record company, with singer Julius LaRosa leading off the first disks.

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

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

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

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

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

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

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

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

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

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

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

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

(continued on page 31)
In the good old days, America’s crime-busters hot-footed it after gangsters down streets and alleys in the U.S. But that was before crime, corruption and Communists went international.

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

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

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

Biff’s creator, Fenton W. Earnshaw, would have you believe Biff is just an innocent abroad, sent to Europe to mind his export business. But anyone who’s seen the show can tell you that Baker’s better at trading punches than commodities.

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

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

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

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

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

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

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

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

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

Louise Baker is played by a lass known in show biz circles as Randy Stuart. Randy coasted to fame in 1948 with the title of “Hubba Hubba” girl on Jack Carson’s radio show. She is the former Elizabeth Shoubell who went from stock, vaudeville and tent shows to radio, movies and now TV. She’s also a Mrs. in private life, wife of a Santa Monica automobile dealer and mother of a 1½-year-old daughter.

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

Biff Baker, U.S.A. can be seen at 8 p.m. Thursdays on WBKB (Channel 4).
HEN the Ford Foundation launched its tremendous “Omnibus” series last November, they made no mention of the fact that the show was designed for Snobs only. Yet here was something the snobs could readily embrace. French ballet, classical music, plays about Lincoln. There were even suggestions that “Omnibus” had some educational value. All across the nation, an entrancing new word, “Television” suddenly came into snobs’ conversation.

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

The success of “Omnibus” is indicative that perhaps there’s still hope for television aimed at something more than the traditional “twelve-year-old audience.” Right now there’s a number of shows that have a great deal of merit along these lines, and we’d like to do our bit toward promoting them. None of the shows mentioned here did much in the recent TV Forecast Awards poll, mainly because they won’t fit into any of the regular categories. Nonetheless, they rate our congratulations and a hearty pat-on-the-back for giving TV a grown-up look. And they are definitely not “For Snobs Only.” Let’s say they are for snobs also.

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

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

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

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

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

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

TV had its great moments, but, in the opinion of many, the greatest came on Christmas day of 1951, when Gian-Carlo Menotti's "Amahl and the Night Visitors" made its debut. An opera written expressly for television, it tells the story of the little crippled boy who offers his crutch as a gift to the three kings who are traveling to Bethlehem to view the Christ child. In the offering a miracle occurs and the boy learns to walk. A perfect marriage of music and lyrics, "Amahl" is one of the tenderest and best-remembered shows ever seen on TV. It has since been repeated twice, on Easter and Christmas of 1952 and already rates as a religious classic.

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

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<th>Time</th>
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<td>9:00</td>
<td>&quot;NAVAGO TRAILS&quot;</td>
<td>MOVIE—Western with Tom Tyler</td>
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<td>THERE'S ONE IN EVERY FAMILY</td>
<td>Mike Wallace is your host</td>
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<td>SPACE PATROL—Adventures</td>
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<td>KIDS' CAMERA CORNER—Film</td>
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<td>10:30</td>
<td>SMILIN' ED'S GANG—Stories</td>
<td>Gunga almost loses his life when he tries to save a tiger cub that has been trapped in a pit (see pg. 45)</td>
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<td>SKY KING THEATRE—Drama</td>
<td>Kirby Grant as Sky King with the aid of a Mexican investigator attempts to find the home base of a &quot;Carrier Pigeon&quot;</td>
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<td>BIG TOP—Circus Fun</td>
<td>Horizontal bar act the Zenos, on the swinging trapeze Rick Roy, and Torelikis ponies &amp; dogs circus; also, Five Amandis, teeterboard act</td>
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<td>BEULAH SHOW—Comedy Antics</td>
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<td>TERRY &amp; THE PIRATES—Drama</td>
<td>&quot;Case of the Little Mandarin&quot; with John Baer as Terry &amp; Wm. Tracy as Hotshot</td>
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<td>THIS IS MY MELODY—Talent</td>
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<td>MORNING MOVIE TIME—Film</td>
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<td>FARM &amp; HOME TIME—Talks</td>
<td>Discussions and tips for the farmer</td>
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<td>&quot;LONESOME TRAIL&quot; MOVIE—Western, Jimmy Wakely</td>
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<td>RIDERS OF DESTINY MOVIE—Western with John Wayne, Forest Taylor, and Cecelia Parker</td>
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<td>12:30</td>
<td>&quot;SWING PARADE&quot; MOVIE—Musical comedy about a girl who wants to be in show business &amp; gets her big chance under false pretenses; stars Gale Storm &amp; Phil Regan</td>
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<td>&quot;SHOOT TO KILL&quot; MOVIE—Crooked politicians clash with newspapermen as the police stop a fleeing auto; stars Russell Wade, Susan Walters, &amp; Vince Barnett</td>
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<td>NATURE OF THINGS—Science</td>
<td>Dr. Roy K. Marshsland explains &quot;Navigation by Dead Reckoning&quot;</td>
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<td>4:00</td>
<td>CLASSIC THEATER—Music</td>
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<td>WESTERN ROUNDUP—Feature</td>
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<td>&quot;TRIGGER FINGERS&quot; MOVIE—Under the guise of a gypsy hero arrives in town to settle a policing problem designed to stop rustlers; stars Tim McCoy, Ben Corbett, &amp; Jack Martin</td>
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<td>CAMERACADE—Film Short</td>
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<td>PATTERN FOR LIVING—Talks</td>
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<td>SATURDAY LAUGH—Time—Film</td>
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<td>5:00</td>
<td>CAMERACADE—Film Drama</td>
<td>&quot;Lost God&quot;</td>
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<td>5:15</td>
<td>HOBBY TIME—Bill Healion</td>
<td>&quot;Construction of an F-51 Mustang Fighter Model&quot; part two</td>
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<td>5:30</td>
<td>ALL STAR HIT PARADE</td>
<td>Ed Allen and Kay Andrews do paniniomes with guests on film</td>
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<td>5:30</td>
<td>TREE PILOT—Aviation Show</td>
<td>Basic principles of flight explained to Jerry Garvey by Lt. Comdr. Robt. Horder and Geo. Cisar</td>
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<td>5:45</td>
<td>TRAVELER'S SKETCHBOOK</td>
<td>&quot;County Agent&quot;</td>
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<td>STORK CLUB—Interviews</td>
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<td>MR. WIZARD—Science Study</td>
<td>Don Herbert and Bruce Lindgren</td>
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<td>6:00</td>
<td>PAUL WHITEMAN'S TEEN CLUB</td>
<td>Andrea McLaughlin assists &quot;Pops&quot;</td>
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<td>6:00</td>
<td>DICK TRACY—Mystery Drama</td>
<td>&quot;The Big Frost&quot;</td>
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<td>6:30</td>
<td>BEAT THE CLOCK—Games</td>
<td>Bud Collyer conducts stunts</td>
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<td>6:30</td>
<td>MY HERO—Situation Comedy</td>
<td>Beanblossom (Robert Cummings) employs a famous photographer for an assignment</td>
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<td>7:00</td>
<td>LIVE LIKE A MILLIONAIRE</td>
<td>John Nelson presents a talent-variety show with ordinary people</td>
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6:30  9  PET SHOP—Gail Compton mc
Harry Oppenheimer emcees the show with Gay while Gail is on vacation; guests: Sue Hilliard and her dog; Ed Oppenheimer and a golden retriever; Susan McKinley and her cat; Pat Ulrich with some tropical birds; and Dr. Norman Jaffee, with a bird and dog.

7:00  4  JACKIE GLEASON SHOW
Guest: Peggy Lee, vocalist

5  ALL STAR REVUE—Variety
Martha Raye is hostess to Boris Karloff and Peter Lorre

7  "MISS POLLY"
MOVIE—Story of blue-nose reformers in a small town whose crusade is finally shattered by an old maid; stars Zasu Pitts, Slim Summerville, & Brenda Forbes

9  SPORTS EDITION—News Events
Jack Brickhouse reviews the news

7:15  9  CHRISTOPHER FILM SHORT

7:30  9  THIS IS THE LIFE—Film
Will that long-awaited vacation, planned by the whole family, actually take place?

8:00  4  TO BE ANNOUNCED

5  YOUR SHOW OF SHOWS
Sid Caesar and Imogene Coca with dancers Dambi Lynn & Rod Alexander, & guest host ballet dancer Frederic Franklin

7  "GUNNERS AND GUNS"
MOVIE—Western adventure tale

9  PATHWAYS OF THE WORLD
"Immortal Biset"

8:30  4  FARMTOWN U.S.A.—Interviews
George Menard interviews

7  "CITY WITHOUT MEN"
MOVIE—Sea story involving a man who is falsely sent to prison; stars Linda Darnell & Edgar Buchanan

9  WRESTLING FROM MARIGOLD
Tag match: Bob Orton & Benito Gardini vs Sonny Meyers & Ronnie Etchison; others: Baron Arena vs Mike Kilorns, Ned Taylor vs Balk Estes, Great Balbo vs Milt Olsen, & Jerry Woods vs Bobby Nelson

9:00  4  QUIZ KIDS—Joe Kelly Emcee
Question & answer session

9:30  4  IT'S NEWS TO ME—Panel Quiz
John Daly is host

5  YOUR HIT PARADE—Musical
The seven top tunes of the week, based on a national survey, sung by Dorothy Collins, Snooky Lanson, June Valli & Russell Arms, with Raymond Scott and his orchestra. Extras: dance number "Rise & Shine" & June Valli singing "What Is This Thing Called Love?" plus other 7 tunes will be worked into theme "Serviceman on leave in a big city"

Jan. 17 Saturday

10:00  4  "FEAR IN THE NIGHT"
MOVIE—While under the influence of some inexplicable force a young man kills another, but actually he is innocent of the crime

5  MOVIE—Title To Be Announced

7  "STRAWBERRY ROAN"
MOVIE—Couple head for disaster when the wife begins an extravagant spending spree; stars Billy Hartnell

11:00  9  "MILLION DOLLAR KID"
MOVIE—(1st showing) East Side Kids turn good

11:30  4  ULMER TURNER & THE NEWS

5  FACES IN THE WINDOW—Tale
Mystery thriller: Ken Nordine

7  "ANGEL WITH THE TRUMPET"
MOVIE—History of 2 generations of a Viennese family from the romantic days of the Mayerling affair to the grim time of the Nazi invasion

11:45  4  "WHEN'S YOUR BIRTHDAY?"
MOVIE—An astrologer gets signed up by a gambler to pick race & fight winners

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

BY SPECIAL REQUEST

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

In a letter to Martin O'Shaughnessy, editor of TV Forecast, Mr. Seiferth said in part, "I have noticed that in your Awards Poll Bulletins, you have apparently decided to recognize Chicago local shows in only four of these categories. . . . However on behalf of Chicago Unlimited and its Board of Directors may I request that you assist us in our task . . . by giving some sort of recognition to our local TV programs."
**Sunday, Jan. 18**

**WBKB** | **WNBQ** | **WENR-TV** | **WGN-TV**
---|---|---|---
1:00 | "RUSTLERS OF DEVIL CANYON" | MOvie—Red Ryder returns to his ranch to find his territory overrun with rustlers
3:00 | AMERICAN FORUM OF THE AIR | "Are Women Changing Our Party Alignments?" discussed by Mrs. Charles Brannan, wife of the Sec. of Agriculture, Mrs. Carroll Kears
5:00 | WILD BILL HICKOK—Western | Guy Madison and Andy Devine in "Bravery of Lah Cotby"

**9:00** | "FRAMED FOR MURDER" | MOvie—Drama of a girl hunted by the law; stars June Clyde & Wallace Ford
9:45 | WHAT’S YOUR TROUBLE—Talk | Dr. Norman Vincent Peale & his wife
10:00 | SUN. FUNNIES—John Conrad | From Bethany Reformed Church
10:15 | AMERICA AT CHURCH—Relig. | From Bethany Reformed Church
10:30 | MAGIC CLOWN—Kids Variety | From Bethany Reformed Church
11:00 | ALL STAR HIT PARADE | Ed Allen & Kay Andrews
11:15 | TOOTSIE HIPPODROME—Games | Captain Tootsie and a cowboy show with contests, games & western songs; 11:30 | CANDY CARNIVAL—Variety | Gene Crane emcees show for kids
12:00 | ULMER TURNER AND THE NEWS | Guest: Sen. Joseph R. McCarthy (R-Wis.)
12:15 | YOUR FUTURE HOME—Ideas | Ed Cooper shows & explains homes
12:30 | RED DRAGON | MOVIE—Attempts to steal a scientist's plans for an atomic bomb involve Charlie Chan in another mystery; stars Sidney Toler & Fortunio Bonanova
4:00 | HOW DOES YOUR GARDEN GROW?—Discussion and Movies | John Ott will tell how to attract birds into your garden. Also, he will display a practical & attractive bird feeding station

**1:00** | LAMP UNTO MY FEET—Drama | "Women’s Responsibility In Today’s World" discussed by Mr. D. Wyker, nat’l. pres. & Helen Kenyon, member of board, United Churchwomen
2:00 | HERE’S TO YOUR HEALTH | Discussion of "How To Live With Your Sinuses"; hostess Virginia Graham
3:00 | BUSTER CRABBE SHOW | Discussion of "How To Live With Your Sinuses"; hostess Virginia Graham
4:00 | INAGURAL PREVIEW | Walter Cronkite & other CBS newsmen take viewers on a tour of points of interest in Wash., including a visit to location of swearing in ceremonies
5:00 | KUKLA, FRAN, AND OLLIE | Adventures with the Kuklapolitans
7:00 | HOPALONG CASSIDY—Western | 3:30 | OMNIBUS—Variety 'Til 5:00 | William Saroyan's "Vive" with Bobby Clark & Bert Lahr: two gentlemen are painting a wall in Paris, but the human traffic that passes interests them more than their work. Raymond Loewy an industrial designer of packages for soap & tooth paste & tractors. "Servant With Two Masters" relates the tribulations of a valet who must serve guests who are in different rooms & are falling in love, a ballet. Bobby Clark & Bert Lahr will each do their own interpretation of "Contributions to our current culture." Alistair Cooke is emcee (see pg. 10)
5:00 | ZOOPARADE—About Animals | B. Marlin Pucks & Jim Horibut take viewers to the duck pond, weather permitting, & if the setting is right they will show how the ducks, pheasants, & geese fare during the winter. If weather is inclement, a visit to bird house
Jan. 18 Sunday

3:30 7 BOB ATCHER & SAMMY SQUIRREL—Puppet Antics
Life in a corner of the corral

9 HOLLYWOOD SHOWCASE—Film
“Bushman”

4:00 5 HALL OF FAME—Drama
“General’s Bible.” Story centers around the Bible used by Gen. George Washington at his first inauguration in New York City

7 SUPER CIRCUS—Big Top Fun
Claude Kirchner presents the Ivanovs, low casting bar act; Bobby Mae introduces winner of the baton twirling contest; Super Menagerie with Bernie Hoffman and two storks; the Incredibile Ericksons, acrobatic balancing act; Linderman’s Dogs & Pony; Clifty, Shampy, Nicky and Mary Hartline in “Station Master”; and the Three Morales Sisters, iron jaw act

9 INDOOR SOCCER—Two Games
Teams from the National Indoor Soccer League competing at the Chicago Avenue Armory; Lions vs Falcons and Schwaben vs Italians

4:30 5 A CHANCE TO SHOW—Variety
A showcase for comedy

4:45 5 WINDOW ON WASHINGTON
Bill Henry with the news

5:00 4 HOUSE PARTY—Interviews
Dorothy & Tony Weltsel entertain celebrities and interview guests

5 MEET THE PRESS—Discussion
Martha Rountree and Lawrence Spivak interview guest politicians

7 MAGIC—Don Alan Emcee
Feats of trickery are demonstrated with guest magicians; one an aspiring youngster, and the other a noted professional, Joe Paulen
Sponsored by the Bowman Dairy Company

9 “MYST. MR. NICHOLSON”
MOVIE—Murder finds a double when a man leaves the scene of a crime unnoticed by any of the crowd

5:30 4 SEE IT NOW—News Films
Edward R. Murrow narrates

5 ROY ROGERS SHOW—Drama
A gang has kidnapped a man in order to force him to sell his property on which there is gold

7 MOVIE—Title To Be Announced

5:45 7 WALTER WINCHELL—Comments
A report on the news

6:00 4 GENE AUTRY SHOW—Western
Pat Buttram inherits a stage coach line with a Wells Fargo contact in “Rock River Feud”

5 RED SKELTON SHOW—Comedy

7 YOU ASKED FOR IT—Requests
“Slide for Life” a Swiss flag twirler, bee master, all American jazz septet, & world’s trickiest cager

SUNDAY EVENING
9:30 P.M.
Regal Theatre presents
Vincent Price
Andrea King
Harry Carey, Jr.
in “DREAM MAN”
Sponsored by Gee Lumber
WGN-TV

CHANNEL 7 • WGNR-TV
SUNDAY 5:00 PM

MAGIC
a full half hour of amazement
starring
Don Alan
This week’s guest:
Joe Paulen
The story-telling magician

Your host: BOWMAN DAIRY CO.
Sunday Jan. 18

6:30 4 THIS IS SHOW BUSINESS
Moderator Clifton Fadiman with pan-
elists Steve Allen, Sam Levenson, &
guest Veronica Lake; guest perform-
ers: comic Henny Youngman, vocal-
ist Dorothy Collins, & dancer Mar-
tha Ann Bentley

5 MISTER PEEPERS—Comedy
One of Wally Cox's students, to in-
sure his good grades, endeavors to
foster a romance between his moth-
er & Mr. Peepers

7 WHAT'S THE ANSWER—Quiz
Mal Bellairs asks the questions

9 PRESS CONFERENCE—Debate
Lee Schooler moderates panel

7:00 4 TOAST OF THE TOWN—Variety
Ed Sullivan presents vocalist Joni
Jann, dancers Raye & Naidi, the
Jackson, Michigan American Legion
Zouaves, drill team, & singer Tony
Martin. (See pg. 6)

5 COMEDY HOUR—Variety Show
Host Eddie Cantor presents Dinah
Shore and Joel Gray

7 ALL-STAR NEWS—Events
Commentators and guest news per-
sonalities from New York, Chicago,
Washington, and other points

9 FAITH OF OUR FATHERS—Talk

7:30 9 BIG PICTURE—Korean Film

8:00 4 FRED WARING SHOW—Musical

5 TV PLAYHOUSE—Drama
"Two For One" with Cyril Ritchard;
an aging thespian, no longer in de-
mand, utilizes his fading talent to
conduct a farcical double life in order
to support his motherless family of
nine children

7 MOVIE—Title To Be Announced

9 ROCKY KING—Roscoe Karns
Murder in a penny arcade & a double
crossing, counterfeiting chess player
feature in "Checkmate"

8:30 4 BREAK THE BANK—Quiz Game

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

9:00 4 THE WEB—Mystery Drama
"Midnight Guest" with Patricia Col-
linge & Alexander Scourby; exite-
ment & tension reach a peak when a
psychopathic killer escapes from a
mental house

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

7 BILLY GRAHAM—Religious

9 ARTHUR MURRAY PARTY
Hostess Kathryn Murray presents
vocalist Helen O'Connell & comedians
Ross & West, plus Ejnar Hansen
9:15 7 QUEST FOR SERENITY—Talk
Dr. Kenneth Hildebrand speaks

9:30 4 WHAT'S MY LINE?—Quiz
John Daly moderates panel: Bennett Cerf, Dorothy Kilgallen, Steve Allen
& Arlene Francis

5 VICTORY AT SEA—Film Drama
“Mare Nostrum” tells of the struggle for the Mediterranean—Italy’s entry into
the war with her fast fleet, the fight for Greece, advance of the Afrika Korps, and Gen.
Montgomery’s victory at El Alamein. Original score by Richard Rodgers

7 ANYWHERE U.S.A.—Report
Eddie Dowling & Robert Preston with film series dramatizing every-day epi-
isodes of people in progress toward better health. Drama: “Hard Luck
Charlie”

9 ‘DREAM MAN’—Film Drama
A matinee idol, as a publicity stunt & to wake up hubby, plans to woo the
wife of another man; stars Vincent Price, Andrea King, & Harry
Carey Jr.

10:00 4 CHGO. BLACKHAWK HOCKEY
Hawks vs N. Y. Rangers—Joe Wil-
son and Ed Pazdur describe the
game (see pg. 42) Sponsored by
Household Finance Corporation

5 WEATHERMAN—Clint Youle
Latest atmospheric conditions

7 REMEMBER THESE THINGS
Paul Harvey comments on the news

9 ‘ARMY GIRL’
MOVIE—(1st showing) Life on a
U.S. Army post with a combat be-
tween officers of mechanized equip-
ment, such as tanks, and old time
cavalry soldiers; stars Madge Evans,
Preston Foster, James Gleason, &
H. B. Warner
Sponsored by Courtesy Motors

10:10 5 DORSEY CONNORS—Ideas
10:15 5 ALEX DREIER—News Report
7 TO BE ANNOUNCED

10:30 5 SPORTS STAR TIME—Duggan
7 WRESTLING FROM RINGSIDE
Main event: Danny McShane vs
Duke Keen, described by Wayne
Griffin

10:45 4 ‘CRIMINAL INVESTIGATOR’
MOVIE—A cub reporter sets out to
solve the mystery of a murdered
showgirl; stars Robert Lowery &
Edith Fellows

11:30 9 COMMERCIAL FILM
12:15 4 ‘DARK ALIBI’
MOVIE—Charlie Chan is asked to
save a man from the electric chair;
stars Sidney Toler and Mantan More-
land
(Stations reserve the right to change above
listings without notice)
 THAT old MacDonald who had all those animals down on his farm had nothing on a Chicago TV program except maybe a few "ee-yi, ee-yi-yo's."

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

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

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

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

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

Folksy emcee George Menard comes by his farm knowledge naturally. Born and raised on a 450-acre dairy farm near Sioux City, Iowa, he left home at 19 to study journalism at Notre Dame University. After graduation he worked his way through a series of radio jobs and in 1938 joined Chicago's WLS staff, remaining there for nine years. Menard has also sung on Mutual's "Man On The Farm" program with Chuck Acree for the last 15 years.

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

"Farmtown, U.S.A." can be seen at 8:30 p.m. Saturdays on WBKB (channel 4).
6:45 5 Town & Farm—Discussions
    Everett Mitchell with news of interest to farmers, including commodity & livestock markets, and reports on weather conditions for various locales

7:00 5 Today—News & Commentary
    Remote from Washington: Robin Chandler interviews Oveta Culp Hobby, and Dave Garroway interviews Harlow Curdine, president of General Motors

9:00 4 Arthur Godfrey Time—Variety
    Fun with all the little "Godfreys"

5 Ding Dong School—For Kids
    Dr. Frances R. Horwich conducts nursery for pre-school children

9:00 4 A To Z Of Cookery—Recipes
    Alida Drake & John Zenker feature a buffet food

9:30 5 Coffee And—Interviews, Music
    Hugh Downs is host with Marilyn Lovell & the Art Van Damme Quintet

10:00 4 News At Ten—Commentary

5 Home Cooking—Eddie Doucette

7 "Carnival Lady"
    MOVIE—Romance & thrills under the big top; stars Boots Mallory & Alan Vincent

9 Morning Movie Time—Film

10:05 4 There's One in Every Family

10:15 9 Earl Nightingale Show—Chats

10:30 4 Breakfast With Danny O'Neil

5 Mrs. U.S.A.—Film Short

9 Strike It Rich—Warren Hull
    Guest: baritone Jack Berch

11:00 4 Creative Cookery—F. Pope
    Toffee squares, butter crisp baked chicken, & pasta beef soup are made

5 Film Short

7 Bob & Kay Show—Variety

9 Bride & Groom—John Nelson
    Watch a real wedding

11:15 9 Love Of Life—Continued Tale

11:30 5 Good Living—Homemaking Tips
    Betty Raymond shows shortcuts in housework

9 Search For Tomorrow—Drama

11:45 9 Guiding Light—Serial Story

12:00 4 Happy Pirates—Musical
    Cartoon fun for youngsters with Two Ton Baker and Joe White

5 Noontime Comics—John Coons

9 Hi Ladies—Interview Fun

12:25 4 Midday News—Late Report

12:30 4 Garry Moore Show—Variety
    Explorer Ivan Sanderson brings a masked palm civet backstage for a glimpse of "inside TV"; song production: "Second Star From the Right" with Denise Lor; Ray Malone dances to "Montega"

5 Meet Mintz—Herbie Mintz

Jan. 19 Monday

12:30 7 Beulah Karney Presents—Tips
    Interesting people: the wonderful Swedes; food: Swedish soup

12:45 5 Jack Angell With The News

9 News Of The Day—S. Allen

1:00 4 Double Or Nothing—Quiz Show
    Bert Parks emcees comedy game

5 "Danger Flight"
    MOVIE—Tailspin Tommy adventure wherein a young boy’s invention helps out flyer when he is in distress; stars John Trent, Marjorie Reynolds, & Milburn Stone

7 What’s New—Wayne Griffin

9 Luncheon Party—Ernie Simon

1:30 4 Art Linkletter’s House Party
    Guest, Katherine Albert, author of "The Star"

7 Claude Kirchner Show—Variety

9 Magic Carpet—Film Short

2:00 4 Film Short

5 Big Pay Off—Quiz Contest

7 "The Girl Who Came Back"
    MOVIE—Mystery of a girl involved with a group of counterfeiters, who attempts to reform when she falls in love; stars Shirley Grey, Sidney Blackmer, and Noel Madison

9 Paul Dixon Show—Variety

2:15 4 Lee Phillip Show—Variety
    Fashions, interviews, and health tips

2:30 4 Ill. Inst. Of Technology
    "Time and Motion Studies" discussed by Maurice D. Kilbridge, associate prof. of Industrial Engineering

5 Welcome Travelers—Chats

3:00 4 News At 3:00—Frank Reynolds

5 Kate Smith Hour—Variety
    Ballroom dancers Blair & Dean, fashion show showing the western influences on fashions, "Listen America’s", and Kate & the band on stage show featuring denim influences in play clothes described by Dorothy Daye

7 "Symphony Of Living”—Movie

9 "Greed Of William Hart"

3:05 4 "Shadows Over Chinatown"
    MOVIE—Efforts of Charlie Chan to crack an insurance racket, stars Sidney Toler and Mantan Moreland

4:00 5 Hawkins Falls, Pop. 6,200

7 Great Western Stories—Film
    "Lucky Terror"

9 Trail Blazers’ Theater—Film
    "Wanderers of the West"

4:15 5 Gabby Hayes Show—Tall Tales
    Adventure stories of the old West

4:30 4 Garfield Goose & Friend

5 Howdy Doody Show—Puppet
    Puppet fun with emcee Bob Smith
Monday Jan. 19

5:00 4 Kids Karnival Kwiz—Games
5  Cactus Jim—Western Feature
7  Laugh Time—Film Shorts
"Charlie Chase" film plus cartoons
9  Time For Beany—Puppet Fun

5:15 9 Junior Edition—Kids’ Fun
Steve Fentress emcees kid’s show

5:30 4 Silhouettes Of The West—Talks
5  King Calico—Puppet Fun
Calico people discover what it’s like to have a king without a heart
7  Adv. Time With Bob Atcher
“Hurricane Express” ch. 2 and
“Wagon Trail” chapter one
9  Robert F. Hurleigh—News

5:45 4 Window Shopping—Commercial
5  Something To Talk About
People & places with Chuck Acee
9  Clete Roberts World Report

5:50 4 Chgo. Weather—Russ Reed
5  Clifton Utley And The News

5:55 4 A Word From Vera—Comments
Human interest stories

6:00 4 Sports & Comments—Bob Elson
5  Joe Wilson’s Sports Corner
7  Austin Kiplinger & The News
9  Captain Video—Adventures

6:10 7 Sports Highlights—Jack Drees

6:15 4 Ulmer Turner And The News
5  Town Crier—Tony Weitzel

6:20 7 Your Weather—Wayne Griffin

6:30 4 CBS News—Douglas Edwards
5  Those Two—Comedy Skits
7  Hollywood Screen Test—Drama
Neil Hamilton presents Judith Evelyn with Lauren Gilbert & Jose Peres; story of an author of children’s books takes a great interest in hospitalized little boy
9  Spencer Allen And The News

6:45 4 Perry Como Show—Musical

5  News Caravan—John C. Swayne
9  Chicagoland Newsreel

7:00 4 VIDEO THEATER—Drama
“To Babette” with Corinne Calvet; grand-daughter of the richest man in Northern Quebec, who knows only the ways of the wild north country, travels to Montreal to find a man to marry

5  PAUL WINCHELL SHOW
“What’s My Name” quiz plus variety with Diane Sinclair & Ken Spaulding, dancer. Skits: Jerry tries smoking, runs a fish stand, dramatic bit with Paul as a blonde sculptor, & a barn dance

7:00 7 HOMICIDE SQUAD—Mystery
A murder is a family affair until Insp. Mark Saber (Tom Conway) steps in when two people are killed with a suicide knife in “The Case of the Japanese Knife”

9  REPORT CARD FOR PARENTS
Panel of four prominent parents discuss with a guest authority the many problems they and other parents are facing in trying to bring up their children to be better adjusted

7:30 4 GODFREY’S TALENT SCOUTS
Professionals compete for new opportunity & the winner, the chance to appear on Arthur’s other shows

5  VOICE OF FIRESTONE—Music
Bidu Sayao, Brazilian lyric soprano sings “I’ll Follow My Secret Heart” by Noel Coward, “Deh Vieni Non Tardar” from the “Marriage of Figaro” by Mozart. Chorus joins Miss Sayao in “El Piropo” & “They All Dance the Samba”; Orchestra plays “The Trumpeter’s Lullaby” & “Capriccio Espagnol”

7  THIS WONDERFUL WORLD—Talk
A science discussion show with Woody Klose and an industrialist or a man of science as guest

9  JOHNS HOPKINS REVIEW
“Man Against Cancer” describing the nature of the disease in three major zones, method of detection & treatment, & research in the field. Guest speaker: Dr. Richard W. De Linde, dir. of the dept. of Gynecology, tells of his work in the field of the cervix

8:00 4 I LOVE LUCY—Comedy Drama
Lucy announces to Ricky that the time has arrived. When they finally arrive at the hospital the tension is too much for Ricky & he has to be wheeled in

5  HOLLYWOOD OPENING NIGHT
Esto Pinza in “Interlude.” A piano tuner is persuaded to stand in for the singer at the audition of a young & beautiful girl recommended by a friend

7  CHARLIE CHASE TIME—Film

9  BIG IDEA—New Inventions
America’s latest inventions, which are currently unmarketed, are demonstrated and discussed by their inventors

8:30 4 RED BUTTONS SHOW—Antics
Comedy with Pat Carroll, Joe Silver, Allan Walker & Beverly Dennis

5  ROBERT MONTGOMERY—Drama
“Maggie Pack Your Bags” with Robert Preston & Margaret Hayes; Mexico is background for an ideal love story in which two people try to preserve their love by removing themselves from contact with the outside world
Monday

8:30 7 ARMY TALENT PATROL
9 BOXING—Eastern Pkwy. Arena
   Main event: Joey Giambra, of Buffalo, N.Y., with 30 wins & 2 losses vs
   Tuzio Portuguez, of Costa Rica with 44 victories, 11 defeats & 1 draw in
   10-round middleweight bout; Ted Husing announces

9:00 4 STUDIO ONE—Drama
   Two rookies just out of police academy are assigned to patrol cars, &
   the temptation to misuse the position for profit proves too strong for one
   in “Signal 32,” starring Joan Maross & Gene Lyons

7 BOXING FROM RAINBO ARENA
   Alan Moody, 24, of Chicago, with 24
   wins & 1 loss vs Pat Manzi, 22, of
   Syracuse, N.Y., with 11 victories &
   2 losses in 8-round welterweight bout

9:30 5 WHO SAID THAT?—Quote Quiz
   Moderator Walter Kieran, anchor-
   man Frank Conniff, and guest panel;

9:45 9 SPORTS PAGE—Commentary
   Arch Ward & Jack Brickhouse

10:00 4 VIC PERRY—Man On The Street
5 WEATHERMAN—Clint Youle
7 PAGE ONE—News And Sports
9 “OUTSIDE OF PARADISE”
   MOVIE—(1st showing): Phil Regan
   & Penny Singleton in musical about
   an Irish singer who inherits half in-
   terest in a castle in Ireland and turns
   it into a night club

10:10 5 DORSEY CONNORS—Ideas
10:15 4 SPORTS PAGE—Commentary
5 CLIFTON UTLEY & THE NEWS
10:25 4 CHGO. WEATHER—Russ Reed
10:30 4 CHICAGO AT NIGHT—Interviews
5 LET’S LOOK AT SPORTS—Duggan
7 DR. FIXUM—Household Ideas
10:45 4 OUR SONG—Musical Variety
5 HERBIE MINTZ SHOW—Musical
11:00 4 KUP’S COLUMN—Interviews
5 “SHADOWS OF CHINATOWN”
   MOVIE—Mystery with Bela Lugosi
   and Bruce Bennett
7 MOVIE—Title To Be Announced

11:15 4 FAMILY MOVIE QUIZ—Game
   Comedian Joey Bishop places phone
call to lucky family, who if they
answer correctly, appear on next
night’s show

11:30 4 MURDER BEFORE MIDNIGHT
   “Ape Man” with Bela Lugosi; story of
   a scientist who must turn to mur-
   der to return to his human form

12:00 4 FILM SHORT
12:30 4 ULMER TURNER & THE NEWS
7 WHAT’S NEW?—Current Events
   (Stations reserve the right to change above
   listings without notice)

MIKE WILL RIDE WITH IKE

by WM. A. QUE

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

The historic
program, appro-
priately dubbed,
“Inauguration
Day” (what
else?) will be
sponsored by
General Motors
and will start at 10:30 A.M. at
6-7-0 on your radio.

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

NBC IS per-
haps the most
experienced network for broadcast
coverage of Presidential inaugura-
tions. The gentlemen with the mikes
have reported every inaugural day
since 1925. Graham McNamme—a
name synonymous with the wireless
—described Cal Coolidge’s accession
to the top office.

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

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

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

—Adv.—
FOR SNOBS ONLY

(continued from page 11)

John Barogrey
Margaret Phillips

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

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

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

What all these shows and people have in common is not their appeal to highbrows. It is their striving for quality and, after achieving it, not to be condescending about it. The snobs can watch if they want, but they might as well get used to the idea that entertainment, if it’s good enough will appeal to all tastes.
WBKB  4:50  5  Town & Farm—Discussion
        Everett Mitchell with a variety of subjects to interest the farmer

7:00  5  Today—News & Commentary
        Dave Garroway with events around the country

9:00  4  Arthur Godfrey Time—Variety
        Music & fun with Marion Marlowe, Frank Parker, Julius LaRosa, Chor-   
        dettes, and Mariners, plus talent winner

5  Ding Dong School—Nursery
        Dr. Frances Horwich conducts nursery for preschool children

9 A To Z Of Cookery—Recipes
        Homemaking tips for busy housewives; Alida Drake & John Zenker
        feature: casserole to capital

9:45  5  Film Short

10:00  4  News At Ten—Late Report

5  Inaugural Preview
7 “Danger On The Air”
        MOVIE—Murder mystery with a program engineer & a female agency
        associate as amateur sleuths; stars Donald Woods, Nan Grey, & Jed
        Prouty

9  Morning Movie Time—Film

10:05  4  There’s One In Every Family

10:15  9  Earl Nightingale Show—Chats

10:30  4  Presidential Inauguration
        Commentators: Eric Sevaried will be stationed at the White House, Ed-   
        ward R. Murrow will be at the Capitol to comment on swearing-in cerem-
        onies, Bill Shadell, Bill Leonard, Ron Cochran, & Peter Hackus sta-
        tioned at points along the parade route, and Walter Cronkite will act
        as general coordinator

5  Presidential Inauguration
        Commentators: John Cameron Swa-   
        ze, H. V. Kaltenborn, Frank Bourg-   
        holtzer, Ray Henle, and Ned Brooks, 
        describe the Presidential procession from the White House to the Capitol
        for the swearing-in ceremonies, the actual ceremonies, followed by the
        President’s speech at the East Portico of the Capitol, return cavalcade
        from Capitol Hill to the White House, and the President’s review of the
        inaugural parade. Merrill Mueller, Dave Garroway, & Frank Blair interview
        persons in the crowd; David Brinkley & Richard Harkness identify various
        military units in the parade; Morgan Beatty & Clifton Utley serve as
        guides to whole program; Earl God-   
        win provides personal reminiscences & inside stories on this & previous
        inaugurations

Jan. 20

Tuesday

10:30  7  Presidential Inauguration
        Commentators: John Daly as integ-   
        rator, Elmer Davis, Paul Harvey, Ted
        Malone, Harold Stepler, Leo Cherne,
        Ruth Crane, Gunnar Baek, John Ed-   
        wards, & Taylor Grant describe Gen.
        Eisenhower & Pres. Truman leaving
        White House, motorcade to Capitol, 
        solemn oath-taking administered by
        Chief Justice of the Supreme Court,
        Fred M. Vinson, Pres. Eisenhower’s
        address to the nation, participation
        in & review of parade. Martin Agron-
        sky describes entrance of distinguished
        guests, Erwin Canham analysis
        address, Jim Gibbons describes pa-
        rade, Quincy Howe & Walter Kiernan
        cover activities around White House
        reviewing stand, Austin Kiplinger &
        Bryson Rash also at reviewing stand

9  Presidential Inauguration
        WGN-TV will pickup the CBS-TV
        telecasts covering the procession
        from the White House to the Capitol for
        the swearing-in ceremonies, the actual
        ceremonies, administered by Chief
        Justice Fred M. Vinson, and
        President Eisenhower’s acceptance
        speech

12:00  9  Hi Ladies—Interview Fun

12:30  9  Presidential Inauguration
        (Continuation of above—see 10:30
        a.m. listings)

3:00  4  News At 3:00—Frank Reynolds

5  Kate Smith Hour—Variety
        Dancers Kateds, “Cracker Barrel”
        Interview with Henry Lowenberg,
        Ravens, instrumental quartet; &
        story princess Aline Dalton

7 “Wings Over Wyoming”
        MOVIE—A rope and an airplane
        help catch a criminal; stars Geo.
        O’Brien and Cecilia Parker

9 “Late At Night”
        MOVIE—Reporter goes after story of
        bootleggers; stars Barry Morse &
        Daphne Day

3:05  4  “Where The North Begins”
        MOVIE—Sgt. Lucky Sanderson as a
        member of Canadian Mounted Police
        seeks a band of whiskey traders; stars
        Russell Hayden & Jennifer Holt

4:00  5  Hawkins Falls, Pop. 6,200
        Life in a small midwestern town

7  Great Western Stories—Film
        “Phantom of Santa Fe”

9  Trail Blazer’s Theater—Film
        “Sheriff of Sage Valley”

4:15  5  Gabby Hayes Show—Tall Tales

4:30  5  Garfield Goose And Friend

5  Howdy Doody Show—Puppets
        Bob Smith emcees the antics

5:00  4  Kids Carnival Kwiz—Games
        Fun for kids with Nateo the Clown

5  Cactus Jim—Western Feature

7  Laugh Time—Film Shorts
        “Laurel & Hardy” film plus cartoons

TV FORECAST
Tuesday Jan. 20

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

9 KEEP POSTED—Discussion
Martha Rountree & Lawrence Spivak

8:00 4 CRIME SYNDICATED—Drama
Story of the relationship between a police informant and the detectives with whom he works in breaking a murder in “Special Employee”

5 FIRESIDE THEATER—Drama
John Warburton & Jody Lawrence in “The Critic.” An art critic tries to force a young protege to give up everything in her life but painting

7 MOVIE—Title To Be Announced

9 WHERE WAS I?—Photo Quiz
Moderator John Reed King with panel: Gregory Ratoff, Gloria De Haven, Alan Funt, and guest

8:30 4 SUSPENSE—Mystery Drama
Professional Killers set up a fake suicide & then wait for the gas to do its work in “Vacancy For Death” with Joan Blondell

5 CIRCLE THEATER—Drama
A young bride whose husband’s worst fault is an early morning temper is faced with finding a way to control his rage or put it to some good use in “Before Breakfast”

9 WISDOM OF THE AGES—Panel
Jack Barry moderates panel of people of five different generations

9:00 4 DANGER—Mystery Drama
“Honestly, It’s The Best Policy.” A little guy gets involved in a wager & wins a huge sum of money, but in doing so he turns up the fact that the money is from a bank robbery

5 TWO FOR THE MONEY—Quiz
Comedy game with Herb Shriner and contestants from the audience

9 48TH STREET THEATER—Drama
“Second Chance” with Anthony Caruso; boy has been driven into a state of desperation by the harsh discipline of his stepfather & with the help of a young waitress is able to adjust himself

9:30 4 UNEXPECTED—Suspense Drama
“The Doctor Prescribes.” When a doctor devotes all his time to his work, his wife renews an old romance, which is a bitter pill for the busy man

5 CLUB EMBASSY—Musical

6 JANUARY 20

9:30 7 NAME’S THE SAME—Panel Quiz
Robert Q. Lewis introduces contestants for the panel to name

9 DOUG. FAIRBANKS JR.—Film
“The Scream” with Constance Cummings & Philip Vickers; a couple living in an old house realize that the scream they hear every night is not a supernatural occurrence

9:45 5 BOB CONSIDINE—News Views

10:00 4 INAUGURATION BALL
From the National Guard Armory in Washington with top flight celebrities & all the “who’s who” of Washington being introduced & interviewed by Walter Cronkite, Edward R. Murrow, and Eric Severeid. June Valli is featured with Guy Lombardo & His Royal Canadians during the entertainment portion

5 WEATHERMAN—Clint Youle

7 DANGEROUS ASSIGNMENT
A scientist is murdered & his invention, a small “Atomic Land Mine,” is stolen, but the killer does not realize that the mine is set to explode the following morning; Brian Donlevy is featured as Steve Mitchell

9 MOVIE—Title to be announced

10:10 5 DORSEY CONNORS—Ideas
A shortcut for the busy housewife

10:15 5 CLIFTON UTLEY & THE NEWS
Report on latest information

10:30 5 LET’S LOOK AT SPORTS, Duggan
Report on current events in sports

7 MOVIE—Title to be announced

10:45 5 HERBIE MINTZ SHOW—Musical
Melodies of a past era are played

11:00 4 KUP’S COLUMN—Chats
Commentary and news about Chicago

5 SUNBONNET SUE
MOVIE—Socially minded aunt sets out to keep her position by forcing her niece to stop singing at her parent’s saloon; stars Gale Storm, Phil Regan, & Geo. Cleveland

11:15 4 FAMILY MOVIE QUIZ—Game
How well do you know the motion picture stars? Here’s your chance to win a jackpot of prizes! Send your application in today. Comedian Joey Bishop is emcee

11:30 4 MURDER BEFORE MIDNIGHT
Mystery thriller shown in part

9 COMMERCIAL FILM

12:00 4 REVENGE OF THE ZOMBIES
MOVIE—A scientist collaborates with the Nazis creating for them an army of zombies; stars Veda Ann Borg, John Carradine, & Gale Storm

7 WHAT’S NEW—Commentary

1:30 4 ULMER TURNER & THE NEWS
(Stations reserve the right to change above listings without notice)
Wednesday Jan. 21

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<th>WBKB</th>
<th>WNBQ</th>
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<td>6:45</td>
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<td>Town And Farm—Discussion</td>
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<td>7:00</td>
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<td>Today—News And Commentary</td>
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<td>Arthur Godfrey Time—Musical</td>
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<td>Ding Dong School—For Kids</td>
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<td>Coffee And—Chats And Music</td>
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<td>News At Ten—Information</td>
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<td>Home Cooking—Eddie Doucette</td>
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<td>10:00</td>
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<td>&quot;Phantom In The House&quot;</td>
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<td>There’s One In Every Family</td>
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<td>Earl Nightingale Show—Chats</td>
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<td>Breakfast With Danny O’Neil</td>
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<td>11:00</td>
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<td>Mrs. U.S.A.—Film Short</td>
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<td>Strike It Rich—Warren Hull</td>
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<td>Creative Cookery—Recipes</td>
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<td>Guiding Light—Serial Story</td>
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<td>Happy Pirates—Musical</td>
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<td>Midday News—Late Report</td>
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<td>Garry Moore Show—Comedy</td>
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<td>Meet Mintz—Piano Session</td>
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<td>Jack Angell With The News</td>
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<td>News Of The Day—S. Allen</td>
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1:00 4 Double Or Nothing—Bert Parks Super-duper quiz game
1:00 5 "Get That Venus" MOVIE—(1st showing) Jean Arthur
1:00 7 What’s New—Current Events Wayne Griffin reports
1:00 9 Luncheon Party—Ernie Simon Musical variety antics with vocalist Mike Douglas
1:30 4 Art Linkletter’s House Party Guest, singer Anita Gordon
1:30 7 Claude Kirchner Show—Chats Interviews with the ladies
1:30 9 Magic Carpet—Film Short
2:00 4 Film Short
2:00 5 Big Pay Off—Quiz For Men Randy Merriman & Bess Myerson
2:00 7 "Young And Beautiful" MOVIE—Fun, music and romance, with Judith Allen, Ted Tio Rito & Wm. Haines
2:15 9 Paul Dixon Show—Variety Pantomime skits with Wanda Lewis and Sid Camp assisting Paul
2:15 4 Lee Phillip Show—Variety Chats for & with the ladies
2:30 4 Loyola University—Talks Law school: “Segregation In American Public Schools” a case pending before the Supreme Court now; James O'Shaughnessy as one of the judges with Marmaduke Carter & another student
3:00 5 Welcome Travelers—Chats Tommy Bartlett interviews visitors
3:00 4 News At 3:00—Frank Reynolds
3:00 5 Kate Smith Hour—Musical Joan Kayne, tap dancer; “Listen America,” vocalizing De Marco Sisters, and pianist Evely Tyner
3:00 7 "Lady Luck" MOVIE—A manicurist, supposedly the winner of the big sweepstake, becomes involved in a mixup of tickets; stars William Bakewell & Patricia Farr
3:00 9 "Night Of Magic" MOVIE—Young bachelor dreams that a beautiful Egyptian mummy is delivered to his apartment & comes to life; stars Billy Scott, Dot Delvaune, & Robt. Griffith
3:05 4 "Dick Barton Strikes Back" MOVIE—All the inhabitants of a small village in England are killed one night without leaving the slightest clue as to what caused their death; stars Don Stoddard & Sebastian Cabot
4:00 5 Hawkins Falls, Pop. 6,200 Typical life in an American town
4:00 7 Great Western Stories—Film "Trail’s End"
4:00 9 Trail Blazers’ Theater—Film "Billy The Kid, Range War" (Continued on page 28)
Outlook For ’53
Not Too Hot

by JACK MABLEY

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

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

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

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

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


The answer for veteran viewers is, as we’ve cited many times, selective viewing, screening out the junk. We can only look forward to the day when television’s newness wears off through the country, and the selections offered for our selective viewing are upgraded because of popular revolt.
Wednesday Jan. 21

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

7:00 4 ARTHUR GODFREY & FRIENDS  Musical variety with all the "little Godfreys" in special settings

5 I MARRIED JOAN—Comedy  Uncle Edgar, a 65 year old lady killer, comes to visit; Joan Davis & Jim Backus have a hard time keeping him in the house & out of trouble

7 FAMILY BATTLE—Quiz Session  Woody & Virginia Klose plus four children compete in all-family game

9 MOVIE—Title To Be Announced

7:30 5 CAVALCADE OF AMERICA  How Jefferson Davis wooed & won Knox Taylor & then lost her to death in "What Might Have Been" with Ross Ford, Robit, Barrat, & Nancy Hale  Sponsored by DuPont

7 CHARLIE CHASE TIME—Film

8:00 4 STRIKE IT RICH—Quiz Contest

5 KRAFT THEATER—Drama  "The Square Pox." A domineering woman drives her husband to embezzlement

7 RUGGLES—Domestic Comedy

9 FRONT PAGE DETECTIVE

8:30 4 MAN AGAINST CRIME—Drama

9 CHICAGO SYMPHONY POPS

9:00 4 BLUE RIBBON BOUTS—Boxing

5 THIS IS YOUR LIFE—Tale

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

TV FORECAST
**Wednesday**

9:00  9  **HOW'S YOUR HEALTH?—Talk**  
Dr. Charles D. Krause, asst. prof. of obstetrics & gynecology, speaks on “So You're Expecting a Baby;” Dr. Theo. Van Dellen is moderator

9:30  5  **YOUR JEWELER'S SHOWCASE**  
9  **EASYCHAIR ADVENTURES—Film**  
“Ski Holiday” & “Stalking Big Game”

9:45  9  **BILL BAILEY'S BARN DANCE**  
Variety fun (TENTATIVE)

10:00  4  **VIC PERRY—Man On The Street**  
5  **WEATHERMAN—Clint Youle**  
7  **FOREIGN INTRIGUE—Drama**  
Jerome Thor & Sydna Scott are featured in stories involving mystery & adventure which are set in the various capital cities of Europe

9  **“THE GLADIATOR” MOVIE**—Comedy about a college aspirant who is forced out of a children's hospital to make room for the son of the benefactor; stars Joe E. Brown, Man Mountain Dean, June Travis, and Dickie Moore

10:10  5  **DORSEY CONNORS—New Tips**

10:15  4  **SPORTS PAGE—Commentary**

5  **CLIFTON UTLEY & THE NEWS**

10:25  4  **CHGO. WEATHER—Russ Reed**

10:30  4  **CHICAGO AT NIGHT—Interviews**  
Chuck Bill interviews passers-by at the State-Lake Theater

5  **LET'S LOOK AT SPORTS—Duggan**

7  **THIS IS CHARLES LAUGHTON**
Readings from the Bible and classics of literature. “The Eatanswill Elections” from Dickens’ “Pickwick Papers”

10:45  4  **OUR SONG—Favorite Tunes**  
Carolyn Gilbert & Danny O’Neil

5  **HERBIE MINTZ SHOW—Musical**  
Favorite tunes of another day

7  **MOVIE—Title To Be Announced**

11:00  4  **KUP'S COLUMN—Gossip**  
Commentary on happenings in Chicago

5  **“HOUSE ACROSS THE BAY” MOVIE**—Story of a big-shot racketeer, his wife, and crooked attorney who sends him to prison; stars Geo. Raft, Joan Bennett, and Lloyd Nolan

11:15  4  **FAMILY MOVIE QUIZ—Game**  
Joey Bishop, comedian interviews & awards the prizes to the family who can identify the motion picture stars

11:30  4  **MURDER BEFORE MIDNIGHT**  
“There Goes Kelly” with Jackie Moran; pages at radio station try to promote a girl vocalist

12:00  4  **“SENSATION HUNTERS” MOVIE**—Mystery and adventure in the story of white slave trade

7  **WHAT'S NEW?—Current News**

1:30  4  **ULMER TURNER & THE NEWS**  
(Stations reserve the right to change above listings without notice)

**TONIGHT AT 8:30 ON WGN-TV CHANNEL 9**

“POPS” CONCERT  
by members of the  
CHICAGO SYMPHONY ORCHESTRA  
For FREE TICKETS write  
CHICAGO TITLE AND TRUST COMPANY  
111 W. WASHINGTON ST.

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**WBKB**

“**The Happy Pirates**”  
Two Ton Baker, Joe White show cartoon movies for the kids . . .

*Monday thru Friday 12 Noon*  
Presented by  
NATIONAL CLOTHING STORES

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**WED., JAN. 21 ON TV DU PONT CAVALCADE OF AMERICA PRESENTS**

“**What might have been**”

starring **ROSS FORD**

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

**7:30 P.M.**

WNBQ CHANNEL 5

Better Things for Better Living . . . through Chemistry
Thursday Jan. 22

6:45 5 Town & Farm—Everett Mitchell
7:00 5 Today—News, Reviews, Records
9:00 4 Arthur Godfrey Time—Variety
 5 Ding Dong School—for Kids
 9 A To Z Of Cookery—Recipes
  Best possible foods for budgeted meals; Alida Drake & John Zener present “men’s choice”
9:30 5 Coffee And—Morning Variety
10:00 4 News At Ten—Report
  5 Home Cooking—Recipe Ideas
  7 “Scream In The Night”
      MOVIE—An artist, strangely inspired, depicts the scene of a murder with such exactness that he is accused of committing the crime; stars Lon Chaney Jr.
  9 Morning Movie Time—Film
10:05 4 There’s One In Every Family
10:15 9 Earl Nightingale Show—Chats
10:30 4 Breakfast With Danny O’Neil
  5 Mrs. U.S.A.—Film Short
  9 Strike It Rich—Warren Hull mc
11:00 4 Creative Cookery—Recipes
      Chicken hash in casserole and babas au rhum with a hot syrup are made
  5 Film Short
  7 Bob & Kay Show—Variety
  9 Bride & Groom—John Nelson
11:15 9 Love Of Life—Serial Story
11:30 5 Good Living—Homemaking Tips
      Celeste Carlyle discusses knit dresses
  9 Search For Tomorrow—Serial
11:45 9 Guiding Light—Serial Tale
12:00 4 Happy Pirates—Fun For Kids
      Two Ton Baker & Joe White as “Happy Pirates” show cartoon movies
  5 Noontime Comics—Film & Talk
  9 Hi Ladies—Interviews
12:25 4 Midday News—Late Report
12:30 4 Garry Moore Show—Variety
      Garry plays a solo on his pogo cello and conducts a treasure hunt; also presentation of the “Case of Silas Rogers” who was released from the Virginia State Penitentiary after 9 years when his innocence was established
  5 Meet Mintz—Musical Session
  7 Boulah Karney Presents—Tips
      Boulah discusses what you should spend for food and shows how to cook four of the cheaper cuts of beef
12:45 5 Jack Angell With The News
  9 News Of The Day—S. Allen
1:00 4 Wheel Of Fortune—Quiz Game
  5 “Girl Of My Dreams”
      MOVIE—Story of conditions inside a home for delinquent girls; stars Mary Carlisle, Sterling holloway, and Arthur Lake
  7 What’s New—Current Events

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<th>WBKB</th>
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</table>
| 1:00 | 9 | Luncheon Party—Ernie Simon
|      |    | Variety and antics with Ernie & gang
| 1:30 | 4 | Art Linkletter’s House Party
|      |    | Audience plays “What’s In the House?” game; winner receives $1,000 and trip to Las Vegas
| 7    |    | Claude Kirchner Show—Chats
| 9    |    | Magic Carpet—Film Short
| 2:00 | 4 | Film Short
|      |    | 5 Big Pay Off—Quiz Contest
|      |    | 7 “It Couldn’t Have Happened”
|      |    | MOVIE—A mystery story writer becomes involved in two murders despite his objections to it; stars Reginald Denny, Evelyn Brent, & Jack La Rue
| 9    |    | Paul Dixon Show—Variety
| 2:15 | 4 | Lee Phillip Show—Commentary
|      |    | Lee discusses subjects of interest to the ladies with interviews & tips
| 2:30 | 4 | Univ. Of Illinois—Talks
|      |    | “The architect and His Relation To the Client” discussed by Lester White
| 5    |    | Welcome Travelers—Chats
| 3:00 | 4 | News At 3:00—Frank Reynolds
| 5    |    | Kate Smith Hour—Guest Stars
|      |    | Teddy & Phyllis Rodriguez, ballroom dancers; “Cracker Barrel” interview, drama “Down to the Sea Again” with Josephine Hull, and “Amer. Sings”
| 7    |    | “You Will Remember”
|      |    | MOVIE—Edward Morley portrays the famous English composer, Leslie Stuart, and his struggle through life to lift himself out of poverty; features Emily Williams
| 9    |    | “Once A Sinner”
|      |    | MOVIE—Tragic story of a woman who always seems to end up in trouble; stars Pat Kirkwood
| 3:05 | 4 | “Dreadful Lady”
|      |    | MOVIE—Story of a dancer who is convinced by a crook that she is an heiress; stars Jan Wiley
| 4:00 | 5 | Hawkins Falls, Pop. 6,200
|      |    | Life in a small midwestern town
| 7    |    | Great Western Stories—Film
|      |    | “Trouble At Melody Mesa”
| 9    |    | Trail Blazers’ Theater—Film
|      |    | “Billy the Kid Wanted”
| 4:15 | 5 | Gabby Hayes Show—Tall Tales
| 4:30 | 4 | Garfield Goose & Friend
| 5    |    | Howdy Doody Show—Puppets
| 5:00 | 4 | Kids Karnival Kwiz—Games
| 5    |    | Cactus Jim—Western Feature
| 7    |    | Laugh Time—Film Short
|      |    | “Laurel & Hardy” film plus cartoons
| 9    |    | Time For Beany—Puppet Fun
| 5:15 | 9 | Junior Theater—Film
|      |    | Ed Fentress narrates
| 5:30 | 4 | Silhouettes Of The West—Talks
|      |    | Roy Starkey narrates tales of west (Continued on page 32)
sonality. By this device, I can acclaim Lena Horne as the greatest of the girl singers. Miss Horne completely mesmerized the folks in the studio with her sultry rendition of “Can’t Help Lovin’ Dat Man” and judging from the letters that poured in, her appearance must rate as one of the high spots in Toast of the Town history. Here again was another brain-wracking process of judging from a field that included such memorable Toast “firsts” as Patti Page, Rosemary Clooney and Jane Froman.

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

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

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

Les Compagnons de la Chanson, that delightful ensemble of French singers certainly rates as the greatest of the singing groups. Their frequent return engagements on Toast is proof of the popularity of the boys. And special mention should be made also of some of our fine opening and closing acts. Like the Jackson, Michigan American Legion Zouaves—they were the greatest drill team. And the Seven Ashtons, easily the best “risley.” The note in the dancing team category would go to the Szonyis, perfectionists on the dance floor if there every were any.

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

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

“Toast of the Town” is seen Sundays at 7 p.m. on channel 4, station WBKB.
**Thursday Jan. 22**

5:30  5 King Calico—Adventures
     Otto gets a change of heart & also
     a change of mind

7  Adventure Time—Film Serial
   “Hurricane Express” chapter 5, and
   “Wagon Trail” chapter 4

9  Robert F. Hurleigh—News

5:45  4 Window Shopping—Commercial
     Lee Phillip is femece

5  Something To Talk About
     Chuck Acree on a variety of subjects

9  Clete Roberts World Report

5:50  4 Chgo. Weather—Russ Reed

5  Clifton Utley And The News

5:55  4 A Word From Vera—Comments
     Human interest tales are narrated

6:00  4 Sports & Comments—Bob Elson

6  Joe Wilson’s Sports Corner

7  Austin Kiplinger & The News

9  Captain Video—Adventure Tale

6:10  7 Sports Highlights—Jack Drees

6:15  4 Ulmer Turner And The News

5  Short, Short Drama—Film
   “Buried Treasure” with Una O’Connor as a char woman who discovers a great amount of money in an old mattress

6:20  7 Your Weather—Wayne Griffin

6:30  4 CBS News—Douglas Edwards

5  Dinah Shore Show—Musical

7  Lone Ranger—Western Drama

9  Spencer Allen And The News

6:45  4 Jane Froman’s U.S.A. Canteen
     Guest: Sgt. Jacob LeTynner, pianist

5  News Caravan—John Swazyne

9  Chicagoland Newsreel—Data

7:00  4 BURNS AND ALLEN—Comedy
     Guest Jack Benny tries to convince Gracie that her 25 year old marriage to George is legal

5  GROUCHO MARX SHOW—Quiz
     “You Bet Your Life” quiz contest

7  RAMAR OF THE JUNGLE—Film
     Jon Hall stars in jungle adventures

7:00  9 SPORTS EDITION—News Events
     Jack Brickhouse assisted by Harry Creighton reports on football and other sports as well as interviewing a guest

7:15  9 TRAVELER’S SKETCHBOOK—Film
     “Chippewa”

7:30  4 AMOS ‘N’ ANDY—Comedy
     Kingfish finds a wallet with a pair of “Ballet Tickets” inside which he gives to Sapphire & Mama, who are later arrested at the theater, because the wallet was stolen

5  TREASURY MEN IN ACTION
     Federal agents try to catch up with stolen bonds by trailing a unique pair of crooks in “The Case of the Troubled East”
     Sponsored by Borden’s Instant Coffee

7  CHANCE OF A LIFETIME—Acts
     Professional talent competes for cash awards & the opportunity for stardom

9  MOVIE—Title To Be Announced

8:00  4 BIFF BAKER, U.S.A.—Drama
     “Saigon Incident” with Alan Hale Jr. & Randy Stuart; a rubber plantation in Indo China proves to be a rather dangerous place for Biff & Louise as they face the bullets of fanatical red gorillas (see pg. 8)

5  DRAGNET—Police Drama
     In his efforts to locate the missing mother of a 7 week old baby, Sgt. Joe Friday (Jack Webb) is faced with one of the most poignant situations of his career

7  “LAW COMES TO GUNSITE”
8:00  4 MOVIE—(1st showing) Johnny Mack Brown stars with Raymond Hatton

9  TRASH OR TREASURE?
     Sigmund Rothschild, noted appraiser and art critic, examines curios sent by people from all over

8:30  4 BIG TOWN—Newspaper Drama
     “Crime & Punishment” tells of a battle of wits between a newspaperman & a released convict

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**SEE**

“TREASURY MEN IN ACTION”

**EVERY WEEK**

True, Authentic Cases

**EVERY THURSDAY 7:30 P.M.**

**WNBQ**  **CHANNEL 5**

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**ENJOY**

**BORDEN’S INSTANT COFFEE**

**EVERY DAY**

Tastes so rich because it’s

100% PURE CRYSTALS

OF

100% PURE COFFEE

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**TV FORECAST**

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**Thursday, Jan. 22**

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<th>Time</th>
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<tbody>
<tr>
<td>8:30</td>
<td><strong>FORD THEATER</strong>—Drama On Film</td>
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<td>&quot;Sermon Of The Gun&quot; with MacDonald Carey &amp; K.T. Stevens; a gun fighting preacher saves his townpeople by taking up his guns again after having laid them aside.</td>
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<td>9:00</td>
<td><strong>&quot;THE INVISIBLE WOUND&quot;</strong></td>
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<td>A man suffers from excruciating pains in his hand, the doctor says they are psychological pains, &amp; the story of why he suffers is unfolded.</td>
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<td>9:30</td>
<td><strong>BOSTON BLACKIE</strong>—Drama</td>
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<td>Mystery &quot;involving a truck loaded with dynamite and a hired farmhand who was once in an insane asylum in &quot;Sandpaper Hands&quot; with Kent Taylor.</td>
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<td>10:00</td>
<td><strong>VIC PERRY</strong>—Man On The Street</td>
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<td><strong>WEATHERMAN</strong>—Clint Youle</td>
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<td>10:25</td>
<td><strong>CHGO. WEATHER</strong>—Russ Reed</td>
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<td>10:30</td>
<td><strong>CHICAGO AT NIGHT</strong>—Chuck Bill</td>
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<td>11:00</td>
<td><strong>KUP'S COLUMN</strong>—Guests &amp; Chats</td>
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<td><strong>&quot;DOUBLE CROSS&quot;</strong>—Movie</td>
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<td>Comedy involving two adult war orphans, a romance, a missing diamond bracelet, and a bean factory; stars Harry Langdon &amp; Chas. Rogers.</td>
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<tr>
<td>11:15</td>
<td><strong>FAMILY MOVIE QUIZ</strong>—Game</td>
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<td>Entire family will be rewarded if you answer the motion picture quiz correctly &amp; all will appear on the show the following night as guests of comedian Joey Bishop.</td>
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<tr>
<td>11:30</td>
<td><strong>MURDER BEFORE MIDNIGHT</strong></td>
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<tr>
<td>12:00</td>
<td><strong>&quot;PHANTOM BROADCAST&quot;</strong></td>
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<td></td>
<td><strong>MOVIE</strong>—Gail Patrick &amp; Ralph Forbes</td>
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<td><strong>WHAT'S NEW</strong>—Current Events</td>
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<tr>
<td>1:30</td>
<td><strong>ULMER TURNER &amp; THE NEWS</strong></td>
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</tbody>
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*(Stations reserve the right to change above listings without notice)*

**TONIGHT!**

**THURSDAY EVENING**

**8:30 P.M.**

**Two Fine Half Hour Dramas**

**Tonight's Plays**

**"THE SQUEEZE"**

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

**"The Invisible Wound"**

Starring Reginald Denny

Sponsored by Your Hudson Dealer

**WGN-TV**
TV FORECAST

**Friday Jan. 23**

<table>
<thead>
<tr>
<th>Time</th>
<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
<th>WGN-TV</th>
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<tr>
<td>6:45</td>
<td>5 Town And Farm—Discussion</td>
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<td>7:00</td>
<td>5 Today—Reports &amp; Interviews</td>
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<td>9:00</td>
<td>4 Film Short</td>
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<td>9:30</td>
<td>4 Wheel Of Fortune—Quiz</td>
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<td>9:45</td>
<td>4 Meet Betty Furness—Ideas</td>
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<td>10:00</td>
<td>4 News At Ten—Information</td>
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<tr>
<td>10:15</td>
<td>9 Morning Movie Time—Film</td>
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<td>10:30</td>
<td>4 There’s One In Every Family</td>
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<td>10:45</td>
<td>9 Earl Nightingale Show—Chats</td>
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<td>11:00</td>
<td>4 Breakfast With Danny O’Neil</td>
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<td>11:15</td>
<td>5 Mrs. U.S.A.—Film Short</td>
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<td>11:30</td>
<td>4 Creative Cookery—Recipes</td>
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<td>11:45</td>
<td>7 “Stairway To A Star”</td>
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<td>12:00</td>
<td>7 Bob &amp; Kay Show—Variety Time</td>
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<td>12:15</td>
<td>9 Bride &amp; Groom—Interviews</td>
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<td>12:30</td>
<td>9 Love Of Life—Serial Drama</td>
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<td>12:45</td>
<td>5 Good Living—New Ideas</td>
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<td>12:45</td>
<td>5 Guiding Light—Serial Story</td>
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<td>12:45</td>
<td>4 Happy Pirates—Fantasy</td>
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<td>12:45</td>
<td>5 Noontime Comics—John Coons</td>
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<td>12:45</td>
<td>9 Hi Ladies—Interview Fun</td>
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<td>12:45</td>
<td>5 Jack Angell And The News</td>
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<td>1:00</td>
<td>5 News Of The Day—S. Allen</td>
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<td>5 Double Or Nothing—Bert Parks</td>
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<td>1:00</td>
<td>5 “Sign Of The Wolf”</td>
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<td>7 What’s New—Current Events</td>
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<td>1:30</td>
<td>4 Art Linkletter’s House Party</td>
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<td>2:00</td>
<td>4 Film Short</td>
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<td>2:00</td>
<td>5 Big Pay Off—Quiz Contest</td>
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<td>2:30</td>
<td>4 Lee Phillip Show—Discussion</td>
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<td>2:30</td>
<td>4 Roosevelt College—Talks</td>
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<td>3:00</td>
<td>5 Welcome Travelers—Interviews</td>
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<td>5 News At 3:00—Chuck Bill</td>
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<td>3:00</td>
<td>5 Kate Smith Hour—Variety</td>
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<td>3:00</td>
<td>7 “August Weekend”</td>
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<td>7 “Docks Of New York”</td>
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<td>4:00</td>
<td>5 Hawkins Falls, Pop. 6,200</td>
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<td>4:15</td>
<td>5 Trail Blazers’ Theater—Film</td>
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<td>4:30</td>
<td>5 Gabby Hayes Show—Tall Tales</td>
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<td>5 Garfield Goose And Friend</td>
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<td>5:00</td>
<td>5 Howdy Doody Show—Puppets</td>
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<td>5:00</td>
<td>5 Kids Karnival Kwiz—Games</td>
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<td>5:00</td>
<td>5 Cactus Jim—Western Feature</td>
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<td>5:00</td>
<td>5 laugh Time—Film Shorts</td>
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<td>5:15</td>
<td>9 Junior Edition—S. Fontress</td>
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<td>5:30</td>
<td>5 Silhouettes Of The West—Chats</td>
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<td>5:30</td>
<td>5 King Calico—Puppet Fun</td>
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**Notes:**
- MOVIE—Story of two Alsatian shepherd dogs, one a silver fox killer, the other a faithful companion; stars Michael Whalen, Grace Bradley, and Darryl Hickman.
Jan. 23 Friday

5:30 7 Adv. Time With Bob Atcher
    “Hurricane Express” chapter 6, and
    “Wagon Trail” chapter 5
9 Robert Hurleigh—News

5:45 4 Window Shopping—Commercial
5 Something To Talk About
9 Clete Roberts World Report

5:50 4 Chgo. Weather—Russ Reed
5 Clifton Utley And The News

5:55 4 A Word From Vera—Comments
    Human interest stories are related

6:00 4 Sports & Comments—Bob Elson
5 Herman Hickman Show—Talk
    Every phase of sports is covered
    including commentary on latest
    developments, predictions of scores,
    and interviews with celebrities.
    Sponsored by Robert Burns Cigars
    & Cigarillos

7 Austin Kiplinger & The News
9 Captain Video—Adventures

6:10 7 Sports Highlights—Jack Drees

6:15 4 Ulmer Turner And The News
5 Town Crier—Tony Weitzel

6:20 7 Your Weather—Wayne Griffin

6:30 4 CBS News—Douglas Edwards
5 Those Two—Comedy Skit
    Pinky Lee & Martha Stewart
7 Stu Erwin—Comedy Drama
9 Spencer Allen And The News

6:45 4 Perry Como Show—Musical
    Guest, Joni James; tunes: “My
    Baby’s Coming Home,” “Glow
    Worm,” & “Wild Horses”
5 News Caravan—John Swayne
9 Chicagoland Newsreel—Data

7:00 4 MAMA—Domestic Comedy
    A great fuss is made over “T. R.
    Ryan” when he comes to visit the
    Hansens and Dagmar feels neglected

Make it DAY
TONIGHT
THE NEW
DENNIS
DAY
on the
RECA VICTOR
SHOW
WNBQ Channel 5 7:00 pm

Open Dally 4 to 4—Sunday 3:30 to 4
LERN BURTON’S
PEGGY SABEL’S

STEAK HOUSE

• Varied Dinner • Steaks—Chops Chorizo Broiled
• Only AGED PRIME BEEF Served

744 N. Rush • For Reservations
   Delaware 7-5930

Entire Second Floor for Private Parties
In Person—NORMA SHER—NBC CBS Pianist
In Person—JANIE CBRIEN—Cute, dynamic

See the
HERMAN HICKMAN SHOW

SPONSORED BY
ROBT. BURNS CIGARS
CIGARILLOS

FRIDAY EVENINGS 6:00 P.M.—CHANNEL 5

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

9 SPORTS EDITION—News Events
Jack Bruckhouse & Harry Creighton

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

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

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

7 SUPERMAN—Adventures
“The Evil Three,” Mystery of an apparently abandoned hotel in the Louisiana bayou country

9 DARK OF NIGHT—Drama

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

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

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

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

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

7 FILM DRAMA

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

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

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

enjoy an ADVENTURE in REFRESHMENT!

TUNE IN
TERRY
and the pirates
on TV every other week

SWITCH TO
CANADA DRY
Ginger Ale
AMERICA’S Ginger Ale

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

TV FORECAST
Jan. 23 Friday

9:00 7 THIS IS MY MELODY—Stories
Bill Gwinn presents a harpist and a teenage song and dance team

9 TWENTY QUESTIONS—Quiz
Emcee Jay Jackson with Fred Van Deventer, Florence Rinard, Herb Pollesle, Johnny McPhee, and guest panelist Earl Wilson, columnist

9:30 4 FAVORITE STORY—Film Drama
Adolph Menjou is featured

7 CHGO. KLOSE UPS—Interviews

9 DOWN YOU GO—Panel Quiz
Dr. Bergen Evans with Carmelita Pope, Fran Coughlin, Toni Gilman, and Robert Breen

9:45 5 GREATEST FIGHTS OF CENTURY
Boxing film: Chuck Davey vs Chico Vejar—1st—(May 7, 1952)

10:00 4 VIC PERRY—Man On The Street

5 WEATHERMAN—Clint Youle

7 COURTESY HOUR—Variety
Jim Moran emcees a real old-fashioned barn dance

Sponsored by Courtesy Motors

9 MOVIE—Title To Be Announced

10:10 5 DORSEY CONNORS—New Tips

10:15 4 SPORTS PAGE—Commentary
Report by Jimmy Evans

5 CLIFTON UTLEY AND THE NEWS

10:25 4 CHGO. WEATHER—Russ Reed

10:30 4 CHICAGO AT NIGHT—Chuck Bill

5 LET’S LOOK AT SPORTS—Duggan

10:45 4 OUR SONG—Danny O’Neil Sings

5 HERBIE MINTZ—Musical

11:00 4 KUP’S COLUMN—Gossip

5 MOVIE—Title To Be Announced

7 “STATE DEPARTMENT”
MOVIE—A foreign service agent, constantly in danger, makes the decision to sacrifice his life to bring about death of a Chinese revolutionary war leader; stars Wm. Lundigan, Virginia Bruce, Jonathan Hale, & Frank Ferguson

11:15 4 FAMILY MOVIE QUIZ—Contest
Joey Bishop interviews lucky family and places a call to a prospective winner. “Name the star” game has oral and visual clues

11:30 4 MURDER BEFORE MIDNIGHT

12:00 4 “SALUTE THE TOFF”
MOVIE—A clever & well organized gang has been successfully carrying out a series of million dollar raids & Toff is called in to uncover the gang; stars John Bentley, Carol Marsh, & Guy Middleton

12:30 7 WHAT’S NEW—Current Events

1:30 4 ULMER TURNER & THE NEWS
(Stations reserve the right to change above listings without notice)
MAGAZINES, like people, are human. They like to record their frustrations and better yet, their achievements. Most fun of all is the opportunity to catch in the camera eye a reunion of old friends—such as the recent homecoming party for TV Forecast's Bob Kubicek.

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

OMING

DRAWS TOP CELEBRITIES

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

—Marty O’Shaughnessy

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

Sterling Quinlan, program director of WBKB downs a coke.

Forecast publisher John Groenings listens attentively.

Jules Herbuveaux WNBQ TV Boss.

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

Students See Ike Sworn In

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

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

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

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

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

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

*Sponsored by TV Forecast magazine.
FRANK LANE, the dynamic White Sox general manager appointed by Ford Frick to Baseball’s TV Committee, writes us to say: “. . . Most of your predictions in TV Forecast usually come to pass, though I hasten to advise you that the White Sox home games, including Sundays, will be telecast if and when we enter pending contract negotiations, but as in past seasons, the night games will not be telecast.” . . . Frank’s letter dispels earlier reports that Sunday telecasts might be discontinued.

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

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

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

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

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

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

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

In 1948, after successfully televising their games for three years, the Blackhawks suddenly canceled their telecasts. The Hawk management explained the telecasts were cutting down attendance for the games. The fact that the Blackhawks were floundering in last place apparently didn't enter into it. So, for four years the Blackhawks prohibited telecasts, attendance continued to nose-dive, and the Hawks finished in last place three out of four years. From the top hockey town in the National Professional League, Chicago became the worst.

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

If that news isn't cheerful enough, Joe Wilson, generally considered to be the
finest hockey announcer in the business, has been tapped as announcer for these telecasts. It looks like the renaissance of the Blackhawks is complete.

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

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

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

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

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

Chicago Blackhawks TV Schedule

Sundays W6KB, 10:00 p.m.

January 18, 1953 Hawks vs New York Rangers

January 25, 1953 Hawks vs Toronto Maple Leafs

February 1, 1953 Hawks vs New York Rangers

February 8, 1953 Hawks vs Toronto Maple Leafs

February 15, 1953 Hawks vs Detroit Red Wings

February 22, 1953 Hawks vs Boston Bruins

March 1, 1953 Hawks vs Boston Bruins

March 15, 1953 Hawks vs Detroit Red Wings

My favorite player on the Chicago Blackhawks is

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

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

YOUR NAME__________________________

ADDRESS_____________________________

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

Then in 1951, he reversed his pattern. Art applied thick greasepaint, dabbed rouge on his cheeks, painted on a grinning mouth, donned a polka-dot and striped suit and matching chapeau. Quicker than you could say “Barnum and Bailey,” he became a TV character dearly beloved by children—a clown.

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

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

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

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

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

“Kids Karnival Kwiz” is seen Mon. thru Fri. on channel 4 (WBKB).
Boys and girls, what would you do if you got a baby elephant for a present? Joey Mazzuca, one of “Smilin’ Ed’s Gang,” received this elephant as a gift from the Maharajah of Mysore and even now he’s wondering where he’ll keep his pet.

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

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

THIS WEEK’S CONTEST: How many animals can you name who are on television regularly or appear as guest stars? For example, Roy Roger’s horse, Trigger. Send your list to me. For the longest list, I’ll award $1; second longest, 50 cents; next 15-runners up, 25 cents each. Mail your list to Uncle Herbie, % TV Forecast, 185 N. Wabash Avenue, Chicago 1, Ill., before Sunday, Jan. 25.

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

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

Answer to last week’s puzzle: KIT CARSON

Dec. 29th Mollycues winners:

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

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

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

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

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

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

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

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