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TV Forecast
MARCH 24, 1951

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NEXT WEEK

"You Asked For It"

Read about Art Baker, WGN-TV's unusual program that televises what viewers want, even custard pies in someone's face! It appears in next week's Forecast, on sale at leading newstands everywhere. That's model Anne Melton (above) with Baker.

ON THE COVER—Dorsey Connors reveals her daily diary in an exclusive guest column on page 10.
NEW YORK—Contrary to custom, most of the big network shows will stay on TV this summer. Time is going at a premium and many sponsors are afraid they'll lose their place by shuttering for the hot months. . . . "Strike It Rich" tees off in April on CBS, with Warren Hull slated to emcee the daytime. . . . Film star Barbara Britton, who drew raves for her Pulitzer Prize Playhouse appearance, will probably be back for a repeat performance. . . . Bert Parks, the NBCaper, has been made an honorary member of a South Dakota tribe, of Sioux Indians. His tribal moniker is Cloud Horse. . . . Journalism fans are keeping an eyed peeled for "City Editor," a new series based on newspaper files. Art Modell, an ABC producer, owns the rights.

Gertrude Berg, better known as Molly Goldberg, has launched an international cookbook, using recipes sent in by women viewers. . . . Bob Hope has an all-star lineup set for his April 8 Frigidaire show. Tentatively slated are Rex Harrison, Lilli Palmer, Janis Paige, Sugar Chile Robinson and Arthur Treacher. . . . William Gargan heads for Palm Springs March 29 for a rest. His "Martin Kane, Private Eye" show on that date will either be filmed or find a substitute. . . . Piano windmill Al Morgan commutes each week between his DuMont show and his new restaurant at Newport, Kentucky. . . . Edgar Bergen dislikes gas engines, and drives a 1912 White Steamer, which he operates with a plumber's kit. . . . Watch for another Milton Berle 24-hour marathon in May. The Damon Runyon Fund will benefit. . . . Harry Hall, the midwestern lad who solos via Wayne King's show, is picking up a raft of feminine fan clubs. . . . Vinnie De Campo, the young song sensation discovered on the Kate Smith show, will get a buildup a la Vie Damone.

Now they're talking about a TV disk jockey stint for Dagmar, the skyscraper blonde seen on "Broadway Open House." . . . Reba Tassell, with two fine "Studio One" performances, may get a Hollywood screen tryout. . . . Arthur Godfrey says of Archie Bleyer—"Archie is a talented man with needle and thread. He sews all the buttons on his shoes." . . . Archbishop Cushing of Boston has started a censorship furor with his recent blasts at smut shows. Network heads pooh pooh aloud, but are privately worried. . . . Spike Jones and His City Slickers, who made that recent musical explosion on the "Comedy Hour," won't do any more TV this year, but are planning a half-hour variety show for 1952. . . . Hattie McDaniel estimates she washed 3 million dishes in real life before clicking as "Beulah." . . .

Midwest critics still rate Ransom Sherman as the funniest man on TV, even though NBC brass here pulled the rug from underneath him. . . . Fred Waring spares no pains to make his music fest authentic. Recently, he called in a Scotch-born elevator operator when his Pennsylvanians were doing a Highland number, so their burr would be realistic. . . . Garry Moore, CBSprite, had a young visitor just returned from Florida. "Did you get tanned much?" asked Garry. "Oh no," said the youngster, "my parents never spank me."
He's a spindly little comic with an outrageously hoarse voice. His clothes are three sizes too big, and his mish-mash hat is a college boy's dream. In place of a walk, he shuffles along like a penguin with arthritis.

But most incredible of all is the great, swelling pendulum that masquerades as his nose. Despite all this—or probably because of it—Jimmy Durante has become an established American legend.

Durante in show business goes back almost beyond the memory of mortals. The younger generation, seeing him for the first time on TV, have much in common with their elders, because Jimmy Durante throughout the years has remained essentially the same—flapdoodle strut, windmill frenzy and the happiest personality in show business.

The famous Schnozz has rocked every TV show he's been on, whether he's a regular or a guest. The most conservative program achieves a certain joyous pandemonium the instant Durante appears. Pianos get smashed, opera stars jitterbug and emcees toss away their scripts.

The Jimmy Durante legend started somewhere on New York's lower East Side and continued through the Bowery, Coney Island, the vaudeville circuit and the movies. After that came radio, and finally television where the Durante personality burst like shrapnel over millions of grateful viewers.

As a boy, Jimmy taught himself to sing and pound the piano. He quit a job in a Coney Island night club to team up with Lou Clayton (now dead) and Eddie Jackson for vaudeville. Jackson still is with him as manager and business agent. Old timers will remember his smash comedy songs—"So I Ups to Him" and "Inka Dinka Doo."

On a London trip, Jimmy cracked all previous attendance records at the famed Palladium. NBC moguls, who never miss a gold flood if it pours in their laps, grabbed Jimmy for radio and TV where he now cavorts happily and noisily.

*Why does Jimmy say this, fans ask? Here's what he says—"Can't a man have some privacy in his life?" Your guess is as good as ours.
Jimmy is a city lover at heart. “Listen,” he said, “to dose beautiful noises. Taxis bumping into each other. Cops hollerin at people. Newsboys yellin lies. What a place.”

The Schnozz remembered his country home. “Da foist night I nearly died. Da silence wuz deafening. I couldn’t sleep. Nuttin’ made any noise. I loosed da blinds on da windows to have ’em make some noise. All night I stay awake and foist ting in da morning I rush down to da bank, get my money back and move into the busiest street I could find.”

Jimmy doesn’t spend all his time on stage, although figuratively, he never gets off it. Between show business engagements, he goes fishing and golfing. For hobbies, Jimmy collects stamps and reads detective stories. But his major hobby is making people happy.

“Just so’s I c’n bang my pianna, tell ’em jokes and sing m’ songs and make people laugh. I don’t need nothin else. I ain’t dreamin of yesterday or to-mora. I’m happy t’day.”

TV has been called the merging point of a trio of entertainment arts—stage, screen and radio. And Jimmy Durante has scored terrific success in all three. And now, television.

Top to Bottom—The famous schnozz bowes to literature as Jimmy Durante (1) prepares for his TV role as Cyrano De Bergerac, (2) gets an assist from makeup man Dick Smith, (3) poses in full glory, (4) takes stage with actor Don Ameche.
Last call for Chicagoland's Typical TV Family!

TV Forecast's search for the family that best represents midwest viewers ends Friday, March 30, at midnight. All letters must be postmarked no later than March 30 to qualify.

Here are the rules: Write a letter to Family Editor, TV Forecast, 185 N. Wabash Avenue, Chicago 1, Ill.—describing your own family or another as Chicagoland's Typical TV Family. Letters will be judged on neatness, sincerity and interest.

Outstanding TV stars from the four Chicago stations will judge the winning letter. They are Hank Grant of WBKB, Frankie Masters of WGN-TV, Bob Murphy and Kay Westfall of WENR-TV, and Herbie Mintz of WNBQ.

A glamorous prize awaits the winning family. This group will have a luxury suite overlooking Lake Michigan at the beautiful Whitcomb Sulphur Springs hotel at St. Joseph, Michigan for an entire weekend from Friday night until Sunday—with all expenses paid.

The Whitcomb's swank facilities include massage and sulphur baths, suntan privileges, excellent food, rhumba instruction, sight-seeing trip, and a reserved table for the gay Saturday night dancing party and variety show. In addition, Dean's fine Riding Stables in St. Joseph will provide horseback riding and instruction.
You’re a Director On This TV Show

Frustrated viewers and armchair quarterbacks finally get a chance to exercise their strategy in the new WENR-TV show “A Hit Is Made,” which appears Tuesdays at 10:30 p.m.

The 30-minute show, sponsored by Rheingold Beer, takes viewers through a fast-moving rehearsal based on an original script. Incidentally, the show will serve as a showcase for Chicagoland professional talent — actors, singers, dancers, musicians and comedians.

Starring as stage director of the series is John Barclay, who got his start at the Lyric Theatre in Hammersmith, England. He’s a legitimate stage veteran, with many years of acting on French and English boards.

Besides this authentic background, Barclay has toured the U.S. as a soloist with symphonies, as an actor with the Old Vic Theatre in London and the Hollywood production of “The Mikado.” In the Gilbert & Sullivan musical, Barclay handled the title role.

Midwestern fans will remember Barclay for his eight-year performance with the Chicago Theatre of the Air. Finally, TV viewers who sit in on “A Hit Is Made” as assistant directors will do well to remember that head director John Barclay is 6’3” tall and weighs in the neighborhood of 220 lbs.

International Golden Gloves Telecast on WGN-TV, March 29

The International Golden Gloves from the Chicago Stadium, March 29, will be telecast over WGN-TV and the Dumont Network starting at 8:30 p.m. until its conclusion.

Jack Brickhouse will again describe all the fistic action between the Chicago Champions and Europe’s best. The Chicago leather pushers are winners of the Golden Gloves elimination tournament conducted in 32 metropolitan cities from the western, mid-western and southern areas.
Dorsey Connors, a comely young woman who appears briefly on WNBQ five nights a week to dispense household hints, might well be termed Chicagoland’s answer to Eleanor Roosevelt.

Leaving politics aside, although Dorsey’s father is Democratic state senator William J. Connors of Chicago’s near northside, the similarity becomes evident when Dorsey’s daily schedule is known.

Almost any day in her life reads like a bustling chapter from Mrs. Roosevelt’s celebrated “My Day.” Between TV shows and guest appearances at fashion shows, Dorsey apparently travels at full tilt from morning until late hours.

The Dorsey Connors show is televised from 10:10 p.m. until 10:15 Monday through Friday on Channel 5. The five minute screener embraces such domestic mysteries as extra uses for nail polish, tips on wax paper and hints about flower vases.

But the most amazing thing about Dorsey is her daily schedule. Here’s a sample:

**MONDAY**

7:30 a.m. — Breakfast with daughter, Stephanie.
8:00 a.m. —Steph off to school. Man comes to measure for new kitchen linoleum. Plan menu for week and order groceries.
9:00 a.m. — Phone starts ringing. Dan MacMillan of George Hartman agency, Mr. Bell of Fannie May Kitchens, publicist Maraleita Dutton.
10:30 a.m. — Plan tonight’s TV show.
12:30 p.m. — Lunch with Jules Pewowar.
2:00 p.m. — To Helena Rubinsteins for hair and manicure.
3:30 p.m. — Conference at WNBQ with Dick Steele.

4:00 p.m. — Plan for fashion show commentary.
6:30 p.m. — Home for dinner with Steph. Listen to Mikado record album.
8:30 p.m. — To WNBQ studio. Rehearsal until 9.
9:00 p.m. — Compose commercial.
10:10 p.m. — Dorsey Connors TV show.
10:30 p.m. — Snack at Pump Room with sponsors.
12:00 — To bed with study material.

The Dorsey Connors show, nestled snugly between weatherman Clint Youle and commentator Clifton Utley, is a thoughtful little masterpiece of WNBQ programming. Thus the Channel 5 viewers, after an amusing left-footed shuffle among air pockets and cloud formations, get a pleasant breather before launching into high tension, precision news commenting.

Probably the most striking thing about the Dorsey Connors show is her voice. It’s a husky, intimate, caressing sound—halfway between torch singer and deep south party belle. Blended with this is a dewy, come-hither look that may eventually lure Chicagoland males into housework.

The Dorsey Connors show is sponsored by O’Connor & Goldberg, John M. Smyth, First Federal Savings, Fannie May Candy and Joanna Western Mills.

*Over 1 1/2 Million Readers*
*Rely on TV Forecast*
“Great Mr. Handel” Pre-Easter Film

“The Great Mr. Handel” will be presented to TV viewers over channel 5 on WNBQ-TV at 10 p.m. Saturday, March 24, as the feature of the Hauser Nash “Grand Marquee” program. Coming the evening before Easter this J. Arthur Rank production will give a deeper appreciation of famed choral music.

Responsible for bringing this human story of the man who wrote “The Messiah” to Chicago television and to television throughout the nation, is Paul “Bud” Hauser, Nash dealer at 3737 Lawrence ave. Mr. Hauser saw a private preview of the film in New York last summer and determined to give it to his “Grand Marquee” television audience. But the film was in color, and Paul Hauser didn’t want to wait for color television.

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WNBJ channel 5

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TV Forecast 13
SATURDAY—continued
3:30 4 I Hear Music—Tunes Of The Day
Jaekle Cain and Roy Kral
3:45 5 Irving Pfau—in-Commentary
4:00 5 Ship's Reporter—Interviews
5 Mr. Wizard—Don Herbert
Bruce Lindgren questions & Don explains & demonstrates natural phenomena that occur in every day living.
Subject: Wonders of water
7 Paddy The Pelican—Kids Show
4:15 4 Nu Youth—Nu Life
4:30 4 Versa-Tile Varieties Jr. Edition
Hostess Lady Iris Mountbatten takes the youngsters to visit New York's lower east side, the Bowery
5 Nature Of Things—Discussion
"Easter And The Passover," Dr. Roy K. Marshall explains how they are linked historically and calendar-wise
7 Bar Five Ranch—Western
Feature film "Fighting Bill Carson" starring Buster Crabbe
4:45 5 Bob Considine Show—Discussion
Commentary and guests
9 Jimmy Dudley's Sport Page
5:00 4 Who Ya Laffin At—Commercial
5 Victor Borge Show—Comedy
A party with guests Ann Thomas jiu jitsu expert, Norman Paris Trio, singing "Lady Be Good," Art Carney, Louis Nye, Mildred Hughes & Margaretta Warwick in comedy sketch; Borge plays "Jealousy" and introduces Danish conductor Jacob Gade

Featuring
Bob Atcher and his western stories
Guest star
Executive Chef
Paul Brynet of the Palmer House
DON'T MISS THE
MEADOW GOLD RANCH SHOW
Western, with Bob Atcher and Buster Crabbe

this Saturday
5-6 p.m.
WGN-TV
Channel 9
See Chef Brynet present Bob with his specialty—Creamed Flaked Turkey and Ham with Rice Louisiana. And offer you his prize recipe for this exciting dish!
brought to you by
MEADOW GOLD BUTTER

9 Meadow Gold Ranch
A tale of the west by Bob Atcher

5:30 4 Mr. I Magination—Kids' Drama
Joe Walsh learns how freedom of the press was established in America with Paul Tripp emcee
5 Smilin' Ed McConnell And Gang
"The Little One" tale of Ganga and his search for a newly-born elephant whose mother has died in the jungle
7 Marked For Murder—Western
Feature film with Tex Ritter
6:00 4 Sam Levenson Show—Comedy
5 Front Line Camera—News
Late information from Clifton Utley
9 Pet Shop—Comptons Present
Don Reed discusses four different breeds of rabbits; Robt. Stromh tells of companion puppy; new Easter scene in the fish tank; baby chicks, ducklings, bunnies, and Nubian, the famous tomercat
6:30 4 Beat The Clock—Quiz
Bud Collyer quizzes contestants
5 One Man's Family—Domestic
Growing pains of a modern family with Russell Thorson as narrator
7 Stu Erwin Show—Comedy
Stu sets out with handy man Willie Best and daughters to build an automatic dishwasher
9 Wrestling Film From Milwaukee
6:45 2 Preview Time (Decoded)
7:00 2 The Prince Of Thieves—Film
Feature with Jon Hall in the romantic adventure of Robin Hood
4 Ken Murray Show—Variety
Darla Hood, Enchanters, Hal Loman & Joan Fields dancers, Betty Lou Walters, with guests Gautier's dog Steelechase, Walter Sleazak in scene about life of Handel titled "Messiah"
5 Jack Carter Show—Variety
Donald Richards, vocalist with guests Milton Berle, John Payne, and Luisa Malina
7 Paul Whiteman's TV Teen Club
Youngsters display their talents
7:30 9 Madison Sq. Garden Events
Basketball: Eastern finals of Nat'l Col. Athletic Assoc. Curt Gowdy describes the action
8:00 4 Frank Sinatra Show—Musical
Variety stanza with June Hutton vocalist, Heathertones and guests Denise Darel and Basil Rathbone
5 Your Show Of Shows—Variety
Sid Caesar and Imogene Coca star along with Robt. Merrill, Marguerite Piazza, Bill Hayes, Hamilton Dancers, with guest host Richard Carlson
7 Flight To Arizona—Film Short
8:05 7 Cameraman At Large—Film
"Once Upon A Time" and "Toronto Symphony"
8:30 7 Hollywood Theater Time—Film
9:00 4 Sing It Again—Musical Quiz
Jan Murray me with Alan Dale, Judy Lynn, and Ridders vocalists
7 Roller Derby—Joe Hasel
9:15 2 Preview Time (Decoded)

TV Forecast
"Arizona"—Feature Film
Jean Arthur and William Holden in an outdoor picture of adventure and excitement

Your Hit Parade—Musical
Seven top tunes sung by Snooky Lanson, Eileen Wilson & Dorothy Collins

10:00 4 "Mystery Of Mr. Wong"
Film with Boris Karloff, Grant Withers, and Dorothy Tree

5 "The Great Mr. Handel"
Film with Wilfred Lawson and Elizabeth Allen. His life and writings, also how he came to write the "Messiah" (see pg. 11)

9 Wrestling From Chicago
Approximate time depending on conclusion of basketball game. Cyclone Anaya vs Gypsy Joe and Jack O'Reilly vs Frenchie Roy

10:15 7 Top Views In Sports—J. Evans
10:30 7 "Wild Beast At Bay"—Feature
11:00 9 "Mystery Train"—Feature Film
Marceline Day, Nick Stuart, & Hedda Hopper star

11:30 4 Murder Before Midnight—Film
12:00 4 "Call Of The Jungle"—Feature Film with Ann Corio, James Bush, and Claudia Dell. Police officer with aid of native girl & a little witchcraft exposes murderer and recovers pearls

(KS2XBS channel 2 Phonevision experimental station.)

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

Sunday

MAR. 25 WKBK WNBQ WENR-TV WGN-TV
4 5 7 9

8:00 4 Religious Services From Washington, D. C., Cathedral
9:00 4 Hill Number One—Religious Film
(See Sat. 1:30 ch. 4 listing)


10:00 4 CET Theater—Feature Film
"Exile Express" with Anna Sten and Alan Marshall; implicated in murder of chemist and ordered deported, she is aided by spy ring

10:30 7 The Resurrection Film "The First Easter"—Religious Production

11:00 5 Fifth Avenue Easter Parade
Faye Emerson and Skitch Henderson describe spring's most colorful event with Mayor & Mrs. V. R. Impellitteri, Vivian Blaine

7 Ozmoe—Kids Show On Film
11:15 7 Chester The Pup—Comedy
Adventures of the pup and his master

11:30 4 Fifth Avenue Easter Parade
Interviewers and commentators include Ilka Chase, Dorothy Donn, Steve Allen, John Daly, Eva Gabor, Robin Morgan, and Barbara Britton

7 Faith For Today—Religious
12:00 7 TV Garden Club—Instructions
James H. Burdett with points of interest to potential "farmers"

12:30 4 "Four Feathers"—Feature Film
Ralph Richardson, June Duprez, & C. A. Smith; accused of cowardliness young man proves himself a hero

5 American Forum Of The Air
"The War We Are Losing" discussed by Sen. Henry Cabot Lodge Jr. (R-Mass) and George H. Gallup

7 Amateur Hour—Chgo. Talent
1:00 9 Pathways Of The World—Film
Australia Today

5 Hill Number One—Religious Film
(See Sat. 1:00 ch 4 listing)

1:30 7 Space Patrol—Adventure Film
9 Top Tunes With Trendler
Paul Wray and Tony Fontaine harmonize to the music of Bob Trendler

2:00 5 Airflyte Variety Theater
Comedy variety with Milton Berle mc

7 Cisco Kid—Western Movie
Duncan Renaldo and Leo Carrillo in "Lynching"

9 "Wolves Of The Range" Feature film with Bob Livingston and At "Fuzzy" St. John

2:15 4 "Dancing Pirate"—Feature Film
Ralph Morgan, Stella Duna, Jack LaRue in Rodgers & Hammerstein musical of hanging of supposed pirate

2:30 7 Cowboy Classics—Western
Feature "Return of the Lash"

"YOUR PET PARADE"

Here's a Sunday show for ALL the family—with Bob Russell, emcee.

3:30 P.M.
Sponsored by Ralston Purina

Channel 7
WENR-TV
American Broadcasting Company

TV Forecast
THE EASTER PARADE on NEW YORK'S FIFTH AVENUE

Faye Emerson and Skitch Henderson meet celebrities today at 11:00 a.m.

Later Join The Fun On HOLLYWOOD JUNIOR CIRCUS 4:30 p.m.

and LEAVE IT TO THE GIRLS 9:30 p.m.

SUNDAY—continued

3:00 2 "The Big Clock"—Feature Film
Ray Milland and Charles Laughton in the strangest and most savage man-
hunts ever filmed

5 Meet The Press—Discussion
Guest, Sen. Everett Dirksen (R-Ill)

3:15 4 Ship's Reporter—Interviews

3:30 5 Help Wanted—Commercial
Jerry Specking narrator

5 Riding The Range—Western

7 Your Pet Parade—John Nelson
Moppets display pets for a prize

9 "Night For Crime"—Feature
Film with Glenda Farrell, Lyle Talbot, & Erskine Johnson. Screen star stran-
gled during Hollywood blackout is found alive by newspaper woman

3:45 4 Lilli Palmer Show—Comment
A trip to Denmark with guest Erik Tuxen conductor of the Den-
ish State Radio Orchestra

4:00 4 Mayor Kennelly—Discussion

5 Gabby Hayes Show—Drama
The story of Wyatt Earp, crime fight-
ing U. S. Marshal in Tombstone, Ari-
izona who attempts to form a vigilante group

7 Super Circus—Variety
Claude Kirchner invites the kids to have some fun with Cliffy, Scampy, and Nick Francis; acts: Sandy the seal; Trixie, woman juggler; Jimmy Troy, trapeze act; Ellie’s Circus, 2

4:15 4 Hair Magic—Commercial

4:30 4 Tides Of Destiny—Religious
Rev. Richard H. Harvey & Douglas Fisher, soloist Rose Arzoomanian, Wheaton Quartet, and Hi-C Chorale

5 Hollywood, Jr. Circus—Kids Show
Billy Booker Jr, me, Carl Marx, and Max Bornstein; acts: Reddingtons 

5:00 4 "Great God Gold"—Feature
Sidney Blackmer and Martha Sleeper in a tale of the receivership racket and the girl who broke it

5 Hopalong Cassidy—Western

7 Ted Mack’s Family Hour
Variety, songs, music, and dancing

9 By Candlelight—Bill Snary
Romantic ballads for your viewing & 

5:30 9 "But Not In Vain"—Feature
Film with Raymond Lovell, Tale of Dutch farmers’ actions in underground during Nazi occupation of Holland. Stay tuned for the Four Leaf Clover Quiz with a mighty Jackpot of prizes

6:00 4 Gene Autry Show—Western
"The Devil’s Brand" ranchers of the area are being terrorized by gang who levy tribute on the cattlemen by the threat of sudden death

5 Zooparade—Marlin Perkins mc
Jim Hurlbut and Marlin present Ling Wong, Heinie II, Sinbad, and pals as they dress up for the Easter Parade
6:00 7 Paul Whiteman Show—Musical
Guest, Mimi Benzell. Musical story of two Easter bonnets

6:30 4 This Is Show Business—Variety
Clifton Fadiman host with Abe Burrows, Geo. S. Kaufman, and guests
Biju Sayo, Met. opera singer; Jack Leonard comedian, Bill Bailey, Joan
Blondell, and Steve Allen

5 Aldrich Family—Comedy
Henry & Homer rent a horse & wagon
to take girl friends on hay ride, de-
lays & misunderstandings take their
toll as hourly rental charges mount up

7 Showtime U.S.A.—Drama—Variety
Marc Connelly’s “Green Pastures” with
the Hall Johnson Choir, William Mar-
shall and Ossie Davis soloists

6:45 2 Preview Time (Decoded)

7:00 2 “Bambi”—Feature Film
(See Sat. 2:00 listing)

4 Toast Of The Town—Variety
Ed Sullivan presents Byron Nelson.
Glee Club of Notre Dame Univ., Phil
Spitalny’s all-girl combo, Terry Thomas
comic-ventriloquist. Selections from
“The Messiah” and “Ave Maria”

5 Comedy Hour—Variety
Comedy sketches with Eddie Cantor and
guests Jimmy Durante and Ed-
die Jackson

7 Hill Number One—Religious Film
(See Sat. 1:00 ch 4 listing)

9 Chicagoland Newsreel Review

7:30 9 Armed Forces Hour—Musical
Excerpts from Handel’s oratorio
“The Messiah,” M/Sgt. Glenn Dar-
win baritone soloist, Maj. Gen. Chas.
J. Carpenter tells of varied & far-
flung activities of the chaplains

8:00 4 Fred Waring Show—Musical
“Song Of Easter” tells the festival
story in music and verse with tunes
like “Let Us Break Bread” and “Led
My Lord Away” also Livingston
Gearhart & Virginia Morley piano

5 Philco Playhouse—Drama
“Bulletin 120” with Stephen Court-
leigh, Robb, Quarry, Elmar Randel,
and Dan Reed in the discovering,
by Dr. Jos. Goldberger in 1915, of
real cause of disease pellagra

7 Crusade In Europe—Ch. XXI
“Crossing The Rhine” film

9 Rocky King, Detective—Drama
“Fire Of The East”

8:25 7 Film Short—“Greig Concerto”

8:30 7 The Modest Miracle—Drama

9 They Stand Accused—Film
Trail of woman suing her husband
for separate maintenance

9:00 4 Celebrity Time—Quiz
Conrad Nagel mc with Kyle MacDon-
nell, Herman Hickman and guests
Martha Wright and Paul Lukas

5 Garroway At Large—Variety
Connie sings “New Sun In The
Sky,” Bette, “It’s Anybody’s Spring,”
Russell and Aura dance to “Celeste
Boogie” and Jack sings “The Lord’s
Prayer”

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SUNDAY

Lilli Palmer

Broadway’s most bewitching star—
in a smash hit new program

Presented by
Pond’s ANGEL FACE

WBKB CHANNEL 4 3:45 P.M.

THE CIRCUIT RIDER

A timely
inspirational
 television
program
with
Drama,
Gospel Music
and Noted
Personalities.

TONIGHT and every
Sunday 10:00 P.M.
Presented by America for Christ.

WENR-TV channel 7
American Broadcasting Company

TV Forecast 17
SUNDAY—continued

9:00 7 Old Fashioned Gospel Meeting
   Religious program with a talk by
   Dr. Charles E. Fuller DD

9 Stars Of Tomorrow—Amateur
   Lee Bennett emcees as Chicago talent
   competes for top place

9:15 2 Preview Time (Decoded)

9:30 2 "The Prince Of Thieves"—Film
   (See Sat. 7:00 listing)

4 What's My Line—Quiz
   Panelists Dorothy Kilgallen, Hal
   Block, and Arlene Francis, greet
guest Quentin Reynolds

5 Leave It To The Girls—Debate
   Discussion with Maggi McNeilis
   emcee, Vanessa Brown, Eloise Mc-
   Elhone, Dorothy Kilgallen, Paula
   Stone, & guest Phil Silvers comedian

7 Youth On The March—Religious
   Mixed chorus, a men's glee club, &
   sermon by Rev. Percy Crawford

9 Courtesy Theater—Film
   Feature "Road Show" with Adolph
   Menjou, Carol Landis, Patay Kelly,
   & Ed Norris, Lady with a
down-&-out circus rescued by an
adventure-seeking millionaire

10:00 4 "Strange Voyage"—Feature
   Eddie Albert and Forest Taylor

5 Sheilah Graham—Commentary
   Guest: Dick Haymes

7 Circuit Rider—Relig. Prgm.
   Guest Vice-pres, Alben W. Bark-
   ley discusses need of spiritual
   awakening, Fred M. Thrower Jr.
   VP ABC gives a brief talk on the
   history of the "Circuit Rider"

10:30 7 "Mile-A-Minute Love"—Feature
   Film starring Duncan Renaldo

11:00 9 Eloise Salutes The Stars—Chats

11:15 9 Powerhouse Of Sports—News

11:30 4 Who Ya Laffin At—Commercial

12:00 4 Ulmer Turner And The News

12:15 4 "Nut Farm"—Feature Film
   Wallace Ford and Joan Gale

   (KSZBBS channel 2 Ponevision ex-
   perimental station.)

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

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Monday

MAR. 26 WBKB WNBQ WENR-TV WGN-TV

9:45 9 Talking With Toni—Interviews
   Guests: The Smoothies, skating team
   from Ice Capades, Erna Thomas &
   Orrin Maechus

10:00 4 Fun And Features—G. Menard

10:15 4 Fun And Figure—Ed Allen mc

10:30 4 Fun And Features (continued)

9 Chicago Cooks—Recipes

11:00 4 Tel-A-Shopper—Betty Whitney

7 Bob And Kay Show—Variety

11:30 4 Fun And Features (continued)

5 Norman Ross' Varieties

9 Hi Ladies—Interviews

12:00 4 For Ladies Only—Commentary

5 Meet Mintz—Musical Favorites

9 Open House—Musical Variety
   Guests: Donna Atwood & Bobby
   Specht skating leads of Ice Capades' 
   "Student Prince" also Frankie and
   Phyllis singing an "April Medley"

12:15 4 Multiscope News—Ticker Tape

5 Newsroom—Late Information

12:30 4 Cooking Is Fun—Tina Redmond

5 Panorama Shop—Fern Persons

1:00 4 Garry Moore Show—Comedy
   Guest: Ross and West

5 "Suicide Squadron"—Feature
   Film with Norman Foster, Joyce
   Compton, & Aggle Herring. Fireman
   runs into difficulties in trying to join
   ace squad

7 Housewives' Holiday—Kirchner

9 Individually Yours—C. Carlyle

1:15 9 Test Pattern til 4:00

1:30 4 First Hundred Years—Serial

1:45 4 Bill Evans Show—Comment

2:00 4 Let's Have Fun—Hank Grant mc

5 Miss Susan—Susan Peters

2:15 5 Guest In Your Home—Poetry

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TV Forecast
2:30 5 Bert Parks Show—Variety
3:00 4 Homemakers' Exchange—Recipes
5 Kate Smith Hour—Variety
3:30 4 Betty Crocker—Recipes
3:45 7 Adventure Stories—Film Serial
   “Lightning Raiders” Ch. 7
4:00 4 Lucky Pup—Children's Show
5 NBC Comics—Four Serials
7 Mary Hartline Show—Games
9 Telephone Game—Quiz
4:15 4 Adventure Time—Film Serial
5 Gabby Hayes Show—Drama
Out of the past comes exciting adventures
7 Half-Pint Party—Al Gannaway
4:30 4 Assembly—Military Questions
5 Howdy Doody Show—Kids Fun
7 Sagebrush Theater—Western
9 Foto Test—Quiz
   Contestants vie for prizes with
   Frank Sweeney and Sue Topping
5:00 4 Comic Capers—Puppet Show
5 Cactus Jim—Western Film
7 Lois And Looie—Kids Show
9 Small Fry Club—Bob Emery mc
5:15 4 H M Ranch—Western Film
7 To be announced
5:30 4 Window Shopping—Commercial
5 Crusader Rabbit—Cartoon
7 Tom Corbett Space Cadet
9 Trail Blazers' Theater—Film
   “Rangers Take Over” I serial
5:35 5 Clifton Utley—News
5:45 4 Linger Awhile—Marty Hogan
5 Public Life Of Cliff Norton
   Subject: Enjoy Your Sunday Newspaper, comedy sketch
7 Uncle Mistletoe—Adventure
   Jolly little story teller introducing his friends
5:50 5 Weatherman—Clint Youle
6:00 4 Music Bowl—Musical Variety
5 Kukla, Fran, And Ollie
7 Champagne Party—Musical
9 Captain Video—Adventures
6:05 7 Club Seven—Musical
6:15 4 Ulmer Turner—News
7 Faye Emerson—Guests
   Interviews Ed Stein, mgr. editor of International News Photos and
   Geene Courtney, “publicity queen”
6:30 4 CBS News—Douglas Edwards
5 Showroom—Musical
7 Hollywood Screen Test—Drama
   Guest: Jeffrey Lynn in “Guide role”
9 Austin Kiplinger—News
6:40 9 Weather News—Frann Weigle
6:45 2 Preview Time (Decoded)
4 Perry Como Show—Musical
5 News Caravan—John C. Swayze
9 Chicagoland Newsreel
7:00 2 “The Big Clock”—Feature Film
   (See Sun, 9:00 listing)

4 Video Theater—Drama
   “Treasure Trove” starring Barbara Britton, Bruce Cabot and Dick Foran.
   Easter story about three young people, who are fast friends until they start
   hunting for lost coins and greed comes among them
5 Paul Winchell—Jerry Mahoney
   What’s my name quiz with comedy duo
7 Can You Top This?—Quiz
   Jokes and anecdotes related by panel
8:00 4 Horace Heidt Show—Musical
   Session with professional talent
5 Lights Out—Drama
   “The Power Of The Brute” by A. J.
   Russell with Richard Carlyle, Reb Tassell and Tom Drake. Two people
   with power of mental telepathy meet in time to save a man whose life is
   threatened by a brute man
7 College Bowl—Musical Variety
   Campus life, its gaiety and its problems with Chico Marx as one man
   panel with solutions
9 Dr. Preston Bradley—Discussion
8:30 4 Goldbergs—Domestic Comedy
   Jake's blood pressure soars when Rosalyn accepts a blind date.
5 Robert Montgomery Presents
   “Dark Victory” with Dorothy McGuire and John Forsythe in a drama
   of a woman who has only a short time to live, and who has been told that
   blindness will be the forerunner to death
7 “Daughter Of The Regiment”
   Tentative or the “Big Fix”
9 Cavalcade Of Stars—Variety
   Comedian Jackie Gleason emcees
9:00 4 Studio One—Drama
   “The Case Of Karen Smith” starring Felicia Montealegre. When the Smith
   twins come to town a situation that includes a mixture of love, deception, intrigue, and the prospect of murder
   jells into an astonishing climax
9:15 2 Preview Time (Decoded)
9:30 2 “Bambi”—Feature Film
   (See Sat, 2:00 listing)
5 Who Said That?—Quiz
   Robert Trout quizzes Pr. Allen Smith, Herbert Swope, Robert Patterson, and
   John C. Swayze
7 Dr. Fixum’s Household Hospital

TV Forecast
MONDAY
EVANS FUR CO. PRESENTS
"MOTION PICTURE ACADEMY"

March 26  A STAR IS BORN
      Fredric March, Janet Gaynor
April 2    UNDER THE RED ROSE
      Anabella, Raymond Massey
April 9    THUNDER IN THE CITY
      Edward G. Robinson, Constance Collier
April 16   WINGS OF THE MORNING
      Henry Fonda, Anabella
April 23   THE YOUNG IN HEART
      Paulette Goddard, Douglas Fairbanks, Jr., Janet Gaynor, Richard Carlson, Billie Burke, Roland Young
April 30   THE BEACHCOMBER
      Charles Laughton, Elsa Lancaster

WGN-TV CHANNEL 9  9:30 P.M.

MONDAY—continued
9    Evans Motion Picture Acad.
      Feature film "A Star Is Born" with Fredric March, Janet Gaynor, Adolph Menjou, & Andy Devine, Tale of the glister of the make-believe city

9:55  7 Film Commercial—Min-Wax
10:00  4 Ernie Simon—Curbstone Cutup
      5 Weatherman—Clint Youle
      7 Page One—News And Events
10:10  5 Dorsey Connors—Helpful Ideas
10:15  4 Wrestling From Hollywood
      5 Clifton Utley—News
10:30  5 Let's Look At Sports—T. Duggan
      7 Yesterday's Newsreel—Film
10:45  5 Herbie Mintz Show—Musical
      7 Cameraman At Large—Film
      "Florida Fishing" and "Summer Theater"
11:00  4 What's Your Trouble?—Clinic
      5 Broadway Open House—Variety
      7 Paul Harvey—News
9    Sandra 711 Theater—Film
      Feature "Delinquent Parents"

11:10  7 Top O'The Weather—Russ Reed
11:15  4 Anything Goes—Quiz
11:20  7 Walter "Fats" Pischon—Musical
11:30  4 Murder Before Midnight—Film
      7 Flana-Grans—Sports News
      Quinn Ryan subs for Pat

11:45  2 Preview Time (Decoded)
12:00  2 "The Great Man Votes"—Film
      Film with John Barrymore in comedy of loyal kids fighting against a town for the honor of their father
4    "Haunted House"—Feature
      Jackie Moran and Marcia Mae Jones
12:30  9 Chicagoland Newsreel
      (KS2XBS channel 2 Phonevision experimental station.)
      (Stations reserve the right to change above listings without notice)

SANDRA MOTORS
711 THEATRE

Delinquent Parents
A tragic story that asks a question.
Chicago's Leading De Soto Plymouth Dealer
711 W. Jackson Blvd.

WGN-TV 11 P.M. MONDAYS

Tuesday

MAR. 27  WKBK  WNBQ  WENR-TV  WGN-TV
4  5  7  9

9:45  9 Talking With Toni—Interviews
      Guest: Dale Clarkson, "Miss Up Front"

10:00  4 Fun And Features—Variety
      9 Your Figure Ladies—Exercises
10:15  4 Fun And Figure—Ed Allen mc
10:30  4 Fun And Features (continued)
      9 Chicago Cooks—B. Barkley
11:00  4 Tel-A-Shopper—Betty Whitney
      7 Bob And Kay Show—Variety
11:30  4 Fun And Features (continued)
      5 Norman Ross' Varieties
      9 Hi Ladies—Tommy Bartlett
12:00  4 For Ladies Only—Commentary
      5 Snowcrop Matinee Theater
      Feature film "Beauty Is A Joy" tribulations of a beauty contest winner

9  Open House—Frankie Masters
      Guest: Spencer Stewart, color psychologist; Frankie & Phyllis recall "Let's Take A Walk Around The Block"
12:30  4 Multiscope News—Ticker Tape
      5 Panorama Shop—Fern Persons
1:00  4 Garry Moore Show—Variety
      Guest: Winston L. Mittenjuice
5    "Gang's All Here"—Feature
      Frankie Darro, Marcia Mae Jones, and Jackie Moran
7    Beulah Karney Show—Foods

TV Forecast
1:00 9 Test Pattern Till 4:00
1:30 4 First Hundred Years—Serial
1:45 4 Bill Evans Show—Comment
2:00 4 Let’s Have Fun—Hank Grant mc
5 Miss Susan—Susan Peters
2:15 5 Guest In Your Home—Poetry
2:30 5 Remember This Date—Bill Stern
3:00 4 Homemakers’ Exchange—Recipes
5 Kate Smith Hour—Variety
3:30 4 Multiscope News—Ticker Tape
3:45 7 Adventure Stories—Film Serial
4:00 4 Lucky Pup—Puppet Adventures
5 NBC Comics—Four Serials
7 Mary Hartline Show—Prizes
9 Telephone Game—Quiz
4:15 4 Adventure Time—Film Serial
5 Panhandle Pete And Jennifer
“Samson and Hercules in the Cave of the Winds”
7 Half-Pint Party—Al Gannaway
4:30 4 Assembly—Military Questions
5 Howdy Doody Show—Bob Smith
7 Sagebrush Theater—Western
9 Foto Test—Frank Sweeney
Join the fun, win the prizes; Sue Topping hostess

5:00 4 Herb Graffis—Commentary
5 Cactus Jim—Western Feature
7 Lois And Looie—Kids Show
9 Small Fry Club—For Kids
5:15 4 H M Ranch—Western Film
7 To be announced
5:30 4 Window Shopping—Commercial
5 Crusader Rabbit—Cartoon
7 Stories In Sand—Fairy Tales
Tale of Daniel Boone
9 Trail Blazers’ Theater—Western
“Rangers Take Over” II serial film
5:35 5 Clifton Utley—News
5:45 4 Linger Awhile—Musical Session
9 Public Life Of Cliff Norton
Subject: Be Eccentric, comedy sketch
5:50 5 Weatherman—Clint Youle
6:00 4 Danny O’Neil At Home Show
5 Kukla, Fran, And Ollie
7 Champagne Party—Adventures
9 Captain Video—Adventures
6:05 7 Club Seven—Musical
6:15 4 Ulmer Turner—News
7 Going Places With Betty Betz
Teen age panel of “Jr.” reporters
who demonstrate newest fads & fashions preoccupying their age group
6:30 4 CBS News—Douglas Edwards
5 John Conte’s Little Show—Music
Guest vocalist: Kay Schroeder
7 Beulah Show—Comedy
After becoming involved with magician Bill tries to put on his own
magic show and gets into trouble
9 Austin Kiplinger—News
6:40 9 Weather News—Frann Weigle
6:45 2 Preview Time (Decoded)
4 Stork Club—Interviews
5 News Caravan—John Swayne
9 Chicagoland Newsreel

7:00 2 “Welcome Stranger”—Feature
Film with Bing Crosby, Joan Caulfield, & Barry Fitzgerald, happy-go-lucky musical about a young doctor taking over an elder’s practice
4 Family Playhouse—Drama
“The Bishop Misbehaves” Walter Hampden & Dorothy Gish, Bishop, an
amateur Sherlock Holmes, solves a crime and leaves his calling card for crooks so that he may reform them
5 Star Theater—Comedy Variety
Antics by Milton Berle emcee and
guest Constance Moore
7 “Mystery Of Thirteenth Guest”
Feature film with Helen Parrish
9 Court Of Current Issues
Debate with nation’s outstanding leaders in judicial affairs
7:30 9 Johns Hopkins Science Review
8:00 4 Vaughn Monroe Show—Musical
5 Fireside Theater—Film Drama
“Unwritten Column” Virginia Farmer,
Frieda Inescort, & Edward Earl,
Aging secretary tries a ruse to make her indispensable
7 Billy Rose Show—Drama
9 Cavalcade Of Bands—Musical
Presenting Ray Bloch and Orchestra
8:30 4 Suspense—Mystery Drama
“The Judgment Of Three” with Walter Slezak and Betty Garde; during speak-easy days a young jobless reporter gets involved
5 Circle Theater—Drama
“Double Exposure”

TONIGHT
AT
10:30 P.M.
RESERVE A FRONT ROW SEAT FOR A REAL TV THRILL ON CHANNEL 7
YOU’LL GET AN INTIMATE BACK-STAGE VIEW OF A FAMOUS STAGE DIRECTOR IN ACTION!
SEE HOW ‘A HIT IS MADE’ with
John Barclay—Director
WENR-TV Channel 7

TV Forecast
**TUESDAY—continued**

8:30 7 Pantomime Quiz—Charades
Mike Stokey mc introduces two star-studded panels who participate in this game-fest

9:00 4 Danger—Mystery Drama
Leo G. Carroll as phrenologist who employs the science of reading cranial bumps to solve a crime in “Head Print”

5 Amateur Hour—Ted Mack mc
7 March Of Time Thru The Years
“Cry, S. Navy” film John Daly host to Adm. Forrest Sherman, Chf, of Naval Operations and Bob Sherrod military & naval expert

9 "Behind Prison Walls”—Feature
Film with Alan Baxter and Gertrude Michael, businessman and son are sent to prison

9:30 2 "The Big Clock”—Feature Film
(See Mon. 7:00 listing)

4 DeLuxe Story Theater—Drama
“A Confession on New Year’s Eve.”
John Archer, Stanley Waxman, & Gale Page. Two old men reminisce of loves forty years ago

7 Roller Derby—Joe Hasel

10:00 4 Ernie Simon—Curbstone Cutup
5 Weatherman—Clint Youle
9 "Repeat Performance”—Feature
Film with Joan Leslie, Louis Hayward, and Richard Basehart

10:10 5 Dorsey Connors—Helpful Ideas
10:15 4 Uiler Turner—News
5 Clifton Utley—News
7 Great Comedians—Film

10:30 4 Sports Roundup—Joe Wilson
5 Let’s Look At Sports—T. Duggan
7 A Hit Is Made—Drama
Emphasis on creative lighting and theater emphasis; John Barday acts as director (see pg. 9)

10:45 4 What’s Your Trouble ?—Clinical
5 Herbie Mintz Show—Musical

11:00 4 Ship’s Reporter—Interviews
5 Broadway Open House—Variety
7 Paul Harvey—News

11:10 7 Top O’The Weather—Russ Reed
11:15 4 At Home Party—Earl Wrightson
11:20 7 Walter "Fats" Piscion—Musical

11:30 4 Murder Before Midnight—Film
7 Flana-Granc—Sports News
9 "Full Speed Ahead”—Feature
Film with Morra Lyman and Richard Norris. Two stowaways upset rebellious captain’s plans to scuttle ship

12:00 2 "Flight Lieutenant”—Feature
Film with Pat O’Brien, Glenn Ford, & Evelyn Keyes; out of the wars comes this story of the air’s strangest heroes

4 "Police Bullets”—Feature Film
John Archer and Joan Marsh in tale of shakedown artists pursued by the niece of one of their victims

12:30 9 Chicagoland Newsreel
(KS2XBS channel 2 Phoneline experimental station.)
(Stations reserve the right to change above listings without notice)

**Wednesday**

MAR. 28

<table>
<thead>
<tr>
<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
<th>WGN-TV</th>
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</thead>
</table>
| 9:45 9 Talking With Toni—Interviews
Guest: Dorothy Bond, famed syndicated cartoonist |
| 10:00 4 Fun And Features—Commentary |
| 9 Your Figure Ladies—P. Fogarty |
| 10:15 4 Fun And Figure—Exercises |
| 10:30 4 Fun And Features (continued) |
| 9 Chicago Cooks—Recipes |
| 11:00 4 Tel-A-Shopper—Betty Whitney |
| 7 Bob And Kay Show—Variety |
| 11:30 4 Fun And Features (continued) |
| 5 Norman Ross’ Varieties |
| 9 Hi Ladies—Interviews |
| 12:00 4 For Ladies Only—Commentary |
| 5 Meet Mintz—Herbie Mintz |
| 9 Open House—Musical Variety
Chgo, Public Schl. children present a demonstration of "Practical Nursing" under direction of Mrs. Helen Evans; Frankie & Phyllis tell us about the "Red, Red Robin"

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

12:30 4 Cooking Is Fun—Tina Redmond
5 Panorama Shop—Fern Persons

1:00 4 Garry Moore Show—Comedy
Guest: Tinsie Liah

5 "Strangler Of The Swamps" Feature with Robt. Barrett and Rosemary LaPlanche in story of ghost who strangles occupants of the swamp

7 Kay Morrow Show—Interviews
Tips on wallpaper, style, type, and decoration with guest Claire Kahn

9 Luncheon at the Republic
Patsy Abbott hostess holds discussion with guest Estelle Loring

1:15 9 Test Pattern Till 4:00
1:30 4 First Hundred Years—Serial
1:45 4 Bill Evans Show—Comment
2:00 4 Let’s Have Fun—Variety
5 Miss Susan—Susan Peters

2:15 5 Guest In Your Home—Poetry
2:30 5 Bert Parks Show—Musical

3:00 4 Homemakers’ Exchange—Recipes
5 Kate Smith Hour—Musical

3:30 4 Hair Raising Tale—Commercial
3:45 7 Adventure Stories—Film Serial
4:00 4 Lucky Pup—Fun For Kids
5 NBC Comics—Serials
7 Mary Hartline Show—Games
9 Telephone Game—Quiz Time

4:15 4 Adventure Time—Film Serial
5 Gabby Hayes Show—Drama
Tales of the rustic and pioneering cultivation of the west

7 Half-Pint Party—Al Gannaway
4:30 4 Assembly—Military Questions
5 Howdy Doody Show—Bob Smith
7 Sagebrush Theater—Western

TV Forecast
4:30 9 Foto Test—Quiz
Frank Sweeney and Sue Topping
offer you the chance to win a
multitude of prizes

5:00 4 Comic Capers—Don & Vera mc
5 Cactus Jim—Western Feature
7 Lois And Looie—Kids Show
9 Small Fry Club—Bob Emery
5:15 4 H M Ranch—Western Film
7 To be announced
5:30 4 Window Shopping—Commercial
5 Crusader Rabbit—Cartoons
7 Tom Corbett Space Cadet
9 Trail Blazers’ Theater—Western
“Range Warfare” I serial film
5:35 5 Clifton Utley—News
5:45 4 Linger Awhile—Marty Hogan
5 Public Life of Cliff Norton
Subject: Laugh at That Head Cold
7 Uncle Mistletoe—Fantasy
Stories of adventures in toyland

5:50 5 Weatherman—Clint Youle
6:00 4 Music Bowl—Musical
5 Kukla, Fran, And Ollie
7 Champagne Party—Musical
9 Captain Video—Adventures
6:05 7 Club Seven—Musical
6:15 4 Ulmer Turner—News
7 Faye Emerson Show—Guests
They will discuss spring cleaning
and new gadgets to help the
housewife

6:30 4 CBS News—Douglas Edwards
5 Showroom—Robert Quinlan
7 Chance Of A Lifetime—Quiz
9 Austin Kiplinger—News
6:40 9 Weather News—Frann Weigle
6:45 4 Perry Como Show—Musical
Guest: Rosemary Clooney
5 News Caravan—John Swayne
9 Chicagoan Newsreel
7:00 2 “Flight Lieutenant”—Feature
(See Tues. 12:00 listing)
4 Arthur Godfrey And His Friends
Musical variety with Marion Marlowe,
5 Four Star Revue—Comedy
Danny Thomas returns as emcee of
hour of fun
7 Ruggles—Domestic Comedy
9 Seeing The Unseen—John N. Ott
Time-lapse photography
7:15 9 Al Benson Show—Musical
7:30 7 Band Stand TV—Musical
Cab Calloway and his orchestra plus
Vocalist, Ella Fitzgerald and dancer-
drummer Teddy Hale
8:00 4 Somerset Maugham Theater
“End of Flight,” Englishman falls in
love with wife of man he has killed
5 Kraft Theater—Drama
“The Silent Room” starring Meg
Mundy and Dan Morgan. A tailor
befriends young girl hiding from
police and is then accused of her
murder
7 Don McNeill’s TV Club—Variety
Festive session with Don, Johnny Des-
mond, Patsy Lee, and Sam Cowling
guest: actor John Payne
9 Famous Jury Trials—Drama
Reenactment of cases in annals

8:30 4 The Web—Mystery Drama
7 Wrestling From Rainbow Arena
Wayne Griffin announcing
9 Plainclothesman—Drama
“End of Line”
9:00 4 Blue Ribbon Boxing Bouts
Abel Cestac vs Bob Satterfield
5 Break The Bank—Quiz
Bert Parks asks the questions
9 No Cover Charge—Mal Bellairs
Music on film

PATSY ABBOTT star of
the show “Roarin’ 20’s”
says . . .
“Join me for LUNCHEON
AT THE REPUBLIC” every
Wed. at 1 pm, WGN-TV . . . and if you’d like to
be my guest on TV, just
drop me a note at the
station!”
this week’s celebrity
Estelle Loring of
“SOUTH PACIFIC”

A TOUCHING STORY OF TRUE LOVE
SEE THE SILENT ROOM
BY JOE BATES SMITH

THE KRAFT TELEVISION
THEATRE
TV’S MOST POPULAR
LIVE DRAMATIC SHOW
WNBQ CHANNEL 5
8 P.M. WED.


**WEDNESDAY—continued**

9:30 2 "Welcome Stranger"—Feature
(See Tues. 7:00 listing)
5 Stars Over Hollywood—Drama
"Old Mother Hubbard" with Ellen Corby
9 "Chinese Bungalow"—Feature
Film with Paul Lucas and Jane Baxter.
Chinese millionaire marries a white girl and takes her to his fabulous home
9:45 4 Fight Follow Up—Summary
Lester Bromberg and Vin Scully
10:00 4 Ernie Simon—Curbstone Cutover
5 Weatherman—Clint Youle
10:10 5 Dorsey Connors—Helpful Ideas
10:15 4 Ulmer Turner—News
5 Clifton Utley—News
10:30 4 Sports Roundup—Joe Wilson
5 Let's Look At Sports—T. Duggan
10:45 4 What's Your Trouble?—Clinic
Got a problem? Let Mr. & Mrs. Mal Bellairs help you solve it
5 Herb PPmint Show—Musical
11:00 4 Ship's Reporter—Interviews
5 Broadway Open House—Variety
7 Paul Harvey—News
9 "Peck's Bad Boy"—Feature Film
Jackie Cooper, Thomas Meighan, & Jackie Searl in story of conflicting personalities when aunt & cousin visit father & son
11:10 7 Top O'The Weather—Russ Reed
11:15 4 Anything Goes—Quiz
11:20 7 Walter "Fats" Pischon—Musical
11:30 4 Murder Before Midnight—Film
7 Flina-Grants—Sports Comment
11:45 2 Preview Time (Decoded)
12:00 2 "Destroyer"—Feature Film
Edward G. Robinson in a story of gallantry, glory, heart-break, & victory
4 "Stunt Pilot"—Feature Film
John Trent, Marjorie Reynolds, & Milburn Stone; ploy and buddy solve a murder and free an innocent man
12:15 9 Chicagoland Newsreel
(ksv285 channel 2 Phonevision experimental station.)
(Stations reserve the right to change above listings without notice)

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**Every TUES.-THURS.**

**ROMANCE! DRAMA! COMEDY!**

Teddy Snow Crop Presents—

**Snow Crop MATINEE THEATRE**

12:00-12:30 P.M. Channel 5

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**Thursday**

MAR. 29 WBKB WNBQ WENR-TV WGN-TV

10:00 5 Talking With Toni—Interviews
Guest: Member of National Conference of Christians and Jews
10:15 5 Fun And Features—Music
9 Your Figure Ladies—P. Fogarty
10:30 5 Fun And Figures—Ed Allen mc
10:30 5 Fun And Features (continued)
9 Chicago Cooks—Miss Barkley
11:00 5 Tel-A-Shopper—Betty Whitney
7 Bob And Kay Show—Comments
11:30 5 Fun And Features (continued)
5 Norman Ross' Varieties
9 Hi Ladies—Interviews
12:00 5 For Ladies Only—Commentary

9:45 9 Open House—Musical Variety
Guests: Phillip Kenneally & Barbara Milroy leads in "streetcar Named Desire" also Ed Hamilton
12:15 4 Multiscope News—Ticker Tape
12:30 4 Susan Adams Cooking
5 Panorama Shop—Fern Persons
12:45 5 Garry Moore Show—Variety
Guest: Detective Raymond Schindler
1:00 5 "Gentleman From Dixie"
Film with Jack LaRue, Marion Marsh,
7 Beulah Karney Show—Foods
9 Stop, Look, And Learn—Quiz
1:30 4 First Hundred Years—Serial
7 "Two Minutes To Play"
Film starring Eddie Nugent
9 Test Pattern Till 3:30
1:45 4 Bill Evans Show—Comment
2:00 4 Let's Have Fun—Hank Grant mc
5 Miss Susan—Susan Peters
2:15 5 Guest In Your Home—Poetry
2:30 5 Remember This Date—Bill Stern
3:00 4 Homemakers' Exchange—Recipes
5 Kate Smith Hour—Musical
3:30 5 Bride And Groom—John Nelson
9 Chicagoland Newsreel
3:45 4 Multiscope News—Ticker Tape
7 Adventure Stories—Film Serial
9 Plan-A-Room—Designs
4:00 4 Lucky Pup—Kids Puppet Show
5 NBC Comics—Four Serials
7 Mary Hartline Show—Games
9 Telephone Game—Quiz
4:15 4 Adventure Time—Film Serial
5 Panhandle Pete And Jennifer
"L'il Wigwam and the Mocking Bird"
7 Half-Pint Party—Al Gannaway
4:30 4 Assembly—Military Questions
5 Howdy Doody Show—Variety
7 Sagebrush Theater—Western
9 Photo Test—Frank Sweeney
Frank and Sue combine talents

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24
5:00 4 Comic Capers—Puppet Fun
5 Cactus Jim—Western Feature
7 Lois And Looie—Kids Show
Small Fry Club—Bob Emery
5:15 4 H M Ranch—Western Film
7 To be announced
5:30 4 Window Shopping—Commercial
5 Crusader Rabbit—Cartoon
Salesman In Sand—Fairy Tales
Story of Red Cross & how it started
9 Trail Blazers' Theater—Western
"Range Warfare" II film serial
5:35 5 Clifton Utley—News
5:45 4 Linger Awhile—Musical Session
5 Public Life Of Cliff Norton
Subject: Protect That Rare Book
5:50 5 Weatherman—Clint Youle
6:00 4 Danny O'Neil At Home—Musical
5 Kukla, Fran, And Ollie
7 Champagne Party—Musical
9 Captain Video—Adventure Tale
6:05 7 Club Seven—Musical
6:15 4 Ulmer Turner—News
6:30 4 CBS News—Douglas Edwards
5 John Conte's Little Show—Music
Guest vocalist: Lynn Howard
7 Lone Ranger—Western Drama
9 Austin Kiplinger—News
6:40 9 Weather News—Franc Weigle
6:45 2 Preview Time (Decoded)
4 Stork Club—Interviews
5 News Caravan—John Swayze
9 Chicagoland Newsreel
7:00 2 "Destroyer"—Feature Film
(See Wed. 12:00 listing)
4 Burns And Allen Show—Comedy
When George makes statement that
cost of living has risen cause dollar
is worth only 60c Gracie counters with
proposition
5 Groucho Marx—Quiz
7 Stop The Music—Musical Quiz
9 Telesports Digest—Film
7:30 4 Show Goes On—Variety
Robert Q. Lewis me introduces buyers
5 Peter Lind Hayes Show—Variety
9 For Men Only—Morrison Wood
Recipes for the male chef
8:00 4 Alan Young Show—Variety
Guests: James Gleason, Louis Alberni,
Monique Shantal, Parisienne actress,
Pat Harding, and the Mahoney dancers
5 Star Revue—Variety
Jack Haley as me, Mindy Carson vo-
calist & Carl Hoff's orch. and guests
7 Holiday Hotel—Musical Variety
Don Ameche emcee. Guests, Patti
Thomas and the Freshman, dance
9 Adventures Of Ellery Queen
Lee Bowman stars in mystery drama
8:30 4 Big Town—Newspaper Drama
Pat McVey stars as crusading re-
porter Steve Wilson
7 Blind Date—Arlene Francis mc
Ad-lib stanza with glamour girls
9 Finals Golden Gloves Tour.
Jack Brickhouse narrates matches
(see pg. 9)

9:30 4 Truth Or Consequences—Quiz
Ralph Edwards emcee, guest: Ginny
Simms followed by child imitating her
5 Martin Kane, Private Eye
7 Roller Derby—Joe Hasel
9:30 2 "Flight Lieutenant"—Feature
(See Tues. 12:00 listing)
4 Hollywood On The Line
Barbara Britton is interviewed
5 Wayne King Show—Musical
Small town show
9:45 4 Hollywood Reel—Interviews
10:00 4 Ernie Simon—Curbstone Cutup
5 Weatherman—Clint Youle
10:10 5 Dorsey Connors—Helpful Ideas
10:15 4 Ulmer Turner—News

TONIGHT!

International Golden Gloves
UNITED STATES
VS.
EUROPE

8:30 PM
WGN CHANNEL 9

Presented by your
Admiral Dealer

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**THURSDAY—continued**

10:15 5 Clifton Utley—News
7 Great Comedians—Film
10:30 4 Sports Roundup—Joe Wilson
5 Let’s Look At Sports—T. Duggan
7 Dr. Fixum—household Tips
10:45 4 What’s Your Trouble?—Clinic
5 Herbie Mintz Show—Musical
11:00 4 Ship’s Reporter—Interviews
5 Broadway Open House—Variety
7 Paul Harvey—News
11:10 7 Top O’The Weather—Russ Reed
11:15 4 Film
11:20 7 Walter ”Fats” Piscione—Musical
11:30 4 Murder Before Midnight—Film
7 Flana-Grans—Sports Comments
12:00 2 "The Hucksters"—Feature Film
Clark Gable and Deborah Kerr in a story that thrilled, shocked, and delighted America
4 "Law Of The Jungle"—Feature Film
Film with Arlene Judge and John King; comedy set in Africa
(KS2XBS channel 2 Phonevision experimental station.)
(Stations reserve the right to change above listings without notice)

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**Friday**

MAR. 30 WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

9:45 9 Talking With Toni—Interviews
Toni Rodgers continues her round of the town interviewing famous personalities
10:00 4 Fun And Features—G. Menard
Potpourri of fun, music, interviews, and public service, plus “thought for the day”
9 Your Figure Ladies—P. Fogarty
Instructions in calesthenics
10:15 4 Fun And Figure—Ed Allen mc
10:30 4 Fun And Features (continued)
9 Chicago Cooks—Recipes
Barbara Barkley prepares a tasty dish
11:00 4 Tel-A-Shopper—Betty Whitney
7 Bob And Kay Show—Comment
11:30 4 Fun And Features (continued)
5 Norman Ross’ Varieties
9 Hi Ladies—Interviews
12:00 4 For Ladies Only—Commentary
Florence Bourke Ellis emceee
5 Meet Mintz—Herbie Mintz
9 Open House—Frankie Masters
Guest: Mr. Wm. Boyles, importer of ivory and ebony carvings; “They’re Singing Our Song” by Frankie and Phyllis
12:15 4 Multiscope News—Ticker Tape
5 Newsroom—Late Information
12:30 4 Cooking Is Fun—Tina Redmond
5 Panorama Shop—Fern Persons
1:00 4 Garry Moore Show—Comedy
Comedy team of Kirkwood and Goodman

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5 "Roar Of The Press"—Feature Film with Jean Parker, Wallace Ford, and Joel Prouty; reporter whose 1st duty is to his story with murder as the plot motif.
7 Housewives Holiday—Kirchner Games and fun for the lady of the house with Claude Kirchner emceee
9 Interior Decoration—Designs
1:15 9 Test Pattern Tim 4:00
1:30 4 First Hundred Years—Serial
Jimmy Lydon and Olive Stacey in series dealing with problems facing young married couple
1:45 4 Bill Evans Show—Comment
2:00 4 Let’s Have Fun—Hank Grant mc
Music supplied by Julian Stockdale combo with Elaine Nebbett and Kyle Kimbrough vocalists
5 Miss Susan—Susan Peters
Serial story of the problems of a woman lawyer in a Midwestern town
2:15 5 Guest In Your Home—Poetry
3:00 5 Bert Parks Show—Musical
3:00 4 Homemakers’ Exchange—Recipes
7 Mary Hartline Show—Games
Puzzles and prizes at this party
9 Telephone Game—Quiz
7 Harold Isbell & Jane Quinn mc
4:15 4 Adventure Time—Film Serial
5 Gabby Hayes Show—Drama
Story of heroic and colorful America
9 Half-Pint Party—Al Gannaway
7 Half-Pint Party—Al Gannaway
9 Howdy Doody Show—Bob Smith
7 Sagebrush Theater—Western
9 Foto Test—Frank Sweeney
Sue and Frank invite you to send in your name so you too can be eligible for prizes

5:00 4 Comic Capers—Puppets
Relax, laugh, and have fun with Breezy, Don, Vera, and the gang
5 Cactus Jim—Western Feature
7 Lois And Looie—Kids Show
9 Small Fry Club—Bob Emery
Kids participate in games and features
5:15 4 H M Ranch—Western Film
7 To be announced
5:30 4 Window Shopping—Commercial
5 Crusader Rabbit—Cartoon
7 Tom Corbett Space Cadet
9 Tony Fontaine Show—Musical
5:35 5 Clifton Utley—News
5:45 4 Linger Awhile—Marty Hogan
5 Public Life Of Cliff Norton
Subject: Fitting Madame’s Dainty Foot, comedy sketch
7 Uncle Mistletoe—Fantasies
Delightful stories for boys and girls with topical characters
5:50 5 Weatherman—Clint Youle
6:00 4 Music Bowl—Danny O’Neill mc
      Carolyn Gilbert co-emcee
5  Kukla, Fran, And Ollie
7  Champagne Party—Musical
      Andy and Delia Russell star
9  Captain Video—Adventures
6:05 7 Club Seven—Musical
6:15 4 Ulmer Turner—News
7  Faye Emerson Show—Guests
      James Montgomery and Russell
      Patterson will discuss their careers

6:30 4 CBS News—Douglas Edwards
5  Showroom—Roberta Quinlan
7  Life With Linkletter—Comedy
      Skits and interviews with guests
9  Austin Kiplinger—News
6:40 9 Weather News—Frann Weigle
6:45 2 Preview Time (Decoded)
4  Perry Como Show—Musical
      Guest: Helen O’Connell
5  News Caravan—John Swayze
9  Chicagoland Newsreel
7:00 2 "The Hucksters"—Feature Film
      (See Thurs., 12:00 Listing)
4  Mama—Domestic Comedy
      Tales of a Norwegian family in the
      U.S., at the turn of the century;
      Peggy Wood stars
5  Quiz Kids—Questions & Answers
      Small fry panel of experts, Joe Kelly
7  Twenty Questions—Quiz
      Bill Slater mo says it’s animal, vegeta-
      table, or mineral, you name it in 20
      questions or less
9  Fireside Theater—Film Drama
7:30 4 Man Against Crime—Drama
      Mysterlies with Ralph Bellamy in lead
5  Walt’s Workshop—Creative
      Mr. Durbahn takes a hobby kit
      and with it shows how to assem-
      ble a spinning wheel lamp

7  Penthouse Party—Variety
      Join Betty Furness, Don Cherry, Bud-
      dy Weed Trio and guests Eloise Mc-
      Elhone, Jeffrey Lynn, and Bob Dunn
9  You Asked For It—Films
      Films of anything requested by view-
      ers presented by Art Baker
8:00 4 Charlie Wild, Private Detective
      Mystery drama with Kevin O’Morrison
      in “The Case of the Black Biltonia”
5  Big Story—Newspaper Drama
      Skip Henderson, reporter for Hartford
      (Conn.) Times
7  Pulitzer Prize Playhouse—Drama
      “The Just And The Unjust” by James
      Cozzens with June Lockhart, Richard
      Kyle, and Chas. Dingle in drama of
      young D.A. Ab Coates faced with
      murder conviction, disagreement with
      girl friend, reckless driver, political
      pressure, and attempted suicide finds
      that law books don’t teach about
      people, life, and love
9  Hands Of Mystery—Drama

8:30 4 Live Like A Millionaire—Quiz
      Johnny McCoy questions contestants
5  Morgan’s Great Talent Hunt
      Comedy and variety of unusual acts
      with Arnold Stang comedian
9  Front Page Detective—Drama
      Edmund Lowe as David Chase, fa-
      mous newspaper columnist whose
      search for copy embroils him in
      murders
9:00 4 Star Of The Family—Musical
      Morton Downey presents Mimi Ben-
      zell, Met. opera singer; comedian Son-
      ny Howard; Luster and Stanton, in-
      terpretive dance team
5  Boxing Bouts
      Kid Galivan vs Eugene Hairston
PERSONAL

PERSONAL TO TV VIEWERS:

An odd individual by the name of Walter Schimmele has a TV show on WGN-TV every day. It's called FOTO-TEST and it's on from 4:30 to 5:00 in the afternoon, Monday thru Friday. This Schimmele person shows people's pictures (it might be your friend, neighbor, or even you!) on the TV screen, an M.C. by the unique name of Sweeney phones and asks some silly but easy question. If the correct answer is given, PRESTO, the viewer wins Chicago's biggest jackpot of prizes. Strange? Who cares? Join the fun by switching to Channel 9 at 4:30 today and play FOTO-TEST.

FRIDAY—continued

9:00 7 Bigelow Theater—Drama
"New Year For Margaret" with Wanda Hendrix and Barbara Whiting; teen-age love story of a shy and somewhat unattractive girl who manages to capture most popular boy in school

9 Cavalcade Of Stars—Variety
Jackie Gleason emcees stanza, Guests, Roberta Peters and Jackie Milles

9:15 2 Preview Time (Decoded)

9:30 2 "Destroyer"—Feature Film
(See Wed. 12:00 listing)

4 Hit Spot—Musical Variety
Gene Fields singing emcee, Peggy Taylor, TuTones, and 4 Notes

7 Studs' Place—Informal Variety
Studs Terkel as proprietor with some homey philosophy, Chet Roble, Win Stracke, and Beverly Younger

9:45 5 Greatest Fights Of The Century
Film: Tommie Farr vs Jim Braddock (January 21, 1938)

10:00 4 Ernie Simon—Curbstone Cutup

5 Weatherman—Clint Youle
Latest information on the atmosphere

7 Courtesy Hour—Variety
Host Jim Moran presents variety acts by professional talent

9 "China's Little Devils"—Film
Feature with Paul Kelly, Alan Hale, and Harry Carey, Flying Tigers and a band of missionary kids who formed a "commando group"

10:10 5 Dorsey Connors—Helpful Ideas

10:15 4 Wrestling From Hollywood

5 Clifton Utley—News

10:30 5 Let's Look At Sports—T. Duggan

10:45 5 Herbie Mintz Show—Musical
A past era comes to life in song

11:00 4 What's Your Trouble?—Clinic
Have a problem, let them solve it

5 Broadway Open House—Variety
Jerry Lester cutting capers with gang

7 Paul Harvey—News

11:10 7 Top 'O The Weather—Russ Reed

11:15 4 Film

11:20 7 Walter "Fats" Pischon—Musical

11:30 4 Murder Before Midnight—Film

7 Flana-grams—Sports Comments

9 "Dudes Are Pretty People"
Feature with Jimmy Rogers and Marjorie Woodworth

11:45 2 Preview Time (Decoded)

12:00 2 "Lost Horizon"—Feature Film
Ronald Coleman in Frank Capra's production of the spectacular splendor of Shangri-La

4 "Shanghi Cobra"—Feature
Sidney Toler and Mantan Moreland in mystery drama

12:15 9 Chicagoland Newsreel
(KS2XBS channel 2 Phonevision experimental station.)

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

FACTS ABOUT TV SERVICE...

DID YOU KNOW?

You as the set owner are responsible in case of accident if the company you call does not carry adequate insurance.

- ALL TISA MEMBERS ARE FULLY INSURED
- OFFER YOU COMPLETE PROPERTY PROTECTION
- THE TISA SEAL IS YOUR ASSURANCE OF THE BEST IN TV SERVICE
- BE SURE THE COMPANY YOU CALL IS A TISA MEMBER

LOOK FOR THE TISA SEAL

TELEVISION INSTALLATION SERVICE ASSOCIATION

28 TV Forecast
How To Earn A New Baseball Glove—FREE!

Right now, while the weather is still cool, you can earn an official Wilson "Peanuts Lowrey" or the popular three-fingered baseball glove with very little effort.

You won't want to miss playing ball this spring nor do you want to flop out during team try-outs. A good glove will improve your play and help you make the team. Here's all you have to do to earn your new baseball glove:

(a) Ask your friends if they have TV Forecast mailed to them each Friday. If not, use the subscription blank on page 38 and ask them to subscribe. Then have them sign the blank and collect $5 for a one year subscription or $8 for a two year subscription.

(b) Now, if you have two $8 subscriptions to TV Forecast Magazine or three $5 subscriptions for one year each, bring the money and subscription blanks any Saturday morning to TV Forecast (4th floor), 185 North Wabash Ave., Chicago. You will receive your choice of one of the two gloves immediately.

(c) Remember, no mail orders are accepted. You must bring them in person. Only out of town subscriptions will be accepted on mail orders.

It's that simple. No fuss, no bother. Just try it. This offer is open to men, women, boys, and girls. You can earn as many gloves as you like. Since the offer can run for a limited time only, we suggest you act now. Do it tonight!

Shows Open to Public

WENR-TV—20 N. Wacker Dr., Chicago 6, Ill. AN 9-7808. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABC Civic Theater. "Super Circus," Sunday 4-5 p.m. (only written requests accepted, order tickets well in advance); "Sacha Amateur Hour," Sunday 12:30-1:30 p.m.; "Courteous Hour," Friday 10-11 p.m.; "Acrobat Ranch," Saturday 9:45 a.m.; "Don McNell TV Club," Wednesday 8:00 p.m.


WBBM—190 N. State, Chicago 1, Ill. RA 8-8210. Tickets: "Ernslon's Curieist Cutup," Monday through Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater.) "Let's Have Fun," Monday through Friday 2-3:00 p.m. from Goldblatt's State St. Store (8th floor). No tickets necessary.

WNBQ—Merchandise Mart, Chicago 54, Ill. SU 7-8300: "Hollywood Junior Circus," 4:30 to 5:00 p.m., alternate Sundays (written request only, Ticket Division).

Marshall Field & Company

color these sketches

of Uncle Mistletoe® and his friends . . .
on big 7x9-inch coloring postal cards

Mail them . . . save them . . . frame them. You'll have lots of fun coloring these amusing little people . . . you'll be proud of your work when you've finished. See Michael O'Hare, Humphrey Mouse, Otto Elephant, Tony Pony and the others . . . bring Wonderland to life with your crayons or paint brush. Come in for your cards now. Each 5c
Toy Center—Fourth Floor, Middle, Wabash; also in Stationery—First Floor, North, Wabash

See Uncle Mistletoe on Television
Mondays, Wednesdays and Fridays at 5:45 P.M., WENR-TV, Channel 7

TV Forecast
Letters to the Editor

Could you have more Laurel and Hardy movies?
Villa Park, Ill.
SALLY CANFIELD

Chub McCarthy isn’t fooling me. Florida Vestoff has dark hair, shoulder length, while the pictures of the mystery dancing cigarette pack show a blonde.
Racine, Wis.
MRS. CHARLES FOREMAN

Ed. Note: The photo we uncovered was taken a few years back while Florida had dark hair. There’s no doubt she is the dancing cigarette pack, and we had the exclusive.

Have just read your article on Hollywood’s attitude toward TV and heartily agree... We have just returned from California... they don’t seem to make any attempt to put on good shows. We saw several shows on kinescope that we had seen “live” in Chicago. They were awful on kinescope. The sound is very bad, and made it difficult for us... California and Hollywood simply won’t pull their heads out of the sand and admit that TV is here to stay. (Please do not use my name.)
Kenilworth, Ill.
MRS. JOHN D. B.

Here is what we would like NBC to do... move Garroway at Large to Saturday so that we can view the Old Fashioned Gospel meeting on Sunday, and thus we could enjoy both.
Chicago, Ill.
JOHANN YON DRSCHOFF

Why do bra and girdle sponsors insist on a children’s program? I feel better just having griped about this, though I don’t suppose anything can be done about it.
Chicago, Ill.
MRS. E. V. HILL

Why on earth do they replace Roller Derby with basketball on Saturday?
Joliet, Ill.
MRS. JOHN STEC

Ed. Note: This is your competition at 3 P.M. Saturday: Frank Sinatra on CBS; Your Show of Shows on NBC; Madison Square basketball on DuMont; and a film on ABC. We suggest you write these sponsors.
What's Your Trouble?

Two rare things in this age are an honest man and a sympathetic ear. WBKB and Mal Bellairs, probably feeling that TV, like Duz, does everything, have partly solved the second problem for Chicagoland viewers. The solution is undoubtedly TV's first official sympathetic ear—the "What's Your Trouble?" show seen five days a week on Channel 4. Between phases of ear-bending, emcee Mal Bellairs puts in a good word for his sponsor, M.B. Auto Sales.

All the world loves troubles—someone else's—and on the "What’s Your Trouble" stanza, viewers get a rich fare of calamities from sick children to apartment hunters. In between are such varied eye-catchers as invalids, goods to swap and unusual services.

Bellairs handles the quizzing on the show, but he's given an important assist backstage by his pretty wife Jo, who works on the script, preliminary interviews and requests. "What's Your Trouble?" is a 15 minute show, seen late evenings, Monday through Friday.

Mal has the sort of backgound that possibly helped brace him for this visual agony column. Born in the Rockies, he has been a cowhand, goldminer, lab technician and disk jockey. More important training, however, is his job as father of three children—Keith, 7; Jerry, 4; and Patti, 1.

Over ½ Million Readers
Rely on TV Forecast
WRESTLING
FRIDAY, MARCH 30th, 8:30 PM
The Wrestling Match of the Century!
NWA World’s Heavyweight Championship

LOU THESZ
The Champion

VS

MIGHTY ATLAS
The Challenger

2 OUT OF 3 FALLS — 60 MINUTE TIME LIMIT

TARZAN “Killer” KOWALSKI VS PETE MANAGOFF
6 ft., 7 in.—275 pounds 6 ft., 4 in.—235 pounds
1 Fall—20 minute limit

AUSTRALIAN TAG TEAM MATCH
HANS and FRITZ SCHNABEL
VS
HOMBRE MONTANA and RAMON CERNADOS
2 out of 3 Falls—60 minute time limit

THE MIDGETS
LITTLE BEAVER VS IRISH JACKIE

GYPSY JOE VS BILLY GOELZ

Tickets available at—Wrestling Headquarters, 1441 Montrose; Adam Hat Store, 51 W. Madison St.; Morris Mens’ Shop, 4162 S. Halsted St.
For reservations phone WEllington 5-2218
Prices: $3.90—$2.60—$1.30 all taxes paid
FREE Policed Parking for 5,000 Cars

INTERNATIONAL AMPHITHEATRE
42nd and Halsted Sts.

FRED KOHLER—Promoter
Does Wrestling Need A Czar?

By ED PAZDUR

STATE Senator Pete Miller of Illinois’ 25th Senatorial District, already making the pot boil with his contemplated telecast its football games, has added more fuel to the fire with a new bill.

Senator Miller revealed to TV Forecast his plans to seat a wrestling commissioner on the Illinois Athletic Commission... If it can be done, wrestling would get a healthy shot in the arm to alleviate its present anemic state.

If and when Senator Miller introduces such a bill, tremendous political forces would swing into action to place three heavy favorites into the job. Namely, Leonard Schwartz, Ray Fabiani, and Fred Kohler.

Schwartz and Fabiani promote matches seen over WENR-TV every Wednesday night sponsored by Courtesy Motors and Kohler’s cards are seen over WGN-TV every Saturday night. . . . Wrestling today is still a long way from being recognized as a contest. Fact is, fans prefer it as it is, just comedy with loud grunts and groans. Everybody’s a champion, every grappler loves the showmanship, clowning, rehearsals and publicity. . . . For that reason, the bill will never become law and the cauliflower league will continue to remain as is—full of fun and frolic.

Cuffnotes: Jim Moran, jovial and refreshed after his recent vacation, is listening to ideas for Courtesy Motors’ Wednesday night wrestling shows that may revolutionize wrestling... Don’t be surprised some Wednesday night if you see Wayne Griffin and the referee dressed in formals, or the show opening with musical introductions complete with theatrical stage curtains. . . . If you like the idea, why not drop Jim a line?

Sandro Szabo, four time heavyweight champ in New York, once teamed with Carnera in a tag match against the Sharpe brothers and drew over a $10,000 net house. . . . At the latest count, there are 5,000 pro wrestlers crowding the TV screens over the U.S. . . . Tony Galento signed for a series of wrestling matches in England. He planed for the British Isles last week. Gene Stanlee still makes no bones about his preference for Stanlee. “I consider myself the leading contender for all and any championship titles,” boasts Gene. It was interesting to learn he owns a wrestling wardrobe consisting of 86 of the most beautiful and artistic jackets we’ve ever seen.

Wrestling has been rejuvenated in Hammond, Ind. Attendance was reported as mediocre—until they introduced lady wrestling! Now, as many as 800 are turned away at the State Arena gate. . . . Since Max Baer has decided to try his wares at wrestling, Chicagoans can expect a new rivalry between Baer and Primo Carnera. It was Baer who rocked Carnera on his heels to take his heavyweight boxing crown away. Primo, a more experienced matman, will be looking for that long delayed revenge. Baer’s only experience in the wrestling ring came as a referee on the west coast.

NEXT WEEK: Would you like to watch the Illini football games on your TV screen this fall? If so, don’t miss next week’s TV Forecast. Your vote may be the deciding factor.

Over ½ Million Readers
Rely on TV Forecast
Is Television Glamorizing The Pro Boxing Game?

EVERYBODY is up on that old adage that most people would rather do anything but what they’re doing. I too have had that yen many times, but it has always been towards dancing or playing the drums, not writing. I am doing this piece for TV Forecast and the fact that my friends Ed Sullivan, Walter Winchell and Billy Rowe, the country’s outstanding writers in their field told me that there’s nothing to it. According to them it’s just a matter of putting thoughts together. In other words it’s just like holding a conversation on the typewriter, not the “yes” and “no” kind you have with your wife, who never lets you get a word in edge-wise but like talking to the fellas on the corner where you sometimes get the floor. Always if you can punch harder.

I don’t know whether I should use a left hook or a straight jab on this typewriter, but I would like to go into the biggest question around boxing circles today; Television and its effects on the sport. If you drop your guard and look the situation right on the button you can’t help but be a little snug about the whole thing as how else can you box before so many eyes.

Just think when I fought LaMotta and came off with my new title, people from all over the country, many millions strong, got a chance to give the contest the eye. What effects it had on the box office could not be noticed and I felt that all those who could be there came out.

In a way of thinking TV is the patron saint who sends out a lot of free tickets to people who can’t afford to pay the box-office price. From past and personal experiences I have learned that if a show is good enough and interest has been properly aroused, people will come and see it regardless.
of TV. Perhaps there will come a time when TV has developed a perfect angle that it will cut heavy into the take of a given show, but I don’t think that I will be boxing then. Nothing can be developed to give people the atmosphere and the feeling of satisfaction derived from personal contact with the sport of their choice.

On the other hand TV has brought to the eye-attention of people the ins and outs of sports, and other forms of entertainment, that they have never thought about before. It has made them popular and in no way taken from them. One thing I do hope however is that it will never get to the place where a fighter will have to make up like they do in the movies for TV. On the other side of the funny bone TV has had its effects on boxers and now many of them attempt to wind up at a good TV angle instead of their corner at the end of a round.

Some of the stories they now tell about fighters and TV are very funny. In fact I understand that fight managers are now looking for guys who will photograph as well as fight and the day may not be too far away when

Below: Sugar Ray Robinson (rt.) showing sports editor Ed Pazdur the body punch that weakened LaMotta.

LaMotta (left) ducks swishing right by Robinson during recent Chicago battle.

the Clark Gable type of fighter will wind up in all the main events.

In closing there’s one thing about TV that’s hard for me to understand. I guess it’s the angle, but watchers seem to get the impression that a fighter is doing more than he really is and where there is a decision it is oftentimes questioned by the screen viewers and dubbed unfair. Well I guess I have had enough to say on a subject that I know so little about. The big thing is that TV makes DOL-LARS AND SENSE AND THAT’S important. Thanks for your eyes and your support and may God Bless our nation and keep us strong and always ready to fight the American Way.
THIS WEEK in TV SPORTS

by Bob Mondlock

BOXING - WBKB
WEDNESDAY - MARCH 28
WNBC 9:00 P.M.
FRIDAY - MARCH 30

BASKETBALL - WGN-TV
EAST-WEST ALL STAR GAME
SATURDAY - MARCH 31 - 7:30 P.M.

GENE MELCHIORRE
BRADLEY U.

YOU AIN'T SEEN NOTHIN'
YET! WAIT UNTIL THE GIRLS
START!

ROLLER DERBY - WENR-TV
THURSDAY - MARCH 29 - 9:00 P.M.

WRESTLING
FROM RAINBO
WENR-TV - 9:00 P.M.
WEDNESDAY
SATURDAY - WGN-TV
MARCH 24
10:00 P.M.

Over ½ Million Readers
Rely on TV Forecast

TV Forecast On Sale
at Leading Newsstands
Burton’s Mustache May Win You A Prize

To shave or not to shave—that is the question.

When Linn Burton, current m.c. of WBKB Nite Owl features, opens his new baseball show, suitably named, “Curtis Knot-hole Gang” from Wrigley Field on April 13, a question has arisen whether or not Linn should retain his mustache... The issue is left entirely in the hands of the fans.

The fan writing the most convincing letter explaining why Linn should or should not shave his mustache will receive a 17” Admiral table model TV set. The winner will be presented with the TV set by Linn on his Nite Owl show or Ernie Simon’s Curbstone Cut-Up show, depending on the fate of Linn’s mustache.

Deadline for all entries is Tuesday, April 10. Write: c/o Mustache, Polk Brothers, 2850 North Central, Chicago 34, Ill.

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Special Offer To Magnavox Owners Of 10” Television Sets

Your small screen set converted to 14” black rectangular tube. All necessary circuit changes made. Work includes pick-up and delivery. 90 day warranty on all parts used and work performed on conversions.

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The Last Word

For weeks I’ve been writing memos to the Boss. This time, while he’s out of town on a business (ho, ho, that’s rich) trip, I’d like to ask you if I’m the only one that has suppressed desires while watching TV.

Example: Wouldn’t it be fun if you could call up the Congoleum-Nairn people and ask them to send over Bette Chapel to help you lay linoleum?

And wouldn’t it be fun if you could call up Bert Parks and get him to agree on giving away your mother-in-law on Stop the Music?

I could go on forever. It’s always bothering me not to know what Louis the Chef looks like, you know the guy that slings hash at Studs’ Place.

Am I the only one that would like to hear Eloise McElhone agree for once and all that men are really superior?

And wouldn’t you like some assurance that all programs would issue an order to their program and musical directors banning a song that was once a joy to hear but is now so darn overworked, “There’s No Business Like Show Business.”

I’d also like to see this switch: a guest blow smoke into the face of Sherman Billingsley at the Stork Club.

This is a bit mean, but couldn’t we get a peak at John Cameron Swayze without his wig?

Would it be too much to ask Ted Mack if he’d refrain for just one month from televising people who (1) whistle (2) play the bones (3) ditto on spoons (4) ditto on balloons and (5) characters who play the saw?

I’m sure to hear from someone on this suppressed desire, but I can’t help wanting to see Mrs. Clint Youle really bake a cake on TV. And Sam Cowling wrestling Don McNeill. And Paul Harvey sponsored by a fence company. And Mary Hartline with a “South Pacific” hair-do. And a film on the Pat Stevens show that hasn’t been cut to ribbons. And finally, a “living doll” interviewing Ernie Simon.

Chub McCarthy
YOU can win these WILSON GLOVES

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BRING IN ORDERS AND MONEY ON SATURDAY ONLY. PICK UP GLOVES IMMEDIATELY.
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Plus $5 service call charge*  
No inspection required

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Why take a chance on an expensive tube failure? Burns Television Service now offers picture tube replacement contracts at sensationally low prices.

**Don't Get Caught!**

Protect your set against picture tube failure TODAY! If at any time within 12 months your picture tube fails, it will be replaced—and your contract remains in force.

**Burns Television Service and Maintenance Co., Inc.**

3549 Montrose Avenue, Chicago  
* Phone Independence 3-8000

**SEND COUPON TODAY!**

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3549 Montrose Ave., Chicago, Ill. Phone Independence 3-8000.

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

The size of my picture tube is: ______ inch, Set Make ________

Model ______________ Serial No. ______________

NAME ____________________________

STREET ____________________________

CITY ____________________________ ZONE __________ STATE

SATISFACTION GUARANTEED . . . If you are not satisfied, return the contract within ten days and your money will be refunded.

Send For Your Contract Today!

Available to all TV set owners regardless of where set was purchased or present age of picture tube. But don't delay! Send coupon with cash, check or money order at once. Coverage starts 15 days from date your application is received.

*No Strings—No Hidden Charges*

In case of picture tube failure, your only additional cost above the contract price would be the regular $5.00 minimum home service call charge. No charge whatsoever for installation if set is brought into Burns Service Center.

**LOOK AT THESE SAVINGS!**

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<tr>
<th>Size of Picture Tube</th>
<th>Cost of Contract Per Year</th>
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</thead>
<tbody>
<tr>
<td>7, 10, 12</td>
<td>$5.00</td>
</tr>
<tr>
<td>14, 16 or 17 inch</td>
<td>$7.50</td>
</tr>
<tr>
<td>19, 20 or 21 inch</td>
<td>$10.00</td>
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*(Contracts issued only to set owners located within a 35 mile radius of Chicago)*