

F **TELEVISION** *Forecast*

JULY 11 TO JULY 17 INCLUSIVE



WBKB

WGN-TV

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with the Amazing New

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EDITOR'S REPORT: Stratovision for Millions

The imagination of a 30 year old engineer, Charles Edward Noble, may ultimately result in television programs for more than 78 percent of the country's population! The shows would be transmitted from airplanes six miles up—in the lower stratosphere.

"Stratovision" is the term Noble applies to his system. And Stratovision is not just a vision, but a reality, tested and found so satisfactory that TV experts are busy at work ironing out technical problems.

This is how Stratovision works: the system puts the antenna and transmitter in an airplane flying in lazy circles at about 30,000 feet above the earth—out of range of the human eye. Like a giant inverted ice-cream cone, the short waves sent from this airborne antenna blanket the earth's surface, covering four or five states.

It is not too fantastic to believe that ultimately Stratovision may do away with the need of costly relay and transmission towers, as well as coast-to-coast coaxial cables. To do this would require 14 giant planes covering 51 percent of the country's area.

Chicago electronic workers and students have noted that before nationwide Stratovision can be made available commercially, special lightweight video and FM equipment must be designed. Limitations, they point out, include the speed of the airplane. A plane must fly at a minimum of 225 miles per hour, making it difficult for the pilot to keep the ship in a tight circle, hovering over a given area. Below 225

miles an hour, at high altitudes, the plane's engines overheat.

Fuel consumption of the airship also limits the time the plane can remain on station programs. Nobel, in his experiments, used a converted B29 bomber which carried enough fuel, plus reserves, for six hours of flight. Half of the time, however, is used to ascend and descend.

But Stratovision is out of the slide-rule stage and Chicago telereceivers may some day soon be entertained by programs from the sky.

According to the latest figures available by the editors of this magazine, 11,300 pounds of equipment is needed to receive and transmit both FM and TV signals from an airplane. That's quite an assignment for a plane which must also carry a crew.

TV TOPICS: H. L. Mencken, famous for his lifetime hobby of collecting American words, has written various Chicago TV personalities, requesting the latest TV terms for his supplement to "The American Language" . . . Most of the terms ran in earlier issues of this magazine . . . A huge TV theater seating more than 3,500 persons will be the setting for daily telecasts from the Chicago Coliseum September 18 to 26 . . . WBKB, WGN-TV, WENR-TV and WNBQ are formulating plans for the first national Television and Electrical Living show . . . Persons attending will be able to see themselves on television as they pass through a specially constructed "jeep" studio.

TELEVISION *Forecast*

A WEEKLY TELEVISION NEWS-
MAGAZINE

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Television Forecast For

SUNDAY

July 11, 1948

WGN-TV

- 1:00—WGN-TV NEWSREEL — Repeat showing of last night's newsreel. Spencer Allen narrating. (Bendix Aviation Co.)
- 1:10—PLAYERS OF THE DAY. Pre-game interview with big leaguers conducted by Ed Cooper. (Goodall Clothing—Palm Beach.)
- 1:20—BASEBALL. Cubs vs. Pittsburgh. From Wrigley field, Jack Brickhouse describes today's game.
- 3:30—TENTH INNING. Scores of other games, interviews with baseball fans. (Nelson Bros. Furniture.)
- 8:00—WGN-TV NEWSREEL. The week's news in review, narrated by Spencer Allen, news chief.
- 8:15—TELEFILM SNAPSHOTS. Films especially prepared for television.
- 8:25—GLOBAL GLIMPSES. Film feature.
- 8:45—CROSS QUESTION. A law suit is enacted in the WGN-TV courtroom in this fictional but highly realistic studio presentation. Jurors are selected from audience.

WBKB

- 12:55—FILM. To be announced.
- 1:10—MEET THE PLAYERS. WBKB sports announcer introduces you to famous big leaguers. George Janda, narrator.
- 1:25—BASEBALL. Cubs vs. Pittsburgh Pirates. Joe Wilson describes today's game from Wrigley field.
- 7:30—FILM. To be announced.
- 8:00—TELENEWS. (Chevrolet Motor Co.)
- 8:30—THE KNICKERBOCKER SHOW. Chicago's first amateur show, with Russ Davis as Master of Ceremonies.
- 9:30—NEWS. Today's World Picture.

Note: Democratic convention films will be shown this week. Watch your station for announcement of time.



WENR-TV CHIEF—Fred Kilian has been named director of television programming for ABC's new station WENR-TV Chicago beginning operations in September. Kilian was formerly AM and FM production manager here.

ETO Vet Serves As WGN-TV Expediter

Robert Hibbard, known to thousands of ex-GI's who served in the ETO as the man who set up station MCH, Luxembourg, is now with WGN-TV. As assistant director of operations, Hibbard serves as an expeditor of the station's overall operation and coordinator of special events carried live or on film.

Son of Frederick C. Hibbard, Chicago sculptor, Bob attended Chicago elementary and high schools, graduating in 1937 from the University of Missouri's school of journalism. He started with WGN as a writer and editor, later moving to the public relations department. Hibbard served with the Army from March 1941 to September 1945. For two years he was assistant radio officer for the 12th Army Group under Gen. Omar Bradley, directing wire-recording combat pickups.

Hibbard is married to Jane Harrington, at that time of the WGN music department. Mrs. Hibbard presently is also with WGN-TV.

Guests May Attend WBKB Shows, Tour Station

Would you like to take a look behind the scenes of a television station? WBKB has announced that it can accommodate guests on its morning Woman's World show Monday through Fridays.

And on Tuesday nights a small group of people can have ringside seats at the Midget Boxing show sponsored by Reed Candy company.

For those who would like to attend the Sunday night Knickerbocker amateur show presented from the Knickerbocker hotel, tickets are also available. Ticket requests can be made by mail or phone. Write Ticket Department, WBKB, 190 North State Street, Chicago, or phone Franklin 6446. Groups and clubs can also be accommodated on guided tours through the station, by calling the same number or writing the station.

THE

Sky Club

20 floors above the
beautiful Fox River Valley

DANCING TO

JOE VERA

and his orchestra

plus lovely LOLITA MOLONEY

Complete Dinner \$2.50

NO COVER — NO MINIMUM

LELAND HOTEL

AURORA, ILLINOIS

(ONE HOUR FROM CHICAGO'S LOOP)

Television Forecast For

MONDAY

July 12, 1948

WBKB

- 10:30**—**WOMAN'S WORLD.** Fashions, Figure Control with Shan and Kay, and Shopping with Dinny, all features of this one-hour show for the women of Chicago and suburbs. Directed by Lorraine Larsen.
- 6:30**—**JUNIOR JAMBOREE.** Kukla, Fran and Ollie in a puppet-character show that has captured the midwest. Burr Tillstrom is the man behind the puppets. (RCA Victor.)
- 7:30**—**PEEK AND TELL.** WBKB's newest quiz show. Prizes and pantomimery by Meg Haun and Claude Kirchner. Produced by Television Advertising Productions. (Deep-freeze Div. Motor Products Corp.)
- 7:50**—**TELENEWS.** Jim Ameche, announcer. (Canadian Ace Brewing Co.)
- 8:00**—**FILM.** To be announced.
- 8:30**—**WRESTLING.** Rus Davis announces tonight's grunt and groan card from Midway Arena. (Harry Alter and Co.)
- 10:30**—**NEWS.** Today's World Picture.

WGN-TV

Note: No baseball today.

- 7:30**—**WONDER HOUSE.** Dick Baker, Art Nelson and marionettes, film and music. A new time for this popular children's show.
- 7:53**—**PRESIDENTIAL CONVENTION.** Films of the Democratic convention in Philadelphia begin tonight. Interviews with outstanding party personalities. (Motorola.)
- 8:00**—**WGN-TV NEWSREEL.** Local, national and international news especially prepared for Chicagoans by WGN-TV's staff under direction of Spencer Allen.
- 8:15**—**SPORTSMEN'S CORNER.** Film and interview. A favorite with sports followers of Chicago and suburbs.
- 8:30**—**"MAN WHO COULD WORK MIRACLES,"** another Alexander Korda film production starring Roland Young. Coming soon: "Return of the Scarlet Pimpernel."

(Subject to Change)

Television Forecast For

TUESDAY

July 13, 1948

WGN-TV

Note: No baseball games today.

7:30—WONDER HOUSE. A half-hour program designed especially for children. Fun with Dick "Two Ton" Baker, Art Nelson and his marionettes, film cartoons and music.

7:53—DEMOCRATIC CONVENTION Highlights. Films rushed from Philadelphia, scene of presidential convention. (Motorola.)

8:00—WGN-TV NEWSREEL. Local, national and international news; Spencer Allen, narrator.

8:10—SPORTSMEN'S CORNER. Jack Brickhouse, commentator.

8:30—FILMS. To be announced.

9:00—WGN-TV SCRAPBOOK. Tonight's program promises to be of unusual interest.

WBKB

10:30—WOMAN'S WORLD. Chicago and suburban women will enjoy these features: Pets in the Home—Claire Di Maggio and Collie, Mac; Catherine Payne in "Cutting Corners," and Shopping with Dinny.

6:30—KUKLA, FRAN and OLLIE in Junior Jamboree. Fran Allison, alias Aunt Fanny of the Breakfast Club, mixes it with Chicago's newest candidate for vice president, Ollie the Dragon.

7:30—FILM.

7:50—TELENEWS with Jim Ameche. (Canadian Ace.)

8:00—BUD YOUNG and RICHY VICTOR.

8:10—FILM.

8:20—MIDGET BOXING. Jim Ameche announces the flea-weight fights. (Reed Candy Co.—Paloops.)

8:30—HARNESS RACING. Joe Wilson describes the sulky races from Maywood Park. Trotting and pacing televised especially for WBKB.

11:00—NEWS. Today's World Picture.

Convention highlights will be presented from time to time during the day. WGN-TV and WBKB announcers will indicate the time of each.

(Subject to Change)

Sailors Meet—Wind Up On WBKB Amateur Show

It was inevitable. Robert Lawson, a native of Liverpool, England, sailed nineteen times around the world only to end up on Russ Davis' "Knickerbocker Amateur Program."

Davis, a salty character himself who has sailed just about every type of small craft afloat, couldn't resist using Lawson when he heard of the sailor's record. Lawson has settled down now, has a family of five, and considers his present occupation humdrum.

He is a steeplejack!

He broke his back several months ago in an 85-foot fall and it was during this convalescence that he practiced his old minstrel act which consisted of making musical noises with spoons!

"Television? Most exciting thing that ever happened to me," said old salt Lawson. "If I win I'm going on to New York and rattle my spoons for NBC."

Best Bet

HARNESS RACING

Every night except Sunday at

MAYWOOD PARK

Every Tuesday night on

TELEVISION

WBKB—8:30 P.M.

See the sulky sport of thrills . . .

The nation's top trotters and pacers competing out under the bright lights. Pari-mutuels with daily double.

MAYWOOD PARK

North Avenue at River Road

Channel **4**—CAST

Women's World - - - 10:30 a.m.

Mon. thru Fri.—Fashions, Food and Household Hints

Midget Auto Racing - - 8:30 p.m.

Thrills direct from Soldiers Field

Tele-Charades - - 8:00 p.m. Fri.

Kids Match Wits; Ed Roberts emcees

Harness Racing - - - 8:30 p.m. Tues.

Maywood trotters set a fast pace

WBKB

Balaban & Katz

Channel

4

Kukla & Ollie Off to Dragon Retreat for Vacation

Word was received from a reliable source this week that some of Chicago's favorite little people will definitely leave the city July 16 for an oft-delayed business and social visit to Dragon Retreat, deep amongst the white birch and fragrant blue pines of upper Vermont.

When asked for a confirmation of the report, Kukla, major domo of WBKB's "Junior Jamboree" reluctantly said it was true. "Ollie's mother is badly in need of help," he said. Her rose garden has been sadly neglected, and weeds are overrunning her beautiful flower garden. She has so many boarders this summer, she simply can't take care of them all. We've got to give her a hand."

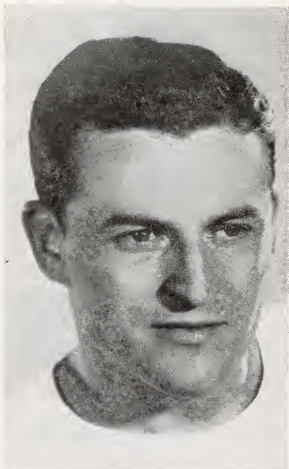
The Jamboree safari hasn't yet been completely organized, but Fran Allison will go with Kukla and Ollie. Fletcher Rabbit was expected to join the party, although he may drop off enroute to visit E. B. (Easter Bunny) Whether Colonel Crackie and Madam Ogelpuss will whisk along to Upper Vermont on Beulah Witch's broomstick with the others was still not known.

The Colonel and the Madam claim to have commitments with St. Paul Pop Concerts and St. Louis Municipal Opera, but with two such artistic temperaments as theirs one never knows what will happen. Ever the diplomat, Kukla said, "If they want to go, there will be room for them on Beulah's broomstick."

When asked if Mercedes and Cecil Bill Ryan would join the party, Kukla said, "Certainly! Ollie's mother already is counting on Cecil Bill to wait on tables and Mercedes . . . We intend to use Mercedes to haunt guests who do not pay their bills."

The visit will not last any longer than necessary, Kukla and Ollie both assured our reporter. "Just long enough to get mother over the busy part of the summer," said Ollie. "We'll be back before the leaves fall."

"We've got to be back," reminded Kukla. "School starts in September and we've got to be back by then."



DICK LARKIN—new heart throb on WBKB's "Woman's World" and other shows is a busy man. When he is not in TV productions he appears in commercial films. Leap year note: He's single.

Convention Films

International News Service highlights of the Democratic national convention will be sponsored by Motorola July 12 to July 16 on WGN-TV, it was learned this week. Beginning at 7:53 each evening, the films will be one day late. In addition, WPIX films will be presented by the channel 9 station.

Cubs In Town

Chicago Cubs will play four home games this week, starting Sunday, July 11 when they play Pittsburgh. On Thursday, Friday and Saturday, the local nine face Boston. Both WGN-TV and WBKB televise these games from Wrigley field.

On the Cover

GUS VAN and Willie Shore, top flight comedians recently seen on WGN-TV's Club Television program are shown on the cover of this issue. Club Television brings the latest in variety shows, drawing talent from personalities making personal appearances in Chicago.

Colleens Eye Home Runs

The Chicago Colleens televised regularly by WBKB have injected something new into their game at Shewbridge Field. A four-foot fence has been put in 240 feet from home plate, and the girls who can drive the ball over it get that home run on the records.

Connie Wisniewski recently drove a ball to the huge sign board deep in left field but the unofficial record for a long home run this year belongs to Audrey Wagner of Kenosha. She poled one past the 394 foot mark in left field at Rockford—by all odds the longest ball ever hit in that park and well over 400 feet from the plate.

No Sox Games

Chicago White Sox will be out of town this week, returning July 27 for an encounter with Washington, the game to be televised by WGN-TV.



TV CAMERAMEN—Clyde "Bud" White (foreground) and Jack Jacobson, at the Zoomar camera, are WGN-TV's cameramen who televise day and night Sox games from Comiskey Park.



MARILYN LASSEN

WGN-TV public relations representative under the direction of Bruce Dennis, public relations director of WGN, Inc., Miss Marilyn Lassen of Chicago joined WGN soon after her graduation from the University of Missouri in June, 1945. Marilyn was a speech major and participated in every possible phase of radio and dramatics offered by the university, including work with station KFRU, Columbia, Missouri.

Marilyn was assigned to the script typing office of WGN's continuity department, but three weeks later moved to a secretarial position for Paul Brines, at that time director of WGN's public relations department. When Brines was appointed assistant manager of the station, Marilyn went along with him as his secretary. She rejoined the public relations department as a publicity writer in October, 1946.

Marilyn is married to Warren Lassen, University of Chicago student of physiology. They were married February 22, 1947, and reside on Chicago's south side.

Convention Sets Record

The recent Republican presidential convention set a new record for TV: more than \$300,000 for the week was spent by AM-TV networks and stations to relay the event.



WBKB

- 10:30**—**WOMAN'S WORLD.** Start out with Fashions, a film, then Edna Wolfe, and windup Shopping with Dinny, in this one-hour show for the women. Directed by Lorraine Larsen.
- 6:30**—**JUNIOR JAMBOREE** with Kukla, Fran and Ollie. Adults and children will like this show. Puppet characters staged by Burr Tillstrom. (RCA Victor.)
- 7:30**—**AMERICAN TELE-FLYERS.**
- 7:50**—**TELENEWS** with Jim Ameche. (Canadian Ace.)
- 8:00**—**PARS, BIRDIES and EAGLES.** A program for the golfer, televised from St. Andrews, Mission Hills and Indian Head.
- 8:30**—**WRESTLING.** Rainbo arena is the scene of these grunt and groan, with Russ Davis announcing.
- 10:30**—**NEWS.** Today's World Picture.

WGN-TV

- 7:30**—**WONDER HOUSE.** A half-hour show for the entire family—Dick "Two Ton" Baker, Art Nelson and his Marionettes, cartoons and music. Invite your neighbors to see this show.
- 7:53**—**DEMOCRATIC CONVENTION** Highlights. From Philadelphia, films of the presidential convention are rushed to WGN-TV. (Motorola.)
- 8:00**—**WGN-TV NEWSREEL.** Late news filmed and edited by a special staff under direction of Spencer Allen.
- 8:10**—**SPORTSMEN'S CORNER.** Sports film and interviews.
- 8:30**—**FILMS.** To be announced.
- 9:00**—**CLUB TELEVISION.** Variety show featuring Jerry Kaufherr as Master of Ceremonies, and music by Bob Trendler's orchestra. Guests are prominent entertainers appearing this week in Chicago.

(Subject to Change)

Notes from Readers

Address all letters to the Editor, *Television Forecast*, 333 North Michigan. Each week excerpts will be published.

Sirs:

We wish to thank you and compliment you on your wonderful new weekly forecast. We appreciate this service and are very grateful.

Although we are without our TV set at the present (it is in for repairs) we enjoy reading the program anyway . . . and information regarding television's future.

We miss our set more than we can tell. (Please see below.)

A Sad, Sad, Story

(Dedicated to Service Man Peterson)

What's wrong in this house the past few days?

Everyone's restless and going round in a daze.

The place is in order, the meals on time, The washing's done, the windows shine—

But everyone's on edge, and downcast as can be,

Our video's in for repairs, don't you see. No need to hurry with the dinner tonight,

There'll be no Kukla, no baseball, no fight.

No one even enters the Video room, The house is so quiet and chuck full of gloom.

The radio's on, the papers are read, But ten o'clock finds all of us ready for bed.

A law should be passed whereby a telecast owner

Should, in case of repairs, be given a loaner.

Your Highness, Your Honor, you dear Service Man,

Please rush Telly back just as soon as you can.

We dread missing even one single show, Especially when Russ Davis's on the audio.

CECELIA MASTIN

"Letters Continued . . ."

Sirs:

Your forecast is so necessary to complete enjoyment of television. It enables us to plan a social evening in advance to the satisfaction of everyone.

May we have a bit of a story on Fran Allison of Junior Jamboree?

CHICAGO MRS. RAYMOND E. MARACK

Sirs:

. . . We refer to it daily and save every copy because so often we refer to back numbers for information about personalities appearing on television.

CHICAGO WM. K. BRESLIN

Sirs:

I am one of your *Television Forecast* readers and want to thank you for sending it to us. We all enjoy reading the interesting articles in it, seeing the interesting pictures. . . . We are about 60 miles from Chicago and receiving both stations.

GENEVA LEONARD SAWICKAS



"I'd be lost without Television Forecast," writes television owner.

★ Send your \$2.00 subscription in today and you won't miss a single issue!

Television Forecast For

THURSDAY

July 15, 1948

WGN-TV

- 1:00—WGN-TV NEWSREEL. Late local, national and international news. (Bendix Aviation Co.)
- 1:10—PLAYER OF THE DAY. A pregame interview of an outstanding baseball player, conducted by Ed Cooper. (Sunbeam.)
- 1:20—BASEBALL. Cubs vs. Boston. First game of doubleheader scheduled. Jack Brickhouse announcing from Wrigley field. (Old Gold.)
- 3:30—TENTH INNING. Roundup of scores and interviews with the fans. (Nelson Bros. Furniture.)
- 3:40—BASEBALL. Second game. Cubs vs. Boston.
- 7:30—WONDER HOUSE. For adults as well as for children. Fun with Dick Baker, Art Nelson and mariottes, cartoons and music.
- 7:53—CONVENTION HIGHLIGHTS. The Democratic presidential convention televised for Chicago audiences. (Motorola.)
- 8:00—WGN-TV NEWSREEL. Local, national and international news.
- 8:10—SPORTSMEN'S CORNER. Paul Fogarty with sports news.
- 8:30—WRESTLING MATCHES. Jack Brickhouse describes tonight's grunt and groan card from the Madison Athletic club (Tavern Pale.)

WBKB

- 10:30—WOMAN'S WORLD. Cooking with Mary Martensen, a film, the Dexters, and Shopping with Dinny. A one-hour show for the women. Directed by Lorraine Larsen.
- 11:35—KIDDIE PARADE. The small fry star on TV.
- 12:55—BASEBALL TELEQUIZ. Play it. It's fun!
- 1:10—MEET THE PLAYERS. George Janda introduces you to big leaguers before today's game.
- 1:25—BASEBALL. Cubs vs. Boston Braves. Announcer: Joe Wilson. (Ford Motor Co. and Ford Dealers, Chicago District.)
- 6:30—JUNIOR JAMBOREE with Kukla, Fran and Ollie. Ollie the dragon relates his campaign to capture the Vice Presidency.
- 7:30—FILM.
- 7:50—TELENEWS with Jim Ameche. (Canadian Ace.)
- 8:00—ADMIRAL MOVIE THEATER OF THE AIR with Franklyn McCormack. (Admiral Corp.)
- 9:30—NEWS. Today's World Picture.

(Subject to Change)

Television Forecast For

FRIDAY

July 16, 1948

WBKB

- 10:30**—**WOMAN'S WORLD.** Fashions, a film, the American Medical Association, and Shopping with Dinny. A one-hour show for the women. Directed by Lorraine Larsen.
- 12:55**—**BASEBALL TELEQUIZ.** Easy to play.
- 1:10**—**MEET THE PLAYERS.** George Janda will introduce to you a leading baseball star before the game starts.
- 1:25**—**BASEBALL.** Cubs vs. Boston Braves, from Wrigley field, with Joe Wilson announcing. (Ford Motor Co. and Chicago dealers.)
- 6:30**—**KUKLA, FRAN and Ollie**—Junior Jamboree. Puppet characters, staged by Burr Tillstrom. For children 1 to 101. (RCA Victor.)
- 7:30**—**FILM.**
- 7:50**—**TELENEWS** with Jim Ameche. (Canadian Ace.)
- 8:00**—**TELE-CHARADES** with Ed Roberts. It's zany but fun.
- 8:30**—**FILM.** To be announced.
- 8:45**—**AT YOUR HOUSE** with Jim and Edie Dexter.
- 9:00**—**NEWS.** Today's World Picture.

WGN-TV

- 1:00**—**NEWSREEL.** Repeat showing of previous evening's newsreel. (Bendix Aviation Co.)
- 1:10**—**PLAYER OF THE DAY.** Ed Cooper introduces you to a famous big leaguer before the game begins. (Sunbeam.)
- 7:30**—**WONDER HOUSE.** A half-hour of fun for everyone in the family. Dick Baker, Art Nelson and mariottes, films and music.
- 7:53**—**DEMOCRATIC CONVENTION** Highlights. Films rushed from Philadelphia for a special showing. (Motorola.)
- 8:00**—**WGN-TV NEWSREEL.** Spencer Allen narrating.
- 8:10**—**SPORTSMEN'S CORNER.** Interviews with sports personalities, tips and hints for the outdoor man.
- 8:30**—**FILMS.** To be announced.
- 9:00**—**BOXING.** Amateur fights televised direct from the Madison Athletic club, described by Jack Brickhouse.

(Subject to Change.)

Florists Get TV Bug— Stage Kiddie Show

From florists to television producers—that's the odd jump taken by two of Chicago's floral retailers, Tom and Phyllis O'Brien who caught the video bug one afternoon when they appeared on a WBKB sustainer. Now incorporated as American National Video Productions, Inc., with offices at 17 North Wabash, the pair stage "Kiddies Parade" and "Bridge Club of the Air" seen over WBKB.

"Bridge Club" has taken a summer recess, but "Kiddies Parade" remains and will go into an evening spot, 6:30-7, starting Monday, July 19, when "Junior Jamboree" begins a short vacation.

Simple in format and based on the ever-strong appeal of children, "Kiddies Parade" allows children from walking age to 12 to appear as guests of Clara Clown, currently played by Gerry Vanek. The moppets do their little bit, then are paraded around the studio and presented with individual gifts. Complete informality is the keynote of the show. Balloons, pop, children chatter and frequently wander out of camera range. On a recent show, director Ed Roden stayed with a camera that followed a child who crawled under a chair, out the other side, under another, and finally came back through Clara Clown's legs. Don Ward, popular radio personality and a father himself, is master of ceremonies.

"Kiddies Parade" has its educational side, also. Each week Miss Johanna Kraut, staff member of the Chicago Psychological institute, gives a short talk on common problems in child-raising.

(Continued on next page)

Little AP Sees TV

Chicago's City News Bureau, often called the "Little AP" because of its service to the four local dailies, has offered to supply its news to telecasters via teletype, thus becoming the first metropolitan news agency to give the green light to broadcasters.

The O'Briens . . .

(Continued from page 12)

The O'Briens devote almost all of their time now to television production and hope to have sponsors to worry about next Fall. Well over a thousand applicants have already been auditioned at their office, and some five hundred ballots roll in each week via postcard or letter, as Chicagoans vote for the winning child. The weekly winner receives a complete set of Child Craft books and every eighth week a grand prize of a \$100 security bond is awarded.

Mothers who would like to audition their children for "Kiddies Parade" may write to the program or to American National Video Productions, 17 North Wabash. Letters must give the name, address and birth date of the child. Audition appointments also may be made by calling the O'Brien's office at Financial 2255.

Tribute to Mom

Fans of Don Ward, seen frequently over WBKB and now fresh and tanned after a two-weeks' vacation, may have wondered why he gives the same greeting each time he appears on the commercials for the Harry Alter wrestling matches. Ward always says:

"Hello friends. This is Mrs. Ward's son, Donald, back with you again . . ."

The ABC announcer's mother died two years ago and the bit of sentiment is his way of paying secret tribute to her memory.

ABC to Add Station

ABC's television station in the Los Angeles-Hollywood area, KECA-TV, will be on the air by November 1, one month earlier than originally scheduled, Robert Hinckley, ABC vice-president in charge of the Washington, D.C., office, announced.

Summer Booms Sales

Early weeks in summer indicate an increase in the sale of TV sets nationwide from 11,000 to 12,000, according to Television Advertising Productions, Inc.

Television Forecast For

SATURDAY

July 17, 1948

WGN-TV

- 1:00—WGN-TV NEWSREEL. (Bendix Aviation Co.)
- 1:10—PLAYER OF THE DAY. Pre-game interviews. (Goodall Clothing Co.)
- 1:20—BASEBALL. Cubs vs. Boston, Jack Brickhouse, announcer; from Wrigley field. (Old Gold.)
- 3:30—TENTH INNING. Score and interviews. (Nelson Bros.)
- 8:00—WGN-TV NEWSREEL. Spencer Allen, narrating.
- 8:10—FILM feature. To be announced.

WBKB

- 12:55—FILM. To be announced.
- 1:10—MEET THE PLAYERS at Wrigley field.
- 1:25—BASEBALL. Cubs vs. Boston Braves. Joe Wilson describing today's game.
- 7:30—WESTERN FILM.
- 8:30—MIDGET AUTO RACES. Joe Wilson announcing from Soldier's field.
- 11:00—NEWS. Today's World Picture. (Subject to Change)

Chicago Women Watch Their Figures by TV

With "Woman's World" definitely established as a morning viewing custom with the ladies, Director Loraine Larson of WBKB announced that the cooking and exercise segments are proving the most popular, with Jim and Edie Dexter's skit on married life entitled "At Our House" running a close third.

Between three and five hundred letters are received each week, most of them from gals who ask for Shan and Kay's exercise chart. The two girls, Eleanor Shanahan and Kay McGovern, operate a figure control studio in Winnetka and put the girls through a lively fifteen minutes every Monday morning at 11 a.m.

WBKB Sports Quiz Offer Prizes—Win or Lose

Do you know why and how Emil Kush happened to become a member of the Chicago Cubs? Do you know what great first baseman led the National League in fielding four times in succession? Do you know the record of the famous trotter, Greyhound, or the distance around the Soldier's Field midget track?

These questions and many more are waiting to be answered by WBKB viewers with the winners getting between one and twenty prizes. The show is the new Sports Quiz seen and heard over WBKB before each home game of the Cubs, and between races on nights that the Maywood Harness Races are telecast.

Conceived by George Janda and directed by Ed Roden, the quiz is conducted by Bob McKee. A picture is shown and a question asked. Telephone numbers are called from a group picked at random from WBKB's set-owner files. If the person answers incorrectly, an additional prize is added to the total. If the line is busy, the party is called again, but if the party does not answer the telephone number is passed over.

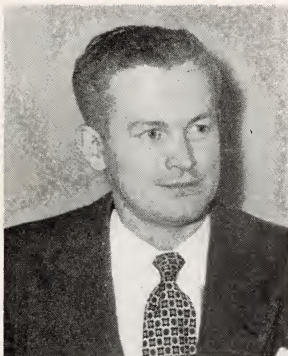
The only ones who do not like WBKB's sports quiz are sports writers on the daily newspapers. As soon as the question is posed, fans begin flooding the papers with calls to find out the correct answer. It is the sports desks that get the major load of the calls.

Newsreel Rates High

Although it's a headache to produce, the fast-moving Canadian Ace newsreel seen and heard daily from 7:50 to 8:00 over WBKB, is becoming the most popular and dependable news shows on the air.

Jim Ameche narrates, and Ed Roden directs. Fast switches, a clever superimposition of the products over the film titles and excellent musical scoring by WBKB musical director, Howard Dennowitz, give the show its punch.

To overcome the difficulties of scoring the show by electrical transcription, Dennowitz is experimenting with a tape recorder and hopes, in that way, to be able to do a still better job.



DONALD COOK—Field and special events is a 24 hour a day job in television. Don Cook of WGN-TV fills the bill as director. You'll find him in the mobile unit wherever WGN-TV telecasts.

Addition to WBKB

Newest addition to WBKB's staff as director is Dick Rider, native of Nebraska and professor of speech and drama at the University of Missouri, Columbia, Mo.

Formerly, Rider did educational films for Louis de Rochemont Association, Inc. Rider graduated from Yale's department of drama and did a five-year hitch in the Air Force as pilot of B-24's in the Mediterranean theatre. He is married and has one daughter.

WENR-TV On Air Soon

Operation of WENR-TV will commence September 1, it was announced recently by E. R. Borroff, vice-president in charge. Test patterns will be conducted beginning August 1.

Plan New Transmitter

Possibility of a higher transmitter site for station WBKB is being discussed by officials. Expansion plans call for a new transmitter, new equipment and programs to cost more than a half million dollars.

Memo to Baseball Fans

... ALL Major league ball games in Chicago will be brought to you over the Chicago Tribune's new television station, WGN-TV.

You'll be closer than ever to those hustling Sox in 1948 since their complete home schedule, including 21 nite games, will be telecast exclusively by WGN-TV.

For the best in television switch to Channel 9 (186-192 Megacycles) ... see and hear WGN-TV bring you the finest in television entertainment.



New home of WGN, WGN-TV and WGNB(FM)...now under construction

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