

Forecast

TELEVISION

AUGUST 20, 1949



ROBERTA QUINLAN OF WNBQ

15 CENTS

Channel **4** Forecast

EDERSOLE, LEROY
R. 4
KOKOMO, IND.
46-74

C20

CHICAGO'S CLEAREST
PICTURE FROM
CHICAGO'S HIGHEST
POINT

MULTISCOPE NEWS
SIX HOURS A DAY

BEST IN SPORTS
WITH JOE WILSON
AND RUSS DAVIS

THE BEST FEATURE
FILMS AVAILABLE
IN TELEVISION



WBKB CHICAGO
BALABAN & KATZ TELEVISION THEATRE

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NEW YORK—

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—KID HOGAN

THIS WEEK •

TV Picture Highlights	6
Front Row Center	7
Simon Haunts Egypt	8
Learn to Rhumba	9
Old Man Hasn't a Chance	10
Feature: Betty Chapel	11
Jackie Hayes Day	12
Margo Whitehead	14
Chub McCarthy	18

ON THE COVER

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TELEVISION FORECAST

Chicago's Own T.V. Magazine
PUBLISHED WEEKLY BY
TELEVISION FORECAST, Inc.
Phone: Franklin 2-9563
185 North Wabash Ave.
Chicago 1, Ill.
Vol. 2, No. 16—Whole No. 59
August 26, 1949

Editor, Pat Kubick
Program Editor, Patricia E. Moran
Advertising Sales Manager, Lester Wilson
Business Manager, Roy V. Whiting
Production Manager, John E. Greening
Circulation Manager, Thomas F. Ingram
Art Director, Herman H. Block

Advertising Rates on Request
Entry as 2nd class matter at the post office at Chicago, Ill.
Subscriptions: \$3 per year; 2 years \$5; single copies 15 cents.
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... Your friends or relatives will remember your giving them a subscription to *Television Forecast* long after most gifts have lost their luster. Here is a gift renewed with each passing week that brings joy and pleasure throughout the year.

... You will, by your gift, help to spread more TV enjoyment to your friends and loved ones.

... Order your gift now. An attractive gift card will acknowledge the arrival of *Television Forecast*.



save steps
save time
save thinking
here's the
ideal gift

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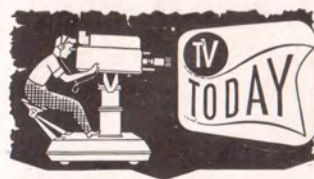
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—KID HOGAN

Day after Day....
YOU'LL PICK **WGN-TV**
for the *Best!*



Saturday

"Spin the Picture"
7:00-8:00 p.m.
Kathie Norris may call YOU!

"Cavalcade of Stars"
8:00-9:00 p.m.
Jack Carter and Guests

"Sportsmen's Corner"
9:00-9:15 p.m.
Sports Personalities

"Women Aren't Angels"
9:15 p.m.
Feature Film

WGN-TV
DUMONT CHANNEL 9 - CHICAGO CBS

Television Forecast for Aug. 20, 1949

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
4:00	4	SPORTS TICKER.	
5:15	9	CHICAGOLAND NEWSREEL, today's news as it happens.	
5:30	9	RED BARBER'S CLUB HOUSE, interviews with sport personalities.	
5:45	9	LUCKY PUP REVIEW. Here's a chance to catch up on this week's happenings.	
6:15	9	FILM VARIETIES.	
6:30	7	HOLLYWOOD SCREEN TEST with Neil Hamilton presenting tomorrow's stars before they are stars. Guests: Philip Reed, Cynthia Stone, Rita and Montoya.	
	9	IN THE FIRST PERSON, interviews by Quincy Howe.	
6:45	4	Test Pattern.	
	5	REVIEW OF THE NEWS with commentator Leon Pearson.	
	9	BLUES BY BARGY, vocals—some sweet, some hot.	
6:55	4	RUTHIE ON THE TELEPHONE. See Ruth Gilbert on page 6.	
7:00	4	SERIAL: "Mystery Mountain." Chapter Six.	
	5	U. S. MARINE BAND conducted by Major William Santelmann.	
	7	STAND BY FOR CRIME. A who-done-it called "Beyond Our Control."	
	9	SPIN THE PICTURE. Take a spin with emcee Eddie Dunn and Kathie Morris on a super give away show.	
7:30	4	FILM, cartoon.	
	5	FOR YOUR PLEASURE starring lovely Kyle MacDonnell, singer, with Earl Sheldon's orchestra.	
	7	CAMERAMAN AT LARGE. Film shorts.	
7:40	4	FEATURE FILM, "Poison Pen."	
8:00	5	WHO SAID THAT? Bob Trout asks the question to John Cameron Swayze and guests: Abe Burrows, Herbert Bayard Swope and Inez Robb.	
	7	PAUL WHITEMAN'S TV TEEN CLUB. The younger set supplies the talent on this variety show. See page 14.	
	9	CAVALCADE OF STARS with Jack Carter, m.c., and guests: Gladys Swarthout and the dancing Dunhills, and the Berry Sisters Act.	
8:30	5	EDDIE CONDON'S FLOOR SHOW. Jazz really comes into its own on this video jam session.	
9:00	5	THE THREE FLAMES. A vocal and instrumental group.	
	7	GIRLS' BASEBALL. The Queens vs. Cardinals announced by Bob Elson.	
	9	SPORTSMEN'S CORNER with Paul Fogarty.	
9:15	4	PIX OF THE NEWS.	
	9	FEATURE FILM, "Women Aren't Angels."	
9:30	5	WASHINGTON PARK RACES. "Whirlaway Stakes" a \$50,000 event for three-year-olds.	
9:45	5	GRAND MARQUEE, film.	

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

Television Forecast

Television Forecast for Aug. 21, 1949

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
12:30	7	AMATEUR HOUR. Chicagoland talent struts its stuff.	
1:10	9	PLAYER OF THE DAY.	
1:20	9	BASEBALL. White Sox vs. Cleveland—double header.	
3:45	7	KIERAN'S KALEIDOSCOPE. Usually an unusual show.	
	9	EXTRA INNING.	
4:00	4	SPORTS TICKER.	
	7	SUPER CIRCUS with its Big Top performers. Unicyclist, Jack Noyard-Phil Bonta, perched pole act from Mexico—strong man, Siegfried, the Great and the Eight Yacopi's.	
	9	Approximately time of second game.	
4:45	5	FILM.	
5:00	5	HOPALONG CASSIDY with Bill Boyd.	
	7	CARTOON TELETALKS. Children's stories and chalk talks.	
5:30	7	IRENE WICKER. Kids, here's your Singing Lady.	
6:00	5	LINCOLN PARK ZOO with Jim Hurlbut and R. Marlin Perkins.	
	7	CAMERAMAN AT LARGE, film shorts.	
	9	ORIGINAL AMATEUR HOUR with Ted Mack and top amateur talent from New York.	
6:30	5	BROADWAY SPOTLIGHT. Variety show with Richard Kollmar.	
	7	ABC PENTHOUSE PLAYERS, "The First and the Last."	
6:45	4	Test Pattern.	
6:55	4	RUTHIE ON THE TELEPHONE with Ruth Gilbert.	
7:00	4	SHIP'S REPORTER.	
	5	LEAVE IT TO THE GIRLS. "Maggie" McNellis asks the questions and a bevy of beauties gently tear into the discussion. Male guest of the panel will be Morey Amsterdam.	
	7	JACQUES FRAY MUSIC ROOM with guests, Conrad Thibault and Ann Ayars.	
	9	TOAST OF THE TOWN. Ed Sullivan will present top talent and celebrities.	
7:15	4	FILM SHORTS.	
7:30	5	MEREDITH WILLSON'S SHOW with guest: Mary McCarty.	
	7	FILM SHORTS.	
7:45	4	WEEKLY NEWS ALBUM. U. Turner.	
8:00	4	MEN'S MAJOR LEAGUE SOFTBALL, from North Town Stadium.	
	5	PHILCO SUMMER PLAYHOUSE. "Pretty Little Parlor" with Marta Linden.	
	9	MYSTERY PLAYERS. "Death in Ten Easy Lessons."	
8:15	7	SING-OPATION, Dolores Marshall on the vocals.	
8:30	7	SKIP FARRELL SHOW with Joan Elle James and Skip on the vocals.	
	9	NEWSREEL REVIEW.	
9:00	5	GARROWAY AT LARGE. Dave's gang includes a double dose of beauty—Connie Russell and Betty Chapel (page 11).	
	7	CELEBRITY TIME with Conrad Nagel, John Daly, Ilka Chase and guests: Frank Buck and Imogene Coca.	
	9	STARS OF TOMORROW. Introductions by Lee Bennett.	
9:30	7	CHAPLIN CAVALCADE, films.	
9:50	4	PIX OF THE NEWS.	

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

Television Forecast

No. 1

IN TELEVISION
SUNDAY

"LEAVE IT
TO THE GIRLS"

7:00-7:30 P.M.

Presenting the Feminine Point of View

★
"MEREDITH WILLSON
SHOW"

7:30-8:00 P.M.

A Gay Half-hour of Music and Comedy

★
"PHILCO PLAYHOUSE"

8:00-9:00 P.M.

Leading Stars in a Leading Play

★
"GARROWAY-AT-LARGE"

9:00-9:30 P.M.

A Casual Variety Show You'll Enjoy

WNBQ
CHICAGO
CHANNEL 5

Television Picture Highlights



Goodman Ace is writer and producer and Ruth Gilbert is star of "Ruthie on the Telephone," new CBS five-minute comedy aired on WBKB six nights a week. This week, Wednesday will be Ruthie's day off. Ruthie's object: to land Philip Reed, who is not at all delighted about the situation.



WAYNE GRIFFIN (left) was named TV's favorite wrestling announcer recently in a poll conducted by a local wrestling magazine. Col. Joseph Triner, state athletic commission chairman (right) is shown presenting the award. Center is Vince Garrity, also a WENR-TV sports announcer.

LETTERS TO THE EDITOR

Now It's Godfrey Fans Rescue

Sir:

Since Chub McCarthy is running Arthur Godfrey in the ground, maybe you would like the opinion of a viewer. His is the best program on TV.

Chicago, Ill.

MRS. TRENTON HALL

Sir:

Godfrey, unlike so many so-called comedians, does not leave you on the edge of your seat, biting your fingernails. He has a relaxing humor, and his gabble is down-to-earth, even though it comes through "obnoxious" smoke.

Oak Lawn, Ill.

MARIE SCHAAR

Sir:

At last someone had the nerve to call a spade a spade, and Godfrey a bore. We think so, too.

Chicago, Ill.

ROBERT LEWIS

Sir:

Can't something be done for people like myself who work from 5 p.m. to 1:30 a.m.? Sale of sets would go up if good shows like the Milton Berle program were re-shown on film.

Chicago, Ill.

W.J.S.

Sir:

Is anything being done to bring TV station WTMJ-TV into Chicago and suburbs?

Riverside, Ill.

MISS S. FENCL

Ed. Note: WTMJ-TV, channel 3, originates in Milwaukee, Wis. North side Chicagoans and northshore residents are usually able to pick up telecasts. With the exception of strictly local programs, channel 3 picks up network shows seen in Chicago.

Television Forecast

"Front Row Center" Offers the Skeptics

Monday night, August 22, DuMont and WGN-TV, channel 9, offer you "Front Row Center" seats as they telecast a new comedy team, the Skeptics—Penny Malone and Lenny Barry.

A native of Baltimore, Md., Penny has a collection of beauty cups gathered the past few years. Recently she was chosen Miss Maryland in the Miss America contest. During the war she



MALONE & BARRY

was crowned Miss Maritime, and for more than three years toured camps and hospitals with the United Service Organization, entertaining servicemen and patients. Her agents tell us she turned down a movie contract to appear with Barry in the Skeptics.

Barry, Manhattan born comedian, comes from a theatrical family. He started in vaudeville as a child, became a legitimate actor, then jumped into a Crouse and Lindsey production titled "Strip for Action."

While Barry was a member of the Checkov Repertory Group he met Penny Malone. The two decided to team up in a night club routine, found it clicked with the audience, and have been together ever since.

TV Service Directory

See Page 19

Television Forecast

Distillers of Famous
Bonded OLD FORESTER
Invite You to Try
KING
America's Premium Blend



This evening as you relax and enjoy yourself, may we suggest your favorite drink, made with smooth, mellow King Whisky? We think you'll like it very much, for King lives up to its famous maker's 79-year-old family tradition for fine Kentucky whisky. King's Friendly Flavor is the result of its 40% straight whiskies*—blended with the finest grain neutral spirits. Order from your favorite liquor store now.

KING America's
Premium
Blend

BROWN-FORMAN DISTILLERS CORPORATION

At Louisville in Kentucky

*KING BLACK LABEL. Blended Whisky. 40% straight whiskies; 60% grain neutral spirits. 85 Proof.
OLD FORESTER. 100 Proof. Bottled in Bond.
Kentucky Straight Bourbon Whisky.

Television Forecast for Aug. 22, 1949

Monday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
10:00 4 MULTISCOPE NEWS.			
12:50 9 CHICAGOLAND NEWSREEL.			
2:00 4 TV BILLBOARD.			
3:40 4 SPORTS TICKER.			
4:30 5 HOWDY DOODY SHOW.			
5:00 9 SMALL FRY CLUB.			
5:30 9 LUCKY PUP SHOW.			
5:45 9 Test Pattern.			
6:00 4 SUN-TIMES COMICS.			
5 KUKLA, FRAN AND OLLIE, a great show for young and old alike.			
6:15 4 WRANGLER'S CLUB.			
6:30 4 THE CURBSTONE CUTUP, Ernie Simon.			
5 CAPITAL CAPERS with Gene Archer, singer.			
7 SERIAL: "Trail of the Royal Mounted," last chapter.			
9 CBS-TV NEWS, Doug Edwards.			
6:45 4 WINDOW SHOPPING.			
5 CAMEL NEWS CARAVAN.			
7 FLANA-GRAMS with Pat Flanagan.			
5 CHICAGOLAND NEWSREEL.			
6:55 4 RUTHIE ON THE TELEPHONE.			
7:00 4 FRONTIER THEATER, western film.			
5 ACADEMY THEATER, "Love and How to Cure It," and "Such Things Only Happen in Books," both by Thornton Wilder.			
7 CAMERAMAN AT LARGE, selected film shorts.			
9 SILHOUETTES IN SONG.			
7:15 9 INDIVIDUALLY YOURS.			
5 THE BLACK ROBE. Have you ever taken a trip to night court?			
7 SCIENCE CIRCUS with Bob Brown. Mystery stunts—some that all of us can try.			
9 THE WORLD IS YOURS, "Colorful Ports of Call."			
7:45 9 GLAMOUR BAZAAR.			
8:00 5 COLGATE THEATER. Waht Price. Story by Max Brand.			
7 ABC BARN DANCE, with Lulu Belle and Scotty plus the whole gang.			
9 PREVIEW with Jinx Falkenburg and Tex McCrary. Show film of the Paris Birthday party for Bernard Baruch.			
8:10 4 PIX OF THE NEWS.			
8:15 4 TRAVEL TIME.			
8:30 4 WRESTLING from Midway Arena with Russ Davis.			
5 THE NATURE OF THINGS.			
7 WENR-TV PLAYHOUSE, feature film, "Charlie Chan's Secret Service."			
9 FRONT ROW CENTER. Seats on the aisle available for this new variety show. See page 7.			
8:45 5 THE THREE FLAMES with their songs.			
9:00 5 WALT'S WORKSHOP, receive helpful tips from Walter Durbahn.			
5 PARS, BIRDIES AND EAGLES. Got a moment to spend to improve your golf game?			
9:30 5 BOXING BOUTS. Professional bouts from Marigold Gardens.			
9 SPORTSMEN'S CORNER.			
10:00 5 WASHINGTON PARK RACES. Play safe; pick them after they've run!			
10:15 5 THE WEATHERMAN, Clint Youle.			
10:20 5 LEN O'CONNOR and the news.			
10:30 5 BUT NOT FORGOTTEN. Herbie Mintz will really take you back.			
10:50 4 PIX OF THE NEWS.			

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



MISS HIM? It's Ernie Simon. The picture was taken in Egypt, where Simon vacationed the past few weeks. He'll be back though, Monday, Aug. 22, on WBKB. Sorry.

Sid Luckman Opens Agency

Chicago Bears ace Sid Luckman has branched into television. Head of the New World Distributing company, Sid is distributor for DuMont television with showrooms at 540 N. La Salle. Visitors to the new agency have included Mayor Kennelly, Georgie Jessel, Willie Shore, Jackie Heller, Col. Jacob Arvey, Jackie Miles, Irv Kupcinet, members of the Chicago Cubs team, and, of course, fellow members of the Bears squad.

Hudson on Broadway

A new quiz show, "Hudson on Broadway," makes its premiere Friday, Aug. 26 at 8:30 p.m., on WGN-TV, channel 9. Viewers will be given a chance to win valuable prizes, including a 1949 Hudson auto. Questions will be in the form of a cartoon sketched on an easel before the camera. The right answer gets an auto accessory, and chance to quiz a sports celebrity in the studio. If the celebrity is unable to answer the question, then Mr. Viewer gets a crack at the Jackpot Riddle.

Television Forecast for Aug. 23, 1949

Tuesday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
10:00 4 MULTISCOPE NEWS.			
12:50 9 CHICAGOLAND NEWSREEL.			
3:45 9 CHICAGOLAND NEWSREEL.			
4:00 4 SPORTS TICKER.			
4:30 5 CHICAGO COOKS, Barbara Barkley.			
5 HOWDY DOODY SHOW with Bob Smith, Clarabell and the gang.			
9 Test Pattern.			
5:00 9 SMALL FRY CLUB with "Big Brother," Bob Emery.			
5:30 9 LUCKY PUP, Doris Brown and the Bunin puppets.			
5:45 9 Test Pattern.			
6:00 4 SUN-TIMES COMICS read by Don and Vera Ward.			
5 KUKLA, FRAN AND OLLIE, plenty of pleasure for all.			
6:15 4 WRANGLER'S CLUB.			
6:30 4 ERNIE SIMON, the curbstome cutup.			
5 WORDS AND MUSIC. Sweet music by singer-pianist, Barbara Marshall.			
7 SERIAL: "Hurricane Express."			
9 CBS-TV NEWS, Doug Edwards.			
6:45 4 WINDOW SHOPPING.			
5 CAMEL NEWS CARAVAN.			
7 FLANA-GRAMS. Sports commentary by "Old Pat" himself.			
9 CHICAGOLAND NEWSREEL.			
6:55 4 RUTHIE ON THE TELEPHONE.			
7:00 4 FRONTIER THEATER.			
5 FEATURE FILM.			
7 WENR-TV PLAYHOUSE. Film.			
9 CROSS QUESTION, fictional trial.			
8:00 5 LIGHTS OUT, mystery drama.			
9 To be announced.			
8:10 4 PIX OF THE NEWS.			
8:15 4 SHIP'S REPORTER.			
8:30 4 GIRL'S BASEBALL. Ross Davis announcing the game between the Music Maids and the Bloomer Girls.			
5 TROTTER RACES from Roosevelt Raceway, New York.			
7 DR. FIXUM. Household troubles? Here is how to "fixum."			
9 BASEBALL. White Sox vs. Philadelphia.			
9:00 7 TOMORROW'S CHAMPIONS, amateur bouts announced by Wayne Griffin.			
9:30 5 WASHINGTON PARK RACES.			
9:45 5 FILM.			
10:00 5 THE WEATHERMAN, Clint Youle.			
10:05 5 LEN O'CONNOR and the news.			
10:15 5 ART VAN DAMME QUINTETTE.			
10:20 4 PIX OF THE NEWS.			
10:30 5 BUT NOT FORGOTTEN brings back many memories.			

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

Want to Rhumba, Then Watch this New Show

Television is making Milwaukeeans rhumba conscious with a weekly "Rhumba Club" session on WTMJ-TV, channel 3. In the one month that the half hour Saturday night show has been on the air, it has become very popular. Groups gather in homes and recreation centers with television sets to learn the rhumba steps as demonstrated by Lester Mayhew, Jr., it was learned this week.

After each program, mail requests for charts on the rhumba lessons have averaged better than 150 per week. The charts are offered free to those requesting them.

Four couples learning the rhumba appear each Saturday on the program. The program is scheduled on WTMJ-TV from 7:30 to 8 p.m. to catch young couples before they leave on their traditional Saturday night dancing dates.

Coming October 1st

2nd Annual TV Show

Swayze Thinks Twice Before Opening Doors

John Cameron Swayze, regular anchor-man on "Who Said That?" (WNBQ, Saturday, August 20) for ten years was feature writer for a St. Louis newspaper. During his decade in this role, he interviewed every celebrity who came near the city. He became exceptionally adept at carrying off his assignments with dispatch and was never overawed by his subject.

Once Swayze interviewed that most prolific writer, Thomas Mann, author of "The Magic Mountain," "Joseph and His Brothers," etc., Swayze considered the interview successfully ended and turned to take his leave. He made a brisk, businesslike approach to the door, opened it and stepped unhesitatingly through. A few moments later he sheepishly came back through the door, looked around and slouched out another exit.

The first door had been the entrance to the bathroom.

An Old Man Hasn't a Chance in TV, Not With Fresh Talent Like This—

Advice to persons seeking a career in TV: Don't attempt to enter this fabulous business unless you've got plenty of mileage ahead. It's not an old man's game.

This week, to begin a series, we spotlight two young people in television: Carolyn Frances Howard and H. Greg Garrison, both of WENR-TV, channel 7. A visit backstage in the ABC studios any day, any time, will find these youngsters hard at work, and dead-set on perfecting video entertainment.

A former WAVE, Carolyn Howard holds down the position of TV program operational manager. Carolyn, 25, entered the service in 1943 following schooling in Georgetown Visitation Convent and Temple college in Washington. A native of Washington, D.C., she was greatly interested in the stage and for more than five years was a member of the Montgomery Players.

After three years in the Navy, Carolyn entered radio, joining WMAL in Washington, where she soon became secretary to Martin Agronsky, ABC news commentator. In '47 she was bucked up to ABC's television department, then on to WJZ-TV in New York, and finally WENR-TV, Chicago, where she has been since channel 7's opening date.

Carolyn Howard is a good example of a girl who has carved out a career for herself in video.

Greg Garrison, the young man on the right, is one of the youngest producers in Chicago television. As far back as 1941 Garrison was a cameraman for Philco in Philadelphia and CBS in New York. His career, however, was interrupted by the war. As a navigator with the Eighth Air Force, Garrison served with the Army air corps, was later assigned to the Overseas Army radio sta-



HOWARD

tion where he arranged programs and wrote scripts.

After the war he became a director at Milt Steffiel's Ivoryton summer theatre in Connecticut, playing the straw-hat and winter circuits. This was followed by a short adventure into motion picture productions, where Garrison first started making films for television. In 1947 he produced "Taming of the Shrew" and "Midsummer Night's Dream" for NBC-TV, and in Garrison style they were cut to 45 minutes. That same year he joined WFIL-TV, Philadelphia, as video consultant and director, and it was there he gained experience on baseball, basketball, football, hockey, wrestling and racing shows.



GARRISON

B. Sachs Amateur Hour, and Treasure Quest.

Garrison received his early schooling at Elgin Academy and Chicago College Prep; at Northwestern he was enrolled in the school of speech. At the University of Washington, the young producer studied drama, journalism at Pennsylvania and Lafayette. In addition, he has studied under Erwin Piscator and Frances Adler at New York's New School of Social Research and at the Dramatic Workshop.

You'll See Mrs. America

Chicagoans will view the judging of Mrs. America when WENR-TV televises the finals from Asbury Park, N.J., September 11. Mrs. America will be selected for their ability and versatility as housewives, as well as beauty and personality.



CAN'T RESIST HER

Bops or Ballads, Betty Sings 'Em

This week we open a family album to tell you the story of Betty Chapel, WNEQ songstress seen on the "Garro-way at Large" show, Sundays on channel 5.

Above (left) is Betty at a tender age when radio had the habit of keeping her awake, and TV was at least 20 years off. Today (above, right) Betty Chapel emerges as the "find" of a show that is making news in Chicago.

Readers by the dozen have written us, all asking for more on La Chapel, wondering where she was discovered. Here is how it happened:

When Betty's older sister was called to audition for a vocalist's spot with a dance band, Betty went along for the ride—and landed the job!

It was the first professional engagement for the pert, olive-skinned, brown-haired songstress. Betty had no qualms about edging her sister out of the job. Actually her sister had encouraged Betty to try for it.

Of Italian descent, Betty was born in Cincinnati, O., on October 22, 1926. She began singing with dance orchestras in her home town while still in school, and later joined a band as a regular and traveled on dance dates

throughout the middle west.

The urge to study voice resulted in Betty moving to Chicago, where she soon won herself solo billing in Windy City nightclubs. It was here she was spotted by NBC video scouts. Originally tabbed as a bop singer, Betty is as much at home with the dulcet ballad as with a bouncy novelty. Unlike many other singers, Betty had practically no radio experience before entering television.

The five-foot vocalist hasn't much time for a hobby, but she likes to sketch her own ideas for the formal gowns she wears at night club engagements. And for relaxation she likes nothing better than pedalling through the park on a bicycle built for one. Her greatest extravagance is shoes—she has a closet filled with them, and her favorite food is fried chicken a la Chapel.

Romance? Betty's been too busy with her career for that—yet.

Search for Talent

TV talent scouts are in town this week, screening manicurists, elevator operators, etc., in hopes of finding talent for WENR-TV's "Hollywood Screen Test," viewed Saturdays on channel 7.

Television Forecast for Aug. 24, 1949

Wednesday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
10:00	4	MULTISCOPE NEWS.	
12:50	9	CHICAGOLAND NEWSREEL.	
1:10	9	PLAYER OF THE DAY.	
1:20	9	BASEBALL, White Sox vs. Philadel- phia.	
3:30	5	NEWS TELECAST.	
3:45	9	EXTRA INNINGS.	
4:00	4	Test Pattern.	
4:30	5	SPORTS TICKER.	
4:30	5	HOWDY DOODY SHOW.	
5:00	9	HEALTH: "Radioactive research in medicine".	
5:00	9	SMALL FRY CLUB.	
5:30	9	LUCKY PUP.	
5:45	9	SILHOUETTES IN SONG with lovely Nancy Wright.	
6:00	4	SUN-TIMES COMICS. Let Don and Vera read the comics for your chil- dren.	
	5	KUKLA, FRAN AND OLLIE with all the Kuklapolitan players.	
6:15	9	THE FAMILY GENIUS.	
6:30	4	WRANGLER'S CLUB.	
6:30	4	ERNIE SIMON, your curbstome cutup.	
	5	CAPITAL CAPERS with Gene Arch- er, baritone.	
7	SERIAL: "Hurricane Express."		
7	CBS-TV NEWS with Doug Edwards.		
6:45	4	WINDOW SHOPPING.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS. Commentary by Pat Flanagan.	
6:55	9	CHICAGOLAND NEWSREEL.	
7:00	4	RUTHIE ON THE TELEPHONE.	
	5	LADY OF THE MOUNTAIN.	
	5	QUIZ KIDS.	
	7	SAGEBRUSH THEATER.	
	9	ARTHUR GODFREY and his friends. Vacation stand-in: Robert Q. Lewis and guests: Louis Armstrong and the Ames Brothers subing for the Mariners.	
7:15	4	FRONTIER THEATER. Western mo- vie.	
7:30	5	THE CLOCK. Time for a mystery drama.	
8:00	5	KRAFT TELEVISION THEATER. "Where the Dear Antelopes Play," with Mary Young.	
	7	CAMERAMAN AT LARGE.	
	9	THE WORLD IS YOURS, "A Day in Venice."	
8:15	4	PIX OF THE NEWS.	
	9	FILM SHORTS.	
8:20	4	TRAVEL TIME.	
8:30	4	FILM SHORTS.	
	7	WRESTLING from Rainbow Arena, with Wayne Griffin. See page 6.	
	9	THE AL MORGAN SHOW. Billy Chandler's Trio.	
9:00	4	BOXING from Madison A.C.	
	5	IT'S A GREAT IDEA. Great Books discussion groups.	
9:30	5	FEATURE FILM.	
	9	WASHINGTON PARK RACES. The "Prairie State Stakes."	
9:45	5	JIM HURLBUT's feature stories about and around Chicago.	
	5	THE WEATHERMAN, Clint Youle.	
10:00	9	SPELL WITH ISBELL. See if you would be a good contestant.	
10:05	5	LEN O'CONNOR and the news.	
10:15	5	ART VAN DAMME QUINTETTE.	
10:30	4	MULTISCOPE NEWS.	
	5	BUT NOT FORGOTTEN.	
	9	CHICAGOLAND NEWSREEL.	
10:50	4	PIX OF THE NEWS.	

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



HAROLD ISBELL models one of the hats created on his "Stop, Look & Learn" show (WGN-TV, Friday, 7:30 p.m.) Women vie for prizes on this novel give-away. If you need some bellylaughs Friday, dial channel 9.

Honor Jackie Hayes At Sox Park Aug. 30

The TV cameras will center on Jackie Hayes and the Chicago committee honoring him August 30 at Comiskey park, prior to the Sox-Washington night telecast.

Harry Simmons, secretary of the committee making the arrangements, this week said, "Already baseball fans seem to have forgotten about Jackie Hayes, one-time White Sox player who became blind in 1942 and was forced to give up baseball."

"Hayes now lives in Clanton, Ala.," Simmons said, "married, and the father of a four-year-old son, he is having a difficult time as a result of his illness. Our committee is seeking to raise funds to present him a purse. Contributions may be mailed to postoffice box 7200."

We're Read in France!

At least one French citizen reads *Television Forecast*, it was learned this week. Mrs. C. Colbert of Batavia, a subscriber, writes that her daughter frequently sends issues of this news-magazine to her Pen-Pal in France.

Television Forecast for Aug. 25, 1949

Thursday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
10:00	4	MULTISCOPE NEWS.	
3:30	5	NEWS TELECAST.	
3:45	9	CHICAGOLAND NEWSREEL.	
4:00	4	SPORTS TICKER.	
	9	CHICAGO COOKS. B. Barkley.	
4:30	5	HOWDY DOODY SHOW.	
	9	Test Pattern.	
5:00	9	SMALL FRY CLUB.	
5:30	9	LUCKY PUP.	
5:45	9	Test Pattern.	
6:00	4	SUN-TIMES COMICS.	
	5	KUKLA, FRAN AND OLLIE pre- sented by Burr Tillstrom.	
6:15	4	WRANGLER'S CLUB.	
	9	SILHOUETTES IN SONG or Nancy Wright sings.	
6:30	4	THE CURBSTONE CUTUP, Ernie Si- mon.	
	5	WORDS AND MUSIC with Barbara Marshall.	
7	SERIAL: "Hurricane Express."		
7	CBS-TV NEWS, Doug Edwards.		
6:45	4	WINDOW SHOPPING.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS.	
6:55	9	CHICAGOLAND NEWSREEL.	
	4	RUTHIE ON THE TELEPHONE.	
7:00	4	FRONTIER THEATER.	
	5	RFD AMERICA, quiz show. What do you know about a farm?	
7	STOP THE MUSIC. Name the mys- tery tune and the world is yours. Lovely songs and lovely girls to sing them.		
9	54th STREET REVUE, variety show with Al Bernie, m.c.		
7:30	5	MARY KAY AND JOHNNY, domes- tic comedy skit.	
7:45	9	TAVERN PALE BEAUTY CONTEST.	
8:00	5	CANDID CAMERA with Allan Funt. Have you ever been caught with your guard down?	
	7	CRUSADE IN EUROPE, Chapter 17. "Pursuit."	
	9	MOREY AMSTERDAM SHOW. Join Morey at the Silver Swan Cafe.	
8:10	4	PIX OF THE NEWS.	
8:15	4	SHIP'S REPORTER.	
8:25	7	HEADLINER. News story of the week.	
8:30	4	TELECHARADES with Ed Roberts. These contestants are pretty good!	
	5	THEATER OF THE MIND. Drama and debate devoted to the mind. Dr. Houston Peterson, moderator.	
	7	BLIND DATE. Femece Arlene Fran- cis.	
	9	BASEBALL. White Sox vs. Boston.	
9:00	4	FUN WITH FURNISHINGS. The an- swers to your questions on home furnishings. Alice Nelson instructs.	
	5	THE PET SHOP, proprietors, the Comptons.	
9:15	4	FILM SHORTS.	
9:30	4	MIDWEST VIEWPOINT. U. Turner projects his thoughts on current events.	
	5	WASHINGTON PARK RACES, the Meadowland Handicap.	
9:45	4	MULTISCOPE NEWS.	
	5	FILM.	
10:00	5	THE WEATHERMAN, Clint Youle.	
10:05	5	LEN O'CONNOR and the news.	
10:15	5	ART VAN DAMME QUINTETTE.	
10:20	4	PIX OF THE NEWS.	
10:30	5	BUT NOT FORGOTTEN.	
	9	EXTRA INNINGS.	

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

**YOUR FAMILY
WILL ENJOY
WGN-TV PROGRAMS ..**

THURSDAY

"Chicagoland Newsreel"
6:45-7:00 p.m.
Monday thru Friday

♦

**"Tavern Pale Beauty
Contest"**
7:45-8:00 p.m.
Glamour on Parade

♦

**"Morey Amsterdam
Show"**
8:00-8:30 p.m.
Fun at the Silver Swan Cafe

♦

"Baseball"
8:30 p.m.
White Sox vs Boston

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CITY ZONE STATE

Pops Stayed Hobe to Blow His Doze,



Although Paul Whiteman, ABC vice president and director of music, has given hundreds of present day stars their first break intentionally, his own daughter, Margo, got her start accidentally because Pops caught a cold.

Margo, who can be seen with dad on WENR-TV's Teen Age show (Saturday, Aug. 20, channel 7) entered showbusiness via radio. It had never occurred to anyone she could emcee a show until she filled in for her father at one of the teen-age Whiteman club dances in Lambertville, N.J., while he was home with hot lemonade and aspirin tablets.

Margo, who was born on November 7, 1931, is a student at Marymount School in New York. She had intended to be an actress but her parents thought her career lay a few years ahead. Pops, in fact, advised her to concentrate on both the serious and humorous aspects of acting, since it is his theory that there is a wide open field for a girl who can hold her own both in musical comedy and drama.

But after Pops sat in on Margo's audition, the Whitemans changed their minds, and Margo became emcee of radio's "Tomorrow's Tops."

Margo, who is five feet, three inches tall, weighs 105 pounds, and has long, ash blonde hair, is an enthusiastic horsewoman. She usually wears only sports clothes, and her only serious worries are passing her exams at Marymount.

No Stay-At-Home Is Jim Hurlbut

BY PATRICIA COOPER

A peaceful, stay-at-home existence is something that has no appeal whatsoever to Jim Hurlbut, WNBQ tele-reporter. Hurlbut just naturally gets around, and taking root somewhere isn't in his scheme of things.

You might view Hurlbut this week on NBC's trip to the Zoo or on his own scrapbook-show as he unfolds Chicago yarns heretofore never told. For a man who has traveled as much as Hurlbut, he knows more about the Windy City than the average native.

Born in Detroit, Mich., in 1909, he moved to Chicago and attended Senn high school, then Northwestern university. He left NU in his senior year to join the reportorial staff of the *Daily News*, later shifting to Washington and the *Post*.

In '34 he turned to radio as a newsman. In '42 he joined the Marines as a combat correspondent. After that he moved fast—10 days after he had enlisted, Hurlbut was on a slow boat to the Pacific where he became the first Marine correspondent to see action in war.

Landing with assault troops on Guadalcanal, Hurlbut covered action there and in other battle areas, then returned to the U.S. where he was commissioned second lieutenant. Immediately thereafter, he drew the assignment of technical advisor on "Guadalcanal Diary" in Hollywood.

When the film was completed, Hurlbut returned to Washington as director of radio for Marine public relations. He was discharged resuming his radio career, joining WMAQ in 1947. It wasn't long after the TV bug bit him.



St. Louis Woman, Roberta Quinlan

Early next month you'll meet the gal on the cover of this week's *Television Forecast*, Roberta Quinlan, WNBQ vocalist and star of the "Mohawk Showroom," now being telecast exclusively in the east.

Roberta's home town is St. Louis. One day when Will Osburn and his band made a one-night stop in the berg their vocalist, Peggy Lee, became ill. Roberta was asked to replace Peggy, and soon was on her way to New York.

In 1943, while the nation was at war, Roberta packed her lipstick and best dress and drove out to the Grumman aviation plant on Long Island. There she applied for the job of Morale Builder, and got it!

Her first assignment was leader of a 15-piece male orchestra. Before long she was the band's singer, mother confessor, paymaster, and jill-of-all-trades. Roberta took the Grumman assignment so much to heart that when she left she took with her executive John Quinlan.

Roberta and John now live in an apartment in Forest Hills, N.Y. Roberta, whose one great passion is interior decorating, has a habit of changing the motif of her apartment. Husband John often worries about it. He always thinks he's walking into a stranger's house.

You won't have trouble making out Roberta on your TV screen. No lights can wash out her sensational wardrobe, Cecil Chapman gowns, and more than \$100,000 worth of jewelry.

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WENR-TV

FRIDAY

"TRAIL OF THE ROYAL MOUNTED"

Film Serial—Chapter 5
6:30 p.m.

★
"FLANA-GRAMS"

With Pat Flanagan
6:45 p.m.

★
"CAMERAMAN AT LARGE"

7:00 p.m.

★
"TREASURE QUEST"

Geographical Quiz Show
7:30 p.m.

★
"BREAK THE BANK"

With emcee Bert Parks
8:00 p.m.

★
"FUN FOR THE MONEY"

With Johnny Olsen
8:30 p.m.

★
"WENR-TV PLAYHOUSE"

9:00 p.m.

WATCH CHANNEL 7

Television Forecast for Aug. 26, 1949

Friday

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

- 10:00 4 MULTISCOPE NEWS.
- 12:50 9 CHICAGOLAND NEWSREEL.
- 1:10 9 PLAYER OF THE DAY.
- 1:20 9 BASEBALL. Two games today. White Sox vs. Boston.
- 3:30 5 NEWS TELECAST.
- 9 EXTRA INNINGS.
- 3:45 9 Approximate time of second game.
- 4:00 4 SPORTS TICKER.
- 4:30 5 HOWDY DOODY SHOW with Bob Smith.
- 6:00 4 SUN-TIMES COMICS with Don and Vera Ward.
- 5 KUKLA, FRAN AND OLLIE entertain the entire family.
- 9 Test Pattern.
- 6:15 4 WRANGLER'S CLUB, Bruce Roberts spins a yarn.
- 6:30 4 THE CURBSTONE CUTUP with Ernie Simon.
- 5 PRACTICE TEE. A golf show with Bill Barber.
- 7 SERIAL: "Hurricane Express."
- 9 CBS-TV NEWS with Doug Edwards.
- 6:45 4 WINDOW SHOPPING.
- 5 CAMEL NEWS CARAVAN.
- 7 FLANA-GRAMS with Pat Flanagan and his sports commentary.
- 9 CHICAGOLAND NEWSREEL.
- 6:55 4 RUTHIE ON THE TELEPHONE.
- 7:00 4 FRONTIER THEATER, western film.
- 5 HOPALONG CASSIDY, Bill Boyd in "Frontiersman."
- 7 CAMERAMAN AT LARGE. Film shorts.
- 9 MAMA with Peggy Wood, adapted from "I Remember Mama."
- 7:30 7 TREASURE QUEST, Alan Fishburn and John Barclay ask the questions in this geographical quiz show.
- 9 STOP, LOOK AND LEARN. Join in the fun with Harold Isbell. See picture on page 12.
- 8:00 5 FLOOR SHOW with George Givot m.c. and guests.
- 7 BREAK THE BANK, a super quiz show.
- 9 THE WORLD IS YOURS, travel film called, "Gardens of the Caribbean."
- 8:10 4 PIX OF THE NEWS.
- 8:15 4 TRAVEL TIME.
- 9 SILHOUETTES IN SONG.
- 8:30 4 GIRLS' BASEBALL. Russ Davis calls them in game between Music Mads and the Bluebirds.
- 5 MEET YOUR CONGRESS, discussion of current topics.
- 7 FUN FOR THE MONEY. Hits, runs and errors in this quiz show with Johnny Olsen, emcee.
- 9 SPORTS QUIZ. Premiere of a new show.
- 9:00 5 PRIVATE EYE with Martin Kane.
- 7 WENR-TV PLAYHOUSE, feature film.
- 9 BOXING from Madison A.C.
- 9:30 5 WASHINGTON PARK RACES.
- 9:45 5 FILM.
- 10:00 5 THE WEATHERMAN, Clint Youle.
- 10:05 5 LEN O'CONNOR and the news.
- 10:15 5 PARADISE ISLAND, musical film.
- 10:20 4 PIX OF THE NEWS.
- 10:30 5 BUT NOT FORGOTTEN. Herbie Mintz brings back the old days.
- 10:45 9 CHICAGOLAND NEWSREEL.

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

Television Forecast

WTMJ-TV Channel 3, Milwaukee, Wisconsin

FOR THE CONVENIENCE OF OUR SUBSCRIBERS WHO ARE ABLE TO PICK UP WTMJ-TV, TELEVISION FORECAST PROVIDES THIS PAGE

Saturday, August 20

- 3:00 3 AT YOUR SERVICE.
- 3:30 3 WILD WEST THEATER.
- 4:30 3 RED BARBER CLUB HOUSE.
- 4:45 3 FILM SHORTS.
- 5:00 3 RADIO CITY ORCHESTRA.
- 5:30 3 HOLLYWOOD SCREEN TEST.
- 6:00 3 ARTHUR GODFREY, CBS.
- 7:00 3 PAUL WHITEMAN'S TV TEEN CLUB.
- 8:00 3 DUGOUT DOINGS.
- 8:10 3 MILWAUKEE VS. TOLEDO.
- 10:25 3 BASEBALL SCOREBOARD.
- 10:30 3 NEWS.

- 5:30 3 THE SPORTS PICTURE.
- 5:45 3 NEWS CARAVAN, NBC.
- 6:00 3 FEATURE FILM.
- 7:00 3 ROVING CAMERAS.
- 7:05 3 THE GRENADIERS.
- 8:00 3 DUGOUT DOINGS.
- 8:10 3 MILWAUKEE VS. INDIANAPOLIS.
- 10:25 3 BASEBALL SCOREBOARD.
- 10:30 3 NEWS.

Wednesday, August 24

- 3:00 3 GADGET GAZETTE.
- 3:15 3 P. SKINNER & A. BUETTNER.
- 3:30 3 HOWDY DOODY, NBC.
- 4:00 3 WHAT'S NEW IN THE KITCHEN?
- 4:30 3 TV PREVUE.
- 4:35 3 MUSEUM EXPLORERS' CLUB.
- 5:00 3 KUKLA, FRAN AND OLLIE.
- 5:30 3 THE SPORTS PICTURE.
- 5:45 3 NEWS CARAVAN, NBC.
- 6:00 3 QUIZ KIDS, NBC.
- 6:30 3 FOR FISHERMEN ONLY.
- 6:45 3 SONG STYLINGS.
- 7:00 3 TELEVISION THEATER, NBC.
- 8:00 3 DUGOUT DOINGS.
- 8:10 3 MILWAUKEE VS. INDIANAPOLIS.
- 10:25 3 BASEBALL SCOREBOARD.
- 10:30 3 NEWS.

Thursday, August 25

- 3:00 3 STOCK CAR RACE.
- 5:00 3 KUKLA, FRAN AND OLLIE.
- 5:30 3 THE SPORTS PICTURE.
- 5:45 3 NEWS CARAVAN, NBC.
- 6:00 3 STOP THE MUSIC, ABC.
- 7:00 3 THE TUNESMITHS.
- 7:30 3 BLIND DATE, ABC.
- 8:00 3 MOREY AMSTERDAM, DuM.
- 8:30 3 GORDY'S GUESSING GAME.
- 9:00 3 WRESTLING.
- 10:30 3 BASEBALL SCOREBOARD.
- 10:35 3 NEWS.

Friday, August 26

- 3:00 3 GEORGE COMTE.
- 3:15 3 P. SKINNER & A. BUETTNER.
- 3:30 3 HOWDY DOODY, NBC.
- 4:00 3 TV'S WHAT'S NEW.
- 4:30 3 NANCY CANTRILL FRITZ.
- 4:45 3 CHILDREN'S CORNER.
- 5:00 3 KUKLA, FRAN AND OLLIE.
- 5:30 3 THE SPORTS PICTURE.
- 5:45 3 NEWS CARAVAN, NBC.
- 6:00 3 HOPALONG CASSIDY, NBC.
- 7:00 3 MIXED DOUBLES, NBC.
- 7:30 3 AROUND THE TOWN.
- 7:45 3 FILM PROGRAM.
- 8:00 3 TO BE ANNOUNCED.
- 10:25 3 BASEBALL SCOREBOARD.
- 10:30 3 NEWS.

Milwaukee Time

Sunday, August 21

- 1:10 3 TV PREVUE.
- 1:15 3 DUGOUT DOINGS.
- 1:25 3 MILWAUKEE VS. TOLEDO.
- 3:15 3 ROVING CAMERAS.
- 3:30 3 SECOND GAME.
- 5:00 3 ORIGINAL AMATEUR HOUR.
- 6:00 3 LEAVE IT TO THE GIRLS.
- 6:30 3 MEREDITH WILLSON, NBC.
- 7:00 3 SUMMER PLAYHOUSE, NBC.
- 8:00 3 CRUSADE IN EUROPE, ABC.
- 8:25 3 HEADLINER, ABC.
- 8:30 3 TELENEWS WEEKLY.
- 8:50 3 MELODY BY MIRIAM.
- 9:00 3 YOU'RE THE JUDGE.
- 9:30 3 CELEBRITY TIME, ABC.

Monday, August 22

- 3:00 3 GEORGE COMTE.
- 3:15 3 P. SKINNER & A. BUETTNER.
- 3:30 3 HOWDY DOODY, NBC.
- 4:00 3 TV'S WHAT'S NEW.
- 4:30 3 YOU CAN'T LOSE QUIZ SHOW.
- 4:45 3 CHILDREN'S CORNER.
- 5:00 3 KUKLA, FRAN AND OLLIE.
- 5:30 3 THE SPORTS PICTURE.
- 5:45 3 NEWS CARAVAN, NBC.
- 6:00 3 ACADEMY THEATER, NBC.
- 6:30 3 SCIENCE CIRCUS, ABC.
- 7:00 3 TEEVEE THEATER, NBC.
- 7:30 3 PLAY 'EM OR PAY 'EM.
- 8:00 3 DUGOUT DOINGS.
- 8:10 3 MILWAUKEE VS. INDIANAPOLIS.
- 10:25 3 BASEBALL SCOREBOARD.
- 10:30 3 NEWS.

Tuesday, August 23

- 3:00 3 GEORGE COMTE.
- 3:15 3 P. SKINNER & A. BUETTNER.
- 3:30 3 HOWDY DOODY, NBC.
- 4:00 3 WHAT'S NEW IN THE KITCHEN.
- 4:30 3 LUCKY PUP, CBS.
- 4:45 3 CIVIC SAM.
- 4:55 3 FUN MAKERS.
- 5:00 3 KUKLA, FRAN AND OLLIE.

Television Forecast



PEGGY LOBBIN could "Stop the Music" if she wanted to, which is easy to understand. The WENR-TV starlet can be seen Thursday night this week on channel 7 on ABC's give-away.

WBKB, WGN-TV Plan Notre Dame Games

Arrangements for covering the Notre Dame home football schedule were completed this week, it was announced by WBKB and WGN-TV. Channels 9 and 4 will cover the Fighting Irish exclusively thru a DuMont network arrangement.

Here are the games:

Sept. 24—Indiana at Notre Dame—WBKB will carry the game and feed the network.

Oct. 15—Tulane at Notre Dame—WGN-TV will carry the game and feed the network.

Nov. 12—South Carolina vs. Notre Dame at Yankee Stadium in New York—WABD in New York will originate the telecast and WGN-TV will carry it in Chicago.

Nov. 19—Iowa at Notre Dame—WBKB will carry the game and feed the network.

Nov. 26—Southern California at Notre Dame—WGN-TV will feed the network, and WGN-TV and WBKB will carry the telecast in Chicago.

GETTING IN

The Last Word

By CHUB McCARTHY

"We might be forced to fire you, McCarthy," the editor said this week after reading a bushel of letters from hot-under-the-collar fans. A number of the letters revealed video set owners do not always agree with my opinions regarding certain shows.

Said one suburban reader—"I take it that we are to think McCarthy is the PERFECT person. I am not in the habit of writing letters of this type, but it is with disgust that we read his little articles."

The writer, a woman, asked to remain anonymous.

Someday I intend to drop her a note in reply. There's no reason why we shouldn't be friends—we both like TV. But wouldn't it really be a dull world if everyone liked the same shows? Take wrestling. Imagine eight hours of wrestling a day, seven days a week. No Godfrey. No Garroway.

Do feel that a show should be panned if it gets out of line. Would you want television to get in the same rut as radio—lots of yak, yak, soap operas, 2nd rate entertainment?

Wish you could drop over some night. Would enjoy talking video with you, and would agree that "Telecharades," "Mama" and "Who Said That" are all top shows. Excellent direction, original, etc. However, I'm also in the business of calling a spade a spade, so—

Here is where we'll disagree. Think "Fun for the Money" and "Spin the Picture" have plenty room for improvement. Copies of other give-aways are just that, copies. Someone tried to copy "Kukla, Fran and Ollie." Didn't work. Never will.

Television Forecast



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3546 N. Ashland Ave. BUKingham 1-7373

CHICAGO
ENGINEERS FOR TELEVISION
2638 West Devon Ave. HOLlycourt 5-7524

northwest

PRECISION
TELEVISION SERVICE CO.
3441 W. Montrose CORnelia 7-2225

TELEVISION
SERVICE COMPANY
3124 W. Montrose INdependence 3-8000

south

AMERICAN
RADIO LABORATORY
6321 S. University FAirfax 4-9000

west

EXPERT RADIO &
TELEVISION SERVICE
15 S. Austin Phone: ESterbrook 8-0656

SUBURBS

arlington heights and vicinity

ELECTRONICS SERVICE
22 E. Northwest Hwy. Arlington Hgt. 700

evanston, ill.

BECKERS
801 Dempster St. UNiversity 4-1640

gary, ind. and vicinity

STREIGHT
TELEVISION REPAIR
118 W. 5th Gary 6864

oak park, ill.

TOM HARRIGAN, INC.
422 W. Madison St. AUstin 7-1220
EUclid 576

southern cook county

B & H
RADIO SALES & SERVICE
60 East 154th St. Harvey 400

whiting, ind.

RADIO CENTER
1542 119th St. Whiting 307

wilmette and northshore

AIR VISION, INC.
1185 Wilmette Ave. Wilmette 6050