

# *TELEVISION* *Forecast*

JULY 16, 1949



VERA WARD OF COMIC CAPERS

15 CENTS

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## THIS WEEK •

|                                  |    |
|----------------------------------|----|
| Letters from Readers.....        | 4  |
| Cooper's Column.....             | 6  |
| Peek at Barbara Barkley.....     | 7  |
| Mary Kay and Johnny.....         | 10 |
| Guest Column: Mr. Amsterdam..... | 14 |
| New Films You'll See.....        | 15 |
| Burteen's TV Cartoon.....        | 15 |
| Chub McCarthy.....               | 18 |
| WTMJ-TV Programs.....            | 19 |

### ON THE COVER

Vera Ward, better half of the Don Ward TV family, can be seen this week on WBKB's "Comic Capers." The Wards read the funnypapers for the j.g. video audience. Read more about them in a special article inside.

### TELEVISION FORECAST

*Chicago's Own T.V. Magazine*

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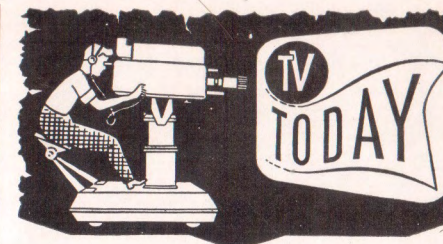
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### CHICAGO—

Note to our country cousins: Don't come to Chicago expecting to crash TV unless you are a wrestler, horse, acrobat, puppet or trained kangaroo . . . Barbara Barkley claims the cooking classes on WGN-TV provide plenty of excitement with all the stirring scenes . . . Martha Raye's routine, last seen here at the now defunct Latin Quarter, may land her a video contract . . . Our spy at NBC predicts Ralph Edwards on your screen this September.

### HOLLYWOOD—

If moviemoguls say OK then Fred Astaire begins work on a new TV venture . . . Dick Haymes ditto . . . More than 500 people are here at work in ABC's studios, planning bigtime network teleflickers . . . Ernie Simon's mother-in-law (here to get away from Simon's jokes) writes that Mexicans are interested in television. They want to view bull fights in their living rooms. Think they have more to offer than wrestling, boxing, etc. . . . Gene Autry won't buy that Texas TV station he hankered for. Changed his mind. Going into the publishing business.

### NEW YORK—

What could be more beautiful than Phil Spitalny's All Girl Orchestra in a special TV show? Probable sponsor thinks so, too . . . Morey Amsterdam getting ready to commute between NY and Bermuda, between telecasts . . . TV billboards are being designed . . . When Jimmy Durante returns from London, he hopes to introduce his famous nose on TV.

—KID HOGAN

# Saturday

| WBKB<br>4 | WNBQ<br>5 | WENR-TV<br>7                                                                                                                                                                                            | WGN-TV<br>9 |
|-----------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 10:00     | 4         | MULTISCOPE NEWS.                                                                                                                                                                                        |             |
| 12:50     | 9         | CHICAGOLAND NEWSREEL.                                                                                                                                                                                   |             |
| 1:10      | 9         | PLAYER OF THE DAY.                                                                                                                                                                                      |             |
| 1:20      | 9         | BASEBALL, Sox vs. Washington.                                                                                                                                                                           |             |
| 2:30      | 5         | HORSE RACES.                                                                                                                                                                                            |             |
| 3:45      | 9         | EXTRA INNING.                                                                                                                                                                                           |             |
| 4:00      | 4         | PHILCO SPORTS TICKER.                                                                                                                                                                                   |             |
|           | 9         | Test Pattern.                                                                                                                                                                                           |             |
| 5:30      | 9         | RED BARBER'S CLUB HOUSE.                                                                                                                                                                                |             |
| 5:45      | 9         | LUCKY PUP REVIEW. A teletranscribed review of the week's highlights of the lucky pup puppets.                                                                                                           |             |
| 6:15      | 9         | FILM VARIETIES.                                                                                                                                                                                         |             |
| 6:30      | 7         | HOLLYWOOD SCREEN TEST. Neil Hamilton, m.c. The professionals assist young actors and actresses.                                                                                                         |             |
|           | 9         | IN THE FIRST PERSON. Quincy Howe interviews.                                                                                                                                                            |             |
| 6:45      | 5         | REVIEW OF THE NEWS with Leon Pearson.                                                                                                                                                                   |             |
|           | 9         | BLUES BY BARGY. Piano and vocal selections by Jeanne Bargo.                                                                                                                                             |             |
| 7:00      | 5         | U.S. MARINE BAND conducted by Major Geo. A. Fatteman.                                                                                                                                                   |             |
|           | 7         | STAND BY FOR CRIME. How good a detective are you? See if you can answer the questions.                                                                                                                  |             |
|           | 9         | SPIN THE PICTURE. Super giveaway show with Kathi Norris, Shay Cogan, and the Alan Logan Trio. Eddie Dunn, m.c.                                                                                          |             |
| 7:15      | 4         | Test Pattern.                                                                                                                                                                                           |             |
| 7:25      | 4         | PIX OF THE NEWS.                                                                                                                                                                                        |             |
| 7:30      | 4         | SERIAL: Ch. I, "Don Winslow of the Navy."                                                                                                                                                               |             |
|           | 5         | TV SCREEN MAGAZINE, interviews with people in the news.                                                                                                                                                 |             |
|           | 7         | FILM SHORTS.                                                                                                                                                                                            |             |
| 8:00      | 4         | SELECTED SHORTS.                                                                                                                                                                                        |             |
|           | 5         | WHO SAID THAT? Quiz show with Robert Trout, m.c., and John Cameron Swayze. Guests: Sen. Margaret Chase Smith, Leonard Bernstein and Danton Walker.                                                      |             |
|           | 7         | PAUL WHITEMANN TV TEEN CLUB. Variety show with talent from the younger set.                                                                                                                             |             |
|           | 9         | CAVALCADE OF STARS with Jack Carter, m.c.                                                                                                                                                               |             |
| 8:30      | 5         | EDDIE CONDON'S FLOOR SHOW. Outstanding exponents of pure jazz meet with guitarist Eddie Condon for a video jam session. Guests: Kay Starr and Count Basie in a program featuring Irving Berlin's music. |             |
|           | 4         | CARTOON film.                                                                                                                                                                                           |             |
| 8:40      | 4         | WESTERN FEATURE, "Overland Mail."                                                                                                                                                                       |             |
| 9:00      | 5         | THREE FLAMES. A vocal and instrumental group.                                                                                                                                                           |             |
|           | 7         | GIRLS' BASEBALL. Queens vs. Music Maids, announced by Bob Elson.                                                                                                                                        |             |
|           | 9         | FEATURE FILM, "Crimson Dynasty" with Elissa Landi.                                                                                                                                                      |             |
| 9:30      | 5         | ARLINGTON PARK RACES. The Arlington Park Futurity race.                                                                                                                                                 |             |
| 9:45      | 5         | GRAND MARQUEE, "Wednesday's Luck."                                                                                                                                                                      |             |
|           | 4         | PIX OF THE NEWS.                                                                                                                                                                                        |             |

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

## Letters

Letters should be addressed to Editor, 185 North Wabash, Chicago 1. Please sign name; it will be withheld on request.

Sir:

I hope it makes Chub McCarthy happy to get so many people hot under the collar. I've never before been mad at a critic, but he's going too far when he says wrestling at best is the 1949 version of the Hollywood Keystone Kops . . . As far as I'm concerned, he can be boiled in oil.

Chicago, Ill.

MRS. JOHN K. PALIC

Sir:

If McCarthy doesn't like wrestling tag teams let him turn the dial and let the rest of us enjoy them . . . We would enjoy a whole bill of tag teams. They're more fun than Milton Berle.

Chicago, Ill.

HELEN SULLIVAN

Sir:

For McCarthy: a nice, small tombstone.

Chicago, Ill.

DIXON O'BRIEN, JR.

Sir:

Since McCarthy was labelled a mean old sourpuss I'll put in my 2c. We think he's tops! Naturally not everyone has the same way of thinking, or what would this world be?

Michigan City, Ind.

MARJORIE CARTER

Sir:

Variety is the spice of life, and even though the ballgames are enjoyed much there are a great majority of us who would much prefer seeing a movie matinee.

Gary Ind.

MRS. H. J. McNULTY

Sir:

. . . Discontinue doubleheaders on Sundays so that invited guests can watch something else besides baseball.

Argo, Ill.

MRS. JAMES C. DOWNS

Sir:

I have saved all the issues since the first one. Your magazine has improved as much as television . . .

Chicago, Ill.

GEORGE KLEIN

# Sunday

| WBKB<br>4 | WNBQ<br>5 | WENR-TV<br>7                                                                                                                                        | WGN-TV<br>9 |
|-----------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 10:00     | 4         | MULTISCOPE NEWS.                                                                                                                                    |             |
| 12:30     | 7         | SACHS' AMATEUR HOUR.                                                                                                                                |             |
| 1:10      | 9         | PLAYER OF THE DAY.                                                                                                                                  |             |
| 1:20      | 9         | BASEBALL, Sox vs. New York.                                                                                                                         |             |
| 3:30      | 5         | AMERICAN TV FORUM, "Does Labor Need a Fourth Round of Wage Increases?"                                                                              |             |
| 3:45      | 7         | KIERAN'S KALEIDOSCOPE, "Bird Control." Emphasis on the value of the Flycatchers, Starlings and Blue Titmice and their usefulness to man.            |             |
|           | 9         | EXTRA INNING.                                                                                                                                       |             |
| 4:00      | 4         | PHILCO SPORTS TICKER. The Sensationalists' roller skating team, Hank the Mule, the Win-lows, bicycle act, the Four Paulines acrobats.               |             |
|           | 5         | FILM.                                                                                                                                               |             |
|           | 7         | SUPER CIRCUS.                                                                                                                                       |             |
|           | 9         | Approximate time of second game.                                                                                                                    |             |
| 5:00      | 5         | HOPALONG CASSIDY.                                                                                                                                   |             |
|           | 7         | CARTOON TELETALES. Children's tales with chalk and talk.                                                                                            |             |
| 5:30      | 7         | IREENE WICKER the singing lady.                                                                                                                     |             |
| 6:00      | 5         | LINCOLN PARK ZOO with Jim Hurlbut and R. Marlin Perkins, zoo director.                                                                              |             |
|           | 7         | FILM SHORTS.                                                                                                                                        |             |
|           | 9         | ORIGINAL AMATEUR HOUR.                                                                                                                              |             |
| 6:30      | 5         | BROADWAY SPOTLIGHT with Richard Kollmar. Variety show.                                                                                              |             |
|           | 7         | ABC TV PLAYERS, "Miss Mehitable's Son."                                                                                                             |             |
| 7:00      | 5         | LEAVE IT TO THE GIRLS with M. McNellis, K. Carlisle, R. Chandler, B. Barnes, F. Pritchett, with Henry Morgan supporting the male side of the issue. |             |
|           | 7         | JACQUES FRAY MUSIC ROOM.                                                                                                                            |             |
|           | 9         | TOAST OF THE TOWN with Ed Sullivan m.c.                                                                                                             |             |
| 7:30      | 5         | AUTHOR MEETS THE CRITICS. John K. M. McCaffery, moderator. Tennis Is My Racket, by Bobby Riggs.                                                     |             |
|           | 7         | FILM SHORTS.                                                                                                                                        |             |
| 8:00      | 5         | PHILCO SUMMER PLAYHOUSE, "Five Lives of Mr. Gordon," with Melvin Douglas.                                                                           |             |
|           | 7         | FILM SHORTS.                                                                                                                                        |             |
|           | 9         | MYSTERY PLAYERS, "The Adventure of the Sinister Lilies."                                                                                            |             |
| 8:15      | 4         | Test Pattern.                                                                                                                                       |             |
|           | 7         | SING-CO-PATION with Dolores Marshall on the vocals.                                                                                                 |             |
| 8:30      | 4         | WEEKLY NEWS ALBUM with Ulmer Turner.                                                                                                                |             |
|           | 7         | SKIP FARRELL SHOW.                                                                                                                                  |             |
|           | 9         | FILM.                                                                                                                                               |             |
| 8:45      | 4         | FEATURE FILM, "Secret Mission."                                                                                                                     |             |
| 9:00      | 5         | GARROWAY AT LARGE. Dave and his gang entertain you in the Garroway manner with Ruth Ann Kolesum and John Krizea as guests.                          |             |
|           | 7         | CELEBRITY TIME. Guests: Wendy Barrie and Guy Kibbie.                                                                                                |             |
|           | 9         | STARS OF TOMORROW.                                                                                                                                  |             |
| 9:30      | 7         | FEATURE FILM.                                                                                                                                       |             |
|           | 9         | NEWSREEL REVIEW.                                                                                                                                    |             |
| 9:45      | 4         | PIX OF THE NEWS.                                                                                                                                    |             |

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

# No. 1

## IN TELEVISION

# SUNDAY

Returning Tonight!

## "PHILCO PLAYHOUSE"

8:00-9:00 P.M.

The Nation's Leading Dramatic Stars  
In Plays You'll Want To See

also

## "LEAVE IT TO THE GIRLS"

7:00-7:30 P.M.

Presenting the Feminine Point of View

## "AUTHOR MEETS CRITICS"

7:30-8:00 P.M.

The Story Behind the Story

# WNBQ

## CHICAGO

## CHANNEL 5

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Television-Electronic Engineering Service

2525 Lincoln Ave. Diversey 8-2525

CHICAGO 14, ILLINOIS

## THE WARDS

### A Mr. and Mrs. Team You'll Enjoy Knowing

By PAT COOPER

What good looking people, you'll say, when you meet the Wards, WBKB's Mr. and Mrs. Team currently seen on *Comic Capers*. This week Vera Ward is our cover girl. It was a hard choice to pick her photo or one of the Ward's little two-year-old daughter, Vera Margaret, a cover girl herself.

The Wards met as undergraduates at Northwestern. At that time they were both interested in NU's radio playshop, Vera as a character actress, Don as producer and announcer.

Vera already had a theatrical background with her two summers in New York summer stock theater. Now, in addition to helping Don on television, she appears before drama clubs, theater groups and women's clubs with her own interpretations of Broadway hits. All this and time to be a mother to Vera Margaret.

Don Ward is a reporter-magician-MC-announcer of all trades. Shortly after WBKB, channel 4, went on the air eight years ago Ward was there. Since then he has conducted news and sports programs, currently takes the role of an Uncle Don as he reads the comics in the *Sun-Times*.

Not only does he let his magic creep into telecasts, but Ward is usually in much demand by fraternities and clubs to entertain at reunions and special events.

Mothers rate the Wards "honorary relatives," since they entertain the children each night and save the head of the family from reading the jokes.

See Service Directories,

Pages 15 and 18



## Barbara Barkley Typical U.S. Girl

The youngest of three children, Barbara Barkley is a typical American girl. Raised in a small town of 10,000 people, De Kalb, Illinois, Miss Barkley's off-stage name is Bette Baker.

Proceeding through the usual formal education, Miss Barkley graduated as head of her class at the De Kalb high school. She started her college training at Rockford college, then obtained her degree in Home Economics at Northern Illinois State Teachers' college, cum laude.



BETTE BAKER

First step in utilizing her education was in teaching as a member of the home economics staff at the Sterling township high school. Her desire to reach the homemaker more directly led her into home economics in business, where, for four years, she introduced and developed nutrition programs for the milk producers and distributors of Chicago. Many homemakers may have heard her in the Colonial Room of The Milk Foundation, located at 700 North Wabash avenue, or on the daily radio program originating from that room.

Barbara Barkley can be seen this week on WGN-TV channel 9 in "Chicago Cooks," A show for the women of Chicagoland.

AS IT SAYS ON THE LABEL:

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in the Market"



*Taste the whisky . . .  
and be convinced!*

Enjoy that rich, elegant flavor tonight! It's the same, old-time, Old Forester goodness that set a standard for Kentucky Bourbons back in 1870! Once you've tasted its full-bodied fineness, we believe you'll agree, "There is nothing better in the market".

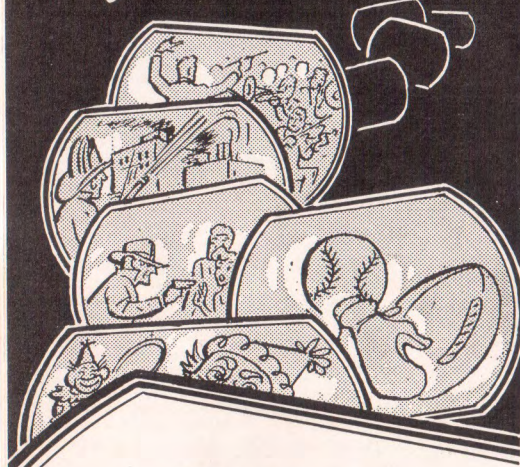
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OLD FORESTER. 100 Proof. Bottled in Bond.  
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Day after Day....  
YOU'LL PICK **WGN-TV**  
for the Best!



## MONDAY

"Glamour Bazaar"  
4:00-4:15 p.m.

Estelle Compton and Her Models

"Silhouettes in Song"  
7:45-8:00 p.m.

With Nancy Wright and Gordon Pace

"Preview"  
8:00-8:30 p.m.

With Tex and Jinx

Baseball  
Sox vs. New York  
8:30 p.m.

Described by Jack Brickhouse



Television Forecast for July 18, 1949

## Monday

| WBKB<br>4 | WNBQ<br>5 | WENR-TV<br>7                                                                                 | WGN-TV<br>9 |
|-----------|-----------|----------------------------------------------------------------------------------------------|-------------|
| 10:00     | 4         | MULTISCOPE NEWS.                                                                             |             |
| 3:30      | 5         | NEWS TELECAST.                                                                               |             |
| 4:00      | 9         | GLAMOUR BAZAAR. Women's series featuring Estelle Compton and her models (see center spread). |             |
|           | 4         | PHILCO SPORTS TICKER.                                                                        |             |
| 4:15      | 9         | Test Pattern.                                                                                |             |
| 4:30      | 5         | HOWDY DOODY SHOW.                                                                            |             |
| 5:00      | 9         | SMALL FRY CLUB.                                                                              |             |
| 5:30      | 9         | LUCKY PUP.                                                                                   |             |
| 5:45      | 9         | LOPEZ SPEAKING.                                                                              |             |
| 6:00      | 5         | JUDY SPLINTERS and S. Dinsdale.                                                              |             |
|           | 9         | Test Pattern.                                                                                |             |
| 6:15      | 4         | SUN-TIMES COMICS. Don and Vera Ward read the funnies.                                        |             |
|           | 5         | MARY KAY AND JOHNNY.                                                                         |             |
| 6:30      | 4         | SERIAL: "Death Rides The Range."                                                             |             |
|           | 5         | COMING ATTRACTIONS.                                                                          |             |
|           | 7         | SERIAL, "Burn 'Em Up Barnes."                                                                |             |
|           | 9         | CBS-TV NEWS, Doug Edwards.                                                                   |             |
| 6:45      | 4         | ERNIE SIMON the curbstone cutup.                                                             |             |
|           | 5         | CAMEL NEWS CARAVAN.                                                                          |             |
|           | 7         | FLANA-GRAMS sports commentary with Pat Flanagan                                              |             |
|           | 9         | CHICAGOLAND NEWSREEL.                                                                        |             |
| 7:00      | 4         | FRONTIER THEATER.                                                                            |             |
|           | 5         | CHEVROLET ON BROADWAY, "The Wine Glass."                                                     |             |
|           | 7         | FILM SHORTS.                                                                                 |             |
|           | 9         | INDIVIDUALLY YOURS.                                                                          |             |
| 7:15      | 9         | FILM.                                                                                        |             |
| 7:30      | 5         | THE CLOCK mystery drama.                                                                     |             |
|           | 7         | SCIENCE CIRCUS. An absent-minded professor, a laboratory, and anything can happen.           |             |
|           | 9         | THE WORLD IS YOURS. "Coho Salmon."                                                           |             |
| 7:45      | 9         | SILHOUETTES IN SONG with Nancy Wright and Gordon Pace.                                       |             |
| 8:00      | 5         | COLGATE THEATER. Vic, Sade and Rush starring Bernadine Flynn, Frank Dane and Dick Conan.     |             |
|           | 7         | ABC BARN DANCE with John Dolce as caller.                                                    |             |
|           | 9         | PREVIEW with Jinx Falkenburg and Tex McCrary and guests.                                     |             |
| 8:10      | 4         | PIX OF THE NEWS.                                                                             |             |
| 8:15      | 4         | TRAVEL TIME.                                                                                 |             |
| 8:30      | 4         | WRESTLING from Midway Arena with Russ Davis announcing.                                      |             |
|           | 5         | THE NATURE OF THINGS. Scientific discussion by Dr. Roy K. Marshall.                          |             |
|           | 7         | FEATURE FILM.                                                                                |             |
|           | 9         | BASEBALL. Sox vs. New York.                                                                  |             |
| 8:45      | 5         | THE THREE FLAMES.                                                                            |             |
| 9:00      | 5         | WALT'S WORKSHOP with Walter Durbahn.                                                         |             |
| 9:30      | 5         | BOXING BOUTS from Marigold.                                                                  |             |
| 10:00     | 5         | ARLINGTON PARK RACES.                                                                        |             |
| 10:15     | 5         | CLIFTON UTLEY and the news.                                                                  |             |
| 10:30     | 4         | MULTISCOPE NEWS.                                                                             |             |
|           | 5         | THE WEATHERMAN, Clint Youle.                                                                 |             |
|           | 9         | EXTRA INNING.                                                                                |             |
| 10:35     | 5         | BUT NOT FORGOTTEN. Herbie Mintz reminisces about show people.                                |             |
| 10:45     | 9         | CHICAGOLAND NEWSREEL.                                                                        |             |
| 10:50     | 4         | PIX OF THE NEWS.                                                                             |             |

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

Television Forecast

## Old Friends, Vic, Sade and Rush

The Gook Family—Vic, Sade and Rush—are busy these days in the "Little House Half Way, Up in the Next Block" getting themselves and the place in order.

Now that they're on television (WNBQ, Monday, July 18) midwestern audiences are able to see the characters right from the pen of Paul Rhymer who created them years ago for radio.



### THE GOOK FAMILY

Bernardine Flynn, who played the role of Sade on radio, is back as Mrs. Gook. Frank Dane, veteran radio and stage performer, portrays Vic and Dick Conan, teenager, is heard and seen as young Rush.

In a show that originates from NBC's television studios in Chicago, channel 5 viewers are kept up on the latest gossip about the Gooks' neighbors, including Hank Gutstop, Mr. Ruebush, Ruthie Stembottom, Mr. Gumpox and Y. Y. Flirtch.

Norman Felton is producer.

### Predict Transatlantic TV

Dr. Allen B. DuMont, video pioneer, predicts a transatlantic television network in the near future, aided by a series of relay towers on the islands and land masses of the North Atlantic.

Television Forecast

Television Forecast for July 19, 1949

## Tuesday

| WBKB<br>4 | WNBQ<br>5 | WENR-TV<br>7                                                                                    | WGN-TV<br>9 |
|-----------|-----------|-------------------------------------------------------------------------------------------------|-------------|
| 10:00     | 4         | MULTISCOPE NEWS.                                                                                |             |
| 3:30      | 5         | NEWS TELECAST.                                                                                  |             |
|           | 9         | Pres. Truman speaks at the Shriners Convention in Soldiers Field.                               |             |
| 4:00      | 4         | PHILCO SPORTS TICKER.                                                                           |             |
|           | 9         | CHICAGO COOKS with Barbara Barkley. Tips on how to make it eye-appealing as well as appetizing. |             |
| 4:30      | 5         | HOWDY DOODY SHOW.                                                                               |             |
|           | 9         | Test Pattern.                                                                                   |             |
| 5:00      | 9         | SMALL FRY CLUB. Big Brother Bob Emery conducts this session.                                    |             |
| 5:30      | 9         | LUCKY PUP. Foodini, Pinhead and Jolo cut capers.                                                |             |
| 5:45      | 9         | LOPEZ SPEAKING. Piano artistry and interviews.                                                  |             |
| 6:00      | 4         | Test Pattern.                                                                                   |             |
|           | 5         | JUDY SPLINTERS & S. Dinsdale.                                                                   |             |
|           | 9         | Test Pattern.                                                                                   |             |
| 6:15      | 4         | SUN-TIMES COMICS.                                                                               |             |
|           | 5         | MARY KAY AND JOHNNY (see page 10).                                                              |             |
| 6:30      | 4         | SERIAL: "Death Rides The Range."                                                                |             |
|           | 5         | COMING ATTRACTIONS.                                                                             |             |
|           | 7         | SERIAL "Burn 'Em Up Barnes."                                                                    |             |
|           | 9         | CBS-TV NEWS, Doug Edwards.                                                                      |             |
| 6:45      | 4         | ERNIE SIMON the curbstone cutup.                                                                |             |
|           | 5         | CAMEL NEWS CARAVAN.                                                                             |             |
|           | 7         | FLANA-GRAMS with guests from the world of sports.                                               |             |
|           | 9         | CHICAGOLAND NEWSREEL.                                                                           |             |
| 7:00      | 4         | FRONTIER THEATER, western.                                                                      |             |
|           | 5         | FIREBALL FUN FOR ALL. The Olsen and Johnson show where anything can happen and usually does.    |             |
|           | 7         | FEATURE FILM.                                                                                   |             |
|           | 9         | CROSS QUESTION, fictional trial.                                                                |             |
| 8:00      | 5         | LIGHTS OUT, mystery drama.                                                                      |             |
|           | 9         | TALENT JACKPOT. New series from DuMont.                                                         |             |
| 8:10      | 4         | PIX OF THE NEWS.                                                                                |             |
| 8:15      | 4         | FILM SHORTS.                                                                                    |             |
| 8:30      | 4         | GIRLS' BASEBALL. Music Maids vs. Bloomer Girls with Russ Davis announcing.                      |             |
|           | 5         | TROTTER RACES from Roosevelt Racetrack.                                                         |             |
|           | 7         | DR. FIXUM tells you how to make it like new again.                                              |             |
|           | 9         | BASEBALL. Sox vs Boston from Comisky Park, Jack Brickhouse announcing.                          |             |
| 9:00      | 7         | BOXING, announced by Bob Elson.                                                                 |             |
| 9:30      | 5         | ARLINGTON PARK RACES.                                                                           |             |
| 9:45      | 5         | SERIAL: "Hurricane Express."                                                                    |             |
| 10:00     | 4         | Music, time, temperature and news.                                                              |             |
| 10:15     | 5         | CLIFTON UTLEY and the news.                                                                     |             |
| 10:20     | 4         | PIX OF THE NEWS.                                                                                |             |
| 10:30     | 5         | THE WEATHERMAN, Clint Youle.                                                                    |             |
|           | 9         | EXTRA INNING. Roundup of scores.                                                                |             |
| 10:35     | 5         | BUT NOT FORGOTTEN. Herbie Mintz and Norman Barry.                                               |             |
| 10:45     | 9         | CHICAGOLAND NEWSREEL. Local, national and international news.                                   |             |

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

## Johnny Stearns Recalls Screen Test in Hollywood, and Carpenter Job Offer

The situations that make up the plot of the "Mary Kay and Johnny" telecast, (WNBQ, July 18-22), are taken from real life, according to Johnny Stearns. When you know their respective back grounds, how they met and married, you can readily believe him.

Johnny was born in Boston; Mary Kay Jones was born in Los Angeles. They both loved acting more than anything else—until they met each other one summer at the Peterborough Players Summer Theater in New Hampshire. Mary Kay was acting in stock and Johnny was helping his mother operate the theater.

After their marriage they returned to Broadway and radio and naturally gravitated to television, where they became TV's first husband and wife couple using a connected script and, in their new series, the first TV man, wife and child serial.

Both used reverse English, Johnny went from Boston to Hollywood and Mary Kay went from Los Angeles to New York before their paths crossed.

Johnny went to Hollywood after he finished college because he considered it the natural thing to do if he wanted to become an actor. In Hollywood he took a screen test at Paramount and was offered a job as a carpenter.

"I was insulted, but took it because I at least had one foot in the door," Johnny says. But his frustration soon gave him ulcers and he went to Petersborough to rest and help his mother. During the winter months—if his ulcers permitted—he went to New York where he did bits in Broadway shows and motion pictures made in the East.

Mary Kay—her family had no theatrical background—made her debut at two-and-one-half years of age in the Pasadena Playhouse in a "Bunny Dance" number. The acting bug hit her then and when she finished school she took a job in "Music City," a record shop, to pay for acting lessons. She also spent two years with the Hollywood experimental group, Actor's Laboratory, before going to New York.

There she obtained an understudy's



role in "Dear Ruth," and later a small role. Then she did a part in "Charlie's Aunt," in stock at Martha's Vineyard before going to Peterborough.

When the program was televised by NBC last year, it was only Mary Kay and Johnny. Now it includes their six-months-old son, Christopher.

### "Victory in Italy" Films Sobering

"Victory in Italy," final film in the Italian campaign series of Gen. Dwight Eisenhower's *Crusade in Europe* will be shown Thursday, July 21, on WENR-TV, channel 7.

"Preparation for Invasion," scheduled for July 28 will begin a series outlining the Normandy landing and the allied campaign that ended World War II. The entire series will end October 27.

The sobering films are of special interest to midwest audiences, including students of current events at Northwestern, Chicago and DePaul universities who weekly view the show.

### Plan Special Issue

A special issue of *Television Forecast* is being planned by editors for distribution during the week of the second annual TV Show at the Chicago Coliseum in September.

## 10 SECOND QUIZ

What are they? Who are they? Can they be seen on your TV set? Is your blood pressure low?

★ ★ ★

ANSWER: Left to right, Olsen, Johnsen and Olsen's son, J. C. See them this week Tuesday, courtesy of Buick, via WNBQ.



(PHOTO BY WM. CUMMING, JR.)

Estelle Compton (left) has invited Nancy Laing (right) to appear on WGN-TV's Glamour Bazaar Monday, July 18, channel 9. Miss Laing, a WGN-TV receptionist who recently won the title of Miss Evanston, is a Compton model and former Northwestern student, having appeared in two Waa-Mu shows.

# Tops in Television from the Top of Chicago

## WENR-TV

### THURSDAY

**A Top Night in  
Television!**

#### "STOP THE MUSIC"

With singers Jimmy Blaine, Estelle Loring, Betty Ann Grove and emcee Bert Parks, 7:00 p.m.



#### DWIGHT D. EISENHOWER'S "CRUSADE IN EUROPE"

Chapter 12—Victory in Italy,  
8:00 p.m.



#### "PAL HEADLINER"

News Story of the Week,  
8:25 p.m.



#### "VOLUME ONE NUMBER SIX"

Psychological suspense drama,  
8:30 p.m.



#### "GRENNAN DESSERT PARTY"

Featuring the Honeydreamers,  
9:00 p.m.

WATCH CHANNEL 7

Television Forecast for July 20, 1949

## Wednesday

| WBKB<br>4 | WNBQ<br>5 | WENR-TV<br>7                                                                                 | WGN-TV<br>9 |
|-----------|-----------|----------------------------------------------------------------------------------------------|-------------|
| 10:00     | 4         | MULTISCOPE NEWS.                                                                             |             |
| 12:50     | 9         | CHICAGOLAND NEWSREEL.                                                                        |             |
| 1:10      | 9         | PLAYER OF THE DAY.                                                                           |             |
| 1:20      | 9         | BASEBALL, Sox vs. Boston.                                                                    |             |
| 2:00      | 5         | HORSE RACES.                                                                                 |             |
| 3:30      | 5         | NEWS TELECAST.                                                                               |             |
| 3:45      | 9         | EXTRA INNING.                                                                                |             |
| 4:00      | 4         | PHILCO SPORTS TICKER.                                                                        |             |
|           | 9         | Test Pattern.                                                                                |             |
| 4:30      | 5         | HOWDY DOODY SHOW.                                                                            |             |
|           | 9         | FOOTSTEPS TO HEALTH.                                                                         |             |
| 5:00      | 9         | SMALL FRY CLUB.                                                                              |             |
| 5:30      | 9         | LUCKY PUP.                                                                                   |             |
| 5:45      | 9         | LOPEZ SPEAKING. Vincent Lopez<br>interviews prominent guests.                                |             |
| 6:00      | 4         | Test Pattern.                                                                                |             |
|           | 5         | JUDY SPLINTERS & S. Dinsdale.                                                                |             |
|           | 9         | INSIDE PHOTOPLAY with Wendy<br>Barrie and gossip about the stars.                            |             |
| 6:15      | 4         | SUN-TIMES COMICS.                                                                            |             |
|           | 5         | MARY KAY AND JOHNNY.                                                                         |             |
| 6:30      | 4         | SERIAL: "Death Rides The Range."                                                             |             |
|           | 5         | COMING ATTRACTIONS.                                                                          |             |
|           | 7         | SERIAL "Burn 'Em Up Barnes."                                                                 |             |
|           | 9         | CBS-TV NEWS, Doug Edwards.                                                                   |             |
| 6:45      | 4         | ERNIE SIMON, the curbstone cutup.                                                            |             |
|           | 5         | CAMEL NEWS CARAVAN.                                                                          |             |
|           | 7         | FLANA-GRAMS with Pat Flanagan.                                                               |             |
|           | 9         | CHICAGOLAND NEWSREEL.                                                                        |             |
| 7:00      | 4         | FRONTIER THEATER.                                                                            |             |
|           | 5         | QUIZ KIDS, Joe Kelly, quizmaster.                                                            |             |
|           | 7         | SAGEBRUSH THEATER, films.                                                                    |             |
|           | 9         | ARTHUR GODFREY and his friends.<br>Guest: Lisa Kirk, feature singer in<br>"Kiss Me Kate."    |             |
| 7:30      | 5         | THE BLACK ROBE. Police night<br>court drama from actual file cases.                          |             |
| 8:00      | 5         | KRAFT TELEVISION THEATER,<br>"The Curtain Rises."                                            |             |
|           | 9         | THE WORLD IS YOURS, "People of<br>Hawaii."                                                   |             |
| 8:10      | 4         | PIX OF THE NEWS.                                                                             |             |
| 8:15      | 4         | TRAVEL TIME.                                                                                 |             |
|           | 9         | SILHOUETTES IN SONG.                                                                         |             |
| 8:30      | 4         | LADY OF THE MOUNTAIN. Mary<br>Jane and Tommy sing the folk bal-<br>lads.                     |             |
|           | 7         | WRESTLING from Rainbow Arena<br>with Wayne Griffin announcing.                               |             |
|           | 9         | FILM.                                                                                        |             |
| 8:45      | 4         | FILM SHORTS.                                                                                 |             |
| 9:00      | 5         | BELIEVE IT OR NOT. Tales from<br>Bob Ripley's scrapbook.                                     |             |
|           | 9         | FEATURE FILM, "Marked Men,"<br>with Warren Hull and Isabell Jew-<br>ell.                     |             |
|           | 4         | BOXING from Madison AC.                                                                      |             |
| 9:30      | 5         | ARLINGTON PARK RACES. Cleo-<br>patra Handicap.                                               |             |
| 9:45      | 5         | SERIAL, "Shadow of the Eagle."                                                               |             |
| 10:00     | 9         | SPELL WITH ISBELL.                                                                           |             |
| 10:15     | 5         | CLIFTON UTLEY and the news.                                                                  |             |
| 10:30     | 4         | MULTISCOPE NEWS.                                                                             |             |
|           | 5         | THE WEATHERMAN, Clint Youle.                                                                 |             |
|           | 9         | CHICAGOLAND NEWSREEL.                                                                        |             |
| 10:35     | 5         | BUT NOT FORGOTTEN. Herbie<br>Mintz and Norman Barry with<br>notes about Chicago's show past. |             |
| 10:50     | 4         | PIX OF THE NEWS.                                                                             |             |

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

Television Forecast



BONNIE PRITCHETT who recently crashed the gates to acting in TV will be seen in "Adventure of the Sinister Lilies" when the Chicagoland Mystery Players present their Sunday, July 17 whodunit. It's a WGN-TV show.

### Midge Johnson New Lady of Mountain

WBKB's new "lady of the mountain," seen every Wednesday at 6:30 p.m., is 23-year-old Mary Jane Johnson, vocalist from Lansing, Michigan.

Mary Jane got her start when she and her sister won a state's amateur contest during Farmers' Week. "I hope that doesn't sound corny," she said, "but it is where I got my break." The sisters were contracted immediately by WKAR, Michigan State college station. From there they moved on to KMOX, St. Louis, then KWK.

When her sister married a WLS employee, Mary Jane moved out here with them and started a solo act. She is heard every Saturday night on the WLS Barn Dance as "Janie."

Mary Jane has done some modern singing with dance bands but prefers folk tunes. She likes 'em sad, but not to the point of sweethearts or children dying. "No 'Fingerprints on the Window Pane' or 'Foot Print in the Snow' songs for me," she declares. "Something like 'Bouquet of Roses' is all right."

"Lady of the Mountain" is her first television experience and the brown-haired, brown-eyed sweetheart of the range is perfectly at home with Tommy Sands, young veteran of the show.

★ ★ ★

Television Forecast

Television Forecast for July 21, 1949

## Thursday

| WBKB<br>4 | WNBQ<br>5 | WENR-TV<br>7                                                                                                                                  | WGN-TV<br>9 |
|-----------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 10:00     | 4         | MULTISCOPE NEWS.                                                                                                                              |             |
| 12:50     | 9         | CHICAGOLAND NEWSREEL.                                                                                                                         |             |
| 1:10      | 9         | PLAYER OF THE DAY.                                                                                                                            |             |
| 1:20      | 9         | BASEBALL, Sox vs. Boston.                                                                                                                     |             |
| 3:30      | 5         | NEWS TELECAST.                                                                                                                                |             |
| 3:45      | 9         | EXTRA INNING.                                                                                                                                 |             |
| 4:00      | 4         | PHILCO SPORTS TICKER.                                                                                                                         |             |
|           | 9         | CHICAGO COOKS with Barbara Bark-<br>ley.                                                                                                      |             |
| 4:30      | 5         | HOWDY DOODY SHOW.                                                                                                                             |             |
|           | 9         | Test Pattern.                                                                                                                                 |             |
| 5:00      | 9         | SMALL FRY CLUB.                                                                                                                               |             |
| 5:30      | 9         | LUCKY PUP.                                                                                                                                    |             |
| 5:45      | 9         | LOPEZ SPEAKING.                                                                                                                               |             |
| 6:00      | 4         | Test Pattern.                                                                                                                                 |             |
|           | 5         | JUDY SPLINTERS & S. Dinsdale.                                                                                                                 |             |
|           | 9         | Test Pattern.                                                                                                                                 |             |
| 6:15      | 4         | SUN-TIMES COMICS.                                                                                                                             |             |
|           | 5         | MARY KAY AND JOHNNY.                                                                                                                          |             |
|           | 9         | SILHOUETTES IN SONG.                                                                                                                          |             |
| 6:30      | 4         | SERIAL: "Death Rides The Range."                                                                                                              |             |
|           | 5         | COMING ATTRACTIONS.                                                                                                                           |             |
|           | 7         | SERIAL, "Burn 'Em Up Barnes."                                                                                                                 |             |
|           | 9         | CBS-TV NEWS, Doug Edwards.                                                                                                                    |             |
| 6:45      | 4         | ERNIE SIMON the curbstone cutup.                                                                                                              |             |
|           | 5         | CAMEL NEWS CARAVAN.                                                                                                                           |             |
|           | 7         | FLANA-GRAMS. Pat Flanagan and<br>guests.                                                                                                      |             |
|           | 9         | CHICAGOLAND NEWSREEL.                                                                                                                         |             |
| 7:00      | 4         | FRONTIER THEATER, "Code of the<br>Rangers."                                                                                                   |             |
|           | 5         | RFD AMERICA. Farm quiz show.                                                                                                                  |             |
|           | 7         | STOP THE MUSIC. Hope you know<br>the mystery tune. Bert Parks does.                                                                           |             |
|           | 9         | 54th ST. REVUE, variety show. Al<br>Burney, m.c.                                                                                              |             |
| 7:30      | 5         | THE SWIFT SHOW with Lanny Ross<br>and guests. Musical.                                                                                        |             |
|           | 9         | PLAN-A-ROOM with Paul McAlister.                                                                                                              |             |
| 7:45      | 9         | INDIVIDUALLY YOURS.                                                                                                                           |             |
| 8:00      | 5         | IT'S A GREAT IDEA. Great books<br>discussion groups.                                                                                          |             |
|           | 7         | CRUSADE IN EUROPE. Chap. 12,<br>"Victory in Italy."                                                                                           |             |
|           | 9         | MOREY AMSTERDAM SHOW (see<br>page 14).                                                                                                        |             |
| 8:10      | 4         | PIX OF THE NEWS.                                                                                                                              |             |
| 8:15      | 4         | FILM SHORTS.                                                                                                                                  |             |
| 8:25      | 7         | HEADLINER. News story of the<br>week.                                                                                                         |             |
| 8:30      | 4         | TELECHARADES with Ed Roberts.<br>Can you beat the contestants?                                                                                |             |
|           | 5         | THEATER OF THE MIND. Dramatic<br>episode delving into the fields of<br>science devoted to the mind with<br>Dr. Houston Peterson as moderator. |             |
|           | 7         | VOLUME I, NUMBER VI. Mystery<br>drama with Willis Cooper.                                                                                     |             |
|           | 9         | WRESTLING.                                                                                                                                    |             |
| 9:00      | 4         | FUN WITH FURNISHINGS.                                                                                                                         |             |
|           | 5         | PET SHOP with Gail Compton m.c.                                                                                                               |             |
|           | 7         | DESSERT PARTY featuring the Hon-<br>eydreamers' quintet.                                                                                      |             |
| 9:15      | 4         | FILM SHORTS.                                                                                                                                  |             |
| 9:30      | 4         | MIDWEST VIEWPOINT. U. Turner.                                                                                                                 |             |
|           | 5         | ARLINGTON PARK RACES.                                                                                                                         |             |
| 9:45      | 4         | MULTISCOPE NEWS.                                                                                                                              |             |
|           | 5         | FILM.                                                                                                                                         |             |
| 10:15     | 5         | CLIFTON UTLEY and the news.                                                                                                                   |             |
| 10:20     | 4         | PIX OF THE NEWS.                                                                                                                              |             |
| 10:30     | 5         | THE WEATHERMAN, Clint Youle.                                                                                                                  |             |
| 10:35     | 5         | BUT NOT FORGOTTEN.                                                                                                                            |             |
| 10:45     | 9         | CHICAGOLAND NEWSREEL.                                                                                                                         |             |

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

## With Amsterdam a Gag Is a Gag; Recalls Early Days in Chicago

By MOREY AMSTERDAM

Chicago is my home town. I got my first break from Charlie Hogan, manager of the Oriental Theatre and spent many a hair-raising day on stage here during the roaring twenties.

I can still remember a group of Apache dancers running across the stage, then out of the club during one of my early engagements.

Ordinarily the Apache dancers' act wound up with a guy in a cop's uniform who came out blowing a whistle and yelling "Gendarmes! Gendarmes!" Funny thing happened the night we opened—they were real cops. The place was raided.

Another job I had was in one of the theatres around State Street or maybe it was Madison. I heard the manager needed an emcee-comedian and I thought I had a great repertoire. Ninety-nine percent nerve and one percent talent—I could speak English.

Lucky for me I was only a kid then, or I might not be living now. I picked up the habit of public impudence and one night I almost parlayed myself into a cement coffin with it.

I was playing a benefit and met the then Vice-President of the U.S., Charles G. Dawes. That night, I also met the notorious Al Capone. Later, during the floor show in the club I was playing at the time, I was talking about it. What a day, I told them, the vice-president and the president of vice!

I didn't realize, before the ad lib, that I stood a good chance of having my head handed to me, but even in those days a gag was a gag. Fortunately, Capone laughed his head off.

Incidentally, I did some serious cello playing here, too. My father, Max Amsterdam, was a violinist with the Chicago Opera Company and he thought there was nothing like a stringed instrument for tying up a career, so I had to be a musician, too. I guess he was a pretty good teacher because around 1930 I was able to play



for my supper when the market for comedians was worse than the stock market.

Somebody asked me recently why I'm putting all my eggs in one basket with my new Du Mont show. I used to do as many as 78 shows a week, radio, theatres, club dates and benefits.

Actually I'm not. On this new show, which you see on WGN-TV at 8, Thursdays, I get a chance to be a three-headed genius, writer, producer-director and comedian.

I remember once when I was doing 78 shows a week, Fred Allen ad libbed "There's Morey Amsterdam out there. Do you know the only thing we can turn on at our house without getting Amsterdam is the hot water faucet."

"The Silver Swan Cafe," the mythical night club which we use for our setting for the show every week, is actually patterned after those rough and tumble clubs I knew so well in the twenties. The only differences now is that we don't get raided—at least we haven't so far.

### Receives Baltimore TV

Chicagoan Frank Howard automatically becomes a member of the *Over 50 Club* this week. Mr. Howard reports receiving WMAR-TV, channel 2, Baltimore, Md. Reception, on a 7-inch set, took place at 12 o'clock noon.



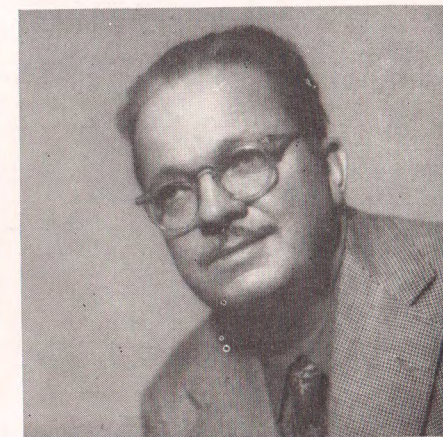
"If things are that bad on the outside we'd better call off that break."

## You're Slated to See These Films on Video

WGN-TV has obtained exclusive Chicago television rights to 13 important feature films, it was announced this week. The films were made available to WGN-TV through WPIX, New York Daily News TV station.

The films, all new 35 mm. prints, include George Bernard Shaw's "Pygmalion" with Leslie Howard and Wendy Hiller; Shaw's "Major Barbara," featuring Wendy Hiller, Rex Harrison, Deborah Kerr and Robert Morely; "A Star is Born," starring Frederic March, Janet Gaynor, Adolph Menjou; "Jamaica Inn," with Charles Laughton and Maureen O'Hara; "Dark Journey," with Vivien Leigh and Conrad Veidt; "The Beachcomber," featuring Charles Laughton and Elsa Lanchester; "Under the Red Robe," starring Annabella and Raymond Massey.

Others include "Young in Heart," with Paulette Goddard, Douglas Fairbanks, Jr., Billie Burke, Richard Carlson; "Dinner at the Ritz," with David Niven, Annabella and Paul Lukas; "Sidewalks of London," with Charles Laughton, Vivien Leigh, Rex Harrison and Larry Adler; "Wings of the Morning," featuring Henry Fonda, Annabella and John McCormick.



MYSTERY WRITER, producer, narrator and actor is Wyllis Cooper, the spook-dispenser on WENR-TV's "Volume One, Numbers One to Six" which can be seen this Thursday on channel 7.

### T. V. Service Directory



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National Professional  
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End of  
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You'll Enjoy the Game More with  
**The NEW  
FOX DELUXE**

Keep a good supply handy in your refrigerator



Television Forecast for July 22, 1949

## Friday

| WBKB<br>4 | WNBQ<br>5                                                                                                              | WENR-TV<br>7 | WGN-TV<br>9 |
|-----------|------------------------------------------------------------------------------------------------------------------------|--------------|-------------|
| 10:00 4   | MULTISCOPE NEWS.                                                                                                       |              |             |
| 3:30 5    | NEWS TELECAST.                                                                                                         |              |             |
| 4:00 4    | PHILCO SPORTS TICKER.                                                                                                  |              |             |
| 9         | FASHION MATINEE. New afternoon series for women, entertainment and prizes.                                             |              |             |
| 4:30 5    | HOWDY DOODY SHOW.                                                                                                      |              |             |
| 5:00 9    | SMALL FRY CLUB. Bob Emery calls to order.                                                                              |              |             |
| 5:30 9    | LUCKY PUP. Adventures and misadventures of the pup, his friends and enemies.                                           |              |             |
| 5:45 9    | LOPEZ SPEAKING. Vincent Lopez his piano artistry and interviews with prominent guests from the world of show business. |              |             |
| 6:00 4    | Test Pattern.                                                                                                          |              |             |
| 5         | JUDY SPLINTERS, dummy and Shirley Dinsdale, ventriloquist.                                                             |              |             |
| 9         | Test Pattern.                                                                                                          |              |             |
| 6:15 4    | SUN-TIMES COMICS (see page 6).                                                                                         |              |             |
| 5         | MARY KAY AND JOHNNY, domestic comedy skits.                                                                            |              |             |
| 6:30 4    | SERIAL: "Death Rides The Range."                                                                                       |              |             |
| 5         | COMING ATTRACTIONS.                                                                                                    |              |             |
| 7         | SERIAL, "Burn 'Em Up Barnes."                                                                                          |              |             |
| 9         | CBS-TV NEWS, Doug Edwards.                                                                                             |              |             |
| 6:45 4    | ERNIE SIMON the curbstone cutup.                                                                                       |              |             |
| 5         | CAMEL NEWS CARAVAN.                                                                                                    |              |             |
| 7         | FLANA-GRAMS. Sports commentary with Pat Flanagan.                                                                      |              |             |
| 9         | CHICAGOLAND NEWSREEL.                                                                                                  |              |             |
| 7:00 4    | FRONTIER THEATER.                                                                                                      |              |             |
| 5         | HOPALONG CASSIDY.                                                                                                      |              |             |
| 7         | BLIND DATE with Arlene Francis.                                                                                        |              |             |
| 9         | FASHION PARADE, a new and fascinating telephone quiz show.                                                             |              |             |
| 7:30 7    | TREASURE QUEST, quiz show.                                                                                             |              |             |
| 9         | STOP, LOOK AND LEARN. Consolation prize goes to the lady with the most original hat in 3 min.                          |              |             |
| 8:00 5    | KYLE MacDONNELL SINGS.                                                                                                 |              |             |
| 7         | BREAK THE BANK, Bert Parks m.c.                                                                                        |              |             |
| 9         | THE WORLD IS YOURS. "Atacoma Desert."                                                                                  |              |             |
| 8:10 4    | PIX OF THE NEWS.                                                                                                       |              |             |
| 8:15 4    | TRAVEL TIME.                                                                                                           |              |             |
| 9         | PLAYER OF THE DAY.                                                                                                     |              |             |
| 8:30 4    | GIRLS' BASEBALL. Music Maids vs. Blue Birds announced by Russ Davis.                                                   |              |             |
| 5         | MEET YOUR CONGRESS. The camera goes to Washington where current topics are discussed.                                  |              |             |
| 7         | FUN FOR THE MONEY, audience participation show with Johnny Olsen m.c.                                                  |              |             |
| 9         | BASEBALL, Sox vs. Philadelphia.                                                                                        |              |             |
| 9:00 5    | TROTTER RACES from Roosevelt.                                                                                          |              |             |
| 7         | FEATURE FILM.                                                                                                          |              |             |
| 9:30 5    | ARLINGTON PARK RACES.                                                                                                  |              |             |
| 9:45 5    | FILM, "Trail of the Royal Mounted."                                                                                    |              |             |
| 10:15 5   | CLIFTON UTLEY and the news.                                                                                            |              |             |
| 10:20 4   | PIX OF THE NEWS.                                                                                                       |              |             |
| 10:30 5   | THE WEATHERMAN, Clint Youle.                                                                                           |              |             |
| 9         | EXTRA INNING.                                                                                                          |              |             |
| 10:35 5   | BUT NOT FORGOTTEN, with Herbie Mintz and Norman Barry.                                                                 |              |             |
| 10:45 9   | CHICAGOLAND NEWSREEL.                                                                                                  |              |             |

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Television Forecast

## A Bum Singer, But Maggie Makes Good

Maggie McNellis, the gal with TV's hourglass figure and MC of "Leave It to the Girls" admits she was just a society gal with a bum voice, but she made good.



### KITTIE, MAGGIE & BINNIE

This week when you see her on WNBQ's Sunday evening fem-forum, you might try to picture her as the five-note singer of years back. Well known here in Chicago society, Maggie surprised even the *Tribune* social columnists by suddenly singing with Hal Kemp and his orchestra at the Pump Room of the Ambassador hotel.

Maggie's Aunt later introduced her to a theatrical agent (Aunt's name on request) who immediately billed her at the Monte Carlo, then the Rainbow Room, the Coq Rouge, Armando's, New York's better cafes.

"And I was still a bum singer," she admits.

Now Maggie holds down the main chair in Maxwell House Coffee's panel and special guests swap answers on life's problems.

### Watch for Champions

Forecast: watch for Marge and Gower Champion this fall in a show of their own. Dancers of the "Broadway Revue," now on a summer vacation, the Champions overnight became stars.

Television Forecast

YOUR FAMILY  
WILL ENJOY  
WGN-TV PROGRAMS..

## FRIDAY

Evans

### Fur Fashion Matinee

4:00-4:30 p.m.

Fashion Entertainment! Fashion Prizes!

### "Small Fry Club"

5:00-5:30 p.m.

With Big Brother Bob Emery

Evans

### Fur Fashion Parade

7:00-7:30 p.m.

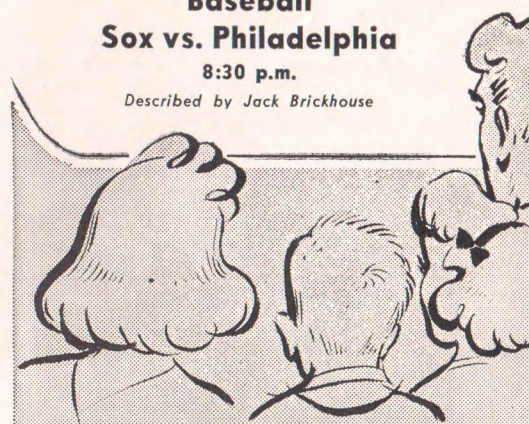
Chicago's Newest, Most Fascinating  
Telephone Quiz

### Baseball

### Sox vs. Philadelphia

8:30 p.m.

Described by Jack Brickhouse



DUMONT

WGN-TV  
CHANNEL 9 - CHICAGO

CBS

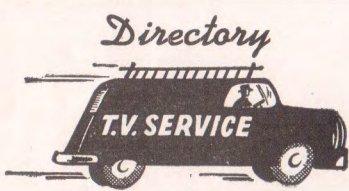
## Check Your Winners on Daily Turfcast

Films made daily at Arlington Park and Washington Park race tracks are being shown nightly on WNBQ, channel 5, with Jack Drees commenting.

Photographer Mike Alexander can be seen this week at the track, filming the winners, then racing back to NBC to process and edit the films for the evening show.

In addition to telecasting the two top races, Drees presents feature material on behind-the-scenes activities at a major track.

The series is sponsored by Keeley Brewing company, and Dodge Dealers of Chicago.



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## GETTING IN

# The Last Word

By CHUB McCARTHY

Some of the best shows on TV, ironically, are not sponsored.

How does it happen? McCarthy has the answer, and hereby drags the skeleton out of the closet: too many Chicago and New York station bigwigs rely upon trade paper writers.

Unpredictable, and proud of their ulcers, these gloomy Johns descend upon studio premiers and rate the first telecast. While they are wine and dined by TV studio brass, they indicate their likes and dislikes. A few days later in their trade magazines the printed critique appears, and the show is either made or it flops.

You, the general public, never read TV and radio trade papers, which are circulated to a small group. For the most part they would be as boring to a televiewer as a manual on plumbing to a dog lover.

However, program directors and producers and the men who pay the bills seem to take such critics seriously, and too often a show folds because it "had too many poor reviews." The public be damned.

Examples of good, non-sponsored TV shows: Lady of the Mountain, Clifton Utley, and Candid Camera. Utley, by far one of the best news commentators, deserves a more stable spot and a high-grade sponsor. His newscast has been bounced around while sad sack movies, giveaways and other bore-me-stiff stuff has been given preference.

Predict TV this fall will bring some changes which the brass will be forced to put into effect. The intra-station insult-slinger type, like Russ Davis, will make way for a more diplomatic TV announcer. Think Davis, on more than one occasion, showed poor taste in airing personal venom, acts from which viewers could have been spared.

## 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, July 16

- |       |   |                            |
|-------|---|----------------------------|
| 3:00  | 3 | AT YOUR SERVICE.           |
| 3:20  | 3 | YOUR F.B.I. BULLETIN.      |
| 3:30  | 3 | WILD WEST THEATER.         |
| 4:30  | 3 | RED BARBER SPORTS SHOW.    |
| 4:45  | 3 | YOUNG MILWAUKEE SPEAKS.    |
| 5:30  | 3 | HOLLYWOOD SCREEN TEST.     |
| 6:00  | 3 | WHO SAID THAT?             |
| 7:30  | 3 | RHUMBA CLUB.               |
| 8:00  | 3 | DUGOUT DOINGS.             |
| 8:10  | 3 | MILWAUKEE vs. KANSAS CITY. |
| 10:25 | 3 | BASEBALL SCOREBOARD.       |
| 10:30 | 3 | NEWS.                      |

- |       |   |                            |
|-------|---|----------------------------|
| 8:00  | 3 | DUGOUT DOINGS.             |
| 8:10  | 3 | MILWAUKEE vs. MINNEAPOLIS. |
| 10:25 | 3 | BASEBALL SCOREBOARD.       |
| 10:30 | 3 | TED STEELE SHOW: DuM.      |
| 11:00 | 3 | NEWS.                      |

### Wednesday, July 20

- |       |   |                           |
|-------|---|---------------------------|
| 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 | TV PREVUE.                |
| 4:35  | 3 | MUSEUM EXPLORERS' CLUB.   |
| 5:00  | 3 | JUDY SPLINTERS: NBC.      |
| 5:15  | 3 | MARY KAY & JOHNNY: NBC.   |
| 5:30  | 3 | THE SPORTS PICTURE.       |
| 5:45  | 3 | NEWS CARAVAN: NBC.        |
| 6:00  | 3 | THE CHILDREN'S CORNER.    |
| 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. ST. PAUL.   |
| 10:25 | 3 | BASEBALL SCOREBOARD.      |
| 10:30 | 3 | NEWS.                     |

### Sunday, July 17

- |       |   |                            |
|-------|---|----------------------------|
| 1:10  | 3 | TV PREVUE.                 |
| 1:15  | 3 | DUGOUT DOINGS.             |
| 1:25  | 3 | MILWAUKEE vs. KANSAS CITY. |
| 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 | AUTHOR MEETS THE CRITICS.  |
| 7:00  | 3 | DRAMA THEATER: NBC.        |
| 8:00  | 3 | CRUSADE IN EUROPE: ABC.    |
| 8:25  | 3 | HEADLINER: ABC.            |
| 8:30  | 3 | TELENEWS WEEKLY.           |
| 8:50  | 3 | To be announced.           |
| 9:00  | 3 | HANK McCUNE SHOW.          |
| 9:30  | 3 | YOU'RE THE JUDGE.          |
| 10:00 | 3 | CELEBRITY TIME: ABC.       |

### Monday, July 18

- |       |   |                            |
|-------|---|----------------------------|
| 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 | TV PREVUE.                 |
| 4:35  | 3 | CIVIC SAM.                 |
| 4:45  | 3 | VINCENT LOPEZ: DuM.        |
| 5:00  | 3 | JUDY SPLINTERS: NBC.       |
| 5:15  | 3 | MARY KAY & JOHNNY.         |
| 5:30  | 3 | THE SPORTS PICTURE.        |
| 5:45  | 3 | NEWS CARAVAN: NBC.         |
| 6:00  | 3 | ON BROADWAY: NBC.          |
| 6:30  | 3 | SCIENCE CIRCUS.            |
| 7:00  | 3 | TEEVEE THEATER, NBC.       |
| 7:30  | 3 | PLAY 'EM OR PAY 'EM.       |
| 8:00  | 3 | DUGOUT DOINGS.             |
| 8:10  | 3 | MILWAUKEE vs. MINNEAPOLIS. |
| 10:25 | 3 | BASEBALL SCOREBOARD.       |
| 10:30 | 3 | NEWS.                      |

### Tuesday, July 19

- |      |   |                            |
|------|---|----------------------------|
| 3:00 | 3 | FASHIONS BY THE YARD.      |
| 3:10 | 3 | TV PREVUE.                 |
| 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 | JUNIOR AMATEURS.           |
| 5:00 | 3 | JUDY SPLINTERS: NBC.       |
| 5:15 | 3 | MARY KAY & JOHNNY: NBC.    |
| 5:30 | 3 | THE SPORTS PICTURE.        |
| 5:45 | 3 | NEWS CARAVAN: NBC.         |
| 6:00 | 3 | OLSEN & JOHNSON: NBC.      |
| 7:00 | 3 | MILWAUKEE vs. MINNEAPOLIS. |
| 7:45 | 3 | FILM SHORTS.               |

- |       |   |                           |
|-------|---|---------------------------|
| 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 | TV PREVUE.                |
| 4:35  | 3 | CARTOON FUN.              |
| 4:45  | 3 | VINCENT LOPEZ: DuM.       |
| 5:00  | 3 | JUDY SPLINTERS: NBC.      |
| 5:15  | 3 | MARY KAY & JOHNNY: NBC.   |
| 5:30  | 3 | THE SPORTS PICTURE.       |
| 5:45  | 3 | NEWS CARAVAN: NBC.        |
| 6:00  | 3 | CHILDREN'S CORNER.        |
| 6:15  | 3 | AROUND THE TOWN.          |
| 6:30  | 3 | TREASURE QUEST: ABC.      |
| 7:00  | 3 | To be announced.          |
| 7:30  | 3 | YOUR SHOW TIME: NBC.      |
| 8:00  | 3 | FILM SHORTS.              |
| 8:30  | 3 | MIDGET AUTO RACES.        |
| 10:25 | 3 | BASEBALL SCOREBOARD.      |
| 10:30 | 3 | NEWS.                     |

(Milwaukee time)

HALL, H. R.  
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20-53

# Channel 4 Forecast

## Multiscope News

Daily, 10:00 a.m.-1:00 p.m.  
and 4:00-5:00 p.m.

The latest news off the UP ticker tape with correct time and weather forecast. Watch for Multiscope, too, in late evening.

## Telecharades

Thursday, 8:30 p.m.

A fast-paced version of that old parlor game, Charades. Fun for the family.

## Boxing

Wednesday, 8:30 p.m.

Watch your local young amateurs in their early bouts. One may be a future champion.

## Curbstone Cut-Up

Mon. thru Fri., 6:45 p.m.

Ernie Simon provides 15 of the maddest moments in television as he interviews fans on his man-on-the-street program.



# WBKB CHICAGO

## BALABAN & KATZ TELEVISION THEATRE