

# TELEVISION *Forecast*

JULY 9, 1949



"FUN FOR THE MONEY"

LA-GRASSA, JOSEPH  
4920 ST. PAUL AV.  
CHICAGO 39, ILL.  
C61-89

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# THIS WEEK •

Letters from Readers .....	4
Eddie Cantor Says Yes .....	5
The Johnny Olsen Story .....	6
Estelle Compton Enters TV .....	7
Cooper's Column .....	9
Feature: Theater Video .....	10
Gershwin-American Concert .....	14
WTMJ-TV Programs .....	17
Chub McCarthy .....	18

## ON THE COVER

JOHNNY OLSEN will call the plays Friday, July 15, when WENR-TV again presents "Fun For the Money." Contestants compete for cash prizes in this baseball quizeroo.

## TELEVISION FORECAST

*Chicago's Own T.V. Magazine*

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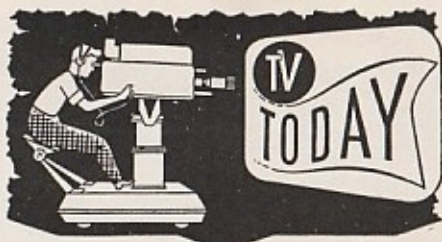
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## HOLLYWOOD—

A TV soap opera will be based on one of your favorite movies, "Miracle on 34th St." Watch for word from 20th Century Fox. . . . NBC's west coast station KNBH has opened its new \$500,000 kinescoping recording plant. The Dennis Day and Jack Carson TV shows are being auditioned. . . . After seeing old westerns on video, a California cutie quipped: they prove one thing. Tom Mix had the first Tony. . . . TV color looks at least 7 years away.

## CHICAGO—

Peggy Wood, star of WGN-TV's Mama serial, authored "How Young You Look," an autobiography. . . . Brian Dunlevy is expected to be seen here in telewhodunits. . . . Gertrude Niesen, a Chez Paree adorable confides, may do a TV show. We hope so. . . . Sale of TV sets have jumped with news of Vic & Sade teledebut. . . . New Yorkers hope to see Ernie Simon when channel 4 takes on CBS and a national hookup. . . . The Aldrich Family may become simulcast (radio and video) but Ezra Stone won't play Henry. . . . Say hospitalized vets at Hines: let's see and hear the Andrew Sisters.

## NEW YORK—

Bert Lahr comes back in August to star in Delmar's Revels. . . . Don't expect to see Fred Allen for awhile. He's TV Enemy No. 1. . . . Hypnotists are planning to petition FCC for permission to appear on television. . . . Watch for guest appearances this fall of Georgie Price, Belle Baker, Sophie Tucker, re-enacting highlights of their careers.

—KID HOGAN



# Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
2:30	5	HORSE RACES from Aqueduct. Clem McCarthy announcing.	
4:00	4	PHILCO SPORTS TICKER.	
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. Guest: Horace McMahon.	
	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 Bargy.	
7:00	5	TV SCREEN MAGAZINE. Interviews with people in the news.	
	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, Carl Caruso, Shay Cogan, Bob Dunn and the Alan Logan Trio.	
7:15	4	Test Pattern.	
7:30	5	SATURDAY NIGHT JAMBOREE. Western and Hillbilly tunes sung and danced by city slickers on their day off.	
	7	FILM SHORTS.	
	4	FILM.	
8:00	4	ALL GERSHWIN CONCERT from Grant Park. Another 1st in TV.	
	5	WHO SAID THAT? Quiz show with Robert Trout, m.c., and John Cameron Swayze and guests. James Thurber, Al Capp and Elaine Carrington.	
	7	PAUL WHITEMAN TV TEEN CLUB. Variety show with teenage talent.	
	9	CAVALCADE OF STARS with Jack Carter, m.c., James Dickens and Fred and Susan Barry. (See page 9).	
8:30	5	EDDIE CONDON'S FLOOR SHOW. Outstanding exponents of pure jazz meet with guitarist, Eddie Condon, for a video jam session. Guest: Count Basie.	
9:00	5	GARROWAY AT LARGE. Take a "Sentimental Journey" with the Garroway gang.	
	7	GIRLS' BASEBALL. Queens vs. Bloomer Girls announced by Bob Elson.	
	9	SPORTSMEN'S CORNER.	
9:15	9	FEATURE FILM "Beloved Vagabond" with Maurice Chevalier.	
9:30	5	TURF SPORTLIGHTS from Arlington Park. Lussie Stakes for 2-yr.-old fillies.	
9:45	5	GRAND MARQUEE. "Under a Cloud."	
10:00	4	MULTISCOPE NEWS. Latest news on the ticker tape.	

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

## Letters

Address all letters to The Editor, 185 North Wabash, Chicago 1. Please sign name. If requested, name will be withheld.

Sirs:

Like those Herzon cartoons, but Chub McCarthy—doesn't he ever smile?

Milwaukee, Wis.

FRANK REYNOLDS

Sirs:

Welcome to your new columnist, Kid Hogan. Just hope he doesn't go overboard on Hollywood. I think Chicago is the nation's TV center for talent. We should try to keep our start here and build up the city, not Hollywood.

Chicago, Ill.

MARIJANE HERTZ

Sirs:

Why don't you have shows between 10 a.m. and 4 p.m. for children out of school on vacation?

Chicagog, Ill.

JOANNE POSCH

Sirs:

Why oh why don't more channels carry Sox games? They've got a better, more interesting, hustling team than the Cubs.

West Lafayette, Ind.

LOUISE OWEN

Sir:

Glad to hear Godfrey is taking a summer vacation. Nothing more boring than to watch him smoke half the show away.

Elmhurst, Ill.

T. J. SIMMONS

Sir:

Florence Pritchett (Leave It to the Girls, WNBQ) is just a smarty pants, typical of the average woman. You can have her.

Evanston, Ill.

ERNIE WILLIAMS

Sirs:

In answer to Harold Warp: It is the parents duty to see that their children do not see these stabbings, shootings, hangings and killing that are in our homes. There are billions (sic) of people that enjoy mysteries and perhaps having these "good" shows on TV at a later hour might be a good idea, but as for stopping them—I suggest stopping your child from dominating your set.

Chicago, Ill.

IVAN BUNNY

# Eddie Cantor Says "Yes" to Chicago

Chicagoans visiting the second annual TV Show this September at the Coliseum will see Eddie Cantor, the Mad Russian, and Gussy in person, it was learned this week. Cantor, supported by an all-star cast and orchestra, will do three shows daily.

Arthur M. Howard of Malcolm Howard, acting for the TV and Electrical Living show committee arranged for Cantor's appearance. Cantor's salary may exceed \$50,000 for the 10-day whoopup.

A special booth set up by TELEVISION Forecast will be one of the highlights of the show, it was also learned this week. Members of the staff will be on hand to greet readers and contributors to this magazine.

## Texas, Without Booster

Robert A. Flatow of Chicago has no complaint about the TV reception on his 7-inch set. Mr. Flatow, using no antenna booster, has received KLEE-TV, Houston, Texas.

Television Forecast for July 10, 1949

## Sunday

	WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 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. Detroit.		
3:30	5	AMERICAN TV FORUM.		
4:00	4	PHILCO SPORTS TICKER.		
3:45	9	KIERAN'S KALEIDOSCOPE.		
		9 EXTRA INNING, roundup of scores.		
4:00	5	FILM.		
	7	SUPER CIRCUS. Beverly Hughes Trio, The Missing Brothers and Jack Host.		
	9	Second game.		
5:00	5	HOPALONG CASSIDY.		
	7	CARTOON TELETALKS. Children's tales with chalk and talk.		
5:30	7	IREENE WICKER, the singing lady.		
6:00	5	LINCOLN PARK ZOO.		
	7	FILM SHORTS.		
	9	ORIGINAL AMATEUR HOUR.		
6:30	5	CANDID CAMERA. The hidden camera interviews the people.		
	7	ABC TV PLAYERS.		
7:00	5	LEAVE IT TO THE GIRLS with M. McNellis, K. Carlisle, R. Chandler, F. Pritchett, Ham Fisher.		
	7	JACQUES FRAY MUSIC ROOM.		
	9	TOAST OF THE TOWN with Ed Sullivan emcee.		
7:30	5	AUTHOR MEETS THE CRITICS. "The High Courts of Vengeance," by Freda Utley. Critic: Godfrey T. Schmitt.		
	7	FILM SHORTS.		
8:00	5	NBC DRAMA THEATER, "For Love or Money."		
	7	FILM SHORTS.		
	9	MYSTERY PLAYERS, "The Adventure of the Dead Giveaway."		
8:15	7	SING-CO-PATION. Piano and vocal selections by Dolores Marshall.		
	4	Test Pattern.		
8:30	7	SKIP FARRELL SHOW with J. James.		
	9	FILM.		
	4	TELENEWS.		
8:45	4	FEATURE FILM, "Jeannie."		
9:00	5	SUNDAY AT HOME with the Pickards.		
	7	CELEBRITY TIME. Guests: Kyla McDonnell and Lanny Ross.		
	9	STARS OF TOMORROW.		
9:15	5	REVIEW OF THE NEWS.		
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)

**Genius like Julius!**



it's(SID)  
**CAESAR**

ADMIRAL  
"BROADWAY REVUE" TELEVISION RIOT  
in person June 16 to July 13

**Empire Room** Palmer House



## Johnny Olsen, One of 11 Children, Used to Crowds, Likes His New TV Program

When Kleenex began blueprinting their first television show, Johnny Olsen from Meen-a-sota was their choice for MC of a giveaway titled "Fun for the Money." You'll see Olsen Friday this week on WENR-TV, channel 7; it won't take you long to realize Olsen is comfortable with crowds.

One of 11 children, Johnny Olsen developed a bit of philosophy which is worth munching: "In a family that size, you've got to learn to give and take, how to appreciate the tastes and peculiarities of others, and that's really the basis of understanding people."

Making his debut in radio at the age of 17, Olsen had previously worked as typist, jeweler's helper, and drug clerk. After a year before the mike as "The Buttermilk Kid," on a Madison, Wis., station, he went to Mitchell, S.D., where he handled all the studio chores, from managing the station to tending furnace.

His next move was to Chicago, where he built a bus and organized a dance band. The band traveled the Midwest but made Milwaukee its headquarters when a station there hired Olsen as singer and announcer. Later he produced and presented his own variety show which eventually took him to Hollywood for a year.

Johnny came to New York in January, 1944, as a staff announcer for the American Broadcasting Company. Recognizing his abilities as an emcee, the network assigned him to "Ladies Be Seated."

Johnny met his wife, then Penelope Powers, while filling a band engagement on the 4th of July in Stevens Point, Wis. After a courtship of a year they were married. That seemed to spur Johnny's ambitions for shortly after he got his first break on the Milwaukee station with the Hollywood and New York stints following.

If you want to find the Olsens during their off hours, you seldom have to look farther than their own fireside. Strictly homebodies, they do not care

for night clubs and late hours, and when it comes to entertainment, they prefer the home variety—dinner, conversation and quiet music.

The "Buttermilk Kid" stands five feet nine, weighs 170 pounds, and has dark hair and blue eyes. His main passion is for coffee which he drinks in staggering quantities. Home recording is his hobby.



NEW NBC master TV control equipment is in operation at WNBQ, channel 5. Shown here are Paul Moore, video engineering operations supervisor and Howard C. Lutgens, chief engineer. It should clear up any doubts that TV is here to stay.

### "Preview" Changes Time

Jinx Falkenburg and Tex McCrary's "Preview," seen on CBS and WGN-TV Monday night, moves to a new time Monday, July 11. Taking over the spot formerly occupied by the Ford dealer's show, "Preview" will be seen 8 to 8:30 p.m.

See Service Directories,  
Pages 16 and 18



## La Compton Enters TV in Glamourcast

"Glamour Bazaar" is the title of a new series of telecasts to be seen on WGN-TV every Monday starting July 11, 4 to 4:15 p.m. Directed by women, for women and to women, the program stars Estelle Compton, model authority and head of Models' Institute in Chicago.

Miss Compton and a group of her fashion models will let Chicago viewers in on the secrets of charm, poise and beauty, just as the models themselves are taught at the Models' Institute.

Miss Compton will narrate the latest and smartest in clothes, hair styling, makeup and accessories, while models such as Peggy Horn and Julie Gallaher will illustrate the discussion. Carriage, grace and poise will also be discussed and illustrated during the telecast series..

## Answer Question, Win Weekend at Lake Resort

It's easy, if you know the answer. Monday this week your phone might ring. If it's Russ Davis, and he asks a question, you stand to win anything from two tickets to Midway wrestling to a weekend vacation at a summer resort.

Davis now appears during Midway's intermission in Fohrman Motor's new quiz show on WBKB, channel 4. Questions center around commercials, and prizes include a chance at the Jackpot Question.

Answer that and you're the new owner of a set of four whitewall tires, a portable radio, floor torchiere, \$150 oil camera portrait, lady's suit or coat, and a weekend at a lakeside resort. Each time a contestant fails to answer the question phoned by Davis, additional prizes are added.

Set owners wishing to be eligible for a call should address a penny postcard to Fohrman Motors Quiz, 2700 W. Madison, Chicago 12. Include your name, address and phone number.

Television Forecast

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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. 86 Proof.  
OLD FORESTER. 100 Proof. Bottled in Bond. Kentucky Straight Bourbon Whisky.



**STOP!****LOOK!****LISTEN!****MONDAY****"CHEVROLET  
ON BROADWAY"**

7:00-7:30 P.M.

*Dramatizations of Interesting Stories***"COLGATE THEATER"  
PRESENTS VIC AND SADE**

8:00-8:30 P.M.

*Vic, Sade and Rush in "The Little House  
Half Way up the Next Block"***"WALT'S WORKSHOP"**

9:00-9:30 P.M.

*How to Build It—How to Fix It***"TURF SPORTSLIGHTS"  
FROM ARLINGTON PARK**

Mon., 10:15-10:30 P.M.

Tues. thru Sat., 9:30-9:45 P.M.

*Film Highlights of the Day's Races***WNBQ**  
**CHICAGO**  
**CHANNEL 5**

Television Forecast for July 11, 1949

**Monday**

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
3:30	5	NEWS TELECAST.	
4:00	9	GLAMOUR BAZAAR. New women's series featuring Estelle Compton and her models.	
	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 & S. DINSDALE.	
	9	Test Pattern.	
	4	Test Pattern.	
6:15	4	SUN-TIMES COMICS.	
	5	MARY KAY & JOHNNY.	
6:30	4	WINDOW SHOPPING.	
	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 his sports commentary.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	FRONTIER THEATER.	
	5	CHEVROLET ON BROADWAY. "The Castle of Mrs. Simpson," with Irene Rich and Nancy Coleman.	
	7	FILM SHORTS.	
	9	FILM.	
7:30	5	THE CLOCK, mystery drama.	
	7	SCIENCE CIRCUS. Humorous but factual account of actual phenomena.	
	9	THE WORLD IS YOURS, travel film.	
7:45	9	SILHOUETTES IN SONG with Nancy Wright and Gordon Pace.	
8:00	4	PIX OF THE NEWS.	
	5	COLGATE THEATER. Vic, Sade and Rush.	
	7	ABC BARN DANCE. John Dolee as caller.	
	9	PREVIEW with Jinx Falkenburg and Tex McCrary and guests. (See page 6).	
8:05	4	TRAVEL TIME.	
8:15	4	FILM SHORTS.	
8:30	4	WRESTLING from Midway Arena with Russ Davis announcing.	
	5	To be announced.	
	7	FEATURE FILM.	
	9	PEOPLES' PLATFORM.	
9:00	5	WALT'S WORKSHOP with Walter Durbahn.	
	9	PARS, BIRDIES AND EAGLES. Jimmy Hines and Johnny Revolta answer your questions with action.	
9:30	5	BOXING BOUTS from Marigold.	
	9	SPORTSMEN'S CORNER.	
9:45	9	CHICAGOLAND NEWSREEL.	
	5	To be announced.	
10:00	5	CLIFTON UTLEY and the news.	
10:15	5	TURF SPORTSLIGHTS from Arlington Park.	
10:30	4	MULTISCOPE NEWS.	
	5	THE WEATHERMAN, Clint Youle.	
10:35	5	BUT NOT FORGOTTEN. Herbie Mintz reminisces about show people.	

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

Television Forecast



# Uncle Russ Davis Brings Joy to Boy

By PATRICIA COOPER

"Uncle" Russ Davis is up to his old tricks again, making people happy.

This week we uncovered the story involving Mr. Davis of WBKB and Ronnie Griswold. Early TV set owners may recall seeing young Ronnie and his brother in an act on WBKB's Knickerbocker Show, an amateur talentcast several seasons ago.



Since that television appearance, Ronnie lost his brother in a trailer fire. Ronnie was so severely burned he has been hospitalized for more than eight months.

"Being in the hospital wasn't half so bad," Ronnie confessed, "as long as I could watch television shows on the receiver in my room." The set belonged to a fellow-patient. However, when Ronnie's companion was dismissed, it left him without video entertainment. The days following his tenth grafting operation seemed to drag on.

One day Russ Davis visited Ronnie, and that night on channel 4 read a letter from Ronnie's mother. Davis suggested a Sunshine Shower for the boy—everyone was to send him a card.

Not only was the hospital later flooded with cards and letters, but Ronnie Griswold was presented with a spankin' new TV receiver, gift from an anonymous, sympathetic viewer.

A story with a happy ending.

## "Giveaway," but No Prizes

"The Adventure of the Dead Giveaway," written by Patrick F. Sammon, will find criminologist Jeffery Hall in prison during his next telecast adventure, Sunday, July 10. Hall attempts to solve the murder of a prison guard found dead in the middle of a cell block.

Television Forecast for July 12, 1949

# Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00 4	MULTISCOPE NEWS.		
12:15 9	ALL STAR BASEBALL GAME between American League from Ebbetts Field, Brooklyn, N.Y.		
3:30 5	NEWS TELECAST.		
4:00 4	PHILCO SPORTS TICKER.		
	9 CHICAGO COOKS with Barbara Barkley.		
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 COMIC CAPERS.		
	5 MARY KAY & JOHNNY.		
6:30 4	WINDOW SHOPPING.		
	5 COMING ATTRACTIONS.		
	7 SERIAL "Burn 'Em Up Barnes."		
	9 CBS TV NEWS, Doug Edwards.		
6:45 4	ERNE SIMON, the curbstone cutup.		
	5 CAMEL NEWS CARAVAN.		
	7 FLANA-GRAMS.		
	9 CHICAGOLAND NEWSREEL.		
7:00 4	FRONTIER THEATER.		
	5 FIREBALL FUN FOR ALL. The Olsen and Johnson show where anything can happen.		
	7 FEATURE FILM.		
	9 FEATURE FILM "The Panther's Claw" with Sidney Blackner.		
8:00 4	PIX OF THE NEWS.		
	5 To be announced.		
	9 TED STEELE SHOW, with Marlin Sisters, and Chic Raymonds.		
8:05 4	FILM SHORTS.		
8:30 4	GIRLS' BASEBALL. Music Maids vs. Cardinals with Russ Davis announcing.		
	5 BELIEVE IT OR NOT with a guest narrator each week.		
	7 DR. FIXUM tell you how it's done.		
	9 FILM.		
9:00 5	SERIAL: "Hurricane Express."		
	7 TOMORROW'S CHAMPIONS, boxing.		
	9 SPORTSMEN'S CORNER.		
9:15 9	NANCY WRIGHT SINGS.		
9:30 5	TURF SPOTLIGHTS from Arlington Park.		
9:45 5	To be announced.		
	9 CHICAGOLAND NEWSREEL.		
10:15 5	CLIFTON UTLEY and the news.		
10:20 4	PIX OF THE NEWS.		
10:30 5	THE WEATHERMAN, Clint Youle, Herbie Mintz and Norman Barry.		
10:35 5	BUT NOT FORGOTTEN.		

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





FIRST IN CHICAGO

# THEATER VIDEO IN 66

This week we take a trip through WBKB's new theater video system, the first to be installed in Chicago. How does it work?

The above pictures will illustrate Paramount's large-screen TV projection, involving the photographing of the televised image off the face of a monitoring tube and the developing and processing of film in a record 66 seconds. Patrons of the Chicago theater first witnessed such a demonstration when WBKB opened its new antenna.

Carl Mauer shows Helen Glatt (top left) how a program is teletranscribed. The picture is taken off the tube. Standing behind an Ackley camera, Maurer focuses on a special kinescope tube on which the TV image appears.

Next step (picture 2) shows threading of the camera. Mauer shows B & K engineers J. F. Jacobsen and Robert Burns the special Paramount electronic shutter, which Mauer developed. The Ackley camera alone is valued at \$11,000.

Scene 3: from the Ackley camera, the film begins its long trip through the system, moving out of the camera into the processor. Jacobsen is shown threading the tension take-up loop of the processor.

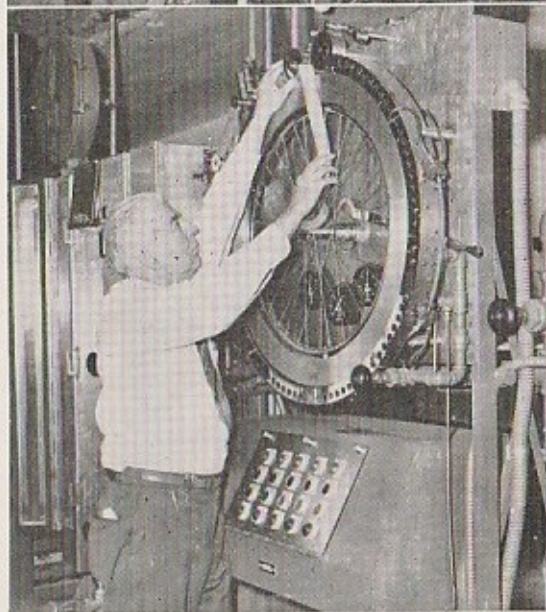
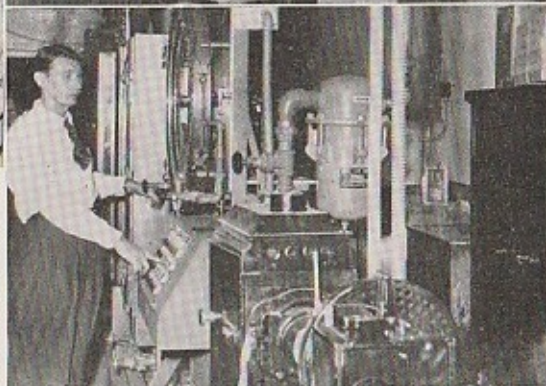
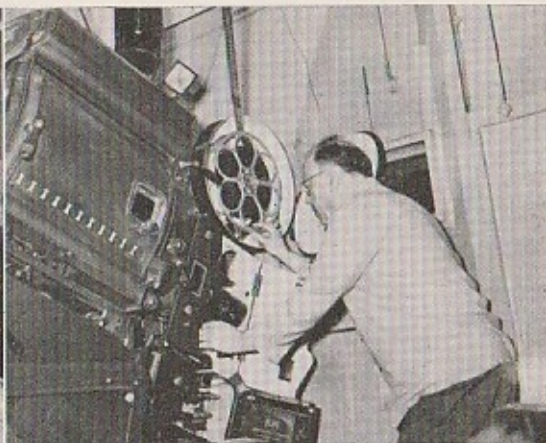
Not a bicycle wheel (picture 4) but a large drying cylinder is this device through which the wet film travels and is dried by jets of hot air in 10 seconds. Now the film is ready for its unbroken trip to the projection room in the Chicago theater, a distance of 20 yards from the teletranscription room. Jacobsen (scene 5) regulates speed of film as it heads for projection room.

Arriving in the projection room (picture 6), still untouched by human hands, a now dry finished high quality 35 mm print containing sight and sound, the film feeds into a projection machine and is flashed on the screen of the theater in less than 66 seconds. This final scene shows Art Deveant, projectionist, threading a reel.

Providing permission is granted, TV

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## SECONDS

ograms may be picked up in a number of ways:

—A telecast from WBKB may be picked up by a conventional type antenna.

—A telecast may be "piped" from WBKB to theater recorder via matched telephone lines or by micro-wave relay from station roof to theater roof.

—A TV network's coaxial cable distribution system may be fed to the theater via telephone lines.

—A sports event may be picked up privately by the Chicago theater's own mobile camera chain and flashed to the screen.

—A studio show may be picked up privately by the Chicago theater's own studio camera and "piped" over a closed circuit to the film recorder.

Such innovations in Chicago may help revolutionize the theater business, it is believed, by giving exhibitors the opportunity to present TV shows at hours convenient to their schedules.



# Tops in Television from the Top of Chicago

## WENR-TV

**NOTE  
THESE NEW TIMES!**

### SUNDAY

**"SING-CO-PATION"**

8:15 p.m.

**"SKIP FARRELL SHOW"**

8:30 p.m.

**"CELEBRITY TIME"**

9:00 p.m.

★

### MONDAY

**"SCIENCE CIRCUS"**

7:30 p.m.

**"ABC BARN DANCE"**

8:00 p.m.

(Announcement of Puppy Contest winners)

**WATCH CHANNEL 7**

Television Forecast for July 13, 1949

## Wednesday

	WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.		
2:00	5	HORSE RACES from Aqueduct.		
3:30	5	NEWS TELECAST.		
4:00	4	PHILCO SPORTS TICKER.		
4:30	5	HOWDY DOODY SHOW.		
5:00	9	SMALL FRY CLUB.		
5:30	9	LUCKY PUP.		
5:45	9	LOPEZ SPEAKING. Vincent Lopez interviews prominent guests.		
6:00	4	Test Pattern.		
	5	JUDY SPLINTERS.		
	9	INSIDE PHOTOPLAY with Wendy Barrie and gossip about the stars.		
6:15	5	MARY KAY & JOHNNY and typical family problems.		
	4	SUN-TIMES COMIC CAPERS.		
6:30	4	LADY OF THE MOUNTAIN. Tommy and Barbary sing the folk ballads.		
	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, sports commentary and guests.		
	9	CHICAGOLAND NEWSREEL.		
7:00	4	FRONTIER THEATER.		
	5	QUIZ KIDS. Joe Kelly quizmaster.		
	7	SAGEBRUSH THEATER films.		
	9	ARTHUR GODFREY and his friends.		
7:30	5	THE BLACK ROBE. Police night court drama from actual file cases.		
8:00	4	PIX OF THE NEWS.		
	5	KRAFT TELEVISION THEATER, "A Young Man's Fancy."		
	9	THE WORLD IS YOURS travel film.		
8:05	4	TRAVEL TIME.		
8:15	9	SPORTSMEN'S CORNER.		
8:30	4	BOXING from Madison AC.		
	7	WRESTLING from Rainbo Arena with Wayne Griffin announcing.		
	9	AL MORGAN SHOW.		
9:00	5	PARADISE ISLAND musical with Danny O'Neil and Ann Sterling.		
	9	CROSS QUESTION, new time for this show.		
9:15	5	To be announced.		
9:30	5	TURF SPORTSLIGHTS from Arlington Park. Myrtle Wood Handicap for three year olds.		
9:45	5	SERIAL: "Shadow of the Eagle."		
10:00	9	FILM.		
10:05	9	SPELL WITH ISBELL.		
10:15	5	CLIFTON UTLEY and the news.		
10:30	4	MULTISCOPE NEWS.		
	5	THE WEATHERMAN, Clint Youle.		
10:35	5	BUT NOT FORGOTTEN. Herbie Mintz and Norman Barry with notes about people in show business.		
	9	CHICAGOLAND NEWSREEL.		
10:50	4	PIX OF THE NEWS.		

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

Television Forecast

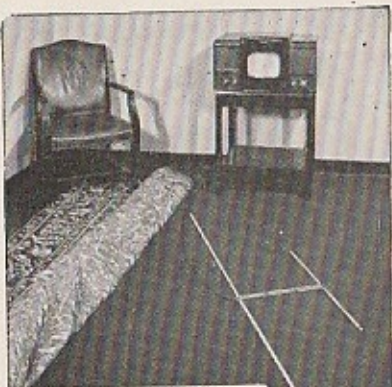


# Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
3:30	5	NEWS TELECAST.	
4:00	4	PHILCO SPORTS TICKER.	
	9	CHICAGO COOKS with Barbara Barkley.	
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.	
	9	Test Pattern.	
6:15	5	MARY KAY & JOHNNY.	
	9	SILHOUETTES IN SONG.	
	4	SUN-TIMES COMICS.	
6:30	4	WINDOW SHOPPING.	
	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.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	FRONTIER THEATER western.	
		"Take Me Back to Oklahoma".	
	5	RFD AMERICA. Farm quiz show.	
	7	STOP THE MUSIC. Hope you know the mystery tune. Bert Parks does.	
	9	54th ST. REVUE, variety show with Jack Sterling, mc.	
7:30	5	THE SWIFT SHOW with Lanny Ross and guests.	
	9	PLAN A ROOM with Paul McAllister.	
7:45	9	INDIVIDUALLY YOURS.	
8:00	4	PIX OF THE NEWS.	
	5	IT'S A GREAT IDEA. Great Books discussion groups.	
	7	CRUSADE IN EUROPE. Chap. 11, "GI Hero of the War".	
	9	MOREY AMSTERDAM SHOW.	
8:05	4	FILM SHORTS.	
8:25	7	HEADLINER news story of the week.	
8:30	4	TELECHARADES with Ed Roberts.	
	5	FLOOR SHOW with Dunninger, Paul Winchell & Jerry Mahoney.	
	7	VOLUME I, NUMBER V, Mystery show with Willis Cooper.	
	9	BASEBALL, Sox vs. Washington.	
9:00	4	FUN WITH FURNISHINGS.	
	5	PET SHOP.	
	7	DESSERT PARTY with the Honey Dreamers quintet.	
9:15	4	FILM SHORTS.	
9:30	4	MIDWEST VIEWPOINT.	
	5	TURF SPOTLIGHTS from Arlington Park. Grassland Handicap.	
9:45	5	To be announced.	
	4	MULTISCOPE NEWS.	
10:00	5	YOU ARE AN ARTIST.	
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.	
10:45	9	CHICAGOLAND NEWSREEL.	

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

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## TV viewers to See and Hear Gershwin American Concert from Grant Park

WBKB will focus its cameras Saturday, July 9 on Nicolai Malko and the Grant Park Symphony Orchestra in a special Gershwin-American concert, the first to be telecast in Chicago.

Guest stars will be Lawrence Winters, baritone, and Hortense Neimark, pianist. Winters is a distinguished Negro baritone. Miss Neimark is known for her dynamic interpretations of Gershwin's "Rhapsody in Blue."

Resident conductor of the Symphony Orchestra since 1944, Nicolai Malko has been guest conductor during winter seasons with a number of major European orchestras and is engaged as co-conductor of the London Philharmonic orchestra for the 1949-50 season.

Since the Grant Park concert series were inaugurated in 1935, an estimated 28 million music lovers have been entertained in music of the masters in the romantic setting of the park along the shores of Lake Michigan, with



HORTENSE NEIMARK

Chicago's famous skyline as a backdrop.

Adding the concert to channel 4 telecasts will make available to hospitalized and out-of-town music patrons classic entertainment.

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## TV Stars Share Bill

Ernie Simon, Al Morgan, and Dave Garroway, Chicago TV personalities, share the spotlight this week at the Chicago theater, along with Evelyn Knight, Vic Damone, Eddie Hubbard, and Linn Burton. Incidentally, Morgan's "Jealous Heart" is among the top sellers in this city. It's on a Universal platter.

## Ban TV Coverage

New York Giants professional football team will not allow TV cameras to cover their games, it was learned this week. The Giants play their home games at the New York Polo Grounds. Last year TV fans in the east saw their games via WJZ-TV, and it was hoped the network would flash the grid contests to Chicago.

## Former Girl Scout

Mary Hartline, telegenic blonde leader of the "Super Circus" band (Sunday, July 10, WENR-TV) was a former girl scout.

## Catholic Father Enjoys Television

The Rev. Father Linus Ceru of Decatur, Michigan, a reader of this magazine, enjoys TV but occasionally has trouble with out-of-town stations, especially Miami, Florida.

While watching channel 4, WWJ-TV, Detroit, Father Ceru's reception of the afternoon ballgame was suddenly interrupted by the test pattern of a Florida station.

"It was very beautiful, indeed," said Father Ceru, "but it blanked out the ballgame the rest of the afternoon."

Florida reception in the Catholic parish of Holy Family church, Decatur, is so good that programs are received without snow and the audio "deafeningly loud."

## "Scoops" Used in Lighting

Lights employed by ABC, New York in productions seen locally on WENR-TV are called "scoops," or balcony lights. Strategically located they provide a better picture for viewers.

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# 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, Sox vs. Washington.  
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 HEALTH: "Understanding the New Baby."  
5:00 9 SMALL FRY CLUB, with Big Brother Bob Emery.  
5:20 5 NBC NEWSREEL.  
5:30 9 LUCKY PUP. Adventures and misadventures of the pup and 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 5 MARY KAY & JOHNNY, domestic comedy.  
4 SUN-TIMES COMIC CAPERS.  
6:30 4 WINDOW SHOPPING.  
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.  
9 CHICAGOLAND NEWSREEL.  
7:00 4 FRONTIER THEATER.  
5 HOPALONG CASSIDY.  
7 BLIND DATE with Arlene Frances, m.c.  
9 MAMA with Peggy Wood.  
7:30 7 TREASURE QUEST.  
9 STOP, LOOK AND LEARN. Watch the gals "whip" a hat together in three minutes.  
8:00 4 PIX OF THE NEWS.  
5 MEET YOUR CONGRESS.  
7 BREAK THE BANK, Bert Parks, m.c.  
9 THE WORLD IS YOURS.  
8:05 4 TRAVEL TIME.  
9 FILM.  
4 FILM.  
8:30 4 GIRLS' BASEBALL, Music Maids vs. Bloomer Girls with Ernie Simon announcing.  
5 YOUR SHOW TIME, "Col. Starbottle for the Plaintiff, by Moss Harta.  
7 FUN FOR THE MONEY. Audience participation show, m.c. J. Olsen. Baseball topics, stunts, games.  
9 SILHOUETTES IN SONG.  
8:45 9 FILM.  
9:00 5 To be announced.  
7 BOXING from Madison AC.  
9:30 5 TURF SPORTLIGHTS from Arlington Park.  
9:45 5 SERIAL: "Trail of the Royal Mount- ed."  
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)

## New WGN-TV Antenna Officially in Use

WGN-TV's new General Electric 5 kilowatt transmitter and RCA super turnstile antenna are officially in use this week on channel 9, assuring uniform reception throughout the area, according to engineers.

Using the latest advancements in video, the equipment includes an antenna atop the Tribune tower 610 feet above the ground level, an increase of more than 180 feet over the height of the old antenna atop the Daily News building.

The transmitter is located on the 29th floor of the tower, where it shares space with the WGNB FM transmitter. WGN-TV continues to operate with an effective radiated power of 11.4 kilowatts, maximum permitted.

### Directory



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# WTMJ-TV Channel 3, Milwaukee, Wisconsin

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

## Saturday, July 9

3:00	3	AT YOUR SERVICE.
3:20	3	FILM SHORTS.
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	ARTHUR GODFREY: CBS.
7:00	3	WHO SAID THAT: NBC.
7:30	3	RHUMBA CLUB.
8:00	3	DUGOUT DOINGS.
8:10	3	MILWAUKEE vs. COLUMBUS.
10:25	3	BASEBALL SCOREBOARD.
10:30	3	NEWS.

## Sunday, July 10

1:10	3	TV PREVUE.
1:15	3	DUGOUT DOINGS.
1:25	3	MILWAUKEE vs. COLUMBUS.
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 DIGEST.
8:50	3	MELODY BY MIRIAM.
9:00	3	HANK McCUNE SHOW.
9:30	3	YOU'RE THE JUDGE.
10:00	3	CELEBRITY TIME: ABC.

## Monday, July 11

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: NBC.
5:30	3	THE SPORTS PICTURE.
5:45	3	NEWS CARAVAN: NBC.
6:00	3	ON BROADWAY: NBC.
6:30	3	BARN DANCE: 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, July 12

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. INDIANAPOLIS.
7:45	3	FILM SHORTS.

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

## Wednesday, July 13

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. TOLEDO.
10:25	3	BASEBALL SCOREBOARD.
10:30	3	NEWS.

## Thursday, July 14

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	LUCKY PUP: CBS.
4:45	3	LITTLE 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.
6:00	3	FILM PROGRAM.
6:30	3	LANNY ROSS: NBC.
7:00	3	THE TUNESMITHS.
7:30	3	VOL. I, NO. V.
8:00	3	DUGOUT DOINGS.
8:10	3	MILWAUKEE vs. TOLEDO.
10:25	3	BASEBALL SCOREBOARD.
10:30	3	MOREY AMSTERDAM SHOW.
11:00	3	NEWS.

## Friday, July 15

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	DUGOUT DOINGS.
8:10	3	MILWAUKEE vs. KANSAS CITY.
9:25	3	BASEBALL SCOREBOARD.
10:30	3	NEWS.

(Milwaukee time)



## Television Playhouse Returns to NBC Screen

WNBQ this week announced the return of Television Playhouse to its channel 5 screen, in a series to be supervised by Frederick Coe, beginning Sunday, July 17.

Outstanding performers from Broadway, Hollywood, radio and TV will appear in the first seven-week series, to be known as "Summer Playhouse." Beginning September 4, NBC will launch dramatizations of best-selling novels in cooperation with the Book of the Month Club.

Viewers will recall the Playhouse of the past season, with such stars as Paul Muni, Dennis King, Ruth Chatterton, Jose Ferrer, Zasu Pitts, Madge Evans, Lillian and Dorothy Gish, Leo Carroll, Betty Field and Alfred Drake.

## GETTING IN

# The Last Word

By CHUB McCARTHY

Prize smarties of the week—and we know—are Florence Pritchett and Binnie Barnes, the know-it-alls who think they're fooling Mc Carthy on "Leave It To the Girls", a forum that attempts to prove all men are dumb and women God-gifted.

It isn't so, and you know it.

Miss Pritchett, in the manner of a zoologist, picks apart men as if they were mice. As a cat, she succeeds to a certain extent in showing her own thoughts on life. Miss Pritchett would have you believe all women are pursued by men, that a man proposes, sometimes begs marriage (never the other way around) and that a woman out of the goodness of her heart and desire to drink Maxwell House Coffee consents to become the ball and chain.

Binnie Barnes is somewhat different. One program lets you know she's been around, and will be getting around probably long after Pritchett retires from telewisecracking. Binnie, we think, realizes a man is a man. She may joke, but I don't think she wants us to believe all of Pritchett's fairy tales.

So far the girls, including Maggie McNellis, have not been able to match the wit of the male guests—which is only natural. How much longer your favorite critic can stand this yak-yak of women who are not getting any younger as the weeks go by is something I don't know.

We hope some sponsor sees the opportunity to telecast an all-male panel. The boys now and then could invite the weaker sex for a very thorough grilling.

### *J. V. Service Directory*



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**"CHICAGOLAND'S  
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**"SPIN THE PICTURE"**

**Saturday, 7:00-8:00 p.m.**

*New Audience Participation Game from DuMont*

**"CHICAGOLAND MYSTERY PLAYERS"**

**Sunday, 8:00-8:30 p.m.**

*Action! Suspense! Surprise Ending!*

**"GLAMOUR BAZAAR"**

**Monday, 4:00-4:15 p.m.**

*Estelle Compton and her Models with a  
new program for Chicago women*

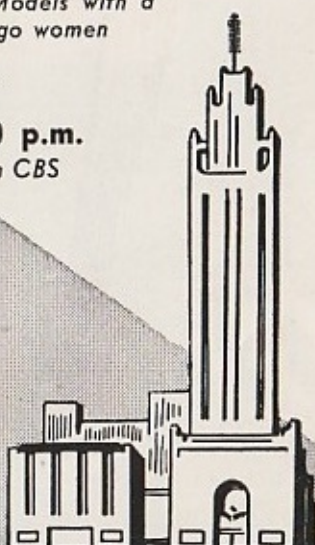
**"MAMA"**

**Friday, 7:00-7:30 p.m.**

*Comedy Drama from CBS*

**WGN-TV**  
**CHANNEL 9 · CHICAGO**

**CBS  
DUMONT**





# Channel 4 Forecast

## All Gershwin Concert

Saturday, July 9, 8:00 p.m.

Nicolai Malko Conducts the Symphony Orchestra in the First Grant Park Concert to be Televised

## Window Shopping

Mon., Tues., Thurs. & Fri.,  
6:30 p.m.

A Chance for the Busy Housewife to Save Time and Dollars on Her Shopping

## Girls' Baseball

Tues. and Fri., 8:30 p.m.

Exciting Baseball Under the Stars as the Girls Take to the Diamond

## Frontier Theater

Mon. thru Fri., 7:00 p.m.

Each Night a Full Hour of Western Thrills! A Treat for the Whole Family



**WBKB** CHICAGO  
BALABAN & KATZ TELEVISION THEATRE