

# *Forecast*

**TELEVISION**

**JULY 23, 1949**



**BETTY CHAPEL, NBC SONGSTRESS**

**15 CENTS**





**DON'T BE A TINKER!**

**SEE YOUR  
NEAREST  
SERVICEMAN ON  
THIS PAGE**

## CHICAGO

### SOUTH

#### AMERICAN RADIO LABORATORY

6321 S. University FAirfax 4-9000

### SOUTHWEST

#### KENT ENGINEERING CO.

6250 S. Spaulding WAilbrook 5-7212

### WEST

#### EXPERT RADIO & TELEVISION SERVICE

15 S. Austin Phone: EStbrook 8-0656

### CENTRAL

#### RADIOELECTRIC SALES AND SERVICE

3624 W. North Dickens 2-6728

### NEAR NORTH

#### FRITZEL RADIO AND TELEVISION LABORATORIES

454 West North Ave. Mlchigan 2-7100

### NORTHWEST

#### PRECISION TELEVISION SERVICE CO.

3441 W. Montrose CORnelia 7-2225

### NORTH

#### CHICAGO ENGINEERS FOR TELEVISION

2638 West Devon Ave. HOLlycourt 5-7524

#### CHAMBERS RADIO AND TELEVISION

3546 N. Ashland Ave. BUckingham 1-7373

## SUBURBS

### WILMETTE and Northshore

#### AIR VISION, INC.

1185 Wilmette Ave. Wilmette 6050

### SOUTHERN COOK COUNTY

#### B & H RADIO SALES & SERVICE

60 East 154th St. Harvey 400

### ARLINGTON HEIGHTS and vicinity

#### ELECTRONICS SERVICE

22 E. Northwest Hwy. Arlington Heights 700

### OAK PARK, ILL.

#### TOM HARRIGAN, INC.

422 W. Madison St. EUclid 576—AUstin 7-1220

### WHITING, IND.

#### RADIO CENTER

1542 119th St. Whiting 307

### GARY, IND. and vicinity

#### STREIGHT TELEVISION REPAIR

118 W. 5th Gary 6864

### MICHIGAN CITY and vicinity

#### TELE-RADIO-CENTER

2208 Franklin St. Michigan City 4206

## THIS WEEK •

Shooting TV Films.....	5
TV Health Education.....	6
Are You Like This?.....	7
Over 1000 Club.....	8
Feature: Chic & Ole.....	10
Guest Writer: Dave Garraway.....	15
Little Cliff in Pusson.....	17
Herzon Videocartoon.....	18
Chub McCarthy.....	18
WTMJ-TV Programs.....	19

## ON THE COVER

If your Sundays are dull, try dialing channel 5, WNBQ. Catch Betty Chapel in "Garraway at Large," sit back and enjoy some apple pie singing. Highly recommended.

## TELEVISION FORECAST

*Chicago's Own T.V. Magazine*

PUBLISHED WEEKLY BY  
TELEVISION FORECAST, Inc.

Phone: FRanklin 2-9563 Chicago 1, Ill.  
185 North Wabash Ave.

Vol. 2, No. 12—Whole No. 55  
July 23, 1949

Editor, Pat Kubicek  
Program Editor, Patricia E. Moran  
Advertising Sales Manager, Lester Vihon  
Promotional Manager, Roy V. Whiting  
Business Manager, Norbert F. Dompke  
Production Manager, John E. Groenings  
Circulation Manager, Thomas F. Ingram

Advertising Rates on Request

Entry as 2nd class matter at the post office at Chicago, Ill.  
Subscriptions: \$3 per year; 2 years \$5;  
single copies 15 cents.  
Copyright 1949 by Television Forecast, Inc.



## NEW YORK—

When Don Budge, tennis racqueteer, returns from England this September he'll enter TV as a sports commentator. Budge, a pro vet during the past decade, predicts more tennis on video . . . If you think Olsen and Johnson are hard on the blood pressure, wait till Ed Wynn crashes through your screen. The Perfect Fool has announced his comeback . . . Marty May, who shares the billing on the Olsen-Johnson slambang, is the husband of June Johnson, pappa Chic's bouncing daughter.

## CHICAGO—

Old Tiger isn't the source of this cuffnote: Tallulah Bankhead claims she won't enter television until her face is lifted! . . . If you missed Ted Steele on WGN-TV this week, you can probably find him on a new Columbia platter. Ted just signed a new contract . . . Complaints from Chicagoans will result in FCC check on too many re-runs of films . . . Harold Isbell just finished furnishing his new living room. It's got a TV set, 12 camp stools, and a uniformed usher.

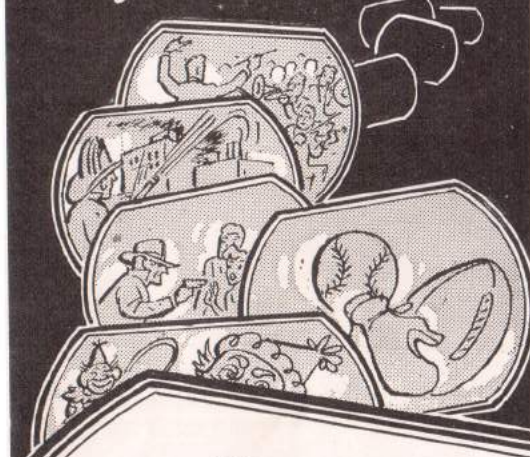
## HOLLYWOOD—

Ex-heavyweight contender Buddy Baer is making a name for himself here with regular appearances on video shows . . . Going to Hollywood? If you want tickets, write TV Ticket Desk, NBC, Sunset and Vine, Hollywood, 28 . . . Recommend Chicago sign up Henny Youngman for their 2nd annual show in September. Henny's nose is perfect for TV. He can turn his set on and twist the dials with it.

—KID HOGAN



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



## SUNDAY

"Baseball"  
Double Header

1:20 p.m.  
Sox vs Philadelphia

"Chicagoland  
Mystery Players"

8:00-8:30 p.m.  
"The Torch Song"

"The Miracle of  
Blue Cloud County"

8:30-8:50 p.m.  
Special Film Presentation

"Stars of Tomorrow"

9:00-9:30 p.m.  
Talented Chicago Amateurs



Television Forecast for July 23, 1949

## Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS. Music, time, temperature and news.	
2:30	5	HORSE RACES.	
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 Lusky 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: Eric Von Stroheim.	
	9	IN THE FIRST PERSON. QUINCY Howe interviews.	
6:45	5	REVIEW OF THE NEWS with Leon Pearson, commentator.	
	9	BLUES BY BARGY. Piano and vocal selections by Jeanne Bargy.	
7:00	5	U.S. MARINE BAND conducted by Major George A. Santelman.	
	7	STAND BY FOR CRIME. How good a detective are you? See if you can answer the questions on "The Heavenly Days."	
	9	SPIN THE PICTURE. Super giveaway show with Kathi Norris, Shay Cogan, the Alan Logan Trio and Edie Dunn m.c.	
7:15	4	Test Pattern.	
7:25	4	PIX OF THE NEWS.	
7:30	4	SERIAL: Ch. II, "Mystery Mountain."	
	5	TV SCREEN MAGAZINE. Interviews with people in the news.	
	7	FILM SHORTS.	
8:00	4	CARTOON film.	
	5	WHO SAID THAT? Quiz show with Robert Trout, m.c. and John Cameron Swayze. Guests: Buddy Rogers and Robert Rouark.	
	7	PAUL WHITEMAN'S TV TEEN CLUB. Variety show with talent supplied by the younger set.	
	9	CAVALCADE OF STARS with Jack Carter, m.c. Guests: Jackie Miles, Kitty Kallen, the Step Bros. and the Martin Bros.	
8:10	4	WESTERN FEATURE, "Overland Mail."	
8:30	5	EDDIE CONDON'S FLOOR SHOW. Outstanding exponents of pure jazz meet with guitarist Eddie Condon for a video jam session.	
9:00	5	THREE FLAMES. A vocal and instrumental group.	
	7	GIRLS' BASEBALL. Queens vs. Cardinals announced by Bob Elson.	
	9	SPORTSMEN'S CORNER.	
9:15	4	PIX OF THE NEWS.	
	9	FEATURE FILM.	
9:30	5	ARLINGTON PARK RACES. The \$50,000 Arlington Handicap race "The Classic."	
9:45	5	GRAND MARQUEE, "Once a Thief."	

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

Television Forecast

Shooting TV Films



Chicago people will be seen in films now being made at Sarra Inc., motion picture firm at 16 E. Ontario, for a commercial advertiser of the DuMont network.

Shown above are Arlene Lagona, 11 year old actress of 5612 South Hoyne, and Harold Lesh, 615 South Lyman, of suburban Oak Park. When viewed on the screen, Miss Lagona will watch a demonstration of the merits of a nationally-advertised tooth powder.

George Martin (center) is pictured checking over the progress of the film with Michael Stehney, Sarra director.

## Kids Want Less Cowboy, More Tom Sawyer Shows

This week they're still getting mail at WBKB, channel 4, complimenting them on the recent telecast of Mark Twain's "Tom Sawyer."

The kids who write are saying—"we want more Tom Sawyer shows, even if it means fewer cowboy films. We like Frontier Theater, but like Tom Sawyer even more, so please show it again."

Even a Chicago school teacher, an English instructor, praised channel 4 for bringing Twain's best to the screen.

If true, it's a return to the classics, and a boot in the pants to Hollywood's threadworn hop-a-longs.

Television Forecast

Television Forecast for July 24, 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. Philadelphia.	
3:45	7	KIERAN'S KALEIDOSCOPE. Sun, earth and moon.	
	9	EXTRA INNING.	
4:00	4	PHILCO SPORTS TICKER.	
	7	SUPER CIRCUS. Farias Duo, a Roly Poly act and Chuck Brown and Rita on the High Bar.	
	9	Approximate time of 2nd game.	
4:45		FILM.	
5:00	5	HOPALONG CASSIDY.	
	7	CARTOON TELETALES. Children's tales with chalk and talk.	
5:30	7	IRENE WICKER, the singing lady. —"The Green Monkey."	
6:00	5	LINCOLN PARK ZOO with Jim Hurlbut and R. Marlin Perkins.	
	7	FILM SHORTS.	
	9	ORIGINAL AMATEUR HOUR.	
6:30	5	BROADWAY SPOTLIGHT with Richard Kollmar, Variety show.	
	7	ABC TV PLAYERS, "The Fury," by Paul Heyse.	
7:00	5	LEAVE IT TO THE GIRLS with M. McNellis, R. Chandler and F. Pritchett and Bennett Cerf supporting the male side of the issue.	
	7	JACQUES FRAY MUSIC ROOM.	
	9	TOAST OF THE TOWN with Buddy Rogers, m.c. The Matusek Aces, a Chicago Band will appear.	
7:30	5	AUTHOR MEETS THE CRITICS, "Black Magic."	
	7	FILM SHORTS.	
8:00	5	PHILCO SUMMER PLAYHOUSE, "You Touched Me," with Dennis King.	
	7	FILM SHORTS.	
	9	MYSTERY PLAYERS, "The Torch Song."	
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	MIRACLE OF BLUE CLOUD COUNTY, special film presentation.	
8:45	4	FEATURE FILM.	
8:50	9	FILM.	
9:00	5	GARROWAY AT LARGE. Dave and his gang entertain you in the Garroway manner.	
	7	CELEBRITY TIME. Guests: Paul Whiteman and his daughter Margo.	
	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)



## Health Education for Chicagoans TV Public Service: Informative

By Theodore R. Van Dellen, M.D.  
Medical Editor, Chicago Tribune

Visual education has long been recognized as an effective instrument in teaching. Television takes a step forward on this long range program of visual education, because it couples the seeing and hearing medium.

Recognizing the great potentialities, the educational committee of the Illinois State Medical Society, through the cooperation of WGN-TV, channel 9, last December launched a weekly series of telecasts on health. An attempt is made to keep these information telecasts as informal and casual as possible.

Done in interview style, the programs include a physician-moderator, an important adjunct, because his medical experience permits an exchange of conversation not possible or suitable by a layman. One or more specialists in a given field appear weekly. Patients, and equipment such as anatomical models, charts, instruments and some gadgets, are used to express visually the specific point of information.

An attempt is made to do the story in playlet form. Anything didactic is avoided. Whenever a medical term is used, it is immediately qualified in lay terminology.

The educational committee lines up the programs a month in advance and its secretary, Miss Ann Fox, prepares the script with the assistance of the physician-moderator and the individual specialist. All scripts are in the studio a week before each program.

Letters, cards and telephone calls received following each telecast offer the yardstick that the programs, presented in popular and simple style, and authentically, are giving the type of health education that answers many of the questions brought up by the layman.



In addition, much of the success of the medical program has resulted from the early and continued guidance and instruction of the staff of WGN-TV, particularly the director, Cosmo Genovese. The educational committee, being an amateur in television, albeit its 27 years of doing health education via various mediums, worked closely with the studio staff, learning as much as possible to obviate repetition of technical errors. With the studio's assistance, it checked every point that, while sound medically, might provoke comment from viewers.

Both the educational committee and WGN-TV have endeavored to keep every program in good taste on the informative level that would provide adequate source information for the adult as well as for the adolescent.

(Health telecasts may be seen this week on WGN-TV, Channel 9.)

### Plan Polio Quarantine

In the event a polio quarantine is called in Milwaukee, Wis., officials of WTMJ-TV are prepared to telecast additional shows, including a special set of quiet games and play-at-home series, it was learned this week. Channel 3, at present, is using video to teach nature studies to children at home.

### HANDY SUBSCRIPTION FORM

Television Forecast ☐ 1 Year \$3  
185 N. Wabash Ave. ☐ 2 Years \$5  
Chicago 1, Ill.  
☐ Remittance Enclosed ☐ Bill Me  
Please allow 2 weeks for processing of subscription.

Name.....  
Address.....  
City.....  
Zone..... State.....  
Phone No..... 7/23



MISS GARY of '49 will be guest of Estelle Compton's Glamour Bazaar Monday, July 25, 4 to 4:15. A Compton model, Doris Moody will illustrate posture and carriage. Working girls take note.

CLEVE WARD PHOTO

### Are You Like This? Meet a Video Fan—

Here's an honest to goodness TV fan—Mrs. David McDonald of 5216 North Meade avenue, Chicago.

"What's radio?" she asks, then continues—"We have three, all in very good condition, but we haven't played any of them since last October."

The answer is easy, the McDonalds boost television. When Navy veteran Dave returned from the service, the McDonalds—like many—were told to move, or buy the house in which they now reside. Instead they bought a TV set, "and prayed."

The McDonalds thought the purchase of a video receiver a wise investment for their three children. Television, they feel, keeps the children in the home more easily. With so many accidents happening on the streets, the McDonalds think there is a need for broader matinee programming.

Like many others who have written Television Forecast, the McDonalds advocate fewer telecasts of baseball, with a greater emphasis on children's entertainment.

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



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

**KING** America's  
Premium  
Blend

BROWN-FORMAN DISTILLERS CORPORATION

At Louisville in Kentucky

\*KING BLACK LABEL. Blended Whisky. 40% straight whiskies; 60% grain neutral spirits. 86 Proof. OLD FORESTER. 100 Proof. Bottled in Bond. Kentucky Straight Bourbon Whisky.



# Monday

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	GLAMOUR BAZAAR. Women's series featuring Estelle Compton and her models.	
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	4	RANGLER'S CLUB Ch. I.	
	5	JUDY SPLINTERS & C. DINSDALE.	
	9	Test Pattern.	
6:15	4	SUN-TIMES COMICS. Don and Vera Ward read the funnies.	
	5	MARY KAY & JOHNNY.	
6:30	4	WINDOW SHOPPING.	
	5	COMING ATTRACTIONS.	
	7	SERIAL: "Wolf Dog".	
6:45	4	CBS-TV NEWS, Doug Edwards.	
	5	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, "Texas Wildcats."	
	5	ACADEMY THEATER, "The Stolen Prince," by Dan Tothoroh.	
	7	FILM SHORTS.	
	9	FILM.	
7:30	5	THE CLOCK, mystery drama.	
	7	SCIENCE CIRCUS. An absent-minded professor, a laboratory and anything can happen. Try to remove the Egg from the milk bottle without damaging it.	
	9	THE WORLD IS YOURS, travel film.	
8:00	5	COLGATE THEATER. Vic, Sade and Rush in the "Little House Half Way Up the Next Block."	
	7	ABC BARN DANCE with John Dolce as caller. Guest: Caroline Cotton.	
	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	PEOPLE'S PLATFORM.	
8:45	5	THE THREE FLAMES.	
9:00	5	WALT'S WORKSHOP. Walter Durbahn and tips on repair and manufacture.	
	9	PARS, BIRDIES AND EAGLES with Jimmy Hines and Johnny Revolta.	
9:30	5	BOXING BOUTS from Marigo'd.	
	9	SPORTSMEN'S CORNER.	
9:45	9	CHICAGOLAND NEWSREEL.	
10:00	5	ARLINGTON PARK RACES.	
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 reminisces about show people.	
10:50	4	PIX OF THE NEWS.	

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

OH, OH!

## Hoosier Suggests "Over 1000 Club"

By PATRICIA COOPER

Only a year ago, readers who were granted membership in *Television Forecast's* "Over 50 Club" were far and few. The club was started because FM, the voice of video normally does not carry more than 50 or 60 miles.

This week, *W. R. Jontz* of South Bend suggests we form the "Over 1000 Club" and reader Jontz submits his application, a most impressive list of stations, including Houston, Texas, Miami, Fla., and Ft. Worth, Texas, all well over one thousand miles.

Roger Wilhelm of Park Ridge, Ill. recently picked up WCBS-TV, New York, on channel 2. Perfect audio and picture. Paul S. Bryson of Orland, Ind. reports his antenna was beamed to Detroit, yet the Bryson's enjoyed a Texas league telecast on their Emerson receiver.

Albuquerque, New Mexico was viewed by Dr. Robert J. Lewis of Indianapolis, Ind., who believes he has set some sort of a TV long distance record. Other readers who viewed far away Texas include Robert A. Flatow of Chicago, J. Smith of Orland Park, Ill., Darryl Lem of Calumet City, and Raymond Lubke of New Buffalo, Michigan.

Probably the most excited person last week in Naperville, Ill. was Mrs. Ben Svestka, a TV set owner for only two months. When she received Houston, Texas she could hardly believe her 7-inch receiver, a table model Motorola.

And so the mail goes each week, with the membership roll of our club increasing by leaps and bounds.



New Service Directory

See Page Two

Television Forecast

# Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
12:50	9	CHICAGOLAND NEWSREEL.	
1:00	4	WHAT'S THE SCORE.	
1:10	9	PLAYER OF THE DAY.	
1:15	7	PRE-GAME PITCHES.	
1:25	4, 7, 9	BASEBALL, Cubs vs. Brooklyn.	
3:30	5	NEWS TELECAST.	
	4	LUCKY FAN.	
	7	LAST OUT.	
	9	EXTRA INNING.	
3:40	4	PHILCO SPORTS TICKER.	
3:45	9	Test Pattern.	
4:00	9	CHICAGO COOKS with Barbara Barkley. Tips for the busy housewife.	
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. Vincent Lopez, his piano artistry and interviews with prominent guests in the world of show business.	
6:00	4	RANGLER'S CLUB, Ch. II.	
	5	JUDY SPLINTERS and S. Dinsdale.	
	9	Test Pattern.	
6:15	4	SUN-TIMES COMICS.	
	5	MARY KAY & JOHNNY. Domestic Comedy skits.	
6:30	4	WINDOW SHOPPING.	
	5	COMING ATTRACTIONS.	
	7	SERIAL: "Wolf Dog."	
	9	CBS-TV NEWS, Doug Edwards.	
6:45	4	ERNIE SIMON the curbstone cutup.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS with guest from the world of sports.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	FRONTIER THEATER, western, "West of Pinto Basin."	
	5	FIREBALL FUN FOR ALL. The Olsen and Johnson show where anything can happen and usually does.	
	7	FEATURE FILM.	
	9	CROSS QUESTION, fictional courtroom trial.	
8:00	5	LIGHTS OUT, mystery drama.	
	9	TALENT JACKPOT. Vinton Freedley m.c.	
8:05	4	GIRLS' BASEBALL. Music Maids vs. Queens with Russ Davis announcing.	
8:30	5	TROTTER RACES from Roosevelt Raceway, New York.	
	7	DR. FIXUM tells you how to make it like new again.	
	9	FILM.	
9:00	7	TOMORROW'S CHAMPIONS, boxing announced by Bob Elson.	
	9	TODAY'S BALLGAME, highlights of Cub's game on film.	
9:15	9	SUMMER SERENADE, featuring Nancy Wright and Gordon Pace.	
9:30	5	ARLINGTON PARK RACES.	
9:45	5	SERIAL: "Hurricane Express."	
	9	CHICAGOLAND NEWSREEL.	
9:50	4	PIX OF THE NEWS.	
10:15	5	CLIFTON UTLEY and the news.	
10:30	5	THE WEATHERMAN, Clint Youle.	
10:35	5	BUT NOT FORGOTTEN, with Herbie Mintz and Norman Barry.	

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

Television Forecast

YOUR FAMILY  
WILL ENJOY  
WGN-TV PROGRAMS...

## TUESDAY

"Baseball"  
1:20 p.m.

Cubs vs Brooklyn

"Chicago Cooks With  
Barbara Barkley"

4:00-4:30 p.m.

"Talent Jackpot"

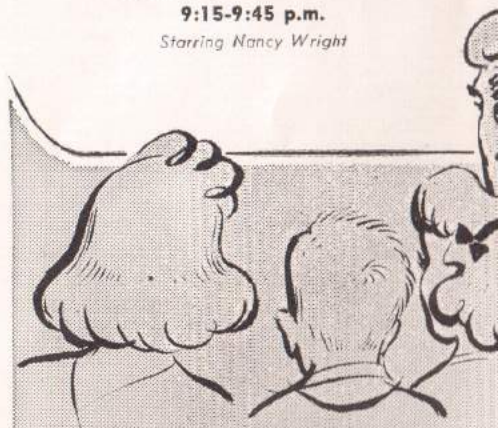
8:00-8:30 p.m.

Variety Show from DuMont

"Summer Serenade"

9:15-9:45 p.m.

Starring Nancy Wright



DUMONT

WGN-TV  
CHANNEL 9 - CHICAGO

CBS





CONSIDER yourself lucky to be in the privacy of your home while viewing Olsen and Johnson, explosive TV comics who have taken over Milton Berle's spot on NBC.

The only way you can escape their Tuesday, July 26 show on WNBQ, channel 5, is get aboard a flying disc headed for Nowhere, Texas.

As whacky and zany as they come, Olsen and Johnson—thanks to Buick, their sponsor—are now in a medium that suits their brand of explosive, uproarious comedy. In radio they were dead; nobody could see them. On television their entire cast of 90, including 30 stooges and dozens of relatives, all get into the act.

While five NBC cameramen do their best to cover the "cheerful nightmare," with five cameras, instead of the normal two, Chic and Ole revive for a new generation of slapstick lovers the old routines of scampering midgets, severed arms, cupids, and baboons in full cry.

John Sigvard Olsen and Harold Ogden Johnson were born about 55 years ago, but nobody but their families would recognize them by these names. Olsen was born in Peru, Indiana, and is a graduate of Northwestern university, where he majored in music.

Johnson, who answers most readily to Chic, was born in Englewood, Illinois. They are probably the oldest, continuous team in show business, having worked together for 35 years, during which time they have never laid off for more than two weeks at a stretch and that voluntarily.

It was in 1914 when Ole was playing with a group known as the College Four in Chicago that he went to a music publisher to pick up some music and heard someone playing with what he still describes as "the most powerful right hand I have ever heard." It turned out to be Chic. The music publisher introduced them, and they made a deal to work together on the spot.

IT'S CHIC AND OLE, SO

## Hold On to Your Sets!

For years they stayed west of Chicago, playing the Keith circuit though they had offers to come east, but the usual procedure required a cut in salary until a new act had established itself on the Eastern circuit, and they preferred not to take the cut.

Chic and Ole have joined practically every national organization and every club in every town they ever visited. Once introduced to them, people feel that they are intimate friends, and invariably wherever they play, backstage after the show looks like Times Square on New Year's Eve, as everybody they've ever met comes back to say hello and introduce grandmother and Aunt Minny. When they were playing in New York at the Winter Garden, the *New Yorker* called Ole's dressing room the greatest cross section of inland America anywhere in Manhattan.

Surprising as it may seem they have never in 35 years of the closest kind of association in the most temperamental of businesses had a serious argument. Though in discussing the production of their shows and bits of business they pull no punches in making suggestions or criticisms to each other.

Their shows have always been family affairs. Ole's mother, who is now 87, still turns up to help. Ole's wife, his daughter, Moya, and Chic's wife have taken part, though they are no longer members of the cast.

Back in '38 they had finally gone east as far as Philadelphia, where one evening Ole went out for a steak sandwich and met Nils T. Granlund, who became quite enthusiastic about a sudden idea and called Lee Shubert, to come down from New York and see the Olsen and Johnson show. Though doubtful, Shubert offered to back them in a show in New York—mainly because he had several empty theaters.

All the drama critics were in complete agreement on opening night—they agreed that it was the worst show they had ever seen. The only exception

was Walter Winchell, who said again and again in his column that it was the bellylaughingest show he had seen in a long time, and to this day O & J credit Winchell with having helped put them over into the big time. Hellz-a-poppin, their first of the Broadway shows, as a matter of fact, ran for 1,125 performances.

They had at various times played all over the world from Australia to England with complete audience success if not critical. Only last summer, Ole, while riding along in Paris, noticed that one of the movie houses was showing their Hellz-a-poppin film. He stopped off to ask the manager how business was. The manager replied that it had been very good for the last 18 months!

Both Olsen and Johnson are astute businessmen. Their investments have ranged from custard stands in California to a boy's camp outfitting shop in New York. They own income produc-

(Continued on page 14)







# WEDNESDAY

## "CAMEL NEWS CARAVAN"

Mon. thru Fri.  
6:45-7:00 P.M.

The News While It Is News!



## "QUIZ KIDS"

7:00-7:30 P.M.

Joe Kelly Quizzes the Kids



## "KRAFT THEATER"

8:00-9:00 P.M.

Leading Stars in a Play You'll Enjoy



## "...BUT NOT FORGOTTEN"

Mon. thru Fri.  
10:35-10:50 P.M.

Tunes and Chatter of Yesteryear

**WNBQ**  
**CHICAGO**  
**CHANNEL 5**

## Television Forecast for July 27, 1949

# Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
12:50	9	CHICAGOLAND NEWSREEL.	
1:00	4	WHAT'S THE SCORE.	
1:10	9	PLAYER OF THE DAY.	
1:15	7	PRE-GAME PITCHES.	
1:25	4, 7, 9	BASEBALL, Cubs vs. Brooklyn.	
2:30	5	HORSE RACES from Aqueduct.	
3:30	5	NEWS TELECAST.	
	4	LUCKY FAN.	
	7	LAST OUT.	
	9	EXTRA INNING.	
3:40	4	PHILCO SPORTS TICKER.	
3:45	9	Test Pattern.	
4:00	9	Test Pattern.	
4:30	5	HOWDY DOODY SHOW.	
	9	HEALTH: Surgical Repair of the Face.	
5:00	9	SMALL FRY CLUB.	
5:30	9	LUCKY PUP.	
5:45	9	LOPEZ SPEAKING.	
6:00	4	RANGLER'S CLUB, Ch. III.	
	5	Judy SPLINTERS & S. Dinsdale.	
	9	INSIDE PHOTOPLAY, with Wendy Barrie and gossip about the stars.	
6:15	4	SUN-TIMES COMICS.	
	5	MARY KAY & JOHNNY.	
6:30	4	LADY OF THE MOUNTAIN, with Mary Jane and Tommy singing folk ballads.	
	5	COMING ATTRACTIONS.	
	7	SERIAL: "Wolf Dog."	
	9	CBS-TV NEWS, Doug Edwards.	
6:45	4	ERNIE SIMON the curbstome cutup.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS with Pat Flanagan.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	FRONTIER THEATER, western, "Arizona Terror."	
	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 with people of the St.	
8:00	5	KRAFT TELEVISION THEATER, "Time for Elizabeth" by Norman Krasna and Groucho Marx.	
	9	THE WORLD IS YOURS, travel film.	
8:10	4	PIX OF THE NEWS.	
8:15	4	TRAVEL TIME.	
	9	TODAY'S BALLGAME.	
8:30	4	FILM SHORTS.	
	7	WRESTLING from Rainbo Arena with Wayne Griffin announcing.	
	9	SILHOUETTES IN SONG.	
9:00	4	BOXING from Madison AC.	
	5	IT'S A GREAT IDEA. Great Books discussion groups.	
	9	FEATURE FILM, "Drag Net."	
9:30	5	ARLINGTON PARK RACES, Matron Handicap.	
9:45	5	JIM HURLBUT'S Feature Stories.	
10:00	5	FILM.	
	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.	
10:50	4	PIX OF THE NEWS.	

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

Television Forecast

## Television Forecast for July 28, 1949

# Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
12:50	9	CHICAGOLAND NEWSREEL.	
1:00	4	WHAT'S THE SCORE.	
1:10	9	PLAYER OF THE DAY.	
1:15	7	PRE-GAME PITCHES.	
1:25	4, 7, 9	BASEBALL, Cubs vs. Brooklyn.	
3:30	4	LUCKY FAN.	
	5	NEWS TELECAST.	
	7	LAST OUT.	
	9	EXTRA INNING.	
3:40	4	PHILCO SPORTS TICKER.	
3:45	9	Test Pattern.	
4:00	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	RANGLER'S CLUB, Ch. IV.	
	5	JUDY SPLINTERS & S. Dinsdale.	
	9	Test Pattern.	
6:15	4	SUN-TIMES COMICS.	
	5	MARY KAY & JOHNNY.	
6:30	4	WINDOW SHOPPING.	
	5	COMING ATTRACTIONS.	
	7	SERIAL: "Wolf Dog."	
	9	CBS-TV NEWS, Doug Edwards.	
6:45	4	ERNIE SIMON, the curbstome cutup.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	FRONTIER THEATER, "Phantom Ranger."	
	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 Al Bernie m.c.	
7:30	5	THE SWIFT SHOW with Lanny Ross and guests. Musical.	
	9	PLAN A ROOM, with Paul McAlister.	
7:45	9	TODAY'S BALLGAME.	
8:00	5	CANDID CAMERA, with Allan Funt m.c.	
	7	CRUSADE IN EUROPE. Chap. 13, "Preparation for Invasion" Normandy.	
	9	MOREY AMSTERDAM SHOW.	
8:10	4	PIX OF THE NEWS.	
8:15	4	FILM SHORTS.	
8:25	7	HEADLINER, news story of the week.	
8:30	4	TELECHARADES with Ed Roberts. Can you beat the contestants?	
	5	THEATER OF THE MIND. Dramatic episode delving into the fields of Science devoted to the mind with Dr. Houston Peterson as moderator.	
	7	GIRLS' BASEBALL, Queens vs. Bloomer Girls with Bob Elson announcing.	
	9	WRESTLING from Madison AC.	
9:00	4	FUN WITH FURNISHINGS.	
	5	PET SHOP.	
	7	DESSERT PARTY, featuring the Honeydreamers' quintet.	
9:15	4	FILM SHORTS.	
9:30	4	MIDWEST VIEWPOINT, U. Turner.	
	5	ARLINGTON PARK RACES. Pol-lyanna States.	
9:45	4	MULTISCOPE NEWS.	
	5	SERIAL: "Shadow of the Eagle."	
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)

Television Forecast

## TELEVISION APPLIANCE MART

America's Largest TV Salon Retailer-Distributor

### FIRST

with the brand new



### for your television set

Your family may spend hours entranced by television. But many children and adults suffer eye-strain if they watch television for long periods of time. The Opto-Vision filter is made of pigmented acetate plastic, has a soothing effect on the eyes. Write or telephone.

### OPTO-VISION

- Scientifically designed—Optically engineered.
- Absorbs Actinic Ultra-Violet Blue rays from television tube.
- Reduces eye-strain resulting from glare, flashes, TV Snow.
- Allows prolonged viewing of television by children and adults.

### "FAIR TRADE" PRICE LIST

No. 7	For 7-in. tube.....	\$ 6.00
No. 10	For 10-in. tube.....	10.00
No. 11	90 Sq. inches.....	11.00
No. 12	For 12-in. tube.....	12.00
No. 12 1/2	125 Sq. inches.....	12.50
No. A—Round	For Zenith A-tube.....	12.00
No. B—Round	For Zenith 12-in. tube.....	15.00
No. 15	For 15-in. tube (Dumont).....	15.00
No. 14A	For Philco (1150).....	14.00
No. 16-A	For Philco (1450).....	16.00
No. 18	For RCA 16-in. tube.....	18.00
No. 20	For 20-in. (Dumont).....	20.00
No. 25-C	For Zenith 16-in. tube.....	25.00

Write or Phone TODAY  
AN 3-7777

## TELEVISION APPLIANCE MART

AMERICA'S LARGEST TELEVISION SALON  
Radios - Television - Appliances  
228 No. LaSalle  
Corner LaSalle St. at Wacker Drive  
CHICAGO 1, ILL.

### MAIL ORDER COUPON

Gentlemen: Enclosed is \$..... for which please rush Postage Prepaid the Opto-Vision Filter #..... for use on my..... television set. I understand that this filter is unconditionally guaranteed.

NAME.....  
ADDRESS.....  
CITY..... ZONE..... STATE.....



## Olsen and Johnson Story . . .

(Continued from page 11)

ing property all over the United States. For several years they ran a restaurant in New York and at the moment run a restaurant adjacent to Chic's farm in Carmel, New York. The farm, starting casually as a place where Chic and his wife could spend weekends, now represents an investment of about one million dollars.

While Chic has never been known to turn down a benefit or even a private party, he does have his moments when he likes to get off to his home and relax. He also grabs every spare moment—of which there are very few—to get in some hunting and fishing. Chic is inclined to worry about his health and always insists that it comes first, however it is significant that neither of them has missed a performance in 35 years.

Up until now they have always worked with only the sketchiest kind of a script. In fact, when Hellz-a-popin opened in New York, their lawyer asked for a script to be sent to Washington for copyright purposes and to his horror discovered that they had none. It was necessary to sit their stenographer in the wings and take down the show as it unrolled so that it could be copyrighted.

Their work in TV changed that. They work from carefully prepared and timed scripts. While they are the first to admit that they were never particularly successful in radio, they made the point that is made by most people in show business, that O & J are exponents of visual comedy and to enjoy them, you must see them, which makes TV a natural medium for them.

Recently they met one of their Midwestern fans who lugged a carton backstage containing the stubs to prove that he had seen their shows more than 1,000 times in the past ten years. O & J were so impressed that they gave him a sterling silver lifetime pass to all their shows.

## Letters from Readers

Address letters to Editor, 185 North Wabash, Chicago 1. Please include name and address; name will be withheld on request.

Sir:

I have been disgusted with the cheap shows Chicago television is showing, i.e. ex-disc jockeys, ex-radio characters, that know nothing about showmanship. . . . The only decent shows I've gotten here came from New York. Wake up, Chicago, you're in a decline!

Chicago, Ill.

M. S. PROCTOR

Sir:

Our Mother's Club has set 8 P.M. as the time all children should stop viewing TV programs, and get ready to go to bed, or do a little reading before falling asleep. Children should have a more rounded-out program than just eat, sleep, and watch television.

Chicago, Ill.

MRS. J. J. WEGEN

Sir:

. . . they seem to forget that they were children once, and if there had been TV they would have liked to watch it just as much as children now-a-days.

Steger, Ill.

DOROTHY M. GRUBERMANN

Sir:

Can't something be done to prevent baseball from dominating TV?

Chicago, Ill.

MR. & MRS. MT. WHEELER

Sir:

Wonder if it ever occurred to Mrs. Dorothy Stettner that "Plan a Room" and "Fun with Furnishing" are interesting to working women who are not fortunate enough to view daytime shows, but can enjoy evening TV?

Chicago, Ill.

I. M. PARKER

Sir:

Yours is the best in the field!

Holland, Mich.

NORMAN G. DUNN

Sir:

Appreciate the critical comment by Chub McCarthy, even though I am not always 100% in agreement.

Chicago, Ill.

C. FRANKLIN SMITH

## GUEST COLUMNIST

### Old Tiger Not Iconoclastic, Just Relaxed and Hopes You Are, Too

By DAVE GARROWAY

A reviewer for one of the more prominent trade papers recently opined that our show, *Garroway At Large*, is throwing away a "fundamental sense of showmanship in an effort to be casual."

While I'm inclined to agree with his earlier statement that "Garroway must be kept under control" (mother always used to say the same thing) I fail to see how nonchalance can be theatrically unsound.

I'm not trying to be iconoclastic, but it seems to me that holding hands with the viewer is preferable to an approach resembling amateur hour at a seven-year-old's birthday party.

On a TV variety show, formality is psychologically bad. The viewer doesn't—and shouldn't—feel that he is just one little atom in a large audience as he does in a theater. He's not sitting in a stiff theater seat, but lounging around on the floor, or stretched out in his underwear on the sofa, or curled up in a chair. He's being casual—and he must be casually entertained.

Our above-mentioned reviewer declares that nonchalance, such as we try to achieve, is alright for radio—but out of place in TV. Well, in radio you are just a disembodied voice and the voice has to stand for your personality. In TV, you're a visual thing, invited in to sit on the old familiar chairs in the old familiar room.

Of necessity, a sense of intimacy must be developed and kept alive. That's why we try to keep the format, dialogue, acting—the whole feel of the show—as unostentatious, as informal as possible. We try to effect transitions showing scenery, props, cameras and mikes—giving the audience a sense of being in behind the scenes.

We're all just trying to be ourselves—and inviting old Tiger out there to be himself, too. If the viewer feels this, then I think we've hurdled one of the big barriers of TV's limitations.

Tiger Garroway can be seen this week on WNBQ, channel 5.



RED BARBER & FRANKIE FRISCH—Saturday this week you'll want to dial WGN-TV, channel 9, and view "Red Barber's Club House," a CBS production from New York. Barber is sponsored by the U.S. Army recruiting office. TV is being tried to urge young men to enter military service on a career basis.



# Tops in Television from the Top of Chicago

## WENR-TV

### SATURDAY

#### "GIRLS' BASEBALL"

Queens vs Cardinals  
9:00 p.m.



### SUNDAY

#### "SACHS' AMATEUR HOUR"

12:30 p.m.

#### "CELEBRITY TIME"

(new time)  
9:00 p.m.



### TUESDAY

#### "BASEBALL"

Cubs vs Brooklyn  
Tues., Wed. & Thurs.  
1:25 p.m.



### FRIDAY

#### "BASEBALL"

Cubs vs Philadelphia  
1:25 p.m.

#### "FUN FOR THE MONEY"

emcee Johnny Olsen  
8:30 p.m.

WATCH CHANNEL 7

Television Forecast for July 29, 1949

## Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00 4	MULTISCOPE NEWS.		
12:50 9	CHICAGOLAND NEWSREEL.		
1:00 4	WHAT'S THE SCORE.		
1:10 9	PLAYER OF THE DAY.		
1:15 7	PRE-GAME PITCHES.		
1:25 4, 7, 9	BASEBALL, Cubs vs. Philadel- phia.		
3:30 4	LUCKY FAN.		
5	NEWS TELECAST.		
7	LAST OUT.		
9	EXTRA INNING.		
3:40 4	PHILCO SPORTS TICKER.		
3:45 9	Test Pattern.		
4:00 9	FASHION MATINEE. Entertainment and prizes on this afternoon show for the women.		
4:30 5	HOWDY DOODY SEOW.		
5:00 9	SMALL FRY CLUB.		
5:30 9	LUCKY PUP.		
5:45 9	LOPEZ SPEAKING.		
6:00 4	RANGLER'S CLUB, Ch. V.		
5	JUDY SPLINTERS & S. Dinsdale, ventriloquist.		
9	Test Pattern.		
6:15 4	SUN-TIMES COMICS.		
5	MARY KAY & JOHNNY.		
6:30 4	WINDOW SHOPPING.		
5	COMING ATTRACTIONS.		
7	SERIAL: "Wolf Dog."		
9	CBS-TV NEWS, Doug Edwards.		
6:45 4	ERNIE SIMON, the curbstone cutup.		
5	CAMEL NEWS CARAVAN.		
7	FLANA-GRAMS, sports commentary by Pat Flanagan.		
9	CHICAGOLAND NEWSREEL.		
7:00 4	FRONTIER THEATER, western.		
5	HOPALONG CASSIDY, "Partners of the Plains."		
7	BLIND DATE with Arlene Francis.		
9	MAMA, with Peggy Wood, adapted from "Mama's Bank Account."		
7:30 7	TREASURE QUEST, quiz show.		
9	STOP, LOOK AND LEARN. Conso- lation prize goes to the lady with the most original hat.		
8:00 5	MIX DOUBLES, dramatic show.		
7	BREAK THE BANK. Bert Parks, m.c.		
9	THE WORLD IS YOURS, travel film.		
8:10 4	PIX OF THE NEWS.		
8:15 4	TRAVEL TIME.		
9	TODAY'S BALLGAME.		
8:30 4	GIRLS' BASEBALL. Music Maids vs. Bloomer Girls, announced by Russ Davis.		
5	MEET YOUR CONGRESS, discussion of current topics.		
7	FUN FOR THE MONEY, audience participation show with J. Olsen m.c.		
9	FASHION PARADE, telephone quiz show.		
9:00 5	TROTTER RACES from Roosevelt.		
7	FEATURE FILM.		
9	BOXING.		
9:30 5	ARLINGTON PARK RACES.		
9:45 5	FILM: "Trail of the Royal Mounted."		
10:15 5	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.)

Television Forecast

## Remember "Little Cliffy in Pusson?" He's Bright Spot of WENR-TV's Super Circus

If you're five or six years old, and a regular Sunday televiewer of "Super Circus" on WENR-TV you're probably a fan of Cliffy the Clown.

This Sunday, July 24, ask your mother and dad to watch the show, that is, if they are amongst the few who haven't made "Super Circus" a weekend "must." Reason: Cliffy the Clown is an old radio personality they are sure to recognize.

If they remember the original Minstrels with Big Bill Chiles, radio's gift to the ladies, and Fritz Meisner—"My mammy calls me T-Bone," then they'll surely recall Cliff Soubier, Little Cliffy in Pusson.

Born in Radford, Ontario, Canada, where his parents, medicine show performers, were playing, Cliff's first performance in the entertainment world was unrehearsed and untutored. Scarcely eight months old, he crawled from his trunk-tray cradle, to the center of the gas-lit stage and into the arms of his mother. Having made this unscheduled debut, which brought loud guffaws from the audience, he was prompted during each program to repeat the performance. When he had outgrown the crawling stage he imitated his father's act and became a juvenile clown. Thereafter, until he was sixteen, he was an integral part of the show.

### Enters Repertory

In his sixteenth year, he attended a performance of Mrs. Henry Woods' "East Lynne" which was being presented by the American Repertory Company. He became so entranced with the relative splendor of the group, he joined them as an actor. He was assigned to specialty numbers used between acts to divert the audience while the scenery was being set. Later he entered what was called "general business," or jack-of-all-histrionic-trades.

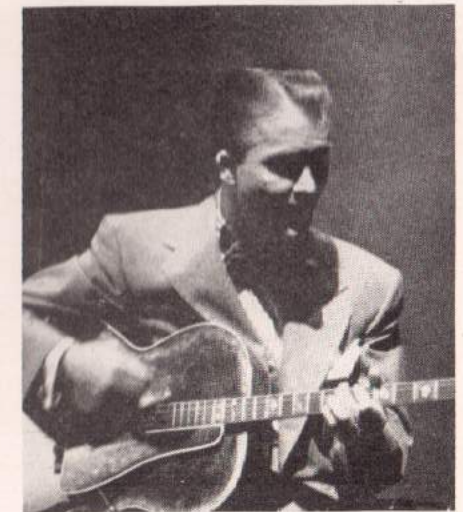
He was with the American Repertory Company for one year. Subsequently he was with numerous stock companies, including the Myrtle Ross Players in Lexington, Ky., the Mae Desmond Players in Philadelphia, Pa., and the Dudley Players who performed on Chicago's

West Side on the corner of Kinsey and Madison Streets. While with the latter he met and married Maria Wood Powers, an actress.

### Joins Minstrel Show

In 1929, when the Dudley Players folded, Cliff made his debut into radio. His first performance was an inter-locutor with a minstrel show which was heard at seven o'clock in the morning over ABC's Chicago affiliate Station WLS.

In the years that followed, Cliff joined the First Nighter program with Don Ameche and emceed a children's program known as Old Pappy. He travelled to Hollywood and was seen in eight movies including "Tovarich" with Claudette Colbert and Charles Boyer, "Black Legion" with Ann Sheridan, "They Won't Forget" and "Gold Is Where You Find It," with Claude Rains. But he missed the midwest and he's back in Chicago for good, delighting kids and adults alike with his act as "Cliffy the Clown."



JAZZ GUITARIST Eddie Condon, exponent of the pure stuff, is caught in a candlelight shot on "Floor Show," WNBQ jam session which can be seen this Saturday night on channel 5.

Television Forecast



On and On . . . by Herzon



"It's a converted gum machine!"

## McFall Family Still Excited Over Jackpot

The William McFalls of suburban Chicago are still excited this week over the recent winning of the \$14,900 jackpot on WENR-TV's "Stop the Music."

The phone still rings with greetings from TV viewers throughout Chicagoland who want to congratulate Mrs. McFall, 33, for identifying the mystery melody played by Harry Salter's orchestra.

Mrs. McFall thinks her husband is entitled to a holiday because it was he who supplied her with the name of the preliminary tune. What do they plan to do with all the gifts? The McFalls are certain of two things: they will keep the automobile, but most of the other prizes will go toward the education of Jerome, their 11-year-old son.

## Al Morgan on Vacation

The "Al Morgan Show," which has been presented each week on WGN-TV for the past 13 weeks, is taking a two-weeks leave of absence while Al rests after a 14-day appearance at the Chicago Theater.

A new 13-week Al Morgan series will return to WGN-TV starting August 3. Though Al's previous series originated at Helsing's Lounge on the north side, the new series will originate in WGN-TV's Daily News building studios. Tele-Tronics, Inc., will sponsor.

GETTING IN

## The Last Word

By CHUB McCARTHY

Want to be a TV critic? It's easy.

Writing a column is like falling off a log. You don't mind it the first few months, but after that—as all columnists admit—it is the hardest way to make a dishonest dollar.

First thing you do is to buy four television sets, each from a different manufacturer. Don't want to hurt anyone's feelings, you know. Then install them all in one room, so you can watch channels 4, 5, 7 and 9 simultaneously.

From that point on it's a breeze.

After spending the night watching all sorts of funny people perform, you go back to your typewriter and Joe Miller book of jokes for columnists and try to pound out a review. That is, unless McCarthy jr wakes up and cries for his bottle.

At the office you're a whiz; everyone laughs at your jokes. "Great guy, Chub," they say. "Real sense of humor, that kid." But it's different when you write that column. No matter what you write about, thousands disagree.

Not only that, but the editor hounds you for columns. Even if you are three weeks ahead, Kubicek will insist you're behind, and would just as soon see your column for August 21, 1955 on his desk.

However, there are compensations for writing a column for video. For one thing, you get to see all the shows, even the bum ones. The hours are long, the pay is poor, and when you call up a TV studio to reserve two seats for "Super Circus" the girl at the desk never fails to ask: "And what did you say your name was—?"

Oops, pardon me. "Lucky Pup" goes on in a few minutes and I can't miss this installment.

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 23

- 3:00 3 AT YOUR SERVICE.
- 3:30 3 WILD WEST THEATER.
- 4:30 3 RED BARBER CLUB HOUSE.
- 4:45 3 YOUNG MILWAUKEE SPEAKS.
- 5:30 3 HOLLYWOOD SCREEN TEST.
- 6:00 3 ARTHUR GODFREY.
- 7:00 3 WHO SAID THAT? NBC.
- 7:30 3 RHUMBA CLUB.
- 8:00 3 FEATURE FILM.
- 9:30 3 BASEBALL SCOREBOARD.
- 9:35 3 NEWS.

- 7:05 3 THE GRENADIERS.
- 8:00 3 BOXING, ABC.
- 10:00 3 BASEBALL SCOREBOARD.
- 10:05 3 NEWS.

## Wednesday, July 27

- 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 To be announced.
- 6:30 3 FOR FISHERMEN ONLY.
- 6:45 3 SONG STYLINGS.
- 7:00 3 TELEVISION THEATER, NBC.
- 8:00 3 THE JOB FOR YOU.
- 8:30 3 MILWAUKEE MADE MOVIES.
- 9:30 3 BASEBALL SCOREBOARD.
- 9:35 3 NEWS.

## Sunday, July 24

- 3:00 3 LET'S LOOK AT TV.
- 3:20 3 ROVING CAMERAS.
- 3:30 3 SUPER CIRCUS, NBC.
- 4:00 3 CARTOON TELETALK, ABC.
- 4:30 3 IRENE WICKER, ABC.
- 5:00 3 ORIGINAL AMATEUR HOUR.
- 6:00 3 LEAVE IT TO THE GIRLS.
- 6:30 3 AUTHOR MEETS THE CRITICS.
- 7:00 3 SUMMER PLAYHOUSE, NBC.
- 8:00 3 CRUSADE IN EUROPE, ABC.
- 8:25 3 HEADLINER, ABC.
- 8:30 3 TELENOWS WEEKLY.
- 8:50 3 MELODY BY MIRIAM.
- 9:00 3 To be announced.
- 9:30 3 YOU'RE THE JUDGE.
- 10:00 3 CELEBRITY TIME, ABC.

## Monday, July 25

- 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 To be announced.
- 6:30 3 SCIENCE CIRCUS.
- 7:00 3 TEEVEE THEATER, NBC.
- 7:30 3 PLAY 'EM OR PAY 'EM.
- 8:00 3 To be announced.
- 8:30 3 FILM PROGRAM.
- 9:00 3 SQUARE DANCE JAMBOREE.
- 9:30 3 BASEBALL SCOREBOARD.
- 9:35 3 NEWS.

## Tuesday, July 26

- 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 FILM: "Petticoat Parade."

## Thursday, July 28

- 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 To be announced.
- 8:00 3 MORRY AMSTERDAM.
- 8:30 3 GORDY'S GUESSING GAME.
- 9:00 3 WRESTLING.
- 10:30 3 BASEBALL SCOREBOARD.
- 10:35 3 NEWS.

## Friday, July 29

- 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 KYLE MacDONALD, NBC.
- 7:30 3 To be announced.
- 8:00 3 FILM SHORTS.
- 8:30 3 MIDGET AUTO RACES.
- 10:25 3 BASEBALL SCOREBOARD.
- 10:30 3 NEWS.

(Milwaukee time)



BALL, H.R.  
1643 S. 3RD AV., BOX 46  
MAYWOOD, ILL.  
20-53  
DS

*Channel* **4** *Forecast*

CHICAGO'S CLEAREST  
PICTURE FROM  
CHICAGO'S HIGHEST  
POINT

MULTISCOPE NEWS  
SIX HOURS A DAY

BEST IN SPORTS  
WITH JOE WILSON  
AND RUSS DAVIS

THE BEST FEATURE  
FILMS AVAILABLE  
IN TELEVISION



*WBKB*

CHICAGO

BALABAN & KATZ TELEVISION THEATRE