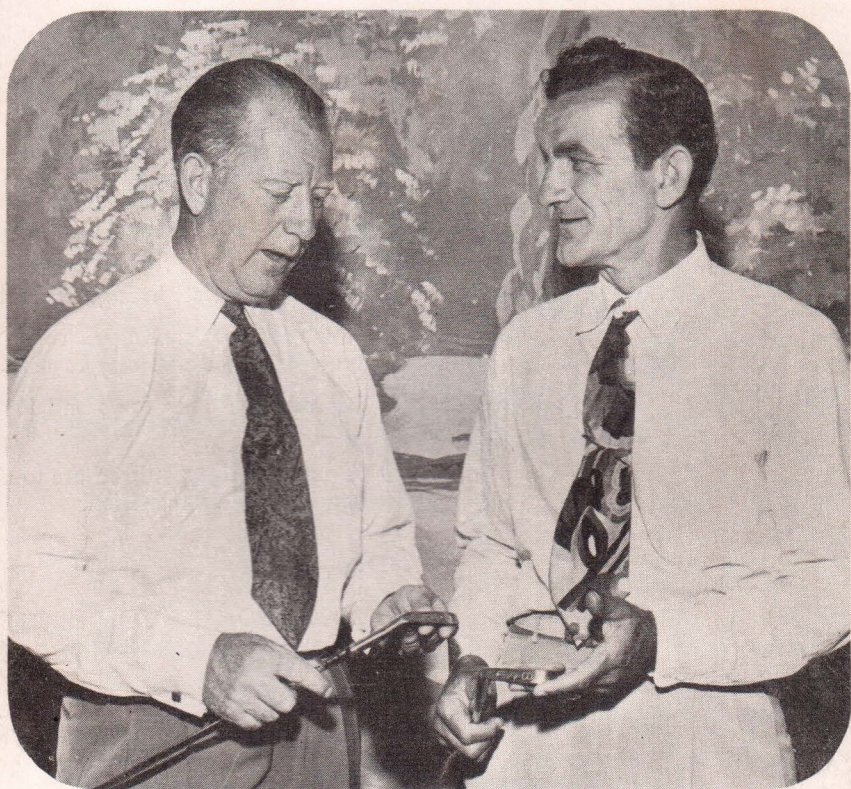


TELEVISION *Forecast*

JULY 30, 1949



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15 CENTS

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ON THE COVER

You'll see golf pros Jimmy Hines and Johnny Revolta in WGN-TV's "Pars, Birdies and Eagles," if you dial channel 9 Monday, August 2. Whether an amateur or player of long standing, you'll want to catch their teletips.

TELEVISION FORECAST

Chicago's Own T.V. Magazine

PUBLISHED WEEKLY BY
TELEVISION FORECAST, Inc.

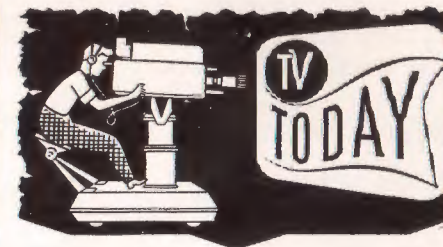
Phone: FRanklin 2-9563
185 North Wabash Ave. Chicago 1, Ill.

Vol. 2, No. 13—Whole No. 56
July 30, 1949

Editor, Pat Kubicek
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Advertising Rates on Request

Entry as 2nd class matter at the post office at Chicago, Ill.
Subscriptions: \$3 per year; 2 years \$5;
single copies 15 cents.
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CHICAGO—

Sid Caesar may not be back with Broadway Revue this fall. Contract oks his staying on in Hollywood if kid Sid clicks . . . Nancy Sheridan's press agents are building her up as the First Lady of TV. You've been seeing her in the Wyllis Cooper series on WENR-TV . . . For past several weeks Burton Holmes, world-famed traveler, has been before Windy City motion picture cameras making travelogues for TV . . . Northwestern and Chicago U boys have named Theresa Brewer (recent Godfrey guest) Miss TVivacious!

NEW YORK—

Next week Lanny Ross and his Swift video show will do a fadeout. Case of sponsor tired of paying bill . . . Big city baseball moguls are secretly thinking of banning TV coverage of games. Claim they hurt boxoffice receipts . . . Chicago Cubs seem to be exception . . . Claudia Franck, Hollywood dramatic coach who has trained Joan Caulfield, Dinah Shore and Joan Roberts, has opened video studios here . . . For 5 cents you get three minutes of video in the latest coin-in-slot machine found this week in a New Joisey luncheonette.

HOLLYWOOD—

Like smiling Jack Smith? He's being auditioned for teledebut by CBS, and if favorable, he'll be on your screen early 1950, probably on teletranscription . . . Chicago Tribune's Bob Becker is making films here for a series of shorts on dogs. They'll begin sometime in October.

—KID HOGAN

Saturday

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.	
2:30	5	HORSE RACES from Aqueduct.	
3:30	4	LUCKY FAN.	
	7	LAST OUT.	
3:40	4	WHAT'S THE SCORE.	
3:45	9	EXTRA INNING.	
4:00	4, 7, 9	Approximate time of 2nd game.	
6:15	9	FILM VARIETIES.	
6:30	7	HOLLYWOOD SCREEN TEST. Guest: Buddy Rogers.	
	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.	
7:00	5	U. S. MARINE BAND conducted by Major William Santelman.	
	7	STAND BY FOR CRIME. How good a detective are you? Figure the so- lution to "The Heavenly Days."	
	9	SPIN THE PICTURE. Super give- away show with Eddie Dunn, m.c.	
7:15	4	Test Pattern.	
7:25	4	PIX OF THE NEWS.	
7:30	4	SERIAL: Ch. III, "Mystery Moun- tain."	
	5	KYLE MacDonald SINGS.	
	7	FILM SHORTS.	
8:00	4	CARTOON film.	
	5	WHO SAID THAT? Quiz show. Faye Emerson, Quentin Reynolds and Wil- liam Saroyan as guest:	
	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.	
8:10	4	FEATURE FILM, "Man from Head- quarters."	
8:30	5	EDDIE CONDON'S floor show. Out- standing exponents of pure jazz meet for a video jam session.	
9:00	5	THREE FLAMES. A vocal and in- strumental group.	
	7	GIRLS' BASEBALL. Queens vs. Bloomer Girls announced by Bob Elson.	
	9	TODAY'S BALLGAME.	
9:15	4	PIX OF THE NEWS.	
	9	FEATURE FILM, "It Happened in Paris" with John Loder.	
9:30	5	ARLINGTON PARK RACES. Arling- ton Classic.	
9:45	5	GRAND MARQUEE. "Loaded Dice."	

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



MOOSE MIGON, outfielder for the Midland Motors team of the North Town men's softball league, is shown snaring a fly ball during practice. The Moose, leading league hitter, can be seen this Sunday at 8 p.m. on WBKB, channel 4.

Mignon's record shows a batting average of .615; he has 11 home run swats to his credit. To top that, he even looks good on TV.

Chicago fans will be able to see these games on WBKB until September 11 when the season closes. Games are telecast from North Town stadium at Kedzie and Devon. Sponsors are North Town Currency Exchange and Kool-Vent Awning distributors.

Warn Readers of Gyp Video Servicemen

Reports of two isolated cases where owners of TV sets have been victimized by service and repair shops in Chicago, were made known this week to *Television Forecast*.

The repairmen, when confronted with evidence uncovered by representatives of this magazine, agreed to make amends. They were warned that future violations of this type will be reported in published accounts.

Neither of the repair shops were advertisers in *Television Forecast*. Servicemen listed in this week's directory are reputable businessmen who should be patronized.

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
12:30	7	SACHS' AMATEUR HOUR.	
1:00	4	WHAT'S THE SCORE.	
1:10	9	PLAYER OF THE DAY.	
1:25	4, 7, 9	BASEBALL, Cubs vs. Philadel- phia.	
3:30	4	LUCKY FAN.	
	7	LAST OUT.	
3:40	4	SPORTS TICKER.	
3:45	7	FILM SHORTS.	
	9	EXTRA INNING.	
4:00	7	SUPER CIRCUS. The Four Strongs, a cowboy rope act; Art James, solo skater; Johnny Wise and his horse, "Bob White; and troupe performing stunts on unsupported ladders.	
4:45	5	FILM.	
5:00	5	HOPALONG CASSIDY. "Rider of the Timberlane."	
	7	CARTOON TELETALKS. Children's tales with chalk and talk.	
5:30	7	IRENE WICKER, the singing lady. "The Three Bears and Goldilocks."	
6:00	5	LINCOLN PARK ZOO with Jim Hurl- but and R. Marlin Perkins.	
	7	FILM SHORTS.	
	9	ORIGINAL AMATEUR HOUR.	
6:30	5	BROADWAY SPOTLIGHT with Rich- ard Kollmar, variety show.	
	7	ABC-TV PLAYERS, "Poor Olga Mo- ga."	
7:00	5	LEAVE IT TO THE GIRLS with M. McNellis, R. Chandler and F. Pritchett, and Buddy Rogers sup- porting the male side of the issue.	
	7	JACQUES FRAY MUSIC ROOM.	
	9	TOAST OF THE TOWN with Edward Everett Horton, m.c.	
7:15	4	Test Pattern.	
7:30	4	FILM SHORTS.	
	5	MEREDITH WILLSON'S PROGRAM with guest Alice Pearce, come- dienne.	
	7	FILM SHORTS.	
7:45	4	WEEKLY NEWS ALBUM. U. Turner.	
8:00	4	MEN'S MAJOR LEAGUE SOFT- BALL.	
	5	PHILCO SUMMER PLAYHOUSE, "The Fourth Wall," by A. A. Milne starring Francis Reid and Douglas Clarke-Smith.	
	7	KIERAN'S KALEIDOSCOPE.	
	9	MYSTERY PLAYERS, "The Adven- ture of the Incriminating Manu- script."	
8:15	7	SING-CO-PATION with Dolores Mar- shall on the vocals.	
8:30	7	SKIP FARRELL SHOW, musical. Guest: David Boehn, gypsy violinist.	
	9	NEWSREEL REVIEW.	
9:00	5	GARROWAY AT LARGE. Dave and his gang entertain you in the Gar- roway manner.	
	7	CELEBRITY TIME Guests: EH Cul- bertson and Elaine Stritch.	
	9	STARS OF TOMORROW.	
9:30	7	FEATURE FILM.	
	9	TODAY'S BALLGAME.	
9:45	9	FILM.	
9:50	4	PIX OF THE NEWS.	

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

YOUR FAMILY
WILL ENJOY
WGN-TV PROGRAMS.

SATURDAY

Baseball Double Header

1:20 p.m.

Cubs vs Philadelphia

"Red Barber's Club House"

5:30-5:45 p.m.

Sports News and Interviews

"Spin the Picture"

7:00-8:00 p.m.

Super Give-away Show

"Cavalcade of Stars"

8:00-9:00 p.m.

Jack Carter and Guests



Same Old Questions: How Many New TV Stations? Is My Old Set Obsolete?

Chicagoans this week are again asking—"Will the opening of new television channels bring more stations to Chicago? Will my set become obsolete?"

When the Federal Communications Commission recently approved the use of UHF (ultra high frequency) to provide additional video channels, it stipulated that UHF channels would be granted to cities not served at the present by VHF, or very high frequency channels, such as WENR-TV, WBKB, WGN-TV, and WNBQ.

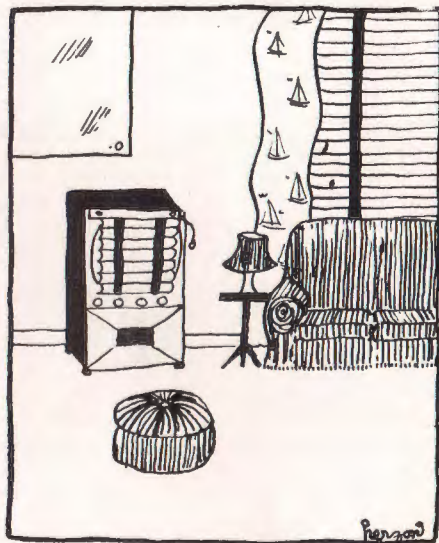
Thus Illinois gains 34 possible TV stations, most of them to be UHF. Chicago will not be given any opportunity to construct UHF stations. Chicago, however, still does not have the maximum number of VHF television stations as authorized by the FCC. A number of applicants are still seeking to operate on channels 2, 11, and 13. The FCC may announce soon the companies to be granted rights to erect stations here.

Neighboring Aurora has been granted two channels in the UHF band, 41 and 43; Champaign channel 15; Elgin, 20; Joliet, 24. The city of Rockford will be permitted to erect two stations, on channels 27 and 29; Quincy on 18 and 30.

Nearby Waukegan has been granted channel 46, Bloomington channel 26. Cairo will operate on 15 and Centralia on 24.

Altogether, the FCC gave the go-ahead signal to more than 1,200 cities and towns in America not previously allocated TV channels and authorized more than 1700 stations. Experts, however, state that construction of UHF stations will not begin for at least two years, due to lack of equipment.

New readers who have not read previous discussions of UHF and VHF channels in early issues of *Television Forecast* are anxious to know if their home receivers will become obsolete. Most present day sets are equipped only to receive existing Chicago channels. Zenith, however, claims their receivers are constructed to receive both VHF and UHF programs.



No present day set will become obsolete, in that channels 4, 5, 7 and 9 will continue to present television programs. However, if set owners wish to receive UHF programs most of them will have to attach converters to their receivers, or buy sets able to receive both types.

Chicagoans who buy UHF and VHF receivers may not receive anything else but existing stations, or possibly additional programs from Aurora, Elgin or Joliet, nearby cities within the range of FM, video's voice.

HANDY SUBSCRIPTION FORM

Television Forecast
185 N. Wabash Ave.
Chicago 1, Ill.

☐ 1 Year \$3

☐ 2 Years \$5

☐ Remittance Enclosed ☐ Bill Me

Please allow 2 weeks for processing of subscription.

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Address.....

City.....

Zone..... State.....

Phone No..... 7/30

WENR-TV PLUM—

Li'l Abner to Make TV Debut, Schmoo 'Nuf!

Shmoo enough, Li'l Abner is gonna appear on television!

From the office of Al Capp, creator of Dogpatch and the Yokum family, Daisy Mae, Sadie Hawkins, Hairless Joe, and others, comes word this week that "the dauntless defender of American womanhood" will step out of the funny papers to entertain Chicago TV fans on WENR-TV, channel 7. Beginning September, live actors will portray the roles created by Capp.

This week the search is on for actors and actresses who not only can act, but who resemble the bizarre and improbable characters in the strip. Can it be done?

Li'l Abner fans, WENR-TV officials feel, are so fanatic they will not stand for mere rough approximations of their favorites, so it is likely television scouts will have to invade Dogpatch and maybe Skunk Hollow to find their characters.

In addition to appearing in 800 daily papers in America, Li'l Abner entertains readers in Great Britain, Sweden and Spain. Cartoonist Capp, for his contribution of satire, has received an award from Yale University and last year was honored with the Billy DeBeck award as America's top cartoonist.

Capp is enthusiastic about his entrance into TV.

"For a long while several groups of people have been pressing me to allow Li'l Abner to be presented on television," he told us. "I have resisted the idea. But now I know it is going to be properly produced. I am happy that Li'l Abner and all the Scrags, Yokums and Dogpatch will now be brought to the American living room in a genuine way, under the supervision of Mort Millman. I am excited about it."

Millman, singled out by Capp, is a noted producer who will direct the new show for ABC-TV. A devoted disciple of Capp, he is now on the lookout for friends or relatives resembling Lena the Hyena, Marryin' Sam and others.

AS IT SAYS ON THE LABEL:

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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

BROWN-FORMAN DISTILLERS CORPORATION

At Louisville in Kentucky

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

Television Forecast for August 1, 1949

Monday

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. New York.		
3:30 4	LUCKY FAN.		
	NEWS TELECAST.		
	LAST OUT.		
3:40 4	SPORTS TICKER.		
3:45 9	EXTRA INNING.		
4:00 9	GLAMOUR BAZAAR featuring a \$10,000 pair of eye glasses.		
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	Test Pattern.		
6:00 4	WRANGLER'S CLUB Ch. I		
	JUDY SPLINTERS & S. Dinsdale.		
6:15 4	SUN TIMES COMICS.		
	MARY, KAY & JOHNNY.		
6:30 4	WINDOW SHOPPING.		
	COMING ATTRACTIONS.		
	SERIAL: "Wolf Dog."		
	CBS-TV NEWS. Doug Edwards.		
6:45 4	ERNIE SIMON, the curbstone cutup.		
	CAMEL NEWS CARAVAN.		
	FLANA-GRAMS.		
	CHICAGOLAND NEWSREEL.		
7:00 4	FRONTIER THEATER.		
	ACADEMY THEATER.		
	FILM SHORTS.		
	DOGS IN ACTION with Bob Becker.		
7:15 9	INDIVIDUALLY YOURS.		
7:30 5	THE CLOCK, mystery drama.		
	SCIENCE CIRCUS. An absent-minded professor, a laboratory and anything can happen.		
	THE WORLD IS YOURS, "Daughters of the Sea."		
8:00 5	COLGATE THEATER.		
	ABC BARN DANCE with John Dolce as caller.		
	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.		
	THE NATURE OF THINGS. Scientific Discussion by Dr. Marshall.		
	FEATURE FILM.		
	PEOPLE'S PLATFORM.		
8:45 5	THE THREE FLAMES.		
9:00 5	WALT'S WORKSHOP tips on repair with Walter Durbahn.		
	PARS, BIRDIES AND EAGLES.		
9:30 5	BOXING BOUTS from Marigold.		
	TODAY'S BALLGAME.		
9:45 9	CHICAGOLAND NEWSREEL.		
10:00 5	WASHINGTON PARK RACES. Clang Handicap.		
10:15 5	LEN O'CONNOR and the news.		
10:30 4	MULTISCOPE NEWS.		
	THE WEATHERMAN, Clint Youle.		
10:35 5	BUT NOT FORGOTTEN.		
10:50 4	PIX OF THE NEWS.		

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

HEY WALT!

HINES

TELEVISION SHOW

Walt's
WORKSHOP

WNBQ

MONDAY NIGHT

9:00 TO 9:30 P. M.

YES RUTH

CHANNEL 5

PRESENTED BY

EDWARD HINES LUMBER CO.

Television Forecast for August 2, 1949

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. New York.		
3:30 4	LUCKY FAN.		
	NEWS TELECAST.		
	LAST OUT.		
3:40 4	SPORTS TICKER.		
3:45 9	EXTRA INNING.		
4:00 9	CHICAGO COOKS with Barbara Barkley.		
4:30 5	HOWDY DOODY SHOW with Bob Smith.		
	Test Pattern.		
5:00 9	SMALL FRY CLUB with Big Brother Bob Emery.		
5:30 9	LUCKY PUP. The adventures and mis-adventures of the pup, his friends and enemies.		
5:45 9	Test Pattern.		
6:00 4	WRANGLERS CLUB, Ch. II.		
	JUDY SPLINTERS & S. Dinsdale.		
6:15 4	SUN TIMES COMICS. Don and Vera Ward read the funnies.		
	MARY, KAY & JOHNNY, domestic comedy skits.		
6:30 4	WINDOW SHOPPING.		
	COMING ATTRACTIONS.		
	SERIAL: "Wolf Dog."		
	CBS-TV NEWS. Doug Edwards.		
6:45 4	ERNIE SIMON, the curbstone cutup.		
	CAMEL NEWS CARAVAN.		
	FLANA-GRAMS, sports commentary.		
	CHICAGOLAND NEWSREEL.		
7:00 4	FRONTIER THEATER, western.		
	FIREBALL FUN FOR ALL. The Olsen and Johnson show where anything can happen and usually does.		
	FEATURE FILM.		
	CROSS QUESTION, fictional courtroom trial.		
8:00 5	LIGHTS OUT mystery drama.		
	TALENT JACKPOT with Vinton Freedley as emcee.		
8:10 4	PIX OF THE NEWS.		
8:15 5	FILM SHORTS.		
8:30 4	GIRLS' BASEBALL. Music Maids vs. Cardinals with Russ Davis announcing.		
	TROTTER RACES from Roosevelt Raceway, New York.		
	DR. FIXUM tells you how to make it like new again.		
	FILM.		
9:00 7	TOMORROW'S CHAMPIONS, boxing announced by Wayne Griffin.		
	TODAY'S BALLGAME, highlights of Cub's game on film.		
9:15 9	SUMMER SERENADE featuring Nancy Wright.		
9:30 5	WASHINGTON PARK RACES.		
9:45 5	SERIAL: "Hurricane Express."		
	CHICAGOLAND NEWSREEL. Local, national and international news.		
10:15 5	LEN O'CONNOR and the news.		
10:20 4	PIX OF 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)

Davis Fans Rally, Irked by McCarthy

Irked by the recent comments of critic Chub McCarthy (page 18) television fans of WBKB's Russ Davis rallied this week to prove their loyalty to the channel 4 announcer.

"Why is Chub McCarthy giving Russ Davis the rub, calling him an insult slinger?" ask the Thompsons, Stefanski and Porter families of Chicago, in a joint letter received by *Television Forecast*. "If he is referring to Russ going into character with each wrestler, why we love it."

"There is a limit," writes Miss Ann Bulk of Chicago. "I and many others think Russ is the best announcer on TV."

Mr. G. Barbour of Glenview jumped into the squabble by saying, "Maybe some of Russ Davis' comments fitted McCarthy . . . We enjoy Davis and like hundreds of listeners (sic) vote for him to stay as wrestling announcer."

"You won't get very far smearing Russ Davis," writes A. Koelling, Jr., of Chicago. He's one in a million."

McCarthy, who had left the city to visit TV studios in New York over the weekend, wired this back as his reply:

"You're all right. Think it great you come to rescue of Davis, however someone read my column wrong. Didn't criticize his wrestling coverage, although that's an idea."

"Remember WBKB's 8th anniversary telecast? Remember when Davis talked about Jack Brickhouse, and said he (Brickhouse) is sorry over the day he left channel 4 for WGN-TV? Well that's what I meant by intra-station, and I still mean it."

Willy Necker on TV

Lt. Comdr. Willy Necker, USCG, formerly in charge of war dog training here, will be guest of Bob Becker on WGN-TV, August 1 at 7 p.m. Necker will present six trained dalmations in obedience trials. Also present will be S. C. Schweitert of Itasca who will show and discuss his dog, Klabert's All-rick. Mr. Schweitert is an officer of the American Amateur Retriever club.



SACHS AMATEUR HOUR

Chicagoans Are Stars Each Sunday

OLDEST amateur hour in Chicago is the Morris B. Sachs show, now a simulcast (TV and radio) viewed on WENR-TV, channel 7. This Sunday, following luncheon, you'll be able to see and hear your neighbors, Chicagoans who become television stars, as they compete for prizes.

That's emcee Bob Murphy (above right) as he introduces young Dennis Alwood (left) of Oak Park whose ventriloquism recently entertained a studio audience and thousands of midwestern fans.

On page 11 (top) you see seven Chicago boys who are following in the steps of the Harmonicas. They are Fred Horwitz, Carl Wright, Christ Christie, Greg Lewis, Gus Gutman and their endman who prefers to be known only as "Swede."

Also shown on page 11 are Norman Heyne, producer for Ruthrauff and Ryan agency, and announcer Bob Cunningham. Heyne behind-the-scene work on Sach's amateur hour develops it into a smooth-running program.

Few amateur shows are complete without at least one accordionist. Here is Charles Pohar, Jr., of La Salle, Ill., who travelled to WENR-TV's Civic theater studios to appear.

These names may be headlines tomorrow. It wasn't too long ago Sachs discovered Pamela Britton, Maureen Cannon, Mel Torme, Frankie Laine, and Skip Farrell (Sunday, WENR-TV). A more recent graduate is 11-year-old Bernie Christanson who joined ABC's radio Breakfast Club as a regular member of the cast.

Contestants have ranged from 4 to 110. On the air since 1934, Sachs Amateur Hour has presented well over 9,000 hopefuls. The first broadcast was staged in the window of the sponsor's store.

Now a veteran in showbusiness, Sachs — like other sponsors of amateur hours — has learned people like to be stars. Everyone at one time or another, showpeople agree, have an urge to appear on a stage, sing on the radio, or tapdance for an audience. They may never make a lifetime career of it, but they have to get it out of their system.

Karloff a TV Regular

The celebrated menace, Boris Karloff, this week begins rehearsal for a variety of roles in "Conflict," new WENR-TV horrorcast starting this fall. The bogey man's contract calls for Karloff devoting all his time to ABC Television.



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



WEDNESDAY

Baseball
Cubs vs N. Y. Giants
1:20 p.m.

"Growin' Paynes"
6:00-6:30 p.m.
A Family Comedy Drama

"Arthur Godfrey and His Friends"
7:00-8:00 p.m.
A Full Hour of Fun

"The Al Morgan Show"
8:30-9:00 p.m.
Premiere of New Series



Television Forecast for August 3, 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. New York.	
3:30	4	Lucky Fan.	
	5	NEWS TELECAST.	
	7	LAST OUT.	
3:40	4	SPORTS TICKER.	
3:45	9	EXTRA INNING.	
4:00	9	Test Pattern.	
4:30	5	HOWDY DOODY SHOW.	
	9	HEALTH.	
5:00	9	SMALL FRY CLUB.	
5:30	9	LUCKY PUP.	
5:45	9	Test Pattern.	
6:00	4	WRANGLERS' CLUB, Ch. III.	
	5	JUDY SPLINTERS & S. Dinsdale.	
	9	GROWIN' PAYNES, domestic comedy.	
6:15	4	SUN-TIMES COMICS.	
	5	MARY KAY & JOHNNY.	
6:30	4	LADY OF THE MOUNTAIN with Mary Jane and Tommy Sands.	
	5	COMING ATTRACTIONS.	
	7	SERIAL: "Wolf Dog."	
6:45	9	CBS-TV NEWS, Doug Edwards.	
	4	ERNIE SIMON, the curbstone cutup.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS with Pat Flanagan.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	FRONTIER THEATER, western.	
	5	QUIZ KIDS, Joe Kelly, quizzer.	
	7	SAGEBRUSH THEATER, films.	
	9	ARTHUR GODFREY and his friends (see page 14).	
7:30	5	THE BLACK ROBE, police night court drama with people of the street.	
8:00	5	KRAFT TELEVISION THEATER, "Heaven in Charing-Cross," with Una O'Connor.	
	9	THE WORLD IS YOURS, "Big Ditch of Panama."	
8:10	4	PIX OF THE NEWS.	
8:15	4	TRAVEL TIME.	
	9	TODAY'S BALL GAME, film highlights of the Cub's game.	
8:30	4	FILM SHORTS.	
	7	WRESTLING from Rainbo Arena with Wayne Griffin.	
	9	THE AL MORGAN SHOW.	
9:00	4	BOXING from Madison AC.	
	5	IT'S A GREAT IDEA. Great Books discussion groups.	
	9	FEATURE FILM. "Hard Guy," with Jack La Rue.	
9:30	5	WASHINGTON PARK RACES. George Woolf Memorial Race.	
9:45	5	JIM HURLBUT'S feature stories around and about Chicago.	
10:00	5	FILM.	
	9	SPELL WITH ISBELL. Guest: Miss Jackie Earl, maid of honor to Miss All-Star.	
10:15	5	LEN O'CONNOR and the news.	
10:30	4	MULTISCOPE NEWS.	
	5	THE WEATHERMAN, Clint Youle.	
	9	CHICAGOLAND NEWSREEL.	
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)

Television Forecast

Television Forecast for August 4, 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. New York.	
3:30	4	LUCKY FAN.	
	5	NEWS TELECAST.	
	7	LAST OUT.	
3:40	4	SPORTS TICKER.	
3:45	9	EXTRA INNING.	
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	Test Pattern.	
6:00	4	WRANGLERS' CLUB, Ch. IV.	
	5	JUDY SPLINTERS & S. Dinsdale.	
6:15	4	SUN-TIMES COMICS.	
	5	MARY KAY & JOHNNY.	
	9	SILHOUETTES IN SONG.	
6:30	4	WINDOW SHOPPING.	
	5	COMING ATTRACTIONS.	
	7	SERIAL: "Wolf Dog."	
6:45	9	CBS-TV NEWS, Doug Edwards.	
	4	ERNIE SIMON, the curbstone cutup.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	FRONTIER THEATER, "Two Gun Justice."	
	5	RFD AMERICA, Farm Quiz Show.	
	7	STOP THE MUSIC. Hope you know the mystery tune. Bert Parks docs.	
	9	54th ST. REVIEW, 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.	
	7	CRUSADE IN EUROPE. Ch. 14, "D-Day."	
	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, drama dealing with sciences devoted to the mind with Dr. Houston Peterson.	
	7	BLIND DATE, Arlene Francis, m.c.	
	9	WRESTLING from Madison AC.	
9:00	4	FUN WITH FURNISHINGS.	
	5	PET SHOW.	
	7	DESSERT PARTY, featuring the Honeydreamers quintet and guest Sue Carson, mimic.	
9:15	4	FILM SHORTS.	
9:30	4	MIDWEST VIEWPOINT. U. Turner.	
	5	WASHINGTON PARK RACES.	
9:45	4	MULTISCOPE NEWS.	
	5	SERIAL: "Shadow of the Eagle."	
10:15	5	LEN O'CONNOR 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

You've a date...

Thursday

"HOWDY DOODY"

Mon. thru Fri.
4:30-5:00 P.M.
A Favorite with the Children

"RFD AMERICA"

7:00-7:30 P.M.
Bob Murphy Asks the Questions

"SWIFT SHOW"

7:30-8:00 P.M.
Guests Visit Lanny Ross and You

"CANDID CAMERA"

8:00-8:30 P.M.
People Caught with Their Guard Down

WNBQ
CHICAGO
CHANNEL 5



MAYOR KENNELLY has indicated his willingness to attend the 2nd Annual TV Show at the Chicago Coliseum October 1-9. This week Axel H. Kahn (left), president of the Electric association sponsoring the event, and Harry Alter, chairman of the show, accepted the Mayor's proclamation that these dates be set aside to celebrate electrical living.

Bendicks Author TV Book on Presses Now

"Television Works Like This," an illustrated book explaining video in non-technical terms will be published in August by Whittlesey House, it was learned this week.

Authors of the new book are Robert Bendick CBS-TV director of special events, and his wife, Jeanne. Mr. Bendick has been with CBS since 1941, with a two year period out for service as a captain in the air-forces motion picture unit. Mrs. Bendick has written, "How Much and How Many," and "Electronics for Young People."



The Bendicks thought the average TVviewer would like to read about television production, programming, equipment, networking and studio, remote and technical operations. Also included are chapters on TV recordings, descriptions of coaxial cable, information on sets and how to tune them properly.

They're Out to Scare You With "Lights Out"

If the radio version of "Lights Out" gave you a fright, then we advise you to turn with caution this Tuesday to WNBQ, channel 5, when NBC goes out to tingle Chicago spines.

Not an altogether new show for NBC, "Lights Out" made its debut during the 1946-47 season in New York when Fred Coe produced his first horrorcast. Now Coe teams up with Kingman T. Moore, director, and ask you to dim the parlor lights, lock doors, and sit tight.

That weird voice you hear—they call it the theramin in television—will be played by Paul Lipman. An unusual musical instrument, the theramin resembles the human voice, and has been used in many of Alfred Hitchcock's psychological films.

Godfrey on Vacation

The Old Redhead will desert his television duties on WGN-TV for eight weeks, starting August 1st, for a trip to Alaska. Comedian Robert Q. Lewis will serve as substitute on the "Arthur Godfrey and His Friends" program (Wednesdays, 7:00-8 p.m.).

Nancy Has Impressed Dorsey, Godfrey, Amsterdam and Barron—& Here's Why—

It all started in 1938 when Nancy Wright was 14. Miss Wright, a native of Jacksonville, Florida, entered an amateur contest, and won hands down. The rest seemed to come easy, supper club and hotel engagements, contests, even a trip to Hollywood.

Today, a WGN-TV vocalist, Nancy Wright looks back at her early days with Dorsey, Godfrey, Amsterdam and Barron, all of whom gave her a break.

This week we reminisced with Miss Wright, and learned her first real experience as a dance band vocalist was with Clyde Gardner's band, after which she sang with Paul Lewis at the Fiesta in Miami. It was while she was with Lewis that Nancy entered a contest conducted by Tommy Dorsey. Nancy was one of the six finalists, landing a trip to Hollywood, the runnerup spot in the final contest, and an engagement with T.D.

While in Hollywood, Nancy made her first TV appearance on a special tele-



cast from the Don Lee studios. That was in 1946. "I didn't realize the potentialities of this new medium at the time," she said.

Returning to Florida for a short time to sing with Dean Hudson and orchestra, Nancy's luck again turned up. She took first place on Arthur Godfrey's talent show, receiving a week's engagement on Godfrey's daily radio program. From this stemmed an engagement with comedian Morey Amsterdam on his "Gloomdodger" show on WHN in New York.

Later, while singing with Eddie Stone's band at the Belmont Plaza's famed Glass Hat in New York, Nancy came to the attention of bandleader Frankie Carle. She joined his band as featured vocalist, and at the same time changed her professional name from Naomi to Nancy Wright. After many successful theater, supper club and Columbia recording dates with the "Sunrise Serenade" pianist and orchestra leader, Nancy joined the Blue Barron orchestra.

In May, 1948, Nancy joined WLW in Cincinnati, occupying a space there which once featured another radio and dance band vocalist who also is doing all right—Doris Day. Nancy, though signed originally for radio, was also featured on television when station executives realized she was a natural for the video screens.



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Tops in Television
from the
Top of
Chicago

WENR-TV

SATURDAY

BASEBALL

Cubs vs Philadelphia
1:25 p.m.

★

SUNDAY

"SACHS' AMATEUR HOUR"

12:30 p.m.

"SUPER CIRCUS"

4:00 p.m.

"THE SINGING LADY"

5:30 p.m.

"CELEBRITY TIME"

9:00 p.m.

★

MONDAY

BASEBALL

Cubs vs New York
Mon., Tues., Wed., Thurs.
1:25 p.m.

★

FRIDAY

BASEBALL

Cubs vs Boston
1:25 p.m.

"FUN FOR THE MONEY"

8:30 p.m.

WATCH CHANNEL 7

Television Forecast for August 5, 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. Boston. |
| 3:30 | 4 | LUCY FAN. |
| | 5 | NEWS TELECAST. |
| | 7 | LAST OUT. |
| 3:40 | 4 | SPORTS TICKER. |
| 3:45 | 9 | EXTRA INNING. |
| 4:00 | 9 | FASHION MATINEE. Entertainment and prizes on this afternoon show. |
| 4:30 | 5 | HOWDY DOODY SHOW. |
| 5:00 | 9 | SMALL FRY CLUB. |
| 5:30 | 9 | LUCKY PUP. |
| 5:45 | 9 | Test Pattern. |
| 6:00 | 4 | WRANGLER'S CLUB, Ch. V. |
| | 5 | JUDY SPLINTERS & S. Dinsdale. |
| 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 cut-up. |
| | 5 | CAMEL NEWS CARAVAN. |
| | 7 | FLANA-GRAMS, sports commentary by Pat Flanagan. |
| | 9 | CHICAGOLAND NEWSREEL. |
| 7:00 | 4 | FRONTIER THEATER, western. |
| | 5 | HOPALONG CASSIDY. |
| | 7 | To be announced. |
| | 9 | MAMA, with Peggy Wood, adapted from "Mama's Bank Account." |
| 7:30 | 7 | TREASURE QUEST, quiz show. |
| | 9 | STOP, LOOK AND LEARN. Consolation prize goes to the lady with the most original design of hat. |
| 8:00 | 5 | MIXED DOUBLES, dramatic show. |
| | 7 | BREAK THE BANK, Bert Parks, m.c. |
| | 9 | THE WORLD IS YOURS, "A Day in Venice." |
| 8:10 | 4 | PIX OF THE NEWS. |
| 8:15 | 4 | TRAVEL TIME. |
| | 9 | TODAY'S BALL GAME. |
| 8:30 | 4 | GIRLS' BASEBALL. Music Maids vs. Cardinals announced by Russ Davis. |
| | 5 | MEET YOUR CONGRESS, discussion of current topics. |
| | 7 | FUN FOR THE MONEY, audience participation show with J. Olsen. |
| | 9 | FASHION PARADE, telephone quiz. |
| 9:00 | 5 | TROTTER RACES from Roosevelt. |
| | 7 | FEATURE FILM. |
| | 9 | BOXING. |
| 9:30 | 5 | WASHINGTON PARK RACES. |
| 9:45 | 5 | FILM: "Trail of the Royal Mounted" serial. |
| 10:15 | 5 | LEN O'CONNOR 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

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 30

- | | | |
|------|---|-------------------------|
| 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 CLUB HOUSE. |
| 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 | FEATURE FILM. |
| 9:30 | 3 | BASEBALL SCOREBOARD. |
| 9:35 | 3 | NEWS. |

Sunday, July 31

- | | | |
|-------|---|---------------------------|
| 3:00 | 3 | LET'S LOOK AT TV. |
| 3:20 | 3 | ROVING CAMERAS. |
| 3:30 | 3 | SUPPER CIRCUS, NBC. |
| 4:00 | 3 | CARTOON TELETALES, ABC. |
| 4:30 | 3 | IRENE WICKEH, 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 | TELENEWS DIGEST. |
| 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, August 1

- | | | |
|------|---|---------------------------|
| 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 | CHILDREN'S CORNER. |
| 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 | ACADEMY THEATER. |
| 6:30 | 3 | SCIENCE CIRCUS. |
| 7:00 | 3 | TEEVEE THEATER, NBC. |
| 7:30 | 3 | PLAY 'EM OR PAY 'EM. |
| 8:00 | 3 | MEET THE PRESS. |
| 8:30 | 3 | FILM PROGRAM. |
| 9:00 | 3 | SQUARE DANCE JAMBOREE. |
| 9:30 | 3 | BASEBALL SCOREBOARD. |
| 9:35 | 3 | NEWS. |

Tuesday, August 2

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

Wednesday, August 3

- | | | |
|------|---|---------------------------|
| 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 | QUIZ KIDS, NBC. |
| 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. |

Thursday, August 4

- | | | |
|-------|---|----------------------------|
| 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 SHOW, NBC. |
| 7:00 | 3 | THE TUNESMITHS. |
| 7:30 | 3 | BLIND DATE, ABC. |
| 8:00 | 3 | MOREY AMSTERDAM. |
| 8:30 | 3 | GORDY'S GUESSING GAME. |
| 9:00 | 3 | WRESTLING. |
| 10:30 | 3 | BASEBALL SCOREBOARD. |
| 10:35 | 3 | NEWS. |

Friday, August 5

- | | | |
|-------|---|---------------------------|
| 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 | FILM SHORTS. |
| 4:45 | 3 | CHILDREN'S CORNER. |
| 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 | MEET YOUR CONGRESS. |
| 7:30 | 3 | To be announced. |
| 8:00 | 3 | FILM PROGRAM. |
| 8:30 | 3 | MIDGET AUTO RACES. |
| 10:25 | 3 | BASEBALL SCOREBOARD. |
| 10:30 | 3 | NEWS. |

(Milwaukee time)

Television Forecast

Chances of All-Star Telecast are Slim

By PAT COOPER

Don't count on seeing the Tribune's All-Star football game on television August 12.

Late this week, we learned chances of telecoverage for this annual grid classic are mighty slim. Program directors, cameramen, studio officials are not planning for such.

Only possible station that could present the game is WGN-TV. Last year, Jack Brickhouse covered the game for channel 9, and thousands of Chicagoans were able to see their first All-Star game.

This is what might happen—if WGN-TV already hasn't given in to public pressure to see game—a last minute change of mind may result in TV coverage. If enough seats are sold, television moguls may give go-ahead signal to present game, otherwise be prepared to hear it on AM, ancient-method—radio, that is.

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GETTING IN

The Last Word

By CHUB MCCARTHY

A word of advice to so-called TV stars:

If you want to continue in television, and hold your audience, then listen to the gripes of your viewers. Forget the rah-rah and fan-fare of praise written by your publicity agents, and the whoopdeedo introduction offered by your announcer.

A scrapbook of clippings may get you as far as the secretary of a network v.p., but phony newspaper stories won't buy a TV show in 1950 when competition gets rough, and the boys are weeded out from the men.

That's when Arthur Godfrey will have to change his habits. People don't mind a sponsor, but when a guy spends most of his time puffing obnoxious smoke at you, it's time to switch to another channel.

My mother-in-law will never understand why the studio audience goes into convulsions laughing at Godfrey's gabble. The loudest guffaws, however, come from members of the cast. Very boring.

Bert Parks will probably change his routine, too. Too many folks are exhausted after a few minutes of his high-pitched ear-breaking barking. All we can say for Parks is what we say for our neighbor's horse—he has beautiful teeth.

Lanny Ross is a problem, too. Guy keeps forgetting the words to popular songs, mumbles fill-ins to catch up to the next chorus. And at his age!

Then there's Bob Elson. Nice guy, but doesn't he ever smile? Often wonder if he does have his Navy rank tattooed on his shoulders. Anyone really know?



DON'T BE A TINKER!

**SEE YOUR
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