

7 **TELEVISION** *Forecast*

AUGUST 13, 1949



TOMMY SANDS OF WBKB

15 CENTS

why you should subscribe to



... You've invested upwards from a \$100.00 for your TV set and therefore you expect to be entertained.

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A VOICE TO GET YOU BETTER PROGRAMING AND MORE OF IT——

For Less Than a Penny a Day You Have a Voice in Your Future TV Entertainment

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ON THE COVER

This Wednesday you'll see and hear Tommy Sands, WBKB's juvenile star of "Lady of the Mountains." Tommy will be celebrating his 11th birthday on August 27, so you can be sure channel 4 will have a special show for you that night.

TELEVISION FORECAST

Chicago's Own T.V. Magazine

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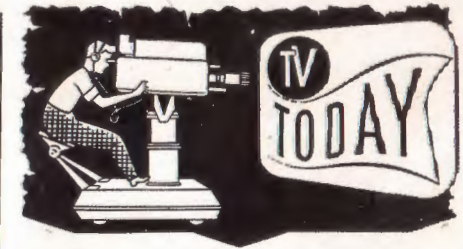
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HOLLYWOOD—

Frank Sinatra is one guy that would enjoy making his present amcast (radio) a simulcast, i.e., radio and video simultaneously . . . Word from Arthur Godfrey and Eddie Rickenbacker in South America—"TV? What's TV?" . . . Natural for television: Tiny Hill and his new wife, Mindy Lou Carson, ex-WLS artist . . . Movie stars are beginning to feel differently toward video now. At last . . . Saturday box office receipts at more than one local palace have dropped.

CHICAGO—

More simulcasts for Chicago. Now "Hit Parade" is officially scheduled . . . Ditto for Bell Telephone series (NBC) . . . Note to talent scouts: audition Win Jolly and Milt Heidrich of WGN-TV. They've a routine zanier than Olsen and Johnson . . . Johnny Hill's new bride, the former Pat Gibson likes the Windy City very much . . . Suggested matinee programming: video interviews at the Oak Street beach.

NEW YORK—

Vic Damone, once an usher at Paramount Theater here, finally became booked as the Big Draw . . . Have you seen this month's Liberty? Big story on television, worth reading . . . Remember H. Allen Smith in "Swop Night?" It was a radio production. Now it may be revived this fall on your screen . . . It is believed CBS and DuMont may begin originating shows in Chicago, moving out of Manhattan before summer is over. WBKB is the new CBS affiliate, WGN-TV the DuMont outlet . . . There's a chance this week you'll be seeing John J. Anthony. Did you miss him?

—KID HOGAN

TOPS IN TELEVISION

from the top of Chicago

Spotlighted PROGRAMS

SATURDAY BASEBALL

Cubs vs Cincinnati
1:25 p.m.

GIRL'S BASEBALL
Queens vs Music Maids
9:00 p.m.

SUNDAY BASEBALL

Cubs vs Cincinnati
1:30 p.m. Double Header
"CELEBRITY TIME" 9:00 p.m.

MONDAY BASEBALL

Cubs vs St. Louis, 1:25 p.m.

TUESDAY BASEBALL

Cubs vs St. Louis, 1:25 p.m.
"TOMORROW'S CHAMPIONS"
Boxing Bouts, 9:00 p.m.

WEDNESDAY
"WRESTLING," 8:30 p.m.
With Wayne Griffin

WENR-TV

AMERICAN BROADCASTING COMPANY

watch channel 7

Television Forecast for

Saturday

August 13, 1949

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00 4	4	MULTISCOPE NEWS.	
12:50 9	9	CHICAGOLAND NEWSREEL.	
1:00 4	4	WHAT'S THE SCORE.	
1:10 9	9	PLAYER OF THE DAY.	
1:12 4	4	PLAYER INTERVIEWS.	
1:15 7	7	PRE GAME PITCHES.	
1:25 4, 7, 9	4, 7, 9	BASEBALL, Cubs vs. Cincinnati.	
1:50 5	5	DAVIS CUP inter-zone Tennis Finals.	
3:30 4	4	LUCKY FAN.	
7	7	LAST OUT.	
3:40 4	4	SPORTS TICKER.	
3:45 9	9	EXTRA INNING.	
5:30 9	9	RED BARBER'S CLUB HOUSE in- terviews with guests in sports.	
5:45 9	9	LUCKY PUP REVIEW.	
6:15 9	9	FILM VARIETIES.	
6:30 7	7	HOLLYWOOD SCREEN TEST with Neil Hamilton m.c.	
9	9	IN THE FIRST PERSON, Quincy Howe interviews.	
6:45 4	4	Test Pattern.	
5	5	REVIEW OF THE NEWS with Leon Pearson, commentator.	
9	9	BLUES BY BARGY. Piano and vocal.	
6:55 4	4	RUTHIE ON THE TELEPHONE.	
7:00 4	4	FILM SHORTS.	
5	5	U.S. MARINE BAND conducted by Major William Santelman.	
7	7	STAND BY FOR CRIME. Figure the solution to "Kramer Catches a Corpse."	
9	9	SPIN THE PICTURE. Super give away show with Eddie Dunn m.c. and Kathi Norris and Shay Cogan.	
7:25 4	4	PIX OF THE NEWS.	
7:30 4	4	SERIAL: Ch. V, "Mystery Moun- tain."	
5	5	FOR YOUR PLEASURE with Kyle MacDonnell on the vocals.	
7	7	CAMERAMAN AT LARGE film shorts.	
8:00 4	4	CARTOON FILM.	
5	5	WHO SAID THAT? Bob Trout inter- views Norman Thomas, George Al- len, John Lardner and John C. Swayze.	
7	7	PAUL WHITEMAN'S TV TEEN CLUB variety show with talent sup- plied by the younger set.	
9	9	KIERAN'S KALEIDOSCOPE "Eclipse of the Moon."	
9	9	CAVALCADE OF STARS with Jack Carter m.c. Guests: Janet Blair and the Blackburn twins, Zero Mostel, Carl Ravazzo, the Shyrettos, Dor- othy Jarnac.	
8:10 4	4	FEATURE FILM, "The Night Has Eyes," with James Mason and Wil- frid Lewson.	
8:30 5	5	EDDIE CONDON'S floor show. Out- standing exponents of pure jazz meet for a video jam session, Louis Armstrong and Jack Teagarden present.	
9:00 5	5	THREE FLAMES. A vocal and in- strumental group.	
7	7	GIRLS' BASEBALL. Queen vs. Music Maids announced by Bob Elson.	
9	9	TODAY'S BALLGAME. Film high- lights of Cubs game.	
9:15 4	4	PIX OF THE NEWS.	
9	9	FEATURE FILM, "Under your Hat."	
9:30 5	5	WASHINGTON PARK RACES. \$35,- 000 Washington Pk. Futurity race for two year olds.	
9:45 5	5	GRAND MARQUEE.	

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

Television Forecast

Red-Headed Music Maker TV Guest

Wendell Hall, the man who retired from radio in '38 after 25 years of singing, composing, and trouping, makes his first TV appearance Monday, August 15 on WGN-TV's "Silhouette in Song" show as guest of Nancy Wright.

Radio fans dating back to the crystal and battery-set era will remember Hall's most famous composition, "It Ain't Gonna Rain No Mo," as well as "Mellow Moon," and "Land of My Sunset Dreams." The photo below is an early picture of the star.



WENDELL HALL

Known as the Red-Headed Music Maker, Hall was the first Victor recording artist to appear on radio in 1924. In those days networks did not exist, so troupers toured the entire country. It paid off. In 1929 he starred in the first full hour variety show on CBS.

Hall's days in radio included singing with the Fitch Bandwagon show and later CBS's Community Sing program, together with Milton Berle. Hall's own show featured such great names as Helen Morgan, George Gershwin and Will Rogers.

No longer the Red-Headed Music Maker (his hair is gray now), Hall still lives in Chicago and looks forward to a career in video. TV people who have sat in on his rehearsals feel television is made to order for the singer, and predict he'll be greater than ever before.

Television Forecast

Television Forecast for

Sunday

August 14, 1949

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00 4	4	MULTISCOPE NEWS.	
12:30 7	7	SACHS' AMATEUR HOUR.	
1:00 4	4	WHAT'S THE SCORE.	
5	5	DAVIS CUP inter-zone Tennis finals from Westchester Country Club, Rye, New York.	
1:10 9	9	PLAYER OF THE DAY.	
1:12 4	4	PLAYER INTERVIEWS.	
1:25 4, 7, 9	4, 7, 9	BASEBALL, Cubs vs. Cincinnati.	
3:30 4	4	LUCKY FAN.	
7	7	LAST OUT.	
3:40 4	4	WHAT'S THE SCORE.	
9	9	EXTRA INNING.	
3:50 4, 7, 9	4, 7, 9	Approximately time of 2nd game.	
4:45 5	5	FILM.	
5:00 5	5	HOPALONG CASSIDY. See Bill Boyd, pages 11-14.	
5:30 4	4	LUCKY FAN.	
9	9	GOLF TOURNAMENT from Tam O'- Shanter (only if ballgame is over).	
6:00 5	5	LINCOLN PARK ZOO with Jim Hurl- but and R. Marlin Perkins.	
9	9	ORIGINAL AMATEUR HOUR, talent tussle de luxe.	
6:30 5	5	BROADWAY SPOTLIGHT with Rich- ard Kollmar, variety show.	
7	7	ABC PENTHOUSE PLAYERS, "The Balacchi Brothers."	
6:45 4	4	Test Pattern.	
6:55 4	4	RUTHIE ON THE TELEPHONE with Ruth Gilbert.	
7:00 4	4	SHIP'S REPORTER.	
5	5	LEAVE IT TO THE GIRLS with M. McNellis, R. Chandler, H. Van Horne, Faye Emerson, F. Pritchett and John Daly supporting the male side of the issue.	
7	7	JACQUES FRAY MUSIC ROOM.	
9	9	TOAST OF THE TOWN with Ed Sul- livan back as m.c. Guest: Sonny Tufts.	
7:15 4	4	FILM SHORTS.	
7:30 5	5	MEREDITH WILSON'S SHOW.	
7	7	FILM SHORTS.	
7:45 4	4	WEEKLY NEWS ALBUM. U. Turner.	
8:00 4	4	MEN'S MAJ. LEAGUE SOFTBALL, from Northwinn Stadium.	
5	5	PHILCO SUMMER PLAYHOUSE, "A Murder Has Been Arranged," with Donald Cook and Louisa Horton.	
7	7	KIERAN'S KALEIDOSCOPE.	
9	9	MYSTERY PLAYERS, "The Talking Clock."	
8:15 7	7	SING-CO-PATION, with Dolores Mar- shall on the vocals.	
8:30 7	7	SKIP FARRELL SHOW musical.	
9	9	NEWSREEL REVIEW.	
9:00 5	5	GARROWAY AT LARGE. Dave and his gang entertain you.	
7	7	CELEBRITY TIME with Conrad Na- gel, John Daly, Ilka Chase and guests: Glen Davis and Mary Mc- Carty. See page 7.	
9	9	STARS OF TOMORROW.	
9:30 7	7	FEATURE FILM, "The Chinese Cat," Charlie Chan.	
9	9	TODAY'S BALLGAME.	
9:45 9	9	FILM.	
9:50 5	5	PIX OF THE NEWS.	

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

Kids—If You Like Western Films Be a Wrangler, Join WBKB's New Club!

All that whooping and yodelling around WBKB these days is coming from Studio "A" where the station's latest offering for children, "Wranglers' Club," is being presented each evening this week, Monday through Friday at 6 p.m.

The program, a western film serial "told" by "Texas" Bruce Roberts, started in July and is increasing steadily in popularity. The Wranglers' Club is a place where western figures gather to regale audiences with their experiences in the west. Texas Bruce, chief yarn spinner, each evening opens the program with a solemn salutation, recaps what he had been telling the night before and then continues his story.

Bruce comes in with various remarks during the film to lend it authenticity. When the villain hides a cache of gold, ol' Tex explains in the background exactly what the character is up to. Then, Texas Bruce closes on camera again with the promise to be back the next evening with more details of what happened to his friends.

Members of the television audience are invited to join the Wranglers' Club and so far the response has been more than gratifying. Texas Bruce promises more gimmicks as the program progresses.

Bruce Roberts, a former disc jockey for WKBW, Buffalo, joined the WBKB staff recently as a staff announcer. While attending the University of Michigan, Bruce did radio work on the side and still found time to participate in track and football.

He gained his first start in radio by announcing for KSO in Des Moines, Iowa; followed this up as staff announcer for WPAG in Ann Arbor, Mich. and, until his affiliation with WKBW, filled in as sportscaster and disc jockey for WHRV-ABC in Ann Arbor. He is well versed in the field of music and his private record library is stocked with pops, classical and jazz recordings. He is single, stands 6 foot 3 inches and weighs an even 200 lbs.



BRUCE ROBERTS

BOXING FORECAST

Championship Bouts Promised by WNBQ

Chicago boxing fans this week were promised 52 more weeks of championship bouts on WNBQ, channel 5, under terms of a new agreement with the Madison Square Garden and the International Boxing club.

Beginning September, NBC telecameras will cover all Friday night ring events in New York. When the garden is not available, top-rated contests will be telecast from Chicago, Detroit, or St. Louis.

NBC television, a pioneer in covering boxing, has presented every major championship ring contest in this country since 1944, with Gillette Razor company as sponsors. Among the historic firsts: the Joe Louis-Billy Conn battle in 1946; the Louis-Walcott matches, 1947 and '48; and the recent Charles and Walcott waltz in Chicago. The latter fight was not viewed by Chicagoans, however.

BUSINESS MEN—

Want to Convert Your 10" TV
Set to a 16" Screen?
See Page 12

Acid Wit Typical of TV's Ilka Chase

By PATRICIA COOPER

If you haven't already noticed the acid wit of Ilka Chase, dial channel 7, WENR-TV this Sunday and catch the first few minutes of "Celebrity Time."



I. C.

There's an even chance you'll keep your dial on channel 7, and your attention on Miss Chase, authoress, stage and screen actress. As a literary lion, Ilka has penned "In Bed We Cry" and "Past Imperfect."

It was the latter book that gave Hollywood the jitters. In typical Chasian manner, Ilka gave the movie cliché a thorough going over.

Miss Chase was meant for television. Radio could never show her highly excitable, animated personality. Though "Celebrity Time" is a quiz show—a good one—it does restrict Ilka.

We'd like to see Ilka in a telecomedy, maybe a revival of "The Happy Husband" which she did so well, or "The Animal Kingdom." Who could forget her as Sylvia Fowler, the arch-type of feline viciousness in "The Women," or as the co-star with Bette Davis in "Now, Voyager."

Daughter of Edna Woolman Chase, editor of Vogue magazine, Ilka made her first appearance on a New York stage in "The Red Falcon." How she finds the time to crowd in all of the many activities is something even quiz artists on the Goodrich show cannot answer.



P. C.

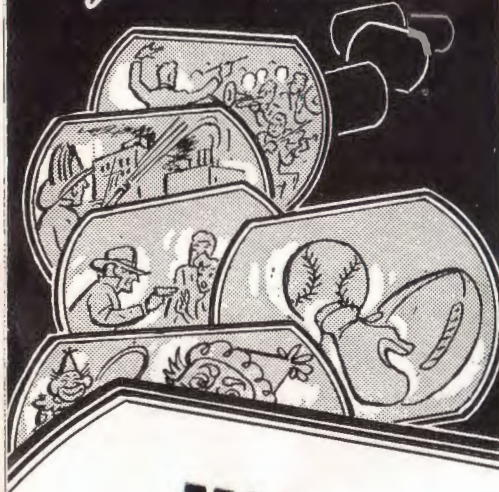
AS IT SAYS ON THE LABEL:
"There Is Nothing Better
in the Market"

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

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

Famous
OLD FORESTER
BROWN-FORMAN DISTILLERS CORPORATION
At Louisville in Kentucky
OLD FORESTER. 100 Proof. Bottled in Bond.
Kentucky Straight Bourbon Whisky.

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



MONDAY

Baseball

1:20 p.m.

Cubs vs St. Louis

◆
"Glamour Bazaar"

4:00-4:15 p.m.

◆
Estell Compton's Models

◆
"Silhouettes in Song"

7:45-8:00 p.m.

◆
Guest: Wendell Hall

◆
"Preview"

8:00-8:30 p.m.

◆
With Tex and Jinx

DUMONT

WGN-TV
CHANNEL 9-CHICAGO

CBS

Television Forecast for

Monday

August 15, 1949

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	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.	
1:12	4	PLAYER INTERVIEWS.	
1:15	7	PRE GAME PITCHES.	
1:25	4, 7, 9	BASEBALL, Cubs vs. St. Louis.	
3:30	4	LUCKY FAN.	
	5	NEWS TELECAST.	
	7	LAST OUT.	
3:40	4	SPORTS TICKER.	
3:45	9	EXTRA INNING.	
4:00	9	GLAMOUR BAZAAR.	
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	SUN TIMES COMICS.	
	5	KUKLA, FRAN AND OLLIE.	
6:15	4	WRANGLER'S CLUB Ch. I, page 6.	
6:30	4	ERNIE SIMON, the curbstone cutup.	
	5	CAPITAL CAPERS with Gene Archer, baritone.	
	7	SERIAL: "Trail of the Royal Mounted."	
	9	CBS-TV NEWS, Doug Edwards.	
6:45	4	WINDOW SHOPPING.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS.	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	RUTHIE ON THE TELEPHONE.	
7:00	4	FRONTIER THEATER, western.	
	5	ACADEMY THEATER, "In the Shadow of the Glen."	
	7	FILM SHORTS.	
	9	FILM.	
7:15	9	INDIVIDUALLY YOURS.	
7:30	5	THE BLACK ROBE. Police night court with people of the street.	
	7	SCIENCE CIRCUS. An absent-minded professor experiments.	
	9	THE WORLD IS YOURS, "Daughters of the Sea."	
7:45	9	SILHOUETTES IN SONG, with Nancy Wright and guest, Wendell Hall, page 5.	
8:00	5	COLGATE THEATER, "The Key in the Lock."	
	7	ABC BARN DANCE with John Dolce as caller. Lulu Belle and Scotty return.	
	9	PREVIEW with Jinx Falkenburg and Tex McCrary taking a trip to the Broadway Arena, Brooklyn with How to watch a Boxing Match."	
8:10	4	PIX OF THE NEWS.	
8:15	4	TRAVEL TIME.	
8:30	4	WRESTLING from Midway Arena.	
	5	THE NATURE OF THINGS.	
	7	FEATURE FILM, "Laughing at Danger."	
	9	PEOPLE'S PLATFORM.	
8:45	5	THE THREE FLAMES.	
9:00	5	WALT'S WORKSHOP, helpful tips from Walter Durbahn.	
	9	PARS, BIRDIES AND EAGLES. Tips on your golf game.	
9:30	5	BOXING BOUTS from Marigold.	
	9	TODAY'S BALLGAME.	
10:00	5	WASHINGTON PARK RACES.	
10:15	5	LEN O'CONNOR and the news.	
10:30	4	MULTISCOPE NEWS.	
	5	THE WEATHERMAN.	
10:35	5	BUT NOT FORGOTTEN, see page 15.	
10:50	4	PIX OF THE NEWS.	

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

Television Forecast

Television Forecast for

Tuesday

August 16, 1949

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	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.	
1:12	4	PLAYER INTERVIEWS.	
1:15	7	PRE GAME PITCHES.	
1:25	4, 7, 9	BASEBALL, Cubs vs. St. Louis.	
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, Barbara Barkley.	
4:30	5	HOWDY DOODY SHOW, with Bob Smith, Clarabell and the new puppet Dilly Dally.	
	9	Test Pattern.	
5:00	9	SMALL FRY CLUB.	
5:30	9	LUCKY PUP. Doris Brown, femcee and Bunin puppets.	
5:45	9	Test Pattern.	
6:00	4	SUN TIMES COMICS, read by Don and Vera Ward.	
	5	KUKLA, FRAN AND OLLIE, for your pleasure and entertainment.	
6:15	4	WRANGLER'S CLUB, ch. II.	
6:30	4	ERNIE SIMON, the curbstone cutup.	
	5	WORDS AND MUSIC, with Barbara Marshall, singer-pianist.	
	7	SERIAL: "Trail of the Royal Mounted."	
	9	CBS TV NEWS, Doug Edwards.	
6:45	4	WINDOW SHOPPING.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS. Sports commentary by Pat Flanagan.	
6:55	4	CHICAGOLAND NEWSREEL.	
	9	RUTHIE ON THE TELEPHONE with Ruth Gilbert.	
7:00	4	FRONTIER THEATER, "Fugitive Valley."	
	5	FEATURE FILM.	
	7	FEATURE FILM. "Rhythm Parade," with Gail Storm and Robert Lowry.	
	9	CROSS QUESTION, fictional trial.	
8:00	5	LIGHTS OUT, mystery drama.	
	9	TALENT JACKPOT with Vinton Freedley, m.c.	
8:10	4	PIX OF THE NEWS.	
8:15	4	SHIP'S REPERTER.	
8:30	4	GIRLS' BASEBALL. Music Maids vs. Bluebirds with Russ Davis announcing.	
	5	TROTTER RACES from Roosevelt Raceway, New York.	
	7	DR. FIXUM tells you how to make it.	
	9	FRONT ROW CENTER with Sunny Richards, m.c. Variety show.	
9:00	7	TOMORROW'S CHAMPIONS, boxing, announced by Wayne Griffin.	
	9	TODAY'S BALLGAME, film highlights of Cubs' game.	
9:15	9	THE AL MORGAN SHOW.	
9:30	5	WASHINGTON PARK RACES.	
9:45	5	SERIAL: "The Black Coin."	
	9	CHICAGOLAND NEWSREEL.	
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 and notes about show people.	

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

Television Forecast

FANS PAN DAVIS, McCARTHY AND WRESTLING

Sir:

What makes these annoyed readers think all wrestlers talk jibber-jabberish. Listening to Russ Davis and his alleged imitations of some fairly intelligent athletes is disgusting, and I'm sure an insult to the wrestlers themselves. They don't talk like that in real life.

Chicago, Ill.

MARY COURTLAND

Sir:

Will Bird Brain McCarthy stop expressing one man's opinion? I'm sure everyone can just dial off the program they don't want. If he can't, maybe he can get his mother-in-law to do it.

Chicago, Ill.

PAUL LINDAUER, JR.

Sir:

Tell McCarthy to go drown himself. We enjoy Russ Davis. He puts zing into wrestling matches.

Chicago, Ill.

MRS. C. W. NINK

Sir:

Is McCarthy so narrow-minded that he cannot say anything good in his column? He is just a fault-finder, not a critic.

Gary, Ind.

R. EASTLAND

Sir:

You can never know what enjoyment a fellow can get out of TV when he is flat on his back. I am 26 years old and haven't been able to walk or get out of bed for four years. . . . I would like to congratulate you on your Forecast.

One thing that bothers me is the guy who ran an ad protesting certain movies and dramas. A father who cannot control his children can only be a father who has no interest in his children. Section S-4, Billings Hospital, 950 E. 59th Street, Chicago 37, Ill.

FORREST W. MOORE

Sir:

I have but four words to say about English films—"Take them off television."

Chicago, Ill.

ELAINE VESECKY



RUSS DAVIS

Some say yes . . .

Sir:

Please tell me what happened to "Larry on Location." I think it was a copy of "Kukla, Fran and Ollie."

Western Springs, Ill.

DANIEL HARMON

Ed Note: The show flopped on WBKB after one week. If sponsored, it may return full time, on another station.

Sir:

Why don't you make some sort of loose-leaf binders or covers which subscribers may buy to keep their *Television Forecast* issues clean?

Evanston, Ill.

GEORGE HOTH

Sir:

I like those old Hopalong films. Why not print a picture of Bill Boyd?

Chicago, Ill.

REX MARSHALL

Sir:

Until recently I've enjoyed "Chicago Mystery Players." I liked the way it was presented, and the way Jeff Hall would cleverly find the solution. Then one night instead of hearing the solution I get this piece of advertising—"For the solution of tonight's mystery, read tomorrow's Tribune." I'm only a teen-ager of 15 and don't know much about advertising but I do know my family or I won't watch this show until we can actually see how the solution is worked out. Are we wrong?

Chicago, Ill.

HANNAH MEILACH

Ed. Note: The Mystery Players are sponsored by the Tribune. When a sponsor pays the bills, he changes the show to suit his needs.

Sir:

I would appreciate anything you can do to eliminate the over-emphasis on advertising that occurs every Friday night on boxing. When such advertising runs over into the boxing time, then something should be done.

Evanston, Ill.

E.F.O.

Sir:

Here are my selections of three stinkeroos I refuse to watch on my TV set (1) girls baseball games (2) wrestling, and (3) brat pictures.

Chicago, Ill.

J. CARTER

Sir:

Fake wrestling matches should be banned from TV.

Chicago, Ill.

W. W. JENNINGS

Sir:

. . . we won't squawk if others enjoy it.

Chicago, Ill.

MR. & MRS. H. SEAHOLM

Ed Note: Remember the Swedish maid, Hulda, on WGN-TV's *Womans Magazine of the Air*? It was Mrs. Seaholm.



BILL BOYD

. . . Others like 'em old!

Sir:

The Judy Splinters and Shirley Dinsdale show is making a big hit in our home. I am only 12 years old, so I should know if it goes okay with the kiddies, and it does. As a matter of fact, it goes well with the grownups, too. I like the show very much. Keep it up.

Chicago, Ill.

CAROL ANN GENTZEN

Sir:

Cyclone Anaya and Chief Don Eagle wrestle fair and clean and then dirty opponents gouge their eyes, pull their hair, etc., while the referee stands by in calm oblivion. I want to see cleaner wrestling and better referees.

Kenosha, Wis.

GWENDOLYN CLARK

Sir:

I get programs on channel 11, but no picture. Could you tell me what station this is?

Chicago, Ill.

M. DIETZEL

Ed. Note: WBAL-TV Baltimore; KTTV, Los Angeles, and WPIX, New York are on channel 11. You may have received one of these, or a Chicago FM (radio) station breaking thru.

Sir:

There are too many critics and cranks in this world, and it's too bad something can't be done about them. No one forced them at the point of a gun to buy a receiver.

Chicago, Ill.

MRS. E. E. HAMMER, JR.

Sir:

Every Friday there is a rush for the mail for your new issue. . . .

Racine, Wis.

ARTHUR A. BRODKIN

Sir:

Florence Pritchett isn't the smarty. It's your obnoxious new critic, Chub McCarthy.

Oak Park, Ill.

HARRY McLAUGHLIN

Sir:

I like Chub McCarthy. He has the courage to be honest.

Chicago, Ill.

MRS. HERBERT SILINSKE

Television Forecast for

Wednesday

August 17, 1949

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
3:30	5	NEWS TELECAST.	
4:00	4	SPORTS TICKER.	
4:30	5	HOWDY DOODY SHOW, with Bob Smith and his puppets.	
	9	HEALTH: How's Your Blood Pressure?	
5:00	9	SMALL FRY CLUB with "Big Brother" Bob Emery.	
5:30	9	LUCKY PUP. Doris Brown as femcee shows you what happens when Foodini, Pinhead and Jolo get started.	
5:45	9	Test Pattern.	
6:00	4	SUN TIMES COMICS, read by Don and Vera Ward.	
	5	KUKLA, FRAN AND OLLIE and the rest of the Kuklapolitan troupe.	
	9	THE FAMILY GENIUS.	
6:15	4	WRANGLER'S CLUB, ch. III.	
6:30	4	ERNE SIMON, the curbstone cutup.	
	5	CAPITAL CAPERS with Gene Archer, Baritone.	
	7	SERIAL: "Trail of the Royal Mounted."	
	9	CBS TV NEWS, Doug Edwards.	
6:45	4	WINDOW SHOPPING.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS. Sports commentary by Pat Flanagan.	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	RUTHIE ON THE TELEPHONE.	
7:00	4	LADY OF THE MOUNTAIN, with Mary Jane and Tommy singing the folk ballads.	
	5	QUIZ KIDS. Joe Kelley acts as chief quizzer.	
	7	SAGEBRUSH THEATER "Swiftly" film.	
	9	ARTHUR GODFREY and his friends. Robert Q. Lewis, m.c. Guest: Elizabeth Talbot-Martin, comedian impressionist.	
7:15	4	FRONTIER THEATER western.	
7:30	5	THE CLOCK, mystery drama.	
8:00	5	KRAFT TELEVISION THEATER, "Mr. Pim Passes By."	
	9	THE WORLD IS YOURS, "Scotland: The Bonnie."	
8:15	4	PIX OF THE NEWS.	
	9	PLAYER OF THE DAY.	
8:20	4	TRAVEL TIME.	
8:30	4	FILM SHORTS.	
	7	WRESTLING, from Rainbo Arena, with Wayne Griffin announcing.	
	9	BASEBALL, Sox vs. Detroit.	
9:00	4	BOXING from Madison AC.	
	5	IT'S A GREAT IDEA. Great Books discussion groups.	
9:30	5	WASHINGTON PARK RACES. Artful Stakes.	
9:45	5	JIM HURLBUT'S FEATURE STORIES around and about Chicago.	
10:00	5	FILM.	
10:15	5	LEN O'CONNOR and the news.	
10:30	4	MULTISCOPE NEWS.	
	5	THE WEATHERMAN, Clint Youle.	
	9	EXTRA INNING.	
10:35	5	BUT NOT FORGOTTEN. Herbie Mintz reminisces about show people.	
10:45	9	CHICAGOLAND NEWSREEL.	
10:50	4	PIX OF THE NEWS.	

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

A New Bernie



AL BERNIE, vigorous young comedian, is shown studying his script for the CBS-TV "54th Street Revue," to be seen on WGN-TV, Thursday August 18 at 7 p.m. You'll also see hopeful Broadway talent.

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Television Forecast for

Thursday

August 18, 1949

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. Detroit.	
3:30	5	NEWS TELECAST.	
3:45	9	EXTRA INNING.	
4:00	4	SPORTS TICKER.	
	9	CHICAGO COOKS, B. Barkley.	
4:30	5	HOWDY DOODY SHOW.	
	9	Test Pattern.	
5:00	9	SMALL FRY CLUB.	
5:30	9	LUCKY PUP.	
5:45	9	Test Pattern.	
6:00	4	SUN TIMES COMICS.	
	5	KUKLA, FRAN AND OLLIE.	
6:15	4	WRANGLERS CLUB, ch. IV.	
6:30	4	ERNE SIMON, the curbstone cutup.	
	5	WORDS AND MUSIC with singer-pianist Barbara Marshall.	
	7	SERIAL: "Trail of the Royal Mounted."	
	9	CBS TV NEWS, Doug Edwards.	
6:45	4	WINDOW SHOPPING.	
	5	CAMEL NEWS CARAVAN.	
	7	FLANA-GRAMS with Pat Flanagan.	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	RUTHIE ON THE TELEPHONE.	
7:00	4	FRONTIER THEATER, "Death Valley Ranger."	
	5	RFD AMERICA, farm quiz show.	
	7	STOP THE MUSIC. Prizes and prizes all for the name of the mystery tune. Jimmy Blaine, m.c., and Harry Sosnick's orchestra.	
	9	54TH STREET REVUE, variety show with Al Bernie, m.c.	
7:30	5	MARY KAY AND JOHNNY, domestic comedy skits.	
8:00	5	CADID CAMERA with Allan Funt, catching people with their guard down.	
	7	CRUSADE IN EUROPE. Ch. 16, "Liberation of Paris."	
	9	MOREY AMSTERDAM SHOW.	
8:10	4	PIX OF THE NEWS.	
8:15	4	SHIP'S REPORTER.	
8:25	7	HEADLINER. News story of the week.	
8:30	4	TELECHARADES with Ed. Roberts. Can you beat the contestants?	
	5	THEATER OF THE MIND. Sciences devoted to the mind with Dr. Houston Peterson, moderator.	
	7	BLIND DATE with Arlene Francis, see page 18.	
	9	WRESTLING from Madison AC.	
9:00	4	FUN WITH FURNISHINGS. Tips, How's and Why's of furnishing, by Alice Nelson.	
	5	PET SHOP with Gail and Gay Comp-ton, proprietors.	
9:15	4	FILM SHORTS.	
9:30	4	MIDWEST VIEWPOINT. U. Turner.	
	5	WASHINGTON PARK RACES.	
9:45	4	MULTISCOPE NEWS.	
	5	SERIAL: "The Clutching Hand."	
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 listing without notice)

YOUR FAMILY
WILL ENJOY
WGN-TV PROGRAMS.

THURSDAY

Baseball

1:20 p.m.

Sox vs Detroit



"Chicago Cooks With Barbara Barkley"

4:00-4:30 p.m.

Menu Memos



"Morey Amsterdam Show"

8:00-8:30 p.m.

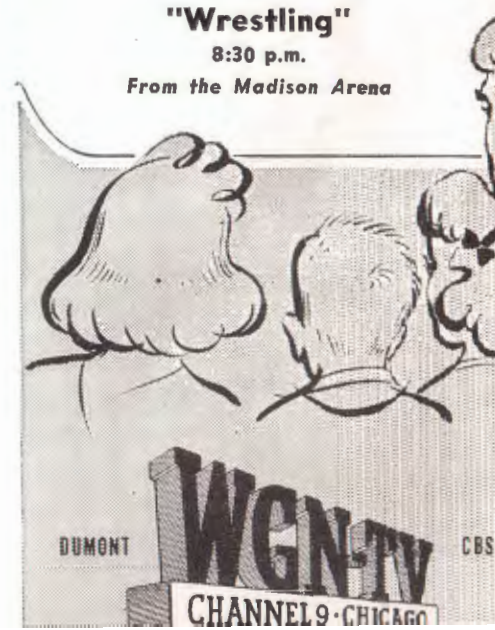
Fun at the Silver Swan Cafe



"Wrestling"

8:30 p.m.

From the Madison Arena



These TV Shows Open to Public

Eight Chicago television shows are open to the public, it was announced this week, and obtaining tickets takes but a phone call or penny postcard addressed to the proper station.

WENR-TV leads the list with six audience shows. By writing or phoning the Guest Relations department of the American Broadcasting Company, Room 1614, 20 North Wacker Drive (Delaware 7-1900, Ext. 260.) tickets may be obtained for:

AMATEUR HOUR—Sundays, 12:30 to 1:30. The Sachs show, now in its 16th year.

SUPER CIRCUS—Sundays, 4 to 5 p.m., with Ringmaster Claude Kirchner, Mary Hartline, Circus bandleader, and Cliff the Clown.

SCIENCE CIRCUS—Mondays, 7:30 to 8. Humorous but factual demonstrations of scientific phenomena with Prof. Bob Brown.

ABC BARN DANCE—Mondays, 8 to 8:30. Regulars include Lulu Belle and Scotty, Cousin Tilford, John Dolce, and emcee Jack Stillwell.

GRENNAN DESSERT PARTY—Thursdays, 9:00 to 9:15. Musical show with the Honeydreamers.

FUN FOR THE MONEY—Fridays, 8:30 to 9. Stunt show with emcee Johnny Olsen. Money prizes for participating audience contestants selected at random.

WNBQ, NBC's video station, offers one audience show. Address your requests to the National Broadcasting Company, Guest Relations, Merchandise Mart, Chicago 54. Telephone: Superior 7-8300.

QUIZ KIDS—Wednesdays, 7 to 7:30 with Joe Kelly as Quizmaster, and the panel of Quiz Kids to answer questions submitted by the viewing audience.

WGN-TV, channel 9, issues tickets to their Amateur hour. Write to Guest Relations, WGN-TV, Tribune Tower, Chicago 11, Illinois. Phone Superior 7-0100 for the following show:

STARS OF TOMORROW—Sundays, 9 to 9:30. Lee Bennett, master of ceremonies. Rubin's amateur show, a simulcast (radio and television).

telegags



"Hopalong" Enters 14th Year as Cowboy Hero

As Bill Boyd this week enters his 14th year in the role of "Hopalong Cassidy," he makes it clear that straight-living, clean-fighting, and riding hard is necessary if you wanna be a cowboy hero.

Boyd, who is seen on Chicago TV screens in telefilms drawn from the historic pages of the west in the 90's, feels that cowboy stories must be plausible, that impossible situations for dramatic effects are not fair to an audience of children.

Boyd, back in 1934, was offered the comedy roles in the series, but requested a chance at the lead, and got it. With his companion, "Topper," silver-haired Hopalong is now hard at work making more films for network TV stations.

Are You Telegenic?

If you're talented, telegenic, and have a hankering to enter video, then watch for word about the Miss Television contest soon to be staged in Chicago. Winner will reign at the 2nd Annual TV show, October 1-9 at the Coliseum, in addition to winning valuable prizes and a crown from the publishers of *Television Forecast*.

Norm Barry Entered TV Back in 1930 —WNBQ Star Likes Dogs, Brahms, Pot Roast

In television before he began a radio career is the claim of Norman Barry, WNBQ video personality who can be seen this week on the Herbie Mintz show, and Walt's Workshop.

An NBC announcer for more than 15 years, Barry made his first appearance before TV cameras in 1930. That was long before Milton Berle became Mr. Television.

Tall—just over six feet—Barry is black-haired and blue-eyed. He likes dogs, Brahms, swimming and pot roast, but his favorite current pet is "Budgie," a budgereegah, zebra parakeet native to Australia.

Watching "Budgie" could be a full-time job, but Barry spends most of his time at NBC's studios in the Merchandise Mart, either on video or radio productions.

A native of St. Louis, Mo., Barry could turn his hand to expert accounting if he wanted to, but the entertainment business always was more attractive so he jettisoned ledgers for radio after he left Ohio State University.

Shortly after his debut on the air, Norm temporarily gave up the microphone to play in vaudeville, make motion picture trailers and sing with dance orchestras. All of this inclination came naturally—his father was an amateur vocalist and his grandmother, known as Mother Lake, was one of the greatest platform and Chautauque lecturers in her time.

Barry's tours were abandoned in 1933, when he returned to announcing. He joined NBC Chicago in 1934 and has been staff and special events announcer ever since, except for three years during World War II, when he served with the U. S. Navy. He commanded a PT boat in numerous actions in the South Pacific and in the Philippines area and was discharged as a lieutenant.

Among his most vivid memories are his spacing of rescue and announcing during the catastrophic floods in the Ohio River Valley in 1937 and his coast-to-coast trip in one of the first streamliners in 54 hours.



NORMAN BARRY

Clayton Moore to Play Lone Ranger for Video

TV's two-gun Lone Ranger will be Clayton Moore who this week faces the cameras to begin recording the 52 week serial on film for WENR-TV.

Enacting the part of Tonto will be Jay Silverheels. Moore has been seen in "Along the Oregon Trail," "Kit Carson," and "Son of Monte Cristo." Silverheels, also a motion picture vet, has appeared in such films as "Captain from Castile," "Key Largo," and "Unconquered."

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6:45-7:00 P.M.
The News While It IS News!

★

"TURF SPOTLIGHTS"
from WASHINGTON PARK
Monday at 10:15 P.M.
Tues. thru Sat., 9:30-9:45 P.M.
Film Highlights of the Day's Races

★

**"CLINT YOULE—
THE WEATHERMAN"**
10:30-10:35 P.M.
What the Weather Will Be—& WHY!

**WNBQ
CHICAGO
CHANNEL 5**

Television Forecast for

Friday

August 19, 1949

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00 4	MULTISCOPE NEWS.		
3:30 5	NEWS TELECAST.		
4:00 4	SPORTS TICKER.		
4:30 5	HOWDY DOODY SHOW with Bob Smith.		
4:45 9	CHICAGOLAND NEWSREEL.		
5:00 9	SMALL FRY CLUB.		
5:30 9	LUCKY PUP, the adventures and misadventures of the pup, his friends and enemies.		
5:45 9	Test Pattern.		
6:00 4	SUN TIMES AND COMICS. Don and Vera Ward read the funnies.		
	5 KUKLA, FRAN AND OLLIE, entertainment for the whole family.		
6:15 4	WRANGLER'S CLUB, ch. V.		
6:30 4	ERNIE SIMON, the curbstone cutup.		
5	PRACTICE TEE. A golf show with Bill Barber, m.c.		
7	SERIAL: "Trail of the Royal Mounted."		
	9 CBS TV NEWS. Doug Edwards.		
6:45 4	WINDOW SHOPPING.		
5	CAMEL NEWS CARAVAN.		
7	FLANA-GRAMS with Pat Flanagan and his sports commentary.		
9	CHICAGOLAND NEWSREEL.		
6:55 4	RUTHIE ON THE TELEPHONE.		
7:00 4	FRONTIER THEATER western.		
5	HOPALONG CASSIDY, "Sunset Trail."		
7	CAMERAMAN AT LARGE, film shorts.		
9	MAMA with Peggy Wood, adapted from "Mama's Bank Account."		
7:30 7	TREASURE QUEST, geographical quiz show.		
9	STOP, LOOK AND LEARN. Quiz show with Harold Isbell, m.c.		
8:00 5	MIXED DOUBLES. Married couples are the cast for this dramatic show.		
7	BREAK THE BANK, quiz show.		
9	THE WORLD IS YOURS, travel film about New Zealand.		
8:10 4	PIX OF THE NEWS.		
8:15 4	TRAVEL TIME.		
9	PLAYER OF THE DAY.		
8:30 4	GIRLS' BASEBALL. Music Maids vs. Bloomer Girls, announced by Russ Davis.		
5	MEET YOUR CONGRESS, discussion of current topics.		
7	FUN FOR THE MONEY, quiz show with Johnny Olsen, m.c.		
9	BASEBALL, Sox vs. Cleveland.		
9:00 5	TROTTER RACES, from Roosevelt Raceway, New York.		
7	FEATURE FILM, "King of the Zombies" with Dick Purcell and Joan Woodbury.		
9:30 5	WASHINGTON PARK RACES.		
9:45 5	SERIAL: "Custer's Last Stand."		
10:15 5	LEN O'CONNOR 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. Herbie Mintz recalls the world of vaudeville in Chicago's past.		
10:45 9	CHICAGOLAND NEWSREEL.		

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

Television Forecast

WTMJ-TV Channel 3, Milwaukee, Wisconsin

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

Saturday, August 13

3:00 3	AT YOUR SERVICE.	7:00 3	ROVING CAMERAS.
3:20 3	YOUR FBI BULLETIN	7:05 3	THE GRENADIERS.
3:30 3	WILD WEST THEATER.	8:00 3	DUGOUT DOINGS.
4:30 3	RED BARBER CLUB HOUSE.	8:10 3	MILWAUKEE VS. LOUISVILLE.
4:45 3	FILM SHORTS.	10:25 3	BASEBALL SCOREBOARD.
5:00 3	RADIO CITY ORCHESTRA.	10:30 3	NEWS.
5:30 3	HOLLYWOOD SCREEN TEST.		
6:00 3	ARTHUR GODFREY, CBS.		
7:00 3	PAUL WHITEMAN'S TV TEEN CLUB.		
8:00 3	DUGOUT DOINGS.		
8:10 3	MILWAUKEE VS. COLUMBUS.		
10:25 3	BASEBALL SCOREBOARD.		
10:30 3	NEWS.		

Sunday, August 14

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	MEREDITH WILSON: NBC.
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	CONSOLE AND KEYBOARD.
9:00 3	YOU'RE THE JUDGE.
9:30 3	CELEBRITY TIME, ABC.

Monday, August 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	PUPPETS PAY OFF.
4:35 3	CIVIC SAM.
4:45 3	CHILDREN'S CORNER.
5:00 3	KUKLA, FRAN AND OLLIE.
5:30 3	THE SPORTS PICTURE.
5:45 3	NEWS CARAVAN, NBC.
6:00 3	ACADEMY THEATER, NBC.
6:30 3	SCIENCE CIRCUS, ABC.
7:00 3	TEEVEE THEATER, NBC.
7:30 3	PLAY 'EM OR PAY 'EM.
8:00 3	DUGOUT DOINGS.
8:10 3	MILWAUKEE VS. LOUISVILLE.
10:25 3	BASEBALL SCOREBOARD.
10:30 3	NEWS.

Tuesday, August 16

3:00 3	FASHIONS BY THE YARD.
3:15 3	P. SKINNER & A. BUETTNER.
3:30 3	HOWDY DOODY, NBC.
4:00 3	WHAT'S NEW IN THE KITCHEN.
4:30 3	TV PREVUE.
4:35 3	JUNIOR AMATEURS.
5:00 3	KUKLA, FRAN AND OLLIE.
5:30 3	THE SPORTS PICTURE.
5:45 3	NEWS CARAVAN, NBC.
6:00 3	To be announced.

Wednesday, August 17

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	KUKLA, FRAN AND OLLIE.
5:30 3	THE SPORTS PICTURE.
5:45 3	NEWS CARAVAN, NBC.
6:00 3	QUIZ KIDS, NBC.
6:30 3	FOR FISHERMEN ONLY.
6:45 3	SONG STYLINGS.
7:00 3	TELEVISION THEATER, NBC.
8:00 3	DUGOUT DOINGS.
8:10 3	MILWAUKEE VS. LOUISVILLE.
10:25 3	BASEBALL SCOREBOARD.
10:30 3	NEWS.

Thursday, August 18

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	MUSEUM QUIZ.
4:35 3	CIVIC SAM.
4:45 3	LITTLE AMATEURS.
5:00 3	KUKLA, FRAN AND OLLIE.
5:30 3	THE SPORTS PICTURE.
5:45 3	NEWS CARAVAN, NBC.
6:00 3	STOP THE MUSIC, ABC.
7:00 3	THE TUNESMITHS.
7:30 3	BLIND DATE, ABC.
8:00 3	MOREY AMSTERDAM, DuM.
8:30 3	GORDY'S GUESSING GAME.
9:00 3	WRESTLING.
10:30 3	BASEBALL SCOREBOARD.
10:35 3	NEWS.

Friday, August 19

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

Milwaukee Time

Television Forecast

17

Arlene Francis, Blind Date Expert & Detective

The desire to ad lib brought Arlene Francis, "Blind Date" artist into radio and now television, a novelty WENR-TV show (Friday, August 18) that displays Arlene's ability to display her off-the-cuff wit.



Actually Arlene has had little preparation for a career in radio and video. Her education fits her more for a niche in the social circles of Long Island or Westchester rather than the polite, bitter competition of the entertainment world, inasmuch as the gal spent eight years at the Mt. St. Vincent Academy in New York, and thereafter attended the fashionable Finch junior college.

Arlene, who was born in Boston, got her first job in stock in Provincetown, Mass., a community chockful of artistically inclined folks. Thereafter she got some small parts in Broadway shows, none of which was successful, and Arlene began to fear that the superstitious people in show business—which means everyone in the trade—would consider her a jinx.

Paradoxically enough, it wasn't until she lost her good luck bracelet that she landed her first good part. It was in "The Doughgirls" in which she shared equal billing with Virginia Field, Arleen Whelan and Doris Nolan.

"The Doughgirls" was a smash hit and Miss Francis' piquant personality won her the post of femcee of ABC's Blind Date radio program.

GETTING IN

The Last Word

By CHUB McCARTHY

If you're one to catch your television at the corner saloon you won't understand my feelings for the following shows. All of them rate high with old man McCarthy.

Way up on the list is Kraft's TV Theater, on WNBQ. Wouldn't miss it for anything, including a Hopalong movie. Any sponsor who goes out of his way to recruit talented actors for a new comedy each week deserves praise. Even their cheese is good.

WENR-TV has the best bet in documentaries. Watching Ike Eisenhower's book, Crusade in Europe, there was little doubt we should be reminded time and again the follies of war. Well done, and authentic. Shows up Hollywood, proving the love interest isn't necessary.

The man with more midwestern humor than pounds is Chicago's Harold Isbell of WGN-TV's laugh provoking Stop, Look and Learn. New Yorkers would do well to watch him if they wonder why some of their eastern wit doesn't go over here.

Just so you don't think McCarthy is getting soft we should take another look at the screen, and go on record as being bored by such things as Test Pattern, the Multiscope, girls baseball, Break the Bank, Olsen and Johnson, and that horrible serial, the Wolf Dog.

Rather than see any of these I'd ask my mother-in-law to play me a game of checkers, or read my fan mail.

When children are presented 1922 revived films as juvenile entertainment, it seems program personnel need to be taken aside and told the facts of TV.

As for girls baseball, there's more excitement in watching a marble tournament at PS 49.

DON'T BE A TINKER!

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NEAREST
SERVICEMAN ON
THIS PAGE**

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