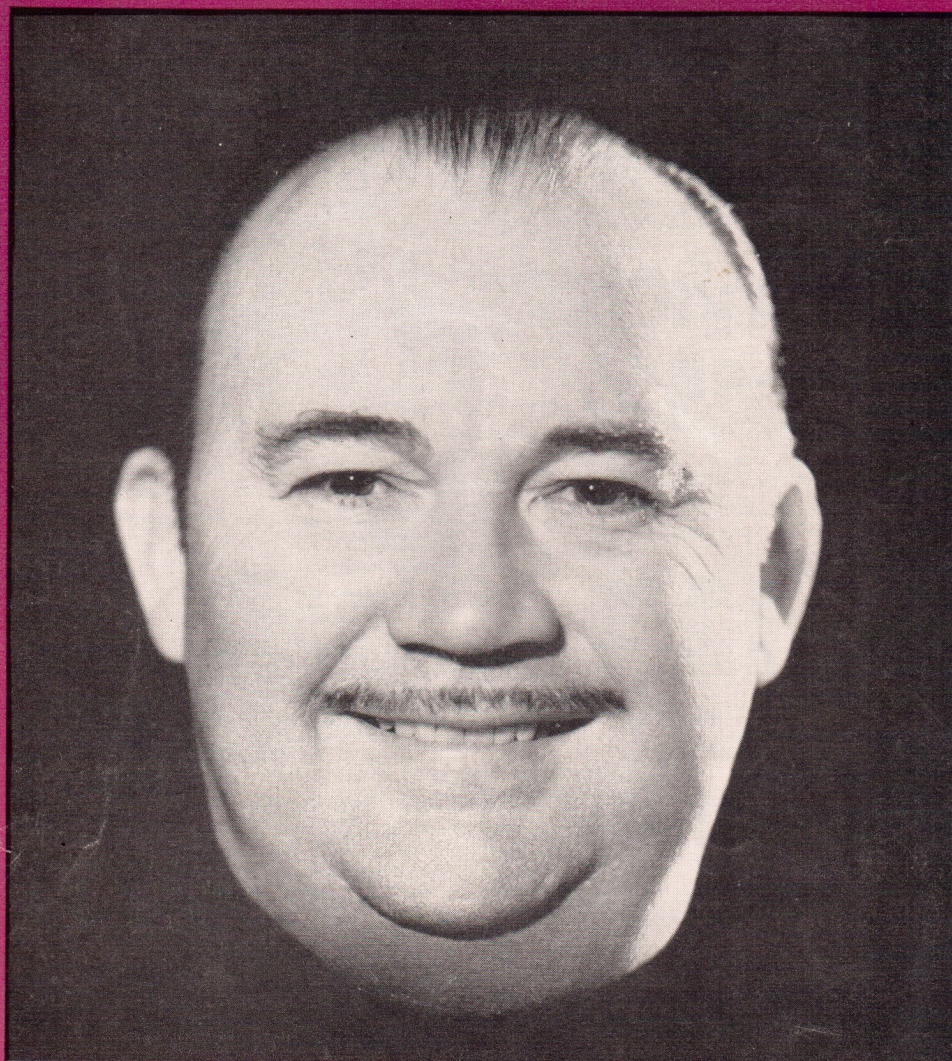
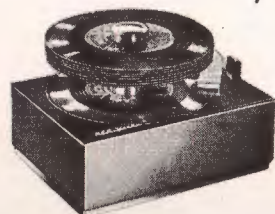


15c

TV *Forecast*

NOVEMBER 12, 1949





AT THIS PRICE

enjoy records
in every room
where you have
a radio!

in your den...



in the
children's room...



as well as in
the living
room...



It's the world's
MOST record enjoyment
in the **SMALLEST** space!

RCA VICTOR
"45"

WORLD'S FASTEST COMPLETELY
AUTOMATIC CHANGER
FOR ONLY

\$12.95

PLAYS THRU YOUR
PRESENT SET!

Never in history did an automatic changer cost so little! And THIS changer is your key to thrilling new 45 rpm music... the "record system of the future" here NOW! Easily attached to your present set! Just look at these advanced features:

- Plays the amazing distortion-free 45 rpm records!
- Plays up to 10 records at one touch of a button—up to 30 minutes of music!
- Easier loading! No posts or clamps to adjust.
- No storage problems—all records are convenient 7-inch size! (Can play as long as ordinary 12-inch!)
- Non-breakable records! Wear up to 10 times longer.
- Virtually no surface noise!

... and 45 rpm records are now in cost! Red Seal classics only 95¢, all others, 65¢ (plus excise tax).

Heifetz says:

"45 rpm... is the most faithful reproduction of music on records I have heard... I was amazed at the speed of the record changer."



45 rpm RECORD TITLES already number more than 1000—new ones out every day! 45 rpm brings you "the stars who make the hits..." and "the world's greatest artists..."! So don't delay—get your changer NOW!

The World's Greatest Artists Are On RCA Victor
45 RPM Records. Buy them today at your favorite RCA Victor dealer.

47-3070
The Jolly Old Man in
The Bright Red Suit.
Auld Lang Syne
Vaughn Monroe

47-2971
White Christmas
Silent Night
Perry Como
69c each including tax

48-0127
C-H-R-I-S-T-M-A-S
Will Santy Come to
Shanty Town
Eddie Arnold



SEE YOUR FAVORITE
RCA VICTOR DEALER



THIS WEEK •

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ON THE COVER

Paul Whiteman, "Pops" to millions of America's teen-agers and Mr. Jazz to the nation's adults, heads a new ABC television revue which can be seen this week on WENR-TV, channel 7. The artistry of Whiteman's classic treatment of popular and serious music are blended in a show for the whole family.

TV FORECAST

Vol. 2, No. 28—Whole No. 71
November 12, 1949

Chicagoland Edition

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PUBLISHED WEEKLY BY
TELEVISION FORECAST, Inc.

Phone: FRanklin 2-9563
185 North Wabash Ave
123 N. 13th St.
137 Newberry St.

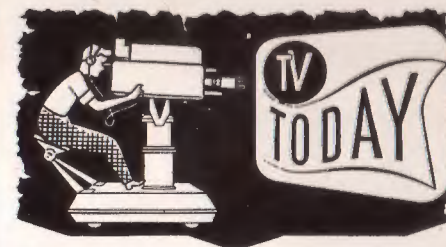
Chicago 1, Ill.
Philadelphia, Pa.
Boston 16, Mass.

Advertising Rates on Request

Entered as 2nd class matter at the post office at Chicago, Ill. Additional entry at Philadelphia, Pa., pending.

Subscriptions: \$3 per year; 2 years \$5; single copies 15 cents.

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NEW YORK—

Shortage of TV sets being felt here. Big rush to get sets before Christmas... Carlton E. Morse is the author and producer of "One Man's Family" which recently made its bow on video... The radio version has been running for 18 years!... Mary Pickford has turned down a Mr. and Mrs. type show with her hubby, Buddy Rogers... Good prospect for a classic show in January: Dorothy Kirsten... Morton Downey will leave the Mohawk show in early December.

CHICAGO—

Your new record reviewer, crooner Bob Lee, is our favorite on a number of London labels he cut recently. Prediction: he'll be co-starred in a romantic teleshow by Santa Claus time... Oliver Dragon, of Kukla, Ollie fame, is reported to be working on a new Kukla-frutti ice cream. His private laboratory is backstage... Chicagoan Harry Birch's "bottle," a new type TV lens, is being used to bring closeups on the football gridiron... RCantique collector (old jokes, that is) Ernie Simon claims that before television, actresses were hired for the way they read their lines. Now they're hired for the way they show their lines.

HOLLYWOOD—

Good chance that Lena Horne and Georgie Jessel will grab off a TV spot with CBS here... Georgie recently came back from Chicago after announcing his retirement from the stage... Films for the Ford company are being ground out for near-future showing... Californians are going wild over Connie Haines and her latest songs. —KID HOGAN



WRESTLING FANS ASK Are Referees Blind?

Referees of wrestling matches shown on Chicago TV screens are "candidates for blind pensions," if we are to believe the letters from a large number of *TV Forecast* readers.

Most of the letters are from wrestling fans who definitely would not want to see this sport banned from television, yet they're up in arms about the "lack of sportsmanship shown on matches."

Reader A. E. Phillip of Chicago writes: "If we must have roughnecks, why not pit them against each other and not against wrestlers who do not gouge eyes, pull hair, or use their fists, but live up to the rules?"

"Referees are inefficient, and should be compelled to penalize infractions of the rules," Mr. Phillip feels. "Their efficiency of late is sadly lacking."

Dorothy Scholtens of Elmhurst, Ill., wonders why such tactics are allowed by the commissioners as well as the referees, and deplores the situation of "wrestlers hiding things in their

trunks."

"I predict the popularity of matches will suffer," warns Mrs. E. L. Cooke of Chicago, who also wonders "how many times is a wrestler warned before being disqualified for illegal holds?"

Biggest blast came from E. R. Griesheimer, assistant state's attorney who resides in Wheaton. Mr. Griesheimer, a former collegiate wrestler and ardent fan has this to say:

"I will never believe the Americans have sunk so low that they demand this type of barbarism."

"I am a subscriber to *TV Forecast*," he writes. The purpose of this letter is not to compliment you on your extremely satisfactory job in presenting television news, but to complain of a condition and to ask if there is any remedy for it?

Readers are invited to write pro and con letters on this subject. Address them to the Editor, *TV Forecast*.

TV Forecast

LETTERS from READERS

Address all letters to the Editor, *TV Forecast*, 185 N. Wabash, Chicago 1. Please include name and address.

Sir:

Why are there so many foreign pictures on television?

Chicago, Ill.

EDWIN MIOTEK

Sir:

A particular grievance of mine is Thursday, when all the good shows are on at one time. Can't something be done?

Chicago, Ill.

MRS. E. B. SIEGEL

Sir:

I'd like to check in a capsule type rave for the Jack Haskell brand of magic. "At Large" is a great show, all around—but Haskell! When he sings it's like all the dream stuff in the world made audible.

Hammond, Ind.

A.B.

Sir:

... Gruesome Garroway ...

Chicago, Ill.

LEON SCHWARTZ

Sir:

We miss the cheery voice of Russ Davis.

Glenview, Ill.

MR. & MRS. H. J. BARBOUR

Sir:

Just a word of commendation for the swell job you are doing in giving TV set owners a fine magazine and program guide ... Recently a new station (WLAV-TV) opened in Grand Rapids ... It would be appreciated if *TV Forecast* would publish their programs.

Holland, Mich.

H. WIESKAMP

Sir:

Last fall there was a program called "Vaudeo Varieties" on WENR-TV. This program went off for the summer. I hope I will be reading soon that my favorite show will be back on the air soon.

Chicago, Ill.

JEAN KOZLOWSKI

Sir:

We've voted Ernie Simon "Mr. TV of Chicago" at our sorority house. He's hep, he's cute, he's a perfect doll!

Chicago, Ill.

CHI CHI JOHNSON

TV Forecast

PRICE REDUCED ON FAMOUS OLD FORESTER!

**NOW ENJOY THE
FINEST BOND AT
A REAL
SAVING**



AS IT SAYS ON THE LABEL:

*"There is nothing
better in the market"*

OLD FORESTER

BROWN-FORMAN DISTILLERS CORPORATION

At Louisville in Kentucky

Kentucky Straight Bourbon Whisky • Bottled in Bond
100 Proof

TV Forecast for November 12, 1949

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
12:00	4	MULTISCOPE NEWS.	
12:20	9	CHICAGOLAND NEWSREEL.	
12:30	5	TOUCHDOWN TIPS.	
12:35	9	CLUB KICKOFF. Sherry and Wright get together to give you the campus tunes.	
12:45	5	FOOTBALL, Penn vs. Army.	
12:50	9	FOOTBALL, Notre Dame vs. North Carolina.	
1:25	4	FOOTBALL ALBUM.	
1:30	4	WHAT'S THE SCORE, pre-game guess of final score.	
1:45	4	FOOTBALL, Northwestern vs. Colgate.	
3:00	9	SCOREBOARD.	
4:00	4	FOOTBALL EXTRA. Roundup of final scores of other games.	
5:00	4	RHUMBA TIME, musical.	
5:30	4	RED BARBER'S CLUB HOUSE interviews guests from sports world.	
	7	SAGEBRUSH THEATER, films of the "wild and woolly" west.	
5:45	4	LUCKY PUP REVIEW. Whimsical portions re-presented.	
6:15	4	TIME FOR BEANIE and his adventures with his sea serpent.	
6:30	4	IN THE FIRST PERSON. Quincy Howe interviews, Tom Maloney, amateur photographer.	
	5	THE NATURE OF THINGS (tentative). Dr. Roy K. Marshall discusses topics from scientific view, "Our Star, the Sun."	
	7	THE LONE RANGER. The adventures of your favorite western hero.	
6:45	4	BLUES BY BARGY. Piano and vocal selections by Jeanne Bargy.	
	5	LEON PEARSON and news commentary (tentative).	
6:55	4	HERB SHRINER SHOW. The hoosier radio makes his tele debut.	
7:00	4	TRAVEL TIME.	
	5	COWBOY CAVALCADE. Western feature film.	
	7	PAUL WHITEMAN'S TV TEEN CLUB. The activities of the teen club presented for your entertainment.	
	9	SPIN THE PICTURE, quiz show with Kathi Norris making the calls.	
7:15	4	SHIP'S REPORTER, news.	
8:00	4	ARMCHAIR DETECTIVE. H. Allen Smith, narrator, gives you the clues in these two mystery skits.	
	5	WHO SAID THAT? Robert Troues m.c. asks John C. Swayze and guests, Lillian Hellman, Oscar Levant and Bob Considine.	
	7	WENR-TV PLAYHOUSE films, "Sing While You're Able."	
	9	CAVALCADE OF STARS. Jack Carter m.c. presents a variety show with guests and star acts.	
8:30	4	FRONTIER THEATER, western film.	
	5	MEET THE PRESS. Newspaper men discuss current topics.	
9:00	5	FEATURE FILM.	
	9	WRESTLING from Marigold, Nanjo Singh vs. Cyclone Anaya.	
9:30	4	PIX OF THE NEWS.	

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

TV Personalities In the News



JACK HASKELL, fast-rising video crooner, is saluted this week in *TV Forecast's* new record review column written by Bob Lee. Haskell can be seen and heard this Sunday on the Dave Garroway show, WNBQ, channel 5.



SAHIB Sullivan, Ed that is, turns clown with his Indian snake charmer act, photographed during a recent rehearsal of his CBS-TV show, seen in Chicago on WBKB. Sunday, dial channel 4, for "Toast of the Town," and master of ceremonies newspaperman Ed Sullivan.

TV Forecast for November 13, 1949

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
12:30	7	AMATEUR HOUR.	
1:30	7	THE LONE RANGER, Sat. repeat.	
2:00	7	HOPALONG CASSIDY.	
2:15	4	AUBURN PARK PROGRAM.	
2:30	4	MULTISCOPE NEWS.	
3:10	7	KIERAN'S KALEIDOSCOPE.	
3:30	5	AMERICAN FORUM of the air.	
4:00	5	ARMED FORCES hour presents discussion of "Frog Men."	
	7	SUPER CIRCUS presents acts of Acrobats, Frank Shepherd, magician; J. Seiler, hoop ski comic; Bert Nagle, the human cat.	
4:30	5	SERIALS: "Lightin' Warrior" and "Uncle George."	
5:00	5	HOPALONG CASSIDY, non-repeat.	
5:30	4	SINGING LADY, Irene Wicker.	
	7	MR. I MAGINATION. Fairy Tale comes to life.	
	7	ACTION AUTOGRAPHS. Univ. of Chgo. Acro Theater.	
5:45	7	DR. FIXUM, tips on how to fix it. Solution: to set that propeller spinning.	
6:00	4	WEEKLY NEWS ALBUM.	
	5	LINCOLN PARK ZOO.	
	7	PAUL WHITEMAN variety show with Walter Hamden and Mindy Carson.	
	9	FRONT ROW CENTER, variety show.	
6:15	4	TRAVEL TIME, films.	
6:30	4	THIS IS SHOW BUSINESS. Discussion and variety. Clifton Fadiman m.c. and guests: Henry Youngman, Robert Q. Lewis and Martha Scott.	
	5	ALDRICH FAMILY, domestic comedy.	
	7	COMEDY THEATER. Arch Obler presents another drama.	
7:00	4	TOAST OF THE TOWN. Ed Sullivan m.c., guest Vaughn Monroe.	
	5	SUPPER CLUB, with Perry Como.	
	7	THINK FAST, quiz show.	
	9	MYSTERY PLAYERS, drama "The Simple Law."	
7:30	5	COLGATE THEATER, drama, "O'Brien," story of intrigue, by Wm. Brandon.	
	7	LITTLE REVUE, musical variety.	
	9	NEWSREEL REVIEW.	
8:00	4	FRED WARING SHOW, musical variety with the Pennsylvanians.	
	5	PHILCO PLAYHOUSE, "The Promise," with Wm. Eythe and Kim Hunter.	
	7	LET THERE BE STARS, variety.	
	9	CROSS QUESTION, fictional trial.	
9:00	4	BURTON HOLMES, travelogue. "Carlsbad Caverns."	
	5	GARROWAY AT LARGE. Dave and his gang entertain you.	
	7	CELEBRITY TIME, quiz show. Paul Winchell, Jerry Mahoney and Lena Romay.	
	9	STARS OF TOMORROW, amateur talent performs.	
9:15	4	PIX OF THE NEWS.	
9:30	4	HANK McCUNE SHOW, variety.	
	7	YOUNG PEOPLE'S CHURCH.	
	9	COURTESY THEATER presents "Jamaica Inn" with Chas. Laughton and Maureen O'Hara.	
10:00	4	FEATURE FILM.	
	7	WENR-TV PLAYHOUSE, films.	
11:15	9	TV FORECAST.	

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

YOU'LL ENJOY TELEVISION ON CHANNEL 5



Sunday at 5:00 P.M.

"HOPALONG CASSIDY"

Ride the Range with Hoppy and Lucky



Monday at 8:00 P.M.

"LIGHTS OUT"

It's Spooky—Don't Miss It



Tuesday at 5:30 P.M.

"THE PET SHOP"

Learn About Pets from Gail Compton



Wednesday at 9:30 P.M.

"TOP VIEWS IN SPORTS"

Review of Week's Sports Highlights

TUNE TO

WNBQ



The Waltz King

THURSDAY night this week dial channel 5, WNBQ, for Standard Oil's "Wayne King Show," a recent newcomer to television with the old Waltz King in the leading role.

As relaxing as a Swedish massage after a football game, Wayne King and a group of fresh, good-looking youngsters are out to entertain Chicagoans with songs of today and yesterday.

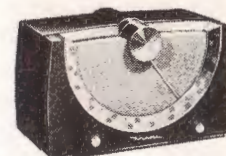
Our camera picked up these shots of maestro King (top right) as he played a saxophone solo and (left) as he directed the program's glee club.

Center (left) is talented Nancy Evans, who was seen last year on another video station in a show with singer Bob Lee, now record reviewer for *TV Forecast*. Harry Hall (bottom) is Nancy's new male lead, and the combination is pleasing to both the eye and ear.

Recommended for the entire family.

Buttering the Ice

Jewelry, in its untreated state, is a problem in Chicago television, it was learned this week. A necklace, for instance, created a black halo effect and gives the appearance of severing the wearer's head from the body. Video technicians have solved the problem: they coat the ice with simonize, calling the process "buttering."



FM AT ITS BEST

Model 79XM21... FM/AM Table Radio. Six miniature tubes; "Radar-Type" FM tuner; Sweep Station dial; dual tuning controls. Forest green or mahogany.



OVERSEAS BROADCASTS

Model 59X21... Short-wave/AM Table Radio. New miniature tubes; shortwave filter circuit; Alnico V dynamic speaker. Ivory or mahogany.



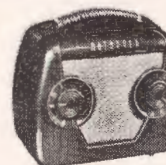
DECORATOR BEAUTY

Model 59R11... Petite Table Radio. Brilliant AM performer. New miniature tubes; Alnico V dynamic speaker; "Aerovane" loop antenna. Six colors.



PORTABLE FUN

Model 5A9... AC/DC and Battery Operated Portable Radio. Big power; rich tone. Black or maroon leather-effect metal case.



LOW PRICED PORTABLE

Model 49L11... Battery Operated Portable Radio. Alnico V dynamic speaker; "Aerovane" loop antenna. Mottled tan or green.



Motorola... an outstanding name representing unsurpassed value in TV, also gives you the same generous measure of value in radio. No matter what your need—fabulous FM, sparkling AM, or dynamic shortwave—Motorola stands alone for precision quality that shames its price.

Motorola

**CONTINUES AS A LEADER
IN RADIO PROGRESS**

- New miniature tubes for maximum performance... longer life.
- Radar-Type FM Tuner locks station at peak reception.
- New Super IF Coils assure greater selectivity... more stability.
- Alnico V Dynamic speaker acoustically matched to chassis.
- "Sweep Station" Dial allows greater distance between stations.
- New, improved "Aerovane" loop antenna adds increased range.
- New power-packed shortwave... brings foreign stations in clear and sharp.
- Stunning original cabinet styles by foremost designing experts.

**MOTOROLA INC.—4545 AUGUSTA BOULEVARD
CHICAGO 51, ILLINOIS**

Monday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
9:30	4	YOUR SECOND CUP (of coffee).	
10:00	4	UNITED NATIONS' REPORT.	
11:00	4	MULTISCOPE NEWS.	
12:00	4	U.N. REPORT, till 3:00 p.m.	
2:45	5	NEWS TELECAST.	
3:00	4	THE HOMEMAKERS' EXCHANGE.	
3:30	4	TV ALBUM.	
3:40	9	FLORENCE B. ELLIS, reviewer.	
3:45	5	HI, LADIES! Games and fun.	
4:00	4	MULTISCOPE NEWS.	
	9	WOMEN'S MAGAZINE of the air.	
4:15	5	JUDY SPLINTERS. S. Dinsdale.	
4:30	5	HOWDY DOODY SHOW.	
4:55	4	TV BILLBOARD.	
5:00	5	CACTUS JIM, western film.	
	9	SMALL FRY CLUB.	
5:15	4	COMIC CAPERS.	
	7	LARRY ON LOCATION (see pg. 16).	
5:30	4	LUCKY PUP.	
	9	TRAIL BLAZERS' THEATER, "Silent Valley."	
5:45	4	WRANGLERS' CLUB.	
6:00	4	ROAR OF THE RAILS.	
	5	KUKLA, FRAN AND OLLIE.	
6:15	4	CLARK'S CORNER, musical.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM, with Morton Downey.	
	7	SERIAL: "Mystery Mountain."	
	9	CATALOG QUIZ (see pg. 20).	
6:45	4	WINDOW SHOPPING. Pat Banks.	
	5	NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	HERB SHRINER SHOW.	
7:00	4	SILVER THEATER, "Don't Give Up the Ship," with Henry Morgan and L. Albritton.	
	5	TELE-THEATER, "Temporarily Purple," with J. Conte and N. Foch.	
	7	KIDDIE PARADE, young amateurs.	
	9	FILM VARIETIES.	
7:15	4	KORNEY KLOWNS, musical mayhem.	
7:30	4	TALENT SCOUTS, Arthur Godfrey.	
	5	VOICE OF FIRESTONE. Eleanor Steber, guest soprano.	
	7	MAJORITY RULES, quiz show.	
	9	THE AL MORGAN SHOW, musical.	
8:00	4	CANDID CAMERA, with Allan Funt catching you off guard.	
	5	LIGHTS OUT, drama of suspense with Jack LaRue m.c.	
	7	To be announced.	
	9	THE WORLD IS YOURS, travel film.	
8:15	9	VIEWPOINTS. Spencer Allen m.c., discussion show.	
8:30	4	THE GOLDBERGS, with Gertrude Berg.	
	5	BAND OF AMERICA, Paul Lavalle.	
	7	ABC BARN DANCE, variety.	
	9	BOXING, professional bouts.	
9:00	4	STUDIO ONE, drama "Two Sharp Knives," by Dashiell Hammett.	
	5	QUIZ KIDS, Joe Kelly quizmaster.	
	7	TV PLAYHOUSE.	
9:30	5	To be announced.	
10:00	4	ERNIE SIMON, the curbstone cutup.	
	5	THE WEATHERMAN, Clint Youle.	
10:10	5	CLIFTON UTLEY and the news.	
10:15	4	WRESTLING FROM HOLLYWOOD.	
	7	FLANA-GRAMS, sports news.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	5	BUT NOT FORGOTTEN, Herb Mintz.	
10:45	9	CHICAGOLAND NEWSREEL.	
10:50	5	LET'S LOOK AT SPORTS.	
11:00	4	PIX OF THE NEWS.	

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



TV CAREER for Laura Jacqueline Hubbard, 6 lb. 3 oz. daughter of the Eddie Hubbards, is being planned by the DuMont video star. Which accounts for the cigars Eddie has been passing out recently.

They'll Be Coming . . .

Kentucky hillbillies, barefeet and all, will be guests of Harold Isbell's WGN-TV spelling bee on the Nov. 17 show, it was learned this week.

WE CANNOT OFFER A

"BARGAIN PACKAGE"

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- WASH YOUR WINDOWS
- CLEAN YOUR VENETIAN BLINDS
- VACUUM YOUR FLOORS, ETC., ETC.

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SERVICE LABORATORIES**

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Tuesday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
10:00	4	UNITED NATIONS' REPORT.	
11:00	4	MULTISCOPE NEWS.	
12:00	4	U.N. REPORT, till 3:00 p.m.	
3:00	4	THE HOMEMAKERS' EXCHANGE.	
3:15	5	NEWS TELECAST.	
3:30	4	TV ALBUM.	
3:45	9	CHICAGOLAND NEWSREEL.	
4:00	4	MULTISCOPE NEWS.	
	9	CHICAGO COOKS, with B. Barkley.	
4:15	5	JUDY SPLINTERS. S. Dinsdale.	
4:30	5	HOWDY DOODY SHOW.	
	9	PLAN A ROOM.	
4:45	9	SILHOUETTES IN SONG, musical.	
4:55	4	TV BILLBOARD.	
5:00	5	CACTUS JIM, western film.	
	9	SMALL FRY CLUB.	
5:15	4	COMIC CAPERS.	
	7	LARRY ON LOCATION.	
5:30	4	LUCKY PUP.	
	5	PET SHOP, Gail and Gay Compton.	
	9	TRAIL BLAZERS' THEATER, "Rio Rattlers."	
5:45	4	WRANGLERS' CLUB. Texas Bruce tells about life on the range.	
6:00	4	TIME FOR BEANIE.	
	5	KUKLA, FRAN AND OLLIE.	
6:15	4	CLARK'S CORNER, musical.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM, with Roberta Quinlan. Guests, The Landt Trio.	
	7	SERIAL, "Mystery Mountain."	
	9	CATALOG QUIZ, Eddie Hubbard.	
6:45	4	WINDOW SHOPPING.	
	5	NEWS CARAVAN.	
	7	UNCLE MISTLETOE and Aunt Judy.	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	HERB SHRINER SHOW.	
7:00	4	FRONTIER THEATER.	
	5	STAR THEATER, with Milton Berle.	
	7	KAY MORROW with a fashion show.	
	9	COURT OF CURRENT ISSUES. Ideas on trial. Discussion show.	
7:15	7	FILM SHORTS.	
7:30	7	To be announced.	
8:00	4	HOBBY PARADE, celebrities' hobbies.	
	5	FIRESIDE THEATER, "Stagecoach Driver MacLean" and "Cowboy's Lament."	
	7	BEARS' QUARTERBACK CLUB.	
	9	THE O'NEILLS, domestic comedy.	
8:30	4	SUSPENSE, mystery drama, "Gallows Hill," by Halsted Wells, dealing with the Salem witch trials.	
	5	LIFE OF RILEY is really hectic.	
	7	To be announced.	
	9	WRESTLING from Midway Arena.	
9:00	4	CARDINAL TOUCHDOWN CLUB with R. Elson and M. Goldberg, and Cards-Bull Dogs' game films.	
	5	ORIGINAL AMATEUR HOUR.	
	7	TOMORROW'S CHAMPIONS, amateur boxing bouts.	
9:30	4	FILM SHORTS.	
10:00	4	ERNIE SIMON, the curbstone cutup.	
	5	THE WEATHERMAN, Clint Youle.	
10:10	5	CLIFTON UTLEY and the news.	
10:15	4	MURDER BEFORE MIDNIGHT.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	4	PIX OF THE NEWS.	
	5	BUT NOT FORGOTTEN, Herbe Mintz.	
10:45	7	FLANA-GRAMS sports news.	
	9	CHICAGOLAND NEWSREEL.	
10:50	5	LET'S LOOK AT SPORTS.	

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

Color TV? WBKB Shows Trick-or-2

Can color be transmitted from a black-and-white television station, and be received by a non-color receiver? Paul Stadelman, WBKB showman, says yes!

November 10 was the date magician Stadelman was scheduled to demonstrate on the Ulmer Turner "Midwest Viewpoint" telecast a device known as Venham's Disc. Cameramen who made rehearsals of the show as this issue went to press witnessed the event, later leaving the studios in bewilderment, and quite certain they saw red, then green, blue, and other popular colors.



KAREN FORD of Evanston was voted "The Girl We'd Like Most to See on TV" by a group of University of Illinois fraternity men who viewed her recent appearances on "Our Gal Toni" (WENR-TV) and the Ernie Simon show (WBKB).

A Rondo recording star, Karen sings "Yes Sir, That's My Baby" and the "Christmas Waltz" with Ken Griffin; the "Century Waltz" and "You're Too Dangerous, Cherie" with the Gordon Trio.

Note to talent scout: Miss Ford's phone number is in our files.



COUNTRY FARMER AT HEART

Raising Stars Is His Business

PAUL WHITEMAN, farmer, musician, executive, and discoverer of stars, this week will entertain you with his newest TV Revue, the Goodyear company show staged Sunday on WENR-TV, channel 7.

While the artistry of Whiteman's touch will be threaded throughout the telecast, Pops will have the show stolen from him by 13 year old Junie Keegan, (top right) his latest discovery.

Pops Whiteman has been in show business a long time. There isn't a generation alive today that hasn't heard of this famed Mr. Musician. When he isn't busy on his comfortable farm raising cattle, he's raising stars.

Pops picked little Junie Keegan when she appeared on his teen-age show April this year, after the talented Philadelphian won honors for four consecutive weeks. The next thing he did was to take her along as guest of honor on the Tex and Jinx show in New York, where Junie honored Irvin Berlin's "Miss Liberty" by singing "I Love You."

That's the successful Whiteman pattern—helping young people get their start in professional careers. It's probably one of the most important reasons Whiteman himself is so successful.

Every day that Paul Whiteman is free from his professional duties, he

spends on his 550 acre farm in Rosemont, N.J., with his wife, the former Margaret Livingston, a screen star at the time of their marriage, and his daughter, Margo.

Named "Walking Horse Farm," in honor of Walkalong, a 20 year old Tennessee walking horse which has been his pet for years, the farm is located in the rolling hills of Hunterdon County. Whiteman has a herd of more than 100 prize Aberdeen Angus beef cattle, many of which have won high honors at fairs. He also raises truck produce, and uses the latest agricultural systems, including crop rotation and strip farming.

"I fiddle so I can have my farm," says Paul, "and farm so I can get up the pep to fiddle some more."

There has always been at least one youngster whose name and reputation is being founded in the Whiteman organization. Today its Junie Keegan. Yesterday it was Henry Busse, Ferdie Grofe, Bing Crosby. The immortal Bix Beiderbecke, one of the greatest hot trumpeters of all time, cut a classic phonograph record called "From Monday On," now as nearly priceless as a phonograph record can be.

Tommy and Jimmy Dorsey played with Paul; Mildred Bailey, Ramona, and Morton Downey were some of the

vocalists. It was not the fashion then to have a male vocalist who was not also a musician, so Downey was given a French horn to hold as a prop.

Joan Edwards was a Whiteman protegee, Lennie Hayton and Roy Bargy were his pianists in the late twenties. (Today Bargy's daughter has her own show, "Blues by Bargy".)

In the early '20s Whiteman and his orchestra set the nation afire with Victor recordings which made him famous, "Whispering" and "Japanese Sandman." Unlike the other bandleaders of that era whose fame never approached his, the Whiteman organization continued to grow, upsetting the wisecracks by presenting the first "Experiment in Modern Music."

It was on February 12, 1924, that Paul Whiteman's concert in Aolian hall on 42nd Street, New York, gave to the world George Gershwin's great "Rhapsody in Blue," composed especially for the occasion.

TV Exceeds Predictions

Television receivers in the US have passed the 2,500,000 mark, it was announced this week. Record sales are being recorded in Boston, Chicago, New York and other key video cities.



Wednesday
is a great night
on Channel 9

Top off an entertaining evening
of Channel 9 viewing with a fun
filled half hour, when three couples
compete for prizes on a new show;

**"CONTINENTAL'S
TREASURE HUNT,"**

9:00 p.m.

★ ★ ★

Then stay tuned at 9:30 p.m. for

"SECOND CHORUS"

Starring
Fred Astaire and Paulette Goddard



WGN-TV
CHANNEL 9 • CHICAGO

DUMONT

TV Forecast for November 16, 1949

Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	YOUR SECOND CUP (see pg. 20).	
10:00	4	UNITED NATIONS REPORT.	
11:00	4	MULTISCOPE NEWS.	
12:00	4	U.N. REPORT till 3:00 p.m.	
3:00	4	THE HOMEMAKERS' EXCHANGE.	
3:15	5	NEWS TELECAST.	
3:30	4	TV ALBUM.	
3:45	9	CHICAGOLAND NEWSREEL.	
4:00	4	MULTISCOPE NEWS.	
	9	WOMEN'S MAGAZINE of the air.	
4:15	5	JUDY SPLINTERS—S. Dinsdale.	
4:30	5	HOWDY DOODY SHOW.	
	9	HEALTH TALKS. Visual health edu- cation.	
4:55	4	TV BILLBOARD.	
5:00	5	CACTUS JIM, western film.	
	7	LARRY ON LOCATION.	
5:30	4	LUCKY PUP Foodini, Pinhead and Jolo entertain you. Doris Brown.	
	9	TRAIL BLAZERS' THEATER, "Tex- as Jack."	
5:45	4	WRANGLERS' CLUB kids show.	
	7	DINNER MUSIC.	
6:00	4	TIME FOR BEANIE.	
	5	KUKLA, FRAN AND OLLIE.	
6:15	4	CLARK'S CORNER, musical.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM with Morton Downey.	
	7	SERIAL: "Mystery Mountain."	
	9	CATALOG QUIZ.	
6:45	4	WINDOW SHOPPING—Pat Banks.	
	5	NEWS CARAVAN.	
	7	UNCLE MISTLETOE & Aunt Judy.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	ARTHUR GODFREY and his friends.	
	5	CRISIS Stories of ordinary people.	
	7	PHOTOPLAY TIME with Wendy Bar- rie and gossip about Hollywood.	
	9	THE TEMPTONES, half musicians and half magicians.	
7:30	5	THE CLOCK, mystery drama.	
	7	PHOTO CRIME, Inspector Cobb solves another crime.	
	9	STOP, LOOK AND LEARN, quiz.	
8:00	4	FLOOR SHOW with Dunninger, Paul Winchell and Jerry Mahoney.	
	5	KRAFT TELEVISION THEATER. "The Happiest Years," by Thos. Coley and Wm. Roerick.	
	7	AUTHOR MEETS THE CRITICS.	
	9	THE WORLD IS YOURS, travel film.	
8:15	9	FILM SHORTS.	
8:30	4	THIS WEEK IN SPORTS.	
	7	WRESTLING from Rainbo Arena.	
8:45	4	FILM SHORTS.	
9:00	4	TOURNAMENT of champions.	
	5	BREAK THE BANK, quiz show.	
	9	TREASURE HUNT with Bill O'Con- nor, m.c. Seek and find.	
9:30	5	TOP VIEWS IN SPORTS with Jim Evans and Howard Miller.	
	9	FEATURE FILM, "Second Chorus."	
9:45	5	JIM HURLBUT'S feature stories.	
10:00	4	ERNIE SIMON interviews people.	
	5	THE WEATHERMAN, Clint Youle.	
10:10	5	CLIFTON UTLEY and the news.	
10:15	4	MURDER BEFORE MIDNIGHT.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	4	PIX OF THE NEWS.	
	5	BUT NOT FORGOTTEN, Herb Mintz.	
10:45	7	FLANA-GRAMS, sports news.	
	9	CHICAGOLAND NEWSREEL.	
10:50	5	LET'S LOOK AT SPORTS.	

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

TV Forecast

Ace Cartoonist Spots Highlights in Sports

If it's true, but fantastic, Jack Straus-
berg will dig it up, and sports fans will
see and hear the story on WGN-TV on
"Now I'll Tell One."

Compiled by cartoonist Strausberg,
and narrated by sportscaster Harry
Creighton (see
inset), the thrill-
a-minute stories
are told between
boxing matches
Monday night at
Marigold Gar-
dens.

This is the
same team that
operated with
Jack Brickhouse
during the recent
World Series telecasts, reminiscing
about previous games played at Yankee
stadium and Ebbetts field.



CREIGHTON



JACK STRAUSBERG

Now covering fall and winter sports,
Strausberg and Creighton (who prom-
ises to sketch a caricature of Straus-
berg) uncover boxing stories that
please their viewers and Meister Brau,
their sponsors.

Not Three, but Four!

Frank Telford, producer-director of
"Silver Theater", seen on WBKB, chan-
nel 4, uses four cameras instead of the
usual three, for greater visual variety.

TV Forecast

TV Forecast for November 17, 1949

Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	UNITED NATIONS' REPORT.	
11:00	4	MULTISCOPE NEWS.	
12:00	4	U.N. REPORTS, till 3:00 p.m.	
2:45	5	NEWS TELECAST.	
3:00	4	HOMEMAKERS' EXCHANGE.	
3:30	4	TV ALBUM.	
3:45	5	HI, LADIES, Claude Kirchner, m.c.	
	9	CHICAGOLAND NEWSREEL.	
4:00	4	MULTISCOPE NEWS.	
	9	CHICAGO COOKS, with B. Barkley.	
4:15	5	JUDY SPLINTERS, moppet show.	
4:30	5	HOWDY DOODY SHOW.	
	9	INDIVIDUALLY YOURS.	
4:45	9	SILHOUETTES IN SONG.	
4:55	4	TV BILLBOARD.	
5:00	5	CACTUS JIM, western film.	
	9	SMALL FRY CLUB.	
5:15	4	COMIC CAPERS.	
	7	LARRY ON LOCATION.	
5:30	4	LUCKY PUP.	
	9	CARSON'S CORRAL.	
5:45	4	WRANGLERS' CLUB.	
	7	DINNER MUSIC.	
	9	TRAIL BLAZERS' THEATER, "The Test."	
6:00	4	TIME FOR BEANIE.	
	5	KUKLA, FRAN AND OLLIE.	
6:15	4	CLARK'S CORNER, musical.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM, with Roberta Quinlan.	
	7	SERIAL: "Mystery Mountain."	
	9	CATALOG QUIZ, Eddie Hubbard.	
6:45	4	WINDOW SHOPPING.	
	5	NEWS ALBUM.	
	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	HERB SHRINER SHOW.	
7:00	4	FRONT PAGE. Editor and reporter get together to find the news.	
	5	To be announced.	
	7	STOP THE MUSIC, Bert Parks m.c.	
	9	THE TEMPTONES, musical.	
7:30	4	THEATER OF ROMANCE, drama.	
	5	MARY KAY AND JOHNNY, comedy.	
	9	SPELL WITH ISBELL (see pg. 20).	
8:00	4	ED WYNN SHOW, variety show.	
	5	To be announced.	
	7	MYSTERY PLAYHOUSE, starring Boris Karloff, Mystery drama.	
	9	MOREY AMSTERDAM SHOW. Va- riety show in a night club setting.	
8:30	4	MIDWEST VIEWPOINT, news.	
	7	THE RUGGLES, modern-minded par- ents keep pace with their children.	
	9	WRESTLING from Madison AC. Beauty contest finalists.	
8:45	4	HOURLY OF MYSTERY.	
9:00	5	MARTIN KANE, private eye, starring William Gargan.	
	7	ROLLER DERBY. Joe Hassell and Ken Neidel narrate.	
9:30	5	WAYNE KING SHOW, musical varie- ty (see page 8).	
10:00	4	ERNIE SIMON, the curbstone cutup.	
	5	THE WEATHERMAN, Clint Youle.	
10:10	5	CLIFTON UTLEY and the news.	
10:15	4	MURDER BEFORE MIDNIGHT.	
	7	FLANA-GRAMS, sports news.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	5	BUT NOT FORGOTTEN, Herb Mintz.	
	4	PIX OF THE NEWS.	
10:45	9	CHICAGOLAND NEWSREEL.	
10:50	5	LET'S LOOK AT SPORTS.	

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

15

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TONI GILMAN, WENR-TV star of "Larry on Location" goes thru a pleasant hassle with puppet-boss Don Tennant and the imaginary characters seen each weekday on this channel 7 show for children. She's also star of ABC-TV's "Our Gal Toni" show.

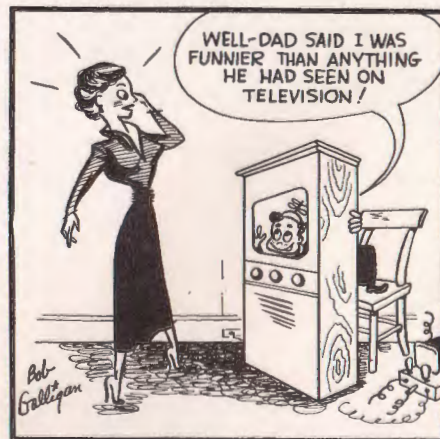
Shakespeare vs. the Pup

Doris Brown, pretty narrator of WBKB's "Lucky Pup" series, once directed Shakespearean plays during student day at Barnard college.

Believe It Or . . .

When a tower at Ivanhoe, Ill., was needed to telecast a recent football game for WGN-TV, station WBKB erected the entire project at a cost of several thousand dollars. This mutual cooperation from channel 4 enabled channel 9 fans to see a college gridiron battle. *TV Forecast* salutes the close-working arrangement shown by the B & K station.

NBCuckles



By GALLIGAN

TV Forecast

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WTMJ-TV Program Schedule Channel 3
THE MILWAUKEE JOURNAL TELEVISION STATION
NOVEMBER 12 THROUGH NOVEMBER 18, 1949

SATURDAY, NOVEMBER 12

1:00 YOUR BFI BULLETIN.
 1:05 GETTLEMAN GRIDIRON PARADE.
 1:20 FOOTBALL: IOWA VS. WISCONSIN.
 3:50 PLANKINTON SPORTS ROUNDUP.
 4:00 WILD WEST THEATER.
 5:00 FILM SHORTS.
 5:30 TELE-TALENT-TIME.
 6:00 DUNNINGER, CBS.
 6:30 THE SPORTS PICTURE.
 6:45 TOP VIEWS IN SPORTS.
 7:00 ARTHUR GODFREY, CBS.
 8:00 WHO SAID THAT? NBC.
 8:30 HOCKEY FROM STATE FAIR PARK.
 10:30 NEWS.
 10:32 TOMORROW'S TELEVISION.

SUNDAY, NOVEMBER 13

3:00 BIBLE STORIES.
 3:15 MEET THE ARTIST.
 3:30 YOU'RE THE JUDGE.
 4:00 WAYNE KING SHOW, NBC.
 4:30 SUPER CIRCUS, ABC.
 5:00 SINGING LADY, ABC.
 5:30 MARINE RESERVE MANEUVERS.
 5:50 FILM SHORTS.
 6:00 FRED WARING, CBS.
 7:00 SUPPER CLUB, NBC.
 7:30 COLGATE TV THEATER, NBC.
 8:00 PHILCO TV PLAYHOUSE, NBC.
 9:00 CELEBRITY TIME, ABC.
 9:30 TELENEWS WEEKLY.
 9:50 MOVING CAMERAS.
 10:00 TO BE ANNOUNCED.
 10:30 TOMORROW'S TELEVISION.

MONDAY, NOVEMBER 14

5:00 RADIO CITY ORCHESTRA.
 5:30 ROAR OF THE RAILS, CBS.
 5:45 TWENTY FLYING FINGERS.
 6:00 KUKLA, FRAN & OLLIE, NBC.
 6:30 THE SPORTS PICTURE.
 6:45 NEWS CARAVAN, NBC.
 7:00 TELE-THREAT, NBC.
 7:30 VOICE OF FIRESTONE, NBC.
 8:00 BIG STORY, NBC.
 8:30 THE GOLDBERGS, CBS.
 9:00 THE QUIZ KIDS, NBC.
 9:30 THE GRENADIERS.
 10:30 NEWS.
 10:32 TOMORROW'S TELEVISION.

TUESDAY, NOVEMBER 15

5:00 RADIO CITY ORCHESTRA.
 5:30 YOUR LIBRARY STORY.
 5:45 TWENTY FLYING FINGERS.
 6:00 KUKLA, FRAN & OLLIE, NBC.
 6:30 THE SPORTS PICTURE.
 6:45 NEWS CARAVAN, NBC.
 7:00 STAR THEATER, NBC.
 7:30 FIRESIDE THEATER, NBC.
 8:00 THE LIFE OF RILEY, NBC.
 8:30 AMATEUR HOUR, NBC.
 9:00 SQUARE DANCE JAMBOREE.
 10:30 NEWS.
 10:32 TOMORROW'S TELEVISION.

WEDNESDAY, NOVEMBER 16

5:00 RADIO CITY ORCHESTRA.
 5:30 MUSEUM EXPLORERS CLUB.
 5:45 TWENTY FLYING FINGERS.
 6:00 KUKLA, FRAN & OLLIE, NBC.
 6:30 THE SPORTS PICTURE.
 6:45 NEWS CARAVAN, NBC.
 7:00 SILVER THEATER, CBS.
 7:30 THE CLOCK, NBC.
 8:00 KRAFT TV THEATER, NBC.
 9:00 BREAK THE BANK, NBC.
 9:30 SALUTE TO WISCONSIN.
 10:00 GUESSING GAME.
 10:30 NEWS.
 10:32 TOMORROW'S TELEVISION.

THURSDAY, NOVEMBER 17

5:00 RADIO CITY ORCHESTRA.
 5:30 LUCKY PUP, CBS.
 5:45 TWENTY FLYING FINGERS.
 6:00 KUKLA, FRAN & OLLIE, NBC.
 6:30 THE SPORTS PICTURE.
 6:45 NEWS CARAVAN, NBC.
 7:00 STOP THE MUSIC! ABC.
 7:30 MOREY AMSTERDAM, DuM.
 8:30 THE RUGGIES, ABC.
 9:00 PRIVATE EYE, NBC.
 9:30 WRESTLING.
 10:30 NEWS.
 10:57 TOMORROW'S TELEVISION.

FRIDAY, NOVEMBER 18

5:00 RADIO CITY ORCHESTRA.
 5:30 LITTLE AMATEURS.
 5:45 TWENTY FLYING FINGERS.
 6:00 KUKLA, FRAN & OLLIE, NBC.
 6:30 THE SPORTS PICTURE.
 6:45 NEWS CARAVAN, NBC.
 7:00 "MAMA", CBS.
 7:30 ED WYNN SHOW, CBS.
 8:00 VERSATILE VARIETIES, NBC.
 8:30 BIG TEN FOOTBALL FILMS.
 9:00 PROFESSIONAL BOXING, NBC.
 9:40 GREATEST FIGHTS OF THE CENTURY, NBC.
 9:55 SPORTS HIGHLIGHTS, NBC.
 10:00 GAY RANCHEROS.
 10:30 ROLLER DERBY, ABC.
 11:15 NEWS.
 11:17 TOMORROW'S TELEVISION.

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TV Forecast for November 18, 1949

Friday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
10:00 4	UNITED NATIONS REPORT.		
11:00 4	MULTISCOPE NEWS.		
12:00 4	U.N. REPORTS, till 3:00 p.m.		
3:00 4	THE HOMEMAKERS' EXCHANGE.		
3:15 5	NEWS TELECAST.		
3:30 4	TV ALBUM, ticker tape news.		
3:45 9	CHICAGOLAND NEWSREEL.		
4:00 4	MULTISCOPE NEWS.		
	WOMEN'S MAGAZINE of the air.		
4:15 5	JUDY SPLINTERS.		
4:30 5	HOWDY DOODY SHOW.		
4:55 4	TV BILLBOARD.		
5:00 5	CACTUS JIM, western film.		
	SMALL FRY CLUB.		
5:15 4	COMIC CAFERS.		
	LARRY ON LOCATION.		
5:30 4	LUCKY PUP.		
	FAIR TEEN CLUB.		
5:45 4	WRANGLERS' CLUB.		
	DINNER MUSIC.		
6:00 4	TIME FOR BEANIE.		
	KUKLA, FRAN AND OLLIE.		
	TRAIL BLAZERS' THEATER. "Rain-bo Riders."		
6:15 4	CLARK'S CORNER.		
6:30 4	CBS TELEVISION NEWS.		
	SHOWROOM, with Morton Downey.		
	MR. MAGIC and Carrots.		
6:45 4	CATALOG QUIZ, with Eddie Hubbard.		
	WINDOW SHOPPING, Pat Banks.		
	NEWS CARAVAN.		
	UNCLE MISTLETOE.		
	CHICAGOLAND NEWSREEL.		
6:55 4	HERB SHRINER SHOW.		
7:00 4	MAMA, domestic comedy show.		
	ONE MAN'S FAMILY, domestic.		
	NATIONAL PRO HIGHLIGHTS.		
	HANDS OF MURDER, drama.		
7:30 4	MAN AGAINST CRIME. Ralph Bel-lamy as Mike Barnett, detective.		
	WALT'S WORKSHOP. Tips on building and repair by Walter Durbahn.		
	BLIND DATE. Arlene Francis m.c.		
	BIG TEN FOOTBALL, with film clips.		
8:00 4	FORD THEATER, drama "The Sky-lark" with Faye Emerson.		
	VERSATILE VARIETIES, Harold Barry m.c. presents Frank Cole Co., Wallace Bros. and Croydens.		
	HOLLYWOOD SCREEN TEST. Ralph Forbes, guest.		
	THE WORLD IS YOURS, travel film.		
8:15 9	FILM.		
8:30 5	BLACK ROBE.		
	FUN FOR THE MONEY, quiz show.		
9:00 4	PEOPLES' PLATFORM, discussion.		
	BOXING BOUTS.		
	OUR GAL TONI, disc jockey show.		
	AMATEUR BOXING from Madison.		
9:30 4	TRAVEL TIME.		
9:45 4	FILM SHORTS.		
	GREATEST FIGHTS OF THE CEN-TURY, Louis vs. Paychek.		
9:55 5	SPORTS HIGHLIGHTS.		
10:00 4	ERNIE SIMON, the curbstone cutup.		
	TOUCHDOWN CLUB.		
	FLANA-GRAMS, sports commentary.		
10:15 4	WRESTLING FROM HOLLYWOOD.		
	Westcoast glamour boys perform.→		
10:30 5	RESERVED FOR GARROWAY.		
10:35 5	THE WEATHERMAN, Clint Youle.		
10:45 5	BUT NOT FORGOTTEN, Herb Mintz.		
	CHICAGOLAND NEWSREEL.		
11:00 4	PIX OF THE NEWS.		
	LET'S LOOK AT SPORTS.		

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

"WRESTLING FROM HOLLYWOOD"

with commentator
RUSS DAVIS

Friday at 10:15 P.M.

Over

WBKB



Enjoy fast and furious wrestling bouts
featuring the nation's greatest wrestling
stars direct from Hollywood.

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**CHICAGO'S LAST
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 10520 Indianapolis Avenue

Your Second Cup, With Linn Burton

This week "Your Second Cup" of coffee host, Linn Burton and the twice weekly WBKB show adds another day to its schedule, exposing the fugitive from the radio wax rooms where he spends most of his time discjockeying. WBKB's only morning show for the ladies, "Your Second Cup" is sponsored jointly by a number of Chicagoland merchants.



LINN BURTON

A radio personality for more than eight years, MC Burton has been heard covering sports, news scoops, races, bleacher shows, and audience participation programs.

So popular is the show that requests for tickets have been filled for the month of December. Not all of them want to smack Linn over the head, as in the illustration here, but Chicagoland guests get a kick out of competing for prizes.

Entertainment is furnished by the four Songsmiths, accompanied by Ella Rose Halloran at the piano.

Win or lose all contestants get a prize.



By BOB LEE

This is national "Get On the Band Wagon for Jack Haskell Week!" So proclaimed by one of Jack's biggest fans, your *TV Forecast* record reviewer.

After listening carefully to Jack's Decca waxing of I Know, I Know, I Know, we've found a voice that may well appear in the top five male vocalists in the next year. He's a natural.

A warm, compelling song from That Midnight Kiss and sung in a baritone voice smoother than any heard since Dick Haymes cut his first Decca disk, Haskell is the essence of ease. Ever notice how easy he sings on the Garroway TV show?

We recommend you get yourself Jack's first Decca record backed by Over the Hillside, number 24786 at your favorite shop. The Stardusters with Roy Ross and orchestra are on the reverse side.

Capitol has a natural for the small-fry trade, especially those who watch Bill Hopalong Cassidy Boyd. It's a 10 inch unbreakable record in a picturesque envelope numbered 57-30128. Hop tells two stories of the wild west in a manner enjoyed by young and old. The first is Hoppy's Lucky Coin; the reverse, The Legend of Phantom Scout Pass, which we picked as the best.

It's another step in the right direction by progressive Capitol in making fine records for children.

Glad to hear from you record fans. Just drop a line c/o of this magazine, with your request for a review, popular or classical.



TV Service—Pages 17 and 23

TV Forecast

GETTING IN

The Last Word

By CHUB McCARTHY

R.I.P.—Olsen and Johnson

There's nothing older than an old joke, or gag or pair of comedians. That's why when I watched sad-sacks Olsen and Johnson plod thru their routines each week on "Fireball Fun-for-All" I couldn't help but give out a few groans.

Agree? Or are you one of a group of Ardent Ole and Chic fans who can't get enough of their 1, 2, 3, 4 slapstick?

It's just my opinion, but it seems that after you've seen the boys once, you've seen everything. Could be wrong. Maybe they sold Buicks, but when Thursdays rolled 'round, I shied from the fireball screwballs, unless they turned up interesting folks like John Kriza and Ruth Ann Koesun on their guest list.

Kriza, a Chicago boy, is probably one of the most outstanding young ballet dancers in the country. He's been seen on telecasts before, and never fails to turn in good performances. Kriza and lovely Koesun are a show by themselves, and it is really a shame no sponsor has put 2 and 2 together.

Kriza's recent guest dancing on the now defunct Olsen-Johnson show convinced even my mother-in-law that TV and the Ballet will go a long way together, reaching audiences heretofore never treated to the finer arts.

Don't know whether you caught the last Olsen and Johnson telecast, their dying swan before retiring from the telecameras after a rugged season. The boys threw the towel in after failing to carry out their original threat.

TV Forecast



The newest television hit

for

CHILDREN

and their

MOTHERS

is

"Trail Blazers" Theater

5:30-6:30 p.m.

Monday thru Friday

Young folks like the action and drama and mothers like that pre-dinner time peace while the children are entertained.



DUMONT

Women Dominate Television in Paris

By BETTY JANE STEARNS

For centuries the collective eye of Paris has followed a pretty face and a pleasing form ... and now that French television is on the up-swing, their camera eye is hot on the trail.



Unfortunately, the official American attitude on the subject of women as announcers in TV and radio, has always been a polite variation of "Woman was God's second mistake."

Paris psychology, on the other hand is based on the age-old belief that women are good to look at. Accordingly French TV men have changed the old adage, and made it a ruling principle that women should be heard and seen as frequently as possible. All announcing on Paris video is done by women, consequently, and according to my spies, done with great success.

French TV, which emanates from a fascinating building on the left bank of the Seine, is supported by government funds, and is run as a public service under the direction of M. Jacques Armand. M. Armand is assisted in his duties by six directors who serve both on radio and television.

Beginning this month, Paris is telecasting three and one-half hours daily, except Tuesdays. Programming is varied and includes newscasts, sports events (such as bicycle races), variety and educational shows.

At least 70 percent of the time is filled with movies, and one hour per week is devoted to legitimate plays. In spite of the advanced program policy, which excludes censorship, lack of adequate funds has prevented French TV from matching England's high entertainment level.

Most of France's present effort seems to be going into perfecting technical facilities rather than improving the quality of entertainment. Until a larger percentage of Parisians get TV sets, it is understandable.

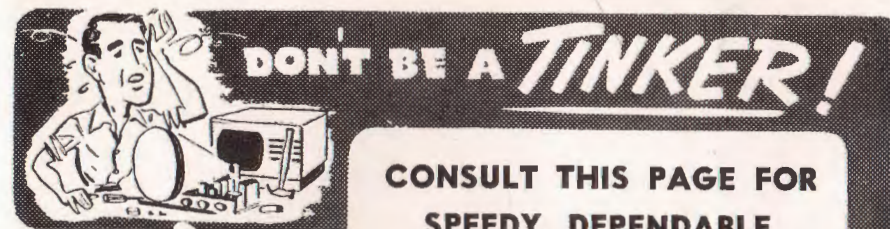
The Black Robe



One of NBC-TV's most realistic shows is this one, based on actual night court records.



The camera studies of men and women are outstanding. It's a program that cannot be turned off.



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Another delightful visit with TV's
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"Window Shopping"

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

Pat Banks and John Dunham offer
the day's best buys for
the housewife

"Suspense"

Tuesday, 8:30 p.m.

Spine tingling mystery

"Midwest Viewpoint"

Thursday, 8:30 p.m.

Ulmer Turner interviews famous
personalities on topics of
interest to all



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