

TV *Forecast*

DECEMBER 10, 1949



HALL, H. R.
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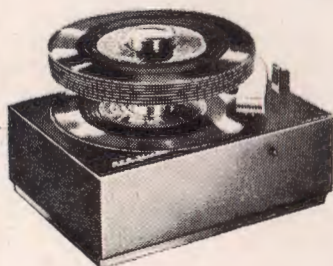
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All the 45 rpm records you could want and more—are already available! New 45 rpm titles coming out daily... bringing "the world's greatest artists..." and "the stars who make the hits..."! Grab this changer offer TODAY!



SEE YOUR FAVORITE
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ON THE COVER

Our Gal Toni, cover girl of the week, is not always as serious as the mood the photographer captured in this picture. Toni Gilman, ABC star, can be seen this Friday on WENR-TV, channel 7 as she introduces fabulous personalities for which Chicago is noted.

TV FORECAST

Vol. 2, No. 32—Whole No. 75
December 10, 1949

Chicagoland Edition

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PUBLISHED WEEKLY BY
TELEVISION FORECAST, Inc.

Phone: FRanklin 2-9563
185 North Wabash Ave. Chicago 1, Ill.
137 Newbury St. Boston 16, Mass.

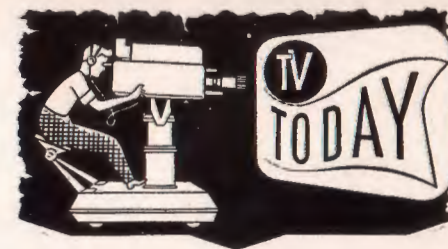
Advertising Rates on Request

Entered as 2nd class matter at the post office at Chicago, Ill. Additional entry at Boston, Mass.

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

Now sold on leading newsstands.

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NEW YORK—

A Manhattan afternoon daily is slashing its TV listings. They're throwing in the sponge to exclusive TV fan-program magazines, since owners of video sets are tired of searching thru clumsy papers for listings... Paul Lukas is just beginning a long career in television, with a suspense series just completed. His guest spots resulted in a landslide of fan-mail... Howdy Doodie record albums sold out in many stores here... When ABC-TV cameramen covered the Met opera they wore tuxedos!... Alben Barkley and his recent bride have a hard time shaking off TV reporters wherever they go... College bigwigs are still up in the air about banning football nation-wide.

CHICAGO—

Bradley University recently honored sportscaster Jack Brickhouse by electing him to the school's Hall of Fame... Fran Allison seen dining in the Ambassador East's Pump Room with one of her favorite fans who travelled to Chicago to see Kukla and Ollie backstage. It was her mother... Talent scouts buzzing about Phillis Gehrige and Don Weismuller, College Inn dancers seen recently on the Garroway show. Predict you'll see more of these youngsters.

HOLLYWOOD—

Tommy Dorsey out to regain his popularity by using TV... Beginning Jan. 7 you'll see Ken Murray's "Blackouts," probably on CBS-TV... Gay Forester, Los Angeles raconteur, will femcee "The Show Must Go On," introducing top stars of stage and screen... KPIX, San Francisco's whirlwind station, is dazzling the west coast with a bag of new shows. You'll see them soon as telephone company joins cable.

—KID HOGAN



Everybody's readin' **TV Forecast**

***and Giving 52 Gifts in One!**
Holiday shopping can be made that much easier
by giving Gift Subscriptions to America's fastest-
growing TELEVISION newsmagazine, TV Forecast.

By ordering NOW, you will insure delivery of the
December 24th issue. You can renew or extend for
52 weeks or more any subscription now in force.

**A BEAUTIFUL GREETING CARD MAILED
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a colorful card, exquisitely designed—
and containing your name—will be
mailed free of charge to each person
on your gift list! This offer is limited,
so act now.



**TEAR OUT
THIS HANDY
ORDER BLANK**

This Offer
Expires Dec. 31,
1949

*Take advantage of Our
Big Gift Plan*

Simon Gives Away Gags and Prizes

Milton Berle's greatest competition, Ernie Simon the curbstome cutup, is disturbing the peace again. So much that when his Monday through Friday evening telecast is screened on WBKB, chanel 4, police have to re-route traffic in front of the State-Lake theater.



Simon, who escapes from a straight-jacket each night at 10 p.m. for Television Appliance Mart, is giving away an equal amount of gags and prizes to victims interviewed.

In addition to prizes supplied by the Mart, through the Rocklin Irving agency, Simon is presenting a gift subscription of *TV Forecast* to every video set owner appearing on the show.

HANDY SUBSCRIPTION FORM

TV Forecast

185 N. WABASH AVE.
CHICAGO 1, ILLINOIS

<input type="checkbox"/> 2 YEARS	\$5
<input type="checkbox"/> 1 YEAR	\$3

☐ Remittance Enclosed ☐ Bill Me

Please allow 2 weeks for processing of subscription

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*"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 December 10, 1949

Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:45 4	Multiscope News.		
10:00 4	Movies for the Kids, the 2nd episode of: "Don Winslow of the Coast Guard"—"Ace Drummond"—"Lost City" (see page 9).		
4:15 5	Presentation of UN. Awards to Brig. Gen. David Sarnoff and a round table discussion of "Freedom of Information."		
4:45 5	Interviews with the United Nations dignitaries.		
5:00 5	Carnegie Hall Symphony with the Boston orchestra and speakers including Eleanor Roosevelt.		
7	Chicagoland Prep Football champs.		
5:30 4	Red Barber's Club House. Interviews with sports personalities.		
7	Sagebrush Theater. Westerns.		
5:45 4	Lucky Pup Review. Whimsical portions of the week's programs.		
9	Feature Film "Women Aren't Angels."		
6:15 4	Time for Beanie and his adventures		
6:30 4	In The First Person. Quincy Howe interviews.		
5	The Nature of Things. Dr. Roy K. Marshall discusses "How Telescopes Work."		
7	The Lone Ranger. The adventures of your favorite western hero. "Finders Keepers."		
6:45 4	Film Shorts.		
5	Leon Pearson and the news.		
6:55 4	Herb Shriner Show. The hoosier of radio now on television.		
7:00 4	Travel Time films.		
5	Twenty Questions. "Animal, vegetable, mineral, or ??" Bill Slater m.c. (see pg. 22).		
7	Paul Whiteman TV Teen Club.		
9	To be announced.		
7:15 4	Ship's Reporter news.		
7:30 4	Film Shorts.		
5	Sessions with the Art Van Damme Quintet and Betty Chaple.		
9	Bowling.		
7:45 5	Stud's Place with Stud Terkel m.c.		
8:00 4	Armchair Detective. H. Allen Smith, narrator, gives the clues.		
5	Who Said That? Robert Trout asks J. Cameron Swayze and guests, Oscar Levant, Lorraine Day, and Leo Durocher.		
7	Dr. Fixum—Art Youngquist—with helpful household hints for you.		
9	Cavalcade of Stars. Variety show with Jack Carter, m.c. Guest: Chico Marx, The DeMarco Sisters.		
8:30 4	Frontier Theater western film. "Arizona Whirlwind."		
5	Meet the Press. Newspaper men discuss current topics.		
7	Cameraman At Large, films.		
9:00 5	The Black Robe. Police nite court.		
7	Indoor Polo (see page 15)		
9	Wrestling from Marigold, Great Balbo vs. Benito Gardini.		
9:30 4	Pix of the News.		

As this issue goes to press ABC will not televise the Bear-Cardinal game on Sunday.

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

LETTERS to the Editor

Your Voice in Video In Chicagoland

Sir:

Why not movies like Naughty Marietta, the Gay Divorcee, Goldiggers of Broadway, Broadway Melody and other old, but wonderful musicals?

Chicago, Ill.

ROY BLACKSTONE

Sir:

I would like to know what a person from Chicago has to do to have Al Morgan play a request tune? About nine weeks ago I sent him a letter . . . but so far he hasn't found time to sing it.

Chicago, Ill.

R. J. SEIBERT

Sir:

We need some more 10 o'clock programs on Saturday and Sunday.

Chicago, Ill.

MRS. HUGH BRUNS

Sir:

Can't understand why the Barn Dance doesn't get a sponsor? The whole family looks forward to it each week for good entertainment.

Harvey, Ill.

MRS. E. KINGMAN

Sir:

Leave It to the Girls was one of the finest shows on TV . . . instead, what do the poor viewers get but a trip to the zoo.

Chicago, Ill.

V. R. BETHUNE

Sir:

Never heard of an Injun carrying a side arm in the days of the old West.

Gary, Ind.

LONE RANGER FAN

Sir:

Have just received our second copy of TV Forecast. It's a pleasure not to have to fiddle the station selector to look for a program suitable for the family.

Prairie View, Ill.

MRS. JOAN SANFORD

Sir:

Pet Peeves: Why do people run Arthur Godfrey down?

Hammond, Ind.

HELEN MORSE

Sir:

We all miss Ruthie on the Telephone.

River Forest, Ill.

ROGER LLOYD

TV Forecast

TV Forecast for December 11, 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 4	Multiscope News.		
7	Hopalong Cassidy. "Border Patrol."		
2:15 4	Auburn Park Contest.		
2:30 4	Multiscope News.		
3:10 7	Kieran's Kaleidoscope and film shorts following.		
3:30 5	American Forum of the Air.		
4:00 5	Armed Forces Hour "Our Private Enemy."		
7	Super Circus. Larry Griswold, dry diver; Chico the Clown, and Syd White and Rex, Trained Horse.		
4:30 5	Serials: "Lightn' Warrior" and "Uncle George."		
5:00 5	Hopalong Cassidy in another exciting adventure of the west.		
7	Singing Lady with Irene Wicker.		
5:30 4	Mr. I. Magination. Fairy tales. Guest: Eddie Rollberg, Ice Boating Star.		
7	Action Autographs.		
9	Spell with Isbell spelling bee.		
5:45 7	Dr. Fixum and household tips.		
6:00 4	Weekly News Album.		
5	Lincoln Park Zoo.		
7	Whiteman Musical Revue variety show. Guests: Kyle MacDonnell and Ted Malone.		
9	Front Row Center variety.		
6:10 4	Film.		
6:15 4	Travel time. Films.		
6:30 4	This is Show Business. Discussion and variety show. Guests: Madge Evans and Bert Wheeler.		
5	Aldrich Family. Domestic comedy.		
7	Hollywood House with Dick Weston and Jim Backus as your hosts.		
7:00 4	Toast of the Town. Ed Sullivan. Sigmund Romberg and Jarmilla Mobotna.		
5	Supper Club with Perry Como. Guest: Eddie Arnold.		
7:30 5	Colgate Theater. "A Trip to Czar-dis," by Ed Granbury. A man's last meeting with his family.		
7	Think Fast. Quiz show (see pg. 20).		
9	Mystery Players "Reward."		
7:30 5	Colgate Theater.		
7	Little Revue. Musical variety.		
9	Newsreel Review.		
8:00 4	Fred Waring Show. Musical.		
5	Philco Playhouse, "The Beautiful Bequest," with Paul Larson and Mary K. Wells.		
7	Your Witness. Mystery drama.		
9	Bowling.		
8:30 7	Mysteries of Chinatown.		
9:00 4	Burton Holmes, Travelogue.		
5	Garroway At Large. Musical.		
7	Celebrity Time. Quiz show. Guests: Don Ameche and Ethel Smith.		
9	Stars of Tomorrow, amateur hour.		
9:15 4	Pix of the News.		
9:30 4	Feature Film "I Give My Life."		
5	To Peggy. Films.		
7	Young People's Church.		
9	Courtesy Theater presents "Made for Each Other" with James Stewart, Carol Lombard and Chas. Coburn.		
10:00 7	WENR-TV Playhouse films. "White Zombie," with Bela Lugosi.		

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

TV Forecast

All dressed up in your Sunday best!

SACHS' AMATEUR HOUR

12:30 P.M.

Talented young Americans bid for fame and fortune.

★

THE LONE RANGER

1:30 P.M.

See the Masked Rider, his great horse Silver and Tonto as they fight for justice and fair play. (repeat telecast).

★

HOPALONG CASSIDY

2:00 P.M.

Join Hoppy and his pals in thrill-packed adventures in the sagebrush-country.

★

SUPER CIRCUS

4:00 P.M.

The greatest show on earth! Ringmaster Claude Kirchner introduces thrilling acts right from under the bigtop. See Cluffy and Scamp the clowns, plus Lovely Mary Hartline, Super Circus Bandleader.

★

THE SINGING LADY

5:00 P.M.

The songs of the Singing Lady and the impish actions of the Suzari Marionettes combine to animate the entire world of make-believe!

★

ACTION AUTOGRAPHS

5:30 P.M.

Famous people and important events in person and in startling action.

★

PAUL WHITEMAN'S REVUE

6:00 P.M.

The best in modern American Music plus variety entertainment and famous guest stars in person.

★

THE LITTLE REVUE

7:30 P.M.

A relaxing half-hour of musical entertainment to suit the whole family.

★

CELEBRITY TIME

9:00 P.M.

Your Host, Conrad Nagel, invites you to have fun with the famous in an informal half-hour of witticisms and words.

★

YOUTH ON THE MARCH

9:30 P.M.

An inspirational half-hour which brings the "Truth to Youth."

★

WENR-TV

Channel 7

A B C Television in Chicago

DO YOU GET SERVICE WHEN YOU NEED IT?



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5647 West Madison Street AUstin 7-5454

Central Television Service

3730 North Southport Avenue
EAstgate 7-9500

Dealers Radio & Television

816 West 58th Street WEntworth 6-4040

Radio City

5659 South Halsted Street
ENglewood 4-5557

Television Engineers, Inc.

1539 West Harrison Street TAYlor 9-4200

Van Treese Engineering Co.

6250 South Marshfield Ave. HEMlock 4-6300

Aide Sound & Radio Service Corp.

5908 South Troy Street PRospect 6-6575

Chelten Television

2903 East 79th Street ESsex 5-3450

Kent Engineering Company

6250 South Spalding Avenue
WAIlbrook 5-7212

Suburban Radio

605 Hillgrove Avenue LaGrange 3935
LaGrange, Illinois

Television Technicians, Inc.

131 North Green Street MONroe 6-5748

Video Tronics, Inc.

5424 North Clark Street LONGbeach 1-4059

*Television Installation Service Association



PROVOCATIVE "Court of Current Issues" can be seen this week Tuesday on WGN-TV, channel 9. A DuMont network show originating in New York, the court is presided over by Judge Frank Karelsen, Jr. Counsel Eugene Dunne is shown quizzing H. Wycliff Ross, American Tariff league president.

Kiddies Movie Time Now Saturday A.M.

An innovation in film programming, intended to "keep kiddies out of mother's hair on Saturday mornings," will again be tried on WBKB Saturday from 10-11 a. m. when the Friedman-Shelby division of International Shoe company and the Red Goose shoe dealers present "Children's Movie Time."

One episode of three top adventures serials will be featured each Saturday morning along with John Dunham who will act as narrator and master of ceremonies.

Serials to be presented are: Lost City; Don Winslow of the Coast Guard, starring Don Terry, Walter Sand and Elyse Knox; and Ace Drummond, created by Capt. Eddie Rickenbacker and starring John King, Jean Rogers and Noah Beery, Jr. For 13 consecutive weeks one episode of each of these serials will be seen and heard on channel 4.

This is the first time any Chicago TV station has opened its facilities at such an early hour.



**A MONDAY MUST
on Channel 9**

★ ★ ★
THE AL MORGAN SHOW
7:30 P.M.

★ ★ ★

Here's a swell show for the whole family . . . featuring the amazing "flying hands" piano technique and popular songs of Al Morgan.

Backed up by Billy Chandler's solid combo, the show is the number one musical half hour on Chicago TV.

You'll enjoy the Al Morgan Show. Make it a Monday Must.



WGN-TV
CHANNEL 9 • CHICAGO

STOP! LOOK! LISTEN! MONDAY

"CHEVROLET THEATER"

—at 7:00 P.M.



"VOICE OF FIRESTONE"

—at 7:30 P.M.



"LIGHTS OUT"

—at 8:00 P.M.



"BAND OF AMERICA"

—at 8:30 P.M.



"QUIZ KIDS"

—at 9:00 P.M.

WNBQ
CHICAGO
CHANNEL 5

TV Forecast for December 12, 1949

Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	Your Second Cup (of Coffee).	
2:45	5	News Telecast.	
3:00	4	The Homemakers' Exchange.	
	9	Stop the Record.	
3:30	4	TV Album.	
3:45	5	Hi, Ladies, with Claude Kirchner.	
4:00	4	Multiscope News.	
	9	Women's Magazine of the Air.	
4:15	5	Judy Splinters and S. Dinsdale.	
4:30	5	Howdy Doody Show—Bob Smith.	
	9	Test Pattern.	
	4	TV Billboard.	
5:00	5	Cactus Jim. Western film, "South of Santa Fe."	
	9	Small Fry Club, with Bob Emery.	
5:15	4	Comic Capers with Boob the bunny.	
5:30	4	Lucky Pup. Doris Brown, m.c.	
	9	Trail Blazers' Theater, "Underground Rustlers."	
5:45	4	Wrangler's Club.	
6:00	4	Roar of the Rails, films.	
	5	Kukla, Fran, and Ollie.	
6:15	4	Clark's Corner. Musical.	
6:30	4	CBS Television News.	
	5	Showroom with Roberta Quinlan.	
	9	Serial: "Miracle Rider."	
	7	Art Jarrett with Vicki Stevens, musical.	
6:45	4	Window Shopping with Pat Banks.	
	5	News Caravan.	
	7	Uncle Mistletoe, with J. Holt.	
	9	Chicagoland Newsreel.	
6:55	4	Herb Shriner Show.	
7:00	4	Silver Theater. "Strange Rebound, with Viki Cummings.	
	5	Tele-Theater. "Dessert Incidents," with Guy Kibbee.	
	7	Parade. Chicagoland talent in a variety of entertaining acts.	
	9	Film Varieties.	
7:15	9	Korney Klowns. Musical mayhem.	
7:30	4	Talent Scouts with Arthur Godfrey.	
	5	Voice of Firestone. Jussi Bjoerling, guest tenor.	
	7	Kay Morrow, fashion review.	
	9	The Al Morgan Show. Musical.	
7:45	7	Films.	
8:00	4	Candid Camera with Allan Funt.	
	5	Lights Out. A mystery drama, "Justice Lies Awaiting," by Wm. Devlin.	
	7	Majority Rules. Quiz show.	
	9	The World Is Yours. Travel films.	
8:15	9	Viewpoints with Spencer Allen, m.c.	
8:30	4	The Goldbergs. Domestic comedy.	
	5	Band of America. P. Lavalie conducts.	
	7	Feature Film, "Three's a Family."	
	9	Boxing. Professional bouts.	
9:00	4	Studio One. "Jane Eyre" with Mary Sinclair, and Charlton Eston.	
	5	Quiz Kids, with Joe Kelly quizzing.	
9:30	5	Films.	
9:45	7	Flana-Grams. Sports commentary.	
10:00	4	Ernie Simon, the curbstone cutup.	
	5	The Weatherman, Clint Youle.	
10:10	5	Clifton Utley and the news.	
10:15	4	Pix of the News.	
10:25	5	Dorsey Connors, commentary.	
10:30	5	Reserved for Garraway.	
10:35	5	But Not Forgotten, with Herb Mintz.	
10:45	9	Chicagoland Newsreel.	
10:50	5	Let's Look at Sports.	

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

TV Forecast



JOAN DIENER is her name. We think she'll be seen on a dozen shows during 1950, inasmuch as NBC-TV talent scouts have singled her out. Watch WNBQ, channel 5. Joan's specialty is variety. We think she makes a perfect pin-up for your den.

Video Maintenance Is a Profession

Readers contemplating TV service, or installation of a new video gadget on their receiver, this week are urged to choose their service firm wisely. These words were issued by Mr. Frank J. Moch, president of TISA, one of Chicago's service associations, who further stated "TV installation and maintenance is a profession. Long and continuing study is required to keep abreast of rapid changes. Manual as well as mental dexterity is required."

"A very substantial investment in equipment, approximately \$1,000 per man and technical data costing further hundreds of dollars is a requisite."

Mr. Moch also advised "sufficient insurance coverage to protect you and your property from damages and lawsuits arising from service operations. It is obvious," he concluded, "that the mere possession of a screw driver and possibly a diploma does not qualify a person to service sets."

Xmas Gift Idea—Page 4

TV Forecast

TV Forecast for December 13, 1949

Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
3:00	4	The Homemakers' Exchange.	
	9	Stop the Record.	
3:15	5	News Telecast.	
3:30	4	TV Album.	
4:00	4	Multiscope News.	
	9	Chicago Cooks, with B. Barkley.	
4:15	5	Judy Splinters—S. Dinsdale.	
4:30	5	Howdy Doody Show—Bob Smith.	
4:35	4	TV Billboard.	
4:40	9	Plan-a-Room.	
4:45	5	Cactus Jim. Western, "South of Santa Fe."	
	9	Small Fry Club.	
5:15	4	Comic Capers. Magic and fun.	
5:30	4	Lucky Pup. Doris Brown, m.c.	
	5	Pet Shop. Gail and Gay Compton.	
	9	Trail Blazers' Theater. Billy the Kid in "Fighting Pals."	
5:45	4	Wranglers' Club.	
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	Melody, Harmony, and Rhythm.	
	7	Serial: "Miracle Rider."	
	9	Art Jarrett with Stevens musical.	
6:45	4	Window Shopping with John Dunham.	
	5	News Caravan.	
	7	Uncle Mistletoe relates the tales of Olio, Molio, and Rolio.	
	9	Chicagoland Newsreel.	
6:55	4	Herb Shriner Show.	
7:00	4	Frontier Theater, western film.	
	5	Star Theater, with Milton Berle.	
	7	Feature film.	
	9	Court of Current Issues. (See page 9) Discussion Show.	
8:00	4	Hobby Parade. Celebrities' hobbies.	
	5	Fireside Theater, "Human Touch" and "Pardoners Tale from Chau-der."	
	7	Bears' Quarterback Club.	
	9	The O'Neills. Domestic comedy.	
8:30	4	Suspense (Because of last minute changes, we are unable to list titles).	
	5	Life of Riley is really hectic.	
	7	Film Shorts.	
	9	Wrestling from Midway Arena.	
9:00	4	Cardinal Touchdown Club, with R. Elson and M. Goldberg and Cards-Bears game on films.	
	5	Original Amateur Hour.	
	7	Tomorrow's Champions. Boxing with Wayne Griffing announcing.	
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. The spirit of the crystal ball asks you.	
10:25	5	Dorsey Connors, commentary.	
10:30	5	Reserved for Garraway.	
10:35	5	But Not Forgotten.	
10:45	4	Pix of the News.	
	7	Flana-Grams, sports news.	
	9	Chicagoland Newsreel.	
10:50	5	Let's Look at Sports.	
11:00	9	TV Forecast.	

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

VOTE FOR YOUR FAVORITE PROGRAM

My favorite COMEDY SHOW is.....	My favorite MYSTERY PROGRAM is.....
My favorite CHILDRENS' SHOW is.....	My favorite DRAMATIC SHOW is.....
My favorite QUIZ SHOW is.....	My favorite AMATEUR SHOW is.....
My favorite MUSICAL PROGRAM is.....	My favorite EDUCATIONAL SHOW is.....
My favorite WOMEN'S SHOW is.....	My favorite VARIETY SHOW is.....
I think this year's BEST NEW program is.....	
I think the BEST PROGRAM on TV is.....	
I think the WORST PROGRAM on TV is.....	

Cut out this ballot and mail to TV Forecast, no later than December 25, 1949.

TWO weeks are left for readers of *TV Forecast* to participate in the first annual Awards Poll being conducted by this magazine to select the most outstanding television shows.

Voting is easy. Just clip out the ballot or write a letter, selecting video programs in the categories listed on this page. Mail your vote to the Editor, *TV Forecast*, 185 N. Wabash, Chicago 1, before December 25. Results will be announced in a January issue of this

publication.

Results of this poll will also be issued to executives of ABC, NBC, CBS and DuMont television networks and outstanding figures in the television industry. It is hoped it will be a guide to future programming during the year 1950.

Readers who have a preference for a show not now seen on video are urged to write their suggestions to this publication.



A BLIND DATE can be fun, Arlene Francis shows, and what midwestern male would object to escorting the charming eye-fel pictured above. The show can be seen this week on channel 7, WENR-TV.



BILLY JURGES (second from left) of the Chicago Cubs mixes with Chief Sitting Amsterdam as Morey plays host to Richard Himber (left) on his WGN-TV, channel 9 telecast in the Silver Swan Cafe. That's Art Carney, headwaiter. It's a DuMont presentation.

You have waited a lifetime for television
why not wait a few weeks more and get the best . . .



The Royalty of Television

While many other makes are readily available, there just aren't enough Zenith* television receivers to satisfy the demand for immediate delivery. It has come to our attention that because of this, some customers have attempted to secure immediate delivery of a Zenith by offering to pay over the market price.

In your own interest—do not do this. It creates a BLACK MARKET

that is not only vicious but unnecessary. Zenith production of television receivers is at an all-time high—and is increasing daily. Your dealer may be able to deliver a Zenith now. If not, he will take your order for the exact model of your choice and give you a priority certificate.

Please remember that—for your protection—Zenith will never sacrifice quality for quantity.

IMPORTANT!

Yes, it will pay you to wait for a Zenith, but get your order in now and receive a numbered certificate which entitles you to a priority. Because of the tremendous demand for Zenith television, our dealers have found it difficult to keep on display a full line of samples. To assist you and our dealers, you may see all Zenith models at our ground floor showroom at 333 North Michigan Avenue. Nothing is sold at this showroom; however, you may select your model and place your order with your Zenith dealer.

Only Zenith Television gives you all these

- | | |
|---|--|
| 1 Built-In Provision for the New Ultra-High Frequencies | 5 Amazing Lifetime Chassis |
| 2 The "Black Magic" Glare-Ban Blaxide Picture Tube | 6 Giant Circle Screen with Picture Control |
| 3 Built-In "Picturemagnet" Aerial | 7 "Gated" Automatic Gain Control |
| 4 One-Knob Simplified Automatic Tuning | 8 Genuine Zenith-Armstrong FM Sound |

Zenith Radio Corporation

333 North Michigan Avenue
Chicago 1, Illinois



TV Forecast for December 14, 1949

Wednesday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
9:30	4	Your Second Cup (of Coffee).	
3:00	4	The Homemakers' Exchange.	
	9	Stop the Record.	
3:15	5	News Telecast.	
3:30	4	TV Album.	
4:00	4	Multiscope News.	
	9	Women's Magazine of the Air.	
4:15	5	Judy Splinters.	
4:30	5	Howdy Doody Show.	
	9	Health Talk.	
4:35	4	TV Billboard.	
5:00	5	Cactus Jim. Western film. (See page 20).	
	9	Small Fry Club. Bob Emery presents cartoons and comics.	
5:15	4	Comic Capers. Don and Vera Ward.	
5:30	4	Lucky Pup. Bunnin' puppets.	
	9	Trail Blazers' Theater "Riders of the Black Mountain."	
5:45	4	Wrangler's Club.	
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: "Miracle Rider."	
	9	Art Jarrett with Vicki Stevens, musical.	
6:45	4	Earl Wrightson Show.	
	5	News Caravan.	
	7	Uncle Mistletoe and Aunt Judy.	
	9	Chicagoland Newsreel.	
7:00	4	Arthur Godfrey and his friends.	
	5	Guest: The Vagabonds.	
	7	Crisis. Stories of ordinary people.	
	9	Photoplay Time. Wendy Barrie and gossip about Hollywood.	
7:30	5	The Temptones with Nancy Wright.	
	7	The Clock. Mystery drama, "Lease of Death," Oliver Thorndike.	
	9	Photo Crime. "The Case of the Model and the Diamond."	
	5	Stop, Look and Learn. Household hint show with Harold Isbell.	
8:00	4	Dunninger Show with Paul Winchell and Jerry Mahoney.	
	5	Kraft Television Theater. "Nantucket Legend."	
	7	Author Meets the Critics.	
	9	The World is Yours. Travel film.	
8:15	9	Florence Bourke Ellis, book reviewer.	
8:30	4	This Week in Sports.	
	7	Wrestling from Rainbo Arena.	
	9	Famous Jury Trials.	
8:45	4	Film shorts.	
	9	Films.	
9:00	4	Tournament of Champions. Boxing.	
	5	Break the Bank with Bert Parks.	
	9	Treasure Hunt. Find the requested articles and be rewarded.	
9:30	5	Top Views in Sports.	
	9	Four Star TV Theater.	
9:45	5	Jim Hurlbut's feature stories.	
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.	
10:25	5	Dorsey Connors commentary.	
10:30	5	Reserved for Garraway.	
10:35	5	But Not Forgotten.	
10:45	4	Pix of the News.	
10:50	5	Let's Look at Sports.	
11:00	7	Flana-Grams. Sports news.	
	9	Chicagoland Newsreel.	
11:15	9	TV Forecast.	

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

Looks Like "45" Is Here to Stay

By PAT COOPER

The swing is definitely to the "45" rpm system of playing recorded music according to all reports from the RCA Victor Distributing Corp., in Chicago. Just in case you haven't heard or possibly just don't understand about all



this "45" or "78" rpm language people are talking about... here is the straight story.

It all has to do with technical terms of revolutions per minute, quality-recording or distortion areas, and small-groove recording channels that won't "track" and a number of other purely technical angles—all of which can be proved by various tests and demonstrations.

But what it means to you and me as record buyers and music lovers once it is all boiled down is simply a better reproduction of recorded music at a lower-than-ever-cost! And what TV fan doesn't want to collect records of video stars.

Since the new system has been recorded over a smaller surface area, naturally it takes less plastic material to manufacture, consequently a natural decrease in cost!

RCA Victor Division of the Radio Corporation of America, pioneers of the new 45 rpm system of recording music firmly believe the swing to "45" is inevitable... that it may take a period of years to make the complete change, but eventually everyone—you and I and our aunts and uncles—will be playing the new space-saving, easy-to-handle 7-inch non-breakable records!

Oh Doctor!

Dr. Franz Polgar, WBKB CBS-TV mentalist, used hypnotism instead of anesthetics to help his wife in the birth of their second child.

TV Forecast for December 15, 1949

Thursday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
3:00	4	The Homemakers' Exchange.	
	9	Stop the Record.	
3:15	5	News Telecast.	
3:30	4	TV Album.	
4:00	4	Multiscope News.	
	9	Chicago Cooks with B. Barkley.	
4:15	5	Judy Splinters.	
4:30	5	Howdy Doody Show.	
	9	Individually Yours.	
4:35	4	TV Billboard.	
5:00	5	Cactus Jim, western film.	
	9	Small Fry Club.	
5:15	4	Comic Capers.	
5:30	4	Lucky Pup.	
	9	Carson's Corral.	
5:45	4	Wrangler's Club.	
	9	Trail Blazers' Theater "Billy the Kid in Texas."	
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	Melody, Harmony, and Rhythm.	
	7	Serial: "Miracle Rider."	
	9	Art Jarrett with Vicki Stevens, musical.	
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	Front Page. A story of a newspaper and the men behind it. Hildy Johnson breaks up Waterfront gang.	
	5	Portrait of America. Norman Barry visits an American family.	
	7	Stop the Music. Bert Parks asks you to guess the "Mystery Tune."	
	9	To be announced.	
7:30	4	Romance. Dramatic production.	
	5	Mary Kay and Johnny. Domestic team.	
8:00	4	The Ed Wynn Show. Variety.	
	5	Kollege of Musical Knowledge, starring Kay Kyser and his gang. (see pg. 22).	
	7	Mystery Playhouse. A spine tingler starring Boris Karloff.	
	9	Morey Amsterdam Show. (See pg. 12).	
8:30	4	Bet Your Shirt. For those who love to gamble with John Dunham, m.c.	
	7	To be announced.	
	9	Wrestling from Madison AC.	
8:45	4	Hour of Mystery "Dawn Express."	
9:00	5	Martin Kane, private eye.	
	7	Roller Derby from Philadelphia.	
9:30	5	Wayne King Show. Musical variety with Nancy Evans, vocalist.	
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	To Jim.	
10:20	7	Flana-Grams.	
10:25	5	Dorsey Connors commentary.	
10:30	5	Reserved For Garraway.	
10:35	5	But Not Forgotten.	
10:45	4	Pix of the News.	
	9	Chicagoland newsreel.	
10:50	5	Let's Look at Sports.	
	9	TV Forecast.	

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



POLO can now be seen this week on WENR-TV, channel 7. Shown above is Bobby Walter, crack Milwaukee Senior horseman, an outstanding polo player. For commentary on this exciting winter sport dial ABC-TV.



GREGG SHERWOOD, called Blizzard Top by TV cameramen because of her platinum hair, is on temporary leave from NBC-TV to play the lead in "The Golden Gloves Story". She returns to New York later this month.

TV Forecast Now on Sale At Leading Newsstands

WTMJ-TV Program Schedule Channel 3
THE MILWAUKEE JOURNAL TELEVISION STATION
DECEMBER 10 through DECEMBER 16, 1949

SATURDAY, DECEMBER 10

4:00 MR. JAYCEE.
 4:30 WILD WEST THEATRE.
 5:30 TELE-TALENT-TIME.
 6:00 DUNNINGER (CBS).
 6:45 TOP VIEWS IN SPORTS.
 7:00 TO BE ANNOUNCED.
 8:00 UNDER THE BASKET.
 8:10 BASKETBALL: MARQUETTE VS. HOUSTON.
 9:45 NEWS.
 9:47 TOMORROW'S TELEVISION.

SUNDAY, DECEMBER 11

3:00 BIBLE STORIES.
 3:15 MEET THE ARTIST.
 3:30 YOU'RE THE JUDGE.
 4:00 WAYNE KING (NBC).
 4:30 SUPER CIRCUS (NBC).
 5:00 SINGING LADY (ABC).
 5:30 HIGH LIFE TIME.
 6:00 PAUL WHITEMAN (ABC).
 6:30 SHOW BUSINESS (CBS).
 7:00 SUPPER CLUB (NBC).
 7:30 COLGATE TV THEATRE (NBC).
 8:00 PHILCO TELE. PLAYHOUSE (NBC).
 9:00 CELEBRITY TIME (ABC).
 9:30 TELENEWS WEEKLY.
 9:50 ROVING CAMERAS.
 10:00 TOMORROW'S TELEVISION.

MONDAY, DECEMBER 12

5:00 SOMETHING TO DO.
 5:30 ROAR OF THE RALS (CBS).
 5:45 VI AND JERRY WAGNER.
 6:00 KUKLA, FRAN AND OLLIE (NBC).
 6:30 THE SPORTS PICTURE.
 6:45 CAMEL NEWS CARAVAN (NBC).
 7:00 CHEV. TELE-THEATRE (NBC).
 7:30 VOICE OF FIRESTONE (NBC).
 8:00 CANDID CAMERA (CBS).
 8:30 THE GOLDBERGS (CBS).
 9:00 THE QUIZ KIDS (NBC).
 9:30 THE GRENADEERS.
 10:30 NEWS.
 10:32 TOMORROW'S TELEVISION.

TUESDAY, DECEMBER 13

5:00 CONNIE'S CHRISTMAS TREE.
 5:30 YOUR LIBRARY STORY.
 5:45 VI AND JERRY WAGNER.
 6:00 KUKLA, FRAN AND OLLIE (NBC).
 6:30 THE SPORTS PICTURE.
 6:45 CAMEL NEWS CARAVAN (NBC).
 7:00 TEXACO STAR THEATRE (NBC).
 8:00 FIRESIDE THEATRE (NBC).
 8:30 THE LIFE OF RILEY (NBC).
 9:00 AMATEUR HOUR (NBC).
 10:00 SQUARE DANCE JAMBOREE.
 10:30 FILM: "PEGGY & JIM."
 10:35 NEWS.
 10:37 TOMORROW'S TELEVISION.

WEDNESDAY, DECEMBER 14

5:00 SOMETHING TO DO.
 5:30 MUSEUM EXPLORERS CLUB.
 5:45 VI AND JERRY WAGNER.
 6:00 KUKLA, FRAN AND OLLIE (NBC).
 6:30 THE SPORTS PICTURE.
 6:45 CAMEL NEWS CARAVAN (NBC).
 7:00 ARTHUR GODFREY (CBS).
 8:00 KRAFT TV THEATRE (NBC).
 9:00 BREAK THE BANK (NBC).
 9:30 SALUTE TO WISCONSIN.
 10:00 GUESSING GAME.
 10:30 FILM: "PEGGY & JIM."
 10:35 NEWS.
 10:37 TOMORROW'S TELEVISION.

THURSDAY, DECEMBER 15

5:00 CONNIE'S CHRISTMAS TREE.
 5:30 LUCKY PUP (CBS).
 5:45 VI AND JERRY WAGNER.
 6:00 KUKLA, FRAN AND OLLIE (NBC).
 6:30 THE SPORTS PICTURE.
 6:45 CAMEL NEWS CARAVAN (NBC).
 7:00 STOP THE MUSIC (ABC).
 8:00 KAY KYSER (NBC).
 9:00 PRIVATE EYE (NBC).
 9:30 WRESTLING.
 10:55 NEWS.
 10:57 TOMORROW'S TELEVISION.

FRIDAY, DECEMBER 16

5:00 SOMETHING TO DO.
 5:30 LITTLE AMATEURS.
 5:45 VI AND JERRY WAGNER.
 6:00 KUKLA, FRAN AND OLLIE (NBC).
 6:30 THE SPORTS PICTURE.
 6:45 CAMEL NEWS CARAVAN.
 7:00 "MAMA" (CBS).
 7:30 ED WYNN SHOW (CBS).
 8:00 VERSATILE VARIETIES (NBC).
 8:30 TV DETECTIVE (NBC).
 9:00 PRO BOXING (NBC).
 9:40 GREATEST FIGHTS (NBC).
 9:55 SPORTS HIGHLIGHTS (NBC).
 10:00 GAY RANCHEROS.
 10:30 ROLLER DERBY (ABC).
 11:15 NEWS.
 11:17 TOMORROW'S TELEVISION.



By BOB LEE

Christmas suggestion: if your gal friend's family just purchased a TV set, then give them a holiday album of records cut by video stars. Collecting them is fun!

Mule Train is all the rage these days, with *Frankie Laine* on *Mercury* heading the list of sales. Not to be overlooked, however, are recordings by *Gordon McRae* on *Capital* and *Tennessee Ernie* and *Bing Crosby* on *Decca*, also very good.



Nelson Eddy can be found on the *Columbia* label and *Vaughan Monroe* on *RCA Victor*, versions of the same song you're probably whistling right now. If you like *Monroe* as I do, ask for him on either the conventional 78 rpm or on the 45's.

If you want cheery music played throughout your home over the holiday season check these albums. The four best-sellers are *Merry Christmas* with *Bing Crosby* and the *Night Before Christmas*, cut by *Fred Waring*, both on *Decca*. The other two wonderful albums are the *Robert Shaw* chorale on *RCA Victor* and the *Organ, Chimes and Bells* on *Mercury*.

Incidentally, if you want a child's version of *The Night Before Christmas* in song and rhyme, *Decca* has made it available in a 10, in an unbreakable disk by *Waring*. It should certainly appeal to the small fry.

Disappointed with the telecast of *Der Rosenkavalier*? Are you wondering why they didn't select a more telegenic opera to open the season? Well, cheer up, there will be *Traviata* and *Fledermaus* and *Tales of Hoffman* on your screen soon.

WLAV-TV CHANNEL 7, GRAND RAPIDS, MICHIGAN
 provides this page for the convenience of viewers in
Battle Creek, Kalamazoo, South Haven, Holland,
Grand Haven, Muskegon, Greenville
 and intermediate points with primary TV coverage.
Affiliated with ABC, CBS, DTN and NBC.

Saturday, December 10

2:30 Test Pattern.
 7:00 Test pattern.
 7:15 FILM VARIETIES.
 7:30 LONE RANGER.
 8:00 PAUL WHITEMAN TEEN CLUB.
 9:00 WHO SAID THAT?
 9:30 FEATURE FILM.

7:55 TELEPHONE VARIETIES.
 8:00 FEATURE FILM.
 9:00 FILM VARIETIES.
 9:30 LIFE OF RILEY.
 10:00 AMATEUR HOUR.

Wednesday, December 14

3:00 Test Pattern.
 4:00 HOMEMAKERS' EXCHANGE.
 5:45 Test Pattern.
 6:00 CACTUS JIM.
 6:30 NEWS AND EVENTS.
 7:00 KUKLA, FRAN AND OLLIE.
 7:30 THE CLOCK.
 8:00 ARTHUR GODFREY.
 9:00 LOPEZ SPEAKING.
 9:15 FILM VARIETIES.
 9:30 WRESTLING.
 10:00 BREAK THE BANK.
 11:30 WRESTLING.

Thursday, December 15

3:00 Test Pattern.
 4:00 HOMEMAKERS' EXCHANGE.
 5:45 Test Pattern.
 6:00 CACTUS JIM.
 6:30 NEWS AND EVENTS.
 7:00 KUKLA, FRAN AND OLLIE.
 7:30 NEWS AND EVENTS.
 7:55 TELEPHONE VARIETIES.
 8:00 STOP THE MUSIC.
 9:00 KAY KYSER SHOW.
 10:00 BIG TEN FOOTBALL.

Friday, December 16

3:00 Test Pattern.
 4:00 HOMEMAKERS' EXCHANGE.
 5:45 Test Pattern.
 6:00 CACTUS JIM.
 6:30 NEWS AND EVENTS.
 7:00 KUKLA, FRAN AND OLLIE.
 7:30 NEWS AND EVENTS.
 7:55 TELEPHONE VARIETIES.
 8:00 FILM VARIETIES.
 8:30 TBA.
 9:00 FORD THEATER.
 10:00 BOXING.

Monday, December 12

3:00 Test Pattern.
 4:00 HOMEMAKERS' EXCHANGE.
 5:45 Test Pattern.
 6:00 CACTUS JIM.
 6:30 NEWS AND EVENTS.
 7:00 KUKLA, FRAN AND OLLIE.
 7:30 NEWS AND EVENTS.
 7:55 TELEPHONE VARIETIES.
 8:00 TELE THEATER.
 8:30 FILM VARIETIES.
 9:00 LIGHTS OUT.
 9:30 FEATURE FILM.

Tuesday, December 13

3:00 Test Pattern.
 4:00 HOMEMAKERS' EXCHANGE.
 5:45 Test Pattern.
 6:00 CACTUS JIM.
 6:30 NEWS AND EVENTS.
 7:00 KUKLA, FRAN AND OLLIE.
 7:30 NEWS AND EVENTS.

Programs are subject to change without notice.



PLAY CARTUNE-O!

The new TV musical
quiz game

**ON CHANNEL NINE
FRIDAY
7 TO 8 P.M.**

Starring

★ **Holland Engle**
Popular emcee

★ **The Temptones**
"4 men who sound
like a million"

★ **Nancy Wright**
Lovely WGN-TV
Songstress

★ **Lynn Redman**
Cartoonist

*Gift certificates
for the winners!*



DUMONT

GETTING IN

The last word

by Chub McCarthy

Average day in the life of a glamorous television star goes something like this—

Wake up at noon, read newspaper, chat with secretary, eat avocado for breakfast, tell newest gag, observe hilarious result of listener, discuss football, refuse to see any fans seeking autographs, read stockmarket reports, read Dick Tracy.

Drive down to the studio, use private elevator, chase secretary around filing cabinets, duck out for coffee, pad expense account, attempt to detect padded expense account of press agent, advise Yale graduates seeking positions as studio guides, chat with NBC vice president, dictate many nasty letters, go out for a haircut, read mail, study Sante Fe railroad timetable or photos of Connie Russell, develop ulcers and listen to them purr, sneak into rehearsal late, leave early.

Go out for late afternoon pick-me-up, return to studio, get into make-up and mood, chat with cameramen, slip each a five note for special camera-work, put in special non-glare television teeth for nationally-advertised smile, plunge into the show with a hi-de-ho, keep the audience in stitches.

Take out non-glare teeth, help sweep up studio, stop by favorite newsstand, buy copy of TV Forecast magazine, read what McCarthy currently gripes about, resolve to have him shot in the head, return to leopard-skin-lined apartment, wind watch in front of slightly opened window for exercise, go to sleep dreaming about Hooper, Videodex, Pulse, Connie Russell.

TV Forecast

TV Forecast for December 16, 1949

Friday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
9:30	4	Shopping's Fun.	
2:45	5	News Telecast.	
3:00	4	The Homemakers' Exchange.	
	9	Stop the Record.	
3:30	4	TV Album.	
3:45	5	Hi, Ladies.	
4:00	4	Multiscope News.	
	9	Women's Magazine of the Air.	
4:15	5	Judy Splinters.	
4:30	5	Howdy Doody show.	
	9	Film Varieties.	
4:35	4	TV Billboard.	
4:45	9	Silhouettes in song.	
5:00	5	Cactus Jim, western film.	
	9	Small Fry Club.	
5:15	4	Comic Capers.	
5:30	4	Lucky Pup.	
	9	Fairteen Club. Carol Lee, m.c.	
5:45	4	Wrangler's Club—Texas Bruce m.c.	
6:00	4	Time for Beanie.	
	5	Kukla, Fran, and Ollie.	
	9	Trail Blazers' Theater.	
6:15	4	Clark's Corner. Musical.	
6:30	4	CBS Television News.	
	5	Showroom with Roberta Quinlan.	
	7	Mr. Magic and Carrots.	
	9	Catalog Quiz.	
6:45	4	Window Shopping—John Dunham.	
	5	News Caravan.	
	7	Uncle Mistletoe.	
	9	Chicagoland Newsreel.	
6:55	4	Herb Shriner Show.	
7:00	4	Mama. Domestic Comedy show.	
	5	One Man's Family. Domestic comedy.	
	7	National Pro Highlights.	
	9	Cartune-O. A Musical quiz show.	
7:30	4	Man Against Crime.	
	5	Walt's Workshop.	
	7	The Ruggles domestic comedy.	
8:00	4	Ford Theater, "Little Women," with Peggy Ann Garner and Kim Hunter.	
	5	Versatile Varieties. Harold Barry m.c. with Edith Fellowes, Tommy Dix, Mai Lings, and Ilson Bros.	
	7	Hollywood Screen Test.	
	9	The World is Yours. Travel film.	
8:15	9	Stop the Record with Frann Weigle.	
8:30	5	TV Detective. Steve Black looks for clues. Mystery drama.	
	7	To be announced.	
	9	Film Shorts.	
9:00	4	Peoples' Platform. Discussion.	
	5	Boxing Bouts. Beau Jack vs. Tuzo Portuguese.	
	7	To Peggy.	
	9	Amateur Boxing from Madison.	
9:05	7	Our Gal Toni.	
9:30	4	Midwest Viewpoint.	
9:45	4	Travel time. Films.	
	5	Greatest Fights of the Century. Ross vs. Canzoneri.	
9:55	5	Sports Highlights.	
10:00	4	Ernie Simon, the curbstome cutup.	
	5	Touchdown Tips.	
	7	Flana-Grams sports news.	
10:15	4	Sports Highlights.	
10:20	4	Wrestling from Hollywood. Westcoast glamour boys	
10:25	5	Dorsey Connors commentary.	
10:30	5	Reserved for Garroway.	
10:35	5	The Weatherman.	
10:45	5	But Not Forgotten.	
	9	Chicagoland Newsreel.	
11:00	5	Let's Look at Sports.	
	9	TV Forecast.	
11:05	4	Pix of the News.	
	5	reserve the right to change above listings without notice)	

TV Forecast

"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.

Presented by

CHICAGO'S LAST SPORTS SHOP

Your First Stop For Savings

10520 Indianapolis Avenue

Cactus Jim Rides TV Range Nightly

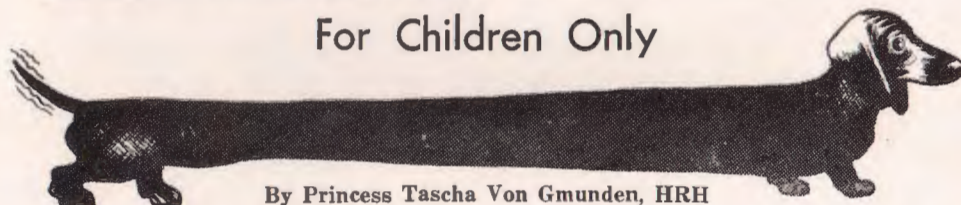
An old-timer with a celluloid memory, "Cactus Jim" rides nightly on WNBQ, channel 5, spinning western range and adventure stories for his junior audience.



THINK FAST brings Eloise McElhone's sparkling thoughts to TV viewers who got to meet her on "Leave It to the Girls." Eloise, shown here with David Broekman, can be seen this Sunday on WENR-TV, channel 7.

TV Forecast Magazine
Now Sold on Leading Newsstands

For Children Only



By Princess Tascha Von Gmunden, HRH

WHAT a busy week this has been, reading and answering all the fan mail that has been directed to this new column for children!

One of the letters was from a school teacher who felt television was taking away too much evening time from students who should be busy with homework.

It could be a serious problem, so this is what I wrote her:

Dear Miss Johnson.

"You are right. Television can slow down some students, unless there is a proper understanding between mom, dad, and the junior members of the family.

"Judy Splinters, Kukla, Ollie, Uncle Mistletoe all want to be watched by Chicago children, but not if homework is neglected. I know all these television

folks are anxious that their jr. viewers work together to make this school year a huge success. What fun TV parties are, after mom and dad are shown that video and schoolwork can work together.

"You will be happy to know, I'm sure, that television is also making many plans to aid in the education of young men and women. In the not too distant future, maybe by the time my children Plotz, Waddle, Nipper and Otto grow up there will be TV receivers in all the classrooms, and special programs will be shown to not only one school, but many, many schools in towns and cities for miles around."

That's right, children. If you'd like to suggest the type of programs you'd like to see in schools as part of your training, write me, care of this magazine. Bye now.



**DON'T MISS THE
BIG HOLIDAY SHOWS!**
HAVE YOUR SET CHECKED NOW
BY A RELIABLE SERVICE MAN.

CHICAGO

southeast
SOUTH SIDE
TELEVISION COMPANY
2651 E. 75th St. REgent 4-4045

south
AMERICAN
RADIO LABORATORY
6321 S. University FAirfax 4-9000

west
EXPERT RADIO &
TELEVISION SERVICE
15 S. Austin Phone: EStherbrook 8-0656

near north
AMERICAL
RADIO SERVICE
1362 N. Sedgwick MOhawk 4-2300

FRITZEL RADIO &
TELEVISION LABORATORIES
454 West North Ave. MIchigan 2-7100

northwest
PRECISION
TELEVISION SERVICE CO.
3441 W. Montrose CORnelia 7-2225

north
CHAMBERS
RADIO AND TELEVISION
3546 N. Ashland Ave. BUckingham 1-7373

BRUMLIK RADIO & TELEVISION
7004-6 N. Western Ave.
HOLlycourt 5-2949, 5-2895

TELE-TRONICS
TV SERVICE CENTER
5738 Elston RODney 3-7070

SUBURBS

wilmette and waukegan
AIR VISION, INC.
1185 Wilmette Ave. Wilmette 6050
18 S. Genesee St. Ontario 2150

north shore suburbs
NORTH SHORE TELEVISION
SERVICE COMPANY
2547 A. Prairie DAvis 8-4464

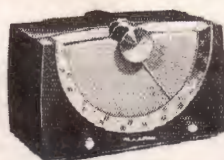
gary, ind. and vicinity
STREIGHT
TELEVISION REPAIR
118 W. 5th Gary 6864

whiting, ind.
RADIO CENTER
1542 119th St. Whiting 307

southern cook county
B & H
RADIO SALES & SERVICE
60 East 154th St. Harvey 400

evanston, ill.
BECKERS
801 Dempster St. UNiversity 4-1640
R. S. CAMPBELL APPLIANCE CO.
1943 Central St. UN. 4-6640 DA. 8-5757

central
RADIOELECTRIC
SALES AND SERVICE
3624 W. North Dickens 2-6728



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.



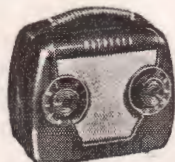
DECORATOR BEAUTY

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



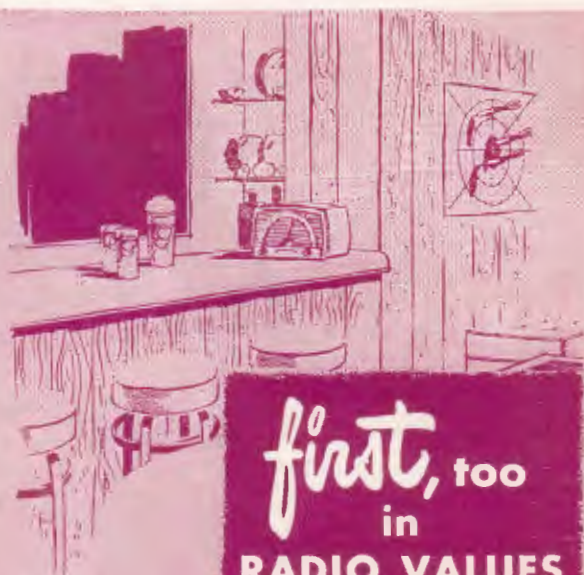
PORTABLE FUN

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.



first, too
in
RADIO VALUES

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**