

tv FORECAST

complete advance TV programs

JULY 14



SPACE CADET
AL MARKIM

They Love Garry Moore • page 6

15c



NEXT WEEK

"Your Luncheon Date"

Hugh Downs and Nancy Wright tell a picture story of their nonsensical NBC television show, "Luncheon Date," in next week's *TV Forecast*, on sale Friday at leading newsstands. Also included are sparkling columns by Jack Mabley and Chub McCarthy.

JULY 14, 1951

publishers

Lester Vihon
Roy V. Whiting
John E. Groenings
Norbert F. Dompke

editor

Robert A. Kubicek

managing editor

Martin O'Shaughnessy

women's editor

Patricia Cooper

program editor

Patricia Moran

sports editor

Ed Pazdur

circulation

Archie K. Fisher

art director

Sho Kaneko

features

Jack Mabley
Chub McCarthy
Inertia Smith
Bob Mondlock
Wade Ray

TV Forecast FR 2-6931, 185 N. Wabash, Chicago 1, Ill. Published weekly by Television Forecast, Inc., Board of Directors, Norbert F. Dompke, John E. Groenings, Lester Vihon, Roy V. Whiting, Robert A. Kubicek. Subscriptions: \$5 per year, 2 years \$8; single copies 15 cents. **Change of Address:** In order to assure proper delivery please advise the postmaster and this office, enclosing with new address the address label from your magazine showing old address. Allow three weeks for processing of new subscriptions or change in address. **Expirations:** First line on address label shows when subscription expires. The first numbers are our own file numbers. Those following the dash indicate expiration date according to our whole number. To find number of issues to be received before subscription expires, subtract whole number of this issue noted below from numbers following the dash on the first line of address label. Entered as 2nd class matter at the postoffice at Chicago, Ill. Copyright 1951 by Television Forecast, Inc. All rights reserved. Volume 4, No. 11, whole number 158



Channel One

NEW YORK—Most startling news along the TV grapevine is about press agent **Jim Moran**, who's famous for such zany stunts as leading a live bull into a china shop, selling ice boxes to Eskimos, and personally hatching an ostrich egg. He's now prepping a madcap TV series called "Left Field Forum" and starring himself. Viewers who hope to escape him will do well to remember Moran was the one-man publicity drive behind zithers and the "third man theme." . . . Bandleader **Freddy Martin**, who's seen on NBC each week, started gearing his orch for TV as far back as 1947. . . . **Frank Sinatra** and CBS may call it quits shortly. If so, NBC is prepared to gobble up the singing beanpole's contract. . . . **Lutherans** have set up a \$750,000 TV budget for fall. They're planning a weekly religious drama series along the networks.

Ken Murray, the affable CBSmoothie, recently picked the top ten TV beaties, including **Roxanne**. By a fabulous coincidence, five of the ten lovelies are CBS stars. . . . NBC's lively **Zoo Parade** from Lincoln Park will stay on during the summer, despite the sponsor taking a vacation. . . . Hold your hats—**Spike Jones** and his chaotic musical group will do five one-hour shows for NBC in fall. The first tees off Sept. 16 for Colgate. . . . **Molly Goldberg** is reported irked at CBS for selling her excellent evening time out from under her. She's eyeing NBC offers as a result. . . . "Twenty Question" fans can get set for a long ride on **DuMont**. That web inked the quiz show for a healthy five years. . . . **Arlene Francis** and "Blind Date" may fold up Sept. 4, at least temporarily.

Oscar Levant should feel at home in the new "Guest House" variety show via CBS. The wise-cracking pianist can now punch both keyboard and gags at the viewers. . . . **Betty Brewer**, co-star with **Don Ameche** in ABC's "Holiday Hotel," was born in Hot Springs, Ark. Betty was a champion rifle shot and horsewoman. . . . CBS planning a fulltime rash of daytime soap operas for fall. . . . **John Cameron Swayze** noted this sign in a restaurant: "If the steak is too tough for you, get out. This is no place for weaklings." . . . **Bill Thall**, the emcee of "Midwestern Hayride," was a star clarinet player in his high school days. . . . **DuMont's "Johns Hopkins Science Review,"** which has drawn raves from educators, will spread out nationwide in the fall. . . . **Susan Peters**, NBCutie of "Miss Susan," claims the ideal summer resort is where the fish bite and the mosquitoes don't."

Attracting major attention on the **Paul Whiteman Revue** is singer **Maureen Cannon**. Her style is bang-up, causing good reports. . . . "Hollywood Junior Circus" provides juvenile viewers with authentic circus slang. Samples—performers are "kinkers," overflow crowd is "a straw house," and good business is "blues." . . . **Milton Berle** claims he bought a bird dog, but since he's had it the miserable hound hasn't sung a note. . . . **Marion Morgan**, songstar of "Stop the Music," is a protege of actress **Joan Crawford**. . . . **Burr Tillstrom**, the creator of **Kukla, Fran and Ollie**, is now on a European vacation, **Fran Allison** at Malibu Beach, Calif. . . . Orch conductor **Ray Bloch** was born in Alsace-Lorraine.



MARTIN



ROXANNE



LEVANT



CANNON



Tom Corbett (center) and space comrades use teamwork for victory



A tense moment arrives as group rockets in space toward enemy



Corbett and friends advocate democratic life for universe



Shock throws crew of ship, but Space Cadets vanquish foe



SCIENCE-FICTION has always played an important role in juvenile literature and since the turn of the century from the days of "Tom Swift" up to the present with new magazines, comic books and motion pictures, it has sky-rocketed to a position where it has lost some of the juvenile identity, and has mass appeal for the grown-ups. The originators of "Tom Corbett, Space Cadet" realized this and decided that a science-fiction feature based on a solid foundation of romantic adventure and education in science offered an opportunity for a new and exciting type of television program.

The creation of a TV show based on speculation about the future, posed many problems. The guideposts were: a sense of responsibility to the audience-children and their parents, and adherence to decent human standards. The principles automatically follow: good drama, scientific validity and sound pedagogy. These lead in turn to the creation of "real" and understandable characters, an exciting storyline and much research. The adventure series is set in the year 2351 A.D. with accents on the accuracy of the scientific material used. The production staff works closely with the Hayden Planetarium, and have gathered a collection of the largest science-fiction library in New York.

The Space Cadets are students at Space Academy—the interplanetary West Point of the future. They are training to become Solar Guards, protectors of the peace of the universe. From a political aspect 2351 A.D. has

TOM CORBETT,

2351 A. D.



become an age of internal, international and interplanetary diplomacy where wars and the use of destructive weapons are outlawed.

It is also the age of conquest of space, the century of interplanetary flight and solar exploration. The Space Cadets bridge the void of outer space by manning the rocket cruisers and brave the dangers of cosmic infinity in defending the liberties of the planets and safeguarding the freedom and peace of space. The cadets are members of the Solar Alliance—the council of the universe, consisting of Mars, Venus and Earth. The Age of Reason has been reached and peace reigns throughout the universe. Of course there are antagonists but they come from space itself—asteroids, meteors, cosmic diseases, etc.

The cadets in addition to their "laboratory classes" into outer space also have an intense curriculum of studies such as Astrogation, Neucleonics, Interplanetary Law, Extraterrestrial Biology, Planetary Culture, Motivational Psychology, Space Medicine, etc.

However, as this is an advanced mechanical as well as cultural age, the Cadets are aided in their studies by the use of the study machine—a spool of tape containing the subject matter for the course of study set into a machine. The student can retire for sleeping, clamp earphones on and while he is in the arms of "Morpheus" education is poured into and retained by the brain.

While the cast of "Tom Corbett, Space Cadet" is not large, Frankie Thomas, star of stage and screen plays

Tom Corbett, and has also written some of the scripts containing sound scientific principles; Jan Merlin plays Roger Manning; Astro, the Venusian, is portrayed by youthful radio and TV actor Al Markim, and Captain Strong, Dr. Joan Dale and Commander Arkwright are played by Edward Bryce, Margaret Garland, and Carter Blake respectively; the big problem was getting a studio where special effects and special props could be utilized. This was no easy problem and it took weeks before the producers found one to their liking.

It is a special studio used solely for the production of the show and utilization of 18,000 square feet of space for the various sets of Space Cadets, combination of cameras which reverse their scan (upside-down images), for the "free-fall" sequences, scene docks, prop rooms, and dressing rooms. Each camera shot is first drawn on paper and carefully examined for its effect. Copies of cues are given to the technical supervisor, audio man, record man, floor manager, associate director, etc. Camera moves and boom moves are plotted on a scale drawing of the studio. With close cooperation and intense planning it has been found that only two hours are required for camera rehearsal—including dress.

"Tom Corbett, Space Cadet" is presented thrice-weekly over the ABC-TV by the Kellogg Company of Battle Creek, Michigan.

GARRY MOORE



GARRY MOORE has been aptly described as a young man with an elfin quality and a million expressions. More accurately, Garry is best known as the comical youngster who sends delightful shivers down the spines of a million or more housewives.

What causes this phenomenon, no one knows. It may be Garry's bristling crew cut, or his brash manner of upsetting pseudo culture. It may even stem from Garry Moore's reputation of being America's funniest daytime comedian. Whatever the reason, the women love Garry Moore like a wayward son.

Originally, Garry started out to be a top writer. According to the records, he collaborated with the late, great F. Scott Fitzgerald in an unpublished play. But like so many others, Garry drifted



He Wows The Women

into secondary fields and took a job as continuity writer with a Baltimore radio station.

One memorable day, the station's comedian took sick, and Garry was hastily installed as a last-minute substitute. The station brass liked his stuff and decided to keep him on the air as a comic. But Garry went to St. Louis, becoming a sports announcer for KWK.

In 1939, Garry accepted his fate as a comedian, and left for Chicago, where he handled the famous Club Matinee show. Up until then, he was known as Thomas Garrison Morfit, a distinguished name but hardly one to rock the memory. A contest was held, and the winning name—Garry Moore—was suggested by a Pittsburgh woman.

Garry came to New York in 1942 and broke into a show called Everything Goes. Between stints, he guested on the CBS Comedy Caravan, where sharp-eyed officials spotted him as a comedy possibility with famed Jimmy Durante. The team of Schnozzola & Moore wowed the AM audience until 1947.

Later successes for Garry were his chores with *Take It Or Leave It*, and *Breakfast In Hollywood* (where he succeeded the late Tom Breneman).

This comical young man is married to Eleanor Little of Richmond, Virginia, whom he met at a Halloween party at the age of 14. According to Garry, "he was wearing a false face at the time." In 1939, the sweethearts were married. They have two sons—Mason 11, and Garry Jr. 8.

Many fans are curious about Moore's age. Surprisingly, Garry is 36 years old, although many of his most ardent admirers believe him to be in his early twenties. Still a young man, Garry fools many TV viewers because of his crew haircut and his youthful exuberance.

The Garry Moore show is seen on WBKB at 12 noon, Monday through Friday.

Next Week!

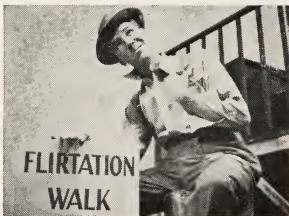
"Kay Finds Her Dream Home," a visit to the suburban ranch home of Kay Westfall, WENR-TV star, is spotlighted in Forecast for Women. Ask your newsstand dealer to reserve a copy for you.



Denise Lor is the blue-eyed, raven-haired vocalist who began her career in a church choir.

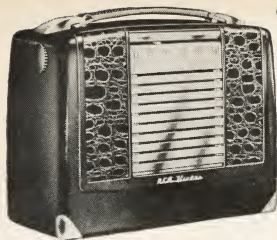


Ken Carson charms housewives with songs.



Durward Kirby doubles on Moore show as comedian and announcer. He helps program's fast pace.

Wherever you go, whichever you get,
You'll travel with the smartest set



**3-way, Portable, com-
fortably low in price.**
Plays on AC, DC or battery.
Practically a necessity on a
picnic, at the beach or
'round the house. "Golden
Throat" tone system. Stun-
ning alligator-grain plastic
finish. RCA Victor BX57.



The "Globe Trotter"—
Aristocrat of Portables—brings in
distant stations *clearly*. Handsome,
lightweight case is *weatherized* alumi-
num with leatherette trim. Plays on
AC, DC, or battery. "Golden Throat"
tone system. RCA Victor BX6.



*Your welcome's sure when you arrive
If you plug-in 'n play this "45"*



"Victrola" 45 Personal—a
complete phonograph that plugs
into any standard AC electrical
outlet. It's "all play and no work"
with the non-breakable 45 rpm
records. Press one button—hear
an hour-long concert of *just* the
music you want. RCA Victor
45EY3. "Victrola"—T.M. Reg. U.S. Pat. Off.

ACT NOW . . . See Your Favorite RCA Victor Dealer Today!



In lightweight plastic,
with convenient carry-
ing handle.

RCA VICTOR  
DISTRIBUTING CORPORATION

World Leader in Radio . . First in Recorded Music . . First in Television

Added information

- 9:30 4 Fun And Figure Ed Allen demonstrates his special waistline exercise
- 11:00 7 Bob And Kay Show Guest, Mr. John Zvetina will discuss CARE and Yugoslavia
- 12:00 9 Luncheon Varieties
- 12:30 9 Magic Carpet "Art For Everybody"
- 1:00 9 Grinnell College Documentary Film Depicts highlights of the year from fall through graduation day in June; also scenes of student life
- 2:00 9 "Mistaken Error" Feature film
- 4:30 9 Telephone Game Guest vocalist will be Helen Ann Haas
- 6:30 7 Comedy Circus Films "Cow Catcher's Daughter" and "Ghost Parade" featuring Andy Clyde
- 7:00 5 Quiz Kids Pat Conlon, Lonnie Lunde, Harvey Dyth, Joel Kupperman, and Mary Finch are on hand for questioning from guest hostess Joan Bishop
- 7:30 9 You Asked For It Guests: Eden Ahbez, composer of "Nature Boy" with new sequel "Sacramento," "Serenada" the wonder horse, former Texas marshal, Deputy Sheriff Al Greer demonstrating a quick gun draw, view of the bobsled trials, and Clarence Willard, who can grow at will
- 8:30 9 Airline Honeymoon Quiz with Frann Weigle
- 9:00 9 Cavalcade Of Stars
- 11:30 9 "Crashing Through" Feature film with James Newill and Jean Carmen. Western about an undercover insurance agent who traps a murderer

Garry Moore, the CBS clown, observes that when a man calls his wife angel, it may be less of a compliment than a hope.

Ralph Bellamy, the crime sleuth, says he knows a man whose wife is a whiz at card tricks. Reports Ralph—"You should see her make the jack disappear."

Beulah, star of her own show, says: "They say the longer it takes a man to propose, the better he is as a husband. Well, if that's the case, I'll have the best husband in the world, if I just live that long."

tv FORECAST

SATURDAY

- 4:00 Loser's End
5:30 Desert Justice
7:00 The Iron Duke
7:00 Western Feature*
7:00 In This Corner
10:00 The Ape
10:00 End Of The River
10:00 Stand In
11:00 Feature Film*
12:00 The Battling Hooper

SUNDAY

- 10:00 Swing Parade
11:30 Waterfront
12:00 I Was A Criminal
2:00 Convict
2:30 Law Of The Rio Grande
5:00 Flying Deuces
6:00 Double-Barreled Vengeance
7:00 Deadly Game
9:30 Crazy Knights
10:00 Now Barrabas
10:00 City Without Men
11:00 The Love Of Mike and The Amber Gods
11:00 Two Weeks To Live
12:30 In The Secret Service

MONDAY

- 1:00 Sing, Sing Nights
4:00 Son Of Oklahoma
8:00 Meet Dr. Christian
9:30 Fog Island
11:00 Feature Film*

TUESDAY

- 12:00 The Brothers Apart
1:00 Should A Girl Marry
2:00 Jungle Bride
4:00 Riders Of The Rockies
7:00 Sing Cowboy Sing
10:00 You Only Live Once
12:00 Telephone Operator

WEDNESDAY

- 1:00 Call Of The Jungle
4:00 Rollin' Plains
7:00 His Fighting Blood
7:30 Feature Film*
9:30 A Letter From Home
9:30 Two On The Tiles
11:00 Carnival
12:00 The Old Swimming Hole

THURSDAY

- 12:00 Hand On My Shoulder
1:00 Secrets Of A Sorority Girl
1:50 What A Man
4:00 Sing Cowboy Sing
9:00 Feature Film*
10:00 Feature Film*
11:00 Frontier Scout

FRIDAY

- 1:00 Avalanche
2:00 On Probation
4:00 Fighting Valley
8:00 Man In Black
8:00 Lady From Chungking
10:00 Girls In Chains
11:30 House Of Danger
12:00 Revenge Of The Zombies
*Title To Be Announced

(For More Detailed Information Please Refer To The Regular Program Listings)



Selective Service

Pre-Inductees

Can Volunteer

Now for the

U. S. Army

or

U. S. Air Force

•
This Opportunity

Ends July 15

•
Volunteer Today!

•
**U. S. ARMY & U. S. AIR FORCE
RECRUITING STATION**

PICK'N CHICK'N

Trade Mark Reg

**PROMPT
DELIVERY
SERVICE**

- Bar-B-Q Ribs
- Burger in a Basket
- French Fried Shrimps
- Bar-B-Q Beef
- Pork, Ham

Complete FOUNTAIN & GRILL SERVICE



North: 4040 Sheridan Rd., Graceland 7-1777
West: 4315 W. North Ave., Capitol 7-5315

DELIVERY LIMITS (WE'LL STRETCH IT A BIT)

West: Deliveries start at 11 a.m. daily
Irving Park (N) Oak Park Av. (W)
12 Street (S) Western Av. (E)
North: Deliveries start at 5 p.m. Closed Mondays
Devon Ave. (N) Damen Av. (W)
Fullerton Av. (S) Lake Mich. (E)

Present this coupon for free delivery

Saturday July 14

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

9:45 4 Aces In Faces—Commercial
7 Cafe Continental—Film

10:00 4 Bob Atcher & Sammy Squirrel
Puppet fun for children of all ages includes a host of tiny animals making themselves at home at "Short Stump" village in corner of corral

7 Oh Kay—Variety Session
Interviews and music with bandleader-pianist David Le Winter and vocalist Jim Dimitri, Mary Ellen White, and Hostess, Kay Westfall; guests, Julie Haydon, actress, and Larry Allen, comedian

10:30 4 Kiddie Showtime—Serial
"Ace Drummond" IX and a cartoon "Joint Wiper"

7 A Date With Judy—Comedy
It's father's 39th birthday and all of the family individually tried to fulfill his desire for a gavel except Randolph who presents him with a tie

11:00 4 Big Top—Circus Show
Jack Sterling, ringmaster with clowns Ed McMahon, Chris Keegan, Joe Basile's Brass Kings, and the Quaker City String Band

7 2 Girls Named Smith—Comedy
A great confusion is caused by a stopped up drain in the kitchen sink in episode which stars Peggy Ann Garner and Peggy French

11:30 7 Faith Baldwin Theater—Drama
"Love Letters" with Constance Bennett as Lily Barkan, wife of a lumber baron, who after empire fails bids against husband and sister for desk put up at auction which contents change all their lives

12:00 4 I Hear Music—Musical
Vocals by Jackie Cain

7 Laraine Day Show—Interviews

12:30 4 Hair Raising Tale—Commercial

12:45 9 Spencer Allen And The News
Commentary and reports on late happenings in the world's events

12:55 9 Batting Practice—Vince Lloyd
Watch the players as they warm up

1:00 4 Multiscope News—Ticker Tape
Up to the minute news on tape

(Continued on page 12)



Beautiful Adele Jergens is a regular on the "Pantomime Quiz" show, seen every Monday on WBKB at 7 p.m. It's the familiar parlor game of Charades, dressed up with Hollywood glamor. "Pantomime" is sponsored by Lux soap as a summer replacement for Video Theatre.

SATURDAY—continued

- 1:10 9 Lead-Off Man**—Harry Creighton
Interviews and autographed *TV Fore-*
cast baseball award to Paul Winiarz
- 1:25 9 Baseball**—Sox vs. Boston
Jack Brickhouse announces game
- 2:00 4 A Closed Book**—Film
- 2:27 4 Multiscope News**—Ticker Tape
- 2:30 5 Horse Racing**—Aqueduct
Brooklyn Handicap for 3 yr. olds,
\$50,000 purse, Clem McCarthy an-
nouncing running
- 3:30 5 To be announced**
- 3:45 7 TV Tots Time**—Cartoons
"Rock A Bye Baby" and "Teeth Are
To Keep"
- 9 Tenth Inning**—Harry Creighton
Interviews with fans and *TV Fore-*
cast's guest Mrs. Al Gerhardt
- 4:00 7 Lucky Seven Ranch**—Western
"Loser's End" film feature
- 4:05 4 Miracle Of Rubber**—Film
- 4:15 9 Camera Caravan**—Film Short
"Bronco Busters"
- 4:25 4 Magic Of Coal**—Film
- 4:30 9 Bob Atcher & Western Stories**
Exciting adventure of the old West
- 4:45 4 Linger Awhile**—Musical Session
Marty Hogan emcee with vocalist
- 5:00 4 Toni Kemp Health Revue**
- 7 Space Patrol**—Adventure Stories
Buzz Corey and cadet Happy set out
to explore the lost city on Mars
searching for clues to the lost civiliza-
tion
- 5:15 4 Who's Crazy**—Commercial
- 5 Industry On Parade**—Film
- 5:30 4 It's Up To You**—First Aid
- 5 Mr. Wizard**—Science Study
Don Herbert explains to Bruce Lind-
gren the subject of "Time and the
Pendulum" and he and Bruce take
apart a clock to see how it works.
Also, why time zones across the coun-
try, international date line, etc.
- 7 Circle 7 Theater**—Western
"Desert Justice" feature film
- 9 Teleports Digest**—Film
- 6:00 4 Kid Gloves**—Boxing Bouts
Frank Goodman as referee with Bill
Sears and John DeGrosa calling the
punches on these small-fry bouts
- 5 Front Line Camera**—News
Clifton Utley commentator

- 6:00 9 Pet Shop**—Comptons Present
Gail Compton presents a variety of
interesting pets also daughter Gay &
son Donnie
- 6:30 4 Beat The Clock**—Quiz
Bud Collyer asks the questions while
the contestants try to beat the ticking
of the clock
- 5 One Man's Family**—Domestic
Tale of the happenings in the life of
a family, Russell Thorson narrates
- 7 Stu Erwin Show**—Comedy
Stu decides to take family camping
in the North woods for a vacation,
but the 3 girls, not exactly enjoying
the prospect, decide he must have a
trial run in the back yard in a tent
- 9 No Cover Charge**—Films
Musical recordings with Mal Bellairs
introducing the platters
- 7:00 4 "The Iron Duke"**—Feature
Film with George Arliss and Gladys
Cooper; story of the Duke of Wellin-
ton, conqueror of Napoleon
- 5 Saturday Roundup**—Western
Feature film starring Kermit May-
nard, Smith Ballau and Tex Fletcher
- 7 Paul Whiteman's TV Teen Club**
Youngsters display their talents in a
variety of singing, dancing, and in-
strumental acts; Nancy Lewis co-
emcees with "Pops"
- 9 "In This Corner"**—Feature
Film with Scott Brady and Anabelle
Shaw; because of a fixation regarding
death of a spar mate in the ring,
hero loses the big fight
- 8:00 4 Wonderful Town**—Variety
Faye Emerson interviews outstanding
citizens from various towns through-
out the nation; documentary and
dramatic, Minneapolis is saluted!
Guests: Cedric Adams, Richard Car-
lson, Sen. Hubert Humphrey, Sylvia
Textor, and Gil Lamb
- 5 Midwestern Hayride**—Variety
Hillbilly & variety featuring Pleasant
Valley Boys & Rangers vocal and in-
strumental groups; County Briar
Hoppers, clog-and-tap square dancers;
ballads by Ernie Lee, and comedy by
Bob Shrede, Lee Jones yodeling cow-
girl, and Bill Thall emcee
- 7 Girls' Baseball**—Action & Beauty
Queens vs Checashers from Shrew-
bridge Field with Pat Flanagan an-
nouncing the game

SATURDAY—continued

8:30 4 Show Goes On—Variety

Robert Q. Lewis is host to buyers Eleanor Britton, Noel Sherman, and Hans Bush

9 Public Prosecutor—Drama

Amateur crime experts attempt to solve mystery before solution is revealed. John Howard, Anne Gwynne, & Walter Sande star in film

9:00 4 Songs For Sale—Musical

Steve Allen mc introduces two guest singers who will perform songs from the pens of 4 unknown tunesmiths. Regulars: Jack Stanton & Betty Luster dancers, Mitchel Miller, Jules Styne, Adolph Green, & Betty Comden panelists, Ray Bloch's orchestra and guests: Margaret Whiting and Mel Torme

5 Doodles Weaver Show—Comedy

Music, variety with Marion Colby vocalist, Milton De Lugg's instrumental group, Peanuts Mann, Dick Dana and Red Marshall

9 Wrestling From Marigold

Tag team match: Hombre Montana & Ramon Cernadas vs Bob Cly & Gene Bowman; main event: Chief Lone Eagle vs Rudy Kay

9:30 4 Mr. and Mrs. Kup—Interviews

Informal interview-variety show with the Kups and guests

5 Assignment: Man Hunt—Drama

Adventure, mystery, and drama in "Stranger In The Park" wherein a frantic slayer believes murder is his only salvation

10:00 4 "The Ape"—Feature Film

Starring Boris Karloff and Maris Wrixon; mystery chiller

5 "End Of The River"—Feature

Film with Sabu; story of an Indian boy and his struggles to find a place for himself in a hostile world

7 "Stand-In"—Feature Film

Joan Blondell and Leslie Howard; tale of an efficiency expert who finds out you can't run everything by mathematics

11:00 9 "The Law Commands"—Feature

11:30 4 Murder Before Midnight—Film

12:00 4 "The Battling Hooper"—Film

Feature with James Cagney, Evelyn Dow, Gene Lockhart, & Wm. Fawley; New York dancer makes a name for himself in Hollywood, and finds that his publicity agent won't let him introduce his wife to the public

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



GET
A NEW
PHILCO
AIR CONDITIONER

• HOMES • STORES
• OFFICES

AS LITTLE AS

30¢
a day

"Beat the heat" . . . enjoy cool comfort in the hottest, muggiest weather . . . and healthful ventilation all year 'round! Models to fit any window . . . any room! See your Philco Dealer or mail this coupon today!

PHILCO DISTRIBUTORS, Inc. Dept. DC
5852 W. 51st St., Chicago, 38, Ill.

Please send me details on Philco Air Conditioners without obligation.

Name

Address

City.....State.....

SUNDAYS AT 1:30

Wild Bill Hickok

STARRING
**GUY
MADISON**
and **ANDY
DEVINE**



WENR-TV
CHANNEL 7

Franklyn MacCormack says:

We're Sorry!

but we refuse to show
you used cars on television!

All we'll show you on

CHICAGO PLAYHOUSE*

IS

TWO GREAT HALF HOUR PLAYS

"THE LOVE OF MIKE"

AND

"THE AMBER GODS"

if you have to see a used car
(with a MONEY BACK GUARANTEE)

visit

DE MET PONTIAC

5150 West North Avenue
Tuxedo 9-1900

*WNBQ—11 pm to midnite

Sunday July 15

WBK 4 WNB 5 WENR-TV 7 WGN-TV 9

- 10:00 4 "Swing Parade"—Feature
Film starring Gale Storm and Phil
Regan. Musical comedy about a girl
who aspires to be in show business
and is mistaken for a process server
- 11:00 7 TV Tots Time—Film Cartoons
"About Horses" and "Home on the
Kitchen Range"
- 11:15 7 Chester The Pup—Comedy
Chester tells how "Fiddlefoot the
Cop" became a detective with his
new mode of transportation, a bike,
and of his efforts to rid the town of
its criminal element
- 11:30 4 Future Home—Ed Cooper
Shop for new home from chair
- 7 Faith For Today—Religious
Rev. W. A. Fagal interviews members
of his congregation
- 9 "Waterfront"—Feature Film
J. Carroll Naish and John Carra-
dine; two competing gangs fight for
supremacy in the San Francisco ter-
ritory
- 12:00 4 "I Was A Criminal"—Feature
Film starring Albert Basserman, Eric
Blone and Mary Brian. Satire on
bureaucracy of Germany after first
World War
- 7 Stories In The Sand
Religious stories with the characters
in the sand narrated by Kay Morrow
"Elisha Sought by the Syrian"
- 12:30 7 Amateur Hour—Chgo. Talent
Mr. Sachs gives the youngsters their
chance to perform for the public
- 12:55 9 Batting Practice—Vince Lloyd
- 1:10 9 Lead Off Man—Harry Creighton
Interviews and autographed TV Fore-
cast award to Susan Lynn Hurt
- 1:25 9 Baseball—Sox vs. Philadelphia
Jack Brickhouse announces game
- 1:30 4 Film
- 7 Adventures Of Wild Bill Hickok
Guy Madison and Andy Devine star
- 2:00 7 Cisco Kid—Western Movie
Duncan Renaldo and Leo Carrillo star
in "Convict"
- 2:30 4 Multiscope News—Ticker Tape
- 5 How Does Your Garden Grow
Planting, growing, and soil informa-
tion for gardeners from John Ott;
Subject: Varieties of trees and their
various diseases
- 7 Saddle & Sage—Western Film
"Law of the Rio Grande" feature film
- 3:00 5 Survival—Discussion
Civil defense program
- (Continued on page 16)

Letters to the Editor

My pet peeve: People who make a sudden decision to go and turn on television, then they let it talk and talk while they go out and take a walk—
Chicago, Ill. DOROTHY PINKERTON

I have just started a Johnny Desmond fan club, and am now having a membership drive. If anyone is interested in joining they may write me at 846 W. 54th Place, zone 9.
Chicago, Ill. KATHI HAIKALIS

Let me tell you the thing your magazine has done for me. I am one of the many shut-ins to whom TV means so much. One year ago I had no hope for anything for I have what doctors class a progressive muscular dystrophy. In January I read in *TV Forecast* where Frances Langford was named honorary chairlady of the Muscular Dystrophy Association. She was trying to raise money for research. I hadn't known there was such an organization and I didn't know then just who to contact. In February I watched a TV program, "What's Your Trouble?" interviewing a mother of a muscular dystrophy victim. She told of the work of the organization, and now I'm a member and have more hope now with an organization working for us. I am sure we won't be considered hopeless for long.
Chicago, Ill. MRS. MARIE WILLIAMS

I think that so-called comedian Jackie Gleason, made a mockery of Father's Day on his TV show.
Chicago, Ill. JOANN GINLEY, 14

I would criticize *TV Forecast* for printing the letter of Mrs. John Voight. The integrity of the magazine should be upheld and very low remarks should be left with those who stoop to make them.
Joliet, Ill. DON MUHLIG

Ed. Note: We feel our publication should enable TV fans to sound off on their likes and dislikes, letting the chips fall where they may.

I hope some sponsor will take the initiative and present a show in memory of Serge Koussevitsky who recently passed away. There have been shows
(Continued on page 18)

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ TUNE IN SUNDAY NITE AT 9 P.M. ★
★ WGN-TV (CHANNEL 9) ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**RUBIN'S STARS
OF TOMORROW**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
★ **Compete for Giant TV** ★
★ **Jackpot of Prizes!** ★
★ sponsored by **rubin's** ★
★ TWO Great Stores for Women! ★
★ **1314 Milwaukee Avenue** ★
★ **4834 Irving Park Road** ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Topper tops 'em all

**"TOPPER" wants
your OLD TV SET
HE'LL PAY
up to \$200!**

Topper says—why squint and strain to see that old 7, 10 or 12 inch set. Take it to Chicago's largest TV exchange and apply it on the purchase of any new national brand—or get cash!

CALL "TOPPER"
DE laware 7-0154

**Central Television
Exchange**
430 NO. CLARK ST.



SUNDAY—continued

- 3:30 5 Zooparade—About Animals**
R. Marlin Perkins and Jim Hurlbut visit the South pond, sanctuary for water fowl and game birds. Here we will see ducks and geese with their young
- 7 Your Pet Parade—Jack Gregson**
Moppets display pets for a prize
- 3:45 9 2nd Game—Sox vs. Phila.**
- 4:00 4 Pin Up Wife—Commercial**
- 5 Mrs. Roosevelt Meets The Public**
Discussion and interviews
- 7 Super Circus—Variety Stanza**
Mary Hartline and Claude Kirchner invite the kids to watch Cluffy, and Nicky; also, the Boginos risely acrobat act, Bob Nelson's trained pigs, Buddy Hughes, and Kaye and Kaye a balancing acrobatic act
- 4:30 4 Tides Of Destiny—Religious**
Rev. Richard H. Harvey & Douglas Fisher—sermon highlighted by skits & pantomimes:
- 5 Hollywood Junior Circus**
Paul Barnes, ringmaster, Zero, the candyman & Boffo, the clown. Guests: Billy and Gene Lambert, balancing act; Flaymo, fire eater and Valentine's Pet Parade
- 5:00 4 "Flying Deuces"—Feature**
Film starring Laurel & Hardy
- 5 Hopalong Cassidy—Western**
Join Bob Atcher as he tells another story about Hoppy and his pals
- 7 Ted Mack's Family Hour**
Variety, song, music, and dancing
- 5:45 9 Tenth Inning—Harry Creighton**
Fan interviews and *TV Forecast* guest Paul Hanak
- 6:00 4 Gene Autry Show—Western**
Gene as a special investigator for Express Co. stages a holdup to catch robber and crooked sheriff in "Double Barreled Vengeance"
- 5 Curiosity Club—Scientific**
Discussion with R. Marlin Perkins and Don Herbert. Subject: "Chicago"
- 7 Summer Revue—Musical**
Earl Wrightson and Maureen Cannon star with Ray Porter's chorus and guest Judy Lynn. Theme: what happens after the ball is over; tunes: "The Nearness Of You," "A Fine Romance," "Honeysuckle Rose," and "Unless"
- 6:30 4 Go Lucky—Comedy Quiz**
Jan Murray emcee, panel is asked to identify a specific action, seen only by the audience
- 5 Meet The Press—Discussion**
Martha Rountree moderator, guest: John L. Lewis
- 7 Music In Velvet—Musical**
Rex Maupin and his orchestra are featured along with a guest vocalist and a dance team

- 6:30 9 Powerhouse Of Sports—News**
John Powers announces
- 6:45 9 Not For Publication—Drama**
- 7:00 4 Toast Of The Town—Variety**
Ed Sullivan presents Lauritz Melchior, Louis Prima, The Dunhills, Bobby Sargent, Elsa & Waldo satirists with Toastettes dancing line
- 5 Amer. Inventory—Discussion**
"The Waste In Crime" a Kefauver-style investigation of the average citizen
- 7 "Deadly Game"—Feature Film**
Charles Farrell and June Lang
- 9 Chicagoland Newsreel Review**
- 7:30 5 Sports Star Time—Tom Duggan**
Discussing athletic endeavors, and interviewing well-known sports personalities
- 9 Pentagon—Washington**
Lt. Col. Wes McPherson, USA, Dept. of Defense combat correspondent just returned from Korea, tells his experiences
- 8:00 4 Guest House—Panel Variety**
Panel of four celebrities will be quizzed on questions pertaining to the entertainment industry; Oscar Levant stars as emcee and presents guests: Joe E. Brown, Lanny Ross, Valerie Bettis, Billie Worth; panelists: Constance Bennett, Michael Ellis, and John Gassner
- 5 Philco Playhouse—Drama**
"I Want To March" with John Hoyt, Katherine Meskill and Reynolds Evans. Comedy about the suffragettes in 1915 and the resultant hilarious conflict in the home of a zoology professor as his wife takes up the banner of "women's rights"
- 7 On Trial—Topic Discussion**
"Are The Loyalty Standards For Government Employees Sound?" Burton L. French affirmative witness, John Harlan Amen counsel
- 9 Rocky King, Detective—Drama**
"Death Is Permanent" the sound of approaching death is obscured by the sound of a hair dryer; Rocky traces killer into the beauty shop
- 8:30 7 Marshall Plan In Action—Film**
- 9 Plainclothesman—Drama**
"Killer for Hire" Betty Cook is murdered in front of former policeman who does not attempt to protect her and Plainclothesman has a puzzler on his hands; starring Ken Lynch
- 9:00 4 Celebrity Time—Quiz**
Conrad Nagel mc with Jane Wilson, Bill Corum and guests, Gladys Swarthout and Alfred Drake
- 5 American Forum Of The Air**
Theodore Granik, moderator. "Political Alliance of Southern Democrats and Republicans for 1952?" discussed by Sen. Karl E. Mundt (R.-S.D.) and Sen. Hubert H. Humphrey (D.-Minn.)

SUNDAY—continued

9:00 7 Screen Shorts—Films

9 Stars Of Tomorrow—Variety

Lee Bennett emcees as Chicago talent competes for top place in this all-winner contest. Local community saluted, Rogers Park, Chicago

9:30 4 What's My Line?—Panel Quiz

John Daly host with panelists Arlene Francis, Hal Block, Dorothy Kilgallen, and guest Bennett Cerf

5 Leave It To The Girls—Debate

Maggi McNellis emcee with panelists Eloise McElhone, Binnie Barnes, Buff Cobb and Betty Furness. Guest: John K. M. McCaffery

7 Films Of Interest

"Leaders for Leisure, Our American Heritage"

9 Courtesy Theater—Feature

Film "Crazy Knights" (1st showing) with Billy Gilbert and Maxie Rosenbloom in a zany comedy about a carnival man & his vicious ape, a haunted house overrun with ghosts, trap-doors, squeaky floors, etc., & a group of people after each other's inheritance

10:00 4 "Now Barrabas"—Feature

Film starring Richard Greene and Sir Cedric Hardwicke. (1st showing)

5 Weatherman—Clint Youle

7 "City Without Men"—Feature

Film with Linda Darnell and Glenda Farrell; a girl believes in a man although he is in prison

10:10 5 Dorsey Connors—Helpful Tips

Angel Casey subs for Miss Connors

10:15 5 Alex Dreier—News Report

Today's news of the world

10:30 5 Let's Look At Sports—News

Tom Duggan reviews the sports world

10:45 5 Sheilah Graham—Commentary

11:00 5 DeMet Pontiac—Films

"The Love of Mike" with Irene Vernon, Anthony Caruso, and Mike Vallon; the taming of boisterous hot-tempered Mike through pizza, labor, and love; also "The Amber Gods" with Mary Sinclair, Georgia Eaton, & Wm. Henry; young girl finds that island gods have not lost their power

9 "Two Weeks To Live"—Feature

Film with Lum and Abner inheriting a railroad and running into all sorts of difficulties when trying to run it

11:30 4 Film

11:45 4 Ulmer Turner And The News

12:00 4 Let's Live A Little—Commercial

12:30 4 "In The Secret Service"

Charlie Chan mystery starring Sidney Toler and Mantan Moreland, Charlie discovers how man was murdered in a locked room

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

tv FORECAST

TONIGHT

is the time to . . .

Join the CURIOSITY CLUB

at 6:00

★

MEET THE PRESS

at 6:30

★

Make Another Informative AMERICAN INVENTORY

at 7:00

★

Catch the SPORTS STAR TIME

at 7:30

★

Set the Stage for an Hour of PHILCO TELEVISION PLAYHOUSE

at 8:00

★

Keep Well-Informed With the AMERICAN FORUM OF THE AIR

at 9:00

★

And Then LEAVE IT TO THE GIRLS

at 9:30

★

Tonight on . .

WNBQ

CHANNEL 5



LETTERS

(Continued from page 15)

dedicated to Al Jolson, Will Rogers, etc., and Dr. Koussevitsky was recognized as truly one of the world's greatest musicians.

Chicago, Ill.

BILLY OLSON

I am the young mother of five children, all under the age of four, so I can not begin to tell you what television means in our home. We have a small screen table model and the pleasure it gives us is beyond description. With all the young children we have our social life is quite limited. Sometimes it is hard to believe that right here in our living room we have contact with the outside world.

Great Lakes, Ill.

MRS. J. ZEMANEK

We've been watching Pops (Whiteman) program a long time, but what is wrong with the meter? What about starting the meter when the kids do the applauding? Maybe they need a new meter man. Please fix it.

Waukegan, Ill.

MRS. H. SACHS

Thank you so much for giving our children a section of your magazine. The "Mollycue" and "Uncle Herbie" contest pages are just the thing to keep them busy for an hour or two after the book arrives.

Chicago, Ill.

MRS. J. S. SCHULTZ

Flying carpets, magic wands, aint found in books no more . . . My daddy buys em wholesale, at the television store . . . Squares believe in fairy tales, but I can put them wise . . . That's grownup propaganda, what you may call white lies . . . Cause if you ever get a yen, to visit foreign lands . . . Or see your favorite hero, killing villains with bare hands . . . To peek at famous people, or watch a puppet show . . . Just switch it on your TV screen, and magic Video.

Chicago, Ill.

ESTHER MANOS

The big movie screen or movies in color are not worth getting run over by a bunch of little cowboys. Another thing is the noise. If it isn't the kids, it's the lovers sitting behind you in the theater, or the man sitting next to you smacking and cracking popcorn. Television is good enough for me.

Chicago, Ill.

EDWARD OTIS

Monday July 16

WBKB 4 WNBQ 5 WENR-TV 7 WGN-TV 9

- 9:00 4 **Fun And Features**—G. Menard
- 9:30 4 **Fun And Figure**—Exercises
Ed Allen advises how to shed pounds
- 9:50 4 **Fun And Features** (continued)
- 10:00 9 **Your Figure Ladies**—Fogarty
Paul Fogarty gives slants toward the young mother and shows her how to strengthen her stomach muscles
- 10:30 4 **Tel-A-Shopper**—Betty Whitney
- 9 **Chicago Cooks**—Recipes
- 11:00 4 **Creative Cookery**—Recipes
Chocolate angel food cake, marshmallow butter cream icing and individual French pastries
- 7 **Bob And Kay Show**—Variety
Guests, Neil J. Linehan, price expert, and Ben Ikert
- 11:30 5 **Norman Ross' Varieties**
- 9 **Hi Ladies**—Interviews
- 12:00 4 **Garry Moore Show**—Variety
Meredith Wilson as guest host presents Virginia Sale, monologist, with llene Woods, vocalist
- 5 **Meet Mintz**—Musical Favorites
- 9 **Luncheon Varieties**
- 12:15 5 **Newsroom**—Late Information
- 12:30 4 **First Hundred Years**—Serial
Chris is offered a job as an insurance investigator and his father wants to make him a partner; meanwhile, Walter Martin has collapsed, but Chris and his father are unaware
- 5 **Your Luncheon Date**—Musical
- 9 **Individually Yours**—Fashions
- 12:45 4 **Bill Evans Show**—Variety
- 9 **Spencer Allen And The News**
- 12:55 9 **Batting Practice**—Vince Lloyd
- 1:00 5 **"Sing Sing Nights"**—Film
Feature with Conway Tearle, Boots Mallory and Hardy Albright
- 7 **Housewives' Holiday**—Kirchner
- 1:10 9 **Lead Off Man**—Harry Creighton
Interviews and autographed TV Forecast baseball to Duane Tschetter
- 1:15 4 **Multiscope News**—Ticker Tape
- 1:25 9 **Baseball**—Sox vs. Philadelphia
- 1:30 7 **Barbara Moro**—Creative Ideas
- 1:45 4 **Vanity Fair**—Interviews
- 2:00 5 **Miss Susan**—Susan Peters
- 2:15 5 **Vacation Wonderlands**—Film
Subject: Norway

(Continued on page 20)

THAT WEDDING SNAFU

HURT JACK

By JACK MABLEY

Now it's midsummer, the 1950-51 TV season is completely, irretrievably and irrevocably closed, and its a good time to haul out the superlatives and examine the year.

The brightest new stars were Dean Martin and Jerry Lewis, who came on to the Comedy Hour last fall as an unknown quantity, and wound up the season a couple of weeks ago the top headliners of the series. They'll be back next fall in the Number 1 spot on the Comedy Hour. For you folks who don't like slapstick, I apologize in behalf of all the Martin-Lewis fans. But there's always Happy Ed Sullivan for you.

Biggest disappointment was the failure of Mme. Ooglepuss and Col. Crackie to go through with their marriage. It was a natural match, and I staked my reputation as a predictor on their becoming husband and wife. (I didn't have much to lose).

Easiest events on TV to predict were that Berle would lose his trousers on every other show, and that a corset model would turn up on "What's My Line."

Second biggest disappointment was the success of the Louis-Savold theater-

telecast. Goodbye, championship fights on the home TV.

Freshest wind to blow this spring was Down You Go, the new quiz program on WGN-TV and DuMont which has, and virtually is, Bergen Evans of Northwestern.

Most misplaced show was Oh Kay, a sprightly little visit with Kay Westfall at the grotesque hour of 10 o'clock Saturday morning. I have visited at a lot of goofy hours, but never yet on Saturday morning. If the show was on in afternoon or evening, it would be immensely popular.

The worst waste was any show on kinescope. Victor Borge, Leave It to The Girls, Lilli Palmer, Burns and Allen, Allen Young—all on scratchy-looking, tinny-sounding film. Hollywood and some of the TV industry say that the future of television lies in film. I, as one scroungy little viewer, say "Nuts to film."

The people most in need of new material were Imogene Coca and Sid Caesar, two of the best comedians in the business, and two who will take the fastest slide down the toboggan unless they spread it thinner.

The two daytime shows I'd most like to see at night were Garry Moore and Hawkins Falls. Like most hard working husbands I get a report on the day's TV events when I get home at night, and these two shows arouse my curiosity the most.

Biggest improvement in a show—from less than nothing to a little something—was the Arthur Murray show. Mrs. Murray takes getting used to. The commercials are dances, which are much easier to take than beer and underarm deodorant messages.

Most unexciting news of the season was that Kate Smith will have an hour-long nighttime show next fall. That girl and her manager, Mr. Collins, must have something, but it eludes a lot of us.

Most radiant TV personality—Jim Tree. Hahr, Hahr, Hahr!



Peanuts, popcorn, red hots! Get your peanuts here . . .

MONDAY—continued

- 8:00 9 "Meet Dr. Christian"—Film**
Feature with Jean Hersholt and Dorothy Lovett about the life of a small town physician
- 8:30 4 It's News To Me—Panel Quiz**
John Daly moderator with panelists: Quincy Howe, Anna Lee, John Henry Faulk, and Robin Chandler. Guest contestants will have to say whether panelist's story is right or wrong
- 5 Somerset Maugham Theater**
"The Promise" story of an older actress and older actor living together by a promise which either can break
- 7 "Two Minutes To Play"—Film**
Feature with Herman Brix and Eddie Nugent. Football story in which the hero saves the game in the last minute of play
- 9:00 4 Summer Theater—Drama**
"The Apple Tree" by John Galsworthy
- 5 Author Meets the Critic**
John K. M. McCaffery, moderator
- 9:30 5 Who Said That?—Quiz**
Robert Trout quizzes guests
- 7 Front Page Detective—Film**
Edmond Lowe stars as David Chase in "Little Miss Fortune" story of a child who inadvertently causes the smash-up of a counterfeiting ring
- 9 "Fog Island"—Feature**
Film with Lionel Atwell, Ian Keith and Veda Ann Borg. A man is framed and sent to prison; when he is released, he invites all his old associates to his Island and avenges himself
- 10:00 4 Ernie Simon—Curbstone Cutup**
- 5 Weatherman—Clint Youle**
- 7 Page One—News And Sports**
What's happening in the world
- 10:10 5 Dorsey Connors—Helpful Ideas**
- 10:15 4 Parade—Amateur Contest**
Don and Vera Ward emcee top adult and child competition. Grand finale; all winner show
- 5 Clifton Utley—News**
- 10:30 5 Let's Look At Sports—T. Duggan**
- 7 Handy—Tips And Ideas**
- 10:45 5 Herbie Mintz Show—Musical**
- 11:00 4 Hair Raising Tale—Commercial**
- 7 Austin Kiplinger And The News**
- 9 Premiere Playhouse—Feature**
- 11:10 7 Flana-Grams—Sports News**
- 11:30 4 Murder Before Midnight—Film**
"Murder Is My Business" with Hugh Beaumont and Lyle Talbot
- 12:00 4 Midnight Edition—Ulmer Turner**
- 12:30 9 Chicagoland Newsreel**

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

So He Says!

According to NBC television star Dave Garroway, the following conversation took place when he was a graduate student at Harvard:

FIRST STUDENT: Tell us, professor, is it true that professors are absent minded?

PROFESSOR: Why, that's absurd. I know where I am right now, tomorrow I'll know where I was today and what I said and what you said. Why, it's ridiculous to suppose that professors have bad memories.

SECOND STUDENT: Is it true that professors are absent-minded?

PROFESSOR: Aha! I knew that, sooner or later, someone would ask me that question.

Mollycue Winners

Following readers are recent winners in the Mollycue contest: Pamela Lu Beatty, Angola, Ind.; Donna Adams, North Liberty, Ind.; Roger Wendorf, Kenosha, Wis.; Karen Ostroot, Hobart, Ind.

presenting

LUCILLE REED

TWELFTH WEEK'S PRIZE WINNER



Watch

**MISS U. S. TELEVISION
CONTEST OF 1951**

EVERY MONDAY

WGN-TV

7:00 P.M.

A Walter Schwimmer Production



MARLIN PERKINS

Anything Can Happen & Does On This Show



DON HERBERT

This week's contest: by popular request, we're repeating the search for interesting snapshots you've taken. We'll pay \$1 for the first prize; 50 cents for second prize; and 12 additional prizes of 25 cents each. Mail photos to Uncle Herbie, % TV Forecast, 185 N. Wabash, Chicago 1. (No pictures can be returned).

By **UNCLE HERBIE**

WHEN Marlin Perkins of WNBQ's Zoo Parade and Don Herbert of WNBQ's Mr. Wizard meet each week on NBC's Curiosity Club at 6 o'clock Sunday evenings, channel 5 oozes with interesting and unusual facts. The reason is that Perkins and Herbert meet each week to examine the world around us with curiosity.

Anything can happen and usually does because in addition to the interesting news these two dig up there is a surprise guest and he or she is always someone whose curiosity has made him unusual. Perhaps a wig maker, a famous athlete, an expert on the Arctic, an expert on African culture who just returned from there, a circus clown, or any number of interesting people.

For instance, did you know how to start a fire with water, or what happens to a roast beef sandwich in 90 degrees below zero temperature? You could have found out on Curiosity Club and also you could see how a fish puffed itself up like a balloon, you could have discovered that the love apple once considered poisonous is the common tomato, you could see how a guest drilled a hole in a piece of wood using his teeth to hold the top of an Eskimo drill and you could have found the answer to the age-old question why man can't put wings on his arms and fly like a bird.

Those questions have been investigated by Herbert and Perkins but each week there are many more equally interesting ones brought to light and this Sunday you'll see Marlin Perkins looking with curiosity at the animals of the West, buffalo, coyotes, mountain lions and nature's version of the tank in the reptile world—the horned toad.

Don Herbert will look with curiosity at rope and you will find how a tight rope walker walks, how a lariat works, why rope is usually brown, and that because of the plant used to make rope we have the word assassin.

And if that doesn't pique your curiosity enough there will also be a surprise guest who will perhaps answer lots of your questions but will without a doubt make you view some interesting subject with curiosity.

TV FORECAST



forecast for women

To everyone who has pondered the question of where to keep the family copy of *TV Forecast* so that it would be easily accessible with a minimum of effort while televiewing, Mrs. H. C. Redman of Chicago offers an excellent idea. She suggests that housewives add a pocket, large enough to accommodate the magazine, to the slipcover of their favorite easy chair. This would be done in matching fabric or plastic. Then when you settle back for the evening, your next program is as close as your copy of *TV Forecast*—at the side of your chair!



Accessories W

by *Patricia Cooper*

editor, forecast for women



Kay's Day

Kay Morrow gets to her office at 9 A.M. During each working day she has at least one, and sometimes two television shows to do. She does her writing, office work, interviews, appointments and her rehearsing—and always looks radiantly well groomed.

She believes:

Being well dressed depends on the good quality of a few things which can be interchanged—not a large number of things.

Quality in action is a garment which will last from one to five years, three to five if wool. Well fitting suits will be good for that time.

Accessories change appearance enough to prevent tiresomeness.

She suggests:

1. Plan your ensemble as a whole, major purchases first, then build the wardrobe around the ensemble.

2. Judge merchandise on quality, workmanship and style.

3. Buy interchangeable things: accessories to suit your size, one basic daytime color scheme—a dark or neutral shade.

She advises:

If you want to add height or weight consider plaids, checks, shiny surfaces, heavy materials. Learn that lines, stripes, pleats, tucks, buttons, ruffles' accent direction in which they travel.

For You—

Call attention to your best points, or accent them with color. Never leave a bad point undisguised—accent something else. Never repeat a bad line—that is, too great height, width or breadth.

Work for Kay

Accessories play an important role in Kay Morrow's wardrobe. They can change the character of a basic suit; dress it up or down as the occasion demands. To illustrate her way with scarves, hats, handbags and jewelry, Kay has selected one suit and with four accessory changes created four different costumes.

On the opposite page Kay wears a Victor Rosen suit of beige gabardine, cut on classic lines and highlights her costume with a handsome felt hat by Kenneth Hopkins, with narrow chartreuse velvet band circling the shallow crown and a pouf of brown feathers. Her gloves and shoes are of brown leather; her brown felt handbag with walking stick handle was made to order.

1. For summer wear Kay chooses a smart sailor of imported basket weave straw by Evelyn; at the neckline are two softly draped brown and white silk scarves. Kid gloves and brown calf handbag and pumps complete the costume.

2. For more formal evenings in town, Kay prefers this lovely white turban by Evelyn, with lace applied on straw and blue iridescent beads for sparkle. Her pearls, small pearl earrings and white gloves carry out the ensemble.

3. Smart shell pumps with a Louis heel and narrow strap (Joseph's) and a handsome walking stick umbrella would provide another costume change, Kay explains to Patricia Cooper, woman's editor of *TV Forecast*. The handsome horsebit bag by Jane Benton with matching gloves, made from 10 feet of leather, are another possibility, as are the smart black and white shantung print pumps and bag by Joseph's.

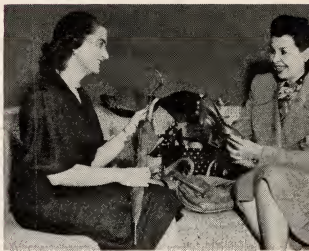
Kay stresses the importance of coordinating your costumes and accessories; makes all her own scarfs hand rolling the hems; and advises keeping jewelry in proportion to your features and accessories.



1.



2.



3.



Named one of the best chappeaued women of the year, Arlene wears a creation by Lily Daché.

Arlene Francis Plays Hearts High

"I'm not really superstitious," says Arlene Francis, regular panelist on CBS-TV's "What's My Line?" (WBKB, Sundays, 9:30-10:00 p.m.), "but it does seem odd how wearing certain accessories affects my work."

"I have an open center heart-shaped diamond pendant that I wear at every performance. About three weeks ago, however, I somehow went on 'What's My Line?' without it. That night I didn't guess the occupation of a single contestant."

Miss Francis is partial to hearts in jewelry. Her aquamarine engagement ring is in the shape of a heart and her wide band wedding ring is set with diamond hearts of various sizes. She also often wears a heart charm bracelet.

Miss Francis hasn't always had a superstition about jewelry. At one time she built up a "flop bracelet," consisting of mementos from any unsuccessful play or show she had played. This bracelet was lost and she decided it would be a better idea to have a "hit bracelet." She started one when she got a part in "The Doughgirls" and now her "hit bracelet," with charms representing each play, radio and TV show

she has appeared in, has grown until it is three bands wide.

Another bracelet that is a favorite is a wide gold band that can be changed for various types of costumes. For daytime wear she clips her watch or a monogram to the band; for evening wear she removes the watch or monogram and attaches a basket made of diamonds and rubies.

Other unusual accessories owned by Miss Francis include two colorful medals. One, a Turkish half-moon crest, was given to her grandfather by the Sultan of Turkey. The other is a blue and red cloisonne cross given to her by an American soldier who found it in one of the salt mines where the Nazis had hidden stolen valuables.

Last May, Miss Francis was selected as one of the Ten Best Chappeaued Women of the Year. Among her favorite hats is a beige velvet that from the front looks like a snug head-hugging cap. Viewed from the back the hat looks like the head of a fox, with rhinestone embroidered eyes and ears and a low hanging peak that forms the nose. Her milliner designed it for her because she thought that Miss Francis was "smart as a fox," an opinion shared by many of her "What's My Line?" fans. Another favorite is a black net evening hat, looped in the back to hold fresh flowers.

Although Miss Francis loves to buy shoes (she owns about 60 pairs), she invariably wears one of two or three pairs to the exclusion of all the others. She is very much the same with gloves: she has a drawer full of gloves of various colors and styles but is usually seen wearing a pair of plain white ones.

Arlene displays heart jewelry to Dr. Jules Montenier, of Stopette.



Tuesday July 17

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 Fun And Features—G. Menard**
Guest, Mr. Melville Clark, of the Nat'l Ass'n of Music Merchants, is interviewed on his collection of ancient musical instruments
- 9:30 4 Fun And Figure—Exercises**
Ed Allen demonstrates how to slim the size
- 9:50 4 Fun And Features (continued)**
- 10:00 9 Your Figure Ladies—Exercises**
Are you round-shouldered? Listen for what to do
- 10:30 4 Tel-A-Shopper—Betty Whitney**
Tips on what to buy, why you should buy, and general information about new items in the stores
- 9 Chicago Cooks—Recipes**
New taste treat by Kay Middleton
- 11:00 4 Creative Cookery—F. Pope**
Demonstration on Chinese fried rice, Roquerford dressing and jelly sponge roll
- 7 Bob And Kay Show—Variety**
Guest, winner of the "Sparkle Plenty" contest
- 11:30 5 Norman Ross' Varieties**
Commentary on many items
- 7 Jessie DeBoth's TV Notebook**
Homemaking hints & processes dramatized, cooking recipes explained & new products introduced
- 9 Hi Ladies—Interviews**
Tommy Bartlett chats with the gals
- 12:00 4 Garry Moore Show—Comedy**
Guest: interpretive dancer Dorothy Jarnae
- 5 "The Brothers Apart"—Film**
Feature story of identical twins one a royal Canadian moutie the other an outlaw and how they meet for a show-down
- 7 Bob And Kay (continued)**
- 9 Luncheon Varieties**
- 12:30 4 First Hundred Years—Serial**
Jimmy Lydon and Olive Stacey star
- 5 Your Luncheon Date—Variety**
- 9 Magic Carpet—Travel**
"Picturesque Sweden"
- 12:45 4 Bill Evans Show—Interviews**
- 9 Spencer Allen And The News**
- 1:00 5 "Should A Girl Marry"—Film**
Feature with Anna Nagel, Warren Hull and Mayo Methot. Young doctor returns from extensive study in Europe, planning to settle in local hospital and marry girl he left behind
- 7 Beulah Karney Show—Foods**
Adventures in and with foods
- 9 Traveler's Sketchbook**
"Biography of a Motion Picture"

THE ORIGINAL TEE VEE MATRE DEE

The Perfect Host for Television Enjoyment



COMPLETE WITH THE FAMOUS "THERMO-SERVER" ACCESSORY

A MUST FOR EVERY HOME

At last! A portable dining table that can be prepared in the kitchen and rolled, on beautiful plastic casters, into the television viewing room. Use it for parties, buffets, cocktail bar, portable desk, etc. The famous twin "THERMO-SERVER" keeps food hot or ice cubes from melting. Available in black ebony finish with no-mar, no-scratch top. A beautiful piece of furniture that blends in with every room setting.

PAY ONLY \$5.00 DOWN

Balance in easy monthly payments

Full retail price only \$39.95
PLUS

FREE... if you act promptly. We will ship to you as an advertising special, absolutely free, a "PARTY-TIME" Server Set (6 12 oz. glasses plus holder). Here's a \$4.98 value, at no cost to you, with every Tee Vee Matre Dee order received from this ad.

Phone Kildare 5-6212

Order by phone — mail this coupon — come in

Merit TV & Appliance

4858 W. Addison St.
Chicago 41, Illinois

Gentlemen: Ship me my Tee Vee by return mail

☐ I enclose \$5.00—Bill me monthly for balance

☐ I enclose \$39.95—Ship postpaid ☐ Ship C.O.D.

(Add 2% sales tax on all orders in Illinois)

NAME _____

ADDRESS _____

CITY _____ STATE _____



FOR EVENING OR DAYTIME MEALS



FOR COCKTAIL PARTIES



KIDDIE PARTY TIME

TUESDAY—continued

- 1:15 4 Multiscope News—Ticker Tape
 1:30 9 Showtime—Musical Film Shorts
 1:40 7 Barbara Moro—Creative Ideas
 1:45 4 Vanity Fair—Robin Chandler
 2:00 5 Miss Susan—Serial Story
 9 "Jungle Bride"—Feature
 2:15 4 Bride And Groom—John Nelson
 5 Vacation Wonderland—Travel
 How'd you like to be in "Atlantic City"
 2:30 4 Fashion Magic—Arlene Francis
 5 America Speaks—Documentary
 "Health of the Land" Dept. of Agriculture film, narrated by Rob't. Trout
 3:00 4 Homemakers' Exchange—Foods
 Louise Leslie demonstrates
 5 Straw Hat Matinee—Variety
 9 Test Pattern Til 4:30
 3:30 4 Multiscope News—Ticker Tape
 4:00 5 Hawkins Falls, Pop. 6200—Serial
 7 Sagebrush Sam—Western Film
 "Riders of the Rockies"
 4:15 4 Breezy, Don, And Vera Ward
 5 Cowboy Playhouse—Western
 4:30 4 Assembly—Military Questions
 Discussion on Journalists school
 5 Howdy Doody—Variety
 Watch for Clarabell clown
 9 Telephone Game—Quiz Session
 Harold Isbell and Jane Quinn mc
 5:00 4 Kids Karnival Kwiz
 5 Cactus Jim—Western Feature
 7 Mary Hartline Show—Prizes
 9 Trail Blazers' Theater—Western
 "Check Your Guns" film
 5:15 7 Lois And Looie—Cartoons
 The adventures of a small inquisitive boy in the world around him
 5:30 4 Silhouettes Of The West
 Roy Starkey stars
 5 To be announced
 7 Paddy The Pelican—Cartoon
 Adventure stories with the bird Paddy, and his many friends
 5:35 5 Weatherman—Clint Youle
 5:45 4 Window Shopping—Commercial
 5 Clifton Utley And The News
 9 Foto Test—Frank Sweeney
 Cash prizes for the ladies
 6:00 4 Danny O'Neil At Home Show
 5 Ernie In Kovacsland—Comedy
 Cutting capers on most any subject
 7 Austin Kiplinger And The News
 9 Captain Video—Adventures
 6:10 7 Top O'The Weather—Russ Reed
 6:15 4 Ulmer Turner And The News
 6:20 7 Flana-Grams—Sports News

- 6:30 4 CBS News—Douglas Edwards
 5 Song At Twilight—Musical
 Bob Carroll vocalist
 7 Beulah Show—Comedy
 Beulah getting the impression that Henderson's can't afford her states she will marry Bill, but finds out the truth this time
 9 First Edition—Frann Weigle
 6:45 4 Stork Club—Interviews
 Guests, Barbara Bel Geddes and Donald Cook
 5 News Caravan—John Swayze
 9 Chicagoland Newsreel
 7:00 4 Frontier Theater—Western
 "Sing, Cowboy, Sing" with Tex Ritter
 5 Meet The Press—Discussion
 7 Cowboy Classics—Western Film
 "Last of the Warrens"
 9 Press Conference
 Typical conference with representatives of the 4 newspapers interviewing a prominent citizen or politician; Lee Schooler, moderator; guest, Gov. Adlai Stevenson
 7:30 4 Pars, Birdies And Eagles—Golf
 Golf lessons from the pros
 5 Juvenile Jury—Panel Quiz
 John Barry moderator of panel of youngsters debating problems concerning parents and children sent in by viewers
 9 Health Talk—Dr. Van Dellen
 8:00 4 How To—Have You A Problem?
 Roger Price mc and panel of "experts" Leonard Stern, Anita Martell and Stanley Adams
 5 Fireside Theater—Drama
 "A Little Night Music" by Rapheal Hays
 7 Q.E.D.—Panel Quiz
 Fred Uttal emcee with panelists Nina Foch, Hy Brown and guest panelists
 9 Cavalcade Of Bands—Musical
 Buddy Rogers emcee introduces guests Sammy Kaye and orchestra with soloists Tony Aleno and Barbara Benson
 8:30 4 Suspense—Mystery Drama
 "Wisteria Cottage" a pleasant young man is adopted by a mother and two daughters who regard him as their protector 'til he turns on them
 5 Circle Theater—Drama
 "Last Chance" the spoiled son of well-to-do parents drifts aimlessly through life until an act teaches him that it takes more than good manners & charm to face responsibilities of life
 7 Life Begins At Eighty
 Jack Barry moderator presents his panel of elders in a discussion and variety stanza
 9:00 4 Danger—Mystery Drama
 "Mr. Lupescu"

TUESDAY—continued

- 9:00 5 **Amateur Hour**—Ted Mack mc
Talented people get their chance to
perform variety numbers and acts
- 7 **March Of Time Thru The Years**
Film "Texas" and guest, John Henry
Faulk, radio star-humorist and alum-
nus of Univ. of Texas
- 9 **Little 4-Man Theater**—Musical
Peggy Lee, Mel Torme, Nat "King"
Cole, and others featured on film
- 9:30 4 **Two Minutes To Go—Quiz**
- 7 **A Hit Is Made—Drama**
John Barelay as director shows us the
techniques of play as well as inner
drama "The Mink Coat" with Bar-
bara Morrow, Chas. Flynn, & David
Wynn; how a wife's desire comes true
even tho husband can't afford it
- 10:00 4 **Ernie Simon—Curbstone Cutup**
- 5 **Weatherman—Clint Youle**
- 7 **America Prepares—Film**
"The Big Wheel" and "Gen. Per-
shing"
- 9 **"You Only Live Once"**
Feature film with Henry Fonda and
Sylvia Sydney. Ex-convict is pro-
tected by secretary
- 10:10 5 **Dorsey Connors—Helpful Ideas**
Tips on fashion, gadgets, and other
items of interest to men and women
- 10:15 4 **Ulmer Turner—News**
- 5 **Clifton Utley—News**
A report on the events of the day as
they happen.
- 10:30 4 **What's Wrong With This Picture**
- 5 **Let's Look At Sports—T. Duggan**
- 7 **Camerman At Large—Film**
"Top Liner" and "Concert Miniature
#2"
- 10:45 4 **Linger Awhile—Musical**
- 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Today In Sports—Film**
- 5 **Broadway Open House—Variety**
Comedian Jack E. Leonard mc with
Dagmar, Kirby Stone Quintet, and
dancer Ray Malone
- 7 **Austin Kiplinger And The News**
- 11:10 7 **Flana-Grams—Sports News**
- 11:15 4 **Film**
- 11:20 7 **Lucia Fera Show—Musical**
- 11:30 4 **Murder Before Midnight—Film**
- 9 **Eloise Salutes The Stars—Chats**
Guest, Charles De Zemler, famous
barber and owner of a fabulous col-
lection of jugs
- 11:45 9 **Chicagoland Newsreel**
- 12:00 4 **"Telephone Operator"—Film**
Feature with Judith Allen, Grant
Withers, Warren Hymer. Courage of
an operator during time of crisis
- 1:30 4 **Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above
listings without notice)

TV FORECAST



WBKB

TODAY

11:00 A. M. CREATIVE COOKERY

A New and Delightful Experience in Cooking

6:15 P. M. Ulmer Turner

With Up to the Minute News

7:30 P. M. "Pars, Birdies & Eagles"

Golf Lessons with the Pros

12:00 Midnight

Late Fun in Polk Brothers' "Night Owl Movie"

CHANNEL 4

"SPIN 'N SKATE"

ice show

Dinner Show 8:30 Supper Show 12:00

GRIFF WILLIAMS' orchestra

FAMILY MATINEE EVERY SUNDAY

special children's menu

CALL "PHIL" WAbash 2-4400

Boulevard Room

The STEVENS

CHICAGO
A HILTON HOTEL



He's Single, Eligible, & Can Cook!

LEE SCHOOLER



PRESS Conference, new WGN-TV Tuesday night program, introduces a new personality to television fans, Lee Schooler, a mild, scholarly-looking young man whose looks are deceiving to guests interviewed on his weekly show.

Schooler and a panel of Chicago working newspaper men regularly quiz people in the news in an attempt to get a story for viewers. Their impartial questions sometimes raise steam, but all in all it's a relief from the slapstick comedy usually found at this hour.

An avid promoter of the media of TV and radio for public information purposes, Schooler is also heard on a radio program titled "Let's Talk It Over." As president of the Public Relations Board, he is head of a private organization that services publicity, pro-

motion and public relations for several national firms.

A native Chicagoan, educated at Northwestern, University of Illinois, and University of Chicago, Lee intended to be a dentist, but wound up doing graduate work in psychology. He has also lectured on radio at Roosevelt college for three years.

An Army veteran, Schooler is single, he's eligible, and has two hobbies; hard work and cooking.

The photos appearing on this page were taken in the WGN-TV studios following a recent telecast.

Chicago newsmen huddle around State's Attorney John Boyle and Lee Schooler, moderator. Left to right: Roman Pucinski, Tony Weitzel, Boyle, Schooler, Basil Talbot, and Leslie Nichols.



Wednesday July 18

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 Fun And Features—Variety**
Animal of the week is presented
- 9:30 4 Fun And Figure—Exercises**
Ed Allen chops inches off your hips
- 9:50 4 Fun And Features (continued)**
George Menard, emcee
- 10:00 9 Your Figure Ladies—Exercises**
Paul Fogarty shows how to lose all those chins except one
- 10:30 4 Tel-A-Shopper—Betty Whitney**
9 Chicago Cooks—Recipes
Kay Middleton prepares tastetreat
- 11:00 4 Creative Cookery—Recipes**
Roasting of standing rib roast of beef; fundamental principles of roasting meat, carving a roast and making gravy
- 7 Bob & Kay Show—Commentary**
- 11:30 5 Norman Ross' Varieties**
Commentary, discussion, and news
- 9 Hi Ladies—Interviews**
Tommy Bartlett chats with the gals
- 12:00 4 Garry Moore Show—Variety**
Comedian Herb Shriner guesting
- 5 Meet Mintz—Herbie Mintz**
9 Luncheon Varieties
- 12:15 5 Newsroom—Late Information**
- 12:30 4 First Hundred Years—Serial**
Olive Stacey and Jimmy Lydon star
- 5 Your Luncheon Date—Musical**
Hugh Downs, Nancy Wright, and the Art Van Damme Quintet.
- 9 Magic Carpet—Film**
"Italian Children"
- 12:45 4 Bill Evans Show—Interview**
9 Spencer Allen And The News
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 5 "Call of the Jungle"—Film**
Feature with Ann Corio, James Bush and Claudia Dell. A police officer, with aid of a native girl and a little witchcraft, exposes a murderer and recovers pearls
- 7 Kay Morrow Show—Interviews**
Kay shows a complete fashion wardrobe for European travel
- 1:10 9 Lead Off Man—Harry Creighton**
Interviews & autographed TV Forecast baseball to James Quirk
- 1:15 4 Multiscope News—Ticker Tape**
- 1:25 9 Baseball—Sox vs. New York**
- 1:30 7 Barbara Moro—Creative Ideas**
New gadgets and gimmicks to make the homemaker's life easier

Q and A BY TOPPER

Questions from TV Fans

Q—Did Bill Hayes play in the Mikado in the Music-in-the-Round at the Chicago Fair of 1950?

Chicago, Ill.

JUDY JUDSON

A—Yes.

Q—I wondered if the people who have small TV screens see less than those who have big screens or if everything looks smaller?

Highland Park, Ill.

CAROL TINE

A—How's that?

Q—Would you please tell me how I can get an autographed picture of Jack Haskell and Dave Garraway?

Oak Park, Ill.

JOAN STEVENS

A—You might try writing them % WNBQ, Chicago 54, Ill. Not all stars send out autographed photos.

Q—What happened to Inky Jorgensen who was with "Fun and Features" on WBKB?

La Porte, Ind.

MRS. J. LUCKER

A—Inky is now free-lancing and is not on any regular TV program.

Q—Could you please tell me what the CP means after the station call letters, WHBF-TV, Rock Island?

Chicago, Ill.

MRS. M. DETZEL

A—CP means construction-pending. However, Rock Island is now on the air with regular programming.

Listen to Topper on WIND, daily at 4:15

The Hudson Dealers
of Metropolitan Chicago

present

**WRESTLING
FROM RAINBO**

Every Wednesday
8:30 P.M.

WENR-TV
Channel 7

WEDNESDAY—continued

- 1:45 4 **Vanity Fair**—Dorothy Doan
- 2:00 5 **Miss Susan**—Susan Peters
- 2:15 4 **Bride And Groom**—Interviews
John Nelson mc with Phil Hanna
vocalist
- 5 **Vacation Wonderlands**—Film
Subject: Ireland
- 2:30 4 **All Around The Town**—Talks
Mike Wallace chats with the people
- 5 **America Speaks**—Documentary
"Bulwarks of Defense" film by vari-
ous services
- 3:00 4 **Homemakers' Exchange**—Foods
- 5 **Straw Hat Matinee**—Variety
Mel Martin mc with variety acts,
women's fashions, Ernie Lee's hill-
billy music, "Salute to a Good Neighbor" and amateur performers
- 3:30 4 **Hair Raising Tale**—Commercial
- 3:45 9 **Tenth Inning**—Harry Creighton
TV Forecast guest, Mrs. Elvin B.
Shaw
- 4:00 4 **Multiscope News**—Ticker Tape
- 5 **Hawkins Falls, Pop. 6200**
- 7 **Sagebrush Sam**—Western Film
"Rollin' Plains"
- 9 **Test Pattern** till 4:30
- 4:15 4 **Breezy, Don, And Vera**
- 5 **Cowboy Playhouse**—Western
- 4:30 4 **Assembly**—Military Questions
Guests from the U. S. Air Force
- 5 **Howdy Doody Show**—Bob Smith
Fun with Flub-a-Dub, Clarabell, Mr.
Bluster, and Buffalo Bob
- 9 **Telephone Game**—Quiz Session
- 5:00 4 **Kids Karnival Kwiz**—Games
- 5 **Cactus Jim**—Western Feature
Stories of the heroes of the west
- 7 **Mary Hartline Show**—Games
Prizes and interviews with Mary and
other boys & girls, Chet Roble's also
on hand for some music and song
- 9 **Trail Blazers' Theater**—Film
"Shadow Valley" western feature
- 5:15 7 **Lois And Looie**—Cartoons
- 5:30 4 **Silhouettes Of The West**
Music and ballads by Roy Starkey
- 5 **To be announced**
- 7 **Tom Corbett Space Cadet**
- 5:35 5 **Weatherman**—Clint Youle
- 5:45 4 **Window Shopping**—Commercial
- 5 **Clifton Utley And The News**
- 7 **Jimmy Blaine's Junior Edition**
- 9 **Foto Test**—Frank Sweeney
Cash prizes for the ladies
- 6:00 4 **Music Bowl**—Musical Variety
Danny O'Neil & Carolyn Gilbert sing

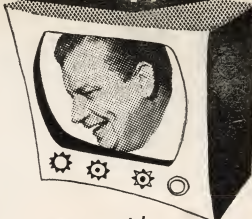
- 6:00 5 **Ernie In Kovacsland**—Comedy
A wide scope of subjects covered in a
most un-imaginable comic manner
- 7 **Austin Kiplinger and The News**
- 9 **Captain Video**—Adventures
Adventures in a world furnished with
super-sonic devices
- 6:10 7 **Top O' The Weather**—Russ Reed
- 6:15 4 **Ulmer Turner And The News**
Up-to-the-minute reports
- 6:20 7 **Flana-Grams**—Sports News
- 6:30 4 **CBS News**—Douglas Edwards
News of the hour as it happens
- 5 **Song At Twilight**—Musical
Bob Carroll vocalist
- 7 **Chance Of A Lifetime**—Quiz
John Reed King emcee
- 9 **First Edition**—Frann Weigle
Weather report, baseball news, and
travel tips
- 6:45 4 **TV's Top Tunes**—Musical
Tunes: "Go, Go, Go, Go," "Too
Young," "Blues In the Night," and
"Sound Off"
- 5 **News Caravan**—John Swayze
Reports from Washington
- 9 **Chicagoland Newsreel**
- 7:00 4 **Arthur Godfrey And His Friends**
Musical variety and chit-chat with
Janette Davis, Haleloke, Marion Mar-
low and Frank Parker
- 5 **Four Star Revue**—Comedy
Jackie Gleason mc
- 7 **Northwest Patrol Films**
"His Fighting Blood" with Kermit
Maynard and Polly Ann Young
- 9 **Club House**—Interviews
Jack Brickhouse and Marty Hogan
- 7:30 9 **"Miss Polly"**—Feature Film
Starring Zasu Pitts and Slim Sum-
merville. Comedy in which Zasu and
Slim attempt to play cupid for an un-
suspecting couple
- 8:00 4 **Strike It Rich**—Quiz
Warren Hull emcee of the "quiz with
a heart"
- 5 **Kraft Theater**—Drama
"Zone Four" by James Fielder Cook,
starring Richard Kiley and Louisa
Horton. Drama set in small univer-
sity town where young professor's life
is drastically changed when he must
return to Naval Intelligence to help
thwart a Communist scheme
- 7 **Bill Gwinn Show**—Musical Quiz
Prize to couple who re-enact scene
where a song altered their lives
- 8:30 4 **The Web**—Mystery Drama
"Breakup" by Thomas Walsh; a dis-
credited policeman dies defending his
ex-police force buddy from a gang-
ster's gun
- 7 **Wrestling From Rainbo Arena**
Wayne Griffin announces matches
as the grunt and groan artists
struggle for top place

WEDNESDAY—continued

- 8:30 9 **Shadow Of The Clock**—Drama
Tale of intrigue and mystery starring
Helmut Dantine
- 9:00 4 **Blue Ribbon Boxing Bouts**
On Film: Rex Layne vs Rocky Mar-
ciano
- 5 **Break The Bank**—Quiz
Bert Parks emcee asks questions of
contestants & awards cash prizes
- 9 **Here Comes The Bride**
Actual wedding performed on TV with
John Weigel as host, Richard Paige
vocalist, and Adele Scott at the organ
- 9:30 5 **Stars Over Hollywood**—Drama
"A Letter From Home" with Cesar
Romero and Kristine Miller. T/Sgt.
reminisces about home & beautiful
wives Captains have, while a Cap-
tain thinks how nice it would be to
have his beautiful wife at home
- 9 **"Two On The Tiles"**—Feature
Film starring Hugh McDermott
- 9:45 4 **Sports Quiz**—Film
- 10:00 4 **Ernie Simon**—Curbstone Cutup
Interviews with the man on the street
- 5 **Weatherman**—Clint Youle
Late data on atmospheric conditions
- 10:10 5 **Dorsey Connors**—Helpful Ideas
Information on various gadgets
- 10:15 4 **Ulmer Turner**—News
Today's news hot off the press
- 5 **Clifton Utley**—News
Events of the day as they happen
- 10:30 4 **What's Wrong With This Picture**
Quiz session with Hank Grant emcee
- 5 **Let's Look At Sports**—T. Duggan
Review of the sports world
- 10:45 4 **Linger Awhile**—Musical
Marty Hogan commentator
- 5 **Herbie Mintz Show**—Musical
Tunes of a past era
- 11:00 4 **Today In Sports**—Film
- 7 **Austin Kiplinger And The News**
- 9 **"Carnival"**—Feature
Film with Sally Gray, Michael Wild-
ing and Jean Kent
- 11:10 7 **Flana-Grams**—Sports Comment
Pat Flanagan reports on sports
- 11:15 4 **Film**
- 11:20 7 **Lucia Fera Show**—Musical
Old and new tunes on record
- 11:30 4 **Murder Before Midnight**—Film
- 12:00 4 **"The Old Swimming Hole"**
Feature film with Jackie Moran and
Marcia Mae Jones
- 12:30 9 **Chicagoland Newsreel**
- 1:30 4 **Midnight Edition**—Ulmer Turner

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

A PRIZE TV SHOW



watch

"Chance of a Lifetime"

starring John Reed King

TONIGHT 6:30 P.M.

WENR-TV CHANNEL 7

Armour and Company
Presents

Stars over Hollywood

Every Wednesday—9:30 P.M. Channel 5



This week

"A LETTER FROM HOME"

Starring

CESAR ROMERO
& KRISTINE MILLER

A new and original Hollywood
production each week

MOLLYCUES

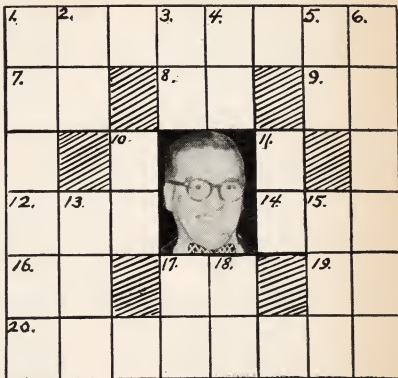
By MOLLY POTKIN COPYRIGHT 1951

ACROSS

1. Name of the TV star pictured here.
7. Who is the "Curbstone Cutup?" (initials)
8. Opposite of out
9. Third musical note
12. To steal
14. Everyone or everything
16. An American soldier (initials)
17. Name of the book, written by Mark Twain (initials)
19. First name of master of ceremonies of the "Toast of the Town" show.
20. Raises, or lifts up.

DOWN

1. Gracie Allen's husband.
2. Comedian Arnold Stang (initials)
3. The smallest state in the U. S. (initials)
4. Opposite of off.
5. Morning (abbreviation)
6. Gives forth.
10. Jack Benny (initials)
11. Initials of the woman on the "Kukla, Fran and



Ollie" show.

13. Thick, greasy liquid, found by drilling in the earth.
15. Last name of woman singer, Peggy.

17. Popular form of entertainment.

18. Newscaster Spencer Allen (initials)

Solution to crossword puzzle given next week.



Here are the heads of two of your favorite TV puppets. Let's see how well you can draw in their faces. Then color them and send in only the colored faces to Mollycues, *TV Forecast*, 185

N. Wabash ave., Chicago 1, Ill.

First prize is \$1; second prize is 50 cents; next twelve prizes are 25 cents each. All entries must be postmarked NO LATER THAN JULY 25, 1951

Thursday July 19

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9

- 9:00 4 Fun And Features—G. Menard**
Music, variety, comedy with George and the gang
- 9:30 4 Fun And Figure—Exercises**
Ed Allen demonstrates sensible normalizing exercises
- 9:50 4 Fun And Features (continued)**
- 10:00 9 Your Figure Ladies—Exercises**
- 10:30 4 Tel-A-Shopper—Betty Whitney**
- 9 Chicago Cooks—Recipes**
- 11:00 4 Creative Cookery—Recipes**
Gold butter cakes and home style baked beans
- 7 Bob And Kay Show—Variety**
Discussion, music and interviews
- 11:30 5 Norman Ross' Varieties**
- 9 Hi Ladies—Interviews**
- 12:00 4 Garry Moore Show—Comedy**
Jorey is Meredith Wilson's guest Actor Victor
- 5 "Hand On My Shoulder"**
Feature film starring Frank Jenks
- 9 Luncheon Varieties**
- 12:30 4 First Hundred Years—Serial**
- 5 Your Luncheon Date—Musical**
Music with the Art Van Damme Quintet and Nancy Wright and Hugh Downs vocalists
- 9 Interior Decoration—Ideas**
Paul MacAlister demonstrates
- 12:45 4 Bill Evans Show—Music**
- 9 Spencer Allen And The News**
- 12:55 9 Batting Practice—Vince Lloyd**
- 1:00 5 "Secrets of a Sorority Girl"**
Feature film with May Ware, Ricky Vallin and Addison Richards. Reckless co-ed is caught in the web of night club life and her father is brought to shame when she is exposed
- 7 Beulah Karney Show—Foods**
Adventures in the art of cooking
- 1:10 9 Lead-Off Man—Harry Creighton**
Interviews & TV Forecast baseball award to Susan Wittenberg
- 1:15 4 Multiscope News—Ticker Tape**
- 1:25 9 Baseball—Sox vs. New York**
Jack Brickhouse announces game
- 1:40 7 Barbara Moro—Creative Ideas**
- 1:45 4 Vanity Fair—Interviews**
- 1:50 7 "What A Man"—Feature**
Film with Johnny Downs and Wanda McKay. Reginald, a timid clerk, becomes manager of office force
- 2:00 5 Miss Susan—Susan Peters**
Trials and tribulations of a woman lawyer in a small midwestern town
- 2:15 4 Bride And Groom—Interviews**
John Nelson mc, Phil Hanna vocalist
- 5 Vacation Wonderlands—Film**
Subject: Sun Valley



Bill Hayes, romantic young crooner of NBC's Show of Shows," pictured with his attractive wife, Mary, and family. The three Hayes children are (l to r) Kathie, Billy and Carolyn. Bill returns to his parents' home at Harvey, Ill. on July 19 to star in "The Bill Hayes Show" at Thornton High gymnasium. Kivans is sponsoring the benefit.

Rubin's to Salute Rogers Park on TV

TV Forecast will raise a royal salute to Rogers Park community and its talent representative on Rubin's "Stars of Tomorrow" show July 15 at 9 p.m. Rubin's lively show is seen each Sunday on WGN-TV.

During the past weeks, talent scouts of this magazine have been searching for a typical talented individual from Rogers Park. After auditions of singers, dancers and other performers, a winner has been selected for the TV Forecast Talent Salute.

He will guest star on Rubin's show after being introduced by Edward Lerner, associate publisher of the Rogers Park News, co-sponsor of the Search. The following week, the swank Whitcomb Hotel in St. Joseph, Michigan, will open its doors for a free weekend to the winner, besides featuring him on its Saturday night show party.

Rogers Park is the first of 13 communities to be given a fine tooth talent combing and a Salute on the popular Sunday night show "Stars of Tomorrow." Watch for news of the Talent Search in your neighborhood newspaper. You may be the star selected for a TV appearance.

The July 22 show will salute the Lake View community.

THURSDAY—continued

- 2:30** 4 **Multiscope News—Ticker Tape**
5 **America Speaks—Documentary**
Film "Transport And Economy—U.S.A." dealing with the transportation & shipping in the present emergency and also economic education
- 3:00** 4 **Homemakers' Exchange—Foods**
5 **Straw Hat Matinee—Variety**
Mel Martin emcee with Rosemary Olberding actress
- 3:30** 4 **Multiscope News—Ticker Tape**
- 3:45** 9 **Tenth Inning—Harry Creighton**
Fan interviews & TV Forecast guest Mrs. Frank Wasowicz
- 4:00** 5 **Hawkins Fall, Pop. 6200—Serial**
7 **Sagebrush Sam—Western Film**
"Sing, Cowboy, Sing"
9 **Test Pattern till 4:30**
- 4:15** 4 **Breezy, Don, And Vera Ward**
Wards are back with Capt. Crusty, Florence Flutterby, and Clementine
5 **Cowboy Playhouse—Western**
- 4:30** 4 **Assembly—Military Questions**
Film interview with the men in the Pacific Area, Hawaii
5 **Howdy Doody Show—Variety**
9 **Telephone Game—Harold Isbell**
- 5:00** 4 **Kids Karnival Kwiz**
5 **Cactus Jim—Western Feature**
7 **Mary Hartline Show—Games**
9 **Trail Blazers' Theater—Film**
"West of Texas"—Western Feature
- 5:15** 7 **Lois And Looie—Cartoons**
- 5:30** 4 **Silhouettes Of The West**
5 **To be announced**
7 **Paddy The Pelican—Cartoon**
- 5:35** 5 **Weatherman—Clint Youle**
- 5:45** 4 **Window Shopping—Commercial**
5 **Clifton Utley And The News**
9 **Foto Test—Quiz Session**
Frank Sweeney emcee awards cash prizes
- 6:00** 4 **Danny O'Neil At Home Show**
5 **Ernie In Kovacsland—Comedy**
Newer and madder ideas for televisioners not satisfied with the simply zany
7 **Austin Kiplinger And The News**
9 **Captain Video—Adventure Tale**
- 6:10** 7 **Top O'The Weather—Russ Reed**
- 6:15** 4 **Ulmer Turner And The News**
- 6:20** 7 **Flana-Grams—Sports News**
- 6:30** 4 **CBS News—Douglas Edwards**
5 **Song At Twilight—Musical**
7 **Lone Ranger—Western Drama**
9 **First Edition—Frann Weigle**
Weather report, baseball news, & travel tips
- 6:45** 4 **Stork Club—Interviews**
Sherman Billingsley, host, and guests Roddy McDowell, Freddy Bartholomew, Dickie Moore, and Becky Thatcher
- 5 **News Caravan—John Swayze**
- 9 **Chicagoland Newsreel**
- 7:00** 4 **Burns & Allen Show—Comedy**
The exterminator visits the Burns-Allen home at George's instigation, and Grace takes over the termite department
- 5 **It Pays To Be Ignorant—Quiz**
Tom Howard conducts this comedy game. Panel consists of George Shelton, Harry McNaughton and Lulu McConnell.
- 7 **Stop The Music—Musical Quiz**
Phil Silvers subs for Bert Parks with Marion Morgan, Jimmy Blaine & Betty Ann Grove, vocalists and the "mystery melody"
- 9 **Carrot Top Anderson—Film**
- 7:30** 4 **Amos 'n' Andy—Comedy Drama**
Alvin Childress as Amos, Spencer Williams as Andy, Tim Moore as Kingfish, and Horace Stewart as Lightning
- 5 **Treasury Men in Action**
Based on T-Men files, Walter Greaza stars as "the chief" in drama titled "The Case of Formula CEA 5" story of the illegal manufacture of alcohol
- 9 **World At Large—Travel Film**
- 8:00** 4 **Meet Corliss Archer—Comedy**
Lugene Sanders as Corliss, Fred Shields, Bobby Ellis, and Frieda Inescort star in series. "Both Your House" Corliss wants to pattern romance with Dexter after Romeo and Juliet and it becomes reality when fathers have argument over ownership of lawnmower
- 5 **Ford Festival—Musical Variety**
James Melton, Dorothy Warenskjold Herb Shriner and the Wiere Bros.
- 7 **Don Ameche Show—Musical**
Musical comedy depicting life and laughs backstage at a summer theater with Betty Brewer, Dorothy Greener, the Myer Rappaport Chorus, the Charles Tate dancers and Bernie Green's orch.
- 9 **Down You Go—Panel Quiz**
Dr. Bergen Evans mc; Panelists, Toni Gilman, Carmelita Pope, Fran Coughlin and Dr. Robert Breen
- 8:30** 4 **Big Town—Newspaper Drama**
Pat McVey as Steve Wilson crusading reporter of the "Illustrated Press" in drama titled "Neighborhood Story" a young girl is murdered and the whole neighborhood is aroused
- 7 **Blind Date—Arlene Francis mc**
Gentlemen compete for dates with Manhattan's most glamorous models
- 9 **Beauty Contest—Bill O'Connor**
Send your questions, the beauty queens will answer your queries

THURSDAY—continued

- 9:00 4 **Racket Squad—Drama**
Reed Hadley as Captain John Brad-
dock in "The Case Of the Not-So-Old
Masters," with Fred Essler, Carl Es-
mond and Fred Howard.
- 5 **Freddy Martin Show—Musical**
Variety with Martin and his "singing
sax," Merv Griffin vocalist, and Mur-
ray Arnold pianist. Also an interpre-
tation of the music played. Sue Ben-
nett, guest vocalist. Tunes: "Good
Old Summertime" "The Boy Next
Door" and "Oh What A Time I Had
With Minnie the Mermaid"
- 7 **Documentary Films**
"Railroad Industry" and "Arizona"
- 9 **Silver Screen Theater—Film**
- 9:30 4 **400 House Party—Variety**
Pat Murphy and Maggie Daly co-
mencee adult talent show with ama-
teurs invited to participate
- 5 **Short Story Playhouse—Drama**
- 10:00 4 **Ernie Simon—Curbstone Cutup**
Interviews with the man on the street
- 5 **Weatherman—Clint Youle**
- 7 **Hollywood Theater Time—Film**
- 9 **Wrestling From Chicago**
- 10:10 5 **Dorsey Connors—Helpful Ideas**
- 10:15 4 **Ulmer Turner—News**
- 5 **Clifton Utley—News**
- 10:30 4 **What's Wrong With This Picture**
- 5 **Let's Look At Sports—T. Duggan**
- 7 **Dr. Fixum—Household Tips**
How to adjust unruly window shades;
how to replace and repair window
sash ropes; how to keep birds from
the window sills; and how to make a
skirt holder from a coat hanger
- 10:45 4 **Linger Awhile—Musical**
- 5 **Herbie Mintz Show—Musical**
- 11:00 4 **Today In Sports—Film**
- 5 **Broadway Open House—Variety**
Kirby Stone Quintet, Ray Malone,
dancer, comedienne Dagmar, Eileen
Barton & Buddy Greco vocalists, and
Donald Richards baritone mc
- 7 **Austin Kiplinger—News**
- 9 **"Frontier Scout"—Feature**
Film with Dave O'Brien, Al "Fuzzy"
St. John, and George Houston as
Wild Bill Hickok, set in Civil War
days
- 11:10 7 **Flana-Grams—Sports Comments**
- 11:15 4 **Film**
- 11:20 7 **Lucia Fera Show—Musical**
- 11:30 4 **Murder Before Midnight—Film**
"Torso Murder Mystery" with Bruce
Cabot
- 12:00 4 **"Born To Battle"—Feature**
Film starring Tom Tyler
- 12:15 9 **Chicagoland Newsreel**
- 1:30 4 **Midnight Edition—Ulmer Turner**

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

tv FORECAST

One Hour



TV SERVICE

radio dispatched

ROdney 3-2200

Tele-Tronics

thursday nite
FOX HEAD "400"
House Party
9:30 P.M.
WBKB Channel 4

Enjoy
Television In

COOL

COMFORT

Air Condition Your
Living Room With a

YORKAIRE

Conditioner



Phone For Full Information
Harrison 7-8900

MURPHY & MILLER

1326 S. Michigan Avenue, Chicago 5, Illinois
Larger Units for
Stores and Offices



Station Breaks — By MIKE BOOM

CHICAGO — Checking the rumor stampede: It is true that TV continues to put the skids under movie theatres. More than 60 Chicago film houses have shut down already. . . . It's not true that "Music Bowl" is going off the air. The satisfied sponsor has renewed for three months. . . . It is true that **Hank Grant's** "Let's Have Fun" show is off, but only for eight weeks. It'll return to Channel 9 Sept. 3. . . . It's not true that a police wagon hauled away the entire cast of a prominent TV show for celebrating too lustily along Rush street.

Frann Weigle, the genial jack-of-all-trades, is quietly building up into a top-flight TV personality. His latest stint is sportscasting, but **Frann** also sings,



WEIGLE

OFF GUARD . . .



Sam Cowling, who is certainly as brave as the next man, gets acquainted rather gingerly with a man-eating bear (junior grade), while Don McNeill watches for early signs of ptomaine.

emcees and handles commercials. . . . **Claude Kirchner** and **Mary Hartline**, the Super Circus team, may land one of those late p.m. disk jockey shows. . . . **Al Morey**, the program genius of WBBM, is switching to Schwimmer & Scott agency. . . . **Bill Taylor** directs that WBKB kid show "Breezy, Don & Vera." . . . Graduate of Senn High is **Win Stracke**, a star of "Stud's Place." . . . **Gay Compton**, the junior miss of "Pet Shop," had everyone worried when she contracted chicken pox. The doctor, however, has given her a clean bill of health.

Folks who like cowboy ballads are tuning in WBKB at 5:30 p.m. for "Silhouettes of the West." . . . **Pat Murphy**, the male half of "400 Houseparty" show on Channel 4, is a brother of Our Town's **Bob Murphy**. He's a one-time soap opera veteran.

Recent talent winner on "Parade" is pantomimist **Bailey Jacobson** of 6652 N. Ashland ave. . . . **George Menard**, emcee of "Fun and Features," tells about the x-ray specialist who married a homely girl and now wonders what he saw in her. . . . Chuckle of the week was the hush-hush surrounding WENR-TV's new disk jockey, **Lucia Fera**. Channel 7 scheduled her as TV's answer to radio's Lonesome Gal. It seems **Miss Fera's** stage name is **Dardy Orlando**, and she's a star stripper at Minsky's Rialto. WENR-TV's big secret was shattered right from the beginning — because most of the local columnists immediately recognized her pictures.



FERA

Quin Ryan, whose radio name has been magic for years, is considering a full-scale TV plunge. He's been wowing the lecture circuit, and shapes up as ideal emcee material. . . . **Bill Snary**, the teen-agers' "dreamboat singer," keeps popping in and out of TV shows. Why don't they give him a regular spot? . . . Now emcee **Vera Ward** is an actress. Did you see her on WNBQ's "Short Story Playhouse"? Such talent.

Friday July 20

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9



The Last Word

DEAR BOSS:

I'm making out a list of things that gripe me, this being National Gripe About TV Week. The following comments will no doubt cause me to lose all my readers, probably my job, and that free subscription you send me (instead of a salary).

1. People who write you a letter, then tack this obnoxious statement at the bottom: "If this isn't published, I will know it was not read!" Only a mother-in-law could make such a statement.

2. People who write you asking the nationality of Wayne King, Jerry Lester, Sid Caesar, Dagmar, Bette Chapel, Dave Garro-way, Cliff Norton, Robert Q. Lewis. What's the difference? They're all Americans!

3. People who object to the way Oscar Levant talked back to Hal Block on a recent "What's My Line?" telecast. It's unbecom-ing, utterly disgusting and childish, they say. I say it's nothing but premeditated show business, designed to get a laugh. How dull it would be if Block and Levant played footsie before the camera, and blew each other a kiss as the show ended.

4. People who write to ask if Dave Garroway really wears glasses, if Jackie Gleason really weighs over 300 lbs., if Irv Kup-cinet really takes Rybutol, if Marty Hogan is standing in a hole, if Fred Waring is secretly married to Jane Wilson, if Mugs Richardson is carrying a torch, and if Howdy Doody is going steady with Judy Splinters.

5. People who tell you they picked up Texas on their TV set. They can have Texas. They can have my mother-in-law.

6. People who like wrestling matches, western movies, British films, Horace Heidt, and inter-views with motion picture stars.

You can have them all.

CHUB MCCARTHY

- 9:00 4 Fun And Features—G. Menard**
Information on Red Cross technique is explained along with a variety of fun, music, and interviews
- 9:30 4 Fun And Figure—Exercises**
Ed Allen gives hot weather exercising tips
- 9:50 4 Fun And Features—(continued)**
- 10:00 9 Your Figure Ladies—P. Fogarty**
Paul Fogarty demonstrates exercises for thighs, knees, and calves
- 10:30 4 Tel-A-Shopper—Betty Whitney**
- 9 Chicago Cooks—Recipes**
Interviews with citizens who either make their living by working for the public or those who give generously of their time in the public interest
- 11:00 4 Creative Cookery—Recipes**
Makes Shrimp creole, rice, French dressing, and butter-milk donuts
- 7 Bob And Kay Show—Variety**
- 11:30 5 Norman Ross' Varieties**
- 9 Hi Ladies—Interviews**
Tommy Bartlett chats with gals
- 12:00 4 Garry Moore Show—Variety**
Winston L. Mittenjuice pays a visit
- 5 Meet Mintz—Herbie Mintz**
Relax with the piano melodies
- 9 Luncheon Varieties**
- 12:15 5 Newsroom—Late Information**
- 12:30 4 First Hundred Years—Serial**
Problems facing a young married couple
- 5 Your Luncheon Date—Musical**
with Hugh Downs, host; Nancy Wright, vocalist, and the Art Van Damme Quintet
- 9 Magic Carpet—Film**
"One Match Can Do It"
- 12:45 4 Bill Evans Show—Variety**
- 9 Spencer Allen And The News**
- 1:00 5 "Avalanche"—Feature**
Film with Bruce Cabot, Roscoe Karns and Veda Ann Borg. Two federal investigators and eleven resort guests are trapped in snow bound hotel, knowing one of them is a killer
- 7 Housewives Holiday—Kirchner**
Claude Kirchner interviews ladies
- 9 Adventures In Film**
"Who Will Teach Your Child?"
- 1:15 4 Multiscope News—Ticker Tape**
- 1:30 7 Barbara Moro—Creative Ideas**
- 9 Showtime—Musical Film Shorts**
- 1:45 4 Vanity Fair—Dorothy Doan**
- 2:00 5 Miss Susan—Susan Peters**
- 9 "On Probation"—Feature**
Film starring Monte Blue

FRIDAY—continued

- 2:15 5 **Vacation Wonderlands**—Film
A visit to "Sweden"
- 2:30 4 **Fashion Magic**—Arlene Francis
- 5 **America Speaks**—Documentary
The Marine Corps Band featuring personnel and specialists, conducted by Maj. Wm. F. Santelmann
- 3:00 4 **Homemakers' Exchange**—Foods
- 5 **Straw Hat Matinee**—Variety
Mel Martin emcees musical
- 9 **Test Pattern** till 4:30
- 3:30 4 **Multiscope News**—Ticker Tape
- 4:00 5 **Hawkins Falls, Pop. 6200**
- 7 **Sagebrush Sam**—Western Film
"Six Shootin' Sheriff"
- 4:15 4 **Breezy, Don and Vera**—Puppet
- 5 **Cowboy Playhouse**—Western
- 4:30 4 **Assembly**—Military Questions
Telephone calls between the men in Tokyo and their parents and relatives in Chicago studio
- 5 **Howdy Doody Show**—Bob Smith
- 9 **Telephone Game**—Quiz Session
- 5:00 4 **Kids Karnival Kwiz**
- 5 **Cactus Jim**—Western Feature
- 7 **Mary Hartline Show**—Prizes
- 9 **Trail Blazers' Theater**—Film
"Fighting Valley" western
- 5:15 7 **Lois And Looie**—Cartoons
- 5:30 4 **Silhouettes Of The West**
Ballads of west by Roy Starkey
- 5 **To be announced**
- 7 **Tom Corbett Space Cadet**
- 5:35 5 **Weatherman**—Clint Youle
- 5:45 4 **Window Shopping**—Commercial
- 5 **Clifton Utley And The News**
- 7 **Jimmy Blaine's Jr. Edition**
- 9 **Foto Test**—Frank Sweeney
Quiz with cash prizes for correct answers to questions
- 6:00 4 **Music Bowl**—Danny O'Neil mc
- 5 **Ernie In Kovacsland**—Comedy
Situation comedy with records, films, pantomimes, and general nonsense
- 7 **Austin Kiplinger And The News**
- 9 **Captain Video**—Adventures
- 6:10 7 **Top O'The Weather**—Russ Reed
- 6:15 4 **Ulmer Turner And The News**
- 6:20 7 **Flana-Grams**—Sports News
- 6:30 4 **CBS News**—Douglas Edwards
Progress of Geo. Walter Staples, typical G.I., through steps of his training until full fledged in the service
- 5 **Song At Twilight**—Musical
Bob Carroll vocalist
- 7 **Comedy Circus Films**
"E-Flat Man" and "Gold Ghost" with Buster Keaton
- 9 **First Edition**—Frann Weigle
Weather report, baseball news, and travel tips

- 6:45 4 **TV's Top Tunes**—Musical
Peggy Lee and Mel Torme sing "Mr. & Mississippi," "Loveliest Night Of The Year," "Syncopated Clock," and "I'll Be Seeing You"
- 5 **News Caravan**—John Swayze
- 9 **Chicagoland Newsreel**
- 7:00 4 **Mama**—Domestic Comedy Skits
A mixup that starts when Poppa states that Katrine is becoming too interested in the movies and neglecting her music
- 5 **Quiz Kids**—Questions & Answers
Moppet session of answers to all questions, guest emcee
- 7 **Jerry Colonna Show**—Comedy
Vocalist Barbara Ruick, and comedian Gordon Polk are featured
- 9 **Twenty Questions**—Panel Quiz
Bill Slater mc with Fred Van Deventer, Florence Rinard, Herb Polesie & Johnny McPhee; guest: Robt. Alda
- 7:30 4 **Man Against Crime**—Drama
Robert Preston stars as Pat Barnett. Helps the ass't. district attorney capture a fugitive from the Kefauver committee
- 5 **Walt's Workshop**—Creative
Mr. Durbahn demonstrates the repair of a squeaky floor
- 7 **Ruggles**—Domestic Comedy
With two young ones, and two not so young ones, Mom and Pop (Ruth Tedrow and Charles Ruggles) bustle
- 9 **You Asked For It**—Films
Art Baker presents films on everything requested by viewers
- 8:00 4 **"Man In Black"**—Feature
English film starring Betty Ann Davies, Sidney James, Anthony Forwood and Sheila Burrell. Mother and daughter contrive death of husband in order to inherit his estate
- 5 **Door With No Name**—Drama
Based on the highly secret activities of the federal government agencies; Grant Richards and Mel Ruick star
- 7 **"Lady From Chungking"**—Film
Feature starring Anna May Wong and Harold Huber; tale of dangerous intrigue in war-torn China
- 9 **Leo Carillo's Dude Ranch**
Musical variety with western setting
- 8:30 5 **Tom Corbett, Space Cadet**
- 9 **World At Large**—Travel Film
- 9:00 4 **Live Like A Millionaire**—Music
Amateur show, John Nelson mc with children introducing parents
- 5 **Sports Newsreel**—Film
- 7 **Sawyer Views Hollywood**
Hal Sawyer mc interviews
- 9 **Cavalcade Of Stars**—Variety
Larry Storch subs for Jackie Gleason as mc
- 9:30 4 **Hit Spot**—Musical Variety
Peggy Taylor, TuTones, 4 Notes, and a salute to the "Town of the Week"
- 5 **Greatest Fights Of The Century**
Boxing bout on film: Billy Conn vs Melio Bettins (July 13, 1939)

FRIDAY—continued

- 9:30 7 Studs' Place—Informal Variety**
Studs Terkel as proprietor with some homey philosophy, Chet Roble, Win Stracke and Beverly Younger
- 9:45 5 Nature Of Things—Discussion**
Dr. Roy K. Marshall explains how TV works; photo-electric phenomena and how light can be converted into moving electrons and with electrons, produce light
- 10:00 4 Ernie Simon—Curbstone Cutup**
5 Weatherman—Clint Youle
7 Courtesy Hour—Jim Moran
Variety of music, dancing, and singing acts performed by professionals in their field, Rex Maupin's music
- 9 "Girls In Chains"—Feature**
Film with Arlene Judge, Roger Clark. Reform school problems
- 10:10 5 Dorsey Connors—Helpful Ideas**
Gadgets for every room of your home
- 10:15 4 Ulmer Turner and the News**
5 Clifton Utley—News
- 10:30 4 Lilli Palmer Show—Interviews**
Miss Palmer discusses highlights from the past year's series, her plans for the future, and her immediate plans for the summer
- 5 Let's Look At Sports—Duggan**
Report on the sports world
- 10:45 4 Linger Awhile—Musical**
Marty Hogan emcee
- 5 Herbie Mintz Show—Musical**
Tunes that bring back memories
- 11:00 4 Today In Sports—Film**
5 Broadway Open House—Variety
Comedy and music with Jack E. Leonard, Dagmar, Kirby Stone quintet, dancer Ray Malone, vocalists Eileen Barton, Buddy Greco, & Frank Gallop as straight man
- 7 Austin Kiplinger—News**
Review of the news of the day
- 11:10 7 Flana-Grams—Sports Comments**
Late reports on the sports world
- 11:15 4 Film**
- 11:30 4 Murder Before Midnight—Film**
Tale of adventure, romance, and intrigue shown in part
- 9 "House Of Danger"—Feature**
Film with Onslow Stevens and Janet Chandler. Story of a man who has been away from his home since he was 14, summoned back by the death of his wealthy father
- 12:00 4 "Revenge Of The Zombies"**
Feature film starring John Carradine, Veda Ann Borg and Gale Storm. Dr. Van Altman, scientist, collaborates with the nazis
- 12:15 9 Chicagoland Newsreel**
Local events brought to you on film
- 1:30 4 Midnight Edition—Ulmer Turner**
(Stations reserve the right to change above listings without notice)



"He refused to move from in front of the set, so..."

**TV Forecast on Sale
at Leading Newsstands**

JIM MORAN "The Courtesy Man"
presents the

Courtesy Hour

THE FASTEST-MOVING VARIETY
HOUR ON TELEVISION!

COURTESY Motors
3567 W. GRAND • CHICAGO 51

FREE!—TV Interviews with Creighton, baseball ducats

BASEBALL fans, here's your opportunity to see your favorite team in action from reserved box seats and to appear on television as guests of *TV Forecast* magazine. Enjoy a leisurely afternoon at Wrigley Field or Comiskey Park and be interviewed on WGN-TV by sportscaster Harry Creighton . . . This new, exciting contest is open to youngsters and adults alike. Everyday, *TV Forecast* will award 4 reserved box seats for Cubs and Sox baseball games.

This contest is made possible by special arrangement with Nelson Brothers, Walgreen drug stores, United Airlines, and American Vitamin Associates.

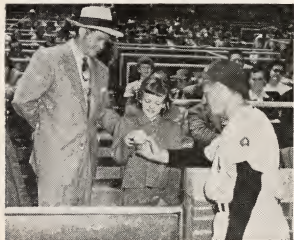
Each week opens a new contest with new winners selected every day for all Cubs and Sox home games.

Contestants are urged to enclose their telephone numbers and youngsters are requested to name the player whose autograph they prefer on their baseball.

YOUNGSTERS WIN: Two reserved box seats for a Cubs or Sox baseball game plus an autographed baseball. And that's not all. The baseball will be awarded on Harry Creighton's pre-game "Lead-Off Man," show on WGN-TV, sponsored by Nelson Brothers at 1:10 p.m. from the ball park.

ADULTS WIN: Two reserved box seats for a Cubs or Sox home game. Winners to be interviewed after the ball game by Harry Creighton on "The Tenth Inning," television show sponsored by Walgreen's drug stores and the United Airlines.

FOLLOW THESE RULES: Write a brief letter explaining "Why I'd prefer to see a baseball game in person rather than on television. . . ." That's all there is to it! Mail your entries to: Sports Editor, *TV Forecast* magazine, 185 North Wabash, Chicago 4, Ill.—Deadline this week: Wednesday, July 18.



Jeanne Hentschel of Chicago (center), TV Forecast's baseball contest winner, meets Cub pitcher Frank Hiller as Roy Whiting looks on. Jeanne was interviewed and awarded an autographed baseball by Harry Creighton over WGN-TV.

MOLLYCUE WINNERS

Barbara Brenna, Chicago, Ill.
Lonnie Cassell, LaGrange, Ill.
Bonnie Mae Covey, Elgin, Ill.
Patty Evans, Hobart, Ind.
Mary Ann Flaherty, Chicago, Ill.
Judy Levin, Evanston, Ill.
Diane Peterson, Villa Park, Ill.
Robert Poirier, Kenosha, Wis.
Melanie Jean Polach, Joliet, Ill.
Lynn Schoening, Cary, Ill.
Paul Sklar, Chicago, Ill.
Dorothy Tillman, Waukegan, Ill.
Dolores Verhulst, Chicago, Ill.
Ronald Lee Welch, Plymouth, Ind.

TV Stars to Attend Hawaiian "Luau"

Many prominent television stars are expected to attend the big Hawaiian "luau" (pronounced loo-ao) to be held in Chicago July 15. The luau, an all-day feast with native music and dancing, is an old native custom that originated in Hawaii many years ago. The luau of July 15 is the first such event ever to take place in the midwest. It will provide continuous entertainment and feasting from 12 noon until 12 midnight.

The luau will be held at the American picnic grounds, 8744 Ogden Ave., and may be easily reached by Bluebird Bus. Tickets may be obtained at \$5 each at the Trailways Bus depot, 20 E. Randolph St., or from the driver of any Flash Cab, who will deliver them free to your door if you call LO 1-1444.

Shows Open to Public

WENR-TV—20 N. Wacker Dr., Chicago 6, Ill. AN 3-7800. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABCivic Theater. "Super Circus," Sunday 4-5 p.m. (only written requests accepted, order tickets well in advance); "Sachs Amateur Hour," Sunday 12:30-1:30 p.m.; "Courtesy Hour," Friday 10-11 p.m.

WGN-TV—441 N. Michigan, Chicago 11, Ill. SU 7-0200. Tickets: Guest Relations, WGN Building. Rubin's "Stars of Tomorrow," Sunday 9-9:30 p.m.; Miss U. S. Television Contest" Monday 7-7:30 p.m. "Al Morgan," Monday 7:30 to 8:00; "Down You Go," Wednesday 8:00 to 8:30; "Hi Ladies," Monday thru Friday 11:30 to 12:00.

WBKB—190 N. State, Chicago 1, Ill. RA 6-8210. "Ernie Simon's Curbstone Cutup," Monday through Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater.) "Creative Cookery," Monday through Friday 11 a.m. Write program for tickets.

WNBQ—Merchandise Mart, Chicago 54, Ill. SU 7-8300 Ext. 287. "Hollywood Junior Circus," 4:30 to 5 p.m. alternate Sundays (written request only, Ticket Division); "Quiz Kids," Friday 7 p.m.



SportsCast

BY ED FAZDUR



WE'RE sorry to report that our efforts to bring Chicagoans live telecasts of the Illini home football telecasts have failed. The campaign was highly successful but the objective was not reached. Thanks to the readers of *TV Forecast*, thousands of letters swamped the desks of state senators in Springfield, Ill. urging passage of Sen. Pete Miller's bill to televise Illini football games. The mail was ignored and the bill failed to pass committee.

However, two things were accomplished: Sen. Hart, flustered under the pressure of mail directed at him, reconsidered his negative vote with a complete change of heart. Sen. Barry, squirming and infuriated, accosted Sen. Miller about *TV Forecast's* write in campaign and exclaimed: "Well, you certainly got me into a — of a lot of hot water!" . . . but Sen. Barry insists his vote will remain negative.



ERNIE

Cuffnotes: Because the NCAA television moratorium applies only to games played on Saturday afternoons, Loyola university of Los Angeles signed a contract with NBC-TV to televise its Friday night football games. . . . Because of his appearance and fine display of potential talent, on Linn Burton's Curtiss "Knot-Hole Gang" show, one youngster is now being sought by the Giants, Dodgers and Cubs. . . . Nat "King" Cole whips a mean pitch whenever he can break into the lineup of a ball game. He labels his secret delivery "the rheumatism pitch."

Half starved (for victories), Chicago has devised another baseball team trying to catch the winning ways of the White Sox. They're known as the "Left-Outs," "Foul-Balls" or "Diamond Comics." Starring in these nine frames of comedy against the Little Leaguers (boys 9 to 12 years of age) at Thillens Stadium, Devon & Western Aves., will be: Cliff Norton, Ernie Simon, Linn

★ ★ ★

Burton, Tom Duggan, Dick (Two-Ton) Baker, Jack Brickhouse, Joe Wilson, Bob Elson, Burt Wilson and Frank Sweeney. The public is invited. Game time is Saturday, July 14, 8:00 p.m. All proceeds go to the Sick and Benefit Fund of the American Federation of Radio Artists. Watching Ernie Simon swing a bat, and totter toward first base should be worth the price of admission.

Wrestling Highlights: Maurice Tillet, "The French Angel," fully recuperated from a recent operation is back in action at Rainbo. . . . Promoters Leonard Schwartz and Ray Fabiani have taken to the airways to challenge Lou Thesz for a championship bout with Ruffy Silverstein. One can only surmise that Thesz fears Ruffy and refuses to meet him face to face in the ring. Watch *TV Forecast* for further developments in the Thesz-Silverstein squabble. Gino Garibaldi has settled on the West Coast for good. . . . Primo Carnera plans a European trip this fall.

Mailbag: Dr. W. F. McGinnis of Mt. Pleasant, Mich., nailed a would-be intruder in his office with a flying mare tackle and pinned him with a double hammer lock until police arrived. "The application of holds used in capturing the office breaker was derived from the excellent description of holds by announcer Wayne Griffin in his weekly telecasts of wrestling from Rainbo," writes Dr. McGinnis.

"Thanks for the wonderful time at the ball game. I'll never forget it."—Bob Clark, Gary, Ind.

". . . Would like to know how I can write to Eddie Robinson of the Chicago White Sox."—Miss Dottie Pein, Melrose Park, Ill.

Ed. Note: Write % Comiskey Park, 35th & Shields Ave., Chicago, Ill. He'll get it.

The Saga of JACK BRICKHOUSE

By MILT HOPWOOD



Jack at work with WGN-TV.



TV's prodigy at 4 months.



A 11½ year old Brickhouse appears camera shy with his mother.

A cocky, young "man-on-the-street" interviewer. That's Jack with the hat and glasses.



SOME time ago a national magazine profiled Peoria (Ill.) and it was amazing to his many followers that not one line of the story was devoted to mention of Jack Brickhouse who has carried the public relations torch for that community among his friends and listeners on radio and television.

Unimpressed by this oversight, Mr. Brickhouse continues to act as a one-man committee for the preservation of Peoria as Utopia (jg) and as an inspiration to the vast multitude of would-be television personalities who hope to strike it rich.

If one were to conscientiously seek out details and attempt to write a Horatio Alger story, it would be difficult to find a more onward-and-upward tale than that of Jack Brickhouse.

The fall of 1933 found WGN-TV's sportscaster enrolled in what is now Bradley U. after something less than a meteoric career as a high school swimmer. The requirements of registration were exceedingly low and had it not been for an adamant attitude of the collector of tuition, Brick might very

well have completed his four-year course and settled down to become one of the town's better bookkeepers (not bookmaker).

Jack lacked his matriculation fee, tuition, carfare, lunch money, books and even a briefcase, the standard mark of a freshman.

After a week or two of avoiding the man who kept asking for money, Jack resigned himself to a life in the hotel business and signed a binding contract to work seven days per week with three hours off on Saturday afternoon in the Pere Marquette hotel. His title was dishwasher and the management hinted frequently that one of these days he might even advance to *bus boy*, obviously a station beyond Jack's wildest dreams.

One particular Saturday, the boss, a narrow-minded individual, suggested that the veteran of pots and pans forget the three-hour recess. The male Cinderella protested, meekly at first, but eventually belligerently. A roundhouse right on the boss' noggin released Brickhouse from his servitude.

Jack entered a radio announcers' contest at WMBD and while he got to the finals, didn't obtain any loot but was offered an opportunity to develop any dormant ability for \$0 per week. His mother, fearing he was on the road to ruin, had wheedled a promise from the Pere Marquette to take the battler back. Perhaps you will recall that a very snappy saying in that era was, "*I hope all your children grow up to be radio announcers.*" Funny, to some, but not to a mother who envisioned her boy as top man at the Pere Marquette in the future.

Brickhouse, faced with the horrible alternative of going back to work or remaining in radio, got on the payroll as a half-time announcer and half-time switchboard operator at \$17 per week—quite an increase over his previous salary.

The lad who was to some day cover the All-Star game and World Series over video next stepped into sportscasting. Huddled over a microphone in the end zone during a rainstorm, Brick managed to louse up a high school football game beyond all recognition. Three

continued on page 46



A long-haired, poker-faced and thin Brickhouse (left) on his first CBS network show in 1935.



Ah! High School graduation in 1933.



Jack and Nelda on their wedding day: Aug. 7, 1939. They were wed in these clothes.



Yessir, that's Jack—a neat 173 lbs. making like a ball-player.



The Saga of JACK BRICKHOUSE

Continued from page 45

touchdowns were scored, but Jack missed one completely and it was necessary to send a substitute out from the studio on the trolley. The management recovered sufficiently by the following Saturday and Jack became a sports-caster.

With riches flowing about him Brickhouse bought a car on time. As he returned the keys to the finance company in lieu of the fourth payment, he suggested to the good-looking gal who coldly accepted the forfeiture that maybe they could take in a movie. Since Nelda Teach hadn't anything on the schedule, she accepted and, after a brilliant and forceful sales spiel by our hero, married him a respectable time later in Bessemer, Michigan.

Brickhouse joined WGN in the early 40's, did everything possible in the way of announcing chores, served a stretch in the marines and stepped into WGN-TV, Inc., as Sports Service Manager after the war.

One of the most charming personalities in the Chicago TV picture, Jack is continually engaged in a grim battle to keep his weight at an even 200, so that when it is spread over his 6 feet, 2½ inch frame, it doesn't bulge. Since Brickhouse is famous for rising at noon and can't resist high-calory tid-bits, you can see what we mean by grim struggle.

The sportscaster has also acquired a certain amount of admiration for his determined fight to preserve his curly blonde locks which, at this point, are becoming more and more difficult to discern. He confidentially confides that he is taking scalp treatments to stave off the ravages of time. At 35, Jack has been described by one TV viewer as looking like a "peeled onion." If this comment has found its way to Mr. B's ears, then we know what inspired the scalp treatments.

Jack is on WGN-TV, sponsored by American Vitamin Associates, Fahrman Motors and Mages.



Jack (left) broadcasting the first Chicago black-out from a plane.



A Buck Private in the Marine Corps., 1943.



Brickhouse (right) riding the ranges of Catalina Island with Cubs' traveling secretary, Bob Lewis in 1949.



Jack, as he is today, at home with his wife, Nelda, and daughter Jean.

FOR PROFESSIONAL T. V. SERVICE

CHICAGO



southeast

SOUTHSHORE TELEVISION ENGINEERS

1977 E. 73rd St. NOrmal 7-0126

AMERICAN RADIO AND TELEVISION LABORATORY

6321 S. University FAirfax 4-9000

west

SCIENTIFIC TELEVISION AND RADIO

109 S. Cicero Ave. EStebrook 8-3060

EXPERT RADIO & TELEVISION SERVICE

321 N. Laramie ES 8-0656—AU 7-9181

GUARDIAN TELEVISION SERVICE, INC.

1336 S. Kedzie CRawford 7-8855

northwest

RCM RADIO AND TELEVISION

5657 W. Addison PALisade 5-2144

AINSLIE RADIO AND TELEVISION SERVICE

4904 N. Kedzie KEystone 9-5532

RITE PRICE DAY & NIGHT TELEVISION SERVICE

TUxedo 9-0479

RADIO DISPATCHED TV SERVICE

4454 N. Kedzie CORnelia 7-6180

FOSTER DAY & NIGHT TELEVISION SERVICE

2922 N. Milwaukee HUmboldt 9-0911

ADLER TELEVISION & APPLIANCES

3154 W. Lawrence IRving 8-4662

ACE DAY & NIGHT TELEVISION SERVICE

4766 N. Milwaukee SPring 7-5110

north

CHAMBERS RADIO AND TELEVISION

3546 N. Ashland Ave. GRaceland 7-2844

CRITTENTON RADIO & TELEVISION CO.

4740 N. Broadway LOngbeach 1-2250

PACKARD RADIO AND TELEVISION SERVICE

5139 N. Damen ARdmore 1-8201

GENERAL RADIO & APPLIANCE STORE

6562 N. Sheridan RO 4-3663—SH 3-9231

near north

AMERICAL DAY & NIGHT TELEVISION SERVICE

1362 N. Sedgwick MOhawk 4-2300

VIDEO-TRONICS, INC.

1767 W. Armitage EVerglade 4-4868, 9

south

AUBURN PARK ELECTRONICS

7654 S. Wabash STewart 3-6391

RACINE RADIO & TELEVISION

5524 S. Racine ENglewood 4-4449

WHOLESALE TELEVISION SERVICE

9353 Cottage Grove VIncennes 6-3100

TV LABORATORIES OF AMERICA

CEntral 6-8166

SUBURBAN

western suburbs

TAUBER TELEVISION SERVICE

6801 Roosevelt STanley 8-8887

60019-250
HERRMANN, HENRY
3220 SOUTHPORT AVE
CHICAGO 13 ILL

tv

NEWSPAPER

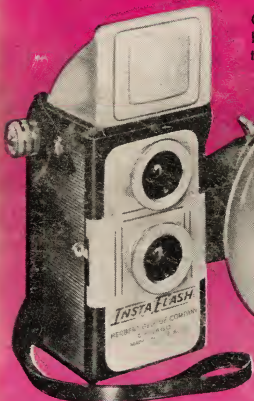


Boys and Girls



IT'S EASY TO WIN

AN INSTA-FLASH REFLEX CAMERA



Capture all your vacation thrills with this precision-built twin-lens reflex camera. Takes 12 sharp pictures, indoors or outdoors. Twin optical lenses, highly polished with built-in sun shade. Ground glass viewer has sun hood and shows exactly what the picture will be.

Here's How You Can Win this Beauty:

Sell only 3 one-year subscriptions to **TV Forecast** at \$5. each or, Sell only 2 two-year subscriptions to **TV Forecast** at \$8. each.

Renewals or extensions accepted at same price.

TV Forecast
185 N. Wabash, Suite 423
Chicago 1, Ill.

-C

Name
Address
City..... State.....
\$5 ☐ 1 yr. \$8 ☐ 2 yrs.
Order obtained by:
.....
.....

TV Forecast
185 N. Wabash, Suite 423
Chicago 1, Ill.

-C

Name
Address
City..... State.....
\$5 ☐ 1 yr. \$8 ☐ 2 yrs.
Order obtained by:
.....
.....

TV Forecast
185 N. Wabash, Suite 423
Chicago 1, Ill.

-C

Name
Address
City..... State.....
\$5 ☐ 1 yr. \$8 ☐ 2 yrs.
Order obtained by:
.....
.....

Bring In Orders And Money Any Day! Pick Up Cameras Immediately.

**OUT-OF-TOWN SUBSCRIPTIONS WILL BE ACCEPTED ON MAIL ORDERS
ACCOMPANIED BY CHECK OR MONEY ORDER**

Scanned from the collection of the Prelinger Library. 2019.

Digitization and post-production completed in the University
of Wisconsin-Madison's Department of Communication Arts,
with funding from the California Digital Library.



University of California

CDL

California Digital Library



www.mediahistoryproject.org