

# *Forecast*

**TELEVISION**

MAY 7, 1949



A TV SHOW IS BORN

*1st Anniversary Issue*

---

# Motorola's

**NEW**  **TELEVISION**

- Larger pictures without distortion
- New circuit gives steadier pictures
- Magnificent furniture styling



TABLE MODEL 12VT16. Eighty-one square inches of picture . . . an unusually large direct view screen in a table model.



CONSOLE MODEL 10VK9. Sixty-one square inches of picture in a strikingly styled, hand rubbed consolette.

Thrill to big, bright pictures free of *all* distortion . . . Motorola's new **BROAD VIEW** screen utilizes more tube area without going into distortion zone. Motorola's new circuit offers *steadier* pictures at greater distances from transmitter. Here is television stunningly styled, yet modestly priced. Enjoy a demonstration today!

SEE YOUR MOTOROLA DEALER TODAY!

## Motorola Inc.

CHICAGO 51, ILL.



TABLE MODEL 10VT3. Sixty one-square inches of picture in a compact, richly styled cabinet.

## A TV Program Is Staged

By taking a trip backstage this week you will readily see television is show business—not just broadcasting.

On the Cover of this special anniversary issue, our news photographer is able to show you the inside of a TV studio with its lights, cameras, mikes, dollies, cameraman, producer, director and stars. The daily struggle in Chicago and New York studios to produce good, entertaining programs for hundreds of thousands of TV fans means the coordination of all facilities, in addition to hours of planning, construction of sets, research, and the tons of furniture, furnishings, costumes and scenery that may be used from ten minutes to an hour.

Our trip backstage is a composite visit to WBKB, WGN-TV, WNBQ and WENR-TV, your Chicago stations. There would not be room enough in this issue to count and name all the people from executives to janitors, typists to producers who each week present you video, vintage of '49.

How does a program start? First a program meeting is held, with the production manager usually bringing out the director's intent and establishing the pictorial theme of the show. Scripts are prepared and flashed to the art directors who immediately assigns a designer to the project. Let us take for example a mystery drama.

Here TV differs from theatre and motion picture technics.

Until costuming and construction details are planned, the art director cannot plan the set of the mystery drama intelligently. Adapting available stock units to a new show is always advantageous, less expensive, but far from easy. Usually there is a great amount of alteration to be done.

If the mystery is scheduled for Sunday, plans for the show will be on paper by the previous Wednesday, carpenter work rushed to complete sets by Saturday. Such miracles are now accepted as common-place incidents.

All the while, gallons and gallons

of black coffee are consumed by staff members and the mystery drama cast.

Racing with the carpenters against time, the art director has to hold costume fittings to solve all make-up and wardrobe problems, a tremendous job when the circa is 1850, and it usually means a crew is sent off the near north side to comb antique shops and attics for authentic props. The worries of a property man are endless, for one day he must produce a cocker spaniel, dueling pistols, a grandfather's clock—the next day a flying jacket, Sherlock Holmes pipe, and 200 old books.

Television also calls for title cards, the graphic openers you see giving the name of the drama, members of the production staff and the cast. All are hand-lettered and demand imagination and time to execute. In TV they are usually referred to as "flips" or "live crawls."

It is seldom you see anyone relax.  
(Continued on Page 4)

---

---

### *Forecast* TELEVISION

Chicago's Own T.V. Magazine

PUBLISHED WEEKLY BY

TELEVISION FORECAST, Inc.

185 North Wabash Ave.

Chicago 1, Ill.

Vol. 2, No. 1

May 7, 1949

Whole No. 44

---

Editor, Robert A. Kubicek  
Associate Editor, Patricia Cooper  
Program Editor, Patricia E. Moran  
Advertising Sales Manager, Lester Vihon  
Promotional Manager, Roy V. Whiting  
Business Manager, Norbert F. Dompke  
Production Manager, John E. Groenings  
Circulation Manager, Thomas F. Ingram

---

Advertising Rates on Request

Phone: FRanklin 2-9563



---

Entered as 2nd class matter at the post office at Chicago, Ill.

Subscriptions: \$3.00 per year; 2 years \$5; single copies 15 cents.

Copyright 1949 by Television Forecast, Inc.

---



## EDITOR'S REPORT:

(Continued from Page 3)

ing, even if their particular assignment of this particular drama is completed. Someone has planned another show for the next night, and so it is not unusual to talk to a carpenter or director that has two or three programs running through his mind, not to mention stray thoughts of junior at home with the measles.



Checking the lights

Comes Saturday, 24 hours before the show is telecast, you're liable to meet the whole gang ready for a rehearsal, and suddenly the set comes to life, costumes come off hangers and assistants tear their hair running around checking details.

Sunday the new production is seen. A day or so later some smart aleck critic in his newspaper column notes a misplaced button, or swears a cameraman fell asleep in the second act and non-owners of TV sets crack, "We'll wait until television has something better to offer." They did not see the show but are inclined to agree with their favorite critic because they think he's funny.

Surveys conducted by *Television Forecast* indicate the majority of Chicago televiewers, owners and non-owners, like the quality of dramatic productions thus far staged. So do we, and so it is with this issue we salute the pioneer workers of Chicago TV stations who are striving to entertain a new, growing audience.

## Predict WGN-TV Hookup With Hollywood Shows

Chicago televiewers may see Hollywood productions being staged at the Don Lee studios of KTSN at Los Angeles when the Mutual TV network becomes coast-to-coast, it was predicted this week.

Mutual, heretofore inactive in television, is organizing a network which may well encompass WGN-TV, Chicago and WOR-TV, New York. East coast and midwest shows will be offered first, since the Chicago-Los Angeles coaxial cable is not yet completed.

When Mutual enters TV, Chicagoans will be served by five networks, the others being NBC, ABC, CBS and DuMont.

## Lots of Button Pushing in TV, WBKB Crew Learn

In April, 1947, just two years ago, WBKB installed a temporary video switching console in the master control. It was to be used not more than six months. Since April '47 more than 10,220 hours of telecasting have been carried by the console. However, channel 4 will install new equipment when their newly-located transmitter is opened.

WBKB engineers figured:

—Output control button pushed 14,600 times.

—Input control button pushed 58,400 times.

—Wave form monitor control button pushed 102,200 times.

—Main video feed button pushed 29,200 times.

—Auxiliary feed button pushed 7,300 times.

In other words, a lot of button pushing in television.

## Baseball Album

WBKB offers "Baseball Album" with Don Anderson before each home game of the Chicago Cubs, it was announced this week. The new show offers pictures and stories of the games in the National and American leagues from the preceding day's games.

# Saturday

Marshall Field & Company

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

- 10:00 4 MULTISCOPE NEWS.  
12:45 9 CHICAGOLAND NEWSREEL.  
1:05 9 PLAYER OF THE DAY. Harry Creighton conducts interviews with the fans.  
1:20 9 BASEBALL, Sox vs. New York from Comiskey park. Jack Brickhouse describing.  
2:30 5 HORSE RACES from Belmont Park, N.Y. Clem McCarthy announcing.  
3:30 9 EXTRA INNING. Roundup of scores and interviews with the fans by Jack Brickhouse.  
  
4:00 4 PHILCO SPORTS TICKER.  
  
5:30 9 LUCKY PUP REVIEW, CBS-TV, N.Y. A tele-transcribed review of the week's highlights of the adventures of the Lucky Pup puppets.  
  
6:00 9 FILM.  
6:30 7 HOLLYWOOD SCREEN TEST, dramatic show in which a well known star helps an aspiring young actor or actress. Neil Hamilton, emcees.  
9 IN THE FIRST PERSON with Quincy Howe. News. CBS-TV, N.Y.  
6:45 5 LEON PEARSON and the news.  
9 SERIAL FILM, "Law of the Wild," last chapter.  
  
7:00 5 TO BE ANNOUNCED.  
7 STAND BY FOR CRIME. Boris Aplon in the role of Inspector Webb.  
9 FEATURE FILM, "Cinderella Swings It" with Guy Kibbee as Scattergood Baines.  
7:15 4 Test Pattern.  
7:25 4 SUN-TIMES NEWS ROUNDUP with Ulmer Turner.  
7:30 7 CRIMINAL HUNT. FBI files provide data for this show.  
4 FRONTIER THEATER, western double feature.  
  
8:00 5 WHO SAID THAT? News quiz show with Robert Trout as MC and John Cameron Swayze.  
7 PAUL WHITMAN TEEN CLUB, variety show designed for the teen ager.  
8:30 5 SATURDAY NIGHT JAMBOREE. Barn dance show from N.Y.  
  
9:00 5 GARROWAY - AT - LARGE, variety show featuring Dave Garroway, Connie Russell, Jack Haskell, Carolyn Gilbert, Betty Chapel, Joseph Gallicchio's orchestra and guest.  
7 ROLLER DERBY from N.Y.  
9:40 4 PIX OF THE NEWS.  
9:55 4 MULTISCOPE NEWS.

(Subject to Change)



off the TV screen  
into their arms!

UNCLE MISTLETOE® —

THEIR

FAVORITE

CHARACTER

AS A DOLL! \$8<sup>95</sup>

Winged and irresistible, he's 15½ inches tall. His red felt coat and black topper are removable. Dolls—Fourth Floor, Middle, Wabash or phone Personal Shopping Service, State 1-1000

# **a BRAND NEW IDEA in TV Entertainment!**

*"Action  
Autographs"*

**WENR-TV**  
**channel 7**

**every Sunday night at  
9 pm**

**Presented By  
BELL & HOWELL**

**SINCE 1907 THE LARGEST MANUFACTURER OF PROFESSIONAL  
MOTION PICTURE EQUIPMENT FOR HOLLYWOOD AND THE WORLD**

# Sunday

WGN-TV 9	WBKB 4	WNBQ 5	WENR-TV 7
10:00	4	MULTISCOPE NEWS.	
12:30	7	SACH'S AMATEUR HOUR.	
1:05	9	PLAYER OF THE DAY.	
1:20	9	BASEBALL, Sox vs. Philadelphia, double header.	
3:30	9	EXTRA INNING.	
3:45	9	KIERAN'S KALEIDOSCOPE, Detroit.	
	9	THAT'S O'TOOLE, a tinker at work.	
	9	Second game about now.	
4:00	4	PHILCO SPORTS TICKER.	
	7	SUPER CIRCUS variety show.	
5:00	5	HOPALONG CASSIDY film.	
	7	CARTOON TELETALKS, chalk-talk fairy tales.	
5:30	7	IRENE WICKER, the Singing Lady.	
6:00	9	ORIGINAL AMATEUR HOUR.	
	5	To be announced.	
	7	FILM SHORTS.	
6:30	7	ABC TELEVISION PLAYERS, drama. "Miss Mahidable's Son."	
7:00	9	TOAST OF THE TOWN, variety. Guests: Charles Laughton, Nellie Luther, Norman Evans and Henny Nadel.	
	5	LAMBS GAMBOL, variety show. Guests: Bobby Clark and Mary McCarthy.	
	7	JACQUES FRAY MUSIC ROOM.	
7:15	4	Test Pattern.	
7:30	4	TELENEWS.	
	5	AUTHOR MEETS THE CRITICS. Topic: "Leave It to the People" by Quentin Reynolds.	
	7	CELEBRITY TIME, quiz show.	
7:50	4	FEATURE FILM.	
8:00	9	FRED WARING SHOW, variety.	
	5	NBC DRAMA THEATER. "Fidelia" with Francis Reed and Philip Warnof.	
	7	SING-CO-PATION. Dolores Marshall.	
8:15	7	FILM SHORTS.	
8:30	7	BON VOYAGE. Audience participation world quiz show.	
8:50	4	CARTOON FILM.	
9:00	9	STARS OF TOMORROW.	
	4	ROVING CAMERAS.	
	5	AROUND THE TOWN, musical show.	
	7	ACTION AUTOGRAPHS. Pictures of the growth of a plant. John Ott displays his time lapse films of flowers.	
9:10	4	FEATURE FILM.	
9:15	7	BOWLING HEADLINERS from N.Y.	
9:30	9	KENTUCKY DERBY FILM.	
	5	NEWS AND NEWS REVIEW with Leon Pearson.	
9:45	9	NEWSREEL REVIEW.	
	5	To be announced.	
10:00	9	MYSTERY PLAYERS with Gordon Uruhart and Bob Smith.	
10:10	4	PIX OF THE NEWS.	
10:25	4	MULTISCOPE NEWS.	

(Subject to Change)

## X-Ray Experiments Aided by WBKB

Experiments conducted last week at WBKB led to an important discovery in the field of medical x-ray, it was announced by the University of Illinois College of Medicine, which school conducted the experiments at the Balaban and Katz station.

Television reproduces x-rays with "an extremely high degree of accuracy," it was learned. By varying the density and contrast controls on the television receiving tube, details on the original film can be brought out much more clearly. The significance of this discovery is of first importance, according to medical authorities Craig W. Goodwin and John S. Garvin. For instance, in a routine check the investigators found small stones in a gall-bladder which had previously been overlooked in the ordinary method of viewing.

## Expect More Program Changes This Week

Additional cable joining New York and Chicago means two things:

—More New York programs for viewers.

—More changes of program hours.

This week and next some of our listings may prove wrong, however, it is due to last minute switches by Chicago and New York studios granted additional cable time by the Bell System. Prior to this time, only one cable was in operation.

## In Doubt Over Derby? Catch Films Sunday

Racing's classic Kentucky Derby at Churchill Downs will be telecast, via film, on Sunday evening, May 8, just one day after the running, it was announced this week by WGN-TV, channel 9.

Because coaxial cable does not join Louisville's station WAVE-TV with Chicago, CBS is filming the Saturday event. It is scheduled to be shown at 9:30 p.m. with Bryan Field doing the commentary.



GUEST COLUMN:

## Berle Happy to See Old Days of Vaudeville Revived by TV

By MILTON BERLE

It couldn't have happened to a nicer medium. Television, that is. This is one happy medium I've never struck.

Now that Chicago has thousands and thousands of television sets, there is another good reason for calling it the Windy City. I'm the other.

But if I have enjoyed any measure of success, it hasn't been my doing. Everything I am I owe to my brother. In fact, everything I have I owe to my brother.

Seriously, though, television has been a great boon to me. Despite the really arduous task of putting on a full hour video show each week, it has really been a pleasure to have had a part in bringing back to the people of the United States what I consider one of the greatest forms of entertainment we've ever seen. What I am referring to is vaudeville—the old “two-a-day.”

My NBC (WNBQ, Chicago) television show, the Texaco Star Theater, is essentially a new concept in the presentation of vaudeville. Of course we try to keep it faster paced and more compact than its ancestor, and instead of being willing to let a few second-rate acts slip in, to fill out a bill, we knock ourselves out trying to maintain a consistently high level of performance.

If I may be permitted to blow our own horn for a minute, I think we have been fairly successful in achieving this goal.

I think America has been a lot poorer since old vaudeville passed away, and it makes a lot of us troupers who made our start and were weaned in the wings and on the stage of the old Palace and the other theaters, feel darn good to have television—the newest of all media—be the means of bringing back one of the happiest phases of American life.



---

### Two Transmitters Needed

Two transmitters are needed for television, one for the picture, the other for the sound. In the same channel occupied by picture signals, a small amount of space is reserved for FM (frequency modulation) sound that accompanies the picture. Your home receiver reproduces both picture and sound.

---

### "Crusade in Europe" Now Weekly Show

Marking an historic occasion in television, "Crusade in Europe", the series of 26 documented films graphically illustrating the superb review of World War II by General Dwight D. Eisenhower, is now a weekly feature of WENR-TV, channel 7.

In their effort to make these films available to television audiences throughout the United States, Life and Time have ordered facilities from ABC and its affiliates in 32 television areas, covering more cities than any other program in television history.

The series was compiled and edited by March of Time through arrangements made with the 20th Century-Fox Film Corporation, which owns the television rights, from hitherto restricted films.

---

(Dial WNBQ, Channel 5  
Tuesday for Berle.)





**WGN  
TV**

**"CHICAGOLAND'S  
FAMILY TELEVISION  
STATION"**

**"BASEBALL"**

**All Cubs & Sox Home Games**

*Sponsored by Meister Brau Beer & Camel Cigarettes*

**"PLAYER OF THE DAY"**

**Preceding All Games**

*Sponsored by Newart Clothing Co.*

**"EXTRA INNING"**

**Following the Game And Between Games of  
Double-Headers**

*Sponsored by Walgreen Drug Stores*

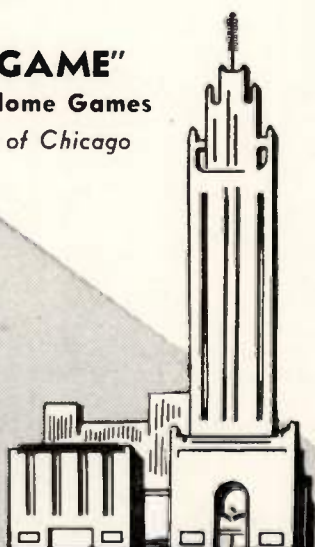
**"TODAY'S BALLGAME"**

**Film Highlights of Cubs Home Games**

*Sponsored by Ford Dealers of Chicago*



**CBS  
SUMMIT**



**HEY WALT!**

**HINES**

**TELEVISION SHOW**

*Walt's*  
**WORKSHOP**

**WNBQ**  
MONDAY NIGHT  
9:00 TO 9:30 P.M.

**YES RUTH**

**CHANNEL 5**  
PRESENTED BY  
**EDWARD HINES LUMBER CO.**

Television Forecast for May 9, 1949

# Monday

	WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4			
4:00	4			
9				
4:30	5			
9				
5:00	4			
5				
9				
5:30	4			
9				
5:45	9			
5:55	4			
6:00	4			
9				
6:30	4			
7				
9				
6:40	5			
6:45	4			
5				
7				
9				
7:00	4			
5				
7				
9				
7:30	5			
7				
9				
7:45	9			
8:00	4			
5				
7				
9				
8:10	4			
8:15	7			
8:30	4			
5				
7				
9				
9:00	5			
7				
9				
9:05	7			
9:30	5			
10:00	9			
10:30	4			
10:45	4			

(Subject to Change)

Television Forecast

GUEST COLUMN:

## A Former Cab Driver, Arthur Godfrey Recalls Chicago and Patient People

By ARTHUR GODFREY

I was asked to give this guest column a "Chicago slant."

Best one I can think of off-hand is Janette Davis our swell singer. She used to sing on WBBM a few years ago and I think she's tops.

About the other Chicago angle—Bill Irwin—I mean Don Foster (the name he writes under in the Sun-Times) beat me to it. Recently he told his readers about another side of Godfrey—Yellow Cab Company driver for a few months in 1926 and 1927.

It made me remember a lot of patient people in Chicago. I don't have their names, of course, but they were swell when I was trying to earn a few bucks in a strange city.

In 1926 I was two years out of the Navy and two years on the bum. That's right—bum. I drifted through a lot of jobs, experiences and cities. Chicago was one of them. I didn't know the Loop from Michigan Boulevard but after the Yellow Cab people gave me a job I got by with the aid of a city guide book. Yep—they were patient passengers. If you asked me to drive to some address in Chicago I was just as likely to take you via Evanston or Peoria.

I'm told that now I visit a few homes in Chicago via radio and television. Quite a turn of events. 23 years ago Godfrey drove up to the front door—now he goes right into the living room.

Also, while I'm on the subject of Chicago I got a big kick out of reading Larry Wolters' description of me in the Tribune: "... opposite of Charles Boyer ... big, beefy and brawny ... a little like Wallace Beery with 20 years knocked off. Or, Pancho Villa."

Pardner—that's a heap of a mouthful. But seriously, I've been following Larry Wolters for some time and when that guy calls you anything—it's an honor.

Well, I hope this is slanted enough. It's been swell visiting with you this way.



Godfrey can be seen Wednesday, May 11, on WGN-TV, channel 9.

### TV SET SICK??

CALL

**KI Idare 5-1409**

Expert Service

on All Makes by

College Graduate Engineers

### 24 HOUR SERVICE

DAY OR NIGHT

Expired Policies Renewed

*Tower Television Service*

3901 N. Neva Street

CHICAGO 34, ILLINOIS



## Cliffy the Clown Once Tried Hamlet— WENR-TV Star Likes Present Role Best

By CLIFF SOUBIER

After more than half a century in show business I finally have landed the role that gives me a maximum of inward satisfaction.

Many years ago—long before neon marquees, television, and electric footlights—I attended a road show performance of "Hamlet," and it seemed to me that the greatest thrill on earth would be to play the lead role in that production.

I was sixteen at the time and, each night following the last performance of my father's medicine show in which I played a minor part, I would memorize passages from the immortal bard's comedies and tragedies and most of his sonnets. In my bedroom was a mirror, nearly full length, and with the door closed I would watch my image as I orated and gestured in a grand manner which I hoped would be worthy of a juvenile Hamlet.

After my initial acquaintance with Shakespeare I felt I had no choice but to pursue the dramatic arts more seriously, so I joined an American Repertory Group which was playing "East Lynne" in our vicinity. I was only one of many acts which were used to divert the attention of the audience while the scenery was being set.

Twelve months later, woefully discouraged with my routine duties I packed my belongings and traveled to Lexington, Ky., where I joined the Myrtle Ross Players. In the years that followed—still hoping to play Hamlet—I joined many stock companies including the Mae Desmond Players in Philadelphia, and the Dudley Players who performed on Chicago's West Side on the corner of Kinsey and Madison Streets.

Two extraordinary things happened to me with the latter company. It was there that I first became acquainted with the woman who later became my wife. The second, I landed the role of Shakespeare's Prince of Denmark.



The assignment had come to me in a fairly unexpected and roundabout way. In fact, it approached bribery.

One of the company's directors was in debt to me for a sizeable sum of money which he hadn't repaid for several months. He knew of my one burning ambition—to play Shakespeare and (it was 1929), I think he also realized that the group was about to fold. He offered me the role for a cancellation of the debt and (what could I lose?) I accepted.

Ten minutes after the curtain went up that night, rather than the resounding applause which I had anticipated, I was greeted with half the house making a quick exit and the remainder laughing nearly to the point of hysteria. It taught me a lesson: If I couldn't spellbind an audience with my histrionics, at least I could make them laugh.

That's what I've been trying ever since.

That's why I have gained more inward satisfaction from playing my role as Cliffy the Clown on "Super Circus" than I ever could have known had I pursued my original ambition to the end.

---

Cliff Soubier can be seen Sunday, May 8, on WENR-TV, channel 7, on "Super Circus."

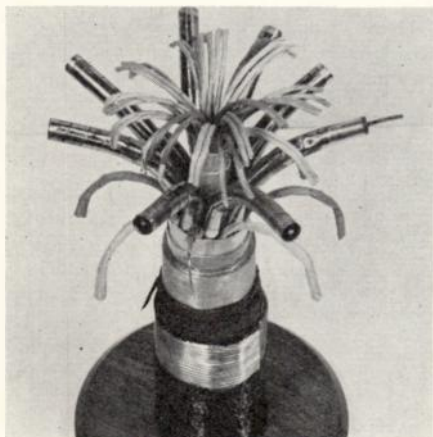
## Dick Steele of "RFD" Gets the Bird!

When they talk about giving people the bird on the "RFD America" television show (WNBQ, May 12) they mean it. Ask Dick Steele, studio crew chief on the program.

Dick, at his own request, was permitted to take charge of a pheasant which recently appeared on a channel 5 telecast. He promised to return the bird the next morning to the pet shop from which it was rented.

When he arrived home, bird in a box, he made the mistake of lifting the lid to peek in. Mr. Pheasant hopped out of the box and behind the bathtub. Steele spent two hours coaxing his guest back into the box to no avail. Finally, in desperation, he showered the bird with hot water, forcing him out of his hiding place and back into the box.

That's why Steele, when he reported to WNBQ the next day, could muster no enthusiasm for a Norman Barry's announcement he was the proud owner of a new pet, a budgereegah (parakeet).



**WHAT IS IT?** Without it you'd never enjoy network shows from New York. Answer: Coaxial Cable. This is a fanned-out section of an 8-tube cable. Coaxials cannot carry both telephone and TV simultaneously, but individual tubes in the same cable can be equipped to handle either one or the other within the same cable.

(Bell Photo)

Television Forecast

## TOPS IN TELEVISION *from the top of Chicago*

### Spotlighted PROGRAMS

## THURSDAY ON CHANNEL SEVEN

7:00-8:30 p.m.

The Biggest Hour and a Half in Television.

At 8:00 p.m. Don't Miss Chapter Two of the Exciting and Informative Television Translation of General Dwight E. Eisenhower's Book—

## "CRUSADE IN EUROPE"

UNPREPAREDNESS: Congress Debates—American Soldiers Train—Wooden Guns—Jeeps Labeled Tanks—Top Kicks Kick About Raw Recruits—Indoctrination via Psychological Films . . . . .

"TO SEE IT IS TO LIVE IT"

Crusade in Europe tonight and every Thursday night at eight

ALSO, at 7:00, don't forget STOP THE MUSIC with personable emcee Bert Parks.—One full hour of mystery melodies . . . and a jackpot of prizes

# WENR-TV

AMERICAN BROADCASTING COMPANY

*watch channel 7*

# Ollie, Fran, Mme Ooglepuss & Gang Send Birthday Greetings to Staff

By KUKLA

To begin at the beginning I must explain that I was elected to write this column for *Television Forecast* by the other Kuklapolitan Players. It was considered such a privilege that a meeting of the Board was called and since I have written the editorials for the "Kuklapolitan Courier" I was selected.

When I think of the *Television Forecast* being a year old I think of Chicago television a year ago. Then there were only 20,000 receivers, now there are about 120,000. In this past year we are grateful for all of the many friends that we have made and the support that they have given us and, too, are proud to have appeared on WBKB. It has thrilled each and every one of us.

When I started to write this column, I thought it would be nice to get a comment from each of the cast. So I made the rounds of the dressing rooms and here is what everybody had to say:

Fran: I am pleased to know all of my television friends and I wish *Television Forecast* a very happy birthday.

Ollie: The past year has been wonderful for me. I have been able to read so many beautiful poems on the air.

Mme. Ooglepuss: It is wonderful to know that there is a magazine like *Television Forecast* that really appreciates the fact that I am a great operatic singer.

Buelah Witch: Great, great dear. (With the last "great" she was off and away on her broomstick.)

Mercedes: Mercedes was unable to be reached, she was washing her hair.

Col. Crackie: It has been a wonderful year, to be on the network and again see all of my old friends in the South.

Fletcher Rabbit: The mail has increased greatly in the past year and it's been a lot of work but fun, too, you bet!

Cecil Bill: Dooeee dooeee!!!

Burr Tillstrom: I am very grateful for the support of our Chicago friends, and thanks to *Television Forecast* for its enthusiastic interest.

For myself, the past year has brought



**BURR TILLSTROM  
AND KUKLA**

a great deal of pleasure and I, too, wish *Television Forecast* a happy birthday for this year and for many more to come.

---

See Kukla with Fran and Ollie and the entire Kuklapolitan Players on WBKB, channel 4 each weekday.

---

## More Channels for Chicago?

Whether Chicago will have two or three more television studios in the VHF (very high frequency) channels is something the F.C.C. is expected to answer this month. There are five applications for the remaining channels: the Columbia Broadcasting System, the Johnson-Kennedy Radio Corporation, the Sun-Times Company, the Zenith Radio Corporation, and Warner Brothers, Inc.

## More Multiscope Time

For the duration of the baseball season, WBKB's multiscope will be televised between 10 a.m. and 2 p.m., and from the end of the ballgame until 5 p.m. On days free of ballgames, the multiscope will operate from 4 to 5 o'clock.



# *New* TELEVISION PLEASURE



## CONTRAST WITHOUT GLARE!



Polaroid, the most famous name in glare removing optics, presents the Polaroid Television Filter with clearer, sharper pictures that don't tire your eyes! Yes, images stand out crisp and clear with contrast that is sharp and defined . . . black becomes blacker and white becomes visual. That's why thousands of television set owners who have attached Polaroid Television Filters say that you don't know how good your set is until you give it a Polaroid Television Filter.

Best of all, there's a Polaroid Television Filter for every set. Attaches quickly and easily. You can do it yourself in 2 minutes or less! The cost is low and it's the best possible product —no other compares! So get yours today!

for all receivers with 7" tubes.....	\$ 6.50
for all receivers with 10" tubes.....	\$10.00
for all receivers with 12" tubes.....	\$12.50
for all receivers with 15" tubes.....	\$16.00
for all receivers with 16" tubes.....	\$17.50
for all receivers with 20" tubes.....	\$25.00



**SEE YOUR FAVORITE  
RCA VICTOR DEALER**





**RELAY TOWER** at Lake Zurich, Ill. This tower provides a link between Chicago and Milwaukee, Wis. Without it, Wisconsin TV fans could not receive network shows now seen on channel 3.

## CABINETS

TELEVISION—RADIO  
TELEVISION TABLES

Other Furniture Custom Made  
Finished as Desired

**A COMPLETE REFINISHING  
DEPARTMENT  
REPAIRING — REMODELING**



CHINESE MODERN TELEVISION TABLE  
NEMES FURNITURE FACTORY

2631 Lehmann Court  
Chicago 14, Ill. BUCKINGHAM 1-2646  
Evenings phone LINCOLN 9-5574

## What Is TV? Here's Answer

Reader Thomas H. Clarke of Chicago this week writes, "Could you tell me in a few words just how television works? Like many fans I like TV but don't know a thing about it."

R. L. Waltz, Chicago TV expert offers this explanation: "The start of the television process involves a camera with a special pick-up tube which breaks down the light image into electronic impulses. The picture to be picked-up is focused on the camera tube which contains a plate covered with a light-sensitive mosaic material."

"This material," Mr. Waltz points out, "acquires an electrical charge when light strikes it. Thus, an electron beam rapidly scans the light-sensitive mosaic so that the picture is broken up into thousands of dots arranged into hundreds of lines, each dot representing an individual electric charge. A series of charges, varying in strength in proportion to the light intensity, provides the exact electrical pattern of the scene televised. This pattern is sent through the air on radio waves, dot by dot, line by line, to the receiver where the pattern is reassembled electronically as a picture."

## Look for CBS on WBKB Early in October

WBKB, channel 4 will telecast CBS-TV programs early in October, it was announced recently by the Balaban and Katz theater of the air. CBS-TV, now seen on WGN-TV, will end its current contract with channel 9 this fall.

Soon to be seen on WBKB are such Columbia shows as "Arthur Godfrey's Friends," "The Goldbergs," "Toast of the Town," "Fred Waring Show," "Preview" with Tex and Jinx, "The Ford Theater" and "Suspense."

A conflict of program schedules between DuMont and CBS-TV on channel 9 became a reality with the availability from the three new coaxial cables from the east. WGN-TV also announced Mutual will declare its video plans sometime before the end of summer.

## For Fun, Laughs Spell with Isbell

Spell "silhouette."

That's what you're liable to hear Harold Isbell say as he opens his WGN-TV spelling bee, a novel quiz show featuring teams competing for honors and prizes. You can catch "Spell With Isbell" Thursday, May 7, at 7 p.m., on channel 9.



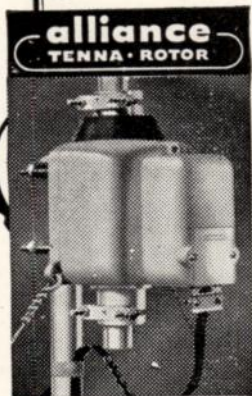
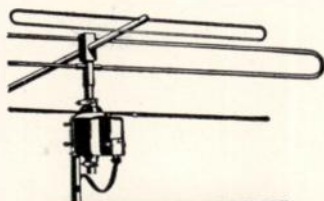
### THE ISBELLS

You'll meet Mrs. Isbell, known on the show as Aunt Marie. A former home economist for Chicago high schools, Mrs. Isbell demonstrates prizes offered to winning contestants and TV viewers submitting suitable lists of words used in the contests.

Here Mrs. Isbell is demonstrating the new Fryrite all-electric thermostatically controlled deep-fat fryer. Homemakers watching the show have been amazed to see how easy she can prepare donuts, scallops, french fried shrimp, complete sea food dinners, even southern fried chicken.

Our fan mail shows "Spell With Isbell" increasing in popularity. Maybe its because viewers are seeking the wagonload of prizes including ballpoint pens, watch bands, Stratosphere luggage, nylon hosiery, steak knives and cigarette lighters. Maybe its Isbell's quips. At any rate, the combination is pleasing.

## ALLIANCE TENNA-ROTOR



# 39.95

PLUS INST.

The Alliance Tenna-Rotor will reduce interference, enhance the range, utility and performance of every set, SELECTS the right station and makes the image clear, the signals brilliant. Beam your antenna towards the best picture, not merely towards the station.

Tell your dealer you want your antenna installed NOW so you can point it at any station put up LATER. He will quote you on installation costs.

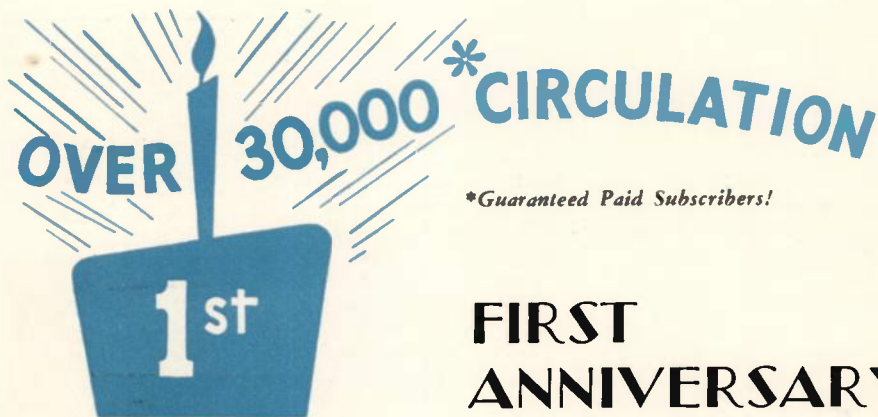
Install an Alliance Tenna-Rotor yourself on your present antenna or have any installer of your choice do it. Send postcard for literature.

### GEORGE PETITT CO.

549 W. Washington Boulevard  
Chicago 6, Illinois

REPRESENTATIVES  
FOR ALLIANCE MFG. CO.





## FIRST ANNIVERSARY

**J**UST one year ago Chicagoans received their first copy of *Television Forecast*. Some of them quipped, "This is a good sign television is here to stay." Others asked "How long will this last?" Most of them, however, agreed it was a good idea.

Although one Chicago video station, WBKB, had been operating for eight years, television in May 1948 was relatively new to the small group of TV set owners. Channel 4 and WGN-TV, channel 9 were the only stations telecasting regular programs. Viewers wondered, therefore, how long it would be before additional stations were erected in Chicago? . . . How long it would be before network shows would be offered? . . . How TV could be relayed from city to city?

There were lots of questions . . . and a need for a weekly newsmagazine to publish answers, to keep viewers informed of entertaining and educational programs, to provide news of TV stars, and behind-the-scene stories of interest to the entire family.

When *Television Forecast* came off the presses and was read in the homes,

in TV studios, and agencies, a number of people naturally asked "who are the publishers?" A few early subscribers will remember the 2 x 4 office in the 333 Michigan avenue building where they met representative Lester Vihon. It was Vihon, they later learned, who had the idea, and together with Norbert F. Dompke, Roy V. Whiting, and John E. Groenings the four carefully surveyed the city of Chicago, spoke to video executives, manufacturers, retail men and hundreds of TV set owners before organizing such a publication.

For months before issue No. 1 was off the press, ideas were hatched, collected and coordinated, blueprints were drawn up, and a firm decision made: a TV magazine would be published as long as Chicagoans wanted one.

Publishing was altogether a new experience for Vihon. During World War II he had been a bombardier. German flak had brought down his craft, and for more than 15 months he was a prisoner of war. When hostilities ended Vihon had a reunion with D o m p k e , Whiting and Groenings.

**MEET THE STAFF OF CHICAGO'S  
EXCLUSIVE T.V. NEWSMAGAZINE—  
READ WHAT THEY SAY ABOUT THE  
FUTURE OF VIDEO IN OUR CITY**



**KOSTECKI**

*Television Forecast*

## Research Department Surveys Evaluate Top-Flight Shows

Photos by KOEHNE

Dompke, another veteran, had been an ace instructor in radar, one of America's top weapons. With his knowledge of this newly developed science and background in radio, he was naturally interested in television. Roy Whiting had just returned from fifty successful bombing missions in Europe. There wasn't a mile of Italy, Roumania and Austria he did not know. TV sounded good to him, too, as it did to John Groenings. John was a liaison pilot with the U.S. Army's artillery forces in the unglamorous south Pacific theater of operations.

In civilian life Vihon and Whiting were advertising men; Dompke represented the business administration; Groenings the printing business. After agreeing on "Project T.F." the next step was to find a working editorial staff.

Robert A. Kubicek was their choice for Editor-in-Chief. A war-time U.S. counter-espionage agent who conducted missions in Europe, Kubicek was a former newspaper editor. Patricia R. Cooper, former *Times* copy girl and later editor of a large suburban newspaper, was named his Assistant Editor. After nights and days of eating, sleeping and talking television, stories, pictures, headlines and format were molded into a compact, easy-to-handle publication designed to stay near your receiver for easy reference.

Pessimists wagered television would not last a year more, that programs would be dull, nothing but movies, amateurish, hardly worth watching. Pessimists also figured *Television Forecast* would join the long list of deceased magazines, for which Chicago is noted. But TV sets started booming . . . WENR-TV, channel 7 was opened . . . then WNBQ, channel 5 . . . and early in January the coaxial cable joined New York and Chicago. It wasn't long before the circulation of *Television Forecast* started jumping with the increased sale of receivers . . . additional people were needed to handle the flow of business.

Patricia E. Moran became secretary to the publishers . . . Marilynn Gendron was added to the circulation department. More sets, more subscribers

(Continued on page 33)



KUBICEK



COOPER



VIHON



MORAN



DOMPKE



GROENINGS



CASTRO



WHITING



GENDRON

# Paul Harvey Has Soft Spot In Heart for Farm in Ozarks

Paul Harvey is WENR-TV's "heart-beat" behind the news of the week. If you are a new video set owner and haven't yet seen or heard Harvey, dial channel 7 Monday, May 9.

With radio WENR since 1944, Harvey originally is from Tulsa, Oklahoma, where he was born, schooled and given his radio start. Together with his wife, Evelyn (Angel) Cooper Harvey, the two have managed to cover half the globe, but still like Chicago.

"The midwest is what I call God's country. I think this part of the world has more of the good things and less of the bad than anywhere on earth," Harvey has always said.

A graduate of the University of Tulsa in 1939, Harvey acquired his degree in speech, then moved on to St. Louis where he gained fame doing special events broadcasts for KXOK. There he met Evelyn. It wasn't long before he was assigned to Honolulu to cover the U. S. fleet's entry into the Pacific. Evelyn joined him a short time later, and the two were married June 4, 1940.

During World War II, Harvey was a captain flying B-25s in the Pacific. In 1944 he returned to WENR and became a newscaster, continually in demand by clubs and organizations as a speaker.

As a writer, Paul does his own scripts. He has written many sports stories for various magazines, and among his more serious articles was a recent Collier's magazine story on getting jobs for veterans. His work among ex-G.I.s has earned him several commendations, such as the 1947 Disabled American Veterans citation.

Aside from his work, Paul has had many interests. Currently at the top of his list is his woodworking shop. Not having had a vacation in fifteen years, Paul looks forward to one every year, and his idea of the best kind of rest would be to visit New Orleans for two weeks to do "nothing but eat." But if he gets one this year, he hopes to go to the Ozarks to look after his 120 acre tract of land.



Paul Harvey

## If You're Going on TV —Then Brace Yourself!

Emily Post hasn't yet prepared rules for televiewers invited to appear on video shows, but our Girl Friday this week came up with some suggestions for Chicagoans who suddenly find themselves invited to speak on a TV program.

—Brace yourself for all forms of confusion when you visit the television studio.

—Don't be surprised when you see odd characters wandering around in costume, or parts of settings being carried around.

—Don't be surprised at anything.

—Try to feel as much at home as possible in a madhouse.

## Like Him That Way?

The other night cameraman Harry Birch was able to turn WBKB's Ernie Simon upside down for televiewers, Birch's way of getting even with Ernest's jesting. Birch accomplished it by installing a switch in the camera to reverse a coil. Since then Ernie has been on his best behavior.

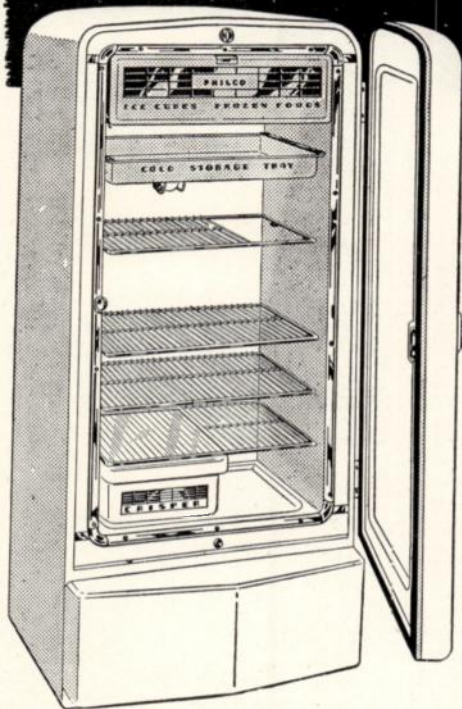


**Emergency Radio** *presents*

*The Revolutionary 1949*

# PHILCO REFRIGERATOR

**America's Greatest  
Refrigerator Value!**



**ONLY**

**229<sup>50</sup>**

New Philco 793 ...  
the most advanced  
features... the big-  
gest, *most usable*  
storage capacity  
ever offered in its  
size and price.

## FEATURES

- Full Width Frozen Food Compartment at \$70 to \$100 below last year's price.
- 7 cu. ft. capacity in 4 ft. size.
- Cold Storage Tray.
- Covered Crisper.
- 5-Year Warranty

**NOW...10% down—24 Months to Pay**

Have **YOU** seen the new **PHILCO**  
**WIDE SCREEN TELEVISION?**

**Biggest picture in television at the price!**

## EMERGENCY RADIO and APPLIANCE

4439 West Madison St.

AUstin 7-2404

# Most Anything Liable to Happen on RFD America, Murphy Learns

Bob Murphy never thought he'd share the spotlight with an orangutan, but here he is with Tia, regular resident of Brookfield Zoo who recently starred on "RFD America," WNBQ Thursday night feature.

This week Tia won't be around, but Murphy may have to play nursemaid with a heifer, draft horse, or any other barnyard creature since "RFD America" means just that.

Born in Bismarck, N. D., on May 6, 1917, Bob made his first public appearance in a piano recital at the age of seven. He made his dramatic debut three years later in a convent school play and that gave him ideas of a career in the theater.

After two years, Bob moved to a St. Paul, Minn., station (KSTP) where he participated in local stock plays during his spare time, playing character and comedy roles. He joined the NBC Chicago announcing staff in 1943 and a year later decided to try his luck as a free-lance announcer and actor.

Educated at St. Mary's High School in Bismarck and North Dakota State College where he was active in music, drama and sports, Murphy married the former Louise Giesen, a home economist radio commentator, on June 1, 1940. They have two children, Dennis, age 3, and Kay, age 1.

Golf and bridge are his favorite pastimes and he collects phonograph records as a hobby. His library currently numbers some 500 entries. Roast beef is his favorite dish, especially when he prepares it himself. He likes Robert Sherwood and Shostakovich and prefers to vacation in northern Minnesota and Canada.

## What's the Score?

Dick Elliott, former radio veteran, will conduct a pre-game interview program on WBKB called "What's the Score," before every Chicago Cubs game at Wrigley field. Fans will be asked to guess the score of the day's game, and if right, will receive a prize. More jackpots!



Murphy & Orangutan

## Gary Reader Reports Houston Reception!

A gold-plated membership in *Television Forecast's* "Over 50 Club" should go to Edward Pollak of 2127 W. 14th Ave., Gary, Ind., who this week reported record-breaking reception: KLEE-TV, Houston, Texas!

Last June, editors of this magazine felt they had an outstanding story in the report that eastern folks had received WBKB on their screen. Mr. Pollak's interception of programs on channel 2, Houston, sets a new record. It gives Mr. Pollak a reason to brag. Right?

## Censorship for Video?

Says Gilbert Seldes, "The way little children glue themselves to the TV screen imposes responsibilities far greater than that of radio." However, he adds, "if censorship sets in on moral grounds, it will—in some underhand way—extend itself to politics and economics and all ideas and the great service of television, which is to bring the living truth home, will be destroyed."

## Australia to Erect First TV Station

Australia will erect its first television station at a cost of more than \$1,280,000 it was learned this week as the government announced TV would be used not only as a public service but for the training of the armed services.

Because of the concentration of the country's population in a few big cities, it is felt six transmitters would serve approximately 90 percent of the population.

English manufacturers are expected to make a bid for station equipment and set up a market for British TV receivers. English representatives admit the cost of presenting video entertainment will be high, and are planning to utilize 16 mm film for canned shows.

## Show Dental Techniques

Dental history was made recently in Minneapolis, Minn., when members of the district dental society used television to demonstrate operating room techniques to more than 200 delegates.



Ellingsen Photo

**FOUR VAGABONDS** seen on "Happy Pappy," WENR-TV show feature Bob O'Neal, John Jordan, Norval Taborn and "Pappy" Ray Grant. Catch them Friday this week on channel 7 as Pappy presents his all-negro variety show.

*Television Forecast*

**Here is your answer to TELEVISION Comfort**

## PUR-AR-LITE

*Air Purifier*

The First Ultra-Violet Ray Air Purifying Lamp

AT ONLY

**\$6<sup>95</sup>**

INCLUDING LAMP

OPERATES ON AC CURRENT



## GERMICIDAL . . .

*Kills Air Borne Bacteria!*

## DEODORIZER . . .

*Kills All Odors!*

**IN THE TELEVISION ROOM . . .** relieves glare and eye strain; keeps air smoke free; provides a small adequate light!

**IN THE KITCHEN . . .** helps destroy cooking odors, bread box molds, preserves foods longer in refrigerators!

**IN THE BEDROOM . . .** helps protect you and your child against colds, dangerous diseases, cuts down on doctor bills!

**IN PUBLIC PLACES . . .** washrooms, restaurants, food stores, offices, hospitals . . . keeps air pure, germ and odor-free!

**IN THE BATHROOM . . .** helps keep air fresh, clean and sweet-smelling always!

**IN THE BASEMENT . . .** helps eliminate dampness, mildews, musty odors in a twinkling.

**SEND NO MONEY**

**MAIL THIS COUPON TODAY!**

**PUR-AR-LITE,  
c/o TELEVISION FORECAST, 185 N.  
WABASH AVE., CHICAGO 1, ILL.**

Please send me C.O.D. . . . **PUR-AR-LITES**

**AT \$6.95**

**Plus 2% Ill. Sales Tax**

NAME . . . . .

ADDRESS . . . . .

CITY . . . . . ZONE . . STATE . . . . .

5/7



## *Leaders of Video in Chicago*



**JULES HERBUVEAUX**

May I extend sincere congratulations to the staff of Television Forecast on their completion of a year of outstanding service to mid-western viewers and the television industry as a whole. Happy Birthday and best wishes from the American Broadcasting Company.

John H. Norton Jr.  
WENR-TV



**JOHN BALABAN**

While congratulations are in order, may I congratulate you and Television Forecast on your forthcoming First Anniversary, which I understand will be celebrated on May 7. Your publication has rendered extremely valuable service to the industry and I am sure to many thousands of readers.

Frank P. Schreiber  
WGN-TV.

Mr. Robert A. Kubicek, Editor  
Television Forecast  
185 North Wabash  
Chicago, Illinois  
Dear Bob:

Congratulations on Television Forecast's first birthday. It is a great service.

Best of luck and success for years to come.

Jules Herbuveaux  
WNBQ



**JOHN H. NORTON**

I wish to offer my congratulations to you and your associates on the occasion of the First Birthday of Television Forecast.

Your excellent Forecast is very informative and performs a necessary service to the thousands of television set owners in and around Chicago.

With my very best wishes for your continued success.

John Balaban  
WBKB



**FRANK P. SCHREIBER**

*Television Forecast*



**WATCHING TELEVISION  
WITHOUT TELE-TURN**



**ENJOYING TELEVISION  
WITH TELE-TURN**



Now . . . for greater Television enjoyment . . . a unique turntable for all table top television sets that permits direct viewing from any angle in your room.

## *Tele-Turn*

**No More Strained Eyes Or Necks.  
No More Shifting Of Furniture.  
Operates At The Touch Of A Finger.**

No fuss . . . No bother—simply place the TELE-TURN centrally under your television receiver . . . With a feather touch you can gently swing your set to any desired direction.

TELE-TURN will hold the largest and heaviest television sets.



Nothing to put together . . . nothing to get out of order. TELE-TURN is made of heavy gauge steel. The top plate is felt covered and constructed so that the bottom of your television set is ventilated.

**Only \$6<sup>95</sup>**



No slipping or marring of furniture . . . the bottom of the turntable is fitted with heavy rubber suction cups that hold the TELE-TURN firmly in place.

**Available at your local television Dealer  
or write to**

**Krenco Manufacturing Company**  
231 So. La Salle St. Chicago 4, Illinois  
**Dealers Inquiries Invited**

Answer Man:

## Only Wayne Coy Knows TV Future

The one man in America who best knows the future of television is Wayne Coy.

Who is Wayne Coy? Coy is chairman of the Federal

Communications Commission. Maybe you know this agency by its initials, F.C.C. As head of the F.C.C. Coy is charged with setting up standards of video countrywide. We expect to hear more from



COY

his office this month concerning possible new TV stations.

Coy has pointed out one of the most interesting phenomena of the television industry. And that is, until there are a lot more sets in the hands of the public the builders of TV stations are going to have to operate in the red. It's the only business Coy knows of in which enterprisers "go about bragging about the amount of money they are losing."

"In the first place, it costs from a quarter to a half million dollars to build a station. It is not unusual at this stage of the game," Coy says, "to find stations losing from \$10,000 to \$25,000 a month."

However, already this pattern seems to be changing as more Chicago and New York stations are picking up sponsors for sustaining shows. Like *Television Forecast*, Coy feels radio will be sunk in a few years, and that TV will dominate the scene. Chicago's acceptance of video is proving this.

When Coy has more to say re: television, we'll be on hand to publish his statements.

---

TV Service Directories  
Pages 32 and 33

## Day With Kukla & Ollie Something Like This

If there's any doubt in your mind as to the actual existence of Burr Tillstrom's Kukla and Ollie, you should drop in WBKB for a pre-telecast seance.

Director Lewis Gomavitz will call from the control room:

"Kukla, you'd better move over a couple of inches; the lighting's better. Ollie, turn your head a little more toward Camera Two and, Mercedes, change your dress before the show; the one you're wearing doesn't light up too well."

Passing station personnel, visiting video editors, engineers and page boys will seriously confer with the Kuklapolitan Players, or designer Joseph Lockwood will whisper to Tillstrom:

"Mme. Ooglepuss is still pretty upset because she didn't get a chance to sing yesterday. Can't you give her a break today?"

And extra proof (if any were needed) came just recently when Tillstrom, Fran Allison and the players were entertaining the crew just before a broadcast. Ollie opened his mouth to its fullest, his jaws promptly locked, and Kukla dived backstage to return with a hammer.

Fran and four cameramen shouted "Kukla, drop that," and dashed for the theater to rescue their favorite dragon.

---

## TV Public Deserves Best—Paley, CBS

"Any television broadcaster who tries to abuse the public faith placed in him will find the audience has a faculty for sensing mistreatment and, without public support, his station must be doomed to failure," says William S. Paley, chairman of the Board of CBS-TV.

"In short," Paley adds, "public opinion is a vital force. It deserves and requires the best in television. Nothing less than that will satisfy the American people."



Television Forecast for May 10, 1949

# Tuesday

WNBQ 5	WENR-TV 7	WGN-TV 9	WBKB 4
10:00	4	MULTISCOPE NEWS.	
4:00	4	PHILCO SPORTS TICKER.	
4:30	5	HOWDY DOODY SHOW from N.Y. Children's show conducted by Bob Smith and his puppet.	
	9	ILLINOIS STATE MEDICAL SO- CIETY.	
5:00	5	BUT NOT FORGOTTEN with Herbie Mintz and guests. Musical show.	
	9	SMALL FRY CLUB. Children's show. DuMont, N.Y.	
	4	Test Pattern.	
5:15	5	NBC NEWSREEL.	
5:30	9	LUCKY PUP, CBS-TV, N.Y. Advent- ures and misadventures of the pup himself, his friend Jolo, the clown; his enemy Foodini, magician and villain; and Pinhead, none too bright, but good natured stooge.	
	4	SUN-TIMES COMIC CAPERS.	
5:45	9	OKY DOKY RANCH. Cowboy emcee, Burt Hilber conducts another meet- ing of the ranch club.	
5:55	4	ROLLFAST THRILLERS.	
6:00	9	Test Pattern.	
	4	KUKLA, FRAN AND OLLIE and the rest of the Kuklapolitan troupe.	
6:30	7	SERIAL "The Three Musketeers." CBS-TV NEWS. Doug Edwards.	
	4	SELECTED SHORTS.	
6:40	5	THE WEATHERMAN, Clint Youle.	
6:45	5	CAMEL NEWS CARAVAN.	
	7	UNCLE MISTLETOE, outstanding deeds merit guest appearances.	
	9	CHICAGOLAND NEWSREEL.	
	4	ERNIE SIMON, your curbstone cutup.	
7:00	5	TEXACO STAR THEATER, variety show with Milton Berle from N.Y.	
	7	FEATURE FILM.	
	9	CROSS QUESTION, fictional trial.	
	4	FRONTIER THEATER, western film.	
8:00	5	QUIZ KIDS, Joe Kelly, quizmaster.	
	9	TED STEELE SHOW, musical variety show from DuMont, N.Y.	
	4	TELENEWS with John Dunham.	
8:10	4	FILM SHORTS.	
8:15	4	MIDGET BOXING with Jim Ameche describing the flea-weight bouts.	
8:30	5	BELIEVE IT OR NOT. Robert Ripley and his famous stories.	
	7	DR. FIXUM. An expert adviser on matters of repair and restoration around the home or workshop.	
	9	BASEBALL. Sox vs. Philadelphia from Comiskey Park. Jack Brick- house describing.	
	4	ROVING CAMERAS.	
8:40	4	PIX OF THE NEWS.	
8:55	4	MULTISCOPE NEWS.	
9:00	5	CLIFTON UTLEY and the news.	
	7	TOMORROW'S CHAMPIONS, boxing.	
9:15	5	WRESTLING fr. St. Nicholas Arena.	
10:30	9	EXTRA INNING.	
10:45	9	CHICAGOLAND NEWSREEL.	

(Subject to Change)



## Cooling Comfort

On the Sunny Side  
of the Street —

Be Cool With

# AWNINGS

- Add Beauty to Your Home
- Protect Interior Furnishings

For Free Estimates Call

SOUTH

### HYDE PARK AWNING CO.

Oakland 4-0690

NORTH

### CRAFT AWNING CO.

AVenue 3-7760

THERE IS NO SUBSTITUTE  
FOR QUALITY

# There's an Optically Perfect **WALCO LENS**

for Every Receiver

Enjoy BIG screen television with a WALCO precision TELE-VUE-LENS. You'll find a size and style for all types of receivers.



Inexpensive good looking lens—recommended for 7" screens. Simply slide under your set and quickly adjust to vertical and horizontal positions. An exceptional value **\$13.95**



Adjustable floor model for all console receivers. Just store it away when not in use. Wide angle view. For up to 12" screens—complete with stand..... **\$39.95**

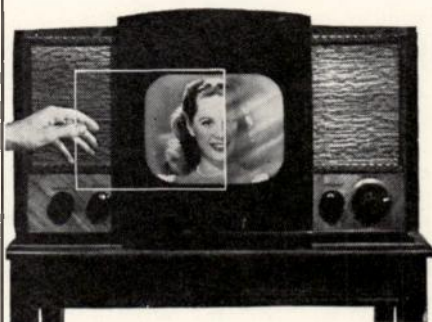


Deluxe model for table and console models up to 12 inches. Beautiful wood grain frame to match set. Highest optical quality... **\$59.95**

only the  
WALCO  
is optically  
perfect

Reduce Eye Strain—  
Bring out the  
Best in Television

# THE WALCO Guaranteed FILTER



Gives you

- GLARE-FREE RECEPTION
- CLEARER IMAGES
- RESTFUL VISION

only  
**\$2.95**

7" SCREENS

The Walco Filter cuts harmful glare without darkening the picture. Not "just a piece of colored plastic," but a scientifically designed, carefully manufactured filter material which absorbs light rays most harmful and annoying to the eye.

For 7" screens \$2.95 For 12" screens \$4.95  
For 10" screens \$3.95 For 15" screens \$5.95  
For 20" screens \$6.95

**Call Your Dealer today for a home demonstration**

Distributed by

**E. M. WARD SALES CORP.**

80 E. Jackson Blvd. HArrison 7-1034

# WTMJ-TV Channel 3, Milwaukee, Wisconsin

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

## Saturday, May 7

3:00 3 AT YOUR SERVICE.  
3:30 3 WILD WEST THEATER.  
4:30 3 THOSE KEEN TEENS.  
5:45 3 AROUND THE TOWN.  
6:00 3 ARTHUR GODFREY, CBS.  
7:00 3 WHO SAID THAT, NBC.  
7:30 3 CUTTING ROOM CAPERS.  
8:00 3 TO BE ANNOUNCED.  
8:30 3 ROLLER DERBY.  
9:30 3 BASEBALL SCOREBOARD.  
9:35 3 NEWS.

## Sunday, May 8

2:30 3 HUMAN RELATIONS AWARD.  
2:45 3 THAT O'TOOLE.  
3:00 3 TO BE ANNOUNCED.  
3:30 3 SUPER CIRCUS.  
4:00 3 LET'S LOOK AT TV.  
4:30 3 SINGING LADY.  
5:00 3 AMATEUR HOUR.  
6:00 3 LAMBS' GAMBOL, NBC.  
6:30 3 AUTHOR MEETS THE CRITICS.  
7:00 3 FRED WARING SHOW.  
8:00 3 CRUSADE IN EUROPE.  
8:25 3 HEADLINES.  
8:30 3 TELENWS DIGEST.  
8:50 3 MELODIES BY MIRIAM.  
9:00 3 TRYOUTS FOR TV.  
9:30 3 TO BE ANNOUNCED.  
10:00 3 BACKSTAGE WITH BARRY, CBS.

## Monday, May 9

2:30 3 CLOCK, WEATHER, NEWS.  
3:00 3 GEORGE COMTE.  
3:15 3 PAUL SKINNER & AL BUETTNER.  
3:30 3 HOWDY DOODY, NBC.  
4:00 3 TV'S WHAT'S NEW.  
4:30 3 ZOO'S WHO.  
4:55 3 CIVIC SAM.  
5:00 3 KUKLA, FRAN AND OLLIE.  
5:30 3 SPORTS PICTURE.  
5:45 3 NEWS CARAVAN.  
6:00 3 ON BROADWAY.  
6:30 3 PLAYEM OR PAYEM.  
7:00 3 TEEVEE THEATER.  
7:30 3 AMERICANA QUIZ.  
8:00 3 DUGOUT DOINGS.  
8:10 3 BASEBALL: Milwaukee vs. Minneapolis.  
10:25 3 BASEBALL SCOREBOARD.  
10:30 3 NEWS.

## Tuesday, May 10

2:30 3 MUSIC & NEWS.  
3:00 3 GEORGE COMTE.  
3:15 3 PAUL SKINNER & AL BUETTNER.  
3:30 3 HOWDY DOODY, NBC.  
4:00 3 WHAT'S NEW IN THE KITCHEN.  
4:30 3 JUNIOR AMATEURS.  
5:00 3 KUKLA, FRAN AND OLLIE.  
5:30 3 SPORTS PICTURE.  
5:45 3 NEWS CARAVAN.  
6:00 3 STAR THEATER, Milton Berle.  
7:00 3 THE GRENADIERS.  
8:00 3 DUGOUT DOINGS.

8:10 3 BASEBALL: Milwaukee vs. Minneapolis.  
10:25 3 BASEBALL SCOREBOARD.  
10:30 3 TED STEEL SHOW.  
11:00 3 LET'S LOOK AT THE NEWS.

## Wednesday, May 11

2:30 3 MUSIC AND NEWS.  
3:00 3 GEORGE COMTE.  
3:15 3 PAUL SKINNER & AL BUETTNER.  
3:30 3 HOWDY DOODY, NBC.  
4:00 3 TV'S WHAT'S NEW.  
4:35 3 MUSEUM EXPLORERS' CLUB.  
5:00 3 KUKLA, FRAN AND OLLIE.  
5:30 3 SPORTS PICTURE.  
5:45 3 NEWS CARAVAN.  
6:00 3 CHILDREN'S CORNER.  
6:15 3 IDENTIFY.  
6:30 3 FILM FEATURETTES.  
7:00 3 TELEVISION THEATER.  
8:00 3 DUGOUT DOINGS.  
8:10 3 BASEBALL: Milwaukee vs. Minneapolis.  
10:25 3 BASEBALL SCOREBOARD.  
10:30 3 NEWS.

## Thursday, May 12

2:30 3 MUSIC AND NEWS.  
3:00 3 GEORGE COMTE.  
3:15 3 P. SKINNER & A. BUETTNER.  
3:30 3 HOWDY DOODY.  
4:00 3 WHAT'S NEW IN THE KITCHEN.  
4:30 3 HINTS FOR HELEN.  
4:35 3 LITTLE AMATEURS.  
5:00 3 KUKLA, FRAN AND OLLIE.  
5:30 3 SPORTS PICTURE.  
5:45 3 NEWS CARAVAN.  
6:00 3 GUEST VARIETIES, NBC.  
6:30 3 LANNY ROSS SHOW.  
7:00 3 THE TUNESMITHS.  
7:30 3 THE DUNNINGER SHOW.  
8:00 3 MOREY AMSTERDAM SHOW.  
9:00 3 WRESTLING.  
10:30 3 BASEBALL SCOREBOARD.  
10:35 3 NEWS.

## Friday, May 13

2:30 3 MUSIC AND NEWS.  
3:00 3 GEORGE COMTE.  
3:15 3 PAUL SKINNER & A. BUETTNER.  
3:30 3 HOWDY DOODY.  
4:00 3 TV'S WHAT'S NEW.  
4:35 3 TV GOES TO ART CLASS.  
4:55 3 CIVIC SAM.  
5:00 3 KUKLA, FRAN AND OLLIE.  
5:30 3 SPORTS PICTURE.  
5:45 3 NEWS CARAVAN.  
6:00 3 BROADWAY REVUE.  
7:00 3 BENNY RUBIN'S THEATRICAL AGENCY.  
7:30 3 YOUR SHOW TIME.  
8:00 3 DUGOUT DOINGS.  
8:10 3 BASEBALL: Milwaukee vs. St. Paul.  
10:25 3 BASEBALL SCOREBOARD.  
10:30 3 NEWS.

(Milwaukee time)



# Wednesday

WENR-TV 7	WGN-TV 9	WBKB 4	WNBQ 5
10:00	4	MULTISCOPE NEWS.	
12:45	9	CHICAGOLAND NEWSREEL.	
1:05	9	PLAYER OF THE DAY, Harry Creighton interviews the fans.	
1:20	9	BASEBALL, Sox vs. Boston from Comiskey Park. Jack Brickhouse describes the game.	
2:00	5	HORSE RACES from Belmont race-track, New York. Clem McCarthy announcing.	
3:30	9	EXTRA INNING. Roundup of scores.	
3:45	9	Test Pattern.	
4:00	9	WOMEN'S MAGAZINE of the air. Ruth Crowley and Rush Hughes.	
	4	PHILCO SPORTS TICKER.	
4:30	9	Test Pattern.	
	5	HOWDY DOODY SHOW from N.Y.	
5:00	9	SMALL FRY CLUB. DuMont, N.Y.	
	4	Test Pattern.	
	5	BUT NOT FORGOTTEN, H. Minz.	
5:30	9	LUCKY PUP, CBS-TV, N.Y.	
	4	SUN-TIMES COMIC CAPERS.	
5:45	9	LOPEZ SPEAKING. Vincent Lopez and interviews of outstanding personalities in show business and the music world.	
5:55	4	PIX OF THE NEWS, Ulmer Turner.	
6:00	9	INSIDE PHOTO PLAY, Windy Barrie, emcee. Spot and feature news about motion picture stars, interviews with Hollywood and Broadway celebrities and previews of new motion pictures.	
	4	KUKLA, FRAN AND OLLIE.	
6:30	7	SERIAL, "The Three Musketeers."	
	9	CBS-TV News, Doug Edwards.	
	4	LADY OF THE MOUNTAIN, folk songs.	
6:40	5	THE WEATHERMAN.	
6:45	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
	4	ERNIE SIMON, the curbstone cutup.	
	5	CAMEL NEWS CARAVAN.	
7:00	7	FEATURE FILM.	
	9	ARTHUR GODFREY and HIS FRIENDS. CBS-TV, N.Y.	
	4	FRONTIER THEATER. Western film.	
	5	IT'S A GREAT IDEA. Great books discussion groups.	
7:30	5	TV SCREEN MAGAZINE, interviews.	
8:00	9	THE WORLD IS YOURS, travel film. "Life Under the Sun."	
	4	TELENEWS with John Dunham.	
	5	KRAFT TELEVISION THEATER. "Oath of Hypocrates," by M. V. Hebreton.	
8:10	4	FILM SHORTS.	
8:15	9	PERSONALITY PROFILES. Tips on enhancing your personality.	
	4	FUN WITH FURNISHINGS. Make or fix it with Alice Nelson.	
8:30	7	WRESTLING.	
	9	AL MORGAN SHOW variety.	
	4	TREASURY BOND SHOW, musical.	
9:00	9	STUDIO I. New CBS dramatic show. Dashiell Hammett's "The Glass Key."	
	4	MIDWEEK ROUNDUP, news.	
	5	PARADISE ISLAND musical with Danny O'Neil and Ann Sterling.	
9:15	4	MULTISCOPE NEWS.	
	5	CLIFTON UTLEY and the news.	
9:30	5	GRAND MARQUEE, film feature.	
10:00	9	CHICAGOLAND NEWSREEL.	

(Subject to Change)



OLD TIGER Himself! And serious! Dave Garraway is proving himself on TV. "Garraway at Large," is a Friday night newcomer to WNBQ. Just an esoteric young man making good. We predict big things for him on NBC-TV.

Chicago's Newest  
Television Hit

## "PARADISE ISLAND"

Starring

DANNY O'NEIL • ANN STERLING  
EVERETT HOAGLAND  
and GUEST STARS



EVERY WEDNESDAY NIGHT

WNBQ, Channel 5  
9:00 P.M.

Sponsored by TRIMZ CO., INC.  
A DIVISION OF  
United Wallpaper, Inc.

# Television Forecast for May 12, 1949

## Thursday

WGN-TV 9	WBKB 4	WNBQ 5	WENR-TV 7
10:00 4	MULTISCOPE NEWS.		
12:45 9	CHICAGOLAND NEWSREEL.		
1:05 9	PLAYER OF THE DAY. Harry Creighton conducts interviews.		
1:20 9	BASEBALL—Sox vs. Boston, from Comiskey Park. Jack Brickhouse will describe.		
3:30 9	EXTRA INNING. Roundup of scores.		
3:45 9	Test Pattern.		
4:00 4	PHILCO SPORTS TICKER.		
4:30 5	HOWDY DOODY SHOW. Puppet show from N.Y.		
5:00 9	SMALL FRY CLUB. DuMont, N.Y.		
	4 Test Pattern.		
	5 BUT NOT FORGOTTEN. Music by Herbie Mintz.		
5:15 5	NBC NEWSREEL film.		
5:30 9	LUCKY PUP, CBS-TV, N.Y. The pup, Jolo, Foodini and Pinhead entertain.		
	4 SUN-TIMES COMIC CAPERS.		
5:45 9	OKY DOKY RANCH. Western show.		
5:55 4	PIX OF THE NEWS.		
6:00 9	Test Pattern.		
	4 KUKLA, FRAN AND OLLIE.		
6:30 9	CBS-TV NEWS, Doug Edwards.		
	4 ROLLFAST THRILLERS.		
	7 SERIAL, "The Three Musketeers."		
6:35 4	FILM SHORTS.		
6:40 5	THE WEATHERMAN.		
6:45 9	CHICAGOLAND NEWSREEL.		
	4 ERNIE SIMON, the curbstone cutup.		
	5 CAMEL NEWS CARAVAN.		
	7 UNCLE MISTLETOE.		
7:00 9	SPELL WITH ISBELL. Harold Isbell conducts a televised spelling bee.		
	4 TELEFASHIONS shopping guide.		
	5 HAND LADD SHOW.		
	7 STOP THE MUSIC. Musical variety. Can you guess the "Mystery Melody?"		
7:15 4	SELECTED SHORTS.		
7:25 9	FILM.		
7:30 9	PLAN-A-ROOM. Paul McAlister designs your room for you.		
	5 THE SWIFT SHOW with Lanny Ross.		
7:45 9	ATTORNEY AT LAW. Dramatic Show.		
8:00 9	MOREY AMSTERDAM SHOW, variety.		
	4 TELENWS with John Dunham.		
	5 RFD AMERICA. Farm quiz show.		
	7 CRUSADE IN EUROPE. Films of Gen. Dwight Eisenhower's Book.		
8:10 4	FILM VARIETIES.		
8:25 7	STORY OF THE WEEK. Ed Thorngersen narrates the outstanding news story of the week.		
8:30 9	WRESTLING. Jack Brickhouse from Madison AC.		
	4 ROVING CAMERAS.		
	FLOOR SHOW starring mentalist Dunninger, ventriloquist. Paul Winchell.		
	7 ACTORS STUDIO: Salt of the Earth with Edith King and Ann Shepard.		
8:40 4	FILM VARIETIES.		
9:00 4	TELECHARADES with Ed Roberts. Can you beat the contestants?		
	5 CLIFTON UTLEY and the news.		
	7 ROLLER DERBY.		
9:30 4	PIX OF THE NEWS.		
9:45 4	MULTISCOPE NEWS.		
10:45 9	CHICAGOLAND NEWSREEL.		

(Subject to Change)

## TV Boners More Fun Than Stars

What's more fun than TV? That's easy, some viewers say "Its the boners pulled on television."

And they may be right. Even our mother-in-law agrees some of the unexpected things that take place on video provide more enjoyment than the spit-and-polish we have been subjected to on radio.

Without a script even the best actors forget or flub a line now and then.

It's nothing to see guests on forums scratching their heads.

Children, most natural TV subjects, come out with the most unusual statements much to the embarrassment of their parents.

The man on the street who finds himself tele-interviewed forgets himself as he says "I'll be damned."

But it's fun, and we agree with mommy-in-law, television is great!

### Better Pictures

**GUARANTEED**  
on all  
stations  
with  
**TELE-BEAM**

BY  
**TELE-BEAM MFG. CO.**

**WORKS LIKE A RADAR MAST**



A new motor-driven rotating beam antenna with finger tip remote control. Reduces ghosts and interference—eliminates antenna readjustments. Complete with antenna, motor and remote control box, \$49.95. (plus inst.) Stop in! See **TELE-BEAM**!

**TELE-TRONICS**  
AMbassador 2-3636  
2440 W. Devon 3137 N. Central

## Gables are Scarce on TV Screens

Here's advice to those who go on TV:

"Be volatile, be an actor, even a ham if you want people to keep watching you. And expect to see a pretty unflattering likeness of yourself on the tubes. TV lighting is still primitive. Remember it takes thousands of dollars worth of time and equipment to get that flattering closeup of Clark Gable.

"Even if you looked like him, we couldn't do you that kind of a job on TV. Just resign yourself to looking like a poor relation of Lon Chaney."

So says Dwight Cooke, CBS-TV news moderator, seen on WGN-TV.



**MUSIC MAID** Betty Schnerstein, star infielder, will be seen when WBKB telecasts the National Girls' league games starting May 26. Ernie Simon and Russ Davis will announce. Simon on Fridays for Fox Deluxe, Davis on Tuesday.

## Durbahn Supervises Home Construction

Walter Durbahn, proprietor of Walt's Workshop (WNBQ, channel 5, May 9) is supervising the construction of a six-room house in Highland Park. The job is a project of the building trade classes of the Deerfield-Shields high school where Durbahn is an instructor.

The stone front Pennsylvania Dutch home will be the eighth house constructed by Durbahn's students since he organized the course in 1928. Profits realized from sale of the homes is turned into the school's welfare fund.

## Good Question

Curious bystander standing outside of WBKB's remote truck: "Are you an engineer?"

"Yes."

"Why?"

"That's a good question."

"If you're an engineer I'd like to ask you a question."

"Why?"

"Don't be a wise guy, just be an engineer. Tell me: how do they get those square television pictures through those round cables?"

*Directory*



**FOR FAST EXPERT SERVICE**

**CHICAGO**

**NORTH**  
**Chicago Engineers for Television**  
 2638 West Devon Ave., HOLLYcourt 5-7524  
**Chambers Radio and Television**  
 3546 N. Ashland Ave. BUCKingham 1-7373

**NORTHWEST**  
**Vahey Television Service**  
 5837 N. Milwaukee Ave. RODney 3-3400

**NEAR NORTH**  
**Fritzel Radio and Television Laboratories**  
 454 West North Ave. MICHigan 2-7100

**SOUTH**  
**American Radio Laboratory**  
 6321 S. University FAIRfax 4-9000

**SOUTHWEST**  
**Kent Engineering Co.**  
 6250 S. Spaulding WALbrook 8-7212

**SOUTHEAST**  
**Cholten Television Co.**  
 2903 East 79th St. ESsex 8-3450

**WEST**  
**Expert Radio & Television Service**  
 3255 West Adams SAcramento 2-7818



## Meet the Staff

(Continued from Page 19)

... Chicago postmen worked over-time bringing mail to 185 North Wabash, our new offices ... It also meant more personnel was needed to handle the subscriptions faster, so Lorraine Castro and Patricia Kosteci joined the staff ... More stations meant better programming and soon Miss Moran took on additional duties of program editor, now her major task.

With the expansion of television in Chicago, *Television Forecast* broadened its services and organized a Research Division. It was a natural metamorphosis that we should want to know what your likes and dislikes were. By conducting intensive surveys we regularly have an accurate picture of the progress of video and can fairly evaluate what programs are viewed by the greatest bloc of TV set owners, such information being invaluable to TV studios and others in the industry.

Although we are not affiliated with any Chicago video station, we do have numerous friends helping us gather information you read each week. Our editors are regularly flashed bulletins by Jim Hanlon and Win Jolly of WGN-TV; by Sterling Quinlan and Bill Balaban of WBKB; Ell Henry and Craig Claiborn of WENR-TV, and Fran Clarke and Jack Ryan of WNBQ. Not to mention the score of program people, directors, producers, writers, cameramen, right up to the station executives who roll up their sleeves and wade into the thick of television.

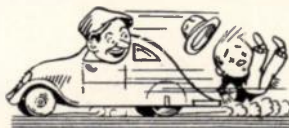
A year ago we pointed out to our readers that it was significant Chicago be regarded as a key city in television, and we still think so. We do not have to look far to see the widespread changes wrought in the life of our community by TV. Before the end of 1949 we predict more than 4,000,000 sets in America. At the present time, 61 stations are operating in the USA; construction permits have been granted to another 67, and 320 applications are pending before the F.C.C. in Washington, D. C. Network facilities are constantly being expanded. Early next year you will be watching shows originating in Hollywood. Think of it—the 48 states magically compressed by this electronic marvel!

The staff of *Television Forecast* is anxious to expand its services to you during the forthcoming years. With this issue we are increasing the number of pages, amount of news and pictures and adding features we know you'll enjoy. We want to hear frequently from our readers. Your letters are carefully read and studied by people in television and suggestions seriously considered. The net result: better TV shows and a better magazine.

Our circulation lists now show a reading family that covers not only Chicago and suburbs, but TV set owners in Wisconsin, Indiana and Michigan—a record-breaking number who have indicated they rate *Television Forecast* a "must item" in their homes.

Such an endorsement is appreciated. Thank you, and good televiewing.

## 7. U. Service Directory



FOR FAST, EXPERT SERVICE

### SUBURBS

**WILMETTE and Northshore**  
Air Vision, Inc.

1185 Wilmette Ave. Wilmette 6050

### SOUTHERN COOK COUNTY

Commercial Electronics

187th and Halsted Sts. Homewood 11

**ARLINGTON HEIGHTS and vicinity**  
Electronics Service

22 E. Northwest Hwy. Arlington Heights 700

**GLENVIEW and vicinity**

Glenview House of Television

1806 Glenview Road Glenview 1089

**OAK PARK, ILL.**

Tom Harrigan, Inc.

442 W. Madison St. EUclid 576—AUstin 7-1220

**EVANSTON, ILL.**

Teletone House

918 Chicago Ave. DAvis 8-8014

**WHITING, IND.**

Radio Center

1542 119th St. Whiting 307

**GARY, IND. and vicinity**

Streight Television Repair

118 W. 5th Gary 6864

**MICHIGAN CITY and vicinity**

Tele-Radio-Center

2208 Franklin St. Michigan City 4206



### "ADMIRAL BROADWAY REVUE"

7:00-8:00 P.M.

Television's Most Lavish Revue

### "BENNY RUBIN'S THEATRICAL AGENCY"

8:00-8:30 P.M.

A New Show Featuring New Talent

### "YOUR SHOW TIME"

8:30-9:00 P.M.

Dramatizations of a Thrilling Story

### BOXING from N.Y.

9:00 P.M.

Main Bout of the Night's Card

### "HOW TO IMPROVE YOUR GOLF"

Follows Boxing Listed Above  
Harold "Jug" McSpadden Instructs

**WNBQ**  
**CHICAGO**  
**CHANNEL 5**

Television Forecast for May 13, 1949

## Friday

	WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.		
3:45	9	CHICAGOLAND NEWSREEL.		
4:00	4	PHILCO SPORTS TICKER.		
	5	CHILDREN'S CREATIVE THEATER.		
	9	WOMEN'S MAGAZINE of the air.		
4:30	5	HOWDY DOODY SHOW puppet show with Bob Smith from N.Y.		
	9	Test Pattern.		
5:00	4	Test Pattern.		
	5	BUT NOT FORGOTTEN. H. Mintz.		
	9	SMALL FRY CLUB, DuMont.		
5:30	4	SUN-TIMES COMIC CAPERS.		
	9	LUCKY PUP, CBS-TV, N.Y. Adventures and Misadventures of the pup, his friends and enemies.		
5:45	9	LOPEZ SPEAKING, featuring Vincent Lopez and his piano artistry and interviews with outstanding personalities of show business and the music world.		
5:55	4	PIX OF THE NEWS with Ulmer Turner.		
6:00	4	KUKLA, FRAN AND OLLIE, puppet show for children.		
	9	Test Pattern.		
6:30	4	HERE'S HOW with Philip Lewis,		
	7	SERIAL "The Three Musketeers."		
	9	CBS-TV NEWS with Doug Edwards.		
6:40	5	THE WEATHERMAN, Clint Youle.		
6:45	5	ERNIE SIMON, the curbstone cutup.		
	5	CAMEL NEWS CARAVAN.		
	7	UNCLE MISTLETOE, children's show where good deeds are rewarded.		
	9	CHICAGOLAND NEWSREEL.		
7:00	4	KIDDIE PARADE. The tikes perform.		
	5	ADMIRAL BROADWAY REVUE.		
	7	FILM SHORTS.		
	9	ADMIRAL BROADWAY REVUE.		
7:30	4	FILM SHORTS.		
	7	LADIES BE SEATED. Tom Moore.		
8:00	4	TELENEWS with John Dunham.		
	5	BENNY RUBIN'S THEATRICAL AGENCY. Guests: Betty Riley and Raymond Chase.		
	7	BREAK THE BANK. Bert Parks. Quiz.		
	9	THE WORLD IS YOURS, "Children of Japan."		
8:10	4	FILM SHORTS.		
8:15	9	PLAYER OF THE DAY.		
8:30	4	UNDER 21, teen-age show.		
	5	YOUR SHOW TIME, drama on film.		
	7	AT OUR HOUSE. Mr. and Mrs. Show.		
	9	BASEBALL, Sox vs. Cleveland from Comiskey Park.		
8:45	7	FILM SHORTS.		
9:00	4	MIDWEST VIEWPOINT. U. Turner.		
	5	BOXING BOUTS from N.Y. Vince Foster vs. Chuck Fusari.		
	7	PAUL HARVEY and the news.		
9:05	7	HAPPY PAPPY with Jack Cooper and new Format for this variety Show.		
9:15	4	MULTISCOPE NEWS.		
9:55	5	HOW TO IMPROVE YOUR GOLF.		
10:00	5	CHESTERFIELD SUPPER CLUB. Perry Como and Fontaine Sisters.		
10:30	9	EXTRA INNING.		
10:45	9	CHICAGOLAND NEWSREEL.		

(Subject to Change)

Television Forecast

# *Channel* **4** *Forecast*

## **Sports Ticker**

**Mon. thru Sun., 4:00 p.m.**

The Latest Sports News Brought to  
you via WBKB'S Multiscope

## **Movie Money**

**Friday, 7:30 p.m.**

Russ Davis Returns you to the  
Days of the Nickelodeon

## **Telenews**

**Mon. thru Fri., 8:00 p.m.**

John Dunham Reports with the  
Late International Newsreel

## **Treasure Bond Show**

**Wednesday, 8:30 p.m.**

All Star Entertainment for your  
Television Viewing



# *WBKB*

**CHICAGO**

**BALABAN & KATZ TELEVISION THEATRE**



# Don't Miss This!

## SUBSCRIPTION OFFER

### E-X-T-E-N-D

Your Subscription

(From Its Expiration Date)



52 ISSUES OF  
TELEVISION FORECAST  
AND THIS  
NATIONALLY ADVERTISED  
WALCO FILTER

(Retail Value \$2.95 to \$5.95)

FOR ONLY

# \$3.50

Limited Offer!



*Mail This Coupon Today*

**TELEVISION FORECAST, 185 N. Wabash Ave., Chicago 1, Ill.**

Extend my subscription for ☐ 1 year \$3.50 ☐ 2 years \$5.50

Enter my initial subscription for ☐ 1 year \$3.50 ☐ 2 years \$5.50

Please send me the 7" screen ☐ 10" screen ☐ 12" screen ☐ 15" screen ☐

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Please Allow 3 Weeks for Processing

CABLETON, H.  
1911 W. FLETCHER ST.  
CHICAGO 13, ILL.  
61-141