Miss US Television Crown May Be Yours!
See Page 6
JULY 22, 1950
Now it's really FUN to play records!

RCA Victor

"45"

Loads in a flash—
Plays up to 50 minutes at just one push of a button

Everyone says the RCA "45" sounds so life-like you can't tell the record from the original performance. And it's a system streamlined in size and cost, too. You'll get real pleasure playing the handy records (7-inches across) because the stars who make the hits are on "45."

We want to introduce you to the thousands of records now available on "45." So, when you buy the 45J, you get 6 coupons. They entitle you to one of the latest RCA Victor record releases each month for 6 months. And, at no extra cost to you!

Listen to the "45" yourself today! We're certain you'll agree you've never heard such clarity, depth, and brilliance on records.

All for only $12.95

The regular price of the changer alone

For limited time

You'll get 6 bonus records (1 a month for 6 months)

With RCA Victor "45" record changer for the regular price of $12.95

Sounds better, plays easier, costs less

- No distortion
- No surface noise
- No pre-selected programs
- No posts to adjust
- No loading problem
- No storage problem
- No playing problem
- No "paying" problem

See Your Favorite RCA Victor Dealer
Sir:

As a mother of four children, I want to compliment you on the wonderful weekly cartoon series of "Paddy the Pelican." He's so cute we welcome him into our home each week, and the children color in the stories with crayons.
Chicago, Ill.  
MRS. R. R. HASTINGS

Sir:

I just sat down to read through our TV Forecast and glancing through the letters to the editor I happened to see the one from June Mattull who would like to hear if there are other "four TV set" families around. No, we don't have four, but six TVs in our family!
Racine, Wis.  
MRS. ROBERT ROTH

Sir:

When I see how Jack Mabley tears those poor people to shreds, I feel like tearing my TV Forecast to shreds, too...
Chicago, Ill.  
ART KELLY

Sir:

All I need now is a big hole to dive into. Maybe that will teach me to mind my own business, eh? But thank you, Jack Mabley, for treating me so nice in your column. It was certainly unexpected and surprising.
Chicago, Ill.  
ARDEN LE CLERE

Sir:

Is Cactus Jim as old as he looks?
Chicago, Ill.  
D. VILLOURAL

Ed. Note: No. Cactus Jim in real life is WNBQ actor Clarence Hartzell. He's considerably younger but does not reveal his exact age.

Sir:

It seems to me that all the good programs are not televised during the summer...
Chicago, Ill.  
BILL SANTOS

Sir:

Why do TV used car sponsors have three men announce? ... each one has only about four lines to say, and they pass the mike back and forth...
Chicago, Ill.  
MRS. FRANK J. ORTNER

TV Forecast Now On Sale at Leading Newsstands

SNO-BREZE
AIR CONDITIONER
WILL BRING YOU
REFRESHING SUMMER DAYS
RESTFUL SUMMER NIGHTS

It actually lowers temperature and filters air. Helps relieve hay fever sufferers. A boon to housewives at home all day. Refreshes husbands after a long hot day's work.

NOW ONLY $54.95
(Other sizes for stores, factories and offices. Also units for direct current.)

No installation, no plumbing necessary. Portable. To operate, put in any average size window, fill with water and plug in. 1 year warranty. Listed under Reexamination Service of Underwriters' Laboratories, Inc.

Call today for free showing in you home absolutely without obligation.

OR WRITE for free descriptive literature

Drexel Cooling & Heating Co., Inc.  
3913 S. Cottage Grove, Chicago 15  
Telephone: Kenwood 8-2544
NEXT WEEK • "TV Fans Love Pafko"
You'll want to buy next week's *TV Forecast* to read the story of Andy Pafko, favorite of Chicagoland television fans who see the games on WGN-TV and WBKB. Look for it Friday at your favorite newsstand.
Jackie Gleason’s early life prepared him for a full-time teevue show. The new MC of DuMont’s “Cavalcade of Stars” was formerly a daredevil driver in an auto circus and diver in a water follies... “What else could happen on TV?” he asks... Mrs. Morey Amsterdam (see cut), the former Kay Patrick, complains she doesn’t see much of her husband now that he has added “Broadway Open House” to his video stint. Kay, a former New York model, explains, “I see more of him on TV than at home!”... While touring with the Cole Bros. Circus, Bill “Hopalong Cassidy” Boyd had all his phone calls cleared thru his manager’s room. One youngster called three times, disguising his voice in an effort to get thru to Hoppy his hero. The last time he phoned the manager asked who was calling and the lad answered “Tom Mix!”

Ed Wynn is getting lots of mail on one of his recent inventions; a tiny bed for bedbugs, placed in the corner of your chamber. “The bedbugs see it and climb in, delighted to have a bed of their own,” he laughs.

Chicago may not be the scene of the Jack Carter portion of NBC’s Saturday Night extravaganza. Snoopings reveal scouts are looking for a Broadway theater, instead... Carter leaves for Europe soon with his frau, the lovely Joan Mann... Count on seeing more of a 22 year old dazzler named Merle McHugh. You probably caught her on a recent Martin Kane show... If Burr Tillstrom’s “Wizard of Oz” series for children comes thru this fall, as hoped, it will probably be a Sunday afternoon show... Ten year old Butch Cavell’s debut on TV in the CBS show, “On Borrowed Time” deserves the Hogan Award of the Week. The kid is meant for television... Neil Hamilton, seen here in “Hollywood Screen Test,” went summer stock at Lake Hopatcong, appearing in “Harvey.”... At the Chicago Fair, TV demonstrator sets, pull a greater audience than the Atom bomb exhibit... It’s been agreed—Bert Lahr will do a TV series for CBS this fall.

Menasha Skulnik, NBC’s comic, doesn’t always look so sad. His current job as a restaurant manager has him getting into more hot water than he can shake a tea bag at... Don’t be surprised if Sen. Bob Taft makes a regular series of TV appearances on a network scale. Object: the White House in ’52.

Pembroke Davenport, choral director on the Paul Whiteman show, will have double duties this fall. He’ll direct the music in “Out of This World,” slated for Broadway.

TV Forecast
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Vol. 3, No. 12
Seek "Miss U.S. Television"

The first annual national search for a Miss U.S. Television begins this week. Single girls, between the ages of 18 and 28, will have the opportunity to compete for prizes plus a performance contract to appear regularly in television if their beauty and talent is judged the best.

Semi-final contests will take place in Chicago, New York, Philadelphia, Baltimore, Washington, D.C., Detroit, Omaha, Los Angeles, Boston, St. Paul and Indianapolis, with winners of the final competing for national honors at the Chicago Fair.

The contest, the first of its scope, will be conducted by Radio Features, Inc., under the auspices of TV Forecast Magazine, and with the cooperation of station WGN-TV.

Crowning of the Queen will be telecast from the Fair to all cities participating.

Reproduced below, is the official entry blank for contestants. All entries should be mailed to Miss U.S. Television Contest, c/o TV Forecast Magazine, 185 N. Wabash, Chicago 1.

The 1950 contest will run eight weeks, during which time contestants seeking the crown will appear on a TV show, wearing appropriate party dress or street clothes. Each girl will be given an opportunity to display whatever talent she possesses, and later in the show, each contestant will re-appear in a final judging in a bathing suit. Both semi-finalists and finalists will win prizes. More details will be announced in a later issue.

"Miss U.S. Television"
OFFICIAL ENTRY BLANK

The contestant understands that in entering the "Miss U.S. Television" Contest she must be at least 18 years of age and not more than 28 years of age on her last birthday and that she cannot have been married, divorced nor had the marriage annulled. The contestant further understands that in signing this official entry blank she automatically agrees to travel to the National Finals, to be held at the Chicago Fair in Chicago, Illinois, in the event she wins the local "Miss U.S. Television" Contest.

Judges decisions are final. Entries must be filled out in full and pasted or attached to the back of a recent photograph. Photo cannot be returned. Contestant authorizes the use of any official contest photographs for promotional and publicity purposes.

(Please Print)

NAME:___________________________________________

ADDRESS:___________________________________________ PHONE NO.:________

CITY:_________________________________ ZONE:________ STATE:________

AGE:________ EMPLOYED BY:____________________ DEPT. OR POSITION:________

HEIGHT:_______ WEIGHT:_______ TALENT: (CHECK ONE)

COLOR OF HAIR:__________________ Singer_____________, Dancer_____________

Have you ever been a contestant in a Instrumentalist________, Other________

beauty contest? YES____ NO____ Explain other:____________________________________

I am enclosing a photograph of myself and hereby agree to abide by all the rules and regulations of the "Miss U.S. Television of 1950" Contest! (Please sign full name in ink)

DATE:___________________________________________ (Signature)

Mail to Miss U.S. Television Contest, c/o TV Forecast, 185 N. Wabash, Chicago 1.
New Zenith "Universal"
with exclusive "Tip-Top" Dial and Wavemagnet

only $49.95* less batteries

*West Coast and far South price slightly higher. Price subject to change without notice.

Here is an extra-powerful standard broadcast portable—making new Zenith history! At home, or wherever you roam, this terrific performer brings in programs with power and tonal beauty comparable to many big console radios! Exclusive "Tip-Top" Dial with built-in Wavemagnet® swings up above the set for easier tuning, better reception! Plays on its own battery and AC or DC. Luggage-style case in buffalo-grained black or brown. Ideal for beach, porch, yard, vacation cottage—anywhere!

Get a Demonstration at
Your Zenith Dealer's Today
Zenith Radio Corporation, Chicago 39, Ill.

All Zenith® Models on Display
at 333 N. Michigan Avenue, Chicago
Not a sales room—select from complete Zenith line of television, radios and radio-phonographs and place order with your Zenith dealer. Open Monday through Saturday, 9 a.m. to 5 p.m.
Advice to Allen: Forget Radio!
By JACK MABLEY

I was hoping that Fred Allen would just forget he ever was on the radio, and pick up on his TV show where he left off when he quit the stage 15 or 20 years ago. But I read that he is going to bring along Mrs. Nussbaum, Sen. Claghorn, Titus Moody, and others from Allen’s Alley.

TV is much more closely related to the stage than to radio, and it makes more sense that a man with experience in both would favor the stage. Whenever a radio star announces a venture into television, I fear a repetition of such catastrophes as the College of Musical Knowledge and Stop the Music, which made the change from radio to TV without losing an iota of their imbecilic qualities.

There is a swarm of radio stars coming into TV next fall, and they could profitably scan the list of most successful TV shows now on the air. They’ll discover almost all are original television, such as Berle, Studio One, Kraft, Ford, and Philco, Godfrey’s Friends, Ed Sullivan, Garroway, Saturday Night Revue, Super Circus, Kukla, Fran and Ollie. This is not to suggest that radio people do not do well in television. It’s just that they do better if they forget radio.

I have an unsigned letter from a TV service man, who points out with considerable logic that there are two sides of the griping against service.

“The reason I didn’t sign my name is that I work in a radio-TV service shop,” the man writes. “I’m not sure what the Boss would say about unauthorized publicity, and I need my job.

“The Servicemen and myself are a bit weary of being cussed all over the place because some of the Public don’t or won’t know what they paid for.

“They pay a small fee for warranty on parts. Then the shops are supposed to fix the TV for practically nothing, besides having to make trips back to the manufacturer to get the parts exchanged under the warranty.

“They are not even willing to pay for the time involved. If they bought a service policy you’re supposed to drop everything and rush right over every time the picture isn’t just perfect. That is quite often due to causes other than the TV itself.

“If they can’t get a picture due to their adjusting the adjustments on the set although they don’t know enough about it to be able to work at it, we’re cussed at some more.

“Things are really in a mess not only here but in the other shops too. You can get the correct information about warranties, service, and guarantees from any or all companies which make TV. The largest, most reliable shops are not clip joints and they all have troubles too. How about doing some real explaining in your column and giving everyone a break?”
WNBQ
IS
CHICAGO'S MOST POPULAR
TELEVISION STATION!

The television viewers in the Chicago area have a decided preference for WNBQ programs. In fact, such a decided preference that WNBQ is by far the most popular television station in Chicago.

* * * *

Figures recently released by the American Research Bureau for June, 1950 show WNBQ to have the *highest average rating* among the four Chicago television stations:

- **WNBQ** .......... 12.9
- **Station B** .......... 8.7
- **Station C** .......... 8.0
- **Station D** .......... 6.4

This marks the *third consecutive* month that WNBQ has been in first place — **BY A WIDE MARGIN**.

* * * *

The June report of the American Research Bureau also shows WNBQ with the most programs among the top twenty:

- **WNBQ** .......... 10
- **Station B** .......... 6
- **Station C** .......... 4
- **Station D** .......... 1

(Two programs tied for 20th place)

Of vital significance, too — during these days when there is a great desire for the latest and most complete news — are the rating figures of this report that have every WNBQ news program **ahead of every news program on every other station**.

* * * *

This pronounced popularity for WNBQ programs is a real challenge. It is a challenge that will be met during the coming weeks and months by an even greater line-up of stars and programs.

For the finest television entertainment watch WNBQ, Channel 5 . . . Chicago's Most Popular Television Station.

NBC Television In Chicago

*Continuing study of television viewing in metropolitan Chicago area and other leading cities.*
SATURDAY'S BEST ON CHANNEL 9

5:00 P.M.
"THE CRUSHABLE JONES' JUBILEE"
Talented youngsters from the Chicago Park District perform in this new comedy series featuring Crushable Jones, an Al Capp cartoon character.

7:00 P.M.
"COME TO THE FAIR"
A sparkling program of star entertainers telecast from WGN-TV's studios at the Chicago Fair.

8:00 P.M.
CAVALCADE OF STARS
Jimmy Gleason introduces the top talent in show business.

9:00 P.M.
WRESTLING
Jack Brickhouse describes the rough and tumble matches.

TV Forecast for July 22, 1950

<table>
<thead>
<tr>
<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
<th>WGN-TV</th>
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<tbody>
<tr>
<td>12:30</td>
<td>4 Multiscope News on the ticker tape</td>
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<tr>
<td>12:50</td>
<td>9 Batting Practice by Harry Creighton</td>
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<tr>
<td>1:00</td>
<td>4 Bleacher's Club with Manny Opper</td>
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<td>1:05</td>
<td>9 Lead-Off Man with Harry Creighton</td>
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<tr>
<td>1:10</td>
<td>4 What's The Score? Linn Burton mc</td>
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<tr>
<td>1:20</td>
<td>9 Baseball: Cubs vs New York Giants</td>
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<tr>
<td>1:25</td>
<td>4 Baseball: Cubs vs. New York Giants</td>
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<tr>
<td>3:30</td>
<td>4 Lucky Fan with Joe Wilson</td>
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<td>9</td>
<td>Extra Innning with Jack Brickhouse</td>
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<td>3:45</td>
<td>9 Test Pattern</td>
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<td>4:00</td>
<td>4 Multiscope News on the ticker tape</td>
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<td>4:15</td>
<td>7 Kiernan's Kaleidoscope Discussion</td>
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<td>4:30</td>
<td>4 Multiscope News on the ticker tape</td>
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<td>7</td>
<td>Sagebrush Theater Western feature film &quot;Hittin The Trail&quot; with Tex Ritter</td>
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<tr>
<td>5:00</td>
<td>4 TV Billboard Ticker tape news</td>
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<td>9</td>
<td>Crushable Jones' Jubilee Juvenile talent show</td>
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<td>5:15</td>
<td>4 Week In Review</td>
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<td>5:30</td>
<td>4 Lucky Pup Review Doris Brown introduces sequences from the daily series</td>
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<td>7</td>
<td>Lois And Loopy Illustrations and cartoons for the youngsters</td>
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<td>9</td>
<td>Feature Film</td>
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<td>6:00</td>
<td>4 Sailing To Adventure with Cap'n Bill narrating serial story</td>
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<td>5</td>
<td>American Forum Of The Air Discussion on &quot;What Does CVA Mean To You?&quot; Speakers: Sen. Arthur V. Watkins (R-Utah) and Assistant Sec. of Interior C. Girard Davidson</td>
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<td>7</td>
<td>Corrigan's Ranch Western featuring Ray &quot;Crash&quot; Corrigan</td>
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<td>6:30</td>
<td>5 Bill Stern Sports Show</td>
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<td>7</td>
<td>Lone Ranger Western adventure series &quot;Trouble For Tonto&quot; Disguised as outlaw Black Eagle Tonto enables banker's son to escape from robber Buck Fargo</td>
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<td>9</td>
<td>To Be Announced</td>
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<td>6:45</td>
<td>4 Film Shorts</td>
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<td>7:00</td>
<td>4 Beat The Clock Bud Collyer emcees quiz where time runs out quickly and penalties result</td>
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<td>5</td>
<td>Hawkins Falls, Pop. 6,200 Midwestern town sets the scene for local gossip and incidents involving townspeople. News is narrated by Frank Dane. Town loafer put up for mayor causes havoc in episode &quot;Election Crisis&quot;</td>
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<tr>
<td>7</td>
<td>Paul Whitteman TV Teen Club Join the youngsters as they entertain with songs, dances, and music</td>
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</tbody>
</table>
9 Come To The Fair Lee Bennett brings you interesting highlights from the Chicago Fair

8:00 4 Telemovie Time Feature film “Should a Girl Marry?” with Anna Nagel and Warren Hull in whodunit where virtue triumphs in the end and D.A. wins the lady

5 Trotting Races from Roosevelt

7 Circle Seven Theater Western feature film

9 Cavalcade Of Stars Variety featuring Jackie Gleason me and guests

9:00 7 Girls Baseball: Queens vs Music Maids described by Pat Flanagan

9 Wrestling From Marigold Main match: Buddy Rogers vs Boso Brown narrated by Jack Brickhouse

9:30 4 Al Benson’s Talent Spotlight presents variety-amateur revue headlined by Sax Mallard and the orchestra, Joe Williams vocalist and others

5 Grand Marquee Feature film

10:30 4 Saturday Night Party Variety revue starring the three emcees Les Lear, Don Gordon, and George Anderson

10:45 5 Today’s Ball Game Film highlights from the game narrated by Tom Duggan

11:00 9 Theater Of Thrills Feature film

12:00 4 Pix Of The News with Ulmer Turner

9 TV Forecast

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

---

TOMORROW NIGHT

watch

“FIVE STAR MOVIES”

presenting

“The Crystal Ball”

starring

PAULETTE GODDARD • RAY MILLAND and WILLIAM BENDIX

6:30 P.M.

For comedy, music and laughs galore

watch

“GLOOM DODGERS”

starring

WILLIE SHORE

plus a special guest star

9:00 P.M.

For studio audience tickets to “Gloom Dodgers” write to: ABC GUEST RELATIONS, 20 North Wacker Drive, Chicago 6, Illinois.

---

ICE SHOW

NIGHTLY at 8:30 and 12

FRANKIE MASTERS’ orchestra

SUNDAY FAMILY MATINEE

special children’s menu

CALL “PHIL” WA 2-4400

Boulevard Room

The STEVENS

CHICAGO • A HILTON HOTEL

WENR-TV

Channel 7

ABC-TV in Chicago
THIS SUNDAY
see
Bob Atcher and Bill Boyd in Meadow Gold Ranch Frontier Marshall Stories
WGN-TV Channel 9 7 to 8 P.M.
also
Bob Atcher and Hopalong Cassidy
WNBQ Channel 5 5 to 6 P.M.

PRECISION TIPS
Have you interference problems?
Pick up your FREE
"Interference Reducer Wrap" at
Precision Television Service Company
CITY-WIDE COVERAGE
NORTH
3441 Montrose
COrnell 7-2225
SOUTH
3751 W. 63rd St.
WALbrook 5-6410

FIVE STAR MOVIES

PAR
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K
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FURS

"CRYSTAL BALL" STARRING
* PAULETTE GODDARD
* RAY MILLAND

6:30
WENR-TV
CHANNEL 7

TV Forecast for July 23, 1950

WBKB WNBQ WENR-TV WGN-TV
4 5 7 9
10:00 4 TV Billboard Ticker tape news
10:30 4 Multoscope News on the ticker tape
11:30 4 Show Kids Bill Bailey emcees this young amateur hour where mothers introduce their offspring
12:00 7 Bible Stories told by Kay Morrow
12:25 7 Jack Holden Commentary
12:30 4 Uncle Egbert Cast includes all those you’d expect to find in a standard local community
7 Morris B. Sachs Amateur Hour
12:50 9 Batting Practice by Harry Creighton
1:00 4 Bleacher’s Club with Manny Oppen
1:05 9 Lead-Off Man with Harry Creighton
1:10 4 What’s The Score? asks Linn Burton
1:20 9 Baseball: Cubs vs New York Giants (2)
1:25 4 Baseball: Cubs vs New York Giants (2)
1:30 7 Lone Ranger Saturday repeat telecast
2:00 7 Hopalong Cassidy Western adventure
"The 20 Rider Again"
3:10 7 Kiddie Comics Cartoons for youngsters
3:20 7 Fairy Tales for all small-fry
3:30 4 Field Recap
5 Front Line Camera INS newsmale reports with Len O’Connor
7 Sunday At The Bronx Zoo with Durwood Kirby and Bill Bridges taking a tour through the penguin house
9 Extra Innings with Jack Brickhouse
3:40 4-9 Second Game
4:00 5 Meet The Press Reporters quiz a figure in the news, Martha Rountree mc
7 Super Circus present John W. Tibor & his trained sea lions, Tony and Betty Alvirado, high wire act; Rien- rungs, aero-batics; Serge Flash re- nowned juggler plus the regular cast
4:30 5 Film “Last Frontier” and cartoon “The Goose that Laid the Golden Egg”
5:00 5 Meadow-Gold Ranch with Bob At- cher and Hoppy. Film

7 Singing Lady Irene Wicker relates the second part of “Pinochle”
5:30 7 Cartoon Tele tales Art lessons, illustra- tions, and stories for children
5:45 4 Lucky Fan with Joe Wilson
6:00 4 Gene Autry Show “Gold Dust Charlie” with Pat Buttram, Sheila Ryan, and Sam Flint. Discovery of gold while diggin Charlie’s grave leads to ad- venture & capture of the murderer
5 Zoo Parade Jim Hurlbut and R. Mar- tin Perkins take a European zoo visit. Feature animals: Heinnie II baby chimpanzee
7 Think Fast Panel members vie for points
9 Starlit Time Phil Hanna and Bill Wil- liams emcee variety revue
6:30 4 By Popular Demand Professionals com- pete with each other at request of viewers. Robert Alda emcee
5 Watch The World Interesting and edu- cational spots in the American and European scene with John C. Swayne
Five Star Movies presents “The Crystal Ball” with Paulette Goddard and Ray Milland. Comedy about a crystal gazers substitute who helps her own predictions become a reality.

6:45 9 Telenews Highlighted headlines
7:00 4 Toast Of The Town Variety featuring the Toastettes, Ray Bloch and the orchestra, Ray Middleton mc, & Cathryn Lee ballerina.
5 So You Want To Lead A Band Contestants see what they can do with the baton of Sammy Kaye

Meadow-Gold Ranch with Bob Archer’s Frontier Marshal stories featuring Bill Boyd

7:30 5 Summer Nights’ Dream starring Frances Lane, Arthur Johnson, and Maxine Sullivan in musical revue
8:00 4 Take Another Look Fashion quiz show Sonny Mars mc & Bill Ott’s music
5 Masterpiece Playhouse presents “Hedda Gabler” by Ibsen with Jessica Tandy, Walter Abel, Kent Smith, Margaret Phillips, and Richard Hart
9 They Stand Accused Re-enactment of courtroom procedure with actual lawyers taking leading roles

8:10 7 Mysteries Of Chinatown Drama
8:40 7 Cameraman At Large Film shorts
8:45 4 Film Shorts
9:00 4 Vienna Philharmonic Orchestra presents “The Unfinished Symphony” I. Josef Krips conductor and “Orpheus In Hades”
5 Lights, Camera, Action Walter Wolfe King emcees variety and drama
7 Willie Shore Show Comedy-variety with Peggy Dietrick vocalist, gags, guests

Lucy Of Tomorrow Lee Bennett emcees of amateur talent session. Grand prizes for the winner

9:30 4 Hollywood Playhouse Feature film “The Case of the Missing Heiress”
5 Tele-Movie Time Feature “Gangs Inc.”
7 Lone Ranger Western adventure series “The Man Who Came Back”

Courtesy Theater presents the feature film “I Met a Murderer” with James Mason and Pamela Killino as authoress who scripts a fugitive’s life only to fall in love with him

10:00 7 Comedy Carnival Old time movie
10:45 5 Today’s Ball Game Film highlights
11:00 7 Sportscapades Film
9 Film
11:15 9 TV Forecast
11:20 4 Pix Of The News with Ulmer Turner
11:25 4 Treasure Hunt
11:30 4 Murder Before Midnight Film segment (Stations reserve the right to change above listings without notice)

Tune in
Sunday Nite at NINE
WGN-TV (Channel 9)

RUBINS’
“STARS OF TOMORROW”
• The winner receives:
$500.00 U. S. Savings Bond
A Year’s Beauty Service
Vacation tour for Two
Encyclopedia Set
Home Cooling Unit

Sponsored by
1314 Milwaukee Avenue
“Chicago’s Largest Outlying Store For Women”

Jim Moran
“The Courtesy Man” invites you to be his guest

“I MET A MURDERER”
featuring
Mr. and Mrs. JAMES MASON
(Pamela Kellino)
WGN-TV
9:30 P.M. Sundays

COURTESY THEATRE
3567 W. Grand Ave., Chicago
Johnny Wayne (left) and Frank Shuster, stars, producers and writers of Canada’s most popular radio show, are shown puzzling over their comedy skit before coming to the U.S.A. to make their debut on WBKB’s “Toni Twin Time,” Wednesday, July 26 on WBKB.

TV Set Break Down? Consult Our Advertisers

**Monday**

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<tr>
<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
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<td>4</td>
<td>5</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>10:00</td>
<td>9</td>
<td>Tom Wallace Show Featureettes filled with info and viewing pleasure</td>
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<tr>
<td>10:30</td>
<td>4</td>
<td>Multiscope News on the ticker tape</td>
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<tr>
<td>10:40</td>
<td>9</td>
<td>Individually Yours Celeste Carlyle designs clothes for you</td>
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<td>11:00</td>
<td>7</td>
<td>Bob And Kay Vote for the child you think is most telegenic</td>
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<tr>
<td>11:30</td>
<td>4</td>
<td>Chicago Cooks New views on food by Barbara Barkley Home economist</td>
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<tr>
<td>11:30</td>
<td>4</td>
<td>Cooking Is Fun Watch as Tina Redmon demonstrates this fact</td>
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<tr>
<td>12:00</td>
<td>4</td>
<td>Bill Evans Show Disc jockey plays the latest hit tunes</td>
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<tr>
<td>12:00</td>
<td>4</td>
<td>Bob And Kay (continued)</td>
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<tr>
<td>12:00</td>
<td>9</td>
<td>Tom Wallace Show (continued)</td>
<td></td>
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<tr>
<td>12:30</td>
<td>9</td>
<td>Stop The Record Musical quiz with Frann and Rose</td>
<td></td>
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</tbody>
</table>

1:00 4 Multiscope News on the ticker tape

9 Test Pattern

3:00 4 Homemaker’s Exchange A program especially planned to make cooking fun

3:30 4 Multiscope News on the ticker tape

9 Health Talk “Your Sinuses” by Dr. Raymond W. Kerwin of Loyola Univ.

4:00 9 Stop, Look, And Learn Harold Isbell interviews the ladies and gives some household hints

4:30 4 TV Billboard Ticker tape news

5 Howdy Doody Show with Clarabell the clown cutting capers for the kids

9 Telephone Game This may be your big chance to win, join the fun quiz

5:00 4 Comic Capers Magic tricks and today’s funnies supply amusement for kids

5 Cactus Jim Western feature film “Paradise Canyon” I

9 Small Fry Club Bob instructs the children on a variety of subjects

5:15 4 Time For Beany and the crew and guests of the “Leakin’ Lena” to sail

5:30 4 Lucky Pup Malleo toward Fodini is threatened by Phineas P. Pinch

9 Trail Blazers’ Theater Western film “Drifting Westward” I

5:45 4 Wrangler’s Club Western feature film

5:55 5 Record Spotlight with Howard Miller reading your queries on records

6:00 4 Vita Mix Commercial

5 Ransom Sherman Show Small talk and music with Art Van Damme quintet

7 Paddy The Pelican Evokes small-fry laughter with his adventurous tales

9 Captain Video Adventure series starring Richard Coogan & Don Hastings

6:15 4 Ulmer Turner and up-to-the-minute news

7 Hold ‘Er New! Discussions in the fanciful community of Figg Center

6:30 4 CBS News Douglas Edwards reports

5 Wendy Barrie Show Interviews and chatter with & about the celebrities

7 Adventure Time Feature film serial

9 Danny O’Neil At Home Musical
6:45 To be announced
5 News Caravan with John C. Swayne
7 Flana-Grams Sports commentary
9 Chicagoland Newsreel Local news
7:00 4 Eddie Hubbard Show Music, gags, and
general commentary with the gang
5 Menasha, The Magnificent, Skulnik as
the meek little character whom trouble
seems to stalk
7 Parade Don and Vera Ward emcee this
lineup of tops in talent

Stop The Record Frann Weigle
spins records, musical quiz

7:30 4 Prize Performance Semi-professional tal-
ent judged by Arlene Francis and
Peter Donald, Cedric Adams me
5 Voice Of Firestone features Howard
Barlow and orchestra accompanying
Mimi Benzell soprano
7 Dr. Fixum's Household Hospital Tips on
repair and upkeep
9 Al Morgan Show Musical variety with
the maestro of the keyboard
8:00 4 Candid Camera Alan Funt presents
John Q. Public off guard
5 Your Hit Parade Musical with Rosse and
Niles dance team, Eileen Wilson voca-
elist, and Raymond Scott's orch.
7 Premiere Playhouse Feature film "52nd
Street" Ian Hunter, Leo Carrillo, Ella
Logan, Kenny Baker. Musical romance
about history of a street
9 World Is Yours Travel film "Irish Isles"
8:30 2 Film (KS2XBS Experimental station)
4 Community Theater Feature film "Be-

yond Tomorrow" Charles Winniger,
Harry Carey, and Jean Parker
5 Stadium Concerts from Lewisohn Sta-
dium with Pierre Monteaux conductor
& Stelle Anderson solo pianist
9 Voyage To Three Continents Film
9:00 9 Hands Of Destiny Mystery drama
9:30 5 Who Said That? Asks Robert Trout of
Lorraine Day, Quentin Reynolds, and
Deems Taylor
9 Motion Picture Academy Feature film
"Klondyke Fury"
9:35 7 My True Story Drama
10:00 4 Ernie Simon The Curbstone Cutup
5 Weatherman Clint Youle
10:05 7 Flana-Grams Sports commentary
10:10 5 Dorsey Connors Show Commentary
10:15 4 Wrestling From Hollywood Film
5 Today's Ball Game Film highlights narr-
ated by Tom Duggan
10:20 7 Tele News Digest
10:30 5 Clifton Utley and the late news
10:45 5 But Not Forgotten with Herbie Mintz
11:00 4 Tomorrow's Weather
5 Broadway Open House Variety revue
starring Morry Amsterdam emcee
with Andy Roberts vocalizing
9 Chicagoland Newsreel Local news
11:05 4 Murder Before Midnight Film segment
11:15 9 TV Forecast
11:40 4 Treasure Hunt Quiz
(Stations reserve the right to change above
listings without notice)

Demand
the BEST
TV SERVICE!
Call ATC...

Bonded Service
GUARANTEED SATISFACTION
COMPLETE PROPERTY PROTECTION

For quick city-wide and suburban tele-
vision service...Call ATC. ATC's expert
technicians use the latest test equipment
—thoroughly check—recondition—install
all models for best reception! Demand
the best in TV Service...Call ATC today

Phone AN dover 3-3547

QUIET!

Yes, now you can work or
rest in absolute quiet while your family
enjoys TV as loud as it likes. Amazing
SILAVOX solves the
problem with
individual earphones,
complete with volume
control. See your
nearest dealer today.

FITS ALL TV
SETS
**Nursemaid to a Curbstone Cutup**

I went up to WBKB to interview Bill Taylor, director of the Ernie Simon show. I wanted to find out what it's like to be nursemaid to a curbstone cut-up.

As I stepped from the elevator on the 12th floor of the State Lake Building, I found myself engulfed in a mad-storm of importance and activity. The reception room was a veritable obstacle-course of harried-looking people conferring hastily in crowded corners or dashing wildly in and out through busily swinging doors.

I made my way to the reception desk and thence into Bill Taylor's office. After a moment, Bill joined me.

Taylor turned out to be a tall, well-pressed young man with a frank, open smile and a grip like a vise. After freeing my bruised fingers, I sat down and opened my notebook. I busied myself noting that Bill's eyes were brown and his hair both brown and curly. But his office was no more quiet than the reception room. A suspicious-looking woman was seated in a corner whispering into a telephone and messengers kept bursting into the room with urgent and important messages. After a few minutes, Bill and I fled to the mirrored coolness of the makeup room and had our interview there.

We started with the easy questions. Bill told me he was a Chicago boy; that he was born in 1921, 29 years ago; and that he was a graduate of Lakeview high and Northwestern university.

He went on to tell me that he was in the speech department at NU and majored in radio. He did some announcing while still in school, worked at WEAW and WMOR-FM. He also worked at WIND, where he labored as an actor. He also appeared in several school plays.

He spent the years of the war as staff sergeant in the Army Air Corps.
He was a mechanic and crew chief in the Eagle Squadron of the 8th Air Force, which, he claims, "shot down more enemy planes than any other American fighting group."

Bill came to WBKB straight from Northwestern. "Radio," he told me, "was all tied up. There wasn't any room for a greenhorn. But television was brand new, so I tried to get in there. I hounded all four Chicago stations for four months and WBKB finally hired me."

Bill started out at the proverbial bottom, but was rapidly promoted. He began as floorwelder. He was then promoted to dolly-pusher, and after that to boom-man. He then moved up into a job as video-switcher, and then became a director.

What, I asked, does a director do?

Bill stopped long enough to light a cigarette. Then he continued. "Well," he said, "a director gets talent and scripts. He handles rehearsals, puts the show together, and then puts it on the air. When he's on the air, he sits at a desk overlooking the control room and the studio, gives instructions to the engineers, the cameramen, the mike-man, and generally directs the show. See?"

"Tell me," I said, "about Ernie Simon's show."

"Well," he replied, "I rehearse film and slide openings—you know, at the beginning, from the studio. I screen people who want to be interviewed, and I dream up gags. We're down there in front of the State-Lake Theater for Cole-Finder. Our job is to take advantage of every situation we can. It's a stunt show."

I nodded and waited.

He went on "Ernie uses me for a straight man. I've even had him stuff bananas down my throat!"

I snickered.

"Sure," he laughed. "That's one of the subtle refinements of directing."

I shifted in my chair and then fired my Big Question. "What," I said craftily, "is it like to be nursemaid to a curbstone cutup?"

Bill Taylor proved equal to the question. "Fabulous!" he snorted. "Fascinating! Filled with unexpected delights and heartrending moments!"

(Continued on page 18)
Simon Exposed!

E. S.

(Continued from Page 17)

I grinned. "And what kind of guy is Ernie?—from your point of view."

Bill thought for a moment before he answered that one. "Well," he mused, "my concept of Ernie Simon is entirely different from that of a viewer, because I know him as an individual. On the air he's a clown, a cutup...sometimes even rude. But in real life, he's sincere and honest and has a heart of gold. He's a real fine fellow.

"You have no idea," he continued, "of the loyalty of Ernie's fans. I handle the fanmail while Ernie is busy with radio on WJJD. And reading a man's mail gives you a kind of insight into him."

I opened my mouth to ask a question, but Bill drove on. "You probably know," he said, "that Ernie was recently married."

I nodded.

"Well," he said, "Ernie Simon is just as loyal to his wife as a man can be. Why, he leaves for home at 10:15 every night—FAITHFULLY!"

"And which would you rather be: Ernie Simon or yourself?"

Bill replied without hesitation: "Myself."

Please Say "I Saw It in TV Forecast"
7 Flana Grams Sports commentary
9 Chicagoland Newsreel Local news
7:00 4 Arthur Godfrey And His Friends
5 Fifteenth With Faye Hostess Faye Em-
merson introduces guest and along
with Ken Banghart gives news item
7 On Trial Negative discussion on “Would
adoption of French Foreign Minister
Robert Schuman’s plan for the pool-
ing of French and German coal and
Steel production promote peace?”
Norman Thomas will speak
9 Art Jarrett Show
7:15 5 Nature Of Things Dr. Roy K. Marshall
will discuss Gases: their properties
and preparation
7:30 5 Cameo Theater Drama
7 Author Meets The Critics Discussion on
“The American Mercury” with Law-
rence Spevak ed. & pub. John Mc-
Caffrey me
9 Spell With Isbell Can you beat the con-
testants? Harold Isbell emcee
8:00 4 Twin Time with Jack Loncho-
ne guests will be Canada’s top comedians
Johnny Wayne and Frank Shuster
(pg. 14)
5 Kraft Theater “Mr. Barry’s Etchings”
with John Shellie. Judson Barry’s
hobby of making 50 dollar bills places
him in the middle with law on one
side and guns of counterfeiting gang
on the other
7 Other Lands, Other People Travel film
9 World Is Yours Travel film “Siam to
Korea”
8:15 7 Top Views In Sports with Jimmy Evans
9 Film Varieties
8:30 4 Television Talent Hunt Amateur talent
7 Wrestling From Rainbow Wayne Griffin
9 Plainclothesman Mystery drama “Mes-
sage from Beyond”
9:00 5 Break The Bank Jackpot quiz
9 Tavern Treasure Time Musical Quiz
with Tony Parrish me, and Mary
Kaye Trio and Chilenagos quartet
9:15 4 Doubleday Show Commercial
9:30 5 Wonders Of 1950 Commercial
5 Film Short
9 Four Star TV Theater Feature film
“Hat’s Off” John Payne in a hilari-
ous comedy of publicity guys, gals,
and gags
9:45 4 America Dines Film of eating places
5 Reported Missing Cases of missing per-
sons are related by Jim Hurlbut
10:00 4 Ernie Simon The Curbstone Cutup
5 Weatherman Clint Youle
10:10 5 Dorsey Connors Show Commentary
10:15 4 Ulmer Turner and late news bulletins
5 Today’s Ball Game with Tom Duggan
10:30 4 Sports Roundup with Joe Wilson
5 Clifton Uhey and the late news items
10:45 4 Tomorrow’s Weather
5 But Not Forgotten with Herbie Mintz
10:50 4 Murder Before Midnight Film segment
11:00 5 Broadway Open House Variety featur-
ing songs by Andy Roberts and me
Metry Amsterdam
7 Flana Grams Sports commentary
9 Chicagoland Newsreel Local news
11:15 7 Tele News Digest
9 TV Forecast
(Stations reserve the right to change above
listings without notice)
Shows Open to Public

**WENR-TV**—20 N. Wacker Dr., AN 3-7800. Tickets: Guest Relations, Civic Opera Building. Programs originate in ABC Civic 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.; "Parade," Monday 7 p.m.; "Courtesey Hour," Friday 10-11 p.m. "Gloom Dodgers," Sundays, 8-9:30 p.m.

**WGN-TV**—435 N. Michigan, SU 7-6200. Tickets: Guest Relations, Tribune Tower. Rubins "Stars of Tomorrow," Sunday 9-9:30 p.m.: Following shows open to public at the Chicago Fair: "Tom Wallace Show," Monday thru Friday 10 a.m.; "Chicago Cooks With Barbara Buckley," Monday thru Friday 11-12 p.m.; "Hi Ladies," Tuesday, Wednesday, and Thursday 4-4:30 p.m.; "Individually Yours," 10-10-11 a.m.; " petition, and Learn," Monday 4-4:30 p.m.; "Spell With Isbell," Wednesday 7:30-8 p.m.; "They Stand Accused," Sunday 8-9 p.m.; "Al Morgan Show," Monday 7:30-8 p.m.; "TV Beauty Contest," Thursday 8:30-9:30 p.m.; "Telephone Game," Monday thru Friday 4:30-5 p.m.; "Cartune-O," Friday 7-8 p.m.

**WNBQ**—Merchandise Mart, SU 7-8800. Guest Relations, Mart, Chicago 54. Audience participation shows suspended for the summer.

**WBKB**—190 N. State, RA 6-8210. Tickets: "Ernie Simon's Curbstone Cutup." Monday through Friday 10 p.m. (No tickets needed. Show telecast under marquee of State-Lake theater.) Admiral TV Talent Hunt, Wednesday 8:30 p.m. "Al Benson Show," Saturday 9:30 p.m.; "Saturday Night Party," Saturday 10:30 p.m. (Write c/o Don Drake); "Show Kids," Sunday 11:30 a.m.-12:30.

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**TV Forecast for July 27, 1950**

**Thursday**

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<td>4</td>
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<tr>
<td>10:00 9 Tom Wallace Show Packed with news, tips, music, and guest stars</td>
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<tr>
<td>11:00 4 Multiscope News on the ticker tape</td>
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<td>7 Bob And Kay talk about and do the things you wish them to</td>
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<td>9 Chicago Cooks Homemakers' time-saving devices on food preparation told by Miss Barkley</td>
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<td>12:00 4 Bill Evans Show Catalog of musical selections, tales, and other tid-bits</td>
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<tr>
<td>7 Bob And Kay (continued)</td>
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<tr>
<td>9 Tom Wallace Show (continued)</td>
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<tr>
<td>12:30 9 Stop The Record Musical quiz featuring records &amp; clues</td>
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**12:50 9 Batting Practice** by Harry Creighton

**1:00 4 Multiscope News on the ticker tape**

**1:05 9 Lead-Off Man** with Harry Creighton

**1:20 9 Baseball:** Sox vs Washington

**3:00 4 Homemakers' Exchange** A favorite recipe may win you a prize

**3:30 4 Multiscope News on the ticker tape**

**7 Beulah Kerney Show Foods adventures**

**9 Extra Inning** with Jack Brickhouse summing up scores of other games

**4:00 7 Kay Morrow Show** Fashion conscious women take note, here's a dress to fit your bowling needs. Also Buddy Bowman with some bowling tips

**9 Hi Ladies** Antics of Tommy Bartlett and ladies as he interviews them

**4:30 4 TV Billboard** Ticker tape news

**5 Howdy Doody Show** No end to comic situations drummed up by Clarabell

**9 Telephone Game** Jean Mowbry and Bill Bailey co-emcee quiz

**5:00 4 Comic Capers** Funnies from today's newspapers read by Don & Vera

**5 Cactus Jim** Western feature film "Rainbow Valley" II

**9 Small Fry Club** Chatterfest and game time led by Bob Emery

**5:15 4 Time For Beany** Lessons in sportsmanship delivered via adventure tale

**5:30 4 Lucky Pup** Sorcerer, Foodini, conjures up crazy situations

**9 Trail Blazers' Theater** Western film "Riding the Cherokee Trail" II

**5:45 4 Wrangler's Club** Western feature film

**6:00 4 Film Shorts**

**5 Ransom Sherman** Discussion may range from social improvements to home tips or gardening instructions

**7 Paddy The Pelican** tells another wonderful tale with the aid of Pam

**9 Captain Video** uses many of his own inventions to catch evil doers

**6:15 4 Hollywood Televs** Sunda Love interview the celebrities

**7 Hold 'Er Newt** with Newton Figg general store proprietor in Figg Center

---

**Please Note:**

Vacation time is here—and while you're gone we'll enlarge your set—from a 10-inch to a 14-inch. You'll come back to vacation days in your own home.

**VETRUBID 4-4868**

**INSTALLING • SERVICING • SET ENLARGING • ENGINEERING**

**VIDEO-TRONICS, INC.**

1767 W. Armitage Ave.
6:30 4 Herb Grafis Show Commentary
5 John Conte's Little Show Musical
7 Adventure Time Feature film serial
9 Danny O'Neal At Home Musical
6:45 4 Window Shopping with Pat Banks
5 News Caravan with John C. Swayze
7 Flana-Grams Sports commentary
9 Chicagoland Newsreel Local news
7:00 4 Ship's Reporter Departing celebrities interview by Jack Mangan
5 Leave It To The Girls Maggie McNellis emcees panel discussion
7 Stop The Music Musical quiz with singing emcee Jimmy Blaine
9 Film Varieties
7:15 4 Show Goes On Talent buyers in search of professionals select, Robert Q. Lewis emcees and interviews
7:30 5 Studs' Place Discussions in beany with Studs Terkel, Beverly Younger, Phil Lord and guest
9 Stage Door Revue Amateur session with Claude Kirchner mc (see pg. 19)
8:00 4 Film Shorts
5 Star Revue starring Jack Haley with singers, dancers, and comedians
7 Party Time At Arthur Murray's Newest and oldest in dance steps
9 Morey Amsterdam Show Variety with Morey and guests cutting capers
8:30 4 Glamour-Go-Round Ilka Chase keeps the verbal ball rolling
7 Ruggles High-powered kids keep mom and dad (Ruth Tedrow & Charles Ruggles) on their mental & physical toes
9 TV Beauty Contest Myron Wallace mc
8:45 4 Harry Wismer Show Commentary
9:00 4 Trotting Races From Roosevelt
7 Roller Derby narrated by Ken Nydell
9 Wrestling From Madison with Jack Brickhouse describing the matches
9:15 4 Travel Time Film
9:30 4 Hit Spot Johnny Paul singing emcee of musical revue
9:45 4 Meet The Models Fashion show and interviews with Charles Cavallo emcee
10:00 4 Ernie Simon The Curbside Cutup
5 Weatherman Clint Youle
10:10 5 Dorsey Connors Show Commentary
10:15 4 Ulmer Turner and late news bulletins
5 Today's Ball Game Film highlights discussed and described by Tom Duggan
7 Feature Film "Prison Train" with Fred Keating as the demoted gang leader choosing death rather than the jibes of fellow inmates
10:30 4 Sports Roundup with Joe Wilson
5 Clifton Utley and late news items
10:45 4 Tomorrow's Weather
5 But Not Forgotten with Herbie Mintz
10:50 4 Murder Before Midnight Film segment
11:00 5 Broadway Open House Jerry Lester stars as emcee of variety revue
11:15 9 Chicagoland Newsreel Local news
11:20 4 Treasure Hunt Quiz

(Stations reserve the right to change above listings without notice)
LADIES
These are the shows to watch today

10:00 A.M. & 12 NOON
"THE TOM WALLACE SHOW"
Something happening every minute

11:00 A.M.
"CHICAGO COOKS WITH BARBARA BARKLEY"
You're sure to see a recipe you'll want to try

12:30 P.M.
"STOP THE RECORD"
Music, fun and song

4:30 P.M.
TELEPHONE GAME
It's easy. Hundreds win every week.

TV Forecast for July 28, 1950

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10:00 9 Tom Wallace Show Package of morning pleasantries for early bird viewers
11:00 4 Multiscope News on the ticker tape
7 Bob And Kay Send in your vote before the contest closes
9 Chicago Cooks Hints to wives on the menu of the day from Miss Barkley
12:00 4 Bill Evans Show Mixture of music, information, and guests
7 Bob And Kay (continued)
9 Tom Wallace Show (continued)
12:30 9 Stop The Record Musical quiz

1:00 4 Multiscope News on the ticker tape
9 Test Pattern
3:00 4 Homemakers' Exchange Louise Leslie invites you to send in recipes
3:30 4 Multiscope News on the ticker tape
4:00 9 Enchanted Road Film
4:15 9 Plan-A-Room Information on settings and general info on decoration from Paul McAllister
4:30 4 TV Billboard Ticker tape news
5 Howdy Doody Show An old time movie is shown & narrated by Bob Smith
9 Telephone Game Quiz with lots of fun & prizes for right answers
5:00 4 Comic Capers Magic, fantasy, and fun with the puppets
5 Cactus Jim Western feature (pg. 19)
9 Small Fry Club Past-time pleasure for all youngsters
5:15 4 Time For Beany and his friends
5:30 4 Lucky Pup Youngsters find Foodini and Pinhead very bewitching
9 Fairteen Club honors the teen of the week, Norma Kasell emcee
5:45 4 Wrangler's Club with Texas Bruce narrating another western feature film
5:55 5 Record Spotlight with Howard Miller presenting a record artist
6:00 4 Film Short
5 Ransom Sherman Show Now you can see Rans and gang perform in person
7 Paddy The Pelican Follow his adventure story on page 29
9 Captain Video with Richard Coogan
6:15 4 Ulmer Turner Important news items
7 Hold 'Er Newt Ladies come and go at the general store, men stay to talk
6:30 4 CBS News Douglas Edwards reports
5 Wendy Barrie Show Interviews, guests, and general chatter
7 Adventure Time Feature film serial
9 Danny O'Neil At Home Musical review
6:45 4 Window Shopping with John Dunham
5 News Caravan with John C. Swayze
7 Flana-Grants Sports commentary
9 Chicagoland Newsreel Local news
7:00 4 Strange As It Seems presents the forgotten footnotes in history
5 Magic Slate Drama based on short story
7 Crusade In Europe Last in the film series of Gen. Eisenhower’s book, this is titled “Review”
9 Cartoon-O Musical quiz which features Joan Barton vocalist, Arv Miller cartoonist, and Bob Trendler and the orchestra

7:15 4 Film Shorts
7:25 7 Film Shorts
7:30 4 Detective’s Wife Adventures of Adam Conway whose life is complicated by murders with Lynn Bari & Donald Curtis

Walt’s Workshop Mr. Durbahn designs and builds a youngsters play climber

7:45 9 Film Varieties
8:00 4 Treasury Bond Show with Ray Knapp Instrumentalists featuring Bob Tilts and Dick Marx, Jayne Walton
5 Life Begins At Eighty Jack Barry emcees problem discussion for elders
9 World Is Yours Travel film “Canoe Country (Ontario)”

8:15 9 Film Varieties
8:30 4 Songs For Sale (2nd part) with Jan Murray me, Rosemary Clooney and Tony Bennett vocalist
5 The Clock Mystery drama
7 Tin Pan Alley TV Johnny Desmond, Gloria Van, and Chet Roble presents tunes of Jack Yellen like “Ain’t She Sweet” etc.
9 Wrestling by Jack Brickhouse

9:00 4 Supreme Revue Variety quiz with Earl Nightingale me and Ginny Scott vocalist
5 Cavalcade Of Sports Film highlights from the world of sports
7 Our Gal Toni Miss Gilman interviews guest celebrities
9:30 4 Meet The Models Discourses on the life of the famous models
5 Trotting Races from Roosevelt
9 Community Theater Feature film “Thirty-Nine Steps” with Robert Donat
9:45 4 Travel Time Film
10:00 4 Ernie Simon The Curbside Cutup (16)
5 Weatherman Clint Yoile

7 4 Courtesy Hour Gala variety staged by Jim Moran emcee with outstanding talent entertainment

10:10 5 Dorsey Connors Show Commentary
10:15 4 Wrestling From Hollywood Film description by Russ Davies
5 Today's Ball Game with Tom Duggan
10:30 5 But Not Forgotten with Herbie Mints
10:45 9 Chicagoland Newsref Local news
11:00 4 Tomorrow’s Weather
5 Broadway Open House starring Jerry Lester emcee of variety
7 Pianos-Grams Sports commentary
9 TV Forecast
11:05 4 Murder Before Midnight Film segment
11:15 7 Tote News Digest
(Stations reserve the right to change above listings without notice)

WALT’S WORKSHOP

Watch Walt
Make a Youngster’s Play Climber
7:30-8:00 P.M.
WNBQ Channel 5

Presented by
EDWARD HINES Lumber Company

JIM MORAN,
"The Courtesy Man" presents

The Courtesy Hour
... the shortest variety hour on television!

WENR-TV
10 P.M. Fridays

3567 W. Grand Ave.
Chicago

For free tickets to attend these Telecasts In ABC Civic Studio, Opera Building, write ABC Guest Relations, 20 N. Wacker Drive, Chicago.
BEWARE!

"SLIPPERY DAN"

the Miracle TV Man!

examine the fine print! That small service charge grows and grows as you pay and pay. How long will his slipshod service hold up? Are you sure you received the new parts you paid for? Remember, a contract is as good as the man who makes it!

The TISA seal is your assurance of quality workmanship... TISA firms are financially sound and can back up all promises. These firms employ trained technicians that expertly test and service your TV set using only latest equipment and new parts. Call one of TISA's members for guaranteed satisfaction.

---

MIRACLE TV SERVICE

- 2 bucks fixes your set!
- Make it work under water!
- Quick results—no cash!
- If your set works... it's a MIRACLE!!!
Yes, television does hurt attendance at college football games and is harmful to college as well as high school athletics in general, exclaims the Big Ten Conference.

In determining their policy for the school year of 1950-51, Commissioner K. L. Wilson emphasizes that the Big Ten has not banned television, as is so widely publicized, but the conference has adopted a policy of "deferred or delayed television."

This policy provides that simultaneous or "live" television of conference football games shall not be permitted. However, complete film of the games will be made available for television on the Sunday immediately following the day the game is played.

Does this seem unfair to current TV owners who enjoyed games last season on WGN-TV, WENR-TV, WBKB, and WNBQ. The conference has not forgotten its obligation to the public, explains Mr. Wilson, but it also has an obligation to all of its sister institutions. The entire athletic programs of these institutions are supported from football receipts and to endanger or damage this source of revenue is to damage the overall program of college and high school athletics.

Reports show evidence that attendance at college football games in the East and West coast areas had been adversely affected by television. But, there was no evidence that "live" television had definitely affected attendance at Big Ten games.

Commissioner Wilson is quick to point out that smaller schools prompted their actions since they were disastrously affected by TV showings of major football games in their area on the day they were playing. Many Conference institutions have received direct appeals from smaller schools, explaining the adverse affect that telecasting of Conference games had on their attendance.

As a result, a two-day meeting was held recently to consider all the ramifications that have come about directly through TV. Attending these meetings were Conference Athletic Directors and non-Conference members. The two-day meeting produced an informative discussion with the following proclamations:

"Television will have an adverse affect on attendance. It will affect the contest that is being televised as well as other contests in the reception area.

"TV does have a positive public relations influence, including the live television of a contest, the post-game filming of a complete game and the highlight filming of games.

"The fee to be charged for television rights to athletic contests, particularly football, is a debatable point. The so-called 'meter' plan for set owners might, in the future, be a solution for determining the true value of these rights.

"To satisfy both obligations, the public and our sister members," commented Commissioner Wilson, "we have approved deferred television. The public will see the games, and at the same time our sister institutions are protected. Is that unreasonable?"

(NEXT WEEK: TV FORECAST will present Jerry N. Jordan's contrary point of view when he attempts to show that TV does not harm but increases attendance. Don't miss it!)

Longest Match on Record
In 1900, Iron-man Muldoon tussled with Professor Miller at Gilmore's Garden for 9 hours and 35 minutes without a stop. The gruelling contest ended in a draw.

Please Say "I Saw It in TV Forecast."
Newlyweds, Ailing Vet Win Wrestling Tickets

“I would like to see a live wrestling show because my husband and I have only been married for three weeks…” says Mrs. Earl Kinney, 2615 W. 45th Ave., Gary, Ind. These newlyweds and nine others are receiving free wrestling tickets to Rainbo arena.

Each week TV Forecast awards free ducats to readers presenting the most interesting and sincere letters explaining why they would like to see a live wrestling show.

Mrs. George Thuerk of 5114 S. Hamlin Ave., feels she has discovered the right remedy for her ailing ex-G.I. husband when she stated, “I would like to see him watching the fights there in the arena, that would be better for him than medicine.”

Wrestling Ticket Winners

Mrs. T. J. Murray
817 State St.
Hammond, Ind.

Trevy Bischof
280 Hillside Ave.
Glen Ellyn, Ill.

Miss Carol Hansen
4906 Princeton Ave.
Chicago 9, Ill.

Mrs. Frieda Tuomey
6054 S. Normal
Chicago 31, Ill.

Mrs. Earl Kinney
2615 W. 45th St.
Gary, Ind.

Mrs. George Thuerk
5114 S. Hamlin Ave.
Chicago 32, Ill.

C. Berg
724 E. Sibley Blvd.
Dolton, Ill.

Mrs. Frank Courrier
5137 S. Kilbourn Ave.
Chicago 32, Ill.

Mrs. M. Wamil
1318 N. Bosworth Ave.
Chicago 22, Ill.

Elmer S. Kempe
3306—177th St.
Hammond, Ind.

Desert, Binder Latest Baseball Winners

For her convincing letter which almost turned out to be a dissertation, *Edith Desert* of Happy Days Farm, Palatine, Ill., won a Spalding baseball autographed by Bill Serena. Also recorded on the winning ledger is Walter Binder, 8036 White Ave., Lyons, Ill. Anyone can win these coveted baseballs, simply follow the contest rules within this column.

**TV Forecast** is awarding these American or National League baseballs to fans submitting the best letter telling where the reader thinks the Cubs or Sox will finish this year in their respective league races. Write today as the contest will run for a limited time only.

**CONTEST RULES**

1. An official entry blank must accompany each entry.
2. All entries become the property of Television Forecast, Inc., and will not be returned.
3. Decisions of the judges will be final.
4. The contest is open to all home and newsstand subscribers of TV Forecast.
5. There is no limit to the number of entries each week by an individual.
6. All entries must be signed in the handwriting of the entrant.
7. There is no age limit.
8. All entries must be neatly typed or written.
9. All entries must be postmarked before Friday midnight, July 26.
10. Winners will be announced two weeks after the close of each contest.

**HERE’S MY ENTRY**

To: Geoffrey Hunter, Sports Dept.
TV Forecast Magazine
185 N. Wabash, Chicago 1, Ill.

Enclosed is my entry in this week’s contest to win an autographed Spalding major league baseball by my favorite Cub or Sox player. I understand the rules of the contest. If I win, I would like to have my prize autographed by *************** of the Cubs (Sox). Circle one.

7/22
Don Eagle . . . Like Father, Like Son

Don Eagle, pure blooded North American Indian from the Mohawk tribe and Iroquois nation, has ascended to wrestling heights on sheer ability. His appearance on any card assures the promoter a sell out. The Eagle has met and defeated some of the best in the U.S. His speed is amazing in view of the 215 pounds scattered proportionally over his 6' 2" frame which has made him one of the most popular grapplingers in Chicagoland.

The 24-year-old Eagle has invested his wrestling earnings in several hundred acres of land in Island Pond, Vermont. When he's not exchanging grips with his opponents, Don migrates to his home in Caughnawaga reservation near Montreal, Canada.

Don's father, Chief War Eagle, who retired as the junior world's heavy-weight champion, taught his son everything he knows of the wrestling art. The Chief started teaching Eagle wrestling techniques as soon as the youngster could walk.

Many of the holds Don uses as finishing grips originated in the mind of War Eagle. The famous Indian death lock was borrow'd from Indian ancestors. They tied their enemy's legs around a small tree and left the warrior there to die. The Chief converted this to a punishing wrestling hold by substituting his arm or leg for the tree.

The tomahawk blow is another originated by the Chief and transferred to his son's repertoire. For months he worked to develop the muscles of his hand to take the shock of the tomahawk blow. Otherwise the force of the blow would cripple his hand.

WGN-TV viewers have watched Don use these two crippling holds in all of his televised matches and they can usually tell when the Indian is maneuvering his opponent into the right position for the application of one or both grips.

Joe Savoldi, one of the former greats, classified Don Eagle as one of the greatest foot wrestlers produced. Joe claims that the Eagle has a hundred ways to handle an opponent with his legs and developed a foot nelson that is unbreakable.

Don will appear under Promoter Ray Fabiani's direction Wednesday night, July 26 on WENR-TV at Rainbo arena. (Matches at Parichy stadium are not telecast.)

Win Free Tickets to Rainbo Wrestling!

Ten pairs of tickets will be awarded each week to readers of TV Forecast Magazine writing the best letters of the week on the following subject—

"I would like to see a live wrestling show because.............................."

The contest is open to both men and women readers. Two tickets to Rainbo arena will be presented to persons whose letters are judged the most original, and interesting. There is no coupon to clip, nothing to buy.

The tickets are being made available thru an exclusive arrangement with Promoter Ray Fabiani and the publishers of this magazine.

Deadline for this week: midnight Wednesday, July 26.

Write: Sports Dept., TV Forecast, 185 N. Wabash, Chicago 1.
Carrasquel Fools TV Fans

By GEOFFREY HUNTER

Al "Chico" Carrasquel, the brilliant White Sox shortstop, has been described in the press and on television as being able to only understand such English phrases as filet mignon, hit, bat, shower, etc. Since this makes good copy and gives the boys something to write and talk about, Chico has dutifully fulfilled the role in which he has been cast. However, it comes as no surprise to his manager, Red Corriden, and his teammates that he speaks pretty good English.

Carrasquel has been studying during the two years he has been in the U.S. by reading the newspapers, conversing with ballplayers and conscientiously listening to records. As one of the Sox recently remarked, "Chico understands just as much as he wants to hear."

John Meck, the TV manufacturer of sets under his name and new president of Scott Radio & Television, is a flying sportsman who uses his plane in his business. Meck, who headquarters in Plymouth, Ind., flies to Chicago's Meigs airport in only 70 minutes from his office in Indiana. . . . Jack Chichester, once one of Chicago's outstanding tennis stars, now gets around the Midwest as a sales representative for Sentinel Radio & TV. . . . The Big Ten is asking $90,000 for 10 weeks of football films for showing on a network program in the fall, which is a lot of cash for the rights to show games which will be three days old when the public sees them on video.

Television people will watch with interest the results of the Pacific Coast Conference tie-up with TV. The powers that be out there are asking for a minimum attendance guarantee (the sponsor pays for a certain amount of empty seats supposedly caused by television). The same deal has been offered pro teams in Chicago but has met with rejection.

Negotiations are underway for the television of George S. May's All-American golf championships at Tam O'Shanter C. C., Niles, Ill., in August. The insect in the rubbing compound may be that stations may want to pass up Tam's tournament because of the recent raid made by States Attorney John Boyle's operatives who came up with enough slot machines to drop a curse on anything emanating from the swank club. . . . Jim Kahn, whose recent book on Ed Barrow of the Yankees appeared in serialized form in Collier's, is one of the press relations men responsible for the video presentation of harness racing from Roosevelt Raceway in New York. Kahn, closely associated with Pres. Robert Johnson of Maywood Park, will attempt to eliminate the difficulties encountered this year when Maywood's running was not on TV. Both Johnson and Kahn, along with Clure Mosher, the track's general manager, realize the value of television in promoting attendance at the oval.

Wid Mathews, the Cubs executive, recently returned from a trip over the country looking for pitchers to help the club but returned empty-handed and reported that he found nothing better than what the Cubs have at present. A wag in the press box inquired, "Do you mean to say there isn't someone in this great, wide nation of ours that can't do a better job than Voicey?" Mr. Mathews elected to ignore that remark. . . . George Janda, radio and television director of Petesch, Hecht & O'Connor ad agency, is the same lad who once wrote those sparkling quips and summaries for many of Chicago's play-by-play sports announcers. He is already cooking up some interesting video fare for Chicagoans which will be presented in the fall.

BOXING TICKETS AVAILABLE

TV Boxing fans are invited to attend "Tomorrow's Champions," a weekly boxing show featured Tuesday night over WENR-TV, as guests of TV Forecast.

Tickets are made available by special arrangement with Leonard Schwartz of Rainbo arena and the publishers of TV Forecast. Because of the expected demand, only two passes per letter will be issued. To obtain tickets, simply mail your name and address to: Sports Editor, TV Forecast, 185 N. Wabash, Chicago 1, III.
As the unknown helper had told me to do, I ate the food she brought to my cell...

I must admit, the meal was tasty—When I turned to thank the girl—She had vanished!!

I looked all over the dark dungeon for her, but she was gone. Suddenly I began to feel strange...

When I stared at my feet, Paddy, I knew it must have been something I ate!

(Continued next week)

Paddy is Seen Monday thru Friday at 6 P.M. on WENR-TV
DEAR BOSS:

Since the current vogue is to make lists of things I've compiled my own, the McCarthy List of Things I Can Do Without and Never Really Miss. Whereas it is mighty tempting to include the mother-in-law on such a list, I've refrained from the opportunity and am limiting it strictly to television.

1. Up high on the roster is Manny Opper, so-called conductor of the Bleacher's Club a pre-baseball distortion that tends to make me switch to anything else, including a test pattern.

2. Buck Rogers is not far behind. The man of the 25th century is exciting, in cartoon form, but the few episodes shown thus far lack enthusiasm, and from what I understand, the show has been cancelled in many cities.


4. The fish swimming on the Bob and Kay show. Can't understand what place it has on a TV show? Once or twice, Yes, but must it be every day?

5. Cedric Adams. Maybe he's just nervous. Maybe it's because I've read his stuff before I saw him on the screen. Can't put my finger on it, exactly.

6. Mike Wallace's questions on the Tavern Bar beauty (?) contest, and the contestants replies.

7. The artist on the Tom Wallace show. His caricatures startle everyone, including the victims.

8. Al Benson's sign-off, "I'll Get By . . ."

9. Sunda Love and her so-called "Hollywood Tele-Views" with Chicago guests.

10. People in the studio audience waving at the cameramen.

How many of these match yours?

CHUB McCARTHY

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TV Forecast
Elmer Katz has switched to TV Forecast

(Inertia Smith Cartoon)

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

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