Television Installations & Service

By

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Only TISA* members offer you

1. Professional quality service.
2. Full stocks of parts and tubes.
3. Adequate technical data.
4. Full insurance coverage.
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A West Side Radio & Television
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3730 North Southport Avenue  EAstgate 7-9500

Dealers Radio & Television
816 West 58th Street  WEntworth 6-4040

Radio City
5659 South Halsted Street  ENglewood 4-5557

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1539 West Harrison Street  TAylor 9-4200

Van Treese Engineering Co.
1451 West 63rd Street  WAIlbrooks 5-0610

Aide Sound & Radio Service Corp.
5908 South Troy Street  PRospect 6-6575

Chelten Television
2903 East 79th Street  ESsex 5-3450

Kent Engineering Company
6250 South Spaulding Avenue  WAIlbrook 5-7212

Suburban Radio
605 Hillgrove Avenue  LaGrange 3935

Television Technicians, Inc.
131 North Green Street  MOonroe 6-5748

Video Tronics, Inc.
5424 North Clark Street  LOngbeach 1-4059

*Television Installation Service Association
THIS WEEK

Life of Riley? ........................................... 7
Chub McCarthy ........................................... 9
Good for the Liver! ...................................... 10
Uncle Herbie ............................................. 13
Big 10 Football ......................................... 14
Meet Bob Casey .......................................... 15
TV in France ............................................. 18

ON THE COVER
Red Grange, the old Galloping Ghost, can be seen and heard this week Tuesday on WENR-TV, channel 7, in the Chicago Bears Quarterback show. Former All-American from the University of Illinois, and an ex-member of the Bears, Grange posts viewers on pro football.

TV FORECAST
Vol. 2, No. 22—Whole No. 68
October 22, 1949

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CHICAGO—
Windy City viewers are wondering where Gail Compton gets the live fleas he feeds his fish on The Pet Shop telecast on NBC here . . . Remember "Goofus?" Wayne King's revival of it on video is resulting in a rush on record shops . . . Quiz Kid Howard Burdett is far from a dull 10 year old. Ask his neighbors about the menagerie of pets in his basement, including a hamster, two dogs, water snakes, crawdads, white mice, and an alligator . . . In his spare time he concocts perfumes from chemicals . . . The day Howard tried to make an atom bomb he blew up the side of the Burdett's garage!

NEW YORK—
A blue ribbon award from the State Fair in New Jersey goes to Kukla, Ollie and the rest of Burr Tillstrom's gang, as the "outstanding show on TV" . . . Watch for more of Jack Arthur on Kraft's Tele Theater. His outstanding acting is drawing plaudits coast-to-coast . . . Video is being used to wage Manhattan politics . . . It is doubtful whether color will take TV out of the red and put it in the black . . . Dennis Day is being auditioned by Colgate for a possible video show.

HOLLYWOOD—
Gloria Winters who portrays Babs on NBC's televersion of The Life of Riley has been named Miss Cinderella here—by the shoe manufacturers of the west coast . . . The Three Johns, Masterson, Reddy and Nelson, will crash headlines of daily, weekly and monthly publications with their TV mastering.

—KID HOGAN
Saturday

WBKB  WNBQ  WENR-TV  WGN-TV
10:00  4  MULTI SCOPE NEWS.
12:30  5  TOUCHDOWN TIPS.
12:45  5  FOOTBALL: Penn vs. Navy from Philadelphia.
1:05  9  CHICAGOLAND NEWSREEL.
1:20  9  CLUB KICKOFF. Current campus hit songs. Norma Sherry and Nancy Wright.
3:45  9  Test Pattern.
4:00  4  MULTI SCOPE NEWS.
5:30  4  RED BARBER'S CLUB HOUSE. Interviews with sports personalities. Pancho Gonzales, tennis star will be the guest.
7  SAGEBRUSH THEATER, films of the "wild and woolly" west.
5:45  4  LUCKY PUP REVIEW. Highlights of the week's happenings.
6:15  4  TRAVEL TIME, films.
6:30  4  IN THE FIRST PERSON. Interviews with prominent guests. Albert Wilkerson, author of "Prize Prints of the 20th Century" will be present for this session.
5  THE NATURE OF THINGS (tentative). Science brought down to the common man's level by Dr. Roy Marshall.
7  THE LONE RANGER. Western serial with Clayton Moore and Jay Silverheels. "War Horse."
6:45  4  BLUES BY BARGY. Piano and vocal selections by Jeanne Bargy.
5  LEON PEARSON and the news (tentative).
6:55  4  RUTHIE ON THE TELEPHONE. Written by Goodman Ace and starring Ruth Gilbert.
7:00  4  FILM SHORTS.
5  MEET YOUR CONGRESS (tentative). Discussion of current topics.
7  PAUL WHITEMAN'S TV TEEN CLUB. Teen-age talent led by Paul's daughter Margo.
9  WHAT'S THE WORD.
7:30  5  MIXED DOUBLES (tentative). Domestic comedy show where actual married couples take part in the skits.
8:00  4  ARMCHAIR DETECTIVE, spine tingling mystery dramas.
5  WHO SAID THAT? Robert Trout m.c. asks John Cameron Swayze.
7  HIGH SCHOOL FOOTBALL, Lindbloom vs. Tilden described by Pat Flanagan and Vince Garrity.
9  CAVALCADE OF STARS. Jack Carter emcees this variety show. (See pages 10 & 11.)
8:30  4  FRONTIER THEATER, western film.
5  FEATURE FILM.
9:00  5  MEET THE PRESS. Newspaper men discuss current topics.
9  WRESTLING from Marigold, Cyclone Anaya vs. Ivan Rasputin.
9:30  4  PIX OF THE NEWS.

(Stations reserve the right to change above listings without notice)
TV Forecast for October 23, 1949

SUNDAY

WBKB WNBQ WENR-TV WGN-TV
12:00 4 MULTISCOPE NEWS.
12:30 7 AMATEUR HOUR.
1:30 7 THE LONE RANGER. Sat. repeat.
2:00 7 HOPALONG CASSIDY, "Three on a Trail."
3:10 7 KIERAN'S KALEIDOSCOPE.
4:00 7 SUPER CIRCUS presents the outstanding acts of Romano, the balloonman; The Carltons; Irma and Rio, unicycle team and Williams' dogs and ponies.
9 Test Pattern.
4:45 5 YOU ARE AN ARTIST.
5:00 5 HOPALONG CASSIDY, western film.
7 SINGING LADY with Irene Wicker.
5:30 7 ACTION AUTOGRAPHS. Guest—Johnny Revolta, pro golfer.
5:45 7 SERENADE musical with Joanelle James, songstress, followed by WEEKLY NEWS ALBUM.
6:00 4 Test Pattern.
5 LINCOLN PARK ZOO.
7 MAJORITY RULES quiz show.
9 FRONT ROW CENTER, with Georgie Kaye, m.c. Variety show.
6:15 4 TRAVEL FILM, films.
6:30 4 THIS IS SHOW BUSINESS. Clifton Fadiman, m.c. G. S. Kaufman and Abe Burrows, Discussion and Variety.
5 ALDRICH FAMILY life with "Henry". Robert Casey (see pg. 15).
7 JUDGE ABBOTT of Green Hills. A country clerk tries to help his people.
7:00 4 TOAST OF THE TOWN with Ed Sullivan m.c. of this variety show.
5 SUPPER CLUB, with Perry Como.
7 THINK FAST. "King of the Mountain," played with questions and answers. Dr. Mason Gross, m.c.
9 MYSTERY PLAYERS, "The Has-been."
7:30 5 COLGATE THEATER, drama. "Young Stacey" by Wm. Kendall Clarke.
7 LITTLE REVUE, musical variety.
9 NEWSREEL REVIEW.
8:00 4 FRED WILING SHOW, musical variety with the Pennsylvanias.
5 PHILCO PLAYHOUSE, "Because of the Lockwoods" starring Bramwell Fletcher and Marjorie Gateon.
7 LET THERE BE STARS, from Hollywood variety show.
9 CROSS QUESTION, fictional trial.
9:00 4 BURTON HOLMES, travelogue, "Southwestern Wonderland."
5 GARROWAY AT LARGE with C. Russell, B. Chapel and J. Haskell—variety.
7 CELEBRITY TIME, quiz show with C. Nagel, J. Daley, I. Chase and Herman Hickman and Peggy Ann Gardner.
9 STARS OF TOMORROW.
9:15 4 PIX OF THE NEWS.
9:30 4 HANK McCUNE SHOW, variety.
7 YOUNG PEOPLE'S CHURCH.
9 COURTESY THEATER presents "Major Barbara" with Wendy Hiller, Rex Harrison, Debra Kerr.
10:00 4 FEATURE FILM, "High Command."
7 FEATURE FILM.

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

Address letters to The Editor, TV Forecast, 185 N. Wabash, Chicago 1.

Sir:
After reading Donn Mason's "interesting" article I will try to control myself. . . . It is true, there is no place in TV for wooden-Indian announcers with the big voice and no personality or acting ability. A trained salesman would be much better. . . . However, even better is an actor with a background of show business and not sales. TV is still show business (not like radio) and a salesman is only at home with a straight pitch. We both know that TV commercials require gimmicks to attract attention, and that takes acting. . . . Sincerity is the keynote, and we can handle it without too much trouble. Announcers have learned to talk on radio as they do because that is the way "experts" say we have to in order to make a living. We can change when we get the green light.

Chicago, Ill.

JOHN BRYSON

Sir:
Programs we hasten to turn off: (1) all types of giveaway shows. It is too much to expect thousands of viewers to be interested in someone winning a refrigerator. (2) Silly programs, like Olsen and Johnson; (3) silly couples, like Mary Kay and Johnny, too ridiculous; (4) mediocre singers, who in the absence of talent resort to dreadful facial contortions, especially women singers, and (5) instrumental performers who act as if they were suffering from appendicitis. Art Van Damme is an example.

Evanston, Ill.

AGNES M. ANDERSEN

Sir:
Glad to see Art Van Damme on his own show. New York can keep Eddie Condon. Art and his local boys are the top swing group, and rate a top spot in video.

Elmhurst, Ill.

HARRY SIMMONS

Sir:
I get darned sick of reading the complaints of your readers . . . I like TV, and I think it is a good investment for any family.

Chicago, Ill.

MRS. R. HUBST

TV Forecast
Life of Riley?
Not for Chester

The first television production ever to be made on 35 millimeter film is WNBQ's "Life of Riley," starring Jackie Gleason as Riley and Rosemary DeCamp as his wife, Peg.

If you haven't seen the show yet, dial channel 5 Tuesday, Oct. 25, and meet Chester A. Riley who sometimes wonders if he really does lead the life of —. Pictured here, Chester listens with seeming interest while Peg reads a list of his household chores before she sets out for a day's shopping.

CHESTER & PEG

You'll also meet Junior, played by Lanny Rees, and Riley's close friend, Gillis, enacted by film comedian Sid Tomack. John Brown appears as Digger O'Dell, the "friendly undertaker." Brown created this role in the radio program and also played it in the movie version. Riley's daughter, Babas, is played by Gloria Winters, a comparative newcomer.

Filmed in Hollywood for release over the video network in New York, the show is the result of an experiment by the Filmtone studios, and is seen on 21 NBC-TV stations interconnected by coaxial cable and individually by 16 affiliate stations.

Pabst Blue Ribbon sponsors the "Life of Riley."

TV Forecast
Monday

WBKB  WNBQ  WENR-TV  WGN-TV
4  5  7  9
9:30 4 YOUR SECOND CUP.
10:00 4 MULTISCOPE NEWS.
3:00 7 THE HOMEMAKERS' EXCHANGE.
3:15 5 NEWS TELECAST.
3:30 7 TV ALBUM.
3:45 9 FLORENCE B. ELLIS, reviewer.
4:00 4 MULTISCOPE NEWS.
9:00 7 WOMEN'S MAGAZINE of the air, with JUDY SPLINTER.
5:15 7 Dinsdale.
4:15 5 HOWDY DOODY SHOW.
4:30 5 Test Pattern.
5:00 4 TV BILLBOARD.
9:50 7 SMALL FRY CLUB returns to stage.
5:15 4 COMIC CAPERS, Don and Vern Ward.
7:30 7 LARRY ON LOCATION.
5:30 4 LUCKY PUP.
7:30 7 TRAIL BLAZERS' THEATER, film.
7:30 7 WRANGLER'S CLUB.
5:45 7 SLEEPY JOE, for the kids.
6:00 4 ROAR OF THE RAILS.
5:00 5 KUKLA, FRAN AND OLLIE.
5:15 7 DINNER MUSIC.
6:15 7 CLARK'S CORNER, musical.
6:30 6 CBS TELEVISION NEWS.
5:30 7 TWIST ROOM with Morgan Downey.
7:45 9 SERIAL: "Vanishing Legion."
9:00 7 CATALOG QUIZ, Eddie Hubbard, M.C.
6:45 6 WINDOW SHOPPING, Pat Banks.
7:00 7 NEWS CARAVAN.
7:00 7 UNCLE MILSTEDE.
7:15 7 CHICAGOLAND NEWSREEL.
6:55 9 RUTHIE ON THE TELEPHONE.
7:00 7 SILVER THEATER, drama, "School for Life" with John Payne.
5:00 7 TELE-THEATER, drama.
7:00 7 YOUR WITNESS, mystery story.
9:10 7 FILM.
7:15 9 KORNEY KLOWNS, musical mayhem with Dave Prichard, M.C.
7:30 9 TALENT SCOUTS, Arthur Godfrey.
5:00 5 VOICE OF FIRESTONE.
7:30 9 Voice of Firestone's orchestra and Christopher Lynne, baritone, Musical.
7:30 7 COMEDY THEATER, variety.
9:00 7 THE AL MORGAN SHOW, musical variety by the maestro of the piano (see ad on page 15).
8:00 4 CANDID CAMERA, with Allan Funt catching you off guard.
9:00 7 THE WORLD IS YOURS, travel film.
7:00 7 MR. BLACK, Talk No. 5.
7:15 6 THE BLACK ROBE, police nite court.
8:15 6 NEW VIEWPOINTS.
8:30 4 THE GOLDBERGS, the usual family problems confronting this one too.
5:00 5 BAND OF AMERICA—Paul Lavalle.
7:30 7 ABC BARN DANCE.
7:30 7 Scotty and the rest of the gang.
7:30 7 BOXING, professional bouts.
9:00 4 STUDIO ONE, drama, "Battleship Bismarck, with Paul Lucas.
5:00 5 QUIZ KIDS. Joe Kelly, quizmaster.
7:00 7 DR. FIXUM, tips on how to fix it.
9:30 7 WALT'S WORKSHOP, tips on building and repair by Walter Durham.
7:00 7 ROLLER DERBY, Chicago vs. Phila.
10:00 7 ERNIE SIMON interviews people.
5:15 7 THE WEATHERMAN, Clint Youle.
10:10 7 CLIFTON UTLEY and the news.
10:15 7 WRESTLING FROM HOLLYWOOD.
7:15 7 FEATURE FILM.
10:30 5 RESERVED FOR GARROWAY.
10:35 5 BUT NOT FORGOTTEN, Herb Mints.
10:45 5 CHICAGOLAND NEWSREEL.
11:00 4 PIX OF THE NEWS.
11:15 7 FLANAGHAMS, sports commentary.

RELAY STATIONS, like this one on Bear Hill in Waltham, Mass., are typical of the Bell System's video facilities between NY and Boston. Electro-magnetic lenses in the horns on roof receive and beam TV.

NOW...

EVERY MONDAY on WGN-TV, CHANNEL 9

the KORNEY KLOWNS

7:15 p.m.

Watch the Korny Klowns take up where Spike Jones leaves off. 15 entertainment-packed minutes of zany musical confusion that everyone will enjoy. (You'll also get a peek into the workings of a modern furniture factory.)

Presented for your entertainment by HOMER BROS.—Chicago's largest furniture factory selling fine furniture direct to you at factory prices.

Homer Bros.
3053 W. GRAND AVE.
(COR. SACRAMENTO)
The Last Word

By CHUB McCARTHY

Question: Will Chicagoans see telecasts of the Blackhawk hockey games this fall?

Answer: Maybe, maybe not. Unless some local station finds a sponsor, red-hot Hawk fans will be a very disappointed group. As your old friend McCarthy sits down to write The Last Word, nothing indicates an angel has been found to finance such an undertaking.

Question: Last year WBKB showed the hockey games. Why not this year?

Answer: From what boss Kubicek tells me, channel 4 would have trouble squeezing in a hockey game, much as they'd like to. Since the B & K station has taken over the CBS-TV shows from the east, their schedule is so crowded with commercial shows it would take a minor miracle to get back to the good old days of '48.

Question: What about basketball? Will any station carry collegiate games this fall?

Answer: The rumor mill says Yes. Suggest you start a one-man campaign and get everyone in Chicago to write WENR-TV, WGN-TV, WBKB and WNBQ suggesting they televise this popular indoor sport.

Question: Whatever happened to Sid Caesar?

Answer: That's what I'd like to know. Even my mother-in-law agreed that kid Sid was videotaped, but Admiral—who spent a cool fortune running the show last season—this fall doesn't seem to care about bringing back the man that made their name successful cross-country.

Question: Why must we be bored by telecasts of horse racing?

Answer: Good question. Why must we?

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TV Forecast for October 25, 1949

<table>
<thead>
<tr>
<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
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<td>10:00</td>
<td>4</td>
<td>MULTISCOPE NEWS.</td>
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<td>NEWS TELECAST.</td>
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<td>THE HOMEMAKERS' RXCHANGE.</td>
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<td>HI! LADIES, games and fun with Claud Kirchner, emcee.</td>
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<td>MULTISCOPE NEWS.</td>
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<td>4:15</td>
<td>5</td>
<td>JUDY SPLINTERS is back.</td>
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<td>HOWDY DOODY SHOW.</td>
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<td>PLAN A ROOM, Paul McAllister,</td>
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<td>COMIC CAPERS with Boo the magic bunny cutting capers.</td>
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<td>LUCKY PUP.</td>
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<td>PET SHOP, Gall and Gay Compton.</td>
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<td>WRENGERS' THEATER.</td>
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<td>SLEEPY JOE, for the kids.</td>
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<td>TIME FOR BEANIE.</td>
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<td>KUKLA, FRAN AND OLLIE.</td>
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<td>DINNER MUSIC.</td>
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<td>CLARK'S CORNER, musical.</td>
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<td>7:00</td>
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<td>CBS TELEVISION NEWS.</td>
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<td>SHOWROOM, with Roberta Quinlan.</td>
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<td>SERIAL: &quot;Vanishing Legion.&quot;</td>
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<td>CARL DOUG, telephone quiz.</td>
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<td>WINDOW SHOPPING, Pat Banks.</td>
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<td>NEWS CARAVAN.</td>
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<td>UNCLE MISTLETOE, with Aunt Judy and friends from Candy Cane Lane.</td>
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<td>CHICAGOLAND NEWSREEL.</td>
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<td>RUTHIE ON THE TELEPHONE.</td>
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<td>FRONTIER THEATER.</td>
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<td>STAR THEATER, with Milton Berle and outstanding guest stars.</td>
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<td>KAY MORROW SHOW, fashions.</td>
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<td>COURT OF CURRENT ISSUES. Ideas on trial. Discussion.</td>
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<td>FILM SHORTS.</td>
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<td>BURGESSE HOBBS PARADE with Willis, Lewis emcee.</td>
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<td>FIRESIDE THEATER, &quot;Heartbeat&quot; and &quot;Mardi Gras&quot; with Mary Ware.</td>
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<td>BEARS' QUARTERBACK CLUB.</td>
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<td>11:00</td>
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<td>THE O'NEILLS, domestic comedy.</td>
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<td>SUSPENSE, drama.</td>
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<td>LIFE OF RILEY, with Jackie Gleason and Rosemary DeCamp (see pg. 7).</td>
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<td>NATIONAL JEWISH CONGRESS, panel discussion: &quot;Has the De-Nazification of Germany failed?&quot;</td>
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<td>WRESTLING from Midway Arena.</td>
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<td>ORIGINAL AMATEUR HOUR, with Ted Mack emcee.</td>
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<td>TOMORROW'S CHAMPIONS, boxing.</td>
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<td>ERNIE SIMON, the erubstone cutup.</td>
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<td>THE WEATHERMAN, Clint Youle.</td>
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<td>CLIFFTON UTLLEY and the news.</td>
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<td>RESCUE FOR CORROWAY.</td>
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<td>BUT NOT FORGOTTEN, Herb Mints.</td>
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<td>CHICAGOLAND NEWSREEL.</td>
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(Stations reserve the right to change above listings without notice)
SATURDAY night brings Brooklyn-born (pause for a laugh) Jack Carter, DuMont’s contribution to liver sufferers in a star-studded show that keeps the coaxial cable warm from the east coast to Chicago.

Seen on WGN-TV, channel 9, Cavalcade of Stars is a TV program on which most Paramount stars from gaudy Hollywood go out of their way to keep pace with MC Carter, zaney but game.

Our photog had trouble taking pictures on the Carter show; claimed madman Jack left him weak from laughter. However, he managed to snap Zero Mostel (top left) whose villainous intentions seemingly go by unnoticed by Carter. After all, the kid is wrapped up in glamour star Janet Blair.

Not wanting to be dull a moment, Carter can make a quick change in less time than it takes to say “This is the DuMont network,” and viewers suddenly find the ham singing Grand Opera with Mimi Benzelle (bottom left), Metropolitan star. Also seen in this
MORE STARS THAN PILLS

photo are the Barry Sisters and the Dunhills, recently seen at the Chicago Theater.

One thing Carter doesn’t mind is to be surrounded by the chorus of cuties seen on the Walgreen show. And who would? The payoff comes when Jack gets to meet thrushes like Joan Merrill (top right), a recent guest on the Saturday breath-taker.

Carter and Milton Douglas, producer and director, are proud of the list of celebrities who have appeared on channel 9. Joan Edwards, Ella Logan, Marilyn Maxwell, Betty Bruce, Vivian Blaine, Henny Youngman, and Ethel Smith have all mixed it with Carter.

Gladys Swarthout, Georgia Gibbs, Hazel Scott, Olga San Juan, Kitty Carlisle, Cab Calloway and Marie (the Body) McDonald are a few more name-stars who make Carter’s liver pills just the thing for TV viewers who need a pick-me-up.

Carter got into show business after he won a Major Bowes amateur contest.
"CHICAGOLAND NEWSREEL"

Mon. thru Fri., 6:45 & 10:45 p.m. Sunday, 7:30 p.m.

“When there’s big news breaking, I don’t worry about missing it. I turn on the Chicagoland Newsreel when I get home and sure enough Giese, Geckler, Batholomew, Kubik or Hayden were there and got the action on film. Big fires, shooting frays, ships ablaze, mysterious explosions—they get them all, it seems. And lots of human interest stuff besides.”

Larry Wolters
Radio & TV Ed. Chicago Tribune

“One of the best handled news programs in radio or TV. The newspaper training of the cameramen is apparent in the speed and quality of the pictures.”

Jack Mabley
TV Ed. Chicago Daily News

“Newcomers to Chicago get a good look at the town through the eyes of this newsreel. The only one, and by far the best of any that come over the cable from the East.”

Chub McCarthy
TV Forecast

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<table>
<thead>
<tr>
<th>WBKB</th>
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<th>WENR-TV</th>
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<tr>
<td>9:30</td>
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<td>YOUR SECOND CUP (coffee), with Linn Burton.</td>
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<td>10:00</td>
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<td>MULTISCOPE NEWS.</td>
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<td>THE HOMEMAKERS’ EXCHANGE.</td>
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<td>NEWS TELECAST.</td>
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<td>TV ALBUM.</td>
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<td>CHICAGOLAND NEWSREEL.</td>
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<td>MULTISCOPE NEWS.</td>
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<td>1:15</td>
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<td>WOMEN’S MAGAZINE of the air, with Ruth Crowle and Houle.</td>
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<td>4:15</td>
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<td>JUDY SPLINTERS.</td>
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<td>4:30</td>
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<td>HOWDY DOODY SHOW.</td>
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<td>5:00</td>
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<td>HEALTH TALKS: Peanuts, Pennies and Safety Pins.</td>
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<td>SMALL FRY CLUB.</td>
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<td>TV BILLBOARD.</td>
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<td>5:45</td>
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<td>COMIC CAPPERS, fun and magic with the Ward and Boo bunny.</td>
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<td>LARRY ON LOCATION.</td>
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<td>FILM.</td>
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<td>LUCKY PUP. Feodini, Pinhead and Jole entertain you.</td>
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<td>6:45</td>
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<td>TRAIL BLAZERS’ THEATER, “Tracy Rides.”</td>
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<td>7:00</td>
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<td>WRANGLERS’ CLUB.</td>
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<td>SLEEPY JOE.</td>
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<td>7:30</td>
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<td>TIME FOR BEANIE.</td>
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<td>8:00</td>
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<td>KULKA, FRAN AND OLLIE, entertainment for the whole family.</td>
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<td>8:15</td>
<td>6</td>
<td>DINNER MUSIC.</td>
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<td>8:30</td>
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<td>CLARK’S CORNER, musical.</td>
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<td>8:45</td>
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<td>CBS TELEVISION NEWS.</td>
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<td>9:00</td>
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<td>SHOWROOM, with Morton Downey.</td>
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<td>9:15</td>
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<td>SERIAL: “Vanishing Legion.”</td>
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<td>9:30</td>
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<td>CATALOG QUIZ.</td>
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<td>9:45</td>
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<td>ERIAL WRIGHTSON, musical show.</td>
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<td>10:00</td>
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<td>NEWS CARAVAN.</td>
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<td>UNCLE MISTLETOE.</td>
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<td>CHICAGOLAND NEWSREEL.</td>
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<td>10:45</td>
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<td>ARTHUR GODFREY and his friends.</td>
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<td>11:00</td>
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<td>CRISIS, drama. True stories from the lives of ordinary people from all walks of life.</td>
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<td>11:15</td>
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<td>ACTOR’S STUDIO, drama “Clarissa.”</td>
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<td>11:30</td>
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<td>FEATURE FILM, “Women Aren’t Angels.”</td>
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<td>THE CLOTH, mystery drama.</td>
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<td>12:00</td>
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<td>FLOOR SHOW, with Dunerring the mentalist and Paul Winchell.</td>
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<td>12:15</td>
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<td>KRAFT TELEVISION THEATER, “To Dream Again.”</td>
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<td>12:30</td>
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<td>FILM SHORTS.</td>
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<td>12:45</td>
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<td>THE WORLD IS YOURS, travel film.</td>
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<td>FILM.</td>
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<td>THIS WEEK IN SPORTS.</td>
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<td>1:30</td>
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<td>WRESTLING from Rainbow Arena.</td>
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<td>1:45</td>
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<td>FILM VARIETIES.</td>
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<td>FILM SHORTS.</td>
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<td>TOURNAMENT OF CHAMPIONS.</td>
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<td>2:30</td>
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<td>BREAK THE BANK. Bert Parks emcees this give-away show.</td>
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<td>STOP, LOOK AND LEARN, H. Is- bell with prizes for household tips.</td>
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<td>FILM.</td>
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<td>DATE NIGHT. Ever make a blind date? Watch and see how it’s done.</td>
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<td>JIM HURLIBUT’S feature stories.</td>
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<td>ERNIE SIMON, the curbstone cutup.</td>
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<td>THE WEATHERMAN, Clint Joule.</td>
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<td>FEATURE FILM, “Today I Hang.”</td>
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<td>4:30</td>
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<td>CLIFTON UTLEY and the news.</td>
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<td>PIX OF THE NEWS.</td>
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<td>RESERVE FOR GARROWAY.</td>
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<td>BUT NOT FORGOTTEN.</td>
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<td>5:30</td>
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<td>FILMORE, Film news.</td>
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<tr>
<td>5:45</td>
<td>11</td>
<td>CHICAGOLAND NEWSREEL.</td>
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(Stations reserve the right to change above listings without notice)
UNCLE HERBIE
For Children Only

THIS week a number of children surprised me with letters, all of which I have read and answered before I started to write my regular column.

In some of my letters I told them what a funny thing happened to me this week at one Chicago television studio. I was invited to make a guest appearance on a show for children and ran into all sorts of difficulties, the first being how to get into the very low elevators in the building so as to ride up to the studio.

With some heaving and help from janitors and mechanics I was finally jammed into a freight elevator, only to find out the roof of the studio was too low, and the camera too small to even catch my face. So my first chance to become a star was nipped in the bud, all because I have such a long neck.

It isn’t always that way, though. After all, I do see the baseball and football games free of charge, just by peeking over the fence at Wrigley field.

Little Marilyn Dudek wrote in this week to tell me how much she missed “Frontier Theater” on channel 4, especially Tex Ritter, her favorite cowboy. She also wants to see some more Charlie Chan films. Thinks they’re lots of fun.

Then there was the letter from little Kitty Frewald who hopes to see more of Robert Q. Lewis. Like all of us, she wonders what Q. stands for, and I am writing to tell her it is a mystery no one will explain.

TV Forecast for October 27, 1949

Thursday

WBKB 4
WNBP 2
WFNR-TV 1
WGN-TV 9
5:00 4 MULTISCOPE NEWS.
5:25 4 NEWS TELECAST.
5:30 4 THE HOMEMAKERS’ EXCHANGE.
5:30 4 TV ALBUM.
5:45 4 HI! LADIES.
5:45 4 CHICAGOLAND NEWSREEL.
5:45 4 MULTISCOPE NEWS.
5:45 4 CHICAGO COOKS, B. Barkley.
6:15 4 JUDY SPLINTERS.
6:30 4 HOWDY DOODY SHOW.
6:45 4 INDIVIDUALLY YOURS.
6:45 4 SILHOUETTES IN SONG.
5:00 4 TV BILLBOARD.
5:15 4 SMALL FRY CLUB.
5:15 4 COMIC CAPERS.
5:30 4 LARRY ON LOCATION.
5:30 4 LUCKY PUP.
6:00 4 TRAIL BLAZERS’ THEATER, “Fighting Here.”
5:45 4 WRANGLERS’ CLUB.
5:45 4 SLEEPY JOE.
6:00 4 RUTHIE ON THE TELEPHONE.
6:30 4 FOR FRONT PAGE with John Daly and Mark Roberts, newspaper men. Join in a circulation war in Center City.
7:00 4 HOLLYWOOD PREMIERE, “Walter Fortune” with Howard De Silva.
7:00 4 STOP THE MUSIC. Money and prizes galore, just name the tune.
7:30 4 INSIDE U.S.A. with Peter Lind Hayes. Variety show.
8:00 4 ED WYNN SHOW, variety show with the “King of Jesters.”
8:00 4 FIREBALL FUN FOR ALL. Olsen and Johnson show. Variety.
7:00 4 CRUSADE IN EUROPE, Chapter 26, “The Review.”
5:00 4 MOREY AMSTERDAM SHOW, musical variety in a night club setting.
8:30 4 HEADLINDER, news story of the week.
9:00 4 MIDWEST VIEWPOINT.
7:00 4 STARRING BORIS KARLOFF, mystery dramas with this master of horror.
9:00 4 WRESTLING from Madison AC.
8:45 4 WIBB MYSTERY THEATER.
9:00 5 MARTIN KANE, private eye, starring William Gargan.
7:00 5 ROLLER DERBY. Joe Hassel narrates.
9:30 5 WAYNE KING SHOW, musical with the master of the waltz set.
10:00 4 ERNIE SIMON, the curbstone cutup.
10:10 4 THE WEATHERMAN, Clint Youle.
10:45 4 CLIPTON UTLEY and the news.
10:45 4 PIX OF THE NEWS.
10:45 7 A COUPLE OF JOFS.
10:45 7 RESERVED FOR GARROWAY.
10:45 5 BUT NOT FORGOTTEN.
10:45 9 CHICAGOLAND NEWSREEL.
11:00 7 FLAMA-GRAMS.

(Stations reserve the right to change above listings without notice)
Big 10 Football

With the advent of TV, a football game no longer ends at the final gun.
Fifty people may work seven days to bring that game to the Chicago sports audience, as is the case of Big Ten Football, the Ford dealers weekly series telecast on WGN-TV, channel 9.
This Friday you’ll see and hear Jack Brickhouse and Wilfrid Smith (bottom right) cover the highlights of Saturday’s games. This is the story of how such a feature comes to your screen.
The day of the game finds Al Bishop (above right) entering Northwestern university gates. It doesn’t take Bishop long to get into action in the photog’s booth overlooking the stadium. That’s NU assistant coach Dutch Lonborg talking to Al about the Wildcat squad.
After the game the films are sent to processing studios, where, after the proper editing and commentary are added, they are mailed to various cities throughout the nation telecasting the local Ford dealers show.

HANDY SUBSCRIPTION FORM

TV Forecast

185 N. WABASH AVE. CHICAGO 1, ILLINOIS

2 YEARS $5
1 YEAR $3

☐ Remittance Enclosed  ☐ Bill Me

Please allow 2 weeks for processing of subscription

NAME

ADDRESS

CITY ___________________________ ZONE ____________

STATE ________________ DATE ________________

PHONE No. ___________________
Bob Casey, With Luck and Talent, Wins Henry Aldrich Role at NBC

By PATRICIA COOPER

A really bemused young man is Robert Casey. He walked into the kind of part most actors spend years trying to land.

And Bob admits he's still pretty dazed by his luck. He's the lad who read in a radio tip sheet that a Henry Aldrich was being sought for WNBQ's TV series of the Aldrich family; walked in, got the audition, read the part cold—and got the job.

Bob had had no radio or screen experience, his stage roles had been limited to summer stock, and this show marks his debut into video.

Born in Rochester, N. Y., in 1927, young Mr. Casey lived in Chicago, Milwaukee, Baltimore, and finally Scarsdale, N. Y., where the family settled down long enough for Bob to attend high school. While attending Carnegie Tech Bob studied dramatics, and was one of 10 ambitious youths who founded the Sterling Players in Butler, Pa., which gave him the chance to try his hand at all phases of theater, from painting scenery to acting. In summer months he also acted with the New London Players in New Hampshire. Last June he had a radio audition, but nothing came of it.

Bob, a bachelor, is a blue-eyed blond of medium height and weight. He comes from a family of non-show people. His mother is an amateur musician, and his sister is studying opera. His father actually did appear on the stage professionally at one time when he played the French horn in a Navy jazz band. But he lasted only six weeks, and to this day won't tell his son why he quit for a more conservative career of engineering.

In this uniformly musical family, Bob is musical, too. At least he used to be. He played a trumpet with enthusiasm, until his solos ceased—at the request of his neighbors.

The Aldrich family is sponsored by Jello, a General Foods product.

WE WANT YOUR TELEVISION SET

Trade in your small screen set for a new modern large screen receiver! We'll give you as much as $250.00 for your old set, depending on size and condition. Pick a new one from our large selection of RCA-Victor, Admiral, Philco, Zenith, Stromberg-Carlson, General Electric and Motorola receivers. GET THE BEST DEAL IN TOWN AT TELETRONICS!

Watch the "Al Morgan Show" (Network) WGN-TV Mon. 7:30 p.m.

TELE-TRONICS
2440 W. Devon 3137 N. Central

TV Forecast
WTMJ-TV Program Schedule Channel 3
THE MILWAUKEE JOURNAL TELEVISION STATION
OCTOBER 22 THROUGH OCTOBER 28, 1949

SATURDAY, OCTOBER 22
1:00 YOUR FBI BULLETIN.
1:30 FOOTBALL. OHIO STATE VS. WISCONSIN
3:50 PLANKINTON SPORTS ROUNDUP.
4:00 YOUR WEST THEATER.
5:00 FILM.
5:30 ELAINE AT YOUR SERVICE.
6:00 FILM.
6:30 RUNNER AND PAUL. WINCHELL SHOW.
7:00 ARTHUR GODFREY, CBS.
9:00 WHAT SAID THAT.
9:30 MOREY AMSTERDAM. ART.
9:45 TOP VIEW IN SPORTS.
9:15 To be announced.
10:30 NEWS AND TOMORROW TELEVISION.

SUNDAY, OCTOBER 23
2:45 UNITED NATIONS ROUND TABLE.
3:00 BIBLE STUDIES.
3:30 YOU'RE THE JUDGE.
4:00 WAYNE KING SHOW.
4:30 PLANKINTON'S SPORTS ROUNDUP.
5:00 SINGING LADY.
5:30 FILM PROGRAM.
5:45 SERENADE.
6:00 FUN WARDING SHOW.
7:00 CHESTERFIELD SUPER CLUB.
7:30 COLGATE THEATER.
8:00 PHILCO TELEVISION PLAYHOUSE.
9:00 "CRUSADE IN EUROPE," ABC.
9:25 HEADLINER.
9:30 THE TELEVISION WEEKLY.
9:50 MOVING CAMPUS.
10:00 CELEBRITY TIME.
10:30 AMAZING DR. POLGAR.
10:40 TOMORROW'S TELEVISION.

MONDAY, OCTOBER 24
5:00 RADIO CITY ORCHESTRA.
5:30 CARTOON FUN.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN AND OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 CHEVROLET TELE-MEDLEY, THEATRE, NBC.
7:30 VOICE OF FIRESTONE, NBC.
8:00 THIS IS SHOW BUSINESS.
8:30 GOLDEN AGE.
9:00 THE QUIZ-KIDS, NBC.
9:30 VENETIAN SHADOWS.
10:30 NEWS, AND TOMORROW'S TELEVISION.

TUESDAY, OCTOBER 25
5:00 RADIO CITY ORCHESTRA.
5:30 YOUR LIBRARY STORY.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN AND OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 TEXACO STAR THEATER, NBC.
8:00 PICTURE THEATER, NBC.
8:30 LIFE OF RILEY.
9:00 AMATEUR HOUR.
10:00 SQUARE DANCE JAMBOREE.
10:30 NEWS, AND TOMORROW'S TELEVISION.

WEDNESDAY, OCTOBER 26
5:00 RADIO CITY ORCHESTRA.
5:30 MUSEUM EXPLORERS' CLUB.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN AND OLLIE, NBC.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 SILVER THEATER, CBS.
7:30 GOLTZER.
8:00 KRAFT TELEVISION THEATER, NBC.
9:00 MAX THE Squirrel.
9:30 SALUTE TO WISCONSIN.
10:30 GUESSING GAME.
10:30 NEWS, AND TOMORROW'S TELEVISION.

THURSDAY, OCTOBER 27
5:00 RADIO CITY ORCHESTRA.
5:30 LUCKY PUP.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN & OLLIE.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 STOPI THE MUSIC.
8:00 OLSEN AND JOHNSON.
9:00 PRIVATE EYES.
9:30 WRESTLING.
10:00 NEWS.
10:47 TOMORROW'S TELEVISION.

FRIDAY, OCTOBER 28
5:00 RADIO CITY ORCHESTRA.
5:30 LITTLE AMATEURS.
5:45 VI AND JERRY WAGNER.
6:00 KUKLA, FRAN & OLLIE.
6:30 THE SPORTS PICTURE.
6:45 CAMEL NEWS CARAVAN, NBC.
7:00 "MAMA," CBS.
7:30 ED WYNN, SHOW.
8:00 VERSATILE VARIETIES, NBC.
8:30 BIG TEN FOOTBALL FILMS.
9:00 BOXING, NBC.
9:45 GREATEST FIGHTS, NBC.
10:00 THE GAY RAINBOW.
10:30 ROLLER DEBAY.
11:15 NEWS, AND TOMORROW'S TELEVISION.

"WRESTLING FROM HOLLYWOOD" with commentator RUSS DAVIS
Friday at 10:15 P.M. Over WBKB

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

Presented by CHICAGO'S LAST SPORTS SHOP
(Affiliated With Chicago's Last Liquor Store)
Your First Stop For Savings
10520 Indianapolis Avenue

16 TV Forecast
HOME EXPERT Barbara Barkley can be seen and heard this week on WGN-TV, channel 9, as she offers helpful tips and hints on how to keep the man of the house happy. Her apple pie recipe is out of this world.
TV IN FRANCE

Reporter Finds Swimming Pool
In Middle of Paris TV Studio

By BETTY JANE STEARNS

It may be true that when good Americans die they go to Paris, but when good American TV men die, I think they would be very unhappy at the prospect. Yes, Paris has television . . . but like everything else in that tantalizing city video is run in a way that may seem capricious to us, but is easily explained by saying simply "It's Parisian!"

The strange case of TV in Paris is that, during the summer, if you can find a Frenchman among the tourists to ask about video, he won't know what you're talking about.

A beehive of activity during the winter, the home of government-supported TV at 15 Rue Cognac-jay puts its "at work" sign away, stops the cameras and thinks about next year's schedule when summer rolls 'round.

It would not take much imagination to calculate the squawks from U.S. set owners and advertisers if our studios took the summer months off. But in Paris, nobody seems to mind. This is partly due to the exodus of the Parisian population, and partly to the fact that TV sets are still too expensive to be bought by a great number of people.

The average 16 inch receiver costs about $450; the lowest price set about $180. This compares favorably with low U.S. prices, but it is still a tremendous investment for the low-salaried Frenchman, who is unwilling to spend this sum for a receiver which gives him a definition of only 450 lines.

French TV seems to be moving up and down on a teeter-totter between the sublime and ridiculous. As far as technical advances are concerned, they teeter near the sublime. French engineers have developed a definition of 819 lines, which gives a picture practically as clear as that in our motion pictures. However, receivers for this picture are still costly, and rather rare, so the studios must continue transmission from the Eiffel Tower (pictured here) at both the medium and high definition.

Cognac-jay TV headquarters are housed in a vast, modern building originally planned as an apartment house, but given over to the television service soon after the end of the war. The size and design of the studios would probably have most British video men green with envy.

Cognac-jay’s no. 1 studio, reputed to be the biggest in the world, is at least 100 feet square, complete with noiseless cranes that run over the entire area. But what's a meal without its piece de resistance? As the French would have it, this studio contains a 30 foot swimming pool, right smack in the middle of the floor, and for convenience sake is hidden under removable floor boards.

What a treat for those advertising men who publicized the pen that writes under water!

But before the soap company rushes to Paris to photograph its own brand of foam, they really ought to be informed there is no advertising on French television.
CHICAGO

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

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

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

central
RADIOLECTRIC SALES AND SERVICE
3624 W. North DKcens 2-6728

northwest
PRECISION TELEVISION SERVICE CO.
3441 W. Montrose CORnellia 7-2225
TELEVISION SERVICE COMPANY
3124 W. Montrose INdependence 3-8000

north
CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. BUckingham 1-7373
BRUMLIK RADIO & TELEVISION
7004-6 N. Western Ave. HOLlycourt 5-2949, 5-2895

SUBURBS

wilmette and northshore
AIR VISION, INC.
1185 Wilmette Ave. Wilmette 6050

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

evanston, ill.
BECKERS
801 Dempster St. UNiversity 4-1640

oak park, ill.
TOM HARRIGAN, INC.
442 W. Madison St. AUstin 7-1220 EUclid 6-6300

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

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

near north
FRITZEL RADIO & TELEVISION LABORATORIES
454 West North Ave. MIchigan 2-7100
AMERICAL RADIO SERVICE
1362 N. Sedgwick MOhawk 4-2300
“Mama”
Friday, 7:00 p.m.
The escapades of the Hansens’ will charm you

“Man Against Crime”
Friday, 7:30 p.m.
Gang-busting stories featuring Ralph Bellamy

“Your Second Cup”
Mon. and Wed., 9:30 p.m.
Linn Burton breakfasts with the ladies, with laughs the main course

Cardinal Touchdown Club
Tues., 9:00 p.m.
Highlights of Cardinal games with Bob Elson and Marshall Goldberg

WBKB
BALABAN & KATZ TELEVISION THEATRE