TELEVISION

Forecast

NOVEMBER 22 TO NOVEMBER 28 INCLUSIVE

Channel 9 Mystery Show

WBKB  WENR-TV  WGN-TV
Ford Theater
6:30 to 7:30 P.M. Sunday, Nov. 28
Television's Finest Drama

Kukla, Fran and Ollie
7:00 to 7:30 Monday thru Friday
Greatest Show on Television

Tele-Charades
8:00 P.M. Wednesday, Nov. 24
Ed Roberts Charades For You

Kup's Showup
7:45 P.M.
Friday, Nov. 26
Intimate Glimpses of Celebrities

* Channel 4

WBKB
Balaban & Katz
Editor's Report:

WNBQ to Link East-West

Here is good news!
The eastern television network will be joined with Chicago on January 12, just four days after WNBQ, Chicago's newest video station begins full program operations.

WNBQ on channel 5 is an NBC station. Its video studios will not be completed until February, so field telecasts will make up the bulk of live programming the first few weeks.

Probably one of the most important events to be televised on the interconnected networks will be the presidential inauguration in Washington on January 20. Chicagoans will be able to see President Harry S. Truman installed for his first full term of office.

Here is how it will work, according to WNBQ officials with whom we have talked. Coaxial cable between New York and Chicago will be available in January from the American Telephone and Telegraph Company. The last link is between Philadelphia and Cleveland. With this union it will be possible for NBC to telecast simultaneously from Boston to St. Louis.

Chicagoans are now seeing Sunday evening shows on channel 5, and from all reports are pleased with the network show.

WENR-TV is planning a special Thanksgiving holiday show for channel 7 fans, a variety show featuring top stars of stage, screen and TV which will originate in New York. Kinescope recordings will be made by ABC flown to Chicago, then shown on Monday evening, Nov. 29 for stations in the midwest network.

This is one show you will not want to miss. It will be produced by Ward Byron, veteran of 22 years in radio, who recently joined WENR-TV network program department.

COLOR television is a subject many folks talk about, owners and non-owners of TV sets. It seems many prospective owners are skeptical about purchasing a set this year, certain that in a few months color television will be made available and current models will be out of date.

For months we have been investigating these possibilities and have this to report: Color TV will not be available for at least five years. If it comes sooner, current models can be utilized merely by removal of the black and white tube and installation of a color tube. Work on this color tube, still not perfected, is being conducted in research laboratories the country over, and when more information is made available details will be published in this column.

TV TOPICS: Here's a new twist in building. The Albert Building company of Detroit will install a TV receiver in each home it constructs in Oak Park. ... Canada may have video entertainment early next year. It is up to officials to grant licenses for operations. When it happens, Americans will be interested in displaying their current models in northern markets. ... Raymond Scott, orchestra fans will be pleased to know, is making special films for video programs. ... The first TV seminar for religious leaders sponsored by the Joint Religious Radio Committee, met this month in New York to explore the uses of video in the religious field.

TELEVISION
Forecast

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Editor, Robert A. Kubicek
Associate Editor, Patricia Cooper
Advertising Director, Roy V. Whiting
Sales Manager, Lester Vihon
Business Manager, Norbert F. Dompeke
Production Manager, John E. Groenings

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Television Forecast for

Monday

November 22, 1948

WBKB Channel 4

6:45—MAN ON THE STREET with Russ Davis. Things you didn’t know about ordinary folks.

7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree" with the rest of the Kuklapolitan troupe.

7:30—FILM.

7:50—NEWS with John Dunham.

8:00—AT OUR HOUSE with Jim and Eddie Dexter. Television’s answer to “Easy Aces.”

8:15—FILM.

8:30—WRESTLING from Midway Arena with Russ Davis announcing.

10:30—NEWS. "Today’s World Picture.”

WENR-TV Channel 7

6:00—Dinner Music.

6:30—FILM.

6:45—UNCLE MISTLETOE.

7:00—FILM.

7:30—DOLLARS AND SENSE. An audience participation show.

8:00—CANDID MICROPHONE. Your favorite radio show now on television.

8:30—SKIP FARRELL SHOW.

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.

7:00—COMING ATTRACTIONS.

7:30—LITTLE BORDY for the children.

8:00—CHICAGOLAND NEWSREEL. Local, national and international news.

8:15—SPORTSMEN’S CORNER. Jack Brickhouse with sports news and guests.

8:30—CHICAGO TELEVISION MYSTERY THEATER.

9:00—"MURDER IN DIAMOND ROW," an Alexander Korda feature film starring Edmond Loe and Ann Todd.

10:30—CHICAGOLAND NEWSREEL.

(Subject to Change)

CLIFF NORTON is the fellow you see on WENR-TV’s Dollars and Sense audience participation show each Monday night. Norton, who has as much fun as those watching, is one of Chicago’s younger video stars.

James Offers New Approach To Reporting

Meet Dennis James, sports announcer now seen on WGN-TV through the Du Mont network facilities. Although new to Chicago viewers, James is already enlarging the audience of women partly because of his interest in “Mother” and his desire that she understand just what is going on.

When an announcer is describing wrestling, which is what James does for channel 9, it’s sometimes hard to know just what is going on.

During most of his Jersey City boyhood, James was interested in medicine, but in 1938 he headed for radio instead of a hospital. Sports come easy to James, as he starred in basketball, baseball and boxing during his school days.

It isn’t unusual to suddenly find him admonishing your neighbors for not bringing along their own cokes and potato chips when they come to look in on your set. In fact, you’ll want to see him even if you’re not a wrestling or boxing fan. And that’s saying a lot about a grunt and groan announcer.
Stars Shine on WBKB

Did someone say that film and stage stars cannot appear on television? That hardly holds true at WBKB.

Television fans in Chicago are learning that it pays to keep tuned to a station that is owned and operated by a large theater company. Film and stage celebrities are apt to pop up whenever least expected. Last week Peter Lorre walked in, unannounced, on “Telecharades.” Lorre frightened the U. of Chicago girls so badly they lost their contest to the alert boys from Loyola.

The night before, Lorre guested with Irv Kupcinet along with Bobby Breen and Constance Moore. A few days previous to this, Sid Luckman appeared on “Kup’s Showup.” And a few days earlier, Lou Boudreau, fresh from his World Series triumph, appeared on his favorite television program, Kukla, Fran and Ollie.

The total list of Stars who have appeared on WBKB recently reads like a (Continued on page 14)

Television Forecast for

Tuesday

November 23, 1948

WENR-TV Channel 7

6:00—Dinner Music.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—FEATURE FILM.
8:00—CARTOON CONTRASTS.
8:15—FILM SHORT.
8:30—CHICAGO BEARS QUARTERBACK SHOW. Highlights of Sunday’s game.
9:00—MIDWEST AMATEUR BOXING TOURNAMENT from Rainbow Arena with Bob Elson announcing.

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
7:00—COMING ATTRACTIONS.
7:30—LITTLE BORDY.
8:00—CHICAGOLAND NEWSREEL.
8:15—PERSONALITY PROFILES with Dorsey Connors, and guests.
8:30—FILM.
9:00—WRESTLING with Dennis James as commentator from New York by way of the DuMont Network.
10:30—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:00—Test Pattern and Music.
6:45—MAN ON THE STREET with Russ Davis. Things you didn’t know about ordinary folks.
7:00—KUKLA, FRAN AND OLLIE in “Junior Jamboree” Television’s greatest show for all ages.
7:30—LITTLE OTTO with Dick Synder.
7:40—FILM.
7:50—NEWS with John Dunham.
8:00—FILM.
8:15—MIDGET BOXING with Jim Amiche announcing as tiny mites rock and sock for paloopa.
8:30—MEET THE ROCKETS with Joe Wilson.
8:44—FILM “I Cover Chinatown.”
9:00—FEATURE FILM.
10:00—NEWS “Today’s World Picture.”

(Subject to Change)
Television Forecast for

Wednesday

November 24, 1948

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.
7:00—COMING ATTRACTIONS.
7:30—LITTLE BORDY.
8:00—CHICAGOLAND NEWSREEL.
8:15—SPORTSMEN’S CORNER.
8:30—SPARKLING TIME. Popular comic pantomime starring Chuck Dabney.
9:00—CLUB TELEVISION. Chicago’s original video night club with stars of the entertainment world accompanied by Bob Trendler’s orchestra.
9:45—FILM.
10:00—SPELL WITH ISBELL. Harold Isbell conducts a televised spelling bee with prizes for studio contestants and a jackpot telephone call for televiewers.
10:30—CHICAGOLAND NEWSREEL. Local, national and international news.

WBKB Channel 4

6:00—Test Pattern and Music.
6:45—MAN ON THE STREET with Russ Davis. Things you didn’t know about ordinary folks.
7:00—KUKLA, FRAN AND OLLIE in “Junior Jamboree.” The show that will make your day a success.
7:30—DAFFY DERBY with Ernie Simon. Old songs, old gags done in a brand new way.
7:45—FILM.
7:50—NEWS with John Dunham.
8:00—TELE-CHARADES with Ed Roberts. Test your skill against the college groups.
8:30—FEATURE FILM.
9:30—NEWS. “Today’s World Picture.”

WENR-TV Channel 7

6:00—Test Pattern and Music.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—SET ‘EM UP. Bowling show from the Rainbow alleys.
7:30—FEATURE FILM.
8:30—WRESTLING from the Rainbow Arena with Wayne Griffin announcing.

(Subject to Change)

OSCAR KATOV, columnist who writes “Under 21” for the Sun-Times and conducts the TV show of the same name, can be seen each Friday at 8:30 p.m. on WBKB, channel 4. Teen-agers selected as stars of tomorrow share the spotlight with Katov.

Cholly Dabney and Props Spark "Sparkling Time"

A new weekly musical show titled, “Sparkling Time,” with Charles Dabney recently made its bow on WGN-TV, on Channel Nine. Featuring the hilarious pantomime antics of Charles Dabney, well-known Chicago radio personality, “Sparkling Time” couples the recorded voices of many famous stars such as Jimmy Durante, Beatrice Kay, Phil Harris and Gary Moore, with the pantomime interpretations of Dabney. Televiewers see Dabney, complete with costumes and props, in a variety of roles ranging from his version of Joe Stafford singing “Temptation” to that of Jerry Colona and “Calling Caroline.” “Sparkling Stars” is directed by Jay Faraghan.

ON THE COVER

WHODUNIT? Detective Gordon Urquhart and Robert Smith ask each other in a scene typical of the Monday evening mystery shows telecast on WGN-TV, channel 9.
Notes from Readers . . .

Letters to the Editor should be addressed to Television Forecast, 185 North Wabash, Chicago 1, Illinois.

Sirs:

I think I set some sort of a record yesterday. I had channel 2, Detroit, Mich.; channel 3, Milwaukee, Wis.; channel 4, 7 and 9 Chicago; channel 5 (WNQB's experimental pattern in Chicago). All of the pictures and patterns were as clear as Milwaukee which always comes in as strong as local stations.

I did not rotate the antenna, which is folded dipole stacked array; and I'm using no telebooster on the set.

I have the antenna pointed southwest. My location is about 700 feet above sea level, and the antenna is 50 feet high from the ground.

We enjoy Television Forecast and read it from cover to cover.

GRAND RAPIDS, MICH. LEON BECKER

Sirs:

As a television set owner, I wish to state that the programs, outside of baseball and wrestling, have a long way to go in entertaining the public. The stations show old time movies that have whiskers, and the cowboy pictures are silly.

CHICAGO, ILL. H. STERLING

Sirs:

We will be very happy when some Christian programs are televised, such as the programs of the Moody Bible Institute and the Midwest Church of the Air . . . At the present time it is very repulsive to have a large percent of the programs sponsored by the beer and liquor industry and to see before us many things that we have kept our children from seeing before television came.

You have asked that we tell you what we would like on TV, and I speak for thousands of Christians in the Chicago area.

CHICAGO, ILL. MRS. R. F. GROMKE

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Television Forecast
The Wards Score
TV First on WBKB

The Mr. and Mrs. team, radio's latest hooper-proof specialty, has begun to
invade television. And in Chicago,
WBKB, with its husband and wife team
of Don and Vera Ward has been the
first to try the idea out.

The Wards have taken over the Sun-
times Comic Capers and since their
debut as a team the show has increased
in popularity, although there has been
one slight difficulty. Children refuse to
believe that only two people are doing
the many voices heard on the show.

VERA WARD

other Chicago television personality
having first flashed his famous smile
back in 1940. Prior to that Don toured
the country as emcee of the Spotlight
Band show which emanated throughout
the war years from military camps.

Don is currently seen on one other
WBKB show: the Wrestling matches on
Monday nights. He also earns a living
as a radio announcer but says little
about it because he hates to be consid-
ered old-fashioned. His greatest produc-
tion happens to be the same one that
starred his lovely, delicate-featured
wife: their two-year old moppet, Vera
Margaret.

Kup to Emcee New
Variety Show on "7"

Irv Kupcinet, one of Chicago's lead-
ing columnists who writes the syndi-
cated "Kup's Column" for the Chicago
Sun Times, will headline and emcee a
new variety program to be seen Mon-
days at 9 to 9:30 p.m. on WENR-TV,
beginsing Nov. 29.

The program, which will originate
from the Casino Ballroom, will fea-
ture the regular ballroom orchestra as
well as talented amateurs of the en-
tertainment field from Windy City
high schools.

DON WARD

It was at Northwestern university
that the couple first practiced romantic
lines. Don was then a producer and an-
nouncer for the NU Radio Playshop. He
recognized in Vera the material for an
outstanding character actress. He
swears till this day that his original
interest was only professional, but after
watching her notable performances in
"Candida," "Pygmalion" and others he
became less of a producer and more of
a swain.

They married while still in school and
they still find time for separate careers
in show business. Vera does dramatic
monologues and book reviews for drama
and women's clubs and theater groups.

Don, of course, is an old friend of
WBKB viewers. He has probably logged
more hours before the cameras than any

Television Forecast
Kuklapolitan Troupe Rehearses Pageant

Thanksgiving will be celebrated at WBKB by the only program that could do proper justice to such a great American feast day. That program, of course, is Kukla, Fran and Ollie.

Kukla, it is reported, has been hard at work for weeks on his Thanksgiving Pageant. Jack Fascinato has been busy for days on a special musical score; Fran Allison will have her own surprise, and the entire Kuklapolitan cast from Colonel Cracky down to the last noble genius, Cecil Bill Ryan, will be at their best.

When it was suggested by a TF reporter that other anniversary programs on Kukla, Fran and Ollie were something less than memorable, Kukla let out a scream and Ollie breathed a little fire.

"It was his fault!" they both cried, each pointing to the other.

"This time it is going to be different!" declared Kukla. "We have rehearsed our Thanksgiving Pageant 24 times and we know it so well we can do it in our sleep."

"That's true," added Ollie. "As a matter of fact we fell asleep doing it last night."

"Ollie!"

"Don't shout at me..."

One word led to another until a king-sized argument was under way. Your TF reporter tiptoed out to the painful farewell of a sneer, a leer and bronx cheer from (who else?)—Mercedes!

Name Red Feather Winner Wednesday

Winner of the “Red Feather” Tele-Charade contest and of the grand prize of a TV receiver will be announced over WBKB, Wednesday, Nov. 24, at 8 p.m.

Response of the public to the contest was far beyond the expectations of WBKB and the Community Fund. Judges were forced to work overtime in order to announce the winner on Wednesday. As yet the total amount raised for the Fund through the efforts of Ed Roberts, WBKB, and Tele-Charades has not been announced.

Use Imagination To Promote TV

Imagination and television go hand in hand in Chicago. A visit at C.E.T., Chicago Engineers for Television at 2638 W. Devon, revealed the original ideas of manager Howard Shapiro who helped form this organization 13 months ago.

C.E.T. is composed of former TV school instructors, top men in electronics, who are dedicated to high-grade installations. Neighborhood residents are frequently treated to outdoor-theater events, with as many as 1900 attending, the most recent being election night.

Promotion of television, Mr. Shapiro and associates feel, is one of the prime duties of installation men so that proper information on video is disseminated.

One of the latest stunts at C.E.T. is a huge pumpkin (pictured above) which has been placed in the window of the firm. Cathode tubes have been placed in each eye so that passing pedestrians are startled by moving pictures. The display will be featured during the Thanksgiving holiday.

Installs Antenna Below Home

Most folks wonder if their TV antenna is up high enough. Not so with Fred Claire, manager of the Sheraton hotel in Chicago who lives in an apartment suite on the 31st floor. Claire's antenna is on the 23rd floor, with excellent results!
Television Forecast for

Thursday

November 25, 1948

WBKB Channel 4

10:45—NOW I’LL TELL ONE. A novel sports cartoon show.


6:45—MAN ON THE STREET with Russ Davis. Things you didn’t know about ordinary folks.

7:00—KUKLA, FRAN AND OLLIE in “Junior Jamboree.” Lovely Fran Allison will sing her way into your heart.

7:30—TOM MIX in “Miracle Riders.” Riding and roping in the grand manner.

7:50—NEWS with John Dunham.

8:00—FILM.


WENR-TV Channel 7

Note: WENR-TV will not televise this date, but will return to the air on Friday, November 26, 1948.

WGN-TV Channel 9

6:00—Test Pattern and Dinner Music.

7:00—COMING ATTRACTIONS.

7:30—LITTLE BORDY.

8:00—CHICAGOLAND NEWSREEL. Local, national and international news.

8:15—INDIVIDUALLY YOURS with Celeste Carlyle and beauty tips.

8:30—WRESTLING from the Madison AC with Jack Brickhouse announcing.

10:45—CHICAGOLAND NEWSREEL. News of the world.

(Subject to Change)

Marge Mellon Has Varied Career

Margaret Frances Mellon had no idea that she was telegenic. Neither did Messrs. Al Swedo and Mel Barken. But when these worthy gentlemen had to find a good looking girl to do commercials on a television show something clicked in their minds and they remembered the girl they had interviewed on a modeling job the previous year.

That is how television careers are born.

MARGARET MELLON

And while Margaret Frances (now just plain “Marge”) is no great dramatic actress, she does have that rare combination of pleasant naturalness that television directors seldom find. For tired male eyes she is a welcome relief after an hour of grunt and groan. Along with Don Ward, Marge makes the commercial segments of the wrestling show seem downright enjoyable.

Because they have acted the part of man and wife on so many of their WBKB commercial bits, many viewers think Marge and Don are married. The truth is, they are—but to different spouses.

Marge in real life is Mrs. William

(Continued on page 12)
Television Forecast for

*Friday*

November 26, 1948

**WENR-TV Channel 7**

6:00—Test Pattern and Music.
6:30—FILM.
6:45—UNCLE MISTLETOE.
7:00—FEATURE FILM.
8:00—VAUDEVILLE VARIETIES. A series of vaudeville acts.

**WGN-TV Channel 9**

6:00—Test Pattern and Dinner Music.
7:00—COMING ATTRACTIONS.
7:30—LITTLE BORDY.
8:00—CHICAGOLAND NEWSREEL. Local, national and international news.
8:15—SPORTSMEN’S CORNER with Paul Fogarty.
8:30—MAN ABOUT TOWN. Hal Stark introduces interesting people and events around town.
9:00—BOXING. Jack Brickhouse describes bouts from the Madison AC.
10:45—CHICAGOLAND NEWSREEL. News of the world.

**WBKB Channel 4**

6:00—Test Pattern.
6:45—MAN ON THE STREET with Russ Davis. Things you didn’t know about ordinary folks.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree." Something new every minute with Burr Tillstrom’s loveable troupe.
7:30—SUN-TIMES COMIC CAPERS. Latest comics read by Don & Vera Ward.
7:45—KUP’S SHOW-UP. The writer of "Kup’s Column" gets into the personal lives of people you would like to meet.
8:00—TOUCHDOWN. The week’s grid-iron highlights on film.
8:20—FILM.
8:30—UNDER 21. Television’s Official teen age show.
9:00—FEATURE FILM.
10:00—NEWS. "Today’s World Picture.”

*(Subject to Change)*
Marge Mellon

(Continued from page 10)

Felvey while Don has a lovely wife of his own.

Before her television career, and while still single, Marge had another exciting career, that of an airline stewardess for Chicago and Southern Airlines. The airlines proved they had sense, too, for they elected Marge “Miss American Aviation of 40-41.”

LaBelle Mellon has still another career—two children, Patricia Lee, 7, and Billy, 5½. Add to this a busy program of slide films, commercial movies and modeling, and anyone can see that she has a full, varied life.

TV in Europe

The increase of television receivers in Paris, France, has jumped from 2,550 to more than 5,000 according to a report from the French Broadcasting system.
Report Nebraska Station

Omaha, Nebraska’s video station WOW-TV is scheduled to make its debut sometime in January, according to word received from one of our readers. Warren R. Davee, resident of West Point, and TV installation engineer of that state, is looking forward to network facilities which will enable him to receive Chicago programs. Although Davee cannot receive Chicago shows now, he follows the growth of the electronic industry through our magazine.

TV Takes to Airlanes

Passengers of the Capital Airlines commercial flight from Washington to Chicago now watch television programs in the air. Installed in the front right of the cabin of the DC-6’s used by Capital, the receivers switch from Washington to Cleveland to Chicago TV stations before the flight ends. And another duty, thus, is added to the routine of the airline hostess.

Oh Oh . . . Mr. Simon Is on the Screen

Don’t look now . . . but Ernie Simon in on TV.

It won’t do any good to switch your dial, he’ll haunt you. Simon made his debut on Daffy Derby, appropriately named, now seen Wednesdays on WBKB. The Derby is a weekly satire on current events which Simon emcees. Telefans who watch Kukla, Fran and Ollie will see Simon immediately after the puppet show, so it is with a warning to those with weak hearts that we announce this show.

Did You See Bridge Lowered

Did you see the initial lowering of the south span of the State Street bridge on Friday, October 29, at 2:00 p.m.? WBKB turned one of its cameras with the Zoomar lens out a studio window during the experiment. John Dunham narrated the event, giving the facts and figures about the bridge. If you saw the show, write WBKB.
WGN-TV Introduces Film Competition

Many readers of Television Forecast, in letters directed to the editor, have suggested amateur motion picture films be made available for public view through television.

WGN-TV, channel 9 station, is one of the first in the country to adopt a program utilizing such films. On Sunday nights, “Reel Adventures” will feature cinematic work of amateurs competing in a city-wide contest. The film series is being emceed by David Taylor with a guest photographer each week.

Stars Shine

(Continued from page 5)


Official “star-getter” of WBKB is “Warnie” Jones, one of the veteran theatrical bookers in the middle west. “Warnie” gets little or no chance to spread the news around that a star will appear. Quick guest shots are usually made between stars’ theatre or night club engagements. But few theatrical personalities can get through the Windy City without at least a phone call from “Warnie” asking: “Can you drop over to say hello on WBKB?”

Jones’s advice to those who don’t want to miss these extra viewing attractions is: “Keep tuned to Channel four. You never know when you’ll see some big star.”

“Warnie” has another bit of good news. More stars are becoming available to television. They are refusing to sign film contracts with those “no television” clauses.

The next time he appears on a Chicago stage even Mickey Rooney will probably be able to duck over to WBKB and do a bit before the cameras—or so thinks talent tout Jones who ought to know.
"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

Tuesday, November 23, 8:15-8:30 P.M.
Personality Profiles
with Dorsey Connors and guests.

Wednesday, November 24, 8:30-9:00 P.M.
Sparkling Time
starring mimic Chuck Dabney.

Sunday, November 28, 6:00-6:30 P.M.
Reel Adventures
Outstanding amateur films.

WGN・TV CHANNEL 9
PROGRAM BROADCAST—Nov. 22 to Nov. 28. Return Postage Guaranteed

IF YOU ARE . . .

A New TV Set Owner:
You'll want to have the TV programs complete for the week in a magazine that will compliment you and your home.

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