NEXT WEEK  •  "Special Wrestling Issue"

Ask your newsstand dealer to reserve you a copy of the April 15 TV Forecast Magazine. The issue will be dedicated to Chicago's favorite TV spectacle, wrestling. Watch for it! Above: Don Eagle accepts TV Forecast trophy from Promoter Fred Kohler.
BETTY Brewer, chanteuse seen Thursdays on WENR-TV's Holiday Hotel, wins our Nomination of the Month as the gal most likely to succeed on television. She is one of the reasons pop stays up to watch the show. Joe Ros- siter tells us New York isn't the only city that has TV sets in the lobbies of theaters, pointing out that video lounges exist in the nearby Carnegie and Telenews, smack in Chicago. Our visit to Hollywood last week paid off: we learned there is a strong chance the Great Gilder-sleeve (Harold Peary) may dive into TVentures. If so, count on some long, hearty chuckles. If Ted Lewis isn't on your screen by this time, we lose a $10 bet. We saw the Great Ted in New York a day ago, scouting for acts for his show. Ed Sullivan is married. The full story will be told in TV Forecast in a special story. Will Baby Snooks ever hit television? Probably not. Fanny Brice, however, is one of the top woman comics of the country. Look for the decline of Hollywood's "Oscar" with television growing, and movie attendance going downhill, the stars of video shows will be tomorrow’s idols. That's where our "Gooks," annual TV awards, will take over the coveted role "Oscar" now occupies. Three more years and movie houses will have to shut down 3 out of 10.

Lorry Raine, watch our prediction, will win your heart when you see her again on TV ... on the west coast she was bowling them over. A Decca and Universal recording star, Lorry appears in Rudy Vallee’s first video film, “College Days.” Check the tears, boys, Tim Gayle is her mgr-husband.

After you watch Bob Hope Sunday, drop us a line ... we're taking our own Hogan Survey to discover if old Ski Nose is liked as well on the screen as in radio. Do you read Cholly Knickerbocker's stuff? If so, you'll see what the author looks like if Maggi McNellis is able to sell the show to a sponsor. Don't blame TV for low grades brought home by your children. Look in the mirror. If anything, video is giving the young people a pictorial, historical picture of things happening ... supplementing their current events courses. Welcome, Jack Mabley. Understand you'll share space with us in TV Forecast.

As a prize-winning newspaper columnist, your views on 1950 television will be watched by our thousands of readers. "One Man's Family," the video version, will be sent to London at the request of BBC. It will be shown to portray the typical American family. Do you agree? If you're getting television over 50 miles from Chicago, drop us a line and ten cents. You'll get an "Over 50 Club" certificate.

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TV Forecast

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186 N. Wabash, Chicago 1, F.Ranklin 2-6931.

Board of Directors: Norbert F. Dompeke, John E. Groenings,
Lester Vilhon, Roy V. Whiting, Robert A. Kubleck.

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cago, III. Additional entry at Boston, Mass.
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Inc. All rights reserved.
Sir:

We are legion and we are not prissy-prims. We want to be boosters, not knockers of this great new medium for fun, entertainment, laughter, and knowledge. But how can we be, when so many programs make light of God's highest recreation—the human body? They glamorize its frailties and weaknesses through the drunk, the cheap, the sordid, and the ignorant. Wake up, you program directors and script writers! Make these pioneer years something fine and clean to look back upon by our children's children in years to come. You have such a great opportunity and "You're fiddlin' while Rome burns." I dare you to print this verbatim in your fine little magazine. I'm sure it will bring others to write you their opinion and I'll abide by the results.

Aurora, Ill.

LYDIA E. ABELL

Sir:

I think it outrageous for a girl to expose herself as Syra, Miss Switzerland, does . . . It is too suggestive . . . Please see if you can't improve your pictures.

Chicago, Ill.

MISS MARY BUNGE

Sir:

I know you will get many more letters about this hussy (Syra). She is a disgrace to television.

Chicago, Ill.

MRS. M. O. BOYLE

Sir:

Where, oh where is your picture censor? I've thought of TV Forecast as a "family" magazine . . . Please keep it as it has always been, a grand little magazine everyone will welcome into their home.

Aurora, Ill.

MRS. WM. F. CORRIGAN

Sir:

We would like to nominate Syra, Miss Switzerland, our "Miss 75 Recoils Rifle" by the men of the 75th Platoon of the Aurora Division, Illinois National Guard. Please enclose full pinup of Syra for our locker room.

Aurora, Ill.

SGT. DICK GAUL
and 10 others

TV Forecast
GUEST COLUMN

My Favorite Amateur? Joey Scotti

By BOB MURPHY

The man who had my job before I came along met a lot of talent young. Among others, he saw Mel Torme and June Haver before their first big audiences. And since I went to work for Morris B. Sachs, the Amateur Hour (WENR-TV, Sundays, 12:30-1:30 p.m.) has turned up some potentially big stars. Probably the best known winner so far is Bernie Christianson. When Bernie came for an audition, he didn’t impress anyone very much, until they realized the versatility of that wonderful voice. Since he was a Morris B. Sachs champion, Bernie has gone on to a permanent spot on the ABC Breakfast Club, and is one of the Midwest’s favorite young tenors.

It’s a strangely satisfying thing, being part of this program. Program, I mean institution. And it’s become that because the Amateur Hour is a sharing thing. We give the kids a break... the kids give the audience real entertainment... and the audience gives the kids the confidence they need to go on and realize their talent potential.

People are always asking me who are my favorites?... who was the best amateur I ever worked with. Well, that’s a relative thing. A matter of taste... but some of the kids have made more lasting impressions.

I guess my favorite winner is Joey Scotti. You may remember Joey. He was the youngster who won the Grand Prize last year... new automobile. Joe got a lot of publicity when that car was stolen... it was quickly recovered after Mr. Sachs offered a reward for it... but that’s not why I remember him.

Joey Scotti was born a spastic cripple. For years doctors told his parents that he would never have any coordination... that he would never learn to talk. But Joey did... and he won that automobile... for playing the organ. That was how wrong he proved the doctors.

The Sunday Joey won the grand prize was a good afternoon to be with the Amateur Hour.

One of the finest artists ever appearing with us was the Polish pianist... a woman 34 years old... who had spent seven years in a German concentration camp. They made her chop wood, and she was never near a piano for all that time. After the war ended, she came to Chicago. I guess her appearance on the Amateur Hour was the only public one she’s ever had. But she played beautifully, professionally.

We have more fun with the special shows... the program we do in the Civic Opera House... than any others. There are the Christmas Show, the Easter Program, V.F.W. Cigarette Drive and the Polio Show. The theater can seat 4000, and they turn away people every time.

To those people, the Morris B. Sachs Amateur is an old friend. On the radio for 19 years before it was televised, the program has become a part of Chicago.

I have an idea the show will go on for another score of years... giving youngsters an opportunity... a showcase for their talents.

Community Theater

“Community Theater,” feature film series will again be seen Friday, April 14 on WGN-TV, channel 9. The show recently replaced the Madison Arena boxing show, which will continue to be telecast via the Du Mont network out of Chicago. Movies will be sponsored by the Community Home Builders.

TV Forecast Now on Sale
at Leading Newsstands
Saturday Night Revue, Your Show Of Shows featuring in this portion Sid Caesar, Imogene Coca, Marguerite Piazza, Robert Merrill, and Clifford Guest regularly with Basil Rathbone guest moon and The Zonays ballroom dancers

Square Dance Time The Rail-Splitters group is guest square. Wayne Griffin is m.c., Bud Bol calls the steps

Cavalcade Of Stars Variety with Jerry Lester me and his guests Jerry Wayne Singer, Kyle MacDonnell, vocalist, toy and wing dancers, a Virginia Lee contortionist

Telemovie Time Feature film "Hats Off" John Payne and Mae Clark

Film Shorts

Insurance Speech Carl Schroeder for Sheriff

Roller Derby combines the speed of racing with the bruising body-checking of ice hockey, includes blocking "borrowed" from football, and jamming "snatched" from the six-day bike race

Wrestling From Marigold Jack Brickhouse announces the Chief Don Eagle-Rudy Kay main event match

Grand Marquee Feature film "Master of Bankdad" with Tom Walls and Ann Crawford. How three generations kept the woolen mills going in England

Saturday Movie Date "Goodbye Love" Charles Ruggles and Vera Teasdale

Flana-Grams Latest news in the world of sports with Pat Flanagan

TV Forecast

Murder Before Midnight Watch tonight's conclusion for the answers to your questions

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

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

8:00  4 All Nations Easter Morning Worship
9:00  4 Pontifical High Mass from Cathedral of Assumption in Baltimore, Md.
9:45  9 Solemn High Mass from Holy Name Cathedral with Samuel Cardinal Stritch
10:00  5 Easter Service from Lutheran Tabernacle in Philadelphia, Pa.
11:00  5 Easter Parade from N.Y.'s Rockefeller Center on 5th Ave. with Ben Grauer and Maggi McNellis describing the latest fashions and interviewing the celebrities
12:00  7 Bible Stories

12:30  7
Morris B. Sachs Amateur Hour
Presents a special Easter show for children

1:00  9 Hudson Family Theater Feature film “West of Nevada” Rex Bell
      5 The Triumphant Hour Film starring many Hollywood celebrities
1:30  7 Lone Ranger Repeat of Sat. show
2:00  7 Hopalong Cassidy
      9 Family Theater 2nd feature “Great Mike” with Stuart Erwin
      5 Tour Of The Holy Land Film narrated by Richard Joseph
2:30  5 To be announced
3:00  5 Today With Mrs. Roosevelt National figures discuss current news topics
4  Easter Film
3:10  7 Hollywood Reel Film
3:25  7 Kiddie Cartoon Film
3:30  5 Meet The Press Round-table discussion, Martha Rountree moderates
3:35  7 Crusade In Europe Film based on Gen. Dwight Eisenhower’s book, Ch. 10 “Rise and Fall of a Dictator”
3:45  9 A Job Looking For You Commercial
4:00  5 Armed Forces Hour “Right Dress.” Outfitting the serviceman
7  Super Circus presents a Shetland pony, Jugglers, and “The Easter Egg Truth Tree” clown skit
4:05  4 Multiscope News
4:30  5 Star Spangled Revue Gala Easter variety entertainment with your host Bob Hope. Beatrice Lillie, Dinah Shore, Douglas Fairbanks Jr. and many other star attractions
4:35  4 TV Billboard
5:00  7 Singing Lady Fairy tale time
      9 Public Service How to vote
5:15  4 Travel Time Film
5:30  4 Mr. I. Magination Paul Tripp
      7 Golden Game Bible charades
      9 Spell With Isbell Informal spell down
6:00  4 Starlight Theater Drama
5  Zoo Parade with Marlin Perkins telling you about eggs of all shapes and sizes
7  Paul Whiteman Revue Musical
      (Continued on page 8)
You Can See

EASTER
HIGH MASS
on
Channel 9
SUNDAY MORNING
at 9:45 A.M.

Make it a point to have your set tuned to Channel 9 at 9:45 Sunday morning for this inspirational Easter service.
You'll see a beautiful religious spectacle telecast direct from Holy Name Cathedral with Cardinal Stritch officiating.

TV Forecast for April 9, 1950

<table>
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<th>WBKB</th>
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<td>9</td>
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9 Request Performance Chicago's favorite columnist Irv Kupcinet introduces an all-star revue
6:30 4 This Is Show Business Discussion-variety with Clifton Fadiman and guests Gypsy Rose Lee, Janet Blair, Ida Alvaraz, Phil Silvers
5 Aldrich Family Henry and Homer have some problems in making a kite
7 Carolyn Gilbert Show musical

9 Telenews The latest happenings from all over the world brought to you on film (see pg. 25)

6:45 7 Dr. Fixum's Household Hospital
9 Baseball Preview 1950 Harry Wisner

7:00 4 Toast Of the Town Ed Sullivan presents the Notre Dame Glee Club, a film titled "The Story of Notre Dame" narrated by Rev. J. J. Cavanaugh, and Vic Damone vocalist
5 Supper Club with Perry Como me with special guest Sigmund Romberg and Easter dancers
7 Think Fast Dr. Mason Gross me of this panel quiz
9 Chicagoland Players Drama

7:30 5 Colgate Theater Drama "Motive For Murder" suspense story
7 Majority Rules Quiz with Myron Wallace asking the questions
9 They Stand Accused Chicago's top-lawyers take leading roles in case

8:00 4 Fred Waring and the Pennsylvanians present "First Communion" small boy's first reaction to communion ceremony and minor miracle which occurs to him on Easter
5 Philco Playhouse Drama. "Dirty Eddie" by Ludwig Bemelman
7 Your Witness Mystery drama
9 Windy City Jamboree Square dancing with John Dolce caller (see pg. 14)

8:30 7 Mysteries Of Chinatown Drama
9:00 4 Celebrity Time Panel quiz with Conrad Nagel, Ilka Chase, John Daly, and guests Nancy Andrews and Jack Pearl
5 Garroway At Large Musical variety in a peaceful mood (see pg. 14)
7 In The Morgan Manor Musical
9 Stars Of Tomorrow Lee Bennett me

9:30 4 Hollywood Playhouse Feature film
7 Youth On The March Religious
5 Tele-Movie Time Feature film "Dixie Jamboree" with Frances Langford
9 Courtesy Theater Feature Film presents "One Romantic Night" with Alan Curtis & Illona Massey

10:00 7 Comedy Carnival Old time movies
11:00 9 Chicagoland Newsreel Review
11:30 9 TV Forecast
(Stations reserve the right to change above listings without notice)
GALA
EASTER
SHOW!

Bob Hope

headlines
"STAR-SPANGLED
REVUE"

with

BEATRICE LILLIE
DOUGLAS FAIRBANKS, JR.
DINAH SHORE

and a host of others

EASTER SUNDAY
from 4:30 to 6:00 P.M.

★

OTHER EASTER DAY
SPECIALS

Church Services .......... 10:00 A.M.
N.Y. Easter Parade .......... 11:00 A.M.
"The Triumphant Hour" ...... 1:00 P.M.
"Tour of the Holy Land" ...... 2:30 P.M.

Coming: Jack Mabley's
New Weekly Column!

Jack Mabley, a household word for
thousands of TV set owners, joins the
staff of TV Forecast with the April 15
issue when he becomes author of a new
weekly video column.

Mabley, a veteran of 12 years at the
Chicago Daily News, won both the 1949
and 1950 Front Page Awards of the
Chicago Newspaper Guild for his
reporting. He was one of the first newspapemen to own a TV set.

Graduate of the University of Illi-
nois where he was Editor of the Daily
Illini, Mabley is currently teaching
fledglings in Northwestern University's
school of journalism, in addition to writ-
ing for the News.

A native of Binghamton, N.Y., 34
year old Mabley spent most of his early
childhood in Detroit, Mich. In 1940 he
married the former Frances Habeck of
Wilmette. The couple now reside with
their two children, Jill (3) and Ann (1)
in Glenview.

A veteran of World War II, Mabley
spent three and one-half years with the
U.S. Navy in the Pacific theater. At
present he's in the naval reserve.

You'll find Mabley's new column in
TV Forecast one of the most sparkling
bits of prose. It's another reason why
you'll want to buy TV Forecast regu-
larly for the best coverage of television
news in Chicagoland.

"I probably never would have bought
this set, but Alcoholics Anonymous sug-
gested I get one of my own."

—Inerta Smith
Enjoy Your TV Set—the Modern Beldare Way!
Interference Filter

Don't let interference spoil your TV pleasure. Get a Beldare Interference Filter today. The Beldare way is to filter the signal. And only before it reaches the TV set. Small, very compact. Installation is outside the set. Installed in a matter of minutes. Complete $2.95

Vision Filter

Eliminates eye-strain caused by "picture-glare." This anti-glare filter is a must for the protection of your eyes and the sensitive eyes of children. Fits snugly on screen. 10"...$1.95 12½"...$2.95, 16"...$3.95, 19"...$4.95 50c extra for round screen.

Your Satisfaction Guaranteed
MAIL THIS COUPON TODAY!

BELDARE PRODUCTS,
P.O. Box 5125, Chicago 7, Ill.
Enclosed find $................., or send C.O.D. □

for the following:

Interference filter □
Vision Filter: 10" □ 12½" □ 16" □ 19" □
Regular Screen □ Round Screen □

Make of TV Set.........................., Model..........................

Name...........................................

Address...........................................

City........................................... Zone  State

All prepaid orders shipped postpaid. Add 2% Illinois Sales Tax
Phone Orders MJulberry 5-0024

TV Forecast for April 10, 1950

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

10:00  9 Tom Wallace Show
10:30  9 Adventures In Sewing Louise Windlow with the fundamentals of home dressmaking
10:45  9 Tom Wallace Show
11:00  9 Chicago Cooks Hostess Barbara Barkley shows you the newest in recipes
12:00  9 Tom Wallace Show
1:00  4 Multiscopes News on the ticker tape
      9 Stop The Record Frann Weigel
2:00  4 Bill Evans Show Fun-filled hour of music, chatter, philosophy
2:30  5 Races From Jamaica
3:00  4 Homemakers' Exchange Margi Young, brings you taste thrills
3:30  4 TV Album Ticker tape news
4:00  4 Multiscopes News on the ticker tape
      5 Norman Ross At Work
      9 To be announced
4:15  5 Judy Splinters takes you on an exciting visit into lives of boys and girls in other lands
4:30  4 TV Billboard Ticker tape news
      5 Howdy Doody Show brings you fun and fantasy
      9 Telephone Game Jim Ameche and Jane Quinn give prizes to lucky winners
5:00  5 Cactus Jim Western feature film "Three in the Saddle" I
      9 Small Fry Club "Big Brother" Bob Evans has some good advice and several new ideas for all the youngsters
5:15  4 Comic Capers Each day Don and Vera Ward read favorite comics for youngsters
5:30  4 Lucky Pup Foodini has all kinds of trouble with Phineas P. Pinch
      9 Trail Blaziers' Theater Western Film
5:45  4 Wrangler's Club Texas Bruce invites you to meet his friends.
6:00  4 Time For Beany and his amusing adventures with Cecil the serpent
5 Kukla, Fran, And Ollie These two keep Fran on her toes.
6:15  4 Off The Cuff with Rus Davis
7  Dinner Music Recorded melodies
6:30  4 CBS News Douglas Edwards reports
      5 Showroom with Roberta Quinlan and her guest Robert Maxwell Harpist
7  Adventure Time Feature film serial: "Last of the Mohicans"
9  Barton At The Balinese with Joan Barton featuring a song of the night
6:35  9 Film Varieties
6:45  4 Window Shopping with Pat Banks
      5 News Caravan John Swasey reports
      7 Paddy The Pelican weaves a tale about his home in the woods
9  Chicagoland Newsreel Local news

7:00  4 Silver Theater Drama "Minor Incident" Nancy Kelly in a story of girls powder compact that almost causes a suicide, a libel suit, a broken engagement

(Continued on page 11)
<table>
<thead>
<tr>
<th>Time</th>
<th>Program Description</th>
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<tbody>
<tr>
<td>5:00</td>
<td>Tele-Theater Drama, “Once a Gentleman” by Betty Wright</td>
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<tr>
<td>7:00</td>
<td>Parade TV’s original juvenile talent show in a variety of acts</td>
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<tr>
<td>9:00</td>
<td>Star Gazing Learn what the stars tell of your future discussed by Dr. E. R. Rood noted astrologer</td>
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<tr>
<td>7:30</td>
<td>Talent Scouts Amateur and professional talent by Arthur Godfrey</td>
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<td>5:00</td>
<td>Voice of Firestone presents Ezio Pinza, bass, accompanied by Howard Barlow and the orchestra</td>
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<td>7:00</td>
<td>Dr. Fixum’s Household Hospital Art Youngquist with tips for ladies</td>
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<td>9:00</td>
<td>Al Morgan Show Musical with the maestro of the keyboard</td>
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<td>8:00</td>
<td>Candid Camera Allen Font presents the unexpected in human reactions</td>
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<td>5:00</td>
<td>Lights Out Drama “The Faithful Heart” with Ann Francis</td>
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<td>7:00</td>
<td>Premiere Playhouse Feature film “You Only Live Once” with Henry Fonda. About a framed murder charge, a prison break, &amp; death</td>
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<td>9:00</td>
<td>World Is Yours Travel film</td>
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<td>8:15</td>
<td>Bound For Alabama with that lovely lady of song Judy Talbot</td>
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<td>8:30</td>
<td>Goldberg’s Domestic comedy with Gertrude Berg and Philip Loeb</td>
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<tr>
<td>5:00</td>
<td>Robert Montgomery Presents Burgess Meredith in “Our Town”</td>
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<td>9:00</td>
<td>Film Varieties</td>
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<td>9:00</td>
<td>Studio One Drama “Walk The Dark Streets” with Franchot Tone</td>
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<td>9:30</td>
<td>McCarthy Gang Sheila John Daly presents teen age talent</td>
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<td>5:00</td>
<td>Who Said That? Asks Robert Trout of Samuel Goldwyn, Bob Considine, Ellis Arnall, and John C. Swayne</td>
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<td>9:00</td>
<td>Motion Picture Academy Feature film “Dinner At The Ritz” with David Niven, Annabella, and Paul Lucas</td>
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<td>9:45</td>
<td>7 Political Speech Carl Shroeder</td>
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<tr>
<td>5:55</td>
<td>Flana-Grams sports commentary</td>
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<td>10:00</td>
<td>Ernie Simon The Curbstone Cutup</td>
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<tr>
<td>5:00</td>
<td>Weatherman Clint Youle</td>
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<tr>
<td>10:05</td>
<td>Political Speech James Simpson</td>
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<td>10:15</td>
<td>Design For Good Living</td>
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<tr>
<td>15:10</td>
<td>Wrestling From Hollywood Film</td>
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<td>5:00</td>
<td>Today’s Ball Game with Tom Duggan</td>
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<td>10:30</td>
<td>NBC Newsroom with Clifton Utley and guest Judge Edmund K. Jarecki</td>
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<tr>
<td>10:45</td>
<td>5 But Not Forgotten Herbie Mintz and Norman Barry talk about many things</td>
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<td>11:00</td>
<td>Stud’s Place Presenting your philosophical counterman, Studs Terkel</td>
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<tr>
<td>11:10</td>
<td>Chicagoland Newsreel Local news</td>
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<tr>
<td>11:15</td>
<td>Murder Before Midnight Film in part</td>
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<tr>
<td>11:40</td>
<td>TV Forecast</td>
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<td>11:40</td>
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(Stations reserve the right to change above listings without notice)
Why You Receive Long-Distance TV.

For those dialers who have been receiving distant video stations, here’s how it happens.

Television waves are known as “quasi-optical” waves, that is, they sometimes act like light. Ordinarily, they travel in a straight line and instead of following the curve of the earth, shoot straight off into space. This means that you usually cannot receive TV more than 50 miles from the station.

But once in a great while the television waves strike a layer in the stratosphere called the “E-Layer.” Under certain conditions, the E-Layer becomes ionized, or electrically charged. When this happens, the layer acts like a mirror, stopping the video waves in their headlong rush toward the stars and bouncing them right back to earth, far away from the television station. At such times, you are apt to receive Los Angeles, or New York, or—who knows?—even London.

Tickets Available for These Shows

Chicago television stations have a number of programs to which a studio audience is admitted. Unless otherwise indicated, tickets may be obtained by writing the stations in advance.

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.; “Sachs Amateur Hour,” Sunday 12:30-1:30 p.m.; “Parade,” Monday 7 p.m.; “Courtesy Hour,” Friday 10-11 p.m.; “Square Dance Time,” Saturday 8-8:30 p.m.

WGN-TV—435 N. Michigan, SU 7-0200. Tickets: Guest Relations, Tribune Tower. Rubins “Stars of Tomorrow,” Sunday 9-9:30 p.m.; “Request Performance” with Irv Kupelian, Sunday 6-8:30 p.m.; “Hollands Happiness House,” Wednesday 9-9:30 p.m.; “Fourteen Club,” Friday 5:30-6 p.m.; “Hi Ladies,” Tuesday and Thursday 4 p.m. (Write % Home Arts Guild.)

WNBQ—Merchandise Mart, SU 7-8300. Tickets: Guest Relations, Mart, Chicago 64. “Saturday Night Review” with Jack Carter, Saturday 7-8 p.m.; Michigan Ave. Studio.

WBKB—190 N. State, RA 6-8210. Tickets: Public Relations. “Lucky Letters,” Friday 9:30 p.m.; “Ernie Simon’s Curbstone Cutup,” Monday through Friday 10 p.m. (No tickets needed. Show teletocast under marque of State-Lake Theater.

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- 10:00 9 Tom Wallace Show
- 11:00 9 Chicago Cooks and you will, too, when Barbara Barkley shows you how easy it is.
- 12:00 9 Tom Wallace Show
- 1:30 4 Multiscope News on the ticker tape
- 2:00 4 Bill Evans Show A variety of fun, and sometimes a celebrity is introduced as guest star.
- 3:00 4 Homemakers’ Exchange Time to send in your recipe for Maggi Young’s contest
- 3:30 4 TV Album Ticker tape news
- 4:00 4 Multiscope News on the ticker tape
- 5 Adventures In Electric Living Clint and Jeanne Youle discuss electric refrigeration in the home.
- 9 Hot Lasses starring Claude Kirchner and ladies of the Home Arts Guild
- 4:15 5 Judy Splinters discusses new ideas and games with her viewing audience.
- 4:30 4 TV Billboard Ticker tape news
- 5 Howdy Doody Show Flapdoodle and all help amuse the youngsters.
- 9 Telephone Game An exciting new quiz which gives the listening audience a chance to join the fun.

- 5:00 5 Cactus Jim Western feature film.
- “Three in the Saddle” II
- 9 Small Fry Club Listen and learn what the campaign is for this week.
- 5:15 4 Comic Capers with Don and Vera Ward, and Boo the magic puppet bunny.
- 5:30 4 Lucky Pup Follow the adventures of the Bunnin puppets, as Doris Brown introduces the sequences.
- 5 Pet Shop Gail and Gay tell how to take care of household pets.
- 9 Trail Blazers’ Theater Western film.
- 5:45 4 Wrangler’s Club Western feature film introduced by Bruce Roberts.
- 6:00 4 Time For Beany and his exciting tales of adventure and fantasy.
- 5 Kukla, Fran, And Ollie with enjoyment for the whole family.
- 6:15 4 Off The Cuff with Russ Davis and a super give-away show.
- 7 Dinner Music Recorded melodies.
- 6:25 9 Barton At the Balinese The delightful routine of Joan Nelsen.
- 6:30 4 Window Shopping with Pat Banks and John Dunham with new ideas.
- 5 Ben Grauer.
- 7 Adventure Time Feature film serial: “Last of the Mohicans.”
- 9 Hobby Parade Interesting pastimes with Walt Nelson.
- 4:45 4 Five Star Final Bob Elson, Roy Topper, with gossip, sports news and a surprise guest.

(Continued on page 21)
“Tell You What I’m Gonna Do”

Do you pay attention to the pitchmen, the corner hustlers, of the TV industry? Are you sold on the wonderful “bargains” they appear to offer? Do you agree that they can give you something for almost nothing?

or

Are you smart enough to know that you get what you pay for. You get nothing for nothing. Your doctor or lawyer never offer bargain rates. How can a reputable professional service company?

When You Need Service, You Want Good Service

Tisa Members Render Good Service

A West Side Radio & Television
5647 West Madison Street
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Central Television Service
3730 North Southport Ave.
EAstgate 7-9500

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

Radio City
5659 South Halsted Street
ENglewood 4-5557

Television Engineers, Inc.
1539 West Harrison Street
TAylor 9-4200

Auburn Park Electronics
502 W. 79th Street
STewart 3-6391

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

Chelten Television
2913 East 79th Street
ESsex 5-3450

Kent Engineering Company
6250 South Spaulding Avenue
WAlbrook 5-7212

Suburban Television of La Grange
605 Hillgrove Avenue
LaGrange 3935

Television Technicians, Inc.
131 North Green Street
MOntroe 6-5748
380 E. St. Charles, Lombard
LOmbard 1236

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

TV Forecast
Keep Posted—Read Ernie's "Cranisfores"

Curbstone Cutup Ernie Simon is now the victim of a fan club. Purpose of the club: to exchange information about "our favorite disc jockey and jack maker, Ernie Simon."

Honorary President of the club is Ernie himself. But the real working "Pres." is Anita Conrad (Box 64) of Harvey, Ill. Veepee is Lois Guthmann of Bellwood, Ill., and Secretary Clara Hillyer of Harvey.


A typical story on Ernie Simon starts like this . . .

"Dave Garroway is 35 years of age. He is 6'2" tall and has brown hair and gray eyes. He wears large outsize tortoise shell glasses and has many changes ranging from gold to platinum as the mood varies. He has a mad, uncontrolled passion for buying Rolls Royces. He immediately takes them apart when he gets them and makes them over. His current favorite is a slimmed-down model with a special built top, painted peacock blue-green."

Yes. Yes, indeed. But what has this to do with the price of fish?

CONNIE RUSSELL is the object of attention at her official Fan Club organized recently by teen-agers. President of the club is Miss Natalie Jason of 1354 W. Estes, Chicago. If you'd like to become a member, just drop her a postcard and say you saw it in TV Forecast.

Rainbo Arena Now Scene of Weekly Square Dances

"Jay's Jamboree" is the new one-hour square dance and folk music variety show on WGN-TV Sunday (April 9, 8 p.m.) Originating in the Rainbow Arena and open to the public on an inexpensive paid admission basis, the program is also fed to the DuMont Network.

The telecast portion is actually a one-hour long "floor show" which takes place during a full evening of fun and square dancing. Though the talent lineup was not set at press time, square dance caller John Dolce promised at least two dance competition segments during the hour presentation. Other portions of the program will include specialty acts, western recording stars and appropriate music.

The new series is sponsored by Jay's Potato Chips and produced by Kaufman Associates.

Please say— "I saw it in TV Forecast."
Barefoot Jazz Heats Airwaves—
Story of Chicagoan Chet Roble

By DICK FIREMAN

Chet Roble, TV jazz artist, was this week nominated the favorite of barefoot stompers throughout Chicagoland.

Jazzman Roble, a tall, blond, easy-going chap with a preference for gray suits and checked neckties, is a native of Chicago. He got his start in music from an aunt who played. He went to Schurz High in Chicago and then to the University of Illinois, where he played in all the campus bands.

He left school to join the “Ace Brigade” dance band in 1930, worked Chicago night spots with Ace Brigade and other groups, and then went to work for Mike Todd. He then went to Helsing’s Vaudville Lounge at Montrose and Sheridan, and there got his big break. Tweet Hogan, who runs the spot, was a frat brother of Roble’s. He booked Chet for two weeks—and Chet stayed three and a half years. “It’s a funny story,” muses Chet.

After that Chet formed his trio... that was in ’45. With the trio he toured the country, and last year won the “Orchestra World” award as top small combo in America.

Chet’s specialty is something he calls “Barefoot Jazz.” “It’s a two-beat jazz,” he says, “with a down-home feel. It’s like a boy walking barefoot in the country... it hurts your feet till you get used to it. It’s a mixture of Chicago Jazz, New Orleans Jazz, Dixie and Blues.

"'Course," he cautions, "we don’t do that all the time. We also play ballads, and occasionally, to bust it up, we do a few concertos. We try to intersperse our jazz with novelties, because we’ve learned that you can’t make a mental gymnasium out of a saloon. People come to be entertained!"

Chet and his combo have a fan club called the "Barefoot Bunch." These are mostly folks who admire Barefoot Jazz. The Bunch boasts members of all ages, such folks as Russ Myers, pitcher for the Philadelphia Phillies; Danny Littwiler of the Cincinnati Reds, and Gene

CHET ROBLE

Ronsani, coach of the Green Bay Packers.

The Trio (which includes Charlie Sperio, who plays the clarinet and sax, Sammy Aron on the bass, and Chet himself at the ivories) has played on a number of other television shows. They’ve been on the “Little Revue” over WENR-TV, “Garroway at Large” over WNBQ, and Ernie Simon’s Jay Potato Chip show (now extinct) over WBKB. “And both these guys,” says Chet, meaning Ernie and Dave, “have been very instrumental in what success I have achieved.”

Chet is married to a girl named Virginia. He has a daughter, Terry, who is 15 and a student at Amundsen high. Terry does not take after her father when it comes to music. She is going to be a writer, a “fourth-estater,” as Chet says.

Chet smokes a pipe. He sports a thin, blond mustache and wears his hair in a crew cut, a habit which he says was influenced “by my hydrant-headed friend, Ernie Simon.” He will be 42 on April 13th. “But,” he grins, “you don’t have to say that. Tell them that life has just begun for Chet Roble!”

TV Set Break Down?
Consult our Directories.
1st and 2nd YEAR PLAN OFFERING

by Chicago’s largest independent

UNLIMITED NUMBER OF SERVICE CALLS—UNCONDITIONAL GUARANTEE ON ALL PARTS (including costly picture tube)

For the maximum in service, YOU PAY ONLY $15.00 down—the balance in 11 small monthly payments. In return, you receive 7 CTS service coupons, one to be collected by our service man for each service call. Should you require more than 7 service calls, the additional ones will be made without extra charge! When the policy expires after one year, WE WILL PAY YOU $4.00 IN CASH FOR EACH UNUSED COUPON you have left. All service unconditionally guaranteed.

Sign and mail the application on the opposite page. SEND NO MONEY! One of our service men will call to initially inspect your set and accept your down payment. Coupon book and Service Certificate will immediately be forwarded from our office.

Easiest of Payments

AS LITTLE AS $3.50 PER MONTH!

Spread payments out over a whole year. NO NEED TO SPEND LARGE SUMS AT ONE TIME. The small monthly payments are determined by the size of your set!

MONTHLY PAYMENTS!

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<th>Tube size</th>
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<th>Combination TV, AM, FM, Phono</th>
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SOUTH SIDE: 6250 S. MARSHFIELD  TELEPHONE HEMLOCK 4-6300
SERVICE — FAST! SKILLFUL! CLEAN! Expert technicians keep your TV set in perfect working order. Sixteen phone lines to take your service calls. No need to miss your favorite programs night after night.

SECURITY — As your set becomes older, more service may be required. Without protection, repair costs can rise. EVEN THE COSTLY PICTURE TUBE IS COVERED in our Plan. Protect yourself against expensive repairs.

REFUND — COLLECT DIVIDENDS ON UNUSED COUPONS. If you don’t use all the service available to you, you get money back. Collect $4.00 for each coupon not used. Yet you have comforting protection for the full year.

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**CENTRAL TELEVISION SERVICE**

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Gentlemen: I desire to apply for your CTS Service and Parts Television Protection Plan. Please have one of your service men call at my home to complete arrangements and initially inspect my television set.

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**CENTRAL TELEVISION SERVICE**

"The Only Thing We Sell is Service"

3730 SOUTHPORT, CHICAGO 13, ILL.  TELEPHONE EASTGATE 7-9500
I Write My Own Gags

By Morey Amsterdam

A lot of interviewers are surprised when they stop in to watch me rehearse my TV show at Du Mont's Adelphi theatre, and find me putting around with a pencil and a stop-watch working on the script for the night's show. But why not? I've been writing gags since I started in show business.

I've owned night clubs and worked in them. When people come to a club often they catch on to the routines pretty fast if you don't vary them—you've got to know how to write your own material.

Luckily, some of the best lines happen on the spur of the moment. I remember one night a waiter broke a tray of glasses during my act and one of the best gags I ever ad-libbed came to me: "Ladies and gentlemen, that was Johnny stepping out of the thousands of store windows all over America."

My first experience with jokes came when I was a fifteen-year-old kid. I was trying to convince a lady with a size 9 foot that she just couldn't take a size 7 shoe. The end of my career came with this statement: "Madame, I know just what you want. A shoe big on the inside and little on the outside."

She and the manager didn't like the idea but I think it could revolutionize the shoe industry.

A year later I was doing a benefit in a Chicago cafe. Two of the customers there that night were ex-Vice President Dawes and Al Capone. Of course I thought this line was a natural: "What a parley—the vice president and the president of vice!"

I was lucky I didn't become the hero of that other gag: "My brother insulted Al Capone."

Answer: "Gee, I'd like to meet him." —"Well, they ain't gonna dig him up just for that!"

One of my gags that I've heard around a lot recently is the one about second hand cars: "Get these cars while they're hot and they probably are!"

Getting together our television show, we write material almost 'til air time. One gag suggests another and when the show gets warmed up at rehearsal we actually need the stop watch to trim out superfluous sentences. I'm just lucky I talk fast, that's all.

Amsterdam can be seen this week on WGN-TV, channel 9.
Let's See More of Graffis

By GEOFFREY HUNTER

One man we'd like to see more of on TV is Herb Graffis, the Sun-Times columnist and the No. 1 authority hereabouts and anywhere on golf. Herb, who publishes Golfing and Golfdom magazines, probably knows more about the game than anyone living. He is the most sought-after toastmaster for banquets in the city and a perennial contributor to Esquire and other slick magazines. So far he has guested on shows but some wise producer would do well to employ his homespun humor and wit on a full time basis.

Dick Paige, former Kansas State athlete who doubles in brass as a radio announcer and singer and who has a TV show on tap with wife Adele Scott, the pianist and organist, has gone all the way by buying the controlling interest in Norman Ross, Inc., in Evanston and now sells receivers in addition to his video performances... Ruffy Silverstein, who travels the wrestling wheel and is seen occasionally in Chicago, was a top student as well as National collegiate champion while at the University of Illinois.

Guy Savage, who pioneered a lot of sports shows on TV here, is back in his native Texas as sports director of KLEE... We failed to mention two announcers in our roundup last week.

Wayne Griffin, WENR-TV: Does a good workmanlike job with few thrills. Every interview contains the same questions. Does a good job on wrestling.

Vince Lloyd, WGN-TV: Right behind Brickhouse on play-by-play. Knows his reporting and doesn’t ham it up. His biggest trouble is what we mentioned in the first sentence: He’s right behind Brickhouse.

Ed Roberts, who sells things on “Woman’s Magazine of the Air,” WGN-TV, is a nut on golf and now has his handicap down to 12... Herb Laufman, producer of the aforementioned show, gets his exercise flying but recently nosed his plane into the dirt and got a year’s workout digging it out of the mud... Dick Raklovits, the Illini halfback, hopes for a career in radio and video, after his graduation from speech school.

Jack Onslow, the White Sox manager, is strictly a vaudevillian at heart. In recounting his experience in the knife and fork league last winter he always starts, “I was playing a banquet in What Cheer, Iowa, when...” Onslow would make fine video fare but the FCC wouldn’t appreciate his salty vocabulary... and neither would the producers on a family television station... Did you know that Luke Appling and Johnny Rigney of the Sox were the first Chicago ballplayers to make a video appearance in uniform? Appling showed his batting technique and Rigney illustrated his pitching delivery over WBKB back in 1947.

TV Set Break Down?
Consult our Directories.
Amphitheater Scene of Grunt-Groanfest

Friday night, April 14, the International Amphitheater will be the scene of a wrestling extravaganza when Promoter Fred Kohler will stage four outstanding matches, a tag-team bout, two semi-finals, and the windup card. Gorgeous George and Frank Talaber, with Jack Dempsey refereeing.

The evening will start with the Great Muto and Ivan Rasputan exchanging holds. The Tag Team match will star Rudy Kay and Benito Gardini vs. Hans and Fritz Schnables. Lord Blears will face Walter Palmer in the semi-windup.

During the evening, spectators will be offered the special Wrestling Issue of TV Forecast, dated April 15, an edition dedicated to Chicago's favorite entertainment.

If you want to make certain you'll get a copy of the April 15 issue, ask your favorite newsstand dealer to reserve a copy.

IT'S ENGINEERED — SET IT — FORGET IT!

Walward hide-a-tenna

Concealed TV Antenna Outperforms Others!

Adjustable ... Hides Behind Set ... Turns 360°

- Eliminates unsightly "V" arms.
- Mounted quickly and securely without special tools.

LIST PRICE

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AT YOUR DEALERS

Does your TV set have a built-in antenna? Try the Walward Hide-A-Tenna in conjunction with it. You will be amazed at the increased signal strength on all channels.

If not available at your local dealer, write Ward Manufacturing Company, 80 East Jackson Blvd. Harrison 7-1034.

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BY POPULAR REQUEST
Protect Your TV Forecast

Only 50¢ Send check or Money order
- Beautiful transparent plastic cover
- Tailormade to fit TV Forecast
- No more wrinkled or torn copies
- Interchangeable, replace expired issue new in three seconds
- Sturdy—will last a lifetime
  (For C, O, D, orders, postage and handling will be additional)
R. M. FISHER, DISTR.
448 Monroe St. Gary, Ind.
Dennis James, one of the nation’s outstanding sports commentators, will again be heard on WGN-TV bringing Chicagoland viewers blow-by-blow descriptions of New York’s Sunnyside Gardens wrestling matches this Friday.

James was heard in Chicago in 1948 on a wrestling series on the DuMont Network and WGN-TV. He has achieved popularity throughout the nation through his accounts of sports events which feature his vivid explanations of what is going on in the ring. In other words, his sports commentary is designed for those relatively unfamiliar with the sports world as well as those well acquainted with rules and regulations of various events.

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

It isn’t unusual to suddenly find him admonishing the viewer’s neighbors for not bringing along their own cokes and potato chips when they come to look in on your set. His interest in “Mother” and his desire to make sure that she completely understands sports sets the pace for all of his descriptions.

The new wrestling series, seen on teletranscription, is sponsored by Louis Miller Motor Sales.
Whitey Carson Show Boosts Easter Seals

Whitey Carson, the singing Western star of WGN-TV’s “Carson’s Corral,” will appear Saturday, April 8 at the Kenwood Community Lily parade, to aid in the sale of Easter seals.

Carson will be grand marshal of the parade, leading 10 floats to the Ken theater, where the local Chamber of Commerce will entertain children who helped gather seal funds.

Main feature of the parade will be a 28-foot float carrying two organs, one played by 13-year-old Joe Scotty and the other by Al Melgard.

Children wishing to see Whitey Carson in person at WGN-TV will be interested in knowing tickets are now available. Write channel 9, Guest Relations.

Do You Receive WTMJ-TV And/or WLAV-TV Shows?

TV Forecast magazine is now publishing a special “Great Lakes Edition” for television set owners able to receive programs from WTMJ-TV, Milwaukee, Wis., and/or WLAV-TV, Grand Rapids, Mich. Most of these set owners reside out of Chicago proper.

The “Chicago Edition” will not contain the program listings of these two stations. However, Chicago station listings will appear in the “Great Lakes Edition.”

If you are not now receiving the WTMJ-TV and WLAV-TV listings and desire to receive the special “Great Lakes Edition,” please write this office, 185 N. Wabash, Chicago 1. Allow three weeks for correction of mailing plates.

Easter Gift

Fran Allison’s new RCA Victor recording of “Peter Cottontail” is on sale now in time for Easter, it makes a wonderful gift.
Wednesday (Continued)

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

7 On Trial Case comes to life again with a modern jury deciding the pro's and con's of the verdict
9 Temptones Songstress Nancy Wright vocalizes with instrumental group

7:30 5 Pinky Lee
7 Author Meets The Critics Current book and its author discussed
9 Stop, Look, And Learn Harold Isbell models the hats the ladies concoct in two minutes (see pg. 29)

8:00 4 What's My Line? Different quiz where panel members attempt to determine guest's profession
5 Kraft Theater Drama "The Lucky Finger" with Lois Holmes
7 A Couple Of Joes Try to play the tunes you've requested. Warren Hull me
9 World Is Yours Travel film

8:15 9 Baseball Preview 1950 Harry Wisner conducts this film and comment on this year's ball teams

8:30 4 Follow The Fun new variety show featuring Jim Ameche me, Ginny Scott, vocalists, and Dave Pritchard and his band
7 Wrestling from Rainbow Arena with Wayne Griffin announcing
9 Helping Hand Dee Carlstrom acts as hostess for a new series of shows offering people a chance to fulfill their dreams

9:00 4 St. Nick's Boxing with Ted Husing
5 Break The Bank Bud Collyer introduces the guests, Bert Parks asks the questions on this quiz show
9 Happiness House features the "battle of the dummies" when Jerry O'Leary and Bob Evans ventriloquist visit Danny O'Day, the mahogany kid and Jimmy Nelson

9:30 5 Film
9 Four Star TV Theater Feature film "I Am a Criminal" John Carroll
9:45 5 Reported Missing Jim Hurlbut reports on the cases of missing people

10:00 4 Ernie Simon The Curbstone Cutup. Join Ernie and his gang as he interviews the people (see pg. 14)
5 Weatherman Clint Youle

10:10 5 Design For Good Living presents Dorsey Connors with helpful hints for the family

10:15 4 Ulmer Turner and the news
5 Today's Ballgame with Tom Duggan
10:30 4 Sports Roundup with Joe Wilson
5 NBC Newsroom with Clifton Utley
10:45 5 But Not Forgotten with Herbie Mintz
10:50 4 Murder Before Midnight Film shown in part each night, usually a mystery. Swami Drana Badur asks the questions
11:00 7 Flana-Gramps Sports commentary
9 Chicagoland Newsreel Local news
11:15 9 TV Forecast

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

TV Forecast for April 12, 1950

AFTERNOON VIEWING IS FUN ON CHANNEL 9

★

Enjoy
"CHICAGO COOKS WITH BARBARA BARKLEY"

2:15 P.M.

45 interesting minutes every week day with your favorite home economist. Barbara gives you new recipes, new fast and easy ways of cooking.

At 3:00 P.M. Watch
"STOP THE RECORD"

Fran Weigel spins the records, asks the questions, and passes out the prizes.

At 4:30 P.M. Play
"TELEPHONE GAME"

You'll have fun every week day playing this fascinating new quiz game. Hundreds of prizewinners every week. Join in and win!
Thrilling Spy Film Thursday on WENR-TV

"Under Secret Orders," a melodramatic story of espionage and war, will be shown Thursday, April 13 on WENR-TV when Forecast Theater presents another in their series of motion-picture favorites. The film will begin about 10:10 p.m.

ERIC VON STROHEIM

Sponsored by the publishers of TV Forecast Magazine, the channel 7 telecast is emceed by Ed Cooper. The film stars John Loder, Claire Luce, and Eric Von Stroheim, and is the story of Ann Marie Lesser, one of the most clever German agents. Ann Marie’s dangerous assignments, and her romance with an American officer, Capt. Carr, will thrill Chicagoland audiences.

Coming soon: Elizabeth Bergner and Raymond Massey in "Dreaming Lips"; Richard Arlen, Virginia Bruce and Bruce Cabot in "Let 'Em Have It," adventures of G-Men; and "I Cover the Waterfront" with Claudette Colbert and Ben Lyon.

Make Thursday evening, 10:10 (immediately following the roller derby) a regular viewing habit on WENR-TV.

TV Forecast Now on Sale at Leading Newsstands

TV Forecast for April 13, 1950

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<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
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<td>10:00</td>
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<td>Tom Wallace Show</td>
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<td>10:30</td>
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<td>Hy Power Crossword puzzle</td>
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<td>10:45</td>
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<td>Tom Wallace Show</td>
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<td>11:00</td>
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<td>Chicago Cooks If you're tired of having the same old thing, Barbara Barkley can give you some new ideas</td>
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<td>12:00</td>
<td>9</td>
<td>Tom Wallace Show</td>
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<td>2:00</td>
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<td>Bill Evans Show For young and old alike. It is especially prepared to bring you the best and the newest in the entertainment world</td>
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<td>3:00</td>
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<td>Homemakers' Exchange You can see your own favorite recipe prepared if you will send it in to Maggi Young's Recipe of the Week contest</td>
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<td>TV Album Ticker tape news</td>
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<td>Homemakers Show Beulah Karney and Kay Morrow conduct this show for the foods and fashion wise housewife</td>
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<td>Multiscope News on the ticker tape</td>
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<td>Adventures In Electric Living The Youles discuss home laundry appliances</td>
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<td>Hi Ladies with Claude Kirchner and ladies of the Home Arts Guild</td>
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<td>4:15</td>
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<td>Judy Splinters is designed especially to capture interest of the kids</td>
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<td>TV Billboard Ticker tape news</td>
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<td>5</td>
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<td>Howdy Doody Show featuring Flapdoodle, Dilly Dally, Mr. Bluster and Huckle the Clown</td>
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<td>Telephone Game This quiz may be your big chance to join in the fun</td>
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<td>5:00</td>
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<td>Cactus Jim Western feature film</td>
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<td>Small Fry Club Can you make a picture from the funny curly-ewe that Bob draws each day?</td>
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<td>Carson’s Corral Whitey Carson invites you to a form a Pioneersman’s Club</td>
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<td>Wrangler’s Club Texas Bruce introduces you to his western friends</td>
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<td>Trail Blazers’ Theater Western film</td>
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<td>6:00</td>
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<td>Time For Beany and his friends. His brother Teeny lives in Chicago. Maybe you know him?</td>
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<td>5</td>
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<td>Lucky Pup How can Foodini outwit the evil J. J. Lightfinger? Watch and see</td>
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<td>6:15</td>
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<td>Caruso’s Corral Whitey Carson invites you to a Pioneersman’s Club</td>
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<td>Window Shopping Commercial</td>
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<td>Wendy Barrie Show Interviews with and gossip about the stars</td>
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<tr>
<td>9</td>
<td>4</td>
<td>Adventure Time Feature film serial: &quot;Last of the Mohicans&quot;</td>
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<tr>
<td>6:35</td>
<td>9</td>
<td>Art Jarrett’s Metropolitan Memo</td>
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<td>6:45</td>
<td>4</td>
<td>Five Star Final Bob Elson and Roy Topper with sports news, gossip, and a special surprise guest</td>
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(Continued on page 25)
TV Forecast for April 13, 1950

Thursday (Continued)

<table>
<thead>
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<th>WENR-TV</th>
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</table>

5 News Caravan John Swayze reports
7 Paddy The Pelican weaves tales of his home in the woodlands
9 Chicagoland Newsreel Local news

7:00 4 Show Goes On Robert Q. Lewis presents tops in talent for anyone who is interested in hiring entertainers
5 Studs’ Place
7 Stop The Music says Bert Parks, somebody might have the answer!
9 Temptons With Nancy Wright
7:30 5 One Man's Family Life in the Barber household, starring Bert Lytell
9 Hands Of Murder Mystery drama

Hobbies For Profit Do you have time on your hands? Ulmer Turner tells you of ways to use it

5 College Of Musical Knowledge Musical quiz lead by Kay Kyser with the aid of the Honey Dreamers
7 Blind Date Young men compete for a date with a young lady
9 Morey Amsterdam Show with a parade of all-star guests (pg. 18)

8:15 4 Film Shorts
8:30 4 Glamour-Go-Round Ilka Chase mc
7 Holiday Hotel Comedy-variety starring Edward Everett Horton
9 TV Beauty Contest Myron Wallace mc

8:45 4 Film Shorts
9:00 4 To be announced
5 Martin Kane private eye (William Gargan) solves another case
7 Roller Derby “Tossed salad” of sports
9 Wrestling from Madison AC with Jack Brickhouse announcing

9:30 4 In The First Person with Quincy Howe
5 Wayne King Show featuring Harry Hall, Nancy Evans, and the Don Large Chorus, vocalists

9:45 4 Royal-Airs
10:00 4 Ernie Simon The Curbstone Cutup
5 Weatherman Clint Youle


10:10 5 Design For Good Living
10:15 4 Ulmer Turner and the news
5 Today’s Ball Game with Tom Duggan
10:30 4 Sports Roundup with Joe Wilson
5 NBC Newsroom with Clifton Utley
10:45 5 But Not Forgotten Herbie Mintz
10:50 4 Murder Before Midnight Film in part
11:15 9 Chicagoland Newsreel Local news
(Stations reserve the right to change above listings without notice)

Review of Week’s News on WGN-TV

“Telenews,” the week’s news in review, can be seen Sunday, April 9 on WGN-TV, channel 9, offering busy television set owners up-to-the-minute headline news, sponsored by the City National Bank and Trust company.

Produced by Telenews Productions, Inc., the new show is staged with the cooperation of the International News Service and News Photos.

It is one of the few news round-ups with sound tracks accompanying the films.

“Telenews” is handled by the George Hartman company for channel 9.

MAKE MONEY AT HOME Learn How—See "HOBBIES for Profit”

ULMER TURNER demonstrates ways to turn Spare Time into Cash right at home

WBKB • 8 P.M. THURSDAY • Ch. 4
A Presentation of the WARNER ELECTRIC CO., CHICAGO 26, ILL.
TOMIGHT!
Is it animal, vegetable or mineral on
"TWENTY QUESTIONS"
with emcee Bill Slater steering the fun on the
game that has all America guessing.
7:00 P.M.

"TOP VIEWS IN SPORTS"
with
JIMMY EVANS, sportscaster
See highlighted top sports events of the week—
colorful sports stars in action.
7:30 P.M.

"AUCTION-AIRE"
Jack Gregson and Rebel Randall take your bids for
valuable merchandise by phone from your home
8:00 P.M.

You've a date for a Coffee Klauche with
"OUR GAL TONI"
(Toni Gilman, that is)
9:00 P.M.

Jim Moran invites you to the
"COURTESY HOUR"
60 fast paced minutes of top variety entertainment.
10:00 P.M.

COMING
April 15—6:00 P.M.
The one and only
"BUCK ROGERS"
champion of the 25th Century

WENR-TV
CHANNEL 7
ABC TELEVISION IN CHICAGO

TV Forecast for April 14, 1950

<table>
<thead>
<tr>
<th>WBKB</th>
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<td>7</td>
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</tbody>
</table>

10:00 9 Shopping Is Fun with Chuck Bill
10:30 9 Tom Wallace Show
11:00 9 Chicago Cooks Home economist Bar-
bara Barkley introduces a new
recipe
12:00 9 Tom Wallace Show
12:50 9 Batting Practice
1:00 4 Multiscope News on the ticker tape
1:05 9 Dugout Interviews
1:20 9 City Series Game Sox vs Cubs
2:00 4 Bill Evans Show with entertainment
for the whole family
3:00 4 Homemakers' Exchange Maggi Young
brings you a program especially
planned to make cooking fun
3:30 4 TV Album Ticker tape news
9 Tenth Innings
4:00 4 Multiscope News on the ticker tape
9 To be announced
4:15 5 Judy Splinters brings you stories,
games, tricks, & sometimes a song
4:30 4 TV Billboard Ticker tape news
5 Howdy Doody Show Enjoy the games
and the antics of Clarabelle clown
9 Telephone Game Can you pick the cor-
crect answers to the questions?
5:00 5 Cactus Jim Western feature film
9 Small Fry Club Bob gives youngsters
latest news and good advice
5:15 4 Comic Capers Magic, fun, and comics
that all the kids will enjoy
5:30 4 Lucky Pup Don't miss the exciting ad-
ventures of Foodini, Pinhead and
the rest of the puppets
9 Fairteen Club Outstanding teen of the
week will be special guest of Norma
Kasell and club
5:45 4 Wrangler's Club Western feature film
narrated by Texas Bruce Roberts
6:00 4 Time For Beany and more comical
adventure tales with his friends
5 Kukla, Fran, And Ollie An enjoyable
evening with this lovable trio
9 Trail Blazers' Theater Western film
6:15 4 Off The Cuff Super give-away show
presided over by Russ Davis
7 Dinner Music Recorded melodies
6:30 4 Copenhagen News Douglas Edwards reports
5 Showroom with Roberta Quinlan
7 Adventure Time Feature film serial:
"Last of the Mohicans"
9 Barton At The Balinese
6:35 9 Film Varieties
6:45 4 Window Shopping with Pat Banks
5 News Caravan John Swayne reports
7 Paddy The Pelican with news of the
latest happenings in woodland
9 Chicagoland Newsreel Local news
7:00 4 Mama and her family face another of
life's daily problems
5 Quiz Kids Joe Kelly quizzes Darice
Richman, Wally McCarty, Melvin
Miles, Harvey Dycht, and Brenda
Liebling on this junior edition quiz
(Continued on page 28)
TOWNE MOTORS PRESENTS

“Top Views in Sports”
FEATURING JIMMY EVANS

FRIDAY NITE - 7:30 P.M.
WENR-TV CHANNEL 7
TOWNNE MOTOR SALES, INC.
4922 to 50 WEST CERMAK ROAD

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

RCA VICTOR DISTRIBUTING CORPORATION

Presents

“Lucky Letters”

Every Friday at 9:30 p.m.

FRANKIE MASTERS emcee
ON WBBK
CHANNEL 4

SEE YOUR FAVORITE RCA VICTOR DEALER

TV Forecast
TV Forecast for April 14, 1950

Friday

WBKB  WNBQ  WENR-TV  WGN-TV
4     5     9

7 Twenty Questions allowed to deter-
“it.” Bill Slater mc.

9 Cartuno-O Holland Engle your genial
mc conducts a telephone-quiz with
music by Bob Trendler’s band

7:30 4 Man Against Crime Mystery drama
starring Ralph Bellamy

5 Walt’s Workshop Building of seed
trays and other gardening subjects are
discussed by Mr. Durbahn

7 Top Views in Sports with Jimmy
Evans relating past week’s sports

7:45 7 Vaughn Shoemaker’s Studio

8:00 4 The Play’s The Thing Drama “Sanctu-
ary In Paris” Elliott Sullivan, Joan
Chandler

5 Versatile Varieties Harold Barry mc.
Guest: Phil Brito vocalist

Auction-Aire Your bid for the ob-
jects you see taken by Rebel Ran-
dall. Jack Gregson calls the bids

9 World Is Yours Travel film

8:15 9 Baseball Preview 1950

8:30 5 Big Story Reporter gets his scoop

7 Little Revue Finest in music and
dancing with Gloria Van, Bill Snary,
Tony Parish vocalists: Nancy
Doran, Dick France, Jack Payne

9 Wrestling from New York with Den-
nis James announcing the matches

9:00 4 People’s Platform Discussion forum
conducted by Charles Collingwood

5 Cavalcade Of Sports Boxing bouts

7 Our Gal Toni presents guests from all
types of professions

9:30 4 Lucky Letters Musical clues pre-
sented by Frankie Master, Phyllis
Myles, and Carol & Trudy Mauer

9 Community Theater Feature film

9:45 5 Greatest Fights Of The Century Film
Joe Louis vs Arturo Godoy

10:00 4 Ernie Simon The Curbstone Cutup

5 Weatherman Clint Youle

7 Courtesy Hour Outstanding vari-
ety entertainment with Jim Mor-
ran mc

10:10 5 Design For Good Living

10:15 4 Tomorrow’s Weather

5 Today’s Ball Game with Tom Duggan

10:20 4 Wrestling From Hollywood Film

10:30 5 Film Short

10:45 5 But Not Forgotten Herbie Mintz

9 Chicagoland Newsreel Local news

11:00 7 Flana-grams Sports commentary

9 TV Forecast

11:10 4 Murder Before Midnight Film in part

11:40 4 Pix Of The News Umer Turner
(Stations reserve the right to change above
listings without notice)

Don’t miss the
EXCITING
TV AUCTION FRIDAY!

EXPENSIVE ARTICLES
GO FOR
LIBBY’S LABELS!

“AUCTION-AIRE”
FRIDAYS AT 8 P.M.
WENR-CHANNEL 7

JIM MORAN
the Courtesy Man
Brings top rank pro-
fessional performers
to the Midwest
television
audience,
In
A GREAT NEW
VARIETY SHOW

The
"COURTESY HOUR"

WENR-TV (7) - 10 to 11 P.M. Fridays
Featuring
JIM MORAN, Master of Ceremonies
ABC Civic Studio, Opera Building.
For free tickets to attend telecasts, write ABC
Guest Relations, 20 N. Wacker Dr., Chicago

Courtesy
MOTORS
3567 W. Grand Ave.
Chicago
The Music Scene
By CAROLE WILK

There's a new kind of music. It's camera music and it's TV's offspring. We saw signs of it up at WNBQ, when Don Marcott (head man in their music department) gave us the background of a few original numbers done on the Garroway show. Working from the camera’s eye, they created two separate musical sequences—Waltz for Cameras and Orchestra (music by Marcott) and Rhapsody for Cameras and Orchestra (music by Wayne Robinson).

In TV it's the camera that counts. It's as important to the music as the conductor or the vocalist or the fiddler. In the WNBQ productions, the camera was treated as an actor, and its own personal characteristics were developed. Camera techniques such as close-ups and quick switches were worked out as the music was being written. The results were wonderful—a new art for the new medium. We put in two votes for more of this sort of thing. How about it?

Other signs of this new music come from opera experiments. The Television Opera department of NBC, commissioned the first original opera for TV—Menotti’s Down in the Valley—done last January. This began their series of operas in English. On the other side of the fence, CBS’s Opera Television Theatre (under Lawrence Tibbett) have produced the standard type opera. The big question is, do we want original operas written especially for television, or do we want the revamped editions from the regular opera repertoire? It’s not hard to tell that the former will be most successful. But here we are again . . . up against that old time—cost—talent problem.

On the list of the top musicamera productions is NBC’s version of the Artist and the Model (March 18, Show of Shows). First class entertainment, and as fine a coordination of music, camera technique, dance and staging as you could want. They’re making good use of the new type of TV music, and the results are proof that it’s here to stay.

Write Zany Letter, Win Easter Prize!

You’re right, it’s a Zany Easter hat WGN-TV’s Harold Isbell is wearing, but the video gag man thinks there is room for more, and he’s giving out ten valuable prizes for the answer to this question:

“What could you add to this Easter bonnet?”

Is it a stalk of celery? Writer of the most original letter answering Harold’s question will be awarded a handsome rug for the home, from the Cushman Rug company, 6310 N. Broadway, as first prize in this 7 day contest.

Remember, only seven days left to write your entry. All letters or postcards must be mailed before midnight, Saturday, April 15. Address them to Harold Isbell, WGN-TV, Chicago, Ill. All entries become property of the judges.

Second place winner will receive a $20 Cameo tarnish-proof silverware chest. A $12 set of one-dozen Simmons scalloped-edge steak knives in a blonde wood case will be awarded third place winner. Fourth prize will be a complete set of Weico servers, used for coffee, vinegar and oil, salt and pepper.

The next six prizes will be Dean de-luxe pens, inscribed in gold “From Harold Isbell.”

Assisting Harold in the judging will be E. Ross Humphrey, advertising executive; B. J. Cushman, interior decorator; Robert Cooper, restaurateur; Yettive Browne, video promotional director; and Robert A. Kubicek, editor of TV Forecast.

TV Forecast
DEAR BOSS:

My recommendation for the Show Most Likely NOT to Succeed is "The McCarthy Gang," related in no way to your favorite critic.

Sheila John Daly, the 20 plus author of a daily newspaper teen-age gossip column, is billed as the femcee of what could be an outstanding television program for talented young people.

Maybe it is Daly, maybe not. Maybe the cameraman or the producer are at fault. Certainly not the sponsor, McCarthy (again, no relation of mine). Whatever, there is no zip, no sparkle, no (excuse the expression) schmaltz that makes you want to dial in again.

Daly, blessed by good looks, is mighty cold on my screen. She has a pleasant smile, for which I can testify, having seen it outside the TV studio, but she freezes up when camera one or two bears down for a closeup.

It is quite obvious she is reading a script, which in my opinion is alright on radio, but out of place on video. The warmth is lost.

Maybe you'll recall Oscar Kataov's teen-age show "Under 21" which was seen recently on another station. Kataov wasn't the best of showmen, but he was far more at ease and his telecast ran smoother.

There is so much teen-age talent in our beloved midwest that there is no reason such a show like the "McCarthy Gang" should not succeed. Maybe Miss Daly won't like us for pointing this out, but we hate to see a gem of an idea die and discourage an audience of proud parents and youngsters.

Yours truly,

CHUB McCARTHY

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TELEVISION LABORATORIES
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AND APPLIANCE CO.
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Made especially for us, this TV Forecast Filter is FREE with a 1 or 2 year subscription to Chicagoland's finest weekly program-fan magazine.

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- Softens the glare
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