Imagine, at this amazing low price, the sensational wonder of the music world! Attaches easily to any set and brings it up to date for the unique enjoyment of 45 rpm! came in today and hear, on this compact little unit, the greatest advance in 50 years of recorded music.

News for a gay holiday

RCA VICTORokus

now only $12.95

LOOK AT THESE FEATURES

• Plays the amazing distortion-free 45 rpm records!
• Plays up to 10 records at one touch of a button—up to 50 minutes of music!
• Easier loading! No posts or clamps to adjust.
• No storage problems—all records are convenient 7-Inch size! (Can play as long as ordinary 12-Inch!)
• Virtually no surface noise!
• Non-breakable records! Wear up to 10 times longer.

BUY THESE ALBUMS AT YOUR RCA VICTOR DEALER

47-3070—The Jolly Old Man In The Bright Red Suit Auld Lang Syne Vaughn Monroe
47-2971—White Christmas Silent Night Perry Como
48-0/27—C-H-R-I-S-T-M-A-S Will Sanyt Come to Shanty Town Eddie Arnold

69c each including tax

WY-357 Why the Chimes Ring Ted Malone narrator, $1.68 incl. tax
WY-20 Night Before Christmas Milton Cross narrator, $1.00 incl. tax
WMO-1077 Christmas Hymns and Carols RCA Chorale $4.51 incl. tax

SEE YOUR FAVORITE RCA VICTOR DEALER
CHRISTMAS GIFT IDEA

Letters to the Editor

NBC Chucks

Off the Record

Uncle Herbie's Column

TV Forecast Poll

Funt's Guest Column

WLAV-TV Programs

Chub McCarthy

NEW YORK—

Lovely Harriet Talbot, 18-year-old Toastette on the Ed Sullivan show is now dancing in the New York City Ballet, on leave of absence. . . Digger O'Dell, the friendly undertaker on "Life of Riley," actually worked for an undertaker in Manhattan back in the '30s to augment his meager stage earnings. . . Lynda Ann, daughter of Godfrey's announcer, Tony Marvin, stumped Arthur when she said, "I have a modicum of vociferation, and being here agitates my risibilities and affords me a pleasurable experience". . . When Big Red asked what it meant, Lynda replied, "I don't know. Daddy told me to say it."

CHICAGO—

Tickets to "Super Circus" on ABC-TV here rate roughly equivalent to South Pacific ducats among the lemonaders. Line in front of studio forms early Sunday afternoons, and is a block long (900 capacity) before it's taken inside. Joe Lockwood, assistant to Burr Tillstrom (Kukla, Ollie mentor) is an ardent cyclist, having pedalled over most of U.S. and Europe. His next trip, he claims, will be Asia. . . Farmers on the outskirts of Chicago are complaining the TV Treasure Hunt is taking a heavy toll on wagon wheels. . . More "Over 50 Club" certificates are being printed to meet the heavy demand from long-distance TV fans.

HOLLYWOOD—

California TV executives are discussing the possibilities of a Mexican-U.S. network with Emilio Azurra, Mexican radio-movie wheel. . . Comedian Jack Marshall finishing up films for TV soon to be released. . . Hottest show in Hollywood is "I'll Buy That," emceed by Hal Sawyer. . . Eagle-Lion will release "The Golden Gloves Story" with TV and radio actress Kay Westfall, a Chicagoan, in a starring role.

—KID HOGAN
Everybody's readin' TV Forecast

*and Giving 52 Gifts in One!
Holiday shopping can be made much easier by giving Gift Subscriptions to America's fastest-growing TELEVISION news magazine, TV Forecast.

By ordering NOW, you will insure delivery of the December 24th issue. You can renew or extend for 52 weeks or more any subscription now in force.

A BEAUTIFUL GREETING CARD MAILED FREE WITH EACH SUBSCRIPTION!
a colorful card, exquisitely designed, and containing your name—will be mailed free of charge to each person on your gift list! This offer is limited, so act now.

Take advantage of Our Reduced Christmas Rates
WENR-TV cameramen recorded this one-in-a-million shot at the Roller Derby, telecast on channel 7. This week ABC-TV viewers will again sit in on America’s roughest sport on wheels.

It’s Contagith

“I think I Lithp,” thays Ed Wynn on his thBS televithon thow on WBKB, thannel 4. “I juth notithed that.” Wynn’th lithpinig thtyle ith conta-giouth. The Perfect Fool (who can be theen this Thursday on thBS-TV) needed only a few dayth of thory confer-enth with hith writerth before they were doing it, too. “Now I’m thelf-confenth,” Wynn thays.

Sir:

I cannot understand why a high-calibre publication such as Television Forecast should have a columnist like Chub McCarthy. That guy is just smart aleck with no sense of humor . . . I do not know what Mr. McCarthy looks like, but imagine him to be a sourpuss. Anyone who criticizes so readily, without consideration for anyone else’s opinion, surely must be . . . His column should be titled “One Man’s Opinion,” and then everything he says would be o.k.

Chicago, Ill.

MRS. WENDELL NORLING

Sir:

If they continue to put cheap Soap Operas on television, people will get in the habit of turning to other stations. This sob story stuff might interest people who listen daily to the adventures of Ma Perkins, Life Can Be Beautiful, etc., and others equally old maidish and ex-cruciating. I am a teen ager, and enjoy plays very much.

Williams Bay, Wis.

TIKI MORGAN

Sir:

How about moving these home-making hours up to the morning or early afternoon when we are not busy making suppers?

Chicago, Ill.

MRS. P. TREMBLAY

Sir:

The best programs always have and always will come from Chicago. The only time a New Yorker laughs is when someone shows his back and does a wig-wag.

Lemont, Ill.

B. E. MULLEN

Sir:

Let’s see more clean wrestlers . . .

Elgin, Ill.

HENRY FRANK

Sir:

Will they telescast Abbott and Costello and the Marx Brother films?

Chicago, Ill.

JAMES McCARTHY

Ed. Note: Yes, when the Hollywood brass release them.

TV Forecast Now on Sale
At Leading Newsstands
Relax with WGN-TV

SATURDAY December 3
Watch the CHICAGO HIGH SCHOOL CHAMPIONSHIP GAME

FENWICK Catholic High School Champions
vs.
SCHURZ
Public High School Champions
1:20 P.M.

Don't miss this one! It'll be as exciting and hotly contested as any game you've seen this fall. The boys really give their all. You'll enjoy every minute of it...with Vince Lloyd covering the action and festivities.

WGN-TV
CHANNEL 9 · CHICAGO

TV Forecast for December 3, 1949

Saturday

WBKB    WBNQ    WENR-TV    WGN-TV
9:45    4     MULTISCOPE NEWS.
10:00   4     MOVIES FOR THE KIDS, the first episode of: "Don Winslow of the Coast Guard"—"Ace Drummond"—"Lost City."
1:05    9     CHICAGOLAND NEWSREEL.
1:20    9     HIGH SCHOOL FOOTBALL. City championship, Fenwick vs. Schurz, from Soldiers' Field.
5:00    4     RHUMBA TIME, musical.
5:30    4     RED BARBER'S CLUB HOUSE. Interviews with sports personalities.
7:00    4     SAGEBRUSH THEATER. You can almost smell the gun fire and burning leather.
5:45    4     LUCKY PUP REVIEW. Whimsical portions of the week's programs.
9:00    4     FEATURE FILM, "Devil Bat."
6:15    4     TIME FOR BEANIE and his adventures with his sea serpent.
6:30    4     IN THE FIRST PERSON. Quincy Howe interviews.
7:00    4     THE LONE RANGER. The adventures of your favorite western hero.
6:45    4     BLUES BY BARGY. Piano and vocal selections by Jeannie Bargy.
6:55    4     HERE SHRINER SHOW. The hoosier of radio now on television.
7:00    4     TRAVEL TIME, films.
5:00    4     TWENTY QUESTIONS. "Animal, vegetable or mineral or?" Bill Slater m.c., with Wendy Barrie, guest.
7:00    4     PAUL WHITEMAN TV TEEN CLUB. Amateur talent at its best led by Margo Whiteman.
9:00    4     SPIN THE PICTURE, with Katie Morris and Carl Caruso.
7:15    4     SHIP'S REPORTER, news.
7:30    4     FILM SHORTS.
5:00    4     SESSIONS with the Art Van Damme Quartet and Betty Chapin.
7:45    4     STUD'S PLACE with Stud Terkel and Carolyn Gilbert.
8:00    4     ARMCHAIR DETECTIVE. H. Allen Smith, narrator, gives the clues in solving these mystery dramas.
5:05    4     WHO SAID THAT? Robert Trout asks J. Cameron Swayze and guests, Jim Farley, George Allen and Grace Tully.
7:00    4     DR. FIXUM—Art Youngquist—with helpful household hints to make living more pleasant.
9:00    4     CAVALECADE OF STARS. Variety show with Jack Carter m.c.
8:30    4     FRONTIER THEATER, western film.
5:00    4     MEET THE PRESS. Newspaper men discuss current topics. Guest: Gen. J. Lawton Collins, Army Chief Staff.
7:00    4     CAMERAMAN AT LARGE, films.
9:00    5     THE BLACK ROBE, police night court.
7:00    5     INDOOR POLO.
9:00    5     WRESTLING from Marigold. Ivan Rasputin vs. Chief Eagle.
9:30    4     PIX OF THE NEWS.
11:00   9     TV FORECAST.

(Stations reserve the right to change above listings without notice)
And That's How Howdy Was Born

A visit this week to the peanut gallery of the Howdy Doody Show (WNBQ, channel 5) revealed the history of the knee-high puppet and his alter ego, Bob Smith.

In the early 1940's, when Smith was a disc jockey in Buffalo, N.Y., he decided to add a little more fun to the broadcasts by introducing an oafish voice (his own on a higher register) and he called the character Elmer.

Seven years later, after he moved to New York, he was assigned to emcee, a Saturday morning children's program, "Triple B Ranch," and for the added amusement of the children Bob revived friend Elmer. Because Elmer always addressed the kids with "Howdy doody, kids," the children soon were calling Elmer "Howdy Doody."

And that's how Howdy was born.

And very soon, too, the kids were demanding to see Howdy Doody, so the idea for the TV show was a natural result, with the program making its debut in December 1947. Now the telecast is seen over 25 video stations, and the cast recently celebrated its 400th performance.

Xmas Gift Idea—Page 4
WOULD THE BUILDER OF YOUR SET APPROVE YOUR SERVICE COMPANY?
HE WOULD IF IT WERE A TISA MEMBER!

CALL THE NEAREST FACTORY APPROVED TISA* MEMBER

A West Side Radio & Television
5647 West Madison Street   AUstin 7-5454

Central Television Service
3730 North Southport Avenue   EAstgate 7-9500

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

Radio City
5659 South Halsted Street   ENglewood 4-5557

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

Van Treese Engineering Co.
6250 South Marshfield Ave.   HEmlock 4-6300

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

Chelten Television
2903 East 79th Street   ESsex 5-3450

Kent Engineering Company
6250 South Spaulding Avenue   WAIlbrook 5-7212

Suburban Radio
605 Hillgrove Avenue   LaGrange 3935
   LaGrange, Illinois

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

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

*Television Installation Service Association
Working for Godfrey Can be a Strain

Someone like Tony Marvin never knows what the next twist or turn will be, working for Godfrey on the Wednesday night WBKB television show.

Since there is no rehearsal, Marvin never knows when Arthur will call on him to give a long-winded dissertation or definition, consequently he has become a voracious reader, finder and keeper of facts. He hasn’t been stumped many times.

A handsome six footer, Marvin has brown eyes and hair. He even took movie screen tests for a role in “Carmen” and another studio had an option on his services for the lead role in a film biography of the late Rudolph Valentino.

Marvin lives in New York. He married a non-profession gal. She was a Cornell graduate and a swimming instructor at the same summer camp where Marvin was dramatic counselor. They have one daughter, Lynda Ann.

Paying off daughter (Margaret Kerry) is a frequent occurrence even in the “Ruggles” family. ABC comedy now on WENR-TV, channel 7. This week you’ll again see Charley, screen favorite, in a new video episode.

This evening as you relax and enjoy yourself, may we suggest your favorite drink, made with smooth, mellow King Whisky? We think you’ll like it very much, for King lives up to its famous maker’s 79-year-old family tradition for fine Kentucky whisky. King’s Friendly Flavor is the result of its 40% straight whiskies—blended with the finest grain neutral spirits. Order from your favorite liquor store now.

KING America’s Premium Blend

BROWN-FORMAN DISTILLERS CORPORATION
At Louisville in Kentucky

*KING BLACK LABEL. Blended Whisky. 40% straight whiskies; 60% grain neutral spirits. 86 Proof.


TV Forecast
### Monday

<table>
<thead>
<tr>
<th>WBKB</th>
<th>WNBQ</th>
<th>WENR-TV</th>
<th>WGN-TV</th>
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</thead>
<tbody>
<tr>
<td>9:30 4</td>
<td>YOUR SECOND CUP (of coffee).</td>
<td>10:00 4</td>
<td>UNITED NATIONS' REPORT.</td>
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<tr>
<td>10:00 4</td>
<td>UNITED NATIONS' REPORT.</td>
<td>2:00 4</td>
<td>NEWS TELECAST.</td>
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<tr>
<td>2:45 5</td>
<td>THE HOMEMAKERS' EXCHANGE.</td>
<td>3:30 4</td>
<td>TV ALBUM.</td>
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<tr>
<td>3:45 5</td>
<td>FLORENCE B. ELLIS, reviewer.</td>
<td>3:45 5</td>
<td>HI LADIES! Games and fun.</td>
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<tr>
<td>4:00 4</td>
<td>MULTISCOPE NEWS.</td>
<td>4:15 5</td>
<td>WOMEN'S MAGAZINE of the air.</td>
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<tr>
<td>4:15 5</td>
<td>JUDY SPLINTERS, S. Dinsdale.</td>
<td>5:00 4</td>
<td>CACTUS JIM, western film.</td>
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<tr>
<td>5:15 5</td>
<td>COMIC CAPERS with Boo the bunny.</td>
<td>5:30 4</td>
<td>LUCKY PUP, Doris Brown, m.c.</td>
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<tr>
<td>5:30 4</td>
<td>TRAIL BLAZERS' THEATER, &quot;Arizona Stage Coach.&quot;</td>
<td>5:45 5</td>
<td>WRANGLER'S CLUB.</td>
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<tr>
<td>6:00 4</td>
<td>ROAR OF THE RAILS, films.</td>
<td>6:15 4</td>
<td>CLARK'S CORNER, musical.</td>
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<td>6:15 4</td>
<td>KUKLA, FRAN, AND OLLIE.</td>
<td>6:30 4</td>
<td>CBS TELEVISION NEWS.</td>
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<td>6:30 4</td>
<td>SHOWROOM with Morton Downey.</td>
<td>7:00 4</td>
<td>SERIAL, &quot;Miracle Rider.&quot;</td>
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<td>7:00 4</td>
<td>CATALOG QUIZ, Eddie Hubbard.</td>
<td>7:15 4</td>
<td>WINDOW SHOPPING, John Dunham.</td>
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<td>7:15 4</td>
<td>UNCLE MISTLETOE, Aunt Judy.</td>
<td>7:30 4</td>
<td>NEWS CARAVAN.</td>
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<td>7:30 4</td>
<td>CHICAGOLAND NEWSREEL.</td>
<td>7:45 5</td>
<td>HERB SHRINER SHOW.</td>
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<td>7:50 4</td>
<td>PARADE. TV's original juvenile talent show (see page 22).</td>
<td>8:00 4</td>
<td>FILM VARIETIES.</td>
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<td>8:00 4</td>
<td>TALENT SCOUTS, Arthur Godfrey.</td>
<td>8:15 4</td>
<td>VOICE OF FIRESTONE. Eleanor Steber will be guest soprano.</td>
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<td>8:15 4</td>
<td>MARY MORGAN, fashion review.</td>
<td>8:30 4</td>
<td>FILMS.</td>
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<td>8:30 4</td>
<td>THE MORGAN SHOW, musical.</td>
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<td>8:45 4</td>
<td>QUIZ KIDS, Joe Kelly quizmaster.</td>
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<td>9:15 4</td>
<td>LIGHTS OUT, &quot;Something in the Wind&quot; by Fred Coe.</td>
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<td>9:30 4</td>
<td>MAJORITY RULES, quiz show.</td>
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<td>9:30 4</td>
<td>THE WORLD IS YOURS, travel film.</td>
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<td>9:50 4</td>
<td>THE GOLDENBERG.</td>
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<td>9:50 4</td>
<td>BAND OF AMERICA, Paul Lavalle.</td>
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<td>10:05 4</td>
<td>BOXING, professional bouts.</td>
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<td>10:45 4</td>
<td>QUIZ KIDS, Joe Kelly quizmaster.</td>
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<td>10:45 4</td>
<td>FLAMA-GRAU, sports news.</td>
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<td>10:50 4</td>
<td>ERENNE SIMON, the curbstone cutup.</td>
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<td>10:55 4</td>
<td>THE WEATHERMAN, Clint Youle.</td>
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<td>11:00 4</td>
<td>WRESTLING FROM HOLLYWOOD.</td>
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<td>11:00 4</td>
<td>RESERVED FOR GARROWAY.</td>
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<td>11:00 4</td>
<td>BUT NOT FORGOTTEN.</td>
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<tr>
<td>11:00 4</td>
<td>CHICAGOLAND NEWSREEL.</td>
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<td>11:00 4</td>
<td>LET'S LOOK AT SPORTS.</td>
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<td>11:00 4</td>
<td>PIX OF THE NEWS.</td>
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<tr>
<td>11:00 4</td>
<td>TV FORECAST.</td>
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(Stations reserve the right to change above listings without notice)
ONE of our readers, A. R. Crandall of Chicago makes a suggestion which should make all our J.G. subscribers very happy—

Why not telecast more shows for children on Friday evenings, he asks? This is the one night most children receive permission from mom and dad to stay up a little later.

Your old friend, Uncle Herbie knows just what he means. Boxing and horse-racing have been taking up a good deal of time each Friday, hardy the thing for moppets who like Punch and Judy.

Look what's back! It's "Parade" on WENR-TV, channel 7. Don and Vera Ward head the show, one which was a favorite of Chicagoland children last year, and the Wards take turns introducing and interviewing juvenile talent.

If you’re between one and 15, and want to be a television star, have mom or dad contact American National Video production.

One of our favorite Chicago stars, Toni Gilman, started entertaining as a four-and-a-half-year-old vaudeville starlet. At five she had her own radio program, "Painted Dreams." And she was a hit in "Let Freedom Ring" on Broadway.

Now our child star is a mother of a two-year-old potential TV star, a daughter named Suzann.

Many, many thanks for your nice letters. Am trying to answer them as fast as I can.
What's Your Favorite TV Show!

This week TV Forecast opens its first annual Awards Poll and invites its midwestern readers in Illinois, Wisconsin, Indiana, and Michigan to select the most outstanding shows in the categories listed on these pages.

With 1949 nearing its end, television fans now have an opportunity to rate the shows they see on their screen. It's easy, and can be lots of fun! Do it now.

By selecting the shows you enjoy the best you reflect your viewing preference to the television industry. Mail your letter to the Editor, TV Forecast, 185 North Wabash, Chicago 1, Ill., no later than December 25. Results will be an-

<table>
<thead>
<tr>
<th>VOTE FOR YOUR FAVORITES</th>
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<tbody>
<tr>
<td>My favorite</td>
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<tr>
<td>COMEDY SHOW is</td>
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<td>My favorite</td>
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<td>CHILDREN'S SHOW is</td>
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<td>My favorite</td>
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<td>QUIZ SHOW is</td>
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<td>My favorite</td>
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<tr>
<td>MUSICAL PROGRAM is</td>
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<tr>
<td>My favorite</td>
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<tr>
<td>WOMEN'S SHOW is</td>
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<tr>
<td>I think this year's BEST NEW program is...</td>
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<tr>
<td>I think the BEST PROGRAM on TV is...</td>
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<tr>
<td>I think the WORST PROGRAM on TV is...</td>
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</tbody>
</table>

Cut out this ballot and mail to TV Forecast.
Favorite Show?

announced in a January issue of this publication.

Recently TV audience ratings were taken in Chicago, Boston, New York, Baltimore, Buffalo, Cincinnati, Cleveland, Detroit, New Haven, Philadelphia, Schenectady, St. Louis, Toledo and Washington by Videodex. During the period of survey the estimated number of receivers in these cities was over two million.

Because the survey was taken when the maximum number of persons were viewing, not one children's show placed in the leading 15 telecasts. Top show

(Continued on page 17)

FAVORITE PROGRAM
My favorite
MYSTERY PROGRAM is.....................
My favorite
DRAMATIC SHOW is......................
My favorite
AMATEUR SHOW is........................
My favorite
EDUCATIONAL SHOW is..................
My favorite
VARIETY SHOW is..........................

Cast, no later than December 25, 1949.
GUEST COLUMNIST

Inside People, With Funt and Camera

By ALLEN FUNT

Let me tell you, the things that go into people's minds are wonderful. Capturing their words, their facial expressions, their gestures with my concealed "Candid Camera" is a tremendously satisfying job.

For one thing, all the unlikely situations I've cooked up and plunged perfect strangers into, prove that most people are honest, reasonably intelligent, and capable of guiding their own destinies, given half a fighting chance.

Like the man whose suit I was wearing. I was posing as a clerk in a dry cleaning store. When this man came in to pick his suit I told him it was lost, but actually I was wearing it. He turned out to be a man with a strong sense of justice.

I offered to pay for his "lost" suit out of my pocket. He rejected the offer. He didn't want to punish me for "my company's mistake." He resented my hints that his suit wasn't worth very much. He was irritated by the inefficiency that caused the “lose” of his suit. He snorted, waved his arms, hollered out loud with anger.

But the wonderful thing about it was that when I told him the whole thing was a gag, he broke into a big, good-natured grin. And when it finally dawned on him that I was wearing his suit, while we were arguing about it, he laughed out loud.

That's only one man, and one encounter, but I've made hundreds of such safaris into the human psyche with the "Candid Camera" and believe me, I have always found untold riches of intelligence, self respect and good horse-sense that make me want to go back again, to chart the colorful country of the human mind.
You've a date...
WLAV-TV CHANNEL 7, GRAND RAPIDS, MICHIGAN
provides this page for the convenience of viewers in the
Grand Rapids area

Saturday, December 3
2:30 Test Pattern.
3:00 FOOTBALL.
7:00 Test pattern.
7:15 FILM VARIETIES.
7:30 LONE RANGER.
8:00 PAUL WHITEMAN TEEN CLUB.
9:00 WHO SAID THAT?
9:30 NEWS AND EVENTS.
9:45 ROLLER DERBY.

Sunday, December 4
6:15 Test Pattern.
6:30 FILM VARIETIES.
6:45 TELECAST OF FASHION.
7:00 FILM VARIETIES.
7:30 THIS IS SHOW BUSINESS.
8:00 SUPPER CLUB.
8:30 THE LITTLE REVUE.
9:00 PHILCO PLAYHOUSE.
10:00 FILM VARIETIES.
10:30 YOUTH ON THE MARCH.

Monday, December 5
3:00 Test Pattern.
4:00 HOMEMAKERS' EXCHANGE.
5:45 Test Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 NEWS AND EVENTS.
7:55 TELETONE VARIETIES.
8:00 TELE THEATER.
8:30 FILM VARIETIES.
9:00 LIGHTS OUT.
9:30 FEATURE FILM.

Tuesday, December 6
3:00 Test Pattern.
4:00 HOMEMAKERS' EXCHANGE.
5:45 Test Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 NEWS AND EVENTS.

Wednesday, December 7
3:00 Test Pattern.
4:00 HOMEMAKERS' EXCHANGE.
5:45 Test Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 THE CLOCK.
8:00 ARTHUR GODFREY.
9:00 LOPEZ SPEAKING.
9:15 FILM VARIETIES.
9:30 WRESTLING.
10:00 BREAK THE BANK.
10:30 WRESTLING.

Thursday, December 8
3:00 Test Pattern.
4:00 HOMEMAKERS' EXCHANGE.
5:45 Test Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 NEWS AND EVENTS.
7:55 TELETONE VARIETIES.
8:00 STOP THE MUSIC.
9:00 To be announced.
10:00 BIG TEN FOOTBALL.

Friday, December 9
3:00 Test Pattern.
4:00 HOMEMAKERS' EXCHANGE.
5:45 Test Pattern.
6:00 CACTUS JIM.
6:30 NEWS AND EVENTS.
7:00 KUKLA, FRAN AND OLLIE.
7:30 NEWS AND EVENTS.
7:55 TELETONE VARIETIES.
8:00 FILM VARIETIES.
8:30 BLIND DATE.
9:00 54TH STREET REVUE.
10:00 BOXING.

TV Forecast
TV Forecast Poll
(Continued from page 13)

was Milton Berle’s “Star Theater,” a comedy cast, with Ed Sullivan’s variety-talent show, “Toast of the Town,” a close second.

Third place was clinched by an amateur-type program with Arthur Godfrey; fourth place by a give-away, “Stop the Music.” Experts agree the survey proved that Americans like to laugh, and that light entertainment with plenty of variety is the right mixture for a topnotch television show.

However, high on the list of the leading 15 shows, were dramatic shows, including Chevrolet on Broadway, Philco Playhouse, Fireside Theater, Studio One, Colgate Theater, the Goldbergs, Ford and Kraft Theaters.

The dramatic productions captured eight of the largest network audiences, while give-aways ran a poor third. Sporting events, particularly the Saturday afternoon football games, attracted the largest average number of male viewers per set, but were not able to break into the leading 15 shows.

Teen-agers showed a preference for Godfrey, Fireside Theater, Olsen and Johnson (now off the air), Stop the Music and Ford Theater.

Because viewing habits change constantly, and because the number of TV sets in these cities is increasing at a phenomenal rate, these figures have probably changed somewhat during the month of November and the early days of December.

That is why the editors of this magazine want you to participate in this Poll.

Further, if you now have a preference for a type of program not now seen on your screen, include it in your letter to TV Forecast. Results of this Poll will be issued to the ABC, NBC, CBS and DuMont television networks for their review and consideration.

Bowling Telecast

The ninth annual All-Star national individual match game bowling championships will be telecast during this week by WGN-TV. Channel 9 cameras will be set up in the bowling lanes of the N.W. Armory. The event is a Tribune charity, and will end Dec. 11.

TV Forecast
WTMJ-TV Program Schedule Channel 3
THE MILWAUKEE JOURNAL TELEVISION STATION
DECEMBER 3 through DECEMBER 9, 1949

SATURDAY, DECEMBER 3
4:00  MR. JAVIER
4:30  WILD WEST THEATER
5:30  TELE-TALENT TIME
6:00  DUNNINGER (CBS)
6:30  THE SPORTS PICTURE
6:45  TOP VIEWS IN SPORTS
7:00  ARTHUR GODFREY
8:00  BASKETBALL: MARQUETTE VS. WISCONSIN
9:30  NEWS
9:32  TOMORROW'S TELEVISION

SUNDAY, DECEMBER 4
3:00  BIBLE STORIES
3:15  MEET THE ARTIST
3:30  YOU'RE THE JUDGE
4:00  WAYNE KING (NBC)
4:30  SUPER CIRCUS (NBC)
5:00  SINGING LADY (ABC)
5:30  HIGH LIFE TIME
6:00  PAUL WHITEMAN (ABC)
6:30  SHOW BUSINESS (CBS)
7:00  CAPER CLUB (NBC)
7:30  COLGATE TV THEATER (NBC)
8:00  PHILCO TELE-FRIDGE (NBC)
8:30  CELEBRITY TIME (ABC)
9:00  Telenews Weekly
9:30  ROYING CAMERA
10:00  TOMORROW'S TELEVISION

MONDAY, DECEMBER 5
5:00  SOMETHING TO DO
5:15  ROAR OF THE RAILS (CBS)
5:45  VI AND JERRY WAGNER
6:00  KUKLA FRAN AND OLLIE (NBC)
6:30  THE SPORTS PICTURE
6:45  CAMEL NEWS CARAVAN (NBC)
7:00  TEXACO STAR THEATER (NBC)
7:30  SILVER THEATER (CBS)
8:00  THE LIFE OF RILEY (NBC)
8:30  AMATEUR CLUB (NBC)
9:00  SQUARE DANCE JAMBOREE
9:30  FILM: "PEGGY & JIM"
10:00  NEWS
10:30  NEWS
10:37  TOMORROW'S TELEVISION

TUESDAY, DECEMBER 6
5:00  TO BE ANNOUNCED
5:30  YOUR LIBRARY STORY
5:45  VI AND JERRY WAGNER
6:00  KUKLA FRAN AND OLLIE (NBC)
6:30  THE SPORTS PICTURE
6:45  CAMEL NEWS CARAVAN (NBC)
7:00  TEXACO STAR THEATER (NBC)
7:30  SILVER THEATER (CBS)
8:00  THE LIFE OF RILEY (NBC)
8:30  AMATEUR CLUB (NBC)
9:00  SQUARE DANCE JAMBOREE
9:30  FILM: "PEGGY & JIM"
10:00  NEWS
10:30  NEWS
10:37  TOMORROW'S TELEVISION

WEDNESDAY, DECEMBER 7
5:00  SOMETHING TO DO
5:30  MUSEUM EXPLORERS CLUB
5:45  VI AND JERRY WAGNER
6:00  KUKLA FRAN AND OLLIE (NBC)
6:30  THE SPORTS PICTURE
6:45  CAMEL NEWS CARAVAN (NBC)
7:00  STOP THE MUSIC (ABC)
7:30  RAY BYRDE (NBC)
8:00  PRIVATE EYE (NBC)
9:00  WRESTLING
9:30  NEWS
10:00  NEWS
10:37  TOMORROW'S TELEVISION

THURSDAY, DECEMBER 8
5:00  TO BE ANNOUNCED
5:30  LUCKY LUKE (CBS)
5:45  VI AND JERRY WAGNER
6:00  KUKLA FRAN AND OLLIE (NBC)
6:30  THE SPORTS PICTURE
6:45  CAMEL NEWS CARAVAN (NBC)
7:00  "MAMA" (CBS)
7:30  ED WYNN SHOW (CBS)
8:00  VERSATILE VARIETIES (NBC)
8:30  BIG STORY (NBC)
9:00  PRO BOXING (NBC)
9:45  GREAT PRO FIGHTS (NBC)
9:55  SPORTS HIGHLIGHTS (NBC)
10:00  RAY BYRDE (NBC)
10:30  NEWS
10:37  TOMORROW'S TELEVISION

FRIDAY, DECEMBER 9
5:00  SOMETHING TO DO
5:30  LITTLE AMATEURS
5:45  VI AND JERRY WAGNER
6:00  KUKLA FRAN AND OLLIE (NBC)
6:30  THE SPORTS PICTURE
6:45  CAMEL NEWS CARAVAN
7:00  "MAMA" (CBS)
7:30  ED WYNN SHOW (CBS)
8:00  VERSATILE VARIETIES (NBC)
8:30  BIG STORY (NBC)
9:00  PRO BOXING (NBC)
9:45  GREAT PRO FIGHTS (NBC)
9:55  SPORTS HIGHLIGHTS (NBC)
10:00  RAY BYRDE (NBC)
10:30  NEWS
11:17  TOMORROW'S TELEVISION

Presented by
EDWARD HINES
Lumber Company

TV Forecast
**TV Forecast for December 9, 1949**

**Friday**

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**“WRESTLING FROM HOLLYWOOD”**

with commentator

RUSS DAVIS

**Friday at 10:15 P.M.**

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Tough Job: Picking a Television Queen from 350 Chicago Cuties

It's all over now, but ever since February thousands of Chicagoland viewers have been judges of a beauty contest jam-packed with contestants, 350 cuties and all of them with an eye on being Miss Tavern Pale of 1949.

Over a million votes were cast, the queen (see picture on page 21) being selected from a group of seven finalists, Marlene Reilly, Ingeborg Jorgensen, June Anderson, Louanna Hansen, Penny Karna, Joanne Arc and Marilyn Ware.

It's a tough job, claims Leo Lederer, shown on this page with a chorus of lovelies, all of whom were voted as Miss Tavern Pale of the Week during the contest conducted by W. B. Doner.

Already a new contest is underway, seeking the Queen for 1950. Also sponsored by the Atlantic Brewing company, the telecast will continue to be during the regular Thursday night wrestling match intermissions, on WGN-TV, channel 9.

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TELEVISION COMPANY
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South
AMERICAN
RADIO LABORATORY
6321 S. University     FAirfax 4-9000

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TELEVISION SERVICE
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TELEVISION LABORATORIES
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RADIO SERVICE
1362 N. Sedgwick     MOhawk 4-2300

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Excellent dramatic fare

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*WBKB* CHICAGO
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