

PROGRAMS ON THE AIR

THURSDAY, MARCH 23, 1950

RADIO

- 1-Baseball: Brooklyn Dodgers vs. Philadelphia Athletics-WMGM; 1:55-Yankees vs. St. Louis Cardinals-WINS. 7:30-8-Drama: "Adventures of Maisie," With Ann Sothern-WMGM. 8-8:30-Play: "The Aldrich Family," With Ezra Stone-WNBC. 8-8:30-Comedy: "Blondie," With Arthur Lake-WJZ. 8:05-9-Symphony Hall: Prokofiev Cinderella Ballet, Excerpts-WQXR. 8-11-Basketball: C. C. N. Y. vs. Ohio State, North Carolina vs. Holy Cross at Madison Square Garden-WMGM. 8:30-9-Comedy: "Father Knows Best," With Robert Young-WNBC. 9-9:30-Drama: "The Sun Comes Up," Jeanette MacDonald-WNBC. 9-9:45-Original Amateur Hour, With Ted Mack and Others-WJZ. 9-9:30-Suspense: "One and One's a Lonesome," With Ronald Reagan-WCBS. 9:30-10-Duffy's Tavern: Ed Gardner, Hazel Shermet, Others-WNBC. 10-10:30-Supper Club: With Perry Como; Cary Grant, Guest-WNBC. 10-10:30-Author Meets the Critics: "Berlin Command," by Gen. Frank Hawley; Bruno Star and Leo Cherne, Guest Critics-WJZ. 10-10:30-Drama: "Richard Carvel," Douglas Fairbanks Jr.-WCBS. 10:30-11-Let's Go to the Met: Excerpts from "La Boheme"-WJZ. 11-12:15-Academy Award Dinner: With Paul Douglas, Others-WJZ. 11:30-12-America United-Drama: "Tomorrow for Two," With Herbert Marshall (Recorded From Toronto)-WNBC.

TELEVISION

- 7:30-8-The Lone Ranger-Film-WJZ-TV. 8-9-The Show Goes On: Robert Q. Lewis and Others-WCBS-TV. 8-8:30-Night Court Drama: "The Black Robe"-WNBT. 8-9-Stop the Music, With Bert Parks and Others-WJZ-TV. 9-9:30-Morey Amsterdam Show: Variety and Music-WABD. 9-9:30-Blind Date, With Arlene Francis and Guests-WJZ-TV. 9-Boxing: Broadway Arena-WOR-TV; 9:30-Sunnyside-WABD. 9-Wrestling at Ridgewood Grove Arena-WPIX. 9:30-10-Holiday Hotel, With Edward Everett Horton and Others; Denise Darcel, Guest-WJZ-TV (Premiere). 9:45-10:30-Beat the Clock, Bud Collyer-WCBS-TV (Premiere). 10:30-11-The Flower Show, Grand Central Palace-WCBS-TV.

MORNING

- 8:05-WQXR-Breakfast Symphony 8:15-WOR-Breakfast With Dorothy and Dick WJZ-Ed and Pegeen Fitzgerald WCBS-Ph' Cook WINS-Don Goddard, News 8:30-WNBC-Tex and Lina, Interviews: Mrs. Mary Bass and Leora Dana, Guests WCBS-Margaret Arlen Program WMCA-Recorded Music WNEW-News: Anything Goes WINS-Art Scanlon Show 8:45-WJZ-Food Talks 8:55-WJZ-Gems for Thought, With Dr. Samuel M. Shoemaker WMCA-News: Recorded Music 9:00-WJZ-Breakfast Club WOR-News: Harry Hennessy WCBS-This Is New York: Bill Leonard: George Spargo, Guest WNYC-Metropolitan Hour WMGM-Living Should Be Fun-Carlton Fredericks WQXR-The New York Times News 9:05-WQXR-Just Music 9:15-WNBC-Norman Brokenshire WOR-Betty Barton WMCA-Mr. and Mrs. Music WINS-Joe Halpin Show 9:30-WOR-The McCanns at Home WINS-Flora-Corner Club WNEW-News: Allyn Edwards Show, With Roy Ross Orchestra WMGM-Fun at Breakfast-Ward Wilson WQXR-Plano Personalities 9:45-WNBC-Wax and Wayne, With Wayne Howell WCBS-Missus Goes A-Shopping, With John Reed, King WQXR-Composer's Varieties 10:00-WNBC-Welcome Travelers: Tommy Bartlett WOR-News, Henry Gladstone WJZ-My True Story WCBS-This Is Bing Crosby WINS-Charlie Starke's Music Shop WMCA-Mr. and Mrs. Music WMGM-Ted Husing Bandstand WNEW-Make-Believe Ballroom WQXR-The New York Times News 10:05-WQXR-Morning Melodies

AFTERNOON

- WCBS-Hilltop House-Sketch WMCA-Recorded Music 3:25-WJZ-Walter Kerr's Comments 3:30-WNBC-Pepper Young's Family-Sketch WOR-The Answer Man WJZ-Pick a Date, With Buddy Rogers WCBS-House Party, With Art Linkletter WMGM-Sports Extra 3:45-WNBC-Right to Happiness-Sketch WOR-Gabriel Heatter's Mailbag 3:55-WNBC-Cedric Adams, Comments WMCA-News WMGM-News 4:00-WNBC-Backstage Wife-Sketch WOR-Barbara Welles Show: Claire Tree Major, Guest WJZ-Surprise Package Show WCBS-Garry Moore Show WMCA-News: Recorded Music WQXR-Music of the Theatre WMGM-The Tunes Show WNEW-Jimmy Atkins Show WQXR-The New York Times News 4:05-WQXR-Recorded Album 4:15-WNBC-Stella Dallas-Sketch WNEW-Men of Melody 4:30-WNBC-Lorenzo Jones-Sketch WQXR-Dean Cameron Comments WJZ-Happy Landings-Airport Interviews WINS-Listen to Lacy

EVENING

- WCBS-News Reports WMCA-News: Sports Round-Up WINS-Earl Wilson Show WMGM-Newsreel Theatre WJZ-Music Till Midnight WEVD-Hal's Memory Hall WOV-A Ramble in Erin: Pat Stanton WQXR-The New York Times News 11:07-WQXR-The World of Music 11:10-WMCA-Night Watch 11:15-WNBC-Songs by Morton Downey WOR-Sports and Weather WCBS-Startling Salute-Galen Drake 11:30-WNBC-America United-Drama: Tomorrow for Two, With Herbert Marshall; the Story Deals With the Current Status of Displaced Persons (Recorded From Toronto) WOR-Eddy Duchin Orchestra WNEW-News: Music to Midnight 11:45-WCBS-Griff Williams Orchestra 12:00-WNBC-News WOR-News: Dance Music WCBS-News: Dance Music WMCA-Ralph Cooper Show (To 2) WNEW-Milkman's Matinee WMGM-Bee Kalmus Show WINS-Once Over Nightly-Ed Weiner WEVD-Symphonic Hour WOV-Front Page Drama WQXR-The New York Times News 12:05-WNBC-Bradford Romano Show WQXR-Nightcap (To 1 A. M.) 12:15-WNBC-Dance Music WJZ-Symphony Sid 12:55-WNBC-News (Off at 1) 1:00-WCBS-News (Off at 1:05) WMGM-Jack Eigen Show 1:55-WOR-News 2:00-WOR-Parade of Stars-Erv Victor (To 5)

TELEVISION-FM

- 7:30-WCBS-TV-Douglas Edwards, News WNBT-Wendy Barrie-Interviews WABD-Manhattan Spotlight: Chuck Trantum WJZ-TV-Film: The Lone Ranger WOR-TV-Wrestling Film WPX-Wall Street, Forum: Roland R. McElvare, Arthur Daniels, Herbert R. Anderson and Dorothy A. DeVoy 7:45-WCBS-TV-Life With Snarky Parker-Marjorie News John Cameron Swayze WABD-Vincent Lopez Show 8:00-WCBS-TV-The Show Goes On: Robert O. Lewis and Guests WNBT-Night Court Drama: The Black Robe WABD-Film: Borrowed Hero, with Alan Baxter and Florence Rice WJZ-TV-Stop the Music: Bert Parks, Estelle Loring, Jimmy Balne, Betty Ann Grove, Harry Salter Orchestra WPX-Voice of the People: Herman Stichman, Nathan Math, Edward Rieger, Hy Turklin, Guests WATV-King's Court-Quiz 8:30-WNBT-Play: One Man's Family, With Bert Lytell and Marjorie Gatenon WOR-TV-Q-Ball Championships WATV-Films (To 10:30) 8:45-WOR-TV-Sports, Warren Hull and Lois Monte 9:00-WCBS-TV-Escape: The Sound Machine, With Jack Lescaulie and Others WNBT-College of Musical Knowledge, With Kay Kyser WABD-Morey Amsterdam Show WJZ-TV-Blind Date, With Arlene Francis and Guests

FM STATIONS

- (Dial Setting in Megacycles) WSOU-FM-89.5 WFUV-90.7 10:00 A. M.-3:00 P. M.-News: Music: Drama

MORNING

- 5:00-WOR-Town and Country Gentleman-Joe Bier WNEW-Recorded Music 5:30-WNBC-Tom Page, Rural Reporter 5:45-WJZ-Recorded Music WCBS-News: Revellie Program 5:55-WNBC-News: Tex Antoine Records 6:00-WOR-Rambi'ng With Gambling WJZ-Farm News-Phillip Alampi WCBS-Jack Sterling Show WMCA-News: Fisherman's Guide WINS-Art Scanlon Show WMGM-Newsreel Theatre WNEW-Anything Goes, With Gene Rayburn, Tee Finch; Music; Weather Reports WJZ-Kierman's Corner WCBS-News: Jack Sterling Show WNEW-News: Anything Goes 6:55-WNYC-News: Sunrise Symphony 7:00-WNYC-News: Bob Smith Show WOR-News: Melvin Elliott WJZ-News: Don Gardner WCBS-News: Jack Sterling Show WMCA-News: This Is J. G. WINS-Don Goddard, News WMGM-The Brown Show 7:05-WQXR-Breakfast Symphony 7:10-WJZ-Weather Report 7:15-WOR-Gambling's Musical Clock: Vincent Sorey's Orchestra WINS-Art Scanlon Show 7:28-WQXR-Weather Report 7:30-WNBC-News: Bob Smith Show WCBS-News: Jack Sterling Show WNEW-Sports Round-up, With Steve Ellis WNEW-N-News: Anything Goes WQXR-Breakfast Symphony 7:35-WMCA-This Is J. G. 7:45-WCBS-News Reports WMCA-Unity Viewpoint-Talk WNYC-Weather: News 7:55-WJZ-News Reports 8:00-WNBC-Bob Smith Show WOR-Prescott Robinson, News WJZ-News, Martin Agronsky WCBS-News Round-up WNEW-News: Recorded Music WNYC-Around New York Today WJZ-Kierman's Corner WQXR-The New York Times News

AFTERNOON

- 12:00-WNBC-News Reports WOR-Kate Smith Speaks WJZ-Ladies, 3e Seated-Johnny Olsen WCBS-Wendy Warren and the News WINS-Don Goddard, News WMCA-News: Recorded Music WNYC-Midday Symphony WNEW-Show Business WMGM-Paula Stone's Hollywood WQXR-The New York Times News 12:05-WQXR-Luncheon Concert 12:15-WNBC-Norman Brokenshire WOR-Rod Hendrickson Show WINS-Luncheon Date WCBS-Aunt Jenny-Sketch WMGM-George H. Combs, News 12:25-WJZ-Beauty and Fashions, With Carol Douglas 12:30-WOR-Henry Gladstone, News WJZ-News; Herb Sheldon Show WCBS-Helen Trent-Sketch WMCA-Guarneri Quintet WINS-Bushels of Fun WMGM-Mort Lawrence's Show WNEW-News; Four Aces 12:45-WCBS-Our Gal Sunday-Sketch WOR-Luncheon at Sardi's WMCA-Music Box WNEW-Recorded Music 12:55-WNYC-News

EVENING

- 6:00-WNBC-News, Kenneth Banghart WOR-News on the Human Side WJZ-News; Joe Hazel, Sports WCBS-News and Health Hints WMCA-News: Recorded Music WNYC-Guest Star WQXR-The New York Times News 6:05-WQXR-Theatre of the Dance 6:15-WNBC-Bill Stern, Sports WOR-Bob Elson Interviews WJZ-Johnny Thompson Show WCBS-You and Competition, With Dwight Cooke, Lou Little, Guest WMCA-Movie Cossip; Music WNYC-Here's the Story WINS-Little Band, What Now? 6:28-WQXR-Weather Reports 6:30-WNBC-Here's Morgan WOR-News, Vandeventer WJZ-Herb Sheldon Show WMCA-Racing Results WNYC-Veterans News Service WINS-Carroll Alcott, News WMGM-Accent on Music WNEW-News; Make-Believe Ballroom WOV-News Reports WQXR-Dinner Concert 6:45-WNBC-Three-Star Extra WOR-Stan Lomax, Sports WCBS-Fulton Lewis, News WMCA-Steve Ellis, Sports WNYC-Weather Report WINS-Geoff Davis, Songs WOV-Variety 6:50-WNYC-U. N. News 6:55-WNYC-News 7:00-WNBC-Frank Sinatra, Dorothy Kirsten WOR-Fulton Lewis, News WJZ-Edwin C. Hill, News WCBS-Comedy: Beulah WMCA-News: Recorded Music WNYC-Masterwork Hour WINS-Song of the Old Sod WMGM-Today's Sports

TELEVISION-FM

- 5:15-WNBT-Judy Splinters, With Shirley Dinsdale WPTX-Ms. Magic, With Norman Jensen 5:30-WCBS-TV-Film: The Chuck Wagon, With Bob Dixon WNBT-Howdy Doody; Bob Smith WPIX-Six-Gun Playhouse WATV-Feature Film 5:45-WABD-Time for Reflection 5:55-WABD-Camera Headlines 6:00-WNBT-Friendship Ranch: Children's Variety Show WABD-Small Fry Club: Bob Emery 6:15-WNBT-Children's Theatre: Film: Ray Forrester Narrator 6:30-WCBS-TV-Lucky Pup WNBT-Easy Does It: Johnny Andrews and Franey Lane WABD-Magic Cottage; Pat Melkie WQXR-TV-The Mystery Rider WATV-Telepic WJZ-Film: Sign of the Wolf 6:35-WPIX-Television Reporter 6:45-WCBS-TV-Bob Howard Show WQXR-TV-Time for Beans-Puppets WPIX-Jimmy Powers, Sports 6:50-WATV-Western Films (To 8) 6:55-WNBT-Weather by Wethbee 7:00-WCBS-TV-Kirby Stone Quintet: Charlie Ventura, Guest WNBT-TV-Kukla, Fran and Ollie Show WABD-Captain Video WOR-TV-Comedy Carnival Film WPIX-News-John Tillman WJZ-TV-Faul Arnold Show WJZ-TV-Kierman's Kaleidoscope-Film WOR-TV-Mr. and Mrs. Mystery WPIX-Gaji and Bill, Songs

MORNING

- 0:45-WABD-Morning Chapel: Rev. Dr. Jesse Shiff WABD-Television Shopper: Kathi Norris AFTERNOON 2:00-WABD-Headline Clues: George Putnam 2:30-WABD-Johnny Olson, Rumpus Room 1:00-WABD-Okay Mother: Dennis James; Gladys Hurlbut, Guest 1:30-WABD-Man on the Street 1:45-WABD-Margaret Johnson, Songs 2:00-WABD-Matinee Time (To 4) WJZ-TV-Market Melodies WOR-TV-News Features WATV-Feature Film 3:00-WATV-Homemakers' Guide: Fred Sayles, Brooke Stephens 3:45-WCBS-Music and Weather 4:00-WCBS-TV-Homemakers' Exchange, With Maggie Waggoner Young WJZ-TV-Telephone Game (To 4:30) WATV-Western Film 4:15-WNBT-Film 4:30-WCBS-TV-Vanity Fair: Dorothy Doan, Nat Finney, Guest WNBT-Mystery Chef 4:45-WPIX-Music 5:00-WCBS-TV-Ted Steele Show WNBT-Film: Man of Action WATV-Junior Frolics

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