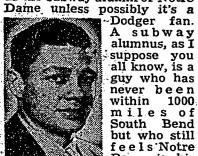
Notre Dame Subway Alumni Catch the Team on TV

THERE HAS NEVER been anything quite so passionate



· .

Dame is his team. Crosby

Every Saturday, urday, these devout souls journey either to the Century-Marine Theater in the far reaches of Brooklyn or the Century-Prospect Theater in Flushing, to watch Notre Dame maul the opposition on large screen theater elevision.

Notre Dame has been the greatest thing to happen to these theaters since double features. For one thing Saturday afternoon in the movie theater dodge has always been sacred to the small fry who pour in at 30 cents a head. For Notre Dame, the manage-ment charges \$1 for a seat on the main floor and \$1.50 for the balcony where you can smoke-and is doing a turnaway business. AND NOT ONLY is the box

office thriving. As any fool knows, your movie theater owner is up to his ears in the popcorn and peanuts and soda pop business, which looms larger in his calculations than Ava Gardner these days, and the subway almuni are won-derful popcorn and pop im-bibers. In order to give a kind of footbally twang to the proceedings, the Century-Marine Theater brought in a caterer to sell hot dogs one weekend. He made more money on food than the theater on theirs so he's never been invited back. The behaviour pattern of a

By John Crosbyfootball fan at theater. TV has as the subway alumni of Notre

not quite solidified, falling roughly halfway between that of a theater patron and a normal guy at a stadium. The guys yell and cheer just as they would in the stands but you hear a lot more applause, a theater reaction, than you would at a football game.

There's never the slightest doubt, though, which side the crowd's on. They're for Notre Dame and they don't care who knows it. If you'd dropped in on the Notre Dame-Navy game, you'd have heard loud cheers for Navy misplays as well as for Notre Dame's good ones. When Notre Dame did

badly-as, for example, a missed point after touchdown the theater was clamorous with silence, THEATERS in 13 cities are now taking the Notre Dame

games, all under the auspices of a company called Box Office Television (BOTV, for short) of which Sid Caesar is a vice president. The first game — with Pittsburgh—was a monumental flop. Then the-aters in 10 cities took in a total of only \$6000. Then word got around that this was a good thing. The following week receipts jumped \$14,000 and they've been going up ever since. And, of course, the popcorn business is terrific. During the first game, the theater management kept TV on during intermission with interviews and comment. Now they turn it off and draw the curtain so the folks can get at the popcorn machines. Also the theater sells them tickets

for the following week. And this is just the beginning, BOTV hopes. The com-pany mistily eyes a future in which they carry, to scores of cities across the land, Olympic tryouts, big fights, Barnum & Bailey's circus, the Globetrotters basketball team, horse races and college champion-ship basketball games.

3 p. m.—WNBW. Jay Mar-Stars on Parade with Don Russhall, comic magician and vensel and the music of Elliot Lawrence. triloquist, visits the Kate Smith show. long drama tells the story of

5:30-WTOP-TV. Garry "The Bitter Wind." Moore boxes a live bear. 8:30 - WTOP-TV. Charles and Angela Lansbury star in Boyer portrays a successful "The Ming Lama." but lonely businessman who romances a blind woman and Sloan portrays a man who congives his life new meaning in 'Moorings." 9:30—WTTG. Premiere of clear his name of scandal in "Man Versus Town."

Piece Heroique.

## **Hume's Music Selections**

WGMS-2:05 p. m. Gluck: Barber Overture; Beethoven: Symphony No. 5. WCFM-8:30. Sibelius: Vio-Alceste Overture; Schubert: Symphony No. 6; Franck:

lin Concerto; Sympliony No. 6. WGMS-FM-9. \*Paul Tra-WGMS-FM-5:05. Mendelsver, pianist, and Raymond sohn: Fair Sea and Prosperous McGuire, tenor. WGMS-FM-11:05. Gershsohn: Fair Sea and Prosper-

9:30-WMAL-TV. An hour-

9:30-WNBW. Howard Duff

win: Piano Concerto; Deous Voyage; Glinka: Ruslan bussy: Iberia. Suite; Turina: Procession del WTOP-12 m. to 5:30 a. m.

Rocio; Lake: Old Timer's Brahms: Symphony No. 4; Dohnanyi: Nursery Varia-WGMS · FM - 6. Smetana: Vltava; Ravel: La Valse. tions: Handel: G Minor Organ Concerto; Copland: Red Pony. WGMS-FM-8:05. Rossini: \*Live broadcast.

# **Thursday Radio Highlights**

12:15 p. m .--- WRC, Nancy McNutley are bewildered by their young niece and her Osgood's guest is Wilson E. split-personality boyfriend. 9:30-WTOP. Marlene Diet-Schurr, technical director for Reading Improvement.

8:30-WTOP. New time for Junior Miss who buys a buildit-yourself boating kit.

9-WRC. Ralph Edwards the Air: the Rev. Francis J. plays Truth or Consequences Heyden of Georgetown Uniwith his audience. versity lectures on "Planets 9-WTOP. Ray and Phyllis in Motion."

### PM STATIONS

WRC-FM (95.9 mc.)-5:30 a. m. to l a. m. WFAN (100.3 mc.)-5 a. m. to 9 p. m. WTOP-FM (96.3 mc.)-5:30 a. m. to 2 wWDC-FM (101.1 mc.)-7 a. m. to 2 a. m. WGMS-FM (103.5 mc.)-6:25 a. m. to 3 m. t **a.** m. WBUZ-FM (98.7 mo.)—3 p. m. to 9 p. m. WASH-FM (97.1 mc.)—7:30 a. m. to 10 p. m. WIST-FM (105.5 mc.)—5:30 a. m. to a. m. WIST-FM (106.5 mc.)—5:30 a. m. to b. m.

WOL-FM (98.7 mo.)-5 p. m. to 1 a. m. wWAL-FM (106.3 me.)-7 a. m. to 5 p. m. WCFM (99.5 me.)-5 p. m. to 1 a. m. p. m. De m. Gen. Fellers to Talk

rich plays Diane LaVolta who

10-WCFM. University of

finds Time for Love in the

Pyrenees Mountains.

At SAR Luncheon OTHER STANDARD STATIONS

WGMS-573 kc.-6 a. m. to 8:30 p. m. WUST-1120 kc.-7 a. m. to 5 WPIK-730 kc.-6:45 a. m. to 5 p. m. WFAX-1220 kc.-7 a. m. to 5 WARL-780 kc.-7 a. m. to 5 p. m. WFAX-1220 kc.-7 a. m. to WGAY-1050 kc.-6:45 a. m. to 5 p. m. WOOK-1340 kc.-5 a. m. to WDON-1540 kc.-7:30 a. m. to 5 p. m. WOIL-1460 kc.-5:30 a. m. to Programs printed here conform to information

furnished by stations at time of publication

Thursday Television Programs				Thursday Radio Programs			
WNBW (NBC) 4 6:45. News. 6:55. Religions. 7:00. To- day with Garro- way. 7:26. Take a Word. 7:55. 8:25. 8:55. News.		•	WTOP-TV (CBS) 9 V or n i n c Medita- tions. 6:30; Time & Minsic. 6:35. Boy Me ac b u m with weather, news. in- terviews, local peo-	AM 630 FM 107.3	WRC (NBC) AM 980 FM 93.9 Yonr Timekceper, Bob Reed, 6 to 9. News, 8:55.7, 7:80. 7:45. 8. 8:30. 8:55.	WWDC (MBS) AM 1260 Art Brown. 6-10. Evans with News, 6:30 and 7:30. Ga- briel Heatter. 8:85.	WTOP (CBS) AM 1500 FM 96.3 Mark Evans, 5:300 7:30. Mahoney 7:30. E d d e Gallaher. 7:45-9. Newa. 6. 5:30. 7. 8.
Kitchen Cnpbcard Kitchen Cupbcard Spanish Little Playhouse			ple. 7:00 to 9. Billy Johnson's Cartoon Cinb Billy Johnson Cartoon Ciub	A :00 Breakfast		Art Brown Art Brown	News of America You're the Top Elinor Lee Gnest Star
Ding Dong School Ding Dong School Glamonr Girl Glamonr Girl Hawkins Falls	Cartoon Theater Cartoon Theater Early Bird Theater "Girl Reporter"	Cartoon Capers	Arthur Godfrey Show Arthur Godfrey Arthur Godfrey	10 10 My True 18 Story Whisp. 30 Streets 45 Mod. Romance	Welcome Travelers Welcome Travelers Bob Hone Break the Bank	end Parrot Evans. News: Ford Milton Q. Ford	Godfrey Show
The Bennetts 3 Steps to Heaven Follow Your Reart Mike Hunnicutt Show	Helen Chandler Reed House Early Bird Theater Early Bird Theater Moyletone News Film Shorts Hoppity Skippety.	Hollywood Matince	Arthur Godfrey Arthur Godfrey Strike It Rich Strike It Rich Vallant Lady Love of Life	15 Strong Show 30 News; Jerry & 45 Jimma Strong 10:00 Mod. Woman	News: Tornshene	Ladles' Fair Fair: Evans News Qneen for a Day Qneen for a Day Cnrt Massey Show Higble: Bandstand	(varieiy) (varieiy) Make Dn Yonr Mind Rosemary News: W'yn Warren



## Men Playing the Typewriter

Colyumist Robert Rurak's valedictory to New York (in Reader's Digest) has an impressive sincerity ... His eloquence details the process of disillusion which led to his self-imposed exile ..., This New Yorker respects Mr. Ruark's opinions but 10 - WTOP . TV. Everette fesses to a capital offense to lisagrees with his severe appraisal . . . "I was' getting neu-

rotic about New York," he says families enjoy each other. New "nobody I knew was happy in York is not ruled by a single the city any more. Nobody emotion, of course. The joyous smiled.' and saddening pageant of life

His personal world was pos-sibly bounded by despair. But the borders of the city extend happiness is a stranger here is beyond the boundaries of one to say New York is barren of

man's life. Obviously, Ruark life. was not attuned to the soft "There is no place," says melody of laughing children in Ruark, "so beautiful as East parks-or the Saturday night Africa. Its trees and flowers revelry of teen-agers enjoying and mountains and animals are a movie and an ice-cream soda lovely and its peace is sublime."

Vance A. Tribbett has been trifiers . . . The solitude of the elected chairman of the North. woods is duplicated in The Big ern District of the National City at dawn when every sound Capital Area Council of the is hushed and life is a waltz... Boy Scouts. He will supervise The tranquility that eluded all scouting activities in the Ruark in The City-Bernard all area north of the Capital and Baruch finds on a park bench ... Trees also grow in Brooklyn. east of 16th st., including parts of Takoma Park, Md.

of Takoma Park, Md. Tribbett, who is chief of the branch of forest protection of the Bureau of Land Manage-ment, has been a volunteer scout leader since 1938. He served as chairman of Troop Committee 33 at Takoma Park Presbyterian Church and as Presbyterian Church and as bright sunlight against the cool chairman of the Northern Dis-trict Activities Committee. He erent."

lives at 8210 Roanoke ave., Ta-The consciousness of God has koma Park. no geographic limitations. It is

a spiritual concept people everyhearts. The sunlight igniting the Manhattan skyline—with a halolike glow—and the Hudson re-

A A WILLING CONTRACTOR

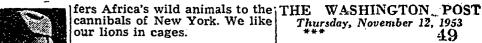
Make Mine

Brig. Gen. Bonner Fellers, flecting the shimmering jewelry USA (ret.), will speak on "How of moonbeams also inspire a to Win Without Killing the Tax-form of reverence. Ruark prepayers" at a luncheon meeting

of the District Society, Sons of the American Revolution to be d at Hammel's Restaurant, 10th st. nw., at 12:10 p. m. lay. General Fellers' articles on

nerican military strategy and defense effort have apared in leading magazines. served as head of psycho-Key TV· AP. 7-9400 ical warfare in Gen. Douglas cArthur's commanding the cific campaign, and was his rsonal combat observer at the nt throughout the Philippine

mpaign. ancer Control Session

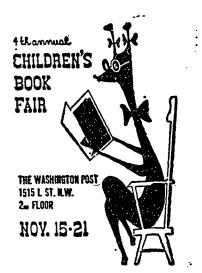


Thursday, November 12, 1953

"There's lots to be done in mall towns and on farms, Ruark adds, "where there's more fun to be had and more

time to live. To trade this for the ulcer-making goosestep of overcrowded cities is from where I sit shcer nonsense."





49

The Swaml, noted author and schol-ar. speaks tonight and every Thurs-day night at 6:43 on the problems of our life today in the light of phi-losophy and Yogs.

lovely and its peace is sub-The grandeur one man finds in the extensive vistas of moun-tains—another discovers in the towering spires of skyscrapers. The visual delight represented by flowers does not nullify the radiance of Broadway's elec-trifiers . . . The solitude of the in The Big MAY FOLLOW DANDRUFF SCURF a spiritual concept people every-where experience within their NEGLECT hearts. The sunlight igniting the

> The average, healthy head of hair contains 121,630 hairs. Those 121,630 hairs on your head need an environment most favorable to their continued growth. If your scalp is not getting proper care and attention, the result may be dry, scraggly looking hair and a scalp laden with itchy dandruff scales.

> Thomas hair specialists have spent 33 years to develop and perfect their modern, precise, invigorating treatment, Your scalp is purged of embedded dandruff scurf and soon your hair begins to look alive and healthy. ONLY Thomas offers you the know-how based on 33 years of experience in giving more than six-million gratifying treatments. Do come in today for free consultation and advice. Spend 15 minutes to start your hair on the road to renewed health and vitality!



the homes of the many where in the extensive vistas of moun-

Tribbett to Head **Scouting District**