


Television Today

- Ch. 2—WBBM-TV—Chicago
- Ch. 3—WISN-TV—Milwaukee
- Ch. 4—WISN-TV—Chicago
- Ch. 13—WREX-TV—Rockford
- Ch. 15—WMTV—Madison
- Ch. 7—WBKB—Chicago
- Ch. 9—WGN-TV—Chicago
- Ch. 27—WKOW-TV—Madison
- Ch. 39—WTVQ—Rockford

TODAY'S BEST BETS

1:30 p. m.—Carson Guiley: at new time—WMTV (33).
 6 p. m.—Bulletin Board: Mrs. Philip F. La Follette, Emily Hand, Mrs. George Sherman of Women's Service exchange—WMTV (33).
 7:30 p. m.—Arlene Dahl: "The Gold Thumb" story of girl obsessed with love of money—WMTV (33) and WBKB (7).
 8 p. m.—Douglas Fairbanks: "Outpost"—WMTV (33).
 8 p. m.—Playhouse of Stars: Scott Brady in "Rim of Violence"—WKOW-TV (27) and WBBM-TV (2).
 8:30 p. m.—Gameback Story: Arlene Francis, Eddie Condon—WMTV (33) and WBKB (7).
 9 p. m.—Boxing: Joey Giardello vs. Garth Panter—WMTV-TV (4) and WNBQ (15).

You'll Notice the Difference in FLAVOR and QUALITY



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FRIDAY MORNING

- | | |
|---------------------------|---------------------------|
| 7:00 Today | 10:00 Follow Your Heart |
| 7:30 Today | 10:30 Villant Lady |
| 8:00 Jack Paar | 11:00 Bride and Groom |
| 8:30 Donk School | 11:30 Love of Life |
| 9:00 Donk School | 12:00 Search for Tomorrow |
| 9:30 Pled Piper | 12:30 News |
| 10:00 Your Friend, Ladies | |
| 10:30 Glamour Girl | |
| 11:00 Glamour Girl | |
| 11:30 Playhouse | |
| 12:00 Time for Stories | |

FRIDAY AFTERNOON

- | | |
|--------------------------|--------------------------|
| 2:00 Brighter Day | 4:30 Howdy Doody |
| 2:30 Man Next Door | 5:00 Way Out West |
| 3:00 Secretary Comics | 5:30 Let's Talk It Over |
| 3:30 Lunch Hour | 6:00 Action in Afternoon |
| 4:00 Laugh | 6:30 Starlet |
| 4:30 Animal Playtime | 7:00 Garden of Eden |
| 5:00 Carousal | 7:30 Howdy Doody |
| 5:30 Double of Nothing | 8:00 Howdy Doody |
| 6:00 Reins of the Saddle | 8:30 Howdy Doody |
| 6:30 Creative Cookery | 9:00 Howdy Doody |
| 7:00 All About Wally | 9:30 Howdy Doody |
| 7:30 Wally's World | 10:00 Howdy Doody |
| 8:00 Art and Theater | 10:30 Howdy Doody |
| 8:30 Women's World | 11:00 Howdy Doody |
| 9:00 Learning Adventure | 11:30 Howdy Doody |
| 9:30 Carousal | 12:00 Howdy Doody |
| 10:00 Bix Byrd | 12:30 Howdy Doody |
| 10:30 Kate Smith | 1:00 Howdy Doody |
| 11:00 Paul Dixon | 1:30 Howdy Doody |
| 11:30 Matinee Theater | 2:00 Howdy Doody |
| 12:00 Bob Crosby | 2:30 Howdy Doody |
| 12:30 Jumpers | 3:00 Howdy Doody |

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 Zenith TV sets
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ZENITH HOME APPLIANCE

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 604 University Ave.

FRIDAY EVENING

- | | |
|--------------------------|----------------------------|
| 7:00 Arlene Dahl | 10:30 Meet the Artist |
| 7:30 Crank Kennedy | 11:00 Sacred Heart Program |
| 8:00 About and Costello | 11:30 Music to Listen To |
| 8:30 Arlene Dahl | 12:00 Music to Listen To |
| 9:00 Life Line | 12:30 Music to Listen To |
| 9:30 Playhouse of Stars | 1:00 Music to Listen To |
| 10:00 Bix Byrd | 1:30 Music to Listen To |
| 10:30 Paul Dixon | 2:00 Music to Listen To |
| 11:00 Playhouse of Stars | 2:30 Music to Listen To |
| 11:30 Paul Dixon | 3:00 Music to Listen To |
| 12:00 Playhouse of Stars | 3:30 Music to Listen To |
| 12:30 Paul Dixon | 4:00 Music to Listen To |
| 1:00 Playhouse of Stars | 4:30 Music to Listen To |
| 1:30 Paul Dixon | 5:00 Music to Listen To |
| 2:00 Playhouse of Stars | 5:30 Music to Listen To |
| 2:30 Paul Dixon | 6:00 Music to Listen To |
| 3:00 Playhouse of Stars | 6:30 Music to Listen To |
| 3:30 Paul Dixon | 7:00 Music to Listen To |
| 4:00 Playhouse of Stars | 7:30 Music to Listen To |
| 4:30 Paul Dixon | 8:00 Music to Listen To |
| 5:00 Playhouse of Stars | 8:30 Music to Listen To |
| 5:30 Paul Dixon | 9:00 Music to Listen To |
| 6:00 Playhouse of Stars | 9:30 Music to Listen To |
| 6:30 Paul Dixon | 10:00 Music to Listen To |
| 7:00 Playhouse of Stars | 10:30 Music to Listen To |
| 7:30 Paul Dixon | 11:00 Music to Listen To |
| 8:00 Playhouse of Stars | 11:30 Music to Listen To |
| 8:30 Paul Dixon | 12:00 Music to Listen To |
| 9:00 Playhouse of Stars | 12:30 Music to Listen To |
| 9:30 Paul Dixon | 1:00 Music to Listen To |
| 10:00 Playhouse of Stars | 1:30 Music to Listen To |
| 10:30 Paul Dixon | 2:00 Music to Listen To |
| 11:00 Playhouse of Stars | 2:30 Music to Listen To |
| 11:30 Paul Dixon | 3:00 Music to Listen To |
| 12:00 Playhouse of Stars | 3:30 Music to Listen To |
| 12:30 Paul Dixon | 4:00 Music to Listen To |

1st IN MADISON

6:30 P.M.—WESTERN PLAYHOUSE—"Frontier Vengeance" starring Don Barry. Exciting adventure surrounds a stagecoach line.

7:30 P.M.—ABBOTT & COSTELLO—"Pots and Pans". Lou sells pots and pans door to door.

8:00 P.M.—PLAYHOUSE OF STARS—"Rim of Violence" starring Gloria Sanders. A story of a policeman that loses faith in humanity.

8:30 P.M.—PLAY OF THE WEEK—"This Plane for Hire" starring Lloyd Bridges, a gangster that meets trouble in Mexico.

WKOW-TV Channel 27 CBS

WMFM FRIDAY A. M.

6:00 Early Risers: Farm Feature
 6:30 News: Early Risers
 6:45 Layman's Call to Prayer
 7:00 News: Yawn Patrol
 7:15 Weatherman: Yawn Patrol
 7:30 News: Yawn Patrol
 7:45 Weatherman
 8:00 News: Clockwatchers
 8:15 Weatherman
 8:30 Clockwatchers: News
 8:45 Stars: Stars
 9:00 Stars: Stars
 9:15 Stars: Stars
 9:30 Stars: Stars
 9:45 Stars: Stars
 10:00 Stars: Stars
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 12:45 Stars: Stars

Today's Radio Highlights

Music
 11 a.m.—Curt Massey (WGN): "By the Light of the Silvery Moon" (I See the Moon) (on WBBM at 5:30 p.m.)
 3 p.m.—Music of the Masters (WHA): Dvorak's cello concerto.

Drama
 9 p.m.—Ozzie and Harriet (WISN): problem in interior decoration.
 8:30 p.m.—That's Rich (WKOW): Stan Freberg in new series.
 10:45 p.m.—Starlight Theater (WISN): Madeleine Carroll in "Fateful Quest."

Religion
 10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. F. Paul Splitt, Zion American Lutheran church.

Sports
 5:45 p.m.—Sports Parade (WIBA): Coach Hal Metzger previews Wisconsin high's game with Monroe.
 7:30 p.m.—Sports Record (WFMF): "Budge vs. Von Cramm."
 8 p.m.—Basketball (WIBA):

FM and WMFM: Central vs. West.
 9 p.m.—Boxing (WISN): Joey Giardello vs. Garth Panter.

Discussion
 8 p.m.—Freshman Forum (WHA-FM): "Tradition and Change in Folk Societies."

Variety
 7:30 p.m.—Bob Hope (WIBA): with Jane Wyman... Godfrey Digest (WKOW): back on the air; excerpts from daytime shows.

Farm Programs
 7:22 a.m.—Farm Feature (WHA): "January Is Egg Month," Wilbur Witte.
 12:15 p.m.—Farm Service (WIBA): "Plan Farm for Best Land Use," Harold Porter and Frank Mayfield.

Miscellaneous
 9:30 a.m.—Bob Hope (WIBA): salute to Cleveland woman who sent 15,000 books to Korea.
 10 a.m.—Homemakers (WHA): "Fabulous Chicago" and "The Land of Strangers."
 10:30 a.m.—Make Up Your Mind (WBBM): Billy DeWolfe, guest.

Bill Doudna's SPOTLIGHT

Names in the News

TIP OF THE MORNING: The CBS Broadway show, "Stage Struck," will be added to WKOW's schedule Sunday.

WHEN "That's Rich" goes on the air via CBS-WKOW at 8:30 tonight, the rarely heard natural version of a famous voice will be used. It belongs to Stan Freberg, of "Dragonet" and "Sea-Sick Serpent" fame.

Helen Matheson, Sunday editor of The State Journal, will be a guest speaker on the "Homemakers" program over WHA and the state FM network at 10 a.m. Saturday.

Truax Field men in the cast of "Dangerous Corner," to be read at 8 p.m. Sunday in the former Truax chapel, are Lieut. Richard Golden, Airman Third Class Donald MacLeod, and Air-First Class Joseph Baker. University of Wisconsin students participating are Gloria Levy, Katherine Inum, and Nancy Oakes. Mrs. Stuart Reid is directing. The performance, open to the public without charge, will be sponsored by the Truax-Phi Beta Theta club, organized by alumnae of Phi Beta Kappa.

Jim Kientzer, 2530 Van Hise ave., has been selected as production manager for "Wait and See," the 1954 Haresfoot club musical comedy show. He is also a member of Wisconsin Players, National Collegiate Players, and the University of Wisconsin fencing team.

Four artists of the Jewish stage will come to Madison from New York City next month to appear in the annual concert of the Workmen's Circle school. The program at Beth Israel temple will be presented Sunday night, Feb. 14, by Israel Velichansky, character actor and director; Masha Benya, interpreter of Yiddish and Hebrew songs; Charlotte Cooper, actress, and Pola Kadison, pianist.

Eve Arden may have to cancel her plans to play in summer stock in 1954. Her husband and Brooks West, is in line to direct a movie in Italy then, and Eve would like to go along.

Because of the success of "The French Line," RKO Radio threw up Arthur Hunkin's contract and gave the comedian a new, long-term deal.

Earl Godwin, NBC Washington commentator who will be 73 on Jan. 24, has been elected to the Boy Scouts' national advisory council and a life member of the Salvation Army's advisory board for the District of Columbia metropolitan area.

Ethel Merman will do her first dramatic show when she stars on CBS Radio's "Suspense" next month.

Johnny (ex-WIBA) Olsen and his "Second Chance," now heard on NBC-WIBA, are being considered for a night spot on television.

Jane Pickens has signed for an engagement at the Sands hotel in Las Vegas, Nev., in May.

Ruth Page is considering a tour of the Orient in the spring. Fred Van Deventer and Florence Rinard of "20 Questions" have announced the engagement

KENTZLER

Member of Wisconsin Players, National Collegiate Players, and the University of Wisconsin fencing team.



MARCH OF DIMES: A simulcast over WKOW and WKOW-TV will climax Madison's benefit auction

for the March of Dimes on Jan. 30 at the Elks club. Articles to be sold will be donated, and all proceeds will go to the polio fund.

Laugh! Cry! Thrill!

TO AMERICA'S MOST TALKED-ABOUT NEW TV SHOW!

"Comeback Story" starring ARLENE FRANCIS

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Radio Timetable

WIBA	WISC	WKOW	WIBU
1310 kc.	1480 kc.	1070 kc.	1240 kc.
6:00 Sunrise	6:00 Farm Hour	6:00 Bkfst. Synch.	6:00 Music News
6:15 Radio	6:15 Top of Morn.	6:15 News: Farm Hr.	6:15 Farm Reports
6:30 Musical	6:30 News: Top of Morn.	6:30 News: Top of Morn.	6:30 Roundup
6:45 Clock: News	6:45 News: Top of Morn.	6:45 News: Top of Morn.	6:45 Roundup
7:00 Alex Drier	7:00 Top of Morn.	7:00 Sports: Music	7:00 News: Farm
7:15 Musical Clock	7:15 News	7:15 Sports: Music	7:15 News: Weather
7:30 News	7:30 Top of Morn.	7:30 Sports: Music	7:30 News: Farm
7:45 George Morgan	7:45 News: Top of Morn.	7:45 Sports: Music	7:45 News: Farm
8:00 Musical	8:00 Breakfast	8:00 Sports: Music	8:00 News: Farm
8:15 Clock	8:15 News	8:15 Sports: Music	8:15 News: Farm
8:30 Musical	8:30 News	8:30 Sports: Music	8:30 News: Farm
8:45 News	8:45 News	8:45 Sports: Music	8:45 News: Farm
9:00 Welcome	9:00 My True Story: Whisp's	9:00 Sports: Music	9:00 News: Farm
9:15 Travelers	9:15 News	9:15 Sports: Music	9:15 News: Farm
9:30 Bob Hope	9:30 News	9:30 Sports: Music	9:30 News: Farm
9:45 Break the Bank	9:45 News	9:45 Sports: Music	9:45 News: Farm
10:00 Strike It	10:00 News: Calendar	10:00 Sports: Music	10:00 News: Farm
10:15 Rich	10:15 Music: News	10:15 Sports: Music	10:15 News: Farm
10:30 Under Para	10:30 News: Calendar	10:30 Sports: Music	10:30 News: Farm
10:45 Second Chance	10:45 News: Calendar	10:45 Sports: Music	10:45 News: Farm
11:00 P. Frederick	11:00 Double or Nothing	11:00 Sports: Music	11:00 News: Farm
11:15 Musical	11:15 News	11:15 Sports: Music	11:15 News: Farm
11:30 Musical	11:30 News	11:30 Sports: Music	11:30 News: Farm
11:45 Farm Roundup	11:45 News	11:45 Sports: Music	11:45 News: Farm
12:00 News: Roundup	12:00 News: Roundup	12:00 Sports: Music	12:00 News: Farm
12:15 Farm Service	12:15 News: Roundup	12:15 Sports: Music	12:15 News: Farm
12:30 News	12:30 News: Roundup	12:30 Sports: Music	12:30 News: Farm
12:45 Polka Party	12:45 News: Roundup	12:45 Sports: Music	12:45 News: Farm
1:00 Prading Post	1:00 News: Roundup	1:00 Sports: Music	1:00 News: Farm
1:15 Melody Parade	1:15 News: Roundup	1:15 Sports: Music	1:15 News: Farm
1:30 Betsy Case	1:30 News: Roundup	1:30 Sports: Music	1:30 News: Farm
1:45 Column	1:45 News: Roundup	1:45 Sports: Music	1:45 News: Farm
2:00 Life Beautiful	2:00 News: Roundup	2:00 Sports: Music	2:00 News: Farm
2:15 Road to Life	2:15 News: Roundup	2:15 Sports: Music	2:15 News: Farm
2:30 Pepper Young	2:30 News: Roundup	2:30 Sports: Music	2:30 News: Farm
2:45 R. to Happiness	2:45 News: Roundup	2:45 Sports: Music	2:45 News: Farm
3:00 Backstage Wife	3:00 News: Roundup	3:00 Sports: Music	3:00 News: Farm
3:15 Stella Drills	3:15 News: Roundup	3:15 Sports: Music	3:15 News: Farm
3:30 Under Para	3:30 News: Roundup	3:30 Sports: Music	3:30 News: Farm
3:45 Woman in Hat	3:45 News: Roundup	3:45 Sports: Music	3:45 News: Farm
4:00 Just Plain Bill	4:00 News: Roundup	4:00 Sports: Music	4:00 News: Farm
4:15 P. Farrell	4:15 News: Roundup	4:15 Sports: Music	4:15 News: Farm
4:30 Lorenzo Jones	4:30 News: Roundup	4:30 Sports: Music	4:30 News: Farm
4:45 Marriage Pays	4:45 News: Roundup	4:45 Sports: Music	4:45 News: Farm
5:00 Madison	5:00 News: Roundup	5:00 Sports: Music	5:00 News: Farm
5:15 Hour	5:15 News: Roundup	5:15 Sports: Music	5:15 News: Farm
5:30 Sports: News	5:30 News: Roundup	5:30 Sports: Music	5:30 News: Farm
5:45 Sports: News	5:45 News: Roundup	5:45 Sports: Music	5:45 News: Farm
6:00 Alex Drier	6:00 News: Music	6:00 Sports: Music	6:00 News: Farm
6:15 Musical	6:15 News: Music	6:15 Sports: Music	6:15 News: Farm
6:30 News of World	6:30 News: Music	6:30 Sports: Music	6:30 News: Farm
6:45 A Man's Family	6:45 News: Music	6:45 Sports: Music	6:45 News: Farm
7:00 Dinah Shore	7:00 News: Music	7:00 Sports: Music	7:00 News: Farm
7:15 Sinatra	7:15 News: Music	7:15 Sports: Music	7:15 News: Farm
7:30 Hope	7:30 News: Music	7:30 Sports: Music	7:30 News: Farm
8:00 Harris	8:00 News: Music	8:00 Sports: Music	8:00 News: Farm
8:15 And Payne	8:15 News: Music	8:15 Sports: Music	8:15 News: Farm
8:30 News: Friday	8:30 News: Music	8:30 Sports: Music	8:30 News: Farm
8:45 Sinatra	8:45 News: Music	8:45 Sports: Music	8:45 News: Farm
9:00 Amber and Molly	9:00 News: Music	9:00 Sports: Music	9:00 News: Farm
9:15 Top of Morn.	9:15 News: Music	9:15 Sports: Music	9:15 News: Farm
9:30 Music: Sports	9:30 News: Music	9:30 Sports: Music	9:30 News: Farm
9:45 Hyman	9:45 News: Music	9:45 Sports: Music	9:45 News: Farm
10:00 News	10:00 News: Music	10:00 Sports: Music	10:00 News: Farm
10:15 Your Pastor	10:15 News: Music	10:15 Sports: Music	10:15 News: Farm
10:30 Club	10:30 News: Music	10:30 Sports: Music	10:30 News: Farm
10:45 Club	10:45 News: Music	10:45 Sports: Music	10:45 News: Farm
11:00 News: The	11:00 News: Music	11:00 Sports: Music	11:00 News: Farm
11:15 1310 Club	11:15 News: Music	11:15 Sports: Music	11:15 News: Farm
11:30 The 1310	11:30 News: Music	11:30 Sports: Music	11:30 News: Farm
11:45 Club: News	11:45 News: Music	11:45 Sports: Music	11:45 News: Farm

WHA-WHA-FM

570 Kc.—88.7 Meas.

FRIDAY

7:15 Weath. Roundup; Farm Feature
 7:30 News: Weather
 8:00 Morning Melodies
 8:30 Highway Melodies
 9:00 News: Farm Children
 9:30 Radio Journal
 10:00 Rhythm and Games
 10:30 News: Farm
 10:45 Homemakers Program
 11:00 Musical Moments
 11:30 News of the News
 11:45 American History
 12:00 Noon Musician
 P. M.
 12:15 News: Road Report
 12:30 Farm Program
 1:00 Chatter: News
 1:30 Book Trails
 2:00 The Smaller
 2:30 Music of the Masters
 3:00 The Lively Arts
 3:30 Music: FM ONLY
 4:00 Afternoon Concert
 5:00 Music for Fun
 5:15 Payne Awards Program
 5:30 News: Weather Roundup
 6:00 Dinner Musicale
 6:30 Views of the News
 7:00 Books of Today
 8:00 Freshman Forum
 8:30 News of Wisconsin
 9:00 FM Concert
 10:30 News (to 11)

Books New This Week at Madison Free Library

CHIEF—BEN JONSON OF WESTMINSTER
 STER
 GILKES—LONDON CALLING NORTH
 POL
 Haber—MAN IN SPACE
 Morris—CELLING UNLIMITED
 Holmes—GANDHI
 HURWITZ—MIDDLE EAST DILEMMAS
 HURWITZ—WAYS OF FAITH
 PETERLIN—GUIDE TO BIRD FINDING
 WEST OF THE MISSISSIPPI
 BUSSEL—STAY IN THE SUBURBS
 Tinker—CRIBLE CITY
 HURCHINS—COOPERATIVE ADVERTISING
 White—HIDDEN THREADS OF HISTORY
 TORRY
 LANCHESTER—BLIND JOURNEY
 ZIMMER—AMERICAN ROAD TO WORLD PEACE
 WOODS—CANADIAN SHORT STORIES
 WOODS—WIDE BAMBOO
 WAIL—GUN TRADER'S GUIDE

IMPORTED

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Helena Rubinstein's Skin Serum

The furore started in France where this phenomenal beauty treatment was perfected after years of intensive research. The news travelled to America—or, rather, Americans travelled to the news and, after using Skin Serum in Paris, asked that it be exported to the United States. Now, here it is—the look-younger skin treatment that's a mile-stone in beauty history. Skin Serum is unlike anything you've ever used. It's a natural fluid, rich in proteins and lipids, to be patted directly on the skin. It is imported from France, sealed in vials to keep the precious fluid laboratory fresh, and each vial represents a single treatment. The results are immediate—you will see an instant tightening and lubrication; you will not see the invisible film it forms that so effectively hides every tiny line and blemish. A single application will tell you what Skin Serum can mean to your looks. Try it today—by tomorrow it will be your lifetime beauty policy! The \$15.00 box contains 10 vials—exactly the number of treatments you need for the first three weeks. The skin responds so marvelously that you need fewer treatments per week after that. The box of 30 treatments is \$33.00. Prices include tax.

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Blondie

By Chic Young



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GOT ONE THIRD OFF ON THIS LOVELY TABLECLOTH— I SAVED YOU EIGHT DOLLARS

ON THIS JACKET I GOT HALF OFF— I SAVED YOU TWENTY DOLLARS

HONESTLY YOU MUST HAVE A MILLION DOLLARS FOR ALL I'VE SAVED FOR YOU AT SALES

High Court Hears Plea for End of Film Censorship

WASHINGTON (AP)— Counsel for a crime movie producer evoked a flurry of questions from Supreme Court justices Wednesday when he asked for a decision ending all film censorship.

Justice Jackson raised a hypothetical question. Suppose, he said, he had a movie house near a high school and put on a picture on how to commit a home-made abortion.

"You say government cannot stop such an exhibition?" he asked.

The attorney, John C. Harlow, of Columbus, Ohio, answered, "You'd be in jail shortly if you did it."

The attorney thus took the position that the penal laws were sufficient to deal with the problem and that censorship-in-advance was not needed.

"But," persisted Jackson, "I could go free on bail while waiting trial, and go back and run the picture again."

"An injunction probably could be issued to stop that," Harlow said.

He argued for Superior Films, Inc., producer of a picture called "M" which was banned by Ohio censors as being harmful to the public. Ohio law permits a ban on pictures which are regarded as tending to promote crime.

Harlow argued that film censorship violates the constitutional guarantees of free speech and press.

Atty. Gen. C. William O'Neill of Ohio defended the state's censorship law.

"The major issue," said O'Neill, "is whether Ohio is to be compelled to permit all kinds of movies to be shown at any place, anytime, to unrestricted audiences—to juveniles, the frustrated, the mentally ill, narcotics addicts, alcoholics, all types of society."

Before Wednesday's arguments the justices attended private show