Television Today

Ch. 2—WBBM-TV—Chicago
Ch. 4—WTMJ-TV—Milwaukee
Ch. 5—WNBQ—Chicago
Ch. 13—WREX-TV—Rockford
Ch. 7—WBKB—Chicago
Ch. 9—WGN-TV—Chicago
Ch. 27—WKOW-TV—Madison
Ch. 39—WTVO—Rockford
Ch. 33—WMTV—Madison

TODAY'S BEST BETS

1:30 p. m.—Can We Help?: the Rev. Richard E. Pritchard, the Rev. James Love, Dr. Benjamin Glover—WMTV (33).

3 p. m.—The Travelers: "The Bazaars of Panama"—WMTV (33).

3:30 p. m.—Meat Magic: demonstration—WKOW-TV (27).

6:30 p. m.—Eddie Fisher: with June Hutton—WTMJ-TV (4).

6:45 p. m.—Perry Como: "From the Vine Came the Grape," "Till We Two Are One"—WKOW-TV (27).

7:30 p. m.—Arlene Dahl: "His Brother's Girl"—WMTV (33).

8 p. m.—Playhouse of Stars: Arleen Whelan in "Night Ride to Butte"—WKOW-TV (27).

8 p. m.—Doug Fairbanks: "The Sensible Man"—WMTV (33).

9 p. m.—Boxing: Wilfile Pep vs. Lulu Perez—WTMJ-TV (4).

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FRIDAY MORNING

7:00
4—Today
5—Today
7—Chicago Parade
8:00
2—Rayne: Shine
7—Breakfast Club
9:00
2—Jack Paar
4—Ding Dong School
5—Ding Dong School
7—Pied Piper
9—Your Figure, Ladies
9:30
4—Betty White
5—Betty White
7—Playhouse
9—Time for Stories
10:00
2—I'll Buy That
4—Hawkins Falls
5—Hawkins Falls
7—Beulah Karney
9—A to Z of Cookery
10:15
4—Time Out
5—3 Steps to Heaven
10:30
2—Strike It Rich
5—Ask Washington
7—Let's Exercise
11:00
2—Valiant Lady
4—What's New?
5—Bride and Groom
7—Danny O'Neill
9—Four to Go
11:15
2—Love of Life
5—Bob and Kay
11:30
2—Search for Tomor'w
11:45
2—Guiding Light
4—News

1st IN MADISON
5:30 and 7:00 WESTERN PLAYHOUSE...Sunset Carson stars in parts one and two of "The El Paso Kid."
7:30 ABBOTT AND COSTELLO..."The Politician"...Bud campaigns for office and Lou supervises.
8:00 PLAYHOUSE OF STARS...Arleen Whelan and James Millican in "Night Ride to Butte."
8:30 PLAY OF THE WEEK..."Marriage of Lit Lit"...with Don DeFore and Rita Moreno.
WKOW-TV Channel 27 CBS

FRIDAY AFTERNOON

12:00
2—Brighter Day
4—Man Next Door
5—Noontime Comics
7—Lunch Hour
9—Hi, Ladies
12:30
2—Garry Moore
5—Animal Playtime
12:45
9—Dr. Preston Bradley
1:00
2—Double or Nothing
4—Behind the Screens
5—Creative Cookery
7—All About Baby
9—Watch to Win
1:15
7—Ask the Doctor
1:30
2—Art Linkletter
4—Woman's World
7—Swing Along
33—Can We Help?
2:00
2—Big Payoff
4—Kate Smith
5—Kate Smith
7—Claude Kircher
9—Paul Dixon
13—Feature Film
33—Matinee Theater
2:30
2—Bob Crosby
27—Feminine Touch
3:00
2—Petticoat Party
4—Welcome Travelers
5—Welcome Travelers
7—Jerry Lester
13—Love of Life
27—Woman with Past
39—The Travelers
3:05
9—Movie Quick Quiz
3:15
13—Brighter Day
27—Search for Tomorrow
3:30
4—On Your Account
5—On Your Account
9—This Is the Life
13—Robert Q. Lewis
27—Meat Magic
33—Beauty Clinic
39—On Your Account
3:45
2—Movie Time
33—M. Griffin, News
4:00
4—Super Circus
5—Pinky Lee
7—News; Family Movie
9—Trail Blazers
13—Frontier Theater
27—Mid-Way Feature
33—Roddy Mac
39—Pinky Lee
4:30
4—Howdy Doody
5—Howdy Doody
33—Way Out West
39—Howdy Doody
4:35
13—Let's Talk It Over
4:45
13—Story Book Lady
5:00
2—Garfield Goose
4—Foreman Tom
5—Elmer, the Elephant
7—Laugh Time
9—Bob Atchor
13—Trail Tales
27—Comedy Time
5:15
27—Time Out for Fun
33—Don Winslow
39—Fun Time
5:25
27—Crusader Rabbit
5:30
2—Gene Autry
5—Close Up
13—Stand By
27—Western Playhouse
5:40
33—L.Landman, Sports
5:45
4—News; Weather
7—Bob and Ray
33—M.Griffin, News
39—Early Edition
5:55
33—P.Ekern, Weather

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FRIDAY EVENING

6:00
4—Doin' the Town
9—Capt. Video
13—News; Weather
27—J. Harper, News
33—Bulletin Board
39—Capt. Video
6:15
7—John Daly
9—Number, Please
27—Weather; Sports
33—John Daly
39—Sports; Weather
6:30
4—Eddie Fisher
5—Eddie Fisher
7—Stu Erwin
27—Foy Willing
33—Art Points This Way
39—Eddie Fisher
6:45
2—Perry Como
4—News Caravan
5—News Caravan
27—Perry Como
33—M. Griffin, News
39—News Caravan
6:55
33—P.Ekern, Weather
7:00
2—Mama
4—Dave Garroway
5—Dave Garroway
7—Ozzie and Harriet
9—Story Theater
13—Story Theater
27—Western Playhouse
33—Superman
39—Dave Garroway
7:30
2—Topper
4—Playhouse of Stars
5—Walt's Workshop
7—Arlene Dahl
9—Craig Kennedy
13—Topper
27—Abbott and Costello
33—Arlene Dahl
39—Life of Riley
8:00
2—Playhouse of Stars
4—Liberace
5—Big Story
7—Paul Hartman
9—Life Begins at 80
13—Playhouse of Stars
27—Playhouse of Stars
33—Douglas Fairbanks
39—Loretta Young
8:30
2—Our Miss Brooks
4—TV Soundstage
5—TV Soundstage
7—Who's the Boss?
9—World Is Yours
27—Play of the Week
33—Life of Riley
9:00
2—My Friend Irma
4—Boxing
5—Boxing
7—Dangerous As'm't
9—Chance of Lifetime
13—My Friend Irma
27—Wrestling
33—Chance of Lifetime
39—Boxing
9:30
2—Person to Person
7—Planning a Home
9—Down You Go
13—Show Business
33—Racket Squad
9:45
5—Greatest Fights
33—Greatest Fights
10:00
4—Greatest Fights
7—Courtesy Hour
9—Community Theater
13—Weather; News
27—Weather; Sports
33—M. Griffin; News
39—News; Weather
10:10
33—P.Ekern, Weather
10:15
4—News; Weather
27—J. Harper, News
33—Neighborhood T'ter
39—Public Prosecutor
10:30
4—T-Men in Action
13—Show Time
27—Club 27
39—Feature Movie
10:45
2—Kup's Column
5—Herbie Mintz
11:00
2—Playhouse at 11
4—Captured
5—Howard Miller
27—Feature Film
11:15
7—Tom Duggan
11:30
4—Tom Mercein
33—News
11:45
33—Mystery Theater
11:50
9—Television Theater
12:00
2—Star Theater
4—News; Movies
7—Night Owl Movie

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WHA—WHA-FM

970 Kc.—88.1 Mcs.
FRIDAY

A. M.
7:15 Weather Roundup; Farm Feature
7:30 Band Wagon
7:45 News; Weather
8:00 Morning Melodies
8:30 Highway Report; Melodies
8:55 News for Children
9:00 Radio Journal
9:30 Rhythm and Games
9:50 Markets; News
10:00 Homemakers Program
10:30 Musical Moments
10:45 Views of the News
11:00 American History
11:50 Noon Musicale

P. M.
12:15 News; Potato Report; Road Report
12:30 Farm Program
1:00 Chapter a Day
1:30 Book Trails
2:00 The Sampler
3:00 Afternoon Concert
3:36 The Lively Arts
4:00 Music of the Masters
5:00 Music for Fun
5:15 Public Health Program

FM ONLY
5:30 News; Weather Roundup
6:00 Diner Musicale
7:00 Views of the News
7:15 Concert Aire
7:30 Books of Today
8:00 Freshman Forum
8:50 Wisconsin Features
9:00 FM Concert
10:50 News (to 11)

Today's Radio Highlights

Music

7:45 a.m. — George Morgan (WIBA): "Little Girl," "I'll Never Get Over You," "Bless This House."

11:25 a.m. — Jack Berch (WISC): "Down Yonder," "Annie Laurie."

3 p.m. — Afternoon Concert (WHA): "Norwegian Dancer," Grieg.

5:30 p.m. — Curt Massey (WBBM): "Heart of My Heart," "Wanted."

7:15 p. m. — Frank Sinatra (WIBA): "A Hundred Years from Today."

8:30 p. m. — Perry Como with Cornell Glee club.

9:45 p.m.—Hymns of the World (WIBA): "To the Work," "Who Will Be Next?" "Take My Life and Let It Be," "Were You There?"

✦ ✦ ✦

Drama

10 a.m.—Grand Central Station (WISC): daughters meddle with father's plans.

7 p.m.—Mr. Keen (WKOW): blind girl asks help for father, murder suspect.

8 p. m. — Harris and Faye (WIBA): Phil and Elliott plan to produce crime movie . . .Ozzie and Harriet (WISC): moose-hunting trip.

11 p. m. — Starlight Theater (WISC): "The Amneslac."

✦ ✦ ✦

Religion

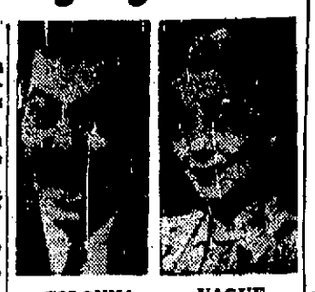
10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. Edward P. Sabin, St. Andrew's Episcopal church

✦ ✦ ✦

Sports

7:30 p.m. — Sports Record (WMFM): "Last-Minute Field Goal."

8 p.m.—Basketball (WIBA-FM and WMFM): Madison West vs. Janesville.



COLONNA VAGUE

9 p.m.—Boxing (WISC): Willie Pep vs. Lulu Perez.

10:30 p.m.—Boxing (WIBA): Coach John Walsh reports on Badger bouts.

10:45 p.m. — Boxing (WISC): Gene Rankin covers Wisconsin matches.

✦ ✦ ✦

Variety

7:30 p.m.—Bob Hope (WIBA): with Jerry Colonna, Vera Vague.

✦ ✦ ✦

Farm Programs

7:22 a. m. — Farm Feature (WHA): "How Wisconsin Is Kept Free from Plant Pests," Phillip Smith.

12:15 p.m. — Farm Service (WIBA): "Using Commercial Fertilizer in Growing Corn"; Fred Dahms, Lancaster; Emil Brandt, Fennimore; Arthur R. Nelson, Boscobel; Frank Mayfield.

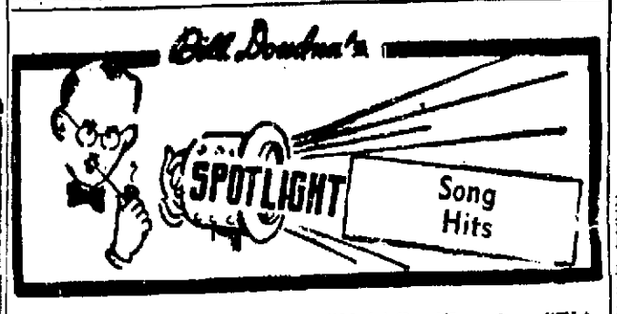
✦ ✦ ✦

Miscellaneous

9:30 a.m.—Bob Hope (WIBA): saluting woman who opened musical center for the hand-handicapped.

10 a.m.—Homemakers (WHA): "The Lady of Arlington," Hazel S. Stafford.

10:30 a. m. — Make Up Your Mind (WBBM): with Dr. Harold Taylor.



TIP O' THE MORNING: "Maisie" will replace "This Is Show Business" on CBS-TV in April.

✦ ✦ ✦

AFTER a week's absence, "Stranger in Paradise" returned to the No. 1 spot in the latest "Hit Parade" ratings, while "O, Mein Papa" continued in first place on Billboard magazine's list.

"Stranger" was second in the Billboard survey, while "Papa" was third on "Hit Parade."

Other songs on the two lists: "Secret Love," second on "Hit Parade," third in Billboard; "That's Amore," fourth on both lists; "Heart of My Heart," fifth on "Hit Parade" and seventh in Billboard; "Changing Partners," sixth on "Hit Parade" and seventh in Billboard; "Ricochet," seventh on "Hit Parade" and 19th in Billboard; "Make Love to Me," sixth in Billboard; "From the Vine Came the Grape," eighth in Billboard; "Till We Two Are One" ninth in Billboard; "Rags to Riches," 10th in Billboard.

✦ ✦ ✦

CENTURY CLUB: Ray A. Walters, Waubesa Beach, has been made a member of the DX Century club, a society of amateur radio operators who have made two-way contacts via short-wave radio with at least 100 countries.

Walters Station W9MQK is the 1,896th amateur station to achieve the goal since the end of World War II.

✦ ✦ ✦

KRENEK FESTIVAL: Ernst Krenek, composer best known for his jazz opera, "Johnny Spielt Auf," will be in Madison to open and close a three-day festival of his works.

The schedule:

Sunday, March 14: Lecture by Krenek, "A Composer Accounts for Himself."

Monday, March 15: Pro Arte quartet, Krenek, Violist Bernard Milofsky, Violinist Rudolf Kolisch, Soprano Beltina Bjorksten, Cellist Ernst Friedlander.

Tuesday, March 16: University of Wisconsin Women's chorus, a Cappella choir, Symphony orchestra, and Concert band, and Mrs. Bjorksten.

All programs will be at 8 p. m. in Music hall.

OPEN HOUSE: Works by University of Wisconsin students and faculty members will be shown at an open house in the university's Education bldg. from 2 to 5 p. m. Sunday.

The event will be open to the public.

Students will demonstrate techniques and guide tours.

'HAPPY TIME': Boxoffice sale of tickets for "The Happy Time" has started at the Wisconsin Union Theater box office. Wisconsin Players will present the show Tuesday through Saturday, March 2-6.

Season subscribers may exchange coupons for seat tickets now, too.

ART EXHIBIT: Paintings, drawings, and prints by two University of Wisconsin students are being shown in the Memorial Union lounge. The artists, both seniors in applied arts, are Dave Pease, Streator, Ill., and Russell Koester, Milwaukee.

Pease won awards at the current Madison Artists exhibition, the 1953 Wisconsin Salon of Art, and the 1953 Student Art show. Koester received awards at these shows and at the 1952 and 1953 Wisconsin State fairs.

The showing, sponsored by the Wisconsin Union gallery committee, will close March 15.

WMFM

104.1 Mcs.
FRIDAY

7:00 Yawn Patrol
7:10 Layman's Call to Prayer
7:15 Weatherman; Yawn Patrol
7:30 News; Yawn Patrol
7:57 Weatherman
8:02 News; Clockwatchers
8:28 Weatherman; News Headlines
8:30 Clockwatchers; News
9:00 The Jodi Lane Show
10:00 Morning Request Show
11:00 Old Timers Hall
11:30 Navy Band
11:45 Herb Kern

P. M.
12:00 News; Noontime Frolics
12:27 Road Report; Weatherman
12:32 Noontime Frolics; News
1:00 Meet the Artist
1:15 Sacred Heart Program
1:30 Music to Listen to; News
2:00 Music Matinee; News
3:00 Music Matinee; News
4:00 Record Rumpus
4:15 Russ Morgan
4:30 Easy Listening; News
5:00 Jerry of the Circus
5:15 Meet the Artist
5:30 Off the Record; Weatherman
5:50 Off the Record; News
6:00 Musical Menu
6:30 Package of New Records
6:45 Musical Menu; News
7:00 Showcase
7:15 Old Timers Party
7:30 Sports Records; News
7:50 Pre Game Sports Show
8:00 Basketball
9:30 Guest Star; News
10:00 Blue Barron
10:55 News (to 11)

Consult

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Radio Timetable

FRIDAY

	WIBA 1310 kc.	WISC 1480 kc.	WKOW 1070 kc.	WIBU 1240 kc.
6:00	Sunrise	• Farm Hour	Farm Journal	Music; News
6:15	Frolic	• Top o' Morning	Farm Hour	Farm Reporter
6:30	Musical	• News; Top o'	Farm Hour	Rural
6:45	Clock; News	Morn; Heatter	Weather; Mkts.	Roundup
7:00	Alex Dreier	• Top o' Morning	Sports; Music	• News Farm
7:15	Musical Clock	• News	News	Service
7:30	News	• Top o' Morning	Weather; Coffee	• News; Weather
7:45	George Morgan	• John McVane	Club; News	• Farm Frolic
8:00	Musical	• Breakfast	Coffee	• Prayer League
8:15	Clock	Club	Club; News	• Musical
8:30	Musical Clock	• Breakfast	Kitchen Club	Clock
8:45	News	Club	Cof'e club; News	• Musical Clock
9:00	Welcome	• My True	Arthur Godfrey	• News; Music
9:15	Travelers	Story; Whisp's	Time	Color Corner
9:30	Bob Hope	Streets	Arthur Godfrey	• Sweet
9:45	Break the Bank	• A Girl Marries	Time	Music
10:00	Strike It	• Grand Central	Arthur Godfrey	News
10:15	Rich	Station; News	Time	Variety
10:30	Phrase Fays	• Queen for	Music Speaks	Mid Morning
10:45	Second Chance	a Day	Morning Music	Matinee
11:00	P. Frederick	• News; Calendar	News; Band	News; Morning
11:15	Morning	• Eberle; Berch	Aunt Jenny	Matinee
11:30	Melodies	• Bill Bing	Helen Trent	News
11:45	Farm Roundup	• Mag. Marquee	Our Gal Sunday	• Farm Front
12:00	• News; Roundup	• Secret Song	Polkas; Digest	Music; Markets
12:15	• Farm Service	• News	News	News
12:30	• News	• Mister	Farm	Farm and
12:45	• Polka Party	Music	Hour	Home Hour
1:00	• Trading Post	• Mister	Chow Time	Farm Service
1:15	• Melody Parade	Music	Jockey's Choice	Si Hays
1:30	• Betty Cass	• Betty; Mr.	Nora Drake	and Daughter
1:45	Column	Music	Static	• Variety
2:00	• Life Beautiful	• Mister	Static	• Afternoon
2:15	• Road to Life	Music	House	Variety
2:30	• Pepper Young	• Betty	Party	• Forward March
2:45	• Rt. to Hap'ness	• Mister Music	Wizard of Odds	• Science Ex'n
3:00	• Backstage Wife	• Mister	News; Lusia	Chapel in
3:15	• Stella Dallas	Music	Mortenson	the Sky
3:30	• Widder Brown	• Mr. Music	Show; Music	Melody Hour
3:45	• Woman in H'se	• Romances	Sunshine Sue	Story Time
4:00	• Just Plain Bill	• Cousin	The	• Melody Hour
4:15	• F. P. Farrell	Henry	Showcase	Street Bdcst.
4:30	• Lorenzo Jones	• Cousin Henry	Harmony House	• News
4:45	• Marriage Pays	• Birthday Club	Top Tunes	• Band Parade
5:00	• Madison	• 5 o'Clock	Allan Jackson	Fiesta Time
5:15	Hour	Shadow	Top Tunes	• University
5:30	• News	• Wild Bill	Scores; Music	Special
5:45	• Sports; News	Hickok; Sports	Lowell Thomas	• Univ. Special
6:00	• Alex Dreier	• News; Music	Family Skeleton	• News
6:15	• Music; News	• Fulton Lewis	Weather; News	Polka Party
6:30	• News of World	• Lone	Music; Sports	• Sports Time
6:45	• I Man's Family	Ranger; News	E. R. Murrow	Bing Sings
7:00	• Dinah Shore	• Mus. to Please	Mister	• Farm Front
7:15	• F. Sinatra	• Sammy Kaye	Keen	• Old
7:30	• Bob	• J. Vanderecook	Godfrey	Timers
7:45	Hope	• Bill Stern	Digest	Bing Sings
8:00	Harris	• Ozzie and	Godfrey	Old Timers
8:15	and Faye	Harriet	Digest	Old
8:30	News; Friday	• Perry Como	That's	Timers
8:45	Serenade	• G. Heatter	Rich	Jamboree
9:00	Fibber & Molly	• Boxing	Capitol	• Wisconsin
9:15	Can You Top?	• Boxing	Cloakroom	Farm Hour
9:30	• Music; Sports	• Boxing	News; Music	• News; Music
9:45	• Hymns	• Boxing	Beulah	for Listening
10:00	• News	• News	News	• Music for
10:15	• Your Pastor	• Frank Edwards	Sports	Listening
10:30	• U.W. Boxing	• Hill; Wismer	Sons of Best	• Silent
10:45	• 1310 Club	• U.W. Boxing	Julius LaRosa	• Silent
11:00	• News; The	• Starlight	News	• Silent
11:15	1310 Club	Theater	The	• Silent
11:30	The 1310	• Easy	Promised	• Silent
11:45	Club; News	Street	Land	• Silent

Starred programs are also carried on corresponding FM stations
FM channels: WIBA-FM, 101.5 Mc. WWCF (WIBU), 94.9 Mc.
WISC-FM, 98.1

Church Clubs to Offer 3-Act Play at Avoca

AVOCA — A farce comedy "Danger—Willie at Work," will be presented Sunday and Monday nights in the Avoca Community building.

The three-act play will be sponsored by the Chi Rio club of St. Joseph's and St. Malachy's parishes.

The Altar society will serve supper from 5:30 to 7:30 p. m. each day in the same building.

Crawford County 4-H to Hold Drama, Festival

PRAIRIE DU CHIEN—Four-H clubs of Crawford county will hold their annual drama festival at 8 p. m. Tuesday in the Prairie du Chien high school.

It had been scheduled for Gays Mills.

Participating will be the Busy Bee Busters, the Eastman Cloverleafs, and the Wonder Workers.

Admission will be free.

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Selling Stocks on 'Instalment' Plan Flourishes

NEW YORK (AP)—Wall Street is doing an impressive job of selling its wares on the "instalment" plan, the president of the New York Stock Exchange said this week.

Officials of some of the largest brokerage houses also were pleased with the progress of the pay-as-you-go stock-selling program.

The unprecedented new plan provides that a person may pay as little as $40 every three months for shares of stock he desires.

Exchange President Keith Funston, a former college president now trying to educate Americans in the fine points of finance, said 6,368 pay-as-you-go plans were started during the program's first four weeks. A total of 16,928 shares were sold.

Exchange officials said they were glad the plan had not got off to a more spectacular start, with people rushing to buy as though they were involved in a gold rush.

Funston has warned repeatedly against hasty investments and wants everyone to know there are risks involved in buying stock in even the most solid corporations.

One or two brokers would have preferred to see more persons buying, but most of them were satisfied.

Reports from cities throughout the nation indicated the new investors were buying "blue chip stocks," securities in reliable firms.

Most of these involved live in cities in the central and eastern states. Many are women. The average investment has been $70 to $80 a month.

Funston said the plan obviously has been satisfying a public need. He predicted hundreds of thousands of new investors eventually would be added to the share-owning population.

The total number of persons participating in the program has not been figured. One person may have started more than one plan, or several may be involved in a single plan.

A plan is started when an investor signs up to pay a certain sum of money monthly or quarterly for one or more stocks. He receives whatever amount of stock he actually has paid for as he pays for it.

A spokesman for Merrill Lynch, Pierce, Fenner and Beane, with brokerage offices in 112 cities, said every branch had reported selling at least one plan.

"We've had replies from hamlets you never heard of," he said.

A Bache and Co. official said the plan was tapping a tremendous investment potential.

"For the first time in history," he said, "the worker of today can become the capitalist of the future."

N.Y. Library Buys Oldest Known Book

NEW YORK (AP)—One of the three known copies of the world's oldest surviving book, probably turned out by Johann Gutenberg as an experiment more than 500 years ago, has been bought by New York's Pierpont Morgan library, it was announced Thursday.

The volume, a special missal printed in Latin about 1450 for the Roman Catholic diocese of Constance, Germany, was described by library director Frederick D. Adams Jr. as the most important printed book ever acquired by an American library.

The 376-page book, containing the texts of major Masses, is older and even more important than the Gutenberg Bible, printed about 1455 by the inventor of movable type, Adams said.

"We believe, without reservation, that the Constance missal is the oldest typographic book known and that it was printed by the inventor of the art before he undertook the . . . Gutenberg Bible," Adams said.

AUDACIOUS THIEF

BAYTOWN, Tex. (AP) — Police searched Thursday for an audacious thief who broke into a cigaret machine and stole $13.75. The machine is in the same building which houses the city jail.

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