

# Television Today

Ch. 2—WBBM-TV—Chicago  
 Ch. 4—WTMJ-TV—Milwaukee  
 Ch. 5—WNBQ-TV—Chicago  
 Ch. 13—WREX-TV—Rockford  
 Ch. 32—WMTV—Madison

## TODAY'S BEST BETS

1:30 p. m. — Let's Play Bridge. Mr. and Mrs. A. Maxwell Steuben. Mrs. V. H. Petersen, John Macklin—WMTV (33).  
 2 p. m. — Matinee Theater: Barbara Stanwyck, Gary Cooper in "Meet John Doe"—WMTV (33).  
 2:45 p. m. — Hostess: Fish dishes for freezer—WKOW-TV (27).  
 6 p. m. — Bulletin Board: American Business Women's

**1st IN MADISON**

1:30 HARVESTER HOSTESS... Fish dishes from your freezer.  
 1:30 FRONT PAGE DETECTIVE... "Alibi for Suicide" with Edmund Lowe and Jack Daly.  
 8:00 LOVE LUCY... "Ricky's Hawaiian Trip."  
 8:30 RED BUTTONS... laugh to another of the fabulous Red Buttons skits.  
 10:30 WHAT'LL YOU HAVE... a new show that helps you with your religious problems.

**WKOW-TV Channel 27 CBS**

**MONDAY MORNING**

7:00	2—Morning Show	11:00	2—Valiant Lady
7:30	4—Today	11:30	4—What's New
8:00	7—Chicago Parade	12:00	4—Bride and Groom
8:30	2—Rayner Shine	12:30	7—Danny O'Neil
9:00	7—Breakfast Club	1:00	4—Four to Go
9:30	2—Arthur Godfrey	1:30	2—Love of Life
10:00	4—Dink Don School	2:00	3—Hawkins Falls
10:30	4—Dink Don School	2:30	2—Search for Tomorrow
11:00	4—Dink Don School	3:00	3—Betty White
11:30	4—Dink Don School	3:30	2—Guiding Light
12:00	4—Dink Don School	4:00	4—News
12:30	4—Dink Don School	4:30	10—Feature Film

**Zenith Television**

priced from \$199.95!  
 See them at

**SUBURBAN RADIO AND TELEVISION**

3160 E. Washington Ave. Ph. 4-6495  
 Open Every Eve. 'til 9 P. M.  
 Except Saturday

**MONDAY AFTERNOON**

12:00	2—Brighter Day	5—Howdy Doody
12:30	4—Man Next Door	32—Way Out West
1:00	7—Lunch Hour	33—Howdy Doody
1:30	4—Hi Laddie	34—Let's Talk It Over
2:00	2—Garry Moore	35—Fairly Odd
2:30	4—Weather Time Out	36—Carnegie Hall
3:00	5—Bob and Kay	37—Joe Kelly
3:30	9—Dr. Prentiss Bradley	38—Kathleen McGuire
4:00	2—Doubie of Nothing	39—Comedy Time
4:30	4—Western Cowboy	40—Captain Bob
5:00	7—All About Baby	41—Times Out For Fun
5:30	13—Love of Life	42—Radio Patrol
6:00	13—The Doctor Answers	43—Sammy Kay
6:30	2—Art Linkletter	44—Crusader Rabbit
7:00	4—News of the World	45—Gene Autry
7:30	7—Swingalong	46—Crossing the Line
8:00	33—Let's Play Buzzer	47—Laugh Time
8:30	2—The Big Payoff	48—Western Playhouse
9:00	4—Kate Smith	49—The Star Line
9:30	3—Claude Rains	50—The Star Line
10:00	33—Western Playhouse	51—The Star Line
10:30	2—Kate Smith	52—The Star Line
11:00	2—Bob Crosby	53—The Star Line
11:30	13—Bob Crosby	54—The Star Line

**Sentinel T. V.**

Pleasure without Pause...  
 Price without Penalty

See them at  
**SEVERSON'S Tele-Town**

627 State St. Dial 6-5011

**MONDAY EVENING**

8:00	4—Bliss Room	33—Sky King
8:30	7—Capt. Video	34—Name That Tune
9:00	2—News Weather	35—The Big Game
9:30	27—J. Harpster News	36—Mark Saber
10:00	33—Bulletin Board	37—Favorite Story
10:30	33—Capt. Video	38—The Big Game
11:00	4—Gracie Van	39—Industry on Parade
11:30	7—John Daly	40—City Assignment
12:00	4—Number Please	41—Weather News
12:30	13—Sports	42—President Eisenhower
1:00	13—Stimpson Weather	43—Boston Blackie
1:30	33—John Daly	44—Love Lucy
2:00	33—Sports Weather	45—Denise Day
2:30	27—Schermhorn Sports	46—WKBK Playhouse
3:00	4—Playhouse	47—Love Lucy
3:30	4—Arthur Murray	48—Love Lucy
4:00	7—Joy	49—Patrolman Shrine
4:30	12—Path for Today	50—Denise Day
5:00	27—Joy Witting	51—Red Buttons
5:30	33—Campus Revue	52—The Star Line
6:00	5—Perry Como	53—The Star Line
6:30	4—News Caravan	54—The Star Line
7:00	27—Perry Como Show	55—The Star Line
7:30	33—M. Griffin News	56—The Star Line
8:00	33—News Caravan	57—The Star Line
8:30	33—Kerza	58—The Star Line
9:00	2—Burns and Allen	59—The Star Line
9:30	4—Name's the Same	60—The Star Line
10:00	10—45 Views This Tune	61—The Star Line
10:30	7—Sky King	62—The Star Line
11:00	20—Questions	63—The Star Line
11:30	13—My Hero	64—The Star Line
12:00	27—Burns and Allen	65—The Star Line

**ALWAYS THE BEST IN PRICE**

**EMERSON PERFORMANCE QUALITY**

OPEN EVERY NITE 'TIL 9 SUNDAYS 'TIL 5

**Commercial Products Co.**

24 Prouditt St. Phone 5-4870

**WHA—WHA-FM**

910 Kc.—88.7 Mhz.

**MONDAY**

7:15	Weather Roundup: Motor Safety
7:30	Band Wexler
7:45	News: Weather
8:00	Morning Melodies
8:30	Highway Report: Melodies
8:45	News for Children
9:00	News: Weather
9:15	Marketplace
9:30	Marketplace
10:00	HomeMakers Program
10:30	Musical Moments
11:00	American History
11:30	Noon Musicals

# Today's Radio Highlights

**Special Program**  
 8 p.m.—President Eisenhower (WISC): talk on taxation.

**Music**  
 7:45 a.m.—George Morgan (WIBA): "Somebody Robbed My Beehive," "Oklahoma Stomp."  
 4 p.m.—Musical of the Masters (WHA): "Songs of the Forests," Shostakovich.  
 8 p.m.—Tennessee Ernie (WKOW): "Walkin' My Baby Back Home," "Ricochet."  
 7 p.m.—Show Train (WIBA): Lucille Norman, Gordon MacRae in "The Minstrel Boy," story of Thomas Moore.  
 7:30 p.m.—Concert Hour (WIBA): with Eugene Conley, "The Song Is You," "Berceuse," "Jocelyn," "Neapolitan Love Song," Irish medley... Talent Scouts (WBBM): vocal-instrumental quartet, soprano, pop singer.  
 8 p.m.—Great Artists (WIBA): with Brian Sullivan, "Killarney," "Molly on the Shore," "Bonnie's Stream," "Kathleen McGuire," Les Brown (WFMF) and Jimmy Wakely.  
 8:30 p.m.—Band of America (WIBA): "Colossus of Columbia," "The Hymn of Tara," "Spirit of Erin" medley.  
 9 p.m.—Patit Page (WISC): and Anthony... FM Concert (WHA-FM): "Te Deum," Kodaly... Vaughn Monroe (WBBM): Secret Love, "Stranger in Paradise," "Woman"... Northerners (WMAJ): with Ronald Reagan.  
 9:45 p.m.—Hymns of the World (WIBA): "Hiding in Thee," "Fill Me Now," "Christians, Good Night," "Seeking for Me."



EISENHOWER SULLIVAN

tor Mature in "The Girl in Car 32."  
 8 p.m.—Radio Theater (WBBM): Barbara Stanwyck, Barry Sullivan in "Jeopardy."  
 8:15 p.m.—Under Arrest (WISC): "Hit and Run Report," "The Falcon... The Deadly Dead-Beat."

**Sports**  
 12:35 p.m.—Baseball (WISC): Braves vs. Tigers.  
 5:45 p.m.—Sports Parade (WIBA): Art Lentz previews state high school basketball tournament.

**Miscellaneous**  
 9:30 a.m.—Bob Hope (WIBA): with Maureen O'Hara... 10 a.m.—Homemakers (WHA): "One-Room Living."  
 10:30 a.m.—Make Up Your Mind (WBBM): with Sir Cedric Hardwicke.  
 10:45 a.m.—Second Chance (WIBA): with Ilika Chase.  
 12:30 p.m.—Farm Hour (WHA): "Timely Tips on Grassland Farming," "Another Look at the Newer Fertilizers."  
 1:30 p.m.—People and Places (WHA): with Ravi Kapil of India.  
 2:15 p.m.—House Party (WKOW): with Jeff Chandler.  
 6:30 p.m.—Of These We Sing (WISC): Danny Kaye, Gordon Jenkins, Dr. C. S. Cameron.

**Religion**  
 10:15 p.m.—Your Pastor Speaks (WIBA): the Rev. Charles A. Puls, Luther Memorial church.

**Drama**  
 7 p.m.—Suspense (WBBM): Vic-

# Radio Timetable

**MONDAY**

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 Marches, News
6:15 Frolic	6:15 Top o' Morn	6:15 Top o' Morn	6:15 Farm Feature
6:30 Musical	6:30 News: Top o' Morn	6:30 News: Top o' Morn	6:30 Rural Roundup
6:45 Clock: News	6:45 News: Heaster Weather: Mkta.	6:45 News: Heaster Weather: Mkta.	6:45 News: Heaster Weather: Mkta.
7:00 Alex Drexler	7:00 Top o' Morn	7:00 Top o' Morn	7:00 News: Farm
7:15 Alex Drexler	7:15 Top o' Morn	7:15 Top o' Morn	7:15 News: Farm
7:30 Journal News	7:30 Top o' Morn	7:30 Top o' Morn	7:30 News: Farm
7:45 George Morgan	7:45 John McVane	7:45 John McVane	7:45 News: Farm
8:00 Musical	8:00 Breakfast Club	8:00 Coffee Club: News	8:00 Frayer League
8:15 Clock	8:15 Breakfast Club	8:15 Kitchen Club	8:15 Music Clock
8:30 Musical	8:30 Breakfast Club	8:30 Kitchen Club	8:30 Musical clock
8:45 News	8:45 My True Story: What's Streets	8:45 Arthur Godfrey Time	8:45 News: Color Coraz
9:00 Welcome	9:00 My True Story: What's Streets	9:00 Arthur Godfrey Time	9:00 News: Sweet Music
9:15 Travelers	9:15 My True Story: What's Streets	9:15 Arthur Godfrey Time	9:15 News: Sweet Music
9:30 Bob Hope	9:30 My True Story: What's Streets	9:30 Arthur Godfrey Time	9:30 News: Sweet Music
9:45 Break the Bank	9:45 My True Story: What's Streets	9:45 Arthur Godfrey Time	9:45 News: Sweet Music
10:00 Welcome	10:00 My True Story: What's Streets	10:00 Arthur Godfrey Time	10:00 News: Sweet Music
10:15 Travelers	10:15 My True Story: What's Streets	10:15 Arthur Godfrey Time	10:15 News: Sweet Music
10:30 Bob Hope	10:30 My True Story: What's Streets	10:30 Arthur Godfrey Time	10:30 News: Sweet Music
10:45 Break the Bank	10:45 My True Story: What's Streets	10:45 Arthur Godfrey Time	10:45 News: Sweet Music
11:00 Welcome	11:00 My True Story: What's Streets	11:00 Arthur Godfrey Time	11:00 News: Sweet Music
11:15 Travelers	11:15 My True Story: What's Streets	11:15 Arthur Godfrey Time	11:15 News: Sweet Music
11:30 Bob Hope	11:30 My True Story: What's Streets	11:30 Arthur Godfrey Time	11:30 News: Sweet Music
11:45 Break the Bank	11:45 My True Story: What's Streets	11:45 Arthur Godfrey Time	11:45 News: Sweet Music
12:00 Welcome	12:00 My True Story: What's Streets	12:00 Arthur Godfrey Time	12:00 News: Sweet Music
12:15 Travelers	12:15 My True Story: What's Streets	12:15 Arthur Godfrey Time	12:15 News: Sweet Music
12:30 Bob Hope	12:30 My True Story: What's Streets	12:30 Arthur Godfrey Time	12:30 News: Sweet Music
12:45 Break the Bank	12:45 My True Story: What's Streets	12:45 Arthur Godfrey Time	12:45 News: Sweet Music
1:00 Welcome	1:00 My True Story: What's Streets	1:00 Arthur Godfrey Time	1:00 News: Sweet Music
1:15 Travelers	1:15 My True Story: What's Streets	1:15 Arthur Godfrey Time	1:15 News: Sweet Music
1:30 Bob Hope	1:30 My True Story: What's Streets	1:30 Arthur Godfrey Time	1:30 News: Sweet Music
1:45 Break the Bank	1:45 My True Story: What's Streets	1:45 Arthur Godfrey Time	1:45 News: Sweet Music
2:00 Welcome	2:00 My True Story: What's Streets	2:00 Arthur Godfrey Time	2:00 News: Sweet Music
2:15 Travelers	2:15 My True Story: What's Streets	2:15 Arthur Godfrey Time	2:15 News: Sweet Music
2:30 Bob Hope	2:30 My True Story: What's Streets	2:30 Arthur Godfrey Time	2:30 News: Sweet Music
2:45 Break the Bank	2:45 My True Story: What's Streets	2:45 Arthur Godfrey Time	2:45 News: Sweet Music
3:00 Welcome	3:00 My True Story: What's Streets	3:00 Arthur Godfrey Time	3:00 News: Sweet Music
3:15 Travelers	3:15 My True Story: What's Streets	3:15 Arthur Godfrey Time	3:15 News: Sweet Music
3:30 Bob Hope	3:30 My True Story: What's Streets	3:30 Arthur Godfrey Time	3:30 News: Sweet Music
3:45 Break the Bank	3:45 My True Story: What's Streets	3:45 Arthur Godfrey Time	3:45 News: Sweet Music
4:00 Welcome	4:00 My True Story: What's Streets	4:00 Arthur Godfrey Time	4:00 News: Sweet Music
4:15 Travelers	4:15 My True Story: What's Streets	4:15 Arthur Godfrey Time	4:15 News: Sweet Music
4:30 Bob Hope	4:30 My True Story: What's Streets	4:30 Arthur Godfrey Time	4:30 News: Sweet Music
4:45 Break the Bank	4:45 My True Story: What's Streets	4:45 Arthur Godfrey Time	4:45 News: Sweet Music
5:00 Welcome	5:00 My True Story: What's Streets	5:00 Arthur Godfrey Time	5:00 News: Sweet Music
5:15 Travelers	5:15 My True Story: What's Streets	5:15 Arthur Godfrey Time	5:15 News: Sweet Music
5:30 Bob Hope	5:30 My True Story: What's Streets	5:30 Arthur Godfrey Time	5:30 News: Sweet Music
5:45 Break the Bank	5:45 My True Story: What's Streets	5:45 Arthur Godfrey Time	5:45 News: Sweet Music
6:00 Welcome	6:00 My True Story: What's Streets	6:00 Arthur Godfrey Time	6:00 News: Sweet Music
6:15 Travelers	6:15 My True Story: What's Streets	6:15 Arthur Godfrey Time	6:15 News: Sweet Music
6:30 Bob Hope	6:30 My True Story: What's Streets	6:30 Arthur Godfrey Time	6:30 News: Sweet Music
6:45 Break the Bank	6:45 My True Story: What's Streets	6:45 Arthur Godfrey Time	6:45 News: Sweet Music
7:00 Welcome	7:00 My True Story: What's Streets	7:00 Arthur Godfrey Time	7:00 News: Sweet Music
7:15 Travelers	7:15 My True Story: What's Streets	7:15 Arthur Godfrey Time	7:15 News: Sweet Music
7:30 Bob Hope	7:30 My True Story: What's Streets	7:30 Arthur Godfrey Time	7:30 News: Sweet Music
7:45 Break the Bank	7:45 My True Story: What's Streets	7:45 Arthur Godfrey Time	7:45 News: Sweet Music
8:00 Welcome	8:00 My True Story: What's Streets	8:00 Arthur Godfrey Time	8:00 News: Sweet Music
8:15 Travelers	8:15 My True Story: What's Streets	8:15 Arthur Godfrey Time	8:15 News: Sweet Music
8:30 Bob Hope	8:30 My True Story: What's Streets	8:30 Arthur Godfrey Time	8:30 News: Sweet Music
8:45 Break the Bank	8:45 My True Story: What's Streets	8:45 Arthur Godfrey Time	8:45 News: Sweet Music
9:00 Welcome	9:00 My True Story: What's Streets	9:00 Arthur Godfrey Time	9:00 News: Sweet Music
9:15 Travelers	9:15 My True Story: What's Streets	9:15 Arthur Godfrey Time	9:15 News: Sweet Music
9:30 Bob Hope	9:30 My True Story: What's Streets	9:30 Arthur Godfrey Time	9:30 News: Sweet Music
9:45 Break the Bank	9:45 My True Story: What's Streets	9:45 Arthur Godfrey Time	9:45 News: Sweet Music
10:00 Welcome	10:00 My True Story: What's Streets	10:00 Arthur Godfrey Time	10:00 News: Sweet Music
10:15 Travelers	10:15 My True Story: What's Streets	10:15 Arthur Godfrey Time	10:15 News: Sweet Music
10:30 Bob Hope	10:30 My True Story: What's Streets	10:30 Arthur Godfrey Time	10:30 News: Sweet Music
10:45 Break the Bank	10:45 My True Story: What's Streets	10:45 Arthur Godfrey Time	10:45 News: Sweet Music
11:00 Welcome	11:00 My True Story: What's Streets	11:00 Arthur Godfrey Time	11:00 News: Sweet Music
11:15 Travelers	11:15 My True Story: What's Streets	11:15 Arthur Godfrey Time	11:15 News: Sweet Music
11:30 Bob Hope	11:30 My True Story: What's Streets	11:30 Arthur Godfrey Time	11:30 News: Sweet Music
11:45 Break the Bank	11:45 My True Story: What's Streets	11:45 Arthur Godfrey Time	11:45 News: Sweet Music
12:00 Welcome	12:00 My True Story: What's Streets	12:00 Arthur Godfrey Time	12:00 News: Sweet Music
12:15 Travelers	12:15 My True Story: What's Streets	12:15 Arthur Godfrey Time	12:15 News: Sweet Music
12:30 Bob Hope	12:30 My True Story: What's Streets	12:30 Arthur Godfrey Time	12:30 News: Sweet Music
12:45 Break the Bank	12:45 My True Story: What's Streets	12:45 Arthur Godfrey Time	12:45 News: Sweet Music

# Crosby's Radio and Television Networks Take Greater Program Responsibility

By JOHN CROSBY

As Red Buttons used to say, strange things are happening. NBC has unfurled its new, expensive and ambitious "Home show" which breaks sharply away from traditional daytime programming. How well the women will cotton to it, only time will tell but is sure is off to a brave start.

Meanwhile, NBC is plotting a companion piece to its "Today" show, a nighttime show called appropriately "Tonight." "Tonight" will be underwritten by NBC's new magazine concept of selling. A sponsor simply buys an insert as you would buy an ad in a magazine, leaving the program content entirely to the network.

The importance of this from the viewers standpoint is that the network is assuming a responsibility for the direction of its programs it has never done before.

Actually, the networks—all of them—are far deeper in the business of providing their own programs than they ever were in radio.

But there is a great difference between packaging and selling—as CBS has—something like "My Friend Irma" which is straight commercial entertainment and something like "Home" which is a well thought out and thoroughly planned effort to utilize television's great potentialities rather than simply to make some money out of them.

That's one aspect of the thing. Another one: Edward R. Murrow's program "Person to Person" is racking up a rousing rating of around 32 which is pretty terrific for even a commercial show.

Yet "Person to Person" is not, by ordinary standards, a commercial show. It's decidedly offbeat. Whether anyone except Ed Murrow could have got it on the air in the first place.

"Person to Person" (CBS-TV 9:30 p.m. CST Fridays), in case you've never seen it, is simply a live interview with prominent people in their own homes. It isn't gimmicked up or gagged up which is its chief charm. Yet, people are interested in prominent people and in how and where they live.

This supports a theory that I have been nurturing for some time. It seems to me that the way to succeed in this medium as a long-pull operation is to be offbeat, to avoid the stereotype rather than to pursue it.

It's going to be a long time before this idea will penetrate into the ruling circles but I think eventually it will be adopted not because it's a good idea but because it's a successful one.

Not long ago, I made a speech in Philadelphia and if I may, I'd like to quote a bit. "Television is losing—or has already lost—its sense of excitement. You remember when you first bought the set the feeling of wonder and suspense—the 'What's-going-to-happen-next' feeling—that you had when you turned it on. How many still have it? A great many of my friends, I notice, have the distinct feeling now that they've seen television that there's no particular point in turning it on because they saw it last week—and the week before that and the year before that."

Does it have to be that way? Do you have to sell Carnation Milk by putting on Burns and Allen once a week thirty-nine weeks a year?

Suppose you took a \$1,000,000 advertising appropriation and blew the works on the good two-hour show like the Ford anniversary show on two networks. The Ford show had people talking about it for about six months—and what's the matter with that as an advertising dodge?

At any rate, the pursuit of sameness, the heaving to the formula, is not necessarily the best way to avoid failure. It may even be the best way to court it.

The bold and imaginative and adventurous souls, who have tried something new, have done mighty well so far.

# Calendar

**Entertainment**

**MONDAY, MARCH 15**  
 Madison: Curtailed at 1:30, 5:30 and 8:30. Radio: O'Clock at 1:40, 7:15 and 10:20.  
 O'Clock: "Vesuvius Express" at 1:30, 3:30, 5:30 and 7:50.  
 12 Mile Reef at 1:30, 3:30, 5:40, 7:50 and 9:50.  
 "Beat the Devil" at 1:30, 4:10, 7:10 and 10:10.  
 "My Heart Goes Crazy" at 2:45, 5:45 and 8:45.  
 "War Arrow" at 3:15, 6:15 and 10:15.  
 "Forever Female" at 1:30, 3:30 and 5:45.  
 "Light Nurse" at 1, 4, 7 and 10:10.  
 "World for Ransom" at 2:30, 5:30 and 8:30.  
 "Escape from Fort Bravo" at 1:40 and 8:20.  
 "Kiss Me Kate" at 7:30 and 10:10.  
 "From Here to Eternity" at 7 and 9:30.  
 "The Long Long Trailer" at 8:30 and 8:50.  
 "The Great Diamond Robbery" at 8:30 and 8:50.  
 "The Great Diamond Robbery" at 8:30 and 8:50.

**Municipal Affairs**

**MONDAY, MARCH 15**  
 City Board of Education, 7:45 p.m., 351 W. Wilson at  
 Middlesex Banking committee, 8 p.m., city hall.

**Community Center**

**MONDAY, MARCH 15**  
 Shrine Petrol, 4:30: Bridge Instruction and Handicapped Young Adults, 7:30.

**On the Campus**

**MONDAY, MARCH 15**  
 Krakow College concert, 8 p.m., Pro Arte Quartet, Erno Krenek and Bettina Bjorksten, Music Hall.

**Organizations**

**MONDAY, MAR. 15**  
 Madison: "The Church of the Beatific," 7:30 p.m. in Vocational school.

**CAPITOL**

**TODAY—TUESDAY**  
 2 New Explosive Hits!

**FLIGHT NURSE**

**CO-FEATURE**

**WORLD FOR RANSOM**

**DAN DUREA**  
**OR LOCKHART**  
**PATRIC KNOWLES**

**Gorgeous Green CARNATION**

For All Lulu Patrons on March 17

**DRIVE IN**

**SPECIAL ST. PAT'S NOON LUNCHEON**

**\$1.00.**

Featuring Genuine, Delicious Corned Beef and Cabbage—Serving from 11 Noon to 2 P.M. MARCH 17th

Parking on Premises.

**DRAMA MADISON**

"FASCINATING THROUGHOUT"

Persistent emotional power with humanity, & humor. N.Y. Times

**Rome.**

Starting Italy's most electrifying beauty

**CO-HIT—MUSICAL "MY HEART GOES CRAZY" IN TECHNICOLOR**