

TURNING THE DIALS

BY FRED H. RUSSELL

Marking a fitting forerunner to the 1955-56 drama season, the fifth annual WNYC Great Plays Festival will be presented today through Saturday.

In addition to rendering memorable and enduring plays of the world's great playwrights, the established WNYC tradition will be highlighted this year by a special documentary, "George Bernard Shaw-An Irish Portrait."

Initial presentation will be "Alceste" translated by Richard A. Dington, and adapted for radio and produced by Raymond Raikes.

The celebrated 18th century comedy, "The Rivals," by Sheridan, will be the feature on the second night of the festival.

Other plays scheduled during the series are Shakespeare's "A Midsummer Night's Dream," "The Taming of the Shrew," "An Ideal Husband," by Oscar Wilde, "Everyman," the medieval morality play; "The Merchant of Venice," by Shakespeare, "The Merry Widow," by Franz Lehár, and "The Mikado," by Gilbert and Sullivan.

Erwin Chanhan News, a new series of weekly news commentaries by Erwin D. Chanhan, commentator and editor of the Christian Science Monitor, will premiere over WABC tonight from 9:15 to 9:30.

Upman Is Guest. Theodor Upman, the American baritone, will sing music of Wagner and Lehár when he returns to the Telephone Room as guest artist Monday night at 8 o'clock over NBC radio.

American Literature. "What is the status of American Literature Today?" is the question to be discussed on "America's Town Meeting of the Air" tonight over WJLB and WABC at 8 o'clock.

Added Music. A major change in the late night-time programming at WJLB will add two full hours of symphonic music nightly beginning Thursday, from 11:07 p.m. through 1 a.m.

Following the news summary at 11 o'clock each night WQXR's new program, "Symphonic Highlights," will present movements from major symphonias and shorter symphonic favorites.

This change has been made to accommodate listeners' requests for more symphonic music in the late evening hours. At present, WQXR's 11 p.m. to 1 a.m. schedule is made up of "Music for Orchestra" at 11 o'clock and the 12:05 to 1 a.m. "World of Music" which is principally chamber music selections.

SMUGGLERS REPORTED. ISTANBUL, Turkey, Aug. 27—(AP) Istanbul police are investigating reports that millions of Turkish pounds have been collected by the Greek Orthodox church here and smuggled to Cyprus partisans of union with Greece, Turkish papers reported today.

Radio Highlights

8:00 MONITOR: Entertainment and Information through midnight WJLB.

10:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

10:30 CHURCH OF AIR: (Part II) The Rev. T. Coffey, pastor of the Congregational Church, Schenectady, N. Y. WJLB.

11:00 GAYETY: New York Giants vs. Chicago Cubs. WJLB.

11:30 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

12:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

12:30 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

1:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

1:30 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

2:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

2:30 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

3:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

3:30 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

4:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

4:30 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

5:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

5:30 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

6:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

6:30 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

7:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

7:30 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

8:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

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9:00 CHURCH OF AIR: The Rev. Dr. J. Edwards Matthews, pastor of the First Methodist Church, Schenectady, N. Y. WJLB.

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SUNDAY'S RADIO PROGRAM

DIAL SETTINGS: WABC-770, WJLB-1230, WQXR-1550, WNBC-1450, WNYC-1350, WOR-710, WRCA-660.

8 A.M.: Bible Class, Church of Air, WJLB.

9 A.M.: Church of Air, WJLB.

10 A.M.: Church of Air, WJLB.

11 A.M.: Church of Air, WJLB.

12 P.M.: Church of Air, WJLB.

1 P.M.: Church of Air, WJLB.

2 P.M.: Church of Air, WJLB.

3 P.M.: Church of Air, WJLB.

4 P.M.: Church of Air, WJLB.

5 P.M.: Church of Air, WJLB.

6 P.M.: Church of Air, WJLB.

7 P.M.: Church of Air, WJLB.

8 P.M.: Church of Air, WJLB.

9 P.M.: Church of Air, WJLB.

10 P.M.: Church of Air, WJLB.

11 P.M.: Church of Air, WJLB.

12 M.: Church of Air, WJLB.

England to Get Commercial TV After Long, Bitter Struggle

LONDON, Aug. 27 (AP)—Suso and Bill get married sept. 23 to the accompaniment of a few well-chosen advertising burles and so commercial television will be born in Britain.

Tens of thousands of London housewives will put down their mops and dust rags to watch the mawk wedding. And there are sure to be some husbands taking a peek, too.

For Suso and Bill are the leading characters in the country's first daily (television soap opera, marking the start of regular commercial TV programs in Britain—the most revolutionary change in British broadcasting since crystal sets picked the first sound program out of the air 33 years ago.

A formal preview opening of the new London station on the night before will be a white tie and tails banquet in the affair in the ball hall followed by a variety show.

Different From U. S. After bitter debate, parliament set up a commercial TV system under an Independent Television Authority about two years ago to compete with the government sponsored British Broadcasting Corp. (BBC).

England to Get Commercial TV After Long, Bitter Struggle

about 5 millions more on programs annually. Meantime, backyard studios around town are busily grinding out TV advertising plugs in great scores. Jingles, animated cartoons, pretty faces, the car-spilling boasts of fishing trawler horns, a sloating Brahms tubally will be selling everything from cod liver oil to whisky.

Commercial TV is a big gamble for the advertiser. Because it has never been done here before, no one knows whether it will "take." But the new TV promoters claim practically all available time—six minutes in every hour for spot announcements plus shopping guides has been sold at rates up to \$2,800 a minute for a peak viewing hour spot.

Dr. J. T. Honeyman, a member of the I.T.A. board, predicted approximately 20 million pounds (56 million dollars) will be spent on TV advertising during the first year. He expects the figure to double within the second year.

Two companies will handle the I.T.A. programs in London—Associated Broadcasting Company, a combined ABC on weekend and Associated Radio-Diffusion Ltd. on weekdays. Expect Second Stage. By the end of the year, I.T.A. expects to open a second station in Birmingham and early next year a third in the north of England.

In addition to luring away many BBC technical stalwarts and carrying some of Britain's top talent by offering higher salaries, commercial TV has turned to the United States for some top programs on film. It has signed up Roy Rogers, Liberace, the "I Love Lucy" comedy program, the "Dragnet" thriller series and Robert Cummings' "My Hero" series. It also has signed evangelist Billy Graham, Orson Welles, Bob Hope, Lona Horne and Johnny Ray.

SHORT HAND IN 6 WEEKS WITH Speedwriting THE ABC SHORTHAND. FAMOUS SPEEDWRITING SHORT-HAND—Use of the ABC Short Hand Machine, used in leading offices and Civil Service. Come, observe, check, graduate. Lowest cost. Free literature. Day or Eve. Now about new methods.

MRS. JAMES COCHRANE GETS PLAYHOUSE PRIZE. Country Playhouse for obtaining a record number of 70 new subscriptions. The tickets were presented at the Playhouse last Monday by Philip Langner, Windsor Lewis and Stanley Vaughan. Mrs. J. Kenneth Bradley, general subscription chair.

TELEVISION AND APPLIANCE, Inc. FOR HUGE SAVINGS! ON GENERAL ELECTRIC APPLIANCES. "FILTER FLO" G.E. WASHER. \$274.95 WITH TRADE. SAVE \$100.00. BRAND NEW '55 G-E MODEL 2-OVEN DELUXE RANGE. REGULAR \$459.95. PRICED WITH TRADE. \$359.95. BIG 14 CU. FOOT. \$125. LESS WITH TRADE. \$579.95. TELEVISION & APPLIANCE. 3768 MAIN STREET NEAR MERRITT THEATRE. PHONE ED 9-3518. Always Free Parking at Rear of Store. OPEN MON. THRU FRI. 9 a.m. to 9 p.m. — SAT. 9 a.m. to 6 p.m.