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## TURNING THE DIALS

BY FRED H. RUSSELL

Further expansion of station WMGM's most successful programming features will be undertaken Monday. Many of the stations enduring favorites, including such top-rated attractions as "The Ted Brown Show," headlining Ted and Rhoda Brown; Carlton Fredericks' "Living Should Be Fun," "The Liberator Program," featuring the pianist; "Your Hits of the Week" with Fred Goulding; "Best Sellers" with Ed Stokes and "It's a Woman's World," starring Aimee Gavvin and Dick DeFreitas, will be given additional time on the air, or placed in more advantageous time segments.

Brown and his redhead wife conduct a fast growing show during the early morning hours. They will be heard from 7 to 10 a. m., Monday through Saturday, beginning tomorrow. Hereafter this program was on the air from 7 to 9 a. m., and 6 to 7 p. m. Broadcasting from their home in Riverdale, N. Y., the couple provide listeners with entertainment as well as time signals, music, new and weather.

Fredericks, conductor of the "Living Should Be Fun" program, henceforth will be heard from 11 to 12 p. m., Monday through Saturday. In the past he was heard from 9 to 10 a. m. He is the author of many books dealing with nutrition, biochemistry and the chemistry of foods.

"Best Sellers" with Stokes, which has proven itself a top radio attraction, will be on the air Monday through Saturday, from 2 to 5 p. m., daily when a day game is broadcast. The program features top sellers among records.

Another success, "Your Hits of the Week," starring Goulding, will be heard from 5 to 8 p. m., Monday through Saturday. The program provides listeners with authentic, accurate tabulation of the top tunes of the times, in addition to charting the progress of listeners' favorites.

"It's a Woman's World," with DeFreitas and Gavvin, originally heard for one hour daily from 11 a. m. to 12 noon, is now expanded to two full hours from 11 a. m. to 1 p. m., Monday through Saturday. "The Liberator Program," featuring the piano star, will be heard at a new time, 1 to 3 p. m., Monday through Friday, starting tomorrow.

Spring on Air  
Spring will be in the air, musically speaking, during WMGM's Dinner Concert and Music for Orchestra programs tomorrow. The music selected for these two broadcasts should leave no doubt that the vernal season is at hand.

The Dinner Concert, heard from 6:05 to 7 p. m., will include "My Song of Spring" from Caron's London Melody; Eric Coates' "Springtime Suite"; "The First Day of Spring" by Anderson, and "Voices of Spring" by Strauss.

In a more symphonic mood, the Music for Orchestra program, heard from 11:07 p. m. to midnight, will present Schumann's "Spring Symphony" and Debussy's "Printemps."

Program Returning  
"Second Husband," story of a 28-year-old widow's problems in attempting to maintain a happy home for her two children, who object to her remarriage, will return to CBS radio tomorrow. The popular series began in 1937 as a weekly, half-hour evening presentation. After three years, it changed to a five-week daytime format which continued until 1946. The program will be heard from 11:45 a. m. to 12 noon.

The return of "Second Husband" will shift "Rosemary," heard in the past at 11:45 a. m. to the 12:15 to 1 p. m. slot.

## PORCH ENCLOSURES

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## SUNDAY'S RADIO PROGRAM

DIAL SETTINGS  
WABC-770 WAWZ-1250  
WCBS-680 WSTC-1400  
WICC-600 WINS-1010

WGMG-1000 WYAB-1450  
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## Telecast TOPICS

BY FRED H. RUSSELL

An on-the-spot television report of the effects of atomic radiation on the people of Hiroshima, Japan, 10 years after the history-making A-bomb, will be presented by "The March of Medicine" on NBC-TV Tuesday night, March 29, at 9:30 o'clock. The documentary medical program will take viewers on a detailed tour of the reconstructed Japanese coastal city where 100,000 persons died in the explosion that helped bring an end to World War II. A report will be given on the latest research in American medical centers on the treatment of radiation sickness. The telecast, titled "Ten Years After Hiroshima," follows closely on the latest headlines of atomic weapon-testing in Nevada. It will be the 14th telecast in the continuing series of "March of Medicine" programs.

The telecast has been scheduled to coincide with the Los Angeles meeting of the American Academy of General Practice, and will originate, in part, from that city.

The "March of Medicine" production team traveled halfway round the world for this first on-the-scene account of the atomic radiation after-effects and to report on the work of the U. S. Atomic Bomb Casualty Commission. The commission is composed of a staff of more than 500 American and Japanese doctors, technicians and assistants working under the direction of Dr. Robert Holmes, American pathologist.

The program also will feature a visit to research laboratories in Boston and Chicago for a report on significant work currently in progress on radiation problems. This sequence will include the activities of Dr. Sidney Farber and his staff on blood studies. Dr. Farber is director of the Children's Cancer Research Foundation and professor of pathology at Harvard University. Also to be covered will be the work of Dr. Leon Jacobson, director of the Argonne Cancer Research hospital in Chicago, and the radiation studies of a group of scientists at Argonne National Laboratory, Lemont, Ill.

Dr. Stafford L. Warren, dean of UCLA School of Medicine, will bring a special report to the American Academy of General Practice. Dr. Warren, who led the first American medical team into Hiroshima at the end of the war, will describe to the assembled doctors and to the nationwide TV audience the role of the American physician in the difficult new problems of civilian defense.

Welcome Mat  
Milton Berle will roll out a special welcome mat to greet Ruth Gilbert who returns to play her role of Max on the comedian's television show Tuesday night at 8 o'clock over Channels 4 and 8. Guest stars for the comedy revue will include Marie (the Body) McDonald, actress, and Jerome Cowan, actor.

Miss Gilbert, who is Mrs. Emanuel Feinberg in private life, has been on a leave of absence from the series since Nov. 16, 1954. Her daughter, Jaimee Hermine, was born last Feb. 8.

Play Contest  
Talent Associates, Ltd.—the television producing and packaging firm which is responsible for "Justice," "Circle Theater," "Television Playhouse," "Mr. Peepers" (all on NBC-TV) and the forthcoming "Appointment with Adventure" (CBS-TV, beginning April 3)—announces a competition for the three best original half-hour television plays by undergraduate students in any accredited American college or university.

The awards will total \$1750 in all—\$400 first prize, \$500 second prize, and \$250 third prize. The deadline for the contest will be June 15, 1955, and the judges are three of television's most accomplished dramatists—N. Richard Nash, Robert Alan Authur and David Shaw.

Looking Backwards  
Some of today's movie, television and stage performers are seeing themselves as kid stars on video reruns of old Hal Roach comedies, including the "Our Gang" series. Now entitled "Little Rascals," they are showing in 40 cities and are a prime kiddie attraction over WPIX (Channel 11).

Among the stars of the old films who now are grownup show business personalities are Nanette Fabray of the Sid Caesar show, Jackie Cooper who does frequent television, movie and stage roles and Alfalfa, Switzer, still in the movies.

Short Paragraphs  
Have you heard... Kate Smith will seek to prove her ability to "sell" products as well as songs when she appears on "Our Miss Brooks" April 1 and 15 shows, over CBS television.

Don't be surprised if John Wayne comes up with a television series in the fall. His representatives are huddling with NBC.

Janis Paige is back in New York from Hollywood after having filmed the pilot of a new television series written for her by Arthur Stander.

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