

CHANNEL

2

WMAR-TV

TENTH
ANNIVERSARY

October 1957

SUNPAPERS TELEVISION
BALTIMORE, MARYLAND



TEN YEARS OF SERVICE TO MARYLAND

SPECTACULARS HIGHLIGHT EXCITING NEW SEASON ON CHANNEL TWO

Going into its second decade of Television service to viewers in Maryland and adjoining states, WMAR-TV's programming for Fall-and-Winter 1957-58 offers the most exciting prospects of its ten-year history. Studying a schedule already crammed with excellent old favorites and thrilling new segments will be a series of spectacular special productions that will explore glittering worlds of Entertainment, of Information, of Learning and Science, of Adventure and Travel.

First in the CBS series was Paul Gregory's production of "Crescendo" starring Rex Harrison and enlisting such names as Louis Armstrong, Peggy Lee, Benny Goodman and the Norman Lubov Choir, to be followed by such presentations as Mark Twain's "The Prince and the Pauper" and a musical version of "Junior Miss."

Bing Crosby and Frank Sinatra will co-star in another special which will be spectacular for its supporting cast including Rosemary Clooney, Cole Porter and S. J. Perelman are writing still another special on the story of Aladdin.

The Christmas season will be made complete with another visit to the wonderful Land of Oz, beyond Judy Garland's rainbow. Perhaps best of all will be a new series of five hour-long adventures in comedy with Lucy and Desi. The first one went 15 minutes over length, but it was so good no one could decide where to cut it, so it will be presented as made.





STIRRING NEW PROGRAMS FOR 1957-58 ON CHANNEL TWO

New exploits of adventure, mystery, excitement and music are on view weekly on WMAR-TV's 1957-58 lineup. Patti Page (upper right) is hostess to a glamorous galaxy of variety stars on Wednesdays. **Beaver Cleaver** (top center) will be the next tyke to wrap himself in your heartstrings. Or, if you need help quick, **Wire Paladin** (top left) and see him operate next door to **Gunsmoke** on Saturday nights.

Brave Eagle is a new visitor early Saturday evenings, Jim McKay (a Baltimore boy who has made a good show) is a daily afternoon visitor. Eve Arden is trying to outdo **Our Miss Brooks** in her new Tuesday evening spot; Jimmy Dean is winning many new friends on his Saturday songfest; Barry Sullivan protects the Maine coast Thursdays at 8 p. m., and Raymond Burr thrills mystery fans as **Perry Mason** Saturdays at 7:30 p. m. "**Bachelor Father**," (center bottom) is a Sunday evening "must" and Danny Thomas provides the laughter for Monday nights.



"The Big Payoff"

HERE for WMAR-TV's

10th ANNIVERSARY

To help celebrate the Tenth Anniversary of Sunpapers Television in Maryland, "The Big Payoff," a coast-to-coast program of fashions and glamorous prizes, is being brought to Baltimore by WMAR-TV, through the courtesy of the CBS Television Network and the Colgate Palmolive Company, to originate a week's telecasts at the Fifth Regiment Armory, beginning October 21. Baltimore girls who have clever husbands or friends can win wonderful mink coats, air trips to Paris and fashionable prizes this week.



Bess Myerson and Randy Merriman
Stars of "The Big Payoff"



"The Woman's Angle" - 'LIVE' AT THE ARMORY

CONTINUOUS PROGRAM 1 to 3:30 P. M. (Doors Open 12 Noon)

Baltimore Television's foremost feminine personality, Ann Mar, will also stage her daily TV show, "The Woman's Angle," from the big stage in the Fifth Regiment Armory to kick off a 2½-hour live show each day for the week beginning October 21. Noted guests, variety entertainment, audience games and scores of valuable prizes will feature the daily live program from the Armory. Requests for tickets are handled as received.



Ann Mar

FIRST IN VIEW—BEST IN VIEW: CHANNEL TWO



YOUR OLD

TV FRIENDS ARE

BACK FOR 1957-58

If you like to laugh with Jack Benny, Garry Moore, Red Skelton or Phil Silvers, you'll love this winter's programming on Channel Two. They're all back, and funnier than ever. And you can thrill with Marshal Matt Dillon, frolic with Gale Storm, chill with Alfred Hitchcock, or just have fun with Godfrey, Sullivan and Captain Kangaroo. Lots more of your old friends are back, too. See WMAR-TV's full schedule in the center pages of this magazine.





Warner Brothers'

MAGNIFICENT FILMS

NOW ON CHANNEL 2

A GOLDEN TREASURY OF MOTION PICTURE HITS - EXCLUSIVE ON WMAR-TV

With much pride, WMAR-TV announces 100 great motion pictures new to TV for unparalleled entertainment. Here have been selected the finest features produced by a major Hollywood studio. Here are the stars who make Hollywood great, in the productions which made them great. In this galaxy are the names of Humphrey Bogart, Bette Davis, Ingrid Bergman, Gary Cooper, Fredric March, Cary Grant, Errol Flynn, Lauren Bacall, James Cagney, Joan Crawford—only part of a roster of Hollywood's greatest.

SERGEANT YORK

DESTINATION TOKYO

CASABLANCA

THE MAN WHO CAME TO DINNER

ANTHONY ADVERSE

KINGS ROW



PETRIFIED FOREST, (left) with Humphrey Bogart, Leslie Howard and Bette Davis; ANTHONY ADVERSE, (center) with Fredric March and Olivia DeHavilland, and THE CHARGE OF THE LIGHT BRIGADE, (right) with Errol Flynn and Olivia DeHavilland—just three of 100 magnificent motion pictures! CHANNEL TWO, exclusively, is presenting THE FOUNTAINHEAD, THE STORY OF LOUIS PASTEUR, KEY LARGO, THE BIG SLEEP, HIGH SIERRA and other hits from its motion picture treasury.



Behind the Camera

at CBS TELEVISION

★ Julia Meade, the comely blonde who has been doing the Lincoln commercials on "The Ed Sullivan Show" the past three and a half years, has been signed by the Eastman Kodak Company to continue doing commercials on the program when the company takes over the partial sponsorship early in October. Miss Meade also does the commercials on another CBS Television program, "Playhouse 90."

★ The nation's first live network television broadcast from within an atomic power reactor plant originated last month from Pleasanton, Calif., when 18-year-old Joyce Myron tried for \$96,000 on CBS Television's "The \$64,000 Question" in her category, "The Atom." The broadcast came from the Vallecitos Atomic Laboratory, 50 miles outside of San Francisco. On this pioneering program, the Drexel Institute of Technology sophomore stood inside the actual reactor control room to take her question.

★ Rex Harrison played "against type" in his role of an Englishman being introduced to the various styles in American music in "Crescendo," the premiere "Du Pont Show of the Month." Harrison, actually, could introduce a few American music styles—especially jazz—to some of this country's citizenry; he possesses a collection of jazz and swing recordings, numbered in the thousands, and has long bowed low in the direction of such artists as Benny Goodman and Louis Armstrong, both of whom, incidentally, appeared in the all-star "Crescendo" cast with Harrison.

★ A "Boone" to television viewers was offered by CBS Television on September 14, when a couple of descendants of Daniel Boone, famous pioneer, did a little pioneering of their own. Pat Boone, the new singing sensation, appeared as guest star on the new season premiere of the Gale Storm Show—"Oh! Susanna," and actor Richard Boone made his debut as Paladin in the premiere episode of "Have Gun, Will' Travel." Pat Boone, born Charles Eugene Boone, is a great-great-great-great grandson of the woodsman and Richard Boone is a seventh-generation nephew.

★ CBS-TV's popular Lone Ranger, who will soon celebrate his Silver Anniversary as an entertainment leader in February, 1958, has had more words written for radio and television scripts than any other western adventure star. More than 7,280,000 words have gone into the script during the past quarter of a century. Partner, that's a mouthful!

★ With a little bit of luck—and hard work, an unknown actor can be "discovered," given the "one big break" needed to launch his career, almost anywhere in America. However, years of preparation usually precede the discovery. Charles Cooper, signed by Alfred Hitchcock for his CBS-TV series, "Alfred Hitchcock Presents" as well as for one of the suspense master's movies, was spotted by Hitch at an Ann Arbor drama festival. However, Cooper's preparation for the "big break" included Federal Theatre work, radio, stock companies, and a Broadway part in "Caesar and Cleopatra."

★ In the more or less sedentary theatrical profession, a big problem of most personalities is keeping in good shape physically. Art Linkletter of CBS Television, one of America's top TV stars, accomplishes this by participating in his favorite sport—handball. Known as one of Southern California's best players, athletic Art plies his purely amateur sport with all the determination exhibited by bridge and golf fanatics in their fields. Handball is one of the fastest participant sports, and consequently one of the more strenuous. "It's certainly no way to GET in shape," admits Linkletter, commenting on the physical strains of the game, "but once there it's a good way to STAY in shape."

★ CBS Television's ambitious new documentary series, "The Twentieth Century," which debuts this Fall, will feature a half-hour program on "brain-washing and thought-control," tentatively scheduled in November. Produced and written by CBS Public Affairs' Albert Wasserman, who wrote, directed and produced last season's memorable "Out of Darkness" documentary on mental health, the program will highlight the story of Dr. Edith Bone, 68-year-old Hungarian-born British citizen, who resisted Communist brain-washing during her seven years confinement in a Hungarian prison. Dr. Bone, freed after last October's Hungarian uprising, is being brought to New York from London by CBS Television for special filmed sequences detailing her imprisonment, which included several years of solitary confinement and constant, harassing interrogation by her Communist captors.

This Month Meet JUNE LOCKHART

Most actresses want to make news—June Lockhart wants to deliver it.

Miss Lockhart, you see, wants to be a television news reporter. It's not just a whim but a serious ambition which this lovely young actress has nurtured and prepared for over the past several years.

She believes that a woman "with a feeling and respect for the news could give it a presentation that would interest everyone." And she's quite determined to prove this.

An accomplished actress who has

the filing system and in time was writing articles. She also edited an anthology on Best in Guideposts stories.

Last year, she managed through friends to travel with both presidential candidates as what she calls "a journalistic buff." And during the Republican Convention in San Francisco, June came up from her home in Los Angeles to observe the television coverage, spending much of her time in the broadcasting booths.

But what about June, the woman,



June Lockhart

gained fame on the Broadway stage, motion pictures and CBS Television's "Studio One" and "Playhouse 90," June became seriously interested in journalism while a panelist on a television network news quiz show, "Who Said That?". For three years (1952 to 1955) she read eight newspapers a day, seven days a week, plus Time and Newsweek. She matched wits—and did admirably too—with such news authorities as H. V. Kaltenborn, Merriman Smith of UP, Hal Boyle of AP, Bob Considine of INS, W. H. Lawrence of The Times and many others.

To acquire editorial experience, June has worked in her spare time—without salary—for Guideposts, the non-sectarian, religious magazine. She began by re-arranging

She refuses to believe "the popular misconception" that a woman lacks the authoritative presence to handle a regular television news program. And beauty, of which she is generously endowed, should not be a detriment either, she insists.

Throughout her career, June has always commanded the respect and confidence of everyone she has worked with, and her fans insist that here is a girl with brains and good taste as well as beauty.

And this determined young woman sees no reason why she can't win the same respect from a television audience if given the proper opportunity. So, it's quite reasonable to assume that in time we may come to hear and admire the announcement: "June Lockhart reporting. . . ."



SPORTS

on WMAR-TV

BASEBALL **GOLF**

FOOTBALL **HOCKEY**

WRESTLING **RACING**



PRO FOOTBALL ON 2
 Oct. 6—Redskins-Cards
 Oct. 13—Colts-Packers
 Oct. 20—Colts-Lions
 Nov. 10—Colts-Redskins
 Nov. 17—Colts-Bears
 Dec. 7—Giants-Steelers
 Dec. 8—Colts-49ers
 Dec. 14—Cards-Eagles
 Dec. 15—Colts-Rams
 Dec. 22—Steelers-Cards

ICE HOCKEY ON 2
 Jan. 4—Bost'n at N. Y.
 Jan. 11—Chi. at Det't
 Jan. 18—N. Y. at Chi.
 Jan. 25—Det't at Bost'n
 Feb. 1—Chi. at N. Y.
 Feb. 8—N. Y. at Det't.
 Feb. 15—Mont. at Bos.
 Feb. 22—Bost'n at Det't
 Mar. 1—Bost'n at Chi.
 Mar. 8—Det't at Chi.
 Mar. 15—N. Y. at Bost'n
 Mar. 22—Chi. at Det't

THE VOICE OF SPORTS in the WMAR-TV coverage area is Channel Two's. The remote units of Channel Two are fixtures at Memorial Stadium for major league baseball and football and have been for ten years. It was **The Sunpapers** television station which first covered football, baseball, racing, golf, tennis, swimming and wrestling on the Maryland scene and its annual coverage of the Eastern Open Golf Tournament has become a model for television. Wrestling from the Coliseum, reported on Channel Two, celebrates its tenth uninterrupted year on the air along with the pioneer television voice of sporting events in the area.



WMAR-TV

Program Schedule—October

Channel 2

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00		The Jimmy Dean Show NP	The Jimmy Dean Show NP	The Jimmy Dean Show NP	The Jimmy Dean Show NP	The Jimmy Dean Show NP	
7:45		CBS World News NP	CBS World News NP	CBS World News NP	CBS World News NP	CBS World News NP	
8:00		Captain Kangaroo NP	Captain Kangaroo NP	Captain Kangaroo NP	Captain Kangaroo NP	Captain Kangaroo NP	
8:45		Cartoon Funnies FP	Cartoon Funnies FP	Cartoon Funnies FP	Cartoon Funnies FP	Cartoon Funnies FP	Cartoon Funnies FS
9:00		Cartoon Funnies FP	Paul's Puppets Hutzler Brothers LC	Cartoon Funnies FP	Cartoon Funnies FS	Garry Moore Show KC Yardley, Fla. Citrus	Paul's Puppets Hutzler Brothers LC
9:15		Douglas Fairbanks, Jr. Presents FP	Douglas Fairbanks, Jr. Presents FP	Douglas Fairbanks, Jr. Presents FP	Douglas Fairbanks, Jr. Presents FP	Douglas Fairbanks, Jr. Presents FP	Cartoon Funnies LFP
9:30	Faith For Today FS	Douglas Fairbanks, Jr. Presents FP	Douglas Fairbanks, Jr. Presents FP	Douglas Fairbanks, Jr. Presents FP	Douglas Fairbanks, Jr. Presents FP	Douglas Fairbanks, Jr. Presents FP	Captain Kangaroo NP
9:45	Faith For Today FS	Dialing for Dollars Food Fair LC	Dialing for Dollars Food Fair LC	Dialing for Dollars Food Fair LC	Dialing for Dollars Food Fair LC	Dialing for Dollars Food Fair LC	Captain Kangaroo Ludens NC
10:00	Lamp Unto My Feet NS	Garry Moore Show Campbell NC	Garry Moore Show NC	Garry Moore Show Dow Chem., Lever NC	Garry Moore Show Nestles, Gen. Foods NC	Garry Moore Show NC	Sky King Nabisco FC
10:30	Look Up And Live NS	Arthur Godfrey Standard Brands NC	Arthur Godfrey Mutual of Omaha NC	Arthur Godfrey Sher. W'm.; Simoniz NS	Arthur Godfrey Gen. Foods, Armour NC	Garry Moore Show NC	Mighty Mouse Pl'se Gen'l Fds; Colgate NC
11:00	UN in Action NS	Arthur Godfrey Bristol Myers NC	Arthur Godfrey NS	Arthur Godfrey Bristol Myers NC	Arthur Godfrey Gen. Foods, Armour NC	Sacred Heart Prog. 11:15 Our Neighb's FS	Susan's Show NS
11:30	Camera Three NS	Strike It Rich Colgate NC	Strike It Rich Colgate NC	Strike It Rich Colgate NC	Strike It Rich Colgate NC	Strike It Rich Colgate NC	Saturday Playhouse NS
12:00	Let's Take A Trip NS	Hotel Cosmopolitan NS	Hotel Cosmopolitan NS	Hotel Cosmopolitan NS	Hotel Cosmopolitan NS	Hotel Cosmopolitan NS	Jimmy Dean Show NS
12:15	Let's Take A Trip NS	Love of Life Amer. Home Prod. NC	Love of Life Amer. Home Prod. NC	Love of Life Amer. Home Prod. NC	Love of Life Amer. Home Prod. NC	Love of Life Amer. Home Prod. NC	Jimmy Dean Show NS
12:30	Wild Bill Hickok Kellogg NC	Search for Tomorrow Procter & Gamble NC	Search for Tomorrow Procter & Gamble NC	Search for Tomorrow Procter & Gamble NC	Search for Tomorrow Procter & Gamble NC	Search for Tomorrow Procter & Gamble NC	Jimmy Dean Show NS
12:45	Wild Bill Hickok Kellogg NC	Guiding Light Procter & Gamble NC	Guiding Light Procter & Gamble NC	Guiding Light Procter & Gamble NC	Guiding Light Procter & Gamble NC	Guiding Light Procter & Gamble NC	Jimmy Dean Show NS
1:00	Championship Bowling, Wildroot FC	The Woman's Angle LP	The Woman's Angle LP	The Woman's Angle LP	The Woman's Angle LP	The Woman's Angle LP	Lone Ranger Gen. Mills; Nestles NC
1:25	Championship Bowling, Wildroot FC	CBS News NS	CBS News NS	CBS News NS	CBS News NS	CBS News NS	Lone Ranger Gen. Mills, Nestles NC
1:30	To be announced	As the World Turns Procter & Gamble NC	As the World Turns Procter & Gamble NC	As the World Turns Procter & Gamble NC	As the World Turns Procter & Gamble NC	As the World Turns Procter & Gamble NC	The Collegians RS
2:00	Colt Football National Brewing RC	Get Together LS	Beat the Clock Nestle, Gerber NC	Beat the Clock Atlantis, Mogen David NC	Beat the Clock Nestles, Sunsh'e, Purex NC	Beat the Clock NC	The Collegians RS
2:30	Colt Football National Brewing RC	Art Linkletter Std. Brands, Campbell NC	Art Linkletter, Swift, Toni, Kellogg NC	Art Linkletter Simoniz; Lever NC	Art Linkletter Pills'by; Kellogg NC	Art Linkletter Swift, Lever, Staley NC	Saturday Afternoon LFS
3:00	Colt Football National Brewing RC	Big Payoff Colgate NC	Homemakers Roundup Gas & Electric RC	Big Payoff Colgate NC	Big Payoff NS	Big Payoff Colgate NC	Saturday Afternoon LFS
3:15	Colt Football RP	Big Payoff Colgate NC	Big Payoff NS	Big Payoff Colgate NC	Big Payoff NS	Big Payoff Colgate NC	Saturday Afternoon LFS
3:30	Colt Football RP	The Verdict Is Yours NS	The Verdict Is Yours Toni, Swift NC	The Verdict Is Yours Atlantis NC	The Verdict Is Yours NS	The Verdict Is Yours General Mills, NC	Saturday Afternoon LFS
4:00	Colt Football RP	Brighter Day Procter & Gamble NC	Brighter Day Procter & Gamble NC	Brighter Day Procter & Gamble NC	Brighter Day Procter & Gamble NC	Brighter Day Procter & Gamble NC	Saturday Afternoon LFS
4:15	Colt Football RP	Secret Storm Am. Home NC	Secret Storm Am. Home NC	Secret Storm Am. Home NC	Secret Storm Am. Home NC	Secret Storm Am. Home NC	Saturday Afternoon LFS
4:30	Colt Football RP	Edge of Night Procter & Gamble NC	Edge of Night Procter & Gamble NC	Edge of Night Procter & Gamble NC	Edge of Night Procter & Gamble NC	Edge of Night Procter & Gamble NC	Saturday Afternoon LFS
4:45	Sports Extra Stebbins, Anderson LC	Edge of Night Standard Brands NC	Edge of Night Standard Brands NC	Edge of Night Standard Brands NC	Edge of Night Standard Brands NC	Edge of Night Standard Brands NC	Saturday Afternoon LFS
5:00	See It Now Pan American NC	Directors' Studio LS	City Council Report LS	Changing World alt. The Law & You FS	Changing World FS	Eleanor Nash At Home LS	Saturday Afternoon LFS
5:15	See It Now Pan American NC	Directors' Studio LS	Changing World alt. Comeback LS	Changing World alt. The Law & You FS	Home-Front Guide alt. Urban Renewal LS	Family Doctor LS	Saturday Afternoon LFS

Screen Scenes

Upper left— Steve Forrest packs up to leave shortly after his marriage to Pat Crowley whom he discovers to be a liar and four flusher in "The Three Dollar Bill," on the "Schlitz Playhouse."

Left center— The 1957-58 opening program of the Phil Silvers show was a dashing version of Franz Lehar's "The Merry Widow," with Silvers as the romantic prince, Margaret Hamilton as the town's clubwomen leader, and Maurice Gosfield, as Pvt. Doberman.

Lower left— Two successful "Miss Americas"—Bess Myerson (center) and Marian McKnight— get together with Douglas Edwards to talk over CBS Television's coverage of this year's glittering "Miss America Pageant" which was telecast 'live' from Atlantic City.

Upper right— Pop singer Pat Boone found Cale Storm a delightful hostess as he prepared for his guest star appearance on the Cale Storm Show—"Oh! Susanna," which bowed in for its second year on the CBS Television Network.

Right center— Movie star Howard Adams (Howard Duff) picks the wrong moment to introduce actress Lorraine Talbert (Maxine Cooper) to his wife and co-star, Eve (Ida Lupino), climbing aboard her patiently waiting horse.

Lower right— June Taylor and her 16 top dancers have been signed by Ed Sullivan for three appearances on "The Ed Sullivan Show."

If a photo on this page concerns a program not seen through the facilities of this station, it appears here only because of its news interest.



'Big Record' to Offer Full Scope of Music

"The Big Record," CBS Television's bright new musical hour, with lovely Patti Page as hostess, has but one aim," says its creator and executive producer, Lester Gottlieb, "and that is entertainment. This program has been created to provide the nation's viewers with just one thing—the widest assortment of good music presented in an entertaining manner by the world's greatest artists."

This is a tall order, but Mr. Gottlieb is proving that it can be achieved. Among the outstanding stars who appeared on the premiere presentation of "The Big Record" are such diverse artists as Eddie Cantor, David Wayne, Marion McPartland, Sal Mineo, Tony Bennett, Hoagy Carmichael, Ella Logan, Frankie Carle, Michiko Hamamura, and Jose Melis.

Mr. Gottlieb is purposely ignoring previous concepts of musical programming, which specialized in a definite area of composition or style, in order to present his audience with the full scope of musical creation.

What will "The Big Record" be like every week?

"Each week," reports Mr. Gottlieb, "'The Big Record' will showcase any entertainer who ever made a hit record, is currently enjoying record popularity or who promises



Patti Page

to hit the jukebox jackpot within the near future. These artists will appear 'live' and in person every week from New York and will represent every category of music. In Patti Page, around whom 'The Big Record' will spin each week, we have one of the country's outstanding entertainers—a girl who has more gold records to her credit, denoting sales of a million or more each, than any other girl singer in the industry."

Lee Cooley is the producer of "The Big Record," Jerome Shaw directs. Sponsors are Pillsbury Mills, Inc., Kellogg Co., Armour and Company and Oldsmobile.

Gal of the Month



In case you don't recognize this pretty Hallowe'en witch, it's Barbara Britton, who is seen in more orthodox array as hostess of Revlon sponsored programs.

Series of Broadcasts on CBS Television Network To Cover All Phases of Queen Elizabeth's Visit

At least five special CBS News broadcasts reporting the highlights of the visit of Her Majesty, Queen Elizabeth II of England, to this continent in October will be presented on the CBS Television Network. The multiple broadcasts will cover the movements of the Royal party and the various celebrations from the Queen's arrival in Ottawa, on Oct. 12, to the eve of her October 22nd departure. Seventeen top CBS News correspondents, cameramen and production personnel, have been assigned to cover the tour.

The series of broadcasts will begin with full coverage of the Queen's arrival at Ottawa's Uplands Airport Saturday, October 12.

On Monday, October 14, CBS Television will present, by recording, Queen Elizabeth's speech to the Canadian Parliament. For this rare occasion, the Canadian Senate will invite the House of Commons to sit with it in joint session to hear the Queen.

On Thursday, October 17, CBS Television will present 'live' coverage of the Royal party's arrival at the Washington National Airport,

where the official welcome to the United States will take place.

Later the same day, CBS News will cover a reception for the Queen tendered by the Joint Committee of Press, Radio and Television Correspondents and Photographers.

On Friday, October 18, CBS Television is planning coverage of the reception and garden party for the Queen at the British Embassy.

On Monday, October 21, on the eve of Queen Elizabeth's departure for England, CBS Television is planning to present a special program reviewing the Royal tour, from the London airport departure to the time of broadcast, when the Queen will be guest of honor at a ball to be given by the Commonwealth Societies at New York's Seventh Regiment Armory. The program will include coverage of the Queen's speech to the American people made earlier in the evening at the English Speaking Union-Pilgrims of the U. S. dinner. It will also include coverage of the party's ticker-tape parade up Broadway, visit to the Jamestown Exposition, the United Nations, and other points.

'Bachelor Father' Bright New Situation Comedy

"Bachelor Father," a bright new situation comedy starring John Forsythe and featuring Noreen Corcoran, Sammee Tong and Alice Backes, made its debut on the CBS Television Network Sunday, September 15 as an alternate with the "Jack Benny Program" which returned to the air Sunday, September 22.

Forsythe plays a filmland attorney, Bentley Gregg, whose large and successful law practice is excelled only by his adventures with a succession of clients of the glamorous female type.

Uncle Bentley, as he is called by his teen-aged niece Kelly, portrayed by Miss Corcoran, has his life suddenly complicated when his sister, Kelly's mother, passes away and leaves him in charge of the youngster.

The problems of rearing a teenager, and at the same time maintaining his carefree bachelor life, present a series of side-splitting situations.

Uncle Bentley is aided in his chore of rearing Kelly by his ever faithful and often ingenious houseboy, Peter (Tong). The Bentley Gregg household is even further complicated by the presence of a dog named Jasper.

Jasper is about as large as a horse and as obedient as a full-



John Forsythe and Noreen Corcoran

grown elephant—except when Peter takes a hand and unleashes a wondrous string of Oriental slang. As Peter puts it, "Jasper doesn't speak Chinese, but he understands."

In short, the Gregg household is a delightful combination of high school pennants, bobby socks and saddle shoes, most of which are strewn about the house with the teenager's normal abandon, along with indirect lighting, soft music and candles, the latter purchased by the carton.

"Bachelor Father" is sponsored by the American Tobacco Company for Hit Parade Cigarettes.

R remote • L local • N network • C commercial • P participating • S sustaining • F film • K kinescope

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:30	See It Now Pan American NC	The Range Rider FP	Cartoon Funnies FLP	The Range Rider FP	Cartoon Funnies LFP	The Range Rider FP	Saturday Afternoon LFS
5:55	See It Now Pan American NC	Sunny Says Sunny's Surplus LC	Cartoon Funnies FLP	Sunny Says Sunny's Surplus LC	Cartoon Funnies LFP	Sunny Says Sunny's Surplus LC	Saturday Afternoon LFS
6:00	Beat the Clock NS	Amos 'n' Andy FP	Amos 'n' Andy FP	Amos 'n' Andy FP	Amos 'n' Andy FP	Amos 'n' Andy FP	Lassie Kellogg; Campbell KC
6:30	You Are There Prudential NC	Waterfront FP	Public Defender FP	City Detective FP	Public Defender FP	Man Behind The Badge FP	Brave Eagle Keebler's, Good & Plen FC
6:55	You Are There Prudential NC	Sports Picture Cities Service LC	Sports Picture Bruning Paints LC	Sports Picture Cities Service LC	Sports Picture LS	Sports Picture Cities Service LC	Brave Eagle Keebler's, Good & Plen FC
7:00	Golden Playhouse Esso FC	7 O'clock Final A & P LC	7 O'clock Final A & P LC	7 O'clock Final A & P LC	7 O'clock Final A & P LC	7 O'clock Final A & P LC	Highway Patrol Ballantine Brewing FC
7:10	Golden Playhouse Esso FC	Weather Loyola Federal S. & L. LC	Weather Gas & Electric LC	Weather Loyola Federal S. & L. LC	Weather Gas and Electric LC	Weather Loyola Federal S. & L. LC	Highway Patrol Ballantine Brewing FC
7:15	Golden Playhouse Esso FC	Doug Edwards Brown & Williamson NC	Doug Edwards Whitehall NC	Doug Edwards Brown & Williamson NC	Doug Edwards Whitehall NC	Doug Edwards Br. & W'mson, Bishop NC	Highway Patrol Ballantine Brewing FC
7:30	Jack Benny, alt. Bach. Father, Amer. Tob. NC	Robin Hood J & J; Wildroot NC	Name That Tune Whitehall, Kellogg NC	I Love Lucy Gold Seal, Sheaffer NC	Sgt. Preston, Yukon Quaker Oats NC	Leave It To Beaver Remington-Rand NC	Perry Mason Purex NC
8:00	Ed Sullivan Show Lincoln-Mercury NC	Burns and Allen Goodrich; Cain'n NC	Phil Silvers Show Reynolds; P & G NC	The Big Record Oldsmobile, Armour NC	Harbourmaster R. J. Reynolds NC	Trackdown Socony-Mobile NC	Perry Mason Purex NC
8:30	Ed Sullivan Show Lincoln-Mercury NC	Talent Scouts Lipton; Toni NC	Eve Arden Show Lever, Shulton NC	The Big Record Pillsbury, Kellogg NC	Climax Chrysler NC	Zane Grey Theatre Gen. Foods, Ford NC	Dick & the Duchess Mogen David, H. Curtis NC
9:00	G. E. Theatre General Electric NC	Danny Thomas Show General Foods NC	To Tell The Truth Pharmaceuticals NC	The Millionaire Colgate NC	Climax Chrysler NC	Mr. Adams and Eve Reynolds, Colgate NC	Gale Storm Show Nestle's, Helene Curtis NC
9:30	Hitchcock Presents Bristol Myers NC	December Bride General Foods NC	Red Skelton Show S. C. Johnson NC	I've Got a Secret R. J. Reynolds NC	Playhouse 90 Bristol-Myers, AGA NC	Schlitz Playhouse Schlitz NC	Have Gun, Will Travel Lever Bros., Whitehall
10:00	\$64,000 Challenge Revlon; Kent NC	Studio One Westinghouse NC	\$64,000 Question Revlon NC	Armstrong Circle Thea. Alt. U. S. Steel Hour	Playhouse 90 Bristol-Myers, Marlboro NC	The Lineup Brown & Wmn., P & G NC	Gunsmoke L & M, Remington Rand NC
10:30	What's My Line Montenier; R-R NC	Studio One Westinghouse NC	Wrestling Nat'l Brewing RC	20th Century Fox Alt. U. S. Steel Hour	Playhouse 90 Kimberly-Clark, All-St. NC	Person to Person Amoco, Time, Inc. NC	Men of Annapolis Esskay, Royal Cr. Cola FC
11:00	O. Henry Playhouse General Cigar FC	Esso Reporter Esso LC	Esso Reporter Esso LC	Esso Reporter Esso LC	Esso Reporter Esso LC	Esso Reporter Esso LC	First Run Film Theatre FP
11:10	O. Henry Playhouse General Cigar FC	Sports Final National Brewing LC	Sports Final National Brewing LC	Sports Final National Brewing LC	Sports Final National Brewing LC	Sports Final National Brewing LC	First Run Film Theatre FP
11:15	O. Henry Playhouse General Cigar FC	Channel 2 Theatre FP	Premiere Performance Warner-Lambert FC	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	First Run Film Theatre FP
11:30	Pastor's Study LS	Channel 2 Theatre FP	Premiere Performance Warner-Lambert FC	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	First Run Film Theatre FP
12:00	Midnight News Final LS	Channel 2 Theatre FP	Premiere Performance Hazel Bishop FC	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	First Run Film Theatre FP
12:15	Bible Reading LS	Channel 2 Theatre FP	Premiere Performance Warner-Lambert FC	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	First Run Film Theatre FP
12:20	Sign Off	Channel 2 Theatre FP	Premiere Performance Warner-Lambert FC	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	First Run Film Theatre FP
12:30		Channel 2 Theatre FP	Premiere Performance Warner-Lambert FC	Channel 2 Theatre FP	Channel 2 Theatre FP	Channel 2 Theatre FP	Sunpapers TV News LS
12:45		The Late News LS	The Late News LS	The Late News LS	The Late News LS	The Late News LS	Bible Reading LS
12:50		Bible Reading LS	Bible Reading LS	Bible Reading LS	Bible Reading LS	Bible Reading LS	Sign Off
12:55		Sign Off	Sign Off	Sign Off	Sign Off	Sign Off	
	OCT. 6-2:00 P. M. Redskins vs. Cards						
	OCT. 13-3:00 P. M. Colts vs. Packers	OCT. 28-9:30 P. M. Prince and the Pauper			OCT. 31-8:30 P. M. Shower of Stars		
	OCT. 13-8:00 P. M. Crosby-Sinatra Show						
	OCT. 20-2:30 P. M. Colts vs. Lions						



TEN EVENTFUL YEARS IN BALTIMORE

YESTERDAY'S NOVELTY - - TODAY'S NECESSITY

In a single decade, Television has become as necessary to the modern home as the electric light; even more, since it instructs, informs and illuminates as it entertains. It destroys distances, connects people with people, provides understanding so necessary to peaceful existence. The scenes and faces in these pages, all familiar to Channel Two viewers, are but a few of hundreds who have highlighted Ten eventful years of Sunpapers Television in Baltimore.



'Big Payoff' Doles Out Over Two Million Dollars

"The Big Payoff," successful day-time audience participation quiz, will leave its usual New York City point of origination during the third week of October to help celebrate the tenth anniversary of WMAR-TV, Baltimore, Maryland, outlet of CBS Television, where the show is expected to draw more than 5,000 people during each day of its visit.

"The Big Payoff," now in its sixth year, continues to present the stars who launched the first program—Bess Myerson and Randy Merriman, along with announcer Mort Lawrence and models Pat Conway and Marion James.

Its simple format, of rewarding lucky women with mink coats, beautiful fashions and trips to exciting lands, has paid off handsomely in popularity ratings, and account-



Randy Merriman and Bess Myerson are host and hostess of "The Big Payoff."

ants for the program figure that during the five year period, the series has given away more than two million dollars in merchandise. To date, the program has awarded 155 mink coats, each valued at approximately \$3,000. Including the European trips for two, the jackpot on "The Big Payoff" is estimated at \$6,500.

The show has spun several success stories by providing a springboard to fame for its models. Among them are Margie McNally, who recently won a top modeling contest; Fran Keegan, who joined a Broadway hit, and Cindy Robbins, now making films in Hollywood.

"The Big Payoff" offers unusual opportunities for young girl singers of professional calibre, serving as a showcase for performers who, in addition to displaying their vocalistic talents, have been taking part in dance routines and in the program's daily dramatic vignettes.

One of these performers was pretty songstress Judy Lynn, now the show's vocalist. Judy was chosen as a result of letters from viewers indicating her as their choice over other singers who appeared as

Crosby, Clooney, Sinatra, Armstrong Headline Special Edsel Show Oct. 13; Ed Sullivan Pre-Empted

Bing Crosby, Frank Sinatra, Rosemary Clooney and "Satchmo" Armstrong, among the entertainment world's greatest personalities, will appear in a 'live' television show on Sunday, October 13, over



Rosemary Clooney

CBS Television, to be sponsored by the Edsel Division of the Ford Motor Company. The full-hour program will be the first Edsel special show.

This will be the first time Crosby has headlined a 'live' television program and appeared as master of ceremonies. It will also be the first time Crosby and Sinatra appear together in a 'live' telecast.

The time period of the show is normally occupied by "The Ed Sul-



Frank Sinatra

ivan Show," but Sullivan and one of his sponsors, the Mercury dealers, offered this particular time period on October 13 to the Edsel division so that the Ford Motor Company may present its newest addition to the "Ford Family of Fine Cars" under the most auspicious circumstances and in one of the most popular television time periods available.

In a statement, the network said, "The teaming of the two outstanding male entertainment personali-

ties of our generation, Crosby and

guest vocalists on "The Big Payoff." Judy brought a wealth of experience to the show including two Broadway appearances, a motion

picture and many television roles. She played the leading romantic role opposite Phil Silvers in "Top Banana" on Broadway.



Bing Crosby

television show for the Edsel, the first major automobile to be produced in this country since the war."

Other additions to the all-star musical cast for the special program will be the dance team of Mr. Conn and Mr. Mann and trumpeter Louis "Satchmo" Armstrong and his Dixieland Quintet.

Miss Clooney, one of America's top songstresses and a star of television, radio and motion pictures, has sold millions of records, among



Louis Armstrong

them "C-mon-A My House" and "This Old House." Her current hit is "Mangoes."

Mr. Conn and Mr. Mann, satirical tap dancers with no professional first names, have won wide popular and critical acclaim in the short space of the year their act has been in existence. Mr. Conn and Mr. Mann have appeared twice on "The Ed Sullivan Show."

Proceeds from "The Edsel Show" will go to Gonzaga University, Bing Crosby's alma mater.

picture and many television roles. She played the leading romantic role opposite Phil Silvers in "Top Banana" on Broadway.

'Verdict Is Yours' Airs Court Room Drama

Jim McKay, featured as the television reporter present at each trial in the new CBS Television program, "The Verdict Is Yours," is no stranger to CBS audiences. He has been associated with the news and sports staffs of the Columbia Broadcasting System for the past seven years.

In his new role, Jim will provide the thread of continuity to a fresh and exciting concept in daytime television programming. As the reporter covering each case tried on "The Verdict Is Yours," McKay will highlight, by his ad-lib narration, the sometimes tense, sometimes poignant, oft-times explosive and always dramatic moments inherent in these authentic courtroom situations. As he surveys the trial from his vantage point in the pressroom



Jim McKay, long-time member of the CBS News and Sports staff, will be seen this Fall as the television reporter present at each tense courtroom trial seen on the new daily CBS Television daytime program, "The Verdict Is Yours."

near the court, or moves about in the corridors in search of his "on-the-spot" interviews, audiences will gain a deeper insight into the human element ever present in the abstraction known to us simply as "the Law."

McKay first entered broadcasting following a stint with the Baltimore Evening Sun, where he worked as a police reporter among sundry other assignments. From the Sun, Jim moved over to WMAR-TV in Baltimore, where he did production and writing as well as broadcasting. He was brought to New York by CBS in 1950.

Born in Philadelphia, Pa., Sept. 24, 1921, McKay, in 1939, was graduated from Loyola High School in Baltimore, to which community his family had moved two years earlier. He later won an A. B. degree at Loyola College, Baltimore. He is a member of Alpha Sigma Nu, national Jesuit honor fraternity.

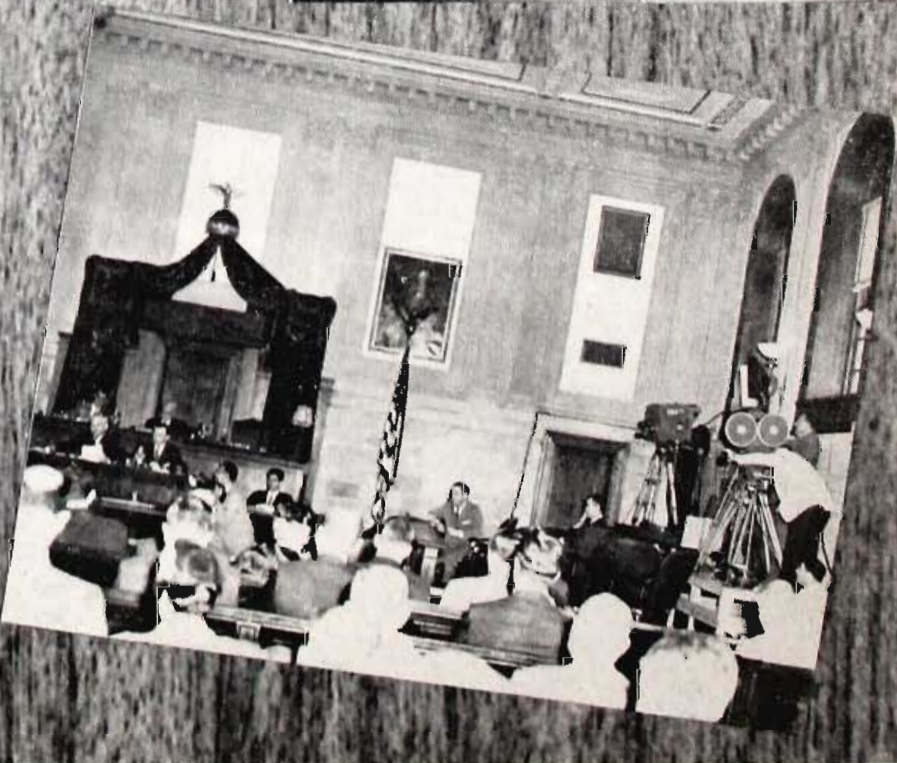


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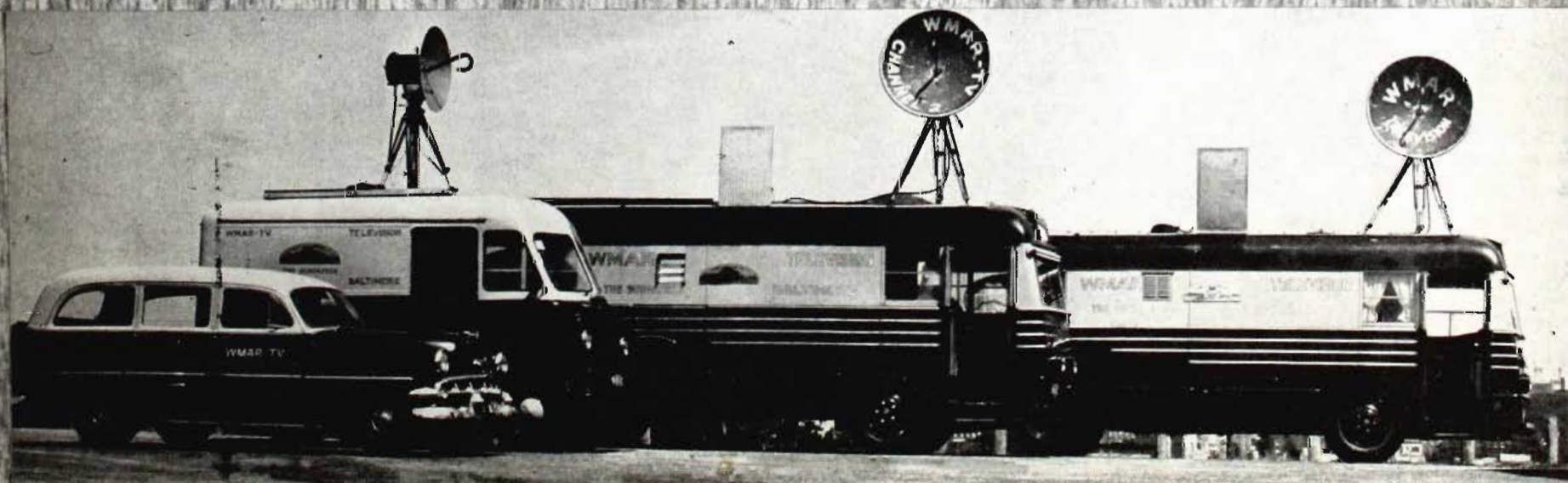


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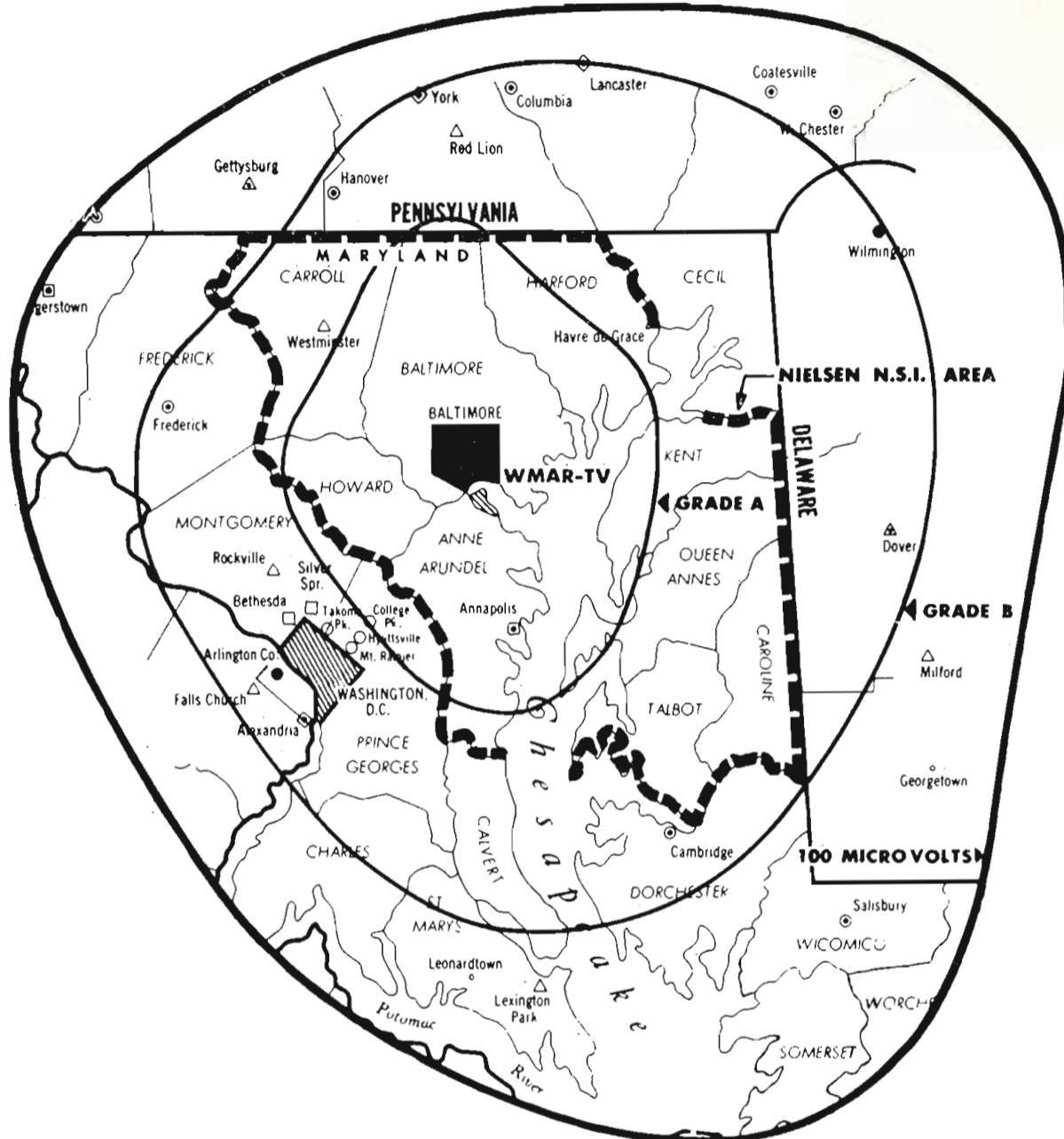
Wherever men aspire to better themselves or improve the lot of others, the story is told by Channel Two. "Teaching the young idea . . ." is one job of The Collegians, and Channel Two tells that story weekly. Other stories are countless. They include aid to the handicapped, attention to our children's education, Civil Defense, Congressional hearings, public events, religion, and reporting that basic of democracy—our elections.



CHANNEL 2



WMAR-TV'S MEASURED COVERAGE



IN BALTIMORE'S 3-STATION MARKET WMAR-TV SHARE OF TOTAL AUDIENCE

(Sunday thru Saturday—Percentage of Total Homes)

Source: A. C. Nielson Co.

1955		1956		1957	
July	Dec.	July	Dec.	May	July
46.5	41.5	43.4	47.1	50.1	48.1

WMAR-TV SHARE OF SETS IN USE

(Source: American Research Bureau)

41.1	42.9	45.0	45.8	43.2	44.9
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WMAR-TV NEWS: A WINDOW

ON THE WORLD

The new dimension of news reporting through television is, perhaps, one of the most rewarding operations of WMAR-TV, **The Sunpapers** television station. It is an effort guided by the sound and proven editorial policies of **The Sunpapers** and it receives the daily, around-the-clock attention of seasoned reporters, cameramen and editors. To the left, David Stickle, news director and commentator, interviews Mayor D'Alesandro in an exclusive report for his daily program, **Seven O'Clock Final**.



The scope of News reporting on WMAR-TV is far-ranging. To the left, Axel Malashuk, a veteran of 25 years in news-reporting, films Baltimore's famous quadruplets. A closeup look



of the surgical mastery in the Johns Hopkins Hospital operating room (center) is the subject for both live camera and newsfilm coverage, and the reporting-camera team is in the



Baltimore City Council, (right) for local controversial issues in WMAR-TV's responsible reports to its community, such as the hearing on the location of the new Civic Center.



Noted journalists Alistair Cooke and Marquis Childs, (left) at WMAR-TV to salute, with Sigma Delta Chi, the late H. L. Mencken, in a special report on "The Sage of Baltimore." Matt Thomas, (right) on his nightly report as **Your Esso Reporter**.





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