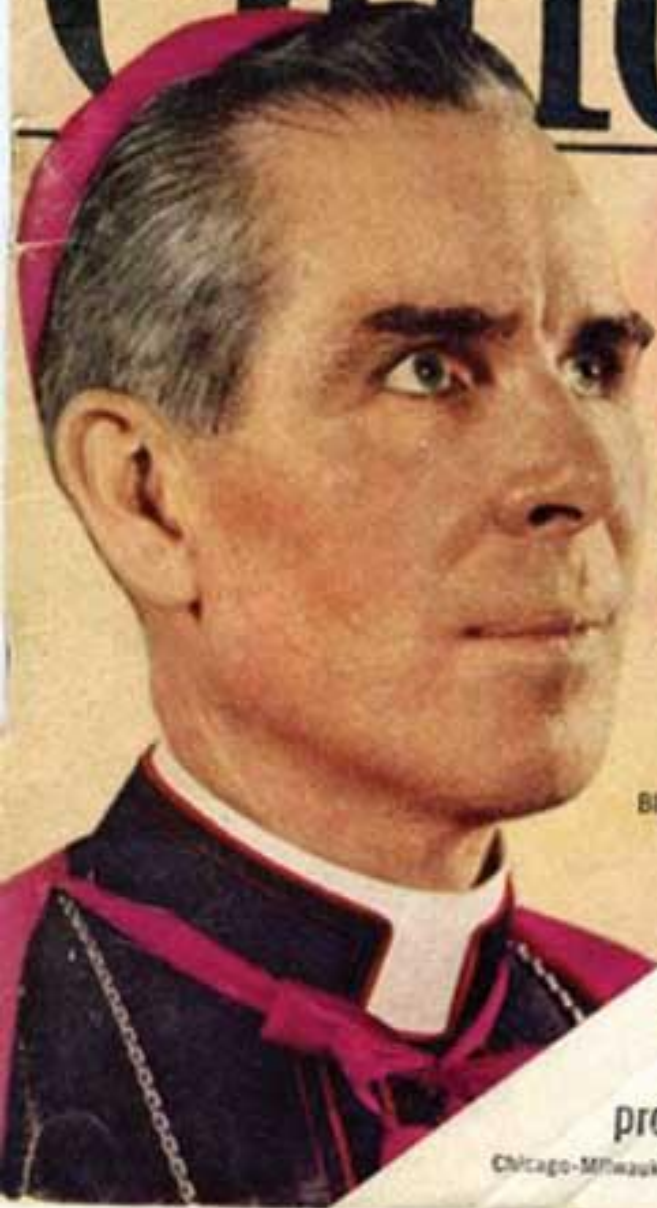


NEWS WEEKLY • APRIL 6, 1953

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Quick



The
Meaning
of Easter

BISHOP FULTON J. SHEEN

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TV Listings

program news

Chicago-Milwaukee Edition

Rainbow in a Picture Tube?

As one of TV's hottest feuds fizzled, viewers awaited a Government go-ahead on color telecasts. CBS head Frank Stanton told House Interstate Commerce Committee probers that his firm's system, which requires a converter for black and white reception, was "be-calmed," even though approved by the FCC in 1950. This cleared a way for FCC okay of RCA's patent, which permits black-and-white reception of color telecasts without a converter. RCA said early approval would mean immediate color set manufacture and NBC colorcasts. Estimated price of color receivers: about 50% higher than present sets.

Strictly for Laughs

With an eye to fall programming, the American Broadcasting Co. continued to build its list of stars, luring dancer-comedian Ray Bolger and comedian Danny Thomas to sign exclusive contracts.

Raising the Roof: Raymond Glendenning broadcasts from the transparent dome of the BBC's new mobile unit, touring London in a rehearsal of Coronation route coverage.

Keystone



Quick Magazine (TV program schedules), April 6, 1953

Courtesy of Wayne Bretl