# Ross Reports ON TELEVISION

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## WEEKLY REPORT =

#### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(5)

ABC- 9:30-10:30pm EST; SPECIAL; World Without End, ON FILM; from WABC-TV(NY), to the net (WABC-TV to show it one hour earlier, local only). Sustaining. Pkgr & Film Prod- United Nations Economic, Scientific & Cultural Organization; Prod- Basil Wright; Consult- Ritchie Calder; Dirs- Paul Rotha(Mexico) & Basil Wright(Thailand); Photogs- Jose Carlos Carbajal(Mexico) & Adrian Jeakins(Thailand); Music Dir- John Hollingsworth (conducting the Boyd Neel Orch); Composer-Elizabeth Lutyens; Writer & Editor- Rex Warner, with Monica Kimick, associate. Narrator- Michael Gough. American premiere of the UNESCO prize documentary, previously shown at the Edinburgh Festival and twice over BBC, which concerns itself with the work of UNESCO in developing backward areas in Mexico and Thailand. Paul Rotha and Basil Wright are British documentary film producers. The film has also been shown in various foreign countries with native language narration.

CBS-1:15-1:30pm EST, Mon thru Fri; Portia Faces Life; from WCBS-TV(NY), 7 stations live, 5 delayed (2 each to be added April 26); other stations to be added. Sponsor- Post Cereals Division, General Foods Corp thru Young & Rubicam, Inc(NY); Acct Exec- William MacFarland; Agcy & Comm Superv- Mr. Beverly Smith; Comm Anner- Bill Shipley. Pkgr- Young & Rubicam, Inc(NY); Frod & Casting- Mr. Beverly Smith; Dir- Lloyd Gross(Y&R); Music Dir- Tony Mottola(guitar); Writer-Mona Kent. The television debut of the long-time (12 years) radio serial story of a career versus marriage. Frances Reid stars as Portia, the lawyer-housewif; with Donald Woods as her husband Walter Manning; and Renne Jarrett as daughter Shirley, Charles Taylor as son Pickie, Elizabeth York as Kathy Baker and Richard Kendrick as Bill Baker. Mona Kent, writer of the radio version for ten years, developed a new story sequence for TV. No net service previously at this time.

#### Tuesday(6)

CBS- 9:30-lopm FST; SPECIAL; Easter Parade of Stars; from WCBS-TV(NY), 33 stations live, 10 delayed. Sponsor- Electric Auto-Lite Co(Batteries, Spark Plugs, etc) thru Cecil & Presbrey, Inc(NY); Agcy Rep- John Donnelly. Pkgr- CBS-TV; Pred- Martin Manulis; Iir- Byron Paul. Third annual TV automobile show, presenting 10 of the country's leading automobile makers latest models, cars that use Auto-Lite accessories as standard equipment. Irene Dunne is mistress of ceremonies for the show, at the Waldorf-Astoria Hotel. Auto company executives and Broadway and Hollywood stars are featured. Program pre-empts Suspense, one time only, for the same sponsor. (See Page B for cast).

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THIS WEEK(More)

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#### THIS\_WEEK(Cont'd)

#### Thursday(8)

NBC- 12:15-12:30pm EST; SPECIAL; Statue of Liberty Stamp Commemoration; from WNBW(Wash), to the net. Sustaining. No credits available. President Eisenhower, Secretary of State Dulles and Postmaster General Arthur Summerfield, join with representatives of the nation's three major faith groups in commemorating the issuance of the eight-cent Statue of Liberty stamp. Program originates live in the postmaster general's office in Washington.

NBC- 8:30-9pm EST; DEBUT; Justice; from WNBT(NY), 30 stations live, 17 delayed.

Sponsor- Borden Co(All Products) thru Young & Rubicam, Inc(NY); Acct ExecPeter Forsch; Agcy Superv- George Dippy; Comm Superv- Sanders Maxwell. PkgrJohn Rust and Talent Associates(NY); Prod- John Rust; Prod Superv- Robert Costello(TA); Dir- Dan Petrie; Music Dir- Ralph Norman; Sets- Robert Wade; CastingEthel Winant(Talent Associates); Writers- Various; Narrator & Annor- Westbrook
Van Voorhis. Half-hour dramas based on cases histories from the files of the
National Legal Aid Assn, National Assn of Probation and Parole and similar
sources. Program replaces Treasury Men In Action for the same sponsor. The
latter program will become a filmed series, produced in Hollywood, for ABC.
(See Page C for premiere cast credits).

#### Saturday(10)

CBS- 10-10:30pm EST; DEBUT; That's My Boy; from KNXT(H'wood), no. of stations indefinite. Sponsor- Plymouth Division, Chrysler Corp, thru N. W. Ayer & Son, Inc(Phila). Pkgr- CBS-TV(H'wood); Prod- Cy Howard; Dir- Frank Pacelli; Writers- Howard & Everett Freeman(premiere) and others; Creator and Adapter for TV- Cy Howard. Eddie Mayehoff stars in this new comedy series as Jarring Jack Jackson, a role he originated on the screen; with Rochelle Hudson as his wife Alice; Gil Stratton as his son Junior, Claudia Barrett as Joyce Hunter, Junior's romantic interest, and John Maxwell as Dr. Hunter, Joyce's father. Program replaces Medallion Theatre, in which Plymouth had a participating sponsorship thru Chrysler Corp, in the same time slot.

#### OTHER NETWORK CHANGES & ADDITIONS

- ABC- Open Hearing; DEBUT April 1; Thurs, 9-9:30pm EST; from WABC-TV(NY) and WMAL-TV (Wash), the latter for film pick-ups, to the net. Sustaining. Pkgr- ABC News & Special Events Dept; Prod- John Daly; Dir- Eddie Nugent. John Daly presents the background of current news stories, integrating film clips to present all facets of issues in the news.
- CBS- Woman With A Past (Mon thru Fri, 4-4:15pm EST) Byron Kelly has succeeded Marcella Cisney as director.
  - Red Buttons Show (Mon, 9:30-lOpm EST) STAFF WRITER CHANGES; current staff includes Danny and Doc Simon, Arnold Schulman, Bill Derman and Lee Rogow. (See pages 38, 46).
- <u>DuM- Dollar A Second</u> (Mon, 8-3:30pm EST) New day and time, effective April 12. Had previously been seen Sun, 10-10:30pm. Replaces <u>Twenty Questions</u> in the new time.

  The latter will return soon on a new day and time.
- NBC- The Big Story (Fri, 9-9:30pm EST) David Rich succeeds Dick Schneider as director, effective April 9.
  - NBC Television Opera Theatre, Sat, 4-5:30pm EST. "Pelleas and Melisande."

#### LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Lost Jobs; DEBUT April 3; Sat, 6:15-6:30pm EST. Sponsor- CIO with the United Furniture Workers thru Paul Miner Associates(NY). Pkgr-Paul Miner Associates; Prod-Paul Miner; Dir-Louis Volpacelli(ABC). Interview-panel discussion integrated with film clips, highlighting the difficulties of workers whose plants have moved to new locations; 13-week series.

WABD(Ch 5)

- Post Time USA, ON FILM; DEBUT April 7; Wed, 7:45-8pm EST. Sustaining. Pkgr- Tel-Ra Productions(Phila). Film clips of outstanding
horse races run during the previous weekend.

WNBT(Ch 4)

New York

- Let's Look at the News; DEBUT April 4; Sun, 3-3:30pm EST. Sustaining. Pkgr- WIBT; Superv- Bill Berns; Frod- Enid Roth. John Wingate is newscaster on a program prepared especially for children, to keep them informed on current events.

WPIX(Ch 11) - Chalk-Talk; DEBUT April 10; before and after home games of the N.Y.

New York Yankees baseball team (1:40pm and approx 4:20pm for premiere).

Sponsor- R. J. Reynolds Tobacco Co(Camel Cigarettes) thru William

Esty Co., Inc(NY). Dir- Jack Murphy(WPIX). Red Barber interviews and demonstrates theories and chalk-talks with blackboard diagrams, assisted by players, on both the pre-game show originating on the playing field (15 minutes) and the post-game show originating in a clubhouse room at Yankee Stadium (10 minutes). The debut program is in connection with a Yankee-Brooklyn Dodger exhibition, before the regular season opening.

WPIX

- N. Y. Major League Baseball; DEBUT April 10(exhibition) REGULAR
SEASON DEBUT April 15; New York Yankee day and evening baseball
games (77 total during season). Sponsor- F. Ballantine &Sons(Beer & Ale) thru
J. Walter Thompson Co(NY), for entire game except the 3rd and 7th innings; General
Cigar Co.(White Owl Cigars) thru Young & Rubicam, Inc(NY), 3rd and 7th innings.
Dir- Jack Murphy; Assoc Dirs- Art Susskind, Ted Price, with Mike Meltzer as vacation
relief. Mel Allen describes the games and presents the commercial announcements,
assisted by Jim Woods. (Information on New York Giants sponsorship and schedule
will be listed during week of debut. Technical crew is the same).

WBKB(Ch 7)
Chicago

- Studio B For Partlett; DEBUT March 29; Mon thru Fri, 10:30-llam CST.
Participations. Frod - Roy McLean. Tommy Bartlett interviews guests from women's interest fields and presents local interest news.

WIS-TV(Ch 10) - Spec's Show; FEBUT April 2; Fri, 9:30-10pm EST. Sponsor-Friedman's Columbia, S.C. Jewelers (Col). Variety show with local entertainers and guest stars featuring Specs Munzell, the station program coordinator, who has been a musician and entertainer, previously with WIW-T(Cinn).

# LOCAL FILM SERIES -- DEBUTS & RE-RUNS (New York, Chicago & Los Argeles)

STRIES TITLE & DISTRIB STA & CHAN SPONSOR & AGENCY START DATE DAY TIME \*#"Amos 'n' Andy" -Best Foods (Nucoa & 4/3 Sat 10:30-11pm (CPS TV Film Sales) Hellman's Mayonnaise) See Note below thru D-F-S WMBT(4) \*"Duffy's Tavern" -Arnold Bakers, Inc., 4/5 Mon 7-7:30pm (MPTV) thru Charles W. Hoyt Chicago WBEM-TV(2) #"Affairs of China Smith" -Ramode Awning Co. 4/10 Sat 6-6:30pm

(Mat'l Telefilm)

CODE: \*First run in market Re-run

\*#A'n'A Note: 1st week, 1st run; 2nd & 3rd weeks, 2nd run; 4th week, 3rd run. Program.

avail on shared sponsor basis

#### LOCAL FILM SERIES -- DEBUTS & RE-RUNS(Cont'd)

STA & CHAN Chicago (Con	SERIES TITLE & DISTRIB	SPONSOR & AGENCY ST	ART DATE DAY TIME
	*"Mr. District Attorney" (Ziv TV Programs)	-alt weeks: Carter Prode thru SSC&B and G. Krueg er Brewing thru Grey	
WNBQ(5)	*"Janet Dean, R.N." (MPTV)	-Emerson Drug(Bromo Seltzer) thru Lennen &	4/10 Sat 10:30-11pm Newell
WBBM-TV(2)	<pre>#"Gene Autry"   (CBS TV Film Sales)</pre>	-Shaw Jewelry	4/10 Sat 5:30-6pm
Los_Angeles			
KTLA(5)	*"Janet Dean, R. N."	-See WNBQ above	4/7 Wed 7:30-8pm
KNXI(2)	*"The Little Rascals" Com- edy shorts (Interstate)	-Participations	3/22 Mon thru Fri 5:30-6pm
KNXT(2)	#"Follow That Man" (Man Against Crime) (MCA)	-J-B Watch Bands thru Lewin, Williams&Saylor	3/31 Wed 10-10:30pm
KNXT(2)	#"Gene Autry"	-GallenKamp's Shoe Stores thru Yambert, Inc	s 3/25 Thu 7-7:30pm
KTTV(11)	4.1 · · · · · · · · · · · · · · · · · · ·	-Yeakel Bros (autos) thru W. L. Hunt	4/1 Thu 10-10:15pm

CODE: \*First run in market #Re-runs

	RATINGS	DIGEST		
ONCE WEEKLY PROGRAMS	NATIONAL N	IELSEN	TELEPULSE	TRENDEX
EVENING, SPONSORED	2 Weeks en	d Feb 27	Week Feb 1-7	Week Mar 1-7
(Net - Film or Live)	Homes (000)	Homes (%)	FEBRUARY	MARCH
I Love Lucy(CBS-F)	(1) 17,666	(1) 63.8	(1) 48.2	$\overline{(1)}$ 53.1
Dragnet(NBC-F)	(2) 15,511	(2) 56.3	(2) 46.3	(2) 45.7
Bob Hope Show(NBC-L)	(3) 13,724	(3)51.4	Ť <del>Ť</del>	#
Buick Berle Show(NBC-L)	(4) 13,458	(4) 50.5	(5) 3 <sup>4</sup> .8	(9) 32.6
You Bet Your Life(NBC-F)	(5) 12,791	(5) 47.2	(3) 40.4	(5) 37.8
Jackie Gleason Show(CBS-L)	(6) 11,893	(6) 47.1	(6) 34.6	(4) 37.8
Fireside Theatre(NBC-F)	(7) 11,514		*	*
Arthur Godfrey Friends (CBS-L)	(8) 11,393		(7) 3 <b>3.</b> 7	(7) 36.3
Godfrey Talent Scouts(CBS-L)		(7) 44.8	(4) 36.1	(3) $44.4$
Toast of the Town(CBS-L)	(10) 11,123	(9)42.1	*	*
Burns and Allen(CBS-F)	*	*	(8) 31.5	*
Comedy Hour(NBC-L)	*	*	(9) 30.1	(10) 32.1
Our Miss Brooks(CBS-F)	*	*	(10) 30.0	*
This Is Your Life(NBC-L)	*	*	*	(6) 36.4
T-Men in Action(NBC-L)	*	*	*	(8) 33.7

NEWS AND COMMENT:

NBC's color "spectaculars" announced for next season under the supervision of Leland Hayward may help to break a possible jam in color receiver sales, bringing big time production to the tiny color programming schedules, but the question is, how much of the tab will have to be picked up by NPC, sponsors or no?......Lately indicated habit of big TV film producers in announcing new series for production, when the pilots have been around for a long time, is in line with attempts to impress the market with the size of the production firms. The shakeout next fall will mean more than announcements, since some distribs feel that it will take five years and more to recoup some investments.....

Pressure on affiliates will be felt in the fall with new programming getting increasing emphasis. Next season will also show whether some announced moves to West Coast will jell, or even be successful. Saturday and Thursday nights will see big changes

### TALENT SHOWSHEET APRIL 5-11, 1954

Most of the shows on April 2, 3, 4 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday April 9. Script identifications used are: (0) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

### FRIDAY APRIL 2

THE N	ew revue	CBS 5:30 (COLOR)	Pat Marshall (S), The Lobers (D), Danny Daniels (D), Barry Sisters (S), Brucie Weil (S), Circus clowns; kill: Harry Belafonte (S), Mary Kaye Trio (S&M); add: 3 Flames (S), 4 Aces(S), Miriam Burton (S)
MAMA	u Maad )	CBS 8pm	Mama's Cinderella Might - (0) by Palmer Thompson; with regu-
LIFE F	y Wood) SEGINS AT 80 ELL SOUNDSTAGE	Dum 9pm NBC 9:30	lars & Blair Davies; (SD) Felix Knight (S) & regulars God's Children - (0) by James Truex; with Eddie Brian, Jean Gillespie, Maurice Shrog, Elwood Smith, John Seymour; Prod &
CHANCE	E OF A LIFETIME	DuM 10pm	(SD) by Marc Daniels Jimmy Lewis (S&M), Elise Rhodes (S), Danny Costello (S) SATURDAY APRIL 3 mrummmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
ON THE	E CAROUSEL	WCBS 9am	Joey Walsh, the Great Barton (acro)
ROD BI DATELI ON YOU	ROWN INE. U.S.A. UR WAY	CBS 11:30 WCBS 6:20 ABC 7pm	regulars & Henry Sharpe. Michael McAloney, Robert Carroll kill: Alan Scott; add: Dick Roll Andrew Gainey (S) & others
	AND ALBERT & Bunce)	NBC 7:30	regulars & Cele McLaughlin, Truman Smith, Harry Stanton, Robert Lieb, Harry Gresham; (SW & SD)
	SHOW OF SHOWS or & Coca)	NBC 9pm	Phyllis Kirk, guest hostess; Bob Hamilton Trio (D), Billy Williams Quartet (S), Bambi Linn & Rod Alexander (D), Jack Russell, Sylvia Michaels, Keith Textor (all S) & regulars
MEDALL	ION THEATHE	CBS 10pm	Safari - (0) by Ben Zavin; with Brian Donlevy, Marilyn Erskine Murray Matheson, P. Jay Sidney; (SD, LAST SHOW OF SERIES)
			SUNDAY AFRIL 4
LAMP U	NTO MY FEET	CBS 10am	The Keys - (0) by Allan E. Stone; with Joey Walsh, Robert Emhardt, Eddy Manson, Jonathan Harris; (SD)
	AN INVENTORY Blair)	NBC 2pm	Sigmund Spaeth (musicologist), repeats of scenes from previous shows (LAST SHOW OF SEASON, RETURNS IN FALL)
	RK HALL OF . Churchill)	NBC 5pm	Young William Penn - (0) by James Truex; with cast to be announced; (SD, FROM HOLLYWOOD)
	E THERE Cronkite)	CBS 6:30	The Cpening of King Tut's Tomb - (C) by Sidney Stiber; with Lee Fapell, Kendall Clark. Richard Waring, Everett Sloane. Ben Astar, Faul Huber; (SD)
Roy Roe	rers (Dale Evans	) NBC 6:30	<u>Carnival Killer</u> - repeat
OFERA (	CAMEO3 ptinelli)	WABD 7:30	Scenes from Faust - opera by Charles Gounod; with Mildred Ellor, William Wilderman; kill: Giulio Gari; add: Walter Fredericks (all S)
MR. PEE	PERS	NBC 7:30	regulars & Jack Warden, William Lanteau; (SW & SD)
THE MAS	SK	ABC 8pm	The Gambler - (0) by Henry Kane; with regulars & Edgar Stehli, Dorothy Hart, Richard Coogan, Kathleen McGuire, Perry Fiske, Gina Petrushka; Dir by Leonard Valenta
TOAST C	F THE TOWN livan)	CBS 8pm	Sophie Tucker (S), Eartha Kitt (S), Teresa Brewer (S), Mary Garden (former S), 1st Piano Quartet, The 4 Musketeers (Roberta Peters, Cesare Siepi, Cesare Valetti, Pernardo Corena all S)

ta Peters, Cesare Siepi, Cesare Valetti, Fernando Corena, all S) Bil & Cora Baird puppets, <u>European Express</u> - sketch from John Murray Anderson's Almanac, with Hermione Gingold, Billy deWolfe

#### SUNDAY APRIL 4

	ROCKY KING (Roscoe & Todd Karns)	DuM 9pm	The Wrong Choice - (0) by Robert T. Nathe; with regulars & Tom McDermott, Frank M. Thomas, Arny Preeman, Joseph Leberman, Clem Fowler; (SD)
F	SUNDAY NEWS SPECIAL	CBS 11pm	kill: Don Hollenbeck; add: Doug Edwards
	CASSINI SHOW	WNBT 11:20	regulars: Connie Brigham, Oleg & Igor Cassini; guests: Milton Berle, Ed Sullivan, Celeste Holm, Gloria Vanderbilt Stckowsky, Anita Colby, Mae Barns, Lilo, Jeanmaire, Salvador Dali, Marcel Lebon, George Feyer, Steve Allen, Col. Serge Obolensky, Dave Garroway, Robert o. Lewis MONDAY APRIL 5
	Duffy's Tavern	WNBT 7pm	regulars: Ed Gardner. Alan Reed, Pattee Chapman, Jimmy Conlin
	JAMIE (Brandon de Wilde)	ABC 7:30	Television Comes to Jamie - (0) by Robert Alan Aurthur; with regulars; (SD)
	ARTHUR MURRAY PARTY	NBC 7:30	Alfred Drake (S)
	VOICE OF FIRESTONE	NBC 8:30	Brian Sullivan (S)
	TALENT SCOUTS (Arthur Godfrey)	CBS 8:30	Doris Hines (S), The "Borden Jumpers" (Bill Long, Madeline Bon- in, Herby Dooley, Jesse Gain (S&M), John Thomas Covelli (M)
	RED BUTTONS (Frank McHugh)	CBS 9:30	(SW) by Danny & Doc Simon, Arnold Schulman, Bill Derman, Lee Rogow (Former writers were Paul Tripp, Arthur Stander); with regulars & Felix Deebank, Philippa Bevans. Emilia Barleyon, Daniel Ocko. Donald Foster; (SD)
	ROBERT MCNTGOMERY	NBC 9:30	For These Services - (0) by Theodore & Mathilde Ferro; with Raymond Massey, Arthur Franz, Adele Longmire, Leora Thatcher, others to be announced; (SD)
	STUDIO ONE	CBS 10pm	Stirrings - (0) by Col. Robert P. Presnell, Sr.; with Frank Albertson, Warren Stevens, Joanne Woodward, Paul Stevens, David Sheiner, Joseph Roman, John Dennis, Don Briggs, Michael Strong (SD) by Paul Nickell
	Adolphe Menjou's Favorite Story	WNBT 10:30	<u>khat Happened at Three Oaks</u> - (SW); with Menjou, Marshall Thompson, Donna Martell, Raymond Greenleaf, I. Stanford Jolley Jim Hayward, James Anderson, Glenn Strange; (SD)
			TUESDAY APRIL 6 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
	Cavalcade of America	ABC 7:30	Riddle of the Seas - (0) by William Bruckner; with Lamont Johnson, John Hoyt, Roy Roberts, John Stephenson
	Gene Autry	CBS 8pm	Ransom Cross - repeat
	BUICK-BERLE	NBC 8pm	Judith Anderson, Cyril Ritchard, Georgia Gibbs (S) & regulars
	Danny Thomas	ABC 9pm	regulars & Jesse White, Nana Bryant; (SW & SD)
	Fireside Theater (Gene Raymond)	NBC 9pm	Invitation to Marriage - (0) by Charles Bonner, (A) by Doris Jowitt; with Raymond, Lola Albright, Hugh Sanders, Eve McVeagh, Frank Wilcox, John Call; (SD)
	ABMSTRONG'S CIRCLE THEATHE	NBC 9:30	Mr Client, McDuff - (0) by Ann Barley; with Roddy MdDowall, Pat Breslin, Betty Sinclair, George Haggerty, Susan Steell, William Pierson, Graham Velsey; McDuff (terrier); (SD) by Jim Sheldon
	EASTER PARADE OF STARS(Irene Dunge & Royce G. Martin)	CBS 9:30	Nancy Olson, Ann Rutherford, Buff Cobb, Roxanne, Robin Chandler Peggy Ann Garner, Eva Gobor Evelyn Margaret Ay, Army Air Force Band, Singing Army Sergeants, Navalaires, Harmaniacs, Lloyd Lindroth (M) (REPLACES SUSPENSE THIS DATE ONLY)
	MOTOROLA TV HOUR	ABC 9:30	The Sins of the Fathers - (0) by David Davidson; with Elliott Nugent, Walter Hampden, Betty Field, Gene Lockhart, Patricia Smith, Eugenia Rawls, Harry Ellerbe; (SD) by Don Richardson
	DANGER	CBS 10pm	The Runaways - (0) by Alfred Brenner; with Jennie Egan, Ray Boyle. Bruce Gordon; (SD) by Mel Ferber
	Mr. and Mrs. North (Britton & Denning)	NBC 10:30	The Shrinking Violet - (0) by Doris Gilbert; with regulars & Toni Gerry, Barbara Stewart, Tracey Roberts; (SD)
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HING WELL STREET		
GEORGE SKINNER	WCBS 9am	W - Ruben Bowman (Kajar, the Magician)
HOME	NBC llam	Thu - Martha Scott, Mel Powell (M)
STRIKE IT RICH(Hull)	CBS 11:30am	
HAWKINS FALLS	NBC 12:15	M thru F - add regulars: Jim Andelin. Jacqueline Burkey(CHI)
GARRY MOORE	CBS 1:30	Tu - Harry Belafonte (S); Thu - Adrianna & Charles (trampoline;
WOMAN WITH A PAST	CBS 4pm	M thru F - Byron Kelly replaced Marcella Cisney as director effective 3/29
KATE SMITH (Ted Collins)	NBC 3pm	M - Ezio Pinza (S), Alene Dalton (Story Princess). Natalie Hinderas (M), Al Bernie (C); Tu - regulars; W - Dorothy Day & fashions, Stan Freeman (M); Thu - Georgie Kaye (C); F - regulars
MAGIC COTTAGE	WABD 6pm	M thru F - Ruth White. Kay Medford; (SW & SD)
WEATHER WITH MISS NEM	wor 6:55	M thru P - Norma West as "Miss Nemo", regularly
PERRY COMO	CBS 7:45	M - Duke University Chorus
SPOTLIGHT	wor 8pm	M thru F - A Brother's Story - (0) by Robert Craine, (A) by Sam Hunter; with Martin Ritt, Evelyn Juster, Barnet Biro; (SD)
NEWS OF THE NIGHT	WCBS 11pm	M thru F & Sun - kill: Don Hollenbeck; add: Bob Hite
		SATURDAY APRIL 10 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
NBC TV OPERA THEATRE	NBC 4pm	Pelleas and Melisande - opera by Claude Debussy* translation by NBC Opera Dept; with Davis Cunningham. Virginia Haskins, Carlton Gauld. Lee Cass, Mary Davenport. Bill McIver, Francis Monachino *(based on play by Maurice Maeterlinck); (SD)
Johnny Jupiter (Wright King)	WABC 5:30	The Geiger Counter - (0) by Jerome Coopersmith, Bill Persky & Don Rosenblitt. (A) by Alan Stern; with regulars & Michael Garrett, Donald McKee; (SD)
Range Rider (Jack Mahoney)	WCBS 6:30	Greed Rides the Range - (0) by Norman S. Hall; with regulars & Gail Davis. Stanley Andrews, Lee Van Cleef. Keith Richards
	WNBT 7pm puM,NBC Sun :30-11pm)	The Chinese Dolls - (0) by Jack Anson Pinke; with Don Hanmer, Jack Lord, Nat Burns. Hollis Irving, Pat Sales, Lucille Patto: Doris Dean
Joe Palooka	WABD 7pm	Two Rings for Eddie - (0) by Monroe Manning & Roy Huggins; with with regulars & Charles Buchinski. Mary Ellen Kay, Ray Walker. Lou Nova, Sky Torgerson; Dir by Richard Bore
TED MACK'S ORIGINAL AMATEUR HOUR	NBC 8:30	Paul Winchell. Mimi Benzell (S), Teresa Brewer (S). Ray Malone (D), Frank Fontaine (C). Frank Sinatra (S) (1,001st performance)
		SUNDAY APRIL 11 mmm.mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
Roy Rogers (& Dale Evens)	MBC 6:30	Flying Bullets - with regulars & Norman Levitt. Steve Pendleton, George Douglas. Denver Pyle, Harry Harvey, Russ Scott
GEORGE JESSEL	ABC 6:30	Roberta Peters, Cesare Siepi (both S) (LAST SHOW OF SERIES)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Scenes from Lucia di Lammermoor - opera by Donizetti - with Nadja Witkowska. Jon Crain, Cesare Bardelli. Nelda Scarsella, Robert Barry. Jan Gbur
THE MASK (Gary Merrill & William Prince)	ABC 8pm	Party Night - (0) by Charles Robinson; with Jo Van Fleet, Paul Newman, Herb Nelson, Parker Fennelly, Nydia Westman, Morton Stevens, Pat Breslin; (SD) by Robert Stevens
COLGATE COMEDY HOUR (Jimm: Durante)	NBC 8pm	Liberace (M), Marilyn Maxwell (S) (FROM HOLLYWOOD)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	Spring Reunion - (0) by Robert Alan Aurthur; with Patricia Neal Kevin McCarthy, William Harrigan. Kathleen Maguire, Frances Fuller, Norman Feld, Gene Blakely; (SD)

# WEDNESDAY APRIL 7

Wild Bill Hickok (Medison & Devine)	WNBT 6pm	The Swindlers - with Bobby Hyatt, Irving Bacon, Douglas Evans, Fred Libby, Perry Frost, Sam Flint. Fred Kelsey; (SW & SD)
Mark Saber (Conway)	ABC 7:30	The Case of the Toast to Death - (0) by Charles S. Belden
My Little Margie (Gale Evens)	MBC 8:30	Tugboat Margie - with regulars & Roy Roberts, Edmund Perney. Don McArt, Ed Deering; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	Mr. Candido - (0) by Walt Anderson; with Jose Perez. Mat McVey, Carlos Montalban. Joe Verdi, Anna Appel. Muriel Berkson, Kimetha Ouerbacker. Michael Jay; (SD)
STARS ON PARADE	DuM 9:30	Russell Nype (S), Joan Lorry (S). Joan & Lorraine (D)
		THURSDAY AFRIL 8
JUSTICE (Westbrook Van Voorhis	NBC 8:30	The Baker's Sons - (0) by Irving Gaynor Neiman; with Dane Clark, Oscar Homolka, Lili Darvas. Phil Abbott. Frank Overton, Alan Nourse; (SD) by Daniel Petrie; Prod by John Rust & Talent Associates (PREMIERE OF NEW SERIES)
Four Star Flayhouse	CBS 8:30	The Book - no credits available
Ray Bolger	ABC 8:30	regulars & Eddie Parks, Lizz Slifer, Paul Maxie. Irene Tedrow, (0) by Paul Henning; (SD)
LUX VIDEO THEATFE	CBS 9pm	Pick of the Litter - (0) by Sam Robins; with Joan Leslie, William Talman, others; (SD, FROM HOLLYWOOD)
Ford Theatre	NBC 9:30	Yours for a Dream - (0) by Miriam Rugel, (A) by Dorothy Cooper; with Joanne Dru S. Z. Szakall, Touch Connors, Roger Broaddus
KRAFT TELEVISION THEATRE	ABC 9:30	The Old Maid - (0) by Zoe Akins from Edith Wharton's novel, (A) - (SW); with Nancy Marchand, Jayne Meadows, Eva Marie Saint, Bill Lundmark, Eric Sinclair. Addison Richards, Josephine Brown, Janet De Gore, Paul Sparer; (SD) by Fred Carney
MARTIN KANE (Mark Stevens)	NBC 10pm	(0) by Charles O'Neal; with Joey Walsh, Mary Johnson, Hope Miller. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)
	NBC 10pm	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jackel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joen Ray, John Richards, Lou Lubin. Mike Dale; (0) by
(Mark Stevens) PUBLIC DEFENDER		ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joe: Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD)
(Mark Stevens)  PUBLIC DEFENDER (Reed Hedley)  Foreign Intrigue	CBS 10pm	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joen Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD) F. I. at the Bridge - (0) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jock Bloom; with Kenne Paut, Borje Mellvig. Keve
(Mark Stevens)  PUBLIC DEFENDER (Reed Hedley)  Foreign Intrigue	CBS 10pm	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joen Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD)  F. I. at the Bridge - (0) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jock Bloom; with Kenne Faut, Borje Mellvig. Keve Hielm, Sven B. Nordberg; (SD)  FRIDAY APRIL
PUBLIC DEFENDER (Reed Hedley)  Foreign Intrigue (James Daly)  THE NEW REVUE	CBS 10pm WNBT 10:30	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joer Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD)  F. I. at the Bridge - (0) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jock Bloom; with Kenne Paut, Borje Mellvig. Keve Hielm, Sven B. Nordberg; (SD)  FRIDAY APRIL    mammamamamamamamamamamamamamamamamam
PUBLIC DEFENDER (Reed Hadley)  Foreign Intrigue (James Dalw)  THE NEW REVUE (Mike Wallace)  DAVE GARROWAY Topper	CBS 10pm WNBT 10:30 CBS 5:30	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joer Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD) F. I. at the Bridge - (0) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jock Bloom; with Kenne Paut, Borje Mellvig. Keve Hielm, Sven B. Nordberg; (SD)  FRIDAY APRIL  Communication  Sarah Vaughan (S). Errol Garner (M), Russell Nype (S). The Sconys (D), Johnny Coy (D). Judy Lynn (S) & regulars  Bert Lahr (C) & regulars  Henrietta Sells the House - (0) by Philip Rapp; with Thurston
PUBLIC DEFENDER (Reed Hedley)  Foreign Intrigue (James Dalw)  THE NEW REVUE (Mike Wallace)  DAVE GARROWAY  Topper (Anne Jeffreys) Life of Riley	CBS 10pm WNBT 10:30 CBS 5:30 NBC 8pm CBS 8:30 NBC 8:30	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joer Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD)  F. I. at the Bridge - (0) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jock Bloom; with Kenne Faut, Borje Mellvig. Keve Hielm, Sven B. Nordberg; (SD)  FRIDAY APRIL (SD)  FRIDAY APRIL (SD)  Sarah Vaughan (S). Errol Garner (M), Russell Nype (S). The Stonys (D), Johnny Coy (D). Judy Lynn (S) & regulars  Bert Lahr (C) & regulars  Henrietta Sells the House - (0) by Philip Rapp; with Thurston Hall, Don Beddoe. Katherine Warren, Isa Ashdown. Anthony Sydes regulars & Sterling Hollowar
PUBLIC DEFENDER (Reed Hadley)  Foreign Intrigue (James Dalw)  THE NEW REVUE (Mike Wallace)  DAVE GARROWAY  Topper (Anne Jeffreys)	CBS 10pm WNBT 10:30 CBS 5:30 NBC 8pm CBS 8:30	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joer Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD)  F. I. at the Bridge - (0) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jock Bloom; with Kenne Faut, Borje Mellvig. Keve Hielm, Sven B. Nordberg; (SD)  FRIDAY APRIL    Sarah Vaughan (S). Errol Garner (M), Russell Nype (S). The Stonys (D), Johnny Coy (D). Judy Lynn (S) & regulars  Bert Lahr (C) & regulars  Henrietta Sells the House - (0) by Philip Rapp; with Thurston Hall, Don Beddoe. Katherine Warren, Isa Ashdown. Anthony Sydes
PUBLIC DEFENDER (Reed Hedley)  Foreign Intrigue (James Daly)  THE NEW REVUE (Mike Wallace)  DAVE SARROWAY  Topper (Anne Jeffreys) Life of Riley Pepsi-Cola Flaghouse	CBS 10pm WNBT 10:30 CBS 5:30 NBC 8pm CBS 8:30 NBC 8:30	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joer Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD)  F. I. at the Bridge - (0) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jock Bloom; with Kenne Faut, Borje Mellvig. Keve Hielm, Sven B. Nordberg; (SD)  FRIDAY APRIL    Sarah Vaughan (S). Errol Garner (M), Russell Nype (S). The Stonys (D), Johnny Coy (D). Judy Lynn (S) & regulars  Bert Lahr (C) & regulars  Henrietta Sells the House - (0) by Philip Rapp; with Thurston Hall, Don Beddoe. Katherine Warren, Isa Ashdown. Anthony Sydes regulars & Sterling Hollowar  Borrow My Car - (0) by Philip Ketchum, (A) by Fenton W. Marnshaw; with Bill Phipps. Louis Jean Heydt, Bob Patten. Alan
PUBLIC DEFENDER (Reed Hedley)  Foreign Intrigue (James Daly)  THE NEW REVUE (Mike Wallace)  DAVE GARROWAY  Topper (Anne Jeffreys) Life of Riley Pepsi-Cola Playhouse (Anita Colby)  THE BIG STORY (Robert Sloame)	CBS 10pm  WNBT 10:30  CBS 5:30  NBC 8pm  CBS 8:30  NBC 8:30  NBC 9pm	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joer Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD)  F. I. at the Bridge - (0) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jock Bloom; with Kenne Faut, Borje Mellvig. Keve Hielm, Sven B. Nordberg; (SD)  FRIDAY APRIL TO MARKET TO MARKET THE Storys (D), Johnny Coy (D). Judy Lynn (S) & regulars  Bert Lahr (C) & regulars  Henrietta Sells the House - (0) by Philip Rapp; with Thurston Hall, Don Beddoe. Katherine Warren, Isa Ashdown. Anthony Sydes regulars & Sterling Hollowar Borrow My Car - (0) by Philip Ketchum, (A) by Fenton W. Garnshaw; with Bill Phipps. Louis Jean Heydt, Bob Patten. Alan Dexter, Iola Albright. Virginia Brissac; Dir by Jack English  Grady Bennett, Bloomington. Indiana Herald-Telephone - (0) by Norman Lessing; with rhilip Foster, Joseph Sweeney. Russell Hordie, Perry Wilson, Tony Brande. Winifred Cushing; (SD) by David Rich, succeeding Dick Schneider in that capacity  The Flugged Nickel - (0) by Lawrence Goldman; with MacDonald
PUBLIC DEFENDER (Reed Hadley)  Foreign Intrigue (James Dalv)  THE NEW REVUE (Mike Wallace)  DAVE GARROWAY  Topper (Anne Jeffreys) Life of Riley Pepsi-Cola Playhouse (Anita Colby)  THE BIG STORY (Robert Sloane)	CBS 10pm  WNBT 10:30  CBS 5:30  NBC 8pm  CBS 8:30  NBC 8:30  NBC 9pm	ler. Charlotte Knight, Dennis Cross, Ernest Graves, Lewis Charles; (SD)  The Prize Fighter Story - with Richard Jaeckel, Tom Brown, Mary Beth Hughes, John Qualen. Ben Weldon, Henry Kulky. Douglas Evans, Joer Ray, John Richards, Lou Lubin. Mike Dale; (0) by John Tucker Battle; (SD)  F. I. at the Bridge - (0) by J. C. Sheers & Hamilton Keaner, (A) by Harold Jock Bloom; with Kenne Faut, Borje Mellvig. Keve Hielm, Sven B. Nordberg; (SD)  FRIDAY APRIL  Commonwealth Story (SD)  Sarah Vaughan (S). Errol Garner (M), Russell Nype (S). The Storys (D), Johnny Coy (D). Judy Lynn (S) & regulars  Bert Lahr (C) & regulars  Henrietta Sells the House - (0) by Philip Rapp; with Thurston Hall, Don Beddoe. Katherine Marren, Isa Ashdown. Anthony Sydes regulars & Sterling Hollowar Borrow My Car - (0) by Fhilip Ketchum, (A) by Fenton W. Garnshaw; With Bill Phipps. Louis Jean Heydt, Bob Patten. Alan Dexter, Lola Albright. Virginia Brissac; Dir by Jack English  Grady Bennett, Bloomington Indiana Herald-Telephone - (0) by Norman Lessing; with thilip Foster, Joseph Sweeney. Russell Hardie, Perry Wilson, Tony Brande. Winifred Cushing; (SD) by David Rich, succeeding Dick Schneider in that capacity

CAMPBELL SOUNDSTAGE

NBC 9:30

XXXXX Isn't Everything - (0) by Max Wilk (from Colliers' short story); with Barbara Bel Geddes, Darren McGavin Elliott Reid