

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(29)

ABC & DuM- 9-9:30pm EST; SPECIAL; Address by Secretary of State Dulles; from WABC-TV(NY), to the ABC and DuMont nets. Sustaining, public service. Prod- ABC Special Events & Public Affairs. Secretary of State John Foster Dulles addresses the 15th annual dinner of the Overseas Press Club at the Waldorf-Astoria Hotel in New York on the topic, "Freedom and Indo-China."

Saturday(April 3)

CBS- 3:45-4:15pm EST; DEBUT; Horse Racing at Jamaica; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Television Sports Dept(NY); Prod & Dir- Judson Bailey. Bryan Field describes the running of Jamaica stake races, with Sammy Renick doing the "color" commentary, for the April meeting at Jamaica. Races on successive Saturdays are the Excelsior Handicap(3); Experimental Handicap(10); Gotham Stakes(17); Wood Memorial(24).

Sunday(4)

CBS- 6-6:30pm EST; DEBUT; The American Week; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV Public Affairs Dept(NY); Prod- David Zellmer; Editor- Ernie Leiser; Researcher- William Sale; Dir- Vern Diamond; Sets- Al Brenner. Eric Sevareid, chief Washington correspondent for CBS Television and Radio, will present his observations on each week's significant news events, pointing up the motivations behind and the relationships between news developments throughout the world during the week preceding the telecast. Bob Hite will narrate the film portions of the program.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Dotty Mack Show (Sat, 7:30-8pm EST) New time, effective April 3. Previously seen 6:30-7pm. Program replaces Leave It To The Girls, which had its final showing March 27. No net service in the vacated 6:30-7pm spot.

Talent Patrol (Thurs, 8-8:30pm EST) New time, effective April 1. Previously seen 9-9:30pm. Program replaces It's About Time, which moves to Sunday, 7:30-8pm EST, effective April 4, succeeding Paul Whiteman's TV Teen Club in the Sunday spot. The Whiteman program had its last showing March 28. Fran Allison became a regular panelist on It's About Time, replacing Ruth Huskin, effective March 25.

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NET CHANGES(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

OTHER NET CHANGES(Cont'd)

ABC- Elmer Davis (Sun, 3:30-3:45pm EST) and At Issue, with Martin Agronsky (Sun, 3:45-4pm EST) will originate from WMAL-TV(Wash), effective April 4. Both commentators had previously worked from New York.

Dr. I. Q. (Sun, 9:30-10pm EST) New day and time, effective April 4. Last program in its previous Monday 8:30-9pm spot is March 29. Program replaces The Peter Potter Show in the Sunday spot. Last show for Potter is March 28. Both have been sponsored by Hazel Bishop, Inc., thru Raymond Spector Co., Inc., with the sponsorship continuing for Dr. I. Q. A kinescope re-run of Who's The Boss? (Fri, 9:30-10pm EST) will be seen in the time vacated by Dr. I. Q., Mon, 8:30-9pm.

CBS- The General Foods 25th Anniversary Show -- Rogers & Hammerstein (March 28, Sun, 8-9:30pm EST) ADD STATION INFO: CBS will feed to NBC, ABC, DuM nets and WPIX (NY) and WATV(Newark), plus five CBC stations. Press time total: CBS, 92 stations; NBC, 97 stations; ABC, 53 stations; DuMont, 15 stations; Canadian, 5 stations. Total: 259 U. S., 5 Canadian stations, with possibly 10 more U. S. stations to be added.

Omnibus (Sun, 5-6:30pm EST) Last program in season's series, the 26th, on March 28. Beginning Sun, April 4, Adventure expands to a full hour and moves from its regular 4:30-5pm period to 5-6pm EST, with The American Week (See page 49) taking over 6-6:30pm. Sunday afternoon schedule for one week, April 4, will be: 3-3:30pm, TBA; 3:30-4pm, Man of the Week; 4-4:30pm, Juvenile Jury; 4:30-5pm, Youth Takes a Stand. For Adventure, Lamar Caselli took over as director at the beginning of March, replacing Tom Donovan.

NBC- American Forum of the Air (Sun, 4-4:30pm EST) New time, effective Sun, April 4. Program had been seen 2:30-3pm, now moves into the spot vacated by Excursion (See page 46). President's Week, Sun, 3-3:15pm, and The Nature of Things, 3:15-3:30pm went off after their March 28 showings. No net service, 2:30-3:30pm, effective April 4.

FUTURE NETWORK CHANGES

CBS- Net Daytime Schedule Change, effective Mon, July 5: Mon thru Fri: 7-9am EST- The Morning Show; 10-10:30am- The Garry Moore Show (Mon thru Thurs; on Fri, the Moore show is 10-11:30am); 10:30-11:30am- Arthur Godfrey Time (Mon thru Thurs; for Fri, see Moore note preceding); 11:30-12noon- Strike It Rich; 12-12:15pm- Valiant Lady; 12:15-12:30pm- Love of Life; 12:30-12:45pm- Search For Tomorrow; 12:45-1pm- The Guiding Light; 1-1:15pm- Fortia Faces Life; 1:15-1:30pm- New show, title to be announced, for Procter & Gamble; 1:30-2pm- Welcome Travelers; 2-2:30pm- Double or Nothing (Mon, Wed, Fri only; Tue & Thurs, TBA); 2:30-3pm- Art Linkletter's House Party; 3-3:30pm- The Big Payoff; 3:30-4pm- Bob Crosby Show; 4-4:15pm- The Brighter Day; 4:15-4:30pm- The Secret Storm; 4:30-5pm- On Your Account.

NETWORK SPONSOR ACTIVITY

VITAMIN CORP OF AMERICA(Rybutol) thru Batten, Barton, Durstine & Osborn, Inc(NY), will sponsor The Goldbergs, Tues, 8-8:30pm EST, over 160 stations of the DuMont net, effective April 13, replacing Bishop Fulton Sheen's program, Life Is Worth Living.

BAUER & BLACK(Curad Bandages) thru Leo Burnett & Co, Inc(Chi) will sponsor the Fri, 2:45-3pm segment of Art Linkletter's House Party (Mon thru Fri, 2:30-3pm) over CBS-TV, effective April 30.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Dream; SPECIAL March 28; Sun, 1-1:30pm EST, one time only. Sustaining. Pkgr- Rabbi Benno M. Wallach with WABC-TV; Prod & Composer- Larry Marks; Dir- Alan Pottasch; Writer- Rabbi Benno M. Wallach; Music Dir- H. W. Alderfer. Non-sectarian pageant on brotherhood, tracing freedom throughout the ages, with an adult cast augmented by the Metham High School Choir of Merrick, L. I., under the direction of Alderfer. John Patterson, Jr., is narrator.

WCBS-TV(Ch 2) - The George Skinner Show; DEBUT March 29; Mon thru Fri, 9-10am EST. Sponsor- Participations. Pkgr- WCBS-TV; Exec Prod- Dan Gallagher; Dir- Charles Hinds. George Skinner, WPTZ(Phila) personality for the past five years, stars in a new variety program, featuring vocalists Toby Deane and Tommy Furtado, backed by the Mort Lindsey Trio, composed of pianist Lindsey, guitarist Barry Galbraith, bass player John Zimmerman.

WNBT(Ch 4) - The Challenge; SPECIAL March 27; Sat, 4:30-5pm EST, one time only. Pkgr- WNBT with 92nd St YM-YWHA; Prod- Harry Olesker; Dir- Jim Elson. Mrs. Eleanor Roosevelt moderates a panel discussion, "Is New York Doing an Adequate Job in Combating Juvenile Delinquency?" with the panel composed of Mrs. Anna Kross, Commissioner of Correction for New York City; Judge Nathaniel Kaplan, President of New York City's Youth Board; Dr. Mary O'Neil Hawkins, authority on adolescent psychology; and Carl Urbont, asst executive director, 92nd St YM-YWHA. Ben Grauer is host for the discussion which will include a tribute to the 92nd St "Y" on its 80th anniversary, this month.

WNBT - New York City Cancer Crusade; SPECIAL April 1; 11:20pm-12:20am EST, one time only. Pkgr- WNBT; Exec Prod- Herbert Swope, Jr.; Prod- William Harbach; Dir- Dwight Hemion. Steve Allen m.c.'s a public service variety program, supervised by George Wolf, v.p., Geyer Advertising, Inc. The variety lineup will include a dramatic scene from "The Remarkable Mr. Pennypacker," currently on Broadway, with Burgess Meredith, Martha Scott and Una Merkel.

WNBT - Conversation; DEBUT April 3; Sat, 12midnight, approx a half-hour EST. Sustaining. Pkgr- WNBT in assoc with Louis G. Cowan, Inc(NY); Prod- Louis G. Cowan; Dir- Larry Roemer. Ben Grauer moderates weekly discussions that will informally deal with ideas in living in all fields, other than politics and world affairs, with the TV camera eavesdropping on discussions of ideas in literature, films, the theatre, the arts, etc. The program length will follow the discussion to its natural length, either less or more than a half-hour generally. Premier program will examine "Humor in Conversation," with authors Alan Greene and Laura Hobson and publisher George Weidenfelt.

WNBT - Sunday Night Carousel; DEBUT April 4; Sun, 11:20-12midnight EST. Sustaining. Pkgr- WNBT; Exec Prod- Caroline Burke; Prods- Igor and Oleg Cassini; Dir- Larry Roemer. Igor Cassini interviews celebrities, previews Broadway openings, highlights special New York events in society and entertainment worlds. Oleg Cassini will present a fashion show featuring his own designs and those of other high fashion designers.

WOR-TV(Ch 9) - Aunt Jean, with Jean Phair; DEBUT March 22; Mon thru Fri, 4:35-5pm EST. Sustaining. Pkgr- WOR-TV; Prod- Jean Phair; Dir- Ralph Giffen. Homemaking expert Jean Phair presents tips on cooking, decoration, shopping, market conditions, etc. Program replaces The Cooking Lady, also starring Jean Phair, in approximately the same time spot. (See Vol 5, No 50, page 2).

WOR-TV - 8th Annual N. Y. Herald Tribune Forum; HIGHLIGHT March 27; Sat, 2-5 pm EST. Sponsor- Packard Dealers of N. Y. thru J. R. Pershall Co. Prods- Richard L. Tobin(Herald Tribune) & Ivan Reiner(WOR); UN staff also furnishing prod and dir. The annual Herald Tribune Forum for High Schools (Cont'd next page)

LOCAL STATION ACTIVITY(Cont'd)

- WOR-TV(Ch 9) - N. Y. Herald Tribune Forum(Cont'd from previous page): held at the New York UN General Assembly Bldg in New York, features Sen. Alexander Wiley (R, Wisc.) as principal forum speaker; with student delegates from 32 countries participating in panel discussions. The World We Want (Fri, 6:15-6:45pm) presenting the views of student delegates, will end with the March 26 program. (See page 16). The student delegates leave New York April 2.
- WAAM(Ch 13) - Nick's Sports Notes; DEBUT March 22; Mon thru Fri, 7-7:10pm; Sun, Baltimore 9:15-9:30pm EST (Sun program debuted March 14). Sponsor- American Brewery, Inc thru Elmer D. Free, Advertising(Balt). Sports previews, highlights, scores and interviews, with Nick Campofreda, the sports voice of American Brewery.
- WBAL-TV(Ch 11) - Racing at Laurel; DEBUT March 20; Sat and daily, except Mon, 4-5pm Baltimore EST. Sponsor- American Brewery, Inc thru Elmer D. Free, Advertising. Nick Campofreda handles "color," interviews and running commentary for two races daily, including the feature at Laurel, Md., race track. Major stake races on Saturdays include Capitol(20); Cherry Blossom(27); the Laurel(April 3) and the Chesapeake Stakes(April 10), the final stake race in the series.
- WBBM-TV(Ch 2) - Rehearsal Hall; DEBUT March 27; Sat, 9:30-10pm CST. Sustaining. Chicago Pkgr- WBBM-TV; Exec Prod- Les Weinrott; Prod & Writer- Chuck Strother; Dir- Dick Liesendahl; Sets- Bill Rittman; Electrician- Eddie George. Jim Conway is host and m.c. for this variety program presented in the nature of a full rehearsal of a TV variety show, with all equipment performing functions in front of the cameras, including set and lighting moves. John Coughlin will be heard as the off-stage director, guiding the movements of vocalists Jean Williams, Gloria Allyn and Len Dresslar, backed by the Larry Taylor combo. Cabot and Clark do the interpretive dancing and Larry Alexander does comedy sketches and impressions.
- WGN-TV(Ch 9) - The F-Bar-F Ranch Show; DEBUT March 27; Sat, 11-11:30am CST. Sponsor- First Federal Savings and Loan(Chi) thru Advertising Division, Inc(Chi). "Arkie, the Arkansas Woodchopper," accordianist Augie Klein and nature and science films are featured in this remote from the "F-Bar-F Ranch Room" at the First Federal Savings and Loan Assn building, a room converted two years ago into a Western atmosphere auditorium used for children's shows.
- KNXT(Ch 2) - Newspaper of the Air (Mon thru Fri, 10:30-10:45pm PST) and KNXT News, Los Angeles Sports, Weather (Mon thru Fri, 10:45-11pm PST) COMPLETE STAFF CHANGE March 22. Charles Herring named newscaster; Gil Stratton, sportscaster, and George Fisher, on-the-air motion picture editor; replacing Jack Gardner, Tom Harmon and Austin Green on the programs.
- WPTZ(Ch 3) - Let Scott Do It; NAME CHANGE March 29; Mon thru Fri, 9-10am EST; & Philadelphia The Alan Scott Spotlight; NAME CHANGE March 29; Mon thru Fri, 2-2:30 pm EST. Alan Scott stars as host and "conversationalist" on the two regular shows formerly hosted by George Skinner who begins a new show for WCBS-TV(NY) March 29 (See page 51). Format and personalities remain the same on both programs. Scott was previously with WCAU and WCAU-TV(Phila). The morning show, Let Scott Do It, includes "Mr. Rivets, the Mechanical Man," Jane King, hostess, and cartoons. The afternoon program, The Alan Scott Spotlight, continues with supporting personalities Harry Harris, Don Rose (Phila Bulletin columnist), Jerry Gaghan (Phila Daily News columnist), co-hostess Jean Sargent, author and critic Charles Lee, and "Miss Terry," a one-year-old baby.

LOCAL STATION ACTIVITY(Cont'd)

KRON-TV(Ch 4) - Golden Gateway; DEBUT March 28; alternate Sun, 2:30-3pm PST, five San Francisco programs in series. Public service, underwritten by Pacific American Steamship Assn, the Propellor Club(Port of San Francisco), the Pacific Maritime Assn, the Marine Exchange, the Board of State Harbor Commissioners and three San Francisco coffee companies: M. J. B. Co., Hills Bros. Coffee, Inc., and J. A. Folger & Co. Pkgr- KRON-TV with the Maritime Committee of the Junior Chamber of Commerce; Prod & Writer- Larry Williams; Dir- Randy Larson. Jay Jacobus is narrator for each program, tying together filmed sequences and studio interviews on each program's subject: "Entering Port"(28); "The Harbor"(April 11); "Coffee, Queen of Imports"(25); "Your Merchant Marine"(May 9), and "Maritime Labor"(23). The series will give a complete picture of San Francisco Port and Bay Area maritime activities.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>New York</u>					
WCBS-TV(2)	*"Mr. District Attorney" (Ziv TV Programs)	-alt wks: Carter Prods thru SSC&B and G. Krueger Brewing thru Grey	4/3	Sat	7-7:30pm
<u>Chicago</u>					
WGN-TV(9)	#"Hollywood Half-Hour" (Consolidated TV)	-Nat'l Credit Clothing thru Gordon Best Co.	3/18	Thu	7:30-8pm
WGN-TV(9)	#"Front Page Detective" (Consolidated TV)	-Nat'l Credit Clothing thru Gordon Best Co.	3/25	Thu	9-9:30pm
WGN-TV(9)	*"Fulton Lewis, Jr." (United TV Programs)	-Chicago Motor Club	3/27	Sat	8-8:15pm
WNBQ(5)	*"Janet Dean, R. M." (MPTV)	-Emerson Drug(Bromo Seltzer) thru Lennen & Newell	4/3	Sat	10:30-11pm
<u>Los Angeles</u>					
KFTV(11)	*"Hopalong Cassidy" (NBC Film Div)	-Open for sponsor	3/24	Wed	7-7:30pm
KFTV(11)	*"Adventures of Blinkey" (Blinkey Prodns, Inc)	-American Maize Products Co(Amazo) thru Kenyon & Eckhardt	3/20	Sat	5:30-5:45pm

CODE: *First run #Re-run SPONSOR NOTES: Peter Paul, Inc(Caramel Div) thru D-F-S spons "Joe Palooka," WABD(NY) Mar 27-June 19 (See film list, page 44).

FILM DIGEST: George Bagnall Associates, Inc., which has exclusive distribution rights to products owned by Consolidated Television Sales, the latter recently purchased by Shull Bonsall, will share New York offices with Consolidated. Tony Azzato has been appointed New York manager.....Smilin Ed's Gang renewal by Brown Shoe Co for another year, taking the series into its sixth year, a record for TV films, is a rarity on another count -- its a net film program, the only one that has survived over a period of time, largely because of single sponsor and product identification.....West Coast pilot films these days are being backed by stars rather than indie packagers, to insure keeping the star active and also to retain a percentage of income, if the series gets picked up.

NEWS AND COMMENT: Procter & Gamble Co's buy of six and one-quarter hours weekly over CBS-TV, effective July 5 (See Future Net Changes, page 50 involving a switchover of Welcome Travelers and On Your Account from NBC-TV, will give the soap company a total of 10 sponsored hours weekly over CBS. It's another move in the shifts of the soap giants and will have even further effects. The behind-the-scenes pushing began when Lever Brothers announced the shift of Lux Video Theatre from CBS-TV to NBC-TV. The pull-out by P & G also leaves NBC with a wide-open afternoon schedule for fall, possibly to be filled with experimental packages announced over the past two years that never could squeeze into the schedule.

TALENT SHOWSHEET MARCH 29-APRIL 4, 1954

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Most of the shows on March 26, 27 and 28 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday April 2. Script identifications used are: (O) 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 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 MARCH 26

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MAMA CBS 8pm Dagmar, Queen Of The Golden Gate - (O) by Jerome Ross; with Anne Mary Tallon, Jason Robard and regulars
(Peggy Wood)

LIFE BEGINS AT 80 DuM 9pm Buster Keaton
(Jack Barry)

CAMPBELL SOUNDSTAGE NBC 9:30 The Test Case - (O) by Joseph Cochran; with Robert Cummings, Gene Lockhart, Henry Hull

PERSON TO PERSON CBS 10:30 Imogene Coca, Emmett Kelly
(Edward R. Murrow)

SATURDAY MARCH 27

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ON THE CAROUSEL WCBS 9am Ejnar Hansen(glass harmonica player), Janet Pinney(from Museum of the City of New York), Albert W. Herman(Advance Detect.Leag.)  
(Allen Ludden)

ROD BROWN CBS 11:30am Plan Of Planet H - (O) (SW); with Woodrow Parfrey, William Swan, Louise Miley, Russell Gold; (SD)  
(Cliff Robertson)

TOM CORBETT DuM 11:30am Bill Griffiths, Patsy O'Shea and regulars  
(Frankie Thomas)

LEAVE IT TO THE GIRLS ABC 7:30 Henry Morgan, Vanessa Brown, Betty Talmadge; (LAST SHOW)

ETHEL & ALBERT NBC 7:30 Katherine Squire, John Gibson, Jane Seymour, Frank Thomas Sr., Helen Seamon, Robert Lieb and regulars  
(Lynch & Bunce)

JACKIE GLEASON CBS 8pm Gleason returns; regulars only. Gleason will conduct orchestra in Music For Lovers Only and Romantic Jazz

SPIKE JONES NBC 8pm Rumpelstiltsken - free adaptation, with Billy Barty in title roles and cast regulars

YOUR SHOW OF SHOWS NBC 9pm Rita Gam replaces Wendell Corey as guest host

MEDALLION THEATRE CBS 10pm The Alibi Kid - (O) by Robert Haines; with Stephen McNally, Sam Levene, Ben Gazzara, James Westerfield, Joanne Woodward; (SD)

SUNDAY MARCH 28

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OMNIBUS CBS 5pm The Apollo of Bellac - (O) by Jean Giraudoux, (A) by Maurice Valency; with Gaby Rodgers, Francis Compton, Claude Dauphin, Doris Dalton, Earl Montgomery, Carl Don, Richard Bengali, Joseph Lieberman, Ralph Hertz, Oscar Karlweis, Una O'Connor; staged by Cyril Ritchard, directed by Robert Banner. ---- Features program highlights of this past season: Two dramas by Ernest Hemingway, Capital Of The World and The Battler; Kabuki dancers; Frank Lloyd Wright interview; Underseas Archaeology, documentary by Captain Jacques Yves Cousteau.

HALLMARK HALL OF FAME NBC 5pm The Ordeal of Thomas Jefferson - with Warner Anderson, Dan Riss, James Smith, Lyle Talbot, Edmund Penny, Douglas Dumbrille, Ted Bliss, June Kenny, Tim Graham, Phil Rich, Leslie Dennison, Wayne Heffley; (SD, LIVE, FROM HOLLYWOOD)

YOU ARE THERE CBS 6:30 The Conspiracy Of Catherine The Great - (O) by Kate Nickerson; with Maria Riva, Richard Purdy, Ross Martin, Philip Bourneuf, Ray Danton, James O'Fear, Frederick Tozere, Chris White, Ann Hegira; (SD)

LIFE WITH FATHER CBS 7pm Marion Ross joins regulars this date
(Leon Ames)

SUNDAY MARCH 28 (Cont'd)

PAUL WINCHELL NBC 7pm Mimi Benzell

TV TEEN CLUB ABC 7:30 Bernie Mierow (concert pianist), Alberta Williams (soprano), Fred Franciscus (vibraphonist), Nocero & Coombs (D) (LAST SHOW)

Private Secretary CBS 7:30 Danny Richards Jr., Jeri Lou James and regulars
(Ann Sothorn)

MR. PEEPERS NBC 7:30 Ernest Truex, Martin Balsam, Pat Hosley, Scott McGregor, Dwight Marfield, Louisa Kirkland
(Wally Cox)

GENERAL FOODS SHOW ALL STATIONS Add: Allegro scene with Bill Hayes & ~~Janet Gaynor~~ ^{Janice Rule}

ROCKY KING DuM Murder Suits You - (O) by Philip S. Goodman; with James Bender, William Keene, Betty Buehler, Wiley Hancock, Norma Francis; (SD);
(Roscoe & Todd Karns) *NOTE: Pre-empted by the General Foods Show listed above, this episode will be seen via kine outside of New York only.

THE WEB CBS 10pm The Favorite - (O) by James O'Neill; with Henry Lascoe, John Seven, Robert Middleton, John Shellie, Sid Cassel; (SD)

MONDAY MARCH 29

SLOAN SIMPSON WOR 7pm Margaret Webster

JAMIE ABC 7:30 Aunt Ella's Visit - (O) by George Bellak; with Kathleen Comegys, Florence Sundstrom; (SD)
(Brandon de Wilde)

ARTHUR MURRAY NBC 7:30 Audrey Meadows

NAME THAT TUNE NBC 8pm Louis "Satchmo" Armstrong
(Harry Salter)

VOICE OF FIRESTONE NBC 8:30 Mildred Miller

RED BUTTONS CBS 9:30 Regulars only

ROBERT MONTGOMERY NBC 9:30 My Little Girl - (O) by Ann West, (A) by Noel Gerson; with James Dunn, Lee Remick, Collette Lyons, William Lundmark, Daryl Grimes, Joseph Boland, Joseph Foley; (SD) by James Sheldon

STUDIO ONE CBS 10pm Paul's Apartment - (O) by Van Siller, (A) by Robert Wallsten; with Eva Gabor, Richard Kiley, David White, Herbert Nelson, Peter Ostroff, Lynne Rogers, Irene Vernon, Frank Daly; (SD) by Franklin Schaffner; title drawing by Rene Robert Bouche

WHO SAID THAT NBC 10:30 Russell Nye; (NET EXCEPT WNBT; seen on WNBT Sat Apr 3, 4:30pm)

Adolphe Menjou's Favorite Story WNBT 10:30 The Bedford House Conspiracy - with Mr. Menjou, Gertrude Michael, John Alvin, Archie Twitchell, Charles Evan, Ray Montgomery, Marshall Bradford, Edward Cassidy; Prod & Dir by Lewis Allen
(O) by ~~Mr. Menjou~~ ^{Mr. Makepeace Mackenzie} (a) - 5.

GODFREY TALENT SCOUTS CBS 8:30 Merelyn Tate (S), Don Adams (C), The Tune Toppers (S,M)

TUESDAY MARCH 30

Janet Dean, Registered Nurse WNBT 7pm Goodale Case - (O) by Victor Woolfson; with William Prince, Margaret Wycherly, Patty McCormack, Katherine Anderson, David Winters, Ann Ives; Dir by Peter Godfrey
(Ella Raines)

Cavalcade of America ABC 7:30 Escape - (O) by Paul Gangelin; with David Alpert, Dabbs Greer, Lawrence Ryle, Robert Paquin, Virginia Lee, Ashley Cowan, Frances Morris; (SD)

Gene Autry CBS 8pm Rio Renegades - rerun of film seen 9/29 and 12/29/53

BUICK-BERLE NBC 8pm Charlie Applewhite (S), Will Mastin Trio (M), Sammy Davis Jr, Sammy Renick (jockey)

PANTOMIME QUIZ DuM 8:30 Phyllis Kirk, Arthur Franz, Mona Knox, Cliff Norton

Danny Thomas ABC 9pm Tom Tully and regulars

TUESDAY MARCH 30 (Cont'd)
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Fireside Theatre  
 (Gene Raymond)

NBC 9pm The Relentless Weavers - (O) by Ray Vernon; with Alan Wells, Grandon Rhodes, John Lupton, Claudia Barrett, John Qualen, Raymond Greenleaf; (SD)

U.S. STEEL HOUR

ABC 9:30 The Last Notch - (O) by Frank Gilroy; with Jeff Morrow, Richard Jaeckel, Louisa Horton, George Mitchell, Royal Dano, Harry Bellaver, John Kellogg, John Hamilton, George Overton, Ben Yaffee, Kevin Coughlin, Arthur Jarrett, Frank Fenton, Mike Galloway, Edwin Cooper; (SD)

SUSPENSE

CBS 9:30 Torment - (O) by Michael Dyne; with Luise Rainer, Martin Kosleck, Fred Sadoff, Kurt Graff, Michael Ellis, Fairfax Burgher, Guy Thomajohn; (SD)

ARMSTRONG'S CIRCLE THEATRE

NBC 9:30 The Military Heart - (O) by Paul Sandhaus, (A) by Nicholas E. Baehr & Sandhaus; with Sidney Blackmer, Laurence Hugo, Barbara Joyce, Harriet McGibbon, Victor Varconi, Philip Kenneally, Vince Barbi; (SD)

DANGER

CBS 10pm The Little Woman - (O) by Joe Scully; with James Dean, Lydia Reed, Lee Bergere, Frank Maxwell, Albert Salmi; (SD)

Mr. & Mrs. North  
 (Barbara Britton & Richard Denning)

NBC 10:30 Homicide Limited - (O) by Donn Mullally & Lee Erwin; with Maria Palmer, John Alvin, Muriel Manselle, Mary Young, Tom Daly, Richard Avonde; (SD) by Paul Landres

WEDNESDAY MARCH 31  
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Wild Bill Hickok
 (Guy Madison)

WNBT 6pm Close Shave - with Robert Filmer, Byron Foulger, Harry Harvey, Steve Brodie, Burt Wenland; (SW & SD)

CHICAGO SYMPHONY

DuM 8:30 Fritz Reiner, conductor

My Little Margie
 (Gale Storm)

NBC 8:30 Clarence Kolb, Hillary Brooke, Patricia Hitchcock, Jan Kayne, and regulars

KRAFT TELEVISION THEATRE

NBC 9pm A Hat For Winter - (O) by Mel Goldberg; with Bart Burns, Mary Fickett, Burt Thorn, Michael Garrett, James Broderick, Jack Arthur, John Kane, Roy Johnson; (SD) by Harry Herman

THURSDAY APRIL 1
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Ray Bolger

ABC 8:30 Mario Silette, Argentina Brunetti, Nickie Blair, Dominick Frontieri, Larry Blake and regulars; (SW & SD)

T Men  
Four Star Playhouse

NBC 8:30 The Book (O) by Fred Schiller, (A) by Blake Edwards & Gwen Bagni; with David Miven, Marguerite Chapman, Claire du Brey, Katherine Warren, Ted Stanhope, Douglas Powley, Herb Lytten, Richard Reeves, Bob Wilke, Frank Ferguson, Claire Carleton; (SD)

LUX VIDEO THEATRE

CBS 9pm The Way I Feel - (O) by William Kendall Clarke; with Margaret O'Brien; no other info available at press time; (FROM H'WOOD)

KRAFT TELEVISION THEATRE

ABC 9:30 Glorious Morning - (O) by Norman MacOwen, (A) - (SW); with Colin Keith-Johnston, Elizabeth Ross, Frances Fuller, Dean Harens, Joseph Anthony, Jack Livesey, Reba Tassell, Allen Nourse, Don Keefer, Stuart MacIntosh; (SD) by Stanley Quinn

Big Town  
 (Pat McVey)

CBS 9:30 Jeanne Cagney, James Cardwell, Thomas B. Henry, John Dehner, Richard Cutting and regulars; (SD & SW)

Ford Theatre

NBC 9:30 Turn Back The Clock - (O) by Robert L. Hecker & Frances Kavanaugh, (A) by Martin Berkeley; with Richard Conte, Laraine Day, Willis Bouchey, Isa Ashdown, Lillian Culver, Helen Wallace, Robert Burton; (SD) by Ted Post

Public Defender  
 (Reed Hadley)

CBS 10pm The Forger with Pat O'Neal, Nancy Hale, Don Haggerty, James Kirkwood, Stuart Randall, Almira Sessions, Dick Elliott, Jim Hayworth, Betty Finley; (SW & SD)

MARTIN KANE  
 (Mark Stevens)

NBC 10pm Irene Manning, Wolfe Barzell, Bruce Gordon, Vinton Hayworth, Eddie Garr; (SW & SD)

TALENT SHOWSHEET(more)

THURSDAY APRIL 1 (Cont'd)

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Foreign Intrigue (James Daly) WNBT 10:30 F.I. In Narcotics - (O) by Harold Jack Bloom; with Alf Kjellen, Margareta Fablen, Alain Blair, Martin Soderhjelm; (SD)

HIGH TENSION WOR 10:30 I Dream Of Murder - (O) by Sam Hunter; with Stewart Bradley; (WILL BE REPEATED, LIVE, TUE APR 6 10:30PM)

FRIDAY APRIL 2

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THE NEW REVUE (Mike Wallace) CBS 5:30 (COLOR) Harry Belafonte, Pat Marshall, The Lobers(D), Danny Daniels, Mary Kaye Trio(M), Barry Sisters(S), Brucie Weil(child), circus clowns

DAVE GARROWAY NBC 8pm Burr Tillstrom, with Kukla & Ollie

Pepsi-Cola Playhouse (Anita Colby) ABC 8:30 The Grey And Gold Dress - (O) by James Gunn; with Vera Miles, Peggy Converse, Gertrude Michael, Jan Arvan, Gerry Gaylor; (SD) by Herschel Daugherty; (ANITA COLBY REPLACES ARLENE DAHL PERMANENTLY AS HOSTESS)

Topper (Anne Jeffreys & Robert Sterling) CBS 8:30 Painting - (O) by George Oppenheimer; with Raymond Greenleaf, Tom Browne Henry, Steve Darrell, Robert Pike; (SD)

Life Of Riley (William Bendix) NBC 8:30 Tom D'Andrea, Gloria Blondell and regulars; (SW & SD)

Schlitz Playhouse CBS 9pm Tapu - (O) by Miles Barnes Jr; with Richard Denning, Jane Wooster, Hilo Hattie, George Macready, Richard Cutting, Bernie Gozier, Anthony Mumkema, Frank Hagney, Halani Nakada; (SD) by George Archainbaud

BIG STORY (Robert Sloane) NBC 9pm Charles C. Clayton, St. Louis Globe-Democrat - (O) by Gail Ingram; with Leslie Nielsen, Royal Dano, Michael Sheehan, Raymond Bramley, Crahan Denton, Alan Devitt; (SD)

CAMPBELL SOUNDSTAGE NBC 9:30 God's Children - (O) by James Truex; cast to be announced

Inner Sanctum WOR 9:30 Identity Unknown - (O) by John Roeburt; with Margaret Phillips, William Prince, Robert Simon, Harold Vermilyea, Arthur Hanson

MULTIPLE AND ACROSS-THE-BOARD SHOWS MONDAY MARCH 29 THROUGH FRIDAY APRIL 2

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GEORGE SKINNER WCBS 9am Thur - Earl Charles Hall (C)

HOME NBC 11am Tu - Burr Tillstrom with original Kukla doll; W - color telecast from Washington D.C.

GARRY MOORE CBS 1:30 M - Ken Carson returns; 3 Disney cartoonists; Tu - Yank Lawson (M), Lou McGarrity (M); Th - Jackie Gleason, Roger Price; F - Jonathan Winters (C)

KATE SMITH NBC 3pm M - Snooky Lanson, The 3 Suns (S,M); Tu - Bill Hayes, Georgie Kaye; Th - Walter Long (D), Charlie Ruggles sketch

MAGIC COTTAGE WABD 6:30 M thru F - Al Ramsen, Ian Martin; (SW & SD)

PERRY COMO CBS 7:45 W - Georgia Gibbs

THE MASK ABC 8pm Tu(ABC NET), W(NET EXCEPT WABC-TV) - Murder At the Burlesque - kind of drama seen originally 1/10/54

SPOTLIGHT WOR 8pm M thru F - The Martyr - (O) by William Attaway; with Frieda Altman, Martin Brandt, Miriam Wolfe; (SD)

SATURDAY APRIL 3

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Rocky Jones, Space Ranger (Richard Crane) WNBT 10:30am Bobby's Comet - Chapter III - (O) by Warren Wilson; with Charles Meredith, Patsy Parsons, Frank Pulaski, Walter Coy, Joanne Jordan, Nestor Paiva, Charles Horvath, Cliff Ferre, Patsy Iannone, Stan Malotte, Steve Conte; (SD)

SECRET FILES OF CAPT. VIDEO (Al Hodge) DuM 11:30am Phil Sterling, Jack Klugman and regulars

SATURDAY APRIL 3 (Cont'd)  
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CAMERA THREE WCBS 2pm Jared Reed (folk singer)
 Johnny Jupiter WABC 5:30 The Hat - (O) by Jerome Coopersmith & Sam Rockingham, (A) by
 (Wright King) Grace Klein & May Cooper; with Helen Stevens, Tom deGraffenried
 Range Rider WNBT 6:30 Saga Of Silver Town - (O) by Orville H. Hampton; with Clay Moore
 (Jack Mahoney) Harry Lauter, Lane Chandler, Gloria Saunders, William Fawcett,
 Nan Leslie, John Phillips, Judd Holden, Edward Coleman; (SD)
 Man Against Crime WNBT 7pm The Plugged Shilling - (O) by P. Harry Namsier; with Arthur
 (Ralph Bellamy) Treacher, Blair Davies, Merrill Joels, Frank Rollinger, John
 Fuhrman
 SPIKE JONES NBC 8pm ZaSu Pitts
 COL. HUMPHREY FLACK DuM 10pm The Swami - (O) by Douglas MacKenzie & Chet Crane; with Remo
 (Mowbray & Jenks) Pisanì, Billy Lee, Margaret Hamilton; (SD)
 YOUR HIT PARADE NBC 10:30 Oliver J. Dragon (baritone)

SUNDAY APRIL 4
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KUKLA, FRAN & OLLIE NBC 3:30 Dorothy Collins subs for Fran Allison this date; (FROM NEW YORK)  
 GEORGE JESSEL ABC 6:30 Joe E. Lewis, Paddy DeMarco (boxer), Sinclair & Spaulding (D)  
 OPERA CAMEOS DuM 7:30 Faust - scenes from opera by Charles Gounod; with Giulio Gari  
 (Martinelli) (tenor), Mildred Ellor (soprano), William Wilderman (basso),  
 Eleanor Tobin (mezzo-soprano)  
 TOAST OF THE TOWN CBS 8pm Sophie Tucker, Eartha Kitt, Billy de Wolfe, Teresa Brewer, Mary  
 (Ed Sullivan) Garden, 1st Piano Quartet, The 4 Musketeers (Met opera stars who  
 will sing pop songs - Roberta Peters, Cesare Siepi, Cesare  
 Vellezzi, Fernando Corena)  
 COLGATE COMEDY HOUR NBC 8pm Connie Russell, Billy Daniel, Chiquita & Johnson (D), Ricky Vera,  
 (Eddie Cantor) Manolo Mera (S)  
 General Electric CBS 9pm Pardon My Aunt - (O) by Robert Riley Crutcher; with Richard  
 Theatre Carlson, ZaSu Pitts, Claudia Barrett, Bill Phillips, Charles  
 Cane, James Flavin, Jack Lomas; (SD) by Jean Yarbrough  
 PHILCO TELEVISION NBC 9pm The Mother - (O) by Paddy Chayefsky; with Cathleen Nesbitt,  
 PLAYHOUSE Maureen Stapleton, David Opatoshu, Estelle Hemsley, Perry Wilson,  
 Dora Weissman, Anna Berger, George L. Smith, Cathleen Hines;  
 (SD) by Delbert Mann  
 THE MAN BEHIND THE CBS 9:30 The Case Of The Unwanted Guest - (O) by David Harmon; with  
 BADGE (Fred Uttal) Truman Smith, Paul Lilly, Gene Leonard, Boris Aplan, David  
 Orrick, Joseph Draper, Charles Rae King, Lisa Ferraday, Richard  
 Robbins, Harold J. Stone  
 Roy Rogers NBC 6:30 Carnival Killer - with Don Harvey, Jeanne Dean, Marshall Reed,  
 Rand Brooks, Tom London, Harry Harvey, Russ Scott; (SW & SD)  
 THE PLAINCLOTHES MAN DuM 9:30 A Nice Try - (O) by Ahlberg & Sweetman; with Fayne Blackburn,  
 (Ken Lynch) Bill Hellinger, Jack Mann, Ronald Dawson, Joan de Marrais  
 THE WEB CBS 10pm Stop-Over - (O) by Von Stuart; with Kay Medford, Grant Richards,  
 Ann Shoemaker, Grace Raynor, Louise Miley, Michael Tolan; (SD)  
 Loretta Young Show NBC 10pm The First Man To Ask Her - (O) by Lenora Mattingly Weber, (A) by  
 Barbara Merlin; with Miss Young, Jack Mahoney, Frances Bavier,  
 John Hoyt; (SD)

NEW YORK TALENT AVAILABILITIES  
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BOB JONES author The Outdoor Picture Cookbook,
 pub Mar 26, available radio & TV interview;
 CONTACT: Mrs. Ellane Hoose, Hawthorn Books,
 CR 5-2019
 LEE BERGERE on recent Studio One Thunder on
 Sycamore St. show now managed exclusively for
 TV by Briscoe & Goldsmith MU 2-6244

MURIEL RAHN to tour opera Salome in Fall '54,
 available for TV through summer; MGR: Dick
 Campbell SA 2-8666
 PHILIP TRUEX returns from California Apr 4; AGT:
 Grace Lyons JU 6-8330
 LENI LYNN singer current Jerry Lester Show
 available for night-time TV; AGT: Dick Alen,
 Shaw Artists MU 8-2230

TALENT AVAILABILITIES