

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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### WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

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

##### Monday (April 2)

ABC- 7:30-8pm EST; DEBUT; Twilight Theater; FIIM from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV; Film Prod- Revue Productions, others. § Re-runs of half-hour films originally seen on other networks in 1954-55 as part of Your Favorite Playhouse ("Authors Playhouse") and Studio 57. The program replaces Topper (last show March 26).

CBS- 1:30-2pm EST, Mon thru Fri; DEBUT; As the World Turns; LIVE from WCBS-TV (NY), 104 stations live, 6 kine. § Sponsor- The Procter & Gamble Co (Tide, Crest, Oxydol, Spic & Span): Crest and Tide thru Benton & Bowles, Inc(NY); TV Acct Rep- Tom McDermott. Oxydol thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Chet Burch. Spic & Span thru the Biow Co.(NY). § Pkgr- Benton & Bowles, Inc(NY) for The Procter & Gamble Co; Prod- Charles Fisher; Dirs- Ted Corday, Bill Howell; Music- Charles Paul (organ); Writers- Irna Phillips, Agnes Dixon; Prog Anncr- Dan McCullough. § New half-hour daytime dramatic series, concerned with the day-to-day problems of a moderately successful lawyer, his wife and their three children. Don MacLaughlin plays the lawyer, Chris Hughes, with Helen Wagner as his wife, Nancy; Ruth Warrick as his sister, Edith, and Les Damon as his law associate, Jim Lowell. (See page C for other cast credits). The program replaces Love Story (last show March 30) for the sponsor.

CBS- 4:30-5pm EST, Mon thru Fri; DEBUT; The Edge of Night; LIVE from WCBS-TV(NY), 122 stations live, 7 kine. § Sponsor- The Procter & Gamble Co (Tide, Crest, Oxydol, Spic & Span): Crest and Tide thru Benton & Bowles, Inc(NY), Oxydol thru Dancer-Fitzgerald-Sample, Inc(NY), Spic & Span thru the Biow Co(NY). § Pkgr- Benton & Bowles, Inc(NY) for The Procter & Gamble Co; Prod- Werner Michel; Dirs- Freddie Bartholomew, John Wallace; Music- Paul Taubman (organ); Writer- Irving Vendig; Prog Anncr- Bob Dixon. § New half-hour daytime dramatic series about the experiences of a detective lieutenant. John Larkin plays Lt. Mike Carr, with Teal Ames as Sarah Lane, Ian Martin as Sgt. Charley Brooks, Don Hastings as Jack Lane, Mark Rydell as Walt Johnson, Maxine Stewart as Grace O'Keefe, Betty Garde as Cora Lane, John Raby as Victor Rhodes and Bob Dixon as Bob Anderson. (See page D for complete cast credits). The program replaces On Your Account (last show March 30) for the sponsor in this time spot.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Tuesday(3)

CBS- 7:30-8:30pm EST; SPECIAL; Highlights of the Greatest Show on Earth; LIVE from WCBS-TV(NY), no. of stations indefinite. § Sponsor- General Foods Corp (Instant Maxwell House Coffee, Gaines Canned Dog Food, Jell-O, Kool-Aid, Bakers Cake) thru Benton & Bowles, Inc(NY); Acct Execs- Various; Comm Superv- Irwin Segelstein; Comm Annncr- Various. § Pkgr- CBS-TV(NY); Exec Prod- Richard Lewine; Prod- Ted Fetter; Dir- Byron Paul; Special Dirs- Richard & Edith Barstow; Music Dir- Izzy Cervone; Music By- Frank Loesser; Costumes- Vertes; Writer- Bill Palantine; Prog Annncr- Bern Bennet. § Special 'preview' of the 1956 Ringling Bros and Barnum & Bailey Circus at Madison Square Garden in New York the night before its official opening. Bob Cummings, with his wife, the former Mary Elliot, and two of their three children, act as hosts, with Bob Cummings as the main m.c. The program preempts Name That Tune, 7:30-8pm, and The Phil Silvers Show, 8-8:30pm, this day only.

Thursday(5)

CBS- 10-10:30pm EST; RETURN; The Arthur Murray Party; LIVE from WCBS-TV(NY), no. of stations indefinite. § Alternate Week Sponsors- 1) Toni Co (Prom, White Rain) thru North Advertising, Inc(Chi); TV Acct Rep- Bruce Dodge(NY). 2) Hazel Bishop, Inc (Cosmetics) thru Raymond Spector Co., Inc(NY); TV Acct Rep- Richard Blaine. § Pkgr- Arthur Murray with CBS-TV(NY); Prod- Irving Mansfield; Dir- Cobey Ruskin; Music Dir- Ray Carter. § Variety program, with Kathryn Murray as hostess-m.c. Various versions of the show have been seen on all the networks during the years since it debuted originally over CBS on July 3, 1950. The current series replaces The Johnny Carson Show (last show March 29) in this time spot.

Friday(6)

CBS- 5-5:30pm EST; SPECIAL; Annual Masters Golf Tournament; LIVE from WRDW-TV (Augusta, Ga.), to the net. § Sustaining, open. § Pkgr- CBS-TV; Prod & Dir- Judson Bailey. § Bud Palmer describes the action during play at the 20th Annual Masters Golf Tournament at the Augusta National Golf Club, Ga. The coverage will be presented on three days: Friday, April 6, 5-5:30pm EST; Saturday, 5-6pm EST and Sunday, 5-6pm EST. The Friday and Saturday programs will be in open time; the Sunday program is in the first hour of the time previously filled by Omnibus (last show April 1).

Saturday(7)

CBS- 2:25-about 4pm EST; RETURN; Baseball Game of the Week; LIVE from KRLD-TV (Dallas, Texas) first game only, then from various major league cities at either 1:55pm or 2:25pm NYT; to approx 175 stations live. § Co-Sponsors- Falstaff Brewing Corp thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Ed Burke; TV Acct Rep- Dave Nyren; Comm Annncr- Dizzy Dean, Buddy Blattner; and American Safety Razor Corp (Gem Razors, Blades) thru McCann-Erickson, Inc(NY); Acct Exec- Hal Graham; Comm Superv- Harry McMahon; Comm Annncr- Del Sharbutt. § Pkgr- CBS-TV(NY); Exec Prod- Judson Bailey; Prod- Hugh Beach; Dirs- Byron Paul, Dick Liesendahl. § Jerome ("Dizzy") Dean and Buddy Blattner handle the play-by-play for 26 major league baseball games, including two spring training contests, during the season. The games are not shown in major league cities during the season. Baseball Preview, shown during the 10 minutes before the start of each game, will feature "Dizzy" Dean in interviews with baseball personalities. The preview program will be sponsored alternately by Colgate-Palmolive Co (Palmolive Shaving Cream and After-Shave Lotion) and Brown & Williamson Tobacco Corp (Viceroy Cigarettes), both thru Ted Bates & Co., Inc(NY).

Sunday(8)

CBS- 6-6:30pm EST; DEBUT; Telephone Time; FILM from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. § Sponsor- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila). (Continued on next page)

THIS WEEK(Cont'd)

Sunday(8)

CBS- Telephone Time (Cont'd from previous page): Pkgr & Film Prod- Hal Roach Studios, at Culver City, Calif; Exec Prod- Hal Roach, Jr.; Prod- Jerry Stag; Dirs- Various; Writer- John Nesbitt. § Dramatizations of stories by story-teller John Nesbitt, who also appears as host at the beginning of each program to introduce the week's story. Nesbitt's stories have been on radio and for years formed the basis of his "Passing Parade" movie shorts. The new program is in the last half-hour of the time previously filled by Omnibus (last show April 1).

CBS- 9-9:30pm EST; SPECIAL; The Judy Garland Show; LIVE from KNXT(LA), 126 stations live, 20 kine. § Sponsor- Electrical Industries of the U. S. thru Batten, Barton, Durstine & Osborn, Inc(NY). § CBS-TV(LA); Superv- Mort Abrahams(MCA); Prod- Sid Luft; Dir- Ralph Nelson(CBS); Design Consult- Richard Avedon; Music Dir- Nelson Riddle; Choreog- Peter Gennaro. § Judy Garland stars in a special variety show, with pianist Leonard Pennario and dancer Peter Gennaro. The program preempts General Electric Theatre one time only.

CBS- 10-10:30pm EST; DEBUT; The \$64,000 Challenge; LIVE from WCBS-TV(NY), 81 stations live, 30 kine. § Alternate Week Sponsors- 1) P. Lorillard Co (Kent Cigarettes) thru Young & Rubicam, Inc(NY); Acct Exec- William Thompson; Comm Anncr- Jonathan Blake(Allan Anthony). 2) Revlon, Inc (All Cosmetics): Clean & Clear, Love Pat thru C. J. LaRoche & Co., Inc(NY), producing agency; TV Acct Superv- Hank Booraem; and Lipstick, Nail Enamel, Touch & Glow, Satin Set thru Batten, Barton, Durstine & Osborn, Inc(NY). § Pkgr- Louis G. Cowan Associates, Inc(NY); Exec Prod- Harry Fleischman; Prod- Steven Carlin; Dir- Joe Cates; Assoc Prod- Mert Koplan; Prod Superv- Ben Kagan; Chief Editor- Dr. Bergen Evans. § Quiz program based on The \$64,000 Question (CBS, Tue, 10-10:30pm EST), during which challengers are matched against "champions" from the list of 19 who have already won \$8,000 or more on the Tuesday evening program. The Challenge will follow the pattern of the Question, except that both contestants will be in separate isolation booths and take turns answering identical questions. Cash prizes are in the same graduations as on the Question, rising to a possible \$64,000. The program replaces Appointment With Adventure (last show April 1).

NBC- 10:30-11pm EST; DEBUT; National Bowling Champions; LIVE from WNBQ(Chi), no. of stations indefinite. § Alternate Week Sponsor- General Cigar Co (White Owl Cigars) thru Young & Rubicam, Inc(NY); Acct Exec- John Clark; Comm Anncr- Russ Hodges(on film). § Pkgr & Prod- Matt Niesen; Dir- Paul Robinson; Prog Anncr- "Whispering" Joe Wilson. § Championship match play at the Faetz & Niesen bowling alleys in Chicago for cash prizes. The weekly match winner returns the following week to meet another challenger. (The program is similar to Niesen's Championship Bowling, presented locally over WNBQ, Saturday, 11pm-12midnight CST). The program replaces Justice (last show March 25) in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- Ford Star Jubilee (Every 4th Sat, 9:30-11pm EST) April 7; "Twentieth Century," with Orson Welles, Betty Grable, Keenan Wynn; Prod- Arthur Schwartz; Dir- Paul Nickell; LIVE from KNXT(LA); (COLOR).

NBC- Producers Showcase (Every 4th Mon, 8-9:30pm EST) April 2; "The Barretts of Wimpole Street," starring Katharine Cornell, with Anthony Quayle, others; Prod- Guthrie McClintic; Dir- Vincent J. Donehue; LIVE from WRCA-TV(NY); (COLOR).

NBC Opera Theatre (Irregularly, Sun, 4-5:30pm EST) April 8; "The Trial at Rouen," by Norman dello Joio, with Elaine Malbin, others; Prod- Samuel Chotzinoff; LIVE from WRCA-TV(NY); (COLOR). (5th and final production of 1955-56 season).

OTHER NETWORK CHANGES & ADDITIONS

NBC- Choose Up Sides (Sat, 12:30-1pm EST) Last show March 31; time returns to local programming.

The American Forum or Youth Wants to Know (Sun, 1-1:30pm EST) Alternate programs which may be presented at this time each week. The American Forum has been regularly seen at this time. Youth Wants to Know had been seen Sundays, 2:30-3pm EST; last show at time was March 18 (see page 24). Both shows are packaged and produced by Theodore Granik and usually originate in Washington, sometimes in New York. NBC will announce which program is scheduled during the week preceding the show date.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABD(Ch 5) - Macy's Employees Strike Vote Meeting; SPECIAL April 3; Tue, 8:30-9am New York EST. Special telecast of a strike meeting by members of Local 1-S, Dept Store Workers (Macy's Inc) at Manhattan Center. Officers of the union will address the meeting, which will be watched over television by members of the local at Macy's other stores in Jamaica, White Plains, Parkchester and Flatbush.

WABD - H.M.S. Pinafore; SPECIAL April 8; Sun, 1:30-3pm EST. Sustaining. Pkgr- WABD; Prod- George Spotter; Dir- Barry Shear. Puppet presentation of the uncut score of the Gilbert and Sullivan operetta, featuring the Paul Ashley puppet group performing on a 12-foot replica of the "Pinafore," designed by Elwell.

WPIX(Ch 11) - New York Easter Parade; SPECIAL April 1; Sun, 11:30am-1:30am EST. New York Sponsor- Peerless Camera Stores. Pkgr & Prod- WPIX. Studio and remote telecast of New York's Easter Parade on Fifth Avenue. Jack Barry describes the scene and interviews strollers on the avenue, while Marise Ross handles studio fashion interviews, introduces musical interludes and short film features.

WNAC-TV(Ch 7)- River of Life, ON FILM; SPECIAL March 26; Mon, 9:30-10pm EST. Sustaining, public service. Pkgr- WNAC-TV; Prod & Dir- H. Jeff Forbes; Camera- Jim Pike; Narrator- Gus Saunders. Documentary, with on-location scenes filmed at Boston City Hospital, telling three separate stories, relating how plasma and whole blood were instrumental in saving the lives of a boy, a mother and a girl. Jim Pike was head of the WNAC-TV camera crew that recorded the story.

KRCA-TV(Ch 4)- The Helen O'Connell Show; DEBUT March 26; Mon, 6:15-6:45pm PST. Part- Los Angeles icipations. Pkgr & Prod- KRCA-TV; Dir- Reggie Stanborough. Singer Helen O'Connell, backed by a trio, is hostess of the variety show, presenting songs, interviews with personalities and occasional variety acts. The program replaces the Monday segment of KRCA Comedy Kapers, previously presented Mon, Tue and Thu at this time. Only the Thursday segment continues.

KRCA-TV - Whittinghill at Music City; DEBUT March 27; Tue, 6:15-6:45pm PST. Participations. Pkgr & Prod- KRCA-TV; Dir- Ed Skotch. Dick Whittinghill and Alex Cooper are featured in a remote record and interview show from Wallich's Music City on the corner of Sunset and Vine. (See Komedy Kapers note just above).

KPTV(Ch 11) - Hollywood Bowl Easter Sunrise Services; SPECIAL April 1; Sun, 4:50am- Los Angeles to end. Sponsor (Public Service)- General Petroleum Corp. Prod- KPTV; Dir- Bob Hiestand. Exclusive telecast of the 36th Hollywood Bowl Easter Sunrise Services, with Bill Welsh as commentator.

TALENT SHOWSHEET MARCH 30 - APRIL 8  
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Most of the shows on Mar. 30, 31, and Apr. 1 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 6. 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 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. Generally, only first runs of a film series are listed.

FRIDAY MARCH 30  
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Adventures of Rin-Tin-Tin ABC 7:30pm The Rainmaker; regulars & Rand Brooks, Myron Healey, Stanley Clements, George Meader, Edward Colmans, Hal Hooper

MAMA CBS 8pm regulars & Adele Ronson, William Johnstone, Malcolm Broderick, Dickie Olsen

STAR STAGE NBC 9:30pm Scandal on Deepside; Add: (O) Kay Arthur (based on a story by Gladys Hasty Carroll); Maureen O'Sullivan, Karl Swenson, Coe Norton, Chris White, Norma Connelly, Nancy Baker, Diane Florey, Paul Houston

Line-Up CBS 10pm The Deadwood Case - (O) Fred Eggers; with Ralph Moody, Iris Adrian, Henry Slate, Tom Dillon; (SD) Hollingsworth Morse

SATURDAY MARCH 31  
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PERRY COMO SHOW NBC 8pm Add: Patrice Munsel

STAGE SHOW CBS 8:30pm Kill: Eileen Barton; Add: Joey Bishop(C), Roberta Sherwood(S), Glenn Derringer(M)

GEORGE GOBEL SHOW NBC 10pm Eddie Mayehoff

SUNDAY APRIL 1  
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You Are There CBS 6:30pm Lost Battalion; with Mack Williams, James Anderson, Robert Burton, Edward G. Robinson Jr., Ray Baxter, Janeel Farah, Joe Conley, John Murphy, Harlan Warde, Jeffrey Sayre, Edward McNally, Brad Trumbull, Clyde Howdy; (SD) Bernard Girard

NBC COMEDY HOUR NBC 8pm Add: Bert Wheeler, Pat Sheehan, Georgie Kaye(C), Emmett Kelly

GENERAL ELECTRIC THEATRE CBS 9pm Easter Gift; Add: (O) Frances Ancker & Cynthia Hope, (A) D.J. Powers; MacDonald Carey & Mary Fickett, Michael Allen, Edward Bryan, Harriet MacGibbon, Maxine Stuart, Robley Lawson; Corr: This is a LIVE show

APPOINTMENT WITH ADVENTURE CBS 10pm Two Falls for Satan - (O) Carey Wilbur; with Forrest Tucker, Grant Sullivan, Steve Elliot, Bill Zuchert, Belle Flower, Walter Burke; Dir - Frank Telford. LAST SHOW

MONDAY APRIL 2  
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GORDON MacRAE NBC 7:30pm Jeri Southern

TV Reader's Digest ABC 8pm The Secret Weapon of Joe Smith; with Louis Jean Heydt, Leon Askin, Louise Arthur, Diane Jergens, Billy Gray; Dir-Peter Godfrey

PRODUCERS' SHOWCASE NBC 8pm The Barretts of Wimpole Street - (O) Rudolf Besier, (A) Guthrie McClintic; with Katharine Cornell, Anthony Quayle, Henry Daniell, Nancy Coleman, Margalo Gillmore, Brenda Forbes, Donald Harron, Geoffrey Lumb, Edward Hunt, Lisa Daniels, William Podmore, Charles Macaulay, Charles Forsythe, Rhoderick Walker, Kendall Clark, John Morley; Dir - Vincent J. Donohue

VOICE OF FIRESTONE ABC 8:30pm Cesare Siepi

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm Escadero(S), Martha King(S), The Boys Next Door

I Love Lucy CBS 9pm regulars & Allen Jenkins, Elizabeth Patterson, Alice Wills; (SW & SD)

MONDAY APRIL 2 (Cont'd)  
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December Bride CBS 9:30pm Lily in a Gas Station; regulars & Frank Cady, Oliver Blake, Paul Maxey; (SW & SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm Death Insurance - (O) Martha Wilkerson; with Henry Jones, Florence Anglin, Tom Holland, Harry Worth, Helen Choate, Jim Harkins, Aileen Poe; Dir - James Yarbrough

STUDIO ONE CBS 10pm This Will Do Nicely - (O) Thomas Flanagan, (A) Loring D. Mandel; with Alan Young, Felicia Montealegre, Larry Blyden, Bert Freed; Dir - William Brown

Douglas Fairbanks Presents WRCA 10:30pm The Intruder; with Douglas Fairbanks Jr., Moira Lister, Lily Kahn, Tom Tan, Boscoe Holder

TUESDAY APRIL 3  
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Warner Bros. Presents (Gig Young) ABC 7:30pm Quicksand; with (Clint Walker) & Norman Frederic, Dennis Hopper, Peggy Webber, Mary Flynn.

The Phil Silvers Show CBS 8pm Pre-empted by CIRCUS HIGHLIGHTS

MILTON BERLE SHOW NBC 8pm Esther Williams, Harry James & orch., Arnold Stang, Buddy Rich, Elvis Presley

The Life & Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm Hunt The Man Down; with Walter Reid, Rico Alaniz

Navy Log CBS 8:30pm Men From Mars; with Douglas Kennedy, Willis Bouchey, Frank Jenks; Dir - Sam Gallu

Danny Thomas Show ABC 9pm We're Going to Chicago; regulars & Amanda Randolph; (SD)

Jane Wyman's Fireside Theatre NBC 9pm In a Different Life - (O) Leo Townsend; with Scott Forbes, Larry Dobkin, Penny Stanton; Dir - Don Weis

DuPont Cavalcade Theatre ABC 9:30pm The Doll Who Found a Mother - (O) Joel Murcott; with Peggy Webber, Mort Mills, Cheryl Calloway, Willis Bouchey, Scotty Morrow, Jeanette Nolan; Dir - Laslo Benedek

RED SKELTON SHOW CBS 9:30pm Keefe Brasselle; (SW & SD)

ARMSTRONG CIRCLE THEATRE NBC 9:30pm A Baby Named X - (O) Vance Bourjaily with Kathleen McGuire, Ann Pierson, Bibi Osterwald, Frank Overton, Ann Seymour

Big Town NBC 10:30pm Policeman; regulars & Paul Richards, Steve Terrell, Kip King, Helen Andrews, Jason Johnson

WEDNESDAY APRIL 4  
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Death Valley Days (Stanley Andrews) WRCA 7pm Sego Lilies; with Robert Hutton, Sally Mansfield, Ella Ethridge, John Dierkes, Hank Patterson, John Halloran, Charles Hayes

Screen Directors Playhouse NBC 8pm Sword of Villon; with Errol Flynn, Hillary Brooke, Pamela Duncan, Lois Collyer, Mark Dana, Mervyn Vye

Father Knows Best NBC 8:30pm Bud, the Boxer; with regulars & Skip Torgerson, Joel Cranston; (SW & SD)

The Millionaire (Marvin Miller) CBS 9pm Story of Tom Mead; with John Larch, Claudia Barrett, Dorothy Patrick, Nora Hayden, Arthur Hanson, Gayne Whitman, Paul Keast, Bruce Cowling, Kenneth Drake; (SW & SD)

KRAFT TV THEATRE NBC 9pm Paper Foxhole - (O) James Elward; with Hal March, Joe Mantell, Felix Munso, Kenny Delmar, John Feidler, Jack Weston, Joseph Elic, Bill Duell, Norman Lloyd, John Gibson; Dir-William Graham

20th Century-Fox Hour CBS 10pm Gun in His Hand - (O) Leo Townsend, (A) Steve Fisher; with Robert Wagner, Debra Paget, Charles Drake, Royal Dano, Ray Collins, Ray Ducks, Charles Meredith, Mark Hanna, John Cliff

THURSDAY APRIL 5  
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|-----------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Guy Lombardo</u>                     | WRCA 7pm    | Toni Arden                                                                                                                                                                                                                                                     |
| <u>The Goldbergs</u>                    | WABD 7:30pm | <u>Bad Companions</u> ; regulars & Mile Dowd, Herbert Faye, Oogie Small, Gene Leonard, Renie Taylor, Johnnie Dale, Maxie Shapiro; (SW & SD)                                                                                                                    |
| <u>Bob Cummings Show</u>                | CBS 8pm     | regulars & Robert Ellis, Tris Coffin, Barbara Nichols; (SW & SD)                                                                                                                                                                                               |
| CLIMAX!<br>(Bill Lundigan)              | CBS 8:30pm  | <u>A Spin Into Darkness</u> - (O) Hagar Wilde; with Ruth Roman, Vincent Price, Virginia Grey, Charles Drake; Dir - John Frankenheimer                                                                                                                          |
| STAR TONIGHT                            | ABC 9pm     | <u>Two Windows</u> - (O) S. Lee Pogostin; with Richard Davalos, Diane Gentner; Dir - Alan Anderson                                                                                                                                                             |
| <u>The People's Choice</u>              | NBC 9pm     | (O) Alan Lipscomb, Bob Fisher regulars & Gregory Walcott, Herb Vigran, Carlos Vera, Rudy Lee; Dir - Robert Finkel                                                                                                                                              |
| <u>Four Star Playhouse</u>              | CBS 9:30pm  | <u>The Rites of Spring</u> - (O) Elick Moll; with Niven & Barbara Lawrence, Robert Tafur, Lola Bliss, June Ellis, Helen Wallace, Don Shelton, Ernest Anderson, Bob Shield, Angie Dickinson; Dir - Roy Kellino                                                  |
| <u>Ford Theatre</u>                     | NBC 9:30pm  | <u>Autumn Fever</u> - (O) Mary Roberts Rinehart, (A) Frederick Brady; with Zsa Zsa Gabor, George Sanders, Virginia Field, John Eldredge, Virginia Gibson, Paul Keast                                                                                           |
| ARTHUR MURRAY PARTY<br>(Kathryn Murray) | CBS 10pm    | Ethel Merman, George Kirby(imitator); Dir - Cobey Ruskin; PREMIERE                                                                                                                                                                                             |
| LUX VIDEO THEATRE                       | NBC 10pm    | <u>Tabloid</u> - (O) Charles R. Marion & Elwood Ullman, (A) Sanford Barnett; with Scott Brady, Karen Sharpe, Anthony Caruso, Gloria Blondell, Don Beddoe, Robert Dix, Leo Gordon, Tony Barrett, Harry Antrim, Ralph Montgomery, Vincent Padula; Dir - Earl Ebi |

FRIDAY APRIL 6  
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<u>Adventures of Rin-Tin-Tin</u>	ABC 7:30pm	<u>The Scotchman's Gold</u> ; regulars & Joe Sawyer, Lumsden Hare, Lane Bradford, Harry Strang, John Cason, Almira Sessions, Kathleen Behan
<u>Crossroads</u>	ABC 8:30pm	<u>Two-Fisted Saint</u> ; with Paul Kelly, Robert S. Carson, Walter Coy, Robert Arthur, Larry Dobkin
<u>Our Miss Brooks</u>	CBS 8:30pm	regulars & Hy Averback, Bob Rockwell
<u>The Life of Riley</u>	NBC 8:30pm	regulars & Henry Kulky, Geraldine Wall; (SW & SD)
<u>Crusader</u>	CBS 9pm	<u>A Deal in Diamonds</u> ; with Beverly Garland, Ben Wright, Peter Coe, Jack Kruschen, Geoffrey Toone
THE BIG STORY (Ben Grauer)	NBC 9pm	<u>Fred Wegner Jr., Copy Boy, South Bend(Ind) Tribune</u> - (A) Sheldon Stark; with Buzz Martin, Ross Martin, Frank Sutton, Melville Ruick, Tom Reynolds, Allan Hale
<u>Schlitz Playhouse of Stars</u>	CBS 9:30pm	<u>Angels in the Sky</u> - (O) Paul Helmick; with Bill Williams, Marcia Henderson, Edward Platt, Wright King, George Conrad, Sid Clute, Ben Nelmes, Gene Hardy, Paul Savage; Dir - Paul Helmick
<u>Star Stage</u>	NBC 9:30pm	<u>Sainted General</u> - (O) Don Canfield, John McGreevey; with Yvonne de Carlo, Luther Adler, John Abbott, Larry Dobkin, Lisa Fusaro, Ralph Smiley; Dir - Herschal Dougherty

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 30 THRU FRIDAY APRIL 6  
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|--------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GARRY MOORE SHOW   | CBS 10am   | 4/5 - Jackie Jay(C); 4/6 - Wesson & Polk(C)                                                                                                                                                     |
| JACK PAAR SHOW     | CBS 1pm    | 4/2-Andy Griffith; 4/4 - Louis Nye(C); 4/5 -Renzo Cesana (The Continental)                                                                                                                      |
| AS THE WORLD TURNS | CBS 1:30pm | (O) Irna Phillips & Agnes Nixon; with Helen Wagner, Don MacLaughlin, Ruth Warrick, Ann Burr, Les Damon, Bill Johnstone, Hal Studer, Joyce Van Patten; Dir's - Ted Corday, Bill Howell; PREMIERE |

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 30 THRU FRIDAY APRIL 6 (Cont'd)

NBC MATINEE THEATRE NBC 3pm 4/2 - Singer in the Valley - (O) Dorothy Rood Stewart, (A) Helene Hanff; Jane Darwell, Beverly Tyler, Doro Merande, John Parrish, Martha Wentworth, Maureen Cassidy; 4/3 - The Heart of a Husband - (O) Margaret Culkin Banning, (A) Mort Thaw; Gene Raymond, Catherine McLeod, June Vincent, Roy Roberts; 4/4 - From the Desk of Margaret Tydings - (O) Robert Esson; 4/5 - You Look Like Sisters - (O) Fannie Hurst, (A) Lois Jacoby; Vicki Cummings; 4/6 - The House of Seven Gables - (O) Nathaniel Hawthorne, (A) Elihu Winer; Marshall Thompson, John Carradine, Norma Varden

DATE WITH LIFE NBC 4pm The Witness - (O) John M. Young; regulars & June Dayton, Dean Harens, Irene Moore, Eric Sinclair, Barbara Joyce, Kathieen Comegys, Mel Ruick; this will continue thru May 4th.

MODERN ROMANCES NBC 4:15pm (O) Elinor Lenz; with Millette Alexander, Fred Beir, Stuart Germaine, Roy Fant

THE EDGE OF NIGHT CBS 4:30pm (O) Irving Vendig; with John Larkin, Teal Ames, Ian Martin, Don Hastings, Mark Rydell, Maxine Stewart, Betty Garde, John Roby, Leona Powers, Bob Dixon, Ruth York, Charles Taylor, John Gibson; Dir's - Freddie Bartholomew, John Wallace; PREMIERE

TONIGHT NBC 11:30pm 4/2 - Earle Hyman, William Sylvester, Gaby Rogers (in scene from "Mister Johnson"; also Connee Boswell(S); 4/3 - Jimmy Randolph(S); 4/4 - Leona Anderson(S); 4/5 - Carmen McCrae(S); 4/6 - Oscar Peterson Trio

SATURDAY APRIL 7

Fury NBC 11am The Baby - (O) Sidney Salkow, Charles R. Marion, (A) Charles R. Marion; regulars & Ann Robinson, Claudia Barrett, Mark Scott, James Seay, Mike Taylor

Henry Fonda Rheingold Theatre WRCA 7pm The Lonely Ones; with Teresa Wright. (No other credits available)

Jackie Gleason Show CBS 8pm The Worry Wart; regulars & Warren Parker; (SW & SD)

PERRY COMO SHOW NBC 8pm Dennis O'Keefe, Jackie Miles(C), Shelley Winters, Dick Hyman(M)

STAGE SHOW CBS 8:30pm regulars & Roberta Sherwood(S), Lou Wills(D), Joey Adams(C), The Platters(S)

Texaco Star Theatre NBC 9:30pm regulars & Ernest Borgnine

FORD STAR JUBILEE CBS 9:30pm Twentieth Century - (O) Hecht-MacArthur, (A) Robert Buckner; with Keenan Wynn, Betty Grable, Orson Welles, Ray Collins, Lance Fuller, Norman Sturgess, Roy Glenn, Robert Johnson, Steve Terrell, Olive Sturgess, Ralph Dumke, Benny Rubin, Paul Siemion, Phil Van Zandt; Dir - Paul Nickell

GEORGE GOBEL SHOW NBC 10pm Nat Pendleton(C)

SUNDAY APRIL 8

LAMP UNTO MY FEET CBS 10am Clown Alley - (O) Robert Higgins; with Frank McHugh, Jack Betts; (SD) - Karl Genus

FRONTIERS OF FAITH NBC 3pm The Secret Convent - (O) Robert Kerrigan; with Bronia Stefan, Ellen Lowe, Sheila Copelan, Madge West, Grace Keddy, Francis Bethancourt, Anthony Messuri, Dir - Martin Hoade

FRONT ROW CENTER (Robert Sterling) CBS 4pm Instant of Truth - (O) Cy Cermak; with Angela Lansbury, Paul Kelly, Kevin McCarthy; (SD) Russell Stoneham

Capt. Gallant of the Foreign Legion (Buster Crabbe) NBC 5:30pm Double Jeopardy - (O) Jack Andrews; regulars & Gilles Queant, Henry Beckman, Arthur Klein, Jess Hahn; (SD) Jean Yarbrough

You Are There CBS 6:30pm Recovery of the Mona Lisa; (O) Violet Atkins, M. Lee Perenchio; with Lawrence Dobkin, John Wengral, Mario Siletti, Ernest Saracino, Konstantin Shayne, D. Harold Dryenforth, Vito Scotti, Donald Lawton, Peter Brocco; (SD) Bernard Girard



SUNDAY APRIL 8  
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<u>Roy Rogers</u>	NBC 6:30pm	<u>Ghost Town Gold</u> - (O) Dwight Babcock; regulars & Tom London, Marshall Reed, Randy Sanders, Jeanne Dean, Don Harvey, Harry Harvey, Rand Brooks, Russ Scott
<u>It's A Great Life</u>	NBC 7pm	<u>The Raffle Ticket</u> ; regulars & Angie Dickinson, George Chandler, Isabelle Dwan, Parley Baer, Frank Sully; (SW & SD)
<u>Jack Benny</u>	CBS 7:30pm	Gisele MacKenzie, Lois Corbet, Dale White
ED SULLIVAN SHOW	CBS 8pm	Noel Coward, Andre Kostelanetz, Richard Hearne, Mitzi Green, Carlos Romulo, Erlinda Cortes; (SD) John Wray
GENERAL ELECTRIC THEATRE (Ronald Reagan)	CBS 9pm	Judy Garland, Peter Gennaro(D), Leonard Pennario; Mus. Dir - Nelson Riddle;
GOODYEAR PLAYHOUSE	NBC 9pm	<u>Footlight Frenzy</u> ; with William Bendix, Martha Scott, Malcolm Broderick, Norma Veaney, John McGiver, Guy Raymond, William Redfield; Dir - Herb Hirschman
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Portrait of Jocelyn</u> - (O) Edgar P. Marvin, (A) Harold Swanton; Phil Abbott, Nancy Gates, Raymond Bailey, Arthur Clymer, Olan Soule, Dabbs Greer; Dir - Robert Stevens
<u>Loretta Young Show</u>	NBC 10pm	<u>Hapless Holiday</u> - (O) William Bruckner; Phyllis Thaxter, Mildred Natwick, Russell Conway, Ray Montgomery, Dan Riss, Fred Coby, Don Kennedy