

Ross Reports ON TELEVISION

INCLUDING

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (26)

NBC- 7:30-7:45pm EDT; DEBUT; The Tony Martin Show; from WNBC(NY) - (first two shows only) - then from KNBH(H'wood), 44 stations live. Sponsor - The Toni Co(Bobbi Home Permanent & White Rain Shampoo) thru Tatham-Laird, Inc(Chi); Acct Exec- Jim McEdwards(Chi); Agcy Superv- H. Lawrence Holcomb(NY) (first two shows); Hollywood supervisor not set yet. Pkgr- Tony Martin Productions(H'wood); Prod & Dir & Writer- Bud Yorkin. (First two New York shows will have: Prod- Steve Hatos; Dir- William Sterling; Sets- Herb Andrews). Music Director for New York and Hollywood shows is Hal Bourne. Program replaces Arthur Murray Party which leaves the air until hiatus for the Berle Show when it will return as one of the half-hour replacements for the summer.

Thursday(29)

NBC- 10-10:30pm EDT; HIGHLIGHT; March of Medicine; LIVE & FILM, from WNBC(NY), 49 stations live, 20 delayed. Sponsor- Smith, Kline & French Laboratories thru Doremus-Eshleman Co(Phila). Pkgr- Smith, Kline & French Laboratories with the American Medical Assn; Prod- Doris Ann(NBC); Dir- Charles Christensen; Writer- Lou Hazam; Narrator- Ben Grauer. Second in the spring series of medical telecasts, this program will report on the latest advances in the field of arthritis and rheumatism. Prominent medical authorities from Harvard Medical School, New York University College of Medicine, National Institute of Arthritis and Metabolic Diseases and Mayo Clinic will participate. Program pre-empts Martin Kane this time only, as is the case with March of Medicine telecasts.

Friday(30)

ABC- 9:30-10pm EDT; SPECIAL; American of the Year Award; from WXYZ-TV(Detroit), to the net. Sustaining. Pkgr & Prod- WXYZ-TV; Pete Strand, station exec prod, in charge; Music Dir- Phil Brestoff & WXYZ-TV orch. Danny Thomas will receive the "American of the Year" award, conferred by the University of Detroit, to be presented at the university's Spring Carnival in the State Fair Coliseum in Detroit. During the program, Thomas will present about ten minutes of song and comedy. Other participants will include the U. of Detroit's Choral Club directed by Don Large; and the selection of the King and Queen of the Carnival.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Saturday(May 1)

CBS- 5:15-5:45pm EDT; SPECIAL; Kentucky Derby; from WHAS-TV(Louisville), no. of stations indefinite. Sponsor- Gillette Safety Razor Co., Div. of The Gillette Co thru Maxon, Inc(Det); Acct Exec- Mr. Searle Hendee. Pkgr- CBS-TV Sports Dept; Prod & Dir- Judson Bailey. The 80th running of the Kentucky Derby, at Churchill Downs, Louisville, with Fred Caposella describing the race, Mel Allen doing the "color" commentary and Phil Sutterfield(WHAS-TV) conducting the interviews in the winner's circle. The race will be simulcast.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Tommy Henrich (Sat, 6-6:15pm EST), last show April 24.

CBS- Bing Crosby Show, ON FILM; HIGHLIGHT April 25; Sun, 9-9:30pm EDT, one time only; from WCBS-TV(NY) & KNXT(H'wood). Sponsor- General Electric Co thru Batten, Barton, Durstine & Osborn, Inc(NY). Pkgr- Bing Crosby Enterprises; Prod & Writer- Bill Morrow; Dir- Les Goodwins; Assoc Prod- Sid Brod; Music Dir- John Scott Trotter; Comm Anncr & Prog Anncr- Ken Carpenter. Bing Crosby stars in his second program for the sponsor in the Fred Waring-G. E. Theatre time; with Joanne Gilbert, the Wiere Brothers and Buddy Cole.

DuM- Johns Hopkins Science Review (Thurs, 9-9:30pm EDT) New time and day, effective April 29. Program had been seen Wed, 8-8:30pm.

NBC- Kukla, Fran and Ollie (Sun, 5:30-6pm EDT, three out of every four Sundays) New time effective April 25. Hallmark Hall of Fame (Sun, 5-5:30 EDT, expanding to 5-6pm every fourth Sunday) New time, effective April 25. Kukla had formerly been seen Sun, 3:30-4pm, with Hallmark having the full hour, 5-6pm every Sunday.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Lost Jobs (Sat, 6:15-6:30pm) Last program April 17; three in 13- New York program series shown. See page 56.

WABD(Ch 5) - Local 32B. Building Service Employees Union, AFL, Anniversary, LIVE New York & FILM; SPECIAL April 27; Tue, 10-10:30pm EDT. Sponsor- Local 32B. The Building Service Employees Union marks its 20th anniversary with a filmed documentary of the union's growth, plus anniversary speeches.

WABD - Transport Workers Union, CIO, Anniversary, LIVE & FILM; SPECIAL April 29; Thurs, 9-10pm EDT. Sponsor- Transport Workers Union thru Paul Miner Associates(NY). Prod- Paul Miner. 20th anniversary of the union, with speakers, both live and on film, presenting highlights of the union's founding, growth and achievements; with reports on the union's current activities.

WPIX(Ch 11) - National Round Robin Invitation Tennis Tournament; DEBUT April 26; New York Mon, 9-10:45pm EDT(approx). Prod- WPIX; Dir- Mike Meltzer. First amateur round robin tournament at the Town Tennis Club, New York City, featuring the nation's top ranking stars, presented each Monday night until the conclusion of the tournament. Don Fudge will describe the matches.

WGN-TV(Ch 9) - Charm Salon; DEBUT April 19; Mon, Wed, Fri, 11:45-11:55am CST. Sponsor- Drug Division, Allen B. Wrisley Co thru Fulton, Morrissey Co Chicago (Chi). Patricia Stevens presents advice on good grooming, poise, beauty and charm; use of cosmetics and beauty aids, etc.

LOCAL STATION ACTIVITY(Cont'd)

KNXT(Ch 2) - Johnny Carson's Corner; DEBUT April 20; Tues, Thurs, 9-9:05am PST. Hollywood, LA Sponsor- Paxton & Gallagher Co(Butter-Nut Coffee) thru Buchanan-Thomas Advertising Co(Omaha). Comedian Johnny Carson comments on a variety of subjects in an off-beat manner on off-beat and unusual topics.

WHAS-TV(Ch 11) - Race of the Day, ON FILM; DEBUT April 24; Mon thru Sat, 6-6:05pm CT; Louisville also Churchill Downs Stake Races, LIVE; DEBUT April 24; as scheduled, 7 races in 19 days, 4:45-5:15pm CT. Sponsor- Falls City Brewing Co (Beer) thru Prater Advertising Agency(St. Louis). Film Prod- WHAS-TV; Prod- WHAS-TV. Phil Sutterfield describes the Race of the Day; with Lee Jordan and Sam Allgood doing interviews and "color" commentary. The filmed and live telecasts cover the entire 19-day Spring Meeting at Churchill Downs race track. See CBS-Kentucky Derby, page 67.

FILM PACKAGES

B.S.I. - UNIVERSE CURRENT(New York); science fiction for adults, based on cybernetics, science of man's relation to the machine, starring the giant computing "brain" used in Washington during World War II; featuring Paul Stewart, Jenna Rollends and Charles Cooper, with each episode complete in itself; 15 15-minute films, to be completed April 30, with another series tentatively scheduled to begin shooting at the end of June. Availability- Open. Pkgr- Marion Parsonnet. Film Prod- Parsonnet Studios, 46-02 Fifth St., Long Island City, N. Y.; Prod- Marion Parsonnet; Dirs- Paul Stewart, Carl Lerner, Gene Searchinger; Sets- Hank Aldrich; Story Lines- Alfred Bester; Writers - Bester and others; Casting- Miss Pat Moore (Parsonnet). Dist- The Harris Group, 509 Madison Ave., New York 22, N. Y. Murray 8-4800.

NEWS AND COMMENT: WNBK(Cleveland) moves from Channel 4 to 3 on April 25 and begins use of its new 905-foot transmitting tower, tallest Cleveland structure, at 100kw power. The move ends serious interference for the Cleveland station from Detroit signals.....The U. S. Steel commercial on the Steel Hour April 27 over ABC-TV will present the largest product ever sold on television in the largest and most elaborate setting -- a completely furnished 6-room, 3-bedroom house, measuring 40 by 24 feet and weighing 12 tons -- the new pre-fab home, "The Westerner," manufactured by U. S. Steel Homes.....WTOP, Inc., Washington, reorganized into four divisions, effective April 25: WTOP Radio, WTOP Television, Engineering, and General Services. The stations will "rent" some services and equipment from the Engineering and General Service Divisions. George Hartford will head WTOP-TV as v.p. for television.....Tales of Tomorrow, for two years a live science-fiction dramatic series over ABC-TV, will be released again through the re-use of kinescopes of the original programs under agreements with AFTRA and other guilds involved, covering repayment schedules for personnel in the original productions. The Tee Vee Company, California, is handling distribution and also providing the financing for the re-issue.....NBC Chief Engineer O. B. Hanson says that NBC will have a 54-station lineup in its color television network by the end of 1954, all stations equipped to carry color programs, covering 27,100,000 homes in the colorcast area.

PERSONNEL CHANGES: Lou Sanman appointed production coordinator for ABC-TV's Western Division, Hollywood, reporting to Jim Beach, program director.....Frank Shakespeare, Jr., named general sales manager, WCBS-TV(NY), succeeding George Dunham who has been appointed general manager, WNBC-TV/ WNBC(Binghamton, N.Y.).....Folk singer Paul Arnold has joined the talent staff of WLW-T(Cinn) on an exclusive basis.

TALENT SHOWSHEET APRIL 26-MAY 2, 1954

Most of the shows on April 23, 24, 25 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 30. 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.

FRIDAY APRIL 23

THE NEW REVUE (Mike Wallace)	CBS 5:30	The 5 Riffs (S), Merv Griffin (S), The Novelites (S), Peggy Taylor (S), Viggo Hahn (magic), Kaye Ballard (S), Page & Bray (D), Johnny Bachemin (D)
MAMA (Peggy Wood)	CBS 8pm	<u>Papa and Sersen</u> - (O) by Jerome Ross; with regulars & Glenn Burris, Pat Breslin, William Lee; (SD)
LIFE BEGINS AT 80	DuM 9pm	Chico Marx (C) & regulars
<u>Inner Sanctum</u>	WOR 9:30	<u>The Good Luck Charm</u> - with Murray Hamilton, Barbara Baxley; (SW & SD)
CAMPBELL SOUNDSTAGE	NBC 9:30	<u>The Almighty Dollar</u> - (O) by Greer Johnson; with Mildred Dunnoek Parker Fennelly, Henry Hull, Mildred Natwick; (SD)
<u>Topper</u>	CBS 8:30	(O) - Topper Goes to Las Vegas (O) by Stanley Davis & Elton Packard
ON THE CAROUSEL	WCBS 9am	Excerpts from <u>H.M.S. Pinafore</u> , <u>Yeoman of the Guard</u> , <u>Pirates of Penzance</u> , <u>Ruddigore</u> , by Gilbert Sullivan; performed by Martyn Green, Dorothy Hohmann, P.S.241 Choral Group
ROD BROWN	CBS 11:30	regulars & Ruth White, Elaine Joyce, Robert Carroll, Eugene Francis, Beverly Bruce, Michael Sheehan; (SW & SD)
CAMERA THREE (James Macandrew)	WCBS 2pm	<u>A Garland for Will Shakespeare</u> - with scenes from <u>King Lear</u> , <u>Much Ado About Nothing</u> , <u>Henry IV</u> , <u>Othello</u> - with Earl Hymen, Doris Dowling, Michael Kane, Christopher Plummer; (SD)
<u>Johnny Jupiter</u> (Wright King)	WABC 5:30	<u>Duckweather's TV Repairs</u> - postponed from last week. See Showsheet credits for that date (For the record, show on 4/17 was <u>The Penny Arcade</u> - (O) by Jerome Coopersmith, Bill Persky, Don Rosenblitt, (A) by J.C.
ETHEL AND ALBERT (Peg Lynch & Alan Bunce)	NBC 7:30	regulars & Don Briggs, Flora Campbell, Alex Clarke, Katherine Meskill, Dortha Duckworth, Fred Stewart, Helen Seamon, Phil Cramer, Michael Higgins; (SW & SD)
COL. HUMPHREY J. FLACK(Alan Mowbray)	DuM 10pm	<u>Gambling Fever</u> - (O) by Ed Jurist & S. L. David; with regulars & Joe Locke, Rosemary Prinz, Rusty Lane; (SD)

SUNDAY APRIL 25

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	<u>The Brink</u> - (O) by Clair Reskan; with Wallace Ford, Neil Fitzgerald, June Dayton, Jack Betts; Dir by Marcella Cisney
<u>Hopalong Cassidy</u> (William Boyd)	WNBT 11:45	<u>Promised Land</u> - (O) by Sherman L. Lowe; with regulars & John Crawford, Thurston Hall, Maura Murphy, Edwin Parker, Sandy Sanders, William Fawcett; (SD)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	<u>Lafayette for Freedom</u> - (O) by Ellen & Richard McCracken; with cast to be announced; (SD) (FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Surrender of Corregidor</u> - (O) by Jeremy Daniel; with Vaughn Taylor, Robert Middleton, Milton Selzer, John Connell, Kim Chan, Richard Akaqi, Dort Clark, Henry Beckman, Joe Maross, Jerry Ito, Edward Binns, Paul Birch; (SD)
PAUL WINCHELL	NBC 7pm	The Blackburn Twins & Evelyn Ward (D)
MR. PEEPERS(Cox)	NBC 7:30	regulars & Ernest Truex, Sylvia Field, Guy Ragonnd, Betty Sinclair
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Ed Wynn (C), Victoria De Los Angeles (S), Chester Gould (cartoonist), Korean Children's Choir, Mata & Hari (D), Patty Moore & Ben Lessy (C&S), Joe Jackson, Jr. (C), Tom Pack's Elephants

SUNDAY APRIL 25 (Cont'd)

ROCKY KING, DETECTIVE DuM 9pm (Roscoe & Todd Karns) A Will to Murder - (O) by Gene Watts; with regulars & Jean Carson, Zolya Talma, Philip Pine, Joan Seven, Helen Ludlum; (SD)

THE PLAINCLOTHES MAN DuM 9:30 (Ken Lynch) A Sister Act - (O) by Raymond Taylor; with Floyd Buckley, Eileen Ryan, Barbara Bel Wright, Ann Meecham; (SD)

MONDAY APRIL 26

JAMIE ABC 7:30 (Brandon de Wilde) (O) by Don Ettlinger; with regulars & Ann Shoemaker, Jane Seymour, Gregory Murphy, Bunny Lewbel, John Reese, Bruce Marshall, Robin Michael, Ellen Barry; (SD)

THE VOICE OF FIRESTONE NBC 8:30 Mimi Benzell (S)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30 Terry Griffin, John Jim & Bill MacGillivray-"Terry and the Macs" (S), Lee Carroll (S), Thomas Stewart (S)

RCA Victor Show(D.Day) NBC 9pm Ann Blyth & regulars; (SW & SD)

RED BUTTONS CBS 9:30 (O) by Danny & Doc Simon, Ben Freedman, John Fenton Murray with additional material by Buddy Arnold, Woody King; with Felix Deebank, Werner Klemperer, Tom Mahoney, Allan Walker, Joe E.Marks

ROBERT MONTGOMERY PRESENTS NBC 9:30 No Need to Fear - (O) by Gail Ingram; with Geraldine Fitzgerald, John Newland, Carole Mathews, Frederick Worlock, William Roerick, Susan Steel, Betty Lawford, Kathleen Comegys; (SD) by Jim Sheldon

STUDIO ONE CBS 10pm Romney - (O) by A. L. Barker, (A) by Lois Landauer; with Laurence Rago, Barbara O'Neil, Howard St. John, Oliver Andes; (SD) by Franklin Schaffner; Drawing by Julio de Diego

Adolphe Menjou's Favorite Story WNET 10:30 Dividing Line - (O) by Samuel L. Clemens,* (A)-(SW); with Russ Conway, John Hamilton, Charles Halton, Kay Stewart, John Dierkes (*The Man That Corrupted Hadleyburg)

TUESDAY APRIL 27

Just Dear(Raines) WNET 7pm Kimball Case - with Louise Albritton, Malcolm Broderick; (SD)

Cavalcade of America ABC 7:30 The Paper Sword - (O) by Curtis Kenyon & Charles Lawson; with Patrick O'Neal, Margaret Field, Stuart Randall, Tracey Roberts, Leo Gordon, Hugh Beaumont, Barbara Woodell, Pitt Herbert, Barry Kelly, Don Kennedy; (SD)

BUICK-BERLE SHOW NBC 8pm Jack Palance, Vaughn Monroe (S), Monica Lewis (S) & regulars

Gene Autry(Euttram) CBS 8pm Ghost Mountain - (O) by Dwight Cummins; repeat

LOVE STORY DuM 8:30 Timmy - (O) by Oliver Crawford; with June Lockhart, James Gregory, Pud Flanagan, Mario Badolati, Rickey Hamilton; (SD)

Fireside Theater (Gene Raymond) NBC 9pm A Case of Independence - (O) by Harry Gerstad, story by Ray Vernon, (A) by Nathaniel Curtis & Ray Vernon; with George Givot, Ric Vallin, George Conrad, Nick Dennis, Peggie Castle, Kathleen Freeman, Syd Saylor, John Call, Rennie McAvoy; (SD)

SUSPENSE CBS 9:30 The Terror Begins (from The Secret History of Stalin's Crimes) - (O) by Alexander Orlov, (A) by Paul Monash; with Everett Sloane, Daniel Ocko, Harold Stone, Stefan Schnabel, Papa Kantor, Bernard Chorosch, Norman Bly, Kurt Graff

UNITED STATES STEEL HOUR ABC 9:30 The Laphams of Boston (from The Rise of Silas Lapham) - (O) by William Dean Howell, (A) by Robert Wallsten; with Thomas Mitchell Dorothy Gish, Patricia Wheel, Jean Dixon, Colin Keith-Johnston, Paul Newman, Addison Richards, Lois Smith; (SD)

ARMSTRONG'S CIRCLE THEATRE NBC 9:30 Gang-Up - (O) by Nicholas Baehr; with Ed Begley, Carmen Mathews, Joey Walsh, Paul Roebing, Walter Kinsella, Alan Macateer; (SD) by Cort Steen

DANGER CBS 10pm Escape Route - (O) by Donald Bevan; with Philip Abbott, Robert Fortin, Frank Corsaro, Frank Maxwell, Mort Marshall, Iggie Wolfington

Mr. and Mrs. North (Britton & Denning) NBC 10:30 Placid Affair - (O) by Mortimer Braus; with regulars & John Hoyt Hillary Brooke, Nolan Leary; (SD)

WEDNESDAY APRIL 28

My Little Margie NBC 8:30 Margie's Millionth Number - with regulars & Roger Pace, Ralph Storm & Farrell Dumke; (SW & SD)

KRAFT TELEVISION NBC 9pm Dr. Rainwater Goes A-Courtin' - (O) by Dale Wasserman, (A) by THEATRE William Brandon; with Peter Kelley, Pat Smith, Jack Warden, Heywood Hale Broun, Doug Cummings, Tommy Hallaren; (SD)

STARS ON PARADE DuM 9:30 Connie Boswell (S), Priest & Fosse (D), "Airmen of Note" (M)

THURSDAY APRIL 29

Ray Bolger ABC 8:30 regulars & David Kasday; (SW & SD)

JUSTICE NBC 8:30 Positive Identification - (O) by Robert Alan Aurthur; with (Westbrook Van Voorhis) Ben Gazzara, Louisa Horton; (SD)

Four Star Playhouse CBS 8:30 The Doctor and the Countess - (O) by Dr. Maxwell Maltz (from The Doctor and the Countess - (O) by Dr. Maxwell Maltz (from Dr. Pygmalion), (A) by Frederic Brady; with Charles Boyer, Paula Raymond, Carleton G. Young, Hayden Rorke, Don Kohler, Zachart Yaconelli, Freddie Ridgeway, Darla Lee Ridgeway; (SD)

Danny Thomas ABC 9pm (O) by William Asher; with regulars & Anne O'Neal; (SD)

LUX VIDEO THEATRE CBS 9pm Chair for a Lady- (O) by Paul Flocumb; with Angela Lansbury, Paul Richards; (SD, FROM HOLLYWOOD)

KRAFT TELEVISION ABC 9:30 Unequal Contest - (O) by Abby Mann; with Darren McGavin, Joan THEATRE Tompkins, Joanne Woodward, Stuart MacIntosh, Noel Leslie, Lee Phillips, Nina Reader, Ed Fuller; (SD) by Fred Carney

Big Town CBS 9:30 regulars & Suzanne Ta Fel, Byron Keith, Ann Kimbell, Richard (McVey & Tyler) Webb, Herb Vigran; (SW & SD)

Ford Theatre NBC 9:30 Night Visitor - (O) by Norman Jacob, (A) by Berne Giler; with Arthur Kennedy, Lee J. Cobb, Martha Vickers, Ernest Borgnine, Eddy Waller, Jay Adler, Ric Roman; (SD) by Phil Karlson; Prod by Fred Briskin

CBS 10pm Two Brothers - with Darryl Hickman, Robert Fatten, Walter Reed, Lyle Talbot, Mae Clarke, John Banner, Grandon Rhodes, John Pickard; (SW & SD)

MARTIN KANE (Stevens) NBC 10pm pre-empted by March of Medicine - (O) by Lou Hazam

Foreign Intrigue WNBT 10:30 F. I. in Mountain Climbing - (O) by George & Gertrude Fass; with (James Daly) regulars & Lawritz Falk, Ivar Wahlgren, Ann-Marie Gyllenspetz, Torsten Lilliecrona; (SD)

FRIDAY APRIL 30

THE NEW REVUE CBS 5:30 June Harvey (S), Fletcher Peck Trio (M), Ejnar Jansen, Bill & Cora (Mike Wallace) (COLOR) Baird (puppeteers), Jo Sullivan (S), Charlie Dobson (S), Marjane (S), DeMarco Sisters (S), Gehrig & Weismuller (D)

Pride of the Family ABC 9pm (O) by James Allardice, Paul Schneider, Clint Comerford; with (Paul Hartman) regulars & Danny Richards, Jr., Bobby Hyatt, Joseph Vieira; (SD)

Schlitz Playhouse CBS 9pm Decision at Sea - (O) by John T. Kelley (based on incident in career of Admiral Marc A. Mitscher); with Don Taylor, Bill Phipps, Carl Benton Reid, Claude Akins, Hayden Rorke, James Dobson, Walter Coy, Tyler MacDuff, George Eldredge; (SD) by Jus Addis

THE BIG STORY NBC 9pm Wallace Blythe McCollum, Albuquerque, New Mexico Tribune - (O) (Robert Sloan) by Max Ehrlich; with William Redfield, Vaughn Taylor, Geoffrey Bryant, Ruth Yorke, Jack Hartley, Joanna Roos, John Connaughton, John Kenney; (SD)

Pepsi-Cola Playhouse ABC 8:30 And the Beasts Were There - (O) by Lawrence Kimble; with John (Anita Colby) Doucette, Jorja Curtright, William Bishop, Gavin Gordon; (SD) by Richard Irving

LIFE BEGINS AT 80 DuM 9pm Thomas Mitchell & regulars

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 23 THROUGH FRIDAY APRIL 30
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|-------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STRIKE IT RICH                            | CBS 11:30  | F(4/23) - Beverly Garland; M - Wayne Richards; W (am) - Burgess Meredith; F - Barbara Rush                                                                                                                                              |
| GARRY MOORE                               | CBS 1:30   | Tu - Ross & West (C); Thu - Pigmeat Markham (C)                                                                                                                                                                                         |
| TED STRAETER                              | WABD 2:45  | F (4/23) - Margo, Eddie Albert; M - Roger Dann (S)                                                                                                                                                                                      |
| KATE SMITH<br>(& Ted Collins)             | NBC 3pm    | M - regulars; Tu - Marshall Izen (M&C); W - Alene Dalton, Snooky Lanson (S); The Three Suns (M&S); Thu - Charlie Ruggles in World of Mr. Sweeney; Al Bernie (C); F - Jeff Clark & Michele Burke (S), Dorothy Day and fashions           |
| MAGIC COTTAGE                             | WABD 6pm   | Skedje Miller & Earl Hammond; (SW & SD)                                                                                                                                                                                                 |
| COKE TIME-E. FISHER                       | NBC 7:30   | W - Harry Belafonte (S) (1ST ANNIVERSARY OF SHOW)                                                                                                                                                                                       |
| SATURDAY MAY 1<br>~~~~~                   |            |                                                                                                                                                                                                                                         |
| <u>Johnny Jupiter</u><br>(Wright King)    | WABC 5:30  | <u>Reject's Birthday Party</u> - (O) by William Kendall Clarke & Elizabeth Farier, (A) by Clarke; with regulars & Reta Shaw; (SD)                                                                                                       |
| <u>Joe Palooka</u><br>(Joe Kirkwood)      | WABD 7pm   | <u>Knobby's Knockout</u> - (O) by Dean Reisner; with regulars & James Flavin, Fritz Feld, Ned Class, Marjorie Bennett, Evelyn Eaton                                                                                                     |
| SPIKE JONES                               | NBC 8pm    | Perez Prado's mambo band & regulars (FROM HOLLYWOOD)                                                                                                                                                                                    |
| COL. HUMPHREY J.<br>FLACK(Alan Mowbray)   | DuM 10pm   | <u>The Cruncher</u> - (O) by Hannah Grad Goodman; with regulars & Pat Hosley, Joseph Downing, John Dennis, Bill Grey, Christine Linn, William Martel, Richard Rothrock; (SD)                                                            |
| SUNDAY MAY 2<br>~~~~~                     |            |                                                                                                                                                                                                                                         |
| <u>Hopalong Cassidy</u>                   | WNBT 11:45 | <u>Ghost Trails</u> - (O) by Harrison Jacobs; repeat                                                                                                                                                                                    |
| <u>Roy Rogers</u>                         | NBC 6:30   | <u>The Silver Fox Hunt</u> - (O) by Mike Raison; repeat                                                                                                                                                                                 |
| JACK BENNY                                | CBS 7:30   | David Niven & regulars; (SW & SD, FROM HOLLYWOOD)                                                                                                                                                                                       |
| COLGATE COMEDY HOUR<br>(Martin & Lewis)   | NBC 8pm    | The Trenier Twins (FROM HOLLYWOOD)                                                                                                                                                                                                      |
| <u>General Electric</u><br><u>Theatre</u> | CBS 9pm    | <u>To Lift a <del>Reaper</del></u> - (O) by Rose Cohn; (A) by Douglas Heyes; with Ruth Hussey, William Lundigan, Tor Johnson, Jonathan Hale, Skelton Knaggs, Dan Riff, Pamela Duncan; (SD) by Robert Stevenson; Prod by Stuart Reynolds |
| PHILCO TELEVISION<br>PLAYHOUSE            | NBC 9pm    | <u>The Joker</u> - (O) by N. Richard Nash; with Martin Balsam, Eva Marie Saint, Maurice Shrog, Will West; (SD) by Arthur Penn                                                                                                           |
| THE PLAINCLOTHES MAN<br>(Ken Lynch)       | DuM 9:30   | <u>The Mercenary Beauty</u> - (O) by Norman Sweatman; with John Marley, Tommy Nello, Carol Ohmart, Peter Gray, Lila Barnes; (SD)                                                                                                        |
| THE MAN BEHIND THE<br>BADGE(Fred Uttl)    | CBS 9:30   | <u>The Case of the Merciful Manhunt, Chicago</u> - (O) by Max Ehrlich; with Herbert Nelson, John Harriott, Robert Jennings, Humphrey Davis, Lee Pappell, John McGovern, Gilbert Mack, Vic Rindina;(SD)                                  |
| <u>The Loretta Young Show</u>             | NEC 10pm   | <u>The Judgement</u> - (O) by Otto Klement; (A) by Richard Morris; with John Howard, Mae Clarke, Peter Brocco, George Eldredge, Robert Bice, Marshall Bradford, Lee Roberts; (SD)                                                       |

NEW YORK TALENT AVAILABILITIES  
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<u>LOTTE LENYA</u> - in <u>The Threepenny Opera</u> at the Theatre de Lys - PRESS: Arthur Cantor, LO 5-1883	<u>FOLA LaFOLLETTE</u> - author of father's biography, ROBERT M. LaFOLLETTE, published by Macmillan - CONTACT: Virginia Patterson, OR 5-4000
<u>MAGGIE TEYTE</u> - beloved interpreter of French songs - MGR: David Libidias, CI 6-6898	<u>PIER ANGELI</u> - film actress - CONTACT: Bill Ornstein, JU 2-2000
<u>JOSE GRECO</u> - Spanish dancer opening Mon. at the Broadway Theatre - PRESS: Isadora Bennett, EL 5-4147	<u>JOHN RAITT & JANIS PAIGE</u> - opening on May 12 in <u>The Pajama Game</u> - PRESS: Reuben Rabinovitch, LA 4-1839