

TVC Club

Newsletter



DINAH SHORE

**PROGRAM
GUIDE**
MARCH 28 —
— APRIL 3

TVC NEWSLETTER

COVERING THE TV BEAT:

MORE TELEVISION APPROVED FOR ROCHESTER....

Biggest news for TVuers in the Rochester area was the announcement that the FCC had granted approval to radio stations WHEC and WVET to operate Very High Frequency Television on Channel 10. The two stations, working together, will provide a 7 day schedule signing on at 9:30 a.m. and going off the air at midnight. The time sharing application was agreed upon by the two stations in order to bring a second television station to the Rochester area more quickly. Present plans call for a CBS TV affiliation which means that some of the programs now carried over WHAM-TV will be seen instead over the new station when it gets into operation. Tests of Channel 10 are expected by mid-summer with September as the tentative date for regular operation.

DINAH SHORE still can't get over the way Ralph Edwards made her the unknowing subject of TV's "THIS IS YOUR LIFE" recently. Dinah, right until the time that she was told, on TV, that it was her life, thought it was to be Eddie Cantor's. She had been considering for several days calling Cantor to tip him off that his life was to be done, because she feared the sudden shock of it might result in his having another heart attack. Cantor, of course, knew right along that Dinah's life story would be the subject matter, and had even filmed several sequences to be inserted in the show.

HEY KIDS...SUPERMAN IS COMING TO TV. Starting April 12th, over WHAM-TV, the famous comic strip character will be seen on television. This replaces SUPER CIRCUS which has been seen at the 5:00 P.M. time Sundays.

I LOVE LUCY still is considered one of the best buys in the TV field. Latest figures show that three times more people see the show every Monday night than attended all the major league baseball games last year.

GERTRUDE BERG, better known to millions as the loveable "Mollie" whose appearances on the MILTON BERLE shows have been such a huge success, may become a regular...or at least a semi-regular member of the Berle cast.

THE TV SERIES CURRENTLY KNOWN AS "THE DOCTOR" will be syndicated nationally under the new title of "THE VISITOR".

EDUCATIONAL TV HOPE KILLED for any immediate action in New York State. The special commission appointed by Governor Dewey to study the matter voted 10 to 5 against the proposal of the State Education Department to build and operate 10 stations, saying the cost would be too high. The commission recommended that, instead, private funds be used to build one or two experimental educational stations. In defense of television, Cardinal Spellman said, "It is my belief that those responsible for TV are doing their utmost to bring into the homes of America programs that are constructive, instructive and stimulating; programs that give recreation and at the same time strive not to offend."

ROBERT MONTGOMERY will be host as well as producer of a new mystery drama series, "EYE WITNESS", to be seen soon immediately preceding ROBERT MONTGOMERY PRESENTS.

STATION WHEN GOES INTO HIGH GEAR. The \$300,000 power increase project, television station WHEN initiated late last summer is now complete with the Meredith Syracuse station operating on a strength of 190,000 watts. This figure represents the new visual power of the WHEN signal and is four times the 50,000 watt strength in effect for the past three months. The aural power was similarly increased from 25,000 to 100,000 watts March 7th. The boost in strength had its greatest effect on viewers reception in the outer reaches of the more than score of New York counties already in WHEN's coverage beyond the former perimeter that included Rochester, Watertown, Utica and Ithaca... a 70 mi. rad.

FIBBER MCGEE and MOLLIE ARE BEING READIED FOR TV, but without Marian and Jim Jordan who have played the roles in the veteran radio series. The questions of health, effort and taxes all entered into the decision of the Jordans' to bow out of the TV version. (Continued on page 10)



OUR NEW BABY....

This is the first edition of the TVC NEWSLETTER and PROGRAM GUIDE to appear in this new compact magazine size. The change will enable us to present more news and pictures with each week's schedules, all adding to your greater television enjoyment.

Your comments will be most welcome.

The Editors

9:30	6	ROOTIE KAZOOTIE	6:45	5	SHORT SHORT DRAMA
10:00	4	TOOTSIE HIPPODROME	7:00	5	OZZIE & HARRIET
	6	ED McCONNELL		6	WHO SAID THAT
10:30	4	KIDS & CO.		8	STU ERWIN SHOW
	6	SUPER CIRCUS	7:30	4	U of B ROUND TABLE
	8	ROOTIE KAZOOTIE		5	MY HERO
11:00	4-6-8	SPACE PATROL		6	U of R OPEN HOUSE
11:30	4-8	ED McCONNELL		8	BEAT THE CLOCK
	6	HOPALONG CASSIDY	8:00	4-5-6	ALL STAR REVUE
12:00	4-6-8	BIG TOP		8	JACKIE GLEASON
12:15	5	CONT. PERFORMANCE	9:00	4	SHOW OF SHOWS
1:00	4	WILD BILL HICKOK		5-6	Same
	6	KUKLA, FRAN & OLLIE		8	SAT. NIGHT FIGHTS
	8	CAPTAIN MIDNIGHT	9:45	8	WEEK IN SPORTS
1:30	4	SCHOOLS AT WORK	10:00	4	NEWS OF THE WEEK
	6	THIS IS THE LIFE		8	DEATH VALLEY DAYS
	8	HAIL THE CHAMP	10:15	4	CHARLES LAUGHTON
2:00	4	VICTORY AT SEA	10:30	4-5	YOUR HIT PARADE
	6	YOU ARE THERE		6	WRESTLING
	8	SATURDAY MATINEE		8	MARKE SABRE
2:30	4	ALDRICH FAMILY	11:00	4	LATE NEWS, SPORTS
	6	DOWN YOU GO		5	THE 11th HOUR
3:00	4	HOPALONG CASSIDY		8	WRESTLING
	6	DRAGNET	11:15	4	FILM PLAYHOUSE
3:30	4-6	DATE WITH JUDY	11:30	6	GENESEE PLAYHOUSE
4:00	4	THIS IS YOUR LIFE	12:30	8	THE LATE SHOW
	6	TV TEEN CLUB			
	8	WHAT'S YOUR BID			
4:30	4	LONE RANGER			
	6	THIS IS YOUR LIFE			
	8	DATE WITH JUDY			
5:00	4	FILM FEATURETTE			
	6	DENNIS DAY SHOW			
	8	TALENT PATROL			
5:15	5	SPORTS SPOTLIGHT			
5:30	4	BEAT THE CLOCK			
	6	ROY ROGERS SHOW			
	8	WILD BILL HICKOK			
5:45	5	BOBO THE HOBO			
6:00	4	SPORTS, Rifenburg			
	5	THE BIG PICTURE.			
	6	OZZIE & HARRIET			
	8	BEULAH			
6:15	4	NEWS, Dinsmore			
6:30	4	WESTERN THEATRE			
	5	FILM FEATURE			
	6	WILD BILL HICKOK			
	8	THE CISCO KID			



Guest star-hostess Ellen Drew invites all the former charges of her forgotten old governess to attend a party in "The Governess" on "Schlitz Playhouse of Stars" Friday, April 3, over the CBS-TV network.

10:45	4	THE CHRISTOPHERS	5:30	5	BOSTON BLACKIE
11:00	4	CHURCH SERVICE	6	6	TERRY & PIRATES
	6	FAMILY THEATRE	6:00	4	SUNDAY PARTY
11:55	8	MORNING PRAYER	5	5	HOPALONG CASSIDY
12:00	4	NEWS, Booth	6	6	MR. & MRS. NORTH
	5	FOOTNOTES TO AM.	8	8	TALENT REVUE
	6	CHURCH SERVICE	6:30	4	CHARADES
	8	TOOTSIE HIPPADROME	5	5	ROY ROGERS
12:15	4	FILM FEATURETTE	6	6	RED BUTTONS
12:30	4-8	CANDY CARNIVAL	8	8	SEE IT NOW
	5	REV. NORMAN PEALE	6:50	4	NEWS
	6	CHURCH SERVICE	7:00	4	RED SKELTON
12:45	5	NATURE OF THINGS	5-6	5-6	Same
1:00	4	I MARRIED JOAN	8	8	GENE AUTRY
	5	YOUTH QUIZ SHOW	7:30	4	PRIVATE SECRETARY
	6	WISDOM OF AGES	8	8	Same
	8	THIS IS THE LIFE	5	5	TERRY & PIRATES
1:30	4	MODERN MEDICINE	6	6	MR. PEEPERS
	5	CATHOLIC HOUR	8:00	4-5-6	COMEDY HOUR
	6	Same	8	8	TOAST OF THE TOWN
	8	THE CHRISTOPHERS	9:00	4	TV PLAYHOUSE
1:45	8	TO BE ANNOUNCED	5-6	5-6	Same
2:00	4	ARMCHAIR ADVENTURE	8	8	FRED WARING
	5	TELL US A STORY	10:00	4-5-6	THE DOCTOR
	6	NAME'S THE SAME	8	8	THE WEB
	8	FAMILY THEATRE	10:30	4	WHAT'S MY LINE
2:15	4	NEWS ADVENTURES	5	5	TO BE ANNOUNCED
2:30	4	BURNS & ALLEN	6	6	DOUG FAIRBANKS
	5	AM. AIR FORUM	8	8	WHAT'S MY LINE
	6	STU ERWIN SHOW	11:00	4	LATE NEWS
3:00	4	ROY ROGERS	5	5	PLAIN CLOTHESMAN
	5-6	VICTORY AT SEA	6	6	FIRESIDE THEATRE
3:30	4	RED BUTTONS	8	8	SUNDAY NEWS
	5	JUVENILE JURY	11:15	4	ROB'T. MONTGOMERY
	6	WHAT'S MY NAME	8	8	MYSTERY THEATRE
	8	YOU ARE THERE	11:30	6	TALENT SCOUTS
4:00	4	NAME'S THE SAME	5	5	H'WOOD THEATRE
	5	KUKLA, FRAN & OLLIE	12:00	6	FIVE STAR THEATRE
	6	GODREY & FRIENDS			
	8	SUPER CIRCUS			
4:30	4	BUFFALO AMATEURS			
	5	ZOO PARADE			
	6	H'WOOD SCREEN TEST			
	8	OMNIBUS			
5:00	4	SUPER CIRCUS			
	5	HALL OF FAME			
	6	Same			



FOR WEEKLY
TV SCHEDULES & NEWS -
FILL IN AND MAIL COUPON
ON BACK PAGE

MORNING PROGRAMS

MON. TUES. WED. THURS. FRI.

7:00	4-6	TODAY, Garroway	11:15	8	MTWF-1 IN FAMILY
8:25	6	LOCAL NEWS	8	TH-BILL CULLEN	
8:30	6	TODAY, Garroway	4	TH-YOUR FAMILY	
8:55	4	NEWS, Ogilvie	11:30	4	MWF-STRIKE IT RICH
9:00	4	YOUR FIGURE	4	TUE-MY BRETHREN	
	5	MORNING DEVOTION	6-8	STRIKE IT RICH	
9:05	5	NEWS	12:00	4	NOONDAY NEWS
	6	TEST PATTERN	5	NOON. PLAYHOUSE	
9:15	4	GARRY MOORE SHOW	6-8	BRIDE & GROOM	
	5	DING DONG SCHOOL	12:15	4-6-8	LOVE OF LIFE
9:30	4	LEARN AND LIVE	12:30	4	SEARCH FOR T'ROW
	8	THINGS WE SHARE	6-8	Same	
9:45	4	CHILDRENS THEATRE	5	M-WIRED WOODSHED	
	5	MOVIE FOR MOM	5	TWTF-HEADLINES	
	8	CBS NEWS	12:45	4	GUIDING LIGHT
9:55	6	THOUGHT FOR DAY	8	Same	
10:00	4	SHOPPERS' GUIDE	5	H'WOOD MATINEE	
	6	DING DONG SCHOOL	6	M-VOICE OF R. I. T.	
	8	MTWT - GODFREY	6	TUE- CROSS TALK	
	8	F-WHEEL OF FORT'N.	6	W- ART GALLERY	
10:15	4	MTWT - GODFREY	6	TH-HOW YOU DO IT	
10:30	4	F - LENTEN TALKS	6	F -MAKE IT, MARKET	
	6	TAKE IT EASY	1:00	4	MATINEE PLAYHOUSE
10:45	4	F-BETTY FURNESS	6	MTWT-MID-DAY	
	8	F-BETTY FURNESS	6	F - BETTY FURNESS	
11:00	4	COOKING SCHOOL	8	TUE-FASHIONS	
	5	JIM DeLINE GANG	1:00	8	MWTF - ED BROWN
	6	MWF - 1 IN FAMILY	1:15	6	M-YOU & YOUR CHILD
	6	TT - GODFREY	6	F-MIDDAY, MIDWAY	
	8	KAY'S KITCHEN	6	TH - TRAVEEERS	
11:15	6	TUE-TOWER CLOCK	1:30	6-8.	GARRY MOORE
	6	TH-FRENCH LESSON	1:45	4	JOHNNY'S SHOW



ON THE 'CARAVAN' — John Cameron Swayze, highly popular TV news commentator, leads NBC-TV's "Camel News Caravan" into homes coast-to-coast.

2:00 4 DOUBLE OR NOTHING
 6-8 Same
 5 LADIES' DAY
 2:30 4 MEET THE MILLERS
 6 GUIDING LIGHT
 8 LINKLETTER PARTY
 2:45 6 LADIES FAIR
 3:00 4 THE BIG PAYOFF
 5-6 Same
 8 THE BIG PAYOFF
 3:30 4 BRIDE & GROOM
 5 WELCOME TRAVELER
 6 SAME
 8 WHO, WHAT, WHERE
 3:45 4 WELCOME TRAVELER
 8 GAL NEXT DOOR
 4:00 4-5-6 KATE SMITH
 5:00 4 FUN TO LEARN
 5-6 HAWKINS FALLS
 8 HOW WE DO IT
 5:15 4 TIME FOR BEANY
 5-6 GABBY HAYES
 8 THE BUNKHOUSE
 5:30 4-5-6 HOWDY DOODY
 6:00 4 SAGEBRUSH TRAIL
 5 CANYON JACK
 6 FILM, BROKENSHIRE
 8 WESTERN THEATRE
 6:15 6 NEWS
 6:25 6 ALMANAC
 6:30 4 NEWS
 5 ED MURPHY SHOW
 6 SPEAKING OF SPORTS
 8 CLUB CONTINENTAL
 6:45 4 SPORTS SPOTLIGHT
 5 CAMERA HEADLINES
 6 PERRY COMO
 8 NEWS & SPORTS
 7:00 4 OZZIE & HARRIET
 5 MR. PEEPERS
 6 CITY CLUB CORNER
 8 CAPTAIN VIDEO
 7:15 6 DO IT YOURSELF
 7:30 4 STRANGER THAN FICT
 5-6 THOSE TWO
 8 CHARLES LAUGHTON

7:45 4 NEWS CARAVAN
 5-6 Same
 8 PERRY COMO
 8:00 4 WINCHELL-MAHONEY
 5-6 MR. & MRS. NORTH
 8 BURNS AND ALLEN
 8:30 4 VOICE OF FIRESTONE
 5 Same
 6 YOU CAN BE A STAR
 8 TALENT SCOUTS
 9:00 4 I LOVE LUCY
 6-8 Same
 5 H'WOOD OPENING
 9:30 4 MARCH OF TIME
 5 ROB'T. MONTGOMERY
 6 HEART OF THE CITY
 8 RED BUTTONS
 10:00 4 STUDIO ONE
 6-8 Same
 10:30 5 BOXING
 11:00 4 NEWS
 6 NEWS
 8 CHRONOSCOPE
 11:15 6 THE WEB
 5 CAMERA HEADLINES
 8 NEWS & SPORTS
 11:20 8 WHERE WAS I
 11:30 4 SUSPENSE MYSTERY
 11:45 6 TALENT PATROL



John Rich, NBC's front-line correspondent in Korea, tests his minicorder, the portable tape-recording device that has captured important statements of Generals Eisenhower, MacArthur, Van Fleet and other notables as well as the voices of battle-weary GIs.

Your Video We



In New Series

Eddie Albert, versatile star of stage, screen and television, returns to the air on CBS-TV's "Eddie Albert Show," bright new afternoon feature to be broadcast on a Monday-thru-Friday schedule, starting Mar. 2.



Guiding Light

Susan Douglas, who plays Kathy Roberts on CBS-TV's "The Guiding Light," shares a dramatic moment with her new video husband, James Lipton, who plays Dick Grant. The popular daytime serial is broadcast Monday-thru-Friday.



Shape Ahoy

Glamorous Roxanne, of CBS-TV's "Beat the Clock," has been chosen "Carnival Queen" of the Moore-McCormack Lines, to reign during the steamship company's Spring season of South American carnival cruises.

By the way—have you heard from your mother lately?

Week In Pictures



"City Hospital," bi-weekly dramatic series starring Melville Ruick as Dr. Barton Crane, launches its second year on the CBS Television Network Tuesday, March 24.



Payoff Partners

Beautiful Bess Myerson, Miss America of 1945, and Randy Merriman, former Minneapolis emcee, have become nationally famous as the co-stars of "The Big Payoff," lively audience participation series which moves to the CBS Television Network Monday, March 30.

Cap and Clown



Jackie Gleason receives a cap and badge from Ray Turk, Cleveland Transit System executive, as the CBS-TV comedy star is made an honorary member of the Amalgamated Transit Workers of America, A.F.L., numbering millions of city transit bus drivers. The rotund comic plays a bus driver in one of the most popular sketches in his TV repertoire.

"Toast" Guest



Screen actress Debbie Reynolds, who co-stars with Donald O'Connor in the new movie, "I Love Melvin," will appear in a scene from the motion picture on Ed Sullivan's CBS-TV "Toast of the Town" Sunday, March 22.



COVERING THE TV BEAT:

(Continued from page 3)

640,073 TELEVISION SETS WERE SOLD DURING MONTH OF JANUARY. In this same period 414,726 radios, exclusive of automobile sets, were sold.

ABC-TV, ARMED WITH FRESH MONEY AS A RESULT OF THE MERGER with United Paramount Theaters, is now understood to be readying a series based on the works of George M. Cohan.

GODFREY OFF AIR 4 MONTHS AFTER MAY FOR SURGERY. Arthur will take a leave of absence from his heavy radio and television schedule in May to undergo an operation to correct the effects of hip injuries he suffered in an automobile accident some 20 years ago. Robert Q. Lewis and Garry Moore will again substitute on the morning and the Talent Scout programs respectively, and several important entertainment - world personalities will handle the Wednesday evening program.

BERLE NOW HAS A HIGHER RATING BUT NO SPONSOR. The Texas Co. with no little regret, has decided it can no longer afford Milton Berle. The Berle-sparked "TEXACO STAR THEATER" which was one of television's first big hits, will end its five-year run June 9th. At the present time the show is costing Texaco \$110,000 weekly with the tab set at 150,000 for next season. Berle will back however, with his same show at the same time. His contract with NBC runs for 30 years and has a provision guaranteeing him the Tuesday 8 p.m. time spot.

NBC's ACE NEWSCASTER, JOHN CAMERON SWAYZE AND HIS FAMILY have just completed filming thirteen vacation tours for a new TV series called VACATIONLAND AMERICA. The Swayze family -- Mr. and Mrs. Swayze, John, Jr., 19 and Suzanne, 16 -- has had to its traveling on weekends because of John's nightly TV and radio broadcasts.

BLUE RIBBON BOUTS TO AIR CHARLES-LAYNE HEAVYWEIGHT TILT. Ezzard Charles, former world's heavyweight champion from Cincinnati, and Rex Layne of Salt Lake City, meet in a 10 round heavyweight match on this Wednesday's Blue Ribbon Bouts. This match could provide a valuable boost to Charles' comeback plans.

KRAFT TELEVISION THEATER -- THE LONGEST RUN IN TELEVISION. The 306th full-hour video drama will be presented Wednesday April 1st, by KRAFT TELEVISION THEATER. No other show in television can equal this Kraft record which is based on continuous performances every Wednesday since May 7, 1947.

(Continued on page 14)

2:00 4-8 FREEDOM RINGS
 5 LADIES DAY
 6 IND. ON PARADE
 2:15 6 WHAT'S YOUR TROUBLE
 2:30 4 MEET THE MILLERS
 6 GUIDING LIGHT
 8 LINKLETTER PARTY
 2:45 6 LADIES FAIR
 3:00 4 SHORT SHORT DRAMA
 5-6 BIG PAYOFF
 8 THE BIG PAYOFF
 3:15 4 STOP, LOOK, LISTEN
 3:30 4 BRIDE & GROOM
 5 WELCOME TRAVELER
 6 Same
 8 WHO, WHAT, WHERE
 3:45 4 WELCOME TRAVELER
 8 GAL NEXT DOOR
 4:00 4-5-6 KATE SMITH
 5:00 4 FUN TO LEARN
 5 HAWKINS FALLS
 6 Same
 8 COUNTY SCHOOLS
 5:15 4 TIME FOR BEANY
 5-6 GABBY HAYES
 8 THE BUNKHOUSE
 5:30 4-5-6 HOWDY DOODY
 6:00 4 SAGEBRUSH TRAIL
 5 CANYON JACK
 6 SHORT SHORT DRAMA
 8 WESTERN THEATRE
 6:15 6 NEWS
 6:25 6 ALMANAC
 6:30 4 NEWS
 5 ED MURPHY SHOW
 6 SPEAKING OF SPORTS
 8 INSIDE CITY HALL
 6:45 4 SPORTS SPOTLIGHT
 5 CAMERA HEADLINES
 6 AM. BARN DANCE
 8 NEWS & SPORTS
 7:00 4 CAVALCADE OF AM.
 5 LIFE BEGINS AT 80
 6 MARCH OF TIME
 8 CAPTAIN VIDEO
 7:30 4 WEEK IN SPORTS
 5-6 DINAH SHORE
 8 IT'S IN THE BOOK

7:45 4 NEWS CARAVAN
 5-6 Same
 8 U.S.A. CANTEN.
 8:00 4-5-6 MILTON BERLE
 8 LIFE WORTH LIVING
 8:30 8 KEEP POSTED
 9:00 4 FIRESIDE THEATRE
 5 Same
 6 CINDERELLA WEEKEND
 8 CRIME SYNDICATED
 9:30 4-5-6 CIRCLE THEATRE
 8 CITY HOSPITAL
 10:00 4 TWO FOR THE MONEY
 5-6 Same
 8 DANGER
 10:30 4 AMOS 'N' ANDY
 5 EMBASSY CLUB
 6 Same
 8 NAME'S THE SAME
 10:45 5-6 BOB CONSIDINE
 11:00 4 NEWS
 5 CAMERA HEADLINES
 6 NEWS
 8 NEWS
 11:05 8 MYSTERY THEATRE
 11:15 6 I MARRIED JOAN
 11:20 4 PARADOX FILM
 11:25 4 F.B.I. FUGITIVES
 11:30 4 WHERE WAS I



CBS Television stars Jack Sterling, ringmaster of "Big Top," and Robin Morgan, the delightful Dagmar of the "Mama" series, were named King and Queen of the annual Explorers' Ball of the Boy Scouts of America.

WEDNESDAY

WBEN-TV WSYR-TV

Ch 4 Ch 5

2:00	4	DOUBLE OR NOTHING	7:45	4	NEWS CARAVAN
	6	Same		5-6	Same
	8	Same		8	PERRY COMO
	5	LADIES DAY	8:00	4	GODFREY'S FRIENDS
2:30	4	MEET THE MILLERS		8	Same
	6	GUIDING LIGHT		5	I MARRIED JOAN
	8	LINKLETTER PARTY		6	BOSTON BLACKIE
2:45	6	LADIES FAIR	8:30	5	CAVALCADE OF AM.
3:00	4-5-6	BIG PAYOFF		6	POPULAR SCIENCE
	8	THE BIG PAYOFF	8:45	6	WONDERS OF WILD
3:30	4	BRIDE & GROOM	9:00	4	TV THEATRE
	5	WELCOME TRAVELER		5-6	Same
	6	Same		8	STRIKE IT RICH
	8	WHO, WHAT, WHERE	9:30	8	MAN AGAINST CRIME
3:45	4	WELCOME TRAVELER	10:00	4	BOXING BOUT
	8	GAL NEXT DOOR		6-8	Same
4:00	4-5-6	KATE SMITH		5	THIS IS YOUR LIFE
5:00	4	FUN TO LEARN	10:30	5	BD'WDY TO H'WOOD
	5-6	HAWKINS FALLS	10:45	4-8	SPORTS SPOT
	8	EVERYONE A SCIEN'T		6	CHRONOSCOPE
5:15	4	TIME FOR BEANY	11:00	4	LATE NEWS
	5-6	GABBY HAYES		5	CAMERA HEADLINES
	8	THE BUNKHOUSE		6	NEWS, WEATHER
5:30	4-5-6	HOWDY DOODY		8	NEWS & SPORTS
6:00	4	SAGEBRUSH TRAIL	11:05	8	MYSTERY THEATRE
	5	CANYON JACK	11:15	6	ROB'T. MONTGOMERY
	6	FILM, BROKENSHERE	11:20	4	IND. ON PARADE
	8	SUPERMAN	11:35	4	THE WEB
6:15	6	NEWS	12:05	4	THEATRE PLAYHOUSE
6:25	6	ALMANAC			
6:30	4	NEWS			
	5	ED MURPHY SHOW			
	6	SPEAKING OF SPORTS			
	8	CLUB CONTINENTAL			
6:45	4	SPORTS SPOTLIGHT			
	5	CAMERA HEADLINES			
	6	PERRY COMO			
	8	NEWS & SPORTS			
7:00	4	SUPERMAN			
	5	SHORT SHORT DRAMA			
	6	CHARLES LAUGHTON			
	8	CAPTAIN VIDEO			
7:15	5	SHIPS REPORTER			
	6	PUBLIC PROSECUTOR			
7:30	4	OUTDOOR CAMERA			
	5	THOSE TWO			
	6	Same			
	8	FURNITURE TRENDS			



MILK BAR REST . . . Glenn Oasser, composer and conductor for CBS-TV's "Schlitz Playhouse of Stars," takes a break during rehearsals for the half-hour dramatic show.

- | | | | | |
|------|-------|--------------------|-------|---------------------|
| 2:00 | 4-8 | FREEDOM RINGS | 8 | LONE RANGER |
| | 5 | LADIES DAY | 7:45 | 4-5-6 NEWS CARAVAN |
| | 6 | FILM | 8:00 | 4 YOU BET YOUR LIFE |
| 2:15 | 6 | THE CHRISTOPHERS | | 5-6 Same |
| 2:30 | 4 | MEET THE MILLERS | | 8 FOREIGN INTRIGUE |
| | 6 | GUIDING LIGHT | 8:30 | 4 T-MEN IN ACTION |
| | 8 | LINKLETTER PARTY | | 5-6 Same |
| 2:45 | 6 | LADIES FAIR | | 8 Ch. OF A LIFETIME |
| 3:00 | 4 | SHORT SHORT DRAMA | 9:00 | 4 DRAGNET |
| | 5-6 | THE BIG PAYOFF | | 5 Same |
| | 8 | THE BIG PAYOFF | | 6 CHARADES THAT PAY |
| 3:15 | 4 | STOP, LOOK, LISTEN | | 8 LUX VIDEO THEATER |
| 3:30 | 4 | BRIDE & GROOM | 9:30 | 4 FORD THEATRE |
| | 5 | WELCOME TRAVELER | | 5-6 Same |
| | 6 | Same | | 8 BIG TOWN |
| | 8 | WHO, WHAT, WHERE | 10:00 | 4 MARTIN KANE |
| 3:45 | 4 | WELCOME TRAVELER | | 5-6 Same |
| | 8 | GAL NEXT DOOR | | 8 MY LITTLE MARGIE |
| 4:00 | 4-5-6 | KATE SMITH | 10:30 | 8 I'VE GOT A SECRET |
| 5:00 | 4 | FUN TO LEARN | | 5 FAVORITE STORY |
| | 5-6 | HAWKINS FALLS | | 6 LIFE BEGINS AT 80 |
| | 8 | COUNTY SCHOOLS | | 8 RACKET SQUAD |
| 5:15 | 4 | TIME FOR BEANY | 11:00 | 4 LATE NEWS |
| | 5-6 | GABBY HAYES | | 5 ROCKY KING, DET. |
| | 8 | THE BUNKHOUSE | | 6 NEWS & SPORTS |
| 5:30 | 4-5-6 | HOWDY DOODY | | 8 NEWS & SPORTS |
| 6:00 | 4 | SAGEBRUSH TRAIL | 11:05 | 8 MYSTERY THEATRE |
| | 5 | CANYON JACK | 11:15 | 6 B'WAY TO H'WOOD |
| | 6 | SHORT SHORT DRAMA | 11:30 | 4 WINCHELL-MAHONEY |
| | 8 | WESTERN THEATRE | | 5 CAMERA HEADLINES |
| 6:15 | 6 | NEWS | 12:00 | 4 TALENT PATROL |
| 6:25 | 6 | ALMANAC | | 6 NEWS & ALMANAC |
| 6:30 | 4 | NEWS | | |
| | 5 | ED MURPHY SHOW | | |
| | 6 | SPEAKING OF SPORTS | | |
| | 8 | U.S.A. CANTEN | | |
| 6:45 | 4 | SPORTS SPOTLIGHT | | |
| | 5 | CAMERA HEADLINES | | |
| | 6 | REP. KEN KEATING | | |
| | 8 | NEWS & SPORTS | | |
| 7:00 | 4 | MY HERO | | |
| | 5 | TWENTY QUESTIONS | | |
| | 6 | JEWEL BOX | | |
| | 8 | CAPTAIN VIDEO | | |
| 7:15 | 6 | SCHOOLS PARADE | | |
| 7:30 | 4 | WASH. SPOTLIGHT | | |
| | 5 | DINAH SHORE | | |
| | 6 | Same | | |



Breakfast time in the "Our Miss Brooks" television comedy series, where the plot invariably is set, shows Eve Arden, star of the show, and Jane Morgan, her pixillated housekeeper, in a huddle.

COVERING THE TV BEAT:

(Continued from page 10)

MR. & MRS. NORTH MOVE TO MONDAY 8P.M. SPOT ON WHAM-TV..... Replacing VIDEO THEATER starting this week. The 6:00 P.M. segment vacated by the Norths will be filled by THIS IS YOUR LIFE, the Ralph Edwards show formerly carried on Saturdays.

APRIL 3, STARTS "MEET THE VEEP" ON WHAM-TV. The show, which WHAM has been carrying on radio every Monday night, features the ex-Vice President and his friend Earl Godwin in a series of informal chats. This replaces the HERMAN HICKMAN SHOW, which has been carried at 7:00 P.M.

WHEN TO CARRY "THE BIG PAYOFF" DAILY. Bess Meyerson and Randy Merriman, seen on page 9 of this issue will become regulars over WHEN every weekday at 3 P.M. starting March 30.

"TOP HANDS OF THE WEEK" CONTEST AWARDS PUP PRIZES WEEKLY. Bob Ehle's BUNKHOUSE show, WHEN, Ch 8, will award weekly prizes to deserving youngsters, 16 years old or younger, in recognition of his or her good deed. The pups are pedigreed Cocker and can be won by having anyone nominate a Top Hand by writing a letter to Top Hand Award, WHEN, 101 Court Street, Syracuse, N.Y.

THE ACADEMY AWARDS CEREMONIES telecast from both New York and Hollywood was seen by an estimated TV audience of 34,000,000.

DARRELL PETER, EASTMAN SCHOOL OF MUSIC GRAD, composed the score for the CIRCLE THEATER presentation of last week, "The Parrot", a comic opera. This was the first opera commissioned by a commercial sponsor of a television program.

IMOGENE COCA AND SID CAESAR HAVE BEEN REPORTED SEVERAL TIMES on the verge of signing to make a movie. Thus far all deals have fallen through because of script trouble. Now, however, Imogene, Sid and producer Max Liebman think they have a perfect story idea. So maybe next summer the movie will be made.

JACKIE GLEASON WILL ORIGINATE HIS SHOW FROM HOLLYWOOD NEXT season. Other strong possibilities to make the westward trek are RED BUTTONS, MR. PEEPERS, ROBERT MONTGOMERY PRESENTS, and STUDIO ONE.

FILM PRODUCTION FOR TELEVISION is now operating at a million dollar clip out in Hollywood. It is estimated that better than 40% of the movie industry labor force is employed in it. The scare that was television, may turn out a boon.

2:00	4	DOUBLE OR NOTHING	8:00	4-6-8	MAMA
	6-8	Same		5	DENNIS DAY SHOW
	5	LADIES DAY	8:30	4	LIFE OF RILEY
2:30	4	MEET THE MILLERS		5-6	Same
	8	LINKLETTER PARTY		8	MY FRIEND IRMA
	6	GUIDING LIGHT	9:00	4	FILM FEATURE
2:45	6	LADIES FAIR		5-6	THE BIG STORY
3:00	4-5-6	BIG PAYOFF		8	PLAYHOUSE
	8	THE BIG PAYOFF	9:30	5	ABBOTT & COSTELLO
3:30	4	BRIDE & GROOM		6	FAVORITE STORY
	5	WELCOME TRAVELER		8	OUR MISS BROOKS
	6	Same	10:00	4	BOXING BOUT
	8	WHO, WHAT, WHERE		5-6	Same
3:45	4	WELCOME TRAVELER		8	MR. & MRS. NORTH
	8	GAL NEXT DOOR	10:30	8	AMOS 'N' ANDY
4:00	4-5-6	KATE SMITH	10:45	4	GREATEST FIGHTS
5:00	4	FUN TO LEARN		5-6	Same
	5-6	HAWKINS FALLS	11:00	4	LATE NEWS
	8	FUTURES UNLIMITED		5	GENESEE PLAYHOUSE
5:15	4	TIME FOR BEANY		6	NEWS & SPORTS
	5-6	GABBY HAYES		8	NEWS & SPORTS
	8	THE BUNKHOUSE	11:05	8	PREMIER PLAYHOUSE
5:30	4-5-6	HOWDY DOODY	11:15	6	WHERE WAS I
6:00	4	SAGEBRUSH TRAIL		8	PREMIER PLAYHOUSE
	5	CANYON JACK	11:30	4	MY LITTLE MARGIE
	6	PHOTOGRAPHY	11:45	6	MY LITTLE MARGIE
	8	WESTERN THEATRE	12:00	4	FAVORITE STORY
6:15	6	NEWS			
6:30	4	NEWS			
	5	ED MURPHY SHOW			
	6	SPEAKING OF SPORTS			
	8	CLUB CONTINENTAL			
6:45	4	SPORTS SPOTLIGHT			
	5	CAMERA HEADLINES			
	6	PERRY COMO			
	8	NEWS & SPORTS			
7:00	4	DEATH VALLEY DAYS			
	5	HERMAN HICKMAN			
	6	Same			
	8	CAPTAIN VIDEO			
7:15	5	SHIPS REPORTER			
	6	YOUR MONEY			
7:30	4	STARS OF EXCELLENCE			
	5-6	THOSE TWO			
	8	YOUR TV SUPPER			
7:45	4	NEWS CARAVAN			
	5-6	Same			
	8	PERRY COMO			



Bill Sears, puppet impresario of CBS-TV's "In the Park," and his animal friends, will play a return engagement on Ed Sullivan's "Toast of the Town"

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