

**TVC** *Club*

*Newsletter*



MARGUERITE PIAZZA

**PROGRAM  
GUIDE**

**APRIL 4-10**

# TVC NEWSLETTER

## COVERING THE TV BEAT:

GOVERNMENT RESTRICTIONS ON COLOR TV ARE BEING LIFTED. However, this doesn't bring color on your screen any closer. Color TV will arrive after extensive four-month field tests of the system recently developed through the pooled research of major set manufacturers; after the FCC studies and approves the new method; and after the many more months it will take to organize factory production of sets and to install color telecasting equipment.

TED MACK AND THE ORIGINAL AMATEUR HOUR RETURN to your TV screen April 25 to be seen each Saturday from 8:30 - 9 p.m. It will replace the second half of THE ALL-STAR REVUE, which goes off. WHAM-TV and WBEN-TV have indicated that they will carry the show.

THREE DIMENSIONAL TV is old stuff to the Atomic Energy Commission. Since 1950, a 3D TV system, developed in cooperation with Du Mont, has been in daily use at the AEC's Argonne National Laboratories near Chicago. It allows technicians to watch atomic doings closely without danger from radiation.

TV WESTLERS ARE PACKING THEM IN AT PHILADELPHIA'S MOVIE houses where they are billed as added stage attractions with simulated TV bouts.

SET-MAKERS PREDICT that by the end of the year 24-inch sets will constitute 25% of production.

FOREIGN INTRIGUE is being released for European TV distribution with one version in French and the other with German subtitles.

"I LOVE LUCY", WILL PRESENT "RICKY JR.", the most celebrated TV baby, in its forthcoming series now being filmed in Hollywood. The role, of course, will not be played by the couple's real-life son. An infant actor will be chosen for the part, but because of the necessity of working babies for only seconds at a time, it may be decided to use twins. The Ricardo baby will appear in the I LOVE LUCY shows, WHAM-TV, 9:00 p.m. Mondays, sometime in April. Plans now include showing the real "Ricky Jr." at the age of six months.

BILL HAYES, IS BEING REPLACED ON "YOUR SHOW OF SHOWS" BY singer Harry Snow. Bill is leaving to take the leading role in the forthcoming Broadway musical, "Me and Juliet".

GEORGE BURNS AND GRACIE ALLEN ARE MOVING TOO...from Thursday to Mondays at 8 o'clock, over WHEN, Channel 8. George and Gracie are rated as one of show business' happiest couples and many attribute their success in television to the fact that they look and act the way they sound.

TV CLUB MEMBERS ARE URGED TO ENROLL IN WHEN'S "WHO, WHAT, WHERE, WHEN 15-minute Quiz Contest. With Art Peterson as the quiz-master, this Central New York favorite queries its viewers with direct telephone calls and rewards winners with cash and merchandise awards. Anyone enrolled can win and everyone has a chance for the jackpot award.

TEA COUNCIL ADVERTISING which last year appeared in LIFE and on the nation's billboards will be switched to TV this  
(Continued on page 10)

# How They Rate!

## National Nielsen-Ratings of Top TV Shows Two Weeks Ending Feb. 21, 1953

All Figures Copyright by A. C. Nielsen Co.

Total Homes Reached		Program Popularity*	
Rank	Program (000)	Rank	Program (%)
1	Love Lucy (Philip Morris, CBS).....15,177	1	Love Lucy (Philip Morris, CBS).....69.9
2	Pabst Bouts (CBS).....12,004	2	Pabst Bouts (CBS).....56.8
3	Godfrey & Friends (Liggett & Myers, CBS).....11,150	3	Godfrey's Talent Scouts (Lever-Lipton, CBS).....56.0
4	Texaco Star Theater (NBC).....9,991	4	Godfrey & Friends (Liggett & Myers, CBS).....54.6
5	Colgate Comedy Hour (NBC).....9,989	5	Texaco Star Theater (NBC).....50.8
6	Dragnet (Liggett & Myers, NBC).....9,671	6	Dragnet (Liggett & Myers, NBC).....49.2
7	Godfrey & Friends (Toni Co., CBS).....9,590	7	Colgate Comedy Hour (NBC).....47.0
8	You Bet Your Life (DeSoto- Plymouth, NBC).....9,564	8	Godfrey & Friends (Pillsbury Mills, CBS).....47.0
9	Godfrey & Friends (Pillsbury Mills, CBS).....9,424	9	Godfrey & Friends (Toni Co., CBS).....45.8
10	Fireside Theater (P&G, NBC).....9,243	10	Toast of the Town (Lincoln-Mercury, CBS).....45.4

\*Per cent of homes reached in area where program was telecast.

## Trendex TV Ratings Ten Multi-Station TV Cities

March 1-7, 1953

Rank	Program	Rating
1	Love Lucy (Philip Morris, CBS).....	62.9
2	Godfrey's Talent Scouts (Lipton, CBS).....	49.9
3	Dragnet (Chesterfield, NBC).....	43.8
4	Godfrey & His Friends (Pills- bury, Toni, Chesterfield, CBS).....	42.9
5	Texaco Star Theater (NBC).....	37.4
6	Our Miss Brooks (General Foods, CBS).....	34.5
7	Groucho Marx (DeSoto-Ply- mouth, NBC).....	34.0
8	Strike It Rich (Colgate, CBS).....	33.8
9	What's My Line (Stopette, CBS).....	32.5
10	Toast of the Town (Lincoln- Mercury, CBS).....	31.2

THE TVC NEWSLETTER IS PUBLISHED WEEKLY BY THE TELEVISION CLUB OF AMERICA,  
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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	COURT OF PUB. OP.
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	ZOO PARADE		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	BAL. YOUR BUDGET
	8	SKY KING	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 FEATURE			
	6	DENNIS DAY			
	8	QUIZ KIDS			
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			



Nineteen-year-old Marion Brash, who studied dramatics here and became an accomplished television actress after her flight from the Nazi regime in Germany, has a featured role in "Decision," dramatic playlet on CBS-TV's "Lamp Unto My Feet".

8:45	6	TRIUMPHANT HOUR	5:00	4	SUPER CIRCUS
9:00	8	EASTER SERVICE	5-6		HALL OF FAME
9:45	6	EASTER MASS	5:30	5-	BOSTON BLACKIE
10:30	4	THIS IS THE LIFE	6	4	DEATH VALLEY DAYS
10:45	4	THE CHRISTOPHERS	6:00	4	SUNDAY PARTY
11:00	4	CHURCH SERVICE	5	5	HOPALONG CASSIDY
	6	I BEHELD HIS GLORY	6	6	MR. & MRS. NORTH
11:55	8	MORNING PRAYER	8	4	TALENT REVUE
12:00	4	NEWS, Booth	6.30	4	CHARADES
	5	FOOTNOTES TO AM.	5	5	ROY ROGERS
	6	FILM	6	6	RED BUTTONS
	8	TOOTSIE HIPPADROME	8	8	SEE IT NOW
12:15	4	VACATIONLAND AMER.	6:50	4	NEWS
12:30	4-8	CANDY CARNIVAL	7:00	4	RED SKELTON
	5	REV. NORMAN PEALE	5-6		Same
	6	QUIZ KIDS	8	8	GENE AUTRY
12:45	5	NATURE OF THINGS	7:30	4	PRIVATE SECRETARY
1:00	4	I MARRIED JOAN	8		Same
	5	YOUTH QUIZ SHOW	5	5	TERRY & PIRATES
	6	WISDOM OF AGES	6	6	MR. PEEPERS
	8	EASTER PARADE	8:00	4-5-6	COMEDY HOUR
1:30	4	THE BELLADIERS	8	8	TOAST OF THE TOWN
	5	CATHOLIC HOUR	9:00	4	TV PLAYHOUSE
	6	Same	5-6		Same
	8	THE CHRISTOPHERS	8	8	FRED WARING
1:45	8	TO BE ANNOUNCED	10:00	4-5-6	THE DOCTOR
2:00	4	ARMCHAIR ADVENTURE	8	8	THE WEB
	5	TELL US A STORY	10:30	4	WHAT'S MY LINE
	6	NAME'S THE SAME	5	5	TO BE ANNOUNCED
	8	FAMILY THEATRE	6	6	DOUG FAIRBANKS
2:15	4	NEWS ADVENTURES	8	8	WHAT'S MY LINE
2:30	4	BURNS & ALLEN	11:00	4	LATE NEWS
	5	AM. AIR FORUM	5	5	PLAIN CLOTHESMAN
	6	STU ERWIN SHOW	6	6	FIRESIDE THEATRE
3:00	4	ROY ROGERS	8	8	SUNDAY NEWS
	5-6	VICTORY AT SEA	11:15	4	ROB'T. MONTGOMERY
3:30	4	RED BUTTONS	8	8	MYSTERY THEATRE
	5	JUVENILE JURY	11:30	6	TALENT SCOUTS
	6	WHAT'S MY NAME	5	5	H'WOOD THEATRE
	8	YOU ARE THERE	12:00	6	FIVE STAR THEATRE
4:00	4	KUKLA, FRAN & O.			
	5	Same			
	6	RACKET SQUAD			
	8	SUPER CIRCUS			
4:30	4	BUFFALO AMATEURS			
	5	ZOO PARADE			
	6	H'WOOD SCREEN TEST			
	8	OMNIBUS			



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  
 8:25 6 LOCAL NEWS  
 8:30 6 TODAY, Garroway  
 8:55 4 NEWS, Ogilvie  
 9:00 4 YOUR FIGURE  
 5 MORNING DEVOTION  
 9:05 5 NEWS  
 6 TEST PATTERN  
 9:15 4 GARRY MOORE SHOW  
 5 DING DONG SCHOOL  
 9:30 4 LEARN AND LIVE  
 8 THINGS WE SHARE  
 9:45 4 CHILDRENS THEATRE  
 5 MOVIE FOR MOM  
 8 CBS NEWS  
 9:55 6 THOUGHT FOR DAY  
 10:00 4 SHOPPERS' GUIDE  
 6 DING DONG SCHOOL  
 8 MTWT - GODFREY  
 8 F-WHEEL OF FORT'N.  
 10:15 4 MTWT - GODFREY  
 10:30 4 F - LENTEN TALKS  
 6 TAKE IT EASY  
 10:45 4 F-BETTY FURNESS  
 8 F-BETTY FURNESS  
 11:00 4 COOKING SCHOOL  
 5 JIM DeLINE GANG  
 6 MWF - 1 IN FAMILY  
 6 TT - GODFREY  
 8 KAY'S KITCHEN  
 11:15 6 TUE-TOWER CLOCK  
 6 TH-FRENCH LESSON

11:15 8 MTWF-1 IN FAMILY  
 8 TH-BILL CULLEN  
 4 TH-YOUR FAMILY  
 11:30 4 MWF-STRIKE IT RICH  
 4 TUE-MY BRETHREN  
 6-8 STRIKE IT RICH  
 12:00 4 NOONDAY NEWS  
 5 NOON. PLAYHOUSE  
 6-8 BRIDE & GROOM  
 12:15 4-6-8 LOVE OF LIFE  
 12:30 4 SEARCH FOR T'ROW  
 6-8 Same  
 5 M-WIRED WOODSHED  
 5 TWTF-HEADLINES  
 12:45 4 GUIDING LIGHT  
 8 Same  
 5 H'WOOD MATINEE  
 6 M-VOICE OF R.I.T.  
 6 TUE- CROSS TALK  
 6 W- ART GALLERY  
 6 TH-HOW YOU DO IT  
 6 F -MAKE IT, MARKET  
 1:00 4 MATINEE PLAYHOUSE  
 6 MTWT-MID-DAY  
 6 F - BETTY FURNESS  
 8 TUE-FASHIONS  
 1:00 8 MWF - ED BROWN  
 1:15 6 M-YOU & YOUR CHILD  
 6 F-MIDDAY, MIDWAY  
 6 TH - TRAVEEERS  
 1:30 6-8 GARRY MOORE  
 1:45 4 JOHNNY'S SHOW



**TRIO FOR "TODAY"** — "Three commentators, no waiting" is the line often used to describe this trio on the "Today" program. Jim Fleming stands beneath the clock while Dave Garroway and Jack Lescouffe relax in front of the weather map. Time reports and weather forecasts are daily features of "Today," NBC-TV Monday-through-Friday early morning news and special events program.



2:00	4	DOUBLE OR NOTHING	7:45	4	NEWS CARAVAN
	6-8	Same		5-6	Same
	5	LADIES' DAY		8	PERRY COMO
2:30	4	MEET THE MILLERS	8:00	4	WINCHELL-MAHONEY
	6	GUIDING LIGHT		5-6	MR. & MRS. NORTH
	8	LINKLETTER PARTY		8	BURNS AND ALLEN
2:45	6	LADIES FAIR	8:30	4	VOICE OF FIRESTONE
3:00	4	THE BIG PAYOFF		5	Same
	5-6	Same		6	YOU CAN BE A STAR
	8	THE BIG PAYOFF		8	TALENT SCOUTS
3:30	4	BRIDE & GROOM	9:00	4	I LOVE LUCY
	5	WELCOME TRAVELER		6-8	Same
	6	SAME		5	H'WOOD OPENING
	8	WHO, WHAT, WHERE	9:30	4	MARCH OF TIME
3:45	4	WELCOME TRAVELER		5	ROB'T. MONTGOMERY
	8	GAL NEXT DOOR		6	HEART OF THE CITY
4:00	4-5-6	KATE SMITH		8	RED BUTTONS
	8	YOUR MOVIE MAT.	10:00	4	STUDIO ONE
5:00	4	FUN TO LEARN		6-8	Same
	5-6	HAWKINS FALLS	10:30	5	BOXING
	8	HOW WE DO IT	11:00	4	NEWS
5:15	4	TIME FOR BEANY		6	NEWS
	5-6	GABBY HAYES		8	CHRONOSCOPE
	8	THE BUNKHOUSE	11:15	6	THE WEB
5:30	4-5-6	HOWDY DOODY		5	CAMERA HEADLINES
6:00	4	SAGEBRUSH TRAIL		8	NEWS & SPORTS
	5	CANYON JACK	11:20	8	WHERE WAS I
	6	FILM, BROKENSHERE	11:30	4	SUSPENSE MYSTERY
	8	WESTERN THEATRE	11:45	6	TALENT PATROL
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	FILM			
	8	CAPTAIN VIDEO			
7:15	6	DO IT YOURSELF			
7:30	4	STRANGER THAN FICT			
	5-6	THOSE TWO			
	8	CHARLES LAUGHTON			

### Tuneful Pair



Pfc. Eddie Fisher, popular GI vocalist, will make his third appearance on "Jane Froman's U.S.A. Canteen".

# Your Video Week In

## Bunny Hug

Lucille "Lucy" Knoch, featured on Red Skelton's NBC-TV show, is about to give the Easter bunny a hug that will relax his expression.

## Holm For Easter

Stage and screen actress Celeste Holm is featured in this year's CBS-TV broadcast of "Easter—Then and Now" on Sunday, April 5. She joins Arlene Dahl, Geraldine Page, Charles Coburn, Mike Wallace and Buf Cobb, and Eddie Albert, in describing New York's annual Easter Parade for CBS Television viewers.

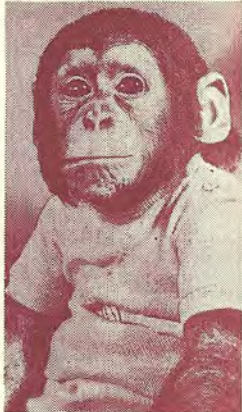


## Easter Stepper

Ballerina Mary Ellen Terry suggests a new formal Easter style complete with top hat and posies. Mary Ellen is spotlighted on the NBC-TV "Scott Music Hall."



**LAUGH PROVOKER** — Marion Lorne portrays Mrs. Gurney, scatterbrained school-teaching colleague of "Mr. Peepers," starring Wally Cox, on NBC-TV Sunday nights. Miss Lorne was a comedy star of the London stage for over 25 years before returning to her native U. S. and a new career in television.



**MR. MUGGS** — Relaxed pose of Mr. J. Fred Muggs, whose initial appearances on NBC-TV's early morning "Today" show were so auspicious that his option has been picked up for another 13 weeks. This 11-month-old chimpanzee already has his own fan club.

# Pictures

featured  
TV show,  
ster bun-  
his smug



Victor Jory and Eve McVeagh star in "The Mirror" on "Schlitz Playhouse of Stars" Friday, April 10, over the CBS-TV network (9:00-9:30 PM, EST). Jory introduces the play in which he stars as a successful man who loses his self-assurance.

★ FILL IN AND MAIL COUPON ON BACK PAGE ★

## Anniversary

Fred Waring's Pennsylvanians will start the fifth year of the "Fred Waring Show" on CBS Television, Easter Sunday, April 5. The year 1953 also marks Waring's 37th year in show business.



## New TV Star

Stage and screen actor John Beal is the star of "Freedom Rings," new CBS-TV audience participation-comedy series broadcast Tuesday and Thursday afternoon.

## COVERING THE TV BEAT:

(Continued from page 3)

year. The Council's action is based on surveys made to determine the most effective methods of advertising.

THE CHICAGO AREA HAS MORE TV SETS THAN BATHTUBS....according to a recent survey....also than telephones. There are 1,360,000 TV sets, 1,320,000 telephones and 1,260,000 tubs.

BOB HOPE IS FOLLOWING IN CROSBY'S FOOTSTEPS. He has just become a partner in a TV Package Production Service with his good friend J. Hugh Davis who was closely associated in Pepsodent radio broadcasts.

WSYR-TV HAS A NEW PROMOTION MANAGER, TOM McCOLLUM. He was a TV Director previously and replaces Caley Augustine who has left to become director of public relations at WJAS, Pittsburgh.

THE NATIONAL COUNCIL OF CHURCHES OF CHRIST HAS RELEASED TO all TV stations a new filming of the Easter story "I Beheld His Glory", for showing on Easter Sunday. WHAM-TV, 11a.m.

PAUL ABBOTT, CO-STAR OF WSYR-TV's "LADIES DAY" became the father of his first boy last week....10 pounds, 12 ounces... Paul Scott Abbott, Jr. They already have a girl of eight. LADIES DAY now has a new feature...IT'S FUN TO ENTERTAIN. Mrs. Lol Sloan (used to be on CHARADE PARADE, and once did a WSYR show "FAMILIES CAN BE FUN") will handle this. She'll show folks how to entertain the boss, give a party for teenagers, bridal showers, silver teas, parties for three-year-olds, large groups, small groups, picnics etc. This will include refreshments, decorations, entertainment.... with all sorts of suggestions. LADIES DAY has other attractions such as golf lessons by Bill Guilfoyle, pro at Drumlins' Country club, every Monday; a beauty clinic and a "Meet Your Doctor" feature presented by the Onondaga County Medical Society every Thursday.

DISPITE "THE BIG PAYOFF's" shift to the CBS network, the show will still be carried at 3:00 p.m. daily on WHAM-TV.

"THE "LUX VIDEO THEATRE" CAN NOW BE SEEN OVER WHEN's channel 8 every Thursday from 9 until 9:30 p.m.

WHY THEY USE FILM COMMERCIALS..... Among the funniest of recent TV incidents occurred on a program sponsored by a beer company. When the announcer offered a guest a glass

(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
- 8 YOUR MOVIE MAT.
- 5:00 4 FUN TO LEARN
- 5-6 HAWKINS FALLS
- 8 COUNTRY 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 INDUSTRY ON PARADE
- 8 NEWS & SPORTS
- 7:00 4 JEWELERS SHOWCASE
- 5 LIFE BEGINS AT 80
- 6 FILM
- 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. CANTEEN
- 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 CITY HOSPITAL
- 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 FOURSTAR PLAYHOUSE
- 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
- 12:00 4 RACKET SQUAD

**Hooper**



Ray Malone, comic song and dance man, has tapped his way to a permanent spot on the "Garry Moore Show." The popular variety program is seen Mon.-thru-Fri. over the CBS Television Network.

2:00	4	DOUBLE OR NOTHING
	6	Same
	8	Same
	5	LADIES DAY
2:30	4	MEET THE MILLERS
	6	GUIDING LIGHT
	8	LINKLETTER PARTY
2:45	6	LADIES FAIR
3:00	4-5-6	BIG PAYOFF
	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	EVERYONE A SCIEN'T
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, BROKENSIRE
	8	SUPERMAN
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	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

7:45	4	NEWS CARAVAN
	5-6	Same
	8	PERRY COMO
8:00	4	GODFREY'S FRIENDS
	8	Same
	5	I MARRIED JOAN
	6	BOSTON BLACKIE
8:30	5	CAVALCADE OF AM.
	6	POPULAR SCIENCE
8:45	6	WONDERS OF WILD
9:00	4	TV THEATRE
	5-6	Same
	8	STRIKE IT RICH
9:30	8	MAN AGAINST CRIME
10:00	4	BOXING BOUT
	6-8	Same
	5	THIS IS YOUR LIFE
10:30	5	BD'WDY TO H'WOOD
10:45	4-8	SPORTS SPOT
	6	CHRONOSCOPE
11:00	4	LATE NEWS
	5	CAMERA HEADLINES
	6	NEWS, WEATHER
	8	NEWS & SPORTS
11:05	8	MYSTERY THEATRE
11:15	6	ROB'T. MONTGOMERY
11:20	4	IND. ON PARADE
11:35	4	THE WEB
12:05	4	THEATRE PLAYHOUSE

## Morning Stars



Bill Cullen emcees and Betty Brewer sings on CBS-TV's new "Bill Cullen Show," musical-variety series broadcast Thursday mornings.

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. H. OSTERTAG		
	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		



"... and be sure not to expose the film to light. . . ."

## COVERING THE TV BEAT:

(Continued from page 10)

of beer the guest replied, "Have you got a glass of malted milk instead?"


ATTENTION ALL TV CLUB MEMBERS.....

Did you send us the names of ten friend's whom you thought would like to know about the TV CLUB? If so, you will be happy to know that instead of the binder, which we had promised, we are extending your TV CLUB membership for one additional month. And to make this a still greater value for you, we are offering an additional month for each block of TEN NEW NAMES that you send us. In this way you can keep the TVC NEWSLETTER and PROGRAM GUIDE coming to your home for a longer period of time at no additional cost. This offer is open to all TV CLUB members who have paid their \$2.00 membership fee and can only be used to extend present memberships. Sample copies of the current TVC NEWSLETTER and PROGRAM GUIDE will be sent to all those whose names and addresses have been sent in.

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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			



**AT EASE**—A new view of Milton Berle, who recently relaxed for new portraits. The comedy star headlines the NBC-TV "Texaco Star Theatre," program, which is presented three out of every four Tuesday evenings.

# TVC NEWSLETTER

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