

TVC *Club*

Newsletter



EVA GABOR

**PROGRAM
GUIDE**

APRIL 25 — MAY 1

TVC NEWSLETTER

COVERING THE TV BEAT:

"HAMLET", Starring Maurice Evans, the internationally acclaimed Shakespearean interpreter in the title role will be seen and heard this Sunday at 3:30 over all NBC stations in the area.....WBEN-TV, WSYR-TV and WHAM-TV have made way to carry this special two hour production which will be presented by the HALLMARK HALL OF FAME. May we suggest that you check last weeks TVC NEWSLETTER for more detailed information concerning this show and its host of stars.....

Small-fry who have been unhappy about the departure of HOPALONG CASSIDY from their living rooms will be somewhat appeased by the announcement that while they have lost "Hoppy", he will be replaced by another of their favorites SKY KING, starting April 25th at 11:30 a.m. over WHAM-TV. Also, starting May 16, WHAM-TV plans to carry the TV version of THE LONE RANGER. So there...kids....you've got two for one.....

The summer replacement for the SHOW OF SHOWS is expected to be the new Hoagy Carmichael show, SATURDAY NIGHT REVUE.

JACK BENNY, who is seen only once a month is planning to appear once every third week next season.....

Frank Wisbar, producer-director of NBC-TV's "FIRESIDE THEATER" gave an opinion in a recent interview that makes sense to us and will do the same to you. He believes that daytime television shows should be geared to the radio audience. Wisbar feels that it is impossible to get a mass audience during the daytime when the majority of housewives have too many household chores to be able to sit and watch a series of TV shows. As he puts it, "I think that daytime television should be presented in such a way that the viewer can take it or leave it visually. The housewife should be able to look at a show for a while and then return to her chores and listen to the rest of it." By this, Wisbar doesn't mean a simulcast which fails to satisfy either the TV or radio audience. He means instead a new type of show that would be just as enjoyable to listen to as to watch. Yes, we think Mr. Wisbar has something there..... what do you think ?.....

ROCHESTER's Mitch Miller is slated to make an appearance on Bill Slater's BROADWAY TO HOLLYWOOD to make the annual presentation of the Broadcast Music Inc. award of a \$500.00 Defense Bond to a hospitalized veteran. The B.M.I., an association of some of the leading music publishers, conducts an annual contest to discover the best song written by a hospitalized veteran. Mitch will make this year's award to Bud Traina, who fought with the 45th Infantry.

Big news along Video Row is that 20th Century-Fox plans to sell about 900 of its films to television stations around the country. Big question is....What are the stations going to do with all those ancient movies they have on hand?

The ARTHUR GODFREY SWIMMING SHOW direct from Miami Beach last week gave Godfrey the highest rating he has achieved to date with an 86.2 share-of-audience. By comparason, the second-best "opposition" rating was 5.2 with a 7.5 share-of-audience. Miami Beach Mayor D. Lee Powell, lauded Godfrey as a pioneer in the future development of Miami Beach as a national television center.....

DAVEY-GIULIANI MIDDLEWEIGHT SCRAP....April 29th. Chuck Davey and Sammy Giulianã meet this Wednesday night in a ten-round Pabst Blue Ribbon middleweight bout from the Olympia Stadium, in Detriit, Mich. This is Davey's first start since losing to Kid Gavilan in his bñd for the welterweight crown last February.

With all the talk about big wages in TV it is interesting to note that Peg Lynch, creator, writer, and star of the ETHEL AND ALBERT series, which returns this Saturday, started in the radio and TV industry for the grand sum of \$70 a month. It was with station KATE, Albert Lea, Minnesota, where in addition to scripting some 250 commercials each week, she wrote several women's programs, farm newscasts, and made herself "generally useful" around the studio for about 18 hours each day.....Still want to get into television?

Reports are that Bing Crosby is keeping himself off TV until the sight-and -sound tape process to which he owns patents is sufficiently perfected so that he may introduce it in his first television appearance.....

Yours for greater TV enjoyment,
your TV Reporter

SATURDAY

WBEN-TV WSYR-TV

Ch 4 Ch 5

9:15	6	NEWS ADVENTURES
9:30	6	ROOTIE KAZOOTIE
10:00	4	TV NEWSREEL
	6	SUPER CIRCUS
10:30	4	KIDS & COMPANY
	8	ROOTIE KAZOOTIE
11:00	4-6-8	SPACE PATROL
11:30	4	FILM FEATURETTE
	6	SKY KING
	8	ROCKET RANGER
12:00	4-6-8	BIG TOP
12:15	5	MUSICAL CLOCK
12:30	5	SPORTS PARADE
1:00	4	WILD BILL HICKOK
	5	CONT. PERFORMANCE
	6	KUKLA, FRAN, OLL.
	8	CAPTAIN MIDNIGHT
1:30	4	SCHOOLS AT WORK
	6	THIS IS THE LIFE
	8	SKY KING
2:00	4	VICTORY AT SEA
	6	THE BIG PICTURE
	8	SATURDAY MATINEE
2:30	4	ALDRICH FAMILY
	6	DOWN YOU GO
3:00	4	HOPALONG CASSIDY
	6	DRAGNET
3:30	4	DATE WITH JUDY
	6	I MARRIED JOAN
	8	WHERE WAS I ?
4:00	4	FILM FEATURETTE
	5	HORSE RACING
	6	TV TEEN CLUB
	8	WHAT'S YOUR BID ?
4:30	4	LONE RANGER
	5	CONT. PERFORMANCE
	6-8	DATE WITH JUDY
5:00	4	NAMES THE SAME
	6	DENNIS DAY SHOW
	8	QUIZ KIDS
5:15	5	SPORTS SPOTLIGHT
5:30	4	BEAT THE CLOCK
	6	ROY ROGERS SHOW
	8	WILD BILL HICKOK
6:00	4	SPORTS, Chuck Healy
	5	THE BIG PICTURE
	6	OZZIE & HARRIET
	8	BEULAH

6:15	4	NEWS, Dinsmore
6:30	4	WESTERN THEATER
	5	SAIL HO !
	6	WILD BILL HICKOK
	8	THE CISCØ KID
6:45	5	TO BE ANNOUNCED
7:00	5	OZZIE & HARRIET
	6	WHO SAID THAT ?
	8	STU ERWIN SHOW
7:30	4	U of B ROUND TABLE
	5	MY HERO
	6	U OF R OPEN HOUSEN
	8	BEAT THE CLOCK
8:00	4-5-6	MY HERO
	8	JACKIE GLEASON
8:30	4-5-6	ORG. AM. HOUR
9:00	4-5-6	SHOW OF SHOWS
	8	SAT. NIGHT FIGHTS
9:45	8	WEEK IN SPORTS
10:00	4	TV NEWSREEL
	8	BAL. YOUR BUDGET
10:15	4	CHARLES LAUGHTON
10:30	4-5	YOUR HIT PARADE
	6	WRESTLING
	8	MARK SABRE
11:00	4	LATE NEWS, SPORTS
	5	11th HOUR THEATER
	8	WRESTLING
11:15	4	FILM PLAYHOUSE
11:30	6	GENESEE PLAYHOUSE
12:15	5	LATE NEWS
	8	NEWS & SPORTS
12:20	8	ECONOMY THEATER

1953
RED CROSS
FUND...



Answer
the Call!

11:30	4	THIS IS THE LIFE	6:00	4	SUNDAY PARTY
11:45	5	MUSICAL CLOCK	5	6	HOPALONG CASSIDY
11:55	8	MORNING PRAYER	6	5	THIS IS YOUR LIFE
12:00	4	NEWS, Booth	8	8	TALENT REVUE
	5	FOOTNOTES TO AM.	6:30	4	CHARADES
	6	BAL. YOUR BUDGET	5	6	ROY ROGERS
	8	TOOTSIE HIPPADROME	6	5	RED BUTTONS
12:15	4	VACATIONLAND AM.	8	8	SEE IT NOW
	6	NEWS REVIEW	6:50	4	NEWS
12:30	4-8	CANDY CARNIVAL	7:00	4	RED SKELTON
	5	REV. N. V. PEALE		5-6	Same
	6	YOU ARE THERE	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	TALES OF TOMORROW
	6	WISDOM OF AGES	6	6	MR. PEEPERS
	8	THIS IS THE LIFE	8:00	4-5-6	COMEDY HOUR
1:30	4	MODERN MEDICINE	8	8	TOAST OF THE TOWN
	5	FRONTIERS OF FAITH	9:00	4	TV PLAYHOUSE
	6	FRONTIERS OF FAITH		5-6	Same
	8	THE CHRISTOPHERS	8	8	FRED WARING
1:45	8	IND. ON PARADE	9:30	8	TIME TO SMILE
2:00	4	ARMCHAIR ADVENTURE	10:00	4-5-6	THE DOCTOR
	5	TELL US A STORY	8	8	THE WEB
	6	NAME'S THE SAME	10:30	4	WHAT'S MY LINE
	8	FAMILY THEATRE	5	5	PLAINCLOTHESMAN
2:15	4	NEWS ADVENTURES	6	6	DOUG FAIRBANKS
2:30	4	BURNS & ALLEN	8	8	WHAT'S MY LINE
	5	AM. AIR FORUM	11:00	4	LATE NEWS
	6	STU ERWIN SHOW	5	6	HOLLYWOOD THEATRE
3:00	4	ROY ROGERS	6	5	FIRESIDE THEATRE
	5-6	VICTORY AT SEA	8	8	SUNDAY NEWS
3:30	4	M. EVANS HAMLET	11:15	4	ROB'T. MONTGOMERY
	5	M. EVANS HAMLET	8	8	MYSTERY THEATRE
	6	M. EVANS HAMLET	11:30	6	TALENT SCOUTS
	8	YOU ARE THERE	5	5	H'WOOD THEATRE
4:00	4	M. EVANS HAMLET	12:00	6	FIVE STAR THEATRE
	5	M. EVANS HAMLET			
	6	M. EVANS HAMLET			
	8	SUPER CIRCUS			
4:30	4	M. EVANS HAMLET			
	5	M. EVANS HAMLET			
	6	M. EVANS HAMLET			
	8	OMNIBUS			
5:00	4	M. EVANS HAMLET			
	5-6	M. EVANS HAMLET			
5:30	5	BOSTON BLACKIE			
	6	TERRY & PIRATES			



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
 9:30 5 MUSICAL CLOCK
 8 THINGS WE SHARE
 9:45 4 CHILDRENS THEATRE
 5 MORNING DEVOTIONS
 8 CBS NEWS
 9:50 5 NEWS
 9:55 6 THOUGHT FOR DAY
 10:00 4 SHOPPERS' GUIDE
 5-6 DING DONG SCHOOL
 8 MTWT - GODFREY
 8 F-WHEEL OF FORT'N.
 10:15 4 MTWT - GODFREY
 10:30 4 F FILM
 5 MOVIES FOR MOM
 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 MTWF STRIKE IT RICH
 4 TH. YOUR FAMILY
 6-8 STRIKE IT RICH
 11:45 5 JIM DELINE GANG
 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



SEEING RED — The face under the sombrero belongs to Red Skelton, noted hero of old horse operas. The pretty one is Lucy Knoch.

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 4-6-8 BIG PAYOFF
 5 BREAK THE BANK
 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 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, BROKENSIRE
 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 RUSSEY'S VARIETIES
 8 CAPTAIN VIDEO
 7:15 6 DO IT YOURSELF
 7:30 4 STRANGER THAN FICT.
 5-6 PUBLIC PROSECUTOR
 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 MYSTERY THEATER
 11:30 4 HEART OF THE CITY
 11:45 6 TALENT PATROL
 12:00 4 SUSPENSE

"Luigi"



Vito Scotti, San Francisco-born Italian actor, has the title role in the new "Life with Luigi" television series, the warmhearted story of a lovable immigrant and his adventures in America, on the CBS Television Network.

Your Video



THE KATEDS — Pert Christine Karner of the youthful dance trio, the Kateds, perches on a stool backstage at "The Kate Smith Hour" studio as her partners, Bill Bradley (center) and Allan Knowles (right) pretend to be stage-door Johnnies. The Kateds appear frequently in the dancing leads of capsule musical comedies on the Monday-through-Friday NBC-TV variety show.



KEY TO HARMONY — The 17-year-old daughter Indy (for Indiana) of the musical trio during relaxed moments. The Hoosier humorist is the quizmaster on NBC radio.



BY-LINER MEETS HEADLINERS — Merrill "Red" Mueller (right), noted NBC commentator and former foreign correspondent whose by-line has been over date-lines from most corners of the world, has joined the early morning NBC-TV news and feature show, "Today," as news editor. Here, he meets "Today's" other headlines: Jack Lescoulie, sports editor (holding "Mr. J. Fred Muggs"), and genial Dave Garroway.

GEORGE BRENT AND ANDREA KING IN "MEDICINE WOMAN" ON "SCHLITZ PLAYHOUSE OF STARS" MAY 1

George Brent plays a construction engineer who makes lady doctor Andrea King's temperature rise, in "Medicine Woman" on "Schlitz Playhouse of Stars" Friday, May 1, over CBS-TV (9:00-9:30 PM, EST). He also introduces the teleplay.

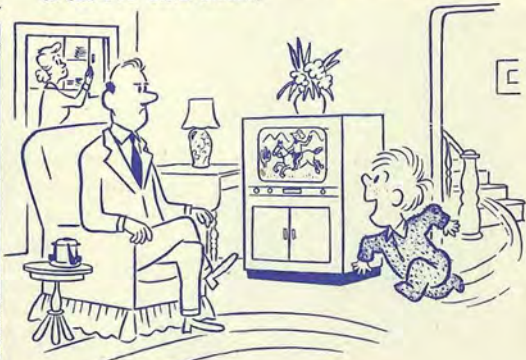
Leo Week In Pictures



Three Shriners — Herb, his three-year-old daughter Pixie (left) and wife Pixie — form a comedy team in their New York apartment. Pixie is the daughter of the master of "Two For The Money" radio and TV.



Lovely Jane Froman, beloved singing star, shops for new talent among the armed services with Alfredo Antonini and his orchestra on CBS-TV's "U.S.A. Canteen."



"I heard the thunder of hoofs!"

'Original Amateur Hour' Returns

A GOOD SCOUT— Ted Mack, whose winning smile and warm personality have relaxed and aided many amateur performers, will continue to give new entertainers their start in show business when he brings the "Original Amateur Hour" back to NBC-TV on Saturday, April 25.



GI FUN—Pvt. Gordon Ramsey of St. Paul, Minnesota, conducts an all-soldier band in a dance number while Ted Mack gives out with a clarinet solo. Mack, who began his career as a dance band leader, toured Korea, where this picture was taken, entertaining troops with a traveling unit of his famous "Original Amateur Hour." Ted will return to NBC-TV with this program on Saturday, April 25.



VIDEO



AUDIO

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

52
WEEKS ONLY
\$2.00

2:00	4-8 FREEDOM RINGS	7:45	4 NEWS CARAVAN
	5 LADIES DAY		5-6 Same
	6 TV VARIETIES	8	U.S.A. CANTEEN
2:15	6 WHAT'S YOUR TROUBLE	8:00	4-5-6 MILTON BERLE
2:30	4 MEET THE MILLERS	8	LIFE WORTH LIVING
	6 GUIDING LIGHT	8:30	8 BIG ISSUE
	8 LINKLETTER PARTY	9:00	4 FIRESIDE THEATRE
2:45	6 LADIES FAIR		5 Same
3:00	4 SHORT SHORT DRAMA		6 CINDERELLA WEEKEND
	5-6 BIG PAYOFF		8 CITY HOSPITAL
	8 THE BIG PAYOFF	9:30	4-5-6 CIRCLE THEATRE
3:15	4 STOP, LOOK, LISTEN	8	SUSPENSE
3:30	4 BRIDE & GROOM	10:00	4 TWO FOR THE MONEY
	5 WELCOME TRAVELER		5-6 Same
	6 Same	8	DANGER
	8 WHO, WHAT, WHERE	10:30	4 AMOS & ANDY
3:45	4 WELCOME TRAVELER		5 EMBASSY CLUB
	8 GAL NEXT DOOR		6 Same
4:00	4-5-6- KATE SMITH		8 NAME'S THE SAME
	8 YOUR MOVIE MAT.	10:45	5-6 BOB CONSIDINE
5:00	4 FUN TO LEARN	11:00	4 NEWS
	5-6 HAWKINS FALLS		5 ROCKY KING
	8 COUNTRY SCHOOLS		6 NEWS
5:15	4 TIME FOR BEANY		8 NEWS
	5-6 GABBY HAYES	11:05	8 MYSTERY THEATRE
	8 THE BUNKHOUSE	11:15	6 FR. PG. DETECTIVE
5:30	4-5-6 HOWDY DOODY	11:20	4 PARADOX FILM
6:00	4 SAGEBRUSH TRAIL	11:25	4 F.B.I. FUGITIVES
	5 CANYON JACK	11:30	4 WHERE WAS I ?
	6 CHRISTOPHERS		5 TV UNLIMITED
	8 WESTERN THEATER	11:45	5 CAMERA HEADLINES
6:15	6 NEWS	12:00	4 RACKET SQUAD
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 CAVALCADE OF AMER.		
	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		



Miriam Hopkins returns to CBS-TV's "Lux Video Theatre" in a repeat performance of her dynamic role in "Long Distance" Thursday, April 23. In what virtually amounts to a one-woman "dramathon," Miss Hopkins plays a frenzied wife whose husband is about to die in the electric chair.

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	4-6-8	BIG PAYOFF
	5	BREAK THE BANK
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
	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	TO BE ANNOUNCED
	6	CHARLES LAUGHTON
	8	CAPTAIN VIDEO
7:15	5	FILM
	6	FILM
7:30	4	OUTDOOR CAMERA
	5	COKE TIME
	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	MAGIC OF SCIENCE
	6	NEWS, WEATHER
	8	NEWS & SPORTS
11:05	8	MYSTERY THEATRE
11:15	5	CAMERA HEADLINES
	6	R. MONTGOMERY
11:20	4	INDUSTRY ON PARADE
11:35	4	THE WEB
12:05	4	THEATRE PLAYHOUSE

TV Family



Eve Arden, star of CBS-TV's "Our Miss Brooks," and Brooks West, featured on CBS-TV's "My Friend Irma," are one of Hollywood's happiest married couples in real life. Before the cameras, they play completely opposite roles—the pursuer and the pursued, respectively—in affairs of the heart.

2:00 4 BAL. YOUR BUDGET
5 LADIES DAY
6 FILM
8 FREEDOM RINGS
2:15 6 THE CHRISTOPHERS
2:30 4 MEET THE MILLERS
6 GUIDING LIGHT
8 LINKLETTER PARTY
2:45 6 LADIES FAIR
3:00 4-6-8 BIG PAYOFF
5 BREAK THE BANK
3:15 4 STOP, LOOK, LISTEN
3:30 4 BRIDE & GROOM
5 WELCOME STRANGER
6 DOLLAR DERBY
8 WHO, WHAT, WHERE
3:45 4 WELCOME STRANGER
8 GAL NEXT DOOR
4:00 4-5-6 KATE SMITH
8 MOVIE MATINEE
5:00 4 FUN TO LEARN
5-6 HAWKINS FALLS
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 FILM
8 WESTERN THEATER
6:15 6 NEWS
6:25 6 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 CISCO KID
5 TWENTY QUESTIONS
6 JEWEL BOX
8 CAPTAIN VIDEO
7:15 6 SCHOOLS PARADE

7:30 4 WASH. SPOTLIGHT
5-6 DINAH SHORE
8 LONE RANGER
7:45 4-5-6 NEWS CARAVAN
8:00 4 YOU BET YOUR LIFE
5-6 Same
8 FOREIGN INTRIGUE
8:30 4 T-MEN IN ACTION
5-6 Same
8 CH. OF A LIFETIME
9:00 4-5 DRAGNET
6 CHARADES THAT PAY
8 LUX VIDEO THEATER
9:30 4 FORD THEATER
5-6 Same
8 BIG TOWN
10:00 4-5-6 MARTIN KANE
8 MY LITTLE MARGIE
10:30 4 ABBOTT & COSTELLO
5n FAVORITE STORY
6 LIFE BEGINS AT 80
8 RACKET SQUAD
11:00 4 LATE NEWS
5 THEATER OF ADV.
6 NEWS & SPORTS
8 NEWS & SPORTS
11:05 8 MYSTERY THEATER
11:15 6 B'WAY TO H'WOOD
11:20 4 N. BROKENSIRE
11:30 4 TALENT PATROL
12:15 5 CAMERA HEADLINES

Get More Fun
Out of TV



Golden Touch



Gold pours out of fetching Janice Gilbert's hands each Sunday night on CBS-TV's "Break the Bank" when, as Paying Teller, she rewards contestants who have successfully met Bert Parks' barrage of questions.

Personality Plus

Warren Hull, genial emcee of "Strike It Rich," is seen on CBS-TV Monday through Friday and Wednesday evenings.



A big league TV show welcomes Milwaukee to the big time! Blonde Cynthia Scott, at bat, and brunette Jean Goodal, lovely Toastettes of Ed Sullivan's CBS-TV "Toast of the Town," go to bat for the grand entry of Milwaukee into the National League and the opening of the 1953 baseball season, April 14.

How
They
Rate!

National Nielsen-Ratings of Top TV Shows

Two Weeks Ending March 21, 1953

All figures copyright by A. C. Nielsen Co.

Total Homes Reached			Program Popularity*		
Rank	Program	Homes (000)	Rank	Program	Homes (%)
1	I Love Lucy (Philip Morris, CBS)	15,493	1	I Love Lucy (Philip Morris, CBS)	71.3
2	Colgate Comedy Hour (NBC)	11,602	2	Godfrey's Talent Scouts (Lipton, CBS)	55.9
3	Academy Award Ceremony (RCA Victor, NBC)	10,912	3	Academy Award Ceremony (RCA Victor, NBC)	53.9
4	Godfrey & Friends (Liggett & Myers, CBS)	10,603	4	Godfrey & Friends (Liggett & Myers, CBS)	53.4
5	Texaco Star Theater (NBC)	10,249	5	Colgate Comedy Hour (NBC)	53.1
6	Philco TV Playhouse (NBC)	9,688	6	Texaco Star Theater (NBC)	52.1
7	You Bet Your Life (DeSoto-Plymouth, NBC)	9,670	7	Dragnet (Liggett & Myers, NBC)	50.7
8	Dragnet (Liggett & Myers, NBC)	9,523	8	Philco TV Playhouse (NBC)	48.8
9	Godfrey & Friends (Toni Co., CBS)	9,448	9	You Bet Your Life (DeSoto-Plymouth, NBC)	45.4
10	All Star Revue (Several sponsors, CBS)	9,274	10	Red Buttons (Several sponsors, CBS)	45.1

*Percentage of homes reached in area where program was telecast.

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	4-6-8	MAMA
	8	LINKLETTER PARTY		5	DENNIS DAY SHOW
	6	GUIDING LIGHT	8:30	4	LIFE OF RILEY
2:45	6	LADIES FAIR		5-6	Same
3:00	4-6-8-	BIG PAYOFF		8	MY FRIEND IRMA
	5	BREAK THE BANK	9:00	4	FILM FEATURE
3:30	4	BRIDE & GROOM		5-6	THE BIG STORY
	5	WELCOME STRANGER		8	PLAYHOUSE
	6	Same	9:30	5	ABBOTT & COSTELLO
	8	WHO, WHAT, WHERE		6	FAVORITE STORY
3:45	4	WELCOME STRANGER		8	OUR MISS BROOKS
	8	GAL NEXT DOOR	10:00	4	BOXING BOUT
4:00	4-5-6-	KATE SMITH		5-6	Same
	8	MOVIE MATINEE		8	MR. & MRS. NORTH
5:00	4	FUN TO LEARN	10:30	8	TO BE ANNOUNCED
	5-6	HAWKINS FALLS	10:45	4	GREATEST FIGHTS
	8	HERE'S A PROBLEM		5-6	Same
5:15	4	TIME FOR BEANY	11:00	4	LATE NEWS
	5-6	GABBY HAYES		5	GENESEE PLAYHOUSE
	8	THE BUNKHOUSE		6	NEWS & SPORTS
5:30	4-5-6	HOWDY DOODY		8	NEWS & SPORTS
6:00	4	SAGEBRUSH TRAIL	11:05	8	PREMIER PLAYHOUSE
	5	CANYON JACK	11:15	6	WHERE WAS I
	6	PHOTOGRAPHY		8	PREMIER PLAYHOUSE
	8	WESTERN THEATRE	11:30	4	MY LITTLE MARGIE
6:15	6	NEWS	11:45	6	MY LITTLE MARGIE
6:30	4	NEWS	12:00	4	FAVORITE STORY
	5	ED MURPHY SHOW	12:30	5	CAMERA HEADLINES
	6	SPEAKING OF SPORTS			
	8	CLUB CONTINENTAL			
6:45	4	SPORTS SPOTLIGHT			
	5	CAMERA HEADLINES			
	6	PERRY COMO			
	8	NEWS & SPORTS			
7:00	4	TERRY & PIRATES			
	5	MEET THE VEEP			
	6	Same			
	8	CAPTAIN VIDEO			
7:15	5	VACATIONLAND AM.			
	6	YOUR MONEY			
7:30	4	NIGHT EDITION			
	5-6	COKE TIME			
	8	YOUR TV SUPPER			



Lovely Doris Beckman has one of the most unusual jobs in television. Each weekday she gets a different couple ready for the wedding ceremony on CBS-TV's five-times-weekly "Bride and Groom" program. She chooses rings, selects gowns, ties the groom's ascot and soothes nervous brides.

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