

**TVC** *Club*

*Newsletter*



LISA KIRK

**PROGRAM  
GUIDE**

**MAY 2 — 8**

# TVC NEWSLETTER

## COVERING THE TV BEAT:

Area TVuers will be able to watch the world famous Kentucky Derby classic this year - it will be aired next Saturday, May 2, starting at 5:00 pm. over channels 4,5 and 6. There will be fifteen minutes of interviews and color, followed by the actual race at 5:15. It will be Red Cross Day at Churchill Downs and the rights fee for the broadcast of the event will be turned over to that organization.....

An event of great interest to Rochesterians will be the consecration of Bishop Elect Lawrence Casey, rector of Sacred Heart Cathedral, which will be televised by WHAM-TV on Tuesday, May 5 from 10:30 to 12:30 pm. Among Participants in the ceremonies will be Francis Cardinal Spellman of New York City as consecrator, assisted by Bishop Walter Foery of Syracuse and Bishop Zielenski of Detroit. Bishop James E. Kearney of Rochester will give the sermon and Msgr. Wilfrid T. Craugh, rector of St. Bernard's Seminary, who will deliver the commentary for the telecast.....

In celebration of its sixth anniversary Wednesday, May 6, the KRAFT TELEVISION THEATER will repeat four scenes, selected by its nationwide audience as having been the most memorable in the 309 plays it has presented. "Wuthering Heights," "Of Famous Memory," "January Thaw" and "My Brother's Keeper" are the dramas from which scenes will be taken. Selection of the players for this anniversary program also was based on audience opinion, compiled by the sponsor since the program began in May of 1947. John Baragrey and Louisa Horton will be the players in the scene from "Wuthering Heights." Nancy Marchand will re-create her memorable portrayal of Queen Elisabeth I in "Of Famous Memory." Vaughn Taylor will appear in the scene from "January Thaw," and Rod Steiger will be the center of a stirring episode from "My Brother's Keeper." The KRAFT TELEVISION THEATER is seen Wednesdays at 9 pm. over Channels 4,5 and 6.....

Walter Winchell, now doing his radio and TV shows from Hollywood, plans to do more from the movie capitol next season. He'll also be able to do a great many video shows from his favorite Winter hang-out in Miami.....

There's talk again that George White, of the famous Broadway "Scandals", has found the right TV format and will become a regular next season.....

MARTIN & LEWIS return to the Colgate Comedy Hour this Sunday, May 3, (8-9pm.) with singer Mary McCarty as their guest, and an invention created by the boys especially for television. Dean and Jerry will present to their audience for the first time a TV set which will get only Martin and Lewis on all channels. Later in the program they will give their interpretation of one of the famous Arabian Night stories.....

George Bernard Shaw's "Arms and The Man" will be seen on May 3 during the OMNIBUS presentation over channel 8. This will mark the first time that a Shaw play has been granted permission to be seen on TV.....

Bob and Ray are back on TV with a new show for Monday night. They will be carried on WHAM-TV starting sometime next month.

Mel Torme and Teresa Brewer have been signed to sub for vacationing Jane Froman and her CANTEEN USA show.....

Jackie Gleason, star of the JACKIE GLEASON SHOW, will make his debut as a dramatic actor in A. J. Russell's original television play, "The Laugh Maker," on STUDIO ONE, May 18.

TVuers who remember the STUDIO ONE presentation "I Am Jonathan Scrivener," will be interested to learn that the author Claude Houghton, has also written this weeks presentation "Birthright" which will star Jackie Cooper on May 4.....

Reports from Moscow indicate that there are about 17,000 TV sets in the Soviet Union, with most of the receivers in the Moscow area.....

Dr. Bergen Evans, moderator of Du Mont's DOWN YOU GO stated in a recent article that TV's women, strong in the afternoon, grow weak in the evening. "The afternoon soap opera theory, is that women thrive on seeing weak male characters and strong women. But this won't do for the evening when the "brute" is home and might perceive the secret. Come evening time," says the doctor, "the women must grow funny. In this way they can gain more time on the air." He concluded with the statement that for women to be in television shows offered for evening family diversion, their roles have to be chiefly comic. "They will have to be attractive, but giddy, blundering, with charming impetuosity, from one absurdity to another, to be rescued at last by the superior and forgiving male." "That will make hubby beam."

Yours for greater TV enjoyment,  
your TV Reporter

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9:15	6	NEWS ADVENTURES	6:15	4	NEWS, Dinsmore
9:30	6	ROOTIE KAZOOTIE	6:30	4	WESTERN THEATER
10:00	4	TV NEWSREEL		5	SAIL HO !
	6	SUPER CIRCUS		6	WILD BILL HICKOK
10:30	4	KIDS & COMPANY		8	THE CISCO KID
	8	ROOTIE KAZOOTIE	6:45	5	FEATURE FILM
11:00	4-6-8	SPACE PATROL	7:00	5	OZZIE & HARRIET
11:30	4	FILM FEATURETTE		6	WHO SAID THAT ?
	6	SKY KING		8	STU ERWIN SHOW
	8	ROCKET RANGER	7:30	4	U OF B ROUND TABLE
12:00	4-6-8	BIG TOP		5	ETHEL & ALBERT
12:15	5	MUSICAL CLOCK		6	COURT OF PUBLIC OP.
12:30	5	SPORTS PARADE		8	BEAT THE CLOCK
1:00	4	WILD BILL HICKOK	8:00	4-5-6	MY HERO
	5	CONT. PERFORMANCE		8	JACKIE GLEASON
	6	ZOO PARADE	8:30	4-5-6	ORG. AM. HOUR
	8	TALENT PATROL	9:00	4-5-6	SHOW OF SHOWS
1:30	4	SCHOOLS AT WORK		8	SAT. NIGHT FIGHTS
	6	THIS IS THE LIFE	9:45	8	WEEK IN SPORTS
	8	SKY KING	10:00	4	TV NEWSREEL
2:00	4	MAJ. L. BASEBALL		8	BAL. YOUR BUDGET
	6	THE BIG PICTURE	10:15	4	CHARLES LAUGHTON
	8	SATURDAY MATINEE	10:30	4-5	YOUR HIT PARADE
2:30	4	MAJ. L. BASEBALL		6	WRESTLING
	6	DOWN YOU GO		8	MARK SABRE
3:00	4	MAJ. L. BASEBALL	11:00	4	LATE NEWS, SPORTS
	6	DRAGNET		5	11th HOUR THEATER
3:30	4	MAJ. L. BASEBALL		8	WRESTLING
	6	I MARRIED JOAN	11:15	4	FILM PLAYHOUSE
	8	WHERE WAS I ?	11:30	6	GENESEE PLAYHOUSE
4:00	4	MAJ. L. BASEBALL	12:15	5	LATE NEWS
	5	HORSE RACING		8	NEWS & SPORTS
	6	TV TEEN CLUB	12:20	8	LATE SHOW
	8	THE FABULOUS 500			
4:30	4	LONE RANGER			
	5	CONT. PERFORMANCE			
	6-8	DATE WITH JUDY			
5:00	4	KENTUCKY DERBY			
	6	RED CROSS SHOW			
	8	QUIZ KIDS			
5:15	5	SPORTS SPOTLIGHT			
	6	KENTUCKY DERBY			
5:30	6	KENTUCKY DERBY			
	8	WILD BILL HICKOK			
6:00	4	SPORTS, Chuck Healy			
	5	THE BIG PICTURE			
	6	OZZIE & HARRIET			
	8	BEULAH			

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	5	HOPALONG CASSIDY
11:55	8	MORNING PRAYER	6	6	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	5	ROY ROGERS
	8	TOOTSIE HIPPADROME	6	6	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	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	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	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	5	HOLLYWOOD THEATRE
3:00	4	ROY ROGERS	6	6	FIRESIDE THEATRE
	5-6	VICTORY AT SEA	8	8	SUNDAY NEWS
3:30	4	RED BUTTONS	11:15	4	ROB'T. MONTGOMERY
	5	JUVENILE JURY	8	8	MYSTERY THEATRE
	6	WHAT'S MY NAME	11:30	6	TALENT SCOUTS
	8	YOU ARE THERE	5	5	H'WOOD THEATRE
4:00	4	KUKLA, FRAN & OLLI	12:00	6	FIVE STAR THEATRE
	5	KUKLA, FRAN & OLLIE			
	6	COMEDY & FRIENDS			
	8	SUPER CIRCUS			
4:30	4	BUFFALO AMATEURS			
	5	ZOO PARADE			
	6	H'WOOD SCREEN TEST			
	8	OMNIBUS			
5:00	4	SUPER CIRCUS			
	5-6	SUPERMAN			
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  
 :50 5 NEWS  
 :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 MWTF - ED BROWN  
 1:15 6 M-YOU & YOUR CHILD  
 6 F-MIDDAY, MIDWAY  
 6 TH - TRAVELERS  
 1:30 6-8 GARRY MOORE  
 1:45 4 JOHNNY'S SHOW



**PREPARING A CASE —**  
 Phillips H. Lord, creator-writer-narrator of "Gangbusters," dramatic series based on files from police and other authorities, examines pictures in a case he is planning to dramatize.

- 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 RUSSER'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. NORTE  
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



*'Beanblossom-time'*

**TIMELY HERO** — Robert S. Beanblossom (Robert Cummings) and the boss' secretary, Julie Marshall (Julie Bishop), enthusiastically greet news of their TV time, starting April 25 for "My Hero," to fit in with NBC's gala new lineup of Saturday night top-flight entertainment fare.

# Your Video We



**ON CUE**—Awaiting her rehearsal call is pert Mary Ellen Gleason, who dances and appears in sketches on NBC-TV's "Colgate Comedy Hour" Sunday nights.



**AT EASE** — Even ballerinas show their nerves on NBC-TV's "Your Name in Lights" with Jilanna (left) and Sid Caesar.



**GIVE TO CONQUER CANCER!**

CHARLES BICKFORD STARS IN  
"THE COPPER RING" ON "SCHLITZ  
PLAYHOUSE OF STARS" MAY 8

Guest star-host Charles Bickford plays a heavy-handed father who gets his "come-uppance" from a talking dog in "The Copper Ring" on "Schlitz Playhouse of Stars" Friday, May 8, over CBS-TV (9:00-9:30 PM, Eastern Daylight Time).



# Week In Pictures

— Even while relaxing during a momentary break, these show the gracefulness that marks their appearances on "Your Show of Shows." The girls in the foreground are (l) and Mary Haywood. "Your Show of Shows," starring (l) and Imogene Coca, is seen each Saturday night.



"My picture tube blew out!"

## Eddie Fisher Star Of New Show on Radio and TV



**HEADLINER** — Recording star Eddie Fisher will headline a new musical series over the TV and radio networks of NBC. Don Ameche will be host of the programs, which will be presented on NBC-TV Wednesdays and Fridays beginning April 29, and on NBC radio Tuesdays and Fridays starting May 5.

No, it isn't Johnnie Ray! It's comedian Red Buttons recording his now famous "Ho-Ho Song" and "Strange Things," adapted from the catchy song-a-long that has become the trademark of his weekly CBS Television program. Looking on is Mitch Miller, Director of Popular Artists and Repertoire for Columbia Records, Inc., under whose label the tunes have been released.



## For The Record

## Carnival Cutie



Lively Joanie Coale is straight gal for the clowns on CBS-TV's weekly "M & M" Candy Carnival." A high-spirited comedienne, Joanie is Sweetheart of the Carnival.



## Man of 'Today'

Dave Garroway, the genial fellow "with the off-beat approach," is spotlighted on "Today," NBC-TV's Monday-through-Friday morning programs of news, special events and entertainment. He also stars on his own NBC radio show.



The Fontane Sisters, brunette Bea (top), redheaded Geri (left), and blonde Margie add melodious charm to "The Perry Como Show" on CBS-TV, Mondays, Wednesdays, and Fridays.



The Holdout

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	MELODY MATINEE		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	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			



2:00	4	DOUBLE OR NOTHING
	6	Same
	8	Same
2:30	5	LADIES DAY
	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	IT'S OUR TOWN
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



Betsy Palmer, who made her television acting debut on CBS-TV's "Studio One," shows "great promise," according to producer Fletcher Markle of the award-winning dramatic series. Meanwhile, Betsy is justifying the compliment in her role of Girl Friday to emcee Todd Russell, on CBS-TV's "Wheel of Fortune" program.

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 TRAVELER  
6 DOLLAR DERBY  
8 WHO, WHAT, WHERE  
3:45 4 WELCOME TRAVELER  
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







*Milton Berle  
is still*

*"Mr. Television"*

**MILTON BERLE** has been in show business for 38 of his 43 years. The fourth of five children of the late Moe Berlinger, a Harlem shopkeeper, he was trundled to an amateur contest by his mother when he still boasted blond, uncut curls. On the basis of his success on the movie house stage doing an imitation of Charlie Chaplin, Mrs. Sandra Berle persuaded the director of the movie "The Perils of Pauline," to cast Milly as Pearl White's brother. Before long, he was making \$45 a week. Mrs. Berle traveled with her son during his adolescent years on the vaude-



ville circuits. Frequently she sat out front and goaded the audience to applause with her well-timed laughs. Today, when Milly gets a big response from his NBC-TV studio audience, his "Thank you, mother," is deserved as well as good for laughs. Since his vaudeville days, Berle has appeared in several Broadway productions and has been booked in every major theater in the U. S. He's divorced from actress Joyce Matthews, has a six-year-old daughter, Vicki. Lives in N. Y.

**JEST-URES!** — Milton (Comedy Master) Berle signals he's ready to tell a joke (upper left); proceeds to build up for a yock (upper right); gets set for the punch-line (lower left), and delivers the final boff as he exclaims to his audience, "Now you're with it!" Berle stars on the NBC-TV "Texaco Star Theatre," presented three out of every four Tuesday evenings.

2:00 4 DOUBLE OR NOTHING  
 6-8 Same  
 5 LADIES DAY  
 2:30 4 MEET THE MILLERS  
 8 LINKLETTER PARTY  
 6 GUIDING LIGHT  
 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 MOVIE MATINEE  
 5:00 4 FUN TO LEARN  
 5-6 HAWKINS FALLS  
 8 HERE'S A PROBLEM  
 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 PHOTOGRAPHY  
 8 WESTERN THEATRE  
 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 TERRY & PIRATES  
 5 MEET THE VEEP  
 6 WHAT A DIFFERENCE  
 8 CAPTAIN VIDEO  
 7:15 5 VACATIONLAND AM.  
 6 YOUR MONEY  
 7:30 4 NIGHT EDITION  
 5-6 COKE TIME  
 8 YOUR TV SHOPPER

7:45 4 NEWS CARAVAN  
 5-6 Same  
 8 PERRY COMO  
 8:00 4-6-8 MAMA  
 5 DENNIS DAY SHOW  
 8:30 4 LIFE OF RILEY  
 5-6 Same  
 8 MY FRIEND IRMA  
 9:00 4 FILM FEATURE  
 5-6 THE BIG STORY  
 8 PLAYHOUSE  
 9:30 5 ABBOTT & COSTELLO  
 6 FAVORITE STORY  
 8 OUR MISS BROOKS  
 10:00 4 BOXING BOUT  
 5-6 Same  
 8 MR. & MRS. NORTH  
 10:30 8 ABC ALBUM  
 10:45 4 GREATEST FIGHTS  
 5-6 Same  
 11:00 4 LATE NEWS  
 5 GENESEE PLAYHOUSE  
 6 NEWS & SPORTS  
 8 NEWS & SPORTS  
 11:05 8 PREMIER PLAYHOUSE  
 11:15 6 WHERE WAS I  
 8 PREMIER PLAYHOUSE  
 11:30 4 MY LITTLE MARGIE  
 11:45 6 MY LITTLE MARGIE  
 12:00 4 FAVORITE STORY  
 12:30 5 CAMERA HEADLINES



Singing star Johnny Desmond makes his TV dramatic debut, in "Dangerous Music" on CBS-TV's "Danger" Tuesday, April 28. At the same time, he'll introduce a new tune, "Danger," based on the program's haunting theme music, played by guitarist Tony Mottola.

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