

TVC *Club*

Newsletter



JANE MORGAN

**PROGRAM
GUIDE**

MAY 30 — JUNE 5

TVC NEWSLETTER

COVERING THE TV BEAT:

CORONATION NOTES: One of the most festive and dramatic events of this century - The Coronation on June 2 of Queen Elizabeth II of Great Britain - will be covered in equally spectacular and dramatic manner by the NBC Company..... Utilizing the talents of the top news and special events commentators of radio and TV, the skills of close to 200 behind-the-scenes workers, plus the speed of the fastest aircraft available, NBC expects to be first and most complete with its Coronation coverage.....The commentators, engineers, executives, cameramen and production workers have been preparing for many months, both here and in England, to make Coronation Day one of the most memorable in your life.....

BOSTON, known throughout the world as The Hub, will indeed become a hub - a hub for the entire television network of NBC.....It is here that NBC films of the Coronation will be projected across the nation as soon as they arrive at Logan Airport. In the administration building, right beside the runways, film projectors, several live TV cameras, a control center, film editing equipment, tape recording and editing unit and microwave relay have been installed to process the films as they arrive.....

SIR RALPH RICHARDSON, the distinguished British actor, will narrate special films which will be integrated as part of the 90-minute television program of Coronation highlights to be presented from 10:30 p.m. until midnight. This program will feature the late films of the brilliantly colorful ceremony. These will be sped across the Atlantic, non-stop from London to Boston, in a specially converted Pan American Super-Six Clipper.....

ON TODAY: Gibson Parker, former featured commentator for the British Broadcasting Corp., will bring viewers of the early morning show, TODAY, his eye-witness descriptions of Queen Elizabeth's Coronation ceremonies. With TODAY being the only regularly-scheduled television program on the air during the actual Coronation, Parker will be able to narrate the historic events from London as they happen. The British expert, whose experience has given him a detailed knowledge of British royal pageantry and its traditions, will be aided by new technical marvels in the advanced wired-picture area, making Parker's appearances a prominent part of TODAY's dramatic on-the-spot treatment of the event.....

OUT IN HOLLYWOOD: CBS-TV will roll out the red carpet at Television City the night of June 2, when Hollywood's most glamorous residents gather at the video temple to see the TV Coronation ceremonies. In an event rivaling filmland's most lavish premieres, CBS, with its own galaxy of stars, will play host to motion picture personalities who have been presented to the Royal family at command performances, and members of the local British colony, at a Coronation party.....Among the TV stars who will attend the affair are Jack Benny, George Burns, Gracie Allen, Lucille Ball and Desi Arnaz, Eve Arden, Ann Sothorn, Art Linkletter, Bob Crosby, Marie Wilson, Charles Farrell, Gale Storm and many others.....Hollywood stars invited as honored guests, many of whom have been presented to Queen Elizabeth, include Tony Curtis, Irene Dunne, Joan Fontaine, Cary Grant, Joan Bennett, Greer Garson, Danny Kaye, Janet Leigh, Pat O'Brien, Jane Russell, Jimmy Stewart, Gloria Swanson, Ronald Colman, Harold Steele and a host of other well-knowns.

CORONATION INFLUENCE: Not only trend in fashion and jewelry but in stories as well...on SUSPENSE there will be the story of an earlier Queen Elizabeth of England and her tempestuous love affair with the Earl of Essex. Mildred Dunnock, a great actress, will play the demanding role of Elizabeth and Scott Forbes will be Essex.....

CHATTER: It is believed that CBS-TV and RED SKELTON will shortly come to an agreement.....Desilu, the production firm owned by LUCILLE BALL and DESI ARNAZ, is filming the new DANNY THOMAS series for ABC-TV.....Also, Desilu has been signed to film five JACK BENNY shows this summer. These filmed shows will be interspersed with "live" Benny shows next season.....Rumor is that GODFREY will return to radio, but not TV because of the physical strain of the latter.....

PUNS? Once upon a time SAMMY KAYE and DAVE GARROWAY played in the same foursome in the Celebrity Tournament on Long Island, N.Y.....Garroway got in the way of one of Kaye's back swings and it knocked off his glasses. "Here...I'll be glad to lend you my sun glasses," offered Kaye. Said Garroway: "Sort of lens lease, huh?".....ELLIOT LAWRENCE, musical director of the RED BUTTONS show, has only one comment to make about the forthcoming Coronation of Queen Elizabeth: "This will go down in history as her 'crowning' achievement....."

Yours for greater TV enjoyment,
Your TV Reporter

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SATURDAY

WBEN-TV WSYR-TV

Ch 4 Ch 5

9:15 6 NEWS ADVENTURES
 9:30 6 ROOTIE KAZOOTIE
 10:00 4 TOOTSIE HIPPODROME
 6 SUPER CIRCUS
 10:30 4 SKY KING
 10:45 8 SIGN ON
 10:55 8 MORNING PRAYER
 11:00 4-6-8 SPACE PATROL
 11:30 4 HOPALONG CASSIDY
 6 WESTERN FILM
 8 ROCKET RANGER
 11:45 5 MUSICAL CLOCK
 12:00 4-6-8 BIG TOP
 5 JUNIOR JAMBOREE
 1:00 4 WILD BILL HICKOK
 6 BURNS & ALLEN
 8 TALENT PATROL
 1:30 4 SCHOOLS AT WORK
 6 THIS IS THE LIFE
 8 SKY KING
 2:00 4 VICTORY AT SEA
 5 CONT. PERFORMANCE
 6 LONE RANGER
 8 SATURDAY MATINEE
 2:30 4 ALDRICH FAMILY
 6 DOWN YOU GO
 3:00 4 YOUTH QUIZ SHOW
 6 DRAGNET
 3:30 4 A DATE WITH JUDY
 6 I MARRIED JOAN
 8 FILM FEATURETTE
 4:00 4 FILM FEATURETTE
 5 HORSE RACING
 6 TV TEEN CLUB
 8 FILM FEATURETTE
 4:30 4 LONE RANGER
 5 CONT. PERFORMANCE
 6 A DATE WITH JUDY
 8 FILM FEATURETTE
 5:00 4 NAME'S THE SAME
 6 DENNIS DAY SHOW
 8 A DATE WITH JUDY
 5:30 4 BEAT THE CLOCK
 6 ROY ROGERS
 8 WILD BILL HICKOK
 6:00 4 SPORTS, Healy
 6 OZZIE & HARRIET
 8 BEULAH

6:15 4 NEWS, Dinsmore
 6:30 4 WESTERN THEATRE
 6 WILD BILL HICKOK
 8 THE CISCO KID
 7:00 5 OZZIE & HARRIET
 6 WHO SAID THAT
 8 STU ERWIN SHOW
 7:30 4 U of B ROUND TABLE
 5 ETHEL & ALBERT
 6 COURT OF PUB. OPIN
 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 QUIZ KIDS
 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 THEATRE
 8 WRESTLING
 11:15 4 FILM PLAYHOUSE
 11:30 6 GENESSEE PLAYHOUSE
 12:15 5 LATE NEWS
 8 NEWS & SPORTS
 12:20 8 LATE SHOW

1953
 RED CROSS
 FUND...



*Answer
 the Call!*

11:30 4 THIS IS THE LIFE
6 SAMPSON SHOW
11:55 8 MORNING PRAYER
12:00 4 NEWS, Booth
6 DANCING SCHOOL
8 TOOTSIE HIPPODROME
12:15 4 VACATIONLAND AM.
5 BY APPT. ONLY
12:30 4-8 CANDY CARNIVAL
5 REV. N. V. PEALE
6 YOU ARE THERE
12:45 5 NATURE OF THINGS
1:00 4 I MARRIED JOAN
5 YOUTH QUIZ SHOW
6 Same
8 THIS IS THE LIFE
1:30 4 MODERN MEDICINE
5 FRONTIERS OF FAITH
6 Same
8 STU ERWIN SHOW
2:00 4 FILM FEATURETTE
5 TELL US A STORY
6 NAME'S THE SAME
8 FAMILY THEATRE
2:15 4 NEWS ADVENTURE
2:30 4 BURNS & ALLEN
5 AM. AIR FORUM
6 STU ERWIN SHOW
3:00 4 ROY ROGERS
5 THE BIG PICTURE
6 WISDOM OF THE AGES
8 CORONATION PREV.
3:30 4 RED BUTTONS
5 TO BE ANNOUNCED
6 WHAT'S MY NAME
8 THE CHRISTOPHERS
3:45 8 INDUSTRY ON PARADE
4:00 4 KUKLA, FRAN & OLLIE
5 Same
6 RACKET SQUAD
8 LAMP UNTO MY FEET
4:30 4 BUFFALO AMATEURS
5 ZOO PARADE
6 Same
8 MAN OF THE WEEK
5:00 4 SUPER CIRCUS
5 HALL OF FAME
6 SUPERMAN
8 YOU ARE THERE

5:30 5 BOSTON BLACKIE
6 DEATH VALLEY DAYS
8 SUPER CIRCUS
6:00 4 FILM FEATURETTE
5 HOPALONG CASSIDY
6 THIS IS YOUR LIFE
8 TALENT REVUE
6:30 4 CHARADES
5 ROY ROGERS
6 RED BUTTONS
8 SEE IT NOW
6:50 4 NEWS, Cy Buckley
7:00 4 RED SKELTON SHOW
5-6 Same
8 GENE AUTRY
7:30 4 PRIVATE SECRETARY
8 Same
5 TALES OF TOMORROW
6 MR. PEEPERS
8:00 4-5-6 COMEDY HOUR
8 TOAST OF THE TOWN
9:00 4 TV PLAYHOUSE
5-6 Same
8 FRED WARING
9:30 8 TIME TO SMILE
10:00 4-5-6 THE DOCTOR
8 THE WEB
10:30 4 WHAT'S MY LINE
5 PLAINCLOTHESMAN
6 CANDID CAMERA
8 WHAT'S MY LINE
11:00 4 LATE NEWS
5 HOLLYWOOD THEATRE
6 FIRESIDE THEATRE
8 SUNDAY NEWS
11:15 4 ROB'T. MONTGOMERY
8 MYSTERY THEATRE
11:30 6 TALENT SCOUTS



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 M-CORON. PREV.
 8 KAY'S KITCHEN
 11:15 6 Tue. - TOWER CLOCK
 8 MTWF-1 IN FAMILY
 8 Th. - BETTY FURNESS
 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-GATE TO KNOWLEDGE
 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 M - FILM
 6 TWTh. - MID-DAY
 6 F - BETTY FURNESS
 1:00 8 MWF - ED BROWN
 1:15 6 M-YOU & YOUR CHILD
 6 Th. - FILM
 6 F-MID-DAY, MIDWAY
 1:30 6-8 GARRY MOORE
 1:45 4 JOHNNY'S SHOW

Revue Headliner



STAR-HOST — Hoagy Carmichael, wit, singer, pianist, actor and composer of hit tunes including "Stardust," will be host and star of NBC's new 90-minute comedy-and-music show every Saturday on TV starting June 6.

- 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, BROKENSHERE
- 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 BOB & RAY
- 6 PUBLIC PROSECUTOR
- 8 CHARLES LAUGHTON

- 7:45 4 NEWS CARAVAN
- 5-6 Same
- 8 PERRY COMO
- 8:00 4 WINCHELL-MAHONEY
- 5 WINCHELL & MAHONEY
- 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 EYE WITNESS
- 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
- 11:00 5 ROSSI REPORTS
- 6 NEWS
- 8 CHRONOSCOPE
- 11:15 6 THE WEB
- 5 CAMERA HEADLINES
- 8 NEWS & SPORTS
- 11:20 8 MYSTERY THEATRE
- 11:25 4 WHAT'S THE RECORD
- 11:30 4 HEART OF THE CITY
- 11:45 6 TALENT PATROL
- 12:00 4 SUSPENSE



When good friends get together you can expect some interesting chatter—especially so when they happen to be Fraskie Lane and Ed Murphy.

Your Video Week In



NANCY DAVIS AND WILLARD PARKER CO-STAR
IN "22 SYCAMORE ROAD" ON
"SCHLITZ PLAYHOUSE OF STARS" JUNE 5

Nancy Davis and Willard Parker co-star as Mister and Missus in "22 Sycamore Road," a comedy about a homemaker who's dissatisfied with her working conditions, on "Schlitz Playhouse of Stars" Friday, June 5, over CBS-TV (9:00-9:30 P.M., E.D.T.).

SHE ACTS, TOO — Yes, Jean Sullivan, of the winning smile and trim figure, is a talented television actress who frequently plays dramatic roles on such NBC-TV shows as "Armstrong's Circle Theatre" and "Kraft Television Theatre."



Key

- ① Roving cameraman stationed
- ② Commentator George Hicks at
- ③ Commentator Morgan Beatty scene of Coronation Rites.
- ④ Commentator Henry Cassidy
- ⑤ Roving cameraman stationed
- ⑥ Commentators Merrill Mueller and Square—They will describe pro

NBC's chartered Pan American flying equipment has been installing Coronation films for TV.

Boston, U.S.A., from which NBC be sent out over the network.

CORONATION COVERAGE
age of the Coronation of Queen the event. NBC films will be sp


FLYING LAB — Shown here: an DC-6 Clipper which NBC's Coronation of Queen Elizabeth June 2. Seats in the Clipper with editing equipment so that film processed while the plane is hurtling in Boston, the films will be sho

Pictures



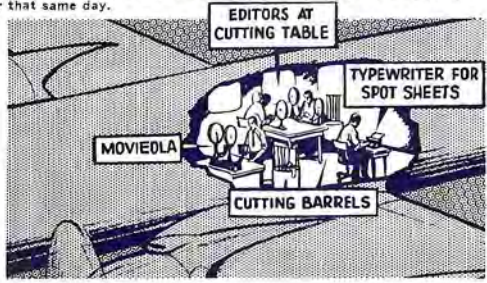
...ned along procession route.
 ...ks at Buckingham Palace.
 ...sity opposite Westminster Abbey,
 ...es.
 ...sity in Abbey itself as observer.
 ...oned on the Embankment.
 ...ller and Ray Henle at Trafalgar
 ... procession to and from the Abbey.
 ...
 ...rian Clipper in which film edit-
 ...nstalled for the purpose of pre-
 ...r TV presentation in U.S.A.
 ...NBC-TV's Coronation films will
 ...ork.

CLIPPER — NBC plans to provide American audiences with the fullest and fastest radio and television coverage of Queen Elizabeth II on June 2. Shown here are the positions of the various NBC commentators who will describe the event as it is sped back to Boston in a chartered Pan American Clipper and will be seen on television screens across the United States later that same day.



**Support Your
Community
Chest**

...here is a cutaway of the giant Pan Amer-
 ... has chartered to speed its films of the
 ...eth II back to the U.S.A. on Tuesday,
 ... will be removed to make room for film-
 ...films of the historic event can be pro-
 ...rting over the Atlantic. Upon arrival
 ...shown on NBC-TV network via WBZ-TV.



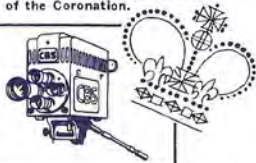


Vogue



CORONATION-BOUND — NBC's Henry Cassidy, former European news manager and one of a staff of top commentators assigned by the network to cover the Coronation of Queen Elizabeth II on June 2, displays the invitation he received to witness the ancient rites in Westminster Abbey. The invitation was signed by the Duke of Norfolk, Earl Marshal of the Coronation.

Walter Cronkite, of CBS-TV's Coronation news team, models the attire deemed proper for the sartorially perfect reporter covering the historic ceremony in Westminster Abbey on Tuesday, June 2.



2:00	4-8	BALANCE BUDGETS	7:45	4	NEWS CARAVAN
	5	LADIES DAY		5-6	Same
	6	FILM		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	YOUR BIG MOMENT
	6	GUIDING LIGHT	8:30	8	AMOS 'N' ANDY
	8	LINKLETTER PARTY	9:00	4	FIRESIDE THEATRE
2:45	6	LADIES FAIR		5	Same
3:00	4	IND. ON PARADE		6	CINDERELLA WEEKEND
	5	BREAK THE BANK		8	CORONATION FILM
	6-8	BIG PAYOFF	9:30	4-5-6	CIRCLE THEATRE
3:15	4	MELODY MATINEE		8	CORONATION FILM
3:30	4	BRIDE & GROOM	10:00	4	TWO FOR THE MONEY
	5	WELCOME TRAVELERS		5-6	Same
	6	Same		8	DANGER
	8	WHO, WHAT, WHERE	10:30	4	QUEEN'S CORONATION
3:45	4	WELCOME TRAVELERS		5	Same
	8	THE GAL NEXT DOOR		6	Same
4:00	4-5-6	KATE SMITH		8	NAME'S THE SAME
	8	YOUR MOVIE MAT.	11:00	4	QUEEN'S CORONATION
4:30	8	CORONATION PREV.		5	Same
5:00	4	FUN TO LEARN		6	Same
	5-6	HAWKINS FALLS		8	NEWS
	8	CORONATION PREV.	11:05	8	MYSTERY THEATRE
5:15	4	TIME FOR BEANY	11:30	4	QUEEN'S CORONATION
	5-6	GABBY HAYES		5	Same
	8	CORONATION PREV.		6	Same
5:30	4-5-6	HOWDY DOODY	12:00	4	RACKET SQUAD
6:00	4	QUEEN'S CORONATION		5	CAMERA HEADLINES
	5	Same		6	LATE NEWS
	6	Same	12:10	6	ALMANAC
	8	WESTERN THEATRE			
6:30	4	QUEEN'S CORONATION			
	5	Same			
	6	Same			
	8	INSIDE CITY HALL			
6:45	4	QUEEN'S CORONATION			
	5	Same			
	6	Same			
	8	NEWS and SPORTS			
7:00	4	CAVALCADE OF AM.			
	5	LIFE BEGINS AT 80			
	6	LIFE BEGINS AT 80			
	8	CAPTAIN VIDEO			
7:30	4	WEEK IN SPORTS			
	5-6	DINAH SHORE			
	8	THE CAR MART			



WEDNESDAY

WBEN-TV WSYR-TV

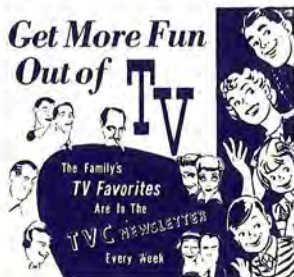
Ch 4 Ch 5

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	4-6-8	BIG PAYOFF		6	POPULAR SCIENCE
	5	BREAK THE BANK	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	MAGIC OF SCIENCE
	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	5	STARLIGHT PLAYHOUSE
	6	FILM		6	R. MONTGOMERY
	8	SUPERMAN	11:20	4	SHORT DRAMA
6:15	6	NEWS	11:35	4	THE WEB
6:25	6	ALMANAC	12:05	4	THEATRE PLAYHOUSE
6:30	4	NEWS	12:15	5	CAMERA HEADLINES
	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	FILM			
	6	FILM			
7:30	4	OUTDOOR CAMERA			
	5	COKE TIME			
	6	Same			
	8	FURNITURE TRENDS			



GIVE TO CONQUER CANCER!

2:00	4	BALANCE YOUR BUDGET	7:45	4-5-6	NEWS CARAVAN
	5	LADIES DAY	8:00	4	YOU BET YOUR LIFE
	6	FILM		5-6	Same
	8	FREEDOM RINGS	8		FOREIGN INTRIGUE
2:15	6	THE CHRISTOPHERS	8:30	4	MARCH OF MEDICINE
2:30	4	MEET THE MILLERS		5-6	Same
	6	GUIDING LIGHT	8		CH. OF A LIFETIME
	8	LINKLETTER PARTY	9:00	4-5	DRAGNET
2:45	6	LADIES FAIR	6		CHARADES THAT PAY
3:00	4-5	BREAK THE BANK	8		LUX VIDEO THEATRE
	6-8	BIG PAYOFF	9:30	4	FORD THEATRE
3:30	4	BRIDE & GROOM		5-6	Same
	5	WELCOME TRAVELERS	8		BIG TOWN
	6	Same	10:00	4-5-6	MARTIN KANE
	8	WHO, WHAT, WHERE	8		MY LITTLE MARGIE
3:45	4	WELCOME TRAVELERS	10:30	4	ABBOTT & COSTELLO
	8	THE GAL NEXT DOOR	5		FAVORITE STORY
4:00	4-5-6	KATE SMITH	6		FILM
	8	MOVIE MATINEE	8		I'VE GOT A SECRET
5:00	4	FUN TO LEARN	11:00	4	LATE NEWS
	5-6	HAWKINS FALLS	5		THEATRE OF ADV.
	8	COUNTY SCHOOLS	6		NEWS & SPORTS
5:15	4	TIME FOR BEANY	8		NEWS & SPORTS
	5-6	GABBY HAYES	11:05	8	MYSTERY THEATRE
	8	THE BUNKHOUSE	11:15	6	B'WAY TO H'WOOD
5:30	4-5-6	HOWDY DOODY	11:25	4	TV CLOSEUPS
6:00	4	SAGEBRUSH TRAIL	11:30	4	TALENT PATROL
	5	CANYON JACK	12:00	4	YOUR GARDEN
	6	FILM	12:15	5	CAMERA HEADLINES
	8	WESTERN THEATRE			
6:15	6	NEWS			
6:25	6	ALMANAC			
6:30	4	NEWS			
	5	ED MURPHY SHOW			
	6	SPEAKING OF SPORTS			
	8	U.S.A. CANTEEN			
6:45	4	SPORTS SPOTLIGHT			
	5	CAMERA HEADLINES			
	6	REP. H. OSTERTAG			
	8	NEWS & SPORTS			
7:00	4	CISCO KID			
	5	TWENTY QUESTIONS			
	6	JEWEL BOX			
	8	CAPTAIN VIDEO			
7:15	6	FILM			
7:30	4	THE LITTLE SHOW			
	5-6	DINAH SHORE			
	8	LONE RANGER			



How They Rate!

Videodex Network TV Ratings

Week of April 1-7, 1953

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Rank	Program	Popularity Program	Rating (%)	Rank	Total Homes Reached Program	(000)
1	Love Lucy (Philip Morris, CBS, 69 Cities)		56.1	1	Love Lucy (Philip Morris, CBS, 69 Cities)	12,476
2	Godfrey & Friends (Liggett & Myers, CBS, 59 Cities)		48.3	2	Godfrey & Friends (Liggett & Myers, CBS, 59 Cities)	10,054
3	Dragnet (Liggett & Myers, NBC, 64 Cities)		43.1	3	Groucho Marx (DeSoto-Plymouth, NBC, 72 Cities)	9,152
4	Godfrey's Talent Scouts (Lever-Lipton, CBS, 37 Cities)		42.2	4	Dragnet (Liggett & Myers, NBC, 64 Cities)	8,584
5	Groucho Marx (DeSoto-Plymouth, NBC, 72 Cities)		42.1	5	Texaco Star Theater (NBC, 58 Cities)	8,063
6	Texaco Star Theater (NBC, 58 Cities)		39.8	6	Your Show of Shows (Several sponsors, NBC, 66 Cities)	7,525
7	Your Show of Shows (Several sponsors, NBC, 66 Cities)		37.0	7	Colgate Comedy Hour (NBC, 70 Cities)	7,431
8	Toast of the Town (Lincoln-Mercury, CBS, 51 Cities)		36.2	8	Godfrey's Talent Scouts (Lever-Lipton, CBS, 37 Cities)	7,342
9	Our Miss Brooks (General Foods, CBS, 29 Cities)		35.1	9	All Star Review (Several sponsors, 64 Cities)	7,221
10	Colgate Comedy Hour (NBC, 70 Cities)		34.3	10	Toast of the Town (Lincoln-Mercury, CBS, 51 Cities)	6,975



PLAYING SAFE — "Mr. Wizard" (played by Don Herbert) shows young Buzz Johnson (played by Buzz Podewell) how effective modern insulation is by burning lighter fluid only a half inch from the boy's hand, which is protected by a piece of this insulation. Buzz is "Mr. Wizard's" new assistant on the NBC-TV show.

CORONATION COURIER



CBS Television has engaged Maj. Joe DeBona, holder of the all-time record for aviation's annual speed classic, the Bendix Aviation Trophy, to shuttle its Coronation coverage from Labrador to Boston, in movie star Jimmy Stewart's racing plane, "The Thunderbird," on Tuesday, June 2, to enable CBS-TV to be first on the air in this country with coverage of the Ceremony in Westminster Abbey. Here, DeBona, shakes hands with the famous actor prior to a test run.

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 TRAVELERS
 6 Same
 8 WHO, WHAT, WHERE
 3:45 4 WELCOME TRAVELERS
 8 THE 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 FILM
 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 SHORT SHORT DRAMA
 6 MEET THE VEEP
 8 CAPTAIN VIDEO
 7:15 5 VACATIONLAND AM.
 6 YOUR MONEY
 7:30 4 NIGHT EDITOR
 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 JIMMA
 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 MY LITTLE MARGIE
 8 PREMIER PLAYHOUSE
 11:20 4 WHAT'S THE RECORD
 11:30 4 MY LITTLE MARGIE
 12:00 4 FAVORITE STORY
 12:15 5 CAMEFA HEADLINES



Attractive Inez Lopardo, make-up artist on CBS-TV's popular daytime program the "Bert Parks Show," finds Bix Brent, of the Heathertones harmony quartet, an easy subject for her strokes of genius.

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