TV'S NEWEST RAGE: THE MONSTER OF CEREMONIES



15c

Local Listings • March 29-April 4

db

TENNESSEE ERNIE FORD

as we see it

Broadcasters have had the right to editorialize ever since an FCC report in 1949 set down just how far station owners could go in expressing their opinions. The fact that relatively few stations have aired editorials since 1949 indicates how serious a step they consider it to be and how aware they are of the responsibilities involved.

At the Westinghouse Public Service Conference held in Baltimore last month, several radio and television station representatives demonstrated samples of the editorials they have broadcast. Most of them dealt with local problems and brought prompt action from the audience and from public officials. All the editorials broadcast were clearly labeled as the opinion of the station, just as printed editorials are labeled.

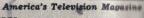
In Los Angeles, after several children had been killed in a privateschool bus crash, a radio station's editorials brought a special session of the state legislature to consider laws making inspection of private-school buses mandatory. In San Francisco, a television station's editorials helped bring closer a public transportation authority which might solve that city's growth problem. In Miami, a TV station's editorials forced reconsideration of a life sentence imposed on a Negro boy for a first offense assault and robbery conviction. In Providence, R.I., a radio station's editorials spotlighting a nine-month-old supermarket strike brought action that ended it.

It is our belief that intelligent use by broadcasters of the right to editorialize can serve the public as vigorously and as fairly as do newspaper. and magazine editorials. In the wrong hands, the ability to editorialize can be dangerous, but we believe that broadcasters will use the right carefully and that the audience will ultimately gain from broadcast editorials that are in the public interest.



WEEK OF MARCH 29-APRIL

Local Program Guide Opens Opposite Page 10



TELETTES	
New York	Be Charles and Charles
Hollywood	
ARTICLES	

Jack Barry's Work Is All Play 'Official Detective's' Real Police Catch TV's Cops Flatfooted Tennessee Ernie Ford's 'Ernie-isms' All The Corcorans Get In The Act 'Horror Show' Encees Hermione Gingold: Half Tallulah, Half Groucho John Frankenheimer, Top Director

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REVIEW

'Mike Hammer' Cover Photo By Poul W. Bailey, NBC Vol. 6, No. 13 • March 29, 1958 Issue #261

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Won't upset your stomach as aspirin often does!

TV Teletype

NEW YORK Bob Stahl reports:

Feeling that the summer is a good travel season, STEVE ALLEN's bus sponsor wanted STEVE to stick with his NBC show through the hot months. They compromised, with STEVE and wife JAYNE MEADOWS taking off to Europe for eight weeks starting July 8. The show will stay with a new personality, not yet selected, subbing.

ABC planning a series based on a recent movie, "The Private War of Major Benson". . . It will take four acts to fill DINAH SHORE's hour-long Sunday spot this summer. Set so far are JOHN RAITT and the ROWAN and MARTIN comedy team. . . MIME WALLACE interviews SALVADOR DALI April 5, Israeli Ambassador ABBA EBAN the following week.

* * *

ARTHUR GODFREY lend-leasing his new special assistant, JOHN DERR, back to CBS so DERR can call the shots on the Masters golf tourney pickup next Saturday and Sunday, April 5 and 6. A former sportscaster, DERR was once CBS's sports director.

* *

NBC plans to replace ROSEMARY CLOONEY this summer with a quiz show, this one to originate in New York in color . . One-time movie star DOLORES DEL RIO co-stars with WALTER SLEZAK April 23 on U.S. Steel Hour in "Public Prosecutor". . TENNESSEE ERNIE FORD originates his show from New York May 1 and 8.

* * 1

A fashion show with live models displaying latest French creations will be integrated into <u>Studio One's April 14</u> offering, "Mrs. 'arris Goes to Paris," <u>starring GRACIE FIELDS.</u> . . ED SUL-LIVAN laughed off recent rumors that he would retire after this season, claiming "I'll be on my show at least another five years." ED attributed the false reports to "a disgruntled press agent."

*

Many of the Nation's district attorneys, who have complained that the D.A. always loses his case on <u>Perry Mason</u>, can relax. The April 5 script calls for Mason to lose in court. . . DONALD O'CONNOR set for the lead in "The Red Mill," <u>Du Pont Show</u> for April.

* * *

Likeliest prospects for the co-starring roles in "Wuthering Heights," <u>Du Pont</u>'s offering for May: CHRISTOPHER PLUMMER and JULIE HARRIS. WENDY HILLER and BARRY JONES already signed for lead roles. . . CBS's <u>The Twentieth Century</u> probes Dr. JONAS SALK and "The Defeat of Polio" April 6.

An hour-long nighttime version of the daytime <u>Verdict</u> <u>Is Yours</u> is planned by CBS, probably for a fall start. . . Same network's again talking up its special newsinterview show, <u>Small World</u>, but with EDWARD R. MURROW as host, not ERIC SEVAREID as announced. . . SAMMY DAVIS, Jr., returns to The Big Record April 9.

Jack's work

is

all play

he quizmaster—a car-

niverous biped who inhabits TV—and his kissin' kin, the giveaway host, come in several models.

First, there is the treacly Santa Claus Type, or Groaner. Practically invented by Ralph Edwards, this critter inhabits the shows-with-a-heart—The Big Payoff and Queen for a Day. If you just broke your arm and your husband lost his **continued** and

he refuses

to groan,

scream

or gush

in the process

*Trade-mark, Teletype Corp.

Continued on Inside Back Cover

Jack Barry / continued

job in the glue factory and all the children have dandruff, look up Bob Paige on *Payoff*, or Jack Bailey on *Queen*. You'll have a good cry.

Then there's the Screamer. He was born back in the early days of radio when Dr. IQ used to shriek: "And a Box of Snickers for That Lady in the Balcony!" Bert Parks is a Screamer and so, in a milder way, is Art Linkletter. Jan Murray, on Treasure Hunt, is a Screamer's Screamer. "That's right! That's right!" the Screamers scream, whenever a contestant correctly answers an elementary question.

And don't forget the Boyish Type: Hal March, Bill Cullen, Johnny Carson, George de Witt. These men are well past 30, yet they dimple and cajole. "Aw, come on, Gert!" they gush. "You're my sweetheart! Now, who hit 23 triples against lefthanded pitching in 1911?"

Finally, there's Jack Barry.

No Groaner, he; no Screamer, no Gusher—yet Barry, a 41-year-old former handkerchief salesman, might well pass as the very model of a modern major quizmaster. He's bland, affable, unctuous---and average. He also works hard, appearing five times a week as host of *Tic Tac Dough*, a daytime quizzer, and once a week as host of *Twenty One*.

In addition, Barry's rich. As a partner in Barry and Enright he earns a six-figure annual income, his share of profits accrued from the sale of such B&E produced shows as NBC's Tic Tac Dough, Twenty One and Dough Re Mi.

Perhaps Barry's success can be attributed at least in part to his attitude. He has an air of confidence about him (He once quit a \$400 a week job as an announcer because his boss wouldn't make him an executive), and he is sanguine about his future.

"As for the future," he likes to say,

"just remember this: There'll always be quiz shows."

And how did Jack Barry reach this high estate?

To begin with, he was born in Lindenhurst, Long Island, March 20, 1918, the son of a man who owned a handkerchief business. In high school Barry led a jazz band, but after graduation from the University of Pennsylvania he deserted the muse and began selling handkerchiefs. He held this job until 1943, when, on a sales trip to Chicago, he was offered a spot as announcer on a local radio station. Barry took the spot ("I had a bad head cold-I was all out of handkerchiefs"), held it a year, then moved to a similar job in Trenton, N.J.-which he quit in a huff after working his way from \$12 to \$400 a week in a year. Soon he was employed at Mutual Radio in New York. There he met Uncle Don-and destiny.

For 10 years Uncle Don's program had been the biggest children's show on New York radio. Its proprietor, bluff and genial Don Carney, opened his daily stint with this ditty:

Hello, nephews, nieces mine, I'm glad to see you look so fine, This is Uncle Don, your Uncle Don, Hello, leetle friends, hello!

These lyrics were addressed to the tykes in Uncle Don's studio audience, and it was Barry's duty to warm them up before the great man began to sing. He accomplished this aim by asking tricky questions of the moppets--and soon discovered that he was laughing harder at their answers than anyone else in the house.

Thus was born the idea for Jack's first quiz show—Juvenile Jury.

At Mutual, Jack met Dan Enright, his present partner. Together they blocked out Juvenile Jury and its opposite extreme, Life Begins at 80. Both ran for years on radio and TV. Winky Dink and You, Tic Tac Dough, Twenty One and Dough Re Mi followed. Barry and Enright became one of the leading show packagers in New York.

In many ways success has come easily to Jack Barry, and perhaps this explains his pervading self-confidence, a confidence maintained in face of the fact that quiz shows seem to be loosening the grip they once held on the throat of the American TV audience.

"Sure," he says easily, "there's no denying that quizzes in general have faded a little. But shows like *Twenty One* and *The* \$64,000 *Question* are holding their own. Money's important, of course, but the game is what makes these shows stimulating."

Of his contestants on *Twenty One*, Barry found Harold Craig, the farmer, to be the most natural. "Harold," he recalls, "was the same man at the end of his run as he was when he started. This fellow could be Lincolnesque."

But it was Charles Van Doren, Barry admits, who first put *Twenty One* on the map. Before Van Doren appeared on the scene, Barry and Enright used to have to comb the sidewalks in front of their studio for enough people to fill the house. Since then, they've been turning fans away.

"He was the greatest personality we've had," Barry says nostalgically. "But Charles has changed somewhat —as anyone would have. He has lost that fresh, wholesome, starry-eyed quality. Now he's quite polished."

And did Barry, who is quite polished himself, think that shows like *Twenty One* and *Tic Tac Dough* served any more enlightening purpose on TV than that of mere entertainment?

"Mere entertainment? Well, there's nothing wrong with mere entertainment. Entertainment's the heart of TV. But I do think all our shows have stimulated the desire to become better informed. If I didn't think that—. Well, I wouldn't want to think that we didn't do something useful."

See how it is?



Just spray it on ! Protect your valuable woolens, clothing, blankets, furniture. Spray Raid Moth Proofer newest, most effective way to prevent moth damage. Odorless. Stainless. So easy to use. Now's the time!



you "haven't

a thing to wear." You've looked all over for a dress, but they're just not right for you. Well, you're in good company. You're just where Bess Myerson, Ida Lupino and Spring Byington used to be.

Some time ago these three found alteration charges were playing havoc with their clothes budgets. Bess. who is 5 feet 10, had a length problem: dresses in Ida's size had the "junior" look; Spring could not find clothes appropriate for her short, mature figure, young-at-heart personality.

In desperation, they began designing. Now each has a beautiful, wellfitting wardrobe--and Bess and Ida, who found a demand for inexpensive copies of their creations, have profitable sidelines to boot.



Bess Myerson (right) designed this sheath in turquoise velveteen to emphasize its paisley pattern.

Spring Byington's design (below) has a high bustline, 'marching' buttons for added height; peaked cuffs for arm length, and back panel for slim line.



Ida Lupino (left) combined the elegance of satin and the shyness of pink in this sophisticated, roseclustered bustle-back gown.

Three stars who never say:





t's past midnight. On your TV screen an old-time cops-androbbers movie shows a lovely young woman lying gracefully on

the floor. Beside her is a gun. A detective stoops, wraps it in a hand-kerchief, stuffs it—hankie and all—into his pocket.

And throughout the viewing area, a hundred detectives sigh in exasperation, turn off their TV sets and go to bed.

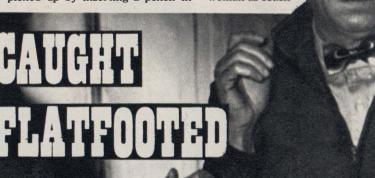
Why? Because this fictional detective had effectively destroyed every fingerprint that might have been on that gun.

Here's how it's done on Desilu's syndicated series, Official Detective. The detective takes out a length of cord (detectives carry cord when they're out on a homicide call). Carefully, without touching the gun, he threads the cord through the trigger guard. He lifts the weapon by the cord and places it gently in a cardboard box partially filled with cotton. In case the prop man forgets the string, the gun can be picked up by inserting a pencil in the barrel. Or, in a pinch, with fingertips on the trigger guard only—not much chance of finding any prints there.

The actor does all this under the eagle-eyed inspection, off camera, of a real detective who has investigated dozens of real murders. For today the technical adviser is as much a part of Official Detective and other TV whodunits as the director or the cameraman.

In one Official Detective scene, an actress playing a policewoman had to flip a "mugger" over her shoulder

until he was black and blue, before the policewoman adviser was satisfied. Director Paul Guilfoyle had a policewoman as coach



because a man, with different muscles and bone structure, might do things differently.

Official Detective is particular about things like this. The series is based on actual cases from the magazine of the same name. The program is factual and the producers are determined not to ruin its stark realism with mistakes.

All scripts are sent to the "Official Detective Stories" magazine in Philadelphia to be compared with the published versions of the cases from which they were adapted, to check the accuracy of every detail.

So meticulous are the program's technical advisers that entire scenes have been retaken because of minor flaws. One script called for lab technicians in the background to "dust" a room for fingerprints as narrator Everett Sloane talked.

The cameras ground, Sloane talked. Then the advising detective let out a bellow. "No, no!" he cried. "Not there! Not like that!"

Everything stopped while the officer, a fingerprint expert, explained. In the first place, he said the actors had been applying "dust" diligently to a plaster wall, and fingerprints just won't be retained on such a surface. In general, a technician doesn't look for prints with his dust. He looks with his eyes and special lights and uses dust only when he finds one.

Official Detective keeps its technical advisers busy, particularly in the matter of guns. Weapons are tricky things, and gun fans are the sharpest of all perfectionists. Don't try to determine the size of a shotgun from a few pellets, actors are told. It can't be done. Don't find a single empty shell from a revolver. It's possible, but revolvers usually eject all their shells at once when the gun is "broken." Don't hold your gun in your right hand, pointed down, and try to smash a door open with your right shoulder. You can lose a lot of toes that way.

Official Detective's

real police

accuse

TV's cops

of unprofessional behavior

Pea-pickin'

HAPPY

Tennessee Ernie Ford is

WOODPECKER

IN A

AS A

LUMBERYARD

-except about

phony 'Ernie-isms'

Mr. Ernest J. Ford of Moorpark Blvd., in Toluca Lake, Cal., resides next door to Mr. Bob Hope and was thus privy to Mr. Hope's financial status on the afternoon that the University of Oregon lost to Ohio State in this year's Rose Bowl football game—but not nearly as badly as Mr. Hope had expected.

TTTTT

"Robert," gloomed Ernie, "really lost a bundle. They druv him right into the ground."

Thus was born one more Ernie-ism for the book, an Ernie-ism being something said by Tennessee Ernie Ford. Ford himself, almost truculently, is the authority for the fact that 99 percent of his Ernieisms are authentic ad libs, dredged up out of a Tennessee background to fit almost any given occasion.

CARTOONS BY ARNOLD ROTH

Nervous as a long-tailed cat in roomful of rockers.



"Every once in a while," says Ford with true Southern emphasis on the "once," "the writers on the show try to come up with something for me to say, but you just can't make 'em up. They either come or they don't come. The big thing about them is that they're believable. Actually, I don't use them as often as people think."

The first and perhaps most popular Ernie-ism was "pea picker," which Ernie insists doesn't mean a thing. "People just like to be called something, that's all," he shrugs. "When I was doing my radio show on CBS some years back, I got into the habit of saying, 'Hello, pea pickers!' to the studio audience, and they'd holler back, 'Hello, Ernie!' That's all there was." Born in Ford Town, Tenn., 39 years ago, Ford grew up

Mama!

with country people to whom back-tonature metaphors and similes come as naturally as their Tennessee accents. "You'd say of a chronic complainer," he explains patiently, "that he'd get sore if they hung him with a new rope. Now, that wasn't meant to be a funny line. That was just normal conversation. You'd say of some young pipsqueak, 'You can always tell a new saddle by the way it squeaks.' Well now, that wasn't funny either. It's just like in another part of the country they'd say, 'Children should be seen and not heard,' that's all."

Ernie-isms have caught on to the point where people are beginning to compile them, most of the compilers being over- continued

Tired as a 2-pound hen that's laid a 3pound egg.

> Built like a sackful of doorknobs.

12



Ernie's Ernie-isms/continued

eager press agents anxious to capitalize on what might become a new fad. Shown one list of purportedly authentic Ernie-isms, put together by an overeager ad-agency press agent, Ford frowned at it and said, "I never said, 'Eager as an octopus at a milkin' contest,' and I never even heard of it. It doesn't make sense. It's not believable. I never heard of 'Nervous as a pucker on a guppy,' either. What's that supposed to mean?"

Ernie's two favorite "nervous" similes are "Nervous as a long-tailed cat in a roomful of rockin' chairs" and "Nervous as a frog on a freeway with a busted hopper."

"Now there," he says earnestly, "you got something. You put a frog on a freeway with a busted hopper and you got a frog in big trouble. It's believable. That thing about an octopus at a milkin' contest just isn't believable."

Ford generally waits until dress rehearsal before even trying to fit an Ernie-ism to a situation. The writers may make a suggestion, setting the scene, but it's Ernie who comes up with the right phrase. Told that he was Ernie comes eye to eye with an Ernie-ism: 'Nervous as a frog on a freeway with a busted hopper.'

supposed to feel worn out after a particularly vigorous comedy sketch, Ford came up with the line, "I feel like I been rode hard and put away wet." Any horseman would take that as a statement of fact rather than as a joke. "Flatter than a gander's arch" conjures up a perfectly reasonable picture of flatness to any country boy, while "useful as a milking stool under a bull" makes sense to almost anybody at all, including bulls.

One of Ford's favorites is "Hard as trying to sneak daylight past a rooster." He's irritated when it's written "dawn" instead of daylight, as it was on the agency list. "In Tennessee," he lets it be known, "it's either daytime or nighttime. Dawn is for poets."

Plain talking, Tennessee style, has paid off handsomely for Ford. It's been months since NBC took a chance on him after his five-a-week daytime show proved to be a success and threw him in against CBS's widely-publicized *Playhouse* 90. The latest ARB rating gave Ford—in political parlance—a dark-horse victory.

In Tennessee circles, however, it would be put a little differently. The competition, which was supposed to have been tougher than a hog's nose, is now squirming worse than a worm in hot ashes, while ol' Ern, who has caused as much talk as a new rooster in the hen house, is busy as a puppy in a roomful of rubber balls and contented as a swarm of June bugs in a barrel of mash.

As for the canard that Ernie's Ernieisms aren't authentic, that contention is colder than a polar bear's nose.



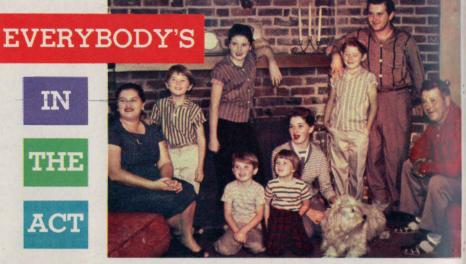


'Trail Blazer.' Rory Calhoun, as cattle pioneer Charles Goodnight, settles a dispute with Ken Dibbs, Telephone Time, Tuesday, ABC.

Songfest And Jest. Marie (The Body) McDonald returns to The Steve Allen Show in a guest appearance this Sunday on NBC.

'Papa Said No.' Yvonne Craig lures unsuspecting Scott Brady into thinking of marriage on The Schlitz Playhouse of Stars, Friday, CBS.





Standing (I, to r.), Kevin, Noreen, Hugh, Bill, Jr. Seated

(I. to r.), Mother, Brian, Kerry, Donna, Duchess, Father,

16

family of Sherman Oaks, Cal., is a typical, normal family in all respects save one: All seven of the children have been, some still are, professional the rest of them actors and actresses.

is 14-year-old-Noreen, who plays the role of Kelly in Bachelor Father. the CBS series starring John Forsythe. Her older sister, Donna, 16, was under contract to M-G-M for five years (between 8 and 13), and is now fretfully "at liberty." Bill, Jr., 18 and a freshman at San Fernando Valley Junior College, has given up acting after banking \$16,000 and will study dentistry.

Of the younger Corcorans, Kevin, 8, has been on the Mickey Mouse Club and appears in the current Walt Disney feature movie, "Old Yeller." Hugh, 10, free-lances as a child actor. Brian, 6, and a first-grader, can be

he William Corcoran seen in "An Affair to Remember," with Cary Grant and Deborah Kerr. Kerry, 5, is also just beginning. But she has done work and been paid. She's a professional right along with

The immediate star of the family The Corcoran saga got its start back in 1947 when Mrs. Corcoran's health forced a move from their native Quincy, Mass., to Los Angeles. Bill Corcoran obtained a policeman's job at M-G-M. After he got to know the place, the grapevine reached him-a number of little girls were needed for a crowd scene in a picture. That was the start of Donna's acting career.

> "After that," says Mrs. Corcoran, a plump, pleasant and energetic woman who runs her brood with a firm hand, "the rest of the kids just seemed to fall into place as they came along. Even Bill, Jr., took a crack at it."

LATE ... and EXCLUSIVE

BENNETT CERF is ho-hummy about more panel jobs. What he really wants is to host a spectacular, or a dramatic or comedy series ... JACK PAAR will vacation during the month of May. JONATHAN WINTERS, JOHNNY CARSON and JIM BACKUS are expected to alternate as pinch-hitters.

NAT KING COLE, who has refused bitterly every TV offer since he was unable to get a permanent network sponsor for his own show ("Why should I help them after the way they treated me?"), will appear on The Ed Sullivan Show in April. Reason: He wants to plug his new movie, "The St. Louis Blues." Conditions: He'll sing just one song from the picture for top money, \$7500.

Lever Brothers bought GROUCHO MARX's show for next fall. They're expected to use it to replace The Rosemary Clooney Show. . . . PERRY COMO spent his week off at his new home in Jupiter. Fla.

■ GISELE MacKENZIE canceled her \$7500, April 13 SULLIVAN visit in favor of a \$10,000 Chevy Show next month . . . JACKIE GLEASON yearns to be in a serious drama on Broadway this fall.

-BURT BOYAR

LOCAL . . . and TIMELY

Ch. 7's recently acquired movie package includes 52 SHOCK feature films. The series includes "Frankenstein" and "The Mad Ghoul." . . . Ch. 4 plans to carry an hour-long Saturday afternoon Record Hop with disc jockey DAVE MAYNARD as host. The show will go in the 1:30 P.M. spot as soon as the basketball playoffs are over . . . Ch. 12's LEO R. La PORTE will narrate his award-winning Holy Week presentation, "The Passion," on Friday, April 4, 10 P.M. . . Fashion authority LILLY DACHE commutes from New York to Providence for her first live TV series. LILLY talks about glamor on Ch. 10's Thursday, 9 A.M. segment of The World Around Us. . . Ch. 7 newscaster VIN MALONEY will host a Red Cross Jamboree at New England Mutual Hall on Sunday afternoon, March 21 . . .

TV GUIDE . 739 Boyiston St., Boston 16, Mass. . COpley 7-7875

THIS WEEK

(TeleVision Guide)

(Information applies only to channel numbers indicated in parentheses)

TIME OR CHANNEL CHANGES

Arthur Godfrey .. 11 A.M. Mon.-Fri. (7, 12, 13)

DEBUTS

How Do Y - Rate?

GOING OFF

Pro Basketball	2:30	P.M.	Sat.	(4,	6,	10
Gisele MacKenzie .	9:30	P.M.	Sat.	(4,	6,	10
Sally	7:30	P.M.	Sun.	(4,	6,	10
Scotland Yard		10 F	.M.	Sun.	(5	, 8
Telephone Time	9:	30 P.	M. T	ues.	(5	, 9

SPECIALS

NCAA Swimming 3 P.M. Sat. (7, 8, 12, 13)

COLOR

Your Hit Parade 10:30 P.M. Sat. (4, 6, 10) Matinee Theater 3 P.M. Mon.-Fri. (4, 6, 10) Rosemary Clooney 10 P.M. Thurs. (4, 6, 10)



SATURDAY, MARCH 29

PRO BASKETBALL 2:30 P.M. (4) (6) (10) Play-off Lindsey Nelson and Chick Hearn NCAA SWIMMING 3 P.M. (7) (8) (12) (13) The National Collegiate Athletic Association men's swimming and diving championships from the U. of Michigan pool. Ann Arbor. Mich.

MONDAY, MARCH 31

BOXING 10 P.M. (9) Jimmy Peters, Washington, D.C., vs. Rudy Sawyer, Long Island City, N.Y., welterweights. 10 rounds.

WEDNESDAY, APRIL 2

BOXING 10 P.M. (5) (8) Yolande Pompey, light heavyweight, Trinidad, B.W.I., vs. Rory Calhoun, middleweight, White Plains, N.Y.

FRIDAY, APRIL 4

BOXING 10 P.M. (4) (6) (10) Ralph "Tiger" Jones, middleweight, from Yonkers, N.Y., vs. Kid Gavilan, welterweight from Camaguey, Cuba, 10 rounds,





For Week Beginning March 29th, 1958

SA'

6:45 4 FILM

6:55 🔽 CHILDI

7:00 A BOOM

7:45 10 JUNIO

8:00 G NEWS

8:15 6 OFF TO 8:30 3 LAURE

Cartoons:

Good." "Mo pened to Crus

MR. W

Mr. Wizard

conductors n

POPEY

MOVIE

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The Marilex

day. Bunny

railroad eng

9:00 6 KALEI

9:15 1 CALL 1

9:30 7 12 13

M

TURDAY ORNING FUNNIES—Cartoons REN'S THEATER TOWN—Rex Trailer "In Wonderland." "Making	 HIPPITY HOP—Cartoons 9:45 O ONCE UPON A TIME—Stories 10:00 O D HOWDY DOODY—Kids CONEY TUNES—Cartoons 10:30 O O RUFF AND REDDY In today's cartoon adventure, Reddy is captured by outlaws. 7 O B MICHTY MOUSE Cartoons: 1. "Swiss Ski Yodelers." 2.
All Woney News," "It Hap- soe," and "Paunch and Judy." R WORLD—Travel , WEATHER /IZARD—Science demonstrates how electrical move energy. /E—Cartoons O ADVENTURE EL AND HARDY—Comedy E—Western Wind." (1941) Ranchers are ted because of their need for Holt. IDOSCOPE—Variety TO CHURCH—Religion CAPT. KANGAROO Duo, plate jugglers, visit to- tells of his adventures as a jineer.	 "The First Robin." 3. "The Prize Guest." 11:00 (2) (1) FURY—Adventure "Second Chance." Pete objects when Jim hires a handyman with a record. (3) POPEYE—Cartoons (7) CARTOON CARNIVAL—Kids (3) (2) (3) HECKLE AND JECKLE Cartoons: 1. Little Roquefort in "Musical Madness." 2. Gandy Goose and Sour Puss in "Fortune Hunters." 11:30 (4) (3) (1) ANDY'S GANG—Kids "Man-eater of Jog." Gunga attempts to destroy a man-eating tiger. (7) KIT CARSON—Western (8) (2) (3) SATURDAY PLAY- HOUSE—Drama Claude Dauphin in "On Leave." Pvt. Henri Baptiste, decorated French soldier of World War 1, obtains a leave and visits his home village, only to find it devastat- ed. Based on a story by Stuart Cloete.

Channels listed in program section

WGBH-TV	(Educational) 84 Massachusetts Ave., Cambridge, Mas	s. UNiversity	4-6400
WBZ-TV	(NBC) 1170 Soldiers Field Road, Boston, Mass.	Algonquin	4-5670
WHDH-TV	(ABC, C3S, NBC) 6 St. James Ave., Boston, Mass.	HAncock	6-5500
6 WCSH-TV	(NBC) 157 High Street, Partland, Me.	SPruce	2-0181
WNAC-TV	(CBS) 21 Brookline Avenue, Boston, Mass.	COmmonwealth	6-0800
WMTW	(ABC, CBS) Riccor Inn, Poland Spring, Me.	WYman	8-4311
9 WMUR-TV	(ABC, CBS) 1819 Elm Street, Manchester, N.H.	NAtional	3-8061
WJAR-TV	(ABC, NBC) 176 Weybasset St., Providence, R.I.	GAspee	1-8255
WPRO-TV	(CBS) 24 Mason Street, Providence, R.I.	PLantations	1-9776
B WGAN-TV	(CBS) 390 Congress Street, Portland, Me.	SPruce	2-4661

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AFTERNOON

- 12:00 A NEWS, WEATHER TRUE STORY—Drama Kathi Norris introduces this week's story, by William Kendall Clarke. With her son in danger of losing his scholarship because he cheated on a test, a mother threatens a member of the scholarship committee with blackmail. CHAMPIONSHIP BOWLING B (12) (B) JIMMY DEAN Guests are singers Sam Cooke and Wyoma Winters.
- 12:15 BIG BROTHER—Bob Emery 12:30 DETECTIVE'S DIARY

"Murder for Gain." When a wealthy woman is found murdered, Mark Saber interviews her three beneficiaries. Donald Gray, Michael Balfour, Teresa Thorne.

1:00 A MR. WIZARD—Science Mr. Wizard (Don Herbert) and Betty Sue investigate probability in science.

COLOR "The Mohawks at Home."

MOVIE—Suspense "Donovan's Brain" (1954). Lew Ayres stars.

D D LONE RANGER-Western

"Sawtelle's Saga's End." A little old lady tries to protect her two nephews who are responsible for a series of bank robberies. Clayton Moore.

B TERRYTUNES—Cartoons

CO ALL-STAR GOLF—California See 4 P.M., Ch. 5, for details. CENE AUTRY—Western

1:15 CARTOONS—Kids

1:30 4 LOOKIN' AT SPORTC—Leo Egan MOVIE—Drama

> "Appointment in Berlin." (1943) A wingcommander in the RAF is discharged from the service because of his attitude. George Sanders, Marguerite Chapman. G BIG PICTURE—Army

2:00 4 6 M ADLAI STEVENSON

SPECIAL Adlai E. Stevenson, former governor of Illinois and twice candidate for President of the U.S., addresses the Annual Conference of the United Parents Association of New York City. In his speech, he plans to emphasize the need for defining our educational ideals and for setting our sights high, in this period of reappraisal, as opposed to depending merely on greater financial support for education. Stevenson will be introduced by Mrs. Gladys Harburger, president of the Association, which is meeting in the Waldorf-Astoria Hotel in New York City. The telecast of the Professional Basketball game will begin 30 minutes later today.

HOPALONG CASSIDY—Western WRESTLING—Hollywood MOVIE—Comedy

"Granny Get Your Gun." (1940) A straight-shooting ol' granny becomes involved in divorce and murder. May Robson, Harry Davenport.

13 TO BE ANNOUNCED 2:30 4 6 10 PRO BASKETBALL

Play-off

During the past week, the Boston Celtics have been playing the Philadelphia Warriors and the St. Louis Hawks have been playing the Detroit Pistons to determine the finalists for the National Basketball Association championship series. At press time, the teams for today's game had not been determined. If either or both of the best-of-seven semifinal series goes more than five games, today's telecast will be of one of the Boston-Philadelphia or St. Louis-Detroit contests. If both semifinal series were decided within five games, today's telecast will be the first of the final best-of-seven series. Lindsev Nelson and Chick Hearn are the sportscasters for this game, which concludes the season of pro-basketball telecasts.

3:00 5 BOWLING TIME—Sam Levine Patterson vs. Engan.

C (3) (2) (3) (

MARCH 29

Afternoon

coaches and swimmers explain and demonstrate the different strokes, with the aid of underwater cameras. S

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3:45 9 FRANKIE LAINE—Songs 4:00 5 9 ALL-STAR GOLF—Cai.

Cary Middlecoff attempts to end Billy Casper's winning streak. Jim Britt reports from Palm Springs, Cal.

4:30 4 TRUE STORY—Drama

A publisher falls in love with a dress designer who brings him a book of poems she has written.

6 FILM SHORT

7 BISHOP SHEEN—Religion

"Science, Relativity and the Atomic Age." Bishop Sheen describes the role science must play in our lives.

CHAMPIONSHIP BOWLING

5:00 4 MOVIE—Comedy-drama

"Call It a Day." (1937) A number of people come close to running off with each others' wives and husbands. Olivia de Havilland, Anita Louise, Roland Young.

5 TEXAS RANGERS—Western

An outlaw killed in a holdup is mistakenly identified as the desperado Sam Bass. Willard Parker stars.

6 TOP TUNES—Lawrence Welk

"Smiling	Irish	Eyes"	Roberts
"Galway	Bay"		Pearson
"A Little	Bit	of Heaven"	Feeney

7 TWENTIETH CENTURY

"Class of '58." The National Education Association has reported that the U.S. is failing to develop two-thirds of its top potential brainpower. In an attempt to find out why this is true, "Twentieth Century" visited a high school in Bridgeport, Conn. Today's hour-long film records this visit to Warren Harding High School.

8 MOVIE—Western

"Gun Smugglers." (1949) Tim Holt, Richard Martin, Paul Hurst.

- **9** GET SET, GO!—Variety
- BOLD JOURNEY—Documentary
- 12 SPORTS—Chris Clark
- TEEN-AGERS ONLY-Astor

5:30 5 LONE RANGER—Western

"The Turning Point." The leader of a band of vigilantes is determined to hang a man accused of murder. AIR FORCE DIGEST

A-4

SATURDAY

COLT .45—Western

"The Deserters." Chris Colt trails a number of deserters from an Army post to learn why they deserted. Wayde Preston. CIRCUS BOY-Drama

"The Little Fugitive." Joey arranges a match between a friend of his and the circus strong man. Mickey Braddock. ROY ROGERS—Western

5:45 C TRENDS FOR TOMORROW



6:00 S BRAVE EAGLE—Western

"Face of Fear." A trapper tries to use an Indian superstition to increase his profits. Keith Larsen, Bert Wheeler,

6 SKY KING—Adventure

"Sleight of Hand," Sky and Davy land the plane on a golf course and are captured by gamblers. Kirby Grant stars.

I LOVE LUCY—Comedy

Ricky's band is booked for a three-week European tour and he decides to take Fred along as his manager.

B SPORTS DIGEST CONRAD NAGEL—Drama MAVERICK—Western

"Point Blank." A couple makes friends with Bret Maverick, planning to make use of him in an embezzling scheme without his knowledge. James Garner stars. SUGARFOOT—Western

Erin O'Brien appears in "A Wreath for Charity Lloyd." Sugarfoot, as acting sheriff, is asked to help find a woman's missing husband. Will Hutchins stars.

6:30 5 KINGDOM OF THE SEA

COLOR "Playgrounds of the Sea." Two young people show their vacation of big game fishing and skin diving.

G WYATT EARP—Western

"When Sherman Marched Through Kansas." Now Commander of the Western Armies in Indian territory, Gen. Sherman plans a visit to the post at Dodge. Hugh O'Brian stars.

GREAT GILDERSLEEVE

RETURN "Gildy Goes Broke," After lecturing his nephew on not spending money, Gildy does the opposite.

ALL-STAR GOLF—California Billy Casper takes on Jay Herbert. GOLDBERGS—Comedy

MARCH

Evening

CAPTURED-Police 6:45 A NEWS—Arch Macdonald 6:55 A WEATHER—Don Kent 7:00 A HIGHWAY PATROL—Police

> A bandit stages three daylight robberies. Broderick Crawford, (Film)

COLOR NEWS-Jack Hynes G STATE TROOPER—Police

"Perilous Picnic." Rod Blake goes after two extortionists cashing checks in Las Vegas. Rod Cameron stars. (Film)

LASSIE—Drama

"The Hospital." Timmy becomes seriously ill and is taken to the hospital. In his delirium the little boy calls for Lassie. Jon Provost, George Chandler. (Film)

O CONFIDENTIAL FILE TOMBSTONE TERRITORY

A miner falls in love with a mercenary dance-hall girl. Pat Conway. (Film)

HARBOR COMMAND—Police Unknown, a killer stalks the harbor. Wendell Corey stars. (Film)

R VICTORY AT SEA—Documentary "The Battle for Levte Gulf." This battle represented the last attempt by the Japanese to halt Allied advance. (Film) 7:15 5 [COLOR] WEATHER-Ted Miller

7:20 5 [COLOR] SPORTS—Curt Gowdy 7:30 (2) (6) (6) PEOPLE ARE FUNNY

1. Univac couple Yolanda Curtis and Sanford Demain are given a week to locate a \$1000 check, made out to them. on a 24-foot billboard somewhere in Los Angeles, 2. Three hypnotized women are subjected to posthypnotic suggestion. 3. Virginia Maier and Ed Hakim, Univac couple, return to play anagrams. (Film) **DICK CLARK**—Music

Dick's quests are songstress Joni James: rock-'n'-roll singer Fats Domino; the Four Lads, vocal group; and singer Don Gibson. Dwayne Hickman, who plays Chuck on "The Bob Cummings Show," presents his proteges the Voxpoppers, male guintet.

7 12 13 PERRY MASON

"The Case of the Daring Decoy." A fight for control of voting stock in a corporation leads to a murder. Mason's client is accused of the crime when his fingerprints are found on the death weapon Raymond Burr, Barbara Hale. (Film) CHRISTOPHERS—Religion



HE'S OUT TO GET YOU ...

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SATURDAY

8:00 4 6 10 PERRY COMO—Variety COLOR Perry's guests are singers Teresa Brewer and Frankie Lane, and the Count Basie Orchestra with Joe Williams. Perry's opening production number is "Come to the Fair," with the Louis Da Pron Dancers and the Ray Charles Singers. He also sings his newest recording. BOSTON BALLROOM—Clayton

DEBUT COLOR Disc jockey Bob Clayton makes his TV debut in an hour-long video version of Boston Ballroom. Tonight's quests include Bill Haley and the Comets and singers Frankie Avalon and Connie Francis, Bridgewater (Mass.) High School will be saluted.

BIG RECORD—Music

Guests are singers Pearl Bailey, Howard Keel, Florence Henderson, and the Four Voices. (Film)

WHIRLYBIRDS—Adventure

"Mountain Flight," Chuck and P.T. pilot a man on a week-end hunting trip in the mountains. (Film)

8:30 7 P TOP DOLLAR

DEBUT Winners at the word game "Ghost" should do well as contestants on this new weekly half-hour show. A round begins with three contestants successively contributing a letter each to forming a word. For each letter he contributes beyond the first three letters, a contestant receives \$100. But as in "Ghost," a contestant is eliminated if he contributes the final letter of in word. The champion goes on to meet new challengers until he in turn is eliminated. Viewers participate too. The first eight letters of the "Top Dollar" word are transposed into figures. and the viewer holding the dollar bill bearing the resulting number wins \$5000, or even more if previous numbers have not been claimed.

B MR. ADAMS AND EVE

The Adams' maid, Elsie, writes a pop tune she is confident will be a hit. Eve and Howard decide to boost Elsie's career. Howard Duff, Ida Lupino. (Film) CROSS CURRENT—Drama

"The Spy Ring," A pleasure trip to Copenhagen turns out to be strictly business. Gerald Mohr. (Film)

9:00 4 6 10 CLUB OASIS-Variety Spike Jones and his band, with singer

A-8

MARCH 29

Evening

Helen Grayco, are tonight's stars. Also appearing is actress-model Juli Reding. **589** LAWRENCE WELK Included in the musical selections tonight are "When Yuba Plays the Tuba Down in

Cuba," "Papa Won't You Dance with Me," "Zip-a-dee doo-dah." "An Old Love Letter," "I Love You, You, You" and "Lullaby of Broadway." Alice Lon, the Lennon Sisters, Buddy Haves, and Bob Lido,

7 R OH! SUSANNA

"Our Dear Captain." Susanna organizes a dramatic club aboard ship which specializes in satires lampooning Capt. Huxley. Huxley, unaware he is the subject of their humor, informs Susanna he would like to attend a performance. Gale Storm, ZaSu Pitts, Roy Roberts, James Fairfax, (Film)

9:30 4 6 M GISELE MacKENZIE Gisele welcomes Eddie Fisher as her quest. Alex Stordahl and the orchestra. (Holywood)

Final show of the series. 7 12 13 HAVE GUN, WILL

TRAVEL-Western

Paladin travels to a small border town in Montana to intercept bandits who have committed a robbery. While waiting for the bandits to arrive, Paladin stays at a boarding house and becomes involved with the landlady's pretty daughter. Richard Boone. (Film)

10:00 4 6 M AMATEUR HOUR

Ted salutes opera singer Mimi Benzell. **5 9** MIKE WALLACE

Peter Ustinov is interviewed. Details. page A-9.

7 8 R GUNSMOKE

A reformed gunfighter arrives in town with his traveling medicine show. He finds it difficult to refrain from taking to his guns again when the Marsh brothers, the town bullies, give him a beating, James Arness, Dennis Weaver, (Film) 10:30 A 6 YOUR HIT PARADE—Music

COLOR Hit songs and old favorites are performed by Alan Copeland, Jill Corey, Virginia Gibson, Tommy Leonetti, and the Dick Jacobs Orchestra.

5 MOVIE—Mystery

TV GUIDE

"Three Steps North." (1951) An ex-GI returns to Italy to find the lire he made in the black market. Lloyd Bridges.

Movie continues after 11 P.M. newscast.

HONEYMOONERS—Gleason "On Stage," Ralph appears in an amateur theatrical production and decides Hollywood is for him. Jackie Gleason. (Film) B MOVIE—Police "Born to Kill" (1947) A ruthless killer marries a lovely girl for her money. Lawrence Tierney, Claire Trevor. 9 MOVIE—Mystery "Black Camel." (1931) Charlie Chan investigates the murder of a beautiful actress in Honolulu, Warner Oland, **M NEWS**—Russ Van Arsdale SEA HUNT—Adventure

Two treasure hunters loot a sunken Spanish galleon, Lloyd Bridges, (Film) RED SKELTON—Comedy

Red's quest blonde comedienne Marie Wilson, plays Ruthie in a sketch about boxer Cauliflower McPugg. (Film)

10:40 m MOVIE—War Drama "Dive Bomber." (1941) A man harbors a

grudge against the doctor who operated unsuccessfully on his buddy. Errol Flynn.

11:00 2 5 7 NEWS, WEATHER

10:00 5 9 MIKE WALLACE – Interview

Wallace interviews Peter Ustinov, English playwright, actor and director. Though only 36. Ustinov has authored a number of plays, is currently starring on Broadway in his own "Romanoff and Juliet," and appeared on TV earlier this season as Samuel Johnson. Viewers have also seen him both as a guiz contestant and as a comedian with a remarkable command of European dialects. His movie appearances include "My Three Angels" and a portrayal of Nero in "Quo Vadis."

Wallace plans to ask Ustinov why he believes that humorists should be prepared to go to jail for their convictions, and why he contends that the best kind of humor is "subversive." Other topics of discussion may include Ustinov's opinions of Hollywood and American



Mike Wallace

TV, why Ustinov considers acting an "economic crutch" and why he prefers to keep his performances to a minimum.

Peter

Ustinov

S

"Gentleman Jim." (1942) The life story of

11:15 A MOVIE—Double Feature 1. "Valley of Eagles." (English; 1952) Parts of a secret invention of tremendous war potential are stolen. Jack Warner. 2. "Man Killer." (1933) A detective who has been fired, joins a disreputable

MARCH 29

Evening

6 B NEWS

MOVIE---Drama

private agency. William Powell. G WRESTLING—Texas

MOVIE—Double Feature

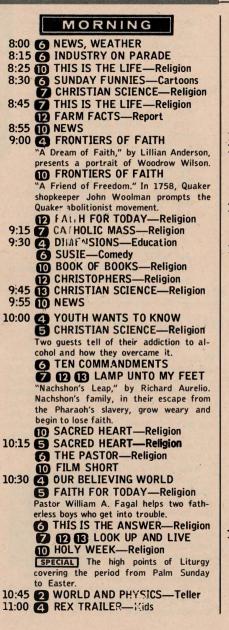
Flynn, Alexis Smith, Jack Carson,

1. "Yellow Jack." (1938) Mai. Walter Reed campaigns against yellow fever in Cuba. Robert Montgomery, Virginia Bruce, 2. "West of the Pecos." (1945) The niece of a rich Chicago packer goes to a Texas ranch. Robert Mitchum.

R MOVIE—Drama

"The Iron Curtain." (1948) Soviet spies operate in Canada, Dana Andrews, 12:00 WRESTLING—Chicago

SUNDAY



MARCH 30

Morning-Afternoon

5 B B EYE ON NEW YORK G SACRED HEART—Religion **7** FILM SHORT MOVIE-Mystery "The Case of the Frightened Lady." (English: 1940) The mansion where a dowager lives with her secretary-niece becomes a house of terror. Helen Have. Local news at 11:55 A.M. TIME OUT FOR GOD—Religion 11:15 6 LIVING WORD—Religion 11:30 7 5 12 13 CAMERA THREE THIS IS THE LIFE—Religion WILD BILL HICKOK—Western See 12:30 P.M., Ch. 12, for details, CHURCH IN THE HOME 11:55 M NEWS AFTERNOON 12:00 AGRICULTURAL POLICY A NEWS, WEATHER G CARTOONS—Kids **MOVIE**—Science Fiction "Red Planet Mars." (1952) Using a hydrogen tube, an American couple establishes contact with Mars. Peter Graves, Andrea King, Marvin Miller. ROY ROGERS—Western "In Old Caliente." (1939) Roy Rogers. THE BIBLE SPEAKS TODAY FROM COLLEGE HILL A Brown U. panel discusses James Jones' "From Here To Eternity" and Aldous Huxley's "Point Counterpoint." TELL THY SON-Religion SPECIAL We see a Seder service as performed by the family of Rabbi Morris N. Kertzer of the American Jewish Committee. The Seder is the ritual meal which inaugurates the annual Passover **B** QUALITY PLAYHOUSE—Drama "The Lady and the Thief." A highly respected lady breaks into and robs a jewelry store. Joyce Heron, Brian Oulton. 12:15 A NEWS IN REVIEW 12:30 SEARCH FOR TRUTH—Panel Discussion by a panel attending an international conference on children's television programs in Boston. Henry Morganthau, III, host. A TALENT SHOW—Amateurs

CHRISTOPHERS—Religion **WICTORY AT SEA** The struggle for Luzon ends in the complete reconquest of the Philippines. WILD BILL HICKOK—Western "The Missing Diamonds." Wild Bill and Jingles try to help a little Mexican boy. R FAITH FOR TODAY—Religion See 10:30 A.M., Ch. 5, for details. 1:00 MUSIC AND RENAISSANCE "Music and Art: The Netherlands." A MOVIE—Drama "Deep Waters." (1948) The tale of an orphan boy and his love for the sea is set in a lobster-fishing community in Maine, Dana Andrews, Jean Peters, G WEEK IN REVIEW 7 MOVIE—Double Feature Cinema 7: 1. "Bringing Up Baby." (1938) An archeologist tries to promote some money for his museum from an heiress. Katharine Hepburn, Cary Grant. 2. "Hangover Square." (1945) A composer-pianist has a Jekvll-and-Hyde personality. Laird Cregar, Linda Darnell. ORAL ROBERTS—Religion WEST POINT-Drama "The Drowning of the Gun." A traditional yearling class prank, the drowning of the Reveille Gun in Lake Popolopen, is undertaken, Jack Haley, Jr. MOVIE—Drama "In Our Time." (1944) An English girl and a young count wed, but members of the nobleman's family try to break up the marriage. Ida Lupino, Paul Henreid. CHRISTOPHERS—Religion 1:30 DISCOVERY—Mary Lela Grimes Topic: "Life in a Pond." **5** GENIUS—Documentary **G** FRONTIERS OF FAITH "Roger Williams and Mary." During the reign of King Charles J. in England, Roger Williams flees with his wife Mary to the New World, seeking religious freedom, COLBY COLLEGE TELE-**COURSE**—Education TEXAS RANGERS—Western "Panhandle." An outlaw leader is determined to keep homesteaders from settling on a strip of land. DECISIONS OF 1958—Panel 2:00 PRENCH COURSE—Beginners TV GUIDE

MARCH 30 Afternoon **G** MOVIE—Adventure "Maneater of the Kumaon." Sabu. 6 COMMUNITY IN FOCUS—Talk

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B CHRISTIAN SCIENCE-Religion SABER OF LONDON-Mystery "The Visitor." Following a girl's frantic phone call. Saber arrives at her apartment to find she is dead. His only clues are a torn photograph and a book of matches. Donald Gray.

R MOVIE—Double Feature 1. "Week-end in Havana." (1941) A salesgirl has her long-planned vacation interrupted, Alice Fave, John Payne, 2. "Profile." (English) A publisher's wife sets her cap for his editor. John Bentley,

2:15 THE PASTOR—Religion

2:30 2 6 WISDOM SERIES—Interview Sean O'Casey, the great Irish dramatist, is today's guest.

Postponed from March 16. **4** STARRING THE EDITORS COLLEGE NEWS CONFERENCE Dr. Richard Porter, head of the U.S. earth-satellite panel for the International Geophysical Year, is interviewed.

MOVIE-Drama "Stanley and Livingstone." (1939) A reporter struggles to find a missionary in the heart of Africa. Spencer Tracy.

3:00 D B JOHNS HOPKINS—Poole "Lacrosse: Hopkins Report." Robert Scott and Wilson Fewster, coaches of the Johns

Hopkins U. lacrosse team, are the guests. They demonstrate the game and tell the story of its adoption from the Indians in the first half of the 19th Century. Film clips of the Johns Hopkins squad will be shown, Lynn Poole is the host.

4 FEDERAL MEN—Police "Case of the Black Sheep." The son of a sugar distributor falls for a gangster's moll. Walter Greaza.

G SHIRLEY TEMPLE'S STORY-BOOK-Drama

SPECIAL This one-hour dramatization of "Dick Whittington and His Cat" features a performance by Rhubarb, the cat that played the title role in the baseball movie called "Rhubarb," and also features songs by Mack David and Jerry Livingston. Jack Oimond stars. ORAL ROBERTS—Religion **STUMP THE PREACHERS**—Quiz

SUNDAY

3:30 D LOOK HERE—Interview

Adlai Stevenson, former governor of Illinois and twice Democratic candidate for President of the U.S. is interviewed. JUDGE ROY BEAN—Western "Murder at Langtry," A group of lawbreakers take advantage of public disagreement to plot murder. **5** FRANKIE LAINE—Songs Selections: "Them There Eyes," "Singing the Blues," "Jambalaya." B DEAN PIKE—Discussion Dr. Howard A. Rusk, noted physician and associate editor of the New York Times. discusses "Health for Peace." FLORIAN ZaBACH—Music BIG PICTURE—Army 4:00 PLAYS AND PLAYERS The social position of the actor in the romantic theater and the relationship

between the theater, the actor and the birth of democracy are considered. 4 6 m WIDE WIDE WORLD "Flag Stop at Malta Bend" tells the story of America's railroad trains. The PCH 3 0 Afternoon

program focuses on the small town of Malta Bend, Mo., where train tracks converge from all directors. Other high-race between Peter Cooper's "Tom Thumb" engine and a horse-drawn carriage is re-created. Washington, D.C.: Cameras on a special sightseeing train record some of Washington's landmarks. New York City: The activity in Pennsylvania Station is seen. San Gabriel. Cal.: We visit movie-director Ward Kimball, who has set up a private railroad in his back vard. Sierra Valley, Cal.: Viewers are taken for a ride on the California Zephyr, a speedy streamliner. 5 OPEN HEARING—Secondari 8 MOVIE—Drama

"Action in Arabia." Gene Lockhart and George Sanders star. **O** THIS IS THE LIFE.

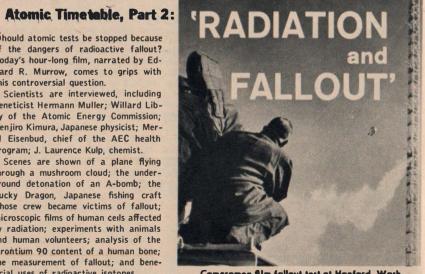
A garage owner is upset over a wreck that injures a man he hated. AMERICA PRESENTS AMERICA 4:30 2 12 13 FACE THE NATION Guest is Sen. John Kennedy (D., Mass.).

5 DB SEE IT NOW - Edward R. Murrow 5:00

Should atomic tests be stopped because of the dangers of radioactive fallout? Today's hour-long film, narrated by Edward R. Murrow, comes to grips with this controversial question.

Scientists are interviewed, including geneticist Hermann Muller; Willard Libby of the Atomic Energy Commission; Kenjiro Kimura, Japanese physicist; Merril Eisenbud, chief of the AEC health program; J. Laurence Kulp, chemist.

Scenes are shown of a plane flying through a mushroom cloud; the underground detonation of an A-bomb; the Lucky Dragon, Japanese fishing craft whose crew became victims of fallout: microscopic films of human cells affected by radiation: experiments with animals and human volunteers; analysis of the strontium 90 content of a human bone; the measurement of fallout; and beneficial uses of radioactive isotopes.



Comcromen film fallout test at Hanford, Wash,

ADVENTURE IN THE WILDS OF INDIA!



STARRING RICHARD EGAN AND DAWN ADDAMS, "PLEASURE PLAYHOUSE," SUNDAY, 5:30 P.M.

FAT GIRLS' DIET

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SPECIAL DIET FOR FAT STOMACHS HOW TO GET RID OF A DOUBLE AND THICK WAISTLINES-CHIN_ If it's your stomach and waistline that's If you have a double chin you're bothering you, here's your diet! .. 25c thought of as "fat"-no matter what HIGH PROTEIN DIET FOR WOMEN PAST 35-THE FAMOUS RICE DIET-Excellent healthful diet for people of Frequently prescribed by physicians **ALL AGES!** Combines plenty-to-eat with for Hypertension (High Blood Pressure) rapid weight loss! Very popular!..25c also excellent for people who want to lose a few pounds F-A-S-T!.....25c "SECRETS" TO SPEED REDUCING-Important "little things" discovered in SPECIAL DIET FOR FAT HIPS AND 18 years reducing thousands....25c THIGHS-2-DAY "JOLT-OFF-POUNDS" If your weight is below the waist, this DIET_ If you need to lose a few pounds quick-FAMOUS BANANA DIETly, this diet will do it! Also recom-World renowned medical hospital mended for weight-standstills....25c diet, very filling, satisfying, easy to ONE-DAY ALL LIQUID DIETfollow, takes weight off rapidly. . 25c Gets appetite under control and tells **POPULAR "9-DAY MIRACLE** you how to lose a few pounds DIET"-If you have 9 pounds to lose, this will 7-DAY DETOXICATION DIETdo it! A fast start for 90!.....25c Rids your body of poisons. Helps you 18 DAY 18 POUND DIETto a fast start in losing pounds!..25c This diet insures the safe loss of POUND A DAY "MIRACLE considerable poundage in only 18 DIET''-An infallible diet that insures the loss HOW TO STAY THIN AFTER of at least a pound a day! Can be LOSING FATrepeated 3 days each month!....25c Getting thin is one thing-staying thin **DEHYDRATION DIET FOR THOSE** WHO CRAVE SWEETS-7 DAY, 7 POUND DIET-The fastest and most pleasant of all! Follow this, lose 7 lbs. in 1 week ... 25c Helps fight your worst enemy!...25c CHECK DIETS YOU WANT, SEND FOR PROMPT DELIVERY, ENCLOSE COIN, MONEY ORDER or CHECK.

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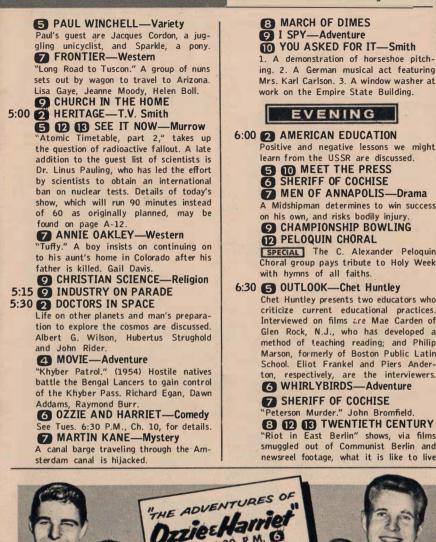
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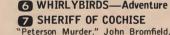
SUNDAY



MARCH 30 Afternoon-Evening MARCH OF DIMES **O** I SPY—Adventure M YOU ASKED FOR IT—Smith 1. A demonstration of horseshoe pitching, 2, A German musical act featuring Mrs. Karl Carlson, 3. A window washer at work on the Empire State Building. EVENING 6:00 AMERICAN EDUCATION Positive and negative lessons we might learn from the USSR are discussed. **G M** MEET THE PRESS **6** SHERIFF OF COCHISE MEN OF ANNAPOLIS—Drama A Midshipman determines to win success on his own, and risks bodily injury. **9** CHAMPIONSHIP BOWLING PELOQUIN CHORAL SPECIAL The C. Alexander Peloquin Choral group pays tribute to Holy Week with hymns of all faiths. 6:30 G OUTLOOK—Chet Huntley Chet Huntley presents two educators who criticize current educational practices. Interviewed on films are Mae Carden of Glen Rock, N.J., who has developed a method of teaching reading; and Philip Marson, formerly of Boston Public Latin School. Eliot Frankel and Piers Ander-

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8 12 13 TWENTIETH CENTURY "Riot in East Berlin" shows, via films smuggled out of Communist Berlin and newsreel footage, what it is like to live



SUNDAY

in a Soviet Satellite State. The half-hour program culminates with the rights of June 17, 1953.

M BROKEN ARROW—Western

"Iron Maiden." An Indian girl from the Oregon Territory arrives John Lupton.

6:55 A NEWS-Art Amadon

7:00 4 6 10 26 MEN-Western "The Parrish Gang," Clint Travis works his way into the heart of a gang of bank robbers. Kelo Henderson. (Film) S MY FRIEND FLICKA—Drama COLOR "The Phantom Herd," Rob McLaughlin decides to close the Goose Bar Ranch. His entire herd of horses has run away to the open range. Brokenhearted. Ken decides that he too must leave the ranch. Gene Evans. (Film)

HARBOR COMMAND—Police A weatherbeaten old fisherman finds himself in dire peril when his boat runs out of gas. Wendell Corey. (Film) YOU ASKED FOR IT—Smith 9 MOVIE—Drama "Profile." (English) Forgery draws a tri-

4 LARGE LOAVI

MARCH 3

Evening

angle into crime. John Bentley, Kathleen Byron, Thea Gregory

Bill Cullen Star of "THE PRICE IS RIGHT" MON.-Fri. NBC-TV Network

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THIS COUPON

D R LASSIE—Drama

When Timmy and Scott find a penguin, they are afraid that they will be accused of stealing the bird. Jon Provost, George Chandler, Jon Shepodd, (Film)

7:30 4 6 10 SALLY-Comedy "Dear Myrtle." The employees of the Banford and Bleacher department store

plan a musicale for an orphan home Joan Caulfield, Marion Lorne. (Film) **G** MAVERICK—Western

"Burial Ground of the Gods." Cheated by an extortionist. Bart Maverick follows the man to Denver. Jack Kelly. (Film)

7 12 13 BACHELOR FATHER

"Waiting up for Kelly." Kelly goes out on her first real date and promises her Uncle Bentley that she will be home at a reasonable hour. But when Kelly fails to arrive home at the proper time, Bentley decides to go looking for her. John Forsythe, Noreen Corcoran. (Film) MAVERICK—Western

See Sat. 6 P.M., Ch. 10, for details



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SUNDAY

8:00 (4) (6) (0) STEVE ALLEN—Variety

COLOR Joining Steve tonight are Edgar Bergen and Charlie McCarthy; movie actress Marie McDonald; boxer Carmen Basilio; the Step Brothers, dance team: and all-American high school and college basketball stars. In a comedy sketch with regulars Don Knotts, Joyce Jameson and Tom Poston, Marie McDonald portrays a celebrity approached by interviewers.

7 12 13 ED SULLIVAN—Variety Ed's guests tonight are comedian Sam Levenson: singers Jane Morgan, Georges Guetray, Della Reese and Frankie Vaughan; Anton Dolin and his London Festival Ballet featuring John Gilpin, Louis Godfrey, Andre Prokovsky and Michael Hogan; pianists George Shearing, Roger Williams and Dorothy Donegan; the O'Brady Puppets; and The Three Bragazzis, a comedy act.

8:30 5 SCOTT ISLAND—Adventure

"Dangerous Channel." A boat blows up in the Scott Island channel and David Scott rescues a young man from the wreckage. The survivor tells David that his boat hit a floating mine and that he is sure there is a second mine in the channel. Barry Sullivan, Paul Burke, (Film)

DECOY—Drama

"Reasonable Doubt." A man is charged with robbery but Casey Jones doubts his guilt. Beverly Garland. (Film)

9:00 4 6 10 CHEVY SHOW

COLOR Ethel Merman is hostess for an hour of music and comedy. Guest stars are Polly Bergen, Jack Paar and Andy Williams; and there is a special appearance by Genevieve, chanteuse.

WHY CAN'T YOU DON'T MISS SEE MORE NEW WILL YOU SEE REVEALING NEW MOVIES ON TV? **MOVIES ON TV?**

ON SALE WEDNESDAY

MARCH 30

Evening

5 B SID CAESAR—Comedy G. E. THEATER

Burgess Meredith in "The Unfamiliar." A man is found clinging to a piece of driftwood off the New England coast. He is taken in by a farmer to help with the harvest, but he knows nothing of farm work and is terrified by the tractor. Ronald Reagan is the host. (Film)

MOVIE—Double Feature

1. "He Staved for Breakfast." (1940) A Communist hides out in a young woman's apartment in Paris. Loretta Young, Melvyn Douglas. 2. "Tuscon." (1949) A story of college life at the University of Arizona. Jimmy Lydon, Penny Edwards.

9:30 S YOU ASKED FOR IT—Smith

1. A look at the Japanese silk worm. 2. "The Lord's Prayer," recited by gestures by the choir of the Baptist Church for the Deaf, Los Angeles, Cal. 3, A demonstration of the crossbow and the history of its development.

7 8 12 13 ALFRED HITCH-COCK-Drama

Dennis Morgan, Estelle Winwood and Elizabeth Patterson in "Bull in a China Shop." Four little old ladies become infatuated with their apartment-house neighbor, a handsome detective. They observe his activities with a telescope. (Film)

10:00 (2) (3) (D) LORETTA YOUNG

James Daly and Karen Sharpe in "Air Stewardess." During a night flight aboard a transcontinental airplane, a dangerous drug disappears from its storage place. Loretta Young is the hostess. (Film)

5 SCOTLAND YARD—Police "Candlelight Murder." The body of an old

TV GUIDE'S

REPORT!

man is found, a victim of homicide. But the description fits only a recluse who has been reported see alive. Edgar Lustgarten is host. (Film)

7 12 13 \$64,000 CHALLENGE 10:30 A DECOY-Drama

"Dream Fix." Casey becomes a nurse in a sanitorium where a 19-year-old girl has been sent. Beverly Garland. (Film) 5 8 12 13 WHAT'S MY LINE?

G UNION PACIFIC—Western

"DeKett Territory." A young surveyor is jailed on a phony murder charge. Jeff Morrow, Judd Pratt. (Film) STATE TROOPER—Police

"Full Circle." A car crashes under suspicious circumstances. (Film) **MEWS**—Art Lake

10:40 MOVIE—Drama

"Anna Christie." (1930) A cynical girl and her dissolute father try to make a new life for themselves. From the play by Eugene O'Neill, Greta Garbo.

11:00 4 6 7 NEWS, WEATHER B B NEWS, WEATHER

11:10 6 MOVIE—Drama

"The Winslow Boy." (English: 1949) Robert Donat stars.

Evening

3 0

S

MARCH

11:15 A MOVIE—Comedy "Hard to Handle." (1933) A high-powered promoter is involved in many enterprises. James Cagney.

5 I SPY—Adventure

"Matchmaker of Scapa Flow." MOVIE—Double Feature

1. "Ladies Courageous." (1944) The WAAF's fight to be taken into the regular Army service. Loretta Young, Geraldine Fitzgerald, 2. "Main Street After Dark." Girls are trained to pick the pockets of soldiers. Edward Arnold.

MOVIE—Adventure

"Flowing Gold." (1940) Two men are rivals for the hand of the daughter of an eccentric prospector. John Garfield.

MOVIE—Comedy

"Everything Happens at Night." (1939) A couple of gay blades vie for the affections of a pretty miss. Sonia Heinie.

11:45 THIS IS THE STORY



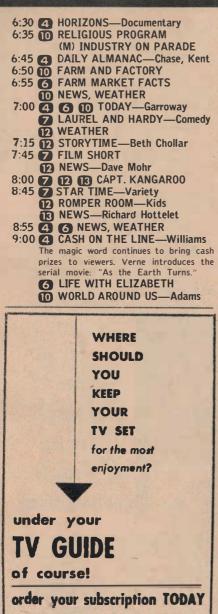
Your men of tomorrow deserve the extra quality of Hood Milk

You give your youngsters milk to go — and grow — on. Naturally, you want to give them the best. And the best is Hood. Because there's extra quality in every drop. Because Hood

sets standards for richness and purity that far exceed the state and local requirements for acceptable milk. Because Hood lives up to these standards day in, day out. That's why you get extra richness, purity, and quality from Hood ... See "26 MEN" every Sunday, 7 - 7:30 P. M.



MORNING



 ALONG MAINE STREET 9:30 ROMPER ROOM—Kids **M** HIPPITY HOP—Cartoons (M, W, F) AMOS 'N' ANDY (T,Th) GREAT GILDERSLEEVE 9:45 MOVIE-Drama (M) "20.000 Men a Year." (T) "Accent On Love." (W) "Canadian Pacific." (Th) "Navy Wife." (F) "Mrs. Mike." NEWS—Virginia Stuart 10:00 4 6 DOUGH RE MI-Quiz 7 R GARRY MOORE 10:30 (A) (A) TREASURE HUNT-Quiz **7** OUR MISS BROOKS—Comedy (M) "Trying to Pick a Fight." Connie is convinced that romance flourishes after a quarrel. (T) "Mr. Whipple." Connie and her friends raise money for a man to buy food. (W) "The Big Game." Miss Brooks must give an English test to an ex-football hero who will coach Madison High's team. (Th) "Old Marblehead." Mr. Conklin enlists Connie's help in collecting money for a bust of himself. (F) "Travel Crazy." Connie tries to get everyone to pool their vacation funds. Eve Arden. 12 13 HOW DO YOU RATE? DEBUT Tom Reddy is quizmaster for this half-hour show, to be seen Monday through Thursday at this time. Contestants are tested to reveal hidden aptitudes, not knowledge. (F) GARRY MOORE 11:00 4 6 10 PRICE IS RIGHT ARTHUR GODFREY The show runs for 30 minutes starting today, but will be seen five days a week, Monday through Friday, instead of four days as previously, 11:05 **G** NEWS 11:15 B WE BELIEVE—Religion COLOR (M) Rev. John Sexton. (T) Rev. Joseph Bishop. (W) Rabbi Earl Grollman, (Th) Dr. Harold Ockenga, (F) Dr. Howard Thurman. 11:30 4 6 10 TRUTH OR CON-SEQUENCES—Stunts **5** FOR WOMEN ONLY COLORI (M, Th) Christine Evans. (T, F) Rosemary Phoenix. (W) Juli Dane. 7 12 13 DOTTO—Quiz 11:45 5 COLOR FARM AND FOOD

MON., TUES., WED., THURS., FRI.

FUN At 5 — On 5 **Everyday - Monday thru Saturday** 5 P.M.-WHDH-TV **Channel 5** Wednesday Tuesday Monday WILD BILL HICKOK SUPERMAN SIR LANCELOT Saturday Friday Thursday TEXAS RANGERS BUCCANEERS WOODY WOODPÉCKER followed each weekday by the fabulous CAPT. BOB with Jasper and all his friends V Channel 5 WHDH-T

MONDAY

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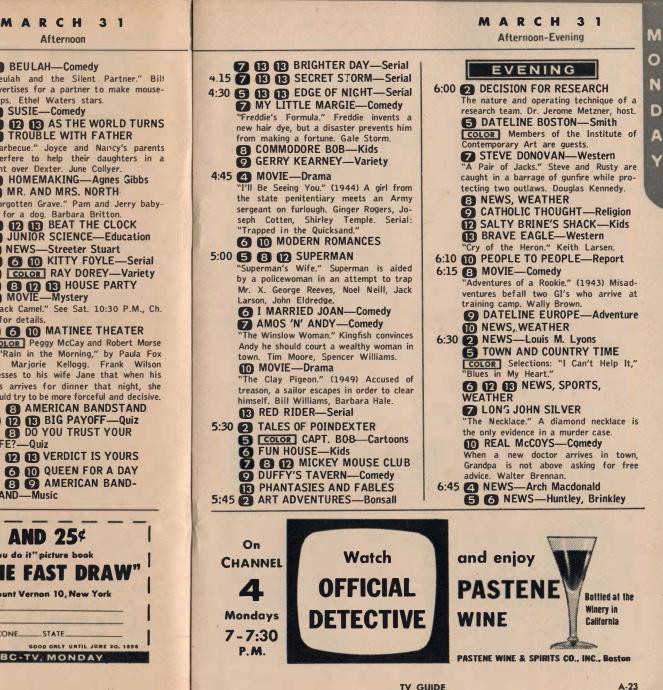
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	Artern
(Morning programs on page A-20)	1:30 5 BEULAH-C
AFTERNOON	"Beulah and the advertises for a particular the second sec
Bernsteinen eine Antonio and an an	traps. Ethel Water
00 A NEWS—Jack Chase	6 SUSIE-Com
5 6 10 TIC TAC DOUGH—Quiz 7 8 12 13 HOTEL COSMO-	7 12 13 AS T
POLITAN—Serial	2:00 5 TROUBLE W
10 A WEATHER-Don Kent	"Barbecue." Joyce interfere to help
15 4 BIG BROTHER—Bob Emery	fight over Dexter.
7 8 12 13 LOVE OF LIFE	6 HOMEMAKIN
30 5 6 10 IT COULD BE YOU 7 12 13 SEARCH FOR TO-	T MR. AND MR "Forgotten Grave."
MORROW—Serial	sit for a dog. Barb
B NEWS—Bob Joyce	8 12 13 BEAT
35 8 FILM FEATURE—Agriculture	2:15 9 JUNIOR SCIE
45 🔽 😰 🕄 GUIDING LIGHT—Serial	2:25 A NEWS—Stree
00 🖪 MOVIE—Drama	2:30 4 6 10 KITT 5 COLOR RAY
"Dangerous." (1935) A young architect	7812BH
attempts to rehabilitate a girl who was once a leading actress. Bette Davis,	9 MOVIE—Mys
Franchot Tone, Margaret Lindsay.	"Black Camel." See
5 COLOR ROMPER ROOM-Kids	9, for details. 3:00 4 6 10 MATI
6 DOWNEAST DATELINES	COLOR Peggy Mc
LOUISE MORGAN—Women MOVIE—Drama	in "Rain in the Mo
"Behind Office Doors." (1931) A steno-	and Marjorie Kell stresses to his wife
grapher is secretly in love with a sales-	boss arrives for di
man in her firm. Mary Astor, Ricardo	should try to be more
Cortez, Robert Ames. MOVIE—Comedy	5 8 AMERICA
"Look Who's Laughing." (1941) Fibber	
McGee and Molly receive unexpected	3:30 5 8 DO YOU T WIFE?—Quiz
guests when a plane is forced down. Edgar Bergen and Charlie McCarthy, Ma-	7 12 13 VERD
rian and Jim Jordan, Lucille Ball.	4:00 4 6 10 QUEE
MR. DISTRICT ATTORNEY	5 8 9 AMER
13 LIBERACE—Music	STAND—Music
UE SECRETS OF	IIDON AND 24

EN FOR A DAY RICAN BAND-INIS CUUPUN AND 25¢ THE SECRETS O THE FAST DRAM good for sensational "how you do it" picture book SECRETS OF THE FAST THE Mail to - Listerine, P. O. Box 19-B, Mount Vernon 10, New York NAME. ADDRESS ZONE ... CITY STATE. GOOD ONLY UNTIL JUNE 30, 1958

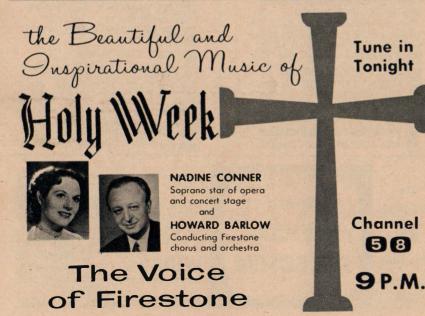
TUNE IN "THE RESTLESS GUN" NBC-TV, MONDAY

TV GUIDE



MONDAY

O NEWS, WEATHER, SPORTS R NEWS-Douglas Edwards 6:50 BACKGROUNDS—Lyons 6:55 A WEATHER-Don Kent 7:00
OFFICIAL DETECTIVE—Sloane "Man with a Goatee." A bearded killer leads detectives on a merry chase. Everett Sloane (Film) G COLOR NEWS-John Day **G** YOUTH CAVALCADE—Amateurs Olga Lenke and Bob Arnold co-host. NEWS—Vin Maloney BINGO AT HOME—Game DEATH VALLEY DAYS-Drama "Telescope Eve." A one-eved Civil War veteran talks his way into a job as deputy sheriff. Slim Pickins. (Film) MAMA—Peggy Wood R SOLDIERS OF FORTUNE The USS Barb is assigned to torpedo a coastal railroad. (Film) 7:05 SPORTS, WEATHER—White G COLOR WEATHER-Cole 7:10 [] [COLOR] SPORTS—Curt Gowdy



MARCH 31

Trigonometry with Bil Baird, (Film)

5 NEWS—Douglas Edwards

Evening

WEATHER

RIGH [-Contest

described. (Film)

7:15 NUMBER PLUS SPACE

PATTI PAGE—Songs

7:30 4 6 M COLOR | PRICE IS

5 AMERICAN ODYSSEY

7 12 13 ROBIN HOOD

"The Making of a West Pointer." The

four years in the life of a cadet are

"The Quickness of the Hand," Three

knights scheme with the Sheriff of Not-

tingham to capture Robin Hood and earn

the reward. They plan to disguise them-

selves as strolling players, allow the out-

laws to kidnap them, and use trickery to

smuggle Robin Hood to the sheriff. Rich-

"The House," Ranger Hoby Gilman helps

a blind girl search for her mother, who

has disappeared. Robert Culp. (Film)

ard Greene, Alexander Gauge. (Film)

B TRACKDOWN—Western

R NEWS—John Daly

7:45 2 LET'S LEARN TO TYPE 8:00 2 INCOME TAX—Exemptions 4 6 10 RESTLESS GUN

"The Torn Flag." Riding into town, Vint. Bonner comes across the body of a man draped with a torn Confederate flag. He learns Confederate patriots have banded together to plan retaliation against the Union. John Payne. (Film)

S LOVE THAT JILL—Comedy "Bess of the Bowery." In order to win an important account from her competitor, Jill Johnson dons a shaggy wig and shabby clothes. Anne Jeffreys, Robert Sterling, James Lydon, Polly Rose. (Film) **7 13** BURNS AND ALLEN

Gracie has a wonderful plan to help her plumber-friend Mr. Jantzen pass an insurance medical examination. She will merely substitute George in his place! Ronnie Burns, Bea Benaderet. (Film)

B TELEPHONE TIME—Drama

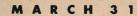
"Man of Principle." Hiero II, king of ancient Syracuse, orders a gold crown to be made as an offering to the gods. The gold is delivered to a goldsmith and the man's wife persuades him to substitute silver for some of the gold. Jonathan Harris, Neil Hamilton. (Film)

9 SUSIE—Comedy

"Too Much Spring." Susie develops a crush on her boss. Ann Sothern. (Film) 8:30 2 FRENCH COURSE—Beginners

4 6 D WELLS FARGO

"Special Delivery." Jim Hardie is assigned to see that the passengers aboard a Wells Fargo stagecoach reach their destination without interference from hostile Indians. Among the passengers is a baby girl, and an Army major who is to be tried for the



Evening

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massacre of an Indian village. Dale Robertson. (Film)

5 8 9 BOLD JOURNEY

"Choco Jungle." Herman Jesson narrates films of his adventures among the Indians of Mexico and Central and South America. Highlights include scenes in Northwest Colombia of the Truando River and of a primitive native village and a frontier town, Jurado, on the Pacific Ocean near the Panama border. (Film)

7 12 13 TALENT SCOUTS 9:00 2 GRAPHIC ARTS—Rosenberg Watteau and his followers are discussed.

4 6 10 TWENTY ONE—Quiz 5 8 VOICE OF FIRESTONE Nadine Conner, soprano, is guest soloist

on this annual Easter program, with an additional solo offering by William Metcalf, bass-baritone of the show's chorus. Howard Barlow conducts.

Program

Miss Conner	
"The Palms"	Faure
"The Holy City"	Adam
"The Crucifix"	
"Hosanna"	Granier
Mr. Metcalf	
"The Lord's Prayer"	Malotte
Chorus	
"Jerusalem" ("Gallia")	Gounod
"Were You There?"	Spiritual

7 12 13 DANNY THOMAS

Hans Conried appears on tonight's show. Terry lands a Shakespearean role in a school play and chaos descends on the Williams household. Then Rusty discovers an old Shakespearean actor in the park and brings him home to coach Terry. Marjorie Lord, Sherry Jackson. (Film)

GER

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wrapped in zip-open foil !



MONDAY

 PARIS PRECINCT—Police
 9:30 2 BASIC MATHEMATICS—Spear "Trigonometry." Joseph Spear.

(4) (5) (D) GOODYEAR THEATER David Niven in "Taps for Jeffrey." A vagrant, trying to escape from the watchman of a building, falls and is severely injured. Police find a water faucet clutched in the man's hand and are puzzled that he should have attempted such an insignificant theft. Near death, the vagrant recalls the events leading to his accident. (Film).

5 8 TOP TUNES-Welk

Tonight's guest talent includes 13-yearold Byron Seibman from Santa Monica, Cal., who sings and plays the ukulele. Selections played tonight include "Coney Island Baby," "Sometimes I Wonder" and a medley from the musical "The Cat and the Fiddle." (Hollwood)

7 12 13 DECEMBER BRIDE

Guest star Gilbert Roland seeks Lily's help in winning the hand of a pretty senorita. Too late Roland discovers he doesn't wish to marry her, but under the strict Spanish code, the commitment to marry is final. Since she had a hand in creating the problem, Lily decides it's up to her to undo the damage. Spring Byington, Dean Miller. Frances Rafferty. (Film)

STAR PERFORMANCE—Drama "Madeira, Madeira." A man visits an island searching for the widow of his dearest friend. Charles Boyer. (Film)

10:00 2 MADRIGAL CONCERT

SPECIAL Program of madrigals and 17th-century chamber music. Boston University Opera Theatre Group. Osbourne McConathy, director and commentator.

4 6 0 SUSPICION—Drama Larry Parks, Nancy Wickwire and Anne Meacham in "Diagnosis: Death." A young woman believes that she has caused her wealthy mother's death by giving her an overdose of pills. The doctor who has attended the patient agrees to sign a death certificate stating that death was from natural causes—if the young woman will marry him.

7 12 13 STUDIO ONE-Drama

Boris Karloff, Eva Le Gallienne and Skip Homeier in "The Shadow of a Genius," by Jerome Ross. After years of hard work,

MARCH 31

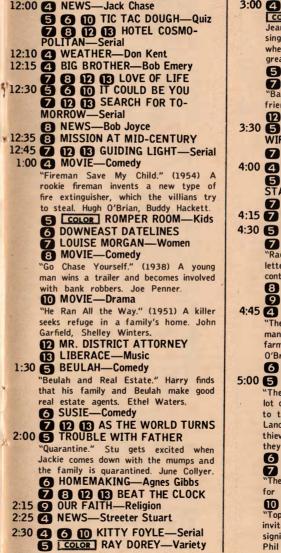
Evening

Prof. Theodore Koering, nuclear scientist. has been awarded the Nobel Prize. Reporters sent to interview him are surprised at his apparent lack of interest in the honor accorded him, and baffled by his refusal to cooperate for pictures and stories. Their first lead develops when Koering forbids them to interview the widow of his former assistant. (Hollywood) BOXING—St. Nick's Jimmy Peters, Washington, D.C., vs. Rudy Sawyer, Long Island City, N.Y., welterweights, 10 rounds, Chris Schenkel reports from St. Nicholas Arena. TV GUIDE RATINGS Rating Bouts W L D KO's Peters Unrated 24 19 4 1 8 Sawyer Unrated 16 14 1 1 7 Compiled by Nat Fleischer (The Ring) 10:30 NEWS TO BE ANNOUNCED B SPORTS DIGEST 10:45 O SPORTSMEN'S PARADISE 11:00 4 5 6 7 NEWS, WEATHER B M R NEWS, WEATHER O NEWS, SPORTS, WEATHER 11:15 MOVIE-Mystery "Fly Away, Baby," (1937) In order to solve a murder, a girl reporter sets off on a flight which takes her around the world, Glenda Farrell, Barton MacLane, **G G** JACK PAAR—Variety MOVIE—Double Feature 1. "Outpost in Morocco." (1949) A captain in the Foreign Legion faces an Arab uprising. George Raft, Marie Windsor. 2. "Let's Go Steady." (1945) A couple of song-writers decide to go into the publishing business. Jackie Moran. 9 MOVIE—Suspense "The Amazing Mr. X." (1948) A medium tells a woman he can communicate with her supposedly dead husband. Turhan Bey, Lynn Bari, **10** YOUR HIT PARADE—Music MOVIE—Drama "Mary Stevens, M.D." (1933) A doctor marries the daughter of a politician. Kay Francis, Lyle Talbot, Glenda Farrell. B MOVIE-Drama "Happy Land." (1943) War changes the lives of a typical small-town family. Don Ameche, Frances Dee, Harry Carey. 11:45 TO BE ANNOUNCED

TUESDAY

(Morning programs on page A-20)





 MOVIE—Suspense "The Amazing Mr. X." See Mon 11:15 F P.M., Ch. 9, for details. 7 8 M R HOUSE PARTY 3:00 4 6 10 MATINEE THEATER COLOR "Design for Glory." Ambitious Jeanne Peterson wants to become a singer. Her scheme for success begins when she poses as the daughter of the great singer Viviandi. (Hollywood) AMERICAN BANDSTAND HOLLYWOOD HALF-HOUR "Bad Guy." A man-of-the-world helps his friend. Lee Bowman. BIG PAYOFF-Quiz 3:30 5 8 DO YOU TRUST YOUR WIFE?-Quiz 7 12 13 VERDICT IS YOURS 4:00 4 6 10 QUEEN FOR A DAY 5 8 9 AMERICAN BAND-STAND-Music BRIGHTER DAY-Serial 4:15 7 12 13 SECRET STORM—Serial 4:30 5 R B EDGE OF NIGHT-Serial MY LITTLE MARGIE—Comedy "Radioactive Margie." Margie writes a letter saying that Freddie owns property containing uranium. Gale Storm. COMMODORE BOB—Kids GERRY KEARNEY—Variety 4:45 A MOVIE—Comedy "The Kid From Kokomo." (1939) A fight manager and his girl come upon a farm boy with dynamite in his fits. Pat O'Brien, Serial: "The Flaming Havoc." 6 10 MODERN ROMANCES 5:00 5 8 P SIR LANCELOT "The Thieves." King Arthur and Sir Lancelot disguise themselves as thieves in order to test the validity of a statement by Lancelot. The knight believes that the thieves of the kingdom steal only because they are starving. William Russell, I MARRIED JOAN—Comedy AMOS 'N' ANDY—Comedy The Gun." Kingfish buys a pocketbook for Sapphire and finds a gun in it. **MOVIE**—Musical Comedy "Top Banana." (1954) A TV comic is invited to participate in an autographsigning party for a book he has written. Phil Silvers, Rose Marie,

APRIL 1

Afternoon

TUESDAY

RED RIDER—Serial 5:30 2 SING HI, SING LO-Kennett 5 COLOR CAPT. BOB-Cartoons 6 FUN HOUSE—Kids 7 8 12 MICKEY MOUSE CLUB 9 DUFFY'S TAVERN—Comedy B ABBOTT AND COSTELLO 5:45 2 LET'S HAVE A STORY-Fagan EVENING 6:00 CAMERA ON WASHINGTON The evolution and implementation of a broad function of the State Department. Bill Henry, host. DATELINE BOSTON—Smith COLOR Jack Woolner discusses the spring fishing season. 6 WOODY WOODPECKER FRANK LUTHER-Kids Today: An April Fool's Day Party. R NEWS, WEATHER 9 FRANKIE LANE—Songs ALTY BRINE'S SHACK-Kids B JUNGLE JIM-Adventure "Voodoo Drums." Jim is surprised to hear the war drums of a tribe which had vowed peace. Johnny Weissmuller. 6:15 B MOVIE—Musical Comedy "Swing Time." (1938) Part 1. A professional dancer starts to chase a lovely pupil, Ginger Rogers, Fred Astalre. BRAVE EAGLE—Western **M** NEWS, WEATHER 6:30 NEWS-Louis M. Lyons **5** FRANKIE LAINE—Songs Frankie sings "Isle of Capri," and is joined by Connie Haines for a duet. 6 12 13 NEWS, SPORTS, WEATHER **7** I SEARCH FOR ADVENTURE "Blackout in the Blue." John Goddard tells host Jack Douglas of his experiences as a jet pilot. OZZIE AND HARRIET-Comedy "The Closed Circuit." Rick's latest do-ityourself project is a television set, which leads the Nelsons into some unusual complications. Mary Jane Croft, Lyle Talbot. 6:45 A NEWS-Arch Macdonald 5 6 NEWS—Huntley, Brinkley **9** NEWS, WEATHER, SPORTS

APRIL 1

Afternoon-Evening

12 13 NEWS-Douglas Edwards 6:50 2 INSIDE THE ARTS-Sidlauskas 6:55 4 WEATHER—Don Kent 7:00 A WHIRLYBIRDS—Adventure "Prison Break." A girl comes to Chuck for helicopter lessons. Craig Hill. (Film) G COLOR NEWS-John Day 6 HAWKEYE—Adventure "The Search." Hawkeye investigates the claims that servants are being sold into bondage. John Hart stars. (Film) NEWS—Vin Maloney 9 BINGO AT HOME—Game **D** UNION PACIFIC—Western "DeKett Territory." A young surveyor is jailed on a phony murder charge. Jeff Morrow, Judd Pratt. (Film) DR. HUDSON'S JOURNAL "The Martinez Story." A Mexican ballplayer is hit by a ball and brought to the hospital, John Howard. (Film) BOOTS AND SADDLES "The Duel." A young Apache challenges an officer to a duel. (Film) 7:05 SPORTS, WEATHER—White 5 COLOR WEATHER-Cole 7:10 5 COLOR SPORTS-Curt Gowdy WEATHER 7:15 2 THE COMMONWEALTH Edward J. Cronin, Secretary of State and Albert West, archivist, discuss the office of the Secretary of State. George D. Blackwood, host. S NEWS—Douglas Edwards COMEDY THEATER B NEWS—John Daly 7:30 4 6 TREASURE HUNT-Quiz 5 8 SUGARFOOT-Western "Hideout." A group of teen-agers decide to become bandits. Sugarfoot tries to help the sister of one of the youngsters who wants to keep her brother from a life of crime. Will Hutchins. (Film) 7 19 13 NAME THAT TUNE WYATT EARP-Western See 8:30 P.M., Ch. 5 for details. 7:45 WORDS-Vocabulary Indo-European words. Robert Evans. 8:00 2 SPANISH COURSE—Beginners 4 6 10 EDDIE FISHER COLOR Singer Gordon MacRae and comedian Dick Shawn are the guests to-

PRIL 1

night. Regulars include George Gobel and

7 12 13 MR. ADAMS AND EVE

Ed Sullivan appears on tonight's program

"Back Page." Eve and Howard are invited

by Ed Sullivan to write a guest column

for his newspaper syndicate. They feel

that this is their big opportunity to win a

Pulitzer Prize for reporting and decide to

get a front-page story. Ida Lupino, How-

"Thunder in the City." (1937) An Ameri-

can promoter brings modern advertising

methods to London. Edward G. Robinson.

High school students demonstrate the pro-

jects they will enter in the Massachusetts

"It Had to Happen." Wyatt Earp is

taunted into a gunfight by a cowboy. Un-

able to keep to his usual code of only

wounding a man, Earp is forced to shoot

to kill. Hugh O'Brien, Mason Alan Dine-

DEBUT Knowledge and luck can win a

contestant \$250,000 in a few minutes on

this new half-hour quiz show to be seen

weekly at this time. Bob Kennedy is ouiz-

master, and the contestants must possess

broad general knowledge to succeed on the

program. The format involves a champion

and a challenger. Each time a contestant

downs an opponent he gets \$1000 plus a

chance at the "Wingo" feature of the

show, where the luck comes in. Prizes at

"Wingo" vary in amount, but the champion

stays on the show until he is either de-

feated or wins the top "Wingo" prize of

\$250,000. Music for the shows is pro-

vided by the Elliot Lawrence Orchestra.

Visual, auditory and motor short-cuts

"The Lie That Came True." Charles

Watts, a heavy gambler, is afraid to

confess to his wife his latest gambling

losses. He decides to invent a robbery

to cover for himself, and calls in Mc-

Graw to investigate his claims. Frank

B TO BE ANNOUNCED

for the brain are considered

Lovejoy, (Film)

9:00 2 PSYCHOLOGY 1-Prof. Boring

4 6 10 McGRAW-Mystery

8:30 SCIENCE FAIR—Douglas Sands

State Science Fair. Douglas Sands.

5 WYATT EARP—Western

7 12 B WINGO-Quiz

ard Duff, Olive Carey. Film)

9 MOVIE—Drama

hart. (Film)

Burry Bregman an dhis orchestra

Evening

П

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D

Cast Lt. Bradley Ray Teal Neal DenguistJohn Bryant 5 BROKEN ARROW-Western "The Sisters." Two nuns seek to restore a religious statue to an old mission on Chiricahua land. They endanger their lives and the life of Apache Chief Cochise. John Lupton, Michael Ansara, (Film) 7 12 13 TO TELL THE TRUTH Newscaster John Cameron Swayze rejoins regular panelists Polly Bergen, Kitty Carlisle and Hy Gardner. Bud Collyer hosts. 9:30 INTENT OF ART-Hayes "Art As Revolution." Bartlet H. Hayes, Director of Addison Gallery, Andover,

A 6 10 BOB CUMMINGS "Bob Goes to the Moon." In order to ini-

press a very pretty girl, Bob Collins tells her that he is about to leave on a trip for the moon in a rocket designed by a friend. Rosemary DeCamp, Ann B. Davis, Dwayne Hickman. (Film)

Cast

Miss Sweden	Ingrid Goude
Pamela Livingstone	Nancy Kulp
Carol Henning	Olive Sturgess
Bill Lear	John Archer

5 9 TELEPHONE TIME

Rory Calhoun in "Trail Blazer." At the end of the Civil War, Texas cattlemen find themselves facing disaster with too many cattle, a bad drought, and no market for their livestock. Charles Goodnight calls a meeting of ranchers and presents a plan to drive the herds west to grazing lands and a good market. But the ranchers refuse to join him in the venture, believing such a drive is impossible. Dr. Frank Baxter is the host for the series (Film)

Cast

Charles Goodnight	Rory Calhoun
Oliver Loving	John Larch
Wes Sheek	Tom Pittman
Simp Walker	Kem Dibbs
Jim Fowler	Joel Fluellen

This is the final show of the series. Next week at this time "Pantomine Quiz" will return.

7 8 RED SKELTON

COLOR Ruth Hussey is Red's quest tonight. Red portrays San Fernando Red. who is running for re-election to the town assembly. After the election he is accused

TV GUIDE

TUESDAY

of stuffing the ballot box in his own behalf. (Hollywood)

			Last		
San Fer	nando	Red		 Red	Skelton
Maggie				 Ruth	Hussey
Hooper				 Bill	Goodwin

Chs. 8 and 12 do not colorcast. R STUDIO 57—Drama 10:00 D HERITAGE-T.V. Smith 4 6 10 CALIFORNIANS

"J. Jimmerson Jones, Inc." A successful gold prospector incorporates himself and sells shares in his enterprise. When the man is murdered and his gold hoard stolen, Marshal Matt Wayne starts an investigation, Richard Coogan, (Film)

5 WEST POINT—Drama

"McKinley's Challenge." Because of his calculating mind and strict adherence to the rule book, Second Classman Dick Mc-Kinley is nicknamed "Zombie" by his classmates. When a South American republic's president visits West Point, "Zombie" is dared to date the man's beautiful daughter. (Film)

Cast

Dick McKinleyChris Warfield Maria Alicia GraciaDonna Martel

7 17 18 \$64,000 QUESTION BETTY WHITE—Comedy

Tonight's subject is pet peeves. The first sketch involves sack dresses, the second is about practical jokers. Basil Rathbone and Jimmy Boyd are guests. (Film)

9 BIG STORY—Drama

"For Sale-Child." A reporter uncovers an international black market adoption racket. (Film)

10:30 RIEFING SESSION A STUDIO 57—Drama

"The Fabulous Oliver Chantry." (Film) **DEBUT** SEA HUNT—Adventure **G** FRANK SINATRA—Variety See Fri. 9 P.M., Ch. 5, for details. CODE 3—Police

"Water Skier." A man's hopes of establishing a successful water-skiing school are shattered. Richard Travis. (Film) COUNTRY MUSIC JUBILEE

Red Foley's quests are the Hames Sisters.

vocal trio from Toronto, Canada: and steel-quitarist Leon McAuliffe and his Cimarron Boys band from Tulsa. (Film)

PRIL

Evening

CASES OF EDDIE DRAKE

"A Hole in the Head." The blackmailing of a former burlesque dancer leads to murder, Don Haggerty, (Film) m HIGHWAY PATROL—Police

Three armed fugitives trap an officer

and take a panic stricken housewife as hostage, Broderick Crawford, (Film) PELOQUIN CHORAL

SPECIAL The C. Alexander Peloguin Choral group pays tribute to Holy Week with hymns of all faiths.

R COMBAT SERGEANT—Drama "All Faces East." Sgt. Nelson volunteers for a dangerous assignment to identify a Nazi fuel base. Michael Thomas. (Film)

11:00 NEWS

4 5 6 7 NEWS, WEATHER 8 10 12 13 NEWS, WEATHER O NEWS, SPORTS, WEATHER

11:15 A MOVIE—Comedy

"Tramp, Tramp, Tramp." (1942) Rejected by the Army, two men form their own Home Defense army, Jackie Gleason, Bruce Bennett, Forrest Tucker, Borrah Minnevitch and His Harmonica Rascals. 5 6 JACK PAAR—Variety

7 MOVIE—Double Feature

1. "The Sword of Monte Cristo." (1951) The heiress to the Monte Cristo fortune leads an uprising against Louis Napoleon's half-brother. George Montgomery. 2. "Petticoat Larceny." A child star decides to find out first-hand how underworld characters act. Ruth Warrick, Joan Carroll, Wally Brown,

FILM DRAMA

MOVIE-Drama

"Profile." See Sun. 7 P.M., Ch. 9, for details.

MOVIE-Drama

"Allegheny Uprising." (1939) Settlers have a hard time because of the frequent plundering by the Indians. John Wayne, Claire Trevor, George Sanders.

MOVIE—Comedy

"Father Is a Prince." (1940) The owner of a carpet-sweeper factory causes his daughter unhappiness due to his crotchety ways. Grant Mitchell, Nana Bryant.

B MOVIE—Drama

"Weird Woman." (1944) A college professor marries a girl who has been raised by superstitious natives. Lon Chaney, Jr

WEDNESDAY

(Morning programs on page A-20)

AFTERNOON

- 12:00 A NEWS—Jack Chase 5 6 10 TIC TAC DOUGH—Quiz 7 8 12 13 HOTEL COSMO-POLITAN—Serial
- 12:10 WEATHER—Don Kent
- 12:15 4 BIG BROTHER—Bob Emery 7 8 12 13 LOVE OF LIFE 12:30 5 6 10 IT COULD BE YOU
- 7 P B SEARCH FOR TO-MORROW-Serial B NEWS-Bob Joyce
- 12:35 BUILDING AMERICA
- 12:45 7 12 13 GUIDING LIGHT—Serial
- 1:00 MOVIE-Drama

"Cain and Mabel." (1936) A love affair between a musical-comedy queen and a boxer is manufactured by a press agent. Clark Gable, Marion Davies, Roscoe Karns

COLOR ROMPER ROOM-Kids **6** DOWNEAST DATELINES LOUISE MORGAN—Women B MOVIE-Drama

"Headline Shooter." (1933) A newsreet cameraman falls in love while filming an earthquake.' Ralph Bellamy, Betty Furness, Gregory Ratoff.

MOVIE-Drama

"Lifeboat." (1944) A freighter is sunk by a German U-boat. Among the survivors are a wealthy industrialist and the commander of the submarine. Tallulah Bankhead William Bendix, Walter Slezak MR. DISTRICT ATTORNEY R LIBERACE-Music 1:30 5 BEULAH—Comedy

"Beulah's Fine." Beulah gets a parking ticket. Ethel Waters.

6 SUSIE—Comedy

AS THE WORLD TURNS

2:00 5 TROUBLE WITH FATHER "Dear Dora." When the family is about to leave for a vacation, they have a visit from an old friend. June Collyer. G HOMEMAKING—Agnes Gibbs MR. AND MRS. NORTH

> 'Surprise." A fading actor is murdered at a party, Richard Denning,

APRIL 2

Afternoon

Arternoon
8 12 13 BEAT THE CLOCK 2:15 9 SACRED HEART—Religion
2:25 4 NEWS—Streeter Stuart
2:30 4 6 10 KITTY FOYLE—Serial 5 COLOR RAY DOREY—Variety 7 8 12 13 HOUSE PARTY 9 MOVIE—Drama "Profile." See Sun. 7 P.M., Ch. 9, for details. 3:00 4 6 10 KITTY FOYLE—Serial
9 MOVIE—Drama
"Profile." See Sun. 7 P.M., Ch. 9, for
details. 3:00 A A MATINEE THEATER
3:00 4 6 10 MATINEE THEATER COLOR "The Inspector General," comedy
by the 19th-century Russian writer Niko- lai Gogol, adapted by Warner Law. The
officials of a Russian town are upset by
news that a government inspector will
come to town incognito to investigate their work. When young Khlestakov, a
poor copying clerk, registers at the local inn, he is mistaken for the important
dignitary. John Conte is the host.
5 8 AMERICAN BANDSTAND
7 12 13 BIG PAYOFF—Quiz 3:30 5 8 DO YOU TRUST YOUR
WIFE?—Quiz
7 12 13 VERDICT IS YOURS
4:00 4 6 10 QUEEN FOR A DAY 5 8 9 AMERICAN BAND-
STAND—Music
7 12 13 BRIGHTER DAY—Serial
4:15 7 12 13 SECRET STORM—Serial 4:30 5 12 13 EDGE OF NIGHT—Serial
MY LITTLE MARGIE—Comedy
"Vern's New Girl Friend." A gold-digging
blonde decides that Vern is a good catch.
8 COMMODORE BOB—Kids 9 GERRY KEARNEY—Variety
4:45 4 MOVIE—Drama
"Manpower." (1941) Maintenance work-
GOODMAN
9999man
SWINGS AGAIN
SEE ON SALE TODAY
GUIDE

A-30



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A.32

WEDNESDAY

ers on power lines become involved with a torrid female. Edward G. Robinson. Marlene Dietrich, Serial: "Electrocuted," 6 MODERN ROMANCES 5:00 G B R WILD BILL HICKOK "The Sheriff of Buckeye." When outlaws attempt to defraud the state of a large sum of money intended for a mountain highway, a newspaper editor brings Wild Bill and Jingles in to help trap the criminals. Guy Madison, Andy Devine, Sheriff, Kester: Robert Clarke. 6 I MARRIED JOAN—Comedy AMOS 'N' ANDY-Comedy "Kingfish's Secretary." Kingfish hires a beautiful secretary and gets his mail mixed up. Spencer Williams, Tim Moore. MOVIE-Drama "The Rookie Cop," (1939) A policeman's dog is banned from riding in the patrol car while his master is on duty. Tim Holt, Virginia Weidler, RED RIDER—Serial 5:30 D UNCLE WONDER—Science G COLOR CAPT. BOB-Cartoons 6 FUN HOUSE—Kids 7 B MICKEY MOUSE CLUB DUFFY'S TAVERN—Comedy R PHANTASIES AND FABLES 5:45 ART ADVENTURES—Bonsall EVENING 6:00 SUBJECT IS JAZZ—Seldes **G** DATELINE BOSTON—Smith COLOR Guests: Committee Members of the National Conference of Christian and Jews Committee. 6 RIN TIN TIN—Adventure SKY KING—Adventure "Rodeo Decathlon." Sky substitutes for a rodeo rider. Kirby Grant stars. NEWS, WEATHER

LONE STAR RANCH BOYS
 SALTY BRINE'S SHACK—Kids
 TEXAS RANGERS—Western
 "Riders of the Lone Star." Willard

Parker stars.

6:15 (3) MOVIE—Musical Comedy "Swing Time." Part 2. See Tues. 6:15 P.M., Ch. 8, for details. (9) FABIAN OF SCOTLAND YARD

APRIL 2

Afternoon-Evening **M** NEWS, WEATHER 6:30 NEWS-Louis M. Lyons **F** TOWN AND COUNTRY TIME [COLOR] Selections: "Kinfolk in Caroline." "Just Walk Closer with Me." 6 12 13 NEWS, SPORTS. WEATHER COUNT OF MONTE CRISTO "Point Counterpoint." An unscrupulous baron frames Monte Cristo for treason. George Dolenz stars. **M** JIM BOWIE—Adventure "Jim Bowie, Apache." While trying to locate a lost silver mine. Jim Bowie becomes a blood brother of the Lipan Apaches, Scott Forbes, 6:45 A NEWS—Arch Macdonald 5 6 NEWS—Huntley, Brinkiey **O** NEWS, SPORTS, WEATHER R NEWS-Douglas Edwards 6:50 BACKGROUNDS-Lyons 6:55 A WEATHER—Don Kent 7:00 GRAY GHOST—Adventure "Taps for a Hero." Maj. Mosby must blow up a Union supply train. Tod Andrews stars. (Film) GOLOR NEWS John Day CO TELEPHONE TIME—Drama See Tues. 9:30 P.M., Ch. 5, for details. NEWS—Vin Maloney BINGO AT HOME—Game **M** SILENT SERVICE—Drama "The Starfish Came Home." The hatch cover sticks during a sub's attempt to submerge. Pat O'Neal stars. (Film) GRAY GHOST—Adventure "Ulysses S. Grant," Gen. Grant devises a plan to end the Civil War in 90 days. Tod Andrews stars. (Film) 7:05 SPORTS, WEATHER-White G COLOR WEATHER-Cole 7:10 5 COLOR SPORTS-Curt Gowdy **WEATHER** 7:15 MUSICAL INSTRUMENTS "The Harp," Jules Wolffers, Boston U. **5** NEWS—Douglas Edwards PATTI PAGE—Songs NEWS John Daly

7:30 4 6 10 WAGON TRAIN

June Lockhart in "The Sarah Drum-

mond Story." Flint McCullough seeks

lodging in the home of Jeb and Sarah

TO THE MANY FRIENDS OF "LEAVE IT TO BEAVER"

Many of you are concerned about the change in time to 8 o'clock Wednesdays (a school night, especially!).

In weighing the decision to make the change, we recognized that some of the program's good friends would be unhappyand that distresses us. of course. But a program like "Beaver," which in our view is not so much a children's program as it is a family program suitable for young children to watch, deserves to be seen by even more people than now can do so. To be sure, we want the youngest to be able to enjoy it, but we also want it to entertain as many parents and older children as possible, and the change in time will accomplish just that. Believe it or not, only about half the people turn on their television sets as early as 7:30 Friday-while just a half hour later, but earlier in the week, two out of three homes have turned their sets on. Across the whole United States, this amounts to millions of extra homes ... and, we hope, hundreds of thousands of extra families to whom we can demonstrate the values of owning a Remington® Portable Typewriter.

In its new time, some of our good friends are going to have to make a difficult choice. Naturally we hope that at your house the young in age and the young in heart will somehow find a way to keep on watching "the best new program of the year."



WEDNESDAY

Drummond, and becomes involved in a bitter feud with their bigoted neighbors. Ward Bond, (Film)

5 8 9 DISNEYLAND

"Man in Flight." The progress of aviation is traced from the earliest legends of man's attempt to fly to today's modern jets. The achievements and contributions of aviators throughout the world are shown including the Wright brothers. Santos-Dumont, C.W. Rolls and others. Cartoon sequences are integrated with historical films. (Film)

SAN FRANCISCO BEAT—Police "The Fencing Case." A florist and his wife are held up and robbed by an armed bandit. Warner Anderson. (Film)

R I LOVE LUCY—Comedy "Staten Island Ferry." Fred Mertz tells Lucy that he suffers from seasickness. Lucy tries to convince him that by taking some special pills he won't get seasick. and takes him on the Staten Island Ferry to prove her point. Lucille Ball. Desi Arnaz, Vivian Vance, (Film)

7:45 D LET'S LEARN TO TYPE



RIL 2 Evening 8:00 MUSIC AND RENAISSANCE

"Music and Art: The Netherlands."

T I I I LEAVE IT TO BEAVER "Broken Window." Though warned the day before not to play ball near the house, Beaver breaks a window of his father's automobile. Hugh Beaumont. Barbara Billingsley, Jerry Mathers. (Film) 8:30 SCIENCE REPORTER—Torrey 4 6 10 FATHER KNOWS BEST "Tell It to Mom." Margaret Anderson finds herself a confidante to the whole

> family. She knows that one small deception has snowballed into a complex situation, and must decide whether or not to betray all of the secrets told her. Robert Young, Jane Wyatt. (Film)

G B TOMBSTONE TERRITORY "Skeleton Canvon Massacre." Sheriff

Hollister is accused by a prominent Mexican of being the leader of a gang that has hijacked Mexican pack trains on the American side of the border. The Mexican decides to take the law into his own hands and sends for an armed band from Mexico, Pat Conway, Film) 7 R BIG RECORD—Music Patti Page's quests are Llberace: musicalcomedy star Sally Ann Howes, of "My Fair Lady": and singer Johnny Mathis, LET'S MAKE A SONG

9:00 AGRICULTURAL POLICY "So Many with So Little." (Film) **4 6 m** KRAFT THEATRE COLOR "The Man in Authority," Inspector Peter Arlen of Scotland Yard is waiting in his office to meet his daughter

Pat, who works in the government's foreign office, and her boy friend Jan Kaslow. Arlen receives a phone call from a flower woman who tells him that a suspicious group of men has been meeting in a jewelry shop. After Pat and Jan arrive, Arlen is notified that the flower woman has been murdered.

 OZZIE AND HARRIET—Comedy "The Top Gun." The local supermarket is offering prizes to anyone who challenges the famous cowboy Tex Barton to a duel and outdraws him. Because Ozzie has been bragging about the gunfighting ability of his great-great-grandfather everyone goads him into challenging Tex Frank Cady, Gordon Jones, (Film)



Embezzlers are the most puzzling of all criminals.

Why do trusted employees turn thief and steal

millions every year? See this shocking story of a

respectable executive who turned criminal.

Channel Ø @ B

TOP TUNES—Lawrence Welk See Sat. 5 P.M., Ch. 6, for details, 10:30 NEWS—William Pierce **4** TO BE ANNOUNCED **6** BADGE 714—Jack Webb **M** FRANK SINATRA—Variety See Fri., 9 P.M., Ch. 5, for details, 10:45 B FAMOUS FIGHTS—Boxing 10:50 5 COLOR GADABOUT GADDIS 11:00 4 5 6 7 NEWS, WEATHER B M R R NEWS, WEATHER O NEWS, SPORTS, WEATHER 11:15 4 MOVIE—Drama "The Rich Are Always with Us." (1932) A beautiful and wealthy young woman discovers that another debutante is out to get her husband. Bette Davis. **5 6** JACK PAAR—Variety MOVIE—Double Feature 1. "Try and Get Me." (1951) An ex-Gi risks his own life to help his family. Richard Carlson, Frank Lovejoy. 2. "Saturday's Hero." (1951) The son of an immigrant wins a scholarship. John Derek. **FILM DRAMA** 9 MOVIE—Comedy "He Staved for Breakfast." See Sun. 9 P.M., Ch. 9, for details, MOVIE—Comedy "The Bachelor and the Bobby-soxer." (1947) An impressionable teen-ager causes trouble. Shirley Temple. MOVIE—Drama "Babbitt," (1934) Sinclair Lewis's novel about a small town. Guy Kibbee. R MOVIE—Comedy "The Luck of the Irish." (1948) A leprechaun tries to lure a disillusioned writer back to Ireland. Tyrone Power. The TRUSTED THIEF

PII

W E D N E S D A V

TV GUIDE

TONIGHT 10:00

Armstrong

CIRCLE

THEATRE

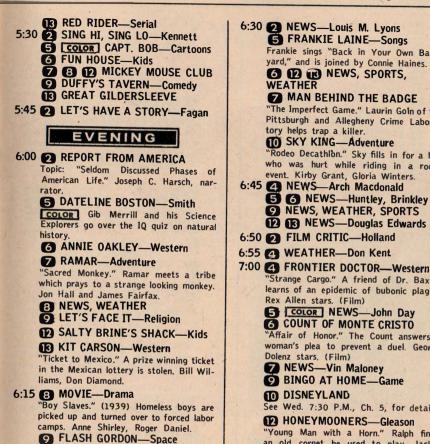
THURSDAY

(Morning programs on page A-20) AFTERNOON 12:00 A NEWS—Jack Chase 5 6 M TIC TAC DOUGH 7 8 12 B HOTEL COS-MOPOLITAN-Serial 12:10 WEATHER-Don Kent 12:15 BIG BROTHER—Bob Emery 7 8 12 13 LOVE OF LIFE 12:30 5 6 D IT COULD BE YOU 7 12 B SEARCH FOR TO-MORROW-Serial REWS—Bob Joyce 12:35 B HALF HOUR THEATER—Drama 12:45 7 12 13 GUIDING LIGHT—Serial 1:00 A MOVIE—Comedy "Tovarich" (1937) Two royal refugees from the Soviet Union go into domestic service in Paris, Claudette Colbert. G COLOR ROMPER ROOM-Kids 6 DOWNEAST DATELINES LOUISE MORGAN—Women B MOVIE-Drama "Law of the 'Underworld." (1938) Two young lovers find themselves involved with a gang of mobsters. Chester Morris. MOVIE—Comedy "Our Wife," (1941) A divorced wife refuses to stay out of her former husband's life. Melvyn Douglas. MR. DISTRICT ATTORNEY R LIBERACE—Music 1:30 BEULAH—Comedy "Bill's Fight Fix." Ethel Waters. 6 SUSIE—Comedy AS THE WORLD TURNS 2:00 F TROUBLE WITH FATHER "June Serves on the Jury." When June serves jury duty, Stu becomes jealous. 6 HOMEMAKING—Agnes Gibbs 7 B P B BEAT THE CLOCK 2:15 9 IT'S FUN TO REDUCE 2:25 A NEWS—Streeter Stuart 2:30 4 6 10 KITTY FOYLE—Serial 5 COLOR RAY DOREY-Variety 7 8 12 13 HOUSE PARTY 9 MOVIE—Comedy "He Stayed for Breakfast." See Sun. 9 P.M., Ch. 9, for details.



mined to marry a young girl, till he learns who her mother is. Tim Moore. MOVIE-Drama

"Slave Ship." (1937) An ill-fated ship is used to transport slaves to America. Wallace Beery, Mickey Rooney,





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D MAN BEHIND THE BADGE "The Imperfect Game." Laurin Goin of the Pittsburgh and Allegheny Crime Labora-**TO** SKY KING—Adventure "Rodeo Decathlon." Sky fills in for a boy who was hurt while riding in a rodeo event. Kirby Grant, Gloria Winters. 5 6 NEWS—Huntley, Brinkley **O** NEWS, WEATHER, SPORTS 12 R NEWS—Douglas Edwards

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APRIL 3

FRANKIE LAINE-Songs

6 12 B NEWS, SPORTS,

WEATHER

tory helps trap a killer.

Rex Allen stars. (Film)

Dolenz stars. (Film)

M DISNEYLAND

Gleason stars. (Film)

NEWS-Vin Maloney

9 BINGO AT HOME—Game

HONEYMOONERS—Gleason

Afternoon-Evening

Frankie sings "Back in Your Own Back-

"Strange Cargo." A friend of Dr. Baxter

learns of an epidemic of bubonic plague.

"Affair of Honor." The Count answers a

woman's plea to prevent a duel. George

See Wed. 7:30 P.M., Ch. 5, for details.

"Young Man with a Horn." Ralph finds

an old cornet he used to play. Jackie

COLOR NEWS-John Day

G COUNT OF MONTE CRISTO

yard," and is joined by Connie Haines.

M NEWS, WEATHER DON'T Be a

TY GUIDE



THURSDAY

R HARSOR COMMAND-Police See Sun. 7 P.M., Ch. 7, for details. 7:05 SPORTS, WEATHER-White G COLOR | WEATHER-Cole 7:10 COLOR SPORTS-Curt Gowdy WEATHER 7:15 7 YOUTH SPEAKS ITS MIND "What Do Teen-agers Want in a Library?" G NEWS—Douglas Edwards 7 SPORTS—Harry Wismer B NEWS—John Daly 7:30 A G COLOR TIC TAC DOUGH G CIRCUS BOY—Adventure "The Swamp Man." When the circus plays in Louisiana, Corky makes friends



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PRESENTED BY QUAKER OATS AND MOTHER'S OATS TONIGHT AT 7:30 200

Evening

with a Cajun boy, Jean Giroux, and goes to visit his home. Jean shows Corky a mysterious piece of paper given to him by his grandfather and written in French. Mickey Braddock, Noah Beery, Robert Lowery, Jean: Race Gentry, Cass Larkin: John Majulin, (Film)

7 A R SGT. PRESTON

"The Stolen Malamute." In order to help pay his mother's doctor bills, a young boy offers to sell his valuable dog. But when thieves steal the husky and a supply of miners' gold. Sat. Preston decides to intercede, Richard Simmons, (Film)

Cast

Jug Jackson	Frank Richards
Pete Lcomis	Grant Richards
Jimmy Gibbs	Rickey Murray
Sam Barker	Tom London
John Gibbs	Zon Murray

7:45 PLAIN ENGLISH—Holmes "Parallelism," Frederick W. Holmes.

9 TO BE ANNOUNCED

8:00 SPANISH COURSE—Beginners 4 6 m GROUCHO MARX

> Bridge expert Charles Goren is one of the contestants tonight. George Fenneman. (Film)

S ZORRO—Adventure

"Adios Senor Magistrado," Galindo accuses the new comandante of conspiring against the people of Los Angeles and proposes to deal with him without even a trial. Zorro learns of Galindo's plot and decides to help thwart it. Guy Williams. Vinton Hayworth, Henry Calvin, Gene Sheldon, (Film)

7 12 13 RICHARD DIAMOND

"The Torch Carriers." On the trail of a fugitive gangster who is in possession of a valuable necklace. Diamond uncovers a strange story of unrequited love and revenge, David Janssen, (Film)

TOP PLAYS OF '58—Drama LIFE WITH FATHER—Comedy "Father and the Heiress." The Day family



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THURSDAY

is excited when they believe their maid is an heiress. Leon Ames. (Film)

8:30 2 INCOME TAX—Deductions SPECIAL Rae D. Anderson.

4 6 1D DRAGNET—Jack Webb Sgt. Friday and Officer Smith are on the trail of a bad-check artist who buys expensive clothing with phony checks and then peddles the garments. Jack Webb, Ben Alexander. (Film)

5 8 REAL McCOYS—Comedy

"For Love or Money." Pepino, the hired hand, asks the McCoys for a raise. Grandpa McCoy takes the request as a personal affront, especially when he learns that the idea of a raise came from Pepino's girl friend. Walter Brennan, Richard Crenna, Kathy Nolan, Lydia Reed, Michael Winkelman, Tony Martinez. (Film)

7 12 13 CLIMAX!—Drama

Paul Douglas in "On the Take." In trying to clean up the local bookmakers, the Washington, D.C., Police Department becomes convinced that members of the force are accepting payoff money, Lt. Todd Thoman is assigned the task of discovering the crooked cops. Written by Ellis Marcus, based on a magazine article by Capt. Todd O. Thoman, Jr. Bill Lundigan and Mary Costa are hosts for this series. (Hollywood)

Cast

Lt. Todd ThomanPaul Douglas Lt. Cal NourseNehemiah Persoff BettyBetty Marian Seldes Bert HendricksSteve Brodie RoseKatharine Bard O CHALLENGE—Tom Power 9:00 2 DISCOVERY—Mary Lela Grimes Topic: "Life in a Pond."

TONIGHT LIVE FROM HOLLYWOOD



PEOPLE'S CHOICE

RII

Evening

An old boy friend of Mandy's drops in for a visit. He tells them how rich and successful he's become, and Sock, not to be outdone, invents a tale of his own importance. Then J. B. Barker, Sock's boss, arrives. Jackie Cooper, Pat Breslin, Paul Maxey. Roger Crutcher: John Stephenson. J. B. Barker: Addison Richards. (Film)

5 8 9 PAT BOONE—Variety

Pat's guest is singer Pearl Bailey. Mort. Lindsey Orchestra.

6 HONEYMOONERS—Gleason

"Pal o' Mine." A misadventure strains the friendship of Ralph and Norton. Jackie Gleason, Audrey Meadows. (Film)

9:30 SONATA-Music

Violin and piano recital by Joseph Fuchs and Arthur Balsam. Selections from the works of Bach and Beethoven.

George Gobel visits Ernie tonight. They reminisce about life in a small town and are featured in a series of vignettes. Ernie and George sing a medley of folk songs and join with two members of the Top 20 for some barbership-quartet ballads. Ernie sings "Glad Rags" and "Christ Arose." The Top 20, Harry Geller and his Orchestra. (Hollywood)

5 8 **9** NAVY LOG—Drama "Bucket of Sand." A Navy physical instructor who is anxious for combat service, volunteers for the commandos. He sees his first action during the invasion of Normandy. Tom Laughlin. (Film)

7 12 13 PLAYHOUSE 90 "Turn Left at Mt. Everest" begins at Calcutta, India, near the end of World War 2. The hero of this romantic comedy is Pvt. Linus Powell of the U.S. Army Air Corps. Trouble comes when Powell is transferred across the Himalayas to China. He is determined to get back to his girl friend in Calcutta, regardless of obstacles like the Himalaya mountains and like the man ordered by the colonel of the post to shadow Powell. Del Reisman did the TV adaptation from the play by Lowell Barrington. (Hollywood)

Cast

Pvt. Linus Por	wellFess Parker
Tenzing	Peter Lorre
Colonel	Paul Ford
Allencamp	Arnold Stang

10:00 (4 (5 (0) ROSEMARY CLOONEY COLOR John Raitt is Rosie's guest tonight. Frank DeVol and his orchestra. (Hollywood)

5 8 MAKE ME LAUGH On tonight's panel of comedians are Joey

Carter, Sid Gould and Lenny Kent. Robert Q. Lewis is moderator.

JUDGE ROY BEAN—Western "The Refugee." The judge saves Mexican political refugees from being exploited for reward money. Edgar Buchanan. (Film)

10:30 2 NEWS—William Pierce BIG STORY—Drama "Shakedown." (Film)

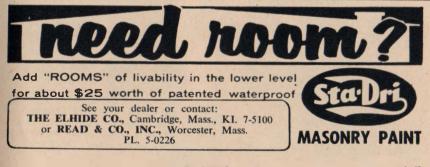
5 6 10 JANE WYMAN—Drama

Jane Wyman and Scott Forbes in "In a Different Life." A geologist and his wife arrive at a remote Peruvian village in the backwaters of the Amazon. Though neither of them has ever been in that part of the country before, the wife displays an uncanny knowledge of



B MOVIE—Drama

"Deep Waters." (1948) Romantic tale of an orphan boy in Maine and his love for the sea. Dana Andrews, Jean Peters.



APRIL 3

Evening

(Morning programs on page A-20)

AFTERNOON 12:00 A NEWS—Jack Chase 5 G TO TIC TAC DOUGH—Quiz 7 B 12 B HOTEL COSMO-POLITAN—Serial 12:10 WEATHER—Don Kent 12:15 PIC POLITER DATE

- 12:15 2 BIG BROTHER—Bob Emery 7 8 12 13 LOVE OF LIFE 12:30 5 6 10 IT COULD BE YOU 7 12 13 SEARCH FOR TOMOR-ROW—Serial 8 NEWS—Charles Tarkinson
- 12:35 B WINGS AROUND THE WORLD
- 12:45 7 12 13 GUIDING LIGHT

1:00 A MOVIE—Drama "The Man Who Played God." (1932) A wealthy, brilliant musician loses his hearing. Bette Davis, Ray Milland. COLOR ROMPER ROOM—Kids

O DOWNEAST DATELINES

LOUISE MORGAN—Women

MOVIE—Comedy

"Mama Loves Papa." (1945) A wife reads a book on how to help hubby become successful. Leon Errol, Elisabeth Risdon. **MOVIE—Romance**

"The Garden of Allah." (1936) A Trappist monk breaks his vows and runs away to the desert where he meets a beautiful woman. Marlene Dietrich, Charles Boyer.
12 MR. DISTRICT ATTORNEY
13 LIBERACE—Music
1:15 HOW TO ARRANGE FLOWERS
1:30 BEULAH—Comedy
"Beulah's Decision." One of Harry's clients tries to take Beulah away from the

ents tries to take Beulah away from the Hendersons. Ethel Waters stars. SUSIE—Comedy

- 7 12 13 AS THE WORLD TURNS 2:00 5 TROUBLE WITH FATHER
- "Nothing but the Truth." Jackie learns to tell the truth. June Collyer. G HOMEMAKING—Agnes Gibbs 7 B 12 B BEAT THE CLOCK 2:10 HOW TO ARRANGE FLOWERS 2:15 TIM McCOY—Western 10 HOW TO ARRANGE FLOWERS
- 2:25 4 NEWS—Streeter Stuart 2:30 4 6 10 KITTY FOYLE—Serial





MOVIE—Comedy
 "Pardon My Sarong." (1942) Abbott and
 Costello head for Los Angeles and wind
 up on a South Sea isle. Bud Abbott, Lou
 Costello, Virginia Bruce.
 I3 RED RIDER—Serial
 5:30 2 TALES OF POINDEXTER
 <u>5 COLOR</u> CAPT. BOB—Cartoons
 <u>6 FUN HOUSE—Kids</u>

- 7 8 12 MICKEY MOUSE CLUB 9 DUFFY'S TAVERN—Comedy 13 PHANTASIES AND FABLES
- 5:45 ART ADVENTURES—Bonsall

EVENING

6:00 2 SURVIVAL—Albert Burke "From Adam to Atom." Albert Burke. 5 DATELINE BOSTON—Smith COLOR Good Friday concert by the Boston College Choir. C. Alexander Peloquin, director.

6 LONE RANGER—Western 7 HAWKEYE—Adventure

"Delaware Hoax." Hawkeye learns that the Delaware tribe has been framed for murder. John Hart, Lon Chaney.

NEWS, WEATHER
N.E. SPORTS CLUB—Parker
SALTY BRINE'S SHACK—Kids
COMMANDO CODY—Space
"Destroyers of the Sun." Trying to force

Earth's capitulation, the ruler tries to put the sun out. Judd Holdren.

6:15 (B) MOVIE—Drama

"Almost a Gentleman." (1939) A man finds that his dog is accused of killing a man. James Ellison, Helen Wood, Robert Kent, June Clayworth.



APRIL 4

Afternoon-Evening

9 WHISTLER—Mystery

"Trip to Aunt Sarah's." A man who has stolen a large sum of money is blackmailed into marriage.

10 NEWS, WEATHER 6:30 2 NEWS—Louis M. Lyons 5 COLOR TOWN AND COUNTRY TIME—Music

6 12 13 NEWS, SPORTS 7 TOPPER—Comedy

"Spring Cleaning." The ghostly Kerbys add to the confusion of spring cleaning. Leo G. Carroll, Anne Jeffreys.

- ANNIE OAKLEY-Western
- 6:45 A NEWS—Arch Macdonald 5 6 NEWS—Huntley, Brinkley 9 NEWS, WEATHER, SPORTS
 - 12 13 NEWS—Douglas Edwards
- 6:50 2 BACKGROUNDS—Lyons
- 6:55 (4) WEATHER—Don Kent

7:00

SILENT SERVICE—Drama
"Pampanito Story." American subs sight
a Japanese convoy and attack, not knowing it has a human cargo. (Film)

COLOR NEWS—John Day

6 HIGHWAY PATROL—Police Three armed fugitives trap an officer and take a panic stricken housewife as hostage. Broderick Crawford, (Film)

NEWS—Vin Maloney
BINGO AT HOME—Game
RIN TIN TIN—Adventure
See 7:30 P.M., Ch. 5, for details.

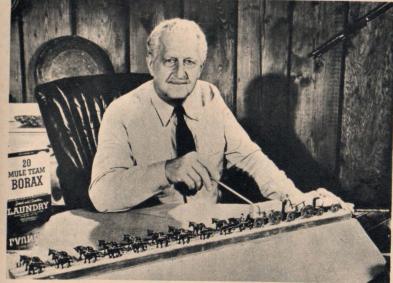
SID CAESAR—Comedy Sid plays a henpecked marshal hunted by

a notorious gunslinger. Sid and Imogene pantomime a shoe salesman's troubles with a customer. Sid also appears as Progress Hornsby, jazz musician. (Tape) (TB) KEN MacKENZIE—Songs

- 7:05 2 WEATHER—Elizabeth A. Kelley
- 7:10 5 COLOR SPORTS—Curt Gowdy 7 WEATHER
- 7:15 2 JAZZ—Rev. Norman J. O'Connor 5 NEWS—Douglas Edwards 7 PATTI PAGE—Songs
 - 8 NEWS—John Daly
- 7:30 (4) (5) (7) TRUTH OR CONSE-QUENCES—Stunts (5) (8) RIN TIN TIN—Adventure "Wind-wagon McClanahan." The men of

FRIDAY • 10:30 P.M.







Fort Apache are amazed when a wagon, outfitted with sails, breezes through the gates of the fort. Excited over the new invention, they decide to invest money to have a whole fleet of the land boats made by the owner, one Captain Terrance X. McClanahan. Lee Aaker, Jim L. Brown, Joe Sawyer, Rand Brooks. (Film)

7 OUR MISS BROOKS—Comedy

"Mr. Leblanche." Connie receives a note written in French from Madison's new French teacher. Eve Arden. (Film)

DICK AND THE DUCHESS

"The Painting." Dick Starrett is ill in bed, so his wife Jane decides to go out and solve the theft of a valuable work of art. She persuades Dick's partner to help her enter the home of an art dealer she suspects is a fence. Patrick O'Neal, Hazel Court, Richard Wattis, Patric Doonan." (Film)

7:45 (2) LET'S LEARN TO TYPE 8:00 (2) PLAYS AND PLAYERS See Sun. 4 P.M., Ch. 2, for details.

4 6 COURT OF LAST RESORT Joel Grey in "The Todd-Loomis Case."



Presented by your friendly Mobil Dealer ! Mobilgas FRI. 8 pm

APRIL 4

Evening

Two young college students are convicted of beating a man to death and robbing him. The wealthy father of one of the boys calls in the Court of Last Resort, protesting that his son would have no motive to kill anyone for money. Lyle Bettger. (Film)

Cast

Floyd Todd	Joel Grey
Tommy Loomis	Doug McClure
Basil Todd	Alex Gerry
Marty McGuire	Ned Glass
	Irene Tedrow
Sheriff	Bob Wehling
	OWIE—Adventure

"The Brothers." Jefferson Davis wants to join Jim Bowie in his search for the lost San Saba mine. But his elder brother, Joe hears of his plans, quarrels with Bowie and then challenges him to a duel. Scott Forbes. (Film)

Cast

Joe Davis ______Wilton Graff Jefferson Davis ______Charles McArthur Roy Glenn ____James Pemberton Team _____Forrest Lewis 7 [2] [3] TRACKDOWN—Western "The Pueblo Kid." A young man returns to his home town with a reputation as one of the fastest guns in the territory. He has the whole town terrified, and Texas Ranger Hoby Gilman tries to avert a gun battle. Robert Culp. (Film) [9] MOVIE—Drama

"They Dare Not Love." (1941) Austrians are hounded by the Gestapo when Hitler's men move into their land. George Brent, Martha Scott, Paul Lukas. **D STATIONS OF THE CROSS**

SPECIAL Bishop McVinny. 8:30 SONATA—Music

Piano and violin recital by Joseph Fuchs and Artur Balsam. Works by Beethoven and Cesar Franck are performed.

4 6 D LIFE OF RILEY

"The Otis Yonder Story." Riley and Gillis believe they have discovered a young new singing sensation working at the plant. Anxious to cash in on their talent find, they try to line up television appearances for him. William Bendix, Tom D'Andrea, Gloria Blondell, Marjorie Reynolds. Otis Yonder: Freddie Hart. (Film)

5 COLT .45—Western "The Manbuster." A bitter young man is tempted to become an outlaw. Then he unknowingly aids Chris Colt in his search for a gang of bank robbers. Wayde Preston. (Film)

Cast

Monty Chandler	Chris Warfield
Harriet Brenner	Jaclynne Greene
Pete Cerrilos	George Keymas
Hank Lawler	Gil Perkins
Ticket Agent	
7 8 12 13 ZAN	E GREY
THEATER-Western	

Michael Rennie in "Three Days to Death." An easterner learns that his brother has been killed out West and sets out to find the murderer. He learns that the killer's identity is known, but that the law does not have the men to go after him. Dick Powell is the host for the series. (Film)

9:00 4 6 10 M SQUAD-Police

"Chicago Bluebeard." The only clue to a pair of unsolved murders is that both women were members of a lonely hearts club. When Ballinger learns his former schoolteacher is seeing a man she met through the same club, he is suspicious of the man's motives. Lee Marvin, Vaughn Taylor, Bart Burns, Anzie Strickland, Mary Adams, Betty Hanna, Molly Glassing. (Film)

G B FRANK SINATRA—Variety

Spike Jones, his band and his vocalist wife Helen Grayco visit Frank. Spike and the band play "Fascination," "All the Way," "Tammy" and "Silvery Moon." Frank sings "You Brought a New Kind of Love to Me," "Too Marvelous for Words" and "Chloe." He and Helen duet "Makin' Whoopee." Jesse White, Nelson Riddle. (Film)

7 12 13 PHIL SILVERS

"The Colonel's Inheritance." When Col. Hall receives an inheritance the wily Bilko persuades the officer to let him deposit the money in a bank. But when he arrives at the bank, Bilko is tempted to buy some uranium stock that's available. Paul Ford, Barbara Barrie, Harvey Lembeck, Allan Melvin, Herbie Faye, Maurice Gosfield. (Film) Cast

Mr. Metcalf	Bob	Dryden
Mr. Hornsby	Vincent	Rourke
Bank President	Milo	Boulton

APRIL 4

Evening

Dr. RenardKeith Richards PATRICE MUNSEL-Variety Pat's guests are singer Julius La Rosa and comedienne Alice Peace. Martins Quartet and Charles Sanford Orchestra.

7 8 12 13 SCHLITZ PLAY-HOUSE—Drama

Scott Brady and Yvonne Craig in "Papa Said No." Photographer Calvin Penny is interested in pretty Suzanne Stacey only as a model, but she thinks of Calvin as a prospective husband. For that reason she agrees to pose for him. Only when Suz-



anne's irate father visits the studio does Calvin realize Suzanne's intentions. (Film) Cast

Calvin PennyScott Brady John StaceyPatric Knowles Gabrielle StaceyJeanne Manet Mrs. OsterreicherMariorie Bennett PolicemanHarry Jackson STAR PERFORMANCE—Drama "To Whom It May Concern," A bank employee embezzles funds and plays them in the stock market, David Niven (Film)

10:00 4 6 m BOXING—Philadelphia Ralph "Tiger" Jones, middleweight from Yonkers, N.Y., vs. Kid Gavilan, welterweight from Camaguey, Cuba, 10 rounds. Jimmy Powers reports from Convention Hall, Philadelphia,

TV GUIDE RATINGS

Rating Bouts W L D KO's Jones Unrated 67 41 22 4 11 Gavilan Unrated 137 106 27 4 29 These two crafty veterans fought a close thriller a few weeks back. Jones earning a split decision. This is the rubber match. as Gavilan defeated Jones in 1953. Though both have seen better days, they are crowd-pleasers who never make a bad fight. Each has fought all the top men in the welterweight and middleweight division. The Cuban Hawk recently beat Gasper Ortega and Walter Byars, while Tiger's win in their last match snapped a five-bout losing skein. Scoring by points. Compiled by Nat Fleischer (The Ring)

5 9 HOLIDAY HANDBOOK

"Wings to Britain." On a tour of Great Britain, highlights include the changing of the palace guard, a country fair in Scotland and ballerina Margot Fonteyn performing in London. Alexander Scourby narrates. (Film)

7 8 LINEUP—Police

"The Harger Jameson Case." Guthrie and Greb are summoned when a wealthy woman is reported to have taken an overdose of sleeping tablets. After questioning her sister, the officers conclude that a swindler has been attempting to gain control of the women's fortune. Warner Anderson, Tom Tully, Marshall Reed. (Film)

12 THE PASSION—LaPorte

SPECIAL Leo R. LaPorte's narrative of Holy Week events. Text of the Passion is Evening

from the Four Gospels. A choral group from the Rhode Island State Council of Churches sings excerpts from Bach's Passion.

SILENT SERVICE-Drama 10:30 DOCTORS IN SPACE-Rider See Sun. 5:30 P.M., Ch. 2, for details. 5 9 P R PERSON TO PERSON-Edward R. Murrow Anna Maria Alberghetti and Bennett Cerf are visited by Edward R. Murrow. DEATH VALLEY DAYS—Drama R MARY HITCHCOCK HOSPITAL A tour is made of the X-ray clinic and facilities of this Hanover, N. H., hospital. 10:45 (A) (A) SPORTS

M SPORTS FEATURE—Interview DEBUT This new sports program will be seen each week after the boxing bout. 11:00 NEWS

4 5 6 7 NEWS, WEATHER B D P R NEWS, WEATHER **O** NEWS, SPORTS, WEATHER

11:15 A MOVIE—Drama

"Accidents Will Happen." (1938) A young insurance adjustor is double-crossed as he is investigating a gang of crooks. Ronald Reagan, Gloria Blondell, Dick Purcell **G G** JACK PAAR—Variety

MOVIE—Drama

"It's a Wonderful Life." (1946) At 30, a small-town citizen feels that he has reached the end of his rope and contemplates suicide. James Stewart, Donna Reed, Lionel Barrymore.

B WRESTLING—Hollywood **O** CHAMPIONSHIP BOWLING MOVIE—Adventure

"The Three Musketeers." (1939) D'Artagnan and his friends set out to regain the queen's brooch. From the novel by Alexandre Dumas, Don Ameche, the Ritz Brothers, Binnie Barnes, Lionel Atwill. MOVIE—Comedy

"June Bride." (1948) An editor and her ace reporter go to a small American town and become involved with an average American family. Bette Davis. R MOVIE—Drama

"Accent on Love." Geo. Montgomery

Stations reserve the right to make last-minute changes.

WHAT A REVOLTIN'





The impact of 'Horror Show' emcees

is becoming

a national phenomenon

hree seasons ago station KABC-TV in Los Angeles introduced an eerie female named Vampira as hostess

for a series of horror movies. Longhaired, sharp-nailed Vampira, in a shroud-like gown, presided over the film presentations, talked continued

Chicago's Terry Bennett: 'Off with her fingernails!'

 Miami: Eves roll, mouth moves on WTVJ creature.

Peoria: Milton Budd is WMBD's ahostly head.



Philadelphia: Roland is hero

Portland, Ore: Miss Tarantula Ghoul, who rises from a coffin to entertain on KPTV.

Monster of Ceremonies / continued

with her friends the bats and did her considerable best to create an unearthly atmosphere in the studio.

Like a good ghost, Vampira departed, after stealing a few headlines. But had this Ghoul of the Golden West realized what an awful precedent she was setting, she might never have crawled from under that slab.

Last fall, when the "Shock Theater" package of such old horror movies as "Frankenstein," "Dracula," "The Invisible Man" and various "Sons" thereof, started the rounds, stations set about digging up weird personalities to give the films that nice extra touch of spine-tingling horror—a spooktacular collection of leering, smirking, black-clad other-world characters.

These creeps (or more politely, hosts) have now become the tail that wags the dog, attracting more of a following than the films themselves.

In staid Philadelphia, for example, a weirdie named Roland (he has an unseen creature named Igor who devours mailmen) presides at WCAU-TV. Roland has *really* become a Frankenstein. When he held a reception at the studio, devotees blocked traffic for hours, carried away Roland's collection of shrunken heads and other trinkets, and threatened, for a while, to dismantle the studio brick by brick.

Roland (actually actor John Zacherle) is typical of the "monsters of ceremonies" who spend their TV lives amid coffins, rattling chains, werewolves and other goodies.

On Chicago's WBKB, for instance, Terry Bennett has an assistant, a redhaired model named Dorothy Johnson, whose sole function is to scream. Terry rips off women's fingernails (false) and lights his cigarets with them. On one occasion, he cut out a woman's heart (slab of beef liver), listened to it beat and sent it to a Lonely Hearts Club. He also serves "shocktails" made of embalming fluid.

San Francisco's KRON has Terrence (Russ Coglin). During a showing of "Wolf Man," Terrence commented that his family "once had this problem but it hasn't shown up in my generation." He then slowly scratched his chin with a hairy wolf claw.

A Miss Tarantula Ghoul operates at KPTV, Portland, Ore., with the assistance of a rattlesnake, Heathcliffe; a shy tarantula, Sir Galahad, and Milion, a retired gravedigger who is the gardener for her haunted house.

Then there's George Byram, of KBTV, Denver, Col., who roams catacombs filled with madmen and monsters. He also has made himself disappear bit by bit and, while headless, has delivered commercials.

At WTVJ, Miami, Fla., Chuck Zink sets the scene with coffin, floating hats, grisly hands clutching the air. Among Bill Camfield's props at KFJZ-TV, Ft. Worth, is a "human heart" so realistic a cameraman got ill on sight. WMBD-TV's Milton Budd introduces Peoria, Ill., to his "son"—created by superimposing his own head in his hand. "Dr. Lucifer" rises slowly from a casket to greet WBAL-TV audiences in Baltimore, Md. WKBN's David Allen, his head suspended in an eerie mist, entices Youngstown, Ohio.

And on and on, to the stations that employ vacant chairs, disembodied voices, unearthly music.

Many of the horror hosts are adored by large and growing fan—or rather, fan-atic—clubs, have been honored guests at school social functions and have ratings that are the despair of their saner competition.

All of which proves something. Just what, we don't know.

By the thousands: some of the 13,000 enthusiasts who swarmed into WCAU-TV for Roland's open house. Squads of police responded to keep order.

HALF TALLULAH-

HALF GROUCHO

and Miss Gingold

insists she is not

the greatest cigar smoker

since Gen. Grant

s the baggageman entered her New York home, Miss Hermione Gingold, in mauve pajamas, was proclaiming something into the telephone.

"And furthermore," she concluded, "it is absolutely *not* true that I am the greatest cigar smoker since Gen. Grant. That's a lie!"

Miss Gingold, often seen on *The Jack Paar Show*, returned the phone to its cradle and began to throw shoes into a suitcase.

"With the dawn," she said airily, "I am off for Hollywood, where I have been cast as a witch in a cinematic version of 'Bell, Book and Candle.' In addition, I shall play a New York cafe society matron in the test film of a TV series for George Burns. It's called *Theodora*.

"I will, however, return to Jack Paar if he'll have me. I love TV. I almost *invented* TV in England, you know. We used to wear black lipstick and yellow make-up on TV over there. I always said television would never last. Whether this prognosis was correct, time will tell."

Born in the shadow of London's Old Vic, Miss Gingold was a noted Shakespearean actress before turning to musical comedy, motion pictures and television. She made her TV debut in 1953, when Ed Sullivan discovered her in the Broadway review, "Almanac," and beckoned. In rapid succession she did five Sullivan Shows and four Omnibuses. She was then placed on the panel of a guizzer called One Minute, Please!, in which it was her function to speak for one minute without stopping, on any subject that might pop into her head. She was later interviewed by Ed Murrow on Person to Person and took that occasion to inform the world that she is happy to have been named Hermione because "Hermione

Gingold" on a theater marquee "is such a long name that there's no room for another name beside it."

"I'm the only Hermione I know," she said to the baggageman. "There's an Hermione in Shakespeare, of course, in 'A Winter's Tale,' I believe, but I doubt if we're related."

Speaking of Shakespeare, did Miss Gingold ever have the urge to desert comedy and return to the Bard?

"Now, before we proceed any further with this ridiculous discussion, let us get one fact straight: I'm not a comedienne. I'm a character actress. It's almost impossible for me to work with most comics. That's what I like about Jack Paar's show. Jack and Dody Goodman are easy to work with. They're really not comedians either.

"I don't get along with most Broadway comedians. I like it best when I can destroy them with an 'Oh, really?' or a 'My deah!' or something equally devastating."

Miss Gingold, once described by S. J. Perelman as "Half Tallulah Bankhead and half Groucho Marx," is an expert on humor styles in Great Britain and the United States.

"If anything, the American is quicker on the uptake than the Briton. One can afford to be a little bit off-beat here. I remember my first line in 'Almanac' in New York was supposed to be 'Ah, Mortimer, there's a terrible smell of gas!' Instead, I said, 'Mortimer! There's a terrible smell of stale diamond bracelets!' They loved it, but I don't think it would have gone over in England."

The telephone rang again and Miss Gingold plucked at it majestically.

"Yes, yes!" she sang out. "I'll meet you down at Schrafft's. The last time we were there, you may recall, you pelted me with raisins."

And at this point, Miss Gingold's baggageman stole silently away.

Frankenheimer directs Diana Lynn in Playhouse 90 drama.

TOP

AT 28

Luckily, \$1000-a-week John Frankenheimer

turned down that \$27.50 parking-lot job offer

from NBC in 1953

y this season's end John Frankenheimer will have directed nine 90minute TV plays for CBS's Playhouse 90. On each he will have spent an estimated 300 hours. For each he will have been paid something like \$5700.

Frankenheimer, at 28, has established himself as one of television's outstanding directors. Such successes as "Forbidden Area" (the first *Playhouse* 90), "The Comedian" and "Winter Dreams" have been acclaimed. Similarly, since, in popular art, there are two ways of being outstanding, some of Frankenheimer's failures—notably "Eloise" and "The Death of Manolete"—are generally regarded as among the worst flops of the electronic stage.

Frankenheimer is one of half a dozen directors coddled by producer Martin Manulis as the guiding geniuses of the series' 3510 expensive minutes of dramatic entertainment per season. Like the others, he enjoys the privilege of selecting his own stories. Last season he directed 11 plays from 800 stories submitted. developing scripts to his taste. casting "compatible" stars and overseeing such production details as hanging a set with velvet walls at 6 A.M. after a night of rehearsal, as he did for "A Sound of Different Drummers."

He's a perfectionist, too, sometimes conducting conferences with colleagues all through the night. The futuristic ceilings on the sets of "A Sound of Different Drummers" were born at Frankenheimer's kitchen table at 5 A.M., when art director Walter Herndon suddenly cried, "I've got it! How about Chinese silk?"

Frankenheimer literally dreamed up the big face of Mickey Rooney that dominated the set in "The Comedian." "It was so frightening it woke me up. I realized it would dramatize the character's egocentricity perfectly if we put a door in it."

It is, however, the wakeful, daylight Frankenheimer, preoccupied less with dressing a set than with creating make-believe people, who is apt to enrich a Thursday night. "Actors," says producer Manulis, "love John. He digs deeper into character than many Broadway directors." What is Frankenheimer digging for? "The usual," he says. "Motivation. Sympathy. Excitement. What makes people tick."

Frankenheimer's \$1000 a week salary and enormous prestige (says Dana Wynter: "I'd work for that man for nothing") are in stark contrast to his first crack at TV. Discharged from the Air Force in 1953 in Hollywood, he applied at CBS and was offered a job as a page at \$35 a week. At NBC, he was offered \$27.50 as a parking lot attendant. In New York he fared better—CBS paid him \$135 as an assistant director.

Today Frankenheimer, married and the father of two small children, says producer Manulis is "the only reason" he remains in TV. "Ultimately I'd like to do one of two things: direct movies on my own terms, or else I'd like to buy a couple of cameras and take off around the world. A picture is a picture whether you take it with a TV camera or a Leica."



verybody is familiar with the tired old situation of the male lensman shooting the lady glamorpuss on the exotic bearskin rug. So here's what showbiz calls the switcheroo: Glamorgirl photographer shoots man. Joyce Rainbolt is one of Hollywood's bona fide photographers, and John Forsythe, her target in this sitting (sitting?), is the glamor star 'of CBS's Bachelor Father series.

Ø



Forsythe looks over the results.

How to get the TV set away from the kids

Because my kids and their friends are always three deep in front of

our TV set watching Lassie, Robin Hood or Popeve at precisely the time when I-the ostensible lord of the manor--crave adult TV entertainment, I must resort to certain subterfuges to gain possession of our set. Here are my methods:

1. Pull the electric plugs from the wall. The kids will come crying: "Daddy, the television don't work!" Scold them for burning out the picture tube-and for the bad grammar. When they go outside to play, reinsert the plug and quietly tune in **Omnibus** or Face the Nation.

2. Arrive early. Establish possession of the set before the kids can claim it. Insist on squatter's rights. (This will not always work.)

3. Bring home a fistful of comic books and write "Peter Houlahan" on each cover. Tell kids that Peter will be over in an hour to pick up his books. Kids will desert TV for comics and you can meanwhile watch The Great Challenge. (Drawback is that this substitutes the comic book habit for the TV habit.)

4. Make popcorn. Be-

fore the kids have a chance to spill it all over your furniture, send them with gift bowls of popcorn to the neighbors, to see TV there. Sit home on clean sofa and

enjoy The Twentieth Century. 5. Explode a

tremendous firecracker in driveway outside the house. Kids will rush out to see what's going on.

Slip into house, lock all doors, and take over. (This works only once, should be saved for an emergency.)

6. Establish chart and point system for getting kiddies to bed early: a gold star (10 pts.) for retiring at 6 P.M.; a silver star (5 pts.) for retiring at 7, etc.--and prizes to be awarded for certain quotas of points. (This system works only for a while.)

7. Try outright bribery. Offer kids two bits apiece for giving up their program. (Main flaw: Establishes bad precedent; can be expensive.)

8. Turn thermostat to 95 F. Sweat kids out of the house. (Uncomfortable-you may have to follow them.)

9. Operate spark coil apparatus in garage. TV set will crackle like gunshot, driving kids away. (If kids are watching an old Western film, however, your artificial disturbances may not be noticed.)

10. Bring home live rabbit. When "Mickey Mouse" program starts, let rabbit slip away on your lawn. Kids will chase it around the neighborhood. Relax and enjoy the opera.

> As the reader can see, this list is merely a beginning. With imagination and talent. any alert parent can add to this repertoire -and to his viewing. George W. Feinstein

MIKE HAMMER

When Mike isn't

killing people,

he's kissing them.

This one's lovely Diane Brewster.)

ickey Spillane's Mike Hammer could easily be the worst show on TV. Mike Hammer is the hero of six novels by Spillane, which have sold more than 20,000,000 copies. They abound in murder, torture, sadism and assorted vice.

Review

In his first adventure on the air, Mike got busted over the head with a vase. Then someone was booted down a flight of stairs. Mike later gave a blackmailer the works, made what appeared to be a highly successful pass at a married woman, and turned up too late to prevent a double murder.

In following weeks Mike got involved with a dame who put the lead to a guy on the waterfront, a chambermaid's boy who went rotten, and a dope ring-or a white slave ring, or something.

On TV, Mike is played by Darren McGavin, who looks something like Spillane. But Mickey himself says he had nothing to do with picking McGavin. Furthermore, attests Spillane, he had nothing to do with the show. "I just took the money," he says, "and went home."-F. DeB.

26

NOW HEAR THIS!

Thanks to a couple of imaginative press agents, Rin Tin Tin can get commands from afar





hough the pictures on this page may seem to indicate it, Rin Tin Tin is *not* hard of hearing. The famous dog is wearing a tiny radio and earphone which enable him to receive instructions from as far as 300 yards away.

Conceived by two publicity men, Ed Fischer and Wayne Thoms, the miniature transmitter-receiver solves one of the most difficult problems faced in making pictures with canine performers how to give them orders during the filming of "long-shots." The animal trainer can't shout effectively over wide stretches of ground and often his arm signals can't be seen clearly. Now, however, with "Audio-Command" (that's what Fischer and Thoms dubbed their 4½-ounce gimmick), trainer Frank Barnes merely has to speak in a normal tone of voice into a small microphone and Rinty, far off in the distance, will "attack," "crawl" and "jump" as ordered.

Oddly enough, "Audio-Command" started off as a publicity stunt. Fischer and Thoms dreamed up the system only as a means of getting space about Rin Tin Tin in newspapers and columns. Then they suddenly realized their idea could be of practical use. They contacted a firm of radio equipment specialists, and described their notion. It took only a few days and less than \$50 to turn the idea into a reality.

Television Crossword

ACROSS

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8	Dirt Girl's name	12	N	1	D		13 A	N	A		14
13 14	Collection of famous person's sayings Mrs. Robert Sterling	15	C	T			16 R	E	V		17 R
15 16	Portion of TV show between commercials Reverend (abbr.)	18 N	6		19 P	20 U	R	R	4	21 M	A
17 18 19	Actress <u>Lee</u> Compass point Della's boss (2 wds.)		22	23	0	R	Y	ALL.	24	A	H
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26	Trooper Steve Allen's "Nope" man	30	0	P	5		31	0	G		32 M
27 30	Manager (abbr.) Warner Anderson and Tom Tully	33	R	E		34	H	A		352	0
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34	Triumphal exclamation	38	39	40	V	E	A	41	1	E	N
35 36 37	Sally's companion Mr. Adams' wife Bends	44	H	N	0		45	0	0		
38	"The Great Stone Face's" rival (2 wds.)	47	0	0	k		48	V	Y		49 F
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52 Sara Karr on Edge of Night

DOWN

- 1 Top country-style singer
- Forefather
- Illuminated Person to Person host
- Lawrence Welk's
- pianist and singer
- **TV** spectacular (collog.)
- Sailors' stories (2 wds.)
- Winston's actress-
- daughter An obligation
- 10 Preposition
- 11 Sinatra's physique
- 19 Containers
- 20 Before
- 21 on the Street" Newest method of 23
- recording TV shows

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Science (abbr.) Dead on arrival	A	C	E		T	0	R	E		P	0	R	E	
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other Jerry Lewis Summon forth	A	R	1	D		w	A	D		S	т	A	N	
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Mr. Slaughter of the Yankees	С	L	E	0		E	E	R		т	1	M	E	
Jack's feeling for "That Jill"	A	1	D	S		R	A	K	E		N	E	w	
Firsts Zodiac sign	M	E	E	т		S	L	E	D		G	U	S	
Fourth note of the	-		-	-	1		-				1.1			

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Answer to last week's puzzle

TV Teletype Continues room PAGE 4

HOLLYWOOD Dan Jankins reports:

There's a test film being prepared for ETHEL MERMAN in which she'd play a trouping singer constantly in a state of outrage against the lawlessness of the Old West. . . JACKIE GLEASON has been offered the starring role of a frontier medicine man in a projected series. . . Test film for The Texan, starring RORY CALHOUN, has been completed.

Six episodes have been completed, on location in the Far East, for a series titled Tales of Marco Polo. FESS PARKER makes his live TV debut on Playhouse 90 April 3, in a romantic comedy, "Turn Left at Mt. Everest." * * *

Most recent "talk" in Hollywood--a merger of Desilu, Four Star, Marterto (DANNY THOMAS's company) and LOU EDELMAN, producer of Wyatt Earp, Jim Bowie, The Californians. . . DANNY THOMAS's money is behind a new series called Petticoat Major, dealing with the WACS. . . Four Star Films (DICK POWELL, DAVID NIVEN. CHARLES BOYER) is pouring \$400,000 into six new test films.

The old Crusader Rabbit TV cartoon series is being revived, with 260 new episodes, all in color, to hit the market shortly. . . ANNA MARIA ALBERGHETTI will do a straight dramatic role on the May 1 Climax! * * *

* * *

FRANCES (Mrs. EDGAR) BERGEN and KEITH ANDES will star in a series called My Darling Doctor, test film for which has been completed by JANE WYMAN'S Lewman Productions. . . A local station here, KTLA, is about to inaugurate daily remote newscasts direct from a helicopter.

WILLIAM CAMPBELL and PAUL BIRCH have been set to star in Cannonball, new series being prepared by former Lassie producer ROBERT MAXWELL. . . REX (Frontier Doctor) AL-LEN is preparing a musical Western series. * * *

Zane Grey Theater has been renewed for 1958-59. . . RALPH MEEK-ER is the guest star in the first episode of Road Block, new hour-long series headed for NBC and based on the files of Florida's sheriffs. . . JERRY LEWIS will appear at the Brussels fair. * * *

Producer ALEX (Oh! Susanna, Love That J111) GOTTLIEB will shoot a test film in April for a series, Zsa Zsa in Paris. Girl's last name is GABOR. He also will have Cindy, the new EVELYN RUDIE series, ready for fall. * * *

ART LINKLETTER and producer JOHN GUEDEL have sold the title, format and 138 episodes of People Are Funny to NBC. Price: more than \$1,000,000. The present show will continue until fall, after which LINKLETTER will bow out of it and NBC presumably will start the reruns. . . 20th Century-Fox would like to costar SHIRLEY TEMPLE in PAT BOONE's next picture, "Mardi Gras."

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Where there's a Man... there's a Marlboro



A long white ash means good tobacco and a mild smoke.



The "filter flower" of cellulose acetate (modern effective filter material) in just one Marlboro Selectrate Filter.

The cigarette designed for men that women like

Mild-burning Marlboro combines a prized recipe (created in Richmond, Virginia) of the world's great tobaccos with a cellulose acetate filter of consistent dependability. You get big friendly flavor with all the mildness a man could ask for.

Marlboro

YOU GET A LOT TO LIKE-FU TER . FLAVOR . FL



Sturdiest box of allwith the exclusive self-starter.