Ross Reports ON TELEVISION

APRIL 26-MAY 2, 1954

VOLUME 6 NUMBER 17

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ASSOC ED: Alvin Sullum

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(26)

NBC - 7:30-7:45pm EDT; DEBUT; The Tony Martin Show; from WNBT(NY) - (first two shows only) - then from KNBH(H'wood), 44 stations live. Sponsor - The Toni Co(Bobbi Home Permanent & White Rain Shampoo) thru Tatham-Laird, Inc(Chi); Acct Exec- Jim McEdwards(Chi); Agcy Superv- H. Lawrence Holcomb(NY) (first two shows); Hollywood supervisor not set yet. Pkgr- Tony Martin Productions(H'wood); Prod & Dir & Writer- Bud Yorkin. (First two New York shows will have: Prod- Steve Hatos; Dir- William Sterling; Sets- Herb Andrews). Music Director for New York and Hollywood shows is Hal Bourne. Program replaces Arthur Murray Party which leaves the air until hiatus for the Berle Show when it will return as one of the half-hour replacements for the summer.

Thursday(29)

NBC- 10-10:30pm EDT; HIGHLIGHT; March of Medicine; LIVE & FILM, from WNBT(NY), 49 stations live, 20 delayed. Sponsor- Smith, Kline & French Laboratories thru Doremus-Eshleman Co(Phila). Pkgr- Smith, Kline & French Laboratories with the American Medical Assn; Prod- Doris Ann(NBC); Dir- Charles Christensen; Writer- Lou Hazam; Narrator- Ben Grauer. Second in the spring series of medical telecasts, this program will report on the latest advances in the field of arthritis and rheumatism. Prominent medical authorities from Harvard Medical School, New York University College of Medicine, National Institute of Arthritis and Metabolic Diseases and Mayo Clinic will participate. Program pre-empts Martin Kane this time only, as is the case with March of Medicine telecasts.

Friday(30)

ABC- 9:30-10pm EDT; SPECIAL; American of the Year Award; from WXYZ-TV(Detroit), to the net. Sustaining. Pkgr & Prod- WXYZ-TV; Pete Strand, station exec prod, in charge; Music Dir- Phil Brestoff & WXYZ-TV orch. Danny Thomas will receive the "American of the Year" award, conferred by the University of Detroit, to be presented at the university's Spring Carnival in the State Fair Coliseum in Detroit. During the program, Thomas will present about ten minutes of song and comedy. Other participants will include the U. of Detroit's Choral Club directed by Don Large; and the selection of the King and Queen of the Carnival.

- Page 66 -

THIS WEEK(More)
THIS WEEK (Cont'd)

Saturday (May 1)

CBS- 5:15-5:45pm EDT; SPECIAL; Kentucky Derby; from WHAS-TV (Louisville), no. of stations indefinite. Sponsor- Gillette Safety Razor Co., Div. of The Gillette Co thru Maxon, Inc (Det); Acct Exec- Mr. Searle Hendee. Pkgr- CBS-TV Sports Dept; Prod & Dir- Judson Bailey. The 80th running of the Kentucky Derby, at Churchill Downs, Louisville, with Fred Caposella describing the race, Mel Allen doing the "color" commentary and Phil Sutterfield (WHAS-TV) conducting the interviews in the winner's circle. The race will be simulcast.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Tommy Henrich (Sat, 6-6:15pm EST), last show April 24.

CBS- Bing Crosby Show, ON FILM; HIGHLIGHT April 25; Sun, 9-9:30pm EDT, one time only; from WCBS-TV (NY) & KNXT (H'wood). Sponsor- General Electric Co thru Batten, Barton, Durstine & Osborn, Inc (NY). Pkgr- Bing Crosby Enterprises; Prod & Writer- Bill Morrow; Dir- Les Goodwins; Assoc Prod- Sid Brod; Music Dir- John Scott Trotter; Comm Anncr & Frog Anncr- Ken Carpenter. Bing Crosby stars in his second program for the sponsor in the Fred Waring-GE Theatre time; with Joanne Gilbert, the Wie Brothers and Buddy Cole.

DuM- Johns Hopkins Science Review (Thurs, 9-9:30pm EDT) New time and day, effective April 29. Program had been seen Wed, 8-8:30pm.

NBC- Kukla, Fran and Ollie (Sun, 5:30-6pm EDT, three out of every four Sundays) New time effective April 25. Hallmark Hall of Fame (Sun, 5-5:30 EDT, expanding to 5-6pm every fourth Sunday) New time, effective April 25. Kukla had formerly been seen Sun, 3:30-4pm, with Hallmark having the full hour, 5-6pm every Sunday.

LOCAL STATION ACTIVITY

WABC-TV (Ch 7) - Lost Jobs (Sat, 6:15-6:30pm) Last program April 17; three in 13-program series shown. See page 56.

WABD (Ch 5) - Local 32B. Building Service Employees Union, AFL, Anniversary, LIVE & FILM; SPECIAL April 27; Tue, 10-10:30pm EDT. Sponsor- Local 32B. The Building Service Employees Union marks its 20th anniversary with a filmed documentary of the union's growth, plus anniversary speeches.

WABD - Transport Workers Union, CIO. Anniversary, LIVE & FILM; SPECIAL April 29; Thurs, 9-10pm EDT. Sponsor- Transport Workers Union thru Paul Miner Associates (NY). Prod- Paul Miner. 20th anniversary of the union, with speakers, both live and on film, presenting highlights of the union's founding, growth and achievements; with reports on the union's current activities.

WPIX (Ch 11) - National Round Robin Invitation Tennis Tournament; DEBUT April 26; Mon, 9-10:45pm EDT (approx). Prod- WPIX; Dir- Mike Melzer. First amateur round robin tournament at the Town Tennis Club, New York City, featuring the nation's top ranking stars, presented each Monday night until the conclusion of the tournament. Don Pudge will describe the matches.

WGN-TV (Ch 2) - Charm Salon; DEBUT April 19; Mon, Wed, Fri, 11:05-11:55am CST. Sponsor- Drug Division, Allen B. Wrisley Co thru Fulton, Morrissey Co (Chi). Patricia Stevens presents advice on good grooming, poise, beauty and charm; use of cosmetics and beauty aids, etc.

ROSS REPORTS - 4/25/54 - Page 67 - LOCAL STATION ACTIVITY (More)
LOCAL STATION ACTIVITY (Cont'd)

KNXT (Ch 2)  Hollywood, LA  - Johnny Carson's Corner; DEBUT April 20; Tues, Thurs, 9-9:05am PST.  Sponsor - Paxton & Gallagher Co (Butter-Nut Coffee) thru Buchanan-Thomas Advertising Co (Omaha). Comedian Johnny Carson comments on a variety of subjects in an off-beat manner on off-beat and unusual topics.

WHAS-TV (Ch 11)  Louisville  - Race of the Day, ON FILM; DEBUT April 24; Mon thru Sat, 6-6:05pm CT; also Churchill Downs Stake Races, LIVE; DEBUT April 24; as scheduled, 7 races in 19 days, 4:45-5:15pm CT. Sponsor - Falls City Brewing Co (Beer) thru Prater Advertising Agency (St. Louis). Film Prod - WHAS-TV; Prod - WHAS-TV. Phil Sutterfield describes the Race of the Day; with Lee Jordan and Sam Allgood doing interviews and "color" commentary. The filmed and live telecasts cover the entire 19-day Spring Meeting at Churchill Downs race track. See CBS-Kentucky Derby, page 67.

FILM PACKAGES

B.S.I. - UNIVERSE CURRENT (New York); science fiction for adults, based on cybernetics, science of man's relation to the machine, starring the giant computing "brain" used in Washington during World War II; featuring Paul Stewart, Jenna Rollenda and Charles Cooper, with each episode complete in itself; 15 15-minute films, to be completed April 30, with another series tentatively scheduled to begin shooting at the end of June. Availability - Open. Pkg - Marion Parsonnet. Film Prod - Parsonnet Studios, 46-02 Fifth St., Long Island City, N. Y.; Prod - Marion Parsonnet; Dir - Paul Stewart, Carl Lerner, Gene Searchinger; Sets - Hank Aldrich; Story Lines - Alfred Bester; Writers - Bester and others; Casting - Miss Pat Moore (Parsonnet). Dist - The Harris Group, 509 Madison Ave., New York 22, N. Y. Murray 8-4800.

NEWS AND COMMENT:

WNBK (Cleveland) moves from Channel 4 to 3 on April 25 and begins use of its new 905-foot transmitting tower, tallest Cleveland structure, at 100kw power. The move ends serious interference for the Cleveland station from Detroit signals. The U. S. Steel commercial on the Steel Hour April 27 over ABC-TV will present the largest product ever sold on television in the largest and most elaborate setting -- a completely furnished 6-room, 3-bedroom house, measuring 40 by 24 feet and weighing 12 tons -- the new pre-fab home, "The Westerner," manufactured by U. S. Steel Homes. WTOP, Inc., Washington, reorganized into four divisions, effective April 25: WTOP Radio, WTOP Television, Engineering, and General Services. The stations will "rent" some services and equipment from the Engineering and General Service Divisions. George Hartford will head WTOP-TV as v.p. for television. Tales of Tomorrow, for two years a live science-fiction dramatic series over ABC-TV, will be released again through the re-use of kinescopes of the original programs under agreements with AFTRA and other guilds involved, covering repayment schedules for personnel in the original productions. The Tee Vee Company, California, is handling distribution and also providing the financing for the re-issue. NBC Chief Engineer O. B. Hanson says that NBC will have a 54-station lineup in its color television network by the end of 1954, all stations equipped to carry color programs, covering 27,100,000 homes in the colorcast area.

PERSONNEL CHANGES: Lou Sampan appointed production coordinator for ABC-TV's Western Division, Hollywood, reporting to Jim Beach, program director. Frank Shakespeare, Jr., named general sales manager, WCBS-TV (NY), succeeding George Dunham who has been appointed general manager, WNBK-TV/ WNBK (Binghamton, N. Y.). Folk singer Paul Arnold has joined the talent staff of WLW-T (Cinn) on an exclusive basis.

ROSS REPORTS - 4/25/54
Most of the shows on April 23, 24, 25 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 30. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY APRIL 23

THE NEW REVUE
(Mike Wallace)
CBS 5:30
The 3 Riffs (S), Merv Griffin (S), The Novelites (S), Peggy Taylor (S), Viggo Hahn (magic), Kaye Ballard (D), Johnny Bachelin (D)

MAMA
(Peggy Wood)
CBS 8pm
Pop and Sersen - (O) by Jerome Ross; with regulars & Glenn Burris, Pat Breslin, William Lee; (SD)

LIPE BEGINS AT 80
WOR 9:30
Chico Marx (C) & regulars

Inner Sanctum
WOR 9:30
The Good Luck Charm - with Murray Hamilton, Barbara Baxley; (SW & SD)

CAMPBELL SOUNDSTAGE
NBC 9:30
The Almighty Dollar - (O) by Greer Johnson; with Mildred Dunnock, Henry Hall, Mildred Natwick; (SD)

SATURDAY APRIL 24

ON THE CAROUSEL
WCBS 9am
Excerpts from H.M.S. Pinafore, Yeoman of the Guard, Pirates of Penzance, Ruddigore, by Gilbert Sullivan; performed by Martyn Green, Dorothy Hohmann, P.S.241 Choral Group

ROD BROWN
CBS 11:30
regulars & Ruth White, Elaine Joyce, Robert Carroll, Eugene Francis, Beverly Bruce, Michael Sheehan; (SW & SD)

CAMERA THREE
(James Macandrew)
WCBS 2pm
A Garland for Will Shakespeare - with scenes from King Lear, Much Ado About Nothing, Henry IV, Othello - with Earl Hamman, Doris Dowling, Michael Kane, Christopher Plummer; (SD)

Johnny Jupiter
(Wright King)
WABC 5:30
Duckweathert's TV Repairs - postponed from last week. See Show-sheet credits for that date (For the record, show on 4/17 was The Penny Trade - (O) by Jerome Cooperstein, Bill Persky, Don Rosenblitt, (A) by J.C. regulars & Don Briggs, Flora Campbell, Alex Clarke, Katherine Meikell, Dorthea Duckworth, Fred Stewart, Helen Seamon, Phil Cramer, Michael Higgins; (SW & SD)

ETHEL AND ALBERT
(Peg Lynch & Alan Bunce)
DuM 10pm
Gambling Fever - (O) by Ed Jurist & S. L. David; with regulars & Joe Locke, Rosemary Prinz, Rusty Lane; (SD)

SUNDAY APRIL 25

LAMP UNTO MY FEET
(Bill Leonard)
CBS 10am
The Brink - (O) by Clair Reskosk; with Wallace Ford, Neil Fitzgerald, June Daymon, Jack Betts; Dir by Marcella Cisney

Hopalong Cassidy
(William Boyd)
WBET 11:45
Promised Land - (O) by Sherman L. Lowe; with regulars & John Crawford, Thurston Hall, Mount Murphy, Edwin Parker, Sonny Sanders, William Fawcett; (SD)

HALLMARK HALL OF FAME (S. Churchill)
NBC 5pm
Lafayette for Freedom - (O) by Ellen & Richard McCreacken; with cast to be announced; (SD) (FROM HOLLYWOOD)

YOU ARE THERE
(Walter Cronkite)
CBS 6:30
The Surrender of Corregidor - (O') by Jeremy Daniel; with Vaughn Taylor, Robert Middleton, Milton Selzer, John Connell, Kim Chan, Richard Skett, Burt Clark, Henry Beckman, Joe Maross, Jerry Ito, Edward Binns, Paul Birch; (SD)

PAUL WINCHEL
NBC 7pm
The Blackburn Twins & Evlyn Yard (D)

MR. PEEPERS (Cox)
NBC 7:30
regulars & Ernest Truex, Sylvia Field, Guy Ramond, Betty Sinclair

TOAST OF THE TOWN
(Ed Sullivan)
CBS 8pm
Ed 'yin (C), Victoria De Los Angeles (S), Chester Gould (cartoonist), Korean Children's Choir, Mata & Hart (D), Patty Moore & Ben Lessy (C&S), Joe Jackson, Jr. (C), Tom Pack's Elephants
ROCKY KING, DETECTIVE
(P. Osborne & Todd Karns)
THE PLAINCLOTHES MAN
(Ken Lynch)
A WILL TO MURDER - (0) by Gene Watts; with regulars & Jean Carson, Zolaya Talmi, Philip Pine, Joan Seven, Helen Ludlum; (SD)
THE VOICE OF FIRESTONE
(Terry Griffin, John Jim & Bill MacGillivray) - "Terry and the Macs" (S), Lee Carroll (S), Thomas Stewart (S)
ROBERT MONTGOMERY PRESENTS
No Need to Fear - (0) by Gail Ingram; with Geraldine Fitzgerald, John Newland, Carole Mathews, Frederick Worlock, William Mercer, Susan Steel, Betty Lawford, Kathleen Coney; (SD) by Jim Sheldon
TUESDAY APRIL 27
Jenn Dean (Raines)
Cavalcade of America
ABC 7:30
The Paper Sword - (0) by Curtis Kenyon & Charles Lawson; with Patrick O'Neal, Margaret Field, Stuart Ralston, Tracey Roberts, Leo Gordon, Hugh Beaumont, Barbara Woodell, Pitt Herbert, Barry Kelly, Don Kennedy; (SD)
BUICK-BERLE SHOW
Gene Autry (Buttram)
LOVE STORY
DuM 8:30
Timmy - (0) by Oliver Crawford; with June Lockhart, James Gregory, Bud Flanagan, Mario Badolati, Nick Dennis, Peggie Castle, Kathleen Freeman, Syd Saylor, John Call, Rennie McAvoy; (SD)
Fireside Theater
(Gene Raymond)
A Case of Independence - (0) by Harry Corstad, story by Ray Vernon, (A) by Nathaniel Curtis & Ray Vernon; with George Sivot, Nl Vallin, George Conrod, Nick Dennis, Peggie Castle, Syd Saylor, John Call, Rennie McAvoy; (SD)
UNITED STATES STEEL HOUR
ABC 7:30
The Laphams of Boston (from The Rise of Silas Lapham) - (0) by William Dean Howel, (A) by Robert Wallsten; with Thomas Mitchell, Dorothy Gish, Patricia Wheel, John Hamilton, Ray Stewart, John Dierkes, John Dierkes (SW & SD)
ARMSTRONG'S CIRCLE THEATRE
NBT 9:30
Gun-Up - (0) by Nicholas Beazley; with Ed Begley, Carmen Mathews, Jeay Walsh, Paul Roebeling, Walter Kinsella, Al Siegel; (SD) by Cort Steen
DANGER
CBS 10:15
Escape Route - (0) by Donald Bevan; with Philip Abbott, Robert Ford, Frank Corsaro, Frank Maxwell, Mort Marshall, Nell Wheeler
PLACED AFFAIR - (0) by Martial Brau; with regulars & John Hoyt
HILLARY BROOK, Nels Leary (SD)
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel</th>
<th>Show Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>Wed 28</td>
<td>NBC 8:30</td>
<td>My Little Margie</td>
<td>(Storm &amp; Farrell)</td>
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<tr>
<td>Wed 28</td>
<td>NBC 9pm</td>
<td>KRAFT TELEVISION THEATRE</td>
<td>Dr. Rainwater Goes A-Courtin! - (O) by Dale Wasserman; (A) by William Brandon; with Peter Kelley, Pat Smith, Jack Wardon, Heywood Hale Brown, Doug Cummings, Tommy Hallaren; (SD)</td>
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<tr>
<td>Wed 28</td>
<td>Dum 9:30</td>
<td>STARS ON PARADE</td>
<td>Connie Boswell (S), Priest &amp; Posse (D), &quot;Airmen of Note&quot; (M)</td>
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<tr>
<td>Wed 28</td>
<td>ABC 8:30</td>
<td>Ray Bolger</td>
<td>regulars &amp; David Kasday; (SW &amp; SD)</td>
</tr>
<tr>
<td>Wed 28</td>
<td>NBC 8:30</td>
<td>JUSTICE (Westbrook Van Voorhis)</td>
<td>Positive Identification - (O) by Robert Alan Arthur; with Ben Gazzara, Louisa Horton; (SD)</td>
</tr>
<tr>
<td>Wed 28</td>
<td>CBS 8:30</td>
<td>Four Star Playhouse</td>
<td>The Doctor and the Countess - (O) by Dr. Maxwell Maltz (from Dr. Pygmalion); (A) by Frederic Brady, with Charles Boyer, Paula Raymond, Carleton G. Young, Hayden Rorke, Don Kohler, Zachary Yaconelli, Freddie Ridgeway, Darla Lee Ridgeway; (SD)</td>
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<tr>
<td>Wed 28</td>
<td>ABC 9pm</td>
<td>Danny Thomas</td>
<td>(O) by William Asher; with regulars &amp; Anne O'Neal; (SD)</td>
</tr>
<tr>
<td>Wed 28</td>
<td>CBS 9pm</td>
<td>LUX VIDEO THEATRE</td>
<td>Chair for a Lady- (O) by Paul Flocumb; with Angela Lansbury, Paul Richards; (SD, FROM HOLLYWOOD)</td>
</tr>
<tr>
<td>Wed 28</td>
<td>ABC 9pm</td>
<td>Ray Bolger</td>
<td>regulars &amp; Susanne Ta Fel, Byron Keith, Ann Kimbell, Richard Webb, Herb Vigron; (SW &amp; SD)</td>
</tr>
<tr>
<td>Wed 28</td>
<td>CBS 9pm</td>
<td>Big Town (Mevey &amp; Tyler)</td>
<td>Night Visitor - (O) by Norman Jacob, (A) by Berne Giler; with Arthur Kennedy, Lee J. Cobb, Martha Vickers, Ernest Borgnine, Eddy Waller, Jay Adler, Ric Roman; (SD) by Phil Karlson; Prod by Fred Briskin</td>
</tr>
<tr>
<td>Wed 28</td>
<td>NBC 10pm</td>
<td>Martin Kane (Stevens)</td>
<td>pro-empted by March of Medicine - (O) by Lou Hazan</td>
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<tr>
<td>Wed 28</td>
<td>WNBT 10:30</td>
<td>Foreign Intrigue (James Daly)</td>
<td>P. I. in Mountain Climbing - (O) by George &amp; Gertrude Pass; with regulars &amp; Lawitz Falk, Ivar Wahlgren, Ann-Marie Gyllenspots, Torsten Lillecron; (SD)</td>
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<tr>
<td>Fri 29</td>
<td>The New Revue (Mike Wallace)</td>
<td>J. E. Harvey (S), Fletcher Peck Trio (M), Ejnar Jansen, Bill &amp; Cora Baird (puppeteers), Jo Sullivan (S), Charlie Deaton (S), Marjane (S), DeMarco Sisters (S), Gehrig &amp; Weismuller (D)</td>
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<tr>
<td>Fri 29</td>
<td>ABC 9pm</td>
<td>Pride of the Family (Paul Hartman)</td>
<td>(O) by James Allardice, Paul Schneider, Clint Comerford; with regulars &amp; Danny Richards, Jr., Bobby Hyatt, Joseph Vieira; (SD)</td>
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<tr>
<td>Fri 29</td>
<td>CBS 9pm</td>
<td>Schlitz Playhouse</td>
<td>Decision at Sea - (O) by John T. Kelley (based on incident in career of Admiral Marc A. Mitscher); with Don Taylor, Bill Philips, Carl Benton Reid, Claude Akins, Hayden Rorke, James Dobson, Walter Coy, Tyler MacDuff, George Eldredge; (SD) by Jus Addis</td>
</tr>
<tr>
<td>Fri 29</td>
<td>NBC 9pm</td>
<td>THE BIG STORY (Robert Slomac)</td>
<td>Wallace Blythe McCollum, Albuquerque, New Mexico Tribune - (O) by Max Ehrlich; with William Redfield, Vaughn Taylor, Geoffrey Bryant, Ruth Yorke, Jack Hartley, Joanna Roos, John Connoughton, John Kinney; (SD)</td>
</tr>
<tr>
<td>Fri 29</td>
<td>ABC 8:30</td>
<td>Pepsi-Cola Playhouse (Anita Colby)</td>
<td>And the Beasts Were There - (O) by Lawrence Kimble; with John Boucett, Jorja Curtright, William Bishop, Gavin Gordon; (SD) by Richard Irving</td>
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<tr>
<td>Fri 29</td>
<td>Dum 9pm</td>
<td>LIFE BEGINS AT 80</td>
<td>Thomas Mitchell &amp; regulars</td>
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<td>Fri 29</td>
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<td>Ross Reports - 4/25/54 - Face C</td>
<td>TALENT SHOWSHEET (more)</td>
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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 23 THROUGH FRIDAY APRIL 30

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Show</th>
<th>Details</th>
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<tbody>
<tr>
<td>11:30</td>
<td>CBS</td>
<td>STRIKE IT RICH</td>
<td>F(4/23) - Beverly Garland; M - Wayne Richards; W (am) - Burgess Meredith; F - Barbara Rush</td>
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<tr>
<td>1:30</td>
<td>CBS</td>
<td>GARRY MOORE</td>
<td>Tu - Ross &amp; West (C); Thu - Figgim Markham (C)</td>
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<tr>
<td>2:45</td>
<td>WABD</td>
<td>TED STRAETER</td>
<td>P (4/23) - Margo, Eddie Albert; M - Roger Dann (S)</td>
</tr>
<tr>
<td>3pm</td>
<td>NBC</td>
<td>KATE SMITH &amp; Ted Collins</td>
<td>M - regulars; Tu - Marshall Izen (M&amp;); W - Alene Dalton, Smokey Lanson (S); Thu - Charlie Ruggles in World of Mr. Sweeny; Al Bernic (C); F - Jeff Clark &amp; Michele Burke (S), Dorothy Day and fashions</td>
</tr>
<tr>
<td>6pm</td>
<td>WABD</td>
<td>MAGIC COTTAGE</td>
<td>Skodge Miller &amp; Earl Hammond; (SW &amp; SD)</td>
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<tr>
<td>7:30</td>
<td>NBC</td>
<td>COKE TIME - E. FISHER</td>
<td>W - Harry Belafonte (S) (1ST ANNIVERSARY OF SHOW)</td>
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SATURDAY MAY 1

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<tr>
<th>Time</th>
<th>Station</th>
<th>Show</th>
<th>Details</th>
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<tbody>
<tr>
<td>5:30</td>
<td>WABC</td>
<td>Johnny Jupiter</td>
<td>Rejection's Birthday Party - (0) by William Kendall Clarke &amp; Elizabeth Parler; (A) by Clarke; with regulars &amp; Reta Shaw; (SD)</td>
</tr>
<tr>
<td>7pm</td>
<td>WARD</td>
<td>Joe Palooka</td>
<td>Knobby's Knockout - (0) by Dean Reisner; with regulars &amp; James Plavin, Fritz Feld, Ned Class, Marjorie Bonnett, Evelyn Eaton</td>
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<tr>
<td>8pm</td>
<td>NBC</td>
<td>SPIKE JONES</td>
<td>Perez Fredo's McBb band &amp; regulars (FROM HOLLYWOOD)</td>
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<tr>
<td>10pm</td>
<td>DuM</td>
<td>COL HUMPHREY J. FLACK (Alan Mowbray)</td>
<td>The Cruncher - (0) by Hannah Grad Goodman; with regulars &amp; Pat Hosley, Joseph Downing, John Dennis, Bill Grey, Christine Linn, William Merrill, Richard Routhrock; (SD)</td>
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SUNDAY MAY 2

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<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Show</th>
<th>Details</th>
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<tbody>
<tr>
<td>11:45</td>
<td>WNET</td>
<td>Hopalong Cassidy</td>
<td>Ghost Trails - (0) by Harrison Jacobs; repeat</td>
</tr>
<tr>
<td>6:30</td>
<td>NBC</td>
<td>Roy Rogers</td>
<td>The Silver Fox Hunt - (0) by Mike Raison; repeat</td>
</tr>
<tr>
<td>7:30</td>
<td>CBS</td>
<td>JACK BENNY</td>
<td>David Mivon &amp; regulars; (SW &amp; SD, FROM HOLLYWOOD)</td>
</tr>
<tr>
<td>7pm</td>
<td>NBC</td>
<td>COLGATE COMEDY HOUR (Martin &amp; Lewis)</td>
<td>The Trenier Twins (FROM HOLLYWOOD)</td>
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<tr>
<td>9pm</td>
<td>CBS</td>
<td>General Electric Theatre</td>
<td>To Lift a Member - (0) by Rose Cohn; (A) by Douglas Hayes; with Ruth Hussey, William Ludwig, Tor Johnson, Jonathan Halse, Skoletsky Maggs, Dan Riff, Pamela Duncan; (SD) by Robert Stevens; Prod by Stuart Reynolds</td>
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<tr>
<td>9pm</td>
<td>NBC</td>
<td>PHILCO TELEVISION PLAYHOUSE</td>
<td>The Joker - (0) by N. Richard Nash; with Martin Balsam, Eva Marie Saint, Maurice Shrog, Mill West; (SD) by Arthur Penn</td>
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<tr>
<td>9pm</td>
<td>DuM</td>
<td>THE PlAINCLOTHES MAN (Ken Lynch)</td>
<td>The Mercenary Beauty - (0) by Norman Swatek; with John Marley, Tommy Nolff, Carol Omhart, Peter Gray, Lila Barnes; (SD)</td>
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<tr>
<td>9:30</td>
<td>CBS</td>
<td>THE MAN BEHIND THE BRIDGE (Fred Utta)</td>
<td>The Case of the Merciful Manhunt, Chicago - (0) by Max Ehrich; with Herbert Weis, John Marrott, Robert Jennings, Humphrey Davis, Lee Pappell, John Mcgovern, Gilbert Mack, Vic Rondina; (SD)</td>
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<tr>
<td>10pm</td>
<td>NBC</td>
<td>The Loretta Young Show</td>
<td>The Judgement - (0) by Otto Klement; (A) by Richard Morris; with John Howard, Mac Clarke, Peter Brocco, George Eldridge, Robert Blee, Marshall Bradford, Lee Roberts; (SD)</td>
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NEW YORK TALENT AVAILABILITIES

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOTTE LENYA</td>
<td>- in The Threepenny Opera at the</td>
<td>- PRESS: Arthur Cantor, Lo 5-1863</td>
</tr>
<tr>
<td>MAGGIE TETTE</td>
<td>- beloved interpreter of French</td>
<td>- MGR: David Libidina, CI 6-6988</td>
</tr>
<tr>
<td>JOSE GRECO</td>
<td>- Spanish dancer opening Mon. at</td>
<td>- PRESS: Isadora Bennett, EL 5-4147</td>
</tr>
<tr>
<td>FOLA Lafollette</td>
<td>- author of father's biography.</td>
<td>- ROBERT M. LAFOLLETTE, published by Macmillan - CONTACT: Virginia Patterson, OR 5-4000</td>
</tr>
<tr>
<td>PIER ANGELI</td>
<td>- film actress - CONTACT: Bill Ornstein, JU 2-2000</td>
<td></td>
</tr>
<tr>
<td>JOHN RAITT &amp; JANIS PAIGE</td>
<td>- opening on May 12 in</td>
<td>- THE FLAMMA GEM - PRESS: Reuben Rabinovitch, LA 4-1839</td>
</tr>
</tbody>
</table>