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INCLUDING

THE TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(5)

ABC- 9:30-10:30pm EST; SPECIAL; World Without End, ON FILM; from WABC-TV(NY), to the net (WABC-TV to show it one hour earlier, local only). Sustaining. Pkgr & Film Prod- United Nations Economic, Scientific & Cultural Organization; Prod- Basil Wright; Consult- Ritchie Calder; Dirs- Paul Rotha(Mexico) & Basil Wright(Thailand); Photogs- Jose Carlos Carbajal(Mexico) & Adrian Jeakins(Thailand); Music Dir- John Hollingsworth (conducting the Boyd Neel Orch); Composer- Elizabeth Lutyens; Writer & Editor- Rex Warner, with Monica Kimick, associate. Narrator- Michael Gough. American premiere of the UNESCO prize documentary, previously shown at the Edinburgh Festival and twice over BBC, which concerns itself with the work of UNESCO in developing backward areas in Mexico and Thailand. Paul Rotha and Basil Wright are British documentary film producers. The film has also been shown in various foreign countries with native language narration.

CBS- 1:15-1:30pm EST, Mon thru Fri; Portia Faces Life; from WCBS-TV(NY), 7 stations live, 5 delayed (2 each to be added April 26); other stations to be added. Sponsor- Post Cereals Division, General Foods Corp thru Young & Rubicam, Inc(NY); Acct Exec- William MacFarland; Agcy & Comm Superv- Mr. Beverly Smith; Comm Anncr- Bill Shipley. Pkgr- Young & Rubicam, Inc(NY); Prod & Casting- Mr. Beverly Smith; Dir- Lloyd Gross(Y&R); Music Dir- Tony Mottola(guitar); Writer- Mona Kent. The television debut of the long-time (12 years) radio serial story of a career versus marriage. Frances Reid stars as Portia, the lawyer-housewife; with Donald Woods as her husband Walter Manning; and Renne Jarrett as daughter Shirley, Charles Taylor as son Dickie, Elizabeth York as Kathy Baker and Richard Kendrick as Bill Baker. Mona Kent, writer of the radio version for ten years, developed a new story sequence for TV. No net service previously at this time.

Tuesday(6)

CBS- 9:30-10pm EST; SPECIAL; Easter Parade of Stars; from WCBS-TV(NY), 33 stations live, 10 delayed. Sponsor- Electric Auto-Lite Co(Batteries, Spark Plugs, etc) thru Cecil & Presbrey, Inc(NY); Agcy Rep- John Donnelly. Pkgr- CBS-TV; Prod- Martin Manulis; Dir- Byron Paul. Third annual TV automobile show, presenting 10 of the country's leading automobile makers latest models, cars that use Auto-Lite accessories as standard equipment. Irene Dunne is mistress of ceremonies for the show, at the Waldorf-Astoria Hotel. Auto company executives and Broadway and Hollywood stars are featured. Program pre-empts Suspense, one time only, for the same sponsor. (See Page B for cast).

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Thursday(8)

NBC- 12:15-12:30pm EST; SPECIAL; Statue of Liberty Stamp Commemoration; from WNBW(Wash), to the net. Sustaining. No credits available. President Eisenhower, Secretary of State Dulles and Postmaster General Arthur Summerfield, join with representatives of the nation's three major faith groups in commemorating the issuance of the eight-cent Statue of Liberty stamp. Program originates live in the postmaster general's office in Washington.

NBC- 8:30-9pm EST; DEBUT; Justice; from WNBT(NY), 30 stations live, 17 delayed. Sponsor- Borden Co(All Products) thru Young & Rubicam, Inc(NY); Acct Exec- Peter Forsch; Agcy Superv- George Dippy; Comm Superv- Sanders Maxwell. Pkgr- John Rust and Talent Associates(NY); Prod- John Rust; Prod Superv- Robert Costello(TA); Dir- Dan Petrie; Music Dir- Ralph Norman; Sets- Robert Wade; Casting- Ethel Winant(Talent Associates); Writers- Various; Narrator & Anncr- Westbrook Van Voorhis. Half-hour dramas based on cases histories from the files of the National Legal Aid Assn, National Assn of Probation and Parole and similar sources. Program replaces Treasury Men In Action for the same sponsor. The latter program will become a filmed series, produced in Hollywood, for ABC. (See Page C for premiere cast credits).

Saturday(10)

CBS- 10-10:30pm EST; DEBUT; That's My Boy; from KNXT(H'wood), no. of stations indefinite. Sponsor- Plymouth Division, Chrysler Corp, thru N. W. Ayer & Son, Inc(Phila). Pkgr- CBS-TV(H'wood); Prod- Cy Howard; Dir- Frank Pacelli; Writers- Howard & Everett Freeman(premiere) and others; Creator and Adapter for TV- Cy Howard. Eddie Mayehoff stars in this new comedy series as Jarring Jack Jackson, a role he originated on the screen; with Rochelle Hudson as his wife Alice; Gil Stratton as his son Junior, Claudia Barrett as Joyce Hunter, Junior's romantic interest, and John Maxwell as Dr. Hunter, Joyce's father. Program replaces Medallion Theatre, in which Plymouth had a participating sponsorship thru Chrysler Corp, in the same time slot.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Open Hearing; DEBUT April 1; Thurs, 9-9:30pm EST; from WABC-TV(NY) and WMAL-TV (Wash), the latter for film pick-ups, to the net. Sustaining. Pkgr- ABC News & Special Events Dept; Prod- John Daly; Dir- Eddie Nugent. John Daly presents the background of current news stories, integrating film clips to present all facets of issues in the news.

CBS- Woman With A Past (Mon thru Fri, 4-4:15pm EST) Byron Kelly has succeeded Marcella Cisney as director.

Red Buttons Show (Mon, 9:30-10pm EST) STAFF WRITER CHANGES; current staff includes Danny and Doc Simon, Arnold Schulman, Bill Derman and Lee Rogow. (See pages 38, 46).

DuM- Dollar A Second (Mon, 8-8:30pm EST) New day and time, effective April 12. Had previously been seen Sun, 10-10:30pm. Replaces Twenty Questions in the new time. The latter will return soon on a new day and time.

NBC- The Big Story (Fri, 9-9:30pm EST) David Rich succeeds Dick Schneider as director, effective April 9.

NBC Television Opera Theatre, Sat, 4-5:30pm EST. "Pelleas and Melisande."

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Lost Jobs; DEBUT April 3; Sat, 6:15-6:30pm EST. Sponsor- CIO with New York the United Furniture Workers thru Paul Miner Associates(NY). Pkgr- Paul Miner Associates; Prod- Paul Miner; Dir- Louis Volpacelli(ABC). Interview-panel discussion integrated with film clips, highlighting the difficulties of workers whose plants have moved to new locations; 13-week series.

WABD(Ch 5) - Post Time USA, ON FILM; DEBUT April 7; Wed, 7:45-8pm EST. Sustain- New York ing. Pkgr- Tel-Ra Productions(Phila). Film clips of outstanding horse races run during the previous weekend.

WNBT(Ch 4) - Let's Look at the News; DEBUT April 4; Sun, 3-3:30pm EST. Sustain- New York ing. Pkgr- WNBT; Superv- Bill Berns; Prod- Enid Roth. John Wingate is newscaster on a program prepared especially for children, to keep them informed on current events.

WPIX(Ch 11) - Chalk-Talk; DEBUT April 10; before and after home games of the N.Y. New York Yankees baseball team (1:40pm and approx 4:20pm for premiere). Sponsor- R. J. Reynolds Tobacco Co(Camel Cigarettes) thru William Esty Co., Inc(NY). Dir- Jack Murphy(WPIX). Red Barber interviews and demonstrates theories and chalk-talks with blackboard diagrams, assisted by players, on both the pre-game show originating on the playing field (15 minutes) and the post-game show originating in a clubhouse room at Yankee Stadium (10 minutes). The debut program is in connection with a Yankee-Brooklyn Dodger exhibition, before the regular season opening.

WPIX - N. Y. Major League Baseball; DEBUT April 10(exhibition) REGULAR SEASON DEBUT April 15; New York Yankee day and evening baseball games (77 total during season). Sponsor- F. Ballantine & Sons(Beer & Ale) thru J. Walter Thompson Co(NY), for entire game except the 3rd and 7th innings; General Cigar Co.(White Owl Cigars) thru Young & Rubicam, Inc(NY), 3rd and 7th innings. Dir- Jack Murphy; Assoc Dirs- Art Sussekind, Ted Price, with Mike Meltzer as vacation relief. Mel Allen describes the games and presents the commercial announcements, assisted by Jim Woods. (Information on New York Giants sponsorship and schedule will be listed during week of debut. Technical crew is the same).

WBKB(Ch 7) - Studio B For Bartlett; DEBUT March 29; Mon thru Fri, 10:30-11am CST. Chicago Participations. Prod- Roy McLean. Tommy Bartlett interviews guests from women's interest fields and presents local interest news.

WIS-TV(Ch 10) - Spec's Show; DEBUT April 2; Fri, 9:30-10pm EST. Sponsor- Friedman's Columbia, S.C. Jewelers(Col). Variety show with local entertainers and guest stars featuring Specs Munzell, the station program coordinator, who has been a musician and entertainer, previously with WLW-T(Cinn).

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DESCRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
WCBS-TV(2)	*# "Amos 'n' Andy" (CBS TV Film Sales) See Note below	-Best Foods(Nucoa & Hellman's Mayonnaise) thru D-F-S	4/3	Sat	10:30-11pm
WNBT(4) Chicago	*"Duffy's Tavern" (MPTV)	-Arnold Bakers, Inc., thru Charles W. Hoyt	4/5	Mon	7-7:30pm
WBPM-TV(2)	# "Affairs of China Smith" (Nat'l Telefilm)	-Ramode Awning Co.	4/10	Sat	6-6:30pm

CODE: *First run in market #Re-run *#A'n'A Note: 1st week, 1st run; 2nd & 3rd weeks, 2nd run; 4th week, 3rd run. Program avail on shared sponsor basis

LOCAL FILM SERIES -- DEBUTS & RE-RUNS(Cont'd)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>Chicago(Cont'd)</u>					
WBKB(7)	*"Mr. District Attorney" (Ziv TV Programs)	-alt weeks: Carter Prods thru SSC&B and G. Krueger Brewing thru Grey	4/9	Fri	9:30-10pm
WNBQ(5)	*"Janet Dean, R.N." (MPTV)	-Emerson Drug(Bromo Seltzer) thru Lennen & Newell	4/10	Sat	10:30-11pm
WBBM-TV(2)	#"Gene Autry" (CBS TV Film Sales)	-Shaw Jewelry	4/10	Sat	5:30-6pm
<u>Los Angeles</u>					
KTLA(5)	*"Janet Dean, R. N."	-See WNBQ above	4/7	Wed	7:30-8pm
KNXT(2)	*"The Little Rascals" Com- edy shorts (Interstate)	-Participations	3/22	Mon thru Fri	5:30-6pm
KNXT(2)	#"Follow That Man" (Man Against Crime) (MCA)	-J-B Watch Bands thru Lewin, Williams&Saylor	3/31	Wed	10-10:30pm
KNXT(2)	#"Gene Autry" (CBS TV Film Sales)	-GallenKamp's Shoe Stores thru Yambert, Inc	3/25	Thu	7-7:30pm
KITV(11)	*"Fulton Lewis, Jr" (UTP)	-Yeakel Bros (autos) thru W. L. Hunt	4/1	Thu	10-10:15pm

CODE: *First run in market #Re-runs

RATINGS DIGEST

<u>ONCE WEEKLY PROGRAMS</u> <u>EVENING, SPONSORED</u> <u>(Net - Film or Live)</u>	<u>NATIONAL NIELSEN</u>		<u>TELEPULSE</u>	<u>TRENDEX</u>
	2 Weeks end Feb 27		Week Feb 1-7	Week Mar 1-7
	<u>Homes(000)</u>	<u>Homes(%)</u>	<u>FEBRUARY</u>	<u>MARCH</u>
I Love Lucy(CBS-F)	(1) 17,666	(1) 63.8	(1) 48.2	(1) 53.1
Dragnet(NBC-F)	(2) 15,511	(2) 56.3	(2) 46.3	(2) 45.7
Bob Hope Show(NBC-L)	(3) 13,724	(3) 51.4	#	#
Buick Berle Show(NBC-L)	(4) 13,458	(4) 50.5	(5) 34.8	(9) 32.6
You Bet Your Life(NBC-F)	(5) 12,791	(5) 47.2	(3) 40.4	(5) 37.8
Jackie Gleason Show(CBS-L)	(6) 11,893	(6) 47.1	(6) 34.6	(4) 37.8
Fireside Theatre(NBC-F)	(7) 11,514	(8) 42.1	*	*
Arthur Godfrey Friends(CBS-L)	(8) 11,393	(10) 41.9	(7) 33.7	(7) 36.3
Godfrey Talent Scouts(CBS-L)	(9) 11,370	(7) 44.8	(4) 36.1	(3) 44.4
Toast of the Town(CBS-L)	(10) 11,123	(9) 42.1	*	*
Burns and Allen(CBS-F)	*	*	(8) 31.5	*
Comedy Hour(NBC-L)	*	*	(9) 30.1	(10) 32.1
Our Miss Brooks(CBS-F)	*	*	(10) 30.0	*
This Is Your Life(NBC-L)	*	*	*	(6) 36.4
T-Men in Action(NBC-L)	*	*	*	(8) 33.7

CODE: *Not placed in first ten in survey #Not on air during survey week
Numbers in parentheses denote placement in each survey list
See pages 41, 44 for previous ratings digest

NEWS AND COMMENT: NBC's color "spectaculars" announced for next season under the supervision of Ieland Hayward may help to break a possible jam in color receiver sales, bringing big time production to the tiny color programming schedules, but the question is, how much of the tab will have to be picked up by NBC, sponsors or no?.....Lately indicated habit of big TV film producers in announcing new series for production, when the pilots have been around for a long time, is in line with attempts to impress the market with the size of the production firms. The shakeout next fall will mean more than announcements, since some distribs feel that it will take five years and more to recoup some investments..... Pressure on affiliates will be felt in the fall with new programming getting increasing emphasis. Next season will also show whether some announced moves to West Coast will jell, or even be successful. Saturday and Thursday nights will see big changes

SUNDAY APRIL 4

ROCKY KING DuM 9pm The Wrong Choice - (O) by Robert T. Nathe; with regulars & (Roscoe & Todd Karns) Tom McDermott, Frank M. Thomas, Arny Freeman, Joseph Leberman, Clem Fowler; (SD)

SUNDAY NEWS SPECIAL CBS 11pm Kill: Don Hollenbeck; add: Doug Edwards

CASSINI SHOW WNBT 11:20 regulars: Connie Brigham, Oleg & Igor Cassini; guests: Milton Berle, Ed Sullivan, Celeste Holm, Gloria Vanderbilt Stekowsky, Anita Colby, Mae Berns, Lilo, Jeanmaire, Salvador Dali, Marcel Lebon, George Feyer, Steve Allen, Col. Serge Obolensky, Dave Garroway, Robert C. Lewis

MONDAY APRIL 5

Duffy's Tavern WNBT 7pm regulars: Ed Gardner, Alan Reed, Pattee Chapman, Jimmy Conlin

JAMIE ABC 7:30 Television Comes to Jamie - (O) by Robert Alan Aurthur; with (Brandon de Wilde) regulars; (SD)

ARTHUR MURRAY PARTY NBC 7:30 Alfred Drake (S)

VOICE OF FIRESTONE NBC 8:30 Brian Sullivan (S)

TALENT SCOUTS CBS 8:30 Doris Hines (S), The "Borden Jumpers" (Bill Long, Madeline Bon- (Arthur Godfrey) in, Herby Dooley, Jesse Gain (S&M), John Thomas Covelli (M)

RED BUTTONS CBS 9:30 (SW) by Danny & Doc Simon, Arnold Schulman, Bill Derman, Lee Rogow (Former writers were Paul Tripp, Arthur Stander); with regulars & Felix Deebank, Philipps Bevans, Emilia Barleyon, Daniel Ocko, Donald Foster; (SD)

ROBERT MONTGOMERY NBC 9:30 For These Services - (O) by Theodore & Mathilde Ferro; with Raymond Massey, Arthur Franz, Adele Longmire, Leora Thatcher, others to be announced; (SD)

STUDIO ONE CBS 10pm Stirrugs - (O) by Col. Robert P. Presnell, Sr.; with Frank Al- bertson, Warren Stevens, Joanne Woodward, Paul Stevens, David Sheiner, Joseph Roman, John Dennis, Don Briggs, Michael Strong (SD) by Paul Nickell

Adolphe Menjou's WNBT 10:30 What Happened at Three Oaks - (SW); with Menjou, Marshall Favorite Story Thompson, Donna Martell, Raymond Greenleaf, I. Stanford Jolley Jim Hayward, James Anderson, Glenn Strange; (SD)

TUESDAY APRIL 6

Cavalcade of America ABC 7:30 Riddle of the Seas - (O) by William Bruckner; with Lamont John- son, John Hoyt, Roy Roberts, John Stephenson

Gene Autry CBS 8pm Ransom Cross - repeat

BUICK-BERLE NBC 8pm Judith Anderson, Cyril Ritchard, Georgia Gibbs (S) & regulars

Danny Thomas ABC 9pm regulars & Jesse White, Nana Bryant; (SW & SD)

Fireside Theater NBC 9pm Invitation to Marriage - (O) by Charles Bonner, (A) by Doris Jowitz; with Raymond, Lola Albright, Hugh Sanders, Eve McVeagh, Frank Wilcox, John Call; (SD)

ARMSTRONG'S CIRCLE NBC 9:30 My Client, McDuff - (O) by Ann Barley; with Roddy McDowall, Pat Breslin, Betty Sinclair, George Haggerty, Susan Steell, William Pierson, Graham Velsey; McDuff (terrier); (SD) by Jim Sheldon

EASTER PARADE OF CBS 9:30 Nancy Olson, Ann Rutherford, Buff Cobb, Roxanne, Robin Chandler STARS(Irene Dunne & Peggy Ann Garner, Eva Gabor, Evelyn Margaret Ay, Army Air Force Royce G. Martin) Band, Singing Army Sergeants, Navalaires, Harmaniacs, Lloyd Lindroth (M) (REPLACES SUSPENSE THIS DATE ONLY)

MOTOROLA TV HOUR ABC 9:30 The Sins of the Fathers - (O) by David Davidson; with Elliott Nugent, Walter Hampden, Betty Field, Gene Lockhart, Patricia Smith, Eugenia Rawls, Harry Ellerbe; (SD) by Don Richardson

DANGER CBS 10pm The Runaways - (O) by Alfred Brenner; with Jennie Egan, Ray Boyle, Bruce Gordon; (SD) by Mel Ferber

Mr. and Mrs. North NBC 10:30 The Shrinking Violet - (O) by Doris Gilbert; with regulars & (Britton & Denning) Toni Gerry, Barbara Stewart, Tracey Roberts; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 2 THROUGH FRIDAY APRIL 9
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GEORGE SKINNER WCBS 9am W - Ruben Bowman (Kajar, the Magician)  
 HOME NBC 11am Thu - Martha Scott, Mel Powell (M)  
 STRIKE IT RICH(Hull) CBS 11:30am F (4/9) - Norman Brokenshire (announcer)  
 HAWKINS FALLS NBC 12:15 M thru F - add regulars: Jim Andelin, Jacqueline Burkey(CHI)  
 GARRY MOORE CBS 1:30 Tu - Harry Belafonte (S); Thu - Adriana & Charles (trampoline)  
 WOMAN WITH A PAST CBS 4pm M thru F - Byron Kelly replaced Marcella Cisney as director effective 3/29  
 KATE SMITH NBC 3pm M - Ezio Pinza (S), Alene Dalton (Story Princess), Natalie Hinderas (M), Al Bernie (C); Tu - regulars; W - Dorothy Day & fashions, Stan Freeman (M); Thu - Georgie Kaye (C); F - regulars  
 (Ted Collins)  
 MAGIC COTTAGE WABD 6pm M thru F - Ruth White, Kay Medford; (SW & SD)  
 WEATHER WITH MISS NEMO WOR 6:55 M thru F - Norma West as "Miss Nemo", regularly  
 PERRY COMO CBS 7:45 M - Duke University Chorus  
 SPOTLIGHT WOR 8pm M thru F - A Brother's Story - (O) by Robert Craine, (A) by Sam Hunter; with Martin Ritt, Evelyn Juster, Barnet Biro; (SD)  
 NEWS OF THE NIGHT WCBS 11pm M thru F & Sun - kill: Don Hollenbeck; add: Bob Hite

SATURDAY APRIL 10  
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NBC TV OPERA THEATRE NBC 4pm Pelleas and Melisande - opera by Claude Debussy* translation by NBC Opera Dept; with Davis Cunningham, Virginia Haskins, Carlton Gould, Lee Cass, Mary Davenport, Bill McIver, Francis Monachino *(based on play by Maurice Maeterlinck); (SD)
Johnny Jupiter WABC 5:30 The Geiger Counter - (O) by Jerome Coopersmith, Bill Persky & (Wright King) Don Rosenblitt, (A) by Alan Stern; with regulars & Michael Garrett, Donald McKee; (SD)
Rance Rider WCBS 6:30 Greed Rides the Range - (O) by Norman S. Hall; with regulars (Jack Mahoney) & Gall Davis, Stanley Andrews, Lee Van Cleef, Keith Richards
Man Against Crime WNBT 7pm The Chinese Dolls - (O) by Jack Anson Pinke; with Don Hammer, (Ralph Bellamy) (&D.M. NBC Sun Jack Lord, Nat Burns, Hollis Irving, Pat Sales, Lucille Patton, 10:30-11pm) Doris Dean
Joe Palooka WABD 7pm Two Rings for Eddie - (O) by Monroe Manning & Roy Huggins; with (Wright King) regulars & Charles Buchinski, Mary Ellen Kay, Ray Walker, Lou Nova, Sky Torgerson; Dir by Richard Bare
 TED MACK'S ORIGINAL NBC 8:30 Paul Winchell, Mimi Benzell (S), Teresa Brewer (S), Ray Malone (D), Frank Fontaine (C), Frank Sinatra (S) (1,001st performance)
 AMATEUR HOUR

SUNDAY APRIL 11
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Roy Rogers NBC 6:30 Flying Bullets - with regulars & Norman Levitt, Steve Pendleton, George Douglas, Denver Pyle, Harry Harvey, Russ Scott (& Dale Evans)  
 GEORGE JESSEL ABC 6:30 Roberta Peters, Cesare Siepi (both S) (LAST SHOW OF SERIES)  
 OPERA CAMEOS WABD 7:30 Scenes from Lucia di Lammermoor - opera by Donizetti - with Nadja Witkowska, Jon Crain, Cesare Bardelli, Nelda Scarsella, Robert Barry, Jan Gbur (G. Martinelli)  
 THE MASK ABC 8pm Party Night - (O) by Charles Robinson; with Jo Van Fleet, Paul Newman, Herb Nelson, Parker Fennelly, Nydia Westman, Morton Stevens, Pat Breslin; (SD) by Robert Stevens (Gary Merrill & William Prince)  
 COLGATE COMEDY HOUR NBC 8pm Liberace (M), Marilyn Maxwell (S) (FROM HOLLYWOOD) (Jimmy Durante)  
 GOODYEAR TELEVISION NBC 9pm Spring Reunion - (O) by Robert Alan Aurthur; with Patricia Neal, Kevin McCarthy, William Horrigan, Kathleen Maguire, Frances Fuller, Norman Feld, Gene Blakely; (SD) PLAYHOUSE

