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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (22)

ABC- 9-10am EST; DEBUT; Breakfast Club; from WBKB(Chi-simulcast), to the net. Sustaining (radio fully sponsored). Pkgr- Don McNeill Enterprises(Chi); Prod- Cliff Peterson; Dir- Lynwood King(TV only); Music Dir- Eddie Ballantine; Writer- Eddie McKean. The long-time radio program begins regular simulcasts from a new ABC studio, the Terrace Casino of the Morrison Hotel, renovated for telecasting. Don McNeill is host for the program, with Fran Allison as Aunt Fanny, vocalists Johnny Desmond and Eileen Parker, comedian Sam Cowling and Eddie Ballantine and his orchestra, all regulars with the radio program. Breakfast Club had a one-time simulcast June 23, 1953, marking the radio program's 20th anniversary. (The new Terrace Casino video studio, long used for radio, but now fully equipped for telecasting, may also be used for other ABC TV programs originating in Chicago in the future).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Who's The Boss?; DEBUT Feb 19; Fri, 9:30-10pm EST; from WABC-TV(NY), to the net. Sustaining. Pkgr- Lester Lewis Productions(NY) - (based on an idea by Allan Kalmus & Irving Settel); Prod- Lester Lewis; Prod Superv- Juliet Lewis; Dir- Charles Dubin; Sets- Romain Johnston. Panel quiz program in which panelists seek to identify famous men and women by quizzing their secretaries. One boss appears on each session, hidden from the panelists, and "dictates a letter" to his secretary, with the panel attempting to identify him from the verbal clues. Walter Kiernan is m.c., with Dick Kollmar, Polly Rowles, Horace Sutton and Sylvia Lyons as panelists on the first show.

The Mask (Sun, 8-9pm EST) Add kinescope repeats Tuesday, 8-9pm, network including NY; Wednesday, 8-9pm, network, except NY; effective March 2.

Elmer Davis; NEW TIME Feb 28; Sun, 3:30-3:45pm EST; was Sun, 1-1:15pm.

At Issue; NEW TIME Feb 28; Sun, 3:45-4pm EST; was Wed, 8-8:15pm (last time Feb 24, before move).

Answers For Americans; NEW TIME Feb 28; Sun, 1-1:30pm EST; was Wed, 8:30-9pm.

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NET CHANGES(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

OTHER NETWORK CHANGES(Cont'd)

CBS- Lamp Unto My Feet (Sun, 10-10:30am EST) PROD STAFF CHANGES: Prod & Script Ed- George Crothers(CBS), replacing Isabel Redman; Bill Leonard now moderator, replacing Dr. Lyman Bryson.

Love of Life (Mon thru Fri, 12:15-12:30pm EST) Richard Dunn(Biow) now producer, replacing Carl Green; Lucy Goodfellow is prod asst, replacing Janet Hill.

NBC- Deadline March 15; SPECIAL Feb 21; Sun, 3:15-3:30pm EST, one time only; from WNBW(Wash), to the net. Sustaining. Pkgr- NBC News & Special Events; Prod & Dir- Bob Doyle. U. S. Internal Revenue Commissioner T. Coleman Andrews and members of his staff discuss income tax problems.

NETWORK SPONSOR ACTIVITY

LEVER BROTHERS(Lux Soap) thru J. Walter Thompson Co(NY) will transfer Lux Video Theatre from CBS-TV to the NBC net, effective August 26, expanding the program to one full hour, Thursdays, 10-11pm, originating in Hollywood. NBC has announced that this change will require preemption of Martin Kane in the first half-hour and local programming in the second half-hour of the new Lux spot. Lux Video Theatre debuted over the CBS-TV net Oct 2, 1950.

ECONOMICS LABORATORY, INC(Soilax) thru Scheideler, Beck & Werner, Inc(NY) will sponsor the Tuesday, 2:15-2:30pm segment of the Garry Moore Show over CBS-TV, effective March 2. CORN PRODUCTS REFINING CO(Linit) thru C. L. Miller Co(NY) will sponsor the Monday, 1:45-2pm of the Moore show, alternating each week with The Hoover Co, effective March 15.

WHITEHALL PHARMACAL CO(Anacin & BiSoDol) thru The Biow Co(NY) ends its co-sponsorship of John Daly and the News (Mon thru Fri, 7:15-7:30pm EST) over ABC-TV, effective April 9, at the end of the current cycle.

LIGGETT & MYERS TOBACCO CO(L & M Filters) thru Cunningham & Walsh, Inc(NY) picked up sponsorship of The Spike Jones Show (Sat, 8-8:30pm EST), effective Feb 13, for seven weeks, until the end of the current cycle, over NBC-TV.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Maggi's Private Wire; DEBUT Feb 21; Sun, 11-11:15pm EST. Sponsor- New York Colonial Airlines, Inc thru Hilton & Riggio, Inc(NY); Acct Exec & Agcy Superv- Joseph Quin (cq) Jr. Pkgr- Gross-Baer Associates(NY); Prod- Gerry Gross and Norman Baer; Prod Superv- Louise Barry; Dir- Lou Volpacelli; Asst Dir- John Dince. Maggi McNellis interviews celebrities and comments on fashion.

WABC-TV - Manhattan Honeymoon; DEBUT Feb 22; Mon thru Fri, 10-10:30am EST. Sustaining. Pkgr- Gale-Adams(NY); Prod- Robert Adams; Dir- Bill Beal(ABC). Audience participation show for married couples, recommended for the program thru letters from friends. Not a quiz. Neva Patterson chit-chats with the couples on the occasion of anniversaries of various types. Vocalists Martha Lou Harp and Jerry Leighton provide musical interludes.

NBT(Ch 4) - Portraits of a President; SPECIAL Feb 21; Sun, 11:20-11:35pm EST, one New York time only. Sustaining. Pkgr- WNBTV News & Special Events; Prod- Leon Tokatyan; Dir- Hugh McPhillips. Pictorial account of the life of George Washington, presented through oil paintings, sculpture and a life mask, with narration by art critic Malcolm Vaughan, with Ben Grauer.

LOCAL STATION ACTIVITY(Cont'd)

- WPIX(Ch 11) - National Sportsmen's and Vacation Show; SPECIAL Feb 25; Thurs, 9-10:30pm EST, one time only. Sustaining. Pkgr- WPIX; Prod & Dir- Jack Murphy. N. Y. Daily News outdoor writer Stan Smith, with Jimmy Powers and Kevin Kennedy, will describe exhibits and demonstrations at the 17th National Sportsmen's and Vacation Show at Madison Square Garden, New York.
- WOR-TV(Ch 9) - National Indoor Tennis Championship Finals; SPECIAL Feb 22; Mon, 2-5pm EST, one time only. Sponsor- Metropolitan New York Packard Motor Car dealers thru J. R. Pershall Co(Chi & NY). Dir- Ralph Giffen(WOR-TV). H. Levan Richards, tennis authority, will describe the matches.
- WOR-TV - One Hundred Pennies; SPECIAL Feb 23; Tues, 9-9:30pm EST, one time only. Sustaining. Pkgr- WOR-TV in cooperation with the Salvation Army; Prod- Jane Weadock(Salvation Army); Dir- Ralph Giffen(WOR-TV). Fannie Hurst and Patt Barnes will describe the various services of the Salvation Army in a TV report, with Commissioner Norman S. Marshall, commander of the Eastern Territory of the Salvation Army, as program host.
- WATV(Ch 13) - University; DEBUT Feb 22; Mon, 9:30-10pm EST. Sustaining. Pkgr- Newark, NJ WATV in association with New York University; Prod- Warren Kraetzer (NYU); Dir- not assigned yet. NYU professors and instructors will talk informally about their specialties on a program designed to give teachers experience in television for future educational broadcasting activities.
- WBBM-TV(Ch 2) - Vaughn's TV Garden Club; DEBUT Feb 28; Sun, 12:30-1pm CST. Sponsor- Chicago Vaughn's Seed Co thru Presba, Fellers & Presba, Inc(Chi). George Menard will present tips and advice for flower growers and will interview guest experts on the proper care of flowers and plants.
- KNBH(Ch 4) - Mike Roy's Key to the Kitchen; STATION DEBUT Feb 22; Mon thru Fri, Hollywood, LA 1:30-2pm PST. Participations. Mike Roy demonstrates indoor and outdoor cooking arts. He had previously been on KLAC-TV (now KCOP).

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

(NOTE: This new feature will appear every week with information on debute and re-runs of syndicated film series in the three main TV market areas for which information is available. Many of those listed also run in other areas).

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>New York</u>					
WCBS-TV(2)	# "Cases of Eddie Drake" (CBS-TV Film Sales)	-Carter Products thru SSC&B alt with Krueger Brewing Co thru Grey	2/6	Sat	7-7:30pm
WCBS-TV(2)	* "Linkletter & The Kids" (CBS-TV Film Sales)	-General Baking Co(Bond Bread) thru BBD&O	2/27	Sat	6:45-7pm
WCBS-TV(2)	@ "Paul Killiam Show" (Sterling Television)	-Participations	2/27	Sat	6:30-6:45 pm
<u>Chicago</u>					
WBKB(7)	* "Biff Baker, U.S.A" (MCA-TV, Ltd)	-Land O'Lakes Creameries (Butter) thru Campbell- Mithun, Inc.	2/21	Sun	10-10:30pm
WBKB(7)	* "Waterfront" (United TV Programs)	-Chicago Packard Dealers thru J. R. Pershall Co.	2/25	Thu	10-10:30pm

CODE: *First run in market #Re-run in market @First run continuation

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>					
BKB(2)	*"Rocky Jones, Space Ranger" (United TV Programs)	-Gordon Baking Co(Silver Cup Bread) thru N. W. Ayer	2/25	Thu	5:15-5:45pm

Los Angeles

KFTV(11)	*"Waterfront" (United TV Programs)	-Standard Oil Co of Cal. thru B&D&O	2/16	Tue	7:30-8pm
KNBH(4)	#"Regal Theatre" (former "Chevron Theatre" films - MCA-TV, Ltd)	-Whitehall Pharmacal Co thru Blow Co.	2/17	Wed	10:30-11pm

CODE: *First run in market #Re-run in market

FILM DIGEST: Authors Playhouse (Eugene Solow & Brewster Morgan) have acquired exclusive rights to the literary works of the late Ring Lardner..... Armstrong Tire & Rubber Co is offering The Big Playback (Screen Gems) to its dealers on a 50-50 cooperative basis for TV, with commercials supplied by Armstrong.....Arizona Brewing Co has signed for regional sponsorship in several Southwestern markets of Duffy's Tavern.....Robert Gundlach is set designer on the current 13-film group of Janet Dean, R.N. films. Hank Aldrich did the first 12. MPTV announced that the forthcoming third group of Dean films will be in color.

NEWS AND COMMENT: Radio Corporation of America appointed three agencies to handle advertising formerly placed thru J. Walter Thompson Co. The agencies and accounts are Kenyon & Eckhardt, Inc., for RCA sponsored radio and TV shows, RCA home instruments and RCA institutional advertising; Grey Advertising Agency for the National Broadcasting Co and RCA Victor records; and Al Paul Lefton Co for home appliances and electronic products.....KING-TV(Seattle) and KING radio added a helicopter to its news-gathering equipment and opened Seattle Private Heliport No 1 on the roof of its Radio and Television Center. The Hiller 12-B helicopter is operated by Helicopter Service and Sales Co of Seattle which owns the craft.....Motion picture director-producer Mitchell Leisen was named general-director of the motion picture Academy Awards presentation; with Donald O'Connor named m.c. for the program, to be telecast over NBC March 25. Andre Previn has been named music director, with Bobby Helfer as orchestra manager and assistant to Previn.New York's Board of Higher Education withdrew its Panorama series from WABD, key DuMont station in New York because telecasts of professional basketball games on Saturday afternoon frequently ran over time and forced delays of the educational program. Previously, football telecasts had caused the same type of delays..... At least one TV film producer and one motion picture producer have claimed in recent weeks that contemplated films would be backed by "the Chemical National Bank of New York". Inasmuch as there isn't any such bank in New York, one wonders about producers who don't know the name of the bank supposedly backing their production plans. A check with Chemical Bank and Trust's public relations dept in New York reveals that as far as they know the bank has no interest in any TV film production. Chemical National was the name of a predecessor of Chemical Bank and Trust Co.

PERSONNEL CHANGES: Everett Freenan has been signed by CBS Television in Hollywood as a writer-producer-director. He has been a motion picture and radio writer and producer.....William Anderson named publicity manager for WNBT-WNBC(NY). He had been press editor for WOR-TV. Anderson reports to Bob Blake, WNBT-WNBC publicity director, who added the duties to his NBC owned and operated station publicity chore after Phil Dean resigned recently as WNBT-WNBC publicity director.....E. J. Rosenberg appointed director of sales development for the DuMont network.

TALENT SHOWSHEET FEBRUARY 22-28, 1954

Most of the shows on February 19, 20, 21 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, February 26. 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 FEBRUARY 19
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THE NEW REVUE CBS 5:30 Mary Mayo (S), Mata and Hari (D), Maurice Rocco (M) & regulars

MAMA CBS 8pm Katrin at the Exposition - (O) by Turner Bullock; with regulars & Joyce Van Patten, Betty Sinclair, Alex Clark; Dir by Sidney Lumet substituting this week only

DAVE GARROWAY NBC 8pm Connie Russell (S); Steve Allen substitutes for Garroway

LIFE BEGINS AT 80 DuM 9pm Juanita Hall (S) & regulars  
 Inner Sanctum WOR 9:30 The Page of Fear - with Paul Stewart, John Alexander, Bruno Wick, Peter Capell, Jim Boles, Ed Holmes; (SW & SD)

WHO'S THE BOSS? ABC 9:30 Panelists: Polly Rowles, Horace Sutton (editor), Dick Kollmar, Sylvia Lyons (writer) (PREMIERE, NEW SHOW)  
 (Walter Cronkite)

SATURDAY FEBRUARY 20  
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ROD BROWN CBS 11:30 regulars & Edwin Cooper, Robert Culp, Charles Welch; (SD)

SECRET FILES OF CAPTAIN VIDEO(A1 Hodge) DuM 11:30 The Hungry Idol - (O) by Carey Wilber; with regulars & Stefan Schnabel, Jack Klugman, Jay Barney; (SD)

Johnny Jupiter WABC 5:30 The Gold Machine - (O) by Allan Stone, (A) by Alan Stern; with regulars & Burton Mallory;(SD)
 (Wright King)

Range Rider WNBT 6:30 Ambush on Coyote Canyon - (O) by John K. Butler; with regulars & Clay Moore, Harry Lauter, Nan Leslie, Kermit Maynard, Judd Holden, Fred Krone, Boyd Stockman, Rocky Shahan; (SD)

Man Against Crime WNBT 7pm Mike's Missing Marbles - (O) by Bradford Ropes; with Patricia
 (Ralph Bellamy) (NBC&DuM Sun 10:30pm) Ferris, Malcolm Beggs, Jan Miner, Wendell K. Phillips, Walter Klavun, Logan Field, Johanna Douglas, Paul Clarke, Remo Pisani

ON YOUR WAY ABC 7pm Charlie Gracie (S&M)

ETHEL AND ALBERT NBC 7:30 regulars & Harrison Dowd, Kathleen Comegys, Roy Fant, Gage
 (Peg Lynch&Alan Bunce) Clarke, John Craven; (SW & SD)

SPIKE JONES NBC 8pm Eddy Arnold (S) & regulars (FROM HOLLYWOOD)

JACKIE GLEASON CBS 8pm Garry Moore substitutes for Gleason with Gleason regulars,
 (Carney&Meadows) Moore regulars: Denise Lor, Ken Carson, Durward Kirby

MARTHA RAYE SHOW NBC 9pm Ezio Pinza (S), Charlie Applewhite (S), Rocky Graziano (boxer),
 Joey Faye (C)

COL. HUMPHREY FLACK DuM 10pm Do You Call This Living? - (O) by Ed Jurist & S. L. David; with
 (Alan Mowbray & Frank Jenks) regulars & Peggy Allenby, House Jameson, Cliff Hall, Stanley Prager, Harold Grau, Lee Bergere; (SD)

MEDALLION THEATRE CBS 10pm Voyage Back - (O) by Tad Mosel; with Nancy Kelly, Richard Kiley,
 Claudia Morgan, Ann Thomas, Carter Blake; (SD)

Orient Express WCBS 10:30 The Marked Man - (O) by George Houghton; with Thomas Gallagher,
 Michael Morrell, Luciana Vedovelly, Adam Gennette, Vario Addobbaty; (SD) by Robert Spafford

SUNDAY FEBRUARY 21
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LAMP UNTO MY FEET CBS 10am The Cross and the Globe - (O) by Jerome Coopersmith; with  
 (Bill Leonard) Helmut Dantine, Robert Harris, Christine White, Ellen Klein;(SD)

LOOK UP AND LIVE CBS 10:30 Eddie Fisher (S), Bess Myerson, June Lockhart

FRONTIERS OF FAITH NBC 1:30 Judith Anderson

SUNDAY FEBRUARY 21 (Cont'd)

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|                                                                           |           |                                                                                                                                                                                                                                                                                                            |
|---------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HALLMARK HALL OF FAME(S. Churchill)                                       | NBC 5pm   | Miss Tracy of Mt Vernon - (O) by Elaine Ryan; with Peter Graves, Frieda Inescourt, Paul Cavanaugh, Clarence Muse, Alan Hale, Jr., Mady Norman, Dan Riss, Ford Rainy, Stanley Andrews, Michael Monroe; (SD, FROM HOLLYWOOD)                                                                                 |
| OMNIBUS (Alistair Cooke)                                                  | CBS 5pm   | Scene from <u>The Merry Wives of Windsor</u> - (O) by Shakespeare; Yale Production directed by Frank McMullan; Music arranged & conducted by Quincy Porter, student cast; <u>Time Out of War</u> - (O) by Robert W. Chambers (Pickets), Produced on FILM by Terry & Saunders of UCLA; Marais & Miranda (S) |
| YOU ARE THERE (Walter Cronkite, Ned Calmer, Don Hollenbeck, Harry Marble) | CBS 6:30  | <u>The First Command Performance of Romeo and Juliet</u> - (O) by Jeremy Daniel; with Douglas Watson, Rod Steiger, Kenneth Walken, Mildred Dunnock, John Baragrey, Bramwell Fletcher, Richard Newton, Kendall Clark, Jerome Kilty; (SD)                                                                    |
| Roy Rogers (& Dale Evans)                                                 | NBC 6:30  | <u>Shoot to Kill</u> - (O) by Dwight Cummins; with regulars & Alfalfa Switzer, John Doucette, Bill Catching, Paul Pierro, Al Ferguson, Les Roberts; (SD)                                                                                                                                                   |
| PAUL WHITEMAN TV TEEN CLUB                                                | ABC 7:30  | Johnny Dorrelli (S&M), John Melanic (M), Nancy Ritter (contortionist), Phyllis Sdoia (M), the Ray Sneed Dancers (FROM PHILA)                                                                                                                                                                               |
| MR. PEEPERS (Cox)                                                         | NBC 7:30  | regulars & Ernest Truex, Sylvia Field; (SD, SW)                                                                                                                                                                                                                                                            |
| OPERA CAMEOS (G. Martinelli)                                              | WABD 7:30 | Scenes from <u>The Barber of Seville</u> - opera by Rossini; with Bruno Landi, Frank Guarrera, Marjorie Gordon; (SD)                                                                                                                                                                                       |
| TOAST OF THE TOWN (Ed Sullivan)                                           | CBS 8pm   | Tony Martin (S), Senor Wences (ventriloquist), Myron Cohen (C), Mattawilde Dobbs (S); Scene from <u>Dial M for Murder</u> - (O) by Frederick Knott; with Maurice Evans, Margaret Phillips, Logan Field, Francis Bethencourt                                                                                |
| THE MASK (Gary Merrill & William Prince)                                  | ABC 8pm   | (O) by Robert Tallman; with regulars & George Macready, Hildy Parks, Pat Breslin, Frances Williams, Tom Tryon; (SD, ALSO SEEN ON KINE MON 8-9pm, TUE NET ONLY, NOT WABC, 8-9pm)                                                                                                                            |
| ROCKY KING, DETECTIVE (Roscoe & Todd Karns)                               | DuM 9pm   | <u>Time to Kill</u> - (O) by Gene Watts; with regulars & Robert Webber, Barbara Joyce, John Dutra, William Coburn, Emory Richardson; (SD)                                                                                                                                                                  |
| <u>General Electric Theatre</u>                                           | CBS 9pm   | <u>Here Comes Calvin</u> - (O) by Mark Lachman & Charles Stewart; with Jack Carson, Mabel Albertson, Bob Carson, Phyllis Coates, Gabriel Curtiz, Allen Jenkins, Moroni Olsen, Herb Vigran; Dir by William Asher                                                                                            |
| PHILCO TELEVISION PLAYHOUSE                                               | NBC 9pm   | <u>Statute of Limitations</u> - (O) by A. J. Russell; with Larry Gates, Martin Balsam, Ann Jackson, Barbara Baxley; add: Lonny Chapman, Jerry Morris, Will Hare, David White, Josephine Nichols, George Mitchell, Jerry O'Loughlin, Charles Sladen; (SD) by V. Donehue                                     |
| THE PLAINCLOTHES MAN (Ken Lynch)                                          | DuM 9:30  | <u>Too Smart to Live</u> - (O) by Norman Sweatman; with John Marley, Mary Fannelly, Tommy Maier, Marion Noble; (SD)                                                                                                                                                                                        |
| THE MAN BEHIND THE BADGE (Fred Uttal)                                     | CBS 9:30  | <u>Richmond</u> - with Frank Fenton, Roy Fant, William Thunhurst, Leslie Barrett, Joe Maross, Robert Lieb, Roland Wood; (SD); no author credited                                                                                                                                                           |
| THE WEB                                                                   | CBS 10pm  | <u>Paper Doll</u> - (O) by Art Wallace; with Wynne Gibson, Pat Harrington, Marian Russell, Tony Brande, James Bender, Hal Burdick, Morton L. Stevens, Myrtle Hebard; (SD) by Herb Hirschman                                                                                                                |
| <u>Loretta Young Show</u>                                                 | NBC 10pm  | <u>Big Little Lie</u> - originally scheduled for 1/24/54 (See Issue of 1/17/54-Page D)                                                                                                                                                                                                                     |

MONDAY FEBRUARY 22

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|                                |          |                                                                                                                                                                                             |
|--------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JAMIE (Brandon de Wilde)       | ABC 7:30 | <u>The Crush</u> - (O) by Don Ettlinger; with regulars & Betty Lou Keim, Fred Eisley, Gene Persson, Florence Sundstrom; (SD)                                                                |
| ARTHUR MURRAY PARTY            | NBC 7:30 | Vic Demone (S) substitutes for vacationing Kathryn Murray                                                                                                                                   |
| ARTHUR GODFREY'S TALENT SCOUTS | CBS 8:30 | Garry Moore substitutes for vacationing Godfrey; Dell-Tones (Celestine Howard, Gloria Alleyne, Della Simpson, Rachel Gist, all S), Victor Mendoza (S), Pat O'Connor (S), Mitchell Gregg (S) |
| VOICE OF FIRESTONE             | NBC 8:30 | Dorothy Warenskjold, Cesare Siepi (both S)                                                                                                                                                  |

MONDAY FEBRUARY 22 (Cont'd)

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|--------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>RCA Victor</u> (D. Day)                       | NBC 9pm    | Eddie Cantor (REPEAT OF SHOW OF Nov. 9, 1953)                                                                                                                                                                                                                              |
| ROBERT MONTGOMERY                                | NBC 9:30   | <u>Land of Happiness</u> - (O) by Hans Peter Falk-Ronne, (A) by Sandra Michael; with Osa Massen, Robert Wark, John Newland, Anne Seymour, Jane Seymour; (SD)                                                                                                               |
| RED BUTTONS<br>(Joe Silver)                      | CBS 9:30   | Betty Ann Grove, Philippa Bevans, Rollie Bester, Sara Seegar, Arthur Treacher; (SW & SD)                                                                                                                                                                                   |
| STUDIO ONE                                       | CBS 10pm   | <u>The Role of Lover</u> - (O) by Alvin Yudkoff; with Steve Cochran, Skip Homeier, Philip Bourneuf, Betsy Palmer, John McLiam, Reginald Mason; (SD) by Paul Nickell; Title drawing by Julio de Diego                                                                       |
| <u>Adolphe Menjou's</u><br><u>Favorite Story</u> | WNBT 10:30 | <u>The Reporter Who Made Himself King</u> - (O) by Richard Harding Davis<br>Ken Christie, Lucia Barclay, Peter Coe, Dick Haymes, Peter Van Zandt; (SD)<br>TUESDAY FEBRUARY 23<br>*****                                                                                     |
| <u>Cavalcade of America</u>                      | ABC 7:30   | <u>In This Crisis</u> - (O) by Robert Stevenson; with Tom Tully, Ann Doran, John Hoyt, Richard Gaines                                                                                                                                                                      |
| <u>Gene Autry Show</u>                           | CBS 8pm    | <u>Gypsy Wagon</u> - repeat of film originally seen on 8/25/53 & 11/24/53 (See Vol. 5 No. 34, P. 7)                                                                                                                                                                        |
| BUICK-BERLE SHOW                                 | NBC 8pm    | Kay Thompson (S), Charlie Applewhite (S) & regulars                                                                                                                                                                                                                        |
| RED SKELTON                                      | CBS 8:30   | Sheree North (D) & regulars (FROM HOLLYWOOD)                                                                                                                                                                                                                               |
| <u>Fireside Theater</u><br>(Gene Raymond)        | NBC 9pm    | <u>Touch the Earth</u> - (O) by Herbert Little, Jr., and David Victor; with Irene Hervey, George Wallace, Gloria Talbot, James Craven, Dorothy Adams, Tim Graham; (SD)                                                                                                     |
| <u>Danny Thomas</u>                              | ABC 9pm    | regulars & Jesse White; (SW & SD)                                                                                                                                                                                                                                          |
| THIS IS SHOW<br>BUSINESS(C. Padiman)             | CBS 9pm    | Dagmar, guest panelist; Mary McCarty (S), Mel Torme (S), Gloria Gilbert (D)                                                                                                                                                                                                |
| ARMSTRONG'S CIRCLE<br>THEATRE                    | NBC 9:30   | <u>Evening Star</u> - (O) by Anne Howard Bailey & Ed Roberts; with Arthur Franz, Richard Kollmar, Dino DiLuca, Jonathan Harris, Fredd Wayne, Sara Marshall, Jarmila Novotna; (SD) by Jim Sheldon (COLOR)                                                                   |
| MOTOROLA TV HOUR                                 | ABC 9:30   | <u>The Muldoon Matter</u> - (O) by Rod Serling; with Kent Smith, Frank McHugh, Ed Begley, Patricia Barry, Charlie Ruggles, Pud Flanagan, Malcolm Broderick, Michael Mann, Ronnie Walken, Adele Newton, Jim Boles, Richard Olsen, Nicholas Vardac, Truman Smith, Anita Webb |
| SUSPENSE                                         | CBS 9:30   | <u>Death on the Screen</u> - (O) by Celeste Plank, (A) by James Cavanagh with Carmen Mathews, Jennifer Bunker, Paul Langton, Don Hammer, John Call, Betty Morrissey, Hugh Reilly; (SD)                                                                                     |
| DANGER                                           | CBS 10pm   | <u>Shorty</u> - (O) by David Harmon; with Dan Morgan, Harry Bellaver, Frank Campanella, Henrietta Moore, Virginia Vincent, Harold Kennedy, Buddy Thourldy, Mark Rydell, Martin Kingsley, Phil Kenneally; (SD)                                                              |
| Mr. and Mrs. North<br>(Britton & Denning)        | CBS 10:30  | <u>Hand Painted Murder</u> - with regulars & Dolores Moran, Jack Reitzen, Jean Byron, Lowell Gilmore; (SM & SD)                                                                                                                                                            |
| JUDGE FOR YOURSELF                               | NBC 10pm   | Judy Johnson & regulars<br>WEDNESDAY FEBRUARY 24<br>*****                                                                                                                                                                                                                  |
| <u>I Married Joan</u> (Davis)                    | NBC 8pm    | add regular: Tom Peters; Beverly Garland & regulars                                                                                                                                                                                                                        |
| CHICAGO SYMPHONY                                 | DuM 8:30   | George Schick, conductor (FROM CHICAGO)                                                                                                                                                                                                                                    |
| KRAFT TELEVISION<br>THEATRE                      | NBC 9pm    | <u>Gallin -- All-American</u> - (O) by Nicholas Baehr; with Don Dubbins, Judson Pratt, Joanna Roos, William Lundmark, Burl Cass, Patsy Bruder                                                                                                                              |
| STARS ON PARADE                                  | DuM 9:30   | Mel Torme (S), Jana Sherrill (S), Bud & Cece Robinson (D)<br>THURSDAY FEBRUARY 25<br>*****                                                                                                                                                                                 |
| JANE FROMAN                                      | CBS 7:45   | Betty Ann Grove, John Raitt(both S) substitute for Froman                                                                                                                                                                                                                  |
| T MEN IN ACTION<br>(Walter Greaza)               | NBC 8:30   | <u>The Case of the Hush Money</u> - (O) by David P. Harmon; with Ed Begley, Lewis Charles, Ross Martin, Jack Klugman, Coe Norton; (SD)                                                                                                                                     |
| <u>Four Star Playhouse</u>                       | CBS 8:30   | <u>Meet McGraw</u> - (O) by John & Gwen Bagni; with Frank Lovejoy, Audrey Totter; Dir by Frank McDonald                                                                                                                                                                    |

THURSDAY FEBRUARY 25 (Cont'd)  
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LUX VIDEO THEATRE CBS 9pm Borrowed Wife - (O) by Mortimer Braus; with Diana Lynn, others; (H'D)
 Ford Theatre NBC 9:30 Marriageable Male - (O) by Irving Gaynor Neiman, (A) by Karen de Wolf & Lou Breslow; with Ida Lupino, Jack Lemmon, Phillip Terry
 KRAFT TELEVISION THEATRE ABC 9:30 Night Must Fall - (O) by Emyln Williams, (A)-(SW); with Terry Kilburn, Evelyn Varden, Una O'Connor, Olive Deering; (SD) by Fred Carney
 MARTIN KANE (Mark Stevens) NBC 10pm (O) by Alvin Boretz; with Martin Newman, Edwin Bruce, Richard Barrows, Jayne Meadows, Humphrey Davis, John Shay, Floyd Buckley; (SD)
 PHILIP MORRIS PLAYHOUSE CBS 10pm The Murderer Who Wasn't - (O) by Jo Pagano, (A) by Haskel Frankel; with Rod Steiger, others; (SD)
 Foreign Intrigue WNBT 10:30 F. I. in the Geiger Counter - with Ann Preville

FRIDAY FEBRUARY 26
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THE NEW REVUE (Mike Wallace) CBS 5:30 Connie Russell (S), Gehrig & Weismuller (D), The 3 Riffs (S), Vic Dexter & regulars; David Daniels replaces Bill Johnson (S) as regular (COLOR)  
 DAVE GARROWAY NBC 8pm Tony Bennett (S) & regulars  
 Pepsi-Cola Playhouse (Arlene Dahl) ABC 8:30 His Brother's Girl - (O) by Fenton W. Earnshaw; with George Nader, Nancy Gates, Keith Larsen, Charles Evans, Ellen Corby; (SD)  
 Schlitz Playhouse CBS 9pm Night Ride to Butte - (O) by Les Savage, Jr.; with Arleen Whelan, James Millican, William Bishop, Scott Elliot, Jack Elam, Don Harvey, Robert Bice, Hank Patterson, John Doucette  
 BIG STORY (Robert Sloane) NBC 9pm Trudy Prokop, Philadelphia Daily News - (O) by Gail Ingram; with Melba Rae, Josef Draper, Gordon B. Clarke, Linda King, Larry Haines, Helen Donaldson, Sara Chasin; (SD)  
 Our Miss Brooks CBS 9:30 regulars & Tommy Bernard, William Newell, Sidney Melton, Ned Glass  
 CAMPBELL SOUNDSTAGE NBC 9:30 Break the Mirror - (O) by Margaret Kleckner, (A) by Jesse Sandler; with Zachary Scott, Ruth Ford; (SD)  
 Midnight Movie WNBT 12Mid Jim Moran is MC every Friday night (effective 2/19)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 19 THRU FRIDAY FEBRUARY 26  
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STRIKE IT RICH (Hull) CBS 11:30 M - Melville Brand; W (am) - Margaret Hayes
 GARRY MOORE CBS 1:30 Tu - Cliff Norton (S); Thu - Kaye Ballard (C)
 KATE SMITH (Ted Collins) NBC 3pm M - Rusty Draper (S); Tu - Bill Hayes & Beverly Allison (S); Cabot & Dresser (D); Stan Freeman (S); W - Charioteers (S), Charlie Ruggles in World of Mr. Sweeney; Jimmy Nelson (ventriloquist); Thu - Alene Dalton (Story Princess); Ballet sequence; F - Georgie Kaye (C)
 MAGIC COTTAGE WABD 6:30 M thru F - Hal Cooper, Bernard Kates; Song by Hy Zarret (SW & SD)
 CAPTAIN VIDEO DuM 7pm M thru F - (O) by Carey Wilber; with regulars & LeRoI Operti, Fred Stewart, Heywood Hale Broun, Army Freeman; (SD)
 COKE TIME-E. FISHER NBC 7:30 F (2/26) - June Hutton (S)
 SPOTLIGHT WOR 8pm M thru F - Family Tree - (O) by William Attaway; with Martin Kosleck, Sara Anderson, Edward Cullen; (SD)
 HIGH TENSION WOR 10:30 Thu thru Wed - Lovers Out of Time - (O) by William Attaway; with Joy Hathaway; (SD)

SATURDAY FEBRUARY 27
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ON YOUR WAY ABC 7pm Kai Doserberg (S), Donald Swenson (S)  
 JACKIE GLEASON CBS 8pm Red Skelton substitutes for Gleason

SUNDAY FEBRUARY 28  
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GEORGE JESSEL ABC 6:30 Dorothy Dandridge (S), Sinclair & Spaulding (D), Carlos Corelli (S)
 JACK BENNY CBS 7:30 Helen Hayes & Benny regulars: Rochester, Don Wilson, Mel Blanc (NY)
 TOAST OF THE TOWN (Ed Sullivan) CBS 8pm Betty & Jane Kean (S&C), Les Compagnons de la Chanson (S), Hilda Gueden (S), Eileen O'Dare (D), Mayo Brothers (novelty)
 COLGATE COMEDY HOUR (Ethel Merman) NBC 8pm Anything Goes - TV version; with Frank Sinatra, Bert Lahr, Sheree North (FROM HOLLYWOOD)
 GOODYEAR TELEVISION PLAYHOUSE NBC 9pm Buy Me Blue Ribbons - (O) by Sumner Locke Elliott; with Roddy McDowell, Erid Markey, Gale Page, Geoffrey Lumb, Malcolm Lee Beggs, Mary Alice Wonderly, Donald Marye, Catherine Anderson; (SD) by Mann