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WEEKLY REPORT

THIS WEEK -- NETWORK HIGHLIGHTS & DEBUTS

Monday (4)

CBS-8-8:30pm EST; RETURN; George Burns and Gracie Allen Show, ON FIIM; from WCBS-TV(NY) & KNXT(LA), 78 stations net, 45 delayed(Carnation); 62 stations net, 40 delayed(Goodrich). Alternate Sponsors- Carnation Co (Evaporated & Instant Dry Milk) thru Erwin, Wasey & Co., Inc(LA); Acct Exec- Norman F. Best; Instant Milk Agcy Exec- George Crouse; Comm & Prog Anner- Harry Von Zell.

2) B. F. Goodrich Co (Tires) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Len Carey; Agcy & Comm Superv- Wayne Tiss; Comm & Prog Anner- Harry Von Zell. Pkgr & Film Prod- McCadden Corp (at General Service Studios, H'wood); Prod & Dir- Frederick de Cordova; Assoc Prod- Al Simon; Camera- Phil Tannura; Film Ed- Stanley Frazen; Writers- Sid Dorfman, Harvey Helm, William Burns, Keith Fowler. Situation comedy series starring Burns and Allen, with Bea Benadaret, Larry Keating, Harry Von Zell and Rolf Sedan. Program returns from summer hiatus with new series. Summer programs had been new films and re-runs alternately.

CBS- 9-9:30pm EST; RETURN; I Love Lucy, ON FIIM; from WCBS-TV(NY) & KNXT(LA),
87 stations net, 45 delayed. Sponsor- Philip Morris & Co., Ltd., Inc
(Philip Morris Cigarettes) thru The Biow Co., Inc(NY); Acct Exec- Charles Hirth;
Agcy & Comm Superv- Les Tomalin(NY) & Mary Morris(H'wood). Pkgr & Film ProdDesilu Productions, Inc (at Motion Picture Center, H'wood); Prod- Jess Oppenheimer; Dir- William Asher; Dir of Photog- Karl Freund; Film Ed- Bud Molin;
Music Dir- Wilbur Hatch; Writers- Jess Oppenheimer, Madelyn Pugh, Bob Carroll,
Jr.; Casting- Mercedes Manzanares. Lucille Ball and Desi Arnaz star in the
domestic situation comedy series; with Vivian Vance and William Frawley. Program returns from summer hiatus; last show June 28. Summer replacement has
been Public Defender (See page 169).

CBS- 9:30-lopm EST; DEBUT; December Bride, ON FIIM; from WCBS-TV(NY) & KNXT(LA), 105 stations net, 42 delayed. Sponsor- General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY); Acct Exec- William Lewis; Agey Superv- Edward Esty Stowell; Comm Superv- Murray Crummins; Comm Anner- Rex Marshall. Pkgr- CBS-TV (created by Parke Levy); Film Prod- Desilu Productions, Inc (at Motion Picture Center, H'wood); Prod- Frederick de Cordova; Dir- Jerry Thorpe; Asst Dir- Marvin Stewart; Music Dir- Eliot Daniel; Dir of Photog- Karl Freund; Film Ed- Douglas Hines; Writers- Parke Levy, Phil Sharp, Bill Breedman. Situation comedy series starring Spring Byington; with Dean Miller, Frances Rafferty, Harry Morgan. Replaces Masquerade Party in this time spot. (See page 166).

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Monday (4)

NBC- 12:30-lpm EST, Mon thru Fri; DEBUT; Feather Your Nest, no. of stations indefinite. Sponsor- Colgate-Palmolive Co (Vel, Fab, Dental Cream; other products after 13-week cycle); Vel & Fab thru William Esty Co(NY); Acct Execs-Will P. Booth(Fab) & H. Ross Potter(Vel); Colgate Dental Cream thru Ted Bates & Co(NY); Acct Exec- Rudolph Montgelas. Fkgr- William Esty Co, Inc; prodn office at Hotel Woodstock(NY); Prod- Jeff Selden; Dir- Paul Alter; Music- Arlo(organ); Writer- Cy Mann; Prog Anner- Randy Kraft. New audience participation quiz with Bud Collyer as m.c., assisted by Jean Williams. Contestants win furnishings for home, each answer good for one piece of furniture, with final question good for furniture for a whole room. After 13 weeks, previous winners get a chance at a ranch house for a grand prize. Program goes into open net time.

NBC- 4:30-4:45pm EST, Mon thru Fri; RETURN; The World of Mr. Sweeney; from WNBT (NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Exec Prod- Sam Schiff; Dir- Garry Simpson; Creator- Arthur Stander; Writer- Wilson Iehr. Situation comedy series starring Charlie Ruggles, with Helen Wagner and 8-year-old Glenn Walken. Program returns to the net as a regular feature; last show August 26. In its new spot it replaces the first half of the Bob Smith Show; last show Oct 1. (See following program for replacement for second quarter-hour).

NBC- 4:45-5pm EST; DEBUT; Modern Romances; from WNBT(NY), approx 60 stations, not all cleared yet. Sponsor- Colgate-Palmolive Co (Fab, Cashmere Bouquet, Ajax), Monday, Wednesday, Friday one week, Tuesday & Thursday the next week, alternately; other days sustaining. Fab (major portion of sponsorship now) thru William Esty Co, Inc(NY); Acct Exec- Will P. Booth. Cashmere Bouquet & Ajax thru Bryan Houston, Inc(NY); Acct Execs- Dick Griffith(Ajax) & Richard Keegan (Cashmere Bouquet). Fkgr- Stark-Layton Productions(NY); Prods & Script Eds & Casting- Wilbur Stark and Jerry Layton; Dir- James Sheldon; Writers- Various. Dramatic serial with a completely different story and cast each week. Martha Scott is "story editor" and permanent narrator, but she will not appear in any of the dramas, appearing only to explain the situation and characters to the viewers each day. Program replaces the second half of the Bob Smith Show.

Tuesday(5)

ABC- 9:30-10:30pm EST; DEBUT; The Elgin Hour; from WABC-TV(NY), 70 stations live, 28 kine. Sponsor- Elgin National Watch Co thru Young & Rubicam, Inc(Chi); Acct Exec- Garrit Lydecker; Comm Superv- Sandy Maxwell(NY); Comm Annor- Bud Palmer (on film). Fkgr- ABC-TV(NY); Prod- Herbert Brodkin; Asst to Prod- Philip Barry, Jr; Prod Asst- Edith Hamlin; Dirs- Dan Petrie (first show), Don Richardson and others; Assoc Dir- James Walsh; Music Dir- Ralph Norman; Sets- Fred Stover; Costumes- Alfred Lehman; Script Ed- Philip Barry, Jr(at ABC-TV); Casting-Joan MacDonald(ABC-TV). Live drama series, alternating weekly with The United States Steel Hour. Dramatic productions ranging from comedy and romance, to tragedy, including adaptations of all types as well as originals. Program succeeds Center Stage in this alternate week time spot; last show Sept 21.

MBC- 7:30-7:45pm EST, Tuesday & Thursday; RETURN; Dinah Shore Show, from KNBH(LA) no. of stations indefinite. Sponsor- Chevrolet Motor Division, General Motors Corp thru Campbell-Ewald Co(Detroit); Acct Exec- Henry G. Little; Agcy & Comm Superv- Willard Hanes(H'wood); Prog & Comm Anner- Art Baker. Pkgr- NBC-TV(H'wood); Prod & Dir- Bob Banner; Asst Prod-Dir- Edith Johnson; Music Dir-Harry Zimmerman (& orch); Sets- Bill Martin; Miss Shore's music arranger & accompanist- Ticker Freeman. Music series starring Dinah Shore, with the Skylarks vocal quintet. Program returns from summer hiatus; last show July 1. Summer replacements have been segments of The World of Mr. Sweeney and for the past five weeks The Vaughn Monroe Show; last show for the latter, Sept 30. (See page 141).

THIS WEEK(Cont'd)

Tuesday(5)

NBC- 11:15-11:30pm EST; SPECIAL; Veiled Prophet Ball; from KSD-TV(St. Louis), to the net. Sustaining. Prod & Dir- KSD-TV staff; Commentator- Frank Eschen, with a fashion commentator. Coronation of the newly chosen Queen of Love and Beauty at the annual traditional Veiled Prophet Ball in St. Louis, signaling the social season.

Wednesday(6)

NBC- 10:30-11pm EST; RETURN & NET DEBUT; Big Town, ON FILM; from WNBT(NY), to the net, except NY, Chicago & LA, no. of stations indefinite; three cities noted show film locally on net delay, Mondays, 10:30-11pm, beginning Oct 11. Alternate Sponsors - 1) Lever Brothers (Pepsodent & Lux, Rinso, Spry) thru McCann-Erickson, Inc(NY); Acct Execs for program- Harry Borraem (vp in chg of radio-TV development) & Thomas H. Lane (vp). Lever sponsors first two shows before alternating. 2) A. C. Spark Plug Div, General Motors Corp thru D. P. Brother & Co., Inc(Detroit); Acct Exec- Tim King; Agcy Superv- Frank Egan(NY); Comm Superv-Ken Manual (on film, made at Princeton Film Center). Fkgr- Lever Brothers (NY); Film Prod - Gross-Krasne, Inc (at California Studios, H'wood); Exec Prod - A. Edward Sutherland; Dir & Writer- George Waggner; Asst Dir- Louis Germonprez; Dir of Photog-Frederick Cately; Film Ed-Bill Mosher; Casting-Lynn Stalmaster. Dramatic series based on adventures concerning the "Illustrated Press," a big city paper. Mark Stevens stars as Steve Wilson, with Trudy Wroe as Lorelei Kilbourne (both new leads in the series), and Barry Kelley, John Doucette and Lynn Stalmaster. Series, with other stars, has previously been seen over the CBS-TV network, Thursdays, 9:30-10pm; last show Sept 23 (original debut October, 1950).

Thursday (7)

ABC- 8-8:30pm EST; DEBUT; The Mail Story; from WABC-TV(NY), to the net. Sustaining. Pkgr- Bernard Prockter Productions(NY); Prod- Robert L. Shayon; Dir- John Peyser; Writers- Prockter staff; Casting- Gladys Rave (at Prockter). Dramatic series, with stories based on material from the files of the Post Office Dept. Program was originally titled Postal Inspector and recently it was tentatively called Handle With Care. Program replaces first half of Melody Tour in this time spot. (See also, following listing).

ABC- 8:30-9pm EST; RETURN & NET DEBUT; Treasury Men in Action, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 52 stations net, 27 delayed. Sponsor- Chevrolet Motor Div, General Motors Corp thru Campbell-Ewald Co(Detroit); Acct Exec- Henry G. Little. Pkgr & Film Prod- Prockter Television Enterprises, Inc (at American National Studio, H'wood; production by Conne-Stephens Productions); Exec Prod-Everett Rosenthal; Prod-Robert Sloane; Dirs-Gerald Mayer, William Beaudine, Will Jason; Asst Dir- Gilbert Kay; Dir of Photog- Joseph F. Biroc; Ed Superv-Jason H. Bernie; Film Ed- Everett Dodd; Music Dir- Melvin Leonard; Art Dir- C. Daniel Hall; Costumes - Jack Masters. Drama series with weekly stories based on cases from the files of the U. S. Treasury Dept; with Walter Greaza seen as "The Chief" each week. Program had previously been a live series, debuting on ABC-TV on Sept 11, 1950, sponsored by Chrysler Corp., until Jan, 1951. It returned over NBC-TV in April, 1951, sponsored by The Borden Co, until April 1, 1954, when it left the air. As a film series it replaces the second half of Melody Tour in this time spot.

CBS- 8:30-9:30pm EST; DEBUT; Climax!; from KNXT(LA), no. of stations indefinite.

Sponsor- Chrysler Corp (All Divisions & institutional) thru McCann-Erickson, Inc(NY); Acct Exec- Wells W. Spence; Agcy Superv- William E. Berchtold;
Comm Superv- Harry McMahon(H'wood); Agcy Liaison- George Haight(H'wood); Comm
Dir- Bud Cole; Comm & Prog Anner- William Lundigan. Pkgr- CBS-TV(LA); Exec
Prod- Ben Feiner; Prod- Bretaigne Windust; (Continued next page)

THIS WEEK (Cont'd)

Thursday (7)

CBS- Climax: (Continued from previous page): Assoc Prod- Elliott Lewis; Alternate Dirs- William H. Brown, Jr (lst show) & Allen Reisner. Dramatic productions of adaptations of the works of leading authors and playwrights, with major stars in leading roles, presented three Thursdays of every four, with Shower of Stars, musical extravaganzas for the same sponsor, filling the spot each fourth week. (See page 166).

Friday(8)

ABC- 8-8:30pm EST; RETURN; The Adventures of Ozzie and Harriet, ON FIIM; from WABC-TV(NY) & KABC-TV(IA), 20 stations net, 27 delayed. Alternate Sponsors-1) Hotpoint, Inc (Appliances) thru Maxon, Inc(Chi); Acct Exec- Martin Krautter. 2) The Lambert Pharmacal Co, Div of The Lambert Co (Listerine) thru Lambert & Feasley, Inc(NY); Acct Superv- G. Douglas Morris; Acct Exec- Gerald Blake II; Agcy Superv- John Bates; Comm & Prog Anner- Verne Smith. Pkgr & Film Prod- Stage Five Productions, Inc (at General Service Studios, H'wood); Prod & Dir- Ozzie Nelson; Assoc Prod- Leo Pepin; Music Dir- Basil Adlam; Art Dir- Frank Durlauf; Dir of Photog- William C. Mellor; Asst Dir- Dick Bremerkamp; Film Eds-Bill Murphy, Gerard Wilson, others. Domestic situation comedy series, the life of the Nelsons, starring Ozzie and Harriet Nelson, their sons, David and Rickey playing themselves, and Don Defore. New series, beginning the show's third year on the air; debut Oct 3, 1952.

Sunday (10)

CBS- 9:30-lOpm EST; DEBUT; Honestly, Celeste!; from WCBS-TV(NY), 55 stations live, 19 kine. Sponsor- Bristol-Myers Co (All Products) thru Young & Pubcam, Inc(NY); Acct Exec- Robert Osburn; Agcy Superv- J. Brooks Emory; Comm Superv- Bill Whitman; Comm Anner- Joel Aldred (live) & film. Pkgr- William Morris Agency(NY); Prod & Dir- Joseph Scibetta(CBS); Prod Superv- Charles Paley; Prod Asst- Steve Bates; Music Dir- Irving Actman; Sets- Leo Kerz; Set Dec- Ted Ralph; Costumes- Monty Streitfield; Writers- Larry Gelbart & Hal Collins; Casting- Bob Romm(William Morris). Celeste Holm stars as an ex-journalism teacher who goes to work as a reporter for a New York newspaper and gets involved in news escapades; with Scott McKay, Mike Kellin, Mary Finney and Geoffrey Lumb. Program replaces The Man Behind the Badge for the sponsor; last show Oct 3.

CBS- 2:30-3pm EST; SPECIAL; The Hall-Mitchell Debates; from various cities, to the net, four consecutive weeks. Sustaining. Pkgr- CBS Public Affairs; Prods- Ted Ayers & Lewis Shollenberger (Wash). Leonard Hall, chairman of the Republican National Committee, and Stephen A. Mitchell, chairman of the Democratic National Committee, will oppose each other on the first and last programs with other party members on each side opposing in the middle programs. Debates will either be face to face or thru monitors on two-way live television.

NBC- 5:30-6pm EST, three of four Sundays; RETURN; Background, LIVE & FIIM; from WNBT(NY), to the net. Sustaining. Fkgr- NBC News & Special Events; Prod-Ted Mills; Dir- John Goetz; Managing Ed- Reuven Frank; Film Superv- Jean Lenauer; Film Ed- Constantine S. Gochis. Joseph C. Harsch explains the headlines in terms of the people who live them, in live commentary with special films. Program had previously been seen, Mondays, 8:30-9pm; last show Sept 6.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Jamie (Mon, 7:30-8pm EST) Last show, Oct 4. (See page 164).

CBS- On Your Account (Mon thru Fri, 4:30-5pm EST) Dennis James succeeds Win Elliot as m.c., effective Oct 4.

OTHER NET CHANGES (Cont'd)

CBS- Lamp Unto My Feet; RETURN Oct 3; Sun, 10-10:30pm EST; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs(NY); Exec Prod- George Crothers; Dir- David Heilweil; Prog Superv- Pamela Ilott. Dramatizations of moral and ethical problems in everyday life; followed by a discussion of each play's theme by a moderator and a spiritual or lay authority. Program starts its seventh season (debut, Nov 21, 1948), replacing A Precious Heritage, seen in this time spot during the past four weeks (See page 160).

DuM- Concert Tonight (Wed, 9-10pm EST) Last show, Oct 6; end of four program series.

NBC- This Is Your Life; RETURN Sept 29; Wed, 10-10:30pm EST; from KNBH(LA), 53 stations live, 31 kine. Weekly Co-Sponsors-1) Hazel Bishop, Inc (No-Smear Lipstick, Complexion Glow, Nail Polish) thru Raymond Spector, Inc(NY); Acct Exec-Richard Blaine. 2) Procter & Gamble Co (Gleem) thru Compton Advertising, Inc (NY). Pkgr- Target Productions(H'wood); Exec Prod- Ralph Edwards; Prods- Axel Gruenberg & Alfred Paschall; Dir- Axel Gruenberg; Music Dir- Von Dexter; Research- Jan Boehme, Don Malmberg, others; Comm & Prog Anner- Bob Warren. Ralph Edwards is host to individuals who are surprised with dramatic re-creations of their past lives and careers thru friends and co-workers brought to the studio. Program returns from summer histus; replacement has been kine re-runs.

Captain Hartz and his Pets; DEBUT Oct 3; Sun, 12-12:15pm EST; from WNBQ(Chi), no. of stations indefinite. Sponsor- Hartz Mountain Products (Pet Food) thru George H. Hartman Co(Chi). Pkgr- George H. Hartman Co; Prod- Harry Trigg; Dir-Len Salvo, Jr; Writer- Bob Hartman. Tom Mercein plays an international airline pilot, Captain Hartz, assisted by nine-year-old Brigid Bazlen, tells tales about pets from all parts of the world, illustrated by slides and film clips; and also presents occasional guests with unusual pets.

David Brinkley's News Room; DEBUT Oct 3; Sun, 12:15-12:30pm EST; from WNBW(Wash), to the net. Sustaining. Pkgr- NBC-Washington News & Special Events; Superv-Julian Goodman. NBC Washington correspondent David Brinkley presents the news.

First Love (Mon thru Fri, 4:15-4:30pm EST) Charles Powers replaced John Goetz as director, effective Sept 24.

Today (Mon thru Fri, 7-9am EST) PROD CORRECTIONS (See page 170): Exec Prod-Mort Werner; Exec Dir- Jac Hein; Dirs- Robert Merriman & Richard Schneider.

Tonight (Mon thru Fri, 11:30pm-lam EST) INFO & PRODUCTION STAFF CORRECTIONS: 36 stations live. Prod Superv- Ted Harbert; Prod Asst- Dale Remington; drop name of Dave Hendry, asst music dir; Writers- Stan Burns, Herb Sargent, Lois Balk, Carole Honig. Add as regular singers, alternating each night with Steve Lewrence and Eydie Gorme: Patricia Marshall and Andy Williams. (See page 165). Add as Mobile Unit Dir- Mike Zeamer.

LOCAL STATION ACTIVITY

WABD(Ch 5)

New York

- Finders Keepers; DEBUT Oct 7; Thurs, 7:30-8pm EST. Sponsor - CocaCola Bottling Co of New York, Inc thru Hilton and Riggio, Inc(NY).

Pkgr- Talent Associates, Ltd(NY); Prod- Allan Wallace(TA); Dir- Dick
Sandwick(DuM); Writer- Eddie Lawrence; Music Dir- Art Lindstrom. Fred Robbins is
m.c. for a novel audience participation program. Teams and individual contestants
search the set, a simulated living room and kitchen, for specific prizes hidden on
the stage. Home viewers will also be called to search for prizes via the phone.

LOCAL STATION ACTIVITY(Cont'd)

WNBT(Ch 4)

- The Igor Cassini Show; RETURN Oct 3; Sun, 11:20-12midnight EST.

Sponsors- Chock Full O'Nuts (Coffee) thru The Frederick-Clinton Co.,

Inc(NY); Buitoni Macaroni Corp thru Albert Frank-Guenther Law, Inc
(NY). Pkgr- Igor Cassini with Gross-Baer Productions; Prods- Gerry Gross, Norman
Baer; Dir- Jim Elson(WNBT). Igor Cassini, society columnist "Cholly Knickerbocker,"
interviews celebrities, presents fashion displays, entertainers and salutes a man
of achievement each week. The program originates from the Grand Ballroom and the
Trianon Room of the Ambassador Hotel, New York. A similar program had previously
been seen in the same spot thru July.

WPIX(Ch 11)

- Living Blackboard; RETURN Oct 5; Tue, Wed, Thu, 1-1:30pm. SustainNew York

ing, public service. Fkgr- NYC Board of Education with WPIX; Superv

Prod- James F. Macandrew(BofE); Prod Superv- Dorothy Klock(BofE);
Assoc Prod- Helen Klein; Segment Prods- Klock, Klein, Jerry Solars; Dir- Ted Price
(WPIX). Televised educational programs for handicapped students of high school age,
expanded this year with segment courses for all age groups.

WATV(Ch 13) - A Foreign View of the News; DEBUT Oct 2; Sat, 7:15-7:30pm EST. Sustaining. Pkgr & Prod-WATV. Writer and correspondent Harry Sperber, chief interpreter at the Nuremberg War Crimes Trial, presents a digest of foreign news and opinion on current affairs, culled from foreign sources.

Philadelphia - Operation Blackboard; RETURN Oct 4; Mon thru Fri, 10:30-llam EST.

Sustaining, public service. Pkgr- Radio & Television Staff, Philadelphia Board of Education; Superv Prod- Martha A. Gable; Production by various teachers, supervised by WPTZ staff. In-school-viewing series, viewed regularly by students in 3,000 schools of all types in the Philadelphia area.

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: If, as West Coasters insist, westerns and mysteries are about at the end of the trail in terms of sponsor and audience interest; then the dramas and situation comedies have to take over the top rating spots. Actually, there's more than one truth in the story. It all depends on the sponsor and agency wishes for specific time spots; the age group wanted for an audience and the evertightening schedules. When the price is right, an agency or a station will feed the audience any suitable program. Maybe no one pointed it out, but the highest residuals are coming from Class A and B drama series because they can be slotted any place in the schedules; witness Ford, Fireside and Schlitz re-runs under various names. Some of the situation comedies have yet to demonstrate the same kind of staying power...... In the kid appeal category, some series now being shot indicate that packagers feel that if westerns won't go, adventure series will, with a wider age group appeal.

The Screen Actors Guild has named Mrs. Florence Marston to the newly-created post of Eastern and Midwestern Regional Director, with headquarters in the New York office of the Guild's New York branch. Harold M. Hoffman has been named to succeed Mrs. Marston as executive secretary of the New York branch of the Guild. Increased need for supervision of television film activities in Eastern states led to the changes......Beginning Oct 14, Ford Theatre will present all color films thru Nov 25 over its net lineup, the largest of any drama series.

NEWS & COMMENT: The National Broadcasting co will change the call letters of several of its oard-o stations, effective midnight Oct 17. The New York stations will become WRCA, WRCA-FM, WRCA-TV (currently WNBC, WNBC-FM, WNBT); The LA TV station will become KRCA (now KNBH); and the NBC Weshington station will become WRCATV

Initial re-modeling of Paramount Television Productions' (Paramount Pictures subsid) 10-acre Sunset Blvd studios will include three huge studios for KTLA(LA), each covering 10,000 square feet of space and designed so that they can be opened into each other; the largest facilities of any independent TV station in the country.

PERSONNEL CHANGES: George L. BarenBregge named manager of WABD(NY), succeeding Norman Knight, resigned to accept a station post outside of New York......Joel Chaseman, WAAM (Balt) public service and publicity director, also named sports director of the station.... Ernest (Easy) Sloman joined the CBS TV Press office in Hollywood, succeeding Bill Stewart, resigned.

Grey Advertising(NY), moved to 430 Park Ave. (PL 1-3500).

TALENT SHOWSHEET OCTOBER 4-10, 1954

Most of the shows on Oct. 1, 2, 3 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, October 8. Script identifications used are: (0) 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 OCTOBER 1, 1954

		PRIDAY OCTOBER 1, 1954
Plash Gordon (Steve Holland)	WNBT 6pm	Planet of Death - with regulars: Steve Holland, Irene Champlin, Joe Nash; (SW) by Bruce Elliott, Max Ehrlich, Irve Tunick; (SD) by Wallace Worsley (PREMIERE OF NEW SERIES)
GUY LOMBARDO	WNBT 7pm	Mary Mayo (S) & regulars
RED BUTTONS	ивс 8рш	Georgia Gibbs (3), Al Nesor, Gerald Milton, Allan Walker, Sammy Birch, Jack Albertson, Maxie Rosenblooms Bibi Osterwald, Timothy McCarthy, Frank Catal, Peter Burr, Gene Sultan, Tom Hanley: (SW) by Danny Simon, Milt Rosen, Herb Reich, Red But- tons; (SD, PREMIERE OF NEW SERIES)
CHANCE OF A LIFETIME	DuM 10pm	Buddy Marlowe (S&M) & others to be announced
		SATURDAY OCTOBER 2, 1954
ETHEL AND ALBERT (Peg Lynch & Tom Loeb)	NBC 7:30	Don Briggs, Flora Campbell, Millicent Brower, Bob Lieb, Walter Brooke; (SW & SD)
IMOGENE COCA	NBC 9pm	Billy DeWolfe, Ruth Donnelly, Henry Lascoe, Charles Mendick, Jane Dulo, Malcolm Broderick, Joe Silver, Fred Herrick, Glenn Tetley (D) (PREMIERE OF NEW SERIES)
MY FAVORITE HUSBAND (Caulfield & Nelson)	CBS 9:30	(O) by Sol Saks & William Cowley; with regulars & Aline Towne, Rodney Bell; (SD, FROM HOLLYWOOD)
STORK CLUB (Sherman Billingsley)	ABC 10pm	Gloria DeHaven (S), Frank Fay (C), Hannah Troy (designer), Earl Wrightson (S), Oliver Wakefield (C), Pat Rooney, Sr.(D), Elaine Stewart
Willy (June Havoc)	CBS 10:30	The Great Hamburger - (0) by Alan Lipscott, Robert Fisher; with regulars & Sig Ruman, Lucien Littlefield; (SD)
AMP UNTO MY PEET (Dr. Lyman Bryson) HALLMARK HALL OF FAME	OBS 10am NBC 5pm	SUNDAY OCTOBER 3 mmmmmmmmmmmmmm The Concention Story - (U) There's No Tomorrow - (O) by Palmer Thompson; with Joe Maross, Joan Chandler, Florence Sundstrom, Cliff Hall; (SD) by David Heilweil (PREMIERE OF FALL SERIES) The Choir Master of Leipzig - (O) by Helene Hanff; with Ben Cooper, Jan Shepard, Philip Tonge, Cyril Delevanti, Williams Schallert, Jay Barney, Kurt Martell, Tom Royal, Paul Gary (H'd)
MR. PEEPERS(Wally Cox)	NBC 7:30	regulars & Margaret Hamilton; (SW & SD)
COLGATE COMEDY HOUR	NBC 8pm	Phil Harris (M&S), Dinah Shore (S), William Bendix, Tom D'Andrea & Hal March (C); Prod & Dir by Ernie Glácksman; (O) by Charles Isaacs & Tom D'Andrea (FROM HOLLYWOOD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Time Bomb - (0) by Sumner Locke Elliot; with John Ireland, Nancy Kelly, Katharine Bard, Rebecca Darke, David White; Joe Hardy; (SD)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Death Wears a White Carnation - (0) by George Towne; with regulars & Boris Aplon, James Little, Jeanne Williams, James Arenton, Peggy Bennion, Ben Yaffee; (SD)
LIFE BEGINS AT 80	DuM 9:30	George Jessel & regulars
Robert Young)	CBS 10pm	Bud's First Dance - (0) by Dorothy Cooper; with regulars: Robert Young, Jane Wyatt, Billy Gray, Elinor Donahue, Lauren Chapin; & Susan Whitney, Claire Meade; (SD) by William Russell (PREMIERE OF NEW SERIES)

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TAILINT SHOWSHEET (more)

SUNDAY OCTOBER 3 (Cont'd)

		<u>արտանիարությունը արտանում նարագարի արդա</u>
The Loretta Young Show	NBC 10pm	Beyond a Ressonable Doubt - (0) by Marian Thompson; with Gayle Kellogg, Robert Middleton, Nana Bryant, Joanne Davis, Pitt Herbert, Robert Wright Campbell, William Fawcett; (SD)
The Hunter (Keith Larsen)	NBC 10:30	Party Politics - (0) by Robert Stewart; with Lisa Howard, Henry Lascoe, Arny Freeman, Len Lesser, Gerald Milton, Ray Redman; Prod & (SD) by Edward Montagne (PREMIERE OF FALL SERIES)
IGCR CASSINI SHOW	WNBT 11:20	Sol Hurok (impresario), Moira Shearer (D) & cast members from A Midsummer Night's Dream, Connie Moore (S), Earl Wrightson (S) Gina Lollobrigida, Joan Bennett, Walter Wanger (prod.) (PREM'RE)
		MONDAY OCTOBER 4 mm/mm/mm/mm/mm/mm/mm/mm/mm/mm/mm/mm/mm/
JAMIE (Brandon de Wilde)		Jamie Tents Out - (0) by Mike Miller; with regulars & Inge Stevens, Russell Hardie, Paul Lipson, Bruce Marshall; (SD, LAST SHOW OF SERIES)
CAESAR'S HOUR (Reiner & Morris)	NBC 8pm	Pat Smith, Fay Winfield, Jordan Bentley, Mike Enserro, Gerald Milton, Hope Sansberry, Charles Lee Sarri, Lynn Lorring, Gene Lowell; (SW & SD)
Burns and Allen	CBS 8pm (COLOR)	regulars & Rolfe Sedan, Don Curtis, Ross E. Elliott; (SW & SD, PREMIERE OF FALL SEASON)
VOICE OF FIRESTONE	ABC 8:30	Jerome Hines (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Barbara McNair (S), Del Rubio Triplets (Mildred, Elena, Edith, S&M), Julius Schulman (M)
The Medic (R. Boone)	NBC 9pm	Death Rides a Wagon - with Jaclynne Greene, Denver Pyle; (SW,D)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	Two Wise Women - (0) by Thomas W. Phipps; with Signe Hasso, Paul McGrath, Doreen Lang, Ward Costello, Joan Bank, Carl Betz
December Bride (Spring Byington)	CBS 9:30	Lily Ruskin Arrives - (0) by Parke Levy, Phil Sharp, Bill Freedman; with Spring Byington, Frances Rafferty, Dean Miller, Henry Morgan, Harry Cheshire, Moroni Olsen; Dir by Jerry Thorpe (PREMIERE OF NEW SERIES)
STUDIO ONE	CBS 10pm	Prelude to Murder - (0) by Wolter C. Brown, (A) by William Templeton; with Otto Kruger, Phyllis Kirk, James Daly; (SD) by Franklin Schaffner; Title drawing by Richard Lindner
Adolphe Menjou's Favorite Story	WNBT 10:30	No Tears - (0) by Stuart Jerome; with Joe Besser, Patsy Moran, Ben Welden, Jack Lomas, Ken Christy, George Chandler, Jack Henderson; (SD)
		TUESDAY OCTOBER 5
Janet Dean, R. N. (Ella Raines)	WNBT 7pm	Blake Case - (0) by William Kendall Clarke; with Ed Begley, Steve Holland, Jim McKay, John Archer, Frederick O'Neill, Cliff Hall, John O'Hare; (SD)
Waterfront (Preston Foster)	WABD 7:30	First Mate - (0) by David Dortort, Phil Karlson; with Skip Homeier, Walter Reed, Roy Roberts, James Anderson, John Larch
Cavalcade of America	ABC 7:30	The Great Gamble; with Whitfield Connor, Marjorie Lord, Susan Odin, Harry Shannon, Florenz Ames, Robert Middleton, Herbert Rudley, Egan Field; Prod by Chertok
THE GOLDBERGS	DuM 8pm	Charles Bloch & the Cantors Concert Ensemble (S), regulars
BUICK-BERLE	NBC 8pm	Arlene Dahl, Fernando Lamas & regulars
RED SKELTON	CBS 8pm	Ella Logan (S) (FROM HOLLYWOOD)
THE BLUE ANGEL	CBS 8:30	Billy De Wolfe (C), Patrice Munsel (S), Tony & Eddie (mimics), the Cabots (D)
Studio 57	DuM 9pm	Trap Mates - (0) by Fenton W. Earnshaw; with Hugh Beaumont, Nancy Gates, Michael Hall, Tol Avery, Gilbert Fallman, Clarence Straight; Dir by John English
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TALENT SHOWSHEET (more)

TUESDAY OCTOBER 5 (Cont'd) mintenantalahan alahan mentenantan alahan atau ara

Firesido Theater (Gene Raymond)	NBC 9pm	Member of the Jury - (0) by Malvin Wald & Jack Jacobs, (A) by David Dortort; John Banner, Karen Verne, Gloria Talbot, James Dobson, John Warburton, Norbert Schiller, Chanles Meredith, Kenneth Terrill, Ralph Brooks, John Close; (SD)
Danny Thomas	ABC 9pm	Tonsilectomy - (0) by Robert O'Brien & Irving Elinson; with regulars & Stephen Geray, Pat Wright; (SD)
THE ELGIN HOUR	ABC 9:30	Flood! - (0) by Morton Wishengrad & Virginia Mazer; with Robert Cummings, Dorothy Gish, Janet Blair, Richard Jaeckel, Charles Dingle, Dorothy Sands, Frank Henry Wilson, Paula Trueman; Dir by Dan Petrie (PREMIERE OF MEW SERIES)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	The Runaway - (0) by Robert Alan Aurthur; with Fay Bainter, Philip Abbott, Eddie Andrews, Janet Mard, Sheila Belle, David Perkins; others to be announced; (SD)
DANGER	CBS 9:30	The Obsession - (0) by E. C. Ohmann, (A) by Robert J. Shaw; with Barbara Baxley, William Smithers, Ruth White, Terry Fiske, Claire Cobert; (SD)
LIPE WITH FATHER	CBS 10pm	Father Does a Land-Office Business - (0) by James Clark, William Roberts; with regulars & Geraldine Carr, Dan Tobin, George Chandler, Hal Smith; (SD, FROM HOLLYWOOD)
It's A Great Life (O'Shea, Bishop, Dunn)	NBC 10:30	regulars & Dick Elliott, King Donovan, Ann O'Neil, Madge Blake (SW & SD)
		WEDNESDAY OCTOBER 6
Wild Bill Hickok (Guy Madison & Andy Devine)	WNBT 6pm	Medicine Show - with Ralph Sanford, Fred Kohler, Jr., Tom Monroe, Larry Hudson, Peter McCabe, Bill Coontz, George Sher- wood; (SD, SW)
I Married Joan	NBC 8pm	regulars & Dan Tobin; (SW & SD)
It Seems Like Yesterday	ABC 8:30	(0) by Jean Holloway; with Jimmy Lydon, Mary Anderson; Dir by Christian Nyby; Hal Roach Production (PILOT FILM FOR PROJECTED SERIES, THIS TIME ONLY)
KRAFT TELEVISION THEATRE	NBC 9pm	The Office Dance - (0) by Arthur Cavanaugh; with Phyllis Love, Doris Rich, Nancy Marchand, Murray Hamilton, Pat Hosley; (SD)
Douglas Fairbanks	WNBT 10:30	The Heirloom - with Dame Sybil Thorndike, Nora Swinburne, Judy Camptell, Betty Warren; (SD) by John Gilling
Big Town (Mark Stevens & Trudy Wroe)	NBC 10:30	(0) & Dir by George Waggner; with regulars Mark Stevens, Trudy Wroe, Barry Kelley, John Doucette, Lynn Stalmaster; & Karen Sharpe, Mary Beth Hughes, Lucien littlefield, Dean Cromer (PREMIERE OF NEW SERIES, SEEN ON NET ONLY THIS DATE, ON WNBT Mon Oct. 11, 10:30pm)
		THURSDAY OCTOBER 7
Foreign Intrigue (Gerald Mohr)	WNBT 7pm	F. I. in International Diamond Smugglers - (0) by Harold Jack Bloom; with Ingrid Thulin, John Padavano; (SD)
Ray Milland Show	CBS 8pm	(O) by Lou Derman; with regulars & Jacqueline DeWit; (SD)
THE MAIL STORY	ABC 8pm	(0) by Max Ehrlich; with Herb Nelson, Mary Alice Moore, Wesley Addy, Leslie Barrett, Matt Crowley, Tom Gorman, Jerry Eskow; (SD) by John Peyser (PREMIERE, NEW SERIES)
T Men in Action (Walter Greaza)	ABC 8:30	The Case of the Lonely People - (0) by Alvin Boretz; with Frances Rafferty, Joel Smith, Willis B. Bouchet, Skip Homeier, Hope Landon; Dir by Gerald Mayer (PREMIERE OF NEW SERIES)
CLIMAX! (William Lundigan)	CBS 8:30	The Long Goodbye - (0) by Raymond Chandler, (A) by E. Jack Neuman; with Dick Powell, Teresa Wright, Horace MacMahon, Tom Drake; (SD) by William H. Brown Jr; (PREMIERE, FROM HOLLYWOOD)
JUSTICE (Gary Merrill)		The Timid Thief - (0) by George Bellak; Patricia Collinge, Ben Gazarra, Frank McHugh, William Harrigan, Cliff Robertson, Iggie Wolfington, Judith Cargill, Nita Telbot, others; (SD) by Bob Stevens

THURSDAY OCTOBER 7 (Cont'd)

so you want to lead-band	ABC 9pm	Jeri Adams (S)		
KRAFT TELEVISION THEATRE	ABC 9:3	The Man Who Made the Kaiser Laugh - (0) by Paul Avila Mayer; with Hurd Hatfield, Woodrey Parfrey, E. A. Krumschmidt, Milton Selzer, Robert Ellenstein, Jack Weston, Bobby Vale; Prod & (SD) by Fielder Cook		
Ford Theatre	NBC 9:3	Daughter of Mine - (0) by Lillie Hayward; with Margaret O'Brien, Maureen O'Sullivan, Pat O'Brien, Richard Jaeckel; Dir by Arnold Laven		
Four Star Playhouse	CBS 9:3	Never Explain - (0) by Lorrie Frishman & Quinn Martin, (A) by Quinn Martin; with David Niven, Barbara Lawrence, Irving Bacon, Janice Perreau, Chris Olsen, Millie Doff; (SD) by William Asher		
LUX VIDEO THEATRE	NBC 10p	Summer Thunder - (0) by Anne Howard Bailey; with Zachary Scott, Carole Mathews; others to be announced; (SD, FROM H'D)		
Public Defender	CBS 10p	The Do-Gooder - (0) by Lee Loeb; with Peter Hansen, Judith Ames, Michael Hall, Douglas Dumbrille, Creighton Hale, Dian Pauntelle; (SD)		
		PRIDAY OCTOBER 8		
MAMA (Peggy Wood)	CBS 8pm	Mama and the Vote of Confidence - (0) by Palmer Thompson; with regulars & Jock MacGregor, Malcolm Lee Beggs; (SD)		
The Adventures of Ozzie	ABC 8pm	The Wedding Anniversary - (0) by Ozzie Nelson, Dick Bensfield, Perry Grant; with regulars & Lloyd Corrigan, Frank Cody, Joseph Kearns; (SD, PREMIERE OF FALL SERIES)		
The Ray Bolger Show (Marjie Millar)	ABC 8:30	Ray Cures Stage Struck Friends - (0) by Struck Friends - Paul Henning, Manual Richards For, Don Johnson; with regulars & Alan Reed; (SD)		
THE BIG STORY (Norman Rose)	NBC 9pm	Victorine Belanger, Baltimore News-Post - (0) by Allan Sloane; with Catherine McLeod, Murray Matheson, Dortha Duckworth, Mary Michael, Fred Herrick, Lester Lonergan, Jr., John Seven, Al Checco; (SD)		
Schlitz Playhouse	CBS 9pm	The Net Draws Tight - (0) by Walter C. Brown, (A) by Don Martin with Edmond O'Brien, Skip Homeier, Paul Bryar, Robert Quarry, Lynn Allen, Natalie Norwick, Byron Kane, John Cliff, William Woodson, Frank Kreig; (SD) by Jus Addiss		
The V1se	ABC 9:30	Set a Murder - (0) by James Eastwood; with Clifford Evans, Martin Boddey, Honor Blackman; Dir by David MacDonald		
MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 1 THRU FRIDAY OCTOBER 8				
TODAY (Dave Garroway)	NBC 7am	W - Kamal el Mallakh (discoverer of Egyptian Pharaoh Cheops), Elaine Stewart; Thu - Victor Borge (M&C); F - Jacqueline Cochran (author, aviatrix)		
GEORGE SKINNER	WCBS 9	m M - Jill Corey (S); Thu - Morgan (basset hound)		
HOME (Arlene Francis)	NBC llam	M - Jillana (D), Dick Krause (dance series); Tu - Michael Myerberg (producer); W - "Miss Frances" Horwich at home		

Sun, 5:30-6pm(this date only): (0) by Arthur Stander; with THE WORLD OF MR. SWEENEY NBC 4:30 regulars: Charlie Ruggles, Betty Garde, Harry Gresham, Glenn Walken, Helen Wagner, Charles Cooper, Mort Stevens; M - regulars & Maclean Savage; Tu - Janet Fox, Dorothy Patten; Thu - Crahan Denton, Eva Lydia Reed; F - Mimi Strongin; (SW) by Wilson Lehr; (SD) by Garry Simpson (PREMIERE OF FALL SERIES) (Charlie Ruggles)

(Camagic)

CBS 11:30 F (10/8) - Teresa Wright (FROM H'WOOD)

CBS 10am M - Dorothy Jarnac (D); F - Rey & Gomez (D), Mr. Ballantine

M thru F - (0) by George Lefferts; with Don Briggs, Frances Helm, Lee Bergere, Humphrey Davis, Richard Bishop, Ed Peck; MODERN ROMANCES NBC 4:45 (Martha Scott) (SD) by Jim Sheldon (PREMIERE OF NEW SERIES) TALENT SHOWSHEET (more)

(COLOR)

STRIKE IT RICH

GARRY MOORE

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 1 THRU FRIDAY OCTOBER 8 (Cont'd)

MAGIC COTTAGE	WABD 6pm	M thru F - Arny Freeman, Curtis Wheeler; (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	M thru F (thru 11/12) - The Invisible Planet - (0) by Don Agger; with regulars & Dick Moore, Stefan Schnabel, Melville Ruick, Laura Weber (latter starts 10/11); (SD)
PERRY COMO	CBS 7:45	W - Den Cornell (S)
TONIGHT	NBC 11:30p	m M - Burl Ives (S), F (10/8) - Count Basie (M)
		SATURDAY OCTOBER 9 minimumminimumminimum
Captain Midnight (Richard Webb)	CBS llam	Operation Failure - (0) by Malcolm Stuart Boylan; with regulars & Marc Krah, Roy Gordon, John Mylong, Harold Dyrenforth, Stanley Adams, Tony Christian, Teresa Tudor; (SD)
GEORGE GOBEL	NBC 10pm	Angela Lansbury (FROM HOLLYWOOD)
The Lone Wolf (Louis Hayward)	WNBT 11:15	Memo: San Francisco - (0) by Bernard Girard; with Beverly Garland, Ted de Corsia, Julie Mitchum, Kay Stewart, Roy Engel; (S)
		SUNDAY OCTOBER 10
PRONTIERS OF FAITH	NBC 1:30	Uncle George and Uncle Malachy - (0) by Father Urban Nagle; with Jack Hartley, Alan MacAteer, William Lally, Eleanor Phelps, Edward Brian, Lyn Thatcher, William Martel; (SD, 1st of 4 part story)
Roy Rogers	NBC 6:30	Back-Fire - (0) by Dwight Cummins; with regulars & John Dow. cette, Sydney Mason, Henry Rowland, Bradley Morrow, Helena Burnett; (SD) by Donald McDougall
MAX LIEBMAN SPECTACULAR	NBC 7:30 (COLOR)	Sunday in Town - (0) by William Friedberg, Fred Saidy, Neal Simon, Will Glickman; with Judy Holliday, Steve Allen, Dick Shawn, Jack Russell, City Center Ballet Co. in Filling Station staged for TV by George Balanchine, starring Janet Reed & Jacques D'Amboise; (SD)
Pepsi-Cola Playhouse (Polly Bergen)	ABC 7:30	Gentlemen's Affair - with Jay Novello, Donald Randolph; no other credits available at press time
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Xavier Cugat & Orch., Abbe Lane (S), Patti Page (S), Bobby Jones (golf), Rudy Cardenas (juggler), Four Step Brothers (D), the Marcellis (acro); film clip from A Star is Born with Judy Garland
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	The Personal Touch - (0) by George Baxt; with Kevin McCarthy, Cella Lipton, Nex Thompson, Robert Coote, Polly Rowles; (SD) by Delbert Mann
GENERAL ELECTRIC THEATRE	CBS 9pm	The Long Way Round - (0) by James Ronald; with Ronald Reagan, Nancy Davis, others to be announced; (SD, FROM NEW YORK CITY)
HONESTLY, CELESTE! (Celeste Holm)	CBS 9:30	(O) by Larry Gelbart, Hal Collins; with regulars; Celeste Holm, Geoffrey Lumb, Scott McKay, Mary Finney & Mike Kellin; Prod & (SD) by Joe Scibetta (PREMIERE OF NEW SERIES)
Loretta Young	NBC 10pm	The Case for Father Darling - (0) by John Meredyth Lucas; with Wyllis Bouchey, Raymond Greenleaf, Peter Adams, Edit Angold, Dabs Greer, Kathleen O'Malley, Walter Flannery, Linda Brace.
Father Knows Best (Robert Young)	CBS 10pm	regulars & Eddy Waller, Gavin Maloney, Dorothy Grainger; (0) by Roswell Rogers
The Hunter	NBC 10:30	The General Spies at Dawn - (0) by Burton Benjamin & Robert Shaplen; with Dorothy Hart, Robert H. Harris, Enid Phillips, Blair Davies, Chris Gampel, Suzanne Ta Fel; (SD) by William Berke