

Kass Reports ON TELEVISION

INCLUDING

JANUARY 3-9, 1955

VOLUME 7

NUMBER 1

RECEIVED

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter
SOC ED: Alvin Sullum
MGR: Marjorie Oxley

JAN 5 - 1955

551 Fifth Avenue • New York 17 • Murray Hill 2-5910

LIBRARY

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

UNIVERSITY OF HOUSTON

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (3)

NBC- 10:30-10:45am EST; DEBUT; Way of the World; from WRCA-TV(NY), 40 stations live, 9 delayed. Sustaining, Tue & Thu. Sponsor- (Mon, Wed, Fri) The Borden Co (All Products) thru Young & Rubicam, Inc(NY); Acct Exec- Peter Forsch; Agcy Superv- George Dippy; Comm Superv- Sanders Maxwell; Comm Anncr- Gloria Louis. Pkgr- Young & Rubicam, Inc(NY); Prod & Script Ed- Therese Lewis(Y&R); Asst to Prod- Wallace Chateaubert; Dir- Frederic Carr(NBC); Writers- Various; Casting- Kay McMahon (Y&R). Gloria Louis, as Linda Porter, is permanent hostess for a new daytime drama series, with dramatized stories presented in from 6 to 15 episodes each, according to the length required to tell each story. Each story will have a different cast. The program replaces A Time to Live in this time spot; last show Dec 31,

NBC- 10:45-11am EST; DEBUT; Hollywood Today; from KRCA-TV(LA), to the net. Sustaining. Pkgr- NBC-TV(LA); Prod- Bill Lewis; Dir- Dick McDonough; Tech Dir- Ed Bernheim; Art Dir- Charles Myall; Writer- Jack Mullen. Hollywood columnist Sheilah Graham presents news, interviews with movie stars and film clips from new feature movies. Movie star guests will appear five days in succession, with each day devoted to a separate part of the actor's private life and career. The program replaces Three Steps to Heaven in this time spot; last show Dec 31.

NBC- 12noon-12:30pm EST; DEBUT; Tennessee Ernie Ford Show; from KRCA-TV(LA), to the net. Sustaining. Pkgr- NBC-TV(LA); Exec Prod- Cliffie Stone; Prod- Milt Hoffman; Dir- Joe Landis; Tech Dir- Joe Kay; Music Dir- Jack Fascinato (& orch); Writer- Sol Stein. Informal musical variety show, with songs, comedy and interviews, starring Tennessee Ernie Ford; with vocalist Molly Bee and singer-instrumentalist Billy Strange. The program replaces the Betty White Show in this time spot; last show Dec 31.

Tuesday (4)

NBC- 8-9pm EST; SPECIAL; Tums Presents A 1955 Variety Show; from WRCA-TV(NY), no. of stations indefinite. Sponsor- Lewis Howe Co (Tums) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Dick Porter; Agcy & Comm Superv- Joseph T. Shaw; Agcy Prog Superv- Eugene Burr; Comm Anncr- Mike Fitzmaurice (live & film). Pkgr- NBC-TV(NY); Prod- Hudson Faussett; Dir- Grey Lockwood; Music Dir- Al Goodman; Writer- Bill Gammie; Choreog- Ray Malone. (Continued on next page)

- Page 1 -

THIS WEEK(More)

Copyright 1954 by Television Index, Inc.

Kass Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

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.

165345

UNIVERSITY OF HOUSTON LIBRARY

THIS WEEK(Cont'd)

Tuesday(4)

NBC- 1955 Variety Show (Continued from previous page): One-time special variety show, substituting for the scheduled Bob Hope Show, starring Larry Storch, with Teresa Brewer, Senor Vences, the Chordettes and the 4 Step Brothers.

Wednesday(5)

NBC- 7-7:30pm EST; DEBUT; Norby, ON FILM (in color); from WRCA-TV(NY), no. of stations indefinite. Sponsor- Eastman Kodak Co (Cameras, Film, Equipment) thru J. Walter Thompson Co(NY); Acct Execs- Thayer Jaccaci & Charles Rheinstrom. Pkgr & Film Prod- Norby Productions(NY); Creator & Prod- David Swift; Assoc Prod- John Graham; Asst Prod- Max Allentuck; Dir- Richard Whorf; Dir of Photog- Larry Williams; Writers- David Swift supervising two teams: Harvey Orkin & James Lee; David Rayfiel & George Kirgo. David Wayne stars as Pearson Norby, with Joan Lorrying as his wife, Helen, in a situation comedy series about a small-town banker; with Susan Hallaran as their daughter and Evan Elliot as their son. The series was filmed on location at Pearl River, N. Y., and at 20th Century-Fox Movietone Studios in New York City. (The series will be seen in regional network groupings: 7-7:30pm EST & PST; 10-10:30 CST (9-9:30pm MST).)

Thursday(6)

POOL- 12:30-1:15pm EST; SPECIAL; State of the Union Message (simulcast); from WTTG(Wash) crew, to all nets. Sustaining, public service. President Eisenhower delivers his State of the Union message to the joint session of the 84th Congress. He will be introduced by Speaker of the House Sam Rayburn.

Saturday(8)

CBS- 10-10:30pm EST; DEBUT; Professional Father; from KNXT(LA), no. of stations indefinite. Sponsor- Helene Curtis Industries, Inc (Hair Care Products) thru Gordon Best Co., Inc (Shampoos and other Beauty Div products) & Earle Ludgin, Inc (Spray Net); both agencies, Chicago. Pkgr- CBS-TV(LA); Exec Prod- Ben Feiner, Jr.; Creator & Prod & Writer- Harry Kronman. (Other production info not available at press time). Situation comedy series about a child psychologist who runs into problems in attempting to maintain a balance in his own home; starring Steve Dunne as Thomas Wilson, M.D., with Barbara Billingsley as his wife, Helen, and Ted Marc and Beverly Washburn as their children. The new series replaces That's My Boy in this time spot; last show Jan 1.

NBC- 7:30-8pm EST; DEBUT; Swift's Show Wagon With Horace Heidt and the American Way; from KRCA-TV(LA), for several shows, then originating from different cities each week; no. of stations indefinite. Sponsor- Swift & Co (Various Products) thru J. Walter Thompson Co(Chi); Acct Exec- Peter Cavallo. Pkgr- Horace Heidt with NBC-TV(LA); Prod- Jerry Brown; Dir- Joseph Cavalier; Music Dir- Horace Heidt (& Orch). Horace Heidt stars with his troupe and band in a variety show saluting different states each week, featuring amateur talent from the states spotlighted; also a prominent guest star each week. The program replaces Ethel and Albert in this time spot; last show Dec 25. (See Page D for cast credits).

Sunday(9)

CBS- 2:30-3:30pm EST; SPECIAL; Meet the New Senators; from WTOP-TV(Wash), to the net. Sustaining, public service. Pkgr- CBS Public Affairs; Prod- Ted Ayers(Wash). CBS News Washington staff members act as hosts at a luncheon for newly-elected Senators of the 84th Congress and their families. Ron Cochran acts as broadcast anchor-man for the informal talks, with nine other CBS News staffers joining the Senators.

OTHER NETWORK CHANGES & ADDITIONS

BC- Soldier Parade (Thu, 8-8:30pm EST) New day and time, effective Jan 13. (See Vol 6, page 212).

- Life With Father; TIME & SPONSOR CHANGE Jan 4; Tue, 8-8:30pm EST; from KNXT(LA), no. of stations indefinite. New Sponsor- CBS-Columbia, Div of Columbia Broadcasting System, Inc (TV Sets, Radio-Phonographs) thru Ted Bates & Co(NY); Acct Execs- Hugh Mooney & Fred Polangin; Agcy Superv- John Lyden; Comm Supervs- Hugh Mooney & John Lyden; Comm Anncr- Jay Jostyn (live), first few; then film. The program, starring Leon Ames and Lurene Tuttle, moves from its Tue, 10-10:30pm spot, with all production info remaining the same (see card). The former alternating sponsors move to The New Red Skelton Show (See below).

Danger (Tue, 10-10:30pm EST) New time, effective Jan 4. Old time was 9:30-10pm.

The New Red Skelton Show; TIME CHANGE; NEW SPONSORS Jan 4; Tue, 9:30-10pm EST; from KNXT(LA), no. of stations indefinite. Alternate Week Sponsors- 1) Pet Milk Co (Milk Products) thru Gardner Advertising Co(St. Louis); Acct Exec- Champ Humphrey; Agcy & Comm Superv & Comm Dir- Roland Martini(NY & LA). 2) S. C. Johnson & Son, Inc(Johnson's Wax and other wax products) thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- John J. Louis; Agcy Superv- Frank Pittman(LA). Pkgr- CBS-TV(LA); Exec Prod- Cecil Barker; Prods- Douglas Whitney, Jack Donohue; Dir- Jack Donohue; Music Dir- David Rose; Writers- Paul West, Jay Sommers, Lou Meltzer. Red Skelton stars in his new comedy-musical program, with a new format involving full program sketches and guest stars. The program will continue to feature The Redettes, dancing group. The program has formerly been seen 8-8:30pm, as a sustainer.

DuM- East-West Shrine Football Game; SPECIAL Jan 1; Sat, 4:45-7:30pm EST; from KOVR (Stockton), no. of stations indefinite. Sponsor- Allen B. Du Mont Laboratories, Inc (TV Sets) thru Campbell-Ewald Co(NY); Acct Superv- Frank Townsend; Acct Exec- John V. Doyle. The 30th annual Shrine East-West football game, the fourth consecutive telecast by DuMont, at Kezar Stadium, San Francisco. Play-by-play and commentary will be handled by Bob Fouts(KOVR) and Walter Harris.

NBC- Princeton '55; NET DEBUT Jan 2; Sun, 3-3:30pm EST. Sustaining, educational. Pkgr- WRCA-TV with Princeton University; Exec Prod- Steve Krantz(WRCA-TV); Prod- Harry Olesker(WRCA-TV); Dir- James Elson(WRCA-TV). Princeton University professors and special guests present elements of the arts and sciences, with emphasis on research and scholarship applied to the problem of the day or the permanent problems and concerns of man. A previous series, Princeton '54, has been seen locally in NY (See Vol 6, page 196).

Home (Mon thru Fri, 11-12noon EST) Program will originate from Chicago, Jan 3-7 (with Milwaukee remotes on Jan 7) and from San Francisco, Jan 10-14.

Red Buttons Show (Fri, 8-8:30pm EST) Julie Oshins now producer & director, replacing producer Ben Brady who recently resigned.

Sunday Schedule Changes, effective Jan 2: American Inventory, moves from 12:30-1pm, to 2-2:30pm EST; Youth Wants to Know, moves from 1-1:30pm, to 2:30-3pm EST.

NEW NETWORK SPONSORSHIPS

JL-MYERS CO (Buffarin, Ipana) thru Young & Rubicam, Inc(NY), will become alternate week sponsor of Four Star Playhouse, over CBS-TV, Thursdays, 9:30-10pm, effective Jan 13, replacing the Parker Pen Co as sponsor. Singer Sewing Machine Co remains as alternate week sponsor.

LOCAL STATION ACTIVITY

WRCA-TV(Ch 4) - Man of the Year; DEBUT Jan 8; Sat, 1-1:30pm EST. Sustaining. Pkgr-
New York WRCA-TV with Time Magazine; Exec Prod- Ted Nathanson; Prod & Writer-
Richard D. Heffner; Asst Prod- Robert L. Wechsler; Dir- James Elson;
eta- Joe Kirby. Richard Heffner is m.c.-narrator, spotlighting one important per-
sonage from history each week, through the use of pictures, books, historical docu-
ments, and other articles of interest, usually during the first of the show. The
second half may be devoted to an interview with the person (if still alive) or with
people connected with the person, either through family or historical interest.

WPIX(Ch 11) - Learn to Draw; STATION CHANGE Jan 9; Sun, 12:30-12:45pm EST. Spon-
New York sor- Arthur Brown & Brother, Inc(art materials) thru Huber Hoge &
Sons, Inc(NY). Pkgr- Arthur Brown & Brother, Inc; Dir- Jack Felice
(WPIX). Jon Gnagy gives visual instruction in drawing for the average amateur. The
program is considered TV's oldest continuing presentation since it debuted in May,
1946, and has been replaced by films of the show during summer hiatuses. The program
has been seen on WRCA-TV, and during its earlier years was known as Draw With Me.

WATV(Ch 13) - Jewish Talent Unlimited; DEBUT Jan 5; Wed, 3:30-3:45pm EST. Spon-
Newark, NJ sor- The Borden Co (Food Products) thru Young & Rubicam, Inc(NY).
Pkgr- Joseph Jacobs Organization, Inc(NY); Prod & Dir- Sholem Rubin-
stein; Music Dir- Abe Ellstein; Casting- Charlotte Steiner (PL 7-3560 NY). Abe Ell-
stein is m.c. for a talent competition, using performers of all types, of all relig-
ions and nationalities. Also uses a celebrity weekly as a judge for the contest.

WATV - Jewish Home Show; DEBUT Jan 6; Thu, 3:30-4pm EST. Sponsor- General
Foods Corp (Minute Rice, Birdseye Frozen Foods, Instant Maxwell House
Coffee); Minute Rice & Birdseye thru Young & Rubicam, Inc(NY); Maxwell House thru
nton & Bowles, Inc(NY). Pkgr- Joseph Jacobs Organization, Inc(NY); Prod & Dir-
Sholem Rubinstein. Ruth Jacobs is hostess for the English language program for the
Jewish homemaker, featuring home and kitchen hints and interviews with prominent
guests of interest to a Jewish audience.

KRCA-TV(Ch 4) - Pixie Platter Parade; DEBUT Dec 27; Mon thru Fri, 9:30-10am PST.
Los Angeles Participations. Pkgr & Prod- Walter Richards. Hal Smith stars as
"Major Domo, leader of the Pixie Band and conductor of the Platter
Parade. He also sings and plays the piano. Live and puppet show for children with
visual gimmicks accompanying the music portions of the show.

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: Screen Gems, Inc., will produce
The Damon Runyon Theatre for
sponsorship by Anheuser-Busch,
with airing to begin April 15, 1955. The pack-
age is owned by Normandie Productions, thru Wil-
liam Morris Agency. The series will be based on
short stories written by Runyon. Screen Gems
will syndicate the series in markets not used by
Anheuser-Busch for its Budweiser Beer.....
Mona Kent will write a daytime film series for
Jamaican Film Centre, Ltd., new British West
Indies-American film production organization
set up to build studios and produce films in
Kingston, Jamaica, as well as on location in EWI.
The new BWI group is jointly financed and owned
by Industrial Development Corp, a Jamaican corp-
oration, and three Americans, Martin Jones, Henry
Olmsted and Gordon Knox. The latter three are
associated in Princeton Film Center and jointly
or individually in other TV and film enterprises.

NEWS & COMMENT: The Blow Co., Inc., is now
Blow-Beirn-Toigo, Inc., as
of the new year.....
General Artists Corp has been named exclusive
booking agent for Crosley Broadcasting Corp's
roster of country and western talent, now number-
ing more than 50 performers. The Crosley group
handling the talent is actually WLW Promotion,
Inc., with most of the performers rotating on
WLW's Midwestern Hayride and other WLW shows....
...NBC signed a six-year contract on Dec 30 for
rights to broadcast by TV and radio both the
Motion Picture Academy Awards and the prior Aca-
demy Nominations.....The DuMont net's re-
alignment of programming has cut all net sustain-
ers from the schedule, except Sunday's public
affairs and educational programs. NY local sus-
tainers also get the ax, with some local shows
switching time slots to strengthen the mid-even-
ing schedule.

Most of the shows on December 31, January 1, 2 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, January 7. 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 DECEMBER 31
 ~~~~~

RED BUTTONS NBC 8pm Doris Dowling, Joe Silver, Bernie Herne, Werner Klemperer, Tom Mahoney, Judy Sinclair, Allan Walker, DeMarco Sisters (S)

MAMA (Peggy Wood) CBS 8pm Katrin's Office Romance - (O) by Gail Ingram; with regulars Nelson Olmsted, Yale Wexler, Joan Croyden, Vicki Vola; (SD)

Topper(Jeffreys) CBS 8:30 Topper's Happy New Year - with regulars; (SW & SD)

THE STRANGER (Robert Carroll) DuM 9pm Thrill Killers - (O) by James Blumgarten; with Logan Ramsey, Martin Newman, Dolores Sutton, Treva Frazee, Wallace Rooney, Peggy Maurer, Vince O'Brien; (SD)

The Vise (Randell) ABC 9:30 The Gambler - with Thea Gregory, Martin Benson, John Witty

SATURDAY JANUARY 1  
 ~~~~~

ON THE CAROUSEL WCBS 9am The Snow Maiden - film with Salzburg Marionettes

FUNNY BONERS WRCA-TV 11am J. Fred Muggs (chimp)

IMOGENE COCA NBC 9pm Bibi Osterwald, Paul Lynde, Jack Norton, Bill Dana; (SW & SD); Choreog by Boris Runanin

JIMMY DURANTE NBC 9:30 George Raft, Honey Brothers (D), Durante regulars (FROM H'WOOD)

STORK CLUB ABC 10pm Edith Adams (S); add: Charles Coburn, Gene Nelson (D), Robert Maxwell (M)

SUNDAY JANUARY 2
 ~~~~~

LAMP UNTO MY FEET CBS 10am The World of Mrs. Carey - (C) by Clair Roskam; with Estelle Winwood, J. Pat O'Malley, Peter Breck; (SD)

LOOK UP AND LIVE CBS 10:30 Ethel Waters (S)

AMERICAN INVENTORY NBC 2pm The 13 Million - (O) by Jim & Elizabeth Hart; with Luis Van Rooten, Vera Allen, William A. Lee, Vivian Farrar, House Jameson, Floyd Buckley, Jean Darling, Lynn Gibbs, Jane Murray; Dir by Ed King

JUVENILE JURY NBC 4pm regulars & Fred Allen (C & author)

OMNIBUS CBS 5pm The Trial of G. B. Shaw's "St. Joan" - with Kim Hunter, Torin Thatcher, Everett Sloane, Robert Flemyng, Jonathan Harris, Michael Higgins, Romney Brent, Frederick Rolfe, Jay Barney; Dir by Elliott Silverstein; Talk on Architecture by Eliot Noyes

HALLMARK HALL OF FAME NBC 5pm William Tell - (O) by John Murray, (A) by Nelson Gidding; with cast to be announced; (SD, FROM HOLLYWOOD)

MAX LIEBMAN SPECTACULAR NBC 7:30 (COLOR) Good Times - (SW) by William Friedberg, Fred Saily, Neal Simon, Will Glickman, William Jacobson; with Judy Holliday, Steve Allen, Dick Shawn (C), Bambi Linn & Rod Alexander (D), The Ritz Brothers (C); add: William Le Massena, Don Driver, Robert Gallagher, Keith Textor (S); (SD)

LIPE BEGINS AT 80 DuM 9:30 Jimmy Nelson (Ventriloquist) & regulars

IGOR CASSINI WRCA-TV 11:20 Nancy Kelly, John Carradine, Leonard Sillman (producer), Salvador Dali (artist)

MONDAY JANUARY 3  
 ~~~~~

Shlock Holmes WRCA-TV 7pm The Case of the Shoeless Engineer - (O) by Lou Morheim; with regulars & David Oxley, Richard Warner, June Elliott, Georges Hubert, Philippe Kellerson; (SD)

SOLDIER PARADE ABC 8pm Gisele MacKenzie subs as MC for Arlene Francis (SEEN ON WABC 1/8 8-8:30pm)

MONDAY JANUARY 3 (Cont'd)

CAESAR'S HOUR	NBC 8pm	regulars only
ARTHUR GODFREY'S	CBS 8:30	Herman Felayo (S), Gloria Allyn (S), Williams College "Spring Street Stompers" (M)
MENT SCOUTS	ABC 8:30	George London (S)
ICE FIRESTONE		
he	NBC 9pm	<u>Boy in the Storm</u> - with Dennis Hopper; (SW & SD)
December Bride	CBS 9:30	<u>Lily Wants to Pay Her Way</u> - with regulars & Paul Harvey, Irene Tedrow, Kathryn Card, Eddie Garr, Dick Joy; (SW & SD)
Spring Byington)		
ROBERT MONTGOMERY	NBC 9:30	<u>Death and the Sky Above</u> - (O) by Andrew Garve, (A) by Alvin Sapinsley; with Nancy Guild, Jeffrey Lynn, Staats Cottsworth, Gale Page, Hal Hackatt, Steve Holland, Florence Anglin, Ward Costello, Bob Wark; (SD)
STUDIO ONE	CBS 10pm	<u>The Missing Men</u> - (O) by Walter Grove, (A) by Marc Brandell; with Gene Nelson, Edward Andrews, Norman Crane, George Mitchell, Philip Coolidge, Don Gordon, William Forrester, Jack Klugman, George Macready, Joseph Leberman, Olive Reeves-Smith; (SD)
Big Town	WRCA-TV 10:30	regulars & Taylor Holmes, Lillian Powell, Burt Mustin, Morris Ankrum, Michael Granger, Stanley Adams, John Gallaudet; (SW,D)
Mark Stevens)		

TUESDAY JANUARY 4

ella Raines	WRCA-TV 7pm	<u>Johnson Case</u> - (O) by James Cavanagh; with Everett Sloane, Janet Ward, Leonore Lonergan; (SD, REPEAT)
Navalade of America	ABC 7:30	<u>The Marine Who Was 200 Years Old</u> - with Ward Bond, Gregg Palmer, John Cliff, Bing Russell, John McGovern; (SD)
TUMS PRESENTS A 1955 VARIETY SHOW	NBC 8pm	Larry Storch (C), Teresa Brewer (S), Senor Wences (ventriloquist), Chordettes (S), the Four Step Brothers (D); (O) by Bill Gammie; Prod by Hudson Faussett; Dir by Grey Lockwood
The Halls of Ivy	CBS 8:30	regulars & Charles Smith, Tom Powers; (SW & SD)
Studio 57	DuM 8:30	<u>Bewildered Bride</u> - (O) by Fenton W. Earnshaw; with Mala Powers Gene Reynolds; Dir by John English
Fires Theater	NBC 9pm	<u>The Indiscreet Mrs. Jarvis</u> - (O) by Anne Homer Warner, (A) by Thelma Robinson; with George Brent, Angela Lansbury, William Lundigan, Martha Vickers, Ann Doran, Jill Jarmyn; (SD)
(G. Raymond)		
Inner Sanctum	WOR-TV 9pm	<u>The Third Fate</u> - (SW) by Milton Geiger; with Louisa Horton, Donald Woods, Carl Frank, Jim Dolan; (SD)
Danny Thomas	ABC 9pm	regulars & Jesse White, Irene Ryan; (SW & SD)
NEW RED SKELTON SHOW	CBS 9:30	George Raft; (SW) by Paul West, Jay Sommers, Lou Meltzer (SU, HD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>Save Me from Treason</u> - (O) by Rod Serling; with Ed Begley, Mildred Dunnock, Bill Daniels, Frank Aletter, Sidney Pollack, Frank Grosso, Steve McQueen, Royal Beal, Harry Mehaffey; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	by William Corrigan <u>The Thief</u> - (O) by Henri Bernstein, (A) by Arthur Arent; with Diana Lynn, Paul Lukas, Mary Astor, Patric Knowles, James Deane Nehemiah Persoff; Dir by Vincent Donehue
DANGER	CBS 10pm	<u>Precinct Girl</u> - (O) by James P. Cavanagh; with Peggy Ann Garner, Gene Saks, John Shay, Beatrice Pons, Frank Campanella, Irving Winters, Bert Berger, James Dolan, Myrtle Hebbard, Walter Mathews, John McDonald, Denise Morris, George Hoxie; (SD)
It's A Great Life	NBC 10:30	<u>Surprise Party</u> - with regulars & Gladys Hurlbut, Maudie Prickett, Joe Kearns, Irene Tedrow, Helen Van Camp, Lillian Culver, Gail Bonney, Margaret Bert; (SW & SD)
(O'Shea, Dunn, Bishop)		

WEDNESDAY JANUARY 5

Norby	NBC 7pm	<u>The Promotion</u> - (SW) by David Swift, Harvey Orkin, Jimmy Lee, David Rayfiel, George Kirgo; with regulars; Wayne, Carol Veazie
(David Wayne)	(COLOR)	Joan Lorring, Ralph Dunn, Lamont Johnson, Evan Elliot, Susan Hallaran, Janice Mars, Roland Wood; & P. J. Kelly, Billy Clark
Disneyland	ABC 7:30	<u>Treasure Island</u> - Part I - with Bobby Driscoll, Robert Newton
I Mar	NBC 8pm	(O) by Jesse Goldstein, Phil Sharp, Hugh Wedlock, Howard Snyder; with regulars & Sally Kelly, Wally Brown; (SD) by Ezra Stone
Joan		
(Joan Davis)		
New Stu Erwin Show	ABC 8:30	<u>The Uninvited Guest</u> - (O) by Kenneth T. Earl; with regulars & Harry Hayden, Lela Bliss; (SD)
(June Collyer)		
KRAFT TELEVISION THEATRE	NBC 9pm	<u>One Hill, One River</u> - (O) by Robert E. Carson; with Conrad Janis Wright King, Lee Remick, Crahan Denton, Joey Fallon; (SD)

Adolphe Menjou's WOR-TV 9:30
Favorite Story

The Empty Holster - (O) by Stephen Crane, (A)-(SW); with Clark Howat, Robert Wilke, Ann Leslie, William Fedder, Dan White, Bennie Bartlett, Hank Patterson; (SD)

En Intrigue WABC-TV 9:30
(ald Mohr)

F. I. in Appointment at 5 - (O) by Gene Levitt; cast to be announced; (SD)

THE BEST OF BROADWAY CBS 10pm
 (COLOR)

Arsenic and Old Lace - (O) by Joseph Kesselring, TV (A) by Howard Lindsay & Russel Crouse; with Helen Hayes, Billie Burke, Boris Karloff, Peter Lorre, Orson Bean, Edward Everett Horton, John Alexander, Bruce Gordon, Pat Ereslin, Allan Tower, King Calder, Richard Bishop; Dir by Herbert Swope, Jr.

Douglas Fairbanks WRCA-TV 10:30

Pattern for Glory - with cast & credits to be announced

THURSDAY JANUARY 6
 ~~~~~

Ray Milland CBS 8pm  
(Phyllis Avory)

(O) by Nathaniel Curtis; with regulars & Tom Dillon, Clancy Cooper, Louise Lorimer; (SD)

CLIMAX! CBS 8:30  
(William Lundigan)

The Bigger They Come - (O) by Erle Stanley Gardner, (A) by Morton Fine & David Friedkin; with Art Carney, Jean Porter, Gilbert Frye, Beverly Tyler, Jonathan Hale, Don Megowan, Mary Beth Hughes; (SD) by William H. Brown, Jr. (FROM HOLLYWOOD)

JUSTICE NBC 8:30  
(Gary Merrill)

Cry Wolf - (O) by George Bellak; with Martin Brooks, Hildy Parks, Robert Harris, Wesley Lau, Anna Minot, Harry Davis; (SD)

Treasury Men in ABC 8:30  
Action (Walter Greaza)

The Case of the Careless Murder - (O) by Robert Sloane; with Carolyn Jones, Claude Akins, Strother Martin; Dir by Leigh Jason

SO YOU WANT TO LEAD-BAND ABC 9pm

Jill Corey (S)

Four Star playhouse CBS 9:30

A Bag of Oranges - (O) by Willard Wiener & Herbert A. Spiro; with Ida Lupino, Walter Coy, Herb Vigran, Alexander Campbell, Ray Walker; (SD) by Roy Kellino

Theatre NBC 9:30

Magic Formula - (O) by Marianne Mosner, Alyce Wade, (A) by Mosner; with Claudette Colbert, Patric Knowles; Dir by Michael Kraike

KRAFT TELEVISION ABC 9:30  
 THEATRE

A Bit O' Love - (O) by John Galsworthy, (A)-(SW); with Harry Townes, Margaret Phillips, Katherine Hynes, Pat Nye, John Shellie, Stuart MacIntosh, Liam Gannon, Dan Morgan, Carroll O'Connor, Gerry Mathews, Aina Niemela, Brooke Seawall, Denise Alexander; Prod & Dir by George Roy Hill

Public Defender CBS 10pm  
(Reed Hadley)

Another World - (O) by Lee Loeb; with Jan Merlin, Gladys Holland, Tony Christian, Douglas Kennedy, John Wengraf, William Yetter; (SD)

LUX VIDEO THEATRE NBC 10pm

Sunset Boulevard - (O) by Charles Brackett & Billy Wilder, TV (A) by Richard McDonagh; with Miriam Hopkins, James Daly, Nancy Gates; (SD, FROM HOLLYWOOD)

FRIDAY JANUARY 7  
 ~~~~~

Adventures of Rintintin ABC 7:30pm

Blood Brothers - with regulars; (SW & SD)

Topper CBS 8:30
(Anne Jeffreys)

Topper's Deception - (O) by Robert Riley Crutcher; with regulars & Britt Wood, William Pullen, Jule Benedic; (SD)

New Ray Bolger Show ABC 8:30
(Richard Erdman)

Seeing Double - (O) by Maurice Richlin, Fred Fox, Stanley Shapiro; with regulars & Louis Mason, Anne O'Neal, Don McArt, Sue Casey, Dick Elliott, Dorothy Lloyd; (SD)

Schlitz Playhouse CBS 9pm

The Cool One - (O) by Frank O'Rourke, (A) by George Bruce; with Stephen McNally, Hildy Parks, Paul Langton, John Banner, Tom London, Herbert Hayes, Phil Tead, Paul Birch; Dir by William Claxton

STRANGER DuM 9pm
(Robert Carroll)

Man on the Beach - (O) by John Gay; with Walter Brooke, Betty Miller, Harold Stone; (SD)

THE BIG STORY NBC 9pm
(Norman Rose)

Robert Court, Boston Herald-American - (O) by Allan Sloane; with Frank Marth, Noel Leslie, Robert Simon, Fred Herrick, Billy M. Greene, Michael Sage, Gene Anton, Jr.; (SD)

The Vise ABC 9:30

Our Miss Brooks CBS 9:30

Lineup
Arner Anderson) CBS 10pm

The Count of Twelve - with John Longdon, G. Green, Genine Graham, Jill Adams, Enid Lorimer, William Greene

regulars & Paula Winslowe, Marjorie Bennett; (SW & SD)

The Wildcat Case - (O) by Devallon Scott; with regulars & Glenn Roberts, Lynn Thomas, William J. White, Charles Evans, Lane Bradford, William Boyette, Richard Shackleton, Bill Kennedy; Dir by Thomas Carr

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 31 THRU FRIDAY JANUARY 7

MORNING SHOW CBS 7am

M thru F - Johnny Carson subs for vacationing Jack Paar thru 1/14

GEORGE SKINNER WCBS 9am

W - Zippy the Chimp; F - Ruth Manecke (animals)

GARRY MOORE CBS 10am

Thu - Lee Goodman; F - A. Robins (panto), "Wild Bill" Davison & Cutty Cutshall (M)

THE WAY OF THE WORLD NBC 10:30
(Gloria Louis)

M thru F (thru 1/14) - In Defense of Eve Peterson - (O) by Harry Junkin; with Claudia Morgan, Philip Reed, Rhoden Street-er, Ethel Everett, Leora Thatcher, Sydney Smith, Milo Boulton, Jack Arthur; Dir by Frederic Carr; Prod by Therese Lewis (PREM)

HOLLYWOOD TODAY NBC 10:45

M - William Holden, Jan Sterling (FROM HOLLYWOOD, PREMIERE)

CLAIRE MANN WABD 1:30

M thru F - Virginia Graham subs for vacationing Claire Mann

BOB CROSBY CBS 3:30

M thru F - Jack Narz replaces Steve Dunne as regular anncr (HD)

THE WORLD OF MR. SWEENEY (Charlie Ruggles) NBC 4:30

regulars &: M - Ruth Hammond; Tu - Harrison Dowd, Beulah Garrick, Fred Herrick; Thu - Francine Owen, Jim Holden; F - Charles Cooper, Nicholas Saunders

MODERN ROMANCES (Martha Scott) NBC 4:45

The Hunted - (O) by Joe Bates Smith; with Sandra Deel, Loretta Daye, Robert Webber, Lin McCarthy, Jay Barney; (SD)

RAIN OR SHINE WCBS 6:55

M thru F - George Skinner subs for Carol Reed (on maternity leave)

SATURDAY JANUARY 8

Captain Midnight (Richard Webb) CBS 11am

Top Secret Weapon - (O) by Wells Root; with regulars & Aurelio Galli, Jack George, Greta Granstedt, Gregory Gay, Aaron Saxon

The Range Rider (Jack Mahoney & Dick Jones) WRCA-TV 6:30

Romeo Goes West - (O) by Dwight Cummins; with regulars & Francis McDonald, Gregg Barton, Earle Hodgins, George J. Lewis, Eilene Janssen, Mickey Little; (SD) by Wallace Fox

The Man Behind the Badge (Charles Bickford) WCBS-TV 6:30

The Case of the Hot Stock - (O) by David Harmon; with Don Murphy, Ellen Corby, Rhys Williams, Dan W. White, Sam Flint, John Halloran, Muriel Mansell; Prod by Jerome Robinson, Dir by Paul Landres (PREMIERE OF FILM SERIES)

Rheingold Theatre Pre-sents Henry Fonda WRCA-TV 7pm

Dark Stranger - (O) by Betty Ulius, (A) by Ulius & Joel Murcott with Edmond O'Brien, Joanne Woodward, Evelyn Ankers, Dan Tobin (PREMIERE)

SWIFT'S SHOW WAGON WITH HORACE HEIDT NBC 7:30

Art Carney, Frankie Carle (M), Frank Devol (M), Alvino Rey (M), the King Sisters (S) (FROM HOLLYWOOD, PREMIERE)

STAGE SHOW (Dorsey Brothers) CBS 8pm

Johnnie Ray (S), Patti Page (S), Henny Youngman (C), Larry Griswold (C), Francis Brunn (juggler), Wazzan Troupe (acro)

Donald O'Connor NBC 9:30

Mitzi Gaynor (D); (SW & SD)

MY FAVORITE HUSBAND (Caulfield & Nelson) CBS 9:30 (COLOR)

regulars including Aline Towne, Rodney Bell; (O) by Nate Monaster & Arthur Alsberg; (SD, FROM HOLLYWOOD)

Willy (June Havoc) CBS 10:30

Willy and L'Affaire Paul Revere - with regulars & Kathryn Card, Cheerio Meredith, Maudie Prickett, Lucien Littlefield, Maurice Marsac, Helen Morningstar, Alice Wellman; (SD)

SUNDAY JANUARY 8

INCEPION '55 NBC 3:30

Enjoyment of Poetry - with Robert Frost (poet), Mildred Dunnock

OMNIBUS CBS 5pm

The Adams Family - Part I, John - interpreted by Allan Nevins, with actual writings of period, cast to be announced; Profile of World's Largest Terminal (Remote from Grand Central), Skin Diving - film

SUNDAY JANUARY 9 (Cont'd)

Bob Rogers NBC 6:30
(& D' Evans)

Outcasts of Paradise Valley - (O) by M. M. Raison; with regulars & Reyford Barnes, Alan Wells, Forrest Taylor, Margaret Bert, Harry Harvey, Jack O'Shea; Dir by Donald McDougall

JOE CAMEOS DuM 7:30
(Giovanni Martinelli)

Excerpts from Madama Butterfly - opera by Puccini; with Kira Baclanova, Jon Crain, Margaret Roggero, George Cehanovsky, Rose Marrone; (SD)

Jack Benny CBS 7:30

Rochester, Don Wilson, The Sportsmen Quartet (S), Mel Blanc, Benny Rubin; (SW & SD)

Pepsi-Cola Playhouse ABC 7:30
(Polly Bergen)

The Golden Flower - (O) by A. T. Jowitt, (A) by Richard Collins; with Eve McVeagh, Hayden Rorke, Vera Miles; Dir by John English

TOAST OF THE TOWN CBS 8pm
(Ed Sullivan)

Ice Follies of 1955 with Marie Crimmins, Richard Dwyer, Mr. Frick, Kermond Brothers; Guy Mitchell (S), Jose Greco & troupe of Spanish dancers, USO Hollywood Unit with Forrest Tucker & 17 entertainers; Trio Gypsies (D), Grace Kelly, James Michener (author), scenes from Bridges of Toko-Ri

Colgate Comedy Hour NBC 8pm

Bob Hope (C), William Holden, Margaret Whiting (S), Jerry Colonna (C), Brenda Marshall, Hedda Hopper, Robert Strauss, Anita Ekberg (Miss Universe); Exec Prod - Jack Hope; Dir by Jim Jordan, Jr. (Filmed by Signal Corps photographers in Greenland & Labrador)

PHILCO TELEVISION PLAYHOUSE NBC 9pm

Walk into the Night - (O) by Edmund Morris; with Walter Matthau, Neva Patterson, Ford Rainey, William Hansen, Virginia Kaye, Don Keefer, Frank Overton, Robert Lieb, Jim Boles; (SD) by Jeff Hayden

Your Favorite Playhouse CBS 9:30

The Crackdown - (O) by Douglas Hayes; with Alan Reed; Prod by David Hire; Asst Prod - Sidney Smith; Dir by E. A. Dupont

Father Knows Best CBS 10pm
(Archie Young)

A Friend of Old George's - (O) by Paul West, Rosewell Rogers, (A) by Dorothy Cooper; with regulars & Parley Baer; (SD)

Loretta Young NBC 10pm

The Flood - (O) by John Meredyth Lucas, (A) by Lucas & Lowell Hawley; with William Campbell, Peggy Converse, Lewis Martin

NEW YORK TALENT AVAILABILITIES

EUGENIE LEONTOVICH - heralded for performance in Anastasia, new hit play at the Lyceum - PRESS: Bill Doll, WI 7-2386

CESARE SIEPI - heads cast of La Sonnambula to be presented by American Opera Society at Town Hall on Jan. 25 - MGT: Herbert Barrett, CO 5-0450

JOSE GRECO - dynamic Spanish dancer currently appearing with his troupe at the Waldorf-Astoria - AGT: William Morris, JU 6-5100

THINK A DRINK HOFFMAN - fluid magician - AGT: Lew & Leslie Grade, JU 6-4190

HUGH REILLY - featured opposite Tallulah Bankhead in Dear Charles, also host of new TV Readers Digest series - PRESS: R. S. Maney, CI 7-4646

ELAINE STRITCH - panelist on Pantomime Quiz - AGT: Gloria Safier, MU 8-3950

BUD & CECE ROBINSON - dance team featured on CBS' New Year's Eve show - AGT: MCA, PL 9-7500

ESTELLE WINWOOD - in Lamp Unto My Feet on Jan. 2 - AGT: Roberts-Marshall, CI 5-8705

PRARI BAILEY - star of new musical House of Flowers - PRESS: Dorothy Ross, PL 7-0640

FRANK MARTH - lead in last week's Big Story - AGT: Briscoe & Goldsmith, MU 2-6244

HERB JEFFRIES - arrived NY Dec. 29 for 1 month - AGT: Dick Alen, Shaw Artists, MU 8-2230

LICIA ALBANESE - popular favorite on Met opera - AGT: Columbia Artists, CI 7-6900

BUNNY LEWBEL - young TV performer (parts 10-13 years) - AGT: Grace Lyons, JU 6-8330

MARGARET ROGGERO - alternate lead in The Saint of Bleeker Street - MGT: Columbia Artists, CI 7-6900

LIS ELLA CASA - soprano soloist with Concert Society of NY at Town Hall on Jan. 23 - MGT: Henry Colbert, JU 6-2910

LOIS WHEELER - featured in The Troublemakers - play by TV writer George Bellak at the President Theatre - PRESS: Merle Debuskey, CI 6-4434