

INCLUDING THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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UNIVERSITY OF HOUSTON

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NEEKLY REPORT

FEB 28-MAR 6, 1955

NUMBER 9

Jerry Leichter

Marjorie Oxley

Alvin Sullum

VOLUME 7

EDITOR:

BUS MGR:

ASSOC ED:

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

None scheduled - all nets.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Who Said That? (Wed, 9:30-10pm EST) June Lockhart added as regular panelist, effective Feb 23.

Horizons (Sun, 9:15-9:30pm EST) Last show, March 6.

Pantomime Quiz (Sun, 9:30-10pm EST) Last show, March 6.

- Life With Father, ON FILM (Tue, 8-8:30pm EST) Current production credits for the all-film series: Prod- Fletcher Markle; Assoc Prod- Vincent McConnor; Dir-Peter Tewksbury; Writer- Whitfield Cook; Superv- Bretaigne Windust; Editorial Advisors - Katharine B. Day, Howard Lindsay, Russel Crouse; Sets - Robert Tyler Lee & Lewis Creber, Music - Lud Gluskin, David Raksin (cq). Physical production is by McCadden Corp at General Service Studio, Hollywood. The first filmed show in the series went on the air Nov 9, 1954, and after that others were inserted in the program schedule at increasing intervals.
- DuM- What's the Story (Wed, 10-10:30pm EST) New day and time, effective Feb 23. The program was previously seen Thu, 9-9:30pm EST.

One Minute, Please (Thu, 9:30-10pm EST) Last show, Feb 17.

IBC- Houdy Doody (Mon thru Fri, 5:30-6pm EST) Current production credits, effective with the purchase of Kagran Corp by NBC: Pkgr- NBC; Prod- Roger Muir; Alt Dirs-Bob Hultgren & Jack Petry; Asst Dir- Robert Hopkins; Music Dir- Doc Whipple; Sets- Elmer Tag; Costumes- Edith Gilfont; Assoc Prod- Robert Rippen; Script Ed-Howard Davis (at NEC); Writers - Various.

Producer's Showcase (Each 4th Monday, 8-9:30pm EST) Oliver Flanders, now officially script editor, at NBC(NY). Frogram is now widening its scope for material and is open for adaptations of novels and originals.

Mr. Wizard (Sat, 12noon-12:30pm EST) New time, effective Feb 26, moving from 7-7:30pm EST. - Page 23 -NET CHANGES

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e includes: Unlimited telephone and mail information service, except research: weakly reports on current television production, programming; movements: annual industry directories: nariodic reports on special aspects of televisions and The Televisions and

NEW NETWORK SPONSORSHIPS

CORN PRODUCTS REFINING CO (Mazola) thru C. L. Miller Co(NY) will sponsor the Wednesley. 10:30-10:45am segment of Arthur Godfrey Time, over CBS-TV, effective Feb 23. The mpany will also sponsor the 2-2:15pm segment of the <u>Robert Q. Lewis Show</u>, Wedus, effective the same day.

PROCTER & GAMBLE CO (Gleem) thru Compton Advertising, Inc(NY) will become a participating sponsor of the Jackie Gleason Show (Sat, 8-9pm EST) over CES-TV, effective April 2, for 26 weeks. P & G replaces W. A. Sheaffer Fen Co, which terminates its aponsorship on March 26. Schick, Inc., and the Nestle Co., continue as sponsors.

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LOCAL STATION ACTIVITY

IABC-TV(Ch 7)- New daytime schedule, effective Feb 28, Mon thru Fri: 8-9am - Tink-
er's Work Shop; 9-9:55am - John Henry Faulk Show; 9:55-10am - News-

<u>cope</u>, with George Hamilton Combs; 10-10:30am - <u>Road of Romance</u> (reruns of Schlitz Playhouse and Ford Theatre); 10:30-11am - <u>Drama of Life</u> (dramatic 'ilms); 11am-12noon - <u>Romper Room</u>; 12noon-12:30pm - <u>Time for Fun</u>; 12:30-3pm - <u>Enter-</u> tainment; 3-3:30pm - <u>Romantic Interludes</u> (films); 3:30-4pm - <u>Joe Franklin's Memory</u> <u>ane</u>; 4-5:15pm - <u>Hopalong Cassidy</u> films; 5:15-6pm - <u>Tales of the Traveler</u> (Western 'ilms). See Following listings for new programs in the schedule.

<u>ABC-TV</u> - John Henry Faulk Show; DEBUT Feb 28; Mon thru Fri, 9-9:55am EST. Participations. Pkgr- Gross-Baer Productions(NY); Prod- Arnold Pey-Mer; Prod Asst- Betty Binder; Dir- Roger Shope. John Henry Faulk is m.c. and story eller, with stories from American folk lore, for children; with songs by Jeannie Johnson. Program will include serialization of cowboy movies; also audience particiactivities.

<u>ABC-TV</u> - <u>Romper Room</u>; LOCAL DEBUT Feb 28; Mon thru Fri, llam-l2noon EST. Sponsor- Whelan Drug Stores Co thru Product Advertising Corp(NY). 'kgr- Bert Klaster Productions(Baltimore); Prod- Bert Klaster; Dir- Roger Shope(ABC). liss Gloria Flood takes groups of six children from 4 to 6 years old every two weeks nd goes thru a cycle of teaching them to sing, play and grow together. The set simlates an average small child's playroom. "Miss Gloria" has been a school teacher.

<u>ABC-TV</u> - Entertainment; DEBUT Feb 28; Mon thru Fri, 12:30-3pm EST. Participations. Pkgr- WABC-TV; Exec Prod- Ardien Rodner; Prod- Bob Claver; asoc Prod- F. F. Lamont, Jr.; Co-Dirs- Alan Pottasch & Lee Davis; Music Dir- Ray Mcinley; Music Arrangements- Deane Kincaide; Sets- Norman Davidson & Norman E. Rock; riters- Allan Manings & Gene Wood; Cast- Bob Claver (at ABC Little Theatre). Variety rogram, with Tom Poston as m.c., vocalists Marion Colby and Bob Carroll, backed by ay McKinley and a 12-piece orchestra with special jazz units. The program will also sature variety acts each day. Carroll will be co-m.c. and he and Miss Colby will be eatured in dance and production numbers.

<u>H-TV(Ch 9)</u> - <u>Let's Cook</u>; DEBUT Feb 26; Sat, 10-10:30am CST. Participations. Production info not available. Mrs. Alma Lach, author of "A Child's First Cook Book," teaches children how to cook, explaining kitchen puipment, methods of preparing food and recipes that children can make themselves.

<u>TV(ch 11)</u> - <u>A Home to Live In;</u> DEBUT Feb 20; Sun, 1:302pm PST. Sponsor- Better Building Institute, Inc. Frod- David S. Ballou; Dir- Dave Harvey (KTTV). Program presents tips on all phases of building, from buyig lots to incidental hardware purchases. The Research House of 1955, now under conruction will be featured in filmed progress reports. A panel of experts from all ilding fields will offer construction suggestions and answer viewers' questions.

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LOCAL STATION ACTIVITY

TALENT SHOWSHEET FEBRUARY 28-MARCH 6, 1955

Most of the shows on February 25, 26, 27 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 t⁺ listing for Friday, March 4. Script identifications used are: (0) original, (A) adaptation, staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), c (C), musician (M). Actors who appear regularly are listed in caps in the left column; med shows are in upper and lower case letters, underlined.

		FRIDAY FEBRUARY 25 nunmanananananananananananananananananan
MAMA (Peggy Wood)	CBS 8pm	<u>Mama and the Greedy Fingers</u> - (O) by Palmer Thompson; with regulars & Robert Byrne, Gage Clarke; (SD)
RED BUTTONS (Phyllis Kirk)	NBC 8pm	regulars & Marian Brash, Edith King, Allan Walker, Milton Frome, Olive Stacey; (SW & SD)
CHANCE OF A LIFETIME	DuM 10pm	Danny Scholl (S)
		SATURDAY FEBRUARY 26
ON THE CAROUSEL	WCBS 9am	Alice Through the Looking Glass - ballet by Jane Mason group
TOM CORBETT	NBC 11:30	(0) by Richard Jessup; with regulars & Een Store; (SM & SD)
<u>Man Behind the Badge</u> (Charles Bickford)	WCBS-TV 6:30	The Case of the Pot of Gold - (0) by Alvin Boretz; with Doug- las Dick, Ted De Corsia, Joanne David, Peter Brocco, Don Ken- nedy, Byron Foulger; (SD)
Rheingold Theatre	WRCA-TV 7pm	Total Recall - no credits available at press time
STORK CLUB (Sherman Billingsley	ABC lOpm)	Edith Adams (S), Oliver Wakefield (C), Jose Melis (M), Jack Whiting (S&D)
<u>Willy</u> (June Havoc)	CBS 10:30	<u>Willy Doubles in Brass</u> - with regulars & Lucien Littlefield, Aaron Spelling, Sterling Holloway, Jesse Kirkpatrick; (SM,D)
		SUNDAY FEBRUARY 27 Eunineuninanananananan
LAMP UNTO BY FEET (Dr. Lyman Bryson)	CBS 10am	<u>Just Fennies</u> - (0) by James J. Fleming; with Bill Tabbert, Hildy Parks, Judy Sanford; (SD)
LOOK UP AND LIVE CHILDREN ¹ S HOUR CAMERA THREE (Jomes Macandrew)	CBS 10:30am WRCA-TV 10:30ar WCBS 11:50am	Hannah Zamir (S), the Quartet (S) <u>Hargaret Truman (S)</u> (FROM PHILA) <u>The Tell-Tale Heart</u> - (O) by Edgar Allan Poe; read by Mich- tel Kane; (SD)
AMERICAN INVENTORY	NBC 2pm	Drop-Cut - (0) by Sidney Ellis; with Robert Emhardt, David Anuerson, James Broderick, Peggy Lobbin, Joseph Boland, Gene Leonard; (SD)
OMNIBUS (Alistair Coole)	CBS 5pm	<u>Charles Francis Adams</u> - Part III in Adams Family Biographies With Shepperd Strudwick, Douglas Watson, Jonathan Harris, No- el Ieslie, William Windom; <u>Command Post</u> - radar feature; <u>The Brain</u> - (C) by John Pfeiffer
HALLMARK HALL OF FAME	NBC 5pm	The Talking Wire - (0) by Harold Callen, (A) by George Bruce; with Peter Hanson, Claudia Barrett, Ian Keith; (SD, FROM H'D)
		Robert Merrill (S), Steve Allen, Jayne Meadows, Martha Scott
MAX LIEEMAN SPECTACULAR	NBC 7:30	Andre Kostelanetz (M) BLZ Time - with Milton Eerle (C), Martha Raye (C), Ray Bolger (D); add: Bambi Linn & Rod Alexander (D), Fred Clark, Brenda
Father Knews Eest (Robert Young)	CES 10pm	Forbes, Josh Mheeler (S) <u>Close Decision</u> - (O) by Roswell Rogers; with regulars & Robert Lynn, Gary Pagett, Diane Christian; (SD)
Loretta Young Show		Tale of a Cayuse - (0) by F. R. Weir, (A) by John Meredyth Lu- cas; with Jock Mahoney, Jeff Merrow, Clarence Hennecke; Dir by Harry Keller
S MY LINE?	CBS 10:30	Reginald Gardiner subs for Bennett Cerf; regulars
IGOR CASSINI	WRCA-TV 11:20 (Caylord Hauser, Henry J. Taylor, Rita Dmitri (S)

TALENT SHOW SHEET (more)

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		MONDAY FEBRUARY 28
sherlock Holmes (Honald Howard)	WRCA-TV 7pm	The Case of the Careless Suffragette - (0) by Charles & Jo- ceph Early; with regulars & Dath Addams, Kenneth Richards, David Thomson, Margaret Russell, Rowland Bartrop, Cecil Brock, O'Brady, Prince Vittorio Massimo, Marc Behm; (SD)
.e With Elizabeth	WABD 7pm	regulars & Frank Del Vol; (SW & SD)
<u>TV Reader's Digest</u> (Hugh Reilly)	ABC 8pm	<u>A Matter of Life or Death</u> - (0) by Hedding Carter, (A) by Mortimer Braus; with Bobby Driscoll, Minor Watson, Jimmy Ogg, Erville Alderson, Frank Ferguson, Ella Ethridge, Paul Hoffman Mitch Kowal, Dick Cutting, Walter Baldwin, Selmer Jackson; (SD) by Christian Nyby
VOICE OF FIRESTONE	ABC 8:30	Themas L. Thomas (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	The Quarternotes (all S: Phyllis Adders, Virginia Clausen, Kaye Paulsen, Jewel King), Jules Eskin (M), Elzar Dyon Levis- ter (S)
<u>I Love Lucy</u> (Lucille Ball & Desi Arnaz)	CBS 9pm	regulars & Mrs. William Holden(Brenda Marshall), Mrs. Eean Martin, Mrs. Gordon MacRae, Mrs. Richard Carlson, Mrs. Van Heflin, Mrs. Forrest Tucker, Dcn Loper (ccuturier);(SW & SD)
<u>vedic</u>	NBC 9pm	Dr. Impossible - with Arthur Space; Dir by Worthington Miner
<u>Tecember Bride</u> (Spring Byington)	CBS 9:30	<u>Wedding Preparations</u> - (SW) by Parke Levy with Lou Derman & Joel Kane; with regulars & Regis Tocmey, Gladys Hurlbut;(SD)
ROBERT MONTGCMERY PRESENTS	NBC 9:30	It All Depends On You - (0) by David Walker (from Eat, Drink and <u>Be Merry</u>), (A) by Agnes Eckhardt; with Jackie Cooper, John Moore, Pat Remick, Lee Remick, Robert Loggia, Robert Weiss, William Johnstone, Betty Sinclair, Ed Peck, Geoffrey Horne, Svea Grunfeld, Bramwell Fletcher, Audra Lindley, Parker McCor- mick, Frank Overton; (SD)
STUDIO ONE	CBS 10pm	Denovan's Brain - (0) by Curt Siodmak, (A) by William Temple- ton; with Wendell Corey, E. G. Marshall, June Dayton, Don Hanmer, Lawrence Fletcher, John Reese, Fatsy Bruder, Charles Fenman, Stanja Lowe; Dir by William H. Brown, Jr.
Big Town (Mark Stevens)	WRCA-TV 10:30	regulars & George Wallace, Randy Stuart, Adele Mara, DeFor- rest Kelley, Dabbs Greer, Bill Baucom; (SW & SD)
		TUESDAY MARCH 1 mmmnunsammminunsamm
.Cavalcade of America	ABC 7:30	<u>Mhat Might Have Been</u> - with Ross Ford, Nancy Hale, Robert Barrat, Holen Wallace; (SD)
<u>Waterfront</u> (Preston Foster)	WABD 7:30	<u>Tension</u> - (O) by Arthur Hoerl; with regulars & Harry Lauter, Dian Fauntelle, Duncan Richardson, Jack Daly, Robert Osterloh, Louis Jean Heydt, Paul Bryar; (SD)
<u>Life With Father</u> (Leon Ames)	CBS 8pm	Father Boys a Horse - (SW) by Whitfield Cock; with regulars $\&$ Richard Deacon; Dir by Peter Tewksbury
BOB HOPE	NBC 8pm	David Niven, Vivian Blaine (S), Quintetto Allegro (FROM $H^{I}D$)
<u>Halls of Ivy</u> (Ronald Colman)	CES 8:30	<u>Faculty Follies</u> - Part 2 - with regulars & Jack Diamond, Paul Smith, Frank Jenks, Rex Evans; (SD)
<u>Studio 57</u>	Dum 8:30	Bitter Rival - (0) by Budd Lesser; with Margaret Field, Larry Dobkin, Ann Robinson, Don Haggerty; Dir by Herschel Daugherty
<u>Fireside Theater</u> (Gene Raymond)	NBC 9pm	<u>Return in Triumph</u> - (O) by Don Tracy, (A) by Cyril Humz; with George Brent, Gertrude Michael, Kathleen Crowley, Tyler Mac- Duff; (SD)
<u>Danny Thomas</u> (Jean Hagen)	ABC 9pm	Terry's Teen Are Birthday - (0) by Robert O'Brien & Irving Elinson; with regulars & Skip Torgeson, Fritz Feld, Earbara Festar, Phil Arnold, Lennie Bremen; (SD)
W RED SKELTON SHOW	CBS 9:30	Barbara Ruick (S), Hans Conried; (SW & SD, FROM HOLLYMOOD)
ARMSTRONG'S_CIRCLE THEATRE	NBC 9:30	Stay Away, Stranger - (0) by John Vlahos; with Harold Stone, Lola d'Annunzio, Nancy Marshall, John Boruff, Barbara Robbins, Robert Chapman; (SD) by Bill Corrigan
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		TUESDAY MARCH 1 (Cont [†] d)	
UNITED STATES STEEL HOUR	ABC 9:30	Man in the Corner - (0) by Ernest Fendrell; with Jack Carson, Ennest Truex, Harold Vermilyea, Fhyllis Hill, Eetty Garde, Cliff Norton, Don Keefer, Treva Frazee, P. Jay Sidney, Alan Arkin, Claire Kirby, Francisco Salvacion; (SD)	
GER	CBS 10pm	Journey With a Lady - (0) by Shirley Jackson, (A) by Halsted Welles; with Jo van Fleet, Pud Flanagan, Joseph Julian, Tom Gorman, Robert Goodier; (SD) by Tom Donovan	
<u>It's A Great Life</u> (Bishop,Dunn,O'Shea	NBC 10:30	<u>The Night Watchman</u> - with regulars & Morris Ankrum, Dennis King, Jr., George E. Stone, Jack Gargan, Estelle Etterre, Jack Shea, Jack Kruschen, Ross Elliott; (SD)	•
		WEDNESDAY MARCH 2 manufalannunanananan	Site:
<u>Disneyland</u> (Walt Disney)	ABC 7:30	<u>Fantasyland: From Aesop to Hans Christian Anderson</u> - (0) by Bill Feet; Music by Oliver Wallace; Dir by Clyde Geronimi	11922
I Married Joan	NBC 8pm	regulars & Gregg Martell, Sally Kelly; (SW & SD)	
<u>New Stu Erwin</u> (June Collyer)	ABC 8:30	The French Influence - (0) by Wanda Tuchock; with regulars & Lela Bliss, Harry Hayden, Naurice Marsac; Dir by Charles Bar- ton 1	
Ky Little Margie	NBC 8:30	The Las Vegas Story - with regulars & Richard Crane; (SW & SD)	
CHICAGO SYMPHONY	DuM 9pm	Fritz Reiner conducts (FROM CHICAGO)	
KRAFT TELEVISION THEATRE	NBC 9pm	Half the World a Bride - (0) by Eetty Jeffries; with George Voskovec, Carmen Matthews, Loretta Leversee, Jamie Smith, Phillip Abbott, Richard Davalos, Ralph Stantley, Leo Bayard, Humphrey Davis; (SD) by Dick Dunlap	
THE EEST OF BROADWAY	Y CBS 10pm (COLOR)	The Guardsman - (O) by Ferenc Molnar, (A) by Reginald Law- rence; with Claudette Colbert, Franchot Tone, Reginald Gardi- ner, Mary Boland, Grace Canfield, Margaret Hamilton; Dir by Paul Nickell	、 、
Eddie Cantor	WABC-TV 10:30	Bonita Granville, Allen Jenkins, Buddy Ebsen; (SW & SD)	* •. * * •
Douglas Fairbanks	WRCA-TV 10:30	Honeymoon Deferred - no credits available at press time	
		THURSDAY MARCH 3 mmnunmmnunmmnunmm	-
Guy Lombardo	WRCA-TV 7pm	Toni Arden (S)	» در در د د د
<u>Ray Milland</u> (Phyllis Avery)	CBS 8pm	(0) by Albert E. Lewin & Burt Styles; with regulars & Anne O'Neal, Johnson White, Ian Keith, Billy Newell, Carleton Young, Gil Rankin; (SD)	
Conrad Nagel Theatre	_ WABD 8pm	<u>The Three Strangers</u> - (0) by Geoffrey Chaucer, (A) by Tom Sterling; with Sebastian Cabot, Adam Genette, Michael Morel, John Stacey, Richard Garrick; (SD)	
CLIMAX (William Lundigan)	CBS 8:30	South of the Sun - (O) by Wade Miller, (A) by E. Jack Neuman; with Margaret O'Brien, Jeffrey Hunter, Edward Arnold, Natalie Schafer; Prod by Edgar Peterson; (SD) by John Frankenheimer(H'D)	2
JUSTICE (Gary Merrill)	NBC 8:30	Jail Break - (0) by Anne Howard Bailey; with Eert Freed, Bruce Bordon, Jeff Harris, Brandon Peters, Louise Platt, Leonard Wayland; (SD) by Robert Stevens	•
<u>Treasury Men in Acti</u> (Walter Greaza)	<u>.cn</u> ABC 8:30	The Case of the Little Big Shot - (0) by Leonard Heideman; With Stanley Clements, Ellene Janssen, Robert Griffin, Robert Carson, Tony Barrett; (SD) by Will Jason	
<u>Dragnet</u> (J. Webb)	NEC 9pm	regulars & Walter Sande, Douglas Kennedy, Jack Haddock, David Holt, Richard Grant, Cheryll Clarke; (SM & SD)	۰ ۲۰
C. TONIGHT	ABC 9pm .	Zone of fuiet - (0) by Ring Lardner, (A) by David Shaw; with Patricia Englund, Larry Blyden, Nita Talbot, Biff McGuire; (SD) by Alan Anderson	,τ.
POND'S THEATRE	ABC 9:30	Anna Christic - (0) by Eugene O'Neill, (A)-(SW); with Constance Ford, Everett Cleane, James Daly, Grace Valentine, Paul Clark, Joseph Sweeney: Dir by Fred Carney	
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		THURSDAY MARCH 5 (cont ¹ d)	
our Star Playhouse	CBS 9:30	The Returning - (0) by Frederick J. Lipp; with Dick Powell, Joan Elan, Christopher Dark, Dob Stevenson, Bill Boyett, Wal- ter Kingsford, Herbert Deans, William Schallert; (SD)	
nto atra	NBC 9:30	The Lilac Bush - (0) by Lesley Conger, (A) by Karen DeWolf; With Ruth Roman, Marilyn Erskine, William Leslie, Lester Mat- thews; (SD) by Arnold Laven; Frod by Fred Briskin	بر المراجع الم المراجع المراجع المراجع مراجع المراجع ال
IX VIDEO THEATRE Tames Mason)	NBC 10pm	<u>Casablanca</u> - (0) by Murray Burnett & Joan Allison, Screenplay for Warner film by Julius J. & Philip G. Epstein & Howard Koch, TV (A) by S. H. Barnett; with Paul Douglas, Arlene Dahl, Hoagy Carmichael; (SD) by Richard Goode	1 3
blic Defender eed Hadley)	CBS 10pm	<u>The Stars in their Course</u> - (O) by John Tucker Battle; with Hugh Beaumont, Roy Bancroft, Ray Teal, Russell Trent, Madge Meredith, Gregg Barton; (SD)	
		FRIDAY MARCH 4 menunmanununununun	
<u>ventures of RinTi</u> ee Aaker)	<u>nTin</u> ABC 7:30	The Legacy of Sean O'Hara - (O) by Douglas Heyes & Wallace Bosco; with regulars & Bobby Watson, Rand Brooks, Burt Mustin, Lyle Talbot, Bron Dellar, Nolan Leary; (SD)	
cret Files, U.S.A obert Alda)	. WABD 8pm	Mission Deadline - (0) by F. M. Stuart; with Lynn Merrick, Teddy Scholten; (SD) by Arthur Dreifuss	
pper nne Jeffreys)	CBS 8:30	Topper's Arabian Night - (SW) by Robert Riley Crutcher; with regulars & Benny Rubin, John Banner; (SD)	
<u>y Bolger</u> Ichard Erdman)	ABC 8:30	Ray Humanizes Pete - (SW); with regulars & Harry Shearer, Tig- er Fafara, Jimmy Baird, Ken Osmond; (SD)	1.42 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.
fe_of_Riley	NBC 8:30	regulars & Henry Kulky; (SW & SD)	
E BIG STORY prman Rose)	NBC 9pm	<u>Theodore C. Link, St. Louis, Mo. Post-Dispatch</u> - (0) by Alvin Boretz; with Jack Warden, Joe Maross, Een Yaffee, Marian Rus- sell, Eugene Ruymen, Joe Bernard; (SD)	
h. Playhouse	CBS 9pm	Fedar - (0) by Jack Bennett; with Scott Forbes, Ian Keith, Toni Gerry, John Shepodd, John Doucette, Mike Mazurki, James Logan, Don Blackman, Mortimer Mills; (SD) by Robert Florey	
<u>cer_Sanctum</u>	WOR-TV 9:30	<u>Identity Unknown</u> - (SW) by John Roeburt; with Margaret Phil- lips, William Prince, Robert Simon, Harold Vermilyea, Arthur Hanson; (SD)	
<u>e Vise</u> (R. Rondell)	ABC 9:30	Dress Rehearsal - with Patrick Holt, Sandra Dorne, Kay Callard	
r Miss Brooks	CBS 9:30	regulars & Ivan Kirov, Leonard Smith, Jerry Hausner;(SM & SD)	
<u>e Lineup</u> urner Anderson)	CBS 10pm	<u>San Francisco Playboy</u> - (O) by Gil Doud; with regulars & James Eest, Paul Baxley, Carol Brannan, Bill Kennedy, George Spaulding	
MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 25 THRU FRIDAY MARCH 4			
HE MORNING SHOW (Jack Paar)	CBS 7am	M thru F - regulars & Edith Adams, Don Cornell (both S); y - Mickey MacDeugal (magic); F - Richard Hayman (M)	
BREAKFAST CLUB	ABC 9am	thru F(2/26) - Gary Mann, Jeannie McKeon (both S) (LAST SHOW)	
EORGE SKINNER	WCBS-TV-9am	M thru F - James Farrar (S) & regulars	
ARRY MOORE	CBS 10am	regulars &: W - James J. Jeffries (C); F - Rudy Vallee (S), The Briants (panto), Marian MacPartland (M)	
WTERTAINMENT Tom Poston)	WABC-TV 12:30) M thru F - regulars &: Feverlee Dennis (S), Nelle Fisher (D), Jack DeLeon (C) (PREMIERE)	المراجع المراجع المراجع المراجع
RT KLETTER'S	CBS 2:30	M thru F - Jack Slattery subs for vacationing Linkletter; Johnny Jacobs subs for Slattery as announcer (FROM HOLLYWOOD)	
HE BIG PAYOFF	CBS 3pm	M thru F - Bud Collyer & Eess Myerson sub as host for vacation- ing Randy Merriman for two weeks; Mort Lawrence is MC on Thu 3/3 & 10.	
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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 25 THRU FRIDAY MARCH 4 (Cont'd)

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THE MORLD OF MR. NBC 4:30 SV Y(Charlie Ruggles, Walken, Helen Wagner)	regulars &: M - Charles Cooper, Grace Keddy, Ann Dere; Tu - Ethel Remey, Roy Fant, Richard Bishop, Fairfax Eurgher; M - Jean Cleveland, Jim Millhollin, Ross Martin, Treva Frazee; F - Kay MacDonald; (SW & SD)
MODERN ROMANCES MBC 4:45 (Martha Scott)	<u>Susan's Mother</u> - (0) by Kate Nickerson; with Neva Patterson, Anthony Franciosa,Daryl Grimes; (SD) by Jim Sheldon
MAGIC COTTAGE WABD 6pm	regular & Lionel Wilson, Bill McCutcheon; (SW & SD)
PERRY COMO CB3 7:45	M-W-F - Julius LaRosa subs for vacationing Perry Como for 2wks
	SATURDAY MARCH 5 mmmmmunmmmmmmmm
Sailin' Ed's Gang ABC 10:30am	<u>The Black Fony</u> - with Carl Craven, Jeffrey Silvers, Connie Willis, June Foray; (SW & SD)
Man Behind the Badge WCBS-TV 6:30 (Charles Bickford)	The Case of the One-Eved Jack - (0) by David Harmon; with Douglas Kennedy, Welmer Jackson, James Bell, Joe Hamilton, George Eldredge, Carlyle Hitchell, Nico Lek, Don Harvey;(SD)
The Range Rider WRCA-TV 6:30 (Jack Mahoney)	<u>Gunslinger in Paradise</u> - (0) by Sherman Lowe; with regulars & Jerry Hunter, Dick Curtis, Denver Pyle, Elaine Riley, Earl Hodgins, Al Wyatt; (SD)
Rheingold Theatre WRCA-TV 7pm Presents Henry Fonda	Back of Feyond - with Alexis Smith, George Macready, Robin Hughes; Dir by Arthur Ripley
So This is Hollywood NBC 8:30	<u>Twinkle, Twinkle</u> - with regulars & Feggy Knudsen, Parley Baer, Mimi Gibson, Wally Cassell, Fred Skerman, Billy McLean, Ted Stanhope, Dee Carroll, Frank Krieg, Donald Kerr, Steve Carruthers; (SW & SD)
E GOBEL NBC 10pm	Kirk Douglas (FROM HOLLYWOOD, SW & SD)
(June Havoc)	<u>Willy and the Farewell Dance</u> - with regulars & Clark Howat, Feter Leeder, J. P. Monaghon, Reed Browning; (SW & SD)
	SUNDAY MARCH 6
You Are There CBS 6:30 (Walter Cronkite)	D-Day - (0) by Maury Stern; with Ray Walston, Harold J. Stone, Gene Sachs, Joe Roman, James Broderick, Fete Gumeny, Edward Binns, Frank Behrens, Logan Ramsey, Addison Powell, Charles Cooper, James Winslow; (SD) by Jack Gage
Roy Rogers NBC 6:30 . (& Dale Evans)	<u>Born Fugitive</u> - (O) by William Lively; with regulars & Frances Karath, Harry Hickox, Don C. Harvey, Jean Harvey; (SD)
JACK BENNY CBS 7:30 (COLOR)	Frank Melson, Mel Blanc, Artie Auerbach, Don Wilson, Dick Elliott, Herb Vigran, Jack Lomas, Jimmy Baird – Ted Marc, Har- ry Shearer, Stevie Wooten; (SW & SD) (FROM HOLLYWOOD)
OPERA CAMEOS DuM 7:30 (G. Martinelli)	Excerpts from <u>Tosca</u> (part 2) - opera by Fuccini; with Delia Rigal, Jon Crain, Cesare Bardelli, John Rossi, (all S);(SD)
<u>Fabsi-Cola Playhouse</u> ABC 7:30 (Polly Eargen)	<u>Mr. Donald Takes a Risk</u> - (O) by James Diehl, (A) by Richard Collins; with Arthur Space, Mary Field, Lee Ericson; (D)
TOAST OF THE TOWN CBS 8pm (Ed Sullivan)	Lillian Roth (S), Fontane Eisters (S), Mata & Hari (D), Roy Hamilton (S), Collier's All-America Basketball Team
COLGAGE COMEDY HOUR NBC 8pm (Gordon MacRae)	Wanda Jennings (Mrs. America 155), Zsa Zsa, Eva, Magda & Jolie Gabor; Jaye P. Morgan (S), Ronnie Graham (C), Meire Brothers (C), Commodore John W. Anderson (FROM S.S. United States, MYC)
PH O TELEVISION NBC 9pm DUSE	<u>Play Me Hearts & Flowers</u> - (0) by David Shaw; with Johnnie Desmond, Joey Adams, Ellen Cobb-Hill, Kay Medford, Luis Van Rooten, Allen Nourse; (SD) by Delbert Mann
General Electric CBS 9pm Theatre	<u>Blond Deg</u> - (0) Louis Clyde Stoumen, (Λ) not listed; with Cor- nel Milde, Jean Wallace:
<u>Stage 7</u> CBS 9:30	To Kill a Man - (0) by Jack London, (A) by Hagar Wilde; with Alexis Smith, ^S cott Forbes, Dan Barton, Jean Banks, Ross El- liott, Leonard Carey, John Goddard; (SD) by James Neilsen
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KODO P	SCROTTO ON TELEVISION
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RCH 2, 1955	THE TELEVISION INDEX
ONE 7 NUMBER 9 A	MAR 7 - 1955
DITOR: Jerry Leichter SSOC ED: Alvin Sullum Add V JS MGR: Marjorie Oxley	PRODUCTION • PROGRAMMING • TALENT LIBRARY ERSITY OF HOUS 551 Fifth Avenue • New York 17 • MUrray Hill 2-5910
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NEWS - POSSIBILITIES - COMMENT

The P. Lorillard Co (Kent Cigarettes) live replacement for <u>Father Knows Best</u> hich has been tentatively called <u>Adventure Theatre</u> will definitely not go on the air ith that title. The new one still has to be decided on. The show debuts April 3 ver CBS-TV (Sun, 10-10:30pm EST) as a Talent Associates package with David Susskind s producer, and Robert Stevens as director of the premiere program. Five scripts re in the works, with no decision as yet on which will lead off. The program will e accepting free lance scripts; Jaqueline Babbin, script editor for Talent Associates s currently handling scripts for the show; Ethel Winant at TA is in charge of castng. Jonathan Blake continues with the program as commercial announcer (he started ith <u>The Web</u>), but there will be a permanent host for the program; not selected as et.

> lead has been set for ABC's <u>Cafe Istanbul</u>, despite announcements made recentvery the continue Calvet being signed for the lead role. The Phil Barry, Jr., series prears to be currently inactive, unless a suitable star and a schedule spot appear ogether.....Perry Lafferty is now producer and director of NBC's <u>Imogene Coca Show</u> ith former producer Don Appell out. Appell is an NBC staff producer.....lester ail has been named producer of the <u>Meet Millie series</u>, <u>acceeding use late Frank</u> alen. Vail will continue as director, a post he has held since the program's debut 1952. Vail becomes the fourth of a select group of CBS producer-directors named b dual duty, which includes Morman Tokar of <u>My Favorite Husband</u>, Jack Donohue of <u>The</u> w Red Skelton Show and Fletcher Markle for <u>Life With Father</u> (except for current lims).....Mel Epstein, longtime Paramount Pictures producer, has been named a CBS elevision staff producer in Hollywood and assigned to prepare a pilot film for <u>The</u> .drich Family series.

Studio City Television Productions (Republic subsid) put its second series into eduction last week, rolling the first film for <u>Behind the Scenes</u>, which concerns the oblems of two girls, played by Sally Fraser and Jil Jarmyn, trying for a movie caer in today's Hollywood while living in a theatrical apartment house operated by z Slifer. Sidney Picker is associate producer for Morton W. Scott, with Leslie edwins directing. The Republic group's first TV series was <u>Stories of the Century</u>.Clete Roberts, world traveling TV film reporter, has formed his own company to educe his syndicated <u>World Reports</u>; Clete Roberts Productions, Inc., at 321 South verly Drive, Beverly Hills, Calif. Roberts is president and Joseph Brenner is v.p.

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includes: Unlimited telephone and mail information service, except researcn; weekly reports on current television production, programming; sevements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file. The change in the format for ABC's Stop the Music, effective yesterday, March 1, involves only the vocal numbers, sung by Jaye P. Morgan and Bert Parks, which will not be interrupted for prize questions. All musical questions will be performed by the orch only, which will provide more of a balance for the quiz and entertainment por 'ons of the program.....Edgar Peterson, recently transferred to the west coast sociate producer of Climax!, is acting as producer for the first production by producer Martin Manulia' staff; "South of the Sun," airing tomorrow, March 2. Manulis is producer on Climax! for March 10, which may cue an alternate-week production setup to provide more polish for the hourly dremas. John Frankenheimer directs on March 3, with alternate-week director Allen Reisner handling the program for the 10th.

Best of Broadway over CBS-TV for April 6 will be "Stage Door," with Gore Vidal doing the adaptation of the Kaufman-Ferber stage success. Rhonda Fleming, Diana Lynn, Dennis Morgan and Elsa Lanchester will star, with Victor Moore as "special guest" and two other "names" to be announced. Sidney Lumet directs the Felix Jackson production.....Vincent Donehue is directing "Reunion in Vienna" for <u>Producer's Showcase</u> on April 4, which will star Greer Garson. Among future production possibilities for <u>Showcase</u> are William Faulkner's "The Sound and the Fury"; Ernest Hemingway's short story, "The Battler" and Christopher Fry's adaptation of Jean Anouilh's stage play, "Ring 'Round the Moon."

NBC's <u>Television Playhouse</u> production of "Play Me Hearts and Flowers," starring singer Johnny Desmond and comedian Joey Adams, will originate at New York's Century Theatre before a studio audience, the first such performance in the six-year history of the program.....<u>The Pinky Lee Show will extend its across-the-board schedule to</u> include a Saturday, 10-10:30am EST performance, starting March 5, replacing <u>Happy</u> <u>Felton's Spotlight Gang</u> in the Saturday spot. Sweets Corp of America for Tootsie Rolls continues as a participating sponsor, carrying on its weekday participating identification with Lee.....Screen Gems' <u>Celebrity Theatre</u> filmed anthology series ntly in production for Falstaff Brewing will be national spot booked in 50-60 ets west of Chicago and will be available on a regional net or syndicated basis for the east. Almost half of the star name dramas are in the can.

The pilot for the new Vivian Blaine series, It's Sunny Again, produced by Norman and Irving Pincus, was in the works last week at General Service Studio in Hollywood with Conne-Stephens, Inc., handling the physical production. Don Weis is directing with Louis DaFron doing the choreography. Featured leads include Jules Munshin, Roy Walker and Shirley Mitchell Desilu Productions is putting two new pilots into production, starting this weekend, working before live audiences at Motion Picture Center. Those Whiting Girle, starring Margaret and Barbara Whiting, is first on the schedule, followed by Girls in Greasepaint, starring Rosemarie, and Peggy Ryan and Ray MacDonald. Each is a Desilu house package, with the Whiting series pilot written by Madelyn Pugh and Bob Carroll, Jr., with Karl Freund on camera, all from the I Love Lucy production staff. Jerry Thorpe is director. The Greasepaint script is by Desilu exec producer Sam Marx and Rip Van Ronkel, and George M. Cahan is directing with Sid Hickox on camera, the latter two from Desilu's Willy series production staff.It would take an expert researcher to keep track of all the new telefilm series being announced in Hollywood and New York for current and future production, to determine which actually get before a camera and then which of these eventually grow into series. Because of the higher critical standards being applied by agency execs, rule of the thumb says that only those with solid production names and effective star attraction will get a look-see for net presentation and only those with heavy backing will make the big distributors' syndication lists. One also notices that the talk of col-~ film has died away, with most producers figuring that they'll be lucky enough t into production in black and white. Guild Films' president Reub Kaufman soundeach warning last week for syndicators when he pointed the finger at bulk film sellers who make unlimited libraries available to stations at a fixed contract price. His predictions vision fewer distributors making more money, but from quality product only.

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The purchase by Hal Roach, Jr., of his father's interests and assets, including the Culver City studio and lot, also permitted the amalgamation of many corporate interests in television film series and movie properties into one organization. Imr 'ate advantages are obvious in capital gains, simplification of the involved corpe structure that invariably grows with movie dynasties and avoidance of possible ure inheritance problems. Mr. Roach, Sr., remains active as a director of the new Hal Roach Enterprises company and said this week that the move does not limit any plans he may make for future movie or TV film production.

WNEQ(Chi) sportscaster Norm Barry, who visited Caracas, Vonezuela, during a recent vacation, gives an interesting view of the five government-operated and two commerical television stations that serve over a million population in that city. His impressions of one of the commercial stations visited cite many similarities and some important differences between U.S. methods and those used in South America. In the Caracas station he visited, "the TV sets are mounted on risers, making them two feet higher than what we consider normal. This way, the cameras shoot up, making the actors seem taller or, as they explain it, 'in normal perspective'. Also, having the sets up in the air leaves room for the prompter to crawl around on the floor. They don't use idiot cards for cues, or a Teleprompter, but instead have a stage manager who crawls around, mouthing words and whispering from various points under the set or behind furniture."

PEOPLE GOING PLACES: Charles M. Underhill has joined the TV staff of U.S. Steel Corporation's public relations staff in New York, succeeding John Rust, who announced his future resignation some time ago. Rust has been co-packager with Talent Associates of Justice on NBC while winding up his U. S. Steel activities......Michel Kraike, former Screen Gems TV production executive, has joined TCF Television, the Twentieth Century Fox subsidiary, as exec assistant to Sid Rogell and production supervisor on the Western Ave. lot Halle December, former story editor for John 3, is now east coast story editor for Four Star Playhouse and Stage 7, located at ng & Rubicam in New York. (Story submissions are still made first to Four Star's west coast office).....Clark Roberts has been appointed to the CES-TV press information dept in Hollywood, working as a unit publicist and feature writer Gloria Wilson is leaving Station Films, New York film buying organization the of March 11. She has been succeeded by Bob Weisberg. Mrs. Wilson is retiring to private lifeBill Rousseau has been named associate producer for the Hal Roach, Jr., Public Lefender film series Margery Kerr named sales rep in the New York area for Guild Films Co., Inc.....Robert Hess appointed to the newly-created post of manager of motion picture photography for CBS' Newsfilm Production Dept in New York Mort Dank has been named news editor of CBS' The Morning Show, replacing Av Westin who becomes a television news director Frank F. Samuels, Jr., was named general manager-designate of CBS's proposed new operation near Pittsburgh, currently WSTV-TV of Steubenville, Ohio, subject to FCC approval of the station's move Thomas Dawson appointed sales promotion manager of WBEM-TV(Chi).

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