

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(7)

<u>MBC-</u> 7:30-9:30pm EST; HIGHLIGHT; <u>Producer's Showcase</u> - "Peter Pan" (Color); from WRCA-TV(NY), 77 U.S. stations, o Canadian stations, live. Co-Sponsors-Radio Corp. of America & Ford Motor Co., both thru Kenyon & Eckhardt, Inc(NY). Pkgr- NBC-TV; NBC Prod Staff- Frod- Fred Coe; Guest Prod- Richard Halliday; Dir- Clark Jones; Assoc Dir- Dominick Dunn; Assoc Prod- Bill Nichols; Adapted for TV- Sumner Locke Elliott; Additional scenery- Otis Riggs; Music Superv-Harry Sosnik; Costume Superv- Rose Bogdanoff. "Peter Pan" Prod Staff- Staged, choreographed, adapted by Jerome Robbins; Prod- Richard Halliday; Music- Mark Charlap; Lyrics- Carolyn Leigh; Additional Music- Julie Styne; Additional Lyrics- Betty Conden & Adolph Green; Scenery- Peter Larkin; Costumes- Motley; Incidental Music- Trude Rittman & Elmer Bernstein; Conductor- Louis Adrian; Orchestral Arrangemonto- Albert Sendroy. Flying equipment operated by Josephy Kirby and staff, both stage and TV. Mary Martin stars in a television adaptation of the Edwin Lester production of a musical version of James M. Barrie's play; with Cyril Ritchard, Kathy Nolan and Margalo Gillmore. (See page B for cast credits).

<u>NBC</u>- 11:30pm-lam EST; SPECIAL; <u>'Emmy' Award Dinner</u>; from KRCA-TV(LA) & WRCA-TV (NY), to the net. Sustaining. Fkgr- NBC-TV with the Academy of Television Arts & Sciences; Prod- William Kayden; Dir- William Bennington; Assoc Dir- Fred Rheinstein; NY Dir- Hudson Faussett; Music Dir- Gordon Jenkins; Writers- Charles Isaacs & Glenn Wheaton. Presentation of 'Emmy' awards for best in television during 1954 as determined by the Academy of Television Arts and Sciences. Steve Allen is m.c. for main dinner and ceremonies at the Moulin Rouge in Hollywood, with Dave Garroway as m.c. for cut-ins for winners in New York, presented at Nino's Larue. "Presenters" announcing awards in various categories include Jimmy Durante, George Burns, Danny Thomas, Jack Benny, Ralph Edwards and Dr. Frank C. Baxter, all in Hollywood. Program replaces Tonight, one time only.

Saturday(12)

<u>CBS- 5-4:45pm EST; SPECIAL; Harlem Globetrotters Basketball Game; from WBEM-TV</u> (Chi) remote from Great Lakes Naval Training Station; 85 stations live. Sponsors- Amana Refrigeration, Inc thru Maury, Lee & Marshall(NY); The Maytag Co thru McCann-Erickson(Chi). Pkgr- CBS Sports Dept; Frod & Dir- Judson Bailey. Special professional basketball game; Harlem Globetrotters vs. Washington Generals. Game is an extra, following the last <u>Big Ten Conference</u> series, March 5.

- Page 25 - THIS

THIS WEEK(More)

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OTHER NETWORK CHANGES & ADDITIONS



ABC- Stork Club (Sun, 9:15-10pm EST) New day and time, effective March 13. Program is extended 15 minutes in new spot; previously seen Sat, 10-10:30. Program replaces Horizons, 9:15-9:30pm, and Pantomime Guiz, 9:30-10pm; last shows for both, March 6. Effective with the Stork Club time change, Matt Harlib is director, replacing Marshall Diskin.

- CBS- Stage Show (Sat, 8-9pm EST) Replaces Jackie Gleason Show on March 12 and 19 while the comedian is on vacation. The Gleason show returns March 26. Tommy and Jimmy Dorsey are again the m.c.'s for the replacement variety program.
- DuM- Johns Hopkins Science Review (Sun, 3-3:30pm EST) Last show, March 6.
- NBC- Pinky Lee Show (Mon thru Fri, 5-5:30pm EST; Sat, 10-10:30pm EST) Add Saturday program, effective March 5, with same cast and production staff. Program replaces Happy Felton's Spotlight Gang; last show Feb 26.

LOCAL STATION ACTIVITY

WATV(Ch 13) - Irish Heritage; DEBUT Mar 10; alternate Thu, 8-8:30pm EST. Sponsor-Newark, NJ Hi-V Crange Juice thru Scheck Advertising Agency, Inc(Newark). Pkgr- WATV with Seton Hall University's Institute of Irish Culture; Prod- Grant Scheck; Dir- Don Horan. Maurice O'Sullivan, associate dean at Seton Hall, is narrator and m.c. for illustrated lectures on various phases of Irish history, with songs and dances, playlete and Irish-American performers as guests.

WGN-TV(Ch 9)- Ted Travers Show; DEBUT Feb 25; Fri, 11:50pm-12:45am CST. Sponsorlago Sunnyside Auto Co., Inc (DeSoto-Plymouth Dealers), Chicago. Radio disk jockey Ted Travers is m.c. for this music-interview show, presenting popular records, gimmicks, guests for interviews and a new beauty queen each week.

WJ-TV(Ch 4)- Barn Dance Party, Polka Party, Jazz Party, Mambo Farty; DEBUT Feb 26; Detroit four rotating programs, one each Sat; 11-11:30pm EST. Sponsor -

E & B Brewing Co thru Simons-Michelson Co(Detroit). Each program has a separate theme and separate talent roster. Barn Dance Party, stars Vic Bellamy with singer Happy Honderson, Fhil Girard, The Jubilaires, The Barn Dancers. Polka Party, features Eddie Jerome, the Laur Dancers, Johnny Sadrack and orch. Jazz Party, with Bob Maxwell as m.c. and Billy Adams and orch. Mambo Party, with Bob Maxwell as m.c., and vocalist Racquel, the Robert Morgan Dancers, Panchito and his band.

KABC-TV(Ch 7) - Al Jarvis' Hi-Jinx; DEBUT Mar 5; Sat, 9-10pm PST. Participations. Los Angeles Al Jarvis is m.c. for a teen-age dance show, featuring dance competitions, guest recording artists and refreshments; all patterned after his daily Make Believe Ballroom program. The program partially fills the time left by the discontinued Hollywood Legion Bouts, with a feature film added in the 8-9pm period, and Vampira moved up one-half hour earlier, starting at 10:30pm, following a half-hour film show.

KNXT(Ch 2)- Musical Nitecap; DEBUT Feb 21; Mon thru Fri, 11:30pm-l2midnight PST. los Angeles Participations. Late evening variety show, with Dave Willock as m.c., guitarist-vocalist Tony Romano, jazz violinist Joe Venuti and trio, newscaster-announcer Chuck Bennett and guest female vocalists. The show Ludes music, songs, dances and interviews with guest personalities.

KRCA-TV(Ch 4)- Dave Willock's Week-end Workshop; DEBUT Feb 26; Sat, 5-5:30pm PST. Los Angeles Dave Willock demonstrates how to do useful things around the house; making, repairing, etc. Program will have occasional guests.

ROSS REPORTS = 3/6/55

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LOCAL STATION AUTIVITY

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st of the shows on Mar. 4,5%6 were listed in last week's report. Changes & additions are inided here for the record. Multiple and across-the-board shows are grouped together after the itir for Friday March 11. Script identifications used are: (0) original, (A) adaptation, (SW) tten, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), (M). Actors who appear regularly are listed in caps in the left column; filmed shows are upper and lower case letters, underlined.

	```	FRIDAY MARCH 4
(A eggy Wood)	CBS 8pm	<u>T.R. and the Eelgian Blanket</u> - $(0)$ by Turner Bullock; with regulars and Ruth Hammond, Ricky Hamilton, Donny Dilworth; (SD)
) BUTTONS	NBC 8pm	regulars & Paul Lynde
		SATURDAY MARCH 5 .
CORBETT	NBC 11:30	(O) by Albert Aley; with regulars & Frank Sutton, Nat Polen, Joe Marr; (SW & SD)
GENE COCA	NBC 9pm	Bibi Osterwald, David Burns
)RK CLUB erman Billingsle;	ABC 10pm y)	Jill Corey (S), Pat Rooney Sr, Jimmy Komack (S), Robert Maxwell (harpist)
		SUNDAY MARCH 6 minimumminimum.m
P UNTO MY FEET . Lyman Bryson)	CBS 10am	<u>The Bus Ride</u> - (O) by Vernon Delston; with Russell Hardie, Bruno Mick, Royal Eeal, Jock MacJregor, Lorne Cossette, Chris Kane; (SD)
NTIERS OF FAITH	NBC 1:30	The Man In Black - by Elizabeth Meehan, from story by Denis Plimmer; with Leif Ericson, Lili Darvas
RINTENTORY	NBC 2pm	<u>The Human Equation</u> - (0) by George Lefferts; with Edgar Stehli, Herbert Nelson, Jean Stapleton, Rusty Lane, Walter Brooke, Pat Chandler; (SD)
TBUS istair Cooke)	CBS 5pm	The Mighty Casey - opera based on Ernest L. Thayer's peem; music by William Schumann, libretto by Jeremy Gury; with Danny Scholl, Elise Rhodes, E. G. Marshall, Rufus Smith, Nathaniel Frey, Bruce Renshaw, Mort Marshill; conductor; Samuel Krachmalnick; Dir: Ted Danielewski; Stager: Elliott Silverstein
LMARK HALL FAME	NBC 5pm	The Emperor's Message - (0) by Charles Peck, Jr., tribute to Lt. Marcus Contee; with John Barrymore Jr, James Dobson, Paul Grant, Frank Hanley, Richard Loo, Keye Luke; (SD)
GARDNER CALLING	WPIX 7pm	Rube Goldberg, Billy Daniels, Henny Youngman
RA CANEOS	DuM 7:30	Ruby Mercer will sub indefinitely from this date for host Giovanni Martinelli
eral Electric The	atre CBS 9pm	Add: Joanne Davis, Robert Middleton, Robert Cornthwaite, David Bruce
E BEGINS AT 80	DuM 9:30	Chan Canasta (mentalist)
per Knows Best pert Young)	CBS 10pm	Proud Father - with regulars & John Gallaudet, Tom Mann; (SD)
etta Young	NBC 10pm	<u>Case Book</u> - (0) by Lowell S. Hawley; with Charles Drake, <u>Welson Leigh, Nadine Ashdown, Stuart Randall; (SD)</u>
Cummings Show	NBC 10:30	<u>Ideal Husband</u> - with regulars & Alvia Allman, Paula Winslow, Phil Arnold, Laurette Luez; (SD)
$\bigcirc$		MONDAY MARCH 7 mmrununununununun
lock Holmes	WRCA-TV 7pm	The Case Of The Reluctant Carpenter - (0) by Sheldon Reynolds; with regulars & Flerre Gay, Kenneth Richards, Henry Hubner, Donald Kotite, Claude Bower, Rowland Bartrop, J. Mancier; (SD)

TALENT SHOWSHEET (more)

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		MONDAY MARCH 7 (Cont'd)
ODUCER'S SHOWCASE	NBC 7:30 (COLOR)	Peter Pan - by Sir James M. Barrie; with Mary Martin, Cyril Ritchard; and, in order of appearance, Kathy Molan, Robert Marrington, Heller Halliday, Joseph Stafford, Norman Shelly, Margalo Gillmore, Richard Wyatt, Carl Erbele, Joan Tewkesbury, David Bean, Ian Tucker, Stanley Stenner, Paris Theodore, Jackie Scholle, Darryl Duran, Joe E. Marks, Sondra Lee, Robert Vanselow, Richard Winter, Frank Lindsay, James White, Frank Bouley, Ann Connolly, plus extras. Directed & Staged by Jerome Robbins; for further production details see Page 25.
<u>Reader's Digest</u> ugh Reilly)	AEC 8pm	The End Of Blackbeard, The Pirate - by Wells Root, from story by Edwin Muller; with Jeff Morrow, Russ Conway, Kay Stewart, Robert Knapp, Skelton Knaggs, Claude Akins, Bill Haade, Leo Britt, Randy Farr, Keith Hitchcock, John O'Malley; (SD) by Harry Horner
ICE OF FIRESTONE	ABC 8:30	Roberta Peters
THUR GODFREY'S LENT SCOUTS	CES 8:30	The Day Dreamers(S,M), Carol Bennett (S), Cela Roter (S)
pring Byington)	CBS 9:30	The Break-Up - (0) by Parke Levy, with Lou Derman & Joel Kane; with regulars & Verna Felton, Regis Toomey, Jess Barker, Peggy Knudsen, Butch Bernard; (SD)
BERT MONTGOMERY ESENTS	NBC 9:30	<u>A Matter Of Dignity</u> - (0) by Alvin Sapinsley; with John Newland, Elizabeth York, Barbara Townsend, Anne Seymour, Mason Adams, June Dayton, John MacDonald, Bonny Bartlett, Charles Egleston, Frank Saunders, George Kluge, Louis Lytton; (SD) by Norman Felton
UDIO ONE	CBS 10pm	<u>Millions Of George</u> - (O) by Joe Masteroff, from his play of the same title; with Joan Lorring, Scott Brady, Hope Emerson, Jill Kraft, Barry McGuire; (SD) by Franklin Schaffner
ark offevens)	WRCA-TV 10:30	regulars & Earry Kelley, Mort Mills, Gil Lamb, Billy Wayne, Danny Beck, Harlan Warde; (SD)
		TUESDAY MARCH 8 nummmmmmmmnunnunnun
walcade Of America	AEC 7:30	That They May Live - with Booth Colman, Emlen Davies, Claire du Brey, Louise Arthur, Paul Harvey, Peter Adams, Natalie Norwick, William Pullen, Louis Jean Heydt, Norbert Schiller, Fred E. Sherman, Stephen Wooten; (SD)
reston Foster)	WAED 7:30	<u>Portia Of The Sea</u> - (O) by Frank Moss & Lee Berg; with Margaret Fields, James Bell, Alan Reed, Dayton Lummis, John Hedloo; (SD)
lfe With Father Leon Ames)	CBS 8pm	Father & the Noblest Instrument - (SW) by Whitfield Cook; with regulars & Steven Geray; (SD)
JICK-BERLE SHOW	NBC 8pm	Elizabeth Patterson, Hildy Parks, Arnold Stang
ENTY QUESTIONS	ABC 8:30	Frank Land, Imperial Potentate of the Shriners
lls Of Ivy Ronald Colman)	CBS 8:30	(0) by Earbara Merlin & Don Quinn, (A) by Merlin; with regu- lars & Arthur Q. Bryan; (SD)
inny Thomas Jean Hagen)	AEC 9pm	Realistic Danny Disillusions the Children About Peter Pan - (0) by Hac Denoff; with regulars & Cecil Kellaway; (SD)
<u>(reside Theatre</u> Jene Raymord)	NBC 9pm	The Poachers - by Cyril Hume, from story by John & Ward Hawk- Ins; with Dan Earton, Ernest Borgnine, Minor Watson, Barbara Whiting, Harry Harvey, Dean Cromer, Robert Griffin, Zon Nurray, Earl Lee; (CD)
	ABC 9:30	Crime in the Streets - (0) by Reginald Rose; with Robert Preston, Glenda Farrell, John Cassavetes, Mark Rydell, Van Dyke Parks, Will Kuluva, Ivan Curry, David Winters, Jerry Wynne, Robert Brivic, Tony Mitchell; Dir by Sidney Lumet
M RED SKELTON SHOW	CBS 9:30	Look Magazine Movie Awards - with Bing Crosby, Judy Garland, Edmond O'Brien, Walt Disney, Alfred Hitchcock, Dore Schary, Jack Lemmon

TALENT SHOWSHEET(more)

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ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>Crack-Up</u> - (0) by Samuel Elkin; with Ernest Trucx, Maxine Stuart, Edward Andrews, Ralph Stantley, Gene Blakeley, Billy Greene, Moultrie Patten; (SD)	
	CBS lopm	Silent Mutiny - by George Bellak, adapt from Captain Jan Cwiklinski's autobiog The Captain Leaves His Ship; with George Voskovec, Lee Richardson, Milton Selzer, John C. Becher, Peter A. Ostroff; (SD) by Paul Stanley	, ,
<u>It's A Great Life</u> (Bishop, O'Shea, Duni	NBC 10:30 n)	<u>Foster Father</u> - with regulars & Lita Milan, Lori Nelson, David Kasday, Louise Lorimer; (SD)	
		WEDNESDAY MARCH 9 mmmmmmmmmmmmmmmm	د
<u>Norby</u> (David Wayne)	NEC 7pm (COLOR)	The Cinderella Story - with regulars & Bibi Osterwald; (SD) by Richard Whorf	
<u>Disneyland</u>	AEC 7:30	Tomorrowlard - study of man in space; Dr. Wernher von Braun (space engineer), Willy Ley (space travel expert & historian), Dr. Heinz Haber (space medicine authority); Prod & Dir by Ward Kimball	
<u>X7 Little Margie</u>	NBC 8:30	Vern's Flying Saucer - with regulars & Archer MacDonald, Clarence Kolb, Joanne Jordan; (SD)	
The Millionaire	CBS 9pm	The Story Of Mancy Marlborough - with Ellen Corby	· ,
CHICAGO SYMPHONY	Duli 9pm	Fritz Reiner corducts	- 192
HEAFT TELEVISION THEATRE	NBC 9pm	<u>The Night Watcher</u> - (O) by Nelson Gidding; with Constance Ford, Edward Binns, Mark Roberts, Don Hamner, Marold Stone	5 5 -
WHO SAID THAT	ABC 9:30	Pat Carroll, Pee Wee King & regulars	
	,	THURSDAY MARCH 10 mmmmmmmmmmmmmmmm	•
Jmbardo	WRCA-TV 7pm	Sonny Gale	
Ray Milland	CES 8pm	(O) by Kitty Buhler & Russ Fander; with regulars & Hans Conreid, Joan Camden, Dudley Dickerson; (SD)	<u>a</u>
Conrad Magel Theatre	WAED Spm	The Gypsy - (0) by Claude Kells; with Stella Vitelleschi, Sue Ellen Blake, John Douglas, Alfred Browne	·
<u>Treasury Men In Actic</u> (Walter Greaza)	on AEC 8:30	The Case of the Lady in Hiding - (0) by Robert Sloane; with Nancy Gates, Joseph Downing, Isabel Jewell, Harry Lauter;(SD)	
CLIHAX! (William Lundigan)	CES 8:30	The Great Impersonation - (O) by E. Phillips Oppenheim, (A) by William Kozlenko; with Michael Rennie, Zsa Zsa Gabor, Maureen O'Sullivan; Prod by Martin Manulis, Dir by Allen Reisner (FROM HOLLYWOOD)	
JUSTICE (Gary Merrill)	NBC 8:30	Revenge Is Mine - (0) by Mann Rubin; with William Prince, Meg Hundy, Robert H. Harris, Parker Fennelly; (SD)	
STAR TONIGHT	AEC 9pm	Ile - (0) by Eugene O'Neill, (A) staff; with Perry Wilson, Bruce Gordon, Luis Van Rooten, Philip Kenneally; (SD)	and a second sec
<u>Dragnet</u> (Jack Webb)	NBC 9pm	regulars & Sally Corner, Alan Reynolds, J.P. O'Donnell, Monty Masters, Larry Gelbmann, Frank Gerstle; (SD)	
POID'S THEATRE	ABC 9:30	Billy Budd - (0) by Herman Melville, B ¹ way play by Louis O. Coxe & Robert Chapman, (A) by staff; with Luther Adler, Joseph Wiseman, Geoffrey Horne, Russell Collins, Bernard Kates; Prod & Dir by George Roy Hill	
Four Star Playhouse	CBS 9:30	Eddie's Place - (0) by Buck Houghton, (A) by Willard Wierner & Herbert A. Spiro; with Ida Lupino, William Talman, Louis Jean Heydt, Kathryn Card, Glen Gordon, Lou Krugman, Ding Dong; (SD)	
Theatre	NEC 9:30	Second Sight - (0) by Gwen Bagni, (A) by Bagni & Karen De- Wolf; with Merle Oberon, Phil Carey, Jane Darwell, Eddy Waller, Joe Forte, Kim Charney; (SD) by Fred F. Sears	
ROSS REPORTS - 3/6/55	- Pare C	TALEHT SHOWSHEET(more)	
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		THURSDAY MARCH 10 (Cont'd) mmannunmmmmmmmmmmmmmmmmmmmm
Public Defender (Reed Hadley)	CES 10pm	The Hitch-Hiker - (0) by Jerry D. Lewis; with Christopher Dark, Donna Martell, Alan Male, Elaine Edwards, Robert Bray, Vernon Rich; (SD)
: VIDEO THEATRE ames Mason)	IEC lOpm	Zola - book by Matthew Josephson, screen play by Heinz Herald, Geba Herczeg & Norman Reilly Raine, (A) unknown; with Lee J. Cobb, Joy Page, Gloria Holden, Robert Warwick, Paul Richards, Dayton Lummis, Lawrence Ryle, Shepard Menken, Booth Colman, Guy Sorel, Larry Dobkin, Edgar Barrier, Robert Burton, Richard Deacon, Elinor Donahue, Dana Lawton; (SD)
		FRIDAY MARCH 11 mmmmmmmmmmmmmmmm
Adv. of Rin Tin Tin (Lee Aaker)	ABC 7:30	The Earber Of Scville - (O) by Douglas Heyes, (A) by Roy Erkin; with regulars & Joe Sawyer, Mestor Paiva, Douglas Heyes, Howard Wendell, Mickey Simpson, Rosa Turich; (SD.)
JACK CARSON	NBC 8pm	Johnny Mercer, Eobby Milano (S)
Ray Bolger	ABC 8:30	Reunion of Squad B - with regulars & Joe Talbot, Maureen Stephenson, Dick Wessel, Jack Prince, Lee Millar, Paula Hill, Marian Carr, Ann Staunton, Cliff Ferre, Bill Chatham, Dante Di Paolo, Maurice Kelly; (SD)
Topper	CES 8:30	The House Wreckers - (0) by Philip Rapp; with regulars & Allen Jenkins, Thurston Hall, Frank Jenks, Dan Dayton, Tom Browne Henry, Steve Darrell; (SD)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Visitor in the Night</u> - (0) by Allan Vaughan Elston, (A) by Sidney Biddell & DeWitt Bodeen; with Ellen Drew, Willard Parker, Dorothy Green, Pierre Watkin, Tyler McVey, Monty Masters, Harrison Lewis, Een Morris, James Musser, Frank Losee, John Berardino, Eleanor Moore; (SD) by Jus Addiss
THE BIG STORY (Norman Rose)	NEC 9pm	The Blue-Jean Kid - Gene Lindsey, Phoenix (Ariz.) Gazette - (0) by Hel Goldberg; with Whitfield Connor, Eark Rydell, Florence Stanley, Robert Middleton, Judy Robinson, Dorothy Reese, Jack Finnegan, Gail Wigginton; (SD)
Inner Sanctum	WOR-TV 9:30	<u>The Sisters</u> - (O) by Samuel Elkin; with Mildred Dunnock, John Newland, Louisa Horton, Vinton Hayworth; (SD)
		ND SHOWS MONDAY MARCH 7 THRU FRIDAY MARCH 11
THE WAY OF THE WORLD (Gloria Louis)	NEC 10:30am	Mar 8 thru Mar 16 - (0) by Lewis Terry & Joe Eates Smith; with Phyllis Kirk, Richard Derr, Vera Allen, John Raby; (SD)
SHEILAH GRAHAM	NBC 10:45am	M - Ruth Roman; Tu - Robert Parrish; W - Sammy Cahn; Th - George Pal; F - Jane Withers
HOME	NBC llam	Thu - Susan Reed; M thru F - Don Gillis in music feature
ART LINKLETTER	CBS 2:30	Mae Williams (S) (FROM HOLLYWOOD)
WORLD OF MR. SWEENEY (Charlie Ruggles)	NBC 4:30	M - Harry Sheppard; Tu - Edwin Bruce, MacLean Savage; W - Marion Shockley, Robert Wark; Th - Carol Veazie, Harry Gresham; F - Mimi Strongin, Charles Cooper
MODERN ROMANCES (Martha Scott)	IEC 4:45	<u>The Spark</u> (M thru F) – (O) by Jesse Sandler; with Audra Lindley, Jeff Harris, Dorothy Elder, Frank Schofield, Janet de Gore; (SD)
MAGIC COTTAGE	WABD 6pm	M thru F - Hollis Irving, Bernard Grant; (SD)
		SATURDAY MARCH 12 Infrashurmunghangangan
<u>Man Behind The Eadge</u> Tharles Bickford)	WCBS-TV 6:30	The Part-Time Cop - (O) by David P. Harmon; with Hal March, Gloria Talbott, Halcolm Atterbury, Ruth Perrott, Bob Bray, Parley Baer, Wendell Holmes; (SD)
The Range Rider (Jack Nahoney)	WRCA-TV 6:30	<u>Pad Medicine</u> - (0) by Dwight Cummins; with regulars & Alan Hale Jr., Harshall Reed, Ed Dearing, Francis McDonald, Bob Woodward; (SD) ²
ROSS REPORTS - 3/6/55	- Pare D	TALENT SHOWSHEET(more)

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		SATURDAY MARCH 12 (Cont'd)
Reingold Theatre Presents Henry Fonda	WRCA-TV 7pm	The Great Shinin' Saucer of Paddy Fancen - (0) by Hartman C. Reno; with Edmund Gwenn, Sheilah Connolly, Marge Bennett, James Lilkurn, Harry Shannon, Lon Cleary, Oliver Blake; (SD)
'S SHOW WAGON ace Heidt)	NBC 7:30pm	Eddy Arnold (S)
STAGE SHOW	CBS 8pm	Tommy & Jimmy Dorsey sub for Jackie Gleason today & Mar 19; guest Kate Smith; also Count Basie (N), DeMarco Sisters (S), Peiro Brothers (Jugglers), Charles Manna (C), Bunny Briggs(D)
MAX LIEBMAN	NBC 9pm (COLOR)	A Connecticut Yankee - (0) by Mark Twain, B'way version by Richard Rodgers & Lorenz Hart, adapt for TV by Billy Fried- berg, Neal Simon, Will Glickman, Al Schwartz; original score by Fodgers & Hart will be heard; with Eddie Albert, Gale Sherwood, Janet Blair, Boris Karloff, John Conte, Leonard Elliott, Eamoi Linn & Rod Alexarder
(June Havoc)	CBS 10:30	<u>Willy's Debut in New York</u> - (0) by Alan Lipscott & Bob Fisher; with Scott McKay, Hal Peary, James Flavin, Sue Casey, Danny Richards Sr., Sue Englard, Ray MacDonald; (SD)
		SUNDAY HARCH 13 manumumamamanan
NOW AND THEN	CBS 3pm	Dr. Frank C. Eaxter discusses Ben Jonson
Elder Wise Men Ser <u>ies</u>	NEC 3pm	Eamon De Valera, 1st president of Republic of Ireland
You Are There	CBS 6:30pm	The Death of Socrates - (0) by Kate Mickerson; with Earry Jones, Beatrice Straight, Shepperd Strudwick, E.G. Earshall, Richard Kiley, Milton Selzer, John Cassavetes, Robert Culp, Philip Bourneuf, Grant Gordon, Michael Miggins, Victor Thor- Icy, David Conant-Ford, Darrio Barry; Dir by Sidney Lumet; *This is a repeat of script first seen as live show 5/3/53, using virutally the same cast with several exceptions.
(Cola Playhouse)	ABC 7:30	<u>Wait For George</u> - (O) by Robert Abernathy, (A) by Charlotte Armstrong; with Josephine Hutchinson, Walter Baldwin, Frank Ferguson, Norman Leavitt, Isabel Withers; (SD)
Private Secretary (Ann Sothern)	CES 7:30	<u>lOth Anniversary</u> - (O) by Sigfried Herzig; with regulars & Todd Hullin, Martha Wentworth, Lizz Sliefer; (SD)
OPERA CAMEOS (Ruby Mercer)	DuM 7:30	<u>Cavalleria Rusticana</u> - by Pietro Mascagni; with Gabrielle Ruggiero, Jon Crain, Ralph Herbert
TOAST OF THE TOWN (Ed Sullivan)	CES 8pm	Teresa Brewer, Victor Borge, Rudy Horn(juggler), Vernon & Bumpy(acro), skaters from Icecapades of 1955, 14 Irish Festival Singers From Dublin (FROM CHICAGO STADIUM)
COLGATE COMEDY HOUR (Gordon MacRae)	NBC 8pm	Abbott & Costello, Debra Paget, Carl (Eobo) Olson (FROM HOLLYWOOD)
GENERAL ELECTRIC THE/ (Ronald Reagan)	ATRE CBS 9pm	Mar and Peace on the Range - (0) by Robert Carson, (A) by Theodore Epstein; with Ronald Reagan, Paul Hartman, David White; leading lady & remainder of cast not set at press
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	time; Dir by Don Hedford <u>My Lost Saint</u> - (O) by Tad Hosel; with Eileen Heckart, Lili Darvas, Fartara Robbins, Richard Kendrick, Tirell Barbery, (SD) by Arthur Penn
Stage 7	CBS 9:30	The Greatest Man In The World - (0) by Kenneth Higgins; with Pat G ¹ Brien, Eilly Chapin, Ann Doran, John Maxwell, Clancy Cooper, Geraldine Hall, Barry Froner, Jon Monaghan; (SD)
Father Knows Best (Robert Young)	CES 10pm	Father Delivers The Paper Route - (0) by Roswell Rogers & Dave Lussier; with regulars & Dabbs Greer, Jack Tesler, Cheerio Meredith; (SD)
etta Young	NEC 10pm	Datcline Korea - (0) by Devery Freeman, (A) by Lowell S. Hawley; with Don Haggerty, Wally Cassell, John Hubbard, "Skip" Edward McMally, Gane Yama, Warren Lee, Hugh Beaumont, Paula Hyum, Christine Chang, Vicki Lee, Maria Gorosin, Dominic De Leon; (SD)
Bob Cummings Show	NBC 10:30	The Rival Photographer - with regulars & Peggy Knudsen, Parley Eacr, Mimi Doyle; (SD)
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ROSS REPORTS - 3/6/55 - Pare E

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DECEIVE

VOLUME 7 NUMBER 10 A

EDITOR: Jerry Leichter ASSOC ED: Alvin Sullum EUS MGR: Marjorie Oxley

ARCH 9, 1955

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Television index

D-WEEK SPECIAL

## NEWS - POSSIBILITIES - COMMENT

The 'Enmy' awards of the "Academy of Television Arts and Sciences" were presented over 120 stations of the NBC-TV network Monday night (sponsored for the first hour of the hour-and-one-half show on 60 of the stations by Maybelline and Charles Antell). It was an entertaining program in many respects: the comedians were in fine form, some top talent names were very happy over their honors in a manner that viewers like to see, and there were the normal number of foul-ups common to intricate programs of this type. As far as the awards themcelves were concerned, these fall into the category of personal preference; some undoubtedly were richly deserved and some were questionable, a condition present in any award competition. Because this was the first network telecast of the 'Emmy' awards, there are some important questions that must be answered, since they certainly weren't considered in the course of the telecast. What is the "Academy of Television Arts and Sciences"? How are nations for its awards made? Who determines the final winners in each category?

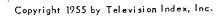
It may be hazy, but memory records the fact that there used to be two "Academies," one in New York and one in Hollywood. Both were started by magazine publishers to help promote their books; the one in the east for a fan magazine no longer in existence and the one in the west for a local magazine, same condition. As television burgeened and movie veterans began to move over to the new field, they decided to regularize the west coast version to raise the prestige of their business in Hollywood where it was not only scorned, but positively aneered at by most movie moguls. The "Academy" in Hollywood, the only one now in existence, numbers over 700 members, people engaged in television activity on the west coast. Names prominent in the production and talent side of the industry have joined in increasing numbers during the past two years. NBC's decision to telecast the awards nationally means it has reached a specific pinnacle in achieving nationwide notice for ATAS presentations.

The ATAS membership votes on its choices for nominations, five in each category set by an awards committee (six in case of ties), and then later votes on the final winner from among those. For a program or personality to qualify for consideration they must have been seen on television in Los Angeles during the year. If further emphasis of the strictly local character of the awards is needed, 'Emmies' were also presented in five categories for shows seen only in the Los Angeles area. These, naturally, were not included in the network program, but were shown over a local

- Page 1 -

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ice includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; It movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file. station. Following the custom of the Motion Picture Academy, the ATAS sets up special screening periods of films and kinescopes of programs nominated for awards so that members may go to a theatre to refresh their impressions of the programs they had voted for.

Under no circumstances or standards is it possible to consider the ATAS representative of the television industry, either the creative or technical sides. It cannot be considered such in either point of view or in membership as long as it restricts itself to a Los Angeles operation. It is also obvious that as long as it continues as a slavish imitation of the Academy of Motion Picture Arts and Sciences it can never be more than a step-child of the movies. As the major film organizations move into television production there will be a future question about whether film people or television people (live and film) will control the ATAS. There is no question that film workers -- still in a minority as far as network television is concerned -- dominate the ATAS because of the important strides they have made in Hollywood.

Danny Thomas, always a fine performer, signaled the imperfection of the 'Emmies' himself on the air when he termed his first award, for "best actor starring a regular series," as "ridiculous," while admitting to high gratification at the award for <u>Make Room for Daddy</u> as the "best situation comedy series". High spirits at winning two awards in one evening accounted for it and Danny Thomas may regret the careless word now, but it provided a capsule critique of the 'Emmies' as far as their having an industry-wide meaning or standing.

NBC may have unintentionally done everyone a service in presenting the award ceremony on a network basis. Pressure from the industry may force the ATAS to become more representative of the entire craft, east and west, rather than of expatriate movie performers interested in aggrandizement of their new positions as adjuncts f the movie colony. (It might be noted that many capable performers have been able to return to movie careers or have re-established themselves because of successes in television). The ATAS is thus far insular in organization and approach. There is very little "art" or "science" and practically no nationwide television influence in its makeup.

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News in the trades about Worthington Miner's planned series for NBC were considered a little premature. Only one of three series mentioned in stories has gotten to a production stage, <u>Frontier</u>, which will be an adult Western series. Sidney Lumet, former CBS staff director in New York, will leave for the coast tomorrow (March 10) to begin pre-production work before directing the pilot film. Lumet, by the way, did a one-shot direction for <u>Elgin Theatre</u> last night in New York over ABC-TV. The pilot script for the Western was written by Friedkind and Fine. The series is coneidered a Worthington Miner-Ashley-Steiner, Inc., package. The second of the talkedabout pilots, <u>Challenge</u>, would be for a dramatic anthology series. The pilot script is by Reginald Rose and Rod Serling, but no production details have been set as yet. As far as <u>Briefcase</u> is concerned, the third of the revealed pilots, although it has already received approval from the California Bar Assn and a pledge of assistance, it may have to wait on progress on the other two packages.

Official title for the new live drama series replacing Father Knows Best over CBS-TV on April 5, is <u>Appointment with Adventure</u> (formerly "Adventure Theatre")..... .New title for <u>Fortia Faces Life</u> over CBS-TV, is <u>The Inner Flame</u>, effective March .....While R. J. Reynolds Tobacco is reported to be set as a co-sponsor of the .il Silvers film series, <u>You'll Never Get Rich</u>, final okay may depend on the other sponsor. Reynolds has also been reported to be interested in a new Hollywood film series, which may or may not be <u>The Crusaders</u>, currently going into production at Revue in Hollywood.

ROSS REPORTS - MID-WEEK SPECIAL - 3/9/55 - Page 2

(MORE)

The new CBS children's series, which will range the nation for origination coints to present live documentaries of interest to young viewers, will make its debut on Sunday, April 17, 3:30-4pm EST. The CBS Public Affairs package is as yet untitled, with the final choice of several under consideration depending on clearance. ack will produce the series, but other production details are still in the Ter . In essence, the series is intended to present the story of the nation in it basic parts; through visits to a farm to see how its operations are performed, to a port to see how liners are brought to the pier, to an industrial plant to see how products are formed from raw materials, etc ..... The new Johns Hopkins series making its debut over ABC-TV on Saturday, March 26, 7-7:30pm EST, will be titled Tomorrow. Lynn Poole of Johns Hopkins University will be producer and moderator, the same functions he performed on Johns Hopkins Science Review, which had its last showing over the Du Mont net last weekend. As with the previous Hopkins program, Tomorrow will originate in the studios of WAAM(Baltimore). The new program will search out the most important and unusual professions open to career-minded Americans to guide young people to the many new industries where there is a desperate shortage of highly skilled personnel.

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Everett Rosenthal and Leonard Loewenthan have resigned as v.p.'s of Prockter Television Enterprises to establish their own TV producing company, Pyramid Productions, at 1 East 57th St, effective March 21. The new firm will create and produce both live and film programs and may also finance outside projects for network and syndication programming. Rosenthal, executive producer on all the major Prockter T7 projects during the past few years, will be president of the new company, with Loewenthan as exec v.p. and general counsel.....Midwestern Hayride, the Crosley-WLW perennial country and western program, will again be a summer replacement for a major NEC program -- the fourth year. It replaced the Milton Berle show on Tuesday night last year.....Charlie Applewhite has been made a permanent member of the cast of <u>The Morning Show with Jack Pear</u> over CBS-TV. The latter elongation in tit's, while understood for some time, was made formal with caps in CBS schedules al weeks ago.

CBS' major league baseball <u>TV Game of the Week</u>, starting April 2 on Saturday afternoons, will not be telecast in minor league cities whenever the local team is playing.....<u>Today</u> will make another city origination in April, jumping to Detroit for a week, from April 18 to 22, and will be seen in the future from other major cities at least six times during the year, returning to its regular New York base after each safari. Daily Detroit originations will be from major industrial plants and city landmarks.....CBS' <u>You Are There</u> films have gone into production at Hal Roach Studios, continuing the series for which 15 were originally produced in New York after it switched from a live presentation. James Fonda is producer for CBS, with Barney Girard directing.

Shulton, Inc., makers of Old Spice and women's fragrances, started its first major investment in television last week over KTTV(LA), with its sponsorship of <u>Paris Frecinct</u>, which stars Louis Jourdan and Claude Dauphin in stories of the Paris Surete. Shulton's sponsorship of the series, thru Wesley Associates(NY), will reach 30 markets by spring for the MFTV package.

PEOPLE GOING PLACES: Louis G. Bissell, Jr., appointed radio-TV director of Reach, Yates & Mattoon, Inc(NY).....John Kucera upped to v.p. and director of treadcast media at Biow-Beirn-Toigo, Inc(NY).....David Y. Bradshaw upped to manager of the radio-TV dept of Young & Rubicam, Inc(NY).....Mann Holiner named manager of the Hollywood office of Ted Bates & Co., succeeding H. Austin Feterson, who has esigned his partnership and position as head of the Hollywood office, effectarch 31.....Guild Films moved to 460 Park Ave., New York (MU 8-5365)..... and Savage has been appointed assistant to Reub Kaufman, president of Guild Films, in addition to his station relations duties, to coordinate the firm's departments.

2088 REFORTS - MID-WEEK SPECIAL - 3/9/55 - page 3