Ross Re	bored on television
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	19 1955 PRODUCTION • PROGRAMMING • TALENT
BUS MGR: Marjorie Oxley LI UNIVERSIT	BRARY 551 Fifth Avenue • New York 17 • MUrray Hill 2-5910 Y OF HOUSTON PUBLISHED BY TELEVISION INDEX, INC.
	NETWORK DEBUTS & HIGHLIGHTS

### Wednesday(20)

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AEC- 8:30-9pm EST; DEBUT; Mr. Citizen; from WABC-TV(NY), 36 stations live, 44 kine. Sponsor-Liggett & Myers Tobacco Co (L & M Filter Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred H. Walsh; Agcy Superv- Norman Gort; Commls- On Film. Pkgr- Cunningham & Walsh, Inc(NY); Prod- Edward A. Byron; Assoc Prod- Marx B. Loeb; Dir- Charles Tate; Editor- Feter McGovern; Reporter-Leonard Safir; Head Researcher- Mary Lee Fletcher; Music Dir- John Gart; Writers-Robert J. Shaw, Howard Rodman, alternate weeks; Asst to Prod & Canting- Gwen Campbell (at Byron office, 8 E 52 St). Allyn Edwards is host and narrator for this live series of Gramatizations of true stories of people who have helped their fellow men, either by heroism or inspiration, without thought of themselves. The individual whose story is re-enacted appears on the program and receives a citation from a noted public figure who appears as a guest. The program replaces the New Stu Erwin Show for the sponsor; last show April 13.

# Thursday (21)

ABC- 7:50-8pm EST; SPECIAL; Eddie Fisher Salutes Young America; from WFIL(Phila), no. of stations indefinite. Sponsor- General Mills (Institutional) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Joseph Holmes; Agcy Superv- Dave Nyren. Pkgr- Dancer-Fitzgerald-Sample, Inc(NY); Exec Prod- Dave Nyren; Prod & Dir- Herb Sussan; Music Dir- Axel Stordahl; Writer- Gordon Auchincloss. Eddie Fisher is m.c. for a variety show at the Bellevue Stratford Hotel in Philadelphia. John Daly will announce the Betty Crocker All-American Homemaker of Tomorrow, from among 48 state winners at a banquet at the hotel. Program replaces The Lone Ranger for the sponsor in this time spot, one time only.

## Sunday (24) - DAYLIGHT SAVING TIME BEGINS

<u>NEC-</u> 4-4:30 EDT; RETURN; Comment; from WRCA-TV(NY) & WRC-TV(Wash), to the net. Sustaining. Pkgr- NBC Public Affairs; Superv- William R. McAndrew; Dirs-Julian Goodman(Wash), Ann Gillis(NY). News documentary with staff commentators and overseas correspondents interpreting international events. The program will be presented again on May 8, June 5 and June 19. Presented alternately in this time spot will be <u>Background</u>, the <u>Elder Wise Mon</u> filmed conversations and <u>NBC</u> Opera Theatre (May 15).

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THIS WEEK

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Izzs Reports On Television, Service Subscription Rates (U.S., Canada, Moxico): \$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;

CES- Lassie (Sun, 7-7:30pm EST) Re-runs of films started March 13. (Only 26 films were produced for the first season's series).

The Search (Sun, 4:30-5pm EDT) Last program in series, April 24; titled "The Search Sums Up," including highlight excerpts from previous programs.

MBC- Today (Mon thru Fri, 7-9am all zones) Originates from Detroit, April 18-22.

Home (Mon thru Fri, llam-12noon EST) Originates from Washington, April 18-22.

The Big Story (Fri, 9-9:30pm EST) Alan Cooke added as director, alternating with David Rich, effective April 22.

# NEW HETWORK SPONSORSHIPS

EROWN & WILLIAMSON TOBACCO CORP (Viceroy Cigarettes) thru Ted Bates & Co., Inc(NY) is sponsoring the Friday, 2-2:15pm segments, alternate weeks, of the <u>Robert Q. Lewis</u> <u>Show</u> (Mon thru Fri, 2-2:30pm EST) over CES, effective April 15. It also sponsored the segment on April 8, but alternate week sponsorship is effective April 15.

# LOCAL STATION ACTIVITY

WATV(Ch 13) - Schedule changes: Barry Gray and Wilson, Glickman and Lee, both Mon Newark, NJ thru Fri programs scheduled to debut April 11, cancelled (See page 39).
• Deutsche Fernsehstunde; DEBUT April 16; Sat, 8-8:30pm EST. No produc- tion info available. German-American show featuring German eongs and es, and interviews with German-American personalities. Herbert Oettgen is m.c.
<u>WATV</u> - La Revista Hispana (The Spanish Revue); DEBUT April 16; Sat, 10-11pm first week, then 9-10pm EST. No production info available. Perucho Iroguyen and Carmen Correa are hosts for the show which features a half-hour live situation comedy, preceded by three five-minute segments of news, features and inter- views, and followed by segments of the same types.
WNAC-TV(Ch 7)- 59th Annual B. A. A. Marathon; SPECIAL April 19; Tue, 2-2:30pm approx. Boston Sponsor- Carling Erewing Co thru Harold Cabot & Co, Inc(Boston). Tel- ecast of the last portion of the famed Boston marathon, from Hopkinton to Boston, with three camera positions along the end of the run.
HW-T(Ch 5) Cincinnati - Paul Dixon Show; STATION DEBUT April 18; Mon thru Fri, 3-3:30pm first week, then 3-4pm with feed to WLW-D(Dayton) and WLW-C(Columbus). Participations. Paul Dixon returns to Cincinnati with his music and pantomime show, featuring Sis Camp. He originally developed his program in Cincinna- ti over station WCPO-TV and was on the ABC and then the Du Mont network from Cincin- nati. The program origination moved to New York Oct 13, 1954, and went off after the April 8, 1955 program. WLW-T carried the Du Mont feed starting this January.
<u>XTLA(Ch 5)</u> - <u>Milady</u> ; DEBUT April 11; Mon thru Fri, 3:30-4pm PST. Participations. Dorothy Gardiner is hostess for the program, presenting tips on home- making, women's interest info and interviews. Tuesday and Thursday nts feature Corris Guy with her "Tricks and Treats" cooking comment and demon- ions.
<u>KTLA</u> - <u>Playcrafters Club</u> ; FORMAT & SCHEDULE CHANGE April 16; Sat, 11-11:30am. Program was previously seen Mon thru Fri, 4-4:30pm. Arnold Pike now acts as host and coordinator, introducing the various guests.

ROSS REPORTS - 4/17/55

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LOCAL STATION ACTIVITY (More)

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	5 C	hicago & Los Angeles)		ţ		
STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	TART	DATE	DAY T	IME
ABC(7)	*"Coldiana of Destand" (Mar			x		
	*"Soldiers of Fortune" (MCA- Revue - correction of p. 39 11	-Seven-Up Co thru J. Walter Lsting) Thompson Co.	4/9	Sat	6-6:30pm	1
WARC(7)	#"Crcwn Theatre" (CBS Film Sales)	-Participations	3/14	Sat	9-9:30pm 8-8:30pm	
MABC(7)	<pre>#"15 Minutes from Hollywood"   (MCA - same as Playhouse 15)</pre>	-Participations	3/14	Mon	thru Fri 6:30-6:	6:3
¥AEC (7)	<pre>#"The Two-Story Hour" (MCA half-hour packages)</pre>	-Participations	4/11	Mon	thru Fri	
XABC(7)	*"The Eddle Cantor Show" (Ziv)	-P. Eallantine thru Wm Esty	4/11	Mon	9-9:55a 10-10:30	pm
VCBS(2)	*"Buffalo Bill, Jr" (Leo Burnett)	-Mars, Inc(Milky Way) thru	3/26	was se Sat	een Wednes 5-5:30pm	days
WABD(5)	*"The Ames Brothers"	Leo Burnett, Inc. -Royal Crown Bottling Co of	4/1	Fri	6:30-6:45	рш
WRCA(4)	(MCA-Revue) *"Science Fiction Theatre"	Newark thru BBD&0 -Emerson Drug Co(Bromo	4/5	Tue	7-7:30pm	
WRCA(4)	(Ziv) *"Britannica Junior Theatre"	Seltzer) thru Lennen & News	11		9-10am	
¥OR(9)	(Encyclopedia Britannica) *"TV Baseball Hall of Fame"	-Open			-	
¥CR(9)	(Flamingo Films) *"Adventures in Sports"	-	4/9	qua	aseball g	
WPIX(11)	(Sterling)	-Open		q ua	baseball	game
	#"Clubhouse Gang Comedies" (Interstate)	-Participations (in	4/9 add1 <sup>1</sup>	Sat tion.t	6:30-7pm o M thru 1	F sh
VPIX(11)	*"The Christopher Half Hour" (The Christophers)	-Sustaining			10:30-11	
Chicago						
WNBQ(5)	*"Science Fiction Theatre"	-Emerson Drug (Bromo Seltzer	) 4/2	Sat	10:30-11	pm
NIBQ(5)	(Ziv) *"TV Baseball Hall of Fame"	thru Lennen & Newell -Nelson Chevrolet, Inc thru				
s Angeles	(Flamingo Films)	Gordon Best Co	4720		1-1.)opu	
KAEC(7)	*"TV Baseball Hall of Fame"	-Open	4/18	Mon	10:45-11	מר
XIXT(2)	(Flamingo Films) #"The Range Rider"	-Participations	-		hru Fr <b>i</b>	
XTLA(5)	(CBS Film Sales) #"Pride of the Family"	-			5:50-6:20	Opm
	(MCA)	-Zandt Carpet Co	3/11	Fri	7;30-8pm	
XTLA(5)	<pre>#"Public Prosecutor"    (George Bagnall)</pre>	-Open	4/12	Tue	7:30-7:45	5pm
KTLA(5)	#"Conspiracy" (Re-runs of	-Open	4/10	Sun	10-10:30p	om
KTLA(5)	"Foreign Intrigue" - Official) *"Cartoon Carousel"	-Participations	4/11	Mon	thru Fri	
RTTV(11)	(Guild-Looney Tune Library) #"Ramar of the Jungle"	-Quaker City Choc & Confec			4-5:30pn 6-6:30pm	n
	(TPA)	Co (Good and Plenty) thru Adrian Bauer(Phila) and	(T	'ime a:	nd sponsor char	
RTTV(11)	*"Buffalo Bill, Jr"	Schwinn Bicycles thru Ted Fe -Mars, Inc(Milky Way) thru			5;30-6pm	
KTTV(11)	Leo Burnett )	Leo Burnett Co., Inc(Chi) -Olympia Brcwing Co thru	* f = =			
·	(Ziv)	Botsford and Pictsweet Foods	3 4/1	2 Tu	e 9:30-10	pm
XTTV(11)	*"Sports Mirror"	thru Brisacher, Wheeler -Seven-Up Bottling Co of L.A.	4/2	Sat	4:45-5pm	ı
KITV(11)	(George Eagnall) #"The Lone Wolf" (MCA)	-Open	3/14	Mon	10-10:30p	m
					oss-the-bo	

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ROSS REPORTS - 4/17/55

LOCAL STATION ACTIVITY

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Most of the shows on April 15, 16, 17 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, April 22. Script identifications used are: (O) original, (A) adoptation, (SW) taff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), usician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

「日日日日日日日日日日日日日日日日日日日日日日日日日日日日日日日日日日日日日	Science Fiction Theat	re WRCA-TV 7pm	FRIDAY APRIL 15 mmmmmmmmmmm Don DeFore, Marie Windsor, Warren Stevens, Peggy O'Connor
	FED BUTTONS (Fhyllis Kirk)	CBS 8pm	regulars & Ross Martin, Milton Frome, Marsha Mae Jones, Ty Ferry, Allan Walker; (SW & SD)
「ない」	Schlitz Playhouse	CBS 9pm	O'Brien - (O) by William Brandon, (A) by DeWitt Bodeen & Sid- ney Blddell; with Dan Duryea, Lillian Bronson, Margarct Field, Virginia Lee, Ralph Sanford, Ted Stanhope; (SD) by Sobey Martin
9412'10'2'8'	,		SATURDAY APRIL 16
	TOM CORBETT	NBC 11:30	rcgulars & Carter Blake, Wesley Lau; (SW) by Albert Aley(SD)
ي بالاستيناني			SUNDAY APRIL 17
	LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>A Neighbor</u> - (0) by Howard Rodman; with Maurice Schwartz, Margaret Hamilton, Jerome Kilty, Fritz Weaver, Victor Thorley
r − L i viter i	CAMERA THREE (James Macandrew)	WCBS-TV 11:30	Dickie Olsen, Bruce Webster; (SD) Hamlet (lst of 3 parts) - (O) by William Shakespeare; with Earle Hyman, Nancy Wickwire, Michael Kane, Gerald Sarracini, Michael Higgins; (SD)
1	LET'S TAKE A TRIP	CBS 3:30	(0) by Eob Allison; with regulars Sonny Fox, Ginger MacManus, Pud Flanagan; (SD)by Roger Englander(PREMIERE)
	ALLMARK HALL OF FAMI	E NBC 5pm	The Man Who Broke Down the Wall - (0) by Helene Hanff; with cast to be announced; (SD)
	NR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Guy Raymond, Carl Swenson, Gage Clarke, Reta Shaw, Michael Allen; (SW & SD)
	COLGATE COMEDY HOUR (Gordon MacRae)	NBC 8pm	Edgar Bergen & Charlie McCarthy (ventriloquist), Sue Carson (S), Ronnie Graham (C), the Treniers (N), Leigh Snowden, clips from <u>Ain't Misbehavin</u> ' starring Piper Laurie & Memie Van Doren; (C) by Mannie Manheim; (SD, FROM HOLLYWOOD)
	STORK CLUB (Sherman Billingsley)	ABC 9:15	Polly Bergen (S), Oliver Wakefield (C), Robert Maxwell (M), Lynne Breton (C), Elaine Dunn (D)
içek faster ytter olar olar.	GENERAL ELECTRIC THEATRE (Ronald Reagan)	CBS 9:30	O, Lonely Moon - (O) by Bryan MacMahon,(A), by John McLiam; With E. G. Marshall, Neva Patterson replacing Maureen Staple- ton previously announced, Jane Seymour replacing Margaret Wycherly; add: Roni Dengel, Joey Fallon, John Lynch, Mary Lynch, John Hamilton, Eileen Merry; (SD)
1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	APPORITMENT MITH ADVENTURE	CBS 10pm	Faithful Pilgrimage - (0) by Rod Serling; with Viveca Lindfors William Prince, George Macready, Theodore Bikel, Luis Van Roo- ten, Martin Kosleck, Olga Fabian; (SD)
			MONDAY APPLI, 18
v	<u>Sherlock Holmes</u> (Renald Howard & H. Marion Crawford)	WRCA-TV 7pm	The Case of the Violent Suitor - (0) by Charles & Joseph Early with regulars & Eric Micklewood, Brookes Kyle, Marie Sinkler, Rolly Eester; (SD)
	CAESAR'S HOUR (Nanette Fabray)	ITBC 8pm	regulars & Roger Sullivan, David Leland, George Kilroy, Lucky Kargo (latter 2, stunt men), Jules Racine, Charles Lee Saari
	"V Feader's Digest ugh Reiily)	ABC 8pm	Honeymoon in Mexico - (0) by John & Feggy Wilhelm; (A) by Gwen Bagni; with Richard Long, Merry Anders, Anthony Numkema, Rafael Compos; (SD) by John Peyser
	THE VOICE OF FIRESTON	E ABC 8:30	Robert Rcunseville (S), George Feyer (M)
	TALENT SCOUTS	CBS 8:30	Virginia Capers (S), the Four Mascots (S), Mary Kennedy (S)
	I Love Lucy	CBS 9pm	regulars & Cornel Wilde; (SW & SD)
	<u>Xedic</u> (R. Boone) BOSS REPORTS - 4/17/5	NBC 9pm 5 - Page A	My Child's Keeper - with Jeannie Baird, Linda Sterling, Fondy Ficius; (SW & SD) TALENT SHOWSHEET(more)

			MONDAY APRIL 18(Cont <sup>1</sup> d)
	RT MONTGOMERY ENTS	NBC 9:30	<u>P. J. Martin &amp; Son</u> - (O) by Robert J. Shaw; with Edna Best, Lynn NcCarthy, Jack Mullaney, Gloria Stroock, Lori March, Ann Dere, William Erwin, Raymond Bramley, Fhilippa Eevans;(SD)
<u>e</u>	mber Bride	CBS 9:30	regulars & Gail Bonney; (SW & SD)
<u>Eddi</u>		CBS 10pm WABC 10pm WRCA-TV 10:30	<u>Affairs of State</u> - (0) by Louis Verneull, (A) by Everard Mode; with Betty Furness, Jeff Morrow, Walter Hampden, Rita Vale, Paul Huber, John Marriott; (SD) by Paul Nickell Frances Mercer, John Gallaudet, Tris Coffin; (SW & SD) regulars & Edward Binns, Lillian Buyeff, Addison Richards, Feter Gray, Sarah Selby, Victor Sen Yung, William Kendis,
	rry Kelley)	· .	Alan Reynolds; (SW & SD)
「「「」			TUESDAY APRIL 19 mmmmmmmmmmmmmmmmmmm
Cave	lcade of America	ABC 7:30	The Indomitable Blacksmith - with Whitfield Connor, Peggy Webber, Frank Ferguson, Katharine Warren; (SD)
1 <u>Life</u>	With Father	CBS 8pm	Father Has a Bad Night - (0) by Whitfield Cook, Dorothy Baker With regulars & Nana Bryant; (SD)
	CK-BERLE ing & Gilbert)	NBC 8pm	Hoagy Carmichael (M&S), Hildy Parks, Fred Clark, Dorothy Col- lins (S), Raymond Scott (M) & Eerle regulars
j <u>Stud</u>	110 57	DuM 8:30	Rainy Night - (0) by Fenton Earnshaw; with Nancy Gates, Tom Avera, Robert Cornthwaite; (SD) by John English
The	Halls of Ivy	CBS 8:30	regulars & Ted De Corsia, Adam Williams, Jack Elam; (SW & SD)
	side Theater e Raymond)	NBC 9pm	Luxurious Ladies - (0) by Leon Ware, (A) by David Victor & Herbert Little, Jr.; with Stephen Eekassy, Hillary Brooke, Jack Rice, Marjorie Eennett, Kathryn Card, Mary Young, Ger- trude Graner, Chick Chandler, Henri Letondal, Ralph Dumke, Sam Flint; (SD)
	y Thomas in Hagen)	ABC 9pm	Benefit Show - (0) by Mac Benoff; with regulars & Dave Barry, Bob Hopkins, Hy A <sup>v</sup> erback, George Givot, Dorothy Hamer;(SD)
	TRONG'S CIRCLE	NBC 9:30	The Secret of Emily DuVane - (0) by Jerome Ross; with Geral- dine Fitzgerald, Martyn Green, Malter Brooke, Romney Brent, Noel Leslie, Burford Hampden, Harry Shaw Lowe, Joe Trinidad; Dir by Paul Bogart
3231	N HOUR	ABC 9:30	Midsummer Melody - (0) by Joseph Schull; with Ernest Truex, Jerome Courtland, June Lockhart, Kathy Nolan; (SD)
AER	RED SKELTON	CBS 9:30	Abby Lane (S) (FROM HOLLYWOOD)
DANG	ER	CBS 10pm	Telegram - (0) by George Eellak; with Harry Townes, Gene Perrson, David White; (SD) by Paul Stanley
	A Great Life hop,Dunn,O'Shea)	NBC 10:30	Formal for Amy - with regulars & Sally Creighton, Gloria Mar- shall, Constance Purdy, Victoria Ward, Michael Ross, Rochelle Ades, Marilyn Benedict, Keith Kerrigan, Jan Murray, Joan Fotre; (SW & SD)
			WEDNE SDAY APRIL 20 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
ARTH	UR GODFREY	CBS 8pm	James Stewart
	CITIZEN yn Edwards)	ABC 8:30	Late for Supper - (0) by Robert J. Shaw; with Hal Holbrook, Nancy Kenyon, Elizabeth Lawrence, Eeverly Lunsford, Richie Clemence, Jane Rose, Steve Thomas; (SD) by Charles Tate(PREM)
	<u>Millionaire</u> vin Miller)	CBS 9pm	The Story of Fred Malcolm - with Les Tremayne, Marjorie Rey- nolds; (SD)
THEA		NBC 9µm	<u>Gramercy Ghost</u> - (0) by John Ceci <sup>1</sup> Holm; with Pat Carro <sup>1</sup> 1, James Broderick, Conrad Janis, Francis Bethencourt, Woodrow Parfrey, Tiger Andrews, Dortha Duckworth, LeRoi Operti, Ches- ter Stratton; (SD) by Maury Holland
	BARBER'S CORNER	CBS 10:30	Willy Mays (baseball) THURSDAY APRIL 21 mmunumummunum marin
	Milland 111s Avery)	CBS 8pm	regulars & Jan Merlin, Olive Sturgess, John Abbott, Leonid Kinskey; (SW & SD)
Acti	sury Men in on(Walter Greaza) REPORTS - 4/17/5	- · · ·	The Case of the Forred Bonds - (0) by Robert Sloane; with Marry Milan, Tony Parrett, Gloria Talbot, John Stephenson, Mae Loomis; (3D) <u>TALENT SHOWSHEET(more)</u>

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		THURSDAY APRIL 21 (Cont'd)
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Gary Merrill)		<u>A Shot in the Dark</u> - (0) by Art Wallace; with Vanessa Brown, John Cassavetes, Joe DeSantis, others to be announced;(SD)
IMAX! illiam Lundi	CES 8:30 gan)	Flight 951 - (0) by Milton Geiger; with Paul Douglas, Bar- bara Britton, Irene Hervey, Cathy O'Donnell; (SD, FROM H'D)
STAR TONIGHT	ABC 9pm	The Giants' Stair - (O) by Wilbur Daniel Steele, (A)-(SW); with Bruce Gordon, Ruth White, Laurinda Barrett; (SD) by Joel O'Brien
Dragnet(Jack W	ebb) NEC 9pm	regulars & Olan Soule, Rosemary Day, Jimmy Ogg, Douglas Ev- ans, James Stone; (SW & SD)
FOND'S THEATRE	VEC 3:30	<u>Thunder Rock</u> - (O) by Robert Ardrey, (A) by Jere Daniel; with John Haragrey, George Voskovec, Alexander Scourby, Sally Chamberlin, June Dayton, Dan Morgan, Conrad Bain, Joe Maross
Pord Theatre	NEC 9:30	<u>Sunday Mourn</u> - (0) by Roger West, (A) by Jerry Sackheim, George W. George, George F. Slavin; with Marilyn Maxwell, Wallace Ford, John Bromfield, Percy Helton, Tyler McVey, Brian Keith; (SD)
Public Defende (Reed Hadley)	r CBS 10pm	<u>A Fair of Gloves</u> - (C) by Jerry D. Lewis; with Bill Goodwin, William Boyett, Aline Towne, John Bryant, Patricia Burke, Russell Gaige, David Bruce, Bill Baldwin; (SD)
IUX VIDEO THEA (James Mason)	TRE NBC 10pm	An Act of Murder - (0) by Ernst Lothar (from novel <u>The Mills</u> of <u>God</u> ), screenplay by Michael Blankford & Robert Thocren, TV (A) by Sanford Barnett; with Thomas Mitchell, Ann Harding Ray Danton, Dayton Lummis, Howard St. John, Ruth Warren;(SD)
<u>Willy</u> (June Havoc)	CBS 10:30	Willy and the Counterfeiters - with regulars & Paul E. Burns Madge Black, Noel Drayton, Barbara Morrison; (SD)
		FRIDAY APRIL 22
Adventures of Lee Aaker)	RinTinTin AEC 7:30	R. T. T. & the Dead Man's Gold - (0) by Douglas Heyes & Eve O'Hara; with regulars & Milile Doff, Lane Bradford, Terry Frost, Tom London, John Hart; (SD)
Topper(A. Jeff	reys) CES 8:30	Topper's Uranium Pile - with regulars; (SW & SD)
THE BIG STORY (Norman Rose)	NEC 9pm	Allen Cowperthwaite, Helena, Montana Independent Record - (0) by Max Ehrlich; with Murray Hamilton, Jerry Stiller, Michael Conrad, Steve Gravers, Fred Sadoff, Joan Chambers, Frank Overton, William Forrester; (SD) by Alan Cooke, new alternate director effective this date
Schlitz Playho	use CES 9pm	Who's the Blonde? - () by John MacDonald, (A) by Jack Pat- rick, Don Taylor, Maxine Cooper, Robert Cornthwaite, Alex- ander Campbell, Thom Conroy, Robert Williams, Joy Lansing, Len Hendry; (SD) by Jus Addiss
The Vise (Ron Randell)	ABC 9:30	The Schemer - with Brian Smith, Linden Travers, Brian Worth, Donald Gray; (SW & SD)
	MULTIPLE AND ACROSS-TH mananananananananananananananananananan	E-BOARD SHOWS FRIDAY APRIL 15 THRU FRIDAY APRIL 22
HORNING SHOW	CBS 7am	M - Ken Cord (M), Cliff Miller (double talk); Thu - Hermiore Gingold (C)
GEORGE SKINNER	WCBS 9am	Thu - Ruth Manecke (animals), Chick Darrow (balloons)
GARRY MOORE (Durward Kirby	CBS 10am	W - Jimmy Jeffries (C); Thu - Charlotte Rae (C); F - "Sena- tor" Clarke Crandall, The Florida Trio (variety)
ARTHUR GODFREY	TIME CBS 10:30	M - James Stewart
WAY OF THE WOR (Gloria Louis)		M thru F (5 epicodes) - (0) by Harry W. Junkin; with Margar- et Hayes, Natalie Trundy, Whitfield Connor, Leora Thatcher, Judson Reese, Jock MacGregor, Loren Gilbert; (SD)
	WABC 12:30	Dorl Brooks (S) & regulars M thru F
HAWKINS FALLS	NBC 4pm	M thru F - add regular: Bill Adler; (SW & SD, FROM CHICAGO)
(Charlie Ruggl Esien Wagner,	WEENEY NBC 4:30 es, Glenn Walken) <u>4/17/55 - Page C</u>	regulars &: M - Jocelyn Brando, Jeff Harris; Tu - Jean Cleve- land, Junet Fox, Jimmy Little; Thu - Joe E. Jarks; F - Ann Thomas, Roy Johnson, Jim Millhollin; (SW & SD) <u>TALENT SHOWSHEET(more)</u>

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		BOARD SHOWS FRIDAY APRIL 15 THRU FRIDAY APRIL 22(Cont'd)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - <u>The Sixth Sense</u> - (O) by Harry W. Junkin; with Ann Shoemaker, Pat Breslin, Eric Sinclair, Todd Karns; (SD) (Jayne Meadows subs as hostess for vacationing Martha Scott).
D MACK MATINEE	NBC 3pm	M thru F - regulars & Eddie Manson (M);
HAGIC COTTAGE	WABD 6pm	M thru F - Ed Holmes, Vince O'Brien; (SW & SD)
PERRY GCMO	CBS 7:45	F (4/22) - Duke University Glee Club (S)
TCNIGHT (Steve Allen)	NBC 11:30	M - Betty & Jane Kean (S&C), Lou Parker (C), Gaby Dell, Sammy Fain (composer), all of Ankles Aweigh; Tu - Alice Ghostley (S), George Jessel (C); $\overline{M}$ - Jimmy Rushing (S); Thu - Nick Kenny (columnist), Aqua Bats; F - Elaine Malbin (S), Sono Osato (D)
		SATURDAY APRIL 23
<u>Captain Midnight</u> (Richard %ebb)	CBS 11:30	The Walking Ghost - (0) by Wallace Bosco; with regulars & Jan Shepard, William Fawcett, Belle Mitchell; (SD)
The Range Rider (Jack Mahoney)	WRCA-TV 6:30	The Flving Arrow - (0) by Dwight Cummins; with regulars & James Griffith, Douglas Evans, Dick Alexander; (SD)
Rheingold Theatre	WRCA-TV 7pm	The Lady's Game - with Charles Coburn
JINMY DURANTE .	NBC 9:30	Patty Andrews (S) (FROM HOLLYWOOD)
GEORGE GOBEL	NBC 10pm	Jack Shafton puppets (FROM HOLLYWOOD)
Damon Runyon Theatre	CBS 10:30	Dancing Dan's Christmas - (A) by Berne Giler; with Broderick Crawford, Marilyn Erskine, Hobert Knapp, Mary Young, Paul Du- bov, Murray Alper, Lennie Bremen; (SD)
		SUNDAY APRIL 24 (Daylight Time Begins)
THREE GIRLS	WABC 3pm	Jan Sherwood replaces Janis Carter as regular; (SW & SD)
ENTURE	CBS 5pm	(0) by Jay MacMullen (FROM YUCCA FLAT)
You Are There (Walter Cronkite)	СВЅ б:30	The Rise of Adolf Hitler - (0) by Irving Tunick (repeat of script); with Pater Votrain, Paul Richards, Greta Granstedt
Conrad Nagel	WABD 7:30	The Sandman - (0) by Thomas Sterling; with Walt Richter, Seb- astian Cabot, Pat Browning, Loris Peterson, David Frantz, Cecil Mathews; (SD)
Pepsi-Cola Playhouse	ABC 7:30	The Lady Challenges, - with Eleanor Tanin, Craig Stevens; (SD)
MAX LIEEMAN SPECTACULAR	NBC 7:30	Judy Holliday (C), Dick Shavn (C), Frank Sinatra (FROM H'WOOD) Bambi Linn & Rod Alexander (D)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Marion Marlowe (S), Carol Haney (D), Jack Buchanan (S&D), the Half Brothers (juggling), Jackie Miles (C), Harry Belafonte(S)
General Electric Treatre (Ronald Reagan)	CBS 9pm	The Windmill - (0) by Ernest Haycoxy. (A) by Eorden Chase; with James Stewart, Barbara Hale, Donald MacDonald, Cheryl Callaway John McIntire, Walter Sande, Edgar Euchanan, Arthur Space, Don Garner, Arthur Millan, Baynes Barron, James Griffith, Peter Romans, Fred Coby; (SD) by James Neilson
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	Do It Yourself - (O) by Jay Presson; with Patrick O'Neal, E. G. Marshall, Jena Rowlands, Pat Hingle, Stasia Kos, Maude Sheerer; (SD) by Arthur Penn
<u>Stage 7</u>	CBS 9:30	The Magic Hat - (0) by Irving Gaynor Neiman; with George Brent, Lydia Read, Kristine Miller, Nora Marlowe; (SD)
APPOINTMENT WITH	CBS 10pm	The Quiet Gun - (0) by Anne Howard Bailey; with MacDonald Car- ey, Neville Brand, others to be announced; (SD)
tta Young	NBC 10pm	The Little Teacher - (0) by Richard Morris; with John Hudson, Mimi Gibson, John Bryant, William Forrest, Brick Sullivan, Stuart Randall; (SD)
Beb Cummings (Essemary De Camp)	NBC 10:30	Advice to the Lovelorn - with regulars & Diane Jergens, Rich- ard Jacokel, Laurene Santley, Juan Hovis, Gloria Marshall; (SD)
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APRIL 20, 1955

D-WEEK SPECIAL

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APR 25 1955

NUMBER 16 A

Jerry Leichter

Marjorie Oxley

Alvin Sullum

VOLUME 7

EDITOR: ASSOC ED:

BUS MGR:

INCLUDING THE TELEVISION INDEX

# PRODUCTION • PROGRAMMING • TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

NEWS - POSSIBILITIES - COMMENT

Du Mont's announcement last week of its new Electronicam, a dual-purpose live televisionRand motion picture camera using the same lens system, following the earl-Night announcement in Hollywood of a similar development by Al Simon of McCadden Productions, was cued to the fact that it may revitalize network programming, or at least create a new avenue for Du Mont to remain as the fourth effective television network. If Du Mont's programming ideas for the future, based on the full use of its new equipment, prove out then it would not be a "fourth" interconnected net, but a "first" time-connected network. It would follow current network practice in booking time on stations from a network office for spot placement of network films for a sponsor, the delayed play dates. The new cameras may pose future problems, but under a current agreement between AFTRA and SAG, as long as the film is a record of a live mogram, or a program shot continuously without extra footage or special editing, TRA would be the union in control of actors' agreements. If the cameras were used o produce a full film program photographed over a period of time, in takes or for integration with other footage, then SAG would be the vital union. The SAG-AFTRA agreement does not actually concern the new cameras, but was worked out some time ago covering cases relating to kinescopes and programs like You Bet Your Life, which is a television show recorded on film.

Because of heightened interest on the part of movie makers and others in the live one-hour drama series, it might be worth noting that the Robert Montgomery production for May 2, "Bella Fleace Gave a Party," is expected by the Montgomery staff to be exceptionally good. Fay Bainter is starring and script is by Doria Follett from Evelyn Waugh's original ..... Wally Cox will still be playing "Mr. Peepers" when his program winds up its current season, although plans call for the final program or programs to be in the form of a revue with possible guest stars playing in sketches ..... Caesar's Hour goes off for the summer after June 20, with the summer replacement, a Caesar (Shellric Corp.) package, starting July 4. Phil Foster has been signed as the lead, with Bill Hayes and Bobby Sherwood under consideration as male support. The femme side is still in the air. The program will be either in vignette form or will have a semblance of a running story. Charles Andrews will head the staff of writers, which may include younger, new writers, depending on the format. ......Maurice Evans' once-a-month Sunday series for Hallmark in the fall will cost less over the season than the current weekly Hall of Fame programs and will obviously attract more critical notice since any Evans production is newsworthy, whether on the stage. or on television.

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Las Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription).

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

Future subs for Martha Scott as narrator on Modern Romances until the star returns from Hollywood and "The Ten Commandments," will be Kathi Norris, April 25-29; Mar aret Hayes, May 2-6; and Dorothy Hart, May 9-13. Madge Evans began the rotation week and Jayne Meadows is doing current episodes..... CBS Chicago has signed jockey Howard Miller to an exclusive three-year contract, effective July 18 when he winds up his NBC commitments. Miller would work both TV and radio under the agreement, including one CBS net radio program and four hours of television over WBEM-TV, at a salary minimum of \$4,000 weekly. The Wrigley Company will sponsor the radio show, but the television program format or frequency is still undecided. Miller currently stars on a Monday thru Friday program, Close Up, over WNBQ, which also stars his wife, singer June Valli. Miller will also make an audition film within the next few weeks which would be for the CBS TV net..... Tom Corbett, Space Cadet, NBC Saturday morning feature, loses Kraft Foods as a sponsor after June 25, with the kid program's future status indefinite after the date ..... Big Story (NBC, Fri, 9-9:30 pm) goes off for summer hiatus after July 8 and returns Sept 9. Its summer replacement will be The Best in Mystery, the same as last summer, made up of re-run films. from MCA-TV, mainly from the current Pepsi Cola Playhouse series.

Charles Collingwood will be narrator for Conquest of the Air, the new half-hour film series being produced by CBS with the cooperation of the Air Force and other branches of the government for fall echeduling. Producer Perry Wolff is writing many of the scripts which provide the continuity for the film clips being culled from the archives. Collingwood's footage won't be shot for several months. The 26-part series will probably debut in September as pert of CBS's Sunday afternoon public service spread.....Over 100 stations are already on the list to use Life Magazine's new series of five-minute documentary films, America'a Arts and Skills, each scheduled to be shown at approximately six-week intervals, coinciding with related features in the magazine. The series traces the nation's culture through eight historical per-, with the first, illustrating Colonial contributions, released for station Wing last Wednesday. Chet Burger, of Ruder & Finn Associates, New York public relations firm, is adviser and 1V promotion consultant on the films, which are written by Life staffers and distributed by Life, Inc. The films are free, on request (contact: Shirley Potash, Life, Inc., 9 Rockefeller Plaza, New York 20. JU 6-1212).

Barry, Enright & Friendly is reported to be winding up interior shooting in New York for a "sneak" pilot for an underwater series made in Florida, starring Jerome Courtland. The firm will make another pilot in New York soon, based on material approved by the National Assn for Mental Health; a case history of a psychotic with the script by Reginald Rose and possibly directed by Sidney Lumet ..... The Loretta Young Show (NBC, Sun, 10-10:30pm) resumes filming in July for its fall series. The series will show three repeat films during May. The May 15 program time will be preempted for a special and May 29 may be the last showing of the season before hiatus. Cameo Theatre, produced and directed live by Albert McCleery in Hollywood, will probably be the summer replacement for the Young series. McCleery originally produced a live series in New York under the same name in 1950 and 1951, working close up and with a minimum of sets. Ethel Frank is script editor for the new summer series, at NBC in New York, 1270 Sixth Ave. The market is open for a wide range of material; stories with upbcat endings......Kraft Television Theatre will present "A Seacoast in Bohemia" in a new production on April 27, director Fielder Cook's last program before he leaves to direct the "Patterns" movie on the coast. "Seacoast" was originally presented on Kraft on June 6, 1951, the first play written by Ben Radin for television. The new production will star Ray Rhodes, who will repeat his porformance in the leading role in the original when he made his acting debut as Ray Rizzo. William 'aham moves over from Fond's Theatre to Kraft to replace Cook as an alternating Lacer-director for the duration of his leave. No replacement has been set for Graham.

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Studio Cne Summer Theatre returns to CBS on June 20 for 13 weeks, with Alex March returning as producer; doing new scripts, no re-runs of winter hits. Casting is by March through Laim Dunn of CBS casting. March is also acting as script editor 's at 524 West 57th St., New York 19. JU 6-6000, Exts. 345, 346). Direction will by CBS staffers. Some of the scripts already set are "The Terrible Day," an original by Carey Wilber; "The Voysey Inheritance," an adaptation by Michael Dyne of a Granville Barker original; "For the Defense," an original by George Bellak; and a repeat of "Julius Caesar," a Leo Penn adaptation originally presented in 1950. As in the past, Betty Furness will do the commercials on the first three or four programs and then be replaced for the summer by June Graham ..... Hollywood director William Castle is concluding negotiations with Doubleday & Co., Inc., to use "Crime Club" for the name of a new TV series. The agreement would give him first crack at books or stories , published by Doubleday as "Crime Club" mysteries, but not a blanket right. to the publisher's suspense and crime list ..... The current run on adventure and military stories continues with NBC reportedly sponsoring a pilot for a series to be called Submarine, to be produced by John Florea from a pilot script by Milton Geiger. Pending Navy approval, plans call for using naval facilities at San Diego for the primary background ..... The Medic TV Productions staff, Frank LaTourette, writer James Moser and Lonnie D'Orsa, form another group propping an aviation series, tentatively called Flight. (Warner Bros. Sunset Productions recently announced Men of the Skies as its first TV series) ..... U.M. & M.'s new police series, based on the files of the New Orleans Police Dept, Official Files, N.O.P.D., debuts over WDSU-TV (N.O.) tonight and will be sponsored in about 15 markets by a southern ice cream distributor. Packager is listed as Motion Picture Advertising Service, one of the firms making up U.M. & M. Films were produced by Victor Stoloff and others and were directed by various west coast directors. Stoloff had originally announced the series over a year ago about the time he was in pre-production planning on another about the Canadian Mounties, both apparently shelved for his motion picture activities.

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CBS has acquired first purchase rights to new television plays by Rod Serling, following a similar agreement with Reginald Rose. (Serling has one of the most misspelled names in the trade with every proof reader trying to insert a "t" where it doesn't belong. Serling (cq).).....Although Arthur Godfrey dropped nine from his staff, including three of his four writers, with the explanatory phrase that "no radio or television program can endure unless it can sustain interest despite the dreary dearth of ideas and the inherent limitations of the media," his shows will still be simulcast in the fall. Trade feeling is that as long as his programs are merely visual radio, they will remain static, even with an infusion of new faces.

PEOPLE GOING PLACES: Robert F. Blake appointed to the new post of manager of special projects of the CBS Television press information dept., effective May 31. He resigned as director of publicity for NBC's owned and operated stations.....James S. Pollak has joined Compton Advertising, Inc., as agency producer on P & G's new Fireside Theater starring Jane Wyman, working with producer-director William Asher on stories, casting and production, in Hollywood......Gary Stevens has been named general manager of Warner Bros. TV division which will produce its ABC-TV show, <u>Warn-Bros. Presents</u>. Solly Baiano, head of Warner's casting, has been appointed casting head of all the company's TV activities, including its Sunset Productions subsidiary. .....Ray J. Mauer named director of radio and television, Geyer Advertising, Inc... ....James E. Robertson appointed to head radio-TV production in the Chicago office of N. W. Ayer & Son, Inc.



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