Road Reports ON TELEVISION

INCLUDING

TELEVISION INDEX

VOLUME 7

NUMBER 17

Production • Programming • Talent

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Alvin Sullum

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

BUS MGR:

Marjorie Oxley VERSITY OF HOUSTON

PUBLISHED BY TELEVISION INDEX. INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (25)

CES-NBC POOL- 2-2:30pm EDT; SPECIAL; President Eisenhower's AP Address; from WCBS-TV(NY) & WRCA-TV(NY), to the respective nets, from CBS orig-CBS Prod- Ted Sack. President Eisenhower's address to the annual luncheon of the Associated Press in the Grand Ballroom of the Waldorf-Astoria Hotel in New York.

Tuesday (26)

CBS-NEC POOL- 8-8:30am EDT; SFECIAL; Atom Bomb Test; remote from Yucca Flat, Nev., via pooled lines to stations KNXT(CBS) & KRCA-TV(NBC), Los Angeles, then to the respective nets; no. of stations indefinite. Program will be part of Today over NBC and The Morning Show over CBS. Cameras of each net will be placed at the blast scene for pool purposes with each net's equipment handled by its own technicians from the West Coast stations. CBS Production Staff: Superv- John F. Day, CBS Dir of News; Prod- Paul Levitan; Commentators-Walter Cronkite, Charles Collingwood, Dallas Townsend, Jack Beck and Grant Holcomb. NBC Production Staff: Superv-Barry Wood, NBC Dir of Special Events; Asst Superv- Roy Neal, NBC H'wood News Bureau; Commentators- Dave Garroway, Hugh Downs, Kit Kinne (latter two for Home telecast later in the morning). The actual detonation of the bomb, an open shot, is scheduled for 8:20am EDT. NBC's Home show will have a pickup from the site on Monday (25) and again on Tuesday, the latter devoted to a description of blast effects on a frame house constructed for test purposes. NBC will also photograph the blast in color for network transmission the same evening from KRCA-TV(LA) on the News Caravan, 7:45-8pm EDT. CBS will also follow its telecast of the blast with another on Wednesday on The Morning Show, examining the effects of the blast. CBS & NBC will show films of the blast on Tuesday on all net news programs. No pre-emptions of regular programs are involved in the telecasts.

Sunday (May 1)

CBS- 5:15-6pm EDT; SPECIAL; Subscription Television, Pro and Con; from WCBS-TV (NY), to the net. Public service, sustaining. Prod-Irving Gitlin; Program Moderator - Dwight Cooke. Special program exploring both sides of the issue of subscription television, with the following speakers: For Subscription TV: Speaker - W. Theodore Pierson of Pierson & Ball, Washington counsel for Zenith Radio Corp; (Continued on next page)

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THIS WEEK (More)

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

Sunday (May 1)

CBS- Subscription Television, Pro and Con (Continued from previous page): For Subscription TV Panel- Dean James Landis, general counsel, Skiatron Electronics & Television Corp.; Ralph Bellamy, president, Actors Equity; Elfred Beck, owner KCEB(Tulsa), UHF station which suspended operations Dec 25, 1954. Against Subscription TV: Speaker- Victor Sholis, v.p. and station director, WHAS-TV(Louisville). Panel- Trueman Rembusch, motion picture exhibitor and member of the executive committee, COMPO; Leon P. Gorman, Jr., general manager, WABI-TV(Bangor, Me); Sherwood Dodge, v.p. in charge of marketing, Foote, Cone & Belding.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Ozark Jubilee (Sat, 9-10pm EDT) Program origination moves from Columbia, Mo., to Springfield, Mo., (via KYTV), effective April 30.

The Danny Thomas Show (Tue, 9-9:30pm EDT) Re-runs of films for summer hiatus begin May 3. Last show in regular season, April 26.

- CBS- The Jack Benny Show (alt Sun, 7:30-8pm EDT) Last show before hiatus, May 1.
- <u>DuM- Life is Worth Living</u> (Tue, 8-8:30pm EDT) Bishop Sheen's last show of the season, April 26.
- MBC- Square Dance Festival(Color); SPECIAL April 23; Sat, 8-8:30pm EST, one time; from WKY-TV(Oklahoma City), to the net. Sustaining. No production info available, WKY-TV staff-produced. Highlight of the fourth annual Square Dance Convention, April 21-23, in Oklahoma City, featuring the top square dance teams and callers attending. Program replaces The Mickey Rooney Show, one time only.
- The Sheilah Graham Show (Mon thru Fri, 10:45-llam EDT) Originates from New York, April 25-29.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7)- Three Girls (Sun, 3-3:30pm EST) Last show, April 17 (See page 38). New York

WABD(Ch 5)
New York

- Catholic Charities Appeal; SPECIAL April 23; Sat, 8-8:30pm EST. Francis Cardinal Spellman reviews the work of the annual Appeal during the program which features Met Opera star Salvatore Baccaloni and the St. Patrick's Cathedral 80-voice choir. Kines will be seen on other NY stations later.

WABD - Sportsman's Guide; DEBUT April 28; Thu, ll:10-ll:25 EDT. Sponsor-Uhu Corp (Uhu Glue), direct. Pkgr-Sportsman's Guide, Inc(NY); Co-Prods-Kani Evans & George Spota; Dir-Barry Shear. Kani Evans gives information on the latest fishing equipment, news and met area fishing information, and interviews experts on fishing and members of fishing clubs.

WATV(Ch 13) - Bruce's Roost; DEBUT April 21; Thu, 9:30-10:30pm. Ramon Bruce stars as m.c. of this musical-variety program with musical guests. The first 30 minutes are a rhythm and blues "hit parade," followed by 15 minutes of novelty music, closing with 15 minutes of spirituals.

FV(Ch 4) - After Allen; DEBUT April 25; Mon thru Fri, l2midnight-lam EST. Varletroit iety show, featuring Sammy Dibert, with vocalist Janie Palmer, Earl
Stuart and orch., and guest stars. Program fills spot left when Tonight moves up on the network's Daylight Saving Time schedule.

Kost of the shows on April 22, 23, 24 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 29. Script identifications used are: (0) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (3), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are appear and lower case letters, underlined. Generally, only first runs are listed. Information is able on programs using re-runs (Lassie, Kodak Request Performance, Ray Bolger, etc.), but these its are not repeated in the weekly listings, below.

FRIDAY APRIL 22 тттттттттттттт Science Fiction WRO Theatre (Truman Bradley) No Food for Thought - with Otto Kruger, John Howard, Clarence WRCA-TV 7pm Lung, Vera Miles, Stanley Andrews Old Love, New Love - (0) by Gordon Webber; with regulars & CBS 8pm MAMA G. Albert Smith, Connie Lembcke, Douglas Reid; (SD) (Peggy Wood) Mission Traitor - no credits available Secret Files, U.S.A. WABD 8pm (0) by Albert Aley; with regulars & Edward Bryce, Ralph Camargo, Sidney Paul, Bill Zuckert, Thomas Palmer; (SD) NBC 11:30 TOM CORPETT (Frankie Thomas) The Case of the Unknown Man - with George Wallace, Mary Beth Man Behind the Badge WCBS 6:30 Hughes, Paul Dubov; (SD); (0) by Alvin Boretz (Charles Bickford) SUNDAY APRIL 24 mmmmmmmmmmmmmm Stigma - (0) by Alfred Brenner; with Audra Lindley, Judson CBS 10am LAMP UNTO MY FEET Pratt, Eleanor Wilson, Carol Veazie, Donnie Dilworth; (SD) (Dr. Lyman Bryson) (0) by Selig Alkon; with regulars; (SD) LET'S TAKE A TRIP CBS 3:30 Aimee de Rivery - (0) by Helene Hanff; with Sarah Churchill, HALLMARK HALL OF FAME NBC 5pm Carl Esmond, Celia Lovsky, Leslie Denison, John Dodsworth, Naomi Stevens Burns, Michael Miller; (SD, FROM HOLLYWCOD) Kaleidoscope - (SW) by William Freidberg, Neal Simon, Will Glickman; with Judy Holliday, Dick Shawn (C&S), Bambi Linn & Rod Alexander (D), Frank Sinatra (S, FROM H'WOOD), George Irving, Robert Gallagher; (SD) NBC 7:30 KAT LIEEMAN **TACULAR** (COLOR) Teresa Brewer (S), Martha Stewart (S), Johnny Maddox (M), Phyl-ABC 9:15 STORK CLUB (Sherman Billingsley) lis Newman (S&C) The Quiet Gun-(0) by Anne Howard Bailey; MacDonald Carey, APPOINTMENT WITH ADVENTURE CBS 10pm Meville Brand, Geraldine Brocks, Jason Robards, Michael Strong James Hickman, Ray Bramley, Matt Crowley; (SD) The Fire Bug - with Le Real, Paul Bonifas, Jacques Chambord, WABC 10:30 Paris Precinct Virginia Kelly, Alex D'Arcy, Roberta Haynes, Marc Behn; (SD) (Jourdan & Dauphin) MONDAY APRIL 25 mmmmmmmmm The Case of the Baker Street Nursemaids - (0) by Joseph Victor; with regulars & Roger Treville, Yves Brainville, Jacques Clancy Sherlock Holmes WRCA 7pm (Ronald Howard) Dominique Chautemps, Roger E. Garris, Claude Bower, Richard Sie Rowland Bartrop, Madame Vallin; (SD) The Great Armored Car Robbery - (0) by Frederic Sondern, Jr., (A) by David Dortort; with Alex Micol, Dorothy Green, Mickey Knox, Bob Faulk, Gene Roth, Ted DeCorsia, Carlton Militaire, Wally Cassell, Ed McNally, Joe Bassett; Dir by Harold Daniel TV Reader's Digest ABC 8pm (Hugh Reilly)

Abbie Nocl & her Runch Girls (S&M), Alexander Yancy (S), Rick Wayne (S); Jack Sterling subs as MC for vacationing Godfrey

I Love Lucy CBS 9pm Rock Hudson & regulars; (SW & SD)

My Child's Keeper - originally scheduled for last week; Breath of Life rerun on that date; (SD)

Dorothy Warenskjold, Jerome Hines (both S)

Matt's Moustache - with regulars & John Qualen; (SW & SD)

Tall Dark Man - (O) by Anne Chamberlain, (A) by Milton Gelman;
with Robin Morgan, Mary Jackson, Ben Yaffee, Rosemary Murphy,
Margaretta Warwick, Anita Bayless; (SD)

TALENT SHOWSHEET (more)

ECSS REPORTS - 4/24/55 - Page A

ABC 8:30

NBC 9pm

CBS 9:30

NBC 9:30

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MONDAY	APRIL	25 (Cont ¹ d)		
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Mr. Brimmer Did It! - (0) by Kathleen & Robert Howard Lindsay; with Dennis Price, Margaret Phillips, Brenda Forbes, Francis CBS 10pm TUDIO ONE Compton, Cavada Humphrey, John McGiver; (SD) by William H. Brown The Practical Joker - with Joe E. Brown, Christine Larson; (SD) WABC 10pm Cantor Too Old to World - with regulars & James Bell, Emile Meyer, WRCA 10:30 ila Town Frances Morris, John Maxwell, Tyler McVey, Jean Inness, Ken-(Mark Stevens) dell Holmes; (SW & SD) . Barry Kelley) TUESDAY APRIL 26 Star Bright - (0) by Frank L. Moss; with regulars & Osa Massen Materfront WABD 7:30 (Preston Foster) Stephen Eekassy, Gabor Curtiz; (SD) Now to Raise a Boy - (0) by Edith Sommer & Robert Soderberg; cavalcade of America ABC 7:30 with Faul Kelly, Erin O'Brien-Moore, Gordon Gatert, Tommy Ivo Father & the Heiress - (0) by Whitfield Cook; with regulars Life With Father CBS 8pm & Frank Cady, Henry Blair; (SD) (Leon Ames) Line Renaud (S), Lloyd Nolan in scene from Caine Mutiny Court NBC 8pm BOB HOPE Martial - (0) by Herman Wouk; (SW & SD) (FROM HOLLYWOOD) regulars & Jerry Parris, Richard Tyler, Bob Sands, Hal Lytton The Halls of Ivy CBS 8:30 The Black Sheep's Daughter - with Philip Ober, Carolyn Jones, Marcia Patrick, Frances Mercer, Tom Dugan, Rodney Taylor; (SD) DuM 8:30 Studio 57 A Trip to Wisconsin - (0) by Henry Garson; with regulars & Danny Thomas ABC 9pm Will Wright, Kathryn Card, Sam Hearn; (SD) (Jean Hagen) Bitter Grapes - (0) by John Kneubuhl; with John Banner, Jody NBC 9pm Fireside Theater Lawrence, Peter Graves, Kurt Katch, Rod Williams; (SD) (Gene Raymond) Fight for Tomorrow - (0) by Irving Elman; with Margaret Hayes, ARMSTRONG'S CIRCLE NBC 9:30 William Prince, Edmon Ryan, Dorothy Peterson; (SD) by Swope THEATRE Margaret Whiting (S); (O) by Sherwood Schwartz, Lou Meltzer,) SKELTON CBS 9:30 Dave O'Brien; (SD, FROM HOLLYWOOD) The Roads to Home - (0) by Horton Foote; with James Daly, Featrice Straight, Joseph Warren, Frances Heflin, Katherine UNITED STATES ABC 9:30 STEEL HOUR Squire, Johnny Washbrook, Sandra Church, Patricia MacDonald, Ronnie Welch, Bill Erwin, Bruce Hall; Dir by Vincent Donehue replacing vacationing Alex Segal The Piano - (0) by Ben Ames Williams, (A) by George Bellak; CBS 10pm DAIGER With Jack Warden, Ford Rainey, Leora Thatcher, Fete Gumeny, Tom Gorman; (SD) Denny Sings - with regulars & Herb Vigran, Jerry Hausner, Lar-It's A Great Life NBC 10:30 ry Blake, Wilson Wood, Diane Robinson, Patty Ried Duke, Harry Johnson; (SW & SD) (0 Shea, Bishop, Dunn) Fabian of Scotland Yard WRCA 7pm Written in Dust - (A) by Arthur LaBern; with Noel Dyson, Mary Kenton, Margaret McCourt, John Banks; Dir by Montgomery Tully (Bruce Seaton) Jack Carter subs as MC for vacationing Godfrey; Bobby Van (D) ARTHUR GODFREY & CBS 8pm Steve Gibson & His Red Caps (M); Prod by Lester Gottlieb; Dir HIS FRIENDS by Robert Bleyer regulars & John Hubbard, Gale Robbins; (SW & SD) NBC 8:30 My Little Margie Seven Below at Midnight - (0) by Howard Rodman; with Frances ABC 8:30 MR. CITIZEN Starr, Florence Anglin, Frank Aletter, Dorrit Kelton, Edgar Stehli, Mary Michael, Geoffrey Bryant, Nancy Wielder; Perry (Allyn Edwards) Como presents award A Caccast in Bohemia - (0) by Fen Radin (repeat of script ori-ginally done 6/6/51); with Ray Rhodes, George Macready, Theo-dore Bikel, Jeff Harris, Lilia Skala, Lenka Feterson, Roger Boxill, Bill Berger, Joanna Roos, Shirley Standlee, Yan Steven KRAFT TELEVISION NBC 9pm THE AMRE Meinenger, Dan Morgan; (SD) by Fielder Cook The Story of Luke Fortune - with Hugh O'Brian, Coleen Gray; (SD) CBS 9pm The Millionaire The Thoroughbred - no credits available

TALENT CHOWSHEET (more)

WRCA 10:30

Douglas Fairbanks

RUSS REPORTS - 4/24/55 - Page B

THURSDAY APRIL 28 WRCA 7pm Elise Rhodes (S) uy Lombardo Polly Bergen replaces Arlene Francis as guest hostess through ABC 8pm SOLDIER PARADE 5/12 land CBS 8pm regulars & Miriam Hopkins, Richard Hale, Lloyd Corrigan; (SW,D) The First and the Last - (0) by John Galsworthy, (A) by William Kozlenko; with Robert Newton, John Agar, Feggy Ann Garner, CBS 8:30 (William Lundigan) John Carradine; (SD) by John Frankenheimer (FROM HOLLYWOOD) The Case of the Cnly Son - (0) by Robert Sloane; with Elizabeth Risdon, Claude Akins, Russ Conway; (SD) by Will Jason Treasury Men in Action ABC 8:30 (Walter Greaza) Fear By Day - (0) by Dan Ettlinger; with Leora Dana, Herb Nelson, Lee Fhillips; others to be announced; (SD) ABC 8:30 USTICE (Gary Merrill) Zero Hour - (0) by Ray Bradbury, (A) by George Lefferts; with Kimetha Laurie, Judy Sanford, Evan Elliot, others to be announced; (SD) by Alan Anderson STAR TONIGHT ABC 9pm)ragne t NBC 9pm regulars & James Griffith, Kenneth Harp, Arlene Harris, Robert Stuart, Ted Bliss, Robert Canto; (SW & SD) Jack Webb) Hang Up My Guns - (0) by Wendell Mayes; with Harry Townes, Robert Shawley, Bruce Gordon, Heywood Hale Broun, John Shellie, 'CID'S THEATRE ABC 9:30 Dallas Midgett, Ethel Remey, John Perkins, Jared Reed, Alan Nourse, Pamela Simpson, Joseph Foley; (SD) by William A. Gra-While We're Young - (0) by Stanley J. Wolf, (A) by Wolf & Paul ord Theatre NBC 9:30 Craptree; with Claudette Colbert, Patric Knowles, Tab Hunter, Eilene Janssen; (SD) CBS 9:30 The House Always Wins - (0) by Dick Carr; with Dick Powell, our Star Playhouse Herb Vigran, Alan Mowbray, Regis Toomey, Jean Willis, Tristram Coffin; (SD) by Roy Kellino ublic Defender CBS 10pm End of the Line - (0) by Frank L. Moss; with George Eldredge, adley) John Miljan, Christian Drake, Ann Morriss, Paul Harvey, Tom Daly, Mike Ross, Forrest Lewis, Ted Bliss; (SD) UX VIDEO THEATRE NBC 10pm The Great NcGinty - (0) by Preston Sturges (Paramount film), TV (A) by Sanford Barnett; with Erian Donlevy, Nancy Gates, Thomas Gomez, Jesse White; (SD) by Earl Ebi; (FROM HOLLYWOOD) James Mason) 111y_ CBS 10:30 Willy, the Ex-Artful Miss Dodger - with regulars & Norma Var-June Havoc den, Alice Wellman, Mary Jane Croft, Daralyn Courturight, Lloyd Corrigan) Charlie Cantor, Paula Hill, Jerry Hausner, Bess Flowers; (SD) FRIDAY APRIL 29 dventures of RinTinTin ABC 7:30 R. T. E. the Ghost Town - (0) by David Robinson & Douglas Heyes; with regulars & William Fawcett, Steve Conte, Henry Lee Aaker) Rowland, Zon Murray, Francis J. McDonald, Gregg Barton; (SD) AMA CBS 8pm Katrin's Lame Duck - (0) by Turner Bullock; with regulars & Peggy Wood) Jennie Egan, Virginia Brian; (SD) Mission Danube - no credits available eoret Files, U.S.A. WABD 8pm chlitz Playhouse CBS 9pm The Brute Next Door - (0) by William Fay, (A) by Philip Mac-Donald; with Hans Conried, Hal Baylor, France's Mercer, Lucien Littlefield, Byron Foulger, Frank Jenks, John Harmon, Charles Hicks, Harry Tom McKenna, John Indrisano, Sandra Stone; (SD)

he Vise (Ron Randell) ABC 9:30 Double Pay-Off - with Robert Railes, Mary Scott; (SW & SD) SHOW CBS 7am ITH JACK PAAR

HE BIG STORY

Morman Rose)

NBC 9pm

regulars &: M - Ken Cord (M); W- Roger Ray (M); Thu - Hermione Gingold (C); F - Burl Ives (S&M)

Charles Gleeson, Willows, Calif. Daily Journal - (0) by Allan Sloane; with William Redfield, Edward Binns, Royal Dano, Frank

Stephens, others to be announced; (SD) by David Rich

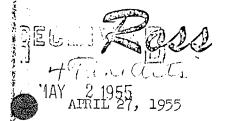
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DAY NBC 7am Thu - Wallace Stegner (author) discussing travel

ME Tu - Victor Borge (C&M) NBC 10am regulars &: F(4/29) - Yonely (variety), Frank J. Polgar (hypno-ARRY MCORE CB3 10am 188 REPORTS - 4/24/55 - Page C TALENT SHOWSHEET (more)

7.	TOTAL THE MAN NOTCORD THE BOARD SHOWS FRIDAL AFAIN 22 IMO PALDAL ALALE 25		
4. 利のないので	WAY OF THE WORLD (Gloria Louis)	NBC 10:30	M thru F - (0) by Harry Junkin (5 episodes); with Edna Best, Sara Marshall, Bill Tabbert, Meg Mundy, Kathleen Maguire, Wil- liam Prince, Claudia Morgan, Paul McGrath; (SD)
	THUR GODFREY TIME	CBS 10:30	M thru Thu - Feter Lind Hayes subs for vacationing Godfrey
V	CHEILAH GRAHAM	NBC 10:45	M thru F - Jane Russell (FROM NEW YORK CITY THIS WEEK CULY)
Harry.	ROBERT Q. LEWIS	CBS 2pm	F (4/29) - Jackie Grimes (C) & regulars
1	ART LINKLETTER	CBS 2:30	M - Joshua Logan (producer-director); W - Crown City Four (S)
ではいる	WORLD OF MR. SWEENEY (Charlie Ruggles, Eelen Wagner, Glenn		regulars &: M - Doug Chandler; Tu - Frank Tweddell, Ethel Remey; W - Carol Veazie; Thu - Grant Richards, Edward Emerson, F - O. Z. Whitehead, Edith True; (SW & SD)
· 假见野星的食	XCDERN ROMANCES (Hartha Scott)	NBC 4:45	M thru F - For These Services - (0) by Theodore & Mathilde Ferro; with Lin McCarthy, Loretta Daye, Jock MacGregor, William Johnstone; (SD) by Tom Reynolds; Kathi Morris subs for Scott
学 は 日本の	TCNIGHT (Steve Allen)	NBC 11:30	M - Alicia Alonso (D), Roy Smeck (M), remote from Phila. with Gloria DeHaven (S) of 7th Heaven; Tu - Otto Harbach(lyricist); Thu - Yonelly (variety), Leona Anderson (S); F - Erroll Garner (M), Valerie Bettis (D), Marion Lavelle (S)
Į.			SATURDAY APRIL 30
できる できる	<u>Captain Midnight</u> (Richard Webb)	CBS llam	Secret of the Jungle - (0) by Wells Root; with regulars & Renee Beard, John Banner; (SD)
AND	Man Behind the Badge (Charles Bickford)	WCBS 6:30	The Case of the Educated Prisoner - (0) by David P. Harmon; With Karen Steele, Helen Kleeb, Yvonne Doughty, Walter Kingsford, Jeanne Dean; (SD)
	The Range Rider (Jack Mahoney)	WRCA-TV 6:30	De ad Man's Shoe - (0) by Joe Richardson; with regulars & Sherry Jackson, Louise Lorimer; (SD)
	Rheingold Theatre Presents Henry Fonda	MRCA-TV 7pm	Virtue - (0) by Somerset Maugham, (A) by Frederic Brady; with Judith Anderson, Philip Ober, John Howard, Barbara Billingsley, Douglas Kennedy
	conald O'Connor	NBC 9:30	Frank De Vol (M)
	GEORGE GOBEL	NBC 10pm	James Stewart (FROM HOLLYWOOD)
	Damon Runyon Theatre	CBS 10:30	All Is Not Gold - (A) by Berne Giler; with Scott Brady, Nancy Gates, Tom Brown, Ben Welden, Herb Vigran, Joy Lansing, Charles Horvath, Art Lewis; (SD)
			SUMDAY MAY 1
	You Arc There (Walter Cronkite)	CBS 6:30	Lou Gehrig's Greatest Day - (O) by Mel Goldberg; with Roy Engel, Paul Birch, Sheila Bronley, Edit Angold, Hans Herbert, John Marley, Dabbs Greer, Jack Daly, Bing Russell; (SD)
	JACK BENNY	CBS 7:30	Jackie Gleason (c), Mary Livingstone (FROM NYC, LAST SHOW)
	conrad Nagel Theatre	WABD 7:30	The Temple of Truth - (0) by John Anderson, (A) by Trueman Clay; with Fiorella Mari, Donald Buka, Alexis Revidis; (SD)
	COLGATE COMEDY HOUR	NBC 8pm	Liberace (M&S), George Liberace (M), Gordon Robinson, Walter Borsella, Trumen Boardman, Allan Reuss, John Graas, Bob Manners Lou Singer, Corky Hale, Norbert Liederbach (all M, FROM LASVEGAS)
	TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Lionel Hampton (M), Eartha Kitt (S), Georgia Gibbs (S), Phil Foster, Skidmore College & NYU Glee Clubs (all from NYC); Irene Dunne, Dan Dailey, Arlene Dahl, Richard Todd, Robert Wagner (HID)
	THE ATRE (Ronald Reagan)	CBS 9pm	Mr. Blue Ocean - (0) by Arthur Steuer; with Boris Karloff, Susan Strasberg, Eli Wallach, Bramwell Fletcher, Anthony Ferkins, Haim Winant; (SD) by Don Medford
1	FHILCO TELEVISION FLAYHOUSE	NBC 9pm	Letter of Recommendation - (0) by Jerome Ross; with Maureen Hurley, Augusta Dabney, Ross Martin, Eetty Sue Albert, Miko Oscard, John Scanlan, Louise Buckley; (SD) by Robert Mulligan
	:ge 7	CBS 9:30	Armed - (0) by Dick Stenger; with Neville Brand, Robert Nichols, Peter Hanson, Dan Barton, Strother Martin, Gordon Mills, Brett King, Louis Jean Neydt, Ross Elliott, James Dobgon; (SD)
	-	NBC 10pm	I Remember the Rani - (0) by Hobart Donovan, (A) by Tom Lewis; with Edward Ashley, Robert Warwick, Mark Dana, David Kasday, Aly Wassil, Noel de Souza; (SD) by Harry Keller
	mb Cummings 1	VBC 10:30	Miss Coffee Break - with regulars & Dwayne Hickman, Nancy Kulp, Hal Peary; (SD)
	2055 REPORTS - 4/24/5	5 - Page D	TALENT SHOWSHEET



Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

AOTABES X SALES

NUMBER 17 A

WERSITY OF HOUSTON

EDITOR: Jerry Leichter ASSOC ED: Alvin Sullum BUS MGR: Marjorie Oxley PRODUCTION • PROGRAMMING • TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

AID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Although film series are still making most of the programming news items for the fall season, with too many pilots being announced for the schedule spots that will be open, the summer shows being tested by the nets are live and largely in the variety field. The Orson Bean Show will start during the first week of July over CES, day and time to be announced, with Milton Douglas producing, Rai Purdy directing and scripts by Max Wilk, Arnold Auerbach and Alen Robin, from New York. The sustainer will have a variety format, include sketches and will probably use a guest or regular girl vocalist. Casting is through Helen Keane, CBS, 524 W 57th St., JU 6-6000..... Stan Kenton's Music 1955 starts July 8 over CBS, Fridays, 10:30-11pm, as the summer replacement for Person to Person. Bob Bach, currently in Hollywood, will be producer at CES, 524 W 57th St., in New York (he also books the "mystery celebrity" guests for "hat's My Line? at Goodson-Todman in New York), and director will be Mel Ferber. onard Feather is writing the show, which will use a weekly guest singer, possibly an instrumental or vocal group, guest dancer or dance act and name variety performers. Dick Lewine is exec producer and casting is thru Helen Keane at CBS....... The Brokenshire Show, WRCA-TV, Mondays thru Fridays, expands a half-hour starting May 9, from 1-2pm daily, and is adding a "TV Workshop" feature which will be a showcase for new program ideas and techniques. Exec producer Steve Krantz at WRCA-TV(NY) is open to new ideas and innovations. New producer and director for the program, Mike Gargiulo, also handles casting......Arthur Murray Party, returning to last summer's spot over NBC as the second half-hour replacement for the Berle Show, Tuesday, 8:30-9pm, will be back on the air June 28 for Associated Products (5 Day Deoderant Pads) thru Grey Advertising. Format is the same as on previous shows, probably using name variety acts and stars, with Kathryn Murray as hostess. Casting is thru Les Zimmerman, 871 Seventh Ave (Suite 210), New York 19. CO 5-0385. The show is set for 13 weeks......CBS has a kinescope-pilot to be made in the near future for an untitled magic show (possibly "It's Magic"), using a bright m.c. and magic acts. Producer is Milton Douglas at CBS; director, Ken Whelan, with Max Wilk as writer. Helen Keane at CBS handles casting.

Max Liebman's last spec of the season for NBC will be "Desert Song" on June 4, then Jack Rayel takes over as exec producer, and possibly as producer of one or more. Dates for Rayel's shows, thus far, are Sunday, June 19; Saturdays, July 2, July 30 and August 27. The July 30 special may be a musical version of "Trilby," produced on the West Coast by Alan Handley, although it's not definite. No other shows are set.

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(MORE)

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The new Patti Page quarter-hour film series for the Oldsmobile Dealers of Ameri-'ca, thru D. P. Brother & Co., will go into production in New York on May 15, using Screen Gems facilities. Pkgr is GAC, Argap Froductions is the film production commany, Joseph Santley is producer and director and Jack Rayel is handling the music. vocal group is set to back Miss Page, but the name has not been announced. The films will be produced in small groups at a time, to keep up to date on current song hits, for a total of 78 for national spot placement.....Steve Allen will present a one-shot on-air live pilot of a contemplated series on his Tonight show during the 12:50-lam period on Tuesday, May 3. Titled The Psychiatrist, the kine will be used as a pilot film for a series of dramatizations of case histories, using professional actors. Packager is NEC with Bristad Enterprises, Inc., Steve Allen's own firm, with Allen as producer and narrator. Director for the live pilot will be Ed King, working from a Howard Rodman adaptation of an original script by Al Foldstein and Jayne Meadows (Mrs. Allen). The pilot, and any future programs in the series, will te pure drama, with the unseen narrator doing the bridges for the psychoanalytical case histories; no mundit panelists are involved.

Fireside Theatre starring Jane Wyman will go on the air August 30, to start the fall season for the P & G series. The producers will use both free lance scripts and stories from a few picked writers, the latter presently under consideration. The demand is for anthology stories of exceptional quality and they must be submitted via MCA to Revue Productions, at Republic Studios, North Hollywood, Calif. SU 3-8894. The series will go into production in July......Frank Leahy will be on the air this fall with his own filmed football forecast show. Frank Leahy and his Football Forecasts will start a ten-week run over 150 stations for Du Pont (Zerone and Zerex) in October, using the same format as last year's program which starred the late Norman Sper for the sponsor. Norman Sper, Jr., will again be producer-director for the series, packaged by Station Distributors......Screen Gems signed Edward Buzzell to produce and direct its new series You Can't Take It With You, based on the award-winning lay and movie of the same title. A couple of months ago it was revealed that the series might go into production without pilots on the basis of four scripts already approved. Lou Breslow and Bernie Giler were originally announced as producers, but Breslow is working on Damon Runyon Theatre for Screen Gems and Giler's current assignment has not been revealed Father Knows Best, the Eugene Rodney-Robert Young package produced at Screen Gems, goes back into production for its fall series to be sponsored by Scott Paper Co over NBC-TV, starting August 31, Wednesdays, 8:30-9pm. The series has also been sold to CBC on a three-year agreement for a Canadian edvertiser. Rodney will again produce and William D. Russell returns as director. Russell has been directing some of the Runyon films.

TV film production companies are raising "paper barriers" (read that as "publicity representatives") in the east for inquiries on new production. Check a company official and he refers you to the firm's press rep, who hasn't received the word from the company anyway. It's no secret on the coast that Ziv is doing a <u>Highway Patrol</u> pilot starring Broderick Crawford at its American National Studio, produced by Vernon Clarke and directed by Herb Strock, but it seems to be a secret in New York. Films being produced under the aegis of the networks on the coast are in the same category. Quien sabe?

Sam Levenson is a good bet to be the summer replacement m.c. for Herb Shriner on Two For the Money during July and August, when Shriner vacations. Walter O'Keefe did the Job last summer...... Micky Marlo is currently on a four-week stint as alternating girl vocalist on Tonight, with the future subject to negotiation..... Sylvania Electric has renewed Beat the Clock for its sixth consecutive year, effective Sept, with the current staff intact. It is considered to be the lowest-cost-per-viewer regram on any net...... Guild Films will put the first of 39 films of The Ina Ray Mutton Show into production on May 5 at California Studios, with Duke Goldstone directing the half-hour musical reviews.

Du Mont's Electronicam TV-Film System was scheduled to get its first on the air trial last night for the Admiral commercials on Bishop Sheen's last show of the season before hiatus for use in the field as dealer spots. Du Mont has equipped Studios I and 5 at its Telecentre and its Adelphi Theatre for the new system for current sponsors with others on a waiting list until facility charges have been worked out. One side note as far as Du Mont facilities are concerned. The network renewed its lease on the Ambassador Theatre for five years and then about a month ago sub-leased it to NBC for an undetermined period.

Another pioneering step in color television will be undertaken by WBAL-TV(Baltizore) when its Monday, 10-10:30am "Class A" program telecast to the Baltimore school system will be presented in color from May 2 to the end of the academic year. It is probably the first use of color TV for in-school broadcasting.....Telecasts of rajor league baceball's "away" games to home cities will grow this season, with WPIX (NY) scheduled to feed 47 games involving the New York Giant and Yankee games to stations in Philadelphia, Boston, St. Louis, Baltimore, Washington, Cleveland and New Haven, the latter a non-league city but on the list for Yankoe games......Along with the Hazel Bishop, Inc., announcement that it would sponsor Place the Face over NBC as the first half-hour summer replacement for the Berle Show, 8-8:50pm, it also said that it would sponsor a half-hour show starring Dunninger, the mind reader, on a net and date to be announced. Considering that the sponsor has also renewed its sponsorship of This Is Your Life, one might say that its advertising schedule is following a one-track mind.

Colgate-Palmolive's new variety series to be produced by York Pictures Corp., the Martin & Iewis-Paramount Pictures company, will begin its run on June 12, featuring 39 shows to be seen three of every four Sundays during the 52 weeks. Aside from the minimum of five shows that will star Martin and Lewis, the variety format, with a permanent m.c., will come closer to the pattern of Ed Sullivan's competing Toast of the Town than it ever has before.....Climax! will join Kraft Television Theatre as the only dramatic series on the air to use the same quality story material and talent during the summer as in the regular season. Neither one will switch production staff or title for the summer.....When Steve Allen's Tonight show switches its origination to the coast for two months following its June 24 telecast from New York, the entire cast and production staff will be airlifted from New York to Los Angeles. West Coast origination will be from the NBC studios on Sunset and the El Capitan Theatre.

PEOPLE GOING PLACES: Anderson & Cairns, Inc., will move to 130 East 59th St., New York, about May 1......National Telefilm Associates, Inc., will move its New York executive offices to 60 West 55th St., about June 1......J. English Smith named co-ordinator of Warner Bros. Presents, with his office at the Warner studio in Eurbank. His successor as AEC-TV program service manager in New York will be anLounced......Ted Cott appointed general manager of Du Mont's owned and operated stations, WABD(NY) & WTTG(Wash)......William Kaland appointed asst national program
Lanager of Westinghouse Broadcasting Co., working in New York......Donald H. Edgemon
Lanager of Westinghouse Broadcasting Co., working in New York......Clem Stigdon
Lanager of film production for the film service dept of CBS Television in New
York......Roy Lockwood joined Robert Lawrence Productions in New York as producerdirector......Jim Casey named program co-ordinator for Musical Nitecap, KNXT(LA)'s
five-a-week, hour-long nightly musical variety show that closes the program day.