

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

MARCH 8-14, 1954

VOLUME 6 NUMBER 10

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

PRODUCTION • PROGRAMMING • TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday(11)

CBS- 10-10:30pm EST, PST; DEBUT; Public Defender, ON FILM; from WCBS-TV(NY) & KNXT(H'wood), no. of stations indefinite. Sponsor- Philip Morris & Co., Ltd (Philip Morris Cigarettes) thru The Biow Co., Inc(NY); Acct Exec- Charles Hirth; Agcy Execs- Les Tomalin(NY), Mary Morris(H'wood). Pkgr- H-R Productions, Inc(H'wood); Prod- Hal Roach, Jr.; Prod Superv- Carroll Case; Alt Dirs- Erle Kenton, James Tinling, Sobey Martin; Art Dir- William Ferrari; Writers- Various. Reed Hadley stars in the title role as Bart Matthews, a civil servant dedicated to the defense of persons without means to pay for legal counsel in court; with various supporting actors in different stories in the series. Program replaces Philip Morris Playhouse in this time slot. Last show of the latter program was March 4.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Paul Tripp Party (announced for Tue, 5:30-6pm in Color, debut March 2) Postponed indefinitely; cancelled before debut. (See p 35).

I'll Buy That (Fri, 11-11:30am EST) Ernie Kovacs replaced Hans Conried as permanent panelist, effective March 5.

This Is Show Business (Tue, 9-9:30pm EST) last show, March 9.

Red Buttons Show (Mon, 9:30-10pm EST) Complete format and production staff change, effective March 22. Art Stander has joined Larry Gelbart on the writing staff, with Hal Collins, Woody Kling and Buddy Arnold leaving. Don Appell will be producer-director, replacing Leo Morgan(prod) and Burt Shevelove(dir). Final format plans still to be announced, with the possible formation of a new "stock" company.

DuM- Twenty Questions (Mon, 8-8:30pm EST) Bobby McGuire, original teen-age panelist returns to the program after four years, replacing Dick Harrison. McGuire is the son of Florence Binard and Fred Van Devanter, regular panelists.

NBC- Arthur Murray Party (Mon, 7:30-7:45pm EST) Les Zimmerman resumed as casting director (at 871 Seventh Ave; CI 7-3900) until the program leaves the air April 12.

OTHER NET CHANGES(Cont'd)

NBC- Mardi Gras; SPECIAL, one time, March 2; Changes in original information: presented 11:45am-12:30pm EST (Rex Parade); 9:30-10pm EST (Comus Parade) & 12mid-night-12:30am EST (Rex Ball). Sponsor- Ford Division, The Ford Motor Company thru J. Walter Thompson Co(NY). (See p 35 for other production information.)

The Dave Garroway Show (Fri, 8-8:30pm EST) Format change, effective March 5. Garroway, stead of moving from set to set, now stays in the center of the studio with the action taking place around him. The pace will be speeded up with one or two production numbers added to the usual four. "The Cheerleaders," vocal quintet, will be featured with other regulars on the show for the rest of the season.

NBC-TV Opera Theatre (Sat, once monthly, late afternoon) Felix Popper, named assistant conductor, succeeding Leo Mueller, who resigned to join the San Francisco Opera as chorus master.

NETWORK SPONSOR ACTIVITY

AMERICAN SAFETY RAZOR CORP(Various Products) thru McCann-Erickson, Inc(NY) will become alternate week sponsor of Walter Winchell (Sun, 9-9:15pm EST) over ABC-TV, effective April 11. Carter Products, Inc., ends its alternate week sponsorship March 28. Gruen Watch Co continues as alternate sponsor.

P. LORILLARD CO thru Young & Rubicam, Inc., has purchased the Father Knows Best film series (Screen Gems), starring Robert Young, starting filming soon. The series will have a network presentation, with no other plans formulated as yet.

PLYMOUTH MOTOR CORP., DIV OF CHRYSLER CORP, thru N. W. Ayer & Son, Inc(Phila) will sponsor That's My Boy, starring Eddie Mayehoff, over CBS-TV, starting April 10 on Saturdays, 10-10:30pm EST, replacing Medallion Theatre, currently sponsored by all four automotive divisions of Chrysler Corp.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Purim Story; SPECIAL March 14; Sunday, 4-4:30pm, one time only. New York Sponsor- General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY); Acct Exec- William Lewis; Agcy Superv & Comm Dir- Larry White. Pkgr- Joseph Jacobs Organization(NY); Prod-Dir- Sholom Rubenstein; TV Dir- Alan Fottasch(ABC); Music Dir- Sam Medoff; Music By- Abe Ellstein; Sets- Norman Davidson; Costumes- Sam Dann, with Rubinstein. The story of the Jewish festival of Purim, re-created with live actors and puppets, with Roberta MacDonald, Michael Tolan, Ian Martin, Robert H. Harris, Michael Dreyfuss, and vocalists, the Barton Sisters; with Phil London as puppeteer.

WABD(Ch 5) - Exclusively Young; TITLE CHANGE (formerly Igor Cassini Show) March 7; New York Sun, 6:15-6:30pm EST. Prod-Dir- Dick Sandwick. Igor Cassini stars with interviews and profiles of prominent people.

WOR-TV(Ch 9) - The Art Ford Show; TITLE & MO CHANGE March 1; Mon thru Fri, 11-11:30 New York pm EST. Formerly, The Man From Times Square, which continues as the subtitle of the program. Pkgr- WOR-TV; Prod- Bob Bergman; Dir- Ralph Giffen; Program Superv- Lawrence Menkin. Art Ford interviews celebrity guests, presents viewer participation contests and music, with occasional film clips on new fashions.

LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch 11) - Men Toward the Light, ON FILM; DEBUT March 14; Sun, 12:45-1pm EST. New York Sustaining, public service, for the American Foundation for the Blind, Inc., New York, and the Industrial Home for the Blind, Brooklyn. Film Prod- Charter Oak Tele-Pictures(NY); Writers- Max Arman & Gregor Zeimer; Music Consult- Anton Bilotti. Series of 13 dramatic films designed to educate and give a true picture of the services, aids and advice available to blind persons.

WNBQ(Ch 5) - Chicago Crossroads; DEBUT March 8; Mon, 11pm-12midnight CST. Sponsor- M. J. McCarthy Motors, Inc(Lincoln-Mercury dealers). Newspaper columnist Tony Weitzel and his wife, Dorothy, talk about people who make news, present anecdotes of plain citizens and famous persons, and interview celebrities with unusual stories. Odd objects and films will be used as backgrounds for the stories.

WNBQ - New Dimensions - 3-D Plus TV; SPECIAL March 7; Sun, 9:30-10pm CST, one time only. Sponsor- The Illinois Bell Telephone Co thru N. W. Ayer & Son, Inc(Chi). Fkgr- NBC-Chicago; Exec Prod- George Heinemann; Prod- Don Marcotte(WMAQ, regular prod of AM series) with Larry Johnson, WNBQ music superv; Dir- Don Meier; Music Dir- Joseph Gallicchio; Annrcr- Don Herbert. World premiere simulcast of television coupled with stereophonic broadcasting techniques used regularly to present WMAQ's New Dimensions programs on radio, now presented in the binaural medium with sight. Proper sight and sound reception requires an AM radio placed 5 to 12 feet to the left of a TV set along one wall with viewers seated against the opposite wall, approximately half-way between the AM and TV sets. Normal viewing and listening is possible with either TV or AM, but without binaural sound. Pianist Natalie Hinderas is guest soloist on the program, with the NBC-Chicago Orchestra. Program replaces the filmed series Victory At Sea in this time slot for the same sponsor, one time only.

KTTV(Ch 11) - John J. Anthony signed a three-year exclusive contract to present Los Angeles a TV version of his famous radio problem over KTTV starting early in April. Anthony closing his New York office and will make his home in Los Angeles. Contract is exclusive in Southern California area.

KGO-TV(Ch 7) - Happy Birthday To You; FORMAT CHANGE March 3; Wed, 6-6:30pm PST. San Francisco Sponsor- Pepsi Cola Bottling Co thru The Biow Co(S.F.) - effective March 3. Lucille Bliss, as "Aunty Lu" tells stories of Walt Disney's film cartoon characters, taking the parts of all characters, using film clips, stills and original sketches by Disney artists, in story board sequence. Half the program continues to be devoted to entertainment with child guests. Lucille Bliss played Snow White's step-sister Anastasia for Disney and holds the Northern California TV rights to cartoons and film scenes from Walt Disney pictures. The first four weekly programs will cover the life of "Pecos Bill."

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
New York WABD(5)	*"Peerless Playhouse" # (United TV Programs) Re-runs of "Rebound"	-Peerless Electric, Inc (Broil-Quik) thru Zlowe Co.	3/7	Sun	11-11:30pm
WPIX(11)	*"Eversharp Television Theatre" (Ziv TV Pro- grams, Inc) Re-runs of "Fireside Theatre"	-Eversharp, Inc., thru The Biow Co, Inc.	3/7	Sun	10-10:30pm

CODE: *First run in market #Re-run in market (First three "Peerless" films are first run, rest are re-runs).

LOCAL FILM SERIES(Cont'd)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>Los Angeles</u>					
KTTV(11)	*"Edward Arnold's Star Showcase" (TV Programs of America)	-Open for participations	3/2	Fri	8:30-9pm
KTTV(11)	*"Abbott & Costello" (MCA-TV, Ltd) - New films in series	-Open for program sponsor	3/1	Mon	7-7:30pm

CODE: *First run in market

FILM PACKAGES

Racket Squad COMPLETE(Hollywood); Reed Hadley stars in crime adventure series; 98 half-hour films in package. Avail- Various local markets. (Series made its net debut in June, 1951, for Philip Morris Cigarettes as summer replacement for I Love Lucy). Film Prod- Showcase Productions, Hal Roach Studios, Culver City, Cal; Prod- Hal Roach, Jr.; Carroll Case; Dirs- Erle Kenton, James Flood, George Blair, others; Prod Mgr- E. H. Goldstein; Writer- Richard Moder, others. Dist- ABC Film Syndication, 7 West 66th St., New York 23, N. Y.

RATINGS DIGEST

<u>ONCE WEEKLY PROGRAMS</u> <u>EVENING, SPONSORED</u> <u>(Net - Film or Live)</u>	<u>NATIONAL NIELSEN</u> 2 weeks end Jan 23		<u>TRENDEX</u> Week Feb 1-7
	<u>Homes(000)</u>	<u>Homes(%)</u>	<u>FEBRUARY</u>
I Love Lucy(CBS-F)	(1) 17,329	(1) 64.3	(1) 59.1
Dragnet(NBC-F)	(2) 15,910	(2) 59.1	(4) 43.2
You Bet Your Life(NBC-F)	(3) 13,906	(4) 52.2	(5) 37.9
Colgate Comedy Hour(NBC-L)	(4) 13,809	(5) 50.9	*
Buick-Berle Show(NBC-L)	(5) 13,708	(3) 52.4	(8) 31.8
Jackie Gleason Show(CBS-L)	(6) 12,260	(6) 50.0	(3) 44.5
Godfrey's Talent Scouts(CBS-L)	(7) 12,144	(7) 48.4	(2) 50.7
Philco TV Playhouse(NBC-L)	(8) 11,339	(8) 44.0	*
Motorama (Special)(CBS-L)	(9) 10,959	*	#
This Is Your Life(NBC-L)	(10) 10,872	(9) 44.0	*
Roy Rogers(NBC-F)	*	(10) 42.8	*
Godfrey's Friends(CBS-L)	*	*	(6) 34.9
Jack Benny(CBS-L)	*	*	(7) 32.6
T-Men In Action(NBC-L)	*	*	(9) 31.5
Red Buttons(CBS-L)	*	*	(10) 30.6

CODE: *Not placed in first ten in survey #Not on air during survey week
Numbers in parentheses denote placement in each survey list.
See pages 29, 22 for previous ratings digest. Pulse Survey to be listed later.

NEWS AND COMMENT:

DuMont resumed its open talent auditions March 3 and continuing on each Wednesday at 8:30pm at its New York Tele-Centre. DuMont talent judging board includes James L. Caddigan, casting director Elizabeth Mears and a rotating group of net producers.....Bill Lechner replaced Scotty Beckett in the last three of the 26-film series of Rocky Jones, Space Ranger (Roland Reed).....Robert Quinlan upped to executive producer at KNXT(H'wood).....A. L. Hollander, Jr., named acting director for the DuMont net's newly created Operations Dept, in charge of all mechanical functions of programming operations except engineering.....Marge Kerr, named manager of program development for the DuMont net in New York.

TALENT SHOWSHEET MARCH 8-14, 1954

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Most of the shows on March 5, 6, 7 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, March 12. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MARCH 5

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I'LL BUY THAT(Wallace)	CBS 11am	Ernie Kovacs replaces Hans Conried as permanent panelist
THE NEW REVUE (Mike Wallace)	CBS 5:30	regulars & Patricia Morison (S), The Quinlins (roller skate), the Czernys (D); add: Bob Eberle (S)
DAVE GARROWAY	NBC 8pm	regulars & Lisa Kirk (S); add regulars: The Cheerleaders (S&D): Ray Bailey, Patricia Laird, Tom Roddy, Mary Lou Lyons, David C'Hem
MAMA (Peggy Wood)	CBS 8pm	<u>Papa's New Job</u> - (O) by Gordon Webber; with regulars & John Seymour, Joe Sullivan, G. Albert Smith, Jock MacGregor; (SD)
LIFE BEGINS AT 80	DuM 9pm	Mata and Hari (D)
WHO'S THE BOSS?	ABC 9:30	regulars & Peggy McCay
<u>Inner Sanctum</u> (Paul McGrath)	WOR 9:30	<u>Sound of the Birds</u> - (O) by Louis Vittes; with E. G. Marshall, Louisa Horton, Rusty Lane, Joe Maross; (SD)

SATURDAY MARCH 6

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|                                                      |            |                                                                                                                                                                                |
|------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ON THE CAROUSEL(Ludden)                              | WCBS 9am   | W. C. Handy (composer), Terry Bennet (ventriloquist)                                                                                                                           |
| RCD BROWN                                            | CBS 11:30  | regulars & William & Stanley Franklin, Robert Fitzgerald; (SW,D)                                                                                                               |
| SECRET FILES OF CAPTAIN VIDEO(Al Hodge)              | DuM 11:30  | (O) by Carey Wilber; with regulars & Bob Hastings, Ray Boyle, Ernest Sarracino, Bernard Kates, Joe Marr; (SD)                                                                  |
| ON YOUR WAY(Godfrey)                                 | ABC 7pm    | Lynn Stuart (S) & others                                                                                                                                                       |
| LEAVE IT TO-GIRLS                                    | ABC 7:30   | regulars & Sylvia Sidney, Eetsy von Furstenburg, Vernon Duke (compser)                                                                                                         |
| ETHEL AND ALBERT<br>(Lynch&Bunce)                    | NBC 7:30   | regulars & Cele McLaughlin, Billy Lee; (SW & SD)                                                                                                                               |
| JACKIE GLEASON                                       | CBS 8pm    | Art Carney stars with regulars & Martha Stewart (S)                                                                                                                            |
| YOUR SHOW OF SHOWS<br>(Sid Caesar<br>& Imogene Coca) | NBC 9pm    | Zachary Scott, guest host; Billy Williams Quartet (S), Jack Russell, Keith Textor, Sylvia Michaels, Joan Walker (all S); Harrison & Holloway, Anita Alvarez (all D) & regulars |
| COL. HUMPHREY FLACK<br>(Alan Mowbray & Frank Jenks)  | DuM 10pm   | <u>The Latin Major</u> - (O) by Ed Jurist & S. L. David; with regulars & Pat Breslin, Arny Freeman, Ann Loring, Earl Montgomery, Jerry Jarrett, Jack Grimes, Paul Clarke; (SD) |
| MEDALLION THEATRE                                    | CBS 10pm   | <u>Sinners</u> - (O) by Kathleen Norris, (A) by David Davidson; with Mildred Dunnock, Rhys Williams, Rusty Lane, Sam Locante, Edgar Stehli; (SD)                               |
| <u>Orient Express</u>                                | WCBS 10:30 | pre-empted by Stevenson speech                                                                                                                                                 |
| CHOCK FULL O' NUTS<br>SHOWCASE(Jean Martin)          | WNBT 11:30 | kill: Ray McKinley & Orch. as regulars; Al Bernie (C), Peter Gladke, (D), Ham Fisher (cartoonist)                                                                              |

SUNDAY MARCH 7

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LAMP UNTO MY FEET	CBS 10am	<u>The Twenty-Dollar Bill</u> - (O) by Palmer Thompson; with Carole Mathews, James Gregory, Lisa Howard; (SD)
FRONTIERS OF FAITH	NBC 1:30	John Raitt (S)
AMERICAN INVENTORY	NBC 2pm	<u>America's Faith</u> - with Peggy Wood, William I. Nichols (editor), Conrad Hilton (hotel owner) (PRE-KINE)
EXCURSION(Meredith)	NBC 4pm	<u>The 51st Dragon</u> - UPA cartoon based on story by Heywood Broun
CMNIBUS (Alistair Cooke)	CBS 5pm	<u>Treason, 1780</u> - (O) by James Thomas Flexner; with Maurice Tarp- lin, Martin Brooks, Lawrence Hugo; <u>The House</u> - (O) by John

SUNDAY MARCH 7 (Cont'd)

CMNIBUS (Alistair Cooke)	CBS 5pm	(Ct'd) Steinbeck (from <u>The Pastures of Heaven</u>), (A) by Arnold Schulman; with Buddy Ebsen, Mabel Paige, John Qualen, Lillian Bronson, John Call, Ann Kimbell, John Alvin, Kay Stewart; Dir by Harry Horner (FILM); Jonathan Winters (C)
HALLMARK HALL OF FAME(S. Churchill)	NBC 5pm	<u>The Good Samaritan</u> - (O) by Harold Callen; with Douglass Montgomery, Selena Royle, Lamont Johnson, Ann Doran, Dean Kromer, Paul Richards, Patti Iannone, B. G. Norman, Susan Seaforth, Rhodes Reaser, Paul Dubov, Roy Montgomery, Steve Masino, Hal Gerard, Marta Mitrovich, Nelson Leigh, Denny Dengate, Earl Lee Roy Engel; (SD, FROM HOLLYWOOD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Trial of Peter Zenger</u> - (O) by Kate Nickerson; with Herbert Rudley, Frederic Worlock, Jack Bittner, Jacques Aubuchon, Larry Gates, Robert Carroll, Frederick Rolf, Nancy Marchand, Robert Middleton, Cliff Gethren; Joe Leberman, Curt Paul, Will Scholz
PAUL WINCHELL PAUL WHITEMAN	NBC 7pm ABC 7:30pm	Janet Blair (S) Ronald Amoroso (accordian), Rhythm Boys (D), Albert Smreker(M); Kay Jiampetti(S); judges: Sammy Kaye(M), Joan Tetzl, Robert Sawyer
TV TEEN CLUB MR. PEEPERS(Cox)	NBC 7:30	regulars & Reta Shaw; (SW & SD)
COLGATE COMEDY HOUR (Eddie Cantor)	NBC 8pm	Look awards to: Audrey Hepburn, William Holden, Jack Palance, Brandon de Wilde; Gardner Cowles (editor), Y. Frank Freeman (v-pres, Paramount), Grace Kelly (FROM HOLLYWOOD)
THE MASK (William Prince & Gary Merrill)	ABC 8pm	<u>The Visitor</u> - (O) by Charles Robinson; with regulars & Luther Adler, Virginia Gillmore, Bert Thorn; (SD) (KINE ON WED, 8-9pm, NET ONLY)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Janet Blair (S), Scene from <u>Bullfight</u> - (O) by Leslie Stevens; with Hurd Hatfield, Mario Alcalde, Vivian Nathan, Loretta Leversee, Ronald Lopez, Robert Jacquin, Felipe Lanza, Flory Waren, Jane Romano, Jan Henry, Catherine Holst, Nona Medici, Marie Stuccio, William Leonard, Robert Loggia, Ed Petrakian, Alec Tarabaglia, Irving Winter, Rolando Valdes-Blain; Dir by Joseph Anthony; Frank Fontaine (C), The Novellos (novelty), Channing Pollack (magic), Laine Brothers (C-acro), Nat "King" Cole (S)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>Murder in Advance</u> - (O) by Cy Chermak & Fran Carroll; with regulars & Fran Carlon, John Shay, Peggy French, Walter Arnold
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	<u>Fatal Voyage</u> - (O) by Sam Ahlberg; with regulars & Betty Buehler, Tom Gorman, Joan de Marrais, Robert Gardett; (SD)
THE WEB	CBS 10pm	<u>Sheep's Clothing</u> - (O) by Art Wallace; with Christopher Plummer, Tani Seitz, Paul Birch, Jonathan Harris, Dorothy Elder, Doug Rodgers, Barbara Townsend; (SD)
<u>Peerless Theatre</u>	WABD 11pm	<u>The Old Man</u> - (O) by Bernard Girard, (A) by Albert Duffy; with Housely Stevenson, Linda Johnson, Harlan Wade, Paul Bryar, Todd Karns, Michael Mark, Eurt Mustin, Leonard Freeman(PREMIERE) MONDAY MARCH 8 *****
JAMIE(B. de Wilde)	ABC 7:30	(O) by Jonathan Brock; with regulars & Paul Tripp, Bruce Marshall
ARTHUR MURRAY PARTY	NBC 7:30	Gisele MacKenzie (S)
TWENTY QUESTIONS	DuM 8pm	add regular: Bobby McGuire
GODFREY'S TALENT SCOUTS	CBS 8:30	Gloria Warner (S), The Larks (S), Ruth Stein (S),
VOICE OF FIRESTONE	NBC 8:30	Ferruccio Tagliavini (S)
ROBERT MONTGOMERY	NBC 9:30	<u>Paradise Cafe</u> - (O) by Adrian Spies; with James Dunn, Barbara Baxley, Colette Lyons, Robert Webber, Phil Kenneally, Pat Harrington; (SD) by Norman Felton
RED BUTTONS (Joe Silver)	CBS 9:30	Werner Klemperer, Joe De Santis, James Nolan, Vincent Van Lynn, Allen Walker; Eva Gabor, Joseph Schildkraut
STUDIO ONE	CBS 10pm	<u>Beyond a Reasonable Doubt</u> - (O) by Henry Misrock; with Leslie Nielsen, Katherine Bard, Susan Hallaran, Harry Bannister, Walter Brooke, Madeleine Clive, James Coots, Betty Sinclair, Lynn Loring, Walter Appier, Ralph Bunker; (SD) by Paul Nickell; Drawing by Antonio Frasconi
<u>Adolphe Menjou's Favorite Story</u>	WNBT 10:30	<u>The Transferred Ghost</u> - no other credits available

TUESDAY MARCH 9
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|                                                                  |                                                                                                                                                                                                   |
|------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Cavalcade of America</u> ABC 7:30                             | <u>Duel at the OK Corral</u> - (O) by Bill Bruckner; with Kenneth Tobey, Henry Morgan, Lee Van Cleef, Morgan Jones, Jim Bannon, Keith Richards, Alan Wells, Fred Libby, Pierce Lyden              |
| <u>Gene Autry Show</u> CBS 8pm                                   | <u>Dry Gulch at Devil's Elbow</u> - repeat of film originally seen on 9/8 & 12/8/53                                                                                                               |
| BUICK-BERLE NBC 8pm                                              | Jack Carson, Eddie (Rochester) Anderson & regulars                                                                                                                                                |
| THIS IS SHOW BUSINESS(C. Fadiman) CBS 9pm                        | Larry Storch (C), Martha Wright (S), Lou Wills, Jr. (D); guest panelist: Vivienne Segal (S)                                                                                                       |
| <u>Pireside Theater</u> (Gene Raymond) NBC 9pm                   | <u>The Farnsworth Case</u> - (O) by Anne Homer Warner, (A) by Houston Branch; with John Agar, Ruth Clifford, Hayden Rorke, Tracey Roberts, Frances Helm, Chip Carson, Bob Foulk, Charles Meredith |
| ARMSTRONG'S CIRCLE THEATRE NBC 9:30                              | <u>Tam O'Shanter</u> - (O) by George Lowther; with Arthur Treacher, Mildred Natwick, Walter Burke, Chester Stratton, Pat Malone; (SD) by James Sheldon                                            |
| MOTOROLA TV HOUR ABC 9:30                                        | <u>The Family Man</u> - (O) by William McCleery; with Hume Cronyn, Jane Wyatt, Fred Clark, Pat Smith, Elaine Stritch, Steve Harris Jimmy Sommer; (SD)                                             |
| SUSPENSE CBS 9:30                                                | <u>Before the Act</u> - (O) by Thomas Walsh, (A) by Ben Radin; with Jeffrey Lynn, Jo Van Fleet, Sally Chamberlain, John Craven, Alan Tower, Una O'Connor, Edwin Cooper; (SD)                      |
| DANGER CBS 10pm                                                  | <u>The First Hold-up</u> - (O) by Harry T. Madden, (A) by Alex Furth; with Ben Gazzara, Bethel Leslie, Joseph Roman, Frank Thomas, Cliff Cothren, Harrison Dowd; (SD)                             |
| Mr. and Mrs. North (Barbara Britton & Richard Denning) NBC 10:30 | <u>Flight 217</u> - (O) by Charles S. Belden & Don Mullally; with regulars & Harry Lewis, Claudia Barrett, Allen Wells, Paul Marion, Stuart Randall, Tony Demario, Rick Vallin, Pedro Regas       |

WEDNESDAY MARCH 10  
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<u>Wild Bill Hickok</u> (Guy Madison) WNBT 6pm	<u>Wrestling Story</u> - with regulars & Karl Davis, Douglas Fowley, Lyle Talbot, House Peters, Jr., Fred Sherman, Henry Kulky; (SD)
ARTHUR GODFREY & FRIENDS CBS 8pm	regulars & Helen Traubel (S)
CHICAGO SYMPHONY DuM 8:30	Fritz Reiner, conductor
KRAFT TELEVISION THEATRE NBC 9pm	<u>Picture Window</u> - (O) by Charles Mergendahl; with Arthur Franz, Kathleen McGuire, Gaye Ruston, Leora Thatcher, Ray Bramley, Jay Barney; (SD)
STARS ON PARADE DuM 9:30	Morton Downey (S), Joan Holloway (D), Eleanor Russell
<u>Douglas Fairbanks</u> WNBT 10:30	no credits available

THURSDAY MARCH 11
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|                                          |                                                                                                                                                                                                                                                                                         |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Ray Bolger</u> ABC 8:30               | (O) by Paul Henning; with regulars & Verna Felton; (SD)                                                                                                                                                                                                                                 |
| <u>Four Star Playhouse</u> CBS 8:30      | <u>Operation in Money</u> - (A) by John & Gwen Bagni; with David Niven, Marjorie Lord, Edward Clark, George Meader, Tommy Bernard, Stanley Farrar, James Dodd, Willis Bouchee, William Fawcett, Leo Curley, Ted Stanhope, Jack Chefe (* from (O) by Albert Webster) (SD) by Roy Kellino |
| 7 MEN IN ACTION (Walter Greaza) NBC 8:30 | <u>The Case of the Thick Skins</u> - (O) by Robert Sloane; with Vaughn Taylor, Flora Campbell, Joseph Downing, Leona Powers, Bruce Gordon, Hal Burdick; (SD)                                                                                                                            |
| LUX VIDEO THEATRE CBS 9pm                | <u>Call Me Mrs.</u> - (O) by Eric Hatch & Jerry Horwin, (A) by Hatch & Kate Phillips; with Laraine Day, Hugh Beaumont; (SD, FROM H'D)                                                                                                                                                   |
| <u>Big Town</u> (Pat McVey) CBS 9:30     | Beverly Tyler replaces Jane Nigh as regular ("Lorelei Kilbourne")                                                                                                                                                                                                                       |
| <u>Ford Theatre</u> NBC 9:30             | <u>Come on Red</u> - (O) by John B. Hymer, (A) by Sumner Long; with Edmund Gwenn, Jay C. Flippen, Sid Tomack, Randy Stuart, Tom Browne Henry, Sam Flint, Pierre Watkin, John R. Hamilton, Edward Earle; (SD)                                                                            |





SATURDAY MARCH 13

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<u>Rocky Jones, Space Ranger</u> (Richard Crane)	WNBT 10:30	Chapter III - with regulars & Frank Pulaski, Bill Hudson, John Cliff, Russ Conklin, Cliff Perre, Mort Mills; (SW & SD)
TOM CORBETT	DuM 11:30	regulars & Frank Sutton, Wesley Lau; (SW & SD)
NBC TV OPERA THEATRE	NBC 4pm	<u>The Taming of the Shrew</u> - opera based on Shakespeare's play by Vittorio Giannini, libretto by Giannini & Dorothy Fee; with John Raitt, Susan Yager, Sonia Stollin, Donald Gramm, John Alexander, Leon Lishner, Paul Ukena, Robert Holland, Albert Wilcox, Emile Renan, Karl Brock, Charles Kuenstner; (SD) (COLOR)
<u>Johnny Jupiter</u> (Wright King)	WABC 5:30	<u>A Cure for a Cold</u> - (O) by Jerome Coopersmith & Sam Rockingham, (A) by Michael Morris; with regulars only
<u>Range Rider</u> (Jack Mahoney)	WNBT 6:30	<u>Outlaw Pistols</u> - (O) by Arthur Rowe; with regulars & Shelby Wooley, George J. Lewis, Stanley Andrews; (SD)
<u>Man Against Crime</u> (Ralph Bellamy)	WNBT 7pm	<u>Rigged for Murder</u> - (O) by B. Loring; with Jeanne Shepherd, Harry Gresham, Thelma Pelish, John Graham, Herbert Volland, Woodrow Parfrey, Harry Kaddison, Josef Draper, Bart Burns, Andre Charise, Ricky Coll, Frank Beninati; (NBC&DuM Sun 10:30pm)
LEAVE IT TO-GIRLS	ABC 7:30	Vivienne Segal, Vanessa Brown, Dr. Houston Peterson (Prof, Philos.)
<u>Orient Express</u>	WCBS 10:30	<u>Curse of Agostino</u> -(C) Dir by Robert Spafford; with David Hurst, Gertrude Flynn, Alan Furlán; (SD)

SUNDAY MARCH 14

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| <u>Roy Rogers</u>                       | NBC 6:30  | <u>The Land Swindle</u> - (O) by M. M. Raison; with regulars & Jim Hayward, Gloria Talbot, Sam Flint, Dick Reeves, Mike Ragan, Fred Sherman, Harry Harvey; (SD)                                          |
| GEORGE JESSEL                           | ABC 6:30  | Phil Regan (S), Peggy Ryan & Ray McDonald (S&D)                                                                                                                                                          |
| <u>Private Secretary</u>                | CBS 7:30  | regulars & Joseph Martorano; (SW & SD)                                                                                                                                                                   |
| OPERA CAMEOS<br>(G. Martinelli)         | WABD 7:30 | <u>Martha</u> - scenes from opera by Von Flotow; with Bill Tabbert, Lois Hunt, Nell Rankin; (SD)                                                                                                         |
| TOAST OF THE TOWN                       | CBS 8pm   | Victor Borge (C&M), Julius LaRosa (S), Gaudsmith Brothers (novlty)                                                                                                                                       |
| COLGATE COMEDY HOUR<br>(Jimmy Durante)  | NBC 8pm   | Eddie Cantor, Robert Montgomery, Patrice Munsel (S), Eddie Jackson, Jules Buffano, Jack Roth                                                                                                             |
| <u>General Electric Theatre</u>         | CBS 9pm   | <u>That Other Sunlight</u> - (O) by Frederick Hazlitt Brennan; with David Brian, Martha Vickers, Marjorie Lord, Ralph Elliott, Sheila James; Dir by Jean Yarbrough; Stuart Reynolds Production           |
| GOODYEAR TELEVISION<br>PLAYHOUSE        | NBC 9pm   | <u>The Inward Horizon</u> - (O) by Joseph Liss; with Phyllis Kirk, Steve Hill, David White, Ralph Longley, Susan Reed, Adele Bradley, Sylvia Stone, Stefan Gierasch, Philip Abbott; (SD) by Mann         |
| THE PLAINCLOTHES MAN<br>(Ken Lynch)     | DuM 9:30  | <u>A Trunk Job</u> - (O) by Norman Sweatman; with regulars & Eugene Ruyman, John Shay, Joe Ross, Joyce Lear, Ann Meecham; (SD)                                                                           |
| THE MAN BEHIND THE<br>BADIE (Fred Uttl) | CBS 9:30  | <u>Philadelphia</u> - (O) by Alvin Boretz; with Addison Richards, Ralph Stantley, Lewis Charles, Jack Klugman, Arthur Storch, Patricia Smith, Gordon B. Clarke, Sidney Paul, Haskell Coffin; (SD)        |
| <u>The Loretta Young Show</u>           | NBC 10pm  | <u>Count of Ten</u> - (O) by Eustace Cockrell, (A) by William Bruckner; with Eddie Albert, Jesse White, Dayton Lumis, Marion Ross, Chick Chandler, Jimmy Edwards, Bill Welsh, Ralph Volkie, Robert Perry |
| THE WEB                                 | CBS 10pm  | <u>A Piece of Gray Cloth</u> - (O) by Richard Wendley; with James Dunn, Michael Higgins, Lois Holmes, Rusty Lane; (SD)                                                                                   |

NEW YORK TALENT AVAILABILITIES

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| <u>SALVATORE BACCALONI</u> - basso-buffo in <u>La Gazza Ladra</u> at Town Hall Wed - MGT: H.Barrett, CO 5-0450 | <u>JOSEPH SZIGETI</u> - soloist with American Chamber Orchestra Mar 6, Town Hall - MGT: Friedberg (Cesar Saerchinger, Dir.), CI 7-1408 |
| <u>HARRY BANNISTER</u> - character actor - AGT: Marjorie Morrow, CH 4-0644                                     | <u>MARIA TALLCHIEF</u> - top ballerina with City Center Ballet - PRESS: CH 4-5185, Philip Bloom                                        |
| <u>KABUKI DANCERS &amp; MUSICIANS</u> - currently at the Century Theatre - CCNTACT: Hurok, PL 9-6000           | <u>JAMES WESTERFIELD</u> - returns from shooting <u>Gunslinger</u> for Columbia - AGT: Baum-Newbom, MU 8-1380                          |
| <u>VINCENT SHEEAN</u> - author of <u>Lily</u> - CONTACT: Irma Greenberg, Random House, PL 1-2600               |                                                                                                                                        |

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