

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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PRODUCTION • PROGRAMMING • TALENT

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(9)

NBC- 9-9:30pm EDT; RETURN; Television Recital Hall; from WNBT(NY), to the net. Sustaining. Pkgr- NBC-TV; Prod- Charles Polacheck; Dir- Kirk Browning; Prog Anncr- Robert Denton. Leading recital artists, instrumentalists, appear in the four programs scheduled for the series, presented in a concert hall setting. The program originally made its debut as a summer replacement on July 1, 1951. In its current spot it replaces The RCA Victor Show Starring Dennis Day, last seen August 2, and in turn will be succeeded by the new film series, Medic, beginning Sept 13.

#### Tuesday(10)

CBS & NBC- 5:15-5:30 EDT (CBS only), 5:30-6pm EDT (CBS & NBC); HIGHLIGHT; Herbert Hoover Birthday Address; from WOI-TV(Ames, Iowa, for CBS) & WHO-TV (Des Moines, for NBC), to the networks. Sustaining. Pkgr- CBS segment, CBS-TV News & Special Events; Prod- Ted Sack(CBS); Dir- Ed Weiss(WOI-TV); Narrator- Bob Pfeiffer(CBS). Pkgr- CBS-NBC telecast, side-by-side crews (NBC Dir- Charles Christenson-NY). CBS will precede the telecast of the address by former President Herbert Hoover with a TV visit to West Branch, Iowa, neighbors of Mr. Hoover. Then, at 5:30, NBC and CBS will present an important address by Mr. Hoover on the occasion of his 80th birthday.

#### Wednesday(11)

NBC- 11-11:30am EDT; SPECIAL; Television on the Battlefield; from NBC mobile color unit, Fort Meade, Md., to WNBT(NY), to the net. Sustaining. Pkgr- U.S. Army Signal Corps with RCA and NBC; Prod- Barry Wood(NBC); Dir- Richard Schneider. Field demonstration of the use of television in warfare to give commanders a view of front-line operations, telecast for the net in color. The operation will be "eyed" on the field by portable experimental-combat television equipment handled by Signal Corps personnel, with NBC's mobile color unit joining the demonstration.

#### Friday(13)

DuM- 9:30pm EDT to conclusion; SPECIAL; All-Star Football Game; from WGN-TV(Chi), to over 160 stations, exact no. indefinite. Sponsors- (National, all stations) Miller Brewing Co (High Life Beer) thru Mathisson & Associates, Inc(Milwaukee); and co-sponsor (30 markets, New England, New York, Pennsylvania, Delaware) Atlantic Refining Co thru N. W. Ayer & Son(Phila). (Cont'd next page)

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Friday(13)

DuM- All-Star Football (Cont'd from previous page): Pkgr- Chicago Tribune Charities, Inc; Prod- WGN-TV staff. The 21st annual All-Star football game between the College All-Stars and the Detroit Lions, 1953 National Football League professional champions. Joe Boland will do the commentary, with Red Grange handling "color" and statistical information.

Saturday(14)

NBC- 4:30-5pm EDT; SPECIAL; Five Years Later; from WNBQ(Chi), to the net. Sustaining. Pkgr & Prod- NBC Chicago. Film and live program marking the fifth anniversary of the first meeting of the World Council of Churches, in Amsterdam, Holland; the day before the second meeting opens in Evanston, Ill (Aug 15-31). Filmed portions will include interviews by Dr. James W. Kennedy with four of the five World Council presidents, and flashbacks of the first meeting.

Sunday(15)

ABC- 8-9pm EDT; SPECIAL; World Championship Golf Tourney; from WBKB(Chi), to the net. Co-op. Pkgr & Prod- ABC-TV Sports Dept. Final rounds of the World Championship Golf Tourney at Tam O'Shanter Country Club, Chicago. Jack Drees and Bill Stern will handle the commentary, with golfer Lawson Little. Program is in the time spot of On the Boardwalk, which had its final telecast on Aug 1 and has been replaced by public service and travel film series.

Sunday(15)

CBS- 11am-12noon EDT; SPECIAL; World Council of Churches' Assembly; from WBEM-TV(Chi), to the net. Sustaining. Pkgr & Prod- CBS-TV Public Affairs Dept. Telecast of the opening services of the assembly from The First Methodist Church, Evanston, Ill., with commentary by the Rev. James W. Kennedy of Christ Church, Lexington, Ky.

OTHER NETWORK CHANGES & ADDITIONS

DuM- Gamble On Love (Fri, 10:30-11pm EDT) Ernie Kovacs replaces Denise Darcel as m.c., effective Aug 6.

The News Tonight with Matthew Warren (Mon thru Fri, 11-11:15pm EDT) Last program Aug 6; replaced by local newscasts.

NEW NETWORK SPONSORSHIPS

MILES LABORATORIES, INC (Akla-Seltzer & One-A-Day Vitamins) thru Geoffrey Wade Advertising(Chi) will sponsor one segment each week, Wednesday one week and Thursday the next week, alternately, of two NBC-TV Mon thru Fri dramatic series, Three Steps to Heaven (10:45-11am EDT) and Concerning Miss Marlowe (3:45-4pm EDT), for 52 weeks, effective Sept 30. Both programs are sponsored by Procter & Gamble Co; Mon, Wed, Fri, alternate weeks; Tue & Thu, alternate weeks.

THE TIDE WATER ASSOCIATED OIL CO thru Buchanan & Co., Inc(NY) will sponsor John Daly and the News (Mon thru Fri, 7:15-7:30pm EDT) on Wednesdays and Fridays over ABC-TV, effective Aug 6.

PHILCO CORP thru Hutchins Advertising Co, Inc(Phila) will sponsor a special 90-minute telecast of The Miss America Beauty Pageant over ABC-TV on Sept 11, 10:30pm-12midnight.

DOW CHEMICAL CO (Saran-Wrap) thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich) will sponsor Medic, a new films series, over NBC-TV, Mondays, 9-9:30pm, three Mondays out of four, effective Sept 13.

LOCAL STATION ACTIVITY

WABD(Ch 5) - The News Tonight with John B. Hughes; DEBUT Aug 9; Mon thru Fri, 11-11:15pm EDT. Sponsor- Miller Brewing Co (High Life Beer) thru Mathisson & Associates, Inc (Milwaukee). Pkgr & Prod- WABD News & Public Affairs Dept; Dir- Dick Sandwick. Newscaster and commentator John B. Hughes presents news reports, with occasional cut-ins from Washington by Matthew Warren, news director of WTTG(Wash). Hughes replaces Warren's network newscast in the same time spot, with Warren resuming his previous local Washington program at 11-11:15pm.

WBBM-TV(Ch 2) - Fashion Show; SPECIAL, Aug 14, 21, 28; Sat, 9:45-10am CDT. Sponsor- Chicago Charles A. Stevens & Co (woman's apparel). Prod- Chalmers Marquis (WBBM-TV). Eleanor Waldron, fashion coordinator for the sponsor describes new fall fashions, with 12 models used during the demonstrations.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

<u>STA &amp; CHAN</u>	<u>SERIES TITLE &amp; DISTRIB</u>	<u>SPONSOR &amp; AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>Chicago</u>					
<u>WGN-TV(9)</u>	*"Great Americans" (Assoc Program Service)	-Sustaining	8/7	Sat	9-9:30am
<u>Los Angeles</u>					
<u>KABC-TV(7)</u>	*"Clete Roberts' World Report"	-Barr Mfg Co (Tu & Thu) (M, W, F sustaining)	8/2	Mon thru Fri	10:30-10:45pm
*First run in market					

CASTING: Honestly, Celeste! (CBS, Sun, 9:30-10pm, debut Oct 10, sponsored by Bristol-Myers thru Y&R; starring Celeste Holm as a teacher of journalism who comes to NY to practice what she has taught) Prod-Dir-Casting: Joe Scibetta, at CBS, 524 W 57 St, JU 6-6000; roles to be set are running parts of newspaper editor, an authoritative vital man in his late 40's; the son of the publisher, a reporter, attractive, but not active love interest; cynical woman secretary to the editor, outwardly sour but warm on the inside.....Armstrong's Circle Theatre (NBC, Tue, 9:30-10pm, returns Aug 31; wide range of homey dramas) Casting: Ethel Winant, Talent Associates, 41 E 50th St, PL 3-1030; send photos and resumes, do not go or call.....So You Want to Lead a Band (ABC, Thu, 9-9:30pm; audience participation with band numbers and one featured vocal number weekly) Casting: Dave Krengel at Sammy Kaye office, 607 Fifth Ave, PL 3-2636; one guest vocalist weekly, preferably female, recording artists, semi-big names; possibly a guest male singer from time to time.

SCRIPTS: Armstrong's Circle Theatre (NBC, Tue, 9:30-10pm, return Aug 31) Scripts- Bob Costello and Al Levy, Talent Associates, 41 E 50th St, New York 22; market open for originals and adaptations; pay approx \$750-1000, subject to negotiation; wide range of homey themes, American, contemporary, no sophistication or crime.....Four Star Playhouse and The Star and The Story, film series produced by Four Star Productions, Inc; Story Ed- Coles Trapnell; Asst Story Ed- Helen Madden. Scripts to be submitted thru recognized literary agents only, to Story Dept, PKO Pathe Studios, Culver City, Calif. Four Star Playhouse (CBS, Thu, 8:30-9pm) script requirements: \$500-1000 for half-hour plays on general themes which are suitable for early evening showing; strong starring vehicles for Charles Boyer, David Niven, Dick Powell and Ida Lupino. The Star and The Story (CBS West Coast regional sponsor and syndication) script requirements: Series has rights to Somerset Maugham short stories but is also buying original scripts and published stories. Requires top dramatic stories which are strong vehicles for stars such as Thomas Mitchell, Judith Anderson, Edmond O'Brien, Frank Lovejoy, etc. Prices depend on story property, subject to negotiation.

## PRODUCTION AND PROGRAMMING NEWS

**FILM DIGEST:** NBC's new Medic series is following in the footsteps of Dragnet in using actual locations for many of its settings. Thru support of the Los Angeles County Medical Assn, real hospital backgrounds, clinics, doctors' offices and operating rooms are being used. The film series was created and is being written and supervised by James Moser, who spent several years studying and doing background work. Worthington Miner is exec producer, with West Coast news specialist Frank LaTourette as producer and Bernard Girard as director. Cooperation of West Coast police and other groups shows influence of long years of working with movie companies which cannot be matched by East Coasters who envy further entrenchment of Hollywood in telefilm production.....Recent surveys of long running series show that costs of production in Hollywood are up 20 to 30 per cent, with recent contract renewals reflecting the increased costs. Sponsors are now going along with successful series while newcomers may still have to cut corners to attract sponsors. Labor costs are usually responsible for only half of the increases with the rest following demands of sponsors and agencies for increased quality in filming and more diversification in settings used.....John Rapp and Lester White have been signed as writers for the new Eddie Cantor Theater film series for Ziv. Cantor is exec producer,.....Nate Monaster and Arthur Alsberg have been set as writers for the revamped Ray Milland Show, the former Meet Mr. McNutley series, with a new school background and new supporting players except for the husband and wife parts, the latter played by Phyllis Avery.

Ken Murray is now directing as well as producing and starring in new films in his series, Where Were You?, with more than 16 completed. UTP handles distribution for the series based on famous personalities, now being filmed for Bing Crosby Enterprises.....Gross-Krasne resumes shooting today on the Louis Hayward Lone Wolf series, with 26 already completed.....Duke Goldstone's busy directing schedule for Guild Films has forced him to give up on Life With Elizabeth, the Betty White series which is now shooting at night because of Miss White's daytime labors for NBC,.....Himan Brown's Galahad Productions' series, His Honor, Homer Bell, the Gene Lockhart starrer, will be shot on a re-built stage at the old Warner Brothers Studios in Brooklyn, beginning the last week of this month.....Joining the trend indicated in recent announcements of established film commercials producers, Robert Lawrence Productions, Inc, of New York, has joined with Grant Simmons and Ray Patterson in forming a new corporation, Grantray Animation Inc., to produce animated film commercials, industrial films and theatrical shorts in Hollywood. Other film producers who have strengthened their set-ups with allied or integrated animation depts include Screen Gems and Transfilm, the latter adding heavy new equipment.

**NEWS AND COMMENT:** Eight motion picture and stage stars have been signed for the first three one-hour Chrysler Corp musical and drama presentations over CBS-TV, beginning Sept 30. Betty Grable, Harry James and Mario Lanza will star in the first Shower of Stars musical presentation, produced by Nat Perrin, with script by Hal Kantor. The first of the Climax melodramas (three Thursdays out of four) on Oct 7 will star Dick Powell as Philip Marlowe, supported by Teresa Wright, in Raymond Chandler's "The Long Goodbye. Ethel Barrymore and Dennis O'Keefe star in "The 13th Chair" on Oct 14, the second Climax presentation. Bretaigne Windust is producer of the drama series, with Elliott Lewis as associate producer and story editor. William Brown and Dan Petrie share direction assignments.....Lambert & Peasley, Inc., advertising, moved to 430 Park Ave, New York. New phone: MU 8-6464.....ABC-TV's Breakfast Club will be simulcast coast-to-coast (9-10am EDT) in the fall, with 21 television stations added to the current 53-station lineup. The radio broadcast goes to 356 stations.....Eleven West Coast TV stations organized a West Coast NBC Television Affiliates Organization July 23 in San Francisco to deal with problems peculiar to the West Coast; the East-West time differential, with emphasis on the fall schedule of telecasts. Harold P. See of KRON-TV, San Francisco, was elected chairman of the group for one year and will act as spokesman for the group.

Jack Wrather and Mrs. Mazie Wrather, and John L. Loeb & Associates paid \$3,000,000 in cash to Trendle-Campbell-Meurer of Detroit for all stock in Lone Ranger, Inc., which controls all Lone Ranger radio and television properties, comic strip and comic books, records and merchandise contracts for over 100 items produced by 60 firms. The sale price is believed to be the highest for any radio-television property, in one lump sum. Recent sales of some properties for television, with astronomical prices quoted, have been for a period of years with, in some cases, employment contracts or percentages of future income included in the announced sales.....Testimony before the Senate Sub-Committee on Rules studying ways to overhaul Congressional committee procedure, especially broadcasting and television coverage, included the following statements by network spokesmen: Richard S. Salant, v.p., Columbia Broadcasting System, said in part, "We agree with those who believe that the television camera is so penetrating and so exact that it does not make the demagogue; it exposes him." He emphasized that television cameras can function under normal room lighting. James L. Caddigan, director of programming and production, DuMont Television Network, said in part, "Television in national affairs is the instrument that bridges the gap between the people and their government that other media create by their essential condensation and time lags." He also emphasized the normal lighting requirement. Davidson Taylor, director of public affairs for National Broadcasting Co, said in part, "I know of no instance where a committee has allowed a witness to object to appearing in a public hearing or to coverage of his public testimony by the printed media." He also pointed up normal lighting requirements. None of the television spokesmen mentioned that it is film coverage which has required strong lighting during recent hearings.

TALENT SHOWSHEET AUGUST 9-15, 1954

Most of the shows on August 6, 7, 8 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, August 13. 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 the 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.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse, The Best in Mystery, Topper.

Credits for these shows or any others not available at press time are on file and may be requested

FRIDAY AUGUST 6

THE STRANGER DuM 9pm (O) by John Gay; with Perry Fiske, Joe Downing, Helen Auerbach, Paul Clark; (SD)  
 (Robert Carroll)

CHANCE OF A LIFETIME DuM 10pm Fay Winfield (S)

SATURDAY AUGUST 7

CAMERA THREE WCBS 2pm The Ballad of John Brown - with Royal Dano, Jean Stapleton, Michael Kane, Gerald Sarricini, Thomas Scott (S&M); (SW & SD)  
 SIX O'CLOCK REPORT WCBS 6pm Kill: Ned Calmer; add: Bob Hite (news)  
The Joe Palooka Story WAED 7pm Joe's Safari - with regulars & Laurette Luez, Ed Colmans, Woody Strode, Ike Jones, Charles Victor; (O) by Edwin V. Weststrate & Dean Reisner; (SD)  
 (Joe Kirkwood & Cathy Downs)

STAGE SHOW CBS 8pm Jackie Miles (C), The Dunhills (D), the Beachcombers (S), Tulara Lee (D); kill: Georgia Gibbs (S); add: Helen O'Connell (S)  
 (Dorsey Brothers)

SATURDAY NIGHT REVUE NBC 9pm George Jessel subs for Eddie Albert; Jerilynn Jessel, "Vampira" (Myla Nurmi) & regulars (FROM HOLLYWOOD)

SUNDAY AUGUST 8

FRONTIERS OF FAITH NBC 1:30 Armour of Light - (O) by Father Urban Nagle; with Ruth Hussey, J. Carroll Naish (FROM HOLLYWOOD, THIS WEEK & NEXT, ONLY)

COLGATE SUMMER COMEDY HOUR NBC 8pm The Will Mastin Trio with Sammy Davis Jr. (S), Connie Russell (S), the Gaylords (S), Gene Sheldon (C)

TOAST OF THE TOWN CBS 8pm Audrey Meadows, Jack Whiting (S&D), Mary Small (S), the Carsoni Brothers (acro), The Charlivels (novelty), Stan Fisher (M), Professor Backwards (C), Paul Sydell & Susie (dog act)

ROCKY KING, DETECTIVE DuM 9pm A Pressing Matter - (O) by Frank Logan; with John Seven, Lillian Schaaf, William Keene, Allan Stevenson, Lucille Pierlot, Carl Harms; (SD)  
 (Roscoe & Todd Karns)

JANE PICKENS ABC 9:15 Patti Pickens subs for vacationing Jane Pickens for 4 weeks  
 THE WEB CBS 10pm A Matter of Degree - (O) by Norman Daniels; with Joe Maross, Bert Freed, Georgiann Johnson, Theo Goetz, Jack Warden, Tom Gorman; (SD) by Lela Swift

MONDAY AUGUST 9

Duffy's Tavern WNBT 7pm The Roommate - with Veda Ann Borg, Edith Leslie, Mike Romanoff  
 (Ed Gardner) Benny Rubin, Leonard Penn; (SW & SD)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30 Toni Anthony (S), Jack Irwin (S), the pastels (S: Claire Chatwin, Trudy Martin, Jack Brown, Jerry Packer)

TELEVISION RECITAL HALL NBC 9pm Maro & Anahid Ajemian (M) (PREMIERE OF NEW SERIES)

VOICE OF FIRESTONE NBC 8:30 Dorothy Warenskjold (S)

Public Defender CBS 9pm Baby for Sale - (O) by William E. Raynor; with John Craven, Glenn Langan, Peggy Maley, Norman Bartold, Jack Daley, Sallie Brophie, Kathleen Mulqueen, Adrienne Marden, Harry Tyler, Betty Finley; (SD)  
 (Reed Hadley)

MONDAY AUGUST 9 (Cont'd)

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ROBERT MONTGOMERY NBC 9:30 About Sarah Caine - (O) by Eileen & Robert Mason Pollock; with regulars only; (SD) by Grey Lockwood

STUDIO ONE SUMMER THEATRE CBS 10pm Sue Ellen - (O) by Carey Wilber; with Barbara O'Neil, Patrick O'Neill, Inger Stevens, Arthur O'Connell, Robert Webber, Christine White, Michael Strong, Josh White, Jr., Evelyn Ellis, John Griggs, Jim Boles; (SD) by Mel Ferber

TUESDAY AUGUST 10

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Janet Dean  
(Ella Raines) WNBT 8pm Van Horn Case - (O) by Max Wilk; with Eva Marie Saint, Darren McGavin, Sara Floyd, Charles Thompson, Ginger MacManus, Harrison Dowd, Leora Thatcher, Griff Evans, Lester Lonergan(SD)

ARTHUR MURRAY PARTY (Kathryn Murray) NBC 8:30 Martha Stewart(S) & Lew Parker(C), Georgie Kaye (C), Tommy Marlowe (D)

SUSPENSE CBS 9:30 The Iron - (O) by Frank P. DeFelitta; with J. Pat O'Malley; Ray Walston, Sandy Kenyon, Charles Mendick, Sara Seegar, Sid Raymond, Rebecca Darke, Ronald Dawson

CENTER STAGE ABC 9:30 Desdemona Murder Case - (O) by Joseph Schull; with Martha Scott, Rex Thompson, Donald Woods, Vinton Hayworth, Russell Hardie, Mason Adams, Joey Fallon; Dir by Henry Kaplan

DANGER CBS 10pm A Handful of Salt - (O) by Basil Burwell; with Eva Gabor, Berry Kroeger, David Stewart, Cullen Desmond, Leslie Barrett

THE BLUE ANGEL (Orson Bean) CBS 10:30 Polly Bergen (S), Jonathan Winters (C), Martha Davis & Spouse (S&M)

WEDNESDAY AUGUST 11

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Wild Bill Hickok  
Range Rider  
(Guy Madison) WNBT 6pm New Ghost Town - with regulars & Tom Steele, Ted Stanhope, John Carpenter, Norman Bishop; (SW & SD)

RED SKELTON CBS 8pm Gloria DeHaven(S), The Mary Kaye Trio (S), N.Y.C. Ballet Co.

KRAFT TELEVISION THEATRE NBC 9pm Charm Bracelet - (O) by Helen Cotton; with Joanna Roos, Frank Overton, Louis Hector, Shirley Grayson, Una O'Connor, Doris Rich, Allan Collins, Ann Flood, Regina Wallace; (SD)

Douglas Fairbanks WNBT 10:30 Second Wind - with Michael Shepley, Nora Swinburne, Tim Turner; (SD) by Leslie Arliss

THURSDAY AUGUST 12

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MELODY TOUR ABC 8pm Robert Rounseville (S) & regulars

JUSTICE (Westbrook Van Voorhis) NBC 8:30 The Coney Island Mystery - (O) by Andrew J. Russell; with Dane Clark, Fredd Wayne, Charles Randall, Will Kuluva, Pamela Rivers, Wallace Rooney, John Boruff, Victor Thorley; (SD)

KRAFT TELEVISION THEATRE ABC 9:30 The Bishop Misbehaves - (O) by Frederick Jackson, (A)-(SW); with Bramwell Fletcher, Nydia Westman, William Whitman, Fred-eric Tozere, Harry Bellaver, Anthony Kemble Cooper, Joyce Ash, Tom Martin, Felix Deebank, Colette Lyons; (SD)

THE TELLTALE CLUE (Anthony Ross) CBS 10pm Puzzle for a Fool - (O) by Sid Edelstein; with cast to be announced; (SD)

THE MARRIAGE NBC 10pm regulars & William Redfield; (SW & SD, COLOR)

FRIDAY AUGUST 13

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THE STRANGER (Robert Carroll) DuM 9pm (O) by John Gay; with Phyllis Love, Don Briggs, Malcolm Beggs Paul Stevens; (SD)

Schlitz Playhouse CBS 9pm Gift of the Devil - (O) by Kenneth Perkins, (A) by Don Martin with Will Rogers, Jr., Sally Fraser, Joan Camden, Oliver Blake, Jack George, Ralph Moody, Leo Curley, Bob Bice, Rodol-fo Hoyos, Ralph Neff, John DeSimone; (SD) by Roy Kellino

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 6 THRU FRIDAY AUGUST 13

GEORGE SKINNER	WCBS 9am	M - Charlie the Chimp; W - Lanny Ross (S)
GARRY MOORE	CBS 10am	M - The Dunhills (D), Lorraine D'Essen (animal talent scout); F - Fletcher Peck & Ray Malone (S&D)
HOME	NBC 11am	F (8/13) - Alexandra Danilova (D)
STRIKE IT RICH (Warren Hull)	CBS 11:30	M - Lenny Herman (M), W (9pm) - Tex McCrary & Jinx Falkenburg
BOB CROSBY	CBS 3:30	M thru F - Jack Carson subs for vacationing Bob Crosby(H'D)
<u>Crown Theatre - Gloria Swanson</u>	WABC 6pm	Tu - <u>A Chair on the Boulevard</u> - (O) by Leonard Merrick, (A) by Walter Doniger; with Claude Dauphin, Osa Massen, Henri Letondal, O. Z. Whitehead, Adrienne D'Ambricourt, Martin Berliner, David Leonard, Jean De Briac, Juan Du Val, Harold Dyrrenforth, Lucie Carroll; Dir by Walter Doniger; Thu - <u>The Crystal Set</u> - (O) by Bernard Girard, (A) by Richard Dorso; with Charles Winninger, Doris Singleton, Howard Erskine, Harris Brown, Jim Hayward, Arthur Q. Bryan, Al Murphy, Ted Thorpe; Dir by Bernard Girard
<u>Colonel March of Scotland Yard (Boris Karloff)</u>	WABC	Tu (6pm) - <u>The Strange Event at Roman Fall</u> - with Philip Friend, Rachel Kempson, Lionel Murton; W (10pm) - <u>The Silent Vow</u> - with Eric Polmann, Zena Marshall, Anton Diffring, Martin Benson, Carl Jaffe; (SW & SD)
<u>The Files of Jeffrey Jones(Don Haggerty)</u>	WABC 6:30	M - <u>Timber Target</u> - (O) by George Bricker; with regulars & June Vincent, James Seay, Bob Shayne, Eve Whitney, Lee Phelps William Ruhl; W - <u>The Cement Pillow</u> - with John Bromfield, Angela Stevens, Philip Van Zandt, John Alvin, Bobker Ben All, Donald Kerr; (O) by Warren Douglas; F - <u>Double, Double Cross</u> - (O) by George Bricker; with Christine McIntyre, Keith Richards, Dale Van Sickle, Joseph Crehan, Emmett Vogan, Duke Taylor; (SD) by George Blair
MAGIC COTTAGE	WAED 6:30	M thru F - Carl White, Philip Truex, Skedge Miller; (SW & SD)
THE WORLD OF MR. SWEENEY(Charlie Ruggles)	NBC 7:30	Tu - regulars & Floyd Buckley, Carol Veazie; W - Al Hopson, Jason Johnson; Thu - Mort Stevens, Sam Schwartz, Janet Fox; F - Charles Eggleston; (SW & SD)
SATURDAY AUGUST 14 ~~~~~		
SIX O'CLOCK REPORT	WCBS 6:05	Kill: Bill Leonard; add; George Bryan (feature)
<u>The Range Rider (Jack Mahoney)</u>	WNBT 6:30	<u>Dim Trails</u> - (O) by Robert Schaefer & Eric Freiwald; with regulars & Harry Lauter, House Peters, Jr., William Fawcett
<u>Mr. District Attorney (David Brian)</u>	WCBS 7pm	Voltaire Perkins, Ken Christy, Eleanor Moore, Sally Fraser, Bill Catching, Madge Cleveland, Jack Jordan, Kenneth MacDonald; (SW & SD)
STAGE SHOW(Dorseys)	CBS 8pm	Lillian Roth (S), Andy Griffith (S), Joey Bishop (C)
SUNDAY AUGUST 15 ~~~~~		
COLGATE SUMMER COMEDY HR	NBC 8pm	Ronnie Graham (C) & others to be announced
TOAST OF THE TOWN	CBS 8pm	Victor Borge (C&M) subs for Ed Sullivan as host; others to be announced
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	Recoil - (O) by A. J. Russell; with Betsy Palmer, Phillip Abbott, Cameron Prud'homme, Jane Moultrie, John Kellogg, Martin Rudy, Arthur Keegan, Peg Hillias; Dir by Jeff Hayden
THE MAN BEHIND THE BADGE	CBS 9:30	<u>Case of the Bouncing Checkbook</u> - (O) by David Harmon; with Milo Boulton, Griff Evans, Jim Millhollin, Anita Anton, Frank Albertson, Kenneth Konopka, Josef Draper; (SD)
THE WEB	CBS 10pm	<u>The Pinball</u> - (O) by Will Schneider & Herm Goldberg; with Don Dubbins, Robert Emhardt, Diana Herbert, Jeff Bryant, Bill Sharon, Joan Mason; (SD) by Lela Swift

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

NEW AND RETURNING

FALL PROGRAMS

AS OF AUGUST 9, 1954

PRODUCTION • PROGRAMMING • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

### SPECIAL REPORT

Aug 16	BACKGROUND*(thru 9/6)	NBC	Mon 8:30-9pm	Sustaining
21	SMILIN' ED McCONNELL (film)	ABC	Sat 10:30-11am	Brown Shoe Co(Leo Burnett, Chicago)
24	LIFE WITH FATHER	CBS	Tue 10-10:30pm	Pet Milk(Gardner); S.C. Johnson & Son, Inc(NL&B, Chicago)
25	COKE TIME WITH EDDIE FISHER	NBC	W & F 7:30-7:45 pm	Coca Cola Co(D'Arcy)
26	DRAGNET#	NBC	Thur 9-9:30pm	Liggett & Myers-Chesterfield(C&W)
26	LUX VIDEO THEATRE#	NBC	Thur 10-11pm	Lever Bros-Lux soap & flakes(JWT)
27	RED BUTTONS*	NBC	Fri 8-8:30pm	Pontiac(Macmanus, John & Adams)
28	EASTERN BIG 4 PRO FOOTBALL* (thru Nov 27) From Canada	NBC	Sat 1:45pm	
28	MICKEY ROONEY (film)*	NBC	Sat 8-8:30pm	Pillsbury Mills & Green Giant(Leo Burnett, Chicago)
29	YOU ARE THERE	CBS	Sun 6:30-7pm	Prudential(Calkins & Holden); Elec. Co. of America(N. W. Ayer)
29	LORETTA YOUNG SHOW (film)	NBC	Sun 10-10:30pm	Procter & Gamble-Tide(B&B)
31	SEE IT NOW	CBS	Tue 10:30-11pm	Aluminum Co. of America(Fuller & Smith & Ross, Cleveland)
31	JO STAFFORD	CBS	Tue 7:45-8pm	Gold Seal Co.(Campbell-Mithun, Minn)
31	FIREMOUNT THEATER (film)#	NBC	Tue 9-9:30pm	Procter & Gamble-Ivory, Crisco,Duz (Compton)
Sept 1	MY LITTLE MARGIE (film)#	NBC	Wed 8:30-9pm	Scott Paper Co.(JWT)
2	NAME THAT TUNE	CBS	Thur 10:30-11pm	Carter Products, Inc-Arrid & Rise (SSC&B) Little Liver Pills(Ted Bates); Am Home Prod Corp(Blow)
3	GILLETTE CAVALCADE OF SPORTS (live fights)	NBC	Thur 10pm	Gillette Safety Razor Co.(Maxon)
3	MAMA	CBS	Fri 8-8:30pm	General Foods-Maxwell House Coffee (B&B) & Minute Rice(Y&R)
3	PERSON TO PERSON	CBS	Fri 10:30-11pm	East: Noxzema Chemical Co.(SSC&B); American Oil Co.(Katz, Baltimore); Midwest: Theo Hamm Brewing Co.(Campbell-Mithun, Minn)
4	ETHEL AND ALBERT	NBC	Sat 7:30-8pm	Sunbeam Corp,(Perrin-Paus, Chicago)
5	HALLMARK HALL OF FAME	NBC	Sun 5-6pm (1 out of 4) 5-5:30pm (3)	Hall Brothers Inc.(FC&B, Chicago)
5	WALTER WINCHELL	ABC	Sun 9-9:15pm	Gruen Watch Co. & American Safety Razor Corp.(McCann-Erickson)
7	STOP THE MUSIC*	ABC	Tue 10:30-11pm	Exquisite Form Brassiere & Quality Jewelers of America(Grey)
7	IT'S A GREAT LIFE (film)*	NBC	Tue 10:30-11pm	Chrysler(McCann-Erickson, Detroit)
9	BIG TOWN (film)#	CBS	Thur 9:30-10pm	Lever Bros-Lux,Rinso,Spry(McC-E)
10	THE BIG STORY	NBC	Fri 9-9:30pm	American Tobacco-Fall Mall(SSC&B)
11	YOUR HIT PARADE	NBC	Sat 10:30-11pm	Hudnut Sales Co,-Quick(K&E); American Tobacco Co.-Luckies(BED&O)
11	MY FAVORITE HUSBAND	CBS	Sat 9:30-10pm	International Silver Co. & Simmons Co.-mattresses(Y&R)

\*New series starting this fall.  
#New series for shows which had summer re-runs.

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NEW AND RETURNING FALL PROGRAMS (Cont'd)

Sept 11	STORK CLUB	ABC	Sat 10-10:30pm	To be announced.
Sept 12	SPECTACULARS (Liebman)*	NBC	Every 4th Sun 7:30-9pm. Also 4th Sat 9-10:30pm	4th Sunday; Hazel Bishop(Spector, Chi); Sunbeam(Perrin-Paus, Chi) 4th Sat: Oldsmobile(Brother, Detroit) three programs: Reynolds Metals(R. Seeds) American Tobacco-Lucky Strike(BED&O) Campbell Soup Co.(BED&O) Packard Motor Co.(Maxon)
12	JACK BENNY	CBS	Sun 7:30-8pm	
12	LASSIE (film)*	CBS	Sun 7-7:30pm	
12	PACKARD PROGRAM STARRING MARTHA WRIGHT	ABC	Sun 9:15-9:30pm	
13	THE MEDIC (film)*	NBC	Mon 9-9:30pm	Dow Chemical Co.(Mac Manus, John & Adams, Inc., Bloomfield Hills, Mich.) Sustaining.
13	TAKE MY WORD*	ABC	Mon 8-8:30pm	Westinghouse Electric Corp.(McC-E)
15	THE BEST OF BROADWAY*	CBS	Wed 10-11pm	Toni(W&G); Pillsbury(Burnett);
15	ARTHUR GODFREY & FRIENDS	CBS	Wed 8-9pm	Frigidaire(C&W) DeSoto(BED&O)
16	YOU BET YOUR LIFE (film)#	NBC	Thur 8-8:30pm	General Electric(Y&R)
16	RAY MILLAND SHOW (film)*	CBS	Thur 8-8:30pm	General Electric(BED&O)
16	JANE FROMAN	CBS	Thur 7:45-8pm	
17	THE LIFE OF RILEY (film)#	NBC	Fri 8:30-9pm	Gulf Oil Co.(Y&R)
17	RAY BOLGER SHOW#	ABC	Fri 8:30-9pm	Lehn & Fink-Dorothy Gray, Lysol(L&N)
18	LET'S DANCE	ABC	Sat 8-8:30pm	Sustaining.
18	ADVENTURES OF OZZIE AND HARRIET (film)#	ABC	Fri 8-8:30pm	Lambert Co.(Lambert & Peasley); General Electric-Hotpoint(Maxon)
18	NCAA Football	ABC	Sat 2pm	Sustaining.
19	AMERICAN INVENTORY	NBC	Sun 2-2:30	Sustaining. (Sloan Foundation)
19	PEOPLE ARE FUNNY*	NBC	Sun 7-7:30pm	Toni Co.(Burnett, Chicago)
19	PRIVATE SECRETARY (film)*	CBS	Sun 7:30-8pm	American Tobacco-Lucky Strike(BED&O)
19	COLGATE COMEDY HOUR	NBC	Sun 8-9pm (3 out of 4)	Colgate-Palmolive Co-Halo & Ajax (Bryan Houston) & toothpaste, shaving cream(Ted Bates) & Fab(Esty) Reynolds Metals(Russell M. Seeds, Chi)
19	MR. PEEPERS#	NBC	Sun 7:30-8pm (3 out of 4)	
19	THE HUNTER#	NBC	Sun 10:30-11pm	R. J. Reynolds Tobacco-Camels(Esty)
20	STUDIO ONE	CBS	Mon 10-11pm	Westinghouse Electric(McC-E)
20	ROBERT MONTGOMERY PRESENTS	NBC	Mon 9:30-10:30 pm	American Tobacco Co.-Lucky Strike & Herbert Tareyton(BED&O); S. C. Johnson & Son(NL&B, Chi); alt weeks. Buick(Kudner)
21	BUICK-HERLE SHOW	NBC	Tue 8-9pm	To be announced.
21	RED SKELTON REVUE moves to	CBS	Tue 8-9pm	
23	PERRY COMO	CBS	M-W-F 7:45-8pm	Liggett & Myers-Chesterfield(C&W)
23	FOUR STAR PLAYHOUSE (film)#	CBS	Thur 8:30-9pm	Singer Sew.(Y&R); Parker Pen(JWT)
24	LIFE BEGINS AT EIGHTY	DuM	Fri 9-9:30pm	Serutan Co.(Edward Kletter)
25	GENE AUTRY (film) moves to	CBS	Sat 7-7:30pm	William Wrigley, Jr.(R&R)
25	JACKIE GLEASON	CBS	Sat 8-9pm	W. A. Sheaffer Pen Co.(Seeds, Chi); Schick Shavers(Kudner); Nestle-Nes-cafe(Bryan Houston)
26	PRO FOOTBALL	ABC	Sun 1:30pm	American Oil Co.(Katz, Baltimore)
26	PRO FOOTBALL	DuM	Sun 1:30pm	Various sponsors-regional,
27	SID CAESAR*	NBC	Mon 8-9pm (3 out of 4)	To be announced.
27	JAMIE	ABC	7:30-8pm	Duffy-Mott Co.(Y&R); alt. weeks.
27	TONIGHT	NBC	M-F 11:30pm-lam	Participations.
28	CAVALCADE OF AMERICA (film)#	ABC	Tue 7:30-8pm	DuPont(BED&O)
28	MARTHA RAYE	NBC	Tue 8-9pm	Hazel Bishop(Raymond Spector)
29	THIS IS YOUR LIFE#	NBC	Wed 10-10:30pm	Hazel Bishop(Raymond Spector)
29	MASQUERADE PARTY moves to	ABC	Wed 9-9:30pm	Remington Rand-electric shavers(Y&R); Knomark-Esquire Boot Polish(Mogul)
30	SHOWER OF STARS*	CBS	Thur 8:30-9:30 pm	Chrysler(McCann-Erickson)
Oct 1	DOLLAR A SECOND moves to	ABC	Fri 9-9:30pm	Mogen David Wine(W&G)
1	MYSTERY FILM*	ABC	Fri 9:30-10pm	Sterling Drug(DFS & Thompson-Koch)
2	IMOGENE COCA*	NBC	Sat 9-9:30pm (3 out of 4)	Johnson & Johnson(Y&R); Tums(DFS); Griffin Shoe Polish(BC&P)
2	JIMMY DURANTE alt. with DONALD O'CONNOR *	NBC	Sat 9:30-10pm (3 out of 4)	Texas Co.(Kudner)
3	LAMP UNTO MY FEET	CBS	Sun 10-10:30am	Sustaining.
3	FATHER KNOWS BEST (film)*	CBS	Sun 10-10:30pm	P. Lorillard Co.-Kent Cig.(Y&R)
3	PEPSI COLA PLAYHOUSE# (film)	ABC	Sun 7:30-8pm	Pepsi-Cola Co.(Blow)
4	I LOVE LUCY	CBS	Mon 9-9:30pm	Philip Morris Cigarettes(Blow)
4	DECEMBER BRIDE (film)*	CBS	Mon 9:30-10pm	General Foods-Instant Maxwell House Coffee(B&B)
5	DINAH SHORE	NBC	Tue & Thur 7:30-7:45pm.	Chevrolet(Campbell-Ewald, Det)
5	THE ELGIN TV HOUR	ABC	Tue 9:30-10:30 pm (alt weeks)	Elgin National Watch Co.(Y&R, Chi)

NEW AND RETURNING FALL PROGRAMS (Cont'd)

Oct 7	POSTAL INSPECTOR (film)*	ABC	Thur 8-8:30pm	Sustaining
7	PUBLIC DEFENDER	moves to CBS	Thur 10-10:30pm	Philip Morris Cigarettes(Blow)
7	CLIMAX*	CBS	Thur 8:30-9:30pm	Chrysler Corp.(McCann-Erickson)
7	T-MEN IN ACTION(*as a film)	ABC	Thurs 8:30-9pm	To be announced.
8	TOPPER#	CBS	Fri 8:30-9pm	R. J. Reynolds-Camels(Esty)
10	HONESTLY, CELESTE*	CBS	Sun 9:30-10pm	Bristol-Myers-various products(Y&R)
12	GENERAL FOODS TV SHOW (Hope)	NBC	Tue 8-9pm (once a month)	General Foods(Y&R)
13	I MARRIED JOAN (film)#	NBC	Wed 8-8:30pm	General Electric-appliances(Y&R)
15	Title TBA-June Havoc film*	ABC	Fri 7:30-8pm	General Mills-Gold Medal Flour(DFS)
17	OPERA CAMEOS	DuM	Sun 7:30-8pm	Progresso Quality Foods(Vinti)
17	OMNIBUS	CBS	Sun 5-6:30pm	Norcross, Inc.(Abbott Kimball); Aluminium Ltd, Canada(JWT); Scott Paper Co.(JWT)
17	SPECTACULARS (Hayward)	NBC	Mon 8-9:30pm Every 4th week	Ford Motor Co. & RCA(Kenyon & Eckhardt)
20	STU ERWIN (film)#	ABC	Wed 8:30-9pm	Liggett & Myers-Chesterfield(C&W)
25	GEORGE GOBEL*	NBC	Sat 10-10:30pm (3 out of 4)	Armour & Co.(FC&B); Pet Milk(Gardner)
27	DISNEYLAND (film)*	ABC	Wed 7:30-8:30 pm	Am. Dairy Assoc.(Campbell-Mithun,Chi) Derby Foods, Inc(McCann-Erickson,Chi) Nash-Kelvinator(Geyer)
30	PRO BASKETBALL	NBC	Sat 3pm	To be announced.
Nov 2	LIFE IS WORTH LIVING	DuM	Tue 8-8:30pm	Admiral Corp(Wasey)

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