

# Kass Reports ON TELEVISION

INCLUDING

MARCH 28-APRIL 3, 1955

RECEIVED  
THE TELEVISION INDEX

VOLUME 7

NUMBER 13

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

MAR 29 1955

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910  
UNIVERSITY CITY, BOSTON

PUBLISHED BY TELEVISION INDEX, INC.

## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Tuesday(29)

NBC- 8-9pm EST; SPECIAL; The Greatest Show on Earth; from WRCA-TV(NY), 97 stations live, 15 delayed. Sponsor- General Foods Corp (Jell-O, with commercial insert for Birds Eye) thru Young & Rubicam, Inc NY); Jell-O Acct Superv- James Wilkerson; Jell-O Acct Exec- Edgar B. Van Winkle; Agcy Superv- Lee Strahorn; Comm Superv- Ruth Aikman. Pkgr- Benton & Bowles, Inc(NY); Prod- Alan Handley; Dir- Dick Schneider. For the circus; Staged and Directed by- Richard and Edith Barstow; Detail Dir- John Ringling North; Music Dir- Merle Evans; Sets Designed by- Miles White. John Daly is m.c. for the telecast of a "dress rehearsal" of Ringling Bros and Barnum & Bailey Circus at Madison Square Garden prior to its official opening on March 30. Daly will introduce various circus attractions presented and will also interview circus personalities. (General Foods assigned Benton & Bowles, Inc., to handle the circus program, but Young & Rubicam, Inc, another GF agency, is handling the commercials).

NBC- 9:30-10pm EST; HIGHLIGHT; March of Medicine, LIVE & FILM; from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. Sponsor- Smith, Kline & French Laboratories (Ethical Drugs) thru Doremus-Eshleman Co(Phila). Pkgr- S, K & F Labs with the American Medical Assn; Prod- Doris Ann(NBC) and S, K & F Medical TV Unit; Dir- Charles Christensen; Writer- Lou Hazen. A documentary report of the effects of atomic radiation on the people of Hiroshima, Japan, titled, "Ten Years After Hiroshima." The telecast coincides with the Los Angeles meeting of the Academy of General Practice and originates in part from that city. This is the first of the new series of March of Medicine telecasts, with future programs scheduled for April 26, May 15 and June 7. The program replaces Armstrong Circle Theatre in this time spot, one time only.

#### Wednesday(30)

NBC- 10:30pm-12midnight EST; SPECIAL; Academy Awards; from KRCA-TV(LA) & WRCA-TV(NY), 151 stations. Sponsor- Oldsmobile Division, General Motors Corp., thru D. P. Brother & Co(Detroit); Acct Exec- Clarence Hatch; Agcy Supervs- Clarence Hatch & Kenneth Manuel; Comm Anncr- Lee Bowman as m.c., with Bob Lemond; live and film. Pkgr- NBC with the Academy of Motion Picture Arts and Sciences; Academy Prod & Dir- Jean Negulesco; NBC Prod- William Kayden; NBC Dir- Bill Bennington; NY NBC Prod- Hudson Faussett; NY NBC Dir- Grey Lockwood; Music Dir- David Rose; Cost Superv- Edith Head; Writers- Richard Breen, (continued next page)

- Page 31 -

THIS WEEK(MORE)

Copyright 1955 by Television Index, Inc.

Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription).  
Additional or multiple subscriptions at lower rates.

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

THIS WEEK(Cont'd)

Wednesday(30)

NBC- Academy Awards (Continued from previous page): Jack Rose, Mel Shavelson. Bob Hope is m.c. for the simulcast of the 27th annual awards ceremony of the Academy of Motion Picture Arts and Sciences, originating at the RKO-Pantages Theatre in Hollywood, with Thelma Ritter and Conrad Nagel as m.c.'s in New York for cut-ins from NBC's Century Theatre. Acting nominees for Oscars will act as "presenters" for all other categories, with last year's acting award winners as presenters to those who win this year.

Saturday(April 2)

CBS- 1:55pm-conclusion EST; RETURN; TV Game of the Week; from various stations during the baseball season; no. of stations indefinite. Sponsor- Falstaff Brewing Corp thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- S. J. Hamilton; Agcy Superv- Edmond Burke; Commls on film. Pkgr- CBS Sports; Prod- Hugh Beach; Dirs- Byron Paul(NY) & Dick Liesendahl(Chi). Telecasts of 24 regular season major league baseball games, with two pre-season exhibition contests starting the schedule. (The first game, April 2, starts at 2:25pm, as will some others, but main starting time is 1:55 NY time). Jerome ("Dizzy") Dean and Buddy Blattner will handle the play-by-play, and will also do a 10 minute Baseball Preview preceding each contest, starting 10 minutes before game time. The games are sponsored on a regional and local basis outside areas sponsored by Falstaff. The summer telecast series debuted over ABC-TV, April 13, 1953, and was also seen last summer, starting March 27, 1954, over ABC, also sponsored by Falstaff.

CBS- 10:30-11pm EST; DEBUT; All in Fun; from WCBS-TV(NY), to the net; April 2 & 9 only. Sustaining. Pkgr- CBS-TV(NY); Prod- Al Span; Dir- Peter Birch; Music Dir- Alfredo Antonini. Variety show with top name artists, presented on two successive weeks only, as a program fill-in. The show replaces Willy, which moves to Thu, 10:30-11pm EST, effective April 7. Effective April 16, Damon Runyon Theatre, anthology film series, will succeed All in Fun in the time spot.

Sunday(3)

CBS- 10-10:30pm EST; DEBUT; Appointment with Adventure; from WCBS-TV(NY), 57 stations live, 33 kine. Sponsor- P. Lorillard Co (Kent Cigarettes) thru Young & Rubicam, Inc(NY); Acct Exec- William D. Thompson; Agcy Acct Superv- Richard Cox; Agcy TV Superv- David Levy; Comm Anncr- Jonathan Blake. Pkgr- Talent Associates, Ltd(NY); Exec Prod- David Susskind; Assoc Prod- Murray Susskind; Dir- Robert Stevens (1st four, rest indef); Sets- Larry Eggleton; Costumes- Marty Streitfield; Script Ed- Jacqueline Babbitt; Writers- Free lance; Cast- Ethel Winant (at Talent Associates). Original romantic adventure series of teleplays by leading writers, both fictional and documentary type. Jonathan Blake will introduce the plays. Program replaces Father Knows Best for the sponsor; last show March 27.

NBC- 11am-12noon EST; SPECIAL; Palm Sunday Church Service; from WPTZ(Phila), to the net. Sustaining, public service. Pkgr- NBC with the National Council of Churches; Prod- Doris Ann(NBC), Arthur Austin(Council); Dir- Del Hostetler. Palm Sunday service from Tabernacle Lutheran Church in Philadelphia. The Rev. Henry B. Luffberry, pastor, will conduct the service and deliver the sermon.

NBC- 2:30-3pm EST; SPECIAL; Home for Passover; from WRCA-TV(NY), to the net. Sustaining, public service. Pkgr- NBC with the Jewish Theological Seminary of America; Prod- Doris Ann(NBC), Milton Krentz(Seminary); Dir- Martin Hoade. Dramatization of a story by Sholom Aleichem, adapted for television by James Yaffee.

OTHER NETWORK CHANGES & ADDITIONS

Pacific Net- The Harry Owens Show (Sat, 7:30-8pm PST) Program vacations for 10 weeks; last live show March 23, replaced by kinescopes of previous programs.

NBC- Glass and You; ON FILM; SPECIAL March 30; Wed, 7-7:30pm EST, one time only, Eastern stations. Sustaining. The story of glass, from the beginning of the world, to the present. Documentary film produced by Paul Hance Productions for Corning Glass Works. Program replaces Norby, one time only. Not seen in NY.

Sunday Schedule Changes, effective April 3: Youth Wants to Know moves to 12:30-1pm EST, was seen 2:30-3pm; Background moves to 4-4:30pm EST, was seen 3-3:30pm; Frontiers of Faith moves to 3-3:30pm, was seen 1:30-2pm. Princeton '55, seen 1-1:30pm, last show March 27; American Inventory, 2-2:30pm, last show March 27; Juvenile Jury, 4-4:30pm, last show March 27. American Forum, no change, is seen 3:30-4pm EST. No NBC net service between 12:15-12:30pm and 1-2:30pm EST.

NEW NETWORK SPONSORSHIPS

CBS-COLUMBIA, INC thru Ted Bates & Co(NY) will become co-sponsor of Arthur Godfrey's Talent Scouts (Mon, 8:30-9pm EST) over CBS-TV, effective June 27, sharing sponsorship with Thos. J. Lipton Co., current sponsor,

PROCTER & GAMBLE CO thru Young & Rubicam, Inc(NY) will become alternate week sponsor of The Line-up (Fri, 10-10:30pm EST) over CBS-TV, effective April 1. Current sponsor, Brown & Williamson Tobacco Corp (Viceroy Cigarettes), continues as alternate sponsor.

LOCAL STATION ACTIVITY

WCBS-TV(Ch 2) - N. Y. Herald Tribune Forum; SPECIAL March 26; Sat, 2-3pm EST, one time only. Sustaining. Robert Trout handles the commentary for the telecast of a portion of the 9th annual N. Y. Herald Tribune Forum for High Schools at the UN General Assembly Bldg. The final 30 minutes will include a panel discussion on "The Roots of Prejudice."

WRCA-TV(Ch 4) - Channel 4 Spotlight; SPECIAL March 30; Wed, 7-7:30pm EST, one time only. Sustaining. Pkgr- WRCA-TV; Prod- Dick Eckler; Dir- Larry Roemer. Norman Brokenshire is m.c. for a variety-program review of WRCA personalities, including Jinx Falkenburg, Herb Sheldon, Richard Willis, Jet Macdonald and Dick Hyman & orch. Program replaces Norby (See Glass and You in "Other Net Changes").

WNBK(Ch 3) - Charity Bowling Tournament; SPECIAL March 27; Sun, 12:30-3:30am EST. Sustaining, public service. Annual tournament for the benefit of welfare agencies, during which dignitaries pay \$5 for the privilege of bowling one ball. Also includes match play for bowlers in regular competition.

KRCA-TV(Ch 4) - We Know Everything; SPECIAL March 27; Sun, 7:30-8pm PST. Sustaining. Exec Prod- Lou Costello; Dir- Alan Armer; Writers- Alan Wilson, Cully Richards. Patrick Knowles moderates this one-time panel show in which everything is rehearsed and the panel answers questions sent in by mail. Panel includes Maxie Rosenbloom, Zasu Pitts, Hillary Brooke and Joe Frisco. Program is a one-time replacement for Mr. Foepers, not seen because of "spectacular" this date.



MONDAY MARCH 28  
mmmmmmmmmmmmmmmmmmmm

Superman WRCA-TV 6pm Treasure of the Incas - with regulars & Jack Larson; (SW & SD)

Sherlock Holmes  
(Ronald Howard) WRCA-TV 7pm The Case of the Night Train Riddle - (O) by Lou Morheim; with regulars & Roberta Haynes, Sonny Doran, Richard Watson, Duncan Elliott, Colin Drake, Tony Wright, George Gale, Jr., Billy Beck; (SD)

TV Reader's Digest  
(Hugh Reilly) ABC 8pm The Manufactured Clue - (O) by Alan Hynd, (A) by Rik Vollaerts with Chuck Conners, Paul Stewart, Douglas Spencer; Dir by Gilbert L. Kay

VOICE OF FIRESTONE ABC 8:30 Mimi Benzell, James Hawthorne (both S)

ARTHUR GODFREY'S  
TALENT SCOUTS CBS 8:30 Gene LaMarca (M), the Four Escorts (S), Rita Schier (S)

Medic  
(Richard Boone) NBC 9pm All My Mothers, All My Fathers - with Joann Banks, Madame Sulte-Wan; Dir by John Meredith Lucas

December Bride CBS 9:30 Matt Cooks - with regulars; (SW & SD)

ROBERT MONTGOMERY  
PRESENTS NBC 9:30 The Iron Cobweb - (O) by Ursula Curtiss, (A) by Doria Follitt with Geraldine Fitzgerald, Hugh Reilly, Polly Rowles, Mildred Baker, David Lewis, Betty Low, Larry Biggio, Judy Sanford; (SD)

STUDIO ONE CBS 10pm Dominique - (O) by Daniel Hollywood, A; Ernest Kinoy; with Ralph Meeker, Marisa Pavan, Phyllis Hill, Norman Feld, Betty Sinclair, Peter Turgeon, John McIver, Stanley Greene; (SD) by Franklin Schaffner

Big Town  
(Mark Stevens) WRCA-TV 10:30 regulars & Tol Avery, Ross Elliott, Morris Ankrum, Charlotte Knight, Robert Foulk, Henry Slate, Louise Lewis, Gwen Bingham

TUESDAY MARCH 29  
mmmmmmmmmmmmmmmmmmmm

Cavalcade of America ABC 7:30 The Ship That Shook the World - with Alex Gerry, Carl Benton Reid, Robert Warwick, Lumsden Hare, Carleton Young, Richard Hale, Willa Pearl Curtis; (SD); (O) by Robert Stevenson

CIRCUS NBC 8pm The Ringling Bros. Barnum & Bailey Circus from Madison Sq Gdn

Life With Father  
(Leon Ames) CBS 8pm Father & Young Love - (O) by William Roberts; with regulars & Ellene Janssen, Patty Gerrity; (SD)

Studio 57 DuM 8:30 Call from Robert Jest - (O) by Marc Brandel, (A) by Lawrence Kimble; with Carolyn Jones, Robert Horton, Donald Murphy, Addison Richards; (SD)

Danny Thomas  
(Jean Hagen) ABC 9pm Newspaperman Show - (O) by Mac Benoff; with regulars & Hans Conried; (SD)

Fireside Theater  
(Gene Raymond) NBC 9pm It's Easy to Get Ahead - (O) by Philip Clark, (A) by David Victor & Herbert Little, Jr.; with George Brent, Gene Raymond, Marilyn Erskine, Irene Hervey, Howard Wendell, Richard Gaines, Elaine Haslett, Sharyn Moffett; (SD)

NEW RED SKELTON CBS 9:30 Margaret Whiting (S) (FROM HOLLYWOOD)

MARCH OF MEDICINE NBC 9:30 pre-empts Armstrong's this date

UNITED STATES STEEL  
HOUR ABC 9:30 Scandal at Peppernut - (O) by Kate & Howard Phillips (from Teacher), (A) by Kay Arthur; with Terry Moore, Charles Korvin, Ruth Gates, Jack Mullaney, Barbara Robbins, Aina Niemala, Helen Shields, Theodore Bikel, Guy Raymond, Joseph Leberman; (SD)

DANGER CBS 10pm Season for Murder - (O) by Philip Goodman & Sandy Sax; with Carroll Baker, Bill Lundmark, James Reese, Jack Ward, T.V. Hearne; Gene DeSantis; (SD) by Tom Donovon

WEDNESDAY MARCH 30  
mmmmmmmmmmmmmmmmmmmm

Wild Bill Hickok WRCA-TV 6pm Sundown Valley - with regulars & Dorothy Patrick; (SW & SD)

CHANNEL 4 SPOTLIGHT WRCA-TV 7pm Norman Brokenshire, MC; Jinx Falkenburg, Herb Sheldon, Richard Willis, Jet MacDonald, Dick Hyman & Orch. Prod by Dick Eckler; Dir by Larry Roemer (THIS TIME ONLY) TALENT SHOWSHEET (more)

ROSS REPORTS - 3/27/55 - Page B

## WEDNESDAY MARCH 30 (Cont'd)

\*\*\*\*\*  
 \*\*\*\*\*

ARTHUR GODFREY & FRNDS CBS 8pm The Vagabonds (S&M), The Dunhills (D)

Erwin (Una Collyer) ABC 8:30 Pecan vs. Pistachio - (O) by Wanda Tuchock; with regulars & Lois Austin, Tris Coffin; (SD) by Charles Barton

Little Margie NBC 8:30 regulars & Irving Bacon, John Smith; (SW & SD)

The Millionaire CBS 9pm The Story of Ken Fowler - with Whitfield Connor, Sallie Brophy

CHICAGO SYMPHONY DuM 9pm Fritz Reiner conducts (FROM CHICAGO)

KRAFT TELEVISION THEATRE NBC 9pm The Southwest Corner - (O) by John Cecil Holm; with Eva Le-Galliienne, Enid Markey, Parker Fennelly, Jean Gillespie, Ray Boyle, Frank Tweddell, Frieda Altman; (SD)

ACADEMY AWARDS NBC 10:30 Thelma Ritter & Conrad Nagel MC from NY; Bob Hope MC's from H'wood; Songs by Danny Thomas, Johnny Desmond, Tony Martin, Rosemary Clooney, Dean Martin (PRE-EMPTS FAIRBANKS)

Eddie Cantor WABC-TV 10:30 Jean Parker, George Givot, Adele Jergens; (SW&SD)

## THURSDAY MARCH 31

\*\*\*\*\*  
 \*\*\*\*\*

Guy Lombardo WRCA-TV 7pm Fontane Sisters

Conrad Nagel Theatre WABD 8pm The Idol - (O) by Prosper Merimee, (A) by Sam Twining; with Paul Campbell, Tonio Selwart, George Gonneau, Judith Tutacoff, Pat Crean; (SD)

Ray Milland CBS 8pm regulars & John Sutton; (SW & SD)

Treasury Men in Action (Walter Greaza) ABC 8:30 The Case of the Black Sheep - (O) by Robert Sloane; with Christopher Dark, Carolyn Jones, John Doucette, Parley Baer, Robert S. Carson

ICE (Mary Merrill) NBC 8:30 The Fearful Hour - (O) by Newton Meltzer; with Mary Astor & others to be announced; (SD) by Dan Petrie

CLIMAX! (William Lundigan) CBS 8:30 Champion - (O) by Ring Lardner, (A) by Rod Serling; with Rory Calhoun, Geraldine Brooks, Ray Collins, Wallace Ford, Tommy Cook, Wally Brown, Lewis Charles, Peggy Maley; (SD) by A. Reisner

STAR TONIGHT ABC 9pm Death of a Stranger (from Lithuania) - (O) by Rupert Brooke, (A) - (SW); with Joanne Woodward, Maureen Stapleton, Vaughn Taylor, Wesley Lau, Don Hammer, Russell Hardie; (SD) by Alan Anderson

POND'S THEATRE ABC 9:30 The Forger - (O) by Edward Hyams (from BBC radio play), (A) by Dale Wasserman; with Leora Dana, Kurt Kasznar, Jacques Aubuchon, Bruce Gordon, Cavada Humphrey, Barbara Nichols, Ward Costello, Grant Richards, Gage Clarke, Woodrow Parfrey, Will West, Oliver Wakefield; Prod & (SD) by George Roy Hill

Ford Theatre NBC 9:30 Hanrahan - (O) by Hobart Donovan, (A) by Edward Hope & Stanley Adams; with Cecil Kellaway, Arthur Franz, Elsa Lanchester, Kathryn Grant, Richard Deacon, James Todd, Arthur Millan; (SD)

Four Star Playhouse CBS 9:30 Girl on the Bridge - (O) by Thomas W. Phipps; with Dick Powell, Coleen Gray, Alexander Campbell, Larry Dobkin, Hugh Sanders, Katharine Warren, Celia Lovsky, Bobbie Johnson; (SD) by Roy Kellino

Public Defender (Reed Hadley) CBS 10pm Time to Kill - (O) by Jerry D. Lewis; with Whit Bissell, Louise Lewis, Dorothy Patrick, David Saber, Virginia Christine, Carol Nugent, Harry Strang, Art Gilmore; (SD)

LUX VIDEO THEATRE (James Mason) NBC 10pm My Name is Julia Ross - (O) by Anthony Gilbert (book), screenplay by Muriel Roy Bolton; TV (A) by Sanford Barnett; with Fay Bainter & others to be announced; (SD) by Buzz Kulik (H'WOOD)

## FRIDAY APRIL 1

\*\*\*\*\*  
 \*\*\*\*\*

Adventures of Rintintin ABC 7:30 The Guilty One - (O) by Douglas Heyes & Paul Garrison; with (Lee Aaker) regulars & John Dierkes, Robert Knapp, Kenneth MacDonald; (SD)

MAMA (Peggy Wood) CBS 8pm Trina & the Silver Screen - (O) by Palmer Thompson; with regulars & Alice Frost, Carl Frank, Patty McCormack, Alexander Clark; Dir by Lloyd Gross

ROSS REPORTS - 3/27/55 - Page C TALENT SHOWSHEET (more)

FRIDAY APRIL 1 (Cont'd)

\*\*\*\*\*

<u>Topper</u>	CBS 8:30	<u>Topper's Double Life</u> - with regulars; (SW & SD)
<u>Ray Bolger</u> (Julie Millar)	ABC 8:30	<u>Ray's Mother &amp; Father</u> - with regulars & Lois Collier, Will Wright, Hal Peary; (SW & SD)
<u>BIG STORY</u> (Norman Rose)	NBC 9pm	<u>Jack Hardin, Huntington, W. Va. Advertiser</u> - (O) by Paul Monash; with Charles Aldman, James Millhollin, Mildred Clinton, Royal Beal & 3 others to be announced; (SD)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Tourists-Overnite</u> - (O) by Marjorie Carleton, (A) by George Bruce; with Barbara Hale, Norma Varden, Frances Bavier, Donald Murphy, Mortimer Mills, Frank Ferguson, Percy Helton; (SD) by Robert Florey
<u>Inner Sanctum</u>	WOR-TV 9:30	<u>The Hands</u> - (O) by Louis Vittes; with William Prince, Kim Starley, Leif Erickson, Stanley Tackney; (SD)
<u>The Vise</u>	ABC 9:30	<u>Fame and the Fury</u> - with Pat Holt, Sandra Dorne, David Horne

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 25 THRU FRIDAY APRIL 1  
\*\*\*\*\*

<u>TODAY</u> (Dave Garroway)	NBC 7am	M - Helen Hayes presenting Tony Award (on film); Tu - Advance view of Circus, pickup from Madison Sq. Gdn.; W - Academy Award nominees (on film); Thu - Academy Award winners (on film); George Jessel (C)
<u>MORNING SHOW</u>	CBS 7am	Thu - Hermione Gingold (C); F - Burl Ives (S)
<u>GEORGE SKINNER</u>	WCBS-TV 9am	M thru F - regulars & Maureen McNally (S), Zippy the Chimp
<u>GARRY MOORE</u>	CBS 10am	M - Roy Benson (C); Thu - Jim Jefferies (C); F - Gaudschmidt Brothers (dogs), Bob Lewis (C)
<u>HOME</u> <u>NORMAN BROKENSHIRE</u>	NBC 11am WRCA-TV 1:05	Tu - Preview of Circus; Thu - Regina Resnik (S) M thru F - Harry Snow (S) replaces Bill Hayes as regular
<u>TED STEELE</u>	WOR-TV 3pm	M thru F - regulars & Roger Coleman, Peter Hanley (S)
<u>WORLD OF MR. KENNEDY</u> (Charlie Ruggles)	NBC 4:30	regulars &: M - Susan Strong, Bob O'Connell; Tu - Nell Harrison, Claire Edmunds, Charles Egelston; W - Mimi Strongen, Edwin Bruce, Joe Locke; Thu & Fri - to be announced; (SW & SD)
<u>MODERN ROMANCES</u> (Martha Scott)	NBC 4:45	M thru F - <u>The Doubt</u> - (O) by Jesse Sandler; with Lenka Peterson, Dennis Patrick, Frank Behrens, Ed Bryce; (SD) by Tom Reynolds
<u>MAGIC COTTAGE</u>	WAED 6pm	M thru F - John Kane, Wallace Acton; (SW & SD)
<u>TONIGHT</u> (Steve Allen)	NBC 11:30pm	M - Leontyne Price (S), Kid Gavilan (boxer), Panel discussion of Henry Pleasant's book <u>The Agony of Modern Music</u> by Pleasants & Aaron Copland (composer); Tu - Earl Hines (M), June Valli (S); W - Ben Ekelefonte (rhyming inventor); Thu - Mack Gordon (song writer), George Jessel (C); F - Coleman Hawkins (M), Karen Chandler (S), Henry Morgan (C)

SATURDAY APRIL 2

\*\*\*\*\*

<u>Captain Midnight</u> (Richard Webb)	CBS 11:30	<u>Operation Failure</u> - (O) by Malcolm Stuart Boylan; with regulars & John Mylong; (SD)
<u>Buffalo Bill, Jr.</u>	WCBS-TV 5pm	<u>Fight for Geronimo</u> - with regulars; (SD)
<u>Man Behind the Badge</u> (Charles Blackford)	WCBS 6:30	<u>The Case of the Wholesale Burglaries</u> - (O) by Alvin Boretz; with Don Eggerty, Strother Martin, Claude Akins; Dir by Harold Daniels
<u>The Range Rider</u> (Jack Mahoney)	WRCA-TV 6:30	<u>The Grand Fleece</u> - (O) by Sherman Lowe; with regulars & Steve Clark, Wanda McKay, Jonathan Hale, Richard Powers, Riley Hill, Fred Graham, Al Wyatt, Harry Harvey; (SD)
<u>Gold Theatre</u> Presents Henry Fonda	WRCA-TV 7pm	<u>A Matter of Courage</u> - (O) by Lou Rusoff; with Keefe Brasselle, Marianne Stewart, Robert Cornthwaite, Jan Arvan, Felipe Turich, Edward Colmans; (SD) by Roy Kellino





# Ross Reports ON TELEVISION

RECEIVED  
440

INCLUDING

APR 4 1955

MARCH 30, 1955

## THE TELEVISION INDEX

VOLUME 7 NUMBER 13 A

UNIVERSITY OF BOSTON

PRODUCTION • PROGRAMMING • TALENT

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

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

PUBLISHED BY TELEVISION INDEX, INC.

WEEK-END SPECIAL

### NEWS - POSSIBILITIES - COMMENT

The General Electric Co will sponsor a new series of one hour live dramas over CBS-TV on alternate Wednesdays, 10-11pm, beginning in June. The ad agency handling the spot is Young & Rubicam, Inc. It has been an open secret for several weeks that CBS has been looking for a prestige alternate week sponsor to go along with GE on the new time period, opened up when Pabst decided to move its Blue Ribbon Bouts to ABC-TV as of June 1. The GE sponsorship may start either June 1 or 8. Interesting side-light is that the once-every-fourth-week program in this time during this season has been Westinghouse's Best of Broadway series.....Last Best of Broadway of the series, coming up May 4, will be "Broadway," adapted by Philip Dunning from the original written by Dunning and George Abbott. Franklin Schaffner will direct, but no leads are set yet.....Producer's Showcase has "The Petrified Forest" on its future schedule with two possible stars, depending on the date presented. If slotted for May Henry Fonda would play "Alan Squier," the late Leslie Howard's starring role. If goes into the May 30 spot, Humphrey Bogart and Lauren Bacall would co-star, with Bogart re-creating his role of "Duke Mantee," and his wife playing "Gabbe Maple." No matter the date, the script is an adaptation by Tad Mosel of Robert E. Sherwood's play and it would be directed by Del Mann.

Eastman Kodak's new program spot over NBC-TV, Wednesdays, 8-8:30pm, starting April 13, will be filled for a minimum of 21 weeks with re-runs of current season Ford Theatre and Fireside Theatre, both from Screen Gems, with the latter package grouped under the title, "Top Plays of 1955." The title of the Kodak series will be Kodak Request Performance, to be seen over 84 stations. Starting sometime in the fall, probably in September, Kodak will present a new TV series on film in this time spot. I Married Joan has filled the Wednesday spot for GE since Oct 15, 1952, going off after its April 6 showing. Joan Davis, star of the series, has announced that she's leaving television for a long rest.....Martin Leeds, v.p. of Desilu Productions, Inc., gave ad agencies in New York their first look at Desilu's two latest pilots yesterday (29): Those Whiting Girls, starring Margaret and Barbara Whiting, and Just Off Broadway (originally titled Girls in Greasepaint), starring Rosemarie and Peggy Ryan and Ray MacDonald. Both pilots went before the camera during the first week of this month.....McCadden Corp's pilot for Ashley-Steiner's package, How Now, Brown, starring Keenan Wynn, is in pre-production rehearsals. Bill Manhoff and Dick Steenberg are co-producing from a script by Manhoff based on an idea by Don Quinn.....Buff Cobb opens offices for her Judge Priest series tomorrow (31) at 340 E 57th St., New York. No phone number set.

- Page 1 -

(MORE)

Copyright 1955 by Television Index, Inc.

Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

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

Roy Rogers' World Championship Rodeo will be seen in a TV version over NBC-TV sponsored by General Foods thru Benton & Bowles on June 21, Tuesday, 8-9pm. E&B will produce the show in conjunction with the Rodeo, an arrangement similar to the one used last night for GF's sponsorship of a "dress rehearsal" of Ringling Bros and Barnum & Bailey Circus in the same time spot. The TV show will star Roy Rogers, Dale Evans, Pat Brady, Nellybelle, Trigger, Trigger Jr., Sons of the Pioneers and Roy Rogers' Liberty Horses. It will originate at the Coliseum in San Antonio. Also on the bill are 300 cowboys in the championship troupe, with over 500 head of cattle supplied by Everett Colburn of Dublin, Texas.....With the Berle-Raye series winding up for the season, probably on June 14 in the Tuesday, 8-9pm spot, and Roy Rogers in for June 21, NBC's replacement shows will probably start June 28. Associated Products for its 5 Day Deodorant Pads thru Grey Advertising has bought the 8:30-9pm time for the summer, and Hazel Bishop thru Raymond Spector may pick up the 8-8:30pm opening. No programs have been named for either half hour.

Pantomime Quiz rises again, coming in as the summer replacement for Mama for eight weeks, starting July 8, Friday, over CBS-TV, 8-8:30pm, repeating its chore of the past two summers. The phoenix-like perennial has been on and off the air regularly since it first debuted in 1947 in LA as a local show. Producer Mike Stokoy will again handle the m.c. charade chore.....Ethel and Albert, last seen over NBC as a regular weekly series, returns as a summer replacement for December Bride, over CBS on Mondays, 9:30-10pm, effective June 20 for 15 weeks. Peg Lynch, writer of the series, again stars as Ethel, with Alan Bunce as Albert. Walter Hart will produce and direct and will also handle casting with Peg Lynch. Hart was director of the show when it was on NBC. Miss Lynch is going to the coast to film plugs for her show to be inserted in the next-to-last and last December Bride films before the series goes off for the summer.....Reah Productions' I Spy, starring Raymond Massey, slated to go into production this week at Parsonnet studios in Long Island City after one delay has had to be put off again. Tentative shooting is now scheduled for next week if production delay can be cleared up.

McCadden will start production on the pilot for Miss Pepperdine, Marie Wilson's series for CBS, on April 4. Paul Smith will have a featured role..... Amanda Blake has been signed for the feminine lead in Gunsmoke, CBS' Western being produced by Charles Marquis Warren.....Desilu will put Lineup back into production some time after June 1. Jaime del Valle is producer of the CBS series.....Screen Gems' Celebrity Theatre, previously reported to have half its films in the can or on the way, is now reported to be in the works on scripts, with exec producer William Sackheim and co-producer David Stephenson working on futures for the series. Screen Gems' story editor, Harry Fried, has joined his former boss, Michel Kraike, at TCF Television Productions, the 20th Century-Fox subsid, with no replacement named yet at Screen Gems.....TCF's first telefilm project will probably be My Friend Flicka, produced as a feature by 20th Century in 1943, based on the novel by Mary O'Hara. Another 20th project is a one-hour film series, probably an anthology involving various stories from its property file. This would have to be for fall showing, although a coast trade source recently tabbed it for the summer, an almost obvious impossibility considering the need for setting up story lines and pre-production schedules, even if it were an anthology series.....The recent Warner Brothers-ABC tie-up for the fall for a one-hour series has cued a flock of items concerning every other studio producing a similar show -- 45 minutes of entertainment, 6 minutes for the actual sponsor, 6 minutes of movie scenes from the program maker's future product and 3 minutes of plugs for the maker's current movies. It doesn't make sense from an ad agency-sponsor viewpoint; paying for an expensive program and then permitting so much hitchhiker plugging.....CBS is reported to be still in negotiation for a new Roy Rogers Enterprises series, Cochise, King of American Indians. A pilot has been filmed in color and actual production would probably be handled by Art Rush, who made the pilot for Rogers.

The \$64,000 Question, the up-dated version of the former Take It or Leave It radio program which featured a \$64 dollar question as the top prize, will replace Danger over CBS, Tuesdays, 10-10:30pm, effective June 7, with Revlon Products Corp sponsor thru William H. Weintraub & Co., Inc. Revlon is currently alternate week sponsor of Danger. Louis G. Cowan, Inc., is packager and producer of the new program, with Steven H. Carlin as exec producer.....Ethel Merman and Red Skelton star in another edition of "Show Stoppers," on Show of Stars over CBS on Thursday, April 14, presenting songs, dances and sketches that have sparkled through the years in famous Broadway shows. Peter Lind Hayes and Mary Healy and Harold Lang are featured. Jule Styne will again be producer, with Nat Perrin in charge for CBS.....Jackie Gleason is in rehearsal for the pilot of his Cafe Mardi Gras, to be filmed in black and white on April 13-at CBS studio 72 in New York. Gleason is producer-director for the one-hour musical-variety show, presented in a night club setting. June Taylor is handling the dances which will have a crew of 24 girls, 12 boys and 12 show girls. The four acts featured in the pilot will include Sammy Davis, Jr., Hildegard, the comedy team of Marshall and Farrell and the Seven Ashtons acro group. Paul Whiteman is fronting the studio orch.

Upcoming scripts on NBC's Modern Romances, Monday thru Friday drama, includes: April 4, "Nothing Like a Good Cup of Coffee," an original comedy by Joseph Cochran, with Vaughn Taylor, Grace Carney, House Jameson and others; April 11, "Attorney for the Defense," an original by Michael Morris, a detective story involving a criminal lawyer who works to clear a girl; not cast as yet; April 18, "The Sixth Sense," an original by Harry W. Junkin.

The NCAA collegiate football telecasts return to NBC for the 1955 fall season, after a one-year lapse during which they were on the ABC net. The series will include seven Saturday afternoon nationwide telecasts and one on Thanksgiving Day.....WAAM(Balt) has extended Key to the Ages, its weekly cultural program on the arts aired over ABC, for five additional weeks past its original finale, to May 22.....Benton & Bowles, Inc., will replace Dancer-Fitzgerald-Sample, Inc., as producing agency for Welcome Travelers on May 9. The CBS Chicago-based show will move to a new city, probably New York, with a new m.c. slated to replace Tommy Bartlett. The new host will probably be some one known as an entertainer to work into a format change.

AGENCIES AND ACCOUNTS: Parker Pen Co is leaving J. Walter Thompson Co after July 1, with the probability that the new agency will be a Chicago organization.....Earle Ludgin & Co., Chicago, has been named as agency for Avco Corp's Crosley & Bendix home appliances division, succeeding Benton & Bowles, Inc.

PEOPLE GOING PLACES: Gilbert A. Ralston has joined CBS Television as an executive producer in New York. His latest post in his over five-year history as a telefilm producer was as exec producer of Captain Gallant of the Foreign Legion, currently on NBC for H. J. Heinz Co.....Paul Dixon has resigned as m.c. of his Du Mont net program to return to Cincinnati, his home town. His program goes off after April 8. ....NBC's 10-year exclusive services contract with Mark VII, Ltd., and Jack Webb and a similar agreement with Sherry TV, Inc., for Dragnet, ties the star and all his future properties on television and radio to NBC.....NBC also signed British singer-comedienne Jeannie Carson to an exclusive radio and TV contract for one year, a guarantee of her appearances on next season's spectaculars.....Robert L. Coe upped to director of station relations for the Du Mont net.....Nat Debin, formerly with Liebling-Wood, has opened his own office as an artist rep, at 315 W 57th St., New York. CO 5-0127. Rita Glazer, formerly with L-W and MCA, is working in association with Debin.....John Rust, co-packager of Justice, is now at John Rust Productions, 527 Lexington Ave., New York. PL 5-5136.....Norman S. Livingston has been appointed exec v.p. of Telenews Film Corp., film production subsidiary of Telenews Productions, Inc.