

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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

Wednesday(4)

ABC- 9:30-10pm EDT; DEBUT; Penny to a Million; from WABC-TV(NY), no. of stations indefinite. Alternating Sponsors- W. A. Sheaffer Pen Co (Fineline Div) thru Russel M. Seeds Co., Inc(Chi); Acct Exec- Harry H. Maus; and Brown & Williamson Tobacco Corp (Raleigh Cigarettes) thru Russel M. Seeds Co., Inc (Chi). Pkgr- Wolf Productions(NY); Exec Prod- Herbert Wolf; Assoc Prod & Dir- Alan Gilbert; Music Dir- Glen Osser(ABC). Panel quiz show using two panels of five people each chosen from the audience. Each panel-team goes through an elimination process in answering a possible total of 21 questions, with the award for correct answers starting with one penny and rising to a total of \$10,000 if all answers are correct. The two winners for each team play off against each other, with the winner receiving 75 per cent of the total won by both panels, the remainder going to the loser. If both miss they divide the final total evenly. The program replaces Who Said That? which moves to Tuesday, 8:30-9pm EDT, effective May 10, in turn replacing Twenty Questions; last show May 3. Who Said That becomes a sustaining program in its new time spot.

Saturday(7)

CBS- 5:15-5:45pm EDT; SPECIAL; The Kentucky Derby; from WHAS-TV(Louisville), approx 170 stations live. Sponsor- Gillette Safety Razor Co., Div of The Gillette Co thru Maxon, Inc(Detroit); Acct Exec- Searle Hendee. Pkgr- CBS Sports Dept; Prod & Dir- Judson Bailey. Telecast of the first of the "Triple Crown" horse racing events of the season, the mile and a quarter Kentucky Derby at Churchill Downs, Louisville, Ky. Win Elliot will do the color commentary, Fred Capossela will describe the race and Phil Sutterfield will handle the interviews in the winner's circle. The other "Triple Crown" events to be telecast under the same sponsorship over CBS-TV are the Preakness Stakes at Pimlico Race Track, Baltimore, Saturday, May 28, 5:30-6pm EDT; and the Belmont Stakes at Belmont Park, Elmont, N. Y., Saturday, June 11, 4:30-5pm EDT.

OTHER NETWORK CHANGES & ADDITIONS

ABC- ABC Feature Horse Race; DEBUT April 23; Sat, 4:15-4:30pm EST, then EDT; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC Sports(NY); Prod- Bill Whitehouse; Dir- Eddie Nugent. Fred Capossela describes a feature race each week, the first from Jamaica, the last six from Belmont. (Jack O'Hara takes over for May 7 only).

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NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

BS-NBC POOL- Atom Bomb Test; SPECIAL May 1, tentative; Sun, 8-8:30am EDT; remote from Yucca Flats, Nev., via pooled lines to stations KNXT(LA) & KRCA-TV(LA), then to the respective nets, displacing local programming; no. of stations indefinite. Test blast postponed each day since scheduled blast of Tuesday, April 26. This day's test depends also on weather and wind. If delayed again, program arrangements would revert to original set-up. (See page 43).

BS- Chronoscope (Mon, Wed, Fri, 11-11:15pm EDT) Last program April 29; time reverts to local stations.

Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EDT) Betty Clooney joins the program as a regular on May 2, replacing Jaye P. Morgan.

The Jackie Gleason Show (Sat, 8-9pm EDT) Vacation for one week, May 7, replaced by Stage Show, one time only.

Drake Relays; SPECIAL April 30; Sat, 5:30-6pm EDT; from WOI-TV(Ames, Ia), to the net. Pkgr- CBS Sports; Prod & Dir- Judson Bailey. Tom Greenwald(CBS) and Dale Williams(WOI-TV), describe the action at the annual track meet hosted by Drake University, at the university's stadium, Des Moines, Iowa. The telecast will include the running of the invitation mile run.

NEW NETWORK SPONSORSHIPS

Three advertisers will sponsor Warner Bros. Presents, starting over ABC-TV, Sept 13, 7:30-8:30pm EDT: LIGGETT & MYERS TOBACCO CO (Chesterfield and L & M Filter Cigarettes) Birmingham & Walsh, Inc., sponsoring one half hour each week; GENERAL ELECTRIC (Radio-TV Sets) thru Maxon, Inc. and (Small Appliance Div) thru Young & Rubicam, Inc., sponsoring one half hour, alternate weeks; MONSANTO CHEMICAL CO (Plastics and Cellulose) thru Needham, Louis & Brorby, Inc. and (Chemical Divisions) thru Gardner Advertising Co., sponsoring one half hour alternate weeks.

LOCAL STATION ACTIVITY

WABD(Ch 5) - Have a Heart; DEBUT May 3; Tue, 10:30-11pm EDT. Sustaining, public service (five companies are prize donors). Pkgr- Robert Jennings Productions(NY); Exec Prod & Creator- Robert Jennings; Prod- Morton Catok; Dir- Frank Reeves; Tech Dir- Dick Sandwick(DuM). Four teams of two contestants each compete in answering questions put by m.c. John Reed King, with pyramided winnings going to a charity selected by the contestants. The contestants and the charity are from a different community in the metropolitan area each week.

KABC-TV(Ch 7) - Joe Graydon Show; CHANGE May 2; Mon thru Fri, 3:30-4:15pm PT. Program Los Angeles expands 15 minutes to 4:15pm, replacing the Dusty Walker Show.

KJXT(Ch 2) - Clete Roberts News; DEBUT April 25; Mon, 11-11:15pm, Tue thru Fri, Los Angeles 10:30-10:45pm PT. Open. Globe-trotting reporter Clete Roberts stars in a special news program, preceding The Big News on evenings noted.

KJXT - Musical Nitecap; CHANGE April 26; Mon, 11:30pm-12:30am; Tue thru Fri, 11pm-12midnight PT. Participations. Pkgr- KNXT; Prod & Dir- Bob Lehman; Prod Co-ordinator- Jim Casey. Vocalist Champ Butler is m.c., with guitarist-vocalist Tony Romano, jazz violinist Joe Venuti and vocalist Jacqueline Fontaine as regulars. Program includes variety and interviews with interesting guests. Program expands to one-hour each day, with Casey added to production staff and Fontaine added to the talent roster as of April 25. Program debuted Feb 21 (See page 26).

TALENT SHOWSHEET MAY 2-8, 1955
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Most of the shows on April 29, 30, May 1 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, May 6. Script identifications used are: (O) original, (A) adaptation, (SW) written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C) (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in lower case letters, underlined. Generally, only first runs are listed. During the spring and summer when many shows are re-runs, these credits are not repeated in the weekly listing below. Credits are available, however, and may be requested at any time. (Currently in re-runs are Assie, Kodak Request Performance, Ray Bolger, Danny Thomas, etc.)

FRIDAY APRIL 29  
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<p><u>Science Fiction</u> (Norman Bradley)</p>	<p>WRCA-TV 7pm</p>	<p><u>Out of Nowhere</u> - with Richard Arlen, Jess Barker, Carlyle Mitchell, Irving Mitchell, Jonathan Hale, Hal Forest, Craig Duncan; (SW & SD)</p>
<p><u>THE BIG STORY</u> (Norman Rose)</p>	<p>NBC 9pm</p>	<p><u>Charles Gleeson, Willows, Cal. Daily Journal</u> - (O) by Allan Sloane; with William Redfield, Edward Binns, Royal Dano, Frank Sutton, James Stephens, Fran Lee, Alan Nourse, Jock MacGregor; (SD)</p>

SATURDAY APRIL 30
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|                                              |                  |                                                                                   |
|----------------------------------------------|------------------|-----------------------------------------------------------------------------------|
| <p><u>M CORBETT</u><br/>(Frankie Thomas)</p> | <p>NBC 11:30</p> | <p>(O) by Richard Jessup; with regulars &amp; Edward Bryce, Bill Lipton; (SD)</p> |
|----------------------------------------------|------------------|-----------------------------------------------------------------------------------|

SUNDAY MAY 1  
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<p><u>MP UNTO MY FEET</u> (r. Lyman Bryson)</p>	<p>CBS 10am</p>	<p><u>Blood Oath</u> - (O) by Clair Roskam; with Rosetta LeNoire, Frederick O'Neal, Bill Gunn, Charles Swain, Cyril Jackson; (SD)</p>
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<p><u>WARRIORS OF FAITH</u></p>	<p>NBC 3pm</p>	<p><u>Bible Detective in the Holy Land</u> - (O) by Marc Siegel; with Richard Derr, Martin Balsam, Jimmy Lipton, Ed Jerome, Roger de Koven, Raymond Edward Johnson; (SD)</p>
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<p><u>OLIVIA HALL OF FAME</u></p>	<p>NBC 5pm</p>	<p><u>Oliver Wendell Holmes</u> - (O) by M. Dolinsky; with cast to be announced; (SD) (FROM HOLLYWOOD)</p>
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<p><u>THE PERFORMERS</u> (Gail Cox)</p>	<p>NBC 7:30</p>	<p>regulars & Ernest Truex, Fred Stewart; (SW & SD)</p>
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<p><u>THE JACK BUNNY</u></p>	<p>CBS 7:30</p>	<p>Jackie Gleason (C), Rochester (C), Don Wilson; Kill: Mary Livingstone (LAST SHOW, FROM NEW YORK CITY)</p>
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<p><u>psi Cola Playhouse</u> (Gail Eergen)</p>	<p>ABC 7:30</p>	<p><u>The Longest Legs in the Show</u> - with Frances Farwell, Don McGowan; (SD)</p>
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<p><u>THE WORK CLUB</u> (Norman Billingsley)</p>	<p>ABC 9:15</p>	<p>Teresa Brewer (S), Mary Mayo (S), Dick France (D)</p>
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<p><u>POINTMENT WITH VENTURE</u></p>	<p>CBS 10pm</p>	<p><u>Rendezvous in Paris</u> - (O) by Stanley Niss; with Dane Clark, Polly Bergen, Hugh Reilly, Wyley Hancock, Louis Sorin, Coe Norton; (SD)</p>
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MONDAY MAY 2
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|---------------------------------------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><u>Sherlock Holmes</u><br/>(Donald Howard)</p> | <p>WRCA-TV 7pm</p> | <p><u>The Case of the Perfect Husband</u> - (O) by Hamilton Keener; with Mary Sinclair, Michael Gough, Carol Saroyan, Thomas Quinn Curtiss, Richard Watts; (SD)</p> |
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| <p><u>Reader's Digest</u><br/>(John Reilly)</p> | <p>ABC 8pm</p> | <p><u>A Million Dollar Story</u> - (O) by George Kent, (A) by Mortimer Braus; with Bill Bouchey, James Bell, Joyce Arling, Milburn Stone, Julie Bishop, Louis Jean Heydt; (SD) by Peter Godfrey</p> |
|-------------------------------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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| <p><u>PRODUCERS SHOWCASE</u></p> | <p>NBC 8pm<br/>(COLOR)</p> | <p><u>Darkest at Noon</u> - novel by Arthur Koestler, play by Sidney Kingsley, TV (A) by Robert Alan Aurthur; with Lee J. Cobb, David Wayne, Ruth Roman, Oscar Homolka, Joseph Wiseman, Mikhail Rasumny, Nehemiah Fersoff, Henry Silva, James Millhollin, Alfred Hesse, Michael Gorrin, Robert McQueeney, Jimmy King, Eurt Conway, Lisa Osten, Pat Ferry, Steve Gray, Steve Gravers, Charles Rae King, Richard Bull, Norman Roland, Robert Gibbons, James Elward, Lois Holmes, Frank Grosso, Jerry Stiller, Joe Abdullah, Bill Lazarus; (SD) by Del Mann</p> |
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| <p><u>ICE OF FIRESTONE</u></p> | <p>ABC 8:30</p> | <p>Roberta Peters (S)</p> |
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| <p><u>THUR GODFREY'S MENT SCOUTS</u></p> | <p>CBS 8:30</p> | <p>Anatoly Anlukoff (M), Mary Jane Carole (S), The Four Sugar-tones &amp; a Honestick (S&amp;M)</p> |
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MONDAY MAY 2 (Cont'd)

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December Bride CBS 9:30 The Lineup - with regulars & Norman Leavitt, John Gallaudet, Jack Lomas, Lester Dorr; (SW & SD)

Montgomery NBC 9:30 Bella Fleace Gave a Party - (O) by Evelyn Waugh, (A) by Doria Follitt; with Fay Bainter, J. Pat O'Malley, Chester Stratton, John McLiam, Ronald Long, Ralph Bunker, Fred Worlock; (SD)

STUDIO ONE CBS 10pm Summer Pavilion - (O) by Gore Vidal; with Miriam Hopkins, Elizabeth Montgomery, Joseph Sweeney, Ruth White, Wyatt Cooper, Carol Veazie, Charles Drake, William Forrester, Dario Barri

Eddie Cantor WABC 10pm Peter Lorre, Veda Ann Borg, Nestor Paiva; (SW & SD)

Big Town WRCA-TV 10:30 regulars & Wilton Graff, Peggy Webber, Amzie Strickland, Sam Gilman, Jody Dru, Gabriel Curtiz, Nancy Haie, Larry Thor

Mark Stevens

TUESDAY MAY 3

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Waterfront WABD 7:30 Harbor Piracy - (O) by David Lang; with regulars & Don Beddoe, Gene Reynolds, Darryl Hickman, Rich Benedict, Jack Daly, Art Gilmore; (SD)

Parade of America ABC 7:30 Stay on Stranger - (O) by William Dutton, (A) by Jack Bennett; with Peggy Converse, Sally Brophy, Lon Chaney, Adrienne Marden, Louise Lorimer, James Griffith, Steven Clarke, Bobby Diamond, Florence Sheen, Jeannine DuCasse, Martin Dean, Susan Odin; (SD)

BUICK-BERLE NBC 8pm Gertrude Berg, Arlene McQuade, regulars; (SW & SD)

Life With Father CBS 8pm Father Has an Early Spring - (O) by Vincent McConnor; with regulars & Miriam Wolfe, Victor Millan; (SD)

The Halls of Ivy CBS 8:30 regulars & John Litel, John Hoyt, Herb Butterfield, Barry Truex; (SW & SD)

Studio 57 DuM 8:30 Deadly Doubt - (O) by Ray Vernon, (A) by John McGreevey; with John Bryant, Laura Elliott, Don Kent; (SD)

The Theater NBC 9pm The Innocent & the Guilty - (O) by Norman Katkov, (A) by David Victor & John Kneubuhl; with Alan Wells, Grandon Rhodes, Jean Howell, Lisa Golm, Frank Wilcox, Dean Cromer, Don Garner; (SD)

NEW RED SKELTON CBS 9:30 Mary McCarty; (SW & SD, FROM HOLLYWOOD)

ELGIN HOUR ABC 9:30 Driftwood - (O) by Michael Dyne; with John Forsythe, Teresa Wright, Lorne Greene, Vaughn Taylor; (SD) by Don Richardson

ARMSTRONG'S CIRCLE NBC 9:30 Jet Pilot - (O) by Douglas Stone; with William Smithers, Lori March, Frank Overton, Jason Wingren, Sandy Kenyon, Thomas Walsh, John Lehn, Milo Boulton, Virginia Gerry; (SD) by Paul Bogart

DANGER CBS 10pm Nightmare - (O) by Edward Korn; with Patricia Wheel, Laurence Hugo, Walter Brooke; (SD) by Paul Stanley

It's A Great Life NBC 10:30 Three Hungry Men - with regulars & Millicent Patrick, Jim Hayward, Shub Pollard, John R. McKee, Gene Coogan, William Houston, Zon Murray; (SW & SD)

WEDNESDAY MAY 4

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ARTHUR GODFREY & FRIENDS CBS 8pm Mahalia Jackson (S), the Four Mascots (S&M) & regulars

MR. CITIZEN ABC 8:30 Second Class Citizen - (O) by Robert J. Shaw; with Anita Bayless, Sandy Horn, William Bush, Tom Reynolds, Harry Holcombe, Joy Hodges; (SD)

The Millionaire CBS 9pm The Story of Jack Martin; - with Paul Langdon, Phyllis Coates, John Alvin; (SD)

TELEVISION NBC 9pm Flowers for 2B - (O) by Edward DeBlasio; with Penny Baker, Virginia Vincent, Harold Stone, Alice Pearce, Augusta Merighi, Anna Appel, Carolyn King, James Lacirignola, Leo Eayard, Pat DeSimon; (SD) by Dick Dunlap

Douglas Fairbanks WRCA-TV 10:30 While the Circus Passes - no credits available



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|-----------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ECME                                          | NBC 11am  | M thru F - Faye Emerson subs as guest editor;                                                                                                                                                                                                                                                                                                                                                                                                                       |
| GARRY MOORE                                   | CBS 10am  | regulars & M - The Toppers; F - "Prof" Russell E. Oakes, Lee Allen (C&D), Dylan Todd (S)                                                                                                                                                                                                                                                                                                                                                                            |
| OF THE WORLD<br>(Maria Louis)                 | NBC 10:30 | M thru F (10 episodes) - (O) by Melia Gardner White, (A) by Lois Landauer; with Kathleen Maguire, Gloria Stroock, Margaret Hamilton, Anne Shoemaker, Andrew Duggan, Eric Fleming, Beverly Lunsford; (SD)                                                                                                                                                                                                                                                            |
| ROBERT Q. LEWIS                               | CBS 2pm   | M thru F - Betty Clocney (S) joins as regular, replacing Jaye P. Morgan; Tu - Ralph Stanley (C)                                                                                                                                                                                                                                                                                                                                                                     |
| THE WORLD OF MR.<br>SABENEY (Charlie Ruggles) | NBC 4:30  | regulars &: M - Hans von Schumm, Lisa Osten; W - Roy Fant, Thu - Nell Harrison, Harrison Dowd, Peter J. Kelly; F - Mimi Strongen, Ed Bruce; (SW& SD)                                                                                                                                                                                                                                                                                                                |
| MODERN ROMANCES<br>(Martha Scott)             | NBC 4:45  | M thru F - <u>The House Guests</u> - (O) by Stanley Niss; with Constance Ford, Ross Martin, Philip Kenneally, Fred Sadoff, Murray Hamilton; (SD) by Tom Reynolds; Margaret Hayes is hostess                                                                                                                                                                                                                                                                         |
| MAGIC COTTAGE                                 | WABD 6pm  | M thru F - Lionel Wilson, Ian Martin; (SW & SD)                                                                                                                                                                                                                                                                                                                                                                                                                     |
| FERRY CCMO                                    | CBS 7:45  | W - Al Hibbler (S)                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| TONIGHT<br>(Steve Allen)                      | NBC 11:30 | M - Dorothy Kilgallen (columnist); Lionel Hampton (M); Leona Anderson (S); Tu - Matt Dennis (M), Oliver Wakefield (C); <u>The Psychiatrist</u> - (O) by Jayne Meadows & Al Feldstein, (A) by Howard Rodman; with Nita Talbot, John Boruff, Shawn Dooley, Anne Seymour; Dir by Ed King; W - Jonathan Winters (C), Three Suns (S&M) (FROM CLEVELAND THIS DATE); Thu - Mary Small (S), Stan Wrigley (C); F - Phil Napoleon & His Memphis Five (M), Dolores Hawkins (S) |

SATURDAY MAY 7

|                                           |                    |                                                                                                                                                                                                                                                                                               |
|-------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Captain Midnight</u><br>(Richard Webb) | CBS 11am           | <u>Sabotage Under the Sea</u> - (O) by George Bricker; with regulars & John Pickard, Philip Van Zandt, Will J. White, Fred Coby; (SD)                                                                                                                                                         |
| <u>Range Rider</u><br>(Dick Mahoney)      | WRCA-TV 6:30       | <u>Diablo Pass</u> - (O) by Polly James; with regulars & Stanley Andrews, John Baxter, Leonard Penn; (SD)                                                                                                                                                                                     |
| <u>Rheingold Theatre</u>                  | WRCA-TV 7pm        | <u>Safe Journey</u> - (O) by Ken Field; with Frank Lovejoy; (SD)                                                                                                                                                                                                                              |
| STAGE SHOW<br>(Tommy & Jimmy Dorsey)      | CBS 8pm            | Kate Smith (S), Erroll Garner (M), Henny Youngman (C), June Taylor Dancers, Mr. Ballantine (magic), the Seven Ashtons (acro)                                                                                                                                                                  |
| MAX LIEBMAN<br>SPECTACULAR                | NBC 9pm<br>(COLOR) | <u>The Desert Song</u> - Book by Otto Harbach, Lyrics by Oscar Hammerstein II, Frank Mandel; TV (A) by Friedberg, Simon & Glickman; with Nelson Eddy (S), Gale Sherwood (S), Otto Kruger, Salvatore Baccaloni (S), John Conte (S), Viola Essen (E), Earl William (S); Book Dir by Milton Lyon |
| <u>Damon Runyon Theatre</u>               | CBS 10:30          | <u>The Lacework Kid</u> - (A) by Clark E. Reynolds; with Steve Brodie, Paul Langton, John Banner, John Berardino, Gladys Holland, Joseph Turkel, Jerry Paris, Paul Savage; (SD)                                                                                                               |

SUNDAY MAY 8

|                                           |          |                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FRONTIERS OF FAITH                        | NBC 3pm  | <u>The Second Commandment</u> - (O) by James Yaffe; with Larry Gates, Chester Stratton, Martin Newman, Carol Hebard; (SD)                                                                                                                                                                                                 |
| <u>You Are There</u><br>(Walter Cronkite) | CBS 6:30 | <u>The Final Performance of Sarah Bernhardt</u> - (O) by Leo Davis; with Jeanette Nolan, Peter Brocco, John E. Wengraf, Maurice Marsac, Isobel Elsom, Ralph Smiley, Vito Scotti, Stephen Bekassy, Nan Boardman, Paul Bryar, Lois Austin, Ernest Sarracino, Laurie Carroll, Patti Gallagher, Michael Emmet, Edward Colmans |
| <u>Pepsi-Cola Playhouse</u>               | ABC 7:30 | <u>Stake My Life</u> - (O) by James Gunn; with Lynn Bari, Nana Bryant, Claude Akins, Steven Geray; (SD) by John English                                                                                                                                                                                                   |
| TOAST OF THE TOWN<br>(Ed Sullivan)        | CBS 8pm  | Eddie Fisher (S), Richard Hearne (C), Eileen Barton (S), Mariners (S), Robert Lamoret (ventriloquist); On film: Bing Crosby, Joan Crawford, Claudette Colbert, Jennifer Jones, Clifton Webb, Jane Fussell, Betty Grable, Harry James, Jeanne Crain, Maureen O'Hara, Victor Mature, Robert Cummings                        |
| <u>General Electric Theatre</u>           | CBS 9pm  | <u>Into the Night</u> - with Ruth Roman, Eddie Albert, Dane Clark                                                                                                                                                                                                                                                         |
| GOODYEAR TELEVISION<br>THEATRE            | NBC 9pm  | <u>Visit to a Small Planet</u> - (O) by Gore Vidal; with Cyril Ritchard, Alan Reed, Edward Andrews, Theodore Bikel, Richard Yorke, Jill Kraft, Bruce Kirby, Sylvia Davis; (SD) by Jack Smight                                                                                                                             |

# REG. U.S. PAT. OFF. *Ross Reports* ON TELEVISION

MAY 9 1955

INCLUDING

## THE TELEVISION INDEX

MAY 4, 1955

LIBRARY NUMBER 18 A  
UNIVERSITY OF HOUSTON

PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter  
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PUBLISHED BY TELEVISION INDEX, INC.

WEEK-END SPECIAL

### NEWS - POSSIBILITIES - COMMENT

ABC will use music as its Saturday night opposition to the other nets this summer. Chrysler's Dodge Division thru Grant Advertising will sponsor Lawrence Welk's Champagne Music in the Saturday, 9-10pm spot for Dodge dealers, with Ozark Jubilee being expanded in a new time slot. The Dotty Mack Show will also move to a new time, which will give the ABC line-up a complete range of sweet, pop and country music thru the evening. The Lawrence Welk show will be pickups of band remotes, similar to his current program over KTLA(LA) on Friday nights, except that he may go on tour, with the ABC show being picked up from different cities each week.....Reynolds Aluminum will bring in the Dave Willock do-it-yourself show, replacing Mr. Peepers, on June 26, from Hollywood. Willock, actor-comedian and hobby craftsman, currently has his Willock's Workshop on KRCA-TV(LA), Saturdays, 5-5:30pm, but the new show will be added for the Sunday night audience. Seaman Jacobs will write the scripts, and Arquette will be in support, probably with Hollywood guests and others visiting Willock to get the lowdown on how to fix things around the house. Reynolds is also talking about Worthington Miner's Frontier, adult Western film series, for fall showing in place of Peepers.

A major change in net and sponsor thinking on dramatic fare for summer viewing has obviously taken place within the past year. Last week the "Special" mentioned that Climax! would join Kraft Television Theatre as the only dramatic series on the air to use the same quality story material and talent during the summer as during the regular season. In the past, even when not announced, practically all major drama shows veered toward either experimental scripts by new writers or used smaller casts with fewer big names in the leads. That isn't going to be the case this summer, with competition to build and maintain holdover audiences for fall viewing and also the inception of new franchises. When U. S. Steel Hour bows over CBS on July 6, it expects to maintain the newsworthy pace established under Alex Segal at ABC. The new G. E. live summer series, alternating with the Steel show, is expected to reach an equivalent standard under Fletcher Markle as producer-director. Because of the past season's hot competition from G. E.'s Sunday night program over CBS, NBC's Goodyear & Philco Television Playhouse will go all out to re-establish its position. The importance of the hour-long dramas to the networks as well as the sponsors cannot be over-emphasized. While some say that the success of Disneyland broke the log-jam of Hollywood disinterest in television, it was more likely the evidence of TV's power in reviving fading star reputations and some of its more noteworthy drama productions which combined to prove the value of the medium as an experimental "farm" for movies.

The reason for Max Liebman's shift of "Desert Song" from April 9 to June 4 and back to May 7, was based on the original possibility that Gordon MacRae might be available for the starring role. When Nelson Eddy was signed it was decided to move it up again to the May date, this Saturday.....Jimmy Durante is currently filming five programs in Hollywood for his alternate week summer replacement time. His production set-up is the same and he will resume his live show in the fall, from Hollywood. Donald O'Connor's filmed programs continue in the alternate week spot thru the summer, finishing up the contract with the sponsor in the fall.....Screen Gems will add two more new series to its fall film list, with production starting this summer on Tales of the Bengal Lancers and Circus Boy. Herbert B. Leonard, producer of The Adventures of Rin Tin Tin for Screen Gems, will produce the lancer series and co-produce the films about circus life with Norman Blackburn. The Columbia Pictures subsidiary will have 10 different series going, with the two new Leonard projects... ..Irish McCalla's Sheena, Queen of the Jungle series for William and Edward Nassour, in association with Don Sharpe, is being directed by Arthur Pierson, with Edward Nassour in charge of production. Joel Murgott is story editor, at Nassour Studios, 8470 West 3rd St., Los Angeles. WE 1-1025.

With the naming of actor Gig Young as "host" for Warner Bros. Presents, the ABC film series for fall showing, the production and talent staff is almost complete. Piecing together trade reports and paced announcements, Warner's TV unit (apart from Sunset Productions) will have: Jack L. Warner, v.p. and exec producer; Gary Stevens, general manager of the TV division; Solly Baiano, head of casting; J. English Smith, program co-ordinator for ABC at Warner's; Richard Diggs, story head. The following individual assignments have been made: Harve Foster, producer of the "Cheyenne" segments; Maurice J. Geraghty and Don Martin, "Cheyenne" writers; David Martin, writer on the "Casablanca" episodes. Arthur Silver will direct the "Behind the Scenes" sessions of the program devoted to Warner's filming projects, with Bob Eisenbach as assistant director and writer.

NBC rolls this week at Hal Roach Studios on Willard Waterman's The Great Gildersleeve, with Stephanie Griffin in the female lead and Ronald Keith for the lead juvenile role. Matthew Rapf is producing the first group and may continue on the series if some of the other pilots he has produced for NBC this spring don't materialize... ..Gene Autry's Champion pilot, starring his horse and featuring his German shepherd, "Rebel," is the cowboy star's first telefilm series with animal leads. Flying A writers Robert Schaefer and Eric Freiwald wrote the pilot script.....

WTVJ(Miami) and CMA(Havana) have instituted a talent exchange system, with artists from each station appearing on programs of the other. Three WTVJ performers have already appeared on the Cuban station and this Friday four CMA artists will appear on the Alec Gibson Show over WTVJ.....Dr. Frances Horwich leaves Chicago this month to bring her Ding Dong School program to New York where she will make her permanent home in order to act as supervisor of children's programs for NBC. Her program will begin its New York origination June 1. Len Salvo, Jr., the program's director, is also moving to New York to stay with the show. With move of Welcome Travelers to New York, beginning next Monday (9), Chicago television will hit its lowest point as a net program origination point in several years, at least over the summer. One NBC day time drama and several children's shows will be the summer representatives.....One of the otherwise obscure points that might be made in connection with the move of Life is Worth Living, the Bishop Sheen program, to ABC from Du Mont, is that the AEC net is no stranger to Bishop Sheen. Each October, on Mission Sunday, he has appeared on Mission to the World, a special AEC program, to make a television appeal for the support of Catholic missions throughout the world. If Du Mont was the first to provide one type of forum for the Catholic prelate, ABC also aided his work.



Final scripts for Danger over CBS, will be: May 17, "The Soldiers," adaptation George Bellak of Ambrose Bierce's story; May 24, "The Operator," a Halsted Welles adaptation of an Elizabeth Enright original; May 31 (last show), "The Birds," adaptation by James C. Cavanagh of Daphne du Maurier's original.....Max Liebman's last Saturday revue of the season, May 22, will co-star Judy Holliday, Janet Blair, Herb Shriner and Kay Starr. "The Chocolate Soldier" on June 4, Liebman's last production before his personal summer hiatus, will co-star Rise Stevens, Eddie Albert and Akim Tamiroff.....Bob Hope will fly to England in October to star in a week-end presentation for Associate Broadcasters Company, one of Britain's commercial television program contractors; program series title is "Sunday Night at the London Palladium."

The RCA-NBC scholarship and fellowship grants announced last week by NBC President Sylvester L. Weaver, Jr., benefit three universities, with one special grant open on a nationwide basis. The drama schools at Yale University, Carnegie Institute of Technology and Iowa State University will receive scholarship funds to provide sums of \$800 a year to be granted each year to students selected by the universities. Fellowships have been established at Carnegie Tech and Yale to provide a grant not to exceed \$3,500 a year to assist graduate students selected by the universities. Of the total amount, \$750 is a grant in aid each year to the university. A special NBC "Presidents Award," totaling between \$4,000 and \$6,000, will be established as a grant to an individual, chosen by NBC in an open competition, between the ages of 25 and 35, who has shown outstanding talent and creativeness in the field of drama.

PEOPLE GOING PLACES: David Lowe named director of programs for WABD(NY), reporting to George BarenBregge, station manager.....Bill Barron named to succeed Bud Coulson as public relations director for the radio and TV operations of Don Lee Broadcasting Systems. Coulson resigned to join the public relations dept of "Disneyland".....David O. Alber Associates, Inc., New York public relations firm, has moved to 44 East 53rd St., New York 22. Phone is unchanged, TE 8-8300.....Ted Steele named musical director of New York stations WOR and WOR-TV. Both resumed "live" music this week after settlement of union dispute.....John M. Keys upped to director of sales for WNBQ and WMAQ-radio, Chicago.

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