

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday(25)

NBC- 10:30pm-12midnight EST; SPECIAL; Academy Awards; from KNBH(H'wood) & WNBT(NY), no. of stations indefinite. Sponsor- Oldsmobile Division, General Motors Corp thru D. P. Brother & Co(Detroit); Acct Exec- Clarence Hatch, Jr.; Comm Anncrs- Paul Douglas(host for sponsor), Betty White & Bob Lemond. Pkgr- Academy of Motion Picture Arts & Sciences with NBC-TV; General Dir- Mitch Leisen; Prods- William Kayden(H'wood) & George McGarrett(NY); Dirs- William Bennington(H'wood) & Grey Lockwood(NY); Music Dir- Andre Previn; Sets- Daniel Cathcart; Choreog- Bill Daniel. Simulcast of the 26th annual Academy Awards, with presentations to winners at RKO Pantages Theatre, Hollywood, and NBC's Center Theatre, New York. A special cut-in will be made from WPTZ(Phila) for the presentation of an award by Shirley Booth, last year's winner of the award for best performance by an actress. Gary Cooper, last year's best actor, will make a presentation via a film made at Cuernavaca, Mexico, where he is on location. Donald O'Connor is m.c. of the awards in Hollywood, with Fredric March acting as m.c. in New York. The New York portion of the program will be brought to the West Coast with a line from New York direct to TV and radio. Commercials for the sponsor will originate in NBC's Burbank Studio for TV and in NBC Hollywood for radio. Raymond Burr will handle the TV commentary for the ceremonies and Richard Carlson will be radio commentator.

Saturday(27)

ABC- Afternoon, starting time to be advised; RETURN; Game of the Week; from various stations (during the regular baseball season, most games originate from Cleveland, Chicago and Philadelphia), to 60 stations for the sponsor, additional stations co-op, excluding WABC-TV(NY) and cities with major or minor league games scheduled on the day of the telecast. Sponsor- Falstaff Brewing Corp(Beer) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Ed Burke; Agcy Superv- S. J. Hamilton. Pkgr- ABC-TV Sports Dept; Prod-Dir- Various local crews. The Baseball Game of the Week makes a pre-regular season debut with telecasts of training games from Oklahoma City, March 27; Dallas, April 3; and Philadelphia, April 10. The regular season telecasts begin April 13 with a special from Washington when the New York Yankees and Washington Senators officially open the season with President Eisenhower tossing out the first ball. The series made its debut last summer, covering the home games of the Cleveland Indians, Chicago White Sox and Philadelphia Athletics, all American League teams. Four National League games have been added this year, with the season's telecasts ending Saturday, Sept 25.

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THIS WEEK(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, special ad etc. Distribution: weekly reports on current television production, programming, talent movements, special ad etc. Distribution: weekly reports on current television production, programming, talent movements, special ad etc.

THIS WEEK(Cont'd)

Sunday (28)

CBS & NBC- 8-9:30pm EST; SPECIAL; General Foods 25th Anniversary Show; from WCBS-TV(NY) & KNXT(H'wood) with NBC picking up CBS feed; no. of stations indefinite. Sponsor- General Foods Corp(institutional, with product mentions) thru Young & Rubicam, Inc(NY); Acct Exec- Robert Mountain; Agcy Superv- Lee Strahorn; Comm Superv- John Freese. Pkgr- Y & R; Supervisors- Richard Rodgers and Oscar Hammerstein; Prod-Dir- Ralph Levy(CBS); Music Dir- Harry Sosnik (using the original Robert Russell Bennett orchestrations from Rodgers & Hammerstein shows); Sets- Richard Jackson; Writers- Samuel Taylor and Hammerstein; Special Writers- Sam Perrin & George Balzer (for Jack Benny); Bernie Smith & Bob Dwan (for Groucho Marx) and Goodman Ace and Nat Hiken (additional show material). Excerpts from Rodgers and Hammerstein musical hits, presented under their direct supervision for the first time on television (previous telecasts of excerpts were with permission but not supervised by R & H), presented with many of the original stars in the roles they created in "Oklahoma!," "Carousel," "Allegro," "South Pacific," "The King and I" and "Me and Juliet." Stars who will appear and the shows they were originally in are Mary Martin and Ezio Pinza (South Pacific); John Raitt and Jan Clayton (Carousel); Yul Brynner and Patricia Morison, with Japanese dancer Michiko and the children (King and I). Miss Morison currently plays Anna in the show, the role first played by the late Gertrude Lawrence. Tony Martin and Rosemary Clooney will appear in scenes from "Me and Juliet" and Gordon MacRae and Florence Henderson will be in highlights from "Oklahoma!" Other stars on the show are Jack Benny, Edgar Bergen and Charlie McCarthy, Groucho Marx and Ed Sullivan. Sullivan and Mary Martin will m.c. the program, with Miss Martin presenting the Hollywood TV and radio stars. The special program will pre-empt, this date only, CBS-TV's Toast of the Town, 8-9pm, and Fred Waring Show, 9-9:30pm, and NBC-TV's Colgate Comedy Hour, 8-9pm, and the first half of Goodyear Television Playhouse, 9-9:30pm. The latter program will have a special half-hour drama, 9:30-10pm, this date only.

OTHER NETWORK CHANGES & ADDITIONS

POOL- All networks; President Eisenhower's Address on Taxes; SPECIAL March 15; 9-9:15 pm EST, from WNBW(Wash), to all nets, plus some local independents. Sustaining, public service. Pkgr-Prod- NBC Special Events Dept. President Eisenhower spoke from the White House on special administration tax policies. Regularly scheduled net programs from 9-9:30pm were pre-empted.

ABC- Pepsi-Cola Playhouse (Fri, 8:30-9pm EST), ON FILM; HOSTESS CHANGE April 2. Anita Colby becomes regular hostess, replacing Arlene Dahl who has been hostess since the debut of the series, Oct 2, 1953.

CBS- Red Buttons Show (Mon, 9:30-10pm EST) FORMAT CHANGE March 22; program goes to a situation comedy format centering around Red Buttons, with Betty Garde as his mother, Frank McHugh as father, Lynn Loring as sister and Huntz Hall as a friend. Other actors are used in support according to each week's script. (See page 38).

CBS-TV Pacific Net- Panorama Pacific (Mon thru Fri, 7-9am PST) Helen Parrish named regular woman's editor, beginning March 16.

NBC- Excursion (Sun, 4-4:30pm EST) Last program, March 21. Program made its debut Sept 13, 1953, presented by the Ford Foundation's TV-Radio Workshop for young people. The successor program, for one time only, March 28, is A Conversation with Alfred P. Sloan, Jr., another in NBC-TV's film series of conversations with distinguished people.

NETWORK SPONSOR ACTIVITY

PHILCO CORP thru Hutchins Advertising Co., Inc., will sponsor the 9:45-10am EST segment of Breakfast Club (Mon thru Fri, 9-10am EST) over ABC-TV, beginning March 29. Philco has sponsored the same time segment of the radio portion of the program, now simulcast, for the past eight and one-half years.

THE PARKER PEN CO thru J. Walter Thompson Co(Chi) will become alternate week sponsor of Four Star Playhouse (Thurs, 8:30-9pm EST) over CBS-TV, effective April 8. Singer Sewing Machine Co., the present full-time sponsor, will remain as alternate week sponsor.

MINUTE MAID CORP(Lemonade) thru Ted Bates & Co(NY) will become alternate week sponsor of the second half-hour segment of Super Circus (Sun, 5-6pm EST) over ABC-TV, beginning June 6 for 13 weeks. The second half hour is currently sponsored by Mars Candy Co., with the first half hour sponsored by Kellogg Co.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Bill Tabbert Show; CHANGE March 16; Mon thru Fri, 7-7:10pm EST. New York Sustaining. Pkgr- WABC-TV. Musical comedy star Bill Tabbert presents a program of songs. Program made its debut March 1 as Your Date with Sean Downey and during second week was changed to Ted Straeter Show temporarily. (See page 36).

WABC-TV - Dogarama; DEBUT March 13; Sat, 11:45-12noon EST. Sustaining. Prod- Wade & Gillson; Dir- Louis Volpacelli. Evelyn Wade and Eric Richmond give tips on dog training and present guest celebrities with their canine pets.

WCBS-TV(Ch 2) - Catholic Charities Fund Appeal; SPECIAL March 28; Sun, 2:30-3pm EST, New York one time only. Sustaining. Pkgr- Catholic Charities of the Archdiocese of New York with WCBS-TV; Dir- Ned Cramer(WCBS-TV). The 35th annual fund appeal of the Catholic Charities of the Archdiocese of New York will be launched by Francis Cardinal Spellman. Also appearing on the program will be opera star Licia Albanese and the St. Patrick's Cathedral Choir.

WNBT(Ch 4) - The Fourth R; DEBUT March 28; Sun, 8:30-8:45am EST. Sustaining, public New York service. Pkgr- WNBT with the Protestant Council of New York, New York Board of Rabbis, Archdiocese of New York; Prod- Ann Keeley; Dir- Hugh McPhillips; Supervised by Bill Berns (WNBT News and Special Events). Pre-Sunday school time show, to encourage children, regardless of faith, to attend their respective Sunday schools. Each faith is allotted a month of Sundays, with April for Roman Catholics, May for Protestants, June for Catholics again and July for Jewish participation (delayed because of holidays in June). Films, drawings, songs and stories will be part of the series, with each faith using its own instruction method.

WOR-TV(Ch 9) - Colonel Venture; DEBUT March 22; Mon thru Fri, 5-6pm EST. Participations. New York Pkgr- Sandy Howard Productions; Prod- Sandy Howard; Assoc Prods- Marvin Paige, Bob Cahn. Sandy Howard in the title role talks to explorer guests, presents adventure films, interviews celebrities and tells adventure stories for children. Merry Mailman, starring Ray Heatherton, formerly seen 5-6pm, moves to 6-6:45pm EST, this date.

WOR-TV - The Sloan Simpson Show; DEBUT March 22; Mon, 7-7:15pm EST. Sustaining. Pkgr- Geoffrey Jones; Prod- Elliott Drake; Dir- Dick Simon. Sloan Simpson interviews celebrities, presents reviews and news and commentaries on all fields.

LOCAL STATION ACTIVITY(Cont'd)

- WATV(Ch 13) - Telethon-Assn for the Help of Retarded Children; SPECIAL March 28;
 (NY) Newark, NJ Sun, 10am-7pm EST. Pkgr-Prod- WATV. Celebrity telethon for the
 1954 fund drive of the AHRC.
- WLW-T(Ch 5) - Child Welfare Program; SPECIAL March 20; Sat, 1:45-2pm EST. Sustain-
 Cincinnati ing. Pkgr-Prod- WLW-T Special Services. Thirty Negro babies avail-
 able for adoption thru the Children's Home are the subject of a pro-
 gram intended to facilitate adoption of the babies by local Negro families. Jim
 Bruce(WLW-T) moderates the special program, with welfare workers as guests.
- WMAL-TV(Ch 7) - Telethon-D.C. Society for Crippled Children; SPECIAL March 20, 21;
 Washington, DC Sat, 10pm-Sun, 12noon EST. Jim Gibbons and Bryson Rash m.c. a cel-
 ebrity telethon for the Society's 1954 campaign.
- KNBH(Ch 4) - The Plant Doctor; DEBUT March 20; Sat, 1:30-2pm PST. Sustaining.
 Hollywood, LA Dr. Robert E. Atkinson presents advice for amateur and professional
 horticulturists.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
New York WNBT(4)	*"Janet Dean, R. N." (MPTV)	-Emerson Drug(Bromo- Seltzer) thru Lennen & Newell, Inc	3/23	Tue	7-7:30pm
Los Angeles KTTV(11)	#"Hopalong Cassidy"- one-hour features (NBC Film Sales)	-Sponsorship open	3/14	Sun	5-6pm
		CODE: *First run in market		#Re-run	

FILM DIGEST: Gross-Krasne are currently testing possible replacements for Pat Mc-
 Vey as Big Town lead. McVey has returned to New York for legit.....
 ...Jack Chertok Productions reported preparing 52 more films for The
Lone Ranger series, with over 100 films already in the package.....Luis Van Rooten
 replaced Sid Tomack in the Knobby Walsh role in Joe Palooka for the second group of
 13 films in the series.....KTTV(LA) bought market rights to Secret File USA, Of-
 ficial Films series starring Robert Alda as Col. Bill Morgan, U.S. espionage agent.
 The series is based on stories from all branches of U. S. intelligence services. It
 is being produced and directed by Arthur Dreifuss, under the supervision of Donald
 Robinson, chief historian of SHAEF during World War II. Research is being done by
 Bernard F. Herberick, formerly of the O.S.S. The station expects to present the ser-
 ies in late spring.....KTTV also purchased West Coast rights (Cal., Ore., Wash.,
 Ariz.) to Stories of the Century from Hollywood Television Service, Inc., Republic
 Studios subsidiary. The half-hour series, originally titled Outlaws of the Century,
 features individual film stories based on famous desperados.....Ethyl Corporation
 has bought a new 26-week series of The Big Playback, recreations of top moments in
 sports, with production to start immediately in New York. The series will be spotted
 by Ethyl thru BBD&O in about 55 markets with other markets open for regional and local
 sponsors as was done with last season's series, also initially sponsored by Ethyl.

NEWS AND COMMENT: The DuMont TV Network shifts its LA affiliation from KTTV to
 KHJ-TV, effective April 1. Heavy KTTV emphasis on local films and
 local shows in prime time spots blocked the spotting of network
 shows in time periods requested by sponsors.....WNBT-WNBC, prepping a new talent
 search plan to develop a reservoir of young talent, is designating all radio and TV
 executives as part-time talent scouts to cover theatrical events in the New York area
 to locate possible future stars. The experiment depends on who and what turns up.

TALENT SHOWSHEET MARCH 22-28, 1954

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Most of the shows on March 19, 20 and 21 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday March 26. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MARCH 19

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THE NEW REVUE CBS 5:30 Add: Channing Pollack(magician); *Note: from this date the
(Mike Wallace) (COLOR) only regulars will be the Norman Paris Trio (M), The Honey-
dreamers (S) and Mike Wallace, with guest variety performers;
the group of singing & dancing boys & girls has been dropped.

MAMA CBS 8pm The Twenty-Third Psalm - (O) by Frank Gabrielson; with Muriel
(Peggy Wood) Kirkland, Judson Rees, and regulars

SATURDAY MARCH 20

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SECRET FILES OF CAPT. VIDEO (Al Hodge) DuM 11:30am Add; Philip Pine

SAT. FEATURE REPORT WCBS 6:15 From this date segment titled Dateline USA will be handled by  
Alan Scott

LEAVE IT TO THE GIRLS ABC 7:30 Al Williams (author), Betsy von Furstenburg, Elsa Maxwell

ETHEL & ALBERT NBC 7:30 Raymond Bramley, Fred Stewart, Lois Holmes, and regulars  
(Lynch & Bunce)

JACKIE GLEASON CBS 8pm Jane Froman subs for Gleason; with regulars & Treniers (S,D,C)

SPIKE JONES NBC 8pm Add: Frankie Carle

MEDALLION THEATRE CBS 10pm Contact With The West - (O) by Geoffrey Kean; with Jerome Thor,  
Joseph Wiseman, Colin Keith-Johnston, Dana Winter, Nehemiah  
Persoff, Boris Marshalov, Nicholas Soussanin; (SD)

COL. HUMPHREY FLACK DuM 10pm The Pomerian Society - (O) by S.L. David & Carl Jampel; with  
(Alan Mowbray & Nell Harrison, Walter Brooke, Norton L. Stevens, John Gibson,  
Frank Jenks) Eddie Hyans; (SD)

SUNDAY MARCH 21

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FRONTIERS OF FAITH NBC 1:30 Robert Frost, The Meddiebempsters (S)

HALLMARK HALL OF FAME NBC 5pm Cut Of Jules Verne - (O) by Elaine Ryan; with George Nader,
(Sarah Churchill) Carole Mathews, Jack Kelly, Jerry Paris, Nancy Hale, Earle Lee,
Gene Roth; (SD, FROM HOLLYWOOD)

OMNIBUS CBS 5pm Half-hour remote telecast from NY Times offices. ---- Tell Me If
(Alistair Cooke) It Hurts - 20-year-old film about trip to the dentist, produced
by the late Richard Massingham. ---- Jean Leon Destine dancers.

YOU ARE THERE CBS 6:30 Bourgoyne's Surrender At Saratoga - (O) by Jeremy Daniel; with
Rusty Lane, Frank Overton, Wesley Addy, Vinton Hayworth, Larry
Gates, Neva Patterson, Tom McDermott, Michael McAloney, Ruth
White; (SD)

TV TEEN CLUB ABC 7:30 Bernie Mierow (M), Bill Sayer (S), The Beauty Spots (D)
(Paul Whiteman)

MR. PEEPERS NBC 7:30 Ruth McDevitt, Reta Shaw, Earl George, Paula Trueman, Peter
(Wally Cox) Turgeon, Addison Powell, James Maloney and regulars

ABBOTT & COSTELLO NBC 8pm Add: Fred Darian (S), Janik & Arnaut (acro)

THE MASK ABC 8pm Fingers Of Fear - (O) by Philip McDonald, (A) by Mel Goldberg;
(Gary Merrill & William Prince) with Grant Williams, Mary Linn Beller, Don Briggs, Kathleen
Maguire, Martin Brooks, Alan Tower; (SD)

ROCKY KING, DETECTIVE DuM 9pm Tele-View To Murder - (O) by Gene Watts; with Melba Rae, Nat
(Roscoe & Todd Karns) Polen, Don Gibson, Sally Kemp, Peter Dawson; (SD)

SUNDAY MARCH 21 (Cont'd)

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PETER POTTER ABC 9:30 Beatrice Lillie, Ken Murray, Mindy Carson, Hugh O'Brien(actor)  
 THE WEB CBS 10pm Night Fare - (O) by Everard W. Meade; with Ray Walsten, Michael Ingram, Robert Emhardt, Rudy Bond, Daniel Keyes, Tom Gorman, Arthur Batamides; (SD)  
 THE PLAINCLOTHES MAN DuM 9:30 Ann Sorg replaces Connie Clausen

MONDAY MARCH 22

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JAMIE ABC 7:30 Jamie And The Vacuum Cleaner - (O) by William Aurthur; with William Darrid and regulars; (SD)
 ARTHUR MURRAY NBC 7:30 Cavalcade Of U.S. Dance Styles Since 1910 - with Jane Dulo (D), Jack Norton (C), Nina Varella (actress)
 TWENTY QUESTIONS DuM 8pm Phyllis Kirk
 GODFREY TALENT SCOUTS CBS 8:30 Mary Roche (soprano), Tony Alamo (pop singer), Irene Kral, Lee Tompkins, Ernie Mariani, Ernie Bernhardt (vocal quartet)
 VOICE OF FIRESTONE NBC 8:30 Gladys Swarthout
 RED BUTTONS CBS 9:30 *Note: effective this date show changes format, becoming situation comedy with regulars Buttons, Betty Garde (mother), Frank McHugh (father), Lynn Loring (sister) and Huntz Hall (friend); actors who will be seen this date only are Robert H. Harris and Louis Sorin
 ROBERT MONTGOMERY NBC 9:30 The Pink Hippopotamus - (O) by Bob Deindorfer, (A) by Adrian Spies; with Oscar Homolka, Steven Meininger, John Vivyan, Walter Koehler, Somer Alberg, Theo Goetz, Olga Fabian, Harry Gardino; Dir: Norman Felton
 STUDIO ONE CBS 10pm The Expendables - (O) by George Baker & Robert P. Wilmot, (A) by William Templeton; with George Voskovic, Martin Kosleck, Flora Campbell, Nelson Olmsted, Richard Bishop, Robert P. Lieb, Buzzy Martin, Don Fellows; Dir: Paul Nickell; title drawing by Andrew Warhol
 Adolphe Menjou's Favorite Story WNBT 10:30 The Vacant Room - ^{by Robt. Yale Libbott} with Allene Roberts, Lillian Albertson, Herbert Heyes, Charlotte Fletcher, Lorna Thayer, Alan Wells, Howard Price, Edward Colmans, John Merrick

TUESDAY MARCH 23

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Jaret Dean, Registered Nurse (Ella Raines) WNBT 7pm Kennedy Case - (O) by Franz Spencer; with Stella Andrew, Charles Nolte, Dorothy Peterson, Curtis Cooksey; Dir: Jack Gage; (PREMIERE OF NEW FILM SERIES)  
Cavalcade of America ABC 7:30 Young Andy Jackson - (O) by Robert Stevenson; with Billy Gray, Orley Lindgren, Fiona Hale, Russell Simpson, Douglas Dumbrille, Robin Hughes, Tom McKee, Mabel Paige  
Gene Autry CBS 8pm The Steel Ribbon - rerun of film seen 9/22 & 12/29/53  
 BUICK-BERLE NBC 8pm Gertrude Berg, Robert Cummings, Arlene McQuade  
Fireside Theatre NBC 9pm Retribution - (O) by William Hopson, (A) by Herbert Little Jr & David Victor; with Ken Tobey, Faith Domergue, Paul Picerni, Trevor Bardette, Paul Fix, Robert Osterloh, Joseph Granby, Charles Cane, John Eldridge, Gene Coogan; (SD)  
 MOTOROLA TV HOUR ABC 9:30 Nightmare In Algiers - (O) by Alvin Sapinsley; with Rita Gam, Francis L. Sullivan, Tony Randall, Steven Hill, Luther Adler, Peter Capell, Bob Scheerer, Frederic Worlock, Anatole Winogradoff, Christiane Felsmann, Robert MacDonald, Nehemiah Persoff, Mort Marshall; (SD)  
 SUSPENSE CBS 9:30 Tenth Reunion - (O) by Augusta Rodgers (from Whatever Happened To Daisy Ward), (A) by Ellen Violet; with John Dall, Margaret Hayes, Patricia Barry, Robert Webber, Joan Morgan, Gene Blakely (SD)

TALENT SHOWSHEET(more)

TUESDAY MARCH 23 (Cont'd)  
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PANTOMIME QUIZ DuM 8:30 Phyllis Kirk & Cliff Norton sub for Elaine Stritch & John Barrymore Jr; guests Constance Bennett & Arthur Treacher

ARMSTRONG'S CIRCLE THEATRE NBC 9:30 So Close The Stars - (O) by Virginia Adams; with Leora Dana, Biff McGuire, Russell Hardie, Jean Jordan, Marjorie Bennett, Charles Andre, Robert Fortin; (SD)

DANGER CBS 10pm The Bet - (O) by Anna Sentoro & Sunnie Perlman, (A) by Richard Lortz; with Kim Stanley, Edward Binns, Wesley Addy, Don Keefer

Mr. & Mrs. North (Barbara Britton & Richard Denning) NBC 10:30 Phantom At The Wedding - (O) by Erna Lazarus; with Robert Hutton, Randy Stuart, George E. Stone, Lois Hall, John Baer, Courteen Landis, Alice Backes, Mira McKinney, Yvonne Douy; (SD)

WEDNESDAY MARCH 24
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Wild Bill Hickok (Guy Madison) WNBT 6pm Ghost Breakers - with Elizabeth Harrower, Charles Halton, Florence Auer, Marvin Press, Reed Howes; (SW & SD)

Mark Saber (Tom Conway) ABC 7:30 The Case Of The 3 Blind Mice - seen originally as part of former Mystery Theatre and Homicide Squad series

I Married Joan (Joan Davis) NBC 8pm Pop Retires - with El Brendel, Halene Hill and regulars; (SD)

CHICAGO SYMPHONY DuM 8:30 Fritz Reiner, conductor

KRAFT TELEVISION THEATRE NBC 9pm Pardon My Prisoner - (O) by Luther Reed; with Helen Gallagher, Dennis James, Warren Parker, Cliff Hall, Parker Fennelly, Kathleen Comegys; (SD)

THURSDAY MARCH 25  
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Ray Bolger ABC 8:30 with Maurice Kelly, Viv Janiss, Yvette Dugay, Gloria Pall, Noel Neill, Dolores Graham, Robert Strong, Allen Matthews and regulars; (SD)

T MEN IN ACTION (Walter Greaza) NBC 8:30 The Case Of The Sitting Ducks - (O) by Sidney Edelstein; with Jack Klugman, Henrietta Moore, Harry Mehaffey, Lewis Charles, Ralph Stantley, Harrison Dowd; (SD)

Four Star Playhouse CBS 8:30 The Last Voyage - (O) by John & Gwen Bagni; with Charles Boyer, Walter Sande, William Leicester, Regis Toomey; (SD) by Robert Florey. *Note: This is a rerun of show seen originally April 23, 1953, having since won awards from Screen Writers Guild and Screen Directors Guild as the best written screenplay and best directed TV film of 1953.

LUX VIDEO THEATRE CBS 9pm Spent In Silence - (O) by Malvin Wald & Jack Jacobs; with Nancy Olson, John Hudson, Wilton Graff; (SD, FROM HOLLYWOOD)

KRAFT TELEVISION THEATRE ABC 9:30 Angel Street - (O) by Patrick Hamilton, (A) - SW; with Leueen McGrath, Howard St. John, Jerome Kilty, Elizabeth Patterson, Diana Wynter; (SD) by Fielder Cooke

Ford Theatre NBC 9:30 Taming Of The Shrewd - (O) by Samuel Marx, (A) by Mary C. McCall Jr; with Don Taylor, Joan Vohs, Jeff Donnell, Paul Langton, David Brian; (SD)

Public Defender (Reed Hadley) CBS 10pm The Lost Cause - (O) by Arthur E. Orloff; with Paul Picerni, Hugh Beaumont, Yvette Dugay, Adele Jergens, Bill Ching, George Spaulding, Bill Tead, Ben Welden, Wheaton Chambers, Barney Phillips; (SD) by Sobey Martin

MARTIN KANE (Mark Stevens) NBC 10pm ^{by Jim Bond} Pat Harrington, Audra Lindley, Steven Elliot, Jim Kelly, Carl Frank, K.T. Stevens, Dan Morgan

Foreign Intrigue (James Daly) WNBT 10:30 F.I. In Perjured Evidence - (O) by Joseph Victor, (A) by Sheldon Reynolds; with Alf Kjellin, Ake Ohberg, Ivar Wahlgren, Rangvi Lindblad; (SD)

SATURDAY MARCH 27 (Cont'd)

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MY FAVORITE HUSBAND CBS 9:30 Bob Sweeney, Alix Talton and regulars; (SD, FROM HOLLYWOOD)  
(Joan Caulfield & Barry Nelson)

COL. HUMPHREY FLACK DuM 10pm Vacation - (O) by Ed Jurist & S.L. David; with Cort Benson, Boris Aplon, Sandra Deel, Leonard Barry, Spencer Davis; (SD)  
(Alan Mowbray & Frank Jenks)

SUNDAY MARCH 28

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LAMP UNTO MY FEET CBS 10am Thing Of Evil - (O) by Palmer Thompson; with Henry Hull, Martin Brooks, Steve Holland; (SD)
(Bill Leonard)

FRONTIERS OF FAITH NBC 1:30 Todd Duncan

OMNIBUS CBS 5pm Apollo Of Bellac - (O) by Jean Giraudoux; further details to be announced
(Alistair Cooke)

GEORGE JESSEL ABC 6:30 Robert Merrill, Polly Bergen, Jerilynn Jessel (Jessel's 12-year-old daughter)

YOU ARE THERE CBS 6:30 The Conspiracy Of Catherine The Great - (O) by Kate Nickerson; cast to be announced

Roy Rogers NBC 6:30 Ghost Town Gold - (O) by Dwight Babcock; with Tom London, Sandy Saunders, Marshall Reed, Jeanne Dean, Don Harvey, Harry Harvey, Rand Brooks, Russ Scott; (SD)

OPERA CAMEOS DuM 7:30 Thais - scenes from opera by Jules Massenet; with Beverly Sills (soprano), Martial Singher (baritone), Maria Gambarelli (D)
(G. Martinelli)

GENERAL FOODS 25th ANNIVERSARY SHOW CBS & NBC 8pm Scenes from the following Rodgers & Hammerstein shows: South Pacific - Mary Martin, Ezio Pinza; Me & Juliet - Tony Martin, Rosemary Clooney; The King And I - Yul Brynner, Patricia Morrison, Michiko and children from the B'way prod'n; Carousel - John Raitt, Jan Clayton; Oklahoma! - Gordon MacRae, Florence Henderson. Other guests include Jack Benny, Groucho Marx, Ed Sullivan, Edgar Bergen & Charlie McCarthy.

THE MAN BEHIND THE BADGE (Fred Uttal) CBS 9:30 The Glacier National Park Story - (O) by David Harmon; with Stewart Bradley, Arthur Koullas, Joyce Gordon, Jim Nolan, Jerry Eskow, Mario Gallo, Mark Miller, Joe Helgeson; (SD)

THE PLAINCLOTHES MAN DuM 9:30 Rural Intrigue - (O) by Raymond Taylor; with Walter Mathews, Jim Boles, Dehl Berti, Rusty Arden; (SD)
(Ken Lynch)

GOODYEAR TELEVISION PLAYHOUSE NBC 9:30 Native Dancer - (O) by David Shaw; with Gwenn Verdon, Jack Warden, Anna Appell and others to be announced; (SD) by Vincent Donehue; (DRAMA HALF-HOUR THIS DATE ONLY)

THE WEB CBS 10pm The Favorite - (O) by James O'Neill; cast to be announced

Loretta Young Show NBC 10pm Son, This Is Your Father - (O) by Catherine Barrett, (A) by Margaret Buell Wilder; with Miss Young, Alan Hale Jr, Norman Oldstead, Stuffy Singer, Earl Roby, Vivi Janiss; (SD)

NEW YORK TALENT AVAILABILITIES

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EARL ROWE legit-TV actor returns from West Coast  
Film Jobs Apr 4 - AGT: Grace Lyons JU 6-8330

VINTON HAYWORTH now under management of Baum-Newborn MU 8-1380

PATRICIA WHEEL legit actress available TV - AGT: George Morris, Jane Broder Office MU 8-0960

JOE SILVER long-time Red Buttons regular now available for other TV appearances - AGT: Baum-Newborn MU 8-1380

CAROL SMITH young contralto with top symphony orchestras - AGT: Columbia Artists CI 7-6900

DRAN & TANI SEITZ film-legit actress currently in Cndine - PRESS: William Fields PL 7-6938

SALLY MOFFET legit actress available for TV - AGT: Briscoe & Goldsmith MU 2-6244

MICHAEL RABIN young concert violinist - AGT: Columbia Artists CI 7-6900

DAVID DODGE author Poor Man's Guide To Europe - CONTACT: Irma Greenberg, Random House PL 1-2600

MALCOLM LEE BEGGS legit-TV actor - AGT: Marjorie Morrow CH 4-0644