

Ross Reports ON TELEVISION

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INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (30)

ABC- 11-11:55am EDT, Mon thru Fri; NET DEBUT & RETURN; Creative Cookery; from WBKB(Chi), to WABC-TV(NY). Sustaining. Pkgr- ABC-TV(Chi); Prod- Francois Pope; Dir- Grover J. Allen. Francois Pope creates dishes of various types for every occasion, based on international and domestic recipes; assisted on camera by his sons, Frank, Jr., and Bob. The program originally made a Chicago local debut in June 1951 over WBKB(then an independent on Ch 4), moved to WNBQ(NBC) in March, 1953, and was shown over the NBC o-and-o net in a Saturday morning version between Oct 3, 1953 and March 27, 1954. The Pope family operates the Antoinette Pope School of Fancy Cookery in Chicago.

POOL- 12-12:30pm EDT; SPECIAL; Eisenhower Address to American Legion; from WTOP-TV(CBS originated pool), to the nets (NBC live, 12-12:30pm; ABC kine, 9-9:30pm; DuM live, 12-12:30pm. Sustaining. Pkgr(pool)- CBS News; Superv Prod- Ted Ayres(CBS-Wash). President Eisenhower's address to the American Legion Convention in Washington, at the National Guard Armory. Arthur Connell, Legion national commander, will introduce the President.

NBC- 3-3:15pm EDT; DEBUT; The Greatest Gift; from WPTZ(Phila), to the net. Sustaining. Pkgr- Adrian Samish(NY); Prod- Al Morrison(Samish); Dir- Joe Behar(WPTZ); Writer- James Cavanagh; Casting- Al Morrison(Samish). The story of a woman doctor who meets the prejudices all women must face in the field of medicine; starring Anne Burr as Dr. Eve Allen, with Joe Draper, Henry Barnard and others. Program replaces One Man's Family in this time spot, with the latter moving to 3:30-3:45pm (See Other Net Changes for NBC schedule changes).

Tuesday (31)

CBS- 7:45-8pm EDT; RETURN; Jo Stafford Show; from KNXT(H'wood), 65 stations live, 18 kine. Sponsor- The Gold Seal Co (Glass Wax & Snowy Bleach) thru Campbell-Mithun, Inc(Minn). Pkgr- CBS-TV(H'wood); Prods & Dirs & Writers- Paul Harrison, Berni (cq) Gould; Music Dir- Paul Weston. Music-variety, starring singer Jo Stafford, with The Starlighters vocal group. Program returns after summer hiatus which began after the June 29 program. Replacement was Summer Holiday, last show Aug 24 (Thursday segment of latter is separate).

THIS WEEK(Cont'd)

Tuesday(31)

CBS- 10:30-11pm EDT; RETURN; See It Now, LIVE & FILM; from WCBS-TV(NY), 48 stations live, 4 kine. Sponsor- Aluminum Co of America (Aluminum products) thru Fuller & Smith & Ross, Inc(NY); Acct Exec- Burt Schellenbach; Agcy Superv- Gilbert Morris; Comm Superv & Dir- Byron McKinney; Comm Anncr- not set at press time. Pkgr- CBS-TV(NY); Prods & Eds- Edward R. Murrow & Fred W. Friendly; TV Dir- Don Hewitt. Edward R. Murrow returns with his interpretive reports of news backgrounds. Program returns after summer hiatus, last show June 29. Replacement was The Blue Angel, last show Aug 24.

NBC- 7:30-7:45pm EDT, Tue & Thu; DEBUT; The Vaughn Monroe Show; from WNBT(NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod- Bill Stuart; Dir- Craig Allen; Music Dir- Richard Hayman. Vaughn Monroe stars as a vocalist, for five weeks, with the Tunesters vocal group, backed by Richard Hayman's orchestra. Program replaces two segments of The World of Mr. Sweeney, last show Aug 26. The program will be on thru Sept 30, after which the Dinah Shore Show returns from summer hiatus.

NBC- 9-9:30pm EDT; RETURN; Fireside Theatre, ON FILM; from WNBT(NY) & KNBH(H'd); no. of stations indefinite. Sponsor- Procter & Gamble Co (Crisco & Ivory Soap) thru Compton Advertising, Inc(NY); Acct Execs- Reginald Bankart(Crisco) & Allen Flouton(Ivory); Agcy Superv- James Seaborne(H'wood). Pkgr- Procter & Gamble Co; Film Prod- Frank Wisbar Productions, Inc; Prod & Dir- Frank Wisbar; Assoc Prod- Sidney Smith; Superv Ed- Holbrook N. Todd; Dir of Photog- Benjamin H. Kline; Script Ed- Joyce Cook at Wisbar; Asst Dir- Maurice Vaccarino; Casting- James Broderick(Wisbar). Drama series returns for its sixth season, with Gene Raymond as host for the series, as well as star in several of the films. Program is first in the new series after summer hiatus. Re-runs, as Summer Playhouse, with Nelson Case as host, since July 6.

NBC- 9:30-10pm EDT; RETURN; Armstrong's Circle Theatre; from WNBT(NY), no. of stations indefinite. Sponsor- The Armstrong Cork Co (All products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Paul Markman; Agcy Superv- Ralph Nelson; Comm Superv- Norman Cary; Comm Dir- Mike Case(NBC). Pkgr- Talent Associates Ltd(NY); Prod- Ralph Nelson; Assoc Prod- Robert Costello; Dir- William Corrigan; Sets- Ben Edwards; Script Ed- Jacqueline Babbitt(TA); Writers- Various; Casting- Ethel Winant(TA). Return of the live drama series, designed for an adult family audience, with a wide range of themes. Returns after summer hiatus, last show May 25. Replacement was Top Plays of '54, re-run films, last show Aug 24.

Wednesday(Sept 1)

NBC- 8:30-9pm EDT; RETURN; My Little Margie, ON FILM; from WNBT(NY) & KNBH(H'd), no. of stations indefinite. Sponsor- Scott Paper Co (All products) thru J. Walter Thompson Co(NY); Acct Exec- Kelsey Denton. Pkgr & Film Prod- Hal Roach, Jr.-Roland Reed Productions(H'wood); Prods- Hal Roach, Jr & Roland Reed; Dir- Hal Yates; Writers- Frank Fox, George Carleton Brown. Gale Storm and Charles Farrell star in the returning situation comedy series; with Clarence Kolb, Gertrude Hoffman, Don Hayden, others. Program is first in new series after summer hiatus. Re-runs of previous films, since July 14.

Thursday(Sept 2)

CBS- 8-8:15pm EDT; SPECIAL; Judge Harold Medina; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS News. Judge Harold R. Medina presents the case against radio and television coverage of the Senate committee hearings on the conduct of Sen. Joseph R. McCarthy. Judge Medina's talk will be the answer to the CBS Editorial delivered by CBS president Dr. Frank Stanton on Aug 26 in the same time period (See Other Net Changes).

THIS WEEK(Cont'd)

Thursday(Sept 2)

CBS- 10:30-11pm EDT; NET DEBUT & RETURN; Name That Tune; from WCBS-TV(NY), 44 stations live, 24 kine (Carter); 75 stations live, 53 kine (Whitehall). Alternate Sponsors- 1) Whitehall Pharmacal Co (Div of American Home Products Corp (Anacin & other products) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- Herbert Vitriol; Agcy Superv- Heagan Bayless. 2) Carter Products, Inc (Arrid primarily, also Little Liver Pills, Rise, Nair) thru SSC&B(NY); Acct Exec- W. Lee Abbott; Agcy Superv- Barrett Welch. Pkgr- CBS-TV with Harry Salter; Exec Prod- Art Stark; Creator & Prod- Harry Salter; Dir- Perry Lafferty; Music Dir- Harry Salter (orch dir by Ted Rath). Audience participation musical quiz with Bill Cullen as quizmaster, featuring vocalist Vicki Mills with Harry Salter's orchestra. Program originally made its debut over NBC-TV on July 6, 1953 and went off June 14, 1954. In its new spot it replaces Place the Face.

Friday(Sept 3)

CBS- 8-8:30pm EDT; RETURN; Mama; from WCBS-TV(NY), 47 stations live, 5 kine. Sponsor- General Foods Corp (Maxwell House Coffee, Grape Nuts, Grape Nuts Flakes) thru Benton & Bowles, Inc(NY); Acct Execs- Harry Warren(Maxwell House); George Brown(Grape Nuts); Agcy Superv- Tom McDermott; Comm Superv- Ralph Butler; Comm Anncr- Alun Williams. Pkgr & Prod- Carol Irwin; Dir- Ralph Nelson; Casting- Doris Quinlan(at Irwin). Return of the situation comedy series based on Kathryn Forbes' novel "Mama's Bank Account"; starring Peggy Wood in the title role, with Judson Laire, Rosemary Rice, Dick Van Patten, Robin Morgan, Ruth Gates, Alice Frost. Last show before summer hiatus was July 2. Summer replacement was Pantomime Quiz, last show August 27.

CBS- 10:30-11pm EDT; RETURN; Person to Person; from WCBS-TV(NY), 37 stations live (Amoco); 19 live (Hamm); 51 live(Noxzema). Alternate Sponsors- 1) East: American Oil Co (AMOCO) thru The Joseph Katz Co(Balt). Midwest: Theo Hamm Brewing Co (Beer) thru Campbell-Mithun, Inc(Minn). Los Angeles(KNXT) only: Santa Fe Railway System thru Leo Burnett, Inc(H'wood). 2) National, except LA, alternate week: Noxzema Chemical Co (All products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY). Pkgr- CBS-TV(NY); Prods- Edward R. Murrow, John Aaron, Jesse Zousmer; Dir- Franklin Schaffner; Remote Dirs- Robert Sammon, Charles N. Hill; Ed Associates- David Moore, John Horn. Edward R. Murrow chats informally with prominent people around the country, two on each program. Celebrities are visited in their homes by remote cameras, with Murrow conducting the interview by means of telephone and TV. Program returns from summer hiatus, last show July 2. Summer replacement was It's News to Me, last show Aug 27.

NBC- 10-10:45pm EDT; RETURN; Cavalcade of Sports; from WNBT(NY), 115 stations live. Sponsor- Gillette Safety Razor Co, Div of The Gillette Co thru Maxon, Inc(Detroit); Acct Exec- Mr. Searle Hendee. Pkgr- International Boxing Club with NEC-TV; Prod- William Garden(NBC); Dir- Jack Mills, Jack Dillon. Jimmy Powers announces big-name boxing bouts, mainly from Madison Square Garden, NY. Program returns from summer hiatus, last show June 25 (a one-time special was shown on Aug 20). Summer replacement was a half-hour filmed sports review presented under the same program title, last show Aug 27.

Saturday(Sept 4)

ABC- 11-11:30am EDT; RETURN; Space Patrol; from KABC-TV(H'wood), no. of stations indefinite. Alternate Sponsors- 1) The Nestle Co, Inc(EverReady Cocoa & Chocolate bars) thru Cecil & Presbrey, Inc(NY); Acct Exec- John Beresford; Agcy Superv- Riley Jackson(H'wood). 2) Ralston Purina Co (Cereals) thru Gardner Advertising Co(St. Louis); Acct Exec- George Shields. Pkgr- Space Patrol Enterprises(H'wood); Prod- Helen Moser; Dir- Dik Darley; Writer- Norman Jolley. Science fiction adventures with Ed Kemmer as Commander Corry, Lynn Osborn as Cadet Happy, Ken Mayer as Major Robertson. Program returns after summer hiatus, last show July 3.

THIS WEEK(Cont'd)

Saturday(Sept 4)

CBS- 11-11:30am EDT; DEBUT; Captain Midnight, ON FILM; from WCBS-TV(NY), no. of stations indefinite. Alternate Sponsors- 1) The Wander Co (Ovaltine) thru Tatham-Laird, Inc(Chi); Acct Exec- Arthur E. Tatham. 2) General Mills, Inc(Kix) thru Tatham-Laird, Inc; Acct Exec- Walter Anderson. Pkgr & Film Prod- Screen Gems, Inc(H'wood); Exec Prod- Fred Brisikin; Prod- George Bilson; Dir- D. Ross Lederman. Richard Webb stars as Captain Midnight, in this film series for boys and girls; with Sid Melton as Ikky and Olan Soule as Tut. Midnight is a private citizen who devotes his time to fighting forces menacing the American way of life. This is a completely new series produced this year. A previous series, spot-sponsored by the Wander Co, used a character intro to edited motion picture serials.

CBS- 1:30-2pm EDT; DEBUT; Uncle Johnny Coons; from WBBM-TV(Chi), to 15 stations, Midwestern regional net, except WBBM-TV. Sponsor- Lever Brothers Co: (Pepsodent) thru McCann-Erickson, Inc(NY); Acct Exec- Albert J. Roby, Jr; Agcy Superv- Robert Brewster(Chi). (Good Luck Margarine) thru Hewitt, Ogilvy, Benson & Mather, Inc(NY); Acct Exec- H. W. Warden. (Lifebuoy Soap) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Joseph Hardie. Pkgr- C-N-C Productions(Chi); Prod & Dir- James Greene; Writers- Bill Newton, Ray Chan. Johnny Coons appears in various costumes, provides narration for slapstick comedies and creates non-operating inventions and other comedy concoctions.

NBC- 7:30-8pm EDT; RETURN; Ethel and Albert; from WNBT(NY), no. of stations indefinite. Sponsor- The Sunbeam Corp (Electric Shavers, Kitchen Appliances) thru Ferrin-Paus Co(Chi); Acct Exec- Earl R. Perrin. Pkgr- Peg Lynch; Prod- Thomas Loeb; Dir- Walter Hart; Writer- Peg Lynch. Situation comedy involving a happily married couple and their domestic life, starring Peg Lynch and Alan Bunce. Last show before summer hiatus was May 29, with kine re-runs thru July 3. Replacement program since then has been Youth Wants to Know which goes to Sunday, 1-1:30pm, effective Sept 5.

Sunday(Sept 5)

ABC- 9-9:15pm EDT; RETURN; Walter Winchell; from WABC-TV(NY), 29 stations live, 7 hot kine. Alternate Sponsors- Gruen Watch Co and American Safety Razor Corp (Gem) both thru McCann-Erickson, Inc(NY); Acct Superv- George Bliss(Gem), James Clyde(Gruen). Pkgr & Prod- ABC-TV News & Special Events; Dir- Marshall Diskin. Walter Winchell returns with his simulcast news commentary and gossip; occasional top name guests. Returns after summer hiatus, last show July 4. Replacement program for same sponsors has been Bob Considine, last show Aug 29.

NBC- 2-4:30pm EDT; also Mon, Sept 6; 2-5pm EDT; SPECIAL; National Singles Tennis Championship; from WNBT(NY), to the net. Sustaining. Pkgr- NBC Public Affairs; Prod- William Garden (remote crew). Former tennis star Jack Kramer and sportscaster Bud Palmer cover the semi-finals on Sunday and the finals on Monday of the national singles tennis championships at Forest Hills, N. Y.

NBC- 5-6pm EDT, one Sunday out of four, 5-5:30pm EDT, three Sundays; RETURN; Hallmark Hall of Fame; from KNBH(H'wood), 37 stations live, 7 kine. Sponsor- Hall Brothers, Inc (Hallmark Greeting Cards) thru Foote, Cone & Belding(Chi); Acct Exec- Duane Bogie; Agcy Superv- Ed Cashman(H'wood). Pkgr- NBC-TV; Prod & Dir- Albert McCleery(NBC H;wood); Script Ed- Ethel Frank(NBC, NY); Writers- Various; Music Dir- Jules Seidman; Costumes- Grady Hunt; Set Consult- Spencer Davies. Presentations of originals and classic dramas. Last program before summer hiatus was July 4. Summer replacement was Out on the Farm, last show Aug 29.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Juvenile Jury (Tue, 8:30-9pm EDT) Mike Oppenheimer now supervisor, replacing Ann Lawton.

CBS Editorial, Dr. Frank Stanton; SPECIAL Aug 26; Thu, 8-8:15pm EDT, one time. Sustaining. Pkgr- CBS News. Dr. Stanton, president of CBS, explained to viewers why the network feels that the Senate hearings concerning Sen. Joseph R. McCarthy should be opened to broadcasting media. (See, Judge Medina, page 141).

Winky Dink and You (Sun, 12noon-12:30pm EDT) New time, effective Sept 5. Production staff changes: Robert Noah, now producer & writer; replaced Jack Farren as producer. Rai Purdy now director, succeeding Ken Whelan.

NBC- New afternoon daytime schedule, effective Aug 30: 3-3:15pm, The Greatest Gift (See page 140); 3:15-3:30pm, Golden Windows (same position); 3:30-3:45pm, One Man's Family (was First Love, see below); 3:45-4pm, Concerning Miss Marlowe (same position); 4-4:15pm, Hawkins Falls (same position); 4:15-4:30pm, First Love (replaces Bride & Groom which goes off the air. First Love is now sponsored Mon, Wed, Fri by The Andrew Jergens Co thru Robert W. Orr Assoc, Inc(NY); Acct Exec- Allyn Edwards. With change in time program moves to NY, with new director, John Goetz).

Walter Kiernan's Sports Corner (Fri, approx 10:45-11pm EDT) New title and time for former Greatest Moments in Sports, following Cavalcade of Sports fights.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Morey Amsterdam Show; STATION DEBUT Aug 30; Mon thru Fri, 12:30-1:30pm EDT. Sustaining. Pkgr- Gross-Baer Productions(NY); Prod- Arnold Peyser; Dir- John Paul Jones. Comedian Morey Amsterdam stars in a comedy-variety show, with Milton DeLugg and his orchestra and vocalist Francie Lane. Program also features interviews with celebrities. The program, with the same featured performers has previously been a daily feature over WNBT. (The Ern Westmore Show moves to 10-10:30am; Nancy Craig Time moves to 10:30-11am).

WNBT(Ch 4) - Guy Lombardo Show; RETURN Sept 3; Fri, 7-7:30pm EDT. Sponsor- Lincoln-Mercury Dealers of New York thru Kenyon & Eckhardt, Inc(NY). Pkgr- MCA in assoc with WNBT; Dir- Jim Elson(NBC). Guy Lombardo and his Royal Canadians return for their second season after summer hiatus. The first three programs will originate from Lombardo's East Point House in Freeport, L.I., then will move to the Hotel Roosevelt Grill, beginning Sept 24.

WNBT - Sentimental You; DEBUT Aug 30; Mon thru Fri, 1-1:30pm EDT. Sustaining. Pkgr- WNBT; Prod- Bob Stewart; Dir- Mike Gargiulo & Larry Roemer. Guest interview show based on past memories, with Allen Ludden as m.c. and featuring singer Toni Southern. Guests will be chosen from home viewers' letters.

WOR-TV(Ch 9) - The Fun Show; DEBUT Aug 30; Mon thru Fri, 5:30-6pm EDT. Sustaining. New York Pkgr- Sandy Howard Productions; Exec Prod- Sandy Howard; Prod & Dir- Bob Gibson. Ray Heatherton presents his personal caricatures in various costumes while presenting and commenting on old films and cartoons. The show replaces Colonel Venture which moves to Mon, 7-7:30pm, effective Aug 30.

KNXT(Ch 2) - Hollywood Exclusive; SCHEDULE CHANGE Aug 26; Thu, 10:30-11pm. PDT. Los Angeles Sponsor- Pearson Pharmacal Co, Inc(Ennds) thru Donahue & Coe, Inc. Pkgr & Prod- KNXT. Army Archerd presents his exclusive news and interviews on one half-hour program, changing from his two-day schedule. Format has changed to include a complete review of the motion picture world (See pages 119, 122).

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: David Wayne's Norby comedy-drama film series going into production in color for East-man Kodak sponsorship is probably the most expensive series to come up with an orphan look. Everything is set except a spot to show it in, and while the ad agency says that the premiere date (sometime in January) and the network will be announced soon, the lack of station clearances in good time may force it into national spot showings to take advantage of stations in key markets that will be equipped to transmit color.....The latest film series bought for showing over KTTV(LA) is NBC's Victory At Sea. The emphasis on film series, making it the most film-conscious station in the country, obscures the fact that it also has pioneered, and still emphasizes, many special "live" programs that highlight local commercial and public service activities, with the film series used to buck the network stations. Local live programs find it hard going during the evening hours against top-star programs unless they can be bucked with other names, even if on film.....KTLA (H'wood) originally announced the premiere of Chico and Pablo, the edited versions of the old Cisco Kid features, then postponed it with an announcement that a new starting date would be announced in the near future. None has come yet and one report is that the producers are having trouble in dubbing in new sound since they are blocked from using the characters' regular names because of the Cisco Kid tele-film series.

Jack Beekman-Hank Leeds announced production of a television interview series starring Eleanor Holm. Format calls for her to interview noted women sports stars and award each a "Sportswomen's Achievement Award." Lance Studios in New York will be used for production, beginning in September if the pilot goes. A Holm radio transcription series is already available.....Robert Stevenson will produce and direct the hour-long film extravaganza being prepped by BBD&O on the West Coast to mark the 50th anniversary of the Bank of America, with showings scheduled for practically every California TV station, both network and independent. Jack Denove Productions will handle the filming, with major entertainment names being presented in a story line tracing the history of California and the parallel growth of the bank with the state.

Mary Lee Dearing and Jane Moultrie have been cast as regulars in support of Gene Lockhart in the His Honor, Homer Bell series. Will Price will direct. Gallahad Productions (Hi Brown), the production firm, has moved to 1277 East 14th St, Brooklyn (NA 8-3839).....Advertisers Television Program Service, set up to handle syndication of John Loveton's Mr and Mrs North series (57 films), is at 9100 Sunset Blvd, West Hollywood, with Maurie Gresham as v.p. and general manager.....Ezra Stone is continuing as director of I Married Joan, after finishing his stint on the second group of four originally set for him.....Victor Stoloff's announced series on the Mounties and on New Orleans police seem to be in abeyance as he's writing and planning to produce a new movie in Hollywood... ..The New Stu Erwin Show lists more writers on separate scripts than any other story-line series in the last few years; and its deliberate to cut the pressure. More preparation and more shooting time has also been added for quality.

NEWS & COMMENT: CBS' color production for Danger for Aug 31 lists 13 major production credits, not including technicians with five of them strictly for the color, which suggests that the roll-ups will have to move fast on color programs to get everyone's name on the screen.....Time differentials will force West Coast color spectaculars to record some of the productions in monochrome for delayed telecasts for the Coast. This is an extension of the current situation with b & w in which Coasters see some of their own live shows on kines since schedules favor East Coast viewers.....Carleton Carpenter will play Georgie Russel, Davy Crockett's sidekick in the film episode of the same name planned for Disneyland. Fess Parker plays the title role. The saga of the Tennessean will cover three one-hour episodes, with filming scheduled for a Tennessee location beginning within two weeks.....Gordon MacRae has been signed as permanent singing host for 20 of the Colgate Comedy Hour shows, starting Sept 26. Five of the other shows will star Martin & Lewis with four other productions being "book" programs.....Vaughn Monroe has been signed by RCA to be the commercial announcer on all radio and television programs which it is sponsoring. Leadoff assignment is the Sid Caesar Show on Sept 27. He will also be used in filmed and recorded spots. Monroe thus joins Jimmy Blaine and other former vocalists who have made the transition to commercial announcing, although in his case it will be part-time as long as his records continue to sell big; which also adds impact to his RCA messages.....CBS announced Leo Durocher as Red Skelton's guest on his first show of the fall season, scheduled for Tuesdays, 8-8:30pm, but the release didn't mention the date. Skelton will be followed by Halls of Ivy, the Ronald Colman-Benita Hume film series, announced for an Oct 19 start.

A. C. Nielsen will begin installation of a first group of 6000 of its new Recordimeters some time in October which will permit early inauguration of the Nielsen Station Index Service. The instruments will be permanently installed in sample homes.....Al Paul Lef-ton Co., Inc., advertising, moves its New York office to 71 Vanderbilt Ave (MU 9-7470) on Aug 30.....Howard Whitman, magazine writer who authored "Terror in the Streets," a survey of crime in major cities, has been doing a film report with an NBC crew pegged to the back-grounds and neighborhoods of the four Brooklyn "thrill" killers, to be presented on the Home show, a further extension of the magazine of the air concept.

Members of the Radio Writers Guild, Screen Writers Guild and Television Writers Groups voted last Wednesday in New York and Hollywood in favor of the constitution of the new Writers Guild of America, which will operate thru two membership corporations, East and West Coast, in representing writers in the radio, television and motion picture fields.

PERSONNEL CHANGES: Theodore F. Koop has been named director of CBS News and Public Affairs in Washington.....Edward Wallis appointed manager of sales promotion and publicity, WPTZ (Phila).....John W. Tinnea upped to executive program director for KWK(St. Louis) in charge of program development for both radio and television.

TALENT SHOWSHEET AUGUST 30-SEPTEMBER 5, 1954

Most of the shows on August 27, 28, 29 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, September 3. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

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

FRIDAY AUGUST 27

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No additions or corrections

SATURDAY AUGUST 28

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ON THE CAROUSEL (Paul Tripp & Ruth Enders)	WCBS 9:15am	Scene from <u>Tom Sawyer</u> - (O) by Mark Twain, (A)-(SW); Kajar the Magician (Starts 15 min. later this time only)
CAMERA THREE	WCBS 2pm	<u>The Ballad of Huck Finn</u> - (O) by Mark Twain, (A)-(SW); with John Marriot, Royal Dano, Kenneth Walken, Tom Scott (S), Michael Kane
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Vaughn Monroe (S&M), Artie Dunn (C), Roger Ray (C), Bud & Cece Robinson (D); add: Dolores Hawkins (S), The Romanos (acro)
SATURDAY NIGHT REVUE	NBC 9pm	regulars including Alan Young (C); & Dick & Gene Wesson (H'D)

SUNDAY AUGUST 29

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|                                                |         |                                                                                                                                                                                                                  |
|------------------------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| COLGATE SUMMER COMEDY HOUR                     | NBC 8pm | Mimi Benzell (S), Louis Prima (M), Kaye Ballard (S&C), Ronnie Graham (C), Stanley Prager (C), Louis Nye (C), Peter Gennaro & Dania Krupska (D)                                                                   |
| TOAST OF THE TOWN<br>(Ed Sullivan)             | CBS 8pm | Eddie Fisher (S) subs as host for vacationing Ed Sullivan; American Legion Zouaves, Joyce's Camels; add: winners of Chicagoland Music Festival Vocal Contest, the Shoreham Hotel String Serenaders led by Barnee |
| GOODYEAR TELEVISION PLAYHOUSE                  | NBC 9pm | <u>The Power of Suggestion</u> - (O) by David Shaw; with Phyllis Kirk, Don DeFore, Neva Patterson, Murray Hamilton; add William Redfield; (SD) by Delbert Mann                                                   |
| ROCKY KING, DETECTIVE<br>(Roscoe & Todd Karns) | DuM 9pm | <u>Final Payment</u> - (O) by Gene Watts; with Frank Campanella, Michael Keene, Janet Paul, Richard Robbins, Shirley O'Hara                                                                                      |

MONDAY AUGUST 30

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<u>Duffy's Tavern</u> (Ed Gardner)	WNBT 7pm	<u>Miss Duffy's Coming-Out Party</u> - with regulars & Benny Rubin, Veda Ann Borg, Bill Arnold, Don Brodie; (SW & SD)
THE VOICE OF FIRESTONE	ABC 8:30	Brian Sullivan (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	The Chuck Leonard Quartet (S&M), Fernando Rico (S), Carol Berrar (S)
<u>Public Defender</u> (Reed Hadley)	CBS 9pm	<u>The Last Appeal</u> - (O) by Donald S. Sanford; with Robert Armstrong, James Seay, Richard Jaeckel, Emile Meyer; (SD)
NBC-TV RECITAL HALL	NEC 9pm	Tossy Spivakovsky (M) (NET ONLY: ON WNBT Sun 9/5, 2pm)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	<u>A Matter of Luck</u> - (O) by Sid Morse; with regulars & Diane Sinclair, Jerry Hausner, Ralph Roberts, Frank Waldecker, Elmer Lehr, Robert Dryden, Chris White; (SD) by Perry Lafferty
STUDIO ONE SUMMER THEATRE	CBS 10pm	<u>The Secret Self</u> - (O) by Michael Dyne; with Nancy Kelly, Peter Cookson, Everett Sloan, Staats Cotsworth, Meg Mundy, Russell Hardy, Frank Overton, Jack MacGregor; (SD) by Reisher

MONDAY AUGUST 30 (Cont'd)

Adolphe Menjou's
Favorite Story

WNBT 10:30 The Rubber Stamp - (O) by Honore de Balzac, (A)-(SW); with Lowell Gilmore, Mauritz Hugo, Jeanne Cooper, Henry Rowland, William Cottrell, Robert Cabal, John Hamilton; (SD)

TUESDAY AUGUST 31

✓ Janet Dean, R. N.
(Ella Raines)

WNBT 8pm Coleman Case - (O) by Max Wilk; with Bethel Leslie, Sara Seegar, Frank Overton, Isobel Elsom, June Walker; (SD)

ARTHUR MURRAY PARTY
(Kathryn Murray)

NBC 8:30 Nanette Fabray (S), Cliff Hall & Jack Pearl (C), Bud & Cece Robinson (D), Peter Gladke (D), Lee Lindsey (D), Lenny Claret (D)

Fireside Theater
(Gene Raymond)

NBC 9pm Second Elopement - (O) by Michael Foster, (A) by Herbert Little, Jr. & David Victor; with Virginia Field, Wilton Graff, Jonathan Hale, Mary Forbes, Kathryn Card, Michael Hall, Otola Nesmith, Kathleen Crowley, Don Shelton; (SD) by Frank Wisbar (PREMIERE OF FALL SERIES)

ARMSTRONG'S CIRCLE
THEATRE

NBC 9:30 The Beautiful Wife - (O) by David Shaw; with Janet Blair, Tony Randall, Maxine Stuart, Bert Thorn, Robert Fortier, Kevin Coughlin, Tommy Gray; (SD) by Bill Corrigan (PREMIERE, FALL)

DANGER

CBS 9:30 (COLOR) A Shadow on the Sand - (O) by Stanley Niss; with Murray Matheson, Sylvia Daneel, Peter Von Zerneck, Arnold Moss, Joe Abdullah, Gerald Milton, S. K. Hershaway, Elinor Eldin, Richard Garth; (SD)

UNITED STATES
STEEL HOUR

ABC 9:30 Two - (O) by Morton Wishengrad; with Pat Crowley, Jerome Courtland, William Harrigan, Doris Rich, Jack Klugman, Charlotte Rae; (SD)

Life with Father

CM 10pm Father & the Deeman - (O) Whitfield Cook, with report Harry Shambaugh, Dick Spillert, Linn Tyler, Mrs. Schiller (Paramount)

WEDNESDAY SEPTEMBER 1

Wild Bill Hickok
(Guy Madison)

WNBT 6pm Innocent Cowpoke - with Bruce Edwards, Gregg Barton, Jo Carroll Dennison, Res Lease; (SD)

SOLDIER PARADE

ABC 7:30 Polly Bergen subs for vacationing Arlene Francis as MC

RED SKELTON

CBS 8pm Ed Wynn (C), Betty Jones (S) (FROM HOLLYWOOD)

My Little Margie (G. Storm)

NBC 8:30 regulars & Irving Bacon; (SW & SD, PREMIERE, FALL SERIES)

KRAFT TELEVISION
THEATRE

NBC 9pm Kidnapped - (O) by Robert Louis Stevenson, (A)-(SW); with Johnny Stewart, Jerome Kilty, Dennis Patrick, Raymond Bramley, Frederick Worlock, Jack Livesey; (SD)

Douglas Fairbanks

WNBT 10:30 The Refugee - (O) by Michael McCarthy; with Denis O'Dea, Ingeborg Wells, Christopher Lee, Carl Jaffe, Carl Duering, George Herbert; (SD) by Michael McCarthy

THURSDAY SEPTEMBER 2

MELODY TOUR
(Nancy Kenyon)

ABC 8pm Diana Drake (S&D), Peter Gladke (D), The Toppers (S), Dorothy Etheridge (S)

JUSTICE
(Westbrook Van Voorhis)

NBC 8:30 The Quiet Prisoner - (O) by Mann Rubin; with Gary Merrill, Royal Dano, Ralph Stantley, Leslie Barrett, Sandy Kenyon, Geoffrey Bryant, Charles Mendick, Jim Boles, Ned Wertimer, Joe Sweeney

SO YOU WANT TO LEAD A BAND? ABC 9pm Trudy Richards (S)

KRAFT TELEVISION THEATRE

ABC 9:30 Philip Goes Forth - (O) by George Kelly, (A)-(SW); with Roddy McDowall, Blanche Yurka, Katherine Squire, Ann Shoemaker, M. Thomas, Monica Lovett, Jack Naughton, Michael Dreyfuss, Sam Main; (SD) by Fred Carney

LUX VIDEO THEATRE
(James Mason)

NBC 10pm Welcome Stranger - (O) by Arthur Sheekman (Paramount film), (A) for TV - (SW); with Bill Goodwin, J. M. Kerrigan, Martha Hyer, Elizabeth Patterson; (SD, FROM HOLLYWOOD)

THE TELLTALE CLUE
(Anthony Ross)

CBS 10pm The Case of Operation Death - (O) by Rod Serling; with Mildred Dunnock, ~~others to be announced~~ (SD) Philip Bourneuf, J.M.

FRIDAY SEPTEMBER 3
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MAMA (reggy Wood) CBS 8pm Katrin and the Rich Young Actor - (O) by Gail Ingram; with regulars & Biff McGuire; (SD) (FALL PREMIERE)

Schlitz Playhouse CBS 9pm Some Delay at Fort Bess - (O) by Dick Stenger; with Sterling Hayden, Barbara Billingsley, Bob Nash, James Seay, James Brown, Walter Coy, Gayle Kellogg, Frank Gerstle, Lorna Thayer, William Page, Rory Mallison; (SD)

MULTIPLE AND ACROSS THE BOARD SHOWS FRIDAY AUGUST 27 THRU FRIDAY SEPTEMBER 3  
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GEORGE SKINNER WCBS 9am W - Parker Fennelly (C)

GARRY MOORE CBS 10am M - Mr. Ballantine (magic); Tu - Jim Beard (food & beverage editor); F - Swami Hassen Ben Sober

A TIME TO LIVE NBC 10:30 kill: John Himes & Carlton Kadell; add: Dort Clark (M thru F)

LOVE OF LIFE CBS 12:15 M thru F - regulars: Joanna Roos, Lenka Peterson, Frank Albertson, David Lewis, Richard Coogan; (SW & SD)

TED STEELE WOR 2:30 M thru F - Betty Johnson (S), Gene Williams (M&S), Dick Duane (S), Bob Crewe (S)

ONE MAN'S FAMILY NBC 3:30 M thru F - add regulars: Glenn Vernon, Roy Engel;

THE SECRET STORM CBS 4:15 M thru F - regulars: Peter Hobbs, Haila Stoddard, Marjorie Gateson, Russell Hicks, Jean Mowry; add: Virginia Dwyer; (SW) by Harrison Bingham & Henry Sellinger, replacing Max Wylie

Crown Theatre - Gloria Swanson WABC 6pm Tu - Mr. Influence - (O) by Leon Ware, (A) by Homer McCoy; with James Gleason, James Lydon, Kathleen Crowley, John Gallaudet, Gilbert Frye, Lyle Talbot, Arthur Space, Jackson Halliday, Tony Hughes, Alan Bridge, Joe McTurk; (SD) by Harve Foster; Thu - The Right Type of Man - (O) by Walter Doniger; with George Macready, Kitty McHugh, Helen Wescott, Todd Karns, Bill Boyett, John Alvin, Joe Mell, Michael Mark; (SD) by Bernard Girard

MAGIC COTTAGE WAED 6:30 M thru F - Peggy Cass, Rod Colbin, Charles Purcell; (SW & SD)

Col. March of Scotland Yard WABC Tu (6pm) - Present Tense - with Mary Marker, Phil Brown, Peter Reynolds, John Laurie; W (10pm) - The Headless Hat - with Eric Pohlman, Betty Paul Marne Maitland, Ina DeLaHaye

The Files of Jeffrey Jones (Don Haggerty) WABC 6:30 M - The Lady Who Wouldn't Talk - (O) by George Bricker; with regulars & Marjorie Hoshelle, Rick Vallin, Carol Foreman, Richard Karlan, Mona Knox, Frank Jares; (SD) by Lew Landers; W - Killer Bait - (O) by Warren Douglas & Bob Raynor; with Helen Chapman, Johnny Downs, Paul Bryar, Connie Cezon, Paul Dubov, Mickey Simpson; (SD) by Landers; F - Money Talks - (O) by George Bricker; with Mary Ellen Kay, Ted Hecht, Nolan Leary, John Daheim, Eddie Parker; (SD) by George Blair

PERRY COMO CBS 7:45 F (9/3) - Kitty Kallen (S)

ERNIE KOVACS WAED 11:15 M thru F - Judy Linn replaces Wyoma Winters as regular (S) effective 8/16

SATURDAY SEPTEMBER 4
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Range Rider (Jack Mahoney) WNBT 6:30 Shotgun Stage - with Rand Brooks, Harry Lauter, House Peters, Jr., Elaine Riley; (SW & SD)

The Joe Palooka Story (Joe Kirkwood) WAED 7pm And Still Champ - (O) by Joe Kirkwood & George Meyer; with regulars & Sammy Stein, Chuck Hix, Pat Flaherty, B. G. Norman, Anthony Snyder, Hal Baylor, Al Hill, Jimmy Wilson; (SD)

STAGE SHOW (Dorsey Brothers) CBS 8pm Jack Carter (C), Toni Arden (S), Peggy Ryan & Ray McDonald (S&D), Wally Dean (C), Bobby Brandt (C)

SUNDAY SEPTEMBER 5  
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THE MAN BEHIND THE BADGE CBS 9:30 Houston - (O) by Max Ehrlich; with Gage Clarke, Russell Hicks, Vinton Hayworth, Jr., Geoffrey Bryant, James Bender, John Pav-elko, Anthony Perkins, Mimi Kelly, Betsy Sherman; (SD)

The Loretta Young Show NBC 10pm Dr. Juliet - (O) by John Meredyth Lucas; with Donald Murphy, Barbara Ruick, Jan Merlin, Kurt Katch, Edit Angold, Paul Har-