

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

SEPTEMBER 6-12, 1954

VOLUME 6 NUMBER 36

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (6)

ABC- 7-7:15pm EDT, Mon thru Fri; NET DEBUT & RETURN; Kukla, Fran & Ollie; from WBKB(Chi), to WABC-TV(NY). Sponsor- Gordon Baking Co(Silvercup Bread) thru D'Arcy Advertising Co(St. Louis). Pkgr- Burr Tillstrom(WBKB); Prod- Beulah Zachary. Tillstrom works his puppets and carries on conversations thru them and also with Fran Allison; with songs and gentle satire. Program made its original debut in Chicago in October 1947. From 1949 to 1952 it was seen over NBC-TV as a five-times a week program, after which it shifted to a Sunday afternoon half-hour program. Last show over NBC-TV was July 4, 1954.

DuM & NBC- 12noon-12:30pm; SPECIAL; Atoms For Peace; from KOA-TV(Denver) and Shippingport, Pa., remote. Prods- DuMont remote from Shippingport, crew under direction of Harry Coyle; Denver pickup by KOA-TV crew; Bill Garden, NBC production supervisor from NY. Groundbreaking ceremonies for the nation's first atomic power plant at Shippingport, Pa., climaxed by a speech by President Eisenhower from Denver, Colo. The networks are picking up each other's origina-tions for the joint program.

Tuesday (7)

ABC- 10:30-11pm EDT; RETURN; Stop the Music; from WABC-TV(NY), no. of stations indefinite. Alternate sponsors- 1) Exquisite Firm Brassiere, Inc (Floating Action & Bra-O-Matic) thru Grey Advertising Agency, Inc(NY); Acct Exec- William Spencer; Agcy & Comm Superv- Alfred Hollender; Commercials on film, 2) (Three participating) Quality Goods Manufacturers, Inc (Anson, Inc., men's jewelry & J-B Watch Bands) thru Grey Advertising Agcy, Inc(NY); Acct Exec- William Spencer; and Phillips-Jones Corp (Van Heusen shirts) thru Grey; Acct Exec- Ted Kaufman. Pkgr- Louis G. Cowan, Inc(NY); Prod & Casting- Joe Cates; Dir- Matt Harlib(ABC); Music Dir- Harry Salter; Sets- Norman Rock. Bert Parks is m.c. for the music-quiz in which cash awards are made to studio audience members or at-home viewers who identify the mystery melody. The program made its debut over ABC-TV on May 5, 1949 and its last program was April 24, 1952. In its new spot it replaces The Name's The Same.

NBC- 10:30-11pm EDT; DEBUT; It's a Great Life, ON FILM; from WNBT(NY) & KNBH(H'd) no. of stations indefinite. Sponsor- Chrysler-Plymouth Dealers (nationwide) and Chrysler Div of Chrysler Corp thru McCann-Erickson, Inc(NY); Acct Exec- Walker R. Graham; Agcy Superv- Russ Johnston; Comm Superv- Frank Bibas (first 8) & James Manilla; Comm Anncr- Ron Rawson (on film). (Continued next page)

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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; annual industry directories; periodic reports on television industry trends.

THIS WEEK(Cont'd)

Tuesday(7)

NBC- It's a Great Life (Cont'd from previous page): Pkgr & Film Prod- Raydic Corp (Hal Roach Studios, Culver City); Prods & Writers- Ray Singer & Dick Chevillat; Dir- Christian Nyby; Dir of Photog- Lucien Andriot; Music Dir- David Rose; Costumes- Harry Black; Film Ed- Frank Capacchione; Casting- Ruth Burch, Kevin Coughlin. Situation comedy series, starring Michael O'Shea and William Bishop as two ex-G.I.'s and James Dunn as an unemployed older "adviser"; featuring Frances Bavier and Barbara Bates. The program takes over the net time in which the Mr. & Mrs. North series was formerly seen. The latter's last show was July 20, after which the spot was filled by local programs.

Thursday(9)

DuM- 8-9pm EDT; RETURN; They Stand Accused; from WGN-TV(Chi), no. of stations not available. Sponsor- Consolidated Cosmetics, Inc (Lanolin Plus and other beauty aids) thru Frank E. Duggan Advertising(Chi); Acct Exec- Frank E. Duggan. Pkgr- owned by William Wines, Asst Attorney General for Illinois; Prod- Richard Von Albrecht; Dir- not available at press time; Writer- William Wines. Wines outlines courtroom case situations, which are then acted out ad lib by actors who play the parties concerned, while attorneys act as prosecution and defense lawyers. Charles Johnston, Chicago attorney, presides as judge. The jury is composed of members of the studio audience who decide the case on its merits as it is presented on the air. The program made its debut over DuMont on Sept 9, 1949, and was sustaining until 1951 when it went co-op. It was last seen Oct 5, 1952 (NY sponsor was Crawford Clothes, Inc thru Al Paul Lefton Co, Inc(NY)). The program now replaces What's the Story, which moves from its 8pm spot to 9-9:30pm; and Johns Hopkins Science Review, which moves from 8:30-9pm, to Sunday, 1-1:30pm EDT, effective Sept 12.

Friday(10)

NBC- 9-9:30pm EDT; RETURN; Big Story; from WNBT(NY), 55 stations live, 24 kine. Alternate Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William Spire; Agcy & Comm Superv- Thomas F. Vietor; Comm Anncr- Ernest Chappell (live & film). 2) The Simoniz Co (Simoniz, Bodysheen, None-Schuff floor wax) thru S.S.C. & B. (NY); Acct Exec- Clem Hathaway; Agcy & Comm Superv- Thomas F. Vietor; Comm Anncr- Various (on film); also Simoniz Co (HiLite) thru Tatham-Laird, Inc(Chi); Acct Exec- David Watrous. Pkgr- Prockter Television Enterprises, Inc(NY); Exec Prod- Everett Rosenthal; Dir- David Rich; Music Dir- Vladimir Selinsky; Writers- Norman Lessing, Allan E. Sloane, Mel Goldberg, Gail Ingram; Casting- Prockter staff. Program returns from summer hiatus, last show July 9. Replacement was The Best in Mystery, re-run films, last show Sept 3.

Saturday(11)

NBC- 9:30-10pm EDT; DEBUT; Dear Phoebe, ON FILM; from WNBT(NY) & KNBH(H'wood), no. of stations indefinite. Sponsor- The Campbell Soup Co (Soups) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Al Ward; Agcy & Comm Superv- Chan Buck(NY); Comm Anncr- Frank Simms (on film); also Campbell Soup Co (V-8 juice) occasionally, thru Needham, Louis & Brorby, Inc(Chi); Superv- Melvin Brorby. Film Prod- Dear Phoebe Productions (American National Studios, H'wood); Prod- Alex Gottlieb; Assoc Prod- Milton Ebbins; Dir- Don Weis; Dir of Photog- Joseph Biroc; Music Dir- Raoul Kraushaar; Film Ed- John Schreyer; Casting- John Stevens; Writers- Alex Gottlieb, Charles Hoffman, Ken Englund, John L. Greene, Barbara Hammer, Rip Von Ronkle. Situation comedy series, co-starring Peter Lawford as the writer of an advice-to-the-lovelorn newspaper column, and Marcia Henderson as a newspaper sports writer; with Charles Lane and Joe Corey. The program replaces Campbell SoundStage, which has been re-runs of films since June 4, 1954, when it succeeded the live drama program of the same name.

THIS WEEK(Cont'd)

Saturday(11)

ABC- 8-9pm EDT; SPECIAL; Football '54; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV(NY); Prod- Jerry Danzig; Dir- Cort Steen; Music Dir- Harry Sosnik; Sets- Robert Bright; Writer- Stanley Silverman; Choreog- Jonathan Lucas. Special program marking the beginning of telecasts of NCAA football games on Saturdays, starting Sept 18. The special program will include football features and entertainment interspersed, with some highlights on film.

ABC- 10-10:30pm EDT; RETURN & NET DEBUT; Stork Club; from WABC-TV(NY), to the net. Sustaining. Pkgr & Prod- Sherman Billingsley; Dir- Marshall Diskin (Shelly Hull, first program only); Asst Prod- Sally Dawson; Music by Jack Kelly Trio. Sherman Billingsley is host for the program as in previous seasons, interviewing socialites and celebrities. In addition to the Kelly trio, the program will present two bands, alternating weekly: Payson Re (first week) and Peter Rotonda (second week). The program made its debut over CBS-TV in June, 1950. It moved to WNBT(NY) as a local program, Oct 28, 1953; last show April 21, 1954.

ABC- 10:30pm-12midnight EDT; SPECIAL; Miss America Pageant; from WABC-TV(NY) with direct remote from Atlantic City, NJ; no. of stations indefinite. Sponsor- Philco Corp thru Hutchins Advertising Co, Inc(Phila). Pkgr- ABC-TV; Prod- Fred Heider; Dir- Marshall Diskin. John Daly and Bess Myerson will be hosts for the sponsor on the program and will interview Miss America 1954.

CBS- 9:30-10pm EDT; RETURN; My Favorite Husband; from KNXT(H'wood), 44 stations live, 6 kine. Alternate Sponsors- 1) International Silver Co thru Young & Rubicam, Inc(NY); Acct Exec- Robert Sullivan; Agcy Superv- Farlan Myers(H'd); Prog & Comm Anncr- Bob Lemond, 2) The Simmons Co(Matresses) thru Young & Rubicam, Inc(NY); Acct Exec- John E. Clark; Agcy Superv- Farlan Myers(H'wood); Commercials-Film. Pkgr- CBS-TV(H'wood); Prod & Dir- Norman Tokar; Assoc Prod & Writer- Sol Saks; Music Dir- Lud Gluskin; Sets- Robert T. Lee. Domestic comedy series, starring Joan Caulfield and Barry Nelson, returns after summer hiatus, last show July 10. Summer replacement has been the Jack Paar Show, last program Sept 4.

NBC- 10:30-11pm EDT; RETURN; Your Hit Parade; from WNBT(NY), no. of stations indefinite. Alternate Sponsors- 1) American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings; Agcy Superv- Dan Lounsbury; Comm Anncr- Dorothy Collins (on film). 2) Hudnut Sales Co, Div of Warner-Hudnut, Inc (Quick home permanent, enriched creme shampoo, creme rinse; all Richard Hudnut products) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Douglas Coyle; Agcy Superv- Dwight Mills; Comm Superv- Lucy Monroe; Commls - Film. Pkgr- BBD&O(NY); Prod & Casting- Dan Lounsbury(BBD&O); Assoc Prod & Writer- William Nichols; Dir--William Colleran; Asst Dir- Ben Tomkins; Music Dir- Raymond Scott; Choral Dir- Ray Charles; Costumes- Sal Anthony; Choreog & Staged by- Tony Charmoli. Music-variety series returns after summer hiatus, last show June 12. Polly Bergen substitutes for Dorothy Collins for 13 weeks. Other returning vocalists are Gisele MacKenzie, Snooky Lanson and Russell Arms. Summer replacement has been Private Secretary, re-runs of films seen over CBS-TV during the regular season; last show Sept 4.

Sunday(12)

ABC- 9:15-9:30pm EDT; RETURN; The Packard Program Starring Martha Wright; from WABC-TV(NY), no. of stations indefinite. Sponsor- Packard Motor Car Co & Packard Dealers nationwide thru Maxon, Inc(Detroit); Agcy Superv- Earl Kennedy (NY); Anncr- Terry O'Sullivan. Pkgr- ABC-TV with A. S. Daillace, Jr.; Prod & Dir- Matt Harlib(ABC-TV); Assoc Prod- Phil Mathias; Prog Superv- A. S. Faillace, Jr.; Assoc Dir- William Ayres; Music Dir- Bobby Hackett; Art Dir- James McNaughton. Music series returns after summer hiatus. (Continued next page)

THIS WEEK(Cont'd)

Sunday(12)

ABC- Martha Wright (Continued from previous page): Summer replacement has been the Jane Pickens Show, which moves to 6:30-6:45pm EDT, its pre-summer time.

CBS- 6-6:30pm EDT; RETURN; The American Week; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs; Prod- Ernest Leiser; Dir- Vern Diamond; Researcher- William Sale. Eric Sevareid presents his observations on each week's significant news events, with integrated films. Program returns after summer hiatus, last show July 25. Replacement program has been Now and Then (originally announced as moving to a new Sunday time; no further info at press time).

CBS- 7-7:30pm EDT; DEBUT; Lassie, ON FILM; from WCBS-TV(NY) & KNXT(H'wood), no. of stations indefinite. Sponsor- Campbell Soup Co (Soups) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Al Ward; Agcy & Comm Superv- Chan Buck; Comm Anncr- Frank Simms (on film); also Campbell Soup Co (V-8 Juice) occasionally, thru Needham, Louis & Brorby, Inc(Chi); Superv- Melvin Brorby; Acct Exec- Paul Harper. Pkgr & Film Prod- Robert Maxwell Associates; Prods- Robert Maxwell & Dusty Bruce; Assoc Prod- Rudy Abel; Dirs- Sheldon Leonard, Sidney Sal-kow and others; Dir of Photog- Stuart Thompson; Film Ed- Arthur Hilton. Drama series with the famous Hollywood collie in the title role, with 12-year-old Tommy Rettig and Jan Clayton and George Cleveland in adult roles. Program re-places College of Musical Knowledge; last show Sept 5.

NBC- 7:30-9pm EDT; DEBUT; Satins and Spurs (Max Liebman Sunday Spectacular); from WNBT(NY), no. of stations not available. Sponsors (45 minutes each): 1) Hazel Bishop, Inc (Cosmetics) thru Raymond Spector Co., Inc(NY). 2) Sun-beam Corp (Appliances) thru Perrin-Paus Co(Chi); Acct Exec- Earl R. Perrin. Pkgr- NBC-TV(NY); Prod & Dir- Max Liebman; Asst to Prod- Max Siegel; Assoc Prod- Bill Hobin; Music Dir- Charles Sanford; Musical numbers devised and staged by Charles O'Curran; Music & Lyrics- Jay Livingston and Ray Evans; Art Dir- Frederick Fox; Costumes- Paul DuPont; Writers- Max Liebman and Billy Friedberg. Betty Hutton makes her television debut, starring in an original musical comedy. (See page D for other cast credits). Program in this new series of spectacles will be seen every fourth Sunday, replacing Mr. Peepers and the Colgate Comedy Hour, presented in their respective time spots three Sundays out of four. The Colgate Summer Comedy Hour, summer replacement series, had its last showing Sept 5.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Winky Dink and You (Sat, 10:30-11am EDT) New time, effective Sept 4, superseding previous re-scheduling to Sept 5 (See page 144).

NEW NETWORK SPONSORSHIPS

NATIONAL BISCUIT CO (NABISCO) thru Kenyon & Eckhardt, Inc(NY) will sponsor Adventures of Rin Tin Tin, a new film series, over ABC-TV, Fridays, 7:30-8pm, beginning Oct 15. Products advertised will be Shredded Wheat and Milk Bone Dog Food.

MILES LABORATORIES (Alka Seltzer) will sponsor the Tuesday, 2-2:15pm segment of the Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm) over CBS-TV, starting Sept 28. DOESKIN PRODUCTS, INC thru Grey Advertising Agency, Inc(NY) will sponsor the Friday, 2-2:15pm segment, starting Sept 17. MILES LABORATORIES will also sponsor the Tuesday, 10-10:15am segment of the Garry Moore Show (Mon thru Thurs, 10-10:30am; Fri, 10-11:30am) over CBS-TV, starting Sept 28. YARDLEY OF LONDON, INC(toiletries) thru N. W. Ayer & Son, Inc(NY) will sponsor the Friday, 10:30-10:45am segment of the Moore show, starting Oct 1.

LOCAL STATION ACTIVITY

- WABD(Ch 5) - Letter to Lee Graham; RETURN Sept 6; Mon thru Fri, 2-2:30pm. Part-
New York icipations. Mrs. Graham suggests solutions to problems contained in
letters from viewers. The program returns from summer hiatus.
- WABD - Glamour Secrets; RETURN Sept 6; Mon thru Fri, 1-1:30pm EDT. Parti-
cipations. Claire Mann returns from summer hiatus, presenting beauty
and health tips and discusses glamour problems.
- WAAM(Ch 13) - Gerald W. Johnson; RETURN Sept 12; Sun, 8-8:15pm EDT. Sustaining.
Baltimore Pkgr & Prod- WAAM; Dir- Ed Sarrow. Newspaperman and commentator
Gerald Johnson, returns after summer hiatus, again presenting "how
things look from Bolton Street," with emphasis on the local political scene.
- KNBH(Ch 4) - Sports Lineup and Sports Summary; DEBUT Aug 28; Sat, 10:30-10:45am
Hollywood, LA and 1:45-2pm PDT, respectively. Sustaining. KNBH sports director
Cleve Herman presents facts on the game of the week before each Can-
adian pro-football telecast. After the game he gives a rundown of the day's sport-
ing events.
- KTTV(Ch 11) - Assignment America, ON FILM; DEBUT Sept 2; Thurs, 8:30-9pm PDT.
Los Angeles Sponsor- Hinshaw's Dept Stores. Pkgr- Bill Burrud Productions;
Prod- Bill Burrud. Documentary films, with Bill Burrud as host and
narrator, presenting stories of people, places and things, thru the medium of people
in various industries and professions.

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 <u>WABD(5)</u>	#"China Smith" (Nat'l Telefilm Assoc)	-Open for participations	8/23	Mon	7:30-8pm
Los Angeles <u>KNBH(4)</u>	#"Range Rider" (CBS TV Film Sales)	-Langendorf United Bakeries thru the Biow Co (S.F.)	8/24	Tue	7-7:30pm

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: CBS Television Film Sales has assigned Lindsley Parsons Productions, Inc (5746 Sunset Blvd, KTTV studio) to produce the 26-film The Whistler telefilm series. Joel Malone will be producer, with the first 12 in the series rolling Sept 8. Signal Oil Co of California, long time sponsors of the radio version, will sponsor the films on the West Coast, with Lip-ton Tea Co as alternate sponsor in the same mark-ets.....George Raft's I'm the Law film series is in re-run on the West Coast as The George Raft Show.....Bekins Van and Storage Co will sponsor the new Ken Murray series, Where Were You in 12 western and southwestern cities beginning in October. KTTV is the LA outlet.

NEWS & COMMENT: Gene Rayburn, NBC's bright young man without a perman-ent spot, will handle the new inserts on the new Tonight show, starring Steve Allen, debuting Sept 27.....Perrin-Paus Co(Chi) opened a New York office with Elliot Saunders in charge, to handle supervision of TV programs and-commercials (730 Fifth Ave., FL 7-6120).....CBS Television signed Johnny Carson as a writer-performer. with a new network comedy show in the offing.....WABD(NY) will start telecasting color within a couple of weeks and expects to have three color programs a week, on film, when it gets its complete schedule under-way. The New York Tele-Centre's Studio Four is being converted for color originations.....

Maurice Tombragel and Budd Lesser will write the third group of 13 scripts for Stories of the Century in Hollywood.....Meet Corliss Archer debuts Sept 12 over WBAL-TV(Balt) sponsored by Renuzit Home Products Co.....Guild Films has joined the parade with all its stars available to do custom-made commercials for local and reg-ional sponsors.

That Philadelphia controversy in which a law-yer accused a WPTZ news program of invading his client's privacy by airing films of the client's interrogation by police in connection with a robbery, is only a local tempest as far as other Eastern cities are concerned. New York stations have shown the same types of newsfilm with nary a kickback.

TELEVISION INDEX

ROSS REPORTS ON TELEVISION

New Listings and Revisions

551 Fifth Ave., New York 17

August 25, 1954

Murray Hill 2-5910

Information on the cards generally first appears in the Weekly Reports. For this reason, the Weekly Reports should always be used in conjunction with the Television Index card file.

The cards are packed in alphabetical order, and changes and additions below are listed alphabetically. But a subscriber should file them in whatever order or arrangement is most useful, personally.

New listings: New additions to the file this month (including returning programs).

Replace previous cards: These cards replace those of the same name already in the file. Discard old listings, add new.

Remove cards from file: Programs that are off permanently or for hiatus. These cards should be held in reserve as a source of information on the defunct programs, but completely separate from the current file to avoid confusion with active listings. When program returns, new cards will be issued as additions to the file.

AMERICAN BROADCASTING COMPANY

New listings: SO YOU WANT TO LEAD A BAND.

Replace: BREAKFAST CLUB; JOHN DALY AND THE NEWS; MELODY TOUR; THE JANE PICKENS SHOW.

Remove: WHO'S THE BOSS.

COLUMBIA BROADCASTING SYSTEM

New listings: NOW AND THEN; JACK PAAR SHOW; RED SKELTON REVUE; WHAT'S IN A WORD.

Replace: ART LINKLETTER'S HOUSE PARTY; PORTIA FACES LIFE; THAT'S MY BOY; TWO FOR THE MONEY.

Remove: SUSPENSE.

DUMONT TELEVISION NETWORK

Replace: JOHN'S HOPKINS SCIENCE REVIEW.

Remove: GAMBLE ON LOVE; THE NEWS TONIGHT WITH MATTHEW WARREN.

NATIONAL BROADCASTING COMPANY

New listings: THE BEST IN MYSTERY; GREATEST MOMENTS IN SPORTS; TELEVISION RECITAL HALL; TRUTH OR CONSEQUENCES.

Replace: DING DONG SCHOOL; THE TONY MARTIN SHOW.

Remove: BANK ON THE STARS; THE MARRIAGE; RCA VICTOR SHOW, STARRING DENNIS DAY.

FILMS (green cards)

New listing: GREATEST SPORT THRILLS; HANS CHRISTIAN ANDERSEN TALES; FRANKIE LAINE SHOW; ON STAGE WITH MONTY WOOLEY; PARAGON PLAYHOUSE; THE PASSERBY; SECRET FILE, U.S.A.; TOWN AND COUNTRY TIME; YESTERDAY'S NEWSREEL; FLORIAN ZABACH SHOW.

Replace: ADVENTURES OF NOAH BEERY, JR.; ETHEL BARRYMORE TV THEATRE; BIG GAME HUNT; CHINA SMITH (replaces AFFAIRS OF CHINA SMITH); THE CONTINENTAL; COWBOY G-MEN; CRUSADE IN THE PACIFIC; FRONT PAGE DETECTIVE; GENERAL ELECTRIC THEATRE; HOLLYWOOD HALF HOUR; INVITATION PLAYHOUSE; JACKSON & JILL; JUNIOR SCIENCE; CRAIG KENNEDY, CRIMINOLOGIST; KID MAGIC; JOHN KIERAN'S KALEIDOSCOPE; LIBERACE; LIFE WITH ELIZABETH; LITTLE THEATRE; ORIENT EXPRESS; JOE PALOOKA; PLAY OF THE WEEK; PROFESSOR YES 'N' NO; PUBLIC PROSECUTOR; PULSE OF THE CITY; RAMAR OF THE JUNGLE; NORMAN SPER'S FOOTBALL THIS WEEK, SPORTS ALBUM; SPORTS SPOTLIGHT; SUPERMAN; WILD BILL HICKOK; WONDERS OF THE WILD; YOUR ALL-STAR THEATRE; YOUR JEWELER'S SHOWCASE.

TALENT SHOWSHEET SEPTEMBER 6-12, 1954
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Most of the shows on Sept. 3, 4, 5 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 10. 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, Four Star Playhouse, 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 SEPTEMBER 3  
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THE STRANGER DuM 9pm (O) by James Blumgarten; with June Lockhart, Steven Hill, Patty McCormack, Frank Maxwell, Thomas Coley, Philip Truex (SD)
 CHANCE OF A LIFETIME DuM 10pm Buddy Marlowe (M) & others to be announced

SATURDAY SEPTEMBER 4
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Captain Midnight CBS 11am Murder by Radiation - (O) by Dane Slade; with regulars Richard Webb, Sid Melton, Olan Soule; & Tommy Ivo, Wheaton Chambers, Peter Brocco, Harry Lauter, Henry Rowland; (SD) by D. Ross Lederman (PREMIERE, NEW SERIES)  
 CAMERA THREE WCBS 2pm Tanaquil LeClerq, Janet Reed, Jacques d'Amboise (all D), Walter Terry (dance critic)  
 Mr. District Attorney WCBS 7pm Joe Besser, Stanley Farrar, Russ Conway, Mike McHale, Alan Harris, Patsy Moran, Robert Bruce, John Merrick, Bill Catching, Troy Melton; (SW & SD)

ETHEL AND ALBERT NBC 7:30 regulars & Cele McLaughlin, Wynne Gibson, John Craven, Kathryn Grill, Morton Stevens, Calvin Thomas, Alan MacAteer.  
 (SW & SD, PREMIERE OF FALL SERIES)

*The Love Wife* *LI-NBT 11:15* *Memo. Intrigue - (O) by Bernard Gerard with dancer Strong, Kam Tong, Barbara Jean Wong, Ray Bryant, Advert Hallandean, Jack Wilson*

A PRECIOUS HERITAGE CBS 10am A Rhode Island Refuge - (O) by Morton Wishengrad; with Betty Miller, Halm Winant, Frederic Worlock, Brandon Peters, Rex Partington, Michael Strong, Robert Ellington; (SD) by George Gould (PREMIERE, NEW 4-WK SERIES, JEWISH TRICENTENARY)

HALLMARK HALL OF FAME NBC 5pm Dynamite--the Story of Alfred Nobel - (O) by Harold Callen; with Wesley Addy, Osa Massen, Doris Lloyd, Walter Kingsford, Ray Montgomery, Robin Hughes, Gil Fallman, Jan Arvan, Norma Varden, Rhodes Reason, Tyler McVea, Nelson Leigh; (SD) by Albert McCleery (FROM HOLLYWOOD, PREMIERE, FALL SERIES)

YOU ARE THERE CBS 6:30 The Emergence of Jazz - (O) by Jeremy Daniel; with Louis Armstrong, Bobby Hackett, Billy Stagner, Lou McGarrety, Lou Stein, Cliff Lehman, Billy Taylor, Cozy Cole, James Young, B Barney Bigard, Arvell Shaw, Barratt Deem, William Kyle (all M), Horace McMahon, Leslie Litomy, Jane White, Frieda Altman, Ross Martin; (SD)

COLGATE SUMMER COMEDY HOUR NBC 8pm Dorothy Lamour, Larry Storch (C), Nat "King" Cole (S), Gene Sheldon (C) (LAST OF SUMMER SERIES, FROM HOLLYWOOD)

TOAST OF THE TOWN CBS 8pm Portion of Icescapades of 1955 - with Donna Atwood, Bobby Specht & ice show cast; Roberta Peters (S), Sonny Howard (S), The Harmonicaires (M) (FROM ATLANTIC CITY)

PHILCO TELEVISION PLAYHOUSE NBC 9pm Run Like a Thief - (O) by Sam Hall; with Kurt Kasznar, Gusti Huber, James Dean, Barbara O'Neil, Eugene Wood, Ward Costello, Arny Walton, James Congdon, Joseph Leon, Diana Marlowe, Norma Jean Marlowe, Ellen Southbrook; (SD) by Jeffrey Hayden

ROCKY KING, DETECTIVE DuM 9pm The Diamond Murder - (O) by Robert Nathe; with Jack Klugman, Reba Tassel, Bern Hoffman, Peter Gumeny, Pat Patterson, Lucille Pierlot; (SD)

SUNDAY SEPTEMBER 5 (Cont'd)

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THE WEB CBS 10pm Crackpot - (O) by Harold Gast; with Rudolph Justice Watson, Paul Lipson, Charles Aidman, Jack Diamond, Phyllis Kirk; (SD)  
 WHAT'S MY LINE? (Daly) CBS 10:30 Jack Carter subs for vacationing Steve Allen

MONDAY SEPTEMBER 6

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Duffy's Tavern (Ed Gardner) WNBT 7pm Archie the Father - with regulars & David Stollery, Veda Ann Borg, James Burke, Lois Collier, William Bailey; (SW & SD)  
 TONY MARTIN NBC 7:30 The Interludes (S) (FROM HOLLYWOOD)  
 ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30 Reinald Wolffe (S), the Statesman quartette (Hovie Lister, Jake Hess, Jim Wetherington, Doy Ott, Denver Crumpler), Gloria French (S)  
 THE VOICE OF FIRESTONE ABC 8:30 Nadine Connor (S)  
 NBC TV RECITAL HALL NBC 9pm Thomas Brockman (M) (NET ONLY, ON WNBT Sun 1pm, LAST OF SEASON)  
Public Defender (Reed Hadley) CBS 9pm The Return of the Dead - (O) by Al C. Ward; with Robert Bice, Natalie Wood, Gladys Holland; (SD)  
 ROBERT MONTGOMERY PRESENTS NBC 9:30 The People You Meet - (O) by John Cheever (New Yorker story) (A) by Agnes Eckhardt; with regulars & Eva Condon, Fay Sappington; (SD) by Norman Felton  
 STUDIO ONE SUMMER THEATRE CBS 10pm U. F. O. - (O) by Rod Serling; with Parker Fennelly, Jack Warden, Susan Steele, Ricky Hamilton, Carlton Albertson, Dorothy Sands, George Mathews, Nicholas Joy, Heywood Hale Brown, Harry Bellaver, Carl White, Charlotte Knight, Anita Bayless, Gwilym Williams; (SD)

Adolphe Menjou's Favorite Story WNBT 10:30 Brave Eyes - (O) by John Kneubuhl; with John Alvin J. P. O'Donnell, Lillian Bronson, Herbert Heyes, Mitchell Kowall

TUESDAY SEPTEMBER 7

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Janet Dean, R. N. (Ella Raines) WNBT 8pm Randall Case - (O) by Lenore Coffee; with Geraldine Brooks, John Baragrey, Doris Dowling, Vinton Hayworth, Melissa Weston, Frank Milan, Spencer Davis, Harriet MacGibbon, Theodore Newton  
 ARTHUR MURRAY PARTY (Kathryn Murray) NBC 8:30 Monica Lewis (S), Jackie Miles (C), Geoffrey Holder Dance Troupe  
Fireside Theater (Gene Raymond) NBC 9pm Crusade Without Conscience - (O) by Michael Foster, (A) by Wells Root; with Walter Coy, Frances Rafferty, Ross Elliott, Tom Powers, Mark Sutherland, Alan Sutherland, Effie Laird; (SD)  
 CENTER STAGE ABC 9:30 The Day Before Atlanta - (O) by John Gay; with Joan Lorring, Luther Adler, Lee Marvin, Paul Stevens, Howard St. John, John Shellie, John McQuade, Charles Mendick, Jeff Harris, (SD) Wilson, Musa Williams, Hal Burdick; (SD)  
 ARMSTRONG'S CIRCLE THEATRE NBC 9:30 The First Born - (O) by Jerome Ross; with Mary Boland, E. G. Marshall, Carmen Mathews, Emmett Vogan, Nancy Pollock, Rita Vale, Bill Darrid; (SD)  
 DANGER CBS 9:30 Knee-High to a Corpse - (O) by Frank P. DeFelitta; with Walter Burke, Carole Mathews, Doug Rodgers, Frank Campanella; (SD)  
 LIFE WITH FATHER (Leon Ames & Lurene Tuttle) CBS 10pm Father Leaves the Country - (O) by William Roberts; with regulars & Marion Ross, Hugh Sanders, Robert Easton, Tom Dugan, Olan Soule; (SD, FROM HOL YWOOD)  
Wild Bill Hickok (Guy Madison) WNBT 6pm Jingles' Disguise - with regulars & Mike Vallon, Pamela Duncan, Alan Foster, Francis McDonald, Elizabeth Harrower, Irene Martin; (SD)  
 KRAFT TELEVISION THEATRE NBC 9pm Party for Jonathan - (O) by Aurand Harris, ~~Richard~~; with Betty Sinclair, Carl Betz, Barbara Myers, Patti Bosworth, Howard Lanser, Joseph Foley; (SD)  
 Douglas Fairbanks WNBT 10:30 Dream Stuff - (O) by Gabrielle Upton; with Lee Patterson, Betty McDowall, Arthur Hall, Kay Callard; Dir by Charles Saunders

TALENT SHOWSHEET (more)



THURSDAY SEPTEMBER 9

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MELODY TOUR ABC 8pm Billy Butterfield, Peanuts Hucko (both M), Ceila Cabot (C);  
(Stan Freeman) Dorothy Etheridge, Jonathan Lucas, Peter Gladke (all D); Diara  
Drake (S), The Toppers (S) & regulars

JUSTICE NBC 8:30 The Crisis - (O) by Irving Gaynor Neiman; with Robert Cummings,  
(Westbrook Van Voorhis) June Lockhart, Jeey Walsh, Edith King, Frank Thomas, Sr.,  
Frank Maxwell; (SD)

SO YOU WANT TO LEAD A BAND ABC 9pm ~~Judy Lynn~~ (S) *Sunny Gale*

KRAFT TELEVISION ABC 9:30 Albert - (O) by Edward Samis, Guy Morgan; (A)-(SW); with Tom  
THEATRE Helmore, Jack Livesey, Harry Townes, Robin Craven, Stefan  
Schnabel, E. A. Krumschmidt, Bob Richards, Gene Lyons, Felice  
Orlandi, Felix Deebank, Cullen Desmond, Basil Langton, Robert  
Ellenstein; (SD)

LUX VIDEO THEATRE NBC 10pm Christmas in July - (O) by Preston Sturges (Paramount film),  
(James Mason) (A)-(SW); with Alex Nicol, Nancy Gates, Raymond Walburn, oth-  
ers to be announced; (SD, FROM HOLLYWOOD)

THE TELLTALE CLUE CBS 10pm Eva Witness - (O) by James P. Kavanaugh; with Joe Maross,  
(Anthony Ross) Chuck Webster, others to be announced; (SD) *Christina P.*  
*Eleanor Randall, Bugs, Martin, Jay Barney, Jean? Cameron*

MAMA CBS 8pm Mama's Birthday - (O) by Elizabeth Meehan & Bradford Ropes;  
(Peggy Wood) WITH regulars & Daniel Reed; (SD)

Schlitz Playhouse CBS 9pm The Secret - (O) by William Self, (A) by DeWitt Bodeen; with  
Tom Drake, Tom Moore, Francis X. Bushman, Madge Kennedy,  
Doris Kenyon; (SD) by Jus Addiss

THE BIG STORY NBC 9pm Willard Haselbush, Denver Post - (O) by Max Ehrlich; with  
(Norman Rose) Wesley Addy, Paul Huber, John Kellogg Ray Bramley, Geoffrey  
Bryant, Milton Kamen, Jack Davis, Robert Hull; (SD, PREMIERE)

THE STRANGER DuM 9pm (O) by John Gay; with Jeffrey Lynn, Karen Lenay, Peter Von  
(Robert Carroll) Zerneck, Bruno Wick, others to be announced; (SD)

FRIDAY SEPTEMBER 10

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MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 3 THRU FRIDAY SEPTEMBER 10

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THE MORNING SHOW CBS 7am M thru F - Winston Burdett substitutes for vacationing  
(Jack Paar) Charles Collingwood for a month

TODAY(Dave Garroway) NBC 7am M thru F - Tu - Perez Prado (M); W - Ben Hecht (author)

GEORGE SKINNER WCBS 9am M - Ted Malone; W - John Henry Faulk

THE GREATEST GIFT NBC 3pm M thru F - regulars: Ann Burr, Marian Russell, Henry Barnard,  
Joe Draper, Jack Klugman

Crown Theatre - WABC 6pm Tu - Half the Action - (O) by Richard Dorso & Bernard Girard,  
Gloria Swanson (A) by Dorso; with Richard Rober, Henry Slate, Barbara Bil-  
lingsley, Robett Osterloh, Jim Hayward, Ned Glass, Al Murphy,  
Al Gordon, Max Willenz, Opal Euard, Marvin Press, Frank  
Krieg; (SD) by Bernard Girard; Thu - This Day Is Yours - (O)  
by Muriel Roy Bolton; with Todd Karnes, Vera Miles, Betty Ar-  
len, Richard Berggren, Maudie Prickett, Morgan Farley, Char-  
lene Hardey, Barbara Woodell, Eileen Rowe, Al Murphy; (SD) by  
Harve Foster

Col. March of WABC Tu (6:30) - The Silver Curtain - with Eric Pollman, Anton  
Scotland Yard Duffring, Christine Pollon, John Chandos, Arthur Hill; W (10  
(Boris Karloff) pm) - The Case of the Kidnapped Poodle - with Doris Nolan,  
Ewan Roberts, Michael Shepley, John Boxer, Kit Terrington;  
(SW & SD)

The Files of WABC 6:30 M - Mr. Doom - (O) by Warren Douglas; with regulars & Mari  
Jeffrey Jones Young, Henry Rowland, Virginia Lee, Ians Nakano, Helen Winstan  
(Don Haggerty) Tommy Farrell, Bob Rose; (SD) by Lew Landers; W - Big Trouble  
- (O) by George Bricker; with Betty Best, Renny McEvoy, ~~Berna~~  
Bard, Richard Travis, Jack Shea; (SD) by George Blair; F -  
The Healthy Corpse - (O) by Warren Douglas; with Phyllis  
Coates, Rick Vallin, Lucia Carroll, William Bakewell, Claire  
Meade, Olaf Hytten; (SD) by George Blair

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 3 THRU FRIDAY SEPTEMBER 10 (Cont'd)

|                                           |            |                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MAGIC COTTAGE                             | WABD 6:30  | M thru F - Earl Hammer, John Kane; (SW & SD)                                                                                                                                                                                                                                                                                                                                                                              |
| CAPTAIN VIDEO<br>(Al Hodge)               | DuM 7pm    | M thru F - The Three Cadets - (O) by Carey Wilber; with regulars & Joey Walsh, Malcolm Beggs, Arthur Storch, Vinton Hayworth, Jr., Donald McKee, George Cotton; (SD, THIS EPISODE SEEN THRU 10/1)                                                                                                                                                                                                                         |
| COKE TIME-EDDIE FISHER                    | NBC 7:30   | W - The Crewcuts (S)                                                                                                                                                                                                                                                                                                                                                                                                      |
| PERRY COMO                                | CBS 7:45   | W - The Mills Brothers (S)                                                                                                                                                                                                                                                                                                                                                                                                |
| STEVE ALLEN                               | WNBT 11:20 | M,W,F - Peter Donald subs for vacationing Steve Allen; Tu, Thu - Faye Emerson & Skitch Henderson sub for Allen                                                                                                                                                                                                                                                                                                            |
| SATURDAY SEPTEMBER 11<br>~~~~~            |            |                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <u>Captain Midnight</u><br>(Richard Webb) | CBS 11am   | <u>Electronic Killer</u> - (O) by Dane Slade; with regulars & Robert Bice, Charles Evans, William Tannen, Don Harvey, Mike Ragan;                                                                                                                                                                                                                                                                                         |
| <u>Range Rider</u><br>(Jack Mahoney)      | WNBT 6:30  | <u>The Blind Trail</u> - (O) by Joe Richardson; with regulars & Lois Hall, Tom London, John Parrish, James Griffith; (SD)                                                                                                                                                                                                                                                                                                 |
| STAGE SHOW<br>(Dorsey Brothers)           | CBS 8pm    | Jerry Colonna (C), Phil Foster (C), Harvest Moon Ball Dance Festival winners                                                                                                                                                                                                                                                                                                                                              |
| STORK CLUB<br>(Sherman Billingsley)       | ABC 10pm   | Nanette Fabray (S), Jimmy Komack (C), others to be announced (PREMIERE, FALL SERIES)                                                                                                                                                                                                                                                                                                                                      |
| SUNDAY SEPTEMBER 12<br>~~~~~              |            |                                                                                                                                                                                                                                                                                                                                                                                                                           |
| A PRECIOUS HERITAGE                       | CBS 10am   | <u>A Night at Valley Forge</u> - (O) by Morton Wishengrad; with Douglas Fowley, Everett Sloan, Don Hammer, Philip Bourneuf, Richard Casey, Al Markham, Alan Bergman, John Boruff; (SD)                                                                                                                                                                                                                                    |
| YOU ARE THERE<br>(Walter Kronkite)        | CBS 6:30   | <u>The Oklahoma Land Run</u> - (O) by Kate Nickerson; with Charles Thompson, Joanne Woodward, Frank Overton, Jerry Ito, Joe Sweeney, George Mitchell, Frank Thomas, James Broderick, Royal Dano, Charles Jordan, Stuart Germain, Russell Hardie, Parker Fennelly; (SD)                                                                                                                                                    |
| MAX LIEBMAN SPECTACULAR                   | NBC 7:30pm | <u>Satins and Spurs</u> - (O) by Max Liebman & Billy Friedberg; with Betty Hutton, Kevin McCarthy, Neva Patterson, Guy Raymond, Josh Wheeler, Ray Drakeley, Leonard Elliot, Genevieve; Music & Lyrics by Jay Livingston & Ray Evans; Musical Numbers devised by Charles O'Curran; Prod & Dir by Max Liebman; Music Dir - Charles Sanford; Art Dir - Frederick Fox; Costumes - Paul DuPont (PREMIERE OF NEW SERIES, COLOR) |
| TOAST OF THE TOWN<br>(Ed Sullivan)        | CBS 8pm    | <u>Darryl F. Zanuck Story</u> - with Jack Benny, Tony Martin, Tyrone Power, Clifton Webb, Shirley Temple, Dan Dailey, Dick Powell, Ruby Keeler, Gloria DeHaven, Ken Darby Choir; Costumes by Charles LeMaire; Music Dir - Alfred Newman (FROM HOLLYWOOD)                                                                                                                                                                  |
| GOODYEAR TELEVISION<br>PLAYHOUSE          | NBC 9pm    | <u>Big Man on Campus</u> - (O) by Robert Alan Aurthur; with Stephen McNally, Richard Jaeckel, Constance Ford, Bern Hoffman, Dolores Mann, Frederic Downs, Brian Sutton & others to be announced; (SD) by Arhtur Penn                                                                                                                                                                                                      |
| THE MAN BEHIND THE<br>BADGE               | CBS 9:30   | <u>Carswell Air Base, Texas</u> - (O) by Nelson Gidding; with Phil Abbott, Jean Carson, Steve Gravers, Joe DiReda, Murray Hamilton, Victor Rendina, Ed Peck, Ned Wertimer, Tom Walsh, Clem Fowler; (SD)                                                                                                                                                                                                                   |
| <u>The Loretta Young Show</u>             | NBC 10pm   | <u>Double Trouble</u> - (O) by William Bruckner; with Loretta Young, Hugh O'Brian, Mabel Albertson, George Neise, Forrest Lewis, Don Beddce, Jerry Hausner; (SD)                                                                                                                                                                                                                                                          |
| THE WEB                                   | CBS 10pm   | <u>A Sense of Honor</u> - (O) by Sigmund A. Stoler; with Lori March, Bart Burns, others to be announced; (SD)                                                                                                                                                                                                                                                                                                             |