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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Thursday(25)

ABC- 10:15-11am EST; SPECIAL; Thanksgiving Day Parade - Detroit; from WXYZ-TV(Detroit), no. of stations indefinite. Sponsor- Chrysler Corp (All Division's cars) thru McCann-Erickson, Inc(NY); Acct Exec- Wells W. Spence; Agcy Superv- William E. Berchtold.(Local Detroit commercials will be for J. L. Hudson Co., dept stores, direct; no Chrysler commercials in Detroit). Pkgr- J. L. Hudson Co, Detroit; no production credits available. Ventriloquist Paul Winchell, with "Jerry Mahoney," are narrators for the telecast of the annual Thanksgiving Day parade of J. L. Hudson Co; with elaborate floats, bands and costumed marchers.

CBS- 5-6pm EST; ANNUAL SPECIAL; Festival Hour of Music; from WCBS-TV(NY), 137 stations live, 1 delayed. Sponsor- Longines-Wittnauer Watch Co., Inc thru Victor A. Bennett Co., Inc(NY); Acct Exec- Victor Bennett; Comm Superv & Dir- Alan R. Cartoun; Prog & Comm Anncr- Frank Knight. Pkgr- Longines-Wittnauer Watch Co., Inc; Prod & Dir- Alan R. Cartoun; Co-Dir- Ted Estabrook; Music Dir- Eugene Lowell; Choreog- Tony Charmoli; Music Arrangements- Maurice Gardner & Louis Brunelli; Music Consultant- Rudy Sims; Writers- Harrison J. Cowan & James H. Frankenberry; Sets- Kathleen Ankers. Sixth annual presentation of the "Festival Hour of Music, Song and Dance," featuring a pantomime-ballet on the "Sleeping Beauty" fairy tale theme, with Walter Hampden doing the narration. The Longines Symphonette and the Wittnauer Choraliers will furnish the music.

NBC- 11am-12noon EST; HIGHLIGHT; Home; from WRCA-TV(NY), 75 stations live and delayed. The entire program will be devoted to coverage of Macy's annual Thanksgiving Day parade, with Arlene Francis and Hugh Downs as commentators and interviewers.

NBC- 5-5:30pm EST; SPECIAL; The Ballad of Jacob Stein; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod & Dir- John Bloch; Music Dir- Harry Sosnik; Writer- Norman Lessing; Song Composer- Harry Sosnik; Ballet Music Composer- Betty Jane Walberg. Story-with-music commemorating the American Jewish Tercentenary, the 300th anniversary of the first settlement of Jews in America; with Bill Hayes and Judy Johnson as the revue's balladeers and Walter Matthau as Jacob Stein.

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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 special aspects of television; and The Television Index card file.

THIS WEEK(Cont'd)

Sunday(28)

ABC- 9:30-10pm EST; DEBUT; What's Going On; from WABC-TV(NY), no. of stations indefinite. Sponsor- Revlon Products Corp (Silken Net Spray, Lanolite Lipstick). Silken Net Spray thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Mrs. Mary Andrews Ayres; Agcy & Comm Superv- Walter Selden; Prog Anncr- Jimmy Blaine; Comm Anncrs- Jimmy Blaine & Lou Prentiss. Lanolite Lipstick thru William H. Weintraub & Co., Inc(NY); Acct Exec- Kay Daly; Agcy Superv- Allan Mitchell; Comm Anncr- Midge Ware. Pkgr- Goodson-Todman Productions(NY); Creative Prod- Allan Sherman; Tech Prod & Dir- Jerome Schnur; Prod Mgr- Mitchell Leiser; Prog Superv- Barbara R. Olsan; Assoc Dir- Willard Mellor; Prog Staff- Frank Wayne & Bob Warner. Panel quiz with Lee Bowmen as m.c. and regulars Kitty Carlisle, Hy Gardner, Audrey Meadows, Cliff Norton, Susan Oakland, Gene Raymond. The regulars are split into two groups, the "ins" and the "outs." The former, in the studio, try to guess what the latter, outside the studio, are doing. The program involves remote live pickups, filmed inserts and live studio action. The program replaces Soldier Parade in this time spot; last show Nov 21.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Elgin Hour (alt Tue, 9:30-10:30pm EST) Production offices moved to ABC, 7 West 66th St. Joan MacDonald, ABC casting, moved to the same address.

CBS- Honestly, Celeste! (Sun, 9:30-10pm EST) Dave Alexander, now producer & director, effective Nov 21; Ed Simmons and Norman Lear are script supervisors.

NBC- Funny Boners; DEBUT Nov 20; Sat, 11-11:30am EST; from KRCA-TV(LA), to the net. Sustaining. Pkgr & Exec Prod- Ralph Edwards; Prod- Leslie Raddatz; Dir- Stuart Phelps; Assoc Prod- Carl Fredericks; Writers- Cal Howard, Leslie Raddatz; Anncr- Easy Marvin. Ventriloquist Jimmy Weldon and his hand puppet, "Webster Webfoot," entertain with songs and comedy and m.c. an audience participation show for children. The children compete in stunts for cash and prizes.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Dollars and Donuts; DEBUT Nov 24; Wed, Thu, Fri, 8:30-9am EST. New York Sponsors- 8 food chain store groups thru Co-ordinated Advertising Corp(NY); Acct Exec- Lester L. Wolff. Pkgr & Prod- T. Norman Palmer; Dir- John Paul Jones. Variety and prize show; starring cartoonist Bill Snel and vocalist Jo Tiff; with comedian Al Monaco and the Sonny Abbott Trio. The program will also have women's club officials as special guests. The program will announce the numbers of "super dollars," a variation of "lucky number" money, with prizes for those shoppers in the sponsoring stores who find the bills.

WABC-TV - Bamberger's Thanksgiving Day Parade; SPECIAL Nov 25; Thu, 11am-12noon Pkgr- ABC-TV with Bamberger's; Prod & Dir- Bill Balaban. WABC stars are featured in the traditional Newark, N. J., dept store parade.

WRCA-TV(Ch 4) - Answers to Cancer;SPECIAL Nov 21; Sun, 2-2:30pm EST; feed also to New York WABD(Ch 5) & WOR-TV(Ch 9). Sustaining, public service. Pkgr- WRCA-TV with NYC Cancer Committee, American Cancer Society; Exec Prod- Bill Berns; Prod- Harry Olesker. Ben Grauer will be m.c. for a panel of distinguished doctors and research specialists who will answer viewers' questions, telephoned direct to the program, on cancer. Cancer will be explained to viewers in laymen's terms.

WRCA-TV - Weekend Workshop; DEBUT Nov 20; Sat, 12noon-1pm EST; from WNBQ(Ch1) to WRCA-TV. Sustaining. Pkgr- WNBQ(Ch1); Prod- George Heineman; Dir- Paul Robinson. Jim Hamilton and Kay Westfall explain and demonstrate "major" and "minor" household maintenance and handyman problems.

LOCAL STATION ACTIVITY(Cont'd)

- WPIX(Ch 11) - Salute to Army and Navy; SPECIAL Nov 23; Tue, 9-10:30pm. Sustaining.
New York Pkgr- WPIX; Prod- Arthur Susskind Jr.; Dir- Mike Meltzer. Jimmy Powers interviews some of the past stars of Army and Navy football contests along with interviews with members of current coaching staffs of the service academies. Films of past games and scenes at the two academies will be integrated.
- WPTZ(Ch 3) - The Bobby Shantz Program; DEBUT Nov 20; Sat, 12:15-12:30pm EST.
Philadelphia Bobby Shantz, star pitcher for the Kansas City Athletics, conducts an interview and sports quiz program for children. Shantz interviews prominent sports figures and celebrities.

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: Television film production in Hollywood now provides 46 per cent of the employment for 70 per cent of SAG members in the up to \$7500 a year level, according to the latest survey reported at SAG's annual meeting. The guild has collected and distributed \$268,294 in residuals covering re-use of TV films and TV release of feature films made after Aug 1, 1948..... Joe Kirkwood and J. G. Thompson have formed Kirkwood Enterprises, Inc., at 9553 West Pico, Los Angeles, to package TV series, with the first scheduled to star Kirkwood as a golf pro.Studio City Television Productions, Inc is rolling on the third group of 13 films in the Stories of the Century series, with William Witney directing.....Lawrence Menkin has been named director of programs for Guild Films Co., Inc., supervising all new series scheduled by the company. He will also create and develop new program ideas and will serve as program liaison official with stations belonging to associated Vitapix group. Guild also announced that it had signed a 10-year lease for new quarters in the new Marion Davies building, 460 Park Ave., New York, with occupancy slated for mid-January.

Major question reported to be bothering net execs since some top comics decided they wanted to do their programs on film: who will pick up the tab for hyper-critical stars who don't like the results of a week's filming? There's a divided jury on whether filming will help some current formats because of the manner in which the shows are put together -- and also the way some have come apart. Also bothering the execs in connection with the comic film trend; some good shows are beginning to sag after several years as the nets firm up opposition to each other in key hours. Next fall's programming picture may see as many big changes as this just past.

Guild Films' Comie Haines Show went into production last week with Duke Goldstone producing and directing.....Kerneth Crane has been added to editorial supervisor of all Gross-Krasne productions, in addition to his duties as film editor of the Louis Hayward Lone Wolf series. The latter, incidentally, had its shooting held up a couple of weeks by the star's illness; affecting the shooting schedules on other production at California studios.....National Telefilm Associates' "TV Tic Tac Toe" giveaway promotion contest has been set for 22 markets, with the firm sure that it will go over the 100-market required level before the gimmick gets under way on January 17, 1955.

NEWS & COMMENT: Hugh M. Beville Jr., NEC's director of research and planning, continued with the net's current drive to explain the differences between rating services, with the weight of the explanation pushing the A. C. Nielsen service, as contrasted with American Research Bureau and Trendex. Mr. Beville ignored The Pulse, which uses a method, recall interview, not utilized by the other three; an unusual snub since one usually lists all types of services when covering a field for contrast. Whatever the reasons, if any of the explanations take, the effect should be all to the good, since too many involved in radio and TV have always glibly misused statistics. Beville spoke last Thursday before a study group of the Ad Club of New York.

WTTG(Wash), using General Teleradio's "Million Dollar Movie" package as the basis, retreats to a "more 'concentrated' weekday program schedule," beginning Monday, Nov 29. The station emphasizes that it is not retrenching, but rather "changing the emphasis in our operation." Beginning that day the station will open programming at 2pm, contrasted with its current 9:45am opening time. Since the station also announced that it has purchased five half-hour telefilm series, with others still being negotiated, as well as another feature film package, the ax will probably fall on most of its local m.c.'s and other personalities. WTOP(Wash) also recently reorganized its schedule, dropping some local personalities because of the pressure of network packages and also increased costs.

PERSONNEL CHANGES: Sol Saks, head writer and associate producer of CBS-TV's My Favorite Husband has asked for a release from his net contract, effective with the appointment of a replacement.....William M. Materne has been named an account exec in CBS Television Network Sales in New York.....Charles Holden has been named production manager of the CBS Television network program dept in Hollywood, with added duties as CBS Television color supervisor on the West Coast.....Edmund C. Bunker has been named general manager of WOKY-TV(Milwaukee), newly purchased by CBS, shifting from his post as general sales manager of KNXT(LA) and the Columbia Pacific Network.....Dick Irving Hyland, has closed his Hollywood literary agency and has joined MCA in Hollywood as an exec in the literary department.....William C. Patterson, now with Cecil & Presbrey as radio and TV director, moves to Grant Advertising, New York, with the same title after the first of the year.

TALENT SHOWSHEET NOVEMBER 22-28, 1954

Most of the shows on November 19, 20, 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, November 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 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.

FRIDAY NOVEMBER 19

MAMA (Peggy Wood)	CBS 8pm	(O) by Frank Gabrielson; with regulars & Vaughn Taylor, Noel Leslie; (SD)
THE STRANGER (Robert Carroll)	DuM 9pm	<u>Corpus Delicti</u> - (O) by Don Agger; with Edward Binns, James Broderick, Charlotte Manson, Carol Somers; (SD)
CHANCE OF A LIFETIME	DuM 10pm	The Four Esquires (S), Bill Fellows (pantomimist)
<u>The Lineup</u> (Warner Anderson)	CBS 10pm	<u>Cop Killer</u> - (O) by Blake Edwards; with regulars & Marshall Reed, Bill Kennedy, Joe Bailey, Junius Matthews; Dir by Earl Bellamy

SATURDAY NOVEMBER 20

ETHEL AND ALBERT (Lynch & Bunce)	NBC 7:30	regulars & Maurice Wells, Helen Ray, Harrison Dowd, Margaret Hamilton, Muriel Kirkland, William Keene, Dickie Orlan; (SW,D)
MY FAVORITE HUSBAND	CBS 9:30	(O) by James O'Hanlon; with regulars; (SD, FROM HOLLYWOOD)
STORK CLUB (Sherman Billingsley)	ABC 10pm	Polly Bergen (S), Frank Fontaine (C), The Chordettes (S), Joan Roberts

SUNDAY NOVEMBER 21

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>Thanksgiving</u> - (O) by Palmer Thompson; with Jonathan Harris, Flora Campbell, Michael Rosenberg, Clay Hall; (SD)
AMERICAN INVENTORY	NBC 12:30	<u>The Islands of Langerhans</u> - (O) by William Welch; with Cliff Robertson, Don Gibson, Francis Fallon, John Kellogg, Coe Norton, Martin Rudy; Dir by John Newland
FRONTIERS OF FAITH	NBC 1:30	<u>Trapdoor</u> - (O) by Morton Wishengrad; with Joseph Wiseman, Betty Miller, Stephen Chase, Wesley Addy; (SD)
OMNIBUS (Alistair Cooke)	CBS 5pm	<u>Antigone</u> (O) Dudley Pitts & Robert Fitzgerald adaptation of Sophocles, TV (A) by TV-Radio Workshop; with Beatrice Straight Marian Seldes, Barry Jones, Kevin McCarthy, Shepperd Strudwick, Philip Bourneuf, Virginia Kaye, Martin Brooks, Bruce Gordon; Dir by Sidney Lumet; Dick Button (skater); <u>Corral</u> - Prod by National Film Board of Canada (Tom Daly); Dir - Colin Low
HALMARK HALL OF FAME	NBC 5pm	<u>President for a Day</u> - (O) by Nelson Gidding; with Richard Simmons, Peggy Campbell, Nestor Paiva, Richard Patton, Venetia Stevenson; (SD, FROM HOLLYWOOD)
<u>Sunday Supplement</u>	WAED 6pm (COLOR)	<u>The American Farmer</u> - (O) by Ralph Schoolman, Narr. by Joseph March, Dir by Sidney Myers, Prod by Ford; <u>Man on the Land</u> - (O) by William Roberts (Amer. Petroleum); <u>Beautiful Country</u> (Can. R.R.)
YOU ARE THERE (Walter Cronkite)	CBS 6:30 (COLOR)	<u>The Trial of Belle Starr</u> - (O) by Kate Nickerson; with Olive Deering, Robert Ehardt, Ross Martin, Jay Barney, John Marley, Royal Dano, Russell Hardie, Haim Winant, Charles Welch, Peter Gumeny, Georgia Heaslip; (SD)
<u>Private Secretary</u> (Ann Sothern)	CBS 7:30	<u>Original and Two Carbons</u> - (O) by Richard Morris; with regulars & John Sutton, Marguerite Chapman; (SD)
MR. PEEPERS (W. Cox)	NBC 7:30	regulars & Gage Clarke; (SW & SD)
COLGATE COMEDY HOUR	NBC 8pm	<u>Let's Face It</u> - Book by Herbert & Dorothy Fields, Music by Cole Porter, TV (A) by Edmund L. Hartmann; with Bert Lahr, Vivian Blaine, Gene Nelson, Jimmie Gleason, Betty Furness, Gloria Jean, Pat Horn; Dir by Sidney Smith; Choreog by Al White, Jr.; Prod by Bob Welch, assisted by Richard Krakaur (FROM HOLLYWOOD)
ROCKY KING, DETECTIVE (Rocky & Todd Karns)	DuM 9pm	<u>Pattern for Death</u> - (O) by Gordon Fell; with regulars & Sada Thompson, Fred Downs, Joseph Foley, Charles Rae King, Allan Hale; (SD)
HONESTLY, CELESTE! (Celeste Holm)	CBS 9:30	Jose Perez, David Opatoshu, Melba Rae, Kip McArdle; Dir by David Alexander, replacing Joe Scibetta in that capacity; (SW)

SUNDAY NOVEMBER 21 (Cont'd)
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LIFE BEGINS AT 80 DuM 9:30

regulars & Giovanni Martinelli (S)

MONDAY NOVEMBER 22  
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Sherlock Holmes WRCA-TV 7pm
(Ronald Howard
& H. Marion Crawford)

The Case of the Winthrop Legend - (O) by Harold Jack Bloom;
with regulars & Ivan Desny, Meg Lemonnier, Peter Copley, Jr.,
Charles Perry; (SD)

CAESAR'S HOUR NBC 8pm

add regular Nanette Fabray; & Ellen Parker, Paul Reed; (SW,D)

ILONA MASSEY WABD 8pm
ARTHUR GODFREY'S CBS 8:30
TALENT SCOUTS

Sol Hurok (impresario)
JoAnn Lear (S), Richard Wilson (S), Will Holt (S)

VOICE OF FIRESTONE ABC 8:30

Robert Rounseville (S)

December Bride CBS 9:30
(Spring Byington)

Lily's Mother in Law - (SW) by Parke Levy with Lou Derman
Ellis Marcus; with regulars & Grandon Rhodes, Esther Dale,
Mario Siletti, Joe Barry; (SD)

ROBERT MONTGOMERY NBC 9:30
PRESENTS

Homecoming - (O) by Noel B. Gerson; with Don Taylor, June
Dayton, John Lupton, Joanne Woodward, Marcus Valen, Ken Kon-
opka; (SD)

STUDIO ONE CBS 10pm

Joey - (O) by A. J. Russell; with Orson Bean, Geraldine
Brooks, Louise Larabee, Maxine Stuart, Rusty Lane, Alan Devitt
Jerome Ansbacher, Dickie Olsen, O. Z. Whitehead, LeRoi Operti
Robert Lieb; (SD) by Paul Nickell

TUESDAY NOVEMBER 23
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Ella Raines WRCA-TV 7pm

Burlingame Case - (O) by Patricia Coleman; with John Kerr,  
Charles Dingle, Marjorie Barrett, Stefan Schnabel, Francis  
Compton, Ann Dere, Frances Meehan; (SD) by James Nielson

Waterfront WABD 7:30  
(Preston Foster)

Troubled Waters - (O) by Frank Moss, Lee Berg; with Harry  
Lauter, Douglas Diek, Ray Teal, Jeff Donnell, Dan Brennan; (D)

Cavalcade of America ABC 7:30

American Thanksgiving - with Richard Gaines, Walter Coy,  
Larry Johns, Dick Rich, Helen Van Tuyl; (SD)

RED SKELTON CBS 8pm

Dorothy Shay (S) (FROM HOLLYWOOD)

MARTHA RAYE NBC 8pm

Milton Berle (C), Paul Lynde (C)

Halls of Ivy CBS 8:30

regulars & John Litel, Henry Hull; (SW & SD)

Studio 57 DuM 8:30

Cubs of the Bear - (O) by Dean Reisner; with Richard Wessell,  
David Saber, Joey Larson, Virginia Carroll; (SD) by John  
English

Inner Sanctum WOR-TV 9pm

Hour of Darkness - (SW) by Samuel Elkin; with Jo Van Fleet,  
James Gregory, Philip Kenneally, Harry Stanton, Jim Dolan; (SD)

Fireside Theater NBC 9pm  
(Gene Raymond)

The Last Hat - (O) by Jacland Marmur, (A) by David Victor,  
Herbert Little, Jr.; with John Warburton, Betty Lynn, Jim  
Davis, Jay Novello, Richard Simmons, Bill Hudson, Dean Cromer

Danny Thomas ABC 9pm  
(Jean Hagen)

Margaret's Aunt - (O) by Mac Benoff; with regulars & Nana  
Bryant, Louise Lorimer; (SD)

UNITED STATES ABC 9:30  
STEEL HOUR

King's Pawn - (O) by Walter C. Brown (from The Man in the  
Goldfish Bowl), (A) by Irving Gaynor Neiman; with John For-  
sythe, Janet Blair, Neil Hamilton, Michael Gorin, Heywood  
Hale Brown, John Shay, John Becher, Chester Stratton, Anne  
Seymour; (SD)

ARMSTRONG'S CIRCLE NBC 9:30  
THEATRE

The Brink of Disaster - (O) by Jay Presson; with William  
Prince, Ed Begley, Joanne Woodward, Kevin Coughlin; (SD)

DANGER CBS 9:30

Circle of Doom - (O) by Richard Lortz, based on incident in  
life of Mrs. Cherry Lander; with Mary Astor, P. Jay Sidney,  
Fred Miller, Frances Foster, Arleigh Peterson, Anita Patterson  
Courtenay Olden, Rosetta LeNoire, Tillie Born, Roger O'Hardie-  
no, Milton J. Williams, John Bouie, Willis Pinkett, Honey  
Coles; Choreography - Peter Birch; Music - David Broekman

LIFE WITH FATHER CBS 10pm  
(Ames & Tuttle)

Father and Thanksgiving - (SW) by Whitfield Cook; with regu-  
lars & John Patrick; (SD)

WEDNESDAY NOVEMBER 24

|                                                  |               |                                                                                                                                                                                                                       |
|--------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wild Bill Hickok</u>                          | WRCA-TV 6pm   | <u>Three Men on Two Horses</u> - with regulars & Anne Kimbell; (SW,D)                                                                                                                                                 |
| <u>Disneyland</u><br>(Walt Disney)               | ABC 7:30      | <u>So Dear to My Heart</u> - based on Sterling North's novel; with Bobby Driscoll, Beulah Bondi, Luana Patten, Burl Ives; Songs by Ticker Freeman, Irving Taylor, Don Raye, Gene DePaul, Robert Wells, Mel Torme      |
| <u>I Married Joan</u> (Davis)                    | NBC 8pm       | (O) by Sherwood Schwartz, Jesse Goldstein, Phil Sharp; with regulars & Sig Ruman; (SD)                                                                                                                                |
| <u>New Stu Erwin Show</u><br>(June Collyer)      | ABC 8:30      | <u>Father's Boy</u> - (O) by Edward E. Seabrook & Homer McCoy; with regulars & James Gleason, Willie Best, Harry Hayden, Jeff York, Bill Pullen, Anthony Snyder; (SD)                                                 |
| KRAFT TELEVISION<br>THEATRE                      | NBC 9pm       | <u>Emma</u> - (O) by Jane Austen, (A) by Peter Donat, Martine Bartlett; with Felicia Montealegre, Peter Cookson, Roddy McDowall, Martine Bartlett, Peter Donat, Sarah Marshall, Nydia Westman, Stafford Dickens; (SD) |
| CHICAGO SYMPHONY                                 | DuM 9pm       | George Schick conducts (FROM CHICAGO)                                                                                                                                                                                 |
| <u>Adolphe Menjou's</u><br><u>Favorite Story</u> | WOR-TV 9:30   | <u>Colonel Esteban's Duel</u> - (O) by Alexandre Dumas; (A)-(SW); with Pamela Duncan, Kim Spaulding, Michael Hale, Paul Marion, Jan Arvan; (SD)                                                                       |
| <u>Douglas Fairbanks</u>                         | WRCA-TV 10:30 | <u>The Relative Truth</u> - with Sheila Monahan, Patrick Holt; (SD)                                                                                                                                                   |
| <u>Big Town</u><br>(Mark Stevens)                | NBC 10:30     | regulars & Lyn Stalmaster, Barry Kelley; (SW & SD, SEEN WRCA-TV Mon 10:30-11pm)                                                                                                                                       |

THURSDAY NOVEMBER 25

|                                                        |             |                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>THE BALLAD OF</u><br><u>JACOB STEIN</u>             | NBC 5pm     | (O) by Norman Lessing; with Bill Hayes, Judy Johnson (both S), Walter Matthau, Jim Boles, Robert Lieb; Songs by Harry Sosnik, Ballet Music by Betty Jane Walberg; Choreog by Bob Herget; Prod & Dir by John Bloch (THIS TIME ONLY)                                                          |
| <u>FESTIVAL HOUR OF</u><br><u>MUSIC</u> (Frank Knight) | CBS 5pm     | (O) by Harrison J. Cowan & James H. Frankenberry; with Walter Hampden, Hubert Hendrie (S), Beverly Lunsford, Luanna Gardner (latter 2, D); Leo Kruczek, Lazlo Varga, Lucille Lawrence (all M); Longines Symphonette Conducted by Eugene Lowell; Prod & Dir by Alan Cartoun (THIS TIME ONLY) |
| <u>Foreign Intrigue</u><br>(Gerald Mohr)               | WRCA-TV 7pm | <u>F. I. in the Jewel Theft</u> - (O) by Gene Levitt; with Margareta Fahlen; (SD)                                                                                                                                                                                                           |
| <u>Ray Milland</u><br>(Phyllis Avery)                  | CBS 8pm     | (O) by Lou Breslow & Rik Vollaerts; with regulars including Madge Blake, Lloyd Corrigan; (SD)                                                                                                                                                                                               |
| <u>THE MAIL STORY</u>                                  | ABC 8pm     | <u>The Missing Dies</u> - (O) by Max Ehrlich; with Alan Devitt, Eugene Francis, Casey Walter, Arthur Koulias, Frank Penton, Jay Barney, Jerry Eskow, Barbara Karen; (SD)                                                                                                                    |
| <u>Treasury Men</u><br><u>in Action</u>                | ABC 8:30    | <u>The Case of the Green Feathers</u> - (O) by Robert Sloane; with George Wallace, Anna Navarro, Martin Garralaga, William Boyett; (SD) by Gerald Mayer                                                                                                                                     |
| <u>JUSTICE</u><br>(Gary Merrill)                       | NBC 8:30    | <u>The Invader</u> - (O) by George Ault; with Betty Field, Carmen Mathews, Frank Overton, Lynn Loring; (SD)                                                                                                                                                                                 |
| <u>CLIMAX!</u><br>(William Lundigan)                   | CBS 8:30    | <u>The After House</u> - (O) by Mary Roberts Rinehart, (A) by Gil Doud; with Steve Cochran, Patricia Medina, Barton MacLane, Minor Watson; (SD) by Allen Reisner (FROM HOLLYWOOD)                                                                                                           |
| <u>SO YOU WANT TO LEAD-BAND</u>                        | ABC 9pm     | Jill Corey (S)                                                                                                                                                                                                                                                                              |
| <u>Dragnet</u><br>(Jack Webb)                          | NBC 9pm     | <u>The Big Want Ad</u> - with regulars & Virginia Gregg, Clarence Cassell, Harlan Warde, Helen Andrews, Tom McKee; (SW & SD)                                                                                                                                                                |
| <u>Four Star Playhouse</u>                             | CBS 9:30    | <u>Marked Down</u> - (O) by J. Gwen Bagni; with Ida Lupino, Hal March, Joan Banks, James Stone, Sarah Selby, Joy Lansing, Lyn Guild; Dir by William A. Seiter                                                                                                                               |
| KRAFT TELEVISION<br>THEATRE                            | ABC 9:30    | <u>Run for the Money</u> - (O) by Frank D. Gilroy; with Jamie Smith, Phyllis Love, Joseph Sweeney, Paul McVey, John Gibson, Mary K. Wells, Al Markim; (SD)                                                                                                                                  |

Ford Theatre CBC 9:30  
(COLOR)

The Legal Beagles - (O) by Robert Bailey & Hugh King; with Laraine Day, Richard Denning, Duncan Richardson, Trevor Bardette, Edith Leslie; (SD) by James Neilson

THURSDAY NOVEMBER 25 (Cont'd)

|                                                  |                         |                                                                                                                                                                                                                                        |
|--------------------------------------------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LUX VIDEO THEATRE<br>(James Mason)               | NBC 10pm                | <u>A Medal for Benny</u> - (O) by John Steinbeck & Jack Wagner, Screenplay by Frank Butler, additional dialogue by Jack Wagner, TV (A) by Sanford Barnett; with J. Carrol Naish, Ann Bancroft, Rick Jason; (SD, FROM HOLLYWOOD)        |
| <u>Public Defender</u><br>(Reed Hadley)          | CBS 10pm                | <u>All That Glitters</u> - (O) by William P. Rousseau; with George Chandler, Don Kennedy, Fred Graham, Casey Adams, Maudie Prickett; (SD)                                                                                              |
| FRIDAY NOVEMBER 26                               |                         |                                                                                                                                                                                                                                        |
| GUY LOMBARDO<br><u>Adventures of Rin-Tin-Tin</u> | WRCA-TV 7pm<br>ABC 7:30 | Victor Borge & wife<br><u>Rin-Tin-Tin and the Apache Chief</u> - (O) by Douglas Heyes & Lee Berg; with regulars & Fred Foote, Karen Green                                                                                              |
| <u>Secret Files, U.S.A.</u><br>(Robert Alda)     | WABD 8pm                | <u>Mission AWOL</u> - with A. J. Gousmid, C. J. Hessels, Henk Riggers, Malvin Barer; (SW & SD)                                                                                                                                         |
| <u>Topper</u>                                    | CBS 8:30                | <u>Jury Duty</u> - (SW) by Robert Riley Crutcher; with regulars & Willis Bouche, Leigh Snowden, Patti McKaye, James Parnell, Larry Blake, William Phillips, Barbara Bestar, Charlotte Knight, Charles Delaney; (SD) by Leslie Goodwins |
| <u>Ray Bolger</u>                                | ABC 8:30                | <u>The Novelist</u> - with regulars & Doris Singleton; (SW & SD)                                                                                                                                                                       |
| <u>Life of Riley</u>                             | NBC 8:30                | regulars including Sterling Holloway; (SW & SD)                                                                                                                                                                                        |
| THE BIG STORY<br>(Norman Rose)                   | NBC 9pm                 | <u>Norman Agathon, Sioux City, Iowa Journal</u> - (O) by Paul Monash; with Wesley Lau, Constance Clausen, Remo Pisani, Herb Nelson, Jim Millhollin, Stephen Gray, Wright King, Carl Don, Val Avery                                     |
| <u>Schlitz Playhouse</u>                         | CBS 9pm                 | <u>Mystery of Murder</u> - (O) by David Boehm, (A) by Eric Scott; with Bruce Bennett, Frances Rafferty, Christopher Dark, Gilbert Fallman, Byron Foulger; (SD) by Robert Florey                                                        |
| THE STRANGER<br>(Robert Carroll)                 | DuM 9pm                 | <u>Breakaway</u> - (O) by James Blumgarten; with Lamont Johnson, Loretta Leversee, Martin Balsam, Joe Abdullah, Tommy Halloran; (SD)                                                                                                   |
| <u>Our Miss Brooks</u>                           | CBS 9:30                | regulars & Jack Diamond, William Newell, Bill Nelson; (SW & SD)                                                                                                                                                                        |
| <u>The Vise</u><br>(Ron Randall)                 | ABC 9:30                | <u>The Fair and the Fallen</u> - with Anthony Snell, Josephine Douglas, Jean Aubrey; (SW & SD)                                                                                                                                         |
| <u>The Lineup</u><br>(Warner Anderson)           | CBS 10pm                | <u>The Dunn Case</u> - (O) by E. Jack Neuman; with regulars & George Wallace, Kem Dibbs, John Damler, Joan Hovis; Dir by Felix Feist                                                                                                   |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 19 THRU FRIDAY NOVEMBER 26

|                                            |            |                                                                                                                                                                                          |
|--------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MORNING SHOW                               | CBS 7am    | M thru F - regulars & Julius LaRosa (S)                                                                                                                                                  |
| GEORGE SKINNER                             | WCBS 9am   | regulars & : Tu - Gail Davis                                                                                                                                                             |
| GARRY MOORE                                | CBS 10am   | regulars & F (11/26) - The Brick Brothers & "Mr. Murphy" (trampoline), Fletcher Peck & Ray Malone (S&D), Marian MacPartland (M)                                                          |
| HOME                                       | NBC 11am   | M - Marais & Miranda (S)                                                                                                                                                                 |
| TED STEELE                                 | WOR-TV 3pm | M thru F - Trudi Richards, Bob Carroll (both S), Dana & Wood (C)                                                                                                                         |
| THE WORLD OF MR. SWEEZEY (Charlie Ruggles) | NBC 4:30   | regulars & M - Harrison Dowd; Tu - Carol Veazie, Elizabeth Watts; W - Michael Dreyfuss; Thu - MacLean Savage; F - Marion Snockley                                                        |
| MODERN ROMANCES (Martha Scott)             | NBC 4:45   | M thru F - <u>Alibi</u> - (O) by Harry Junkin; with Audra Lindley, Dean Harens, Dorothy Elder, Edward Peck, Abby Lewis, Lester Lonergan, Jr.; Dir by Tom Reynolds                        |
| SIX O'CLOCK REPORT                         | WCBS 6pm   | M & Tu - Ron Cochran subs for Robert Trout                                                                                                                                               |
| MAGIC COTTAGE                              | WABD 6pm   | M thru F - Vince O'Brien, Earl Hammond; (SW & SD)                                                                                                                                        |
| COKE TIME-E. FISHER                        | NBC 7:30   | W - Morton Downey (S).                                                                                                                                                                   |
| DINAH SHORE                                | NBC 7:30   | Tu (1/2 hr this date only) - George Gobel (C), Patrice Munsel, Peggy Lee, Kitty Kallen (latter 3, S) (FROM HOLLYWOOD)                                                                    |
| TONIGHT (Steve Allen)                      | NBC 11:30  | F (11/19) - Woody Herman (M), Bob & Ray (C); M - Henry Morgan (C), Willie Mosconi (billiards); Tu - Burl Ives (S); W - Jim Moran (publicist), Sauter-Finnegan Orch.; Thu - Louis Nye (C) |

SATURDAY NOVEMBER 27

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|-------------------------------------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Captain Midnight</u><br>(Richard Webb) | CBS 11am      | <u>The Curse of the Pharaohs</u> - (O) by George Bricker; with regulars & George Eldredge, Otto Reichow, Naji, Frank Lackteen                                                                           |
| <u>The Range Rider</u><br>(Jack Mahoney)  | WRCA-TV 6:30  | <u>Border Trouble</u> - (O) by Earle Snell; with regulars & Paul Fierro, Henry Rowland, Bob Wilke, Gloria Sanders, Muriel Landers                                                                       |
| JIMMY DURANTE<br>(Eddie Jackson)          | NBC 9:30      | Margaret Truman & Durante regulars; Prod & Dir by William Harmon (FROM HOLLYWOOD)                                                                                                                       |
| <u>Willy</u><br>(June Havoc)              | CBS 10:30     | <u>Willy and the French Hat</u> - (O) by Alan Lipscomb & Bob Fisher; with regulars & Alice Wellman, Paula Raymond, Tom Brown, Charles Halton, William Schallert, Helen Morningstar, Bennett Green; (SD) |
| <u>The Lone Wolf</u><br>(Louis Hayward)   | WRCA-TV 11:15 | <u>Memo: Newhall</u> - (O) by Bernard Girard; with Mary Beth Hughes, Tom Powers, Frank Ferguson, Francis Pierlot, Virginia Brissac, Richard Benedict, Gil Frye, Maxine Marlowe, Ruth Robinson; (SD)     |

SUNDAY NOVEMBER 28

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| HALLMARK HALL<br>OF FAME                    | NBC 4pm<br>(COLOR) | <u>Macbeth</u> - (O) by William Shakespeare, TV (A) & Prod by Maurice Evans, Judith Anderson, Richard Waring, Staats Cotsworth, Pat O'Malley, House Jameson, Margot Stevenson, Guy Sorel, Frieda Altman, Noel Leslie, William Woodson, Edward Jerome, Basil Langton, Robert Carricart, Peter Fernandez, Maude Scheerer, Jane Rose, Roger Hamilton, Ford Rainey, Michael Kane, John Reese, George Ebeling, Val Wrenne, Rhoden Streeter, Nan MacFarland, Roy Dean; Dir by George Schaefer (2 HRS) |
| <u>The Search</u><br>(Charles Romine)       | CBS 4:30           | <u>Cloud Physics Project of U. of Chi. Meteorology Dept</u> - (O) by Sam Locke; (SD)                                                                                                                                                                                                                                                                                                                                                                                                            |
| <u>Roy Rogers</u><br>(& Dale Evans)         | NBC 6:30           | <u>The Outlaws of Paradise Valley</u> - (O) by M. M. Raison; with regulars & Pierre Watkin, Pamela Duncan, Rick Vallin, Rusty Wescoatt, Russ Scott, Dick Avonde, Harry Harvey, Jack O'Shea, Sandy Sanders, Cheryl Rogers; (SD)                                                                                                                                                                                                                                                                  |
| JACK BENNY                                  | CBS 7:30           | regulars & Mel Blanc, Joe Besser, Jimmy Baird, Harry Shearer (SW & SD, FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                          |
| OPERA CAMEOS<br>(G. Martinelli)             | DuM 7:30           | <u>Madama Butterfly</u> - excerpts from opera by Puccini; with Tomiko Kanazawa, Jim Hawthorne, Margaret Roggero; (SD)                                                                                                                                                                                                                                                                                                                                                                           |
| <u>Pepsi-Cola Playhouse</u>                 | ABC 7:30           | <u>Desert Reckoning</u> - with Whitfield Connor, Ross Ford, Jaclynne Greene; (SD)                                                                                                                                                                                                                                                                                                                                                                                                               |
| COLGATE COMEDY HOUR                         | NBC 8pm            | Gordon MacRae (S) as host; Gene Sheldon (C), others to be announced; (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                           |
| TOAST OF THE TOWN<br>(Ed Sullivan)          | CBS 8pm            | Scenes from <u>Fanny</u> - (O) by S. N. Behrman & Joshua Logan, based on trilogy of Marcel Pagnol; Music & Lyrics by Harold Rome; with Ezio Pinza (S), William Tabbert (S), Florence Henderson (S), Lloyd Reese & Fanny Co.; Teresa Brewer (S), Collier's All-America Football Team for 1954, Princeton Triangle Club, Jay Marshall (C)                                                                                                                                                         |
| GENERAL ELECTRIC<br>THEATER (Ronald Reagan) | CBS 9pm            | <u>The Rider on the Pale Horse</u> - (O) by Helen Eustis, (A) by Arnold Schulman; with Eva Marie Saint, Lee Marvin, others to be announced; (SD, FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                |
| <u>Father Knows Best</u><br>(Robert Young)  | CBS 10pm           | <u>Second Honeymoon</u> - (SW) by Paul West; with regulars & Sydney Mason, Joy Rogers; (SD)                                                                                                                                                                                                                                                                                                                                                                                                     |
| <u>Loretta Young</u>                        | NBC 10pm           | <u>Our Sacred Honor</u> - (O) by Lowell S. Hawley; with John Bryant, James Bell, Roy Gordon, Helen Mayon, Michael Whelan, Brett King, Mark Dana, Patrick O'Moore; (SD)                                                                                                                                                                                                                                                                                                                          |
| <u>The Hunter</u><br>(Keith Larsen)         | NBC 10:30          | <u>Czech-Mate</u> - (O) by Bradford Ropes; with Brandon Peters, Steve Gravers, Boris Aplon, Anna Minot, Edward Groag, Ralph Browne                                                                                                                                                                                                                                                                                                                                                              |

NEW YORK TALENT AVAILABILITIES

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <u>ROBERT CASADESUS</u> - pianist & composer featured with Little Orchestra Society conducted by Thomas Scherman at Town Hall, Nov. 22 - PRESS: Elizabeth Winston, JU 6-0987 | <u>HUGH O'BRIAN</u> - in <u>There's No Business Like Show Business</u> - CONTACT: Bill Stutman, CO 5-3320                     |
| <u>GAIL DAVIS</u> - "Annie Oakley" - CONTACT: Walter A. Scanlon, CBS-TV Film Sales, PL 1-2345                                                                                | <u>GEORGE SHEARING</u> - available Dec 16 thru Jan 12 - CONTACT: Dick Alen, Shaw Artists, MU 8-2230                           |
| <u>SYLVIA G.L. DANNETT &amp; FRANK R. RACHEL</u> - authors of <u>Arthur Murray's Pictorial Story of Social Dancing</u> - CONTACT: Dorothy Greenberg, PL9-1450                | <u>JACQUES BERGERAC</u> - stars in <u>Twist of Fate</u> opposite his wife, Ginger Rogers - CONTACT: Mort Nathanson, CI 5-6000 |
| press 11/21/54 - Page 2                                                                                                                                                      | <u>HELEN TRAUBEL</u> - soon to be seen in <u>Deep in My Heart</u> - PRESS: Elizabeth Winston, JU 6-0987                       |

TALENT AVAILABILITIES