

# Ross Reports ON TELEVISION

DEC 27, 1954-JAN 2, 1955

VOLUME 6 NUMBER 52

EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

INCLUDING

## THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MURRAY HILL 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Friday(31)

CBS- 7-7:30pm EST; SPECIAL; Orange Bowl Parade; from WTVJ(Miami), to the net. Sustaining. Pkgr- CBS News, Public Affairs & Sports; Prod & Dir- Judson Bailey. Bob Neal and Ralph Renick describe the 16th annual holiday parade, part of the Orange Festival, which heralds Miami's Orange Bowl football game.

NBC- 11:55pm-12:10am EST; New Year's Eve from Times Square; from WRCA-TV(NY), to the net. Pkgr & Prod- NBC Special Events; Exec Prod- Barry Wood. Faye Emerson and Ben Grauer describe the New Year's Eve celebration in Times Square from their vantage point on the marquee of the Sheraton-Astor Hotel.

#### Saturday(Jan 1)

ABC- Western Regional Net Only; 9-10:30am PST; Tournament of Roses Parade; from KABC-TV(LA), 9 stations live. Sponsor- See's Candy Shops, Inc., thru Geoffrey Wade Advertising(LA). Pkgr- ABC-TV; Prod- Ed Conklin; Dir- Stuart W. Phelps. Telecast of the annual Tournament of Roses Parade in Pasadena, Calif.

ABC- 1:45-1:55pm EST; SPECIAL; Pre-Game Huddle; from WDSU-TV(New Orleans), no. of stations indefinite. Sponsor- R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- Thomas Luckenbill; Comm Superv- Stanley Lomas; Comm Dir- Arnold Webster. Pkgr- ABC Sports; Prod & Dir- Charles Russhon. Special 10-minute feature preceding the telecast of the Sugar Bowl football game, with Bill Stern presenting an analysis of the teams.

ABC- 1:55-concl EST; SPECIAL; Sugar Bowl Football Game; from WDSU-TV(N.O.), no. of stations indefinite. Co-Sponsors- 1) C. A. Swanson and Sons Co (Frozen Foods) thru Tatham-Laird, Inc(Chi); 2) Top Pop Products Co (E-Z Pop Corn) thru W. B. Doner & Co(Detroit); 3) American Chicle Co (Dentyne, Beeman's) thru Dancer-Fitzgerald-Sample, Inc(NY). Each will sponsor one-third of the simulcast. Pkgr- ABC Sports; Prod & Dir- Charles Russhon. Bill Stern and Jack Drees alternate in presenting the play-by-play and commentary for game between Navy and Mississippi, highlight of the New Orleans Midwinter Sports Assn Carnival.

CBS- 1:45-concl EST; SPECIAL; Orange Bowl Football Game; from WTVJ(Miami), no. of stations indefinite. Sponsor- Gillette Safety Razor Co., Div of The Gillette Co thru Maxon, Inc(Detroit); Acct Exec- Searle Hendee. Pkgr- CBS News, Public Affairs & Sports Dept; Prod & Dir- Judson Bailey. Bob Neal describes the Orange Bowl game between Duke University and the University of Nebraska.

- Page 216 -

THIS WEEK(More)

Copyright 1954 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

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)

Saturday(Jan 1)

CBS- 8-9pm EST; RETURN; Stage Show; from WCBS-TV(NY), 100 stations live, 14 kine  
Sponsors- 1) W. A. Sheaffer Pen Co thru Russel M Seeds Co., Inc(Chi);  
2) Schick, Inc thru Kenyon & Eckhardt, Inc(NY); The Nestle Co., Inc., thru Bryan  
Houston, Inc(NY). Pkgr- Jackie Gleason Enterprises(NY); Exec Prod- Jack Philbin;  
Prod- Jack Hurdle; Asst Prod- Stanley Poss; Dir- Frank Satenstein; Music Dir-  
Tommy and Jimmy Dorsey; Prog Anncr- Jack Lescoulie. Tommy and Jimmy Dorsey  
alternate as m.c.'s with the Dorsey band, presenting their variety program as  
a Jan 1 and Jan 8 vacation replacement for the Jackie Gleason Show, which re-  
turns Jan 15.

NBC- 12:15-1:45pm EST; SPECIAL; Tournament of Roses Parade; from KRCA-TV(LA), no.  
of stations indefinite. Sponsor- Minute Maid Corp (Frozen Juices) thru  
Lynn Baker, Inc(NY). Pkgr- NBC-TV; Superv- Barry Wood; Prod- William Kayden;  
Dir- William Bennington. Bill Goodwin and Betty White are hosts and Jimmy Wall-  
ington and Jeanne Baird are commentators for the 66th annual pageant, the fourth  
consecutive telecast by NBC. This year's theme is "Familiar Sayings in Flowers."  
The parade will include 61 floats, 200 equestrians and 20 marching bands, also  
featuring Rose Queen Marilyn Smuin and her court.

NBC- 1:45-concl EST; SPECIAL; Cotton Bowl Game; from WFAA-TV(Dallas), to the  
net. Sustaining (at press time). Pkgr- NBC Sports Dept; Superv- Tom S.  
Gallery; Prod- Perry Smith; Dir- Jack Dillon. Lindsey Nelson will do the play-  
by-play and Red Grange the commentary for the Cotton Bowl game in Dallas between  
Arkansas and Georgia Tech.

NBC- before 4:45pm EST; SPECIAL; Sports Highlights, ON FILM; from WRCA-TV(NY),  
no. of stations indefinite. Sponsor- R. J. Reynolds Tobacco Co (Camel Cig-  
arettes) thru William Esty Co., Inc(NY); Acct Exec- Thomas Luckenbill. Pkgr-NBC;  
Prod- NBC Public Affairs; Dir- Charles Christiansen; Writer- Dennis Dalton;  
Narrator- Bob Wilson. Film review of classic thrills in American sports during  
1954, to be presented between the telecasts of the Cotton Bowl and Rose Bowl  
games.

NBC- 4:45pm-concl EST; SPECIAL; Rose Bowl Game; from KRCA-TV(LA), no. of stations  
indefinite. Sponsor- Gillette Safety Razor Co., Div of The Gillette Co  
thru Maxon, Inc(Detroit); Acct Exec- Searle Hendee. Pkgr- NBC Sports; Superv-  
Tom S. Gallery; Prod- William Kayden; Dir- William Bennington. Mel Allen and  
Dick Danahe will do the play-by-play and commentary for the 41st Rose Bowl game  
between Ohio State and Southern California. The game will be simulcast.

NBC- approx 7:30-8pm EST; SPECIAL; The Victor Borge Show; from WRCA-TV(NY), to  
the net. Sponsor- American Chiclet Co thru Dancer-Fitzgerald-Sample, Inc(NY).  
Production info not available at press time. Victor Borge m.c.'s and stars in a  
variety-comedy-music show, from the end of the Rose Bowl game telecast until 8pm.

NBC- 8:30-9pm EST; DEBUT; So This Is Hollywood, ON FILM; from WRCA-TV(NY) & KRCA-  
TV(LA), no. of stations indefinite. Sponsor- The Toni Co (Toni Home Perma-  
nent, Deep Magic, Silver Curl, Viv, Pamper); Toni, Deep Magic, Silver Curl thru  
Weiss & Geller, Inc(Chi); Viv thru Leo Burnett, Inc(Chi); Pamper thru Clinton E.  
Frank, Inc(Chi). Pkgr- Arrowhead Productions at Hal Roach Studios, Culver City,  
Calif; Creator & Prod- Edmund Beloin; Assoc Prod & Dir- Richard Bare; Prod Mgr-  
Oren Haglund; Sets- Hal Gausman; Camera- L. B. Worth; Film Ed- A. E. Sutherland;  
Casting- Ruth Burch, Marjorie Benson at Roach. Mitzi Green and Virginia Gibson  
co-star in a situation comedy series about two young women trying to make a liv-  
ing as performers in Hollywood; featuring Jimmy Lydon and Gordon Jones. The  
series is written by Ed Beloin, Dean Riesner, Phil Davis, George O'Hanlon, Jimmy  
O'Hanlon, Charles Stewart, others.

THIS WEEK(Cont'd)

Sunday(Jan 2)

ABC- 9:30-10pm EST; RETURN & NET DEBUT; Pantomime Quiz; 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- Mary Andrews Ayres; Agcy & Comm Superv- Walter Selden, Comm Anncrs- Jimmy Blaine & Lou Prentiss. Lanolite Lipstick thru William Weintraub & Co., Inc(NY); Acct Exec- Kay Daly; Agcy Superv- Allan Mitchell; Comm Anncr- Midge Ware. Pkgr- Mike Stokey Productions(NY); Prod- Mike Stokey; Dir- Eddie Nugent. Return of the popular charades game, with Mike Stokey as m.c. and Peter Donald and Dorothy Hart among the permanent panelists, with others to be named. The program was last seen on CBS-TV; last show Aug 27; and had previously been seen on NBC-TV and the DuMont net. It replaces What's Going On for the sponsor.

CBS- 2-2:30pm EST; SPECIAL; The Future of America, ON FILM; from WCBS-TV(NY), to the net. Sustaining, public service. Pkgr- CBS News & Public Affairs with the Advertising Council of America; Prod- James B. Cahoon(CBS), for the TV industry; Narrator- Paul Hoffman. A film report designed to present to viewers a positive picture of the economic and industrial future of the country as indicated by known statistics and trends; with Paul Hoffman, chairman of the board of The Studebaker-Packard Corp.

CBS- 4-5pm EST; SPECIAL; Years of Crisis; from WCBS-TV(NY), no. of stations indefinite. Sponsors- American Oil Co (AMOCO) thru The Joseph Katz Co(Balt), and Hamm Brewing Co (Beer) thru Campbell-Mithun, Inc(Minn). Pkgr- CBS News & Public Affairs; Superv- David Zellmer; Prod & Dir- Don Hewitt. Edward R. Murrow is chairman of a round table discussion among CBS news correspondents, flown in from all over the world. The status of current international developments, dominated by aspects of "co-existence" with Iron Curtain countries, will be discussed by Howard K. Smith, chief European correspondent for CBS news, and Bill Costello, David Schoenbrun(Paris), Bill Downs(Rome), Richard C. Hottelot(Bonn), Alexander Kendrick(London) and Eric Sevareid(Washington).

NBC- 5:30-6pm EST; SPECIAL; A Conversation with Sir Osbert Sitwell, ON FILM; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC Public Affairs; Superv- Davidson Taylor; Prod- Henry Salomon, Jr. Another of NBC's filmed "Conversations with Distinguished Persons." English author and wit Sir Osbert Sitwell discusses his attitude as an artist and his observations of our times, with Samuel Chotzinoff, general music director of NBC. The film was made in England.

NBC- 10:30-11pm EST; The Bob Cummings Show; from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. Sponsor- R. J. Reynolds Co (Winston Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- Thomas Luckenbill. Film Prod- McCadden Corp, at General Service Studios, Hollywood; Prod & Writer- Paul Henning; Asst Prod- Al Simon; Prod Superv- George Burns; Dir- Rod Amateau; Asst to the Prod- Eddie Rubin. Situation comedy series, starring Robert Cummings as Bob Collins, a commercial photographer and bachelor; with Rosemary deCamp, Dwayne Hickman, Anne B. Davis and Diane Jergens. The program replaces The Hunter in this time spot for the sponsor; last show Dec 26.

OTHER NETWORK CHANGES & ADDITIONS

CBS- You Are There (Sun, 6:30-7pm EST) Change from live to film series, effective Jan 2. Films have been produced by CBS at Bedford Park Studios, The Bronx, N.Y. (first 13); Exec Prod- William Dozier; Prod- Charles Russell; Dirs- Sidney Lumet, Jack Gage.

OTHER NET CHANGES(Cont'd)

DuM- Championship Preview, LIVE & FILM; SPECIAL Dec 26; Sun, 1:30-2pm EST; from WXEL (Cleve), over 152 stations. Sponsor- Miller Brewing Co (High Life Beer) thru Mathisson and Associates, Inc(Milw). Pkgr- DuMont net with National Professional Football League; Prod- James Dolan. First segment is devoted to film clips of the 1952 and 1953 NFL championship games, with Marty Glickman doing the narration. The second half will include interviews with players and coaches of both teams by Glickman.

NFL Championship Football Game; SPECIAL Dec 26; Sun, 2pm-concl EST; from WXEL (Cleve), 187 stations live (largest single net live telecast). Sponsors- (various groups of stations) Miller Brewing Co thru Mathisson and Associates, Inc; Buick Motor Division, GMC, thru Kudner Agency, Inc(NY); Atlantic Refining Co thru N. W. Ayer & Son, Inc(Phila). Pkgr- DuMont net with the National Professional Football League; Prod- James Dolan. World's Championship Game between the Detroit Lions, winners of the Western Division title, and the Cleveland Browns, winners of the Eastern title of the NFL, at Cleveland's Municipal Stadium. Chuck Thompson and Byrum Saam handle the play-by-play and commentary.

Rocky King, Detective (Sun, 9-9:30pm EST) Last show, Dec 26.

NEW NETWORK SPONSORSHIPS

BAYUK CIGARS, INC thru D'Arcy Advertising Co(NY) will become alternate week sponsor of Walter Winchell, Sundays, 9-9:15pm over ABC-TV, beginning Feb 6. American Safety Razor Corp continues as alternate sponsor. Gruen Watch Co drops its sponsorship as of Jan 2, and the alternate week is sustaining until Bayuk picks up.

THE R. T. FRENCH CO (Mustard, Spices, etc) thru J. Walter Thompson Co(NY), will sponsor the Wednesday segment of The World of Mr. Sweeney (Mon thru Fri, 4:30-4:45pm) over NBC-TV, effective Jan 5. The other days remain sustaining.

LOCAL STATION ACTIVITY

WCBS-TV(Ch 2) - New Year's in New York; SPECIAL Dec 31; 11:30pm-1:30am EST. Sponsor- New York Piel Bros (Piel's Beer) thru Young & Rubicam, Inc. Pkgr & Prod- WCBS-TV Program Dept; Dir- Ned Cramer. Musical variety program with Bud Collyer as host, starring Orson Bean. (See page D for cast credits).

KHJ-TV(Ch 9) - Tournament of Roses Parade; SPECIAL Jan 1; 8:30am-conclusion PST. Hollywood, LA Sponsor- Swift & Co (Food Products) thru J. Walter Thompson Co(Chi). Jack Bailey, assisted by Ted Meyers, describes the entire Tournament of Roses Parade at Pasadena, Calif.

PRODUCTION AND PROGRAMMING NEWS

NEWS & COMMENT: Jackie Gleason's contract for his film series, "The Honeymooners," to be produced for Buick sponsorship next year, is reported to have at least seven different set-ups, covering his relationship with Jackie Gleason Enterprises, with the new sponsor, with the basic two years for the series, and the option for the third year, and with his activities on other packages for the firm.....CBS also reported a two-year contract extension, extending through Sept 1957, for I Love Lucy and the current alternate week sponsors, Philip Morris & Co., Ltd., Inc, and

Procter & Gamble Co.....NBC's Howdy Doody begins its eighth year on television on Monday, Dec 27, which will be the 1,752nd performance for the series.

PERSONNEL CHANGES: William Dozier transfers to Hollywood to become director of network programs for CBS as asst to Harry Ackerman, succeeding James Fonda who has been named a producer-creator with the CBS net. Dozier has been executive producer of dramatic programs for CBS in New York.....Edward E. Hall named v.p. and general manager of Vitapix Corp in New York.

TALENT SHOWSHEET DECEMBER 27, 1954-JANUARY 2, 1955  
 ~~~~~

Most of the shows on December 24, 25, 26 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, December 31. Script identifications used are: (O) original, (A) adaptation, (CW) 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 DECEMBER 24  
 ~~~~~

RED BUTTONS	NBC 8pm	Malcolm Lee Beggs, Darryl Richard, Sally Gracie, Barbara Nichols; (SW); Prod & (SD) by Julie Oshins
<u>Topper</u> (Jeffreys & Sterling)	CBS 8:30	<u>Topper's Quiet Christmas</u> - <sup>(O) by Roltz Riley Crutcher</sup> with regulars; (SW & SD) + <i>Jon Dugo</i> <i>Ray Roberts</i>
THE STRANGER (Robert Carroll)	DuM 9pm	<u>Sacrifice</u> - (O) by John Gay; with Philip Abbott, Mary Kay Wells, Doreen Lang, Jay Barney, Army Freeman; (SD)

SATURDAY DECEMBER 25  
 ~~~~~

|                                              |           |                                                                                                                                                                        |
|----------------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PAUL WINCHELL                                | NBC 10:30 | Mary Ellen Terry (D)                                                                                                                                                   |
| ETHEL AND ALBERT<br>(Peg Lynch & Alan Bunce) | NBC 7:30  | regulars & Muriel Kirkland, William Keene, Harrison Dowd, Helen Ray, Margaret Hamilton, Dickie Orlan, Cele McLaughlin, Morton Stevens; (SW & SD) (LAST SHOW OF SERIES) |
| IMOGENE COCA                                 | NBC 9pm   | Ernest Truex, Tony Randall, Katherine Squires, Paul Tripp,                                                                                                             |
| STORK CLUB<br>(Sherman Billingsley)          | ABC 10pm  | DeMarco Sisters (S), Peter Conlow (D), Dick Lee (S)                                                                                                                    |

SUNDAY DECEMBER 26  
 ~~~~~

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	A Ballet of the Nativity - with the ballet group of Madame Helene Platova; Lydia Franklyn, Nadine Revene, Ida Lioy, Ray Harrison, Erick Kristen, Donald Martin, Anabella Gold, Simone Arnold, Wayne Lamb (all D); Choreog by Mme. Platova; (SD)
CAMERA THREE	WCBS 11:30	Ruth Daigon (S), Ed McCurdy (S), Michael Kane
AMERICAN INVENTORY	NBC 12:30	In the Silent House - (O) by Morton Wishengrad; with Katherine Squires, Larry Gates, George Mitchell, Janet Ward, Barbara Meyers; Dir by Everett Chambers
FRONTIERS OF FAITH	NBC 1:30	The Brass Band (S&M), Ray Middleton (S)
HALLMARK HALL OF FAME	NBC 5pm	<u>The Joyful Tidings</u> - (O) by Steve Fleischman, (A) by Elaine Ryan; with cast to be announced; (SD, FROM HOLLYWOOD)
<i>Sunday Supplement, WABD</i> YOU ARE THERE (Walter Cronkite)	CBS 6:30	<i>Christmas Is a Song - Prod. by 3rd Order Dir's - with T. Carroll Dance as well with the Mexican players of Santa Fe</i> <u>The Passage of the Bill of Rights</u> - (O) by Kate Nickerson; with Leslie Litomy, Russell Collins, Pete Gumeny, Margaret O'Neill, John Shellie, Fred Herrick, Andrew Duggan, Charles Aidman; (SD)
MR. PEPPERS	NBC 7:30	regulars & Brett Somers, Mary Grace Canfield; (SW & SD)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>The Eye of Death</u> - (O) by Robert J. Keane; with Boris Aplon, Bill Mason, Kevin O'Morrison, Hope Sansberry, Jeanne Grace McHenry; (SD) (LAST SHOW IN SERIES)
<u>Loretta Young</u>	NBC 10pm	<u>Three Minutes Too Late</u> - (O) by Ralph Mays, (A) by John Meredith Lucas; with Hugh O'Brian, Bob Foulk, Jessalyn Pax, Parley Baer, Sally Blaine, Ann Doran, Rayford Barnes; Dir by Harry Keller
<u>Father Knows Best</u> (Robert Young)	CBS 10pm	<u>The Sparrow in the Window</u> - (O) by Paul West & Roswell Rogers; (A) by Sumner Long & Harry Clork; with regulars; (SD)
<u>The Hunter</u> (Keith Larsen)	NBC 10:30	<u>Bamboo and Iron Curtain</u> - (O) by Burton Benjamin & Robert Shaplen; with Joy Geffen, Eileen Clarence, Julius Bing, Wendell Phillips, Harry Lowe, Len Lesser; Dir-Frank McDonald (LAST SHOW)

MONDAY DECEMBER 27  
 ~~~~~

|                 |             |                                                                                                                                                             |
|-----------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sherlock Holmes | WRCA-TV 7pm | The Red-Headed League - (O) by Lou Morheim; with regulars & Alexander Gauge, Eugene Deckers, Colin Drake, Richard Fitzgerald, M. Seyford, G. Bridgman; (SD) |
|-----------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|

MONDAY DECEMBER 27 (Cont'd)

|                                            |               |                                                                                                                                                                                                                                                                                |
|--------------------------------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ILONA MASSEY                               | WABD 8pm      | Ted Straeter (M)                                                                                                                                                                                                                                                               |
| CAESAR'S HOUR<br>(Nanette Fabray)          | NBC 8pm       | regulars & Sara Saegar; (SW & SD)                                                                                                                                                                                                                                              |
| VOICE OF FIRESTONE                         | ABC 8:30      | Ferruccio Tagliavini (S)                                                                                                                                                                                                                                                       |
| ARTHUR GODFREY'S<br>TALENT SCOUTS          | CBS 8:30      | Beth Hanger (S) presented by Chief White Feather, the University Four (S&M); Phillip Zito, Buddy Boyer, Jimmy McNichol; Jon Jackson (S)                                                                                                                                        |
| <u>December Bride</u><br>(Spring Byington) | CBS 9:30      | <u>The Luau</u> - (O) by Parks Levy, Lou Derman, Herb Finn; with regulars & Paul Harvey, Mel Mana, Damien O'Flynn, Ed Clark; (SD)                                                                                                                                              |
| ROBERT MONTGOMERY                          | NBC 9:30      | <u>The Reward</u> - Part II of David Copperfield - cast listed last wk                                                                                                                                                                                                         |
| STUDIO ONE                                 | CBS 10pm      | <u>The Cuckoo in Spring</u> - (O) by Elizabeth Cadell, (A) by Sam Hall with Charles Coburn, Richard Kiley, Louise King, LeRoi Operti, David White, P. J. Kelly, Leatrice Joy, Eda Heinemann, Gene Callahan, Obee O'Brien, Mark Weston, Betty Ebert; (SD) by Franklin Schaffner |
| <u>Big Town</u><br>(Mark Stevens)          | WRCA-TV 10:30 | regulars & John Gallaudet, Morris Ankrum, Johnnie McGovern, Dorothy Adams, Sally Fraser, Paul Richards, Louis Charles; (SW, D)                                                                                                                                                 |

TUESDAY DECEMBER 28

|                                                    |             |                                                                                                                                                                                                                                                            |
|----------------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Ella Raines</u>                                 | WRCA-TV 7pm | <u>Jennings Case</u> - (O) by Harry Junkin; with Lorne Green, John Newland, Jeff Harris, Viola Roache; (SD)                                                                                                                                                |
| <u>Cavalcade of America</u>                        | ABC 7:30    | <u>A Man's Home</u> - (O) by Eugene Vale; with Ross Elliott, Hillary Brooke; (SD)                                                                                                                                                                          |
| BUICK-BERLE                                        | NBC 8pm     | Jack Buchanan (S&D), Paul Winchell (ventriloquist), Kay Thompson (S), Dolores Gray (S), Smith & Dale (C)                                                                                                                                                   |
| RED SKELTON                                        | CBS 8pm     | John Calvert (magician); (SW) by Paul West, Jay Sommers, Lou Meltzer; (SD) (FROM HOLLYWOOD)                                                                                                                                                                |
| <u>The Halls of Ivy</u>                            | CBS 8:30    | regulars & Gladys Hurlbut, Arthur Q. Bryan; (SW & SD)                                                                                                                                                                                                      |
| <u>Studio 57</u>                                   | DuM 8:30    | <u>Sauce for the Gander</u> - (O) by Lawrence Kimble; with Robert Armstrong, Karen Sharpe, Peter Graves; Dir by John English                                                                                                                               |
| <u>Danny Thomas</u>                                | ABC 9pm     | regulars & Ben Lessy, Patti Moore; (SW & SD)                                                                                                                                                                                                               |
| <u>Fireside Theater</u><br>(Gene Raymond)          | NBC 9pm     | <u>A Mother's Duty</u> - (O) by Susan Weyer, (A) by Herbert Little, Jr. & David Victor; with June Havoc, Karen Sharpe, Willard Parker, Tom Cook, Kay Riehl, Marjorie Bennett; (SD)                                                                         |
| <u>Inner Sanctum</u>                               | WOR-TV 9pm  | <u>Pattern of Fear</u> - (O) by Nelson Gidding; with Beatrice Straight, Robert H. Harris, Nita Talbot, Joseph Mantell; (SD)                                                                                                                                |
| ELGIN HOUR                                         | ABC 9:30    | <u>Falling Star</u> - (O) by George Lowther; with Polly Bergen, Jackie Cooper, E. G. Marshall, Frank McHugh, Luella Gear; Dir by Dan Petrie                                                                                                                |
| DANGER                                             | CBS 9:30    | <u>Menace from the East</u> - (O) by Pat Frank (from <u>The Christmas Bogy</u> in this weeks <u>This Week</u> ), (A) by Paul Monash; with Frank Thomas, Frank Daly, Bart Burns, Tom Gorman, Hope Sansberry, Steven Casside, Lou Leader; Dir by Tom Donovan |
| ARMSTRONG'S CIRCLE<br>THEATRE                      | NBC 9:30    | <u>Run Away Fast!</u> - (O) by Carol Warner Gluck; with Ben Gazzara, Mikhail Rasumny, Loretta Leversee, Ralph Stantley, Anna Minot; Dir by Donald Richardson, who also directed last week's show                                                           |
| <u>It's A Great Life</u><br>(O'Shea, Bishop, Dunn) | NBC 10:30   | <u>The Driver's License</u> - with regulars & Joe Sawyer, Herb Vigran, Harry Tyler, James Hayward, King Donovan, Selmar Jackson, Charles Tannen; (SW & SD)                                                                                                 |

WEDNESDAY DECEMBER 29

|                                             |          |                                                                                                                                                                           |
|---------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Disneyland</u><br>(Walt Disney)          | ABC 7:30 | <u>Beaver Valley</u> - photographed by Alfred Milotte; (O) by Winston Hibler, Ted Sears, Lawrence Edward Watkin, Jack Speirs                                              |
| <u>I Married Joan</u>                       | NBC 8pm  | (O) by Phil Sharp, Howard Snyder, Jesse Goldstein, Hugh Wedlock with regulars & Jerry Hausner, Jack Kruschen, Wally Kelly, Wally Brown, Harry Bartell; (SD) by Ezra Stone |
| <u>New Stu Erwin Show</u><br>(June Collyer) | ABC 8:30 | <u>The Honeymooners</u> - (O) by Herbert P. Margolis & William E. Raynor; with regulars & Ray Erlenborn; (SD)                                                             |

WEDNESDAY DECEMBER 29 (Cont'd)

|                                                         |                    |                                                                                                                                                                                                                                                                        |
|---------------------------------------------------------|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| KRAFT TELEVISION THEATRE                                | NBC 9pm            | <u>Strangers in Hiding</u> - (O) by Robert Thomsen; with Harold Lang, Inger Stevens, Bradford Dillman, Doro Merande, James Coots, Harry Sheppard, William Duell, Wallace Rooney, Raymond Van Sickle; Dir by Richard Dunlap                                             |
| CHICAGO SYMPHONY                                        | DuM 9pm            | Josef Krips                                                                                                                                                                                                                                                            |
| <u>Foreign Intrigue</u><br>(Gerald Mohr)                | WABC-TV 9:30       | <u>F. I. in the Speed Demons</u> - (O) by Gene Levitt; with Doris Svedlund; (SD) by Jack Gage (MOVES THIS DATE FROM WRCA-TV THU 7-7:30pm)                                                                                                                              |
| <u>Adolphe Menjou's Favorite Story</u>                  | WOR-TV 9:30        | <u>The Magic Egg</u> - (O) by Frank Stockton, (A)-(SW); with Walter Kingsford, Leslie Banning, Dick Kaiser, Olaf Hytton, Ross Gould; (SD)                                                                                                                              |
| <u>Douglas Fairbanks</u>                                | WRCA-TV 10:30      | <u>Standby</u> - no other credits available at press time                                                                                                                                                                                                              |
| <u>Ray Milland</u>                                      | CBS 8pm            | <u>THURSDAY DECEMBER 30</u>                                                                                                                                                                                                                                            |
| THE MAIL STORY                                          | ABC 8pm            | (O) by Ken Englund, Morris Freedman, Milton Pascal; with Fay Baker, Ted Harrington; (SD) by James Neilson                                                                                                                                                              |
| CLIMAX!<br>(William Lundigan)                           | CBS 8:30           | <u>The Beauty Queen</u> - (O) by Max Ehrlich; with Boris Aplon, Tommy Nello, Ramsay Williams, Sid Raymond, Joseph Sargent, Gene Leonard, Jack Ragotzy, Chris White, Hazele Burgess, Svea Grunfeld; (SD, LAST SHOW OF SERIES)                                           |
| <u>Treasury Men in Action</u><br>(Walter Greaza)        | ABC 8:30           | <u>Adventure in Copenhagen</u> - (O) by Martha Albrand, (A) by Charles Bennett; with Frank Lovejoy, Vera Miles, Lester Matthews, Edit Angold, Richard Hale, George Givot, Robert Foulk                                                                                 |
| JUSTICE<br>(Gary Merrill)                               | NBC 8:30           | <u>The Case of the Broken Bond</u> - (O) by Alvin Boretz; with Ed Begley, Evelyn Scott; (SD)                                                                                                                                                                           |
| SO YOU WANT TO LEAD-BAND? <u>Dragnet</u><br>(Jack Webb) | ABC 9pm<br>NBC 9pm | <u>A Boy, A Dog, A Gun</u> - (O) by Jerome Ross; with Paul Tripp, Anne Seymour, Kevin Coughlin, Nan McFarland, Robert Webber, Jock MacGregor                                                                                                                           |
| <u>Four Star Playhouse</u>                              | CBS 9:30           | Sunny Gale (S)<br>regulars & Diane Jergens, Vic Perrin, Michael Ansara, Jimmy Ogg, James Stone, Nesdon Booth, Jan Merlin; (SW & SD)                                                                                                                                    |
| <u>Ford Theatre</u>                                     | NBC 9:30           | <u>Go Ahead and Jump</u> - (O) by Charles Einstein, (A) by Dick Carr; with Dick Powell, Bill Johnstone, George Wallace, Joanne Jordan, Robert Foulk, Robert Bice, John Monaghan, Dorothy Green, Stuart Hall; Dir by Roy Kellino                                        |
| KRAFT TELEVISION THEATRE                                | ABC 9:30           | <u>The Unbroken Promise</u> - (O) by Lenore Coffee, (A) by Karen DeWolf; with George Brent, Frances Dee, Gigi Perreau, Dorene Brewster, Sara Haden; Dir by Lewis Seiler                                                                                                |
| LUX VIDEO THEATRE                                       | NBC 10pm           | <u>Death Takes a Holiday</u> - (O) by Alberto Casella, (A) for Stage in America by Walter Ferris, (TV) (A)-(SW); with Joseph Wiseman, Stiano Braggiotti, Malcolm Lee Beggs, Lydia St. Clair, Lelia Barry, Peter Brandon, Donald Keyes, Zolya Talma; Dir by Fred Carney |
| <u>Public Defender</u><br>(Reed Hadley)                 | CBS 10pm           | <u>The Chase</u> - (O) by Cornell Woolrich (The Black Path of Fear), Screenplay for Seymour Nebenzal Production by Philip Yordan, (TV) (A) by Sumner Locke Elliott; with Ruth Roman, Pat O'Brien, James Arness, others to be announced; (SD, FROM HOLLYWOOD)           |

FRIDAY DECEMBER 31

|                                      |          |                                                                                                                                                                                                                                                                                    |
|--------------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of RintinTin</u>       | ABC 7:30 | <u>Rin Tin Tin and the Gold Bullion</u> - with regulars only; (SW & SD)                                                                                                                                                                                                            |
| <u>Ray Bolger</u><br>(Marjie Millar) | ABC 8:30 | <u>Man of the Year</u> - (O) by Maurice Richlin, Fred Fox, Stanley Shapirc; with regulars & Elvia Allman, Bob Jellison; (SD)                                                                                                                                                       |
| <u>Schlitz Playhouse</u>             | CBS 9pm  | <u>The Dumbest Men in the Army</u> - (O) by Vern Sneider, (A) by Sidney Biddell, DeWitt Bodeen; with Neville Brand, Donald Murphy, William Boyett, Russ Conway, Fred Graham, Lewis Martin, Charles Cane, James Connell, Bill Page, Alan Paige, Stanley Clements (SD) by Jus Addiss |
| THE BIG STORY<br>(Norman Rose)       | NBC 9pm  | <u>Roger Dove, Hartford, Conn. Courant</u> - (O) by Mel Goldberg; with Frank Overton, Jack Warden, Peg Hillias, Ben Yaffee, Judy Sanford, Ethel Remy, Joey Fallon; (SD)                                                                                                            |

FRIDAY DECEMBER 31 (Cont'd)  
 ~~~~~

CHANCE OF A LIFETIME DuM 10pm  
The Lineup CBS 10pm  
 (Warner Anderson)

Billy Fields (S)  
The Mafia Gang - (O) by Sidney Marshall; with regulars & Joe Vitale, Charlotte Fletcher, Natalie Norwick, Rennie McAvoy, Argentina Brunetti, Clayton Post, George Spaulding, Anthony Cort, Tito Vuolo, Bill Kennedy; Dir by Thomas Carr

NEW YEAR'S IN NEW YORK  
 (Bud Collyer) WCBS-TV 11:30

Orson Bean (C), Teddy Wilson (M), Honeydreamers (S), Bud & Cece Robinson (D), Stan Rubin and his Tigertown Five (M), Robert Trout, Alfredo Antonini & 25-piece orch., Betty Cox (S) Tommy Purtado (S), Tito Rodriguez & Orch., Bern Bennett (announcer), Josephine Madera & Marilyn Winters (D) (SPECIAL)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 24 THRU FRIDAY DECEMBER 31  
 ~~~~~

THE MORNING SHOW CBS 7am  
 (Jack Paar)

M - Peter Siegle (sleep psychologist); Thu - Zippy the Chimp, F - Burl Ives (S)

TODAY(Garroway) NBC 7am

regulars & Bill & Cora Baird(puppeteers) M thru F

GARRY MOORE CBS 10am

Tu - Sharky, the seal; W - The Harlem Globetrotters (basketball)

HOME(A. Francis) NBC 11am

M thru F - regulars & Paul Ashley (puppeteer)

THE WORLD OF MR. SWEENEY(Charlie Ruggles) NBC 4:30

regulars &: M - Mimi Strongen, Michael Dreyfuss; Tu - Marion Shockley, Harry Gresham; W - Beverly Lunsford, Michael Mann, Charles Lee Saari; Thu - Helen Wagner, Mary Perry; (SW & SD)

MODERN ROMANCES (Martha Scott) NBC 4:45

M thru F - Grandma for an Hour - (O) by Sylvia Berger; with Sylvia Field, Margaret Hamilton, Norman MacKaye, Cliff Robertson, Reba Tassell; Dir by Tom Reynolds

MAGIC COTTAGE WABD 6pm

M thru F - Lionel Wilson, Rod Colbin; (SW & SD)

COKE TIME-E. FISHER NBC 7:30

W - June Hutton (FROM HCLLYWOOD)

NEWS & THE NIGHT WCBS 11:15

M thru W - Walter Cronkite subs for vacationing Ron Cochran

SATURDAY JANUARY 1, 1955  
 ~~~~~

Captain Midnight CBS 11am  
 (Richard Webb)

Touchdown Terror - (O) by George Bricker; with regulars & Mark Andrews, Joseph H. Hamilton, Terry Frost, Gregg Barton, Maudie Prickett, Karen Green, Baynes Barron; (SD)

The Range Rider WRCA 6:30  
 (Jack Mahoney)

The Silver Blade - (O) by Dwight Cummins; with regulars & Francis McDonald, Gregg Barton, Charlita de Freitas, Stuart Whitman; (SD) by Wallace Fox

STAGE SHOW CBS 8pm  
 (Tommy & Jimmy Dorsey)

Johnnie Ray (S), Mindy Carson (S), Duke Ellington (M), the Martin Brothers (marionettes), Jackie Miles (C), the Tokayers Troupe (aero) (SHOW SUBS FOR VACATIONING GLEASON THIS WK&NEXT)

STORK CLUB ABC 10pm

Edith Adams (S) & others to be announced

Willy CBS 10:30  
 (June Havoc)

Willy and the Seal - with regulars & Benny Rubin, Ollie Carey, Hal Balfer, Capt. Harold Winston; (SW & SD)

The Lone Wolf WRCA-TV 11:15  
 (Louis Hayward)

Memo: Honolulu - (O) by Mindret Lord; with Kenneth Tobey, Philip Tonge, Serena Sande, Dan Seymour, Steven Ritch, Victor Sen Yung; Dir by Christian Nyby

SUNDAY JANUARY 2  
 ~~~~~

FRONTIERS OF FAITH NBC 1:30

Moral Decisions - Part I - The Individual and His Freedom - (O) by John McGiver; with Eleanor Phelps, Frances Peter, Sydney Smith, Edwin Jerome; (SD) (IN FOUR PARTS, WEEKLY)

OMNIBUS CBS 5pm  
 (Alistair Cooke)

The Trial of Shaw's St. Joan - (O) by George Bernard Shaw, (A)-(SW) by Ford Foundation Radio-TV Workshop; Dir by Elliott Silverstein; cast to be announced; Talk on Architecture by Eliot Noyes

*Sunday Supplement WABD 6*  
You Are There CBS 6:30  
 (Walter Cronkite)

*Sun Valley Holiday* - The Power Boy which we love  
The Torment of Beethoven - (O) by Leo Davis; with Lorne Greene, Earl Hammond, Margaret O'Neill, Yale Wexler, Murray Hamilton, Nehemiah Persoff, Beatrice Straight, John Heldabrand, Jack Weston, Jerry Rockwood, Melissa Weston; Dir by Sidney Lumet; Piano Music Played by Jacob Lateiner(FIRST OF FILM SERIES)



SUNDAY JANUARY 2 (Cont'd)

|                                                       |          |                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Roy Rogers</u><br>( & Dale Evans )                 | NBC 6:30 | <u>The Peddler from the Pecos</u> - (O) by M. M. Raison; with regulars & Dub Taylor, Rusty Wescoatt, Dick Reeves, Harry Harvey, Jack O'Shea, Russ Scott; (SD)                                                                                                                                               |
| <u>Private Secretary</u>                              | CBS 7:30 | regulars & Jesse White, Rick Vallin; (SW & SD)                                                                                                                                                                                                                                                              |
| <u>OPERA CAMEOS</u><br>(Giovanni Martinelli)          | DuM 7:30 | <u>Otello</u> - Excerpts from opera by Verdi; with Ramon Vinay, Frank Valentino (both S)                                                                                                                                                                                                                    |
| <u>Pepsi-Cola Playhouse</u><br>(Polly Bergen)         | ABC 7:30 | <u>Midnight Chimes</u> - with Herbert Rudley, Betty Lou Gerson, Em-<br>len Davies, Michael Emmett, Steven Geray;                                                                                                                                                                                            |
| <u>MAX LIEBMAN SPECTACULAR</u><br>(COLOR)             | NBC 7:30 | <u>Good Times</u> - (SW) by William Friedberg, Fred Saily, Neal Si-<br>mon, Will Glickman, William Jacobson; with Judy Holliday,<br>Steve Allen, Dick Shawn (C), Bambi Linn & Rod Alexander (D),<br>The Ritz Brothers (C)                                                                                   |
| <u>TOAST OF THE TOWN</u><br>(Ed Sullivan)             | CBS 8pm  | <u>Pearl Bailey</u> (S), Sam Levenson (C), Ted Lewis (M), June Valli<br>(S), Maria Neglia (C&M), Scene from <u>Witness for the Prosecu-<br/>tion</u> - (O) by Agatha Christie, with Francis L. Sullivan,<br>Patricia Jessel                                                                                 |
| <u>GOODYEAR TELEVISION</u><br>THEATRE                 | NBC 9pm  | <u>A Case of Pure Fiction</u> - (O) by Jerome Ross; with Ann Deere,<br>Laurence Hugo, Constance Ford, Frances Helm, Val Avery; Dir<br>by Arthur Penn                                                                                                                                                        |
| <u>General Electric</u><br>Theatre<br>(Ronald Reagan) | CBS 9pm  | <u>Amelia</u> - (O) by Samuel Taylor; with Jane Wyman, Bill Goodwin,<br>Jeryllyn Oliver, Joanne Davis, Louise Beavers, Walter Reed,<br>Anne Kimbell, Fay Roope, Joey Larson, Isa Ashdown, Chester<br>Conklin, Lucille Curtis, Claire Whitney, Lillian Culver; Dir<br>by Richard Irving; A Karman Production |
| <u>Your Favorite</u><br>Playhouse                     | CBS 9:30 | <u>A String of Beads</u> - (O) by W. Somerset Maugham, (A) by Don Et-<br>tlinger; with Ronald Colman, Angela Lansbury, Brenda Forbes,<br>Nigel Bruce, George Macready, Ron Randell (SEEN PREVIOUSLY ON<br>FOUR STAR PLAYHOUSE)                                                                              |
| <u>Loretta Young Show</u>                             | NBC 10pm | <u>The Girl Who Knew</u> - (O) by Richard Morris (also Dir); with<br>Chuck Connors, John Grant, Ray Roberts, Pitt Herbert, Lomax<br>Study, Jonathan Hale, Hugh Beaumont, Paul Smith;                                                                                                                        |
| <u>Father Knows Best</u><br>(Robert Young)            | CBS 10pm | <u>Boy's Week</u> - (O) by Ed James, (A) by Dorothy Cooper; with regu-<br>lars & James Todd, Richard Wessel; (SD)                                                                                                                                                                                           |

NEW YORK TALENT AVAILABILITIES

|                                                                                                                                                     |                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>VIENNA CHOIR BOYS</u> - featured on last week's <u>Cm-<br/>nibus</u> - MGT: Sol Hurok, NCAC, PL 9-6000                                           | <u>JOSEPH ANTHONY</u> - director of <u>The Rainmaker</u> and<br>featured actor in <u>Anastasia</u> - AGT: William<br>Morris, JU 6-5100                                     |
| <u>BURL IVES</u> - on Friday's <u>Morning Show</u> - PRESS:<br>Muriel Francis, LE 5-3200.                                                           | <u>WOODIE HERMAN</u> - available January 28 to February<br>25 - MGT: Shaw Artists (Dick Alen), MU 8-2230                                                                   |
| <u>MARION LORNE</u> - returned from Hollywood to resume<br>role of "Mrs. Gurney" on <u>Mr. Peepers</u> - AGT:<br>Jane Broder, MU 8-0960             | <u>JACK LIVESEY</u> - popular British actor - AGT: Grace<br>Lyons, JU 6-8330                                                                                               |
| <u>ALFRED DRAKE</u> - leaves <u>Kismet</u> at the end of the<br>month - AGT: Robert Lantz, PL 5-6850                                                | <u>CHARLIVEL TRIO</u> - available after current <u>Desert<br/>Inn</u> engagement at Las Vegas - MGT: Cass<br>Franklin, JU 6-8300                                           |
| <u>DARREN MCGAVIN</u> - star of <u>The Rainmaker</u> - AGT:<br>Peter Witt, PL 9-7966                                                                | <u>ALICE GHOSTLEY</u> - featured in <u>Sandhog</u> at the Phoe-<br>nix - AGT: William Morris                                                                               |
| <u>GERALDINE FITZGERALD</u> - signed for <u>The Doctor's</u><br><u>Dilemma</u> at the Phoenix Theatre next month -<br>AGT: Gloria Safier, MU 8-3950 | <u>GINA BACHAUER</u> - in Town Hall recital on January<br>3 - MGT: NCAC                                                                                                    |
| <u>BIBI OSTERWALD</u> - supports Imogene Coca on Christ-<br>mas Show - AGT: Roberts-Marshall, CI 5-8705                                             | <u>MENASHA SKULNIK</u> - opening Dec. 28 in <u>The Flower-<br/>ing Peach</u> at the Belasco - PRESS: Barry Hy-<br>ams, CO 5-4784                                           |
| <u>PAUL FORD</u> - character actor in <u>The Teahouse of</u><br><u>the August Moon</u> - AGT: Briscoe & Goldsmith,<br>MU 2-6244                     | <u>PATRICIA JESSEL</u> - British actress in new hit play<br><u>Witness for the Prosecution</u> on <u>Toast of the</u><br><u>Town</u> Jan. 2 - PRESS: R.S. Maney, CI 7-4646 |