

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

FEBRUARY 21-27, 1955

VOLUME 7

NUMBER 8

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

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

Sunday (27)

ABC- 8-8:30pm EST; DEBUT; Key to the Ages; from WAAM(Baltimore), to the net.
Sustaining. Pkgr & Prod- WAAM with the Enoch Pratt Free Library and the Walters Art Gallery; Dir- Ed Sarrow; Sets- Barry Mansfield. Discussion and documentary programs presenting the great art of the centuries and man's finest literature from ancient times to early American periods. Dr. Theodore Low, director of the department of education, Walters Art Gallery, is the regular m.c. and host for the program, assisted on various programs by Dr. Phoebe Stanton of the gallery and Reid Koey of the Enoch Pratt Free Library. The program is in its third year as a local show over WAAM. It was presented experimentally in 1953, returned Jan 17, 1954 and ran until late spring, then returned for the third year on Jan 23, 1955 and will continue thru April 17. This is its first network showing. (See page 13).

OTHER NETWORK CHANGES & ADDITIONS

ABC- You Asked For It (Sun, 7-7:30pm EST) REVISED INFO; 14-day delay on net; LIVE & FILM on KABC-TV(LA); 25 stations net, 26 delayed. Sponsor- Skippy Peanut Butter Division, Best Foods, Inc., thru Guild, Bascom & Bonfigli, Inc(S.F.). Pkgr- Wayne Steffner Productions, Inc(H'wood); Exec Prod- Wayne Steffner; Co-Prods & Writers- Cran Chamberlain & Maury Cohen; Assoc Prod & Writer- Bill Webb; Dir- Fred Gadette; Art Dir- Carl Macauley; Film Superv- Don Henderson; Music Dir- Del Castillo; Prog & Comm Anncr- Hugh Conover. Art Baker is m.c.-host, presenting unusual people, places, events and things in person or on film in response to requests from viewers.

Breakfast Club (Mon thru Fri, 9-10pm EST) Last show, Feb 25. Local replacements.

CBS- Racing from Hialeah Park; RETURN Feb 19, 26; Sat, approx 4:45-5pm EST; from WTVJ (Miami), to the net. Sustaining. Prod for CBS- John Derr. Telecasts of the Widener (Feb 19) and Flamingo Stakes (Feb 26), with John Derr handling pre-race commentary; Fred Caposella handling the race report and Sam Renick interviewing the winners' owners in each race in the winner's circle. The net telecast is a pick-up of regular WTVJ telecasts. (See page 10 for local program info).

Studio One (Mon, 10-11pm EST) William Brown added as regular alternate director.

- Page 20 -

NET CHANGES(More)

Copyright 1955 by Television Index, Inc.

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; and monthly special industry descriptive periodic reports on special aspects of television; and The Television Index card file.

DuM- Down You Go (Fri, 10:30-11pm EST) Patricia Cutts becomes panel regular, Feb 18.

NBC- Seven to Eight (Mon thru Fri, 7-8am PST; California only) Last show Feb 25; to be replaced by additional kinescoped hour of Today from New York.

Home (Mon thru Fri, 11am-12noon EST) Natalie Core replaces Carrie McCord as on camera fashion editor.

NEW NETWORK SPONSORSHIPS

GENERAL MILLS, INC (Various Cereals) thru Dancer-Fitzgerald-Sample, Inc., will sponsor segments of the tentatively titled Mickey Mouse Club over ABC-TV. Mon thru Fri, 5-6pm EST, starting in October. General Mills segments will include the 5:15-5:30pm and 5:45-6pm periods on Monday, Wednesday and Friday. CAMPBELL SOUP CO thru Batten, Barton, Durstine & Osborn, Inc will sponsor the Thursday, 5:15-5:30pm and 5:45-6pm segments. Other segment sponsors are still to be named.

ADMIRAL CORP (Kitchen ranges and other products) thru Russel M. Seeds Co(Chi) will become alternate week sponsor of Who Said That? over ABC-TV, Wednesdays, 9:30-10pm EST, beginning March 2. Sheaffer Pen Co (Fineline Division) thru the same agency, continues as alternate week sponsor.

GENERAL MILLS, INC thru Dancer-Fitzgerald-Sample, Inc., will become alternate week sponsor of Life With Father over CBS-TV, Tuesdays, 8-8:30pm EST, effective April 5. CBS-COLUMBIA (TV sets & radios) regular sponsor of the program, continues as alternate week sponsor. At the same time, CBS-Columbia, switching time spots, will become alternate week sponsor of Willy, effective April 14, one week after it moves to Thursday, 10:30-11pm EST. General Mills, Inc., regular sponsor of Willy in its current Saturday, 10:30-11pm EST spot, will be alternate week sponsor of the program, beginning with the move to the new day on April 7.

ANHEUSER-BUSCH, INC (Budweiser Beer) thru D'Arcy Advertising Co., Inc., will sponsor the Damon Runyon Theatre, new half-hour filmed anthology drama series, over CBS-TV, Saturdays, 10:30-11pm, beginning April 16. The sponsor had originally intended to place the program on a national spot basis when it was first announced.

LOCAL STATION ACTIVITY

WPIX(Ch 11) - Max Reznick Show; LOCAL DEBUT Feb 20; Sun, 1:30-2pm EST; direct wire New York from WTIG(Wash). Sustaining. The program has been seen locally in Washington for two years, with Max Reznick as host-m.c. Program presents Yiddish and Israeli dancing and music, and also guest celebrities.

WRCA-TV(Ch 4) - The Brokenshire Show; DEBUT Feb 21; Mon thru Fri, 1:05-1:30pm EST. New York Participations. Pkgr- WRCA-TV; Superv- Steve Krantz; Prod & Dir & Cast- Richard Eckler; Writer- Bobby Lane. Variety, music, interview and commentary show, starring Norman Brokenshire as m.c. and raconteur, with vocalists Bill Hayes and Jet McDonald, backed by an orchestra under the direction of Richard Hayman. The program will also occasionally present new professional talent. Replaces Sentimental You in this time spot.

WATV(Ch 13) - Casa Serena; DEBUT Feb 21; Mon thru Sun, 9-9:30am EST. Sponsor- Newark, NJ (9:15-9:30 segment) Phillippone Co (Olive Oil & La Perla products). Other segments sustaining. Dir & Writer- Gino Caimi. Italian-language situation comedy with a continuous story line, starring Gino Caimi as the husband, Isabella Doria as his wife and Adriana Carpi as his mother-in-law; portraying life in a family of artists.

LOCAL STATION ACTIVITY(Cont'd)

ZABC-TV(Ch 7) - The News with Henry Adam Weaver; DEBUT Feb 21; Mon, Tue, Wed, Fri, Los Angeles 10:30-10:45pm PST. Participations. Pkgr & Prod- KABC-TV. Weaver adds a late news show to his schedule; news reporting without commentary. He has a daily show from 6:15-6:30pm. He adds the new time because KABC-TV is ending its three-year contract for telecasting fights from Hollywood Legion Stadium on Saturdays, from 8:30pm. Last fight telecast is Feb 26. Weaver had handled the sportscasts, as well as a preceding 15-minute program from the Stadium.

KNXT(Ch 2) - Sports for the Family; STATION CHANGE Feb 20; Sun, 4:15-4:30pm PST. Los Angeles Sponsor- Beatrice Foods Co (Meadow Gold Ice Cream & Milk) thru Foote, Cone & Belding(Chi). Production info not available. Bud Wilkinson, coach of the University of Oklahoma football team, reports on all fields of sports, using exhibits, diagrams and films to offer tips on sports of interest to the entire family. Wilkinson will also interview prominent athletes. The program has been seen since Jan 6 over KHJ-TV, Thursdays, 6:30-6:45pm PST; last show Feb 17.

WHAS-TV(Ch 11) - Flight Plan, LIVE & FILM; DEBUT Feb 13; Sun, 3:30-3:45pm CST. Louisville Sustaining. Pkgr- WHAS with the Louisville-Jefferson County Air Board; Prod- Bob Pilkington; Camera- Eddie Yunt. A study of the needs and potential of Louisville's aviation facilities, going behind the scenes of its industry, airport facilities, commercial services, Air National Guard activities, etc., also examining local air security plans. Film portions were made over the past several months by Pilkington and Yunt.

WNHC-TV(Ch 8) - Understanding Our Children; DEBUT Feb 24; Thu, 3-3:30pm EST. Sustaining, public service. Pkgr- WNHC-TV Public Affairs Dept with New Haven State Teachers College; Prog Coordinators- Dr. J. Allen Hickerson & Dr. Anne L. Kuhn. Sixteen-week series, presenting a course in educational psychology, good for graduate and undergraduate credit (or certificates for viewers who register for the course), with Prof. J. Allen Hickerson and Assoc Prof. Anne L. Kuhn, both of the State Teachers College faculty, as hosts for the course, presenting with other school instructors visual material and discussions of child growth and development, and the child's relations to his family and community.

KSAN-TV(Ch 32) - Of Shoes and Ships; DEBUT Feb 24; Thu, 10:15-10:30pm PST. Participations. Pkgr & Prod- Ferde Grofe, Jr. An elite marketing show, presenting fine products of interest to the adult audience; works of artists and craftsmen in the Bay Area, items from retailers in the area, quality products and fine designs; with Ferde Grofe, Jr., as host.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>New York</u>					
WABD(5)	# "Mr. & Mrs. North" (Advertisers-Participations TV Program Service)		2/18	Fri	9-9:30pm
WABD(5)	* "Call the Play" (Station Distributors)	-General Cigar Co(White Owls) thru Y & R	2/19	Sat	10:30-10:45pm
WCES(2)	# "Playhouse 15" (Re-runs of "Short, Short Story"-MCA-TV)	-Participations	2/19	Sat	6:15-6:30pm
<u>Los Angeles</u>					
KTTA(5)	* "Call the Play" (Station Distributors)	-General Cigar Co(White Owls) thru Young & Rubicam	1/27	Thu	7:15-7:30pm
KTTV(11)	# "Abbott & Costello" (MCA-TV)	-Open	2/2	Wed	7-7:30pm
KMY	* "This is Your Music" (Official Films) - formerly on KTTV	-Pacific Tel & Tel thru BBD&O	2/3	Tue	7-7:30pm
CODE:	*First run in market	#Re-runs			

<u>Sherlock Holmes</u> (Ronald Howard)	WRCA-TV 7pm	<u>The Case of the Texas Cowgirl</u> - (O) by Charles Early; with regulars & Kenneth Richards, Lucile Vines, Robert Cunningham, Gregorie Aslan, Charles Brodie; (SD).
J <u>With Elizabeth</u>	WABD 7:30pm	regulars & Lois Bridge, Billy Snyder, Hal Smith; (SW & SD)
<u>Reader's Digest</u> (Hugh Reilly)	ABC 8pm	<u>Top Secret</u> - (O) by Norbert Muhlen, (A) by Frederick Hazlitt Brennan; with Fred Essler, Leonid Kinsky, Fritz Feld, Otto Waldis, Alfred Linder, Edit Angold; Dir by William Beaudine
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Dolly Houston (S), James Farrar (S), Bill Johnson Group (Bill Johnson, leader; Gus Gordon, Harold Holmes, Lonnie G. Slappy, all S&M)
VOICE OF FIRESTONE	ABC 8:30	Mildred Miller, Brian Sullivan (both S)
<u>Medic</u> (R. Boone)	NBC 9pm	<u>Mercy Wears an Apron</u> - Ann Morrison, Onslow Stevens; (S&W&SD)
<u>December Bride</u> (Spring Byington)	CBS 9:30	<u>Jealousy</u> - (O) by Parke Levy with Lou Derman & Joel Kane; with regulars & Regis Toomey, Ruth Brady, Joy Lansing, Maurice Marsac; (SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	<u>Coming of Age</u> - (O) by Theodore & Mathilde Ferro; with Lee Bowman, Nomi Mitty, Robin Morgan, Joseph Sweeney, Grace Matthews, Jan Miner, Roy Johnson, Humphrey Davis, Ralph Bunker Don Gibson, Leora Thatcher, Harry Holcomb; (SD) by H. Felton
STUDIO ONE	CBS 10pm	<u>The Eddie Chapman Story</u> - (O) by Frank Owen, (A) by William Templeton; with Roy Dean, George Voskovec, David Lewis, Jack Jackwood, Alfred Zeisler, Alan Ericksen, Audrey Ridgewell, Maureen Hurley, Michael Evans, Chrisse Hayward, Patricia Cutts, Oliver Wakefield, Francis Perkins, Stanley Lemin; (SD) by Franklin Schaffner
<u>Big Town</u>	WRCA-TV 10:30	regulars & Kay Stewart, Cheryl Calloway, Francis J. McDonald, Peter Hamakos, Dabbs Greer, Morris Ankrum, John Zarema; (S&W&D)

TUESDAY FEBRUARY 22
mmmmmmmmmmmmmmmmmmmmmmmm

<u>Acade of America</u>	ABC 7:30	<u>The Hostage</u> - with Glenn Langan, Liam Sullivan, Peter Adams, Suzanne Dalbert, Laurette Luez, Abel Fernandez, Gene Reed
<u>Waterfront</u> (Preston Foster & Lois Moran)	WABD 7:30	<u>Driftwood</u> - (O) by Frank Moss & Lee Berg; with regulars & Taylor Holmes, Gladys Hurlbut, Tom Brown, Meg Randall, Kathryn Card, Jack Daly; (SD)
<u>Life With Father</u> (Leon Ames)	CBS 8pm	<u>Father is Quarantined</u> - (O) by Whitfield Cook; regulars & Irene Tedrow, Sam Flint; Dir by Peter Tewksbury
EVICK-BERLE	NBC 8pm	Jan Murray (C), Robert Merrill (S)
<u>The Halls of Ivy</u>	CBS 8:30	regulars & Frank Jenks, Rex Evans, Paul Smith; (SW & SD)
<u>Studio 57</u>	DuM 8:30	<u>The Haver Technique</u> - (O) by James Gunn; with Brian Keith, Sallie Brophy, Irene Hervey, Ian Keith; Dir by Herschel Daugherty
<u>Fireside Theatre</u> (Gene Raymond)	NBC 9pm	<u>Marked for Death</u> - (O) by Bruce Marshall; with Herbert Little, Jr. & David Victor; with Paul Kelly, John Banner, Alma Beltram, Eeverly Washburn, Lowell Gilmore, Phyllis Stanley, Martin Garralaga, Marjorie Bennett, Julian Rivero, Edward Colmans, Carlos Rivero; (SD)
Danny Thomas (Jean Hagen)	ABC 9pm	<u>Rusty Gets a Haircut</u> - (O) by Mac Enoff; with regulars & Benny Rubin; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>Sudden Disaster</u> - (O) by Jerome Ross; with Leora Dana, Betsy Palmer, Sally Gracie, Milo Boulton, Edward Brian, William Brian, William Darrid, Frank Daly; (SD) by Bill Corrigan
THE ELGIN HOUR	ABC 9:30	<u>A Sting of Death</u> - (O) by H. F. Heard (from <u>A Taste for Honey</u>) (A) by Alvin Capinsley; with Boris Karloff, Robert Fleming, Hermine Gingold, Martyn Green; Dir by Dan Petrie
REI ELTON	CBS 9:30	Edmond O'Brien (FROM HOLLYWOOD)
GER	CBS 10pm	<u>The Blue Hotel</u> - (O) by Stephen Crane, (A) by Halsted Wells; with Jack Warden, Mary Hull, Logan Ramsey, Eda Heinemann; (SD)
<u>It's a Great Life</u>	NBC 10:30	<u>Winter Sports</u> - with regulars & Lori Nelson, Peter Leeds; (SW)

<u>Secret Files, U.S.A.</u> (Robert Alda)	WABD 8pm	<u>Mission Istrahan</u> - (O) by Will Gould; with Lois Hensen, Paul van Steenberger; Dir by Robert Alda
<u>Topper</u> (P. Jeffreys)	CBS 8:30	<u>Topper's Amnesia</u> - (SW) by Robert Riley Crutcher; with regulars & Henry Kulky, Joe Devlin, Edith Leslie, Ed Dearing, Darlene Fields; (SD) by Les Goodwins
<u>Life of Riley</u>	NBC 8:30	regulars & Mary Jane Croft; (SW & SD)
<u>Ray Polger</u> (Marjie Millar)	ABC 8:30	<u>Ideal Husband</u> - with regulars & Isabel Randolph, Sig Arno, Sylvia Lewis; (SW & SD)
THE BIG STORY (Norman Rose)	NBC 9pm	<u>Matty Rumin, Pittsburgh Sun-Telegraph</u> - (O) by Paul Monash; with Bert Thorn, Bart Burns, Margaret Feury, John Shellie, Charles Rae King, Nathaniel Frey, Helen Donaldson, Fred Scollay; (SD)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Fast Break</u> - (O) by James Atlee Phillips, (A) by Dewitt Bodeen & Sidney Bidell; with Jackie Cooper, Betty Lynn, Michael Winkelman, Hayden Rorke, Fritz Ford, Otto Waldis, Joseph Crehan, Harry Landers; (SD) by Jus Addiss
<u>The Vise</u> (Ron Randall)	ABC 9:30	<u>Behind the Mask</u> - with Betta St. John, Philip Friend, Ronald Hunt; (SD)
<u>Our Miss Brooks</u>	CBS 9:30	regulars & Leonard Smith; (SW & SD)
<u>Inner Sanctum</u>	WOR-TV 9:30	<u>Cat Calls</u> - (SW) by Doug Johnson; with John Beal, Lydia Reed, Janet Ward, Ethel Owen, Bruno Wick & Helen Wagner; (SD)
<u>The Lineup</u> (Warner Anderson)	CBS 10pm	<u>The Sniper Case</u> - (O) by Sidney Marshall; with regulars & Robert Pike, Fernadine Hayes, Joe Turkel, Mary Ship, Clarence Cassell, Richard Winn, Tol Avery; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 18 THRU FRIDAY FEBRUARY 25
 ~~~~~

|                                                                              |           |                                                                                                                                                                                                            |
|------------------------------------------------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TOP 'Garroway)                                                               | NBC 7 am  | M - Gordon Scott                                                                                                                                                                                           |
| <u>LONG SHOW</u><br>(Mark Paar)                                              | CBS 7am   | M thru F - Edith Adams subs as vocalist for vacationing Betty Clooney for 2 wks; Tu - Elsa Maxwell; W - Gaylord Hauser                                                                                     |
| GEORGE SKINNER                                                               | WCBS 9am  | M thru F - Sharon Pollens (S)                                                                                                                                                                              |
| GARRY MOORE                                                                  | CBS 10am  | M - Brock Peters (S); F (2/25) - Roger Price (doodles), Dylan Todd (S)                                                                                                                                     |
| WAY OF THE WORLD<br>(Gloria Louis)                                           | NBC 10:30 | Starting Tue for 10 days: (O) by Nella Gardner White, (A) by Donald Yerrill; with Kathleen Maguire, Howard Smith, Coe Norton,                                                                              |
| SHEILA GRAHAM                                                                | NBC 10:45 | M - Eddie Albert; Tu - Don DeFore; W - George Sidney (director); Thu - Paul Gilbert (C) (FROM HOLLYWOOD)                                                                                                   |
| HAWKINS FALLS                                                                | NBC 4pm   | M thru F - add regulars: Russel Hicks, Lee Henry, Irving Cherone; (SW & SD, FROM CHICAGO)                                                                                                                  |
| WORLD OF MR. SWEENEY<br>(Charlie Ruggles,<br>Helen Wagner &<br>Glenn Walken) | NBC 4:30  | regulars &: M - Don Foster, Robert Baines, Fred Maness; Tu - Beverly Lunsford, Michael Mann; W - Susan Steell, Susan Strong Bob O'Connell; Thu - Giner Brooks, Michael Gorin; F - Mimi Strongin; (SW & SD) |
| MODERN ROMANCES<br>(Martha Scott)                                            | NBC 4:45  | <u>About Alan Bolton</u> - (O) by Harry Junkin; with Constance Ford, Dean Harens, Lonnie Chapman, David Orrick, Norman Eudd; Dir by Tom Reynolds                                                           |

SATURDAY FEBRUARY 26  
 ~~~~~

<u>Capt</u> (R)	<u>Midnight</u> (d Webb)	CBS 11am	<u>Feril from the Arctic</u> - (O) by Roy Hamilton, (A) by Dane Slade with regulars & Mel Welles; (SD)
<u>Range Rider</u> (Jack Mahoney & Dick Jones)		WRCA-TV 6:30	<u>Right of Way</u> - (O) by Robert Schaefer & Eric Freidwald; with Dick Curtis, Margaret Fields, Kenne Duncan, Wes Hudman, Denver Pyle, Bob Wilkie; (SD)

Ross Reports ON TELEVISION

RECEIVED

INCLUDING

THE TELEVISION INDEX

FEBRUARY 23, 1955

FEB 28 1955

PAGE 7 NUMBER 8 A

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

UNIVERSITY

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Ed Sullivan's Toast of the Town will originate from Chicago for the first time on March 13, with 18,000 people in the audience -- all paid. Featured highlight of the show will be a portion of the "Icecapades" revue, playing at the Chicago Stadium, and instead of tying it in as a remote, a special stage is being built so that the rest of the show can be staged in the same arena. The program will include a salute to St. Patrick's Day, with Rosemary Clooney singing Irish songs and dancers jiggling to Gaelic tunes. The regular Sunday night ticket holders for the "Icecapades" will constitute the complete audience for the telecast. The Toast production staff will move from New York for the special, with assistance provided by WBPM-TV crews.

Stars set for future NBC spectaculars, the Max Liebman Presents series, include: Frank Sinatra, Henry Fonda, Jack Lemmon, and Judy Holliday (at least three more). Ann Sot may do another and Jeanmaire is also in the future schedule. No specific spots are set for any of the stars.....Jim Fritzell will probably leave Mr. Peopers after this season to go to the coast to work on some new packages he has in mind. Writing chores for the Wally Cox show would remain with Fritzell's current collaborator, Everett Greenbaum, plus other writers to be called in.....CBS made a second test kine last Saturday of a new half-hour Orson Bean show, featuring Jill Corey and Mitch Miller. Jerome Shaw directed from a script written by Alen Robin and Orson Bean with additional dialogue by Arnold B. Horwitt. If a show starring the young comedian doesn't go on the air in the spring, Bean will definitely have a summer replacement spot in view of his success with The Blue Angel last summer.

James Fonda, currently CBS producer on the coast for the filmed You Are There series, will be co-producer with E. D. Leshin of a new project titled Harte of Honolulu, a dramatic adventure series with a Hawaiian background. The pilot film is in preparation.....Jack Chertok began shooting last week on Vi-Bar Productions' new Steve Donovan, Western Marshall series for NEC. Douglas Kennedy stars in the title role, supported by Eddy Waller. Location is the Ivorsen Ranch at Chatsworth, Calif. NEC expects to have 39 films to offer for syndication or regional sponsorship.....Joan Harrison will be associated with Alfred Hitchcock on the telefilm series he is preparing for fall sponsorship by Bristol-Myers Co.....20th Century-Fox will make active use of its Western Ave. studio, opened up for TV production, thru a new subsidiary, TCF Television, Inc., headed by Sid Rogell. Harold Lewis has been named studio manager for the lot which already has Conne-Stephens, Inc., as a tenant.

John L. Clark is casting this week at Trans-American in New York for several roles for his Life Can Be Beautiful pilots (5 quarter-hours) for ABC. Bill Marceau will direct the scripts by Carl Bixby. Roles to be set include "ChiChi," a petite young girl, uncultured as the story opens; "Papa David," her father; "Stephen," a young cripple, 28-30, living with Papa David, "Mendoza," a hard character, in the late 30s and "Toby," about 25.

Mercury Artists has four new packages under way or in preparation. Four segments have been filmed for Varsity, U. S. A., packaged by Ward-Vallani Productions in association with Mercury. The series, set for CBS Film Sales distribution, features filmed versions of authentic college musical productions, with the first four spotlighting the University of Miami Sketchbook, Columbia University, Dickinson College and the Aquacade of American University. Madge Miller and Larry Vallani are the writers and Ray Charles is the choral director. A hostess for the series is still under consideration. Another series in the works now being considered for network showing, will feature nationally-known guests discussing cases of juvenile delinquency, one per episode. Child authority Dr. Rose Franzblau would moderate, with guests such as congressmen, governors of states, prominent religious authorities and others giving their views of each case. It will be a filmed series, made in New York, with the guests filmed in their own cities for integration later. Cases will be filmed dramatizations, using many child actors when details are set. Theodore Granik Productions is the packager, in association with Mercury. Granik is also associated on another package involving telecasts of embassy parties, in Washington, highlighting a different foreign embassy each week, also employing talent native to the particular country. Embassy Party would have a top Washington hostess tying the films together. The fourth package, Mercury's own, is a Psychic Investigator filmed series, using star names in true ghost stories from England.

The Du Mont network continues to rip its net schedule apart, dropping the curtain on more sustainers in the next couple of weeks. All net programming comes out of the Thursday night schedule, with One Minute, Please disappearing for the time being and What's the Story moving to Wednesday, as of tonight. Future changes include the dropping of Johns Hopkins Science Review, with the show probably moving to ABC with a new format currently under discussion; and Wrestling from Chicago leaves the WABD (NY) schedule after the March 5 telecast. The latter has been seen over Du Mont for five and one-half years, about a year longer than the Johns Hopkins science program. On the local New York scene, WABD shifts the Ernie Kovacs Show again, making it a one-hour program on Tuesdays and Thursdays, from 10-11pm. It recently has been seen for a half-hour only on those days, from 10:30-11pm.

Marie Wilson's Pepperdine pilot film for CBS will be written by Shirley Gordon, but New York sources are inexact about the exact title or plans for the series being prepared by producer Everett Freeman. As a matter of fact, west coasters are obviously more candid about plans for new series these days than are the New York executive offices of most companies. On the coast, offices announce new pilots or planned series almost daily, while in New York some companies apparently wait for leaks or announcements in the trade papers before preparing any releases. The only definitive information connections between the east and west coasts for the television industry are the railroads or the airlines, depending on which mode of travel key executives use.

Dragnet has finished its current shooting schedule, with star Jack Webb due to head for New Orleans about March 1 to do some location filming for his Warner Brothers feature, Pete Kelly's Blues, which may later become a TV film series.....Guild Films acquisition of 191 cartoon shorts, including "Looney Tunes" and other trade-marked characters, from Sunset Productions, is another break in the general release of old cartoon shorts, sparked by the success of Walt Disney's network series. What's good for the master is money for the others in the trade.

Ambrose Films, Inc., is packager for the Ames Brothers new series for Nehi Corp (Royal Crown Cola). Production staff at Revue Productions, includes producer Bill Ficks, director Jack Baker, editorial supervisor Richard Wray, set director James R... , writer Sloan Nibley, musical supervisor Harry Geller and Joan Benny as commercial announcer.....NBC has officially announced that Robert E. Sherwood has been released from his contract for nine original one-hour plays for television over a five-year period. Two of the plays under the contract reached production, one as a special production on Dec 29, 1953; the other as an opener for Robert Montgomery Presents on Sept 20, 1954.

Marty, the first television original to be made into a feature movie (by Hecht-Lancaster Productions with United Artists release), lists original author Paddy Chayefsky as associate producer and writer of the story and screen play, in the film credits. Chayefsky also appears in the film in a bit. Odd departure, or perhaps not so odd, is that Television Playhouse gets no credit for originally presenting Marty. Stage plays transferred to films customarily acknowledge the original production company source or the original producer's name, although this is not always the case.

PEOPLE GOING PLACES: Paul Stanley has moved to Danger as regular alternate director. He had been assistant director on Studio One for several years; successor on the latter staff is John Cosgrove.....Affiliated Artists moves to 730 Fifth Ave., New York, effective Feb 28. New phone: CI 5-8410. Frances Hidden makes the same move; same address and phone.....Miss Pat Elliott moves up to the WJBK-TV(Detroit) promotion dept, succeeding Elaine von Grimmenstein who moves to the new Storer UHF station WGBS-TV, in Fort Lauderdale, Fla.....Richard F. McCarthy named public relations and publicity director for WKRC radio and television in Cincinnati. He moves over from Crosley Broadcasting where he directed radio promotion.....E. D. Leshin joins CBS Television in Hollywood as a producer. The former Paramount Pictures producer was last with ABC's Ray Polger Show as associate producer.....Bill Anderson is trade news editor for NBC Television in New York.....Michel Kraike resigned Hollywood as producer at Screen Gems, Inc. He had handled production supervision on most of Screen Gems Hollywood TV film properties.

R R-R R-R R-R R