

Ross Reports ON TELEVISION

INCLUDING

FEBRUARY 7-13, 1955

PAGE 7

NUMBER 6

RECEIVED THE TELEVISION INDEX

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FEB 7 - 1955

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(9)

NBC- 9-10pm EST; HIGHLIGHT; Kraft Television Theatre; from WRCA-TV(NY), 58 stations live, 11 kine. Sponsor- Kraft Foods Co (Cheese Products, Dressings) thru J. Walter Thompson Co(Chi). Pkgr- J. Walter Thompson Co(NY); Prod & Dir- Fielder Cook; Prod Asst- Elizabeth Blair; Asst Dir- Michael Dreyfuss; Sets- Duane McKinney; Comm & Prog Anncr- Charles Stark. Special live repeat of the Jan 12 drama, "Patterns," a television original by Rod Serling. Kraft Television Theatre has three alternating producer-director teams; "Patterns" was originally presented, and is repeated, by the above production unit. The program stars Richard Kiley, Everett Sloane and Ed Begley, with Elizabeth Wilson and Joanna Roos; all were in the original presentation which received extensive praise, the reason for the unusual repeat performance.

Thursday(12)

NBC- 9-10:30pm EST; SPECIAL; Motion Picture Academy Awards Nominations; from KRCA-TV(LA), no. of stations indefinite. Sponsor- Oldsmobile Div, General Motors Corp thru D. P. Brother & Co(Detroit); Acct Exec- Clarence Hatch, Jr. Pkgr- NBC-TV with the Academy of Motion Picture Arts & Sciences; Academy Planning Committee Head- Johnny Green; Prod- Alan Handley; Production Crew- 3 associate producers, five directors, five associate directors. Jack Webb is m.c. for the Nominations Ceremony of the Academy which will have four origination points: NBC's Burbank studios, and Ciro's, the Coconut Grove and Romanoff's; the latter three are Hollywood supper clubs. All four points will be linked with closed circuit lines and each will have monitors, cameras and three mobile units (for the clubs).

Sunday(13)

ABC- 8-9pm EST; SPECIAL; The Lone Ranger - 22nd Anniversary, ON FILM; from WABC-TV(NY), to the net. Sustaining. Pkgr- Lone Ranger, Inc(H'wood); Film Prod- Jack Chertok (for CM TV Productions, Inc., at General Service Studios, H'wood); Prod- Jack Chertok; Dir & Writer- George Seitz, Jr (for anniversary film only). Special film production saluting the 22nd anniversary of the The Lone Ranger series (including radio). General Mills, Inc., sponsors the regular film series over ABC-TV (Thu, 7:30-8pm EST) and CBS-TV (Sat, 1-1:30pm EST). The film will be seen also over CBS-TV on Sat, Feb 12, 2-3pm EST, one time only.

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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; and movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Sunday(13)

NBC- 5:30-6pm EST; DEBUT; Captain Gallant of the Foreign Legion, ON FILM; from WRCA-TV(NY), approx 60 stations net and delayed. Sponsor- H. J. Heinz Co (Packaged Foods) thru Maxon, Inc(Detroit); Acct Exec- Hunter Hendee; Agcy Superv- Ed Wilhelm(NY); Commls- On Film. Pkgr & Film Prod- Television Programs of America, Inc., with Frantel, Inc.; Exec Prod- Gilbert A. Ralston; Dirs- Sam Newfield, Jean Yarbrough, Marcel Cravenne, Pierre Schwab; Writers- William N. Robson, Gene Levitt, Jack Andrews. Adventure series, starring Buster Crabbe, with his son, Cullen "Cuffy" Crabbe and Fuzzy Knight. Major portions of the series were filmed in North Africa, with native Arabs and members of the French Foreign Legion in the casts. Program replaces Background which moves to 3-3:30pm EST, effective Feb 20. Princeton '55 moves from the 3-3:30pm spot to 1-1:30pm EST, effective Feb 13.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Uncle Johnny Coons (Sat, 1:30-2pm) Expands from 15 stations to 28 on Feb 12 and adds 3 more on Feb 19, including New York and Chicago for the first time.

Climax! (3 of 4 Thursdays, 8:30-9:30pm EST) Martin Manulis named producer, effective immediately, replacing Bretaigne Windust who moves to a new fall project involving a permanent stock company program called The Townspeople. Manulis is succeeded as producer of Best of Broadway (every 4th Wednesday, 10-11pm EST) by Felix Jackson, who continues also as producer of Studio One.

NBC- Red Buttons Show (3 of 4 Fridays, 8-8:30pm EST) Joe Silver replaces Bobby Sherwood, effective Feb 4 (See page 14).

NEW NETWORK SPONSORSHIPS

NESTLE CO, INC., thru Bryan Houston, Inc(NY) will sponsor Stage Show, featuring Tommy and Jimmy Dorsey and the June Taylor Dancers, over CBS-TV on Saturdays, 8-8:30 pm EST, beginning next fall.

LOCAL STATION ACTIVITY

WPIX(Ch 11) - Dione Lucas Show; DEBUT Feb 7; Mon thru Fri, 2-2:30pm EST. Sponsor- New York (Mon, Wed, Fri) Brooklyn Union Gas Co thru Cunningham & Walsh, Inc. Pkgr & Prod- Arthur B. Modell TV Productions, Inc(NY); Dir- Mike Meltzer(WPIX). Dione Lucas returns to live TV with her cooking demonstrations and presentation of recipes and news of the food world. She also has a film show currently seen on many stations thru syndication.

WATV(Ch 13) - Stepping Out; RETURN Feb 9; Wed, Thu, Fri, 8-8:15pm EST. Sponsor- Newark, NJ Halsey Packard Motors. Pkgr & Prod- Portrait Productions(Newark); Dir- Don Horan. Evelyn and Bob Lowell, last seen on the station in 1952, return with their reviews of plays, films, books, reports on entertainment and cultural spots and interviews with personalities.

KFTV(Ch 11) - Whatsa Name; DEBUT Jan 27; Thu, 10-10:30pm PST. Sponsor- Los Angeles Parfums Lency. Prod- Erven Jourdan; Asst to Prod- Jane Heineman; Prod Advisor- Lazlo Gorog. Joe Flynn is moderator for a panel of four pretty Hollywood fashion models who attempt to identify guests who are relatives of celebs.

- Neville; DEBUT Feb 6; Sun, 1-1:30pm PST. Sustaining. Pkgr- Mitchell J. Hamilburg-Fred Messenger; Prod- Fred Messenger. Neville, author and lecturer, discusses the uses of imagination as a power.

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LIFE BEGINS AT 80 DuM 9:30 Thomas L. Thomas (S), salute to Frank Lloyd Wright; regulars
 MOR CASSINI WRCA-TV 11:20 Franchot Tone, Jim Bishop (author), Angna Enters (mime), Esteban Vincente (painter), Dick Smart (S), Rita Fredricks, Harvey Lembeck, Virginia Vincent, Joyce Matthews, Nicky Quattrocchi (restaurateur), Mike Ellis (producer), Neva Patterson

MONDAY FEBRUARY 7
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Herlock Holmes WRCA-TV 7pm The Case of the Laughing Mummy - (O) by Charles Early; (O) by Ronald Howard) Charles Early; with regulars & Barry McKaye, June Elliott, Lois Perkins Marechal, Frederick O'Brady, Colin Maun; (SD)

Life With Elizabeth WABD 7:30 regulars & Joe Cranston, Charlotte Lawrence; (SW & SD)

TV Reader's Digest ABC 8pm How Chance Made Lincoln President - (O) by G. Lynn Sumner Hugh Reilly) (from Meet Abraham Lincoln), (A) by Stephen Longstreet; with Richard Gaines, Vlvi Janiss, Ken Hardison, Robert Griffin, Vic Perrin; Dir by Harry Horner

PRODUCER'S SHOWCASE NBC 8pm The Women - (O) by Clare Boothe Luce, TV (A) by Sumner Locke (COLOR) Elliott; with Shelley Winters, Paulette Goddard, Ruth Hussey, Mary Astor, Nancy Olson, Mary Boland, Valerie Bettis, Cathleen Nesbitt, Bibi Osterwald, Pat Carroll, Nita Talbot, Paula Lawrence, Jada Rowland, Mary Michael, Nan MacParland, Sybil Baker, Paula Bauersmith, Helen Raymond, Jeanne Murray, Sara Mead, Agnes Doyle, Lennie Dunne, Brett Somers, Frances Woodbury, Sandra Church; Guest Prod - Max Gordon; Dir - Vincent Donehue; Sets - Paul Barnes; Costumes - Guy Kent

VOICE OF FIRESTONE ABC 8:30 Rise Stevens (S)

ARTHUR GODFREY'S CBS 8:30 Adriana Knowles (S), Mickey McGuire (S), Jody Carver (M) TALENT SCOUTS

Love Lucy CBS 9pm regulars & William Holden, Eve Arden; (SW & SD)

December Bride CBS 9:30 Insurance Show - with regulars & James Todd, Frank Wilcox; (SW, SD) (Spring Yington)

ROBERT MONTGOMERY NBC 9:30 The Lost Weekend - (O) by Charles Jackson (novel), TV (A) by PRESENTS Adrian Spies; with Montgomery, Leora Dana, Ed Andrews, Walter Matthau, William A. Lee, Kathleen Comegys, Charles Egelston, Mary Boylan, Richard Abbott, Tom Anderson, Vic Creatore, Nancy Graham, Scott Moore, Sean Dooley, Fred Porcelli, Harold Gery, Sally Kemp, William Thourlby; (SD) by Norman Felton

STUDIO ONE CBS 10pm A Stranger May Die - (O) by David P. Harmon; with Jack Warden, Don Gibson, Martin Rudy, Frank Aletter, Jack Mullaney, Frank Campanella, Mark Richman, Virginia Mattis, Michael Sheehan, Carroll Baker, Robert Goodier, Reedy Talton, Barnet Biro; (SD) by Franklin Schaffner; Title drawing by George Giusti

Pig Town WRCA-TV 10:30 regulars & Chick Chandler, Ann Doran, Dabbs Greer, Keye Luke, (Mark Stevens) Jean Byron, Cheryl Calloway, Kim Charney; (SW & SD)

TUESDAY FEBRUARY 8  
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Cavalcade of America ABC 7:30 New Salem Story - with James Griffith, Jeff Donnell

Waterfront WABD 7:30 Cap'n Christopher - (O) by James O'Hanlon; with regulars & (Preston Foster) William Benedict, Charles Radilac, Otto Waldis, Kurt Katch, James Flavin; (SD)

BUICK-BERLE NBC 8pm Gloria DeHaven (S), Fred Clark & regulars

Studio 57 DuM 8:30 Hazel Craine - (O) by James Gunn; with Eleanore Tanin, Walter Reed; (SD) by Richard Irving

Halls of Ivy CBS 8:30 regulars & Mollie McCart; (SW & SD)

Theater NBC 9pm Mr. Onion - (O) by Dana Burnet, (A) by Herbert Little, Jr., David Victor; with William Bendix, Dorothy Malone, Peter Votrian, Irene Hervey, Charles Meredith, Stan Malotte, Steve Pendleton, Ann Loos, Roy Engel, Michael Granger, Rod Williams; (SD) (Haymond)

TUESDAY FEBRUARY 8 (Cont'd)
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|                                     |          |                                                                                                                                                                         |
|-------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Danny Thomas</u><br>(Jean Hagen) | ABC 9pm  | <u>Daddy's Biography</u> - (O) by Jean Halloway & Jess Goldstein; WITH regulars & Hope Emerson; (SD)                                                                    |
| REP. SKELTON                        | CBS 9:30 | Charles Coburn & regulars; (SW & SD, FROM HOLLYWOOD)                                                                                                                    |
| <u>WONG'S CIRCLE</u><br>THEATRE     | NBC 9:30 | <u>No Room to Breathe</u> - (O) by John Vlahos; with Dane Clark, Joan Potter, Jack Klugman, Joseph Sweeney; (SD) by Daniel Petrie                                       |
| ELGIN HOUR                          | ABC 9:30 | <u>Days of Grace</u> - (O) by Marjorie & George H. Faulkner; with Franchot Tone, Peggy Conklin, George Macready, Nancy Malone, Pat Harrington, Malcolm Lee Eggs         |
| DANGER                              | CBS 10pm | <u>Murder on 10th Street</u> - (O) by Eileen & Robert Mason Pollock; with John Baragrey, Katharine Bard, Lonnie Chapman, Mike Kellin, P. J. Kelly, George Bandura; (SD) |

WEDNESDAY FEBRUARY 9  
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<u>Norby</u>	NBC 7pm (COLOR)	<u>Wahleen's Romance</u> - with regulars & Larry Blyden; (SW & SD)
<u>Disneyland</u>	ABC 7:30	<u>Adventureland - A Progress Report and Nature's Half Acre</u> - (O) by Winston Hibler, Ted Sears, James Algar, Jack Speirs; TV Dir - Hibler; N. H. A. Dir by Al Teetar, James Algar
<u>I Married Joan</u> (Davis & Backus)	NBC 8pm	regulars & Lt. Alan Grossman, Mary Jane Croft, Jeanne Baird, Bill Kennedy; (SW & SD)
<u>New Stu Erwin</u> (June Collyer)	ABC 8:30	<u>The First Fight</u> - (O) by Nathaniel Curtis; with Harry Hayden, Lela Bliss; (SD)
<u>The Millionaire</u>	CBS 9pm	<u>The Story of Dan Mulcahy</u> - with James Flavin, Nora Marlowe
CHICAGO SYMPHONY	DuM 9pm	George Schick conducts
KRAFT TELEVISION THEATRE	NBC 9pm	<u>Patterns</u> - (O) by Rod Serling; with Richard Kiley, Ed Begley, June Dayton, Everett Sloane, Elizabeth Wilson, Joanna Roos, Jack Livesey, Victoria Ward, Jack Arthur, Shirley Standlee, Ronnie Welch; John Shellie replaces Theodore Newton, Pat Smith replaces Elizabeth Montgomery; (SD) by Fielder Cook (REPEAT OF SHOW OF JAN. 12, 1955)
<u>Douglas Fairbanks</u>	WRCA-TV 10:30	<u>Hideaway</u> - no credits available
<u>Eddie Cantor</u>	WAEC-TV 10:30	Billie Burke, Jimmy Gleason

THURSDAY FEBRUARY 10
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|--------------------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GUY LOMBARDO<br>Ray Milland<br>(Phyllis Avery)   | WRCA-TV 7pm<br>CBS 8pm | <u>Betty Madigan (s)</u><br>(O) by Lou Breslow & Rik Vollaerts; with regulars & Ross Bagdasarjian, Milton Frome; (SD)                                                                                                                                             |
| JUSTICE<br>(Gary Merrill)                        | NBC 8:30               | <u>Witness for Death</u> - (O) by Ann Howard Bailey; with Jackie Cooper, Lin McCarthy, Loretta Leversee, Midge Ware, Luis Van Rooten, Russell Hardie; (SD) by Robert Stevens                                                                                      |
| <u>Treasury Men in Action</u><br>(Walter Greaza) | ABC 8:30               | <u>The Case of the Elder Brother</u> - (O) by Leonard Heideman; with Carolyn Jones, Elisha Cook, Robert Knapp, Vernon Rich; (SD)                                                                                                                                  |
| CLIMAX!<br>(William Lundigan)                    | CBS 8:30               | <u>The Valiant Men</u> - (O) by Nicholas Monsarrat, (A) by Antony Ellis; with Robert Young, others to be announced; (SD, FROM H'D)                                                                                                                                |
| STAR TONIGHT                                     | ABC 9pm                | <u>The Week End</u> - (O) by Lester Atwell, (A) by Meade Roberts; with Daryl Grimes, John Conte, Judy Parrish, Peg Hillias, Treva Frazee; (SD) by Joel O'Brien                                                                                                    |
| <u>Dragnet</u><br>(Jack Webb)                    | NBC 9pm                | regulars & Vic Rodman, Dorothy Adams, Larry Corbett, Bruce Perlman, Ralph Moody; (SW & SD)                                                                                                                                                                        |
| <u>For the Theatre</u>                           | NBC 9:30               | <u>Pretend You're You</u> - (O) by Matt Taylor, (A) by Margaret Fitts with Charles Coburn, Keith Andes, Lucy Marlow, Wana Bryant, Joan Hovis; (SD)                                                                                                                |
| <u>Four Star Playhouse</u>                       | CBS 9:30               | <u>Fair Trial</u> - (O) by Dick Carr; with Dick Powell, Frank Ferguson, Roy Walker, Edward Platt, Richard Hale, Rodney Bell, Larry Hudson, Harry Tyler, Gayle Kellogg, Pat Miller, Steve Roberts, Ralph Montgomery, Jack Lomas, Ralph Volkie; (SD) by Roy Kellino |

TALENT SHOWSHEET (more)

FOND'S THEATRE ABC 9:30

Prologue to Glory - (O) by E. P. Conkle, TV (A)-(SW); with Lauren Gilbert, Jared Reed, Ray Hilton, Dan Morgan, Russell Collins, Harrison Dowd, John Morley, Clay Hall, Del Yarnell, Reedy Talton, Ed Fuller, Dale Engle, Philip Kenneally, William Bramley, Elizabeth Ross, June Walker, Gage Clarke, John Gibson, Katherine Squire; (SD) by Fred Carney

Public Defender (Fred Hadley) CBS 10pm

Mama's Boy - (O) by David Dortort; with Dennis Hopper, Irene Hervey, Henry Blair, Speer Martin, Bruce Roberts; (SD)

LUX VIDEO THEATRE NBC 10pm (James Mason)

A Bell for Adeno - (O) by John Hersey (novel), play by Paul, Osborn, TV (A)-(SW); with Edmond O'Brien, others to be announced; (SD) (FROM HOLLYWOOD)

Conrad Nagel Theatre WABD 10pm

Ask Me No Questions - (O) by Honore de Balzac, (A) by John McGrew; with Faye Marlowe, Sebastian Cabot, Gertrude Flynn, Bill Barker, Sue Ellen Blake, Adam Genette

FRIDAY FEBRUARY 11

Adventures of RintinTin ABC 7:30 (Lee Aaker)

R.T.T. and the Babe in the Woods - (O) by Douglas Heyes & Lee Lerg; with regulars & Myron Healey, Roy Erwin, Connie Cezon, Hal Hopper, Tina Thompson, Judy S. Erwin; (SD)

JACK CARSON NBC 8pm

Francis Pierlot, Jon Hall; (SW & SD, FROM HOLLYWOOD)

Secret Files, U.S.A. (Robert Aida) ABC 8:30

Mission Reaper - (O) by Sam Locke; with Roberta Haynes, Kama JoJo; Dir by Arthur Dreifuss

Ray Bolger (Marjie Millar) ABC 8:30

Predatory Female - (O) by Maurice Richlin, Fred Fox, Stanley Shapiro; with regulars & Anna Lee, Fritz Feld, Byron Foulger, Olaf Hytten, Edit Angold, Constance Purdy, Louise Lorimer; (SD)

Topper (Anne Jeffreys) CBS 8:30

Topper at the Races - (O) by Norman Paul; with regulars & Jack Reitzen, John Banner, Andre Villon, Jess Kirkpatrick, Tommy Jackson, James Parnell, Paul Garrett; (SD)

Schlitz Playhouse CBS 9pm

Mr. Schoolmarm - (O) by Wayne D. Overholser; (A) by William Tunberg; with Will Rogers, Jr., Morris Ankrum, Trevor Bardette, Martin Milner, Malcolm Atterbury, Doris Packer, Anthony Sydes, James Griffith, Ed Hinton; Dir by Holly Morse

THE STRANGER (Robert Carroll) DuM 9pm

The Accursed - (O) by James Blumgarten; with Ed Binns, Olive Deering, Betty Garde, others to be announced; (LAST SHOW)

Inner Sanctum WOR-TV 9pm

The Stranger - (SW) by Louis Vittes; with Kevin McCarthy, Pat Jenkins, Crahan Denton, Rusty Lane, Jim Boles, Nell Harrison

Our Miss Brooks CBS 9:30

(O) by Lewis & Joe Quillan; with regulars & Leo Curley

The Vise (Ron Randell) ABC 9:30

Broken Honeymoon - with Adrienne Corri, Robert Ayres, Nanette Newman, Garard Green, Conrad Vickers, John Bushelle; (O) by Elizabeth Berridge, Reginald Moore; Dir by Paul Dickson

The Lineup (Warner Anderson) CBS 10pm

The Griswold Case - (O) by Sidney Marshall; with regulars & Bill Kennedy, Mauritz Hugo, Bill Phipps, Jim Nusser, Lee Van Cleef; (SD) by Hollingsworth Morse

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 4 THRU FRIDAY FEBRUARY 11

TODAY (Dave Garroway) NBC 7am

M - Janet Jones (Miss Wales); W - Paul Winchell (ventriloquist); Thu - Maureen O'Hara (remote from Washington)

MORNING SHOW CBS 7am

regulars & Johnny Desmond (thru 2/14)

GEORGE SKINNER WCBS 9am

M thru F - Judy Johnson subs for vacationing Betty Cox; Kenny Roberts (S)

BREAKFAST CLUB ABC 9am

M thru F - regulars & Dolores Martel, Bill Lawrence (S)(CHI)

GARDEN OF EASE CBS 10am

Thu - "Senator" Clarke Crandall (magic-C); F - Matt Mathews (M), A. Robbins (mime)

WAY OF THE WORLD (Gloria Louis) NBC 10:30

The Bewitched Spinster - (O) by Melia Gardner White, (A) by Donald Yerrill; with Edna Best, Vaughn Taylor, Dean Harens, Vera Allen, Ann d'Autremont, Vinton Hayworth, Santos Ortega

WAY OF THE WORLD NBC 10:30am  
 (Continued)

Jane Alexander, Bish Alexander, Joe Latham, Natalie Hall, Earl Hammond, Judson Rees (thru 2/10); Starting 2/11 thru 2/21: I for Isabelle (O) by Irving Elman; with Meg Mundy, Addison Powell, Beverly Lunsford, Joseph Fallon; (SD)

ART LINKLETTER NBC 11am  
 CBS 2:30

M - Fred and Beatrice Troller  
 Tu - Mari Blanchard; W - Perez Prado (M) (FROM HOLLYWOOD)

WORLD OF MR. SWEENEY NBC 4:30  
 (Charlie Ruggles, Helen Wagner, Glenn Walken)

regulars &: M - Harold Stone, Lise Osten, Hans von Schumm; Tu - Beverly Lunsford; W - Jimmy Little, Dolores Dorn; Thu - Phil Kramer; (SW & SD)

MODERN ROMANCES NBC 4:45  
 (Martha Scott)

Silent Love - (O) by Joe Bates Smith; with Logan Ramsey, John Seymour, Anne Seymour, Jean Carson, Bob Loggia; (SD) by Tom Reynolds; M thru F

MAGIC COTTAGE WABD 6pm  
 COKE TIME-E.FISHER NBC 7:30  
 TONIGHT NBC 11pm  
 (Steve Allen)

Philip Truex, Jeff Cain; M thru F; (SW & SD)  
 W - Fontane Sisters (S)  
 M - Stan Kenton (M); W - Jackie Robinson (baseball); Thu - Tanaquil LeClerc; F - remote from Dayton, Ohio

SATURDAY FEBRUARY 12  
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Captain Midnight CBS 11am
 (Richard Webb)

The Invisible Terror - (O) by Wells Root; with regulars & Geo. Eldredge, Jarl Victor, Bert LeBaron, Mel Welles, Greta Gransedt; (SD)

Man Behind the Badge WCBS-TV 6:30
 (Charles Bickford)

The Case of the Deadly Delicacy - with James Millican, Tom McKee, Judy Nugent, Kay Stewart, John Harmon, Vivi James, Clark Howat, Lillian Buyeff, Thayer Roberts, Gayne Whitman

The Range Rider WRCA-TV 6:30

The Crooked Fork - (O) by Paul Gangelin; with regulars & Raymond Hatton, Eve Miller, Jim Bannon, Kenne Duncan, Tom Monroe

Rheingold Theatre WRCA-TV 7pm
 PH its Henry Fonda

Brief Affair - with Joanne Dru, Craig Stevens, Whit Connor, Lorna Thayer, Dick Simmons, Maura Murphy, Jerri Lyn Flannery, Walter Flannery

So This is Hollywood NBC 8:30
 (Mitzi Green & Virginia Gibson with Gordon Jones & Jimmy Lydon)

Her Highness, Miss Jones - with regulars & Peggy Knudsen, Suzanne Dalbert, Ralph Sanford, Fred Essler, David Bruce, Parley Baer, William McClain, Steve Pendleton, Cecile Elliott, Tor Johnson; (SW & SD)

Foreign Intrigue WABC-TV 10:30
 (Gerald Mohr)

F. I. and the Mad Gunman - (O) by Joseph Morheim; with regulars & Yoka Beretty, Acke Carlsson; (SD)

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

Memo: Skid Row - (O) & Dir by George Wagner; with Margaret Field, Peter Brocco, Eugene Borden, Johnny Silver, Syd Saylor, Fred Coby

SUNDAY FEBRUARY 13
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You Are There CBS 6:30  
 (Walter Cronkite)

The Tragic Hour of Dr. Semmelweis - (O) by Howard Rodman; with Shepherd Strudwick, Frederic Tozere, Ruth White, Vaughn Taylor, Martin Brooks, Bruce Gordon, Joe Campanella, Mary Hara, Audrey Blackburn; (SD)

Private Secretary CBS 7:30  
 (Ann Sothern)

Tangled Web - (O) by Jerry Adelman; with regulars & Anthony Warde, Ernest Sarracino; (SD)

Pepsi-Cola Playhouse ABC 7:30  
 OPERA CAMEOS DuM 7:30  
 (Giovanni Martinelli)

Pals to the End - with Robert Armstrong, Brian Keith  
 Excerpts from Bellini's La Sonnambula - with Laurel Hurley, Charles Anthony (SD)

COLGATE COMEDY HOUR NBC 8pm  
 TOAST OF THE TOWN CBS 8pm  
 (Ed Sullivan)

Martin & Lewis (FROM HOLLYWOOD)  
 Pearl Bailey (S), Les Paul & Mary Ford (M&S), Don Cossacks (SD), Mata & Hari (D), Willy West & Andy McDinty (C), U. of Illinois Glee Club

YEAR TELEVISION NBC 9pm  
 HOUSE

The Rabbit Trap - (O) by J. P. Miller; with Phillip Abbott, Kathleen Maguire, James Westerfield, Kevin Coughlin, Loretta Daye, Roy Fant, George Lane; (SD)

GENERAL ELECTRIC CBS 9pm  
 THEATRE

Love is Eternal - (O) by Irving Stone; with Teresa Wright, Richard Boone, others to be announced; (SD) (FROM HOLLYWOOD)

Stage 7 CBS 9:30

The Legacy - (O) by John Meredith Lucas; with Vanessa Brown, Elizabeth Patterson, Lamont Johnson, Helene Heigh, Lillian Bronson, Russell Galge, Ian Wolfe, Richard Deacon, Mary Newton; (SD)

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### MID-WEEK SPECIAL

#### NEWS - POSSIBILITIES - COMMENT

Martin Manulis leaves New York for the coast on Friday, to take over as producer of CBS' Climax! series. He will watch current productions and absorb the atmosphere of working at Television City, and will have his first production on the air on March 3. Felix Jackson takes over immediately on Best of Broadway's "The Guardsman". Bretaigne Windust is relinquishing production reins on Climax! to develop a new fall project for CBS called The Townspeople, which will use a permanent stock company of actors, according to present plans. Interesting sidelight in the shifts is that Manulis was producer for Claudette Colbert's first live dramatic role on TV, Best of Broadway's "The Royal Family"; was producer at the time she was set for her upcoming role in "The Guardsman," and will be producer of Climax! at the end of March when she is scheduled for a starring part on that show from the coast.

Jan Murray's new variety show for NBC, which debuts this Friday following the conclusion of Gillette's Friday night fights, will originate at ABC's 53th St Theatre because of the impossibility of Murray logging it from his ABC Dollar a Second show at 9:30pm to an NBC studio. The shows will have the same producer-director, David Brown; same agency, Weiss & Geller, Inc.; while the new show will be sponsored by Coni, of the same company family as Gillette. The NBC variety package will feature Tina Louise as vocalist backed by the Novelites musical combo and pianist Fletcher Peck.....Kraft Television Theatre's second color production (first was "The Little Gods Sell Tamales" last spring) will be "Emperor Jones" on Feb 23, to be done by Fielder Cook. Final casting is not set.....Carol Irwin's pilot film for the new Myrna Loy series, It Gives Me Great Pleasure, is in the cutting and scoring stage. The pilot is an original by Harold J. Kennedy based on Emily Kimbrough's book of the same name with Miss Loy playing the part of the woman lecturer. Zachary Scott co-stars in a running part as the lecture manager, while Robert Preston co-stars in a single episode role in the pilot. The Irwin package was produced at Parsonnet's Long Island City studio.....NBC's new Alan Gale series pilot will be agency-auditioned at the Century Theatre in New York tomorrow (Thursday) night at 9pm. Packaged by Asaley-Steiner, Inc., it was produced by Irving Mansfield, with Grey Lockwood as director and Hank Silvern handling the music.....The Ames Brothers 15-minute musical-variety series for Nehi Corp, to be national-spotted over 195 stations in class A time beginning April 1, hasn't settled on a production studio yet, although it will probably be a Hollywood location.....Joel Malone Productions will roll the CBS pilot for Navy Log about Feb 15 at KPTV(LA), with Sam Gallu as producer. The script

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is by Allan Sloane. The narrator is not set yet, although Arthur Godfrey apparently has first refusal.....Anthony Bartley, just named foreign sales-production rep for CBS Television Film Sales, in England, France, Spain and Africa; will roll the pilot for CBS' new Errol Flynn series, March or Die, about Feb 14. Bartley's Jersey Productions will shoot interiors for the series at National Studios, Boreham Wood, Herts, England, while location filming will be in French Morocco. Flynn will be narrator-cast for the series, which has a Foreign Legion background. Paul Monash wrote the pilot script. Aubrey Baring will produce the films for Jersey.

ABC Film Syndication, Inc., hopping on the networks' film subsidiary news bandwagon, announced five new series for distribution, plus rights to 78 Douglas Fairbanks Presents films including those currently in production. Of the five new projects, two are in conjunction with Hal Roach, Jr., through Rabco TV Productions, both untitled; while a third is an ABC-John Gibbs production still in the planning stage. (This could be a retrieval of the Mandrake film series which suspended production in Bermuda last October after a financing hassle. ABC and Gibbs were in on the complicated deal). The two series whose titles were announced are Sheena, Queen of the Jungle, a juvenile series based on the comic book character, to be produced by Don Sharpe and William Nassour on location in Africa, with interiors to be made afterward at Nassour Studios in Hollywood; and Life Can Be Beautiful, a daytime strip based on the radio soaper of the same name, to be produced by Trans-American Broadcasting & Television Corp (now at 118 E 40th St., New York. MU 3-8684). Irish McCalla will star in the jungle films. Production personnel and cast will be announced later on the Life Can Be Beautiful series, which will be written by Carl Bixby, writer of the radio version for 16 years. The pilot production plans call for five 15-minute films and a half-hour version for showing to prospective buyers.

The Adventures of the Scarlet Pimpernel, starring Marius Goring, goes into production on 39 films in England starting tomorrow (Feb 10). Producer is Harry Alan Towers, Towers of London Ltd (84 Hallam St., London, W. 1) with distribution by Special Films. The package will be offered first on a national basis, with syndication in cities not taken by prime sponsors.

Upcoming scripts on NBC's Philco & Goodyear Television Playhouse, following the Feb 20 presentation of Bernard Wolfe's "The Assassin," all originals, include: a Marc Brandel story about a sociological professor, a David Shaw script about a singer who plays a stooge for a comic, a Tad Mosel play for Eileen Heckart about a domestic, one by Robert Alan Aurthur concerning a man who lives in the shadow of a great boxing champion and fears that his security will be gone when the champ leaves the ring, and another by David Shaw concerning an amnesia victim murder plot.....Max Liebman Presents Milton Berle, Martha Raye and Ray Bolger in a revue on Feb 27; then his version of Connecticut Yankee on March 12; no names announced for the latter..... Paul West and Poot Pray have joined the Norby writing staff.

Norman Brokenshire will make his TV variety debut over WRCA-TV(NY) in a new weekday series starting Feb 21 (Mon thru Fri, 1:05-1:30pm EST), titled The Broken-shire Show. The music-comedy-memory lane story series will feature vocalists Bill Eaves and Jet McDonald, backed by Richard Hayman and a six-piece orchestra. The show will also use name talent occasionally, whenever considered appropriate, but it will also endeavor to showcase undiscovered professional talent on a once a week basis, with producers and talent scouts watching. Dick Eckler produces, directs and casts (at NBC). New talent should send pic and resume for an audition (write only).

Liberace makes news again with the tale (in news release form) out of Hollywood about the Feb 22 shift of his film series from KCOP to KTTV. The latter station's release of Feb 4 uses the following phraseology in various places: "Culminating 10 months of discussions and negotiations...." and "Actual agreement to the move had been made several months earlier but subject to first refusal rights held by KCOP which they did not elect to exercise late yesterday." And "Originating with Liberace, initial discussions for the move of the series to KTTV were held March 8 of last year."

There were 33,816,000 TV sets in the U. S. as of Jan 1, 1955, according to Hugh M. Beville Jr., NBC director of planning and research.....Robert W. Sarnoff, NBC exec v.p., is leading the company speech-making drive to needle TV set manufacturers into fulfilling "their responsibility to color television" by sponsoring color programs on the networks and starting production now of color TV sets. In a Feb 3 speech in Rochester he said that there are 15,000 color sets now in use. Contrasting the early days of black-and-white TV, he said that "the leading set manufacturers -- and there were 10 of them -- were pioneer sponsors of the early television shows. Yet, of these companies, only RCA and Westinghouse are currently sponsoring color programs." Just as he cited the success story several weeks ago of Dow Chemical's Saran-Wrap because of television, in his Rochester speech Mr. Sarnoff highlighted the tremendous growth of Hazel Bishop in four years.

While Joan Davis announced in Hollywood that she was tired after three years of filming the I Married Joan series and was going to leave television for at least a year for a rest, there was doubt that General Electric would have renewed its sponsorship of the series (NBC, Wed, 8-8:30pm EST) or at least held on to the time spot. Several factors contributed to the slacking off on both sides; ABC's Disneyland series in opposition time has cut the ratings of opposition shows; situation series may reach a sponsor identification saturation point after three years -- let's get a new audience; residuals from a film series should be available in a high enough amount after three years to add up to a paid sabbatical leave. NBC's "magazine concept" is now powerful enough to make agency execs think in terms of the comparative cost of a commercial exposure to an audience watching a sponsor-participation set-up as compared with the headaches of regular sponsorship with its long term commitments. The magazine shows make it possible for a sponsor to step in with a commercial, keep his message before an appropriate audience and make up his mind which solid segment of time he'd like to go after. Under the old single sponsorship thinking, some sponsors were jumping at replacement programs (it still happens) too fast because they felt that the "message" had to be kept in the viewers' eyes.

Screen Gems has four scripts set for its You Can't Take It With You series, set to roll soon in Hollywood. Bernie Giler and Lou Breslow are the two producers for the family situation comedy films, which may go into production without pilots.....MCA-Revue Productions' new Soldiers of Fortune series going into production in Hollywood, is set in over 100 markets for The Seven-Up Company's bottlers and two other regional and spot sponsors. John Russell and Chick Chandler star in the adventure series, which will use stock footage from all over the world for its exotic backgrounds.

AGENCIES AND ACCOUNTS: P. Ballantine & Sons (Beer and Ale) is reported to have switched its advertising account from J. Walter Thompson Co to William Esty Co., the first change for the brewery firm in almost 20 years.

PEOPLE GOING PLACES: Henry S. White named director of advertising and promotion for Screen Gems, Inc., replacing Elihu E. Harris who moves to another executive post. Press manager Frank Young who had reported to Harris, now reports directly to Ralph M. Cohn, v.p. and general manager, as director of press.....KABC-TV(LA) newscaster Hank Weaver named president of the newly formed "Boxing for Youth" charity organization in LA. Other media and business leaders are members.....Jay Eliasberg named research projects supervisor for CBS Television in New York.....Roy Kellino signed an exclusive contract with Four Star productions in Hollywood as producer and director.

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