# Rosa Reports on TELEVISION

RUARY 21-27, 1955

VOLME 7 MUMBER 8

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### 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

Sunday(27)

ABC- 8-8:30rm EST; DEBUT; Key to the Agos; 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- Earry 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 Hoey 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 CHARGES & ADDITIONS

ABC- You Asked For It (Sun, 7-7:50pm EST) REVISED INFO; 14-day delay on net; LIVE & FILM on KABC-TV(IA); 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 Anner- 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.

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NET CHANGES (More)

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wrice includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming;

#### OTHER REL CHARGED/COME A.

<u>PuM- Down You Go</u> (Fri, 10:30-llpm EST) Patricia Cutts becomes panel regular, Feb 18.

MBC- 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, llam-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. CAMFBELL SOUP CO thru Batten, Earton, 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-llpm EST. General Mills, Inc., regular sponsor of Willy in its curre Saturday, 10:30-llpm EST spot, will be alternate week sponsor of the program, ting with the move to the new day on April 7.

AMMEUSER-BUSCH, INC (Budweiser Beer) thru D'Arcy Advertising Co., Inc., will sponsor the <u>Damon Runyon Theatre</u>, new half-hour filmed anthology drama series, over CBS-TV, Saturdays, 10:30-llpm, 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 from WTTG(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
(9:15-9:30 segment) Fhillippone Co (Olive Oil & La Perla products).

Other segments sustaining. Dir & Writer- Gino Caimi. Italian-lang
ge situation comedy with a continuous story line, starring Gino Caimi as the hus
tand, Isabella Doria as his wife and Adriana Carpi as his mother-in-law; protraying

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 comade: 'y. He has a daily show from 6:15-6:30pm. He adds the new time because KABC-TV ding its three-year contract for telecasting fights from Hollywood Legion Stadium of 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.
- Sports for the Family; STATION CHANGE Feb 20; Sun, 4:15-4:30pm PST.

  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 ó over KHJ-TV, Thursdays, 6:30-6:45pm PST; last show Feb 17.
- WHAS-TV(Ch 11) Flight Plan, LIVE & FIIM; DEBUT Feb 13; Sun, 3:30-3:45pm CST. 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.
- Willc-TV(Ch 8) Understanding Our Children; DEBUT Feb 24; Thu, 3-5:30rm EST. Sustaining, public service. Pkgr-WillC-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 pay plogy, good for graduate and undergraduate credit (or certificates for viewers 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. Partici-San Francisco 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 -- DLBUTS & RE-RUNS (New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START	DATE	DAY TIME
New York		<del> </del>			
WAED(5)	<pre>#"Mr. &amp; Mrs. North" (Advertiser TV Program Service)</pre>	s-Participations	2/1	8 Fri	9-9:30pm
	*"Call the Play" (Station Distributors)	-General Cigar Co(White Cwl:	s) 2/1	9 Sat	10:30-10:45pm
WCES(2)	#"Playhouse 15" (Re-runs of "Short, Short Story"-MCA-TV)	-Participations	2/1	9 Sat	6:15-6:30pm
Los Angeles					
	*"Call the Play" (Station Dis- tributors)	-General Cigar Co(White Owls thru Young & Rubicam	1/2	7 Thu	7:15-7:30pm
	#"Abbott & Costello" (MCA-TV)	-Open	2/2	W ed	7-7:30pm
CODE: *Fir	*"This is Your Music" (Official Films) - formerly on	-Pacific Tel & Tel thru BBD&	0 2/9	Tue	7-7:30pm
CODE: *Fir	st run in market #Re-runs				

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Most of the shows on February 18, 19, 20 were listed in last week's report. Changes  $\alpha$  additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, February 25. Script identifications used are: (0) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Ferformers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

### FRIDAY FEBRUARY 18

AMAM CBS 8pm Dagmar's Grown-Up Date - (0) by Palmer Thompson; with regulars & Janet Parker, Charles Taylor, Alice Yourman; (SD) (Feggy Wood) RED BUTTONS NBC 8pm regulars & Walter Burke, Sid Raymond, Allan Walker; (SW&D) CHANCE OF A LIFETIME DUM 10pm Danny Scholl (S) DOWN YOU GO DuM 10:30 add regular panelist Patricia Cutts; guests: Jean Kerr (play-(Egrgen Evans) wright), Basil Davenport (editor & critic) SATURDAY FEBRUARY 19 TCM CORBETT NBC 11:30 (SW) by Jack Weinstock & Willie Gilbert; with regulars & (Frankie Thomas) Stan Cobleigh; (SD) Man Behind the Badge WCBS-TV 6:30 The Case of the Invisible Mark - (0) by Alvin Boretz; with (Charles Bickford) Harlan Warde, Charles Bronson, Paul Brinegar, Mancy Gates, Sam Edwards, Elizabeth Harrower, Marshall Bradford; Dir by Anton M. Leader SWIFT'S SHOW WAGON NBC 7:30 Audie Hurphy STORK CLUB Martha Stewart (S), Pat Bright (S&C), Pat Rooney (D) AEC 10pm PROFESSIONAL FATHER CBS 10pm Daddy Says No - (0) by Bob Weiskopf, Bob Schiller, Bill Freed-(Steve Dunne) man; with regulars & Anne O'Neal, Dan Tobin, Julius Tannen (SD) (FROM HOLLYWOOD) SUNDAY FEBRUARY 20 AP UNTO MY FEET CBS 10am The Gift Horse - (0) by Arthur J. Beckhard; with Alice Ghost-ley, Herbert Melson, Margaret Loft, Arthur O'Connell, Norma Dr. Lyman Bryson) Connolly, Isabel Bonner; (SD) EYE ON NEW YORK FRONTIERS OF FAITH WCBS llam Karl Malden, Father John Corriden (waterfront priest) NBC 1:30 Myra Kinch, Robert Cohan, Rhoda Johannson, Harry Jones, Celene Keller, Ralph MacWilliams (all D); (0) by Walter Terry; Music composed by Manual Galea; Rev. Dr. Eugene Carson Blake, host AMERICAN INVENTORY NBC 2pm The Doodlebrain - (0) by Joseph Liss; with Don Hanmer, Charita Eauer, Matt Crowley, Truman Smith, Edgar Stehli, Pen Lackland Feart to Heart Lucille Ball, Desi Arnaz, Eddie Cantor, Jimmy Durante, Jo WCBS-TV 2pm Stafford, June Havoc (THIS TIME ONLY) JUVENILE JURY NBC 4pm Alpert-Curry Dancers CMNIBUS The New Word - (0) by James M. Barrie, no (A); with Barry CBS 5pm (Alistair Cooke) Jones, Ann Shoemaker, Michael Wager, Aina Niemela; (SD) by Tad Danielewski; The First 'R' - remedial reading session conducted by Dr. Anne McKillop & Dr. Arthur I. Gates; The Sea film based on paintings of Winslow Homer Prod by Halas & HALLMARK HALL

NBC 5pm OF FAME

Martha Custis - (0) by Elaine Ryan; with cast to be announced

HY GARDNER CALLING WPIX 7pm NBC 7:30 MR. PEEPERS(W. Cox)

Sonny Tufts, Ann Bancroft, Harry Hershfield, Judge Chas Eurphy regulars & Will West, Chris Norton, Mickey Freeman; (SW & SD)

TOAST OF THE TOWN CBS 8pm (Ed Sullivan)

Tribute to Gertrude Laurence - with Beatrice Lillie (C), Lily Pons (S), Sarah Churchill (on film, made in England), Judith Anderson, Gracie Fields (S&C), Mindy Carson (S), Dorothy Sarnoff (S); add: Helen Hayes

BEGINS AT 80 Dum 9:30 HAT'S MY LINE?

Gali-Gali (magic) & regulars

Ezio Pinza (S) subs for Dennett Cerf; regulars

CBS 10:30

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<pre>[herlock Holmes (Ronald Howard)</pre>	WRCA-TV 7pm	The Case of the Texas Cowgirl - (0) by Charles Early; with regulars & Kenneth Richards, Lucile Vines, Robert Cunningham, Gregorie Aslan, Charles Brodie; (SD).
J With Elizabeth	WABD 7:30pm	regulars & Lois Bridge, Billy Snyder, Hal Smith; (SW & SD)
Reader's Digest	ABC 8pm	Top Secret - (0) 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)
<pre>Medic(R. Boone)</pre>	NBC 9pm	Mercy Mears an Apron - Ann Morrison, Onslow Stevens; (SWESD)
<u>December Bride</u> (Spring Byington)	CBS 9:30 .	Jealousy - (0) by Parke Levy with Lou Derman & Joel Kane; with regulars & Regis Toomey, Ruth Brady, Joy Lansing, Maurice Marsac; (SD)
ROBERT MONTGOMERY PRESENTS STUDIO ONE	NBC 9:30	Coming of Age - (0) by Theodore & Mathilde Ferro; with Ice Bowman, Nomi Mitty, Robin Morgan, Joseph Sweeney, Grace Matthews, Jan Miner, Roy Johnson, Humphrey Davis, Ralph Bunker Don Gibson, Icora Thatcher, Harry Holcomb; (3D) by M. Felton The Eddle Chapman Story - (0) 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
Big Town	WRCA-TV 10:30	regulars & Kay Stewart, Cheryl Calloway, Francis J. McDonald, Peter Hamakos, Dabbs Greer, Morris Ankrum, John Zarema;(SW&D)
		TUESDAY FEBRUARY 22
_cade of America	ABC 7:50	The Hostage - with Glenn Langan, Liam Sullivan, Peter Adams, Suzanne Dalbert, Laurette Luez, Abel Fernandee, Gene Reed
Waterfront (Preston Foster & Lois Moran)	WABD 7:30	Driftwood - (0) by Frank Moss & Lee Berg; with regulars & Taylor Holmes, Gladys Hurlbut, Tom Brown, Meg Randall, Kathryn Card, Jack Daly; (SD)
Life With Father (Leon Ames)	CBS 8pm	Father is Quarantined - (0) by Whitfield Cook; regulars & Irene Tedrow, Sam Flint; Dir by Peter Tewksbury
EUICK-BERLE	NBC 8pm	Jan Murray (C), Robert Merrill (S)
The Halls of Ivy	CBS 8:30	regulars & Frank Jenks, Rex Evans, Paul Smith; (SW & SD)
studio 57	DuM 8:30	The Haver Technique - (0) by James Gunn; with Brian Keith, Sallie Brophy, Irene Hervey, Ian Keith; Dir by Herschel Daugherty
Fireside Theatre (Gene Raymond)	NEC 9pm	Marked for Death - (0) 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 Hogon]	ABC 9pm	Rusty Cets a Haircut - (0) by Mac Eenoff; with regulars & Eenny Rubin; (SD)
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	Sudden Disaster - (0) by Jerome Ross; with Leora Dana, Betsy Palmer, Sally Gracie, Milo Boulton, Edward Brian, William Brian, William Darrid, Frank Daly; (D) by Bill Corrigan
THE ELGIN HOUR	ABC 9:30	A Stinz of Peath - (0) by H. F. Heard (from A Taste for Honey) (A) by Alvin Capinsley; with Eoris Karloff, Robert Flemyng, Härmiche Gingold, Martyn Green; Dir by Dan Petrie
RE' ELTON	CBS 9:30	Edmond O'Brien (FROM HOLLYWOOD)
	CBS 10pm	The Blue Hotel - (0) by Stephen Crane, (A) by Halsted Wells; with Jack Warden, Henry Hull, Logan Ramsey, Eda Heinemann;(SD)
	NBC 10:30	Winter Sports - with regulars & Lori Nelson, Peter Leeds; (SW)
ROSS REPORTS - 2/20/55	- rage B	TALENT SHOWSHEET (more)

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Norby (David Wayne)	HBC 7pm (COLOR)	The Quiet War - with regulars including Maxine Stuart, Jack Warden; (SU & SD)
Disneyland (Tit Disney)	ABC 7:30	Davy Crockett at the Alamo - (0) by Tom Blackburn; with Fess Parker, buddy Ebsen, Hars Conried, Kenneth Tobey, Don Megowan, Nick Cravat; Dir by Norman Foster
Married Joan	IIBC 8pm	regulars & Jameson Shade, Mary Boyd, Marcia Mae Jones; (SW,D)
MART TELEVISION THEATRE	MBC 9pm (COLOR)	The Emperor Jones - (0) by Eugene O'Neill, (A)-(SW); with Osmie Davis, Everett Sloane, Rex Ingram, Evelyn Ellis, Curtis James and his dance troupe; (SD) by Fielder Cook
CHICAGO SYMPHONY	DuM 9pm	George Schick conducts
The Millionaire	CBS 9pm	regulars & John Dehner, Jce Eesser; (SW & SD)
rouglas Fairbanks	URCA-TV 10:30	Counterfeit - with Douglas Fairbanks
Fidie Cantor Theatre	WABC-TV 10:30	Lizabeth Scott, Craig Stevens; (SW & SD)
		THURSDAY PEBRUARY 24 mm.mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
Juy Lombardo	WRCA-TV 7pm	Judy Linn
Fry !!!lland (rhyllis Avery)	CBS 8pm	(0) by Albert E. Iewin & Burt Syler; with regulars & Robert Easton, Ellen Corby,; (SD)
Treasury Men in Artion (Walter Oreaza	ABC 8:30	The Case of the Swindler's Gold - (0) by Leonard Heideman; with Jesse White, Jack Kruschen, Beverly Washburn, Joel Marston; (SD) by Robert Sloane
CLIMAX! (William Lundigan)	CBS 8:30	The Box of Chocolates - (0) by Anthony Berkeley, (A) by John Monks, Jr.; with Robert Preston, Pat O'Brien, Vanessa Brown, Victor Jcry; (SD) by Allen Reisner (FROM HOLLYWOOD)
JUSTICE (Sary Merrill)	ивс 8:30	Violence at Stover's Corner - (0) by Anne Howard Bailey; with Jeffrey Lynn, Russell Collins, Walter Appler, Bonnie Bartlett, G. Albert Smith, Ann Dere; (SD) by Lela Swift
TAR TONIGHT	ABC 9pm	How Reautiful the Shees - (0) by Wilbur Daniel Steele, (A) by Chester Hadley; with Lois Smith, John Baragrey; (SD) by Joel O'Brien
<u>Dragnet</u> (Jack Webb)	NBC 9pm	regulars & Vic Rodman, Walter Sande, Vic Perrin, Jean Howell, Jack C. Williams; (SW & SD)
FCID'S THEATRE	ABC 9:30	The Second Chance - (0) by Micholas Baehr; with Ed Begley, Birf McGuire, Joanna Roos, King Calder, Shirley Smith; Dir by William A. Graham (added as regular dir. effective this show)
Your Star Theatre	CBS 9:30	Tusitala - (0) by Rose Simon Kohn & Arthur Weiss; with David Niven, Gertrude Michael, John Lupton, Joseph Waring, Richard Reeves, Steven Geray, Noreen Corcoran, Leon Lontoc, Julian Rivero, Salvador Baguez; Dir by Roy Kellino
Ford Theatre	NBC 9:30	Too Old for Dolls - (0) by Ben & Ann Pinchot, (A) by Richard Morris; with Laraine Day, Franchot Tone, Natalie Wood, Joyce Coates, Tommy Cook, Elizabeth Harrower, Earl "Butch" Jones (SD) by Fred F. Sears
Public Defender (Reed Hadley)	CBS 10pm	Jackpot - (0) by Jerry B. Lewis; with Hillary Brooke, John Plickard, Glenn Langan, John Doucette, Harry Harvey, Jr., Joe Turkel; (SD)
LUX VIDEO THEATRE (James Mason) Conrad Namel	NEC 1Cpm	So Dark the Night - (0) by Aubrey Wisberg, screenplay for Columbia film by Martin Perkeley & Duight Babcock; TV (A) by Richard McDonagh; with cast to be announced; (SD, FROM H'D) The Model Couple - (0) by Franco Lalli, (A) by Trucman Clay; with reg LaCentra, Leslie Daniels, Clelia Matania, John Stacy
		FRIDAY FEBRUARY 25
idventures of RinTin	Tin ABC 7:30	Rusty Resigns from the Army - (0) by Samuel Newman Heyes &

itventures of RinTinTin ABC 7:30 (lee Aaler)

Rusty Resigns from the Army - (0) by Samuel Newman Heyes & Louis B. Appleton, Jr., (A) by Douglas Heyes; with regulars & Rand Brooks, William Forrest, Abel Fernandez, Edmund Hashim

TALENT SHOWSHEET (more)

## FRIDAY FEBRUARY 25 (Contid)

Secret Files, U.S.A. (Robert Alda)	WABD 8pm	Mission Istrahan - (0) by Will Gould; with Lois Hensen, Paul van Steenberger; Dir by Robert Alda
Topror (f Jeffreys)	CBS 8:30	Topper's Amnesia - (SW) by Robert Riley Crutcher; with regulars & Henry Kulky, Joe Devlin, Edith Leslie, Ed Dearing, Darlene Fields; (SD) by Les Goodwins
Life of Riley	NBC 8:30	regulars & Mary Jane Croft; (SW & SD)
Ray Bolger (Marjie Millar)	ABC 8:30	Ideal Husband - with regulars & Isabel Randolph, Sig Arno, Sylvia Lewis; (SW & SD)
THE BIG STORY (Norman Rose)	NBC 9pm	Matty Rumin, Pittsburgh Sun-Telegraph - (0) by Paul Monash; with Bert Thorn, Bart Burns, Margaret Feury, John Shellie, Charles Rae King, Nathaniel Frey, Helen Donaldson, Fred Scollay; (SD)
Schlitz Playhouse	CBS 9pm	Fast Break - (0) by James Atlee Phillips, (A) by DeWitt Bodeen & Sidney Bidell; with Jackie Cooper, Eetty Lynn, Michael Winkleman, Hayden Rorke, Fritz Ford, Otto Waldis, Joseph Crehan, Harry Landers; (SD) by Jus Addiss
<u>The Vise</u> (Ron Randall)	ABC 9:30	Eehind the Mask - with Petta St. John, Philip Friend, Ronald Hunt; (SD)
Cur Miss Brooks	CBS 9:30	regulars & Leonard Smith; (SW & SD)
Inner Sanctum	WOR-TV 9:30	Cat Calls - (SW) by Doug Johnson; with John Beal, Lydia Reed, Janet Ward, Ethel Owen, Bruno Wick Helen Wagner; (SD)
<u>The Lineup</u> (Marner Anderson)	CBS 10pm	The Sniber Case - (0) by Sidney Marshall; with regulars & Robert Pike, Fernadine Hayes, Joe Turkel, Mary Ship, Clarence Cassell, Richard Winn, Tol Avery; (SD)

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TOP 'Garroway)	NBC 7 am	M - Gordon Scott
LNG SHOW k Paar)	CBS 7am	M thru F - Edith Adams subs as vocalist for vacationing Eetty 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 (droodles), Dylan Todd (S)
WAY OF THE WORLD (Gloria Louis)	NBC 10:30	Starting Tue for 10 days: (0) by Nelia 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 (Charlie Ruggles, Helen Wagner & Glenn Walken)	NBC 4:30	regulars &: M - Don Foster, Robert Baines, Fred Maness; Tu - Eeverly Lunsford, Michael Mann; W - Susan Steell, Susan Strong Bob O'Connell; Thu - Giner Brooks, Michael Gorin; F - Mimi Strongin; (SW & SD)
MODERN ROMANCES (Hartha Scott)	NBC 4:45	About Alan Bolton - (0) by Harry Junkin; with Constance Ford, Dean Harens, Lonnie Chapman, David Orrick, Norman Budd; Dir by Tom Reynolds
		SATURDAY FEDRUARY 26 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
Capt Midnight d Webb)	CBS 11am	Feril from the Arctic - (0) by Roy Hamilton, (A) by Dane Slade with regulars & Mel Welles; (SD)
TRANSPORT (Jack Mahoney & Dick Jones)		Right of Way - (0) by Robert Schaefer & Eric Freidwald; with Dick Curtis, Margaret Fields, Kenne Duncan, Wes Hudman, Denver Pyle, Bob Wilkle; (SD)

TALENT SHOWSHEET (mor.)

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SWIFT SHOW WAGON	NBC 7:30	Faye Emerson, Louis Armstrong (S&M) (FROM NEW ORLEANS)
So This is Hollywood (Hi+-i Green) £ ;inia Gibson)	NBC 8:30	Ka-Boo of the Jungle - with regulars & Alan Mowbray, Iris Adrian, Phil Arnold, Florence Auer, Frank Marlowe, Herb Vi- gran, George Pembroke, Jack Schefe; (SW & SD)
ACO-DURANTE	NBC 9:30	Lisa Kirk (S)
GEORGE GOBEL	NBC 10pm	Buddy Baer (SW & SD, FROM HOLLYWOOD)
PROFESSIONAL FATHER (Steve Dunne & Barbara Billingsley)	CBS 10pm	Twig Learns to Read - (0) by John Whedon & Bill Preedman; with regulars & Anne O'Neal, Phyllis Coates, Richard Erdman, Arthur Q. Bryan, Ed Chandler; (SD, FROM HOLLYWOOD)
Foreign Intrigue (Gerald Mohr)	WABC-TV 10:30	Foreign Intrigue in the Game of Chance - (0) by Gene Levitt; with Eva Danlbeck, Ingrid Gustafson, Egon Larson, Henrik Anker-Steen, Gilbert Robin, John Stark, Gunvor Ponten; Dir by Eugene Lourie; Music by Nils Kyndel
		SUNDAY FEBRUARY 27 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
NEC-TV OPERA THEATRE	NBC 2:30-4pm	The Would-Pe Gentleman - opera by Richard Strauss with John Wood's translation of the Moliere play and George & Phyllis Meade's translation of the Hugo von Hofmannsthal libretto; with Anthony Dawson, Robert Culp, Jacques Aubuchon, George Gaynes, Roy Dean, Frederic Tozere, Army Freeman, Anita Darian Charlotte Rae, Ross Martin, Nancy Wickwire, Wally Cox (all in play); Mary Hinkson, Glen Tetley, Gardiner Meade, Paul Fena all D); Wilma Spence, Carole O'Hara, Joan Marie Moynagh, Joan Carroll, Virginia MacWatters, Loren Driscoll, Robert Goss, Robert Holland, Lee Cass (all S); Dir by John Schwartz; Designed by Rouben Ter-Arutunian; Conducted by Feter H Adler
CMNIBUS (Alistair Cooke)	CBS 5pm	Charles Francis Adams - Dir by Andrew McCullough, cast to be announced; Command Post - live remote about radar; The Brain - (0) by John Pfeiffer - with speaker to be announced
are There	CBS 6:30	Washington's Farewell to his Officers - (0) by Kate Nickerson with Charles Aidman, Frank Marth, Milton Selzer, Malcolm Reggs, Michael Higgins, E. G. Marshall, Edward Binns, George Voskovec, Joe Maross, Russell Hardie; (SD)
Roy Rogers (& Dale Evans)	NBC 6:30	The Deputy Sheriff - (0) by M. M. Raison; with regulars & Tom London, Harry Harvey, Terry Frost, Gregg Barton, Myron Healey; (SD) by Leslie H. Martinson
Private Secretary (Ann Sothern)	CBS 7:30	Blessing in Disguise - (0) by Leonard Gershe; with regulars & Craig Stevens, Franklin Pangborn, Richard LeGrand; (SD)
OPERA CAMEOS (G. Martinelli)	DuM 7:30	Excerpts from Rigoletto - opera by Verdi; with Ettore Basti- anini, Phyllis Arick, Thomas Hayward; (SD)
MAX LIEBMAN SPECTACULAR	NBC 7:30 (COLOR)	Big Time - with Milton Perle (C), Martha Raye (C), Ray Bolger (D), others to be announced; (SW & SD)
Pepsi-Cola Playhouse (Polly Bergen)	ABC 7;30	The Quiet Wife - (0) by Sarah Elizabeth Rodger, (A) by Law- rence Kimble; with John Howard, Eleanore Tanin, Tina Carver, Howard Mendell, Archie Robbins, Pierre Watkin; (SD) by Her- schel Daugherty
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Scenes from <u>Plain and Fancy</u> - Book by Joseph Stein & Will Glickman, Lyrics by Arnold B. Horwitt, Music by Albert Hague; with Shirl Conway, Nancy Andrews (S), David Daniels (S), Gloria Marlowe (S) & others from B'way cast; Eartha Kitt (S), De John Sisters (S), Carol Haney (S&D); Gen. Mark Clark's 85-voice Citadel Glee Club
FRED WARING	CBS 9pm	regulars including Bob Sands, Patti Beems, Dee Harless, Frank Davis (all S)
)YEAR TELEVISION YHOUSE	IIBC 9pm	Rackfire - (0) by Marc Brandel; with Larry Gates, Gloria Rand, Mark Richman, David White, Ramsey Williams, Florence Stanley, Jean Stapleton, Harry Davis; (SD) by Bob Mulligan
Stage 7	CBS 9:30	Tiger at Noon - (0) by Sidney Sheldon; with Stephen McNally, Stephen McNally, Jr., Tony Caruso, Jorja Curtright; (SD)
Bob Cummings FOSS REPORTS - 2/20/	NBC 10:30 /55 - Page E	The Girl from France - with regulars & Lee Millar, Dwayne Hickman, King Donovan, Lita Milan, Bob Easton TALENT SHOWSHEET

Rose Reports ON TELEVISION

FFB 28 1955

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TBRUARY 23, 1955

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THE TELEVISION INDEX

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PUBLISHED BY TELEVISION INDEX, INC.

### **\ID-WEEK SPECIAL**

### NEWS - POSSIBILITIES - COMMENT

Ed Sullivan's Toast of the Town will originate from Chicago for the first time on Merch 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 Rosemery Clooney singing Irish songs and dancers jigging 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 n may do another and Jeanmaire is also in the future schedule. No specific 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. EC 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 tonant.

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Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription).

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 youn ripple, 28-30, living with Papa David, "Mendoza," a hard character, in the la 30 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 Pay 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 a sustainers in the next couple of weeks. All net programming comes out of the irreday night schedule, with One Minute, Please disappearing for the time being a Mat'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 ecqu' tion of 191 cartoon shorts, including "Looney Tunes" and other trade-marked ers, from Sunset Productions, is another break in the general release of old the cartoons, 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 Froductions, includes producer Bill Ficks, director Jack Baker, editorial supervisor Richard Wray, set director James Rell, writer Sloan Nibley, musical supervisor Harry Geller and Joan Benny as commerannouncer.....NBC has officially announced that Robert E. Sherwood has been leased 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 26. 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 I trade news editor for NEC 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.

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