

Ross Reports ON TELEVISION

AUGUST 8-14, 1955

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INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday(12)

ABC- 9:30-concl pm EDT; SPECIAL; The College All-Star Game; from WBKB(Chi), no. of stations indefinite. § Sponsors- Miller Brewing Co (Beer) thru Mathison & Associates, Inc(Milwaukee), for half the game nationally; Standard Oil Co (Indiana) thru D'Arcy Advertising Co(Chi), for half the game in the Midwest; Atlantic Refining Co thru N. W. Ayer & Son, Inc(Phila), half the game in the East; Union Oil Co of California thru Young & Rubicam, Inc(LA), half the game in the Far West. § Pkgr- The Chicago Tribune with ABC-TV(Chi); Prod- Con O'Dea; Dir- Jim Holmes. § Annual meeting between the championship professional football team of the previous season and a picked team of all-star collegians, invited for the game by the All-Star Committee of The Chicago Tribune. The Cleveland Browns are this year's professional team in the contest at Chicago's Soldier Field. Chris Schenkel will handle the play-by-play, with Elroy "Crazy Legs" Hirsch supplying the color and between-halves commentary. Program replaces The Vise (9:30-10pm) one time only.

Sunday(14)

NBC- 7:30-8:30pm EDT; SPECIAL; World Championship Golf; from WNBQ(Chi), to the net. § Sustaining. § Pkgr- NBC-TV Sports(NY); Prod- Harry Coyle; Dir- Paul Robinson(WNBQ); crew and mobile units from WNBQ. § Lindsey Nelson and Norman Barry are commentators for the final hour of the World Championship Golf Tournament from Tam O'Shanter Country Club, near Chicago. The winner of the tourney receives \$50,000 as first prize plus a contract for 50 \$1,000 exhibitions. The program is one of the NBC Summer Specials for Sunday evening.

NBC- 8:30-9pm EDT; SPECIAL; Peggy Lee Show; from KRCA-TV(LA), to the net. § Sustaining. § Pkgr- NBC-TV(LA); Production info not available at press time; Music Dir- Victor Young; Writer- Charles Isaacs. § Peggy Lee stars on this special musical show, with Johnny Mercer as guest; backed by Victor Young and the orchestra. The program fills the remainder of the Summer Special time (see above), one time only.

OTHER NETWORK CHANGES & ADDITIONS

ABC Western TV Net- Professional Football; DEBUT Aug 6; Sat, 8:30pm or 9:30pm to conclusion, PDT; from various stations; (Continued on next page)

- Page 89 -

OTHER NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

ABC Western TV Net- Professional Football (Continued from previous page): 12 stations live. § Sponsor- San Francisco Brewing Corp (Burgermeister Beer) thru Batten, Barton, Durstine & Osborn, Inc(S.F.). § Pkgr- ABC Western Div(LA) no production info available. § Telecasts of 17 games of the Los Angeles Rams or the San Francisco 49'ers football teams during a four month period, including the pre-season exhibition games.

CBS- The Johnny Carson Show (Thu, 10-10:30pm EDT) CURRENT PRODUCTION STAFF: Exec Prod- Nat Perrin; Prod- Ben Brady; Dir- Peter Tewksbury; Music Dir- Lud Gluskin. (See pages 77 & 70).

Frankie Laine Time (Wed, 8-9pm EDT) SPONSORSHIP CHANGE: 8-8:30pm EDT portion; Pillsbury Mills, Inc., has taken a hiatus for the summer after sponsoring the July 27 segment and will return when Arthur Godfrey and his Friends returns in Sept. Frigidaire Division, GMC, continues as alternate week sponsor of the segment, with the alternate week sustaining. (See Pages 87, 85 & 82).

DuM- Professional Wrestling (Thu, 9-11pm EDT) Add as promoter: Duco Sporting Club, Inc(NY); President- Haskell Cohen; Matchmaker- Rudy Dusek. (See page 87).

NBC- Make the Connection (Thu, 8:30-9pm EDT) Gene Rayburn replaced Jim McKay as moderator, effective Aug 4.

The Soldiers (Sat, 8-8:30pm EDT) Bob Henry moves up as producer and director, replacing Bud Yorkin who is preparing his fall programming for The Tony Martin Show. Henry has been associate producer.

The First Step Into Space, LIVE & FILM; SPECIAL Aug 6; Sat, 8-8:30pm EDT; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC Public Affairs(NY); Prod- Reuven Frank; Dirs- John Goetz, Charles Jones; Managing Ed- John Lynch; Writer- Paul Cunningham. A report on the mechanics and significance of the government's program to launch a "satellite moon" into space. Hugh Downs is host for the program, with Dr. Athelstan F. Spilhaus, one of the designers of the future satellite, explaining the significance of it. The program will also include a remote telecast from Aero-Medical Laboratories at Wright-Patterson Field, Dayton, Ohio. Program replaces The Soldiers in this spot, one time only.

NEW NETWORK SPONSORSHIPS

DROMEDARY CO. DIV. of NATIONAL BISCUIT CO (Dromedary Baking Mixes) thru Ted Bates & Co(NY) is sponsoring the alternate Wednesday segments of The World of Mr. Sweeney (Mon thru Fri, 4:30-4:45pm EDT) over NBC-TV, effective Aug 3. JOHNSON & JOHNSON (Baby Products & Band-Aids) thru Young & Rubicam, Inc(NY) will sponsor the Tuesday segments, beginning Aug 9, for seven weeks.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7)- Time for Fun (Mon thru Fri, 12-12:30pm EDT) Program changed m.c. and New York format Aug 1, with "Uncle Joe" Bova, who works in slacks, T-shirt and derby, replacing Corny the Clown (Bob Keeshan) as host for pre-school age and other viewers. Ward Baking Co sponsors the program.

KTTV(Ch 11) - Wrestling from Las Vegas; DEBUT Aug 11; Thu, 9-11pm PDT. Participations. Pkgr- KTTV with John J. Doyle; Prod- John J. Doyle. Bill Welsh is commentator for wrestling bouts telecast live from Las Vegas to LA. Welsh is a KTTV staff commentator who flies to Las Vegas for the bouts.

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Most of the shows on August 5, 6, 7 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, August 12. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Ray Bolger, Danny Thomas, Captain Midnight, Dragnet, My Little Margie, Adventures of Rin-Tin-Tin, Life With Father, It's a Great Life, Your Play Time, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Medic, Ford, Summer Theatre, Bob Cummings, Topper, Halls of Ivy, T Men in Action, TV Reader's Digest, etc.

FRIDAY AUGUST 5

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Science Fiction Theatre (T. Bradley) WRCA-TV 7pm

Time is Just a Place - with Don DeFore, Marie Windsor, Warren Stevens, Peggy O'Connor

SATURDAY AUGUST 6

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ON THE CAROUSEL WCBS 9am

Mary Ellen Moylan (D)

DUNNINGER SHOW NBC 8:30

Frank Tilyou (Steeplechase owner)

AND HERE'S THE SHOW NBC 10pm

Beatrice Kay (S), Jonathan Winters (C) (FROM HOLLYWOOD)

SUNDAY AUGUST 7

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LAMP UNTO MY FEET CBS 10am

Label Carefully - (O) by Vernon Delston; with Catherine McLeod, Don Keefer, Irving Lerner, Johnny Coleman; (SD)

FRONTIERS OF FAITH (Catholic Segment) NBC 3pm

Hint of an Explanation - (O) by Graham Greene, (A) by Frank Ford; with John Stanley, Francis Bethencourt, Basil Howes, Robert Michael, Gary Wright; (SD)

CAMERA THREE (James Macandrew) WCBS 3:30

The Dream of a Ridiculous Man - (O) by Fyodor Dostoevski; with John Drainie; (SD)

COLGATE VARIETY HOUR NBC 8pm

add ringside guests: Rory Calhoun, Irene Dunne, Richard Egan, Audie Murphy, Merle Oberon, Dana Wynter, Ann Blyth, Celeste Holm, Dolores Del Rio, Walt Disney (FROM HOLLYWOOD)

PHILCO TELEVISION PLAYHOUSE NBC 9pm

A Room in Paris - (O) by Peggy Mann; with John Cassavetes, Kathleen Maguire, Al Markim, Caprice Chantel; add: Mike Everett, Paul Saylor, Floyd Ennis, Jenny Egan, John Boruff; (SD) by Paul Lammers

APPOINTMENT WITH ADVENTURE CBS 10pm

Never to Know - (O) by Eugene Francis; with Denise Lor (S); add: Martin Kosleck, Gene Peterson, Philip Sterling, Cathleen Nesbitt, John Baragrey; (SD)

CAMEO THEATRE NBC 10pm

Company - no credits available at press time; (SD, FROM HOLLYWOOD)

MONDAY AUGUST 8

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Superman (George Reeves) WRCA-TV 6pm

5 Minutes to Doom - with regulars & Dabbs Greer, Lois Hall, Sam Flint, Dale Van Sickel, Lewis Russell, John Kellogg, Jean Willes, William Green; (SD)

Sherlock Holmes (Ronald Howard) WRCA-TV 7pm

The Case of the Red-Headed League - (O) by Lou Morheim; with regulars & Alexander Gauge, Eugene Deckers, Colin Drake, Richard Fitzgerald, M. Seyford, G. Bridgman; (SD)

CAESAR PRESENTS NBC 8pm

add regular Judy Tyler (S)

VOICE OF FIRESTONE ABC 8:30

Thomas L. Thomas (S)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30

The Jones Boys (S), Judith Raskin (S), Charles Treger (M)

MONDAY AUGUST 8(Cont'd)

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Those Whiting Girls CBS 9pm
(Margaret & Barbara)

regulars &: Jackie Kelk, Norman DuPont, Jacqueline Auclair,
Gene Gary, Chalo Alvarado, Louis Borell; (SW & SD)

ETHEL AND ALBERT CBS 9:30
(Lynch & Bunce)

regulars & Margaret Hamilton, Nancy Sheridan, Don Briggs, Lawrence Fletcher; (SW & SD)

ROBERT MONTGOMERY NBC 9:30
PRESENTS

Uncle Snowball - (O) by Francis Frost, (A) by Doria Folliott;
with stock co. regulars & Claire Edmonds, Yolanta Pyka, Eddie Brian, Harrison Dowd, Shawn Dooley, Roy Fant, Frank Twed-
dell, Helen Choate; Dir by Allan Cook

Eddie Cantor WABC-TV 10pm

The Atomic Brain - with Allyn Joslyn, Marie Windsor

STUDIO ONE CBS 10pm
SUMMER THEATRE

The Prince and the Puppet - (O) by Shirley Peterson; with Bill & Cora Baird, Van Dyke Parks, Phyllis Hill, John Shay, Joseph Sweeney; (SD) by Seymour Robbie

TUESDAY AUGUST 9
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TALENT VARIETIES ABC 7:30  
(Slim Wilson)

Joan Saltel (D), The Todds (balancing), Ed Coatney (M), Larry Peterson; (FROM SPRINGFIELD, MO.)

ARTHUR MURRAY PARTY NBC 8:30

Sarah Vaughan (S), Paul Winchell (ventriloquist)

MUSIC '55 CBS 8:30  
(Stan Kenton)

Ella Fitzgerald (S), Hoagy Carmichael (songwriter), Stan Rubin & His Tigertown Five (M)

WEDNESDAY AUGUST 10  
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Fabian of Scotland Yard WRCA-TV 7pm
(Bruce Seton)

The Purple Mouse - (A) by Brock Williams; with regulars & Colette Wilde, Cecily Paget-Bowman, Gladys Boot, Seymour Green, Roy Dean, Robert Raglan; (SD)

FRANKIE LAINE TIME CBS 8pm

Joni James (S), Gene Baylos (C), Chita Rivera (D&S), Mr. Balantine(C&magic), The Treniers (M)

The Millionaire - CBS 9pm
(Marvin Miller)

The Story of Peg Johnson - with Arthur Shields, Eleanore Tannin, Lennie Freeman; (SW & SD)

KRAFT TELEVISION NBC 9pm
THEATRE

Two Times Two - (O) by David Stern, (A) by Paul Crabtree; with June Dayton, Joe Maross, Larry Gates, Marcel Hillaire, Jack Klugman, Philip Coolidge, Michael Kellin, Howard Freeman, James Lee; (SD)

FRONT ROW CENTER CBS 10pm

Outward Bound - (O) by Sutton Vane; (A) by Vincent McConnor; with Wilfrid Knapp, Alan Napier, Isobel Elsom, A. E. Gould-Porter, Dorothy Bernard, Pat Hitchcock, John Irving, John Abbott, Robin Hughes, Barry Harvey; (SD, FROM HOLLYWOOD)

Douglas Fairbanks WRCA-TV 10:30

The Leprechaun - (O) by John Sherman & Derry Quinn; with Eddie Byrne; (SD)

THURSDAY AUGUST 11
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Guy Lombardo WRCA-TV 7pm

Karen Chandler (S)

SOLDIER PARADE ABC 8pm

Jan Paderewski (M)

CLIMAX! CBS 8:30  
(Bill Lundigan)

Edge of Terror - (O) by Irving Elman; with Dennis O'Keefe, Phyllis Kirk, Lloyd Bridges, Ed Binns, Karen Steele, Tom Laughlin, Joe Downing, Raymond Greenleaf, Jean Porter; (SD) by John Frankenheimer (FROM HOLLYWOOD)

MAKE THE CONNECTION NBC 8:30

Gene Rayburn is permanent moderator, replacing Jim McKay

STAR TONIGHT ABC 9pm

The Ring of General Macias - (O) by Josephine Niggli; with Katharine Sergava, Miriam Colon, Gene Peterson, Martin Newman, Nehemiah Persoff; (SD)

LUX VIDEO THEATRE NBC 10pm

Perilous Deception - (O) by Catherine Turney; with Karen Kadler, David Janssen, April Kent; (SD, FROM HOLLYWOOD)

FRIDAY AUGUST 12  
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Schlitz Playhouse CBS 9pm

On Leave - (O) by Stuart Cloete, (A) by Larry Marcus; with Claude Dauphin, Robert Easton, Mortimer Mills, Walter Kelley, Ashley Cowan, Tom G. Duggan, Michael Pate, John Alderson, James Fairfax, Maurice Marsac, Bruce Lester TALENT SHOWSHEET (more)

FRIDAY AUGUST 12(Cont'd)
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The Vise ABC 9:30 program pre-empted  
 WINDGWS CBS 10:30 Language of the Roses - (O) by Mary E. Wilkins Freeman; (A) by David Shaw; with Judith Evelyn, Wesley Addy, Dorothy Sands

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 5 THRU FRIDAY AUGUST 12  
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GARRY MOORE CBS 10am regulars, with Walter O'Keefe subbing for vacationing Moore; &: W - Mickey Deems (C); F - Paul Seidell & Dog, Jay Marshall (C), Isobel Robbins (S&C)
 SHEILAH GRAHAM NEC 10:45 Tu - Sheree North; W - Terry Moore; M thru F - Rosalind Russell (FROM HOLLYWOOD)
 HOME(Arlene Francis) NBC 11am M - At Home with Lauritz Melchior (S); W - Baird Puppets
 JACK PAAR CBS 1pm regulars &: F (8/12) - Anna Russell (S&C)
 ART LINKLETTER'S HOUSE PARTY CBS 2:30 M - Beatrice Kay (S); Tu - Robert Maxwell (M); Thu - Perc Westmore (make-up) (FROM HOLLYWOOD)
 THE BIG PAYOFF CBS 3pm ending 8/5 - Bob Kennedy subs for vacationing Randy Merriman
 THE WORLD OF MR. SWEENEY(Charlie Ruggles, Helen Wagner, Glenn Walken) NBC 4:30 regulars &: M - Stuart MacIntosh, Richard Bishop; Tu - Lorna Linn, MacLean Savage, Dorothy Sands; W - Florence Anglin, Lindsay Keene; Thu - Ed Emerson; F - Charles Egelston; (SW,D)
 MODERN ROMANCES (Martha Scott) NBC 4:45 M thru F - kine repeat of A Long Time Till Dawn - (O) by Rod Serling
 MATT DENNIS NBC 7:30 (COLOR) M - the Burton Sisters (S); W - Ella Fitzgerald (S); F - K. Winding & J. J. Johnson (M)
 VAUGHN MONROE NEC 7:30 Tu - Wyoma Winters (S), Hctor & Byrd (D)
 JULIUS LAROSA CBS 7:45 M - Peggy King (S)
 DOUGLAS EDWARDS CBS 7:45 Walter Cronkite subs for vacationing Edwards 8/1 thru 8/19
 UPBEAT! CBS 7:45 Tu & Thu - the Four Lads (S); Thu - DeMarco Sisters (S)
 TONIGHT (Steve Allen) NBC 11:30 F(8/5) - Robert Maxeell (M), Jeri Southern (S), Ken Murray (C) M - Blackburn Twins (S&D), Jill Corey (S), Jim Moran (writer); Tu - Anita O'Day (S); W - Air Force salute, premiere of The McConnell Story, V-P Richard M. Nixon, Jimmy Doolittle, Alan Ladd, June Allyson, Dick Powell; Thu - Pat Kirby (S), Beatrice Kay (S), Earl Hines (M); F - Martha Tilton (S), Page Cavanaugh Trio (M) (FROM HOLLYWOOD)
 LATE SPORTS REVIEW WABC-TV 11:30 M thru F - Bob Cooke replaces Russ Hodges & Marty Glickman as sportscaster

SATURDAY AUGUST 13
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Commando Cody (Judd Holdren) NBC 11am War of the Space Giants - with regulars & Craig Kelly, Bill Henry, Gloria Pall, Rick Vallin, Keith Richards, Eddie Foster, Dale Van Sickel; (SW & SD)  
 TV WORKSHOP WRCA-TV 7pm Something About Love - with scenes from Shakespeare's Romeo & Juliet with Crandall Diehl, Elizabeth Lawrence; & Oscar Wilde's The Importance of Being Earnest with Diehl, Lawrence, Dorothy Sands. Arthur Hanna is host & commentator  
 OZARK JUBILEE ABC 7:30 regulars & Sonny James (S), Hank Locklin (S) (FROM SPRINGFIELD)  
 AMERICA'S GREATEST BANDS(Paul Whiteman) CBS 9pm Paul Neighbors, Larry Clinton & Bea Wayne, Ray Anthony, Enric Madriguera & their bands  
 MUSICAL CHAIRS NBC 9pm Helen O'Connell (S) (FROM HOLLYWOOD)  
Texaco Star Theatre (Jimmy Durante) NBC 9:30 regulars & Jimmy Ames, Angie Dickenson, Clegg Hoyt (all C); Durante girls: Penny Russell, Charlene Baker, Joyce Horn, Marietta Elliott, Dorinda Clifton; (SW & SD)  
 TV'S TOP TUNES CBS 10pm Eileen Barton (S)

SATURDAY AUGUST 13 (Cont'd)  
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Damon Runyon Theatre CBS 10:30

Small Town Caper - (O) by Milton M. Raison & Elwood Ullman; with Dick Foran, Irene Hervey, Charlie Cantor, Hank Patterson, Penny Rubin, Joe Devlin, Gayne Whitman, Butch Bernard; (SD) by D. Ross Lederman

Mayor of the Town WRCA-TV 11:15
(Thomas Mitchell)

Thicker Than Water - (O) by Otto Englander; with regulars & Bernard Nadell, Peggy McCay, Lowell Gilmore, Robert Hutton, Russell Gaige; (SD)

SUNDAY AUGUST 14
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Wild Bill Hickok CBS 11:30

To the Highest Bidder - with regulars; (SW & SD)

FRONTIERS OF FAITH NBC 3pm

Stage of Fools - (O) by Charles Brady, (A) by A. J. Palmerio; with John Stanley, Ronald Long, Iola Lynn, James Millhollin, Ward Anderson, Raymond Johnson, Owen Coll, Ralph Friar, Dennis Patrick, Gerald Lee; (SD)

Captain Gallant of the Foreign Legion NBC 5pm

Carnival in Zagora - (O) by Gene Levitt; with regulars & Norma Eberhardt, Arthur Hanson, Pierre Gay; (SD)

IT'S MAGIC (Tripp) CBS 7pm

Kajar, Jerry Bergman, Cleopatra (all magicians)

TOAST OF THE TOWN NBC 8pm  
(Ed Sullivan)

The Mills Brothers (S), the Four Aces (S), Max Bygraves (C), the Cramerton Square Dancers from Burlington Mills, Greensboro, N.C., film clips from Love is a Many Splendored Thing with William Holden and Jennifer Jones; Ben Hogan, Eddie Arcaro, Willie Shoemaker, Bill Talbert, Tony Trabert, Louise Brough, Bob Cousy, George Welsh, Arnold Sowell (all sports)

PEGGY LEE SHOW NBC 8:30

Johnny Mercer (songwriter); (O) by Charles Isaacs; Musical Director Victor Young (FROM HOLLYWOOD) (THIS TIME ONLY)

The Whistler WPIX 9pm

Letters from Aaron Burr - with Howard Duff, Martha Vickers, John Harmon, Damian O'Flynn, Marvin Press, Dan Riss, Rudolph Anders, Phil Tead, William Forman; (SW & SD)

GOODYEAR TELEVISION CBS 9pm  
PLAYHOUSE

The Takers - (O) by William Manchester (from novel The City of Anger); with Ed Begley, Robert Emhardt, Martin Balsam, Peggy Allenby, Joe Mantell, Luis Van Rooten, Florence Stanley, Cliff Hall, Walter Appler; (SD) by Robert Mulligan

APPOINTMENT WITH ADVENTURE CBS 10pm

The Royal Treatment - (O) by Joan Cunningham; with Dane Clark, Edith Adams, Jonathan Harris, Don Keefer, Chester Stratton; (SD)

CAMEO THEATRE NBC 10pm

The Man From the South - (O) by Raold Dahl (from Someone Like You), (A) - not listed at press time; with Joseph Schildkraut & cast to be announced; (SD) Narrated by Charles Addams (H'D)

NEW YORK TALENT AVAILABILITIES  
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ROBERT WRIGHT - actor-announcer, returns from triumphs in Kiss Me Kate - MGT: Madelyn Killeen, CI 7-3648

EVELYN VARDEEN - currently in The Bad Seed & featured in Night of the Hunter - AGT: MCA, PL 9-7500

KAJAR - magician featured in It's Magic (above) - AGT: Jack Davies, PL 7-1880

PAULA TRUEMAN - a regular member of the supporting cast of The Goldbergs, new TV film series - Long Beach 6-3413-M

ADNIA RICE - signed for One Touch of Venus on next Summer Special - AGT: Nat Debin, CO 5-0127

FRANK BAXTER - actor-model - PL 7-6300

THELMA CARPENTER - recently in Ankles Aweigh - AGT: Joe Glaser, Associated Booking, PL 9-6400

WALLY COX - lined up for a future appearance on Arthur Murray Party - AGT: Gloria Safier, TE 8-4868

GYPSY ROSE LEE - star of Babes in Baghdad seen on WOR-TV's Million Dollar Movie - AGT: Lew & Leslie Grade, JU 6-4190

CLIFF HALL - popular character actor - MU 8-6600

IAN MARTIN - actor - TV writer - LE 2-1100

JOHN DRAINIE - does one-man show on Camera Three (P. A.) - AGT: Grace Lyons, JU 6-8330

BEATRICE ARTHUR - recently in 7th Heaven - AGT: Daniel Hollywood, AL 5-6068

GLORIA LANE - recently featured on Toast of the Town - AGR: NCAC, PL 9-6000

IRENE MANNING - to repeat role in King and Mrs. Candle on Producer's Showcase - CO 5-6200

ROSS REPORTS - 8/7/55 - Page D

TALENT AVAILABILITIES

New Listings and Revisions

551 Fifth Ave, New York 17

May 1955 - June 1955

Murray Hill 2-5910

Information on the cards generally first appears in the Weekly Reports. For this reason, the Weekly Reports should always be used in conjunction with the Television Index card file.

The cards are packed in alphabetical order, and changes and additions below are listed alphabetically. But subscribers should file them in whatever order or arrangement is most useful personally.

New Listings: New additions to the file this month (including returning programs).

Replace previous cards: These cards replace those of the same name already in the file. Discard old listings, add new.

Remove cards from file: Programs that are off permanently or for hiatus. These cards should be held in reserve as a source of information on the defunct programs, but completely separate from the current file to avoid confusion with active listings. When program returns, new cards will be issued as additions to the file.

AMERICAN BROADCASTING COMPANY

New listings: ABC FEATURE HORSE RACE, PEE WEE KING SHOW, PENNY TO A MILLION, ROCKY'S CORNER, WEDNESDAY NIGHT FIGHTS.

Replace: SOLDIER PARADE, TREASURY MEN IN ACTION.

Remove: ADVENTURES OF OZZIE & HARRIET, CAVALCADE OF AMERICA, COLLEGE PRESS CONFERENCE, DOLLAR A SECOND, ELGIN HOUR, KUKLA, FRAN & OLLIE, MR. CITIZEN, POND'S THEATRE, U.S. STEEL HOUR, WALTER WINCHELL.

COLUMBIA BROADCASTING SYSTEM

New Listings: DOWN YOU GO, FRONT ROW CENTER, WILD BILL HICKOK, LOOK UP & LIVE, \$64,000 QUESTION.

Replace: WELCOME TRAVELERS.

Remove: ADVENTURE, THE AMERICAN WEEK, PERRY COMO, DECEMBER BRIDE, JANE FROMAN, JACKIE GLEASON, GODFREY & HIS FRIENDS, I LOVE LUCY, THE INNER FLAME, LIFE WITH FATHER, MAMA, THE NEW RED SKELTON SHOW, NOW & THEN, OUR MISS BROOKS, PERSON TO PERSON, PROFESSIONAL FATHER, PUBLIC DEFENDER, ROAD OF LIFE, SEE IT NOW, SHOWER OF STARS, JO STAFFORD SHOW, STUDIO ONE, WILLY.

DUMONT TELEVISION NETWORK

New Listings: IT'S ALEC TEMPLETON TIME.

Remove: CHANCE OF A LIFETIME, NEW YORK TIMES YOUTH FORUM.

NATIONAL BROADCASTING COMPANY

New Listings: COLGATE VARIETY HOUR, MIDWESTERN HAYRIDE, YOUR PLAY TIME.

Replace: DING DONG SCHOOL, YOUTH WANTS TO KNOW.

Remove: ARMSTONG CIRCLE THEATRE, BIG STORY, BUICK-BERLE SHOW, CAESAR'S HOUR, CAVALCADE OF SPORTS, IMOGENE COCA SHOW, COKE TIME STARRING EDDIE FISHER, COLGATE COMEDY HOUR, CONCERNING MISS MARLOWE, TOM CORBETT, SPACE CADET, FIRESIDE THEATRE, FUNNY BONERS, GEORGE GOBEL SHOW, THE GREATEST GIFT, HALLMARK HALL OF FAME, HAWKINS FALLS, JUSTICE, TOMY MARTIN SHOW, MR. PEEPERS, ROBT. MONTGOMERY PRESENTS, MARTHA RAYE SHOW, DINAH SHORE SHOW, LORETTA YOUNG SHOW, YOUR HIT PARADE.

See Next Page for New Listings and Revisions, Film and Advertising Agency Cards.

TELEVISION INDEX CARD FILE - New Listings & Revisions (Cont'd)

FILMS (Green Cards)

New listings: ADVENTURES OF RIN TIN TIN, CONFIDENTIAL FILE, FUN TO REDUCE, HERALD PLAYHOUSE, LIFE WITH FATHER, THE LITTLE RASCALS, LOONEY TUNES, RAY MILLAND SHOW, MR. & MRS. NORTH, N.O.P.D., PASSPORT TO DANGER, SAN FRANCISCO BEAT, STORIES OF THE CENTURY, SUSIE, FOY WILLING & HIS RIDERS OF THE PURPLE SAGE.

Replace: THE AMAZING TALES OF HANS CHRISTIAN ANDERSEN, CRUSADE IN THE PACIFIC, JOE PALOOKA, SECRET FILE, U.S.A., TOWN AND COUNTRY TIME.

ADVERTISING AGENCIES (Salmon Cards)

New Listings: NORMAN, CRAIG & KUMMEL, INC.

Replace: ANDERSON & CAIRNS, N.W. AYER & SON, BLOW-BEIRN-TOIGO, BOZELL & JACOBS, CALKINS & HOLDEN, CAMPBELL-EWALD, DANCER-FITZGERALD-SAMPLE, DONAHUE & COE, FULLER & SMITH & ROSS, McCANN-ERICKSON, NEEDHAM, LOUIS & BRORBY, OGILVY, BENSON & MATHER, TATHAM-LAIRD, J. WALTER THOMPSON.

Remove: WILLIAM H. WEINTRAUB.