



Remember
TELEVISION

Ron Lackmann
Author of REMEMBER RADIO

198 (6-04)

Remember Radio

Book

\$ 4.00

Raves for Author's

REMEMBER RADIO

"A fine job of presenting just enough to trigger the listeners' memory of his favorite show(s). Mr. Lackmann's style is flexible enough to provide a thorough view of radio before television. . . ."

—UPI

"This delightful book is replete with photographs of such by-gone celebs as Nelson Eddy, Just Plain Bill, Major Bowes . . . you name it, you'll see it here, and relive in memory countless enjoyable hours." —Palm Springs *Herald American*

" . . . *Remember Radio* covers the full range of radio greats and is another pleasant exercise in nostalgia."—Toledo *Blade*

"The world of radio . . . captured in a way both nostalgic and informative. Lovingly prepared, lovingly offered it will be lovingly accepted by anyone who does indeed *Remember Radio*."

—Fort Worth *Texas Press*

" . . . a book of visual aid, this is a well-formed nostalgic piece devised to stir the memory of those who have blown out the candles of their 50th happy-birthday cake."—*Best Sellers*

REMEMBER TELEVISION

by Ron Lackmann

Illustrated with 300 photographs

Remember? *Studio One* . . . Herb Shriner . . . the first telecast of the World Series between the Yankees and the Dodgers in 1947 . . . Martha Rountree of *Meet the Press* . . . *Hit Parade*'s desperate attempts to find a new set each week for long-lived hits . . . *Your Shows of Shows* . . . Milton Berle . . . Virginia Hill and the Kefauver crime hearings . . . *I Love Lucy*?

Drawing from his enormous recollections and collections of memorabilia which served him so successfully in *Remember Radio*, Ron Lackmann offers a treasury of photographs, early television listings, original scripts, and old ads in a nostalgic grab bag of television's pioneer period. Here, recreated, are the good old days of TV's golden age, when the miracle in the black box brought you weekly glamor, comedy, music, romance, and (remember?) the \$64,000 *Question*.



Photo by Martin Jackson

RON LACKMANN is ideally suited to offer a nostalgic look at the early years of television. An avid collector of mementos of the past, he has written articles on old radio advertisements, old movies, posters, and television shows. He is presently an actor, director, writer, and teacher, having received training in drama at both Hofstra University and the University of Hull in England. His writing credits include four children's plays, short stories, *The Bonnie and Clyde Scrapbook*, and *Remember Radio*, which has had an extremely good reception (see back ad).

Jacket design by JANE LIEMAN

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U.S.A.

REMEMBER TELEVISION

BY

Ron Lackmann



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New York

FOR KEITH, KAREN, AND CRAIG

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Design and Layout by Lois Wallace

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REMEMBER RADIO
REMEMBER TELEVISION

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INTRODUCTION

At the 1939 New York World's Fair, visitors lined up for hours just to get a glimpse of a machine that seemed the ultimate scientific miracle. Big and boxy, it was something like their beloved radios at home—but with one huge difference. Right up there in front was a tiny screen—like a little movie screen—and every time a sound came from the machine a picture accompanied it! It was called television, which meant “seeing at a distance,” and it was a fantastic little theater you could fit right in your home. Scientists had been working on the idea of television for almost fifty years, and as early as 1882 a French cartoonist had drawn his concept of what a television machine might look like. But now scientists were saying that this invention would soon be ready for general public consumption.

The wait turned out to be longer than expected. World War II intervened, and manufacturing of just about everything not essential to the war was halted.

The production of television for home use finally began in 1945. Only a hundred TV sets were manufactured in that first memorable year, and only people who'd been on the pre-war waiting lists got them. But more were promised, and a war-weary public was quick to vie for the sets as they came off the assembly lines of reconverted war factories.

If your family was lucky enough to be the first on the block to get a TV set, your house became the most envied in the neighborhood. Long-lost friends, relatives and neighbors suddenly began to appear on your doorstep, waiting for an invitation to see anything, and I mean anything, that happened to be on the TV. But if you were one of those poor unfortunates who were destined to become the last family on the block to get a TV set because you were determined to “wait until the prices go down” or were positive that TV was “just another passing fancy,” you had to content yourself with putting on your best poor-little-waif act and, hat in hand, try to gain admittance to a neighbor's house which was more fortunately blessed with the wonders of TV.

TV-watching evenings were major social events in those days. There wasn't really much to view in those early days of TV, and telecasting was not a continuous all-day affair. Children's programs, cooking shows, amateurish variety offerings—people would sit for hours, viewing it all, even the TV test patterns, fascinated and totally spellbound.


Programs were mostly live then, and the shows, as well as the news events, all seemed vividly alive. Plays and politics, crime and comedy transformed our modest abodes into enchanted castles with little windows looking out over new and vast horizons. Little did we know then what these little windows would do to our lives. Never again would home provide us with sanctuary from the horrors and happenings of the outside world. Now we would be on hand at Senate subcommittee meetings and crime hearings, at public tragedies and coronations. Faces in the news would become as familiar to us as our favorite movie stars. Things were changing fast, and we would be able to sit and watch it all happen on our TV screens. Hot wars, like the one we had just lived through, would give way to cold wars, fought with words instead of on battlefields. New stars, television stars, began to take the spotlight away from movie and radio idols. Milton Berle, or Uncle Miltie as he was known to thousands of viewers, became television's King of Comedy. Howdy Doody, Sid Caesar and Imogene Coca, Kukla, Fran and Ollie and Captain Video became household names. Dramatic shows, telecast live, gave us more heroes to worship. The whole country became television-conscious. Soon old radio favorites like *The Lux Theatre*, *My Friend Irma*, Arthur Godfrey's *Talent Scouts*, *The Goldbergs*, *Your Hit Parade* and *Superman* made their moves from a sound world of radio to the sighted one of television with varying degrees of success, and early television broadcasting owed a large debt of gratitude to radio for some of its early offerings. But TV was more than old radio shows made visual. Programs were developed exclusively for television. Puppet shows like *Howdy Doody*, *Kukla, Fran and Ollie* and *Lucky Pup* and "magazines of the air" shows like *Omnibus*, *See It Now* and *Garroway at Large* were uniquely suited to the new medium of television.

The late 1940's and early 1950's became television's years of experimentation and discovery. It was during this time that TV developed a social conscience. It was television, for example, that was to expose the methods of Joseph McCarthy and thereby stem his rise. We saw dramatic art, civilized entertainment and intellectual exploration that haven't been duplicated for a decade. These were exciting years, perhaps the best that television has known and here is a chance to pause for a moment and look back over that older time as recalled by those old TV programs.

We begin in 1947, when television was still attempting to find itself, and then move into the 1950's, TV's "golden years," ending with 1958, the year when TV taping and the virtual disappearance of most live telecasting, except for the news shows, began to change the medium. Though in reality such a short time ago, those early TV years take on a quality of genuine nostalgia now, perhaps because we have advanced so far and so fast in such a relatively short span of years. I've tried to cram into this book of memories most of the top TV shows, specials and newsworthy events, but if one of your favorite TV happenings is missing from these pages, I only hope another old friend will make up for that omission. Come along then to the late 1940's and 1950's, and remember television . . .

*(Major TV news headlines . . .
What was happening in the world . . .)*

1947



WW II VETS DEMAND NEW HOUSING
.... PRESIDENT ANNOUNCES TRUMAN
DOCTRINE, GIVING MILITARY AID TO
GREECE AND TURKEY EAST-WEST
TENSIONS INCREASE CONGRESS
ADOPTS MARSHALL PLAN
COMMUNIST COUP IN HUNGARY
TAFT-HARTLEY LAW PASSES SENATE,
OVERRIDING TRUMAN'S VETO

. . . and what was happening on TV . . .



Howdy and Buffalo Bob.

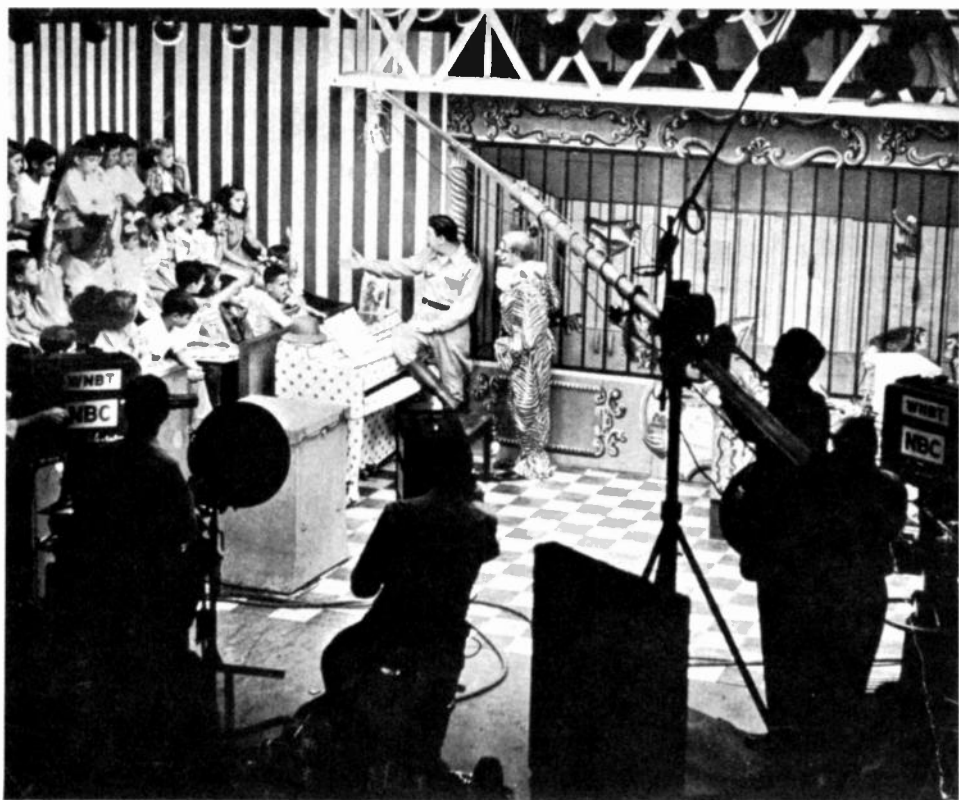
Howdy Doody, one of television's longest-running and best-remembered children's shows, began telecasting on December 27, 1947, and did not vacate its NBC habitat until thirteen years later in 1960.

The show's circus-puppet-theater setting was just the right atmosphere to capture kids' imaginations and keep them glued to the TV screen. Host Buffalo Bob Smith; Howdy, the cowboy-marionette; horn-honking speechless Clarabel the Clown; Indian princess Summer-Fall-Winter-Spring; puppet Mr. Bluster and his pal, Flubberdub, became weekday favorite visitors to millions of American households. The demand for tickets to attend a live telecast of the show was so overwhelming that NBC had an endless waiting list of youngsters whose fondest dream was to appear on camera with their *Howdy Doody* friends.

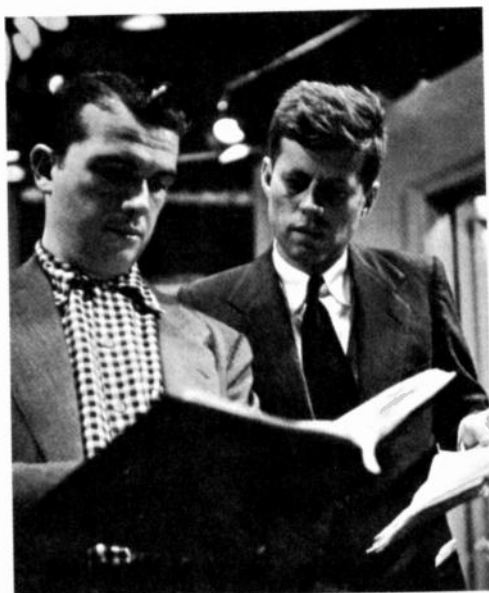
HOWDY DOODY

THEME SONG: (To the tune of Ta-Ra-Ra-Boom-De-Ay)

*It's Howdy Doody time.
It's Howdy Doody time.
Bob Smith and Howdy too
Say Howdy—do to you.
Let's give a rousing cheer,
For Howdy Doody's here.
It's time to start the show.
So, kids, let's go!*



Buffalo Bob and Clarabel talk to the Peanut Gallery during a *Howdy Doody* telecast.



John F. Kennedy, then a U.S. Senator, is seen (above) with *Kraft* floor manager, Ken Lynch, going over the script of a tele-adaptation of *Profiles in Courage*, which was presented on the *Kraft Theatre* in 1956.



Restoration classics like *She Stoops to Conquer* were standard fare on *Kraft Theatre*. Margaret Phillips, Louise Prussing, Leon Shaw and Ralph Nelson are seen (above) during this 1948 telecast.



Ossie Davis and Everett Sloane starred in the 1955 *Kraft* presentation of *The Emperor Jones* by Eugene O'Neill.

KRAFT THEATRE

The Kraft Theatre, an hour-long series of weekly live dramatic productions, began as a local show in New York in 1947 and graduated to the big time as a national nighttime program in 1948. During the series' eleven-year residency on NBC, such diversified plays and players as *The Glove*, starring TV's busiest leading lady of the late 1940's—early 1950's, Margaret Phillips; *The Emperor Jones*, with black actor Ossie Davis; and John F. Kennedy's *Profiles in Courage* were presented. Although the show concentrated mainly on proved stage successes and adaptations of classic novels and plays, original plays, expressly written for television, were occasionally offered as well.



One of *Kraft Theatre*'s best-received productions was the dramatization of the popular novel *A Night to Remember*, which was about the sinking of the *Titanic*.

PAUL WINCHELL AND JERRY MAHONEY

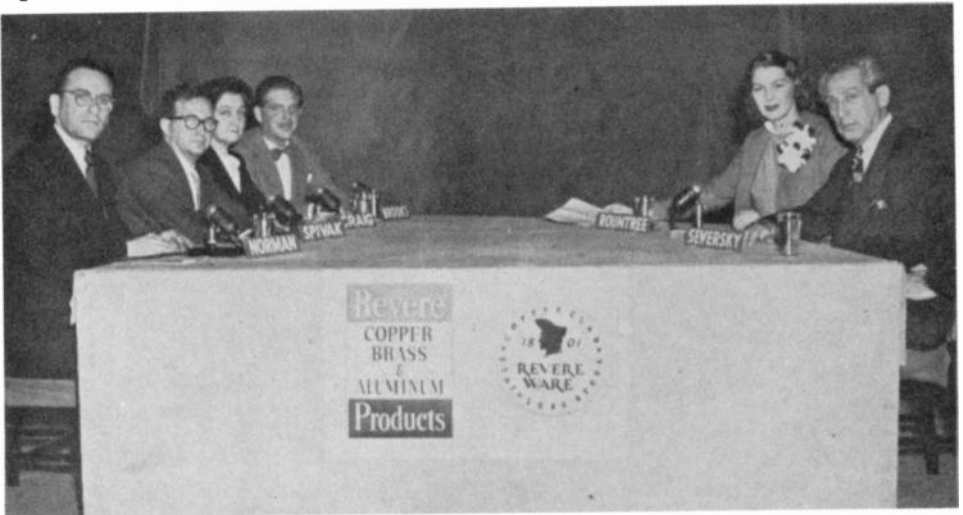
Ventriloquist Paul Winchell with his dummy Jerry Mahoney was one of the first variety entertainers to have a regular show on television. As early as 1947 Winchell made his video debut in a show of his own, which was called *Show Business, Inc.* In 1948, he co-starred with master mind reader Dunninger on NBC's *The Bigelow Show*. Winchell then went on to *The Speidel Show*, serving as MC from 1951 until 1953. In 1953 he picked up Jerry, Knucklehead Smith, and all the rest of his dummy friends and moved to a daytime spot, hosting a popular children's program which featured fun talk, games and a fair sprinkling of film cartoons to keep the small fry at home happy.



Jerry Mahoney and his master, Paul Winchell.

MEET THE PRESS

Television's most durable panel-news-discussion program, *Meet the Press*, presided over by Martha Rountree, made a successful transition from radio to television in 1947. Guest newspapermen questioned leaders of the political scene, with Miss Rountree and later Ned Brooks acting as moderator. This long-running show, still going strong, was produced by Lawrence E. Spivak.



Representatives of the press (above) "meet" Alexander de Seversky. Martha Rountree sits at his right.

THE ROLLER DERBY



Tuffy Brasuhn takes a tumble.

The rough-and-ready *Roller Derby* was a favorite evening sports attraction for millions of viewers during television's early years. The collision of human bodies, knock-down-drag-out fights—especially among the ladies—provided more entertainment than the incredibly swift skating. Tuffy Brasuhn, the toughest tomato on skates, became a household name and attracted a considerable following during her long career with the Derby. Blond bombshell Mary Gardner ran her a close second.



The looks on these skaters' faces show just how seriously competitors took the Derby.



Gorgeous George looks perplexed.



Mr. America—Gene Stanlee.



Dennis James, at ringside, watches the countdown.

WRESTLING

One of the most popular attractions during television's childhood were the nightly telecasts of wrestling matches. Few viewers can forget the ringside manner of Dennis James, wrestling's most celebrated sportscaster, or the shenanigans of "Hatpin Mary," a wild old girl, who took special delight in sticking her unfavorable wrestlers with a deadly hatpin. Among the viewers' favorite wrestling performers were the Swedish Angel, The Zebra Kid, Gorgeous George, Mr. America, Ricki Starr and, of course, the biggest and best of them all, Antonino Rocca.

Also popular were the special lady wrestling events and midget wrestling. As the years rolled by, the wrestling matches became splashier and splashier—with contestants making grand entrances replete with entourages of slave girls, fan bearers and sedan chair carriers. No one seemed to take the matches seriously, however, since everyone knew that all the howling and grunting were being staged strictly for the benefit of the viewing audience. And watch they did, until the mid-1950's, when the novelty of it all wore off.



"Hatpin Mary" chats with James during a break in the matches.

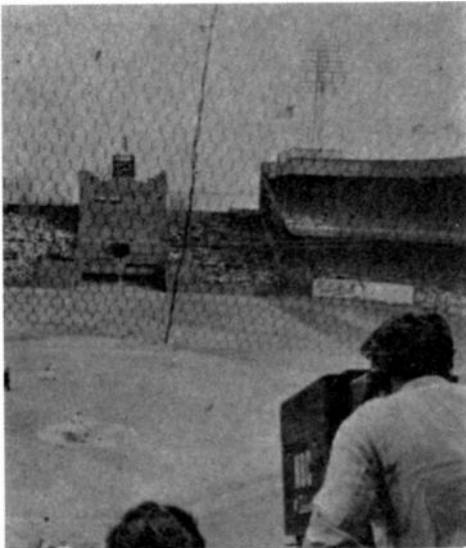
THE GENE AUTRY SHOW



Gene Autry and his horse, Champion.

Among the first movie Western stars to discover the gold in television's hills was singing cowboy Gene Autry. He first appeared on television in his own weekly adventure series in 1947. Gene's Melody Ranch, his friend Pat Buttram, and his horse, Champion, became as popular on TV as they had been on radio and in motion pictures.

THE FIRST WORLD SERIES TELECAST



The first World Series game to be telecast.

Four cities were lucky enough to receive the first telecast of a World Series baseball game. It was played between the New York Yankees and the Brooklyn Dodgers, in 1947. The cities chosen for this special consideration were New York, Philadelphia, Washington and, of all places, Schenectady. The first game was played in old Ebbets Field in Brooklyn, the home of the Dodgers when they were still the Brooklyn "Bums." The winners? The Yankees . . . as usual.

Sports!
 Concerts!
 Movies!
 Plays!



NEW Wonder Window TELEVISION!



NEW YORKER. Matches Stewart-Warner's new FM-AM-phonograph combination, "Manhattan." New Photo-Vision screen puts the picture up where everyone can see! Modern styling in genuine African mahogany. Enlarging glass hidden from view to increase picture size, available at slight extra cost.

Stewart-Warner's great new Wonder Window Television gives you a whole new picture of today's thrilling television entertainment for your home!

New Instant Tuning! Turn the dial to your station, and automatically you get the picture in focus... with exactly matching FM sound! You need make no other adjustments!

WASHINGTON. Same picture size as in remote models, yet it's a compact table set! Direct-view screen... African mahogany in the Adam Period manner... harmonizes with the new Stewart-Warner "Monticello" phonograph combination.

New Picture Realism! A new wider picture gives you more of the scene on the 10-inch viewing tube... a clear, life-toned, more than 10 per cent larger picture... over 38 square inches. Brilliant even in daylight!

New Home-Site Styling! Smartly styled new cabinets specially designed to fit into your house or apartment—style-proportioned for today's home—including a new table set and a new compact console!

Your Stewart-Warner dealer has these eye-filling new Wonder Window Television sets now, made by one of America's oldest radio manufacturers.

AND FOR THE BEST IN RADIO, SEE THE NEW STEWART-WARNER RADIO-PHONOGRAPHS WITH STEREO-SONIC TONE

MONTICELLO

Glossing, dark hand-rubbed mahogany in 18th Century Regency style design. FM radio plus automatic automatic phonograph. Complete dual dynamic speakers, spacious record-storage space.



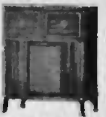
MANHATTAN

Polished Gold-Crest mahogany set in the modern mode. FM-AM radio plus automatic phonograph. Dual matched-tone speakers.



MI. VENON

18th Century design in hand-rubbed African mahogany. FM-AM radio plus automatic phonograph. Two record compartments. Dual matched-tone speakers.



Attachable base (available at slight additional cost) quickly makes this set a console.

EXCLUSIVELY BY
Stewart-Warner

FM RADIO • AM • RADIO-PHONOGRAPHS • TELEVISION

CHICAGO 14



ILLINOIS

"Hey, we're getting a television set tomorrow!" It was a happy cry that was to grow more and more familiar in the late 1940's. Those early sets were monstrous, with their huge cabinets and their one tiny eye that made them look like a nearsighted Cyclops. But to millions of people all over the country who had been waiting for television to become a reality all through the war years, they were the most beautiful pieces of machinery they had ever seen.



Only a **PHILCO** Radio-Phonograph Gives You This

Glorious Concert Hall Realism

This is it . . . utterly matchless perfection of tone as the great new Philco 1613 reproduces the sensational 45 minute records with glorious "Concert Hall" realism, thanks to the exclusive Philco Balanced Fidelity Reproducer. Present records are played automatically by a second tone arm. Yours with genuine Philco FM-AM radio, in classic-modern mahogany console.

When You're Ready for Television

Enjoy the sharpest, brightest, clearest picture in the industry . . . plus all the advantages that Philco pioneering research brings you . . . automatic tuning . . . Eye-Level viewing ease. Get all that's newest and best . . . buy Philco!

TUNE IN Philco Radio Time with Big Crosby Wednesday evening . . . Philco Television Playhouse Sunday evening. See your newspaper for time and station.



No wonder
Hollywood
Picked G-E

In the exciting new Roy Del Ruth production — "The Babe Ruth Story" — William Bendell re-enacts that unforgettable moment in the 1912 World Series when the crowd-ridden Babe pointed to the upper stands at Wrigley Field and slammed the best pitch right in there for a home run.



MODEL 810

TALK TO ANYBODY WHO'S SEEN IT! You're looking at the first low-priced table model with G-E Daylight Television. 32 sq. inches of unprecedented picture quality on the big 10 inch direct-view tube. All U. S. television channels, with factory pre-tuned circuits. One glance and you marvel at the "stand-out" superiority! When you see it, the price is even more marvelous. Model 810, only. **\$325.00*** (Plus installation)

GIANT SCREEN-PROJECTION TELEVISION! Do luxe television on a super-size screen. All the action on a dramatic picture 3 sq. ft. in area. Superb television plus FM radio, standard (AM) radio, plus short-wave radio, plus automatic phonograph with the famed G-E Electronic Reproducer, 30-watt vacuum cabinet assisted in. **\$2100.00*** (Plus installation) Model 901 . . .

MODEL 901



* Yellow price slightly higher. Prices subject to change without notice.

Beats everything in sight!
DAYLIGHT TELEVISION!



Don't miss "The Babe Ruth Story" featuring the stirring television scene. To show the best in television, Hollywood naturally turned to General Electric. See G-E Daylight Television for yourself. G-E Television is performance-

engineered at famous Electronics Park. It's the brightest, clearest TV picture ever delivered . . . your eyes prove it! You owe yourself and your family a thrilling demonstration. Ask your General Electric Television Dealer.

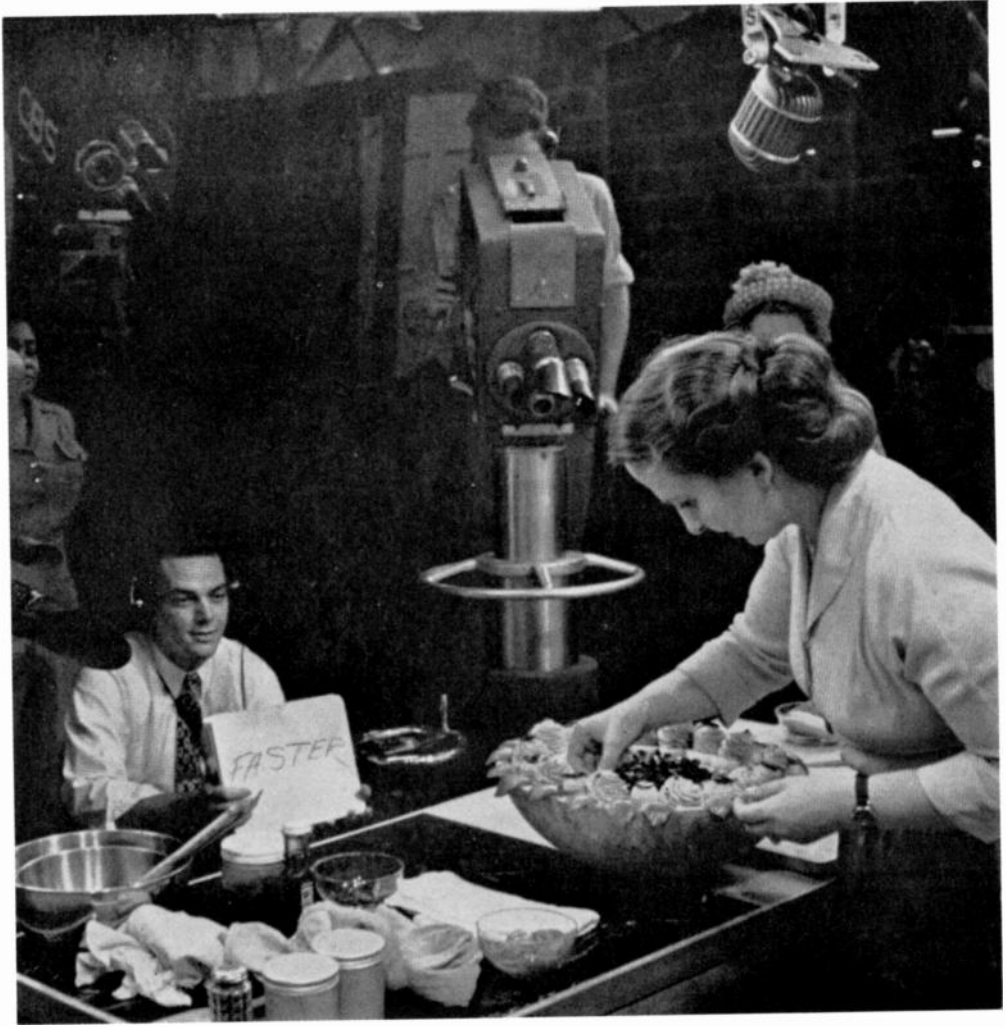
General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.

GENERAL ELECTRIC

COMPLETE ENTERTAINMENT CENTER! G-E Daylight Television, FM radio, AM radio, Automatic phonograph with G-E Electronic Reproducer, biggest combination "buy" on the market today. All the eye-arresting advantages of G-E Daylight Television on big 10" direct-view tube. Both radio and records in matchless G-E natural tone. All yours in **\$725.00*** (Plus installation) Model 802D at only

MODEL 802D

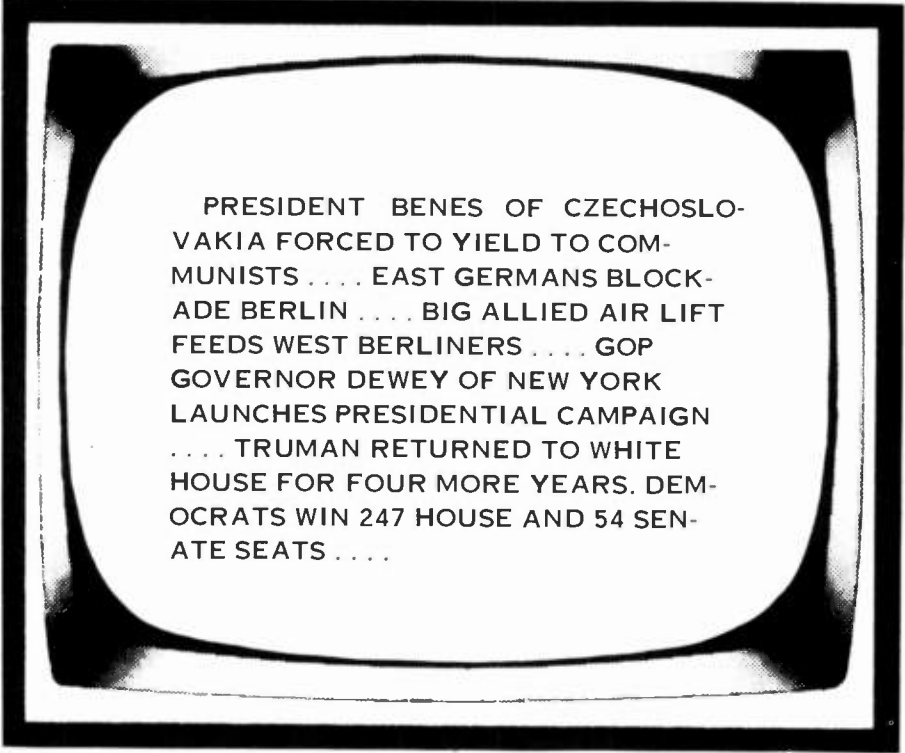




Cooking shows were popular attractions on early television. Dione Lucas, seen above, was one of television's first cooking instructors to gain national attention.

(In the world . . .)

1948



PRESIDENT BENES OF CZECHOSLOVAKIA FORCED TO YIELD TO COMMUNISTS EAST GERMANS BLOCKADE BERLIN BIG ALLIED AIR LIFT FEEDS WEST BERLINERS GOP GOVERNOR DEWEY OF NEW YORK LAUNCHES PRESIDENTIAL CAMPAIGN TRUMAN RETURNED TO WHITE HOUSE FOR FOUR MORE YEARS. DEMOCRATS WIN 247 HOUSE AND 54 SENATE SEATS

. . . and on TV . . .

Television's first major star unquestionably was comedian Milton Berle. His *Texaco Star Theatre* became the most frequently looked-at, talked-about show on the air in the late 1940's and early 1950's. Tuesday night became "Milton Berle Night," and viewers lucky enough to own a TV set wouldn't miss a single fun-filled hour of "Uncle Miltie." They loved his impressive array of guest stars and his devotion to his mother, Sandra, and never knew what sort of crazy getup he would be wearing when he made his weekly entrance. Whether dressed in ladies' clothes, done up as Howdy Doody, or all decked out as a monster pumpkin pie, Miltie never failed to convulse his audience with jokes reportedly "stolen" from the best comedians in the business.

NBC was fortunate enough to have Mr. Berle's talents on display for eight years, from June, 1948, until June, 1956.



The end of a night with "Uncle Miltie" shows guests, Phil Silvers, Buffalo Bob Smith, June Havoc and Clarel the Clown flanking Milton, dressed up as Howdy Doody.

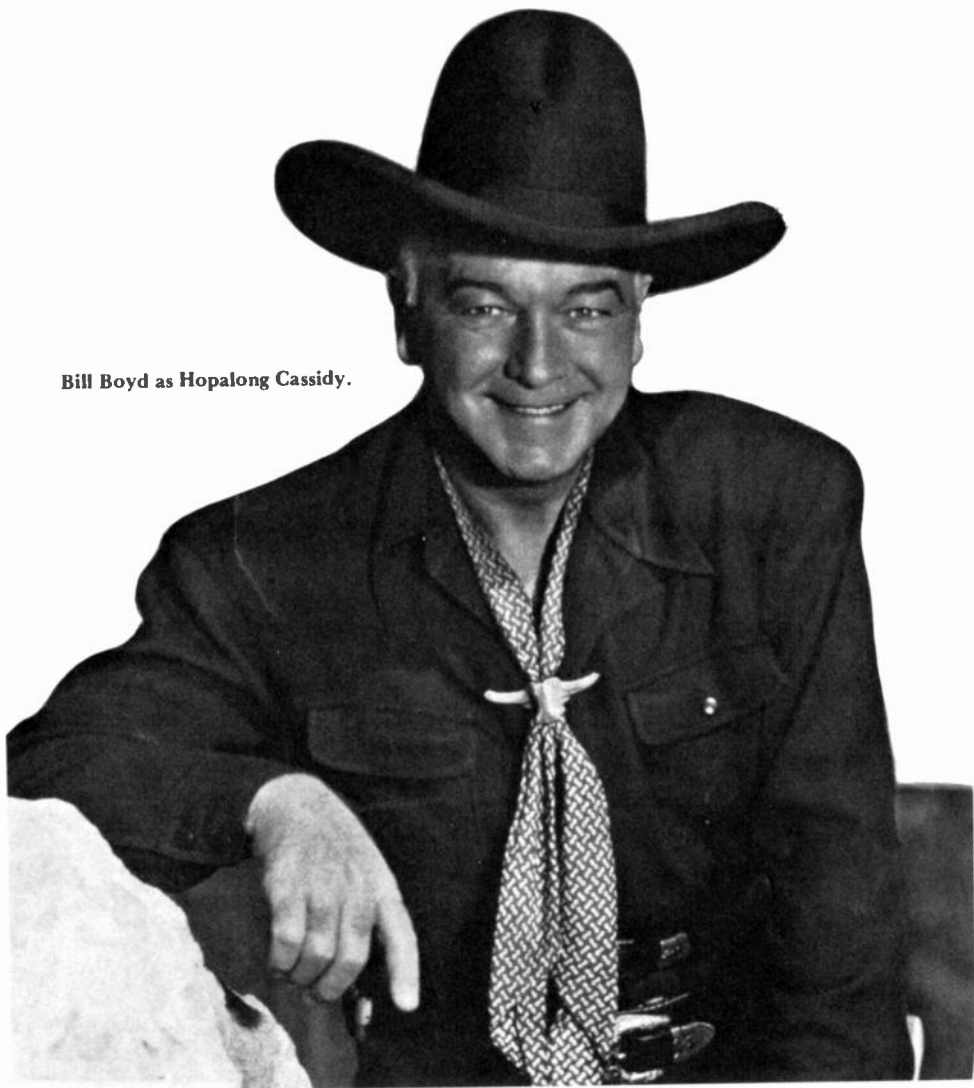
TEXACO STAR THEATRE

Mr. Television.



HOPALONG CASSIDY

Bill Boyd as Hopalong Cassidy.

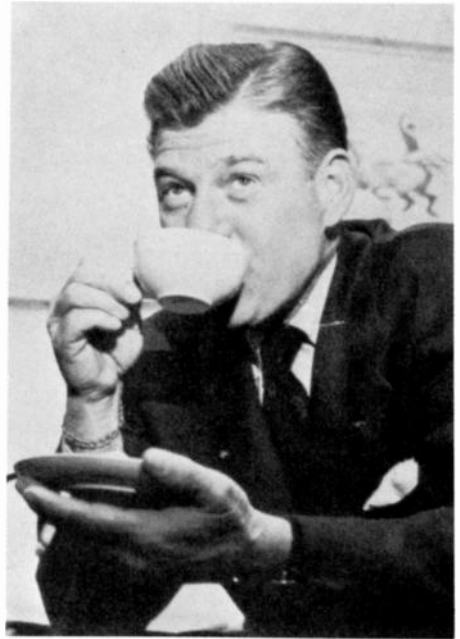


In 1948, screen-serial cowboy Bill Boyd joined television's roster of new stars. His celebrated Hopalong Cassidy motion-picture character made the series an immediate success with youngsters across the nation and became TV's first big Western hit. After one year on the air, Mr. Boyd hocked all his belongings, lock, stock and barrel, to buy the Hopalong TV rights from its film-producer owners. When he finally sold out several years later, he reportedly received \$70,000,000! Reruns of *Hopalong Cassidy* are still being shown on many local networks.

ARTHUR GODFREY'S TALENT SCOUTS

Arthur Godfrey was the host of CBS' *Talent Scouts* program from 1948 into the 1950's. Each week famous show-business names would introduce Arthur to new acts they had discovered, thus giving unknowns the chance to display their talents before a fast-growing TV public. Weekly winners were chosen by an applause meter. Most of Godfrey's "friends," who costarred with him on his *Arthur Godfrey and His Friends* weekly hour-long variety show, were former *Talent Scouts* winners. The show had a long and healthy ten-year run on CBS.

Arthur samples a cup of Lipton's Tea, longtime sponsor of *Talent Scouts*. Viewers often wondered whether Arthur's teacup contained something other than tea.



The *Talent Scouts*' famous applause meter.





TV's highest paid guest star . . . Elvis Presley.



Gospel singer Mahalia Jackson made her TV debut on the Sullivan show.



Ed introduced many comics to the TV viewing public. One of their favorites proved to be comedian Jack Carter.

THE TOAST OF THE TOWN

America's favorite variety show, *The Ed Sullivan Show*, was originally called *The Toast of the Town* when it first arrived on television. Dour-faced, unsmiling newspaper columnist Sullivan first told his home viewers that he had a "really big shew" for them on June 20, 1948. He has been a Sunday-night favorite ever since. Many well-known entertainers made their TV debuts on the Sullivan show. Ed's first *Toast of the Town* featured the little-known comedy team of Dean Martin and Jerry Lewis in their first TV showcasing. Since then, Ed has introduced such now-famous entertainers as Alan King, Jackie Mason, The Beatles, Victor Borge and Margaret Truman. The hip-shaking rock-and-roll rage of the 1950's, Elvis Presley, was paid the highest price, a record \$50,000 for a single guest appearance on Ed's show. Julia Meade assisted Ed as cohostess and chief product seller during and for a while after his *Toast of the Town* years. Ed has been on the air for more than twenty years.



Ed Sullivan and Julia Meade.



The cast of *The Toast of the Town*'s first program line up on stage at the end of the show.



Michele Morgan and Arthur Franz starred in a modern-dress version of the classic *Camille* in 1953.



Judith Evelyn and Charlton Heston costarred in *Studio One's* 1951 adaptation of Shakespeare's *Macbeth*.



English funny lady Gracie Fields appeared with Janet Swanson in *Mrs. Arris Goes to Paris* in 1958.



Shakespeare's *Julius Caesar*, with Alfred Ryder and Shepperd Strudwick, was presented in 1955.

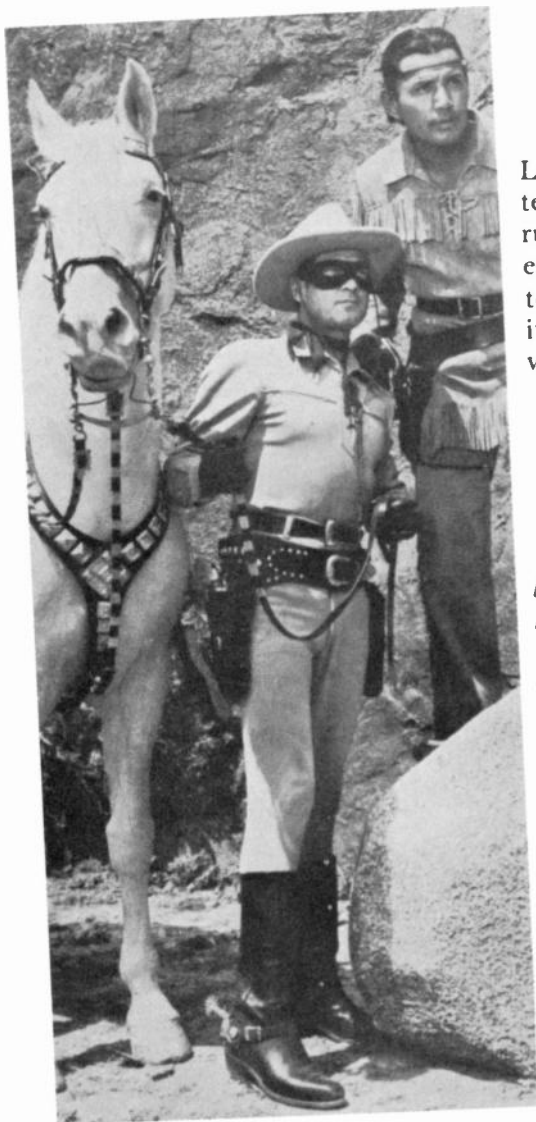
STUDIO ONE

Television's longest-running, best-remembered dramatic anthology series, *Studio One*, was first telecast over the CBS network in 1948. Originating live from New York, the show presented such outstanding hour-long teleplays as Reginald Rose's *Twelve Angry Men*, *The Kill* with Grace Kelly, *Mrs. 'Arris Goes to Paris* with English comedienne Gracie Fields, Shakespeare's *Macbeth* with Charlton Heston and Judith Evelyn, *Julius Caesar*, also with Heston, *Camille* with French actress Michele Morgan, and TV's first modern-dress Shakespeare production, *Coriolanus*. Some of TV's most successful playwrights began their careers writing for *Studio One*. Until the show's final telecast, in 1957, it remained the public's favorite dramatic show.



Leo Coleman and Marie Powers starred in a 1948 hour-long opera, *The Medium*, by Gian Carlo Menotti.

THE LONE RANGER



The TV version of *The Lone Ranger* starred Clayton Moore as the Ranger and Jay Silverheels, a real-life Indian, as Tonto. They are seen above with Silver.

The masked rider of the plains, the Lone Ranger, proved as popular on television as he had been on his long-running radio series. One of the earliest Western shows to find its way to television, *The Lone Ranger* brought its famous introduction right along with it from radio:

"A fiery horse with the speed of light, a cloud of dust and a hearty hi-yo Silver. The Lone Ranger!"

"With his faithful Indian companion, Tonto, the masked rider of the plains led the fight for law and order in the early Western United States. Nowhere in the pages of history can one find a greater champion of justice. Return with us now to those thrilling days of yesteryear. From out of the past come the thundering hoofbeats of the great horse Silver. The Lone Ranger rides again!"

THE ORIGINAL AMATEUR HOUR

Major Bowes' radio showcase for amateur talent, *The Original Amateur Hour*, was an early television hit. With Ted Mack replacing a deceased Major Bowes as host of the series, jugglers, singers and spoon players were placed in weekly competition with one another for top honors. Winners were decided by an applause meter and by phone calls and mail from home viewers. The show has been on the air continuously since 1948, finding its way to all three major networks at one time or another.

The Original Amateur Hour's host, Ted Mack.



LUCKY PUP



Puppeteers Hope and Morey Bunin work their creations, Pinhead and Foodini.

Television, with its up-close viewing possibilities, provided a perfect showcase for puppets and marionettes.

One of the earliest children's puppet shows was Hope and Morey Bunin's *Lucky Pup* show.

First telecast locally in New York in 1948, the show became immensely popular with young viewers, and its show's "stars," Pup, Pinhead and Foodini, became celebrities.

Lucky Pup





Betty Field and Efrem Zimbalist, Jr., in *Street Scene*.



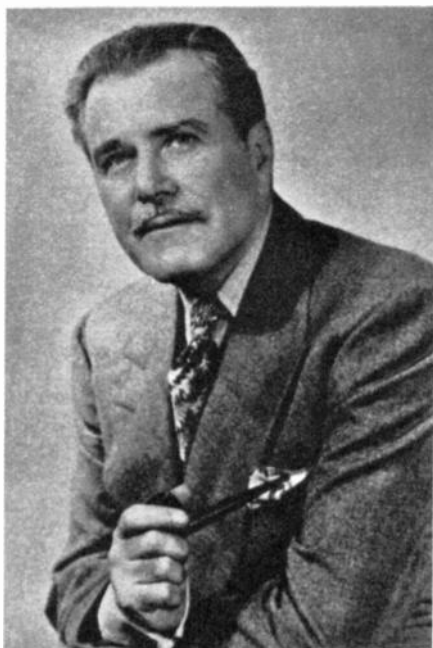
Frances Reid, José Ferrer and Paula Lawrence appeared in the 1949 *Philco Playhouse* production of *Cyrano de Bergerac*.



Judith Evelyn starred as *Camille* in 1948.

PHILCO PLAYHOUSE

TV producer Fred Coe presented a weekly dramatic series in 1948 on NBC called the *Philco Playhouse*. The show, after two years on its own, began alternating on a biweekly basis with *The Goodyear Playhouse*, also produced by Mr. Coe, from 1951 to 1955. During *Philco's* long and distinguished television run, Mr. Coe drew heavily upon the writing talents of such notable TV playwrights as Paddy Chayefsky and Rod Serling. Among the productions and stars presented on the show were Judith Evelyn in *Camille*, Joanne Woodward and Kim Stanley in *Young Lady of Property*, Lillian Gish in *The Late Christopher Bean*, Alfred Drake in *Quality Street*, John Baragrey in *Pride and Prejudice* and José Ferrer in *Cyrano de Bergerac*. Mr. Ferrer's TV performance as *Cyrano* proved so successful that he repeated it in a motion picture that won him an Academy Award.



Philco Playhouse's host and sometimes star, Bert Lytell.



Philco's 1948 version of *The Old Lady Shows Her Medals* starred Cameron Mitchell and Lucile Watson.



Unknowns Joanne Woodward and Kim Stanley appeared together in *Young Lady of Property*.

ONE OF THE TRULY GREAT



NEEDS NO AERIAL—brings in beautifully clear sharp picture in all normal locations without an aerial of any kind, on a huge 97 square inch screen. Has the exclusive Philco luxury feature—the No-Glare Optical System that eliminates glare, makes television, at last, easy on your eyes! The new, exclusive Philco 3-speed automatic phonograph plays all kinds of records of all

sizes, at all speeds automatically. You get more than 5 hours of continuous music. And the new Philco Super-Tone reproducer exerts just 1/5 ounce needle pressure on your records—gives you the finest tone ever achieved for recorded music. Plus the new Philco Super-powered AM-FM radio. All in a distinguished modern cabinet with full-length doors. Philco model 1477.

\$199.95

Tax and
Warranty \$11.75
Price subject to
change on per. War.



NEEDS NO AERIAL. New Philco Electronic Built-In Aerial gives sensational performance in a normal location, 97 square inch picture, 2-way automatic phonograph for Long Playing and regular records, and new Philco super-powered AM-FM radio. Almost \$300.00 less than last year. Model 1477.

\$399.95

Tax and
Warranty \$22.00

**THE GREAT NEW
1950 PHILCOS
cost as much as
\$200⁰⁰ LESS
than last year..and now
the advertised price
is the final price...
nothing else to buy**



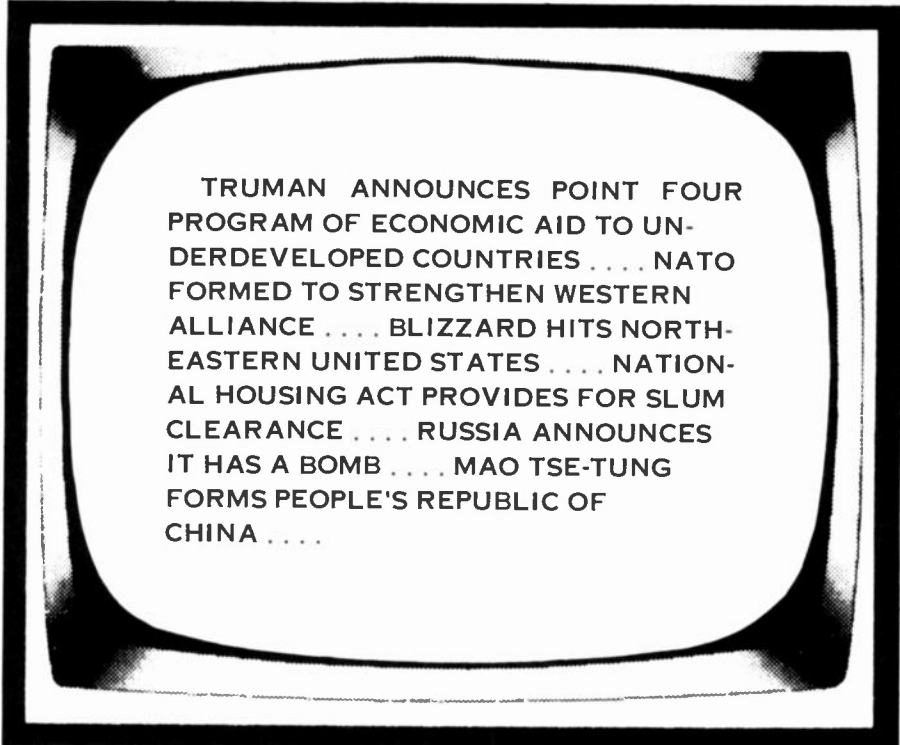
NEEDS NO AERIAL in any normal location. New Philco super-sensitive television circuit and High Gain Tuner give you a clearer and sharper picture than ever on a huge 97 square inch screen. No high cost installation, and the price is nearly \$200.00 less than last year's 90 square inch picture, Philco model 1400.

\$259.95

Tax and
Warranty \$22.00

(News of the world . . .)

1949

A graphic of a vintage television set with a thick black border and a white screen. Inside the screen, a list of news events for the year 1949 is displayed in a bold, sans-serif font.

TRUMAN ANNOUNCES POINT FOUR PROGRAM OF ECONOMIC AID TO UNDERDEVELOPED COUNTRIES NATO FORMED TO STRENGTHEN WESTERN ALLIANCE BLIZZARD HITS NORTHEASTERN UNITED STATES NATIONAL HOUSING ACT PROVIDES FOR SLUM CLEARANCE RUSSIA ANNOUNCES IT HAS A BOMB MAO TSE-TUNG FORMS PEOPLE'S REPUBLIC OF CHINA

. . . and what was on TV that year . . .

LIFE WITH RILEY



A younger, much slimmer Jackie Gleason played Riley, and Rosemary De Camp played his wife, Peg, in the 1949 version of *The Life of Riley*. Gloria Winters played their daughter, Babs.



William Bendix, Marjorie Reynolds, Lugene Sanders and Wesley Morgan appeared as the Riley family in the 1953 version of the show.

Before he became the celebrated star of a variety series on television, rotund comedian Jackie Gleason appeared as Chester Riley in a 1949 situation comedy series called *The Life of Riley*. Costarring with Gleason as his wife, Peg, was Rosemary De Camp. The series lasted only one season on the NBC network, but three years later, in 1953, the show was returned to the airwaves, this time starring William Bendix as Riley and Marjorie Reynolds as Peg. Wesley Morgan appeared as their son, Junior, and Lugene Sanders their daughter, Babs. Gloria Blondell and Tom D'Andrea played their friends and neighbors Gillis and Honeybee. This time the show remained on the air for five years.

MAMA

The weekly adventures of an immigrant Norwegian family living in San Francisco at the turn of the century, which was presented by CBS from 1949 to 1957, were a viewing must for millions. *Mama* starred Peggy Wood in the title role and featured Judson Laire as Papa, Dick Van Patten as their son, Nels, Rosemary Rice and Robin Morgan as their daughters, Katrin and Dagmar. Based on a novelette, *Mama's Bank Account*, by Kathryn Forbes and a subsequent play, *I Remember Mama* by John Van Druten, the *Mama* series was a long-standing favorite. In 1956, when CBS canceled the show, public clamor was such that it was brought back for another year.



The Hanson family: Nels (Dick Van Patten), Katrin (Rosemary Rice), Dagmar (Robin Morgan) and, standing, Papa (Judson Laire) and Mama (Peggy Wood).

MARTIN KANE, PRIVATE EYE



Radio's Martin Kane, William Gargan, repeating the role on television.

No fewer than four famous actors played the title role of *Martin Kane, Private Eye* during its five-year run on NBC-TV. Lloyd Nolan was the first Kane; Mark Stevens, the second; William Gargan, who had played the role on radio, the third; and stage star Lee Tracy, the fourth. The series lasted longer than most adventure-crime offerings, perhaps because each season a new star was brought in to keep up audience interest.

PANTOMIME QUIZ

Mike Stokey's *Pantomime Quiz* was one of television's earliest game-panel show hits. First telecast on October 4, 1949, the show played the old parlor game of charades. It remained on CBS from 1949 to 1954, when it switched its home base to the ABC network. There it remained until 1958, when it went the local-station syndication route. Stokey remained the show's MC throughout the entire national run of the series, and some of the celebrities who performed on the show were Hans Conried, Jackie Coogan, Una Merkel, Adele Jergens, Morey Amsterdam, and Beverly Garland.



Musical comedy star Gretchen Wyler was an oft-time guest on *Pantomime Quiz*. She is seen here with MC Stokey.

MAN AGAINST CRIME



Ralph Bellamy as Mike Barnett, the "man against crime."

The well-known star of stage and motion pictures Ralph Bellamy added dignity to the *Man Against Crime* series, an early CBS crime show. Mr. Bellamy played the Mike Barnett role from 1949 to 1953. After a three-year absence from television, the series returned with former radio and movie actor Frank Lovejoy as Barnett. It remained on the air for another two years.

THE MAGIC CLOWN



A clever actor with the unusual name of Zovella played the part of Bonomo, the Magic Clown who, until

1954, delighted youngsters with his tricks, puppet wizardry and "giveaway prizes."

ROBERT MONTGOMERY PRESENTS



Mr. Montgomery appeared in several of his *Robert Montgomery Presents* plays. He is seen here with Susan Douglas in his production of *Ride the Pink Horse*.

In the early years of commercial TV broadcasting, weekly live dramatic programs were popular attractions. One of the most successful anthology series of the time was Robert Montgomery's *Lucky Strike Theatre*. Each week, the movie actor and director would introduce and sometimes star in hour-long adaptations of well-known plays, books and original teleplays. Among the plays presented on this series were *The Hunchback of Notre Dame*, *Great Expectations*, *Onions in the Stew*, *Sunset Boulevard*, *The Lost Weekend* and *David Copperfield*. Midway in its seven-year run the show's title was changed to *Robert Montgomery Presents*.

THE MAGIC COTTAGE



Pretty Pat Meikle was the hostess and TV teacher on *The Magic Cottage*, an early children's participation program. Miss Meikle was expert at story telling and her "magic cottage," where "everything and anything could happen," proved a pleasant whimsical setting for her readings, game playing and puppet shows.

Magic Cottage hostess Pat Meikle.

ONE MAN'S FAMILY

Radio's longest-running noninterrupted series, *One Man's Family*, was brought to television on November 4, 1949. Although the TV version of the serial did not have the longevity of the radio series (some thirty-odd years), the show attracted enough support to remain on the screen to April, 1951.

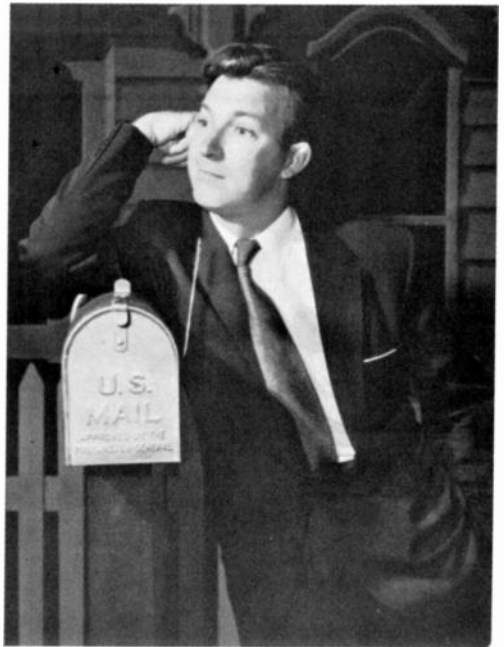
The television series, like its radio counterpart, told the story of the Barbour family of San Francisco. Father Barbour was played by Bert Lytell and Mother Barbour by Marjorie Gateson. Their children were played by Martin Dean, Ann Wallace, and Eva Marie Saint, who went on to star on the stage and in motion pictures.



Father Barbour (Bert Lytell), Claudia (Eva Marie Saint) and Mother Barbour (Marjorie Gateson) during a *One Man's Family* telecast.

THE HERB SHRINER SHOW

Television had its own Will Rogers in slow-talking country boy Herb "The Hoosier Hotshot" Shriner. Herb became one of television's earliest stars on his CBS show in 1949. By 1953 he'd become the host of a weekly quiz program, *Two for the Money*. In 1956 he returned to the variety-show format, but people didn't seem to be laughing as much as they had in 1949 at his particular brand of humor. The show was canceled before it completed one full season.



The star of *Two for the Money* and *The Herb Shriner Show*, Herb Shriner.

Your *Show of Shows* stars made fun of everything . . .



Imogene and Sid as Samson and Delilah.



. . . opera's *Rigoletto* . . .



. . . ballet's *Afternoon of a Faun* . . .



Mr. Caesar and Miss Coca spoof
From Here to Eternity.



. . . the Russians . . .

YOUR SHOW OF SHOWS

Sid Caesar and Imogene Coca.



Every Saturday night in the late 1940's and early 1950's the big television show to watch was NBC's *Admiral Broadway Revue*, *Your Show of Shows*, which starred comedians Sid Caesar and Imogene Coca. Producer Max Liebman lavished tender loving care on each 90-minute broadcast. In the show's fourth year on TV its title was cut to *Your Show of Shows*, the name by which it is remembered by most TV viewers.

Sid and Imogene made their first appearance on the show in 1949. Their spoofs of old and foreign movies, their pantomimes and musical sketches became TV classics, and few viewers can forget their hilarious spoof of *From Here to Eternity* or their "Italian" movie gibberish.

Miss Coca and Mr. Caesar were surrounded each week by a talented cast of regulars—opera singer Marguerite Piazza; comic Carl Reiner, who supported the stars in various sketches; the dancing Hamilton Trio; singer Bill Hayes; the Billy Williams Quartet; and dancers Bambi Linn and Rod Alexander.

In 1954 the stars decided to go their separate ways. Neither of them was ever to be as wildly popular separately as they had been together.

PETER LIND HAYES
AND
MARY HEALY



The husband and wife team of Peter Lind Hayes and Mary Healy were early TV pioneers with their 1949 variety-talk show called *Inside U.S.A.* The following year they teamed up with nightclub owner Sherman Billingsley on *The Stork Club*, where they interviewed guest celebrities.

Mary Healy and Peter Lind Hayes with TV's famous chimp, J. Frederick Muggs.

ED WYNN

Vaudeville's "Perfect Fool," Ed Wynn, had talents which were tailor-made for TV, and CBS presented the indestructible funny man in his own comedy-variety show in 1949. After one year, Ed joined the *Four Star Revue* roster of weekly alternating stars. Still one year later, the show increased its roster of stars from four to more, Ed among them, and the show became known as *The All Star Revue*. In 1958 Ed surprised everyone by making his debut as a serious dramatic actor playing in such celebrated TV presentations as Rod Serling's *Requiem for a Heavyweight* and in the movie version of *The Diary of Anne Frank*. In the late 1950's Ed returned to television as the star of a half hour weekly situation comedy, but the show was not successful. Thereafter he confined his TV appearances to occasional guest spots on variety and dramatic offerings.



Ed "The Perfect Fool" Wynn.

THE GOLDBERGS

Lovable Jewish Mama Molly Goldberg, played by Gertrude Berg, brought her warmth and humor to TV in 1949. Following the same pattern used ever since the 1930's in the successful radio series, the show was an instant hit. Who can ever forget the familiar Bronx setting of the Goldbergs' apartment, Molly's gruff but practical husband, Jake, played by Phillip Loeb, her son, Sammy, and her daughter, Rosalie, played by Larry

Robinson and Arlene McQuade, and her Uncle David, played by Eli Mintz.

Soon after it first appeared on the home screens, people were quoting Molly's wonderfully mixed-up expressions like "In the pot put the chicken" and "So who's to know?" Each week they squealed with delight as Molly leaned out of her kitchen window and called across the alley to her neighbor, "Yoo-hoo, Mrs. Cohen."



A Goldberg family portrait. Molly (Gertrude Berg) is surrounded by husband Jake (Phillip Loeb), daughter Rosalie (Arlene McQuade), and son Sammy (Larry Robinson).

CAPTAIN VIDEO



When television was still in its youth and most of the shows were live, a local New York telecast on the Dumont station caught viewers' attention. The show, *Captain Video*, with its makeshift scenery and inexpensive-looking props, starred former radio actor Al Hodge as the gallant Captain Video. Long Island teen-ager Don Hastings played the young Video Ranger.

Even though the show looked as if it were being telecast from someone's basement with its painted, cardboard-box-like spaceships and kiddy car controls, no one who watched TV in those early years would miss this science fiction unspectacular.

Captain Video (Al Hodge) and his Video Ranger (Don Hastings) inspect their ship controls.



ESPECIALLY FOR YOU

Pert TV singer Roberta Quinlan was the star of a fifteen-minute daily music show, *Especially for You*, from 1949 to 1956.

Roberta Quinlan accompanying herself at the piano.

GARROWAY AT LARGE

The Chicago-based *Garroway at Large* show, starring easy-mannered Dave Garroway, was an NBC favorite beginning in 1949. The show featured singers Connie Russell, Jack Haskell and comedian Cliff Norton and had a large TV following. Dave leisurely

walked from set to set introducing songs, skits and guests. Then he moved on to New York, where he became the host of NBC's *Today* show, an early-morning news and special-features program.



Dave Garroway "chopping" the cable to close his show.



Frank Parker and Marion Marlowe.



Julius La Rosa and Janette Davis.



Haleloke and Godfrey ducting with their ukuleles.

ARTHUR GODFREY AND HIS FRIENDS

Popular Arthur Godfrey took his successful at-ease radio show before the CBS-TV cameras in 1949. He was already the host of CBS' *Talent Scouts* program and continued in this capacity. But his weekly hour-long variety-musical show soon became more popular than the *Scouts*, and his "friends"—singers Janette Davis, Bill Lawrence, Julius La Rosa, Marion Marlowe, The Mariners, LuAnn Simms, Carmel Quinn and the Maguire Sisters, along with The Chordettes—became almost as famous as Godfrey himself.



Feuds between Godfrey and his "friends" were soon making newspaper headlines, however, as was the way he sometimes fired a member of the cast right on camera. Arthur's ukulele playing, his gently critical commercial messages and his tales of plane piloting kept the show on the air until 1959, when he left for reasons of health.



Godfrey and the Maguire Sisters.



Fran Allison, Mercedes and Madame Oglepuss.



Burr Tillstrom, his puppets Kukla and Ollie, and Fran Allison celebrated their seventh anniversary on the air in 1954.



A Kukla, Fran and Ollie telecast.

KUKLA, FRAN AND OLLIE

One puppet TV show, which was probably enjoyed by as many adults as children was NBC's *Kukla, Fran and Ollie* show. Actress Fran Allison's conversations with Burr Tillstrom's cloth and plaster characters had everyone believing the puppets were flesh and blood. First seen on local television in Chicago in 1947, it became a national network show in 1949.

Gentle Kukla, with his high voice and round, bulbous nose; lovable Ollie the Dragon, with his good-natured conceit; busty, overbearing Madame Oglepuss; cantankerous Beulah the Witch; "Dumb" Cecil Bill and his "Do-De-Doi-Doi;" Windbag Colonel Crackie; Dolores Dragon, Ollie's niece; Mercedes and Fletcher



The Kuklapolitan Players, from left to right, Colonel Crackie, Cecil Bill, Mercedes, Kukla, Ollie, Madame Oglepuss, Beulah the Witch and Fletcher Rabbitt.

Rabbitt, all controlled and spoken for by master puppeteer Mr. Tillstrom, won a permanent place for themselves in the hearts of millions of Americans. One of the show's most popular features was the performances of plays and operettas by the Kuklapolitan Players, which included all the puppets and Miss Allison. When *Kukla, Fran and Ollie* was dropped in 1954, public demand for its return was so strong NBC brought back the show for another five years. Since 1957 Mr. Tillstrom and his puppets have been seen as guests on various variety shows and specials and can be seen on NET-TV. This show remains in the memories of the public as one of the classics of TV's Golden Age.

MR. I. MAGINATION



Each weekday young television fans paid a visit to *Mr. I. Magination's* "Imagination Town." From April, 1949, to June, 1952, youngsters could have "their every wish come true" in this magical town, created just for them by Mr. I. Magination himself, Paul Tripp. Stories, games, songs and crafts were the daily order of business in Imagination Town.

Mr. I. Magination—Paul Tripp.

SUPER CIRCUS



A very popular show for kids was *Super Circus*, which was presented by ABC from 1949 to 1956. The regular circus troupe that appeared on the show included ringmaster Claude Kirchner; clowns Cliffy, the tramp, Scampy, the boy clown, and Nick Francis, the fat clown; and the circus bandleader—blond, long-haired, mini-skirted Mary Hartline. In addition to these regulars, each week guest jugglers, tumblers and animal acts were featured.

From left to right: ringmaster Claude Kirchner, bandleader Mary Hartline and Nick Francis of *Super Circus*, with a young member of the studio audience.

ON TELEVISION

WCBS-TV	Channel 4	WJZ-TV	Channel 7
WNBT	Channel 4	WOR-TV	Channel 9
WABD	Channel 5	WPIX	Channel 11
		WATV	Channel 13

SUNDAY, SEPTEMBER 17

10:00-WNBT-Children's Theatre
 10:10-WNBT-Film: Ace Drummond
 10:30-WNBT-Children's Hour
 11:30-WNBT-The Magic Clown
 11:45-WNBT-Jon Gnagy Snow
 12:00-WNBT-News Review
 12:15-WNBT-Who Said That?-Quiz
 12:15-WNBT-U. N. Stamp Club
 1:00-WATV-Junior Frolics
 1:15-WOR-TV-Comedy Carnival
 1:30-WOR-TV-Felton's Knothole Gang
 2:00-WPIX-Lorraine Day Show
 WOR-TV-Baseball: Dodgers vs. Chicago, at Ebbets Field
 2:25-WPIX-Baseball: St. Louis vs. Giants
 2:30-WABD-Sunday Matinee (to 5:30)
 2:45-WNBT-Singers of Israel: Cantor Samuel Malavsky and Family Choir
 3:00-WATV-News; Feature Film
 3:15-WNBT-Ranson Baldwin's Weekly War Room
 3:30-WNBT-Zoo Parade
 4:00-WNBT-Battle Report-Washington
 WJZ-TV-Soap Box Theatre
 WATV-Western Film
 4:15-WCBS-TV-Music: Preview
 4:30-WCBS-TV-Lamp Unto My Feet
 WNBT-Meet the Press
 WJZ-TV-Sunday at the Zoo
 5:00-WCBS-TV-Capitol Cook Room
 WNBT-Watch the World, Current Events Show, With John Cameron Swayze
 WJZ-TV-Super Circus
 WOR-TV-Clubhouse Quiz
 WPIX-Television Chapel
 WATV-Junior Frolics
 5:30-WCBS-TV-People's Platform: Should Germany Be Rearmed?-Brig. Gen. Frank Howley; James P. Warburg
 WNBT-Film: Hopalong Cassidy
 WPIX-Capt. Glenn's Bandwagon
 WATV-Marie Moser Starlets
 6:00-WCBS-TV-The Chuck Wagon
 WJZ-TV-Cartoon Teletacts
 WATV-News; Feature Film
 6:30-WCBS-TV-Mr. I: Magination-Sketch, With Paul Tripp, Others
 WNBT-Say It With Acting
 WJZ-TV-Film: The Marshall Plan
 WPIX-Newsreel
 6:45-WPIX-Jimmy Powers-Sports
 6:50-WABD-Time for Reflection
 7:00-WCBS-TV-Gene Autry Show
 WNBT-Leave It to the Girls: Joe Laurie Jr., Guest
 WABD-Starlit Tune, Variety
 WJZ-TV-Think Fast-Quiz
 WPIX-News-John Tillman
 WATV-Western Film
 7:15-WPIX-Voice of the People
 7:30-WCBS-TV-This Is Show Business, With Clifton Fadiman, Abe Burrows, George S. Kaufman, Lorraine Day, Jack Leonard, Bidu Sayo, Johnny Johnson
 WNBT-The Aldrich Family-Comedy, With Dick Tyler, Jackie Keik, Nancy Carroll, Others
 WJZ-TV-Diane Doxey Show
 8:00-WCBS-TV-Toast of the Town: Ed Sullivan, Hedy Lamarr, Pat O'Brien, Mimi Benzell, Others
 WNBT-Comedy Hour: With Dean Martin and Jerry Lewis; Valerie Bettis, Marilyn Maxwell, Others
 WABD-Rhythm Rodeo, With Art Jarry
 WJZ-TV-The Ruggles, Comedy
 WATV-Feature Film
 WPIX-Double Feature Theatre
 8:30-WABD-Film Feature
 WJZ-TV-Sit or Miss Game
 WCBS-TV-Robert Q. Lewis Show
 WNBT-Television Playhouse: The

Long Run, With Francis Lederer, Vickie Cummings
 WABD-They Stand Accused
 WJZ-TV-Stage Two Revue
 WATV-Western Film
 9:15-WCBS-TV-Three's Company
 9:30-WCBS-TV-Documentary: The Facts We Face
 WJZ-TV-Faith for Today
 10:00-WCBS-TV-John Daly, News; Brig. Gen. Frank Howley, Guest
 WNBT-Garroway at Large
 WABD-Yesterday's Newsreel
 WJZ-TV-Film: The Marshall Plan
 WPIX-Telenews Weekly
 WATV-Feature Film
 10:15-WCBS-TV-Film Theatre: Monster Maker, With J. Carroll Naish, Ralph Morgan, Wanda McKay
 10:30-WNBT-To Be Announced
 WPIX-Mayfair House Movies: A Star Is Born, With Janet Gaynor, Frederic March
 11:00-WNBT-News Review of the Week
 WATV-Feature Film
 12:15-WPIX-Telex News

MONDAY, SEPTEMBER 18

9:30-WNBT-Johnny Andrews Show
 WABD-News-Ed Condit
 9:45-WNBT-Josephine McCarthy, Cooking
 WABD-Morning Chapel
 10:00-WNBT-Kathi Norris Show
 WABD-Baby Sitter-Pat Meikle
 10:30-WABD-Kitchen Fare-Susan Adams
 11:00-WNBT-Date in Manhattan
 WABD-Television Shopper
 11:30-WJZ-TV-The Fitzgeralds
 11:45-WNBT-News Bob Wilson
 12:00-WNBT-Carl Caruso
 WABD-Headline Clues
 WJZ-TV-Kitchen Kapers
 WPIX-Music: Newsreel
 12:30-WABD-Johnny Olsen Rumpus Room
 WJZ-TV-Market Melodies
 WPIX-Batter Up-Hal Tunis
 12:45-WOR-TV-Comedy Carnival
 1:00-WNBT-News Summary
 WABD-Okay, Mother-Dennis James
 WOR-TV-Felton's Knothole Gang
 WPIX-Lorraine Day Show
 1:15-WCBS-TV-Facts and Forecasts
 1:20-WPIX-Baseball: St. Louis vs. Giants, at Polo Grounds
 1:25-WOR-TV-Baseball: Dodgers vs. Chicago, at Ebbets Field
 1:30-WCBS-TV-About the House-Lydia Rogers, Woody Klose
 WABD-Sidewalk Interviews
 WATV-Home Economics-Ruth Bean
 1:45-WABD-Susan Raye Songs
 2:00-WATV-Feature Film
 2:30-WCBS-TV-The Real McKay
 WJZ-TV-Telephone Game
 3:00-WJZ-TV-Zeke Manners Show
 WATV-Homemaker's Guide
 3:30-WCBS-TV-Look Your Best, With Richard Willis
 WNBT-Racing From Belmont Park
 4:00-WCBS-TV-Homemakers' Exchange
 WATV-Western Film
 4:30-WCBS-TV-Vanity Fair
 WOR-TV-Clubhouse Quiz
 WPIX-Ted Steele Show
 5:00-WCBS-TV-Lucky Pup
 WNBT-NBC Comics
 WJZ-TV-Mr. Magic
 WATV-Junior Frolics
 5:15-WCBS-TV-Life With Snarky Parker
 WNBT-Panhandle Pete and Jennifer-Children's Show
 WJZ-TV-Paddy Pelican
 5:30-WCBS-TV-The Chuck Wagon
 WNBT-Howdy Doody
 WABD-Serial Theatre
 WJZ-TV-Hold 'Em Newt
 WPIX-Six Gun Playhouse
 WATV-Feature Film
 5:45-WJZ-TV-Space Patrol-Sketch
 6:00-WNBT-Easy Does It-Variety
 WABD-Small Fry Club
 6:25-WNBT-News Don Goddard

6:30-WNBT-Tex and Jinx Interviews
 WABD-Magic Cottage-Pat Meikle
 WPIX-News; Weather
 WATV-Texas Jim Robertson, Songs
 6:45-WCBS-TV-Bob Howard Show
 WPIX-Jimmy Powers
 WATV-Western Short
 6:55-WNBT-Weather Man
 7:00-WCBS-TV-Garry Moore Show
 WNBT-Kukla, Fran and Ollie
 WABD-Captain Video
 WJZ-TV-News; Club Seven
 WOR-TV-Camera on Korea
 WPIX-News, John Tillman
 WATV-Western Film
 7:15-WPIX-Film: Broadway Limited, With Dennis O'Keefe
 7:30-WCBS-TV-Television News
 WNBT-Roberta Quinlan Show
 WABD-Manhattan Spotlight
 WJZ-TV-Hollywood Screen Test
 WOR-TV-Comedy Carnival
 7:45-WCBS-TV-The Stork Club
 WNBT-News Caravan
 WABD-Hazel Scott Songs
 WOR-TV-Film: Riders of Destiny, With John Wayne
 8:00-WCBS-TV-Pantomime Quiz
 WNBT-Paul Winchell-Jerry Mahoney Show
 WABD-Armed Forces Film
 WJZ-TV-Treasury Men in Action
 WATV-Feature Film
 8:30-WCBS-TV-Godfrey's Talent Scouts
 WNBT-Lily Font Soprano
 WABD-Al Morgan Show
 WJZ-TV-Author Meets the Critics
 WPIX-To Be Announced
 WATV-Finals of Miss Television, 1950, Contest
 8:45-WOR-TV-Film: Accused, With Dolores Del Rio, Douglas Fairbanks Jr.
 9:00-WCBS-TV-Candid Camera
 WNBT-Lights Out: Leopard Lady, With Boris Karloff
 WABD-Wrestling, Columbia Park
 WJZ-TV-Double Feature Film
 9:30-WCBS-TV-We Take Your Word
 WNBT-To Be Announced
 10:00-WCBS-TV-Studio One: Trilby, With Frisclila Gillette, Arnold Moss
 10:15-WOR-TV-Top View in Sports
 10:30-WNBT-Talent Search-Skitch Henderson
 11:00-WCBS-TV-At Home Show: Earl Wrightson, Baritone
 WNBT-Broadway Open House
 WPIX-News; Weather; Sports
 WATV-Star Dust Theatre
 11:15-WCBS-TV-Allan Jackson, News
 11:25-WCBS-TV-Midnight Snack, Variety
 11:30-WPIX-Gail and Bill, Songs
 11:45-WPIX-Night Owl Theatre
 12:00-WATV-Western Short

TUESDAY, SEPTEMBER 19

 9:30-WNBT-Johnny Andrews, Piano
 WABD-News-Ed Condit
 9:45-WNBT-Josephine McCarthy Show
 WABD-Morning Chapel
 10:00-WNBT-Kathi Norris Show
 WABD-Baby Sitter
 10:30-WABD-Kitchen Fare-Susan Adams
 11:00-WNBT-Date in Manhattan
 WABD-Television Shopper
 11:30-WJZ-TV-The Fitzgeralds
 11:45-WNBT-News-Bob Wilson
 12:00-WNBT-Carl Caruso Program
 WABD-Headline Clues
 WJZ-TV-Kitchen Kapers
 12:30-WABD-Johnny Olsen Rumpus Room
 WJZ-TV-Market Melodies
 WPIX-Batter Up-Hal Tunis
 1:00-WNBT-News Summary
 WABD-Okay, Mother-Dennis James
 WOR-TV-Felton's Knothole Gang
 WPIX-Lorraine Day Program
 1:15-WCBS-TV-Facts and Forecasts
 1:20-WPIX-Baseball: Cincinnati vs. Giants, at Polo Grounds
 1:25-WOR-TV-Baseball: Dodgers vs Pittsburgh at Ebbets Field

1:30-WCBS-TV-About the House, With Lydia Rogers, Woody Klose
 WABD-Sidewalk Interviews
 WATV-Home Economics Ruth Bean

1:45-WABD-Susan Raye, Songs

2:00-WATV-Film

2:30-WCBS-TV-The Real McKay
 WJZ-TV-Telephone Game

3:00-WCBS-TV, WNBT-U. N. General Assembly, Flushing
 WJZ-TV-Zeke Manners Show
 WATV-Homemakers Guide

4:00-WCBS-TV-Homemakers' Exchange
 WATV-Western Film

4:30-WCBS-TV-Vanity Fair
 WPX-Ted Steele Show

5:00-WCBS-TV-Lucky Pup
 WNBT-NBC Comics
 WJZ-TV-Mr. Magic
 WATV-Junior Frolics

5:15-WCBS-TV-Life with Snarky Parker
 WNBT-Panhandle Pete and Jennifer Children's Show

5:30-WCBS-TV-Paddy Pelican
 WJZ-TV-The Chuck Wagon
 WABD-Serial Theatre
 WJZ-TV-Hold 'Er Newt
 WPX-Six-Gun Playhouse
 WATV-Feature Film

5:45-WJZ-TV-Space Patrol-Sketch

6:00-WNBT-Easy Does It-Variety
 WABD-Small Fry Club

6:25-WNBT-News-Don Goddard

6:30-WNBT-Tex and Jinx Interviews
 WABD-Magic Cottage-Pat Metkile
 WOR-TV-Mystery Rider
 WPX-News: Weather
 WATV-Texas Jim Robertson, Songs

6:45-WCBS-TV-Bob Howard Show
 WOR-TV-Time for Beany
 WPX-News: Powers
 WATV-Western Films

6:55-WNBT-Weather Man

7:00-WCBS-TV-Garry Moore Show
 WNBT-Kukla, Fran and Ollie
 WABD-Captain Video
 WJZ-TV-News: Club Seven
 WOR-TV-Comedy Carnival
 WPX-News-John Tillman

7:15-WNBT-Mr. and Mrs. Mystery
 WPX-Film: Scattergood Survives a Murder, With Guy Kibbee

7:30-WCBS-TV-Television News
 WNBT-John Conte Little Show
 WABD-Eloise Salutes the Stars
 WJZ-TV-Buster Keaton-Film
 WOR-TV-Western Playhouse

7:45-WCBS-TV-Three's Company
 WNBT-News Caravan
 WABD-Joan Edwards Show

8:00-WCBS-TV-Sure as Fate: Run From The Sun, With Robert Cummings: Jean Gillespie
 WNBT-Star Theatre, With Milton Berle, Charles Coburn, Robert Alda, Others
 WABD-Court of Current Issues
 WJZ-TV-Buck Rogers-Sketch
 WOR-TV-Bowery Music Hall, With Jack Linder
 WATV-To Be Announced

8:30-WJZ-TV-Mysteries of Chinatown
 WPX-News: Sports

9:00-WCBS-TV-Winner Take All
 WNBT-Fireside Theatre: Incident in the Rain, With Irene Vernon,
 Warren Douglas, Frances Williams
 WABD-Cavalcade of Bands
 WJZ-TV-Your Witness
 WOR-TV-Wrestling From Bronx Winter Garden
 WPX-To Be Announced
 WATV-Stock Car Races

9:30-WCBS-TV-Suspense
 WNBT-Circle Theatre: The Other Woman, With Louise Albritton,
 Glenn Langan

WJZ-TV-Motorboat Racing Film

10:00-WCBS-TV-Play: The Black Door,
 With Dane Clark
 WNBT-Amateur Hour-Ted Mack
 WABD-Star Time With Frances Langford, Benny Goodman, Lew Parker, Others
 WJZ-TV-Rollers Derby

10:30-WCBS-TV-Red Barber's Clubhouse

10:45-WCBS-TV-Ned Calmer, Interviews

11:00-WCBS-TV-Alan Jackson, News

WNBT-Broadway Open House
 WABD-Film: When Knights Were Bold, With Jack Buchanan, Fay Wray

WOR-TV-Starlit Playhouse
 WPX-News: Weather: Sports
 WATV-Stardust Theatre

11:10-WCBS-TV-Midnight Snack, Variety

11:30-WPIX-Gail and Bill, Songs

11:45-WPIX-Night Owl Theatre

12:00-WATV-Western Short

WEDNESDAY, SEPTEMBER 20

9:30-WNBT-Johnny Andrews, Piano
 WABD-News-Ed Condit

9:45-WNBT-Josephine McCarthy, Cooking Show
 WABD-Morning Chapel

10:00-WNBT-Kathi Norris Show
 WABD-Baby Sitter

10:30-WABD-Kitchen Fare-Susan Adam

11:00-WNBT-Date in Manhattan
 WABD-Television Shopper

11:30-WJZ-TV-The Fitzgeralds

11:45-WNBT-News-Bob Wilson

12:00-WNBT-Carl Caruso Program
 WABD-Headline Clues
 WJZ-TV-Kitchen Kapers

12:30-WABD-Johnny Olson Rumpus Room
 WJZ-TV-Market Melodies
 WPX-Batter Up-Hal Tunis

1:00-WNBT-News Summary
 WABD-Okay Mother-Dennis James
 WOR-TV-Felton's Knoihole Gang
 WPX-Laraine Day Show

1:15-WCBS-TV-Facts and Forecasts

1:20-WPIX-Baseball: Cincinnati vs. Giants, at Polo Grounds

1:25-WOR-TV-Baseball: Dodgers vs. Pittsburgh, at Ebbets Field

1:30-WCBS-TV-About the House, With Lydia Rogers, Woody Klose
 WABD-Sidewalk Interviews
 WATV-Home Economics, Ruth Bean

1:45-WABD-Susan Raye, Songs

2:00-WATV-Feature Film

2:30-WCBS-TV-The Real McKay
 WJZ-TV-Telephone Game

3:00-WJZ-TV-Zeke Manners Show
 WATV-Homemakers Guide

3:30-WCBS-TV-Look Your Best, with Richard Willis
 WNBT-Racing from Aqueduct

4:00-WCBS-TV-Homemakers Exchange
 WATV-Western Film

4:30-WCBS-TV-Vanity Fair
 WOR-TV-Clubhouse Quiz-Bob Edge
 WPX-Ted Steele Show

5:00-WCBS-TV-Lucky Pup
 WNBT-NBC Comics
 WJZ-TV-Mr. Magic
 WOR-TV-Starlit Matinee
 WATV-Junior Frolics

5:15-WCBS-TV-Life with Snarky Parker
 WNBT-Panhandle Pete and Jennifer Children's Show
 WJZ-TV-Paddy Pelican

5:30-WCBS-TV-The Chuck Wagon
 WNBT-Howdy Doodo
 WABD-Serial Theatre
 WJZ-TV-Hold 'Er Newt
 WPX-Six-Gun Playhouse
 WATV-Feature Films

5:45-WJZ-TV-Space Patrol-Sketch

6:00-WNBT-Easy Does It, Variety
 WABD-Small Fry Club

6:25-WNBT-News-Don Goddard

6:30-WNBT-Tex and Jinx Interviews
 WABD-Magic Cottage-Pat Metkile
 WOR-TV-Mystery Rider
 WPX-News: Weather
 WATV-Texas Jim Robertson, Songs

6:45-WCBS-TV-Bob Howard Show
 WOR-TV-Time for Beany
 WPX-Jimmy Powers
 WATV-Western Short

6:55-WNBT-Weather-Tex Antoine

7:00-WCBS-TV-Jeanne Baryl Show
 WNBT-Kukla, Fran and Ollie
 WABD-Captain Video-Sketch
 WJZ-TV-News: Club Seven
 WOR-TV-Comedy Carnival
 WPX-News-John Tillman
 WATV-Western Film

7:15-WOR-TV-Mr. and Mrs. Mystery
 WPX-Film: Pack Up Your Troubles

7:30-WCBS-TV-Television News
 WNBT-Roberta Quinlan

WABD-Manhattan Spotlight
 WJZ-TV-Chance of a Lifetime,
 With John Reed King
 WOR-TV-Dinner at Sardi's

7:45-WCBS-TV-The Stork Club
 WNBT-News Caravan
 WABD-Hazel Scott, Songs

8:00-WCBS-TV-Gary Moore Show
 WNBT-The Nature of Things
 WABD-Film: Criminals Within,
 with Eric Linden, Ann Doran
 WOR-TV-What's Offered?
 WJZ-TV-On Trial
 WATV-Feature Film

8:15-WNBT-Wendy Barrie Show

8:30-WNBT-Cameo Theatre: The Page Sack, with Dennis Harrison, Gavin Gordon, James Little

WJZ-TV-Film: Dick Tracy
 WOR-TV-Tiny Timbunks Show
 WPX-To Be Announced

8:45-WOR-TV-Today's News and Sports

9:00-WCBS-TV-Twain Time
 WNBT-Television Theatre: Last Stop, with Mildred Dunnock, Isabel Price

WABD-Famous Jury Trials
 WJZ-TV-Don McNeil TV Club
 WOR-TV-Wrestling, Coney Island Vendrome
 WATV-Western Film

9:30-WCBS-TV-The Web: Murder's Challenge
 WABD-The Pineloches Man-Play
 WPX-Art Ford Show

10:00-WCBS-TV-Film: Shake Hands With Murder, with Iris Adrian, Frank Jenks, Douglas Fowley
 WNBT-Break the Bank
 WABD-Broadway to Hollywood
 WJZ-TV-Wrestling, from Chicago
 WATV-Broadway Theatre

10:30-WNBT-Stars Over Hollywood: Girl or Ghost, with Gloria Saunders
 WABD-Yesterday's Newstrel

11:00-WCBS-TV-News-Alan Jackson
 WNBT-Broadway Open House
 WOR-TV-Starlit Playhouse
 WPX-News: Weather: Sports
 WATV-Stardust Theatre

11:10-WCBS-TV-Midnight Snack, Variety

11:30-WPIX-Gail and Bill, Songs

11:45-WPIX-Night Owl Theatre

12:00-WATV-Western Short

THURSDAY, SEPTEMBER 21

9:30-WNBT-Johnny Andrews, Piano
 WABD-News-Ed Condit

9:45-WNBT-Josephine McCarthy, Cooking Show
 WABD-Morning Chapel

10:00-WNBT-Kathi Norris Show
 WABD-Baby Sitter

10:30-WNBT-Kitchen Fare-Susan Adam

11:00-WNBT-Date in Manhattan
 WABD-Television Shopper

11:30-WJZ-TV-The Fitzgeralds

11:45-WNBT-News-Bob Wilson

12:00-WNBT-Carl Caruso Program
 WABD-Headline Clues
 WJZ-TV-Kitchen Kapers

12:30-WABD-Johnny Olson Rumpus Room
 WJZ-TV-Market Melodies
 WPX-Batter Up-Hal Tunis

1:00-WNBT-News Summary
 WABD-Okay Mother-Dennis James
 WOR-TV-Felton's Knoihole Gang
 WPX-Laraine Day Show

1:15-WCBS-TV-Facts and Forecasts

1:20-WPIX-Baseball: Cincinnati vs. Giants, at Polo Grounds

1:25-WOR-TV-Baseball: Dodgers vs. Pittsburgh, at Ebbets Field

1:30-WCBS-TV-About the House, With Lydia Rogers, Woody Klose
 WABD-Susan Adams Kitchen
 WATV-Home Economics-Ruth Bean

1:45-WABD-Susan Raye, Songs

2:00-WATV-Feature Film

2:30-WCBS-TV-The Real McKay
 WJZ-TV-Telephone Game

3:00-WJZ-TV-Zeke Manners Show
 WATV-Homemakers' Guide

4:00-WCBS-TV-Homemakers' Exchange
 WATV-Western Film

4:30-WCBS-TV-Vanity Fair
 WPX-Ted Steele Show
 WOR-TV-Clubhouse Quiz, Bob Edg

5:00-WCBS-TV-Lucky Pup
WNBT-NBC Comics
WJZ-TV-Mr. Magic
WATV-Junior Frolics

5:15-WCBS-TV-Life With Snarky Parker
WNBT-Panhandle Pete and Jennifer-Children's Show
WJZ-TV-Paddy Pelican

5:30-WCBS-TV-The Chuck Wagon
WNBT-Howdy Doodly
WABD-Serial Theatre
WJZ-TV-Hold 'er Newt
WPT-Six Gun Playhouse
WATV-Feature Film

5:45-WJZ-TV-Space Patrol-Sketch
6:00-WNBT-Friendship Ranch-Variety
6:15-WNBT-Easy Does It-Variety
6:25-WNBT-News: Don Goddard
6:30-WNBT-Tex and Jinx-Interviews
WABD-Magic Cottage-Pat Meikle
WOR-TV-Mystery Rider
WPIX-News: Weather
WATV-Texas Jim Robertson, Songs

6:45-WCBS-TV-Bob Howard Show
WOR-TV-Time for Beany
WPIX-Jimmy Powers

6:55-WNBT-The Weatherman
7:00-WCBS-TV-Garry Moore Show
WNBT-Kukla, Fran and Ollie
WABD-Captain Video
WJZ-TV-News: Club Seven
WOR-TV-Comedy Carnival
WPIX-News: Gail and Bill, Songs

7:15-WOR-TV-Mr. and Mrs. Mystery
WJZ-TV-Kiernan's Kaleidoscope

7:30-WCBS-TV-Television News
WNBT-John Conte's Little Show
WABD-Manhattan Spotlight
WJZ-TV-The Lone Ranger
WOR-TV-Let's Arbitrate
WPIX-Play-Leave It to Papa

7:45-WCBS-TV-Three's Company
WNBT-News Caravan
WABD-Joan Edwards, Songs

8:00-WCBS-TV-The Show Goes On
WNBT-Believe It or Not
WABD-Film: Mystery of the Thirteenth Guest, With Dick Purcell, Helen Parrish
WJZ-TV-Stop the Music
WOR-TV-Al Siegal's Music Shop
WPIX-Dixie Showboat
WATV-Stairway to Stardom

8:30-WNBT-Hykins Fall
WOR-TV-News and Sports
WPIX-To Be Announced

8:45-WOR-TV-Zo-zing, Fort Hamilton

9:00-WCBS-TV-Alan Young Show:
Jane Froman, Guest
WNBT-Jack Haley Show
WABD-Morey Amsterdam Show
WJZ-TV-Holiday Hotel-Comedy,
With Don Ameche
WPIX-Wrestling-Ridgewood Grove
WATV-Western Film

9:30-WCBS-TV-Starlit Theatre
WABD-To Be Announced
WJZ-TV-Blind Date

10:00-WCBS-TV-Truth or Consequences
WNBT-Martin Kane, Private Eye-
Play: With Bill Gargan
WJZ-TV-Roller Derby
WATV-Feature Film

10:30-WCBS-TV-Play: The Double Dved
Deceiver With Ian Keith Ralph
Rit
WNBT-Quick on the Draw
1:00-WCBS-TV-Allen Jackson, News
WNBT-Broadway Open House
WOR-TV-Starlit Playhouse
WPIX-News: Weather
WATV-Stardust Theatre

1:10-WCBS-TV-Midnight Snack, Variety
1:15-WJZ-TV-Red Grant's Predicts
1:30-WPIX-Night Owl Theatre
2:00-WATV-Western Short

FRIDAY, SEPTEMBER 22

9:30-WNBT-Johnny Andrews, Piano
WABD-News-Ed Condit

9:45-WNBT-Josephine McCarthy
WABD-Morning Chapel

10:00-WNBT-Kathi Morris Show
WABD-Baby Sitter
3:30-WABD-Resty Brewster's Kitchen
10:00-WNBT-Date in Manhattan
WABD-Television Shopper

11:30-WJZ-TV-The Fitzgeralds
11:45-WNBT-News-Bob Wilson
12:00-WNBT-Anne Pringle-Carl Caruso
WABD-Headline Clues
WJZ-TV-Kitchen Kapers
WJZ-TV-Music: Newsreel

12:30-WABD-Johnny Olsen Rumpus Room
WJZ-TV-Market Melodies

12:45-WPIX--Matinee Movie
1:00-WNBT-News Summary
WABD-Okay Mother-Dennis James
WJZ-TV-Cooking-Dione Lucas

1:15-WCBS-TV-Facts and Forecasts
1:30-WCBS-TV-About the House, With
Lydia Rogers, Woody Kinze
WABD-Sidewalk Interviews
WJZ-TV-Market Melodies
WATV-Home Economics-Ruth Bean

1:45-WABD-Susan Raye, Songs
2:00-WATV-Feature Film
WPIX-Ted Steele Show
2:30-WCBS-TV-The Real McKay
WJZ-TV-Telephone Game
3:00-WJZ-TV-Zeke Mannors Show
WATV-Homemakers' Guide
3:30-WCBS-TV-Look Your Best, with
Richard Willis

4:00-WCBS-TV-Homemakers' Exchange
WATV-Feature Film
4:30-WCBS-TV-Vanity Fair
5:00-WOR-TV-Lucky Pup
WNBT-NBC Comics
WJZ-TV-Mr. Magic
WPIX-News: Glenn's Bandwagon
WATV-Junior Frolics

5:15-WCBS-TV-Life With Snarky Parker
WNBT-Panhandle Pete and Jennifer-
Children's Show
WJZ-TV-Paddy Pelican

5:30-WCBS-TV-The Chuck Wagon
WNBT-Howdy Doodly
WABD-Serial Theatre
WJZ-TV-Hold 'er Newt
WPIX-Six Gun Playhouse
WATV-Feature Film

5:45-WJZ-TV-Space Patrol-Sketch
6:00-WNBT-Easy Does It-Variety
WABD-Small Fry Club

6:25-WNBT-News-Don Goddard
6:30-WNBT-Tex and Jinx-Interviews
WABD-Magic Cottage-Pat Meikle
WOR-TV-The Mystery Rider
WPIX-News: Weather
WATV-Texas Jim Robertson, Songs

6:45-WCBS-TV-Bob Howard Show
WOR-TV-Time for Beany
WPIX-Jimmy Powers
WATV-Weather Films

6:55-WNBT-Weatherman-Tex Antoine
7:00-WCBS-TV-Garry Moore Show
WNBT-Kukla, Fran and Ollie
WABD-Captain Video
WJZ-TV-News: Club Seven
WOR-TV-Comedy Carnival
WPIX-News-John Tillman

7:15-WOR-TV-Mr. and Mrs. Mystery
WPIX-Film: It Happened in New
Orleans, With Benita Hume

7:30-WCBS-TV-Television News
WNBT-Roberta Quilman Show
WABD-Manhattan Spotlight
WJZ-TV-Corrigan's Ranch, Variety
WOR-TV-Bobby Benson-Sketch

7:45-WCBS-TV-The Stork Club
WNBT-News Caravan
WABD-Hazel Scott, Songs

8:00-WCBS-TV-Mama, With Peggy Wood
WNBT-The Quiz Kids
WABD-To Be Announced
WJZ-TV-My True Story
WOR-TV-Twenty Questions
WATV-News: Film Short

8:30-WCBS-TV-Detective: Wife-Play,
With Lynn Bari, Donald Curtis
WNBT-We, the People
WABD-Hold That Camera
WJZ-TV-Football Giants Huddle
WOR-TV-Play: Trapped
WPIX-Football: Boston College vs.
Wake Forest, at Braves Field,
Boston

8:35-WATV-Wrestling Matches, From
Meadowbrook Bowl

8:00-WCBS-TV-Theatre Hour: The Mar-
ried Look, With Paul Kelly
WNBT-Versatile Varieties
WABD-Hands of Mystery
WATV-Library of Art Films

WOR-TV-Wrestling, Jamaica Arena

9:30-WNBT-The Clock: The Morning
After, With Raymond Massey,
Mady Christian
WABD-Roscoe Karns, Inside
Detective-Sketch
WJZ-TV-Tin Pan Alley TV

10:00-WCBS-TV-Star of the Family, With
Morton Downey
WNBT-Boxing: Madison Square
Garden
WABD-Cavalcade of Stars
WJZ-TV-Penthouse Party

10:30-WCBS-TV-By Popular Demand,
With Arlene Francis
WJZ-TV-Mystery Film

10:45-WNBT-Fights of the Century
11:00-WCBS-TV-Alan Dale Show
WNBT-Broadway Open House
WABD-John Feeney Show
WOR-TV-Starlit Playhouse
WPIX-News: Weather, Sports
WATV-Stardust Theatre

11:30-WCBS-TV-Alan Jackson, News
WPIX-Gail and Bill, Songs

11:40-WNBT-Midnight Snack, Variety
11:45-WPIX-Night Owl Theatre
12:00-WATV-Western Short

SATURDAY, SEPTEMBER 23

11:00 A. M.-WJZ-TV-Saturday at the Zoo
11:30-WJZ-TV-Acrobat Ranch
12:00-WJZ-TV-Animal Clinic
WPIX-Music: Newsreel

12:15-WPIX-Matinee Movie
1:00-WATV-Of Human Interest
1:45-WABD-Dizzy Dean
1:55-WABD-Baseball: Yankees vs.
Boston, at Yankee Stadium
2:00-WPIX-Ted Steele Show
2:30-WPIX-Football: Yale vs.
Connecticut, at New Haven

3:00-WATV-Feature Film
3:30-WNBT-Horse Racing, Aqueduct
4:30-WATV-Western Film
4:30-WABD-Dizzy Dean
5:00-WOR-TV-Italian Feature Film
WPIX-News: Glenn's Bandwagon
WATV-Junior Frolics

5:30-WABD-Joe DiMaggio Show
WPIX-Six Gun Playhouse
5:45-WNBT-To Be Announced
6:00-WABD-Frontier Theatre: Lion's
Den, With Tim McCoy
WATV-Feature Film

6:15-WCBS-TV-Week in Review
6:30-WCBS-TV-Lucky Pup
WNB-T Smilin' Ed McConnell and
His Gang
WOR-TV-Mystery Rider
WPIX-Sports Telecast: Films
6:45-WOR-TV-Time for Beany
WPIX-Jimmy Powers

7:00-WCBS-TV-The Big Top
WNBT-Hank McCune Show
WABD-Captain Video
WOR-TV-Comedy Carnival
WPIX-News: John Tillman
WATV-Western Film

7:15-WOR-TV-Mr. and Mrs. Mystery
WPIX-Film: Oliver Twist

7:30-WNBT-One Man's Family-Drama
WABD-Film: Woman in the Hall,
With Ursula Jean, Jean Simmons
WJZ-TV-Film: Marshall of Gun-
sight Pass
WOR-TV-Talent Parade

8:00-WCBS-TV-Beat the Clock
WNBT-Saturday Night Revue: Jack
Carter Show
WJZ-TV-Paul Whiteman, Teen Club
WATV-Your Congressman

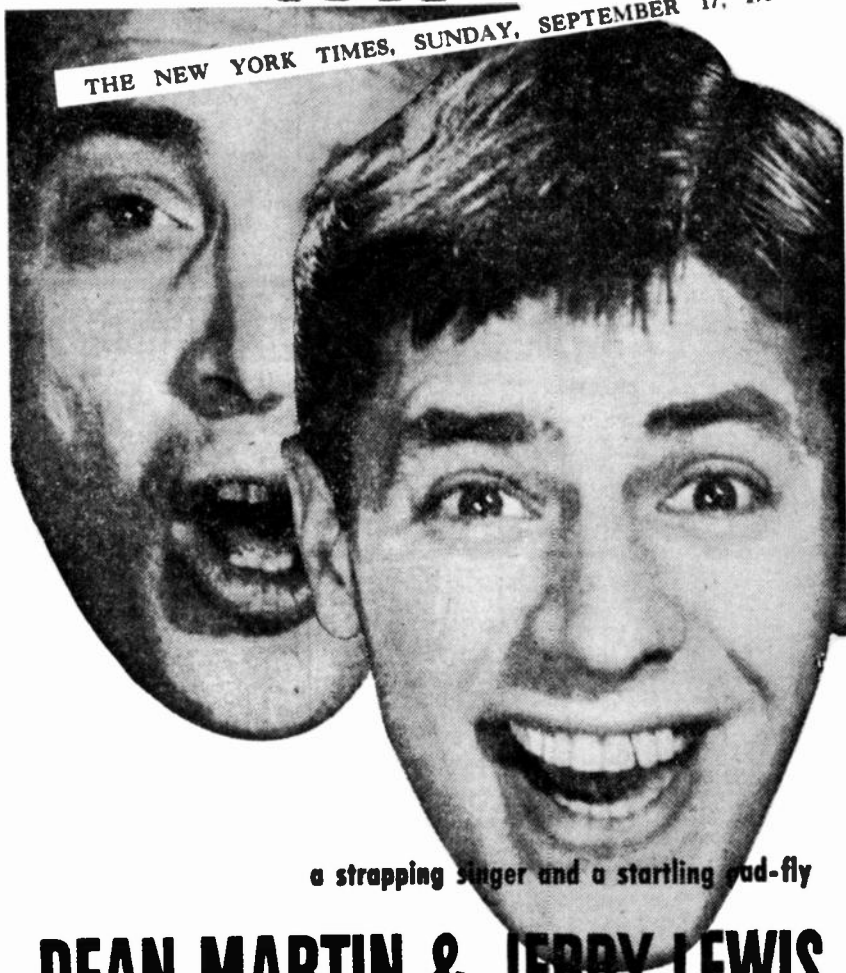
8:30-WOR-TV-Today's News and Sports
WPIX-To Be Announced
WATV-Stock Car Races

8:45-WOR-TV-Johnny Farrell Golf Club
9:00-WCBS-TV-Premiere Playhouse
WNBT-Sid Caesar-Imogene Coca
WABD-Country Style, Variety
WJZ-TV-Roller Derby
WPIX-Boxing: Ridgewood Grove
10:00-WABD-Television From Chicago
10:30-WNBT-To Be Announced
11:00-WOR-TV-Starlit Playhouse
WPIX-News: Weather, Music
WATV-Stardust Theatre
11:30-WPIX-Night Owl Theatre

WNBT

CHANNEL 4

THE NEW YORK TIMES, SUNDAY, SEPTEMBER 17, 1950.



a strapping singer and a startling mad-fly

DEAN MARTIN & JERRY LEWIS

starring in a great revue

COLGATE COMEDY HOUR

.....
and great viewing all night long

4:30 Meet The Press

5:00 Watch The World

5:30 Hopalong Cassidy

6:30 Say It With Acting

7:00 Leave It To The Girls

7:30 Aldrich Family

8:00 Colgate Comedy Hour

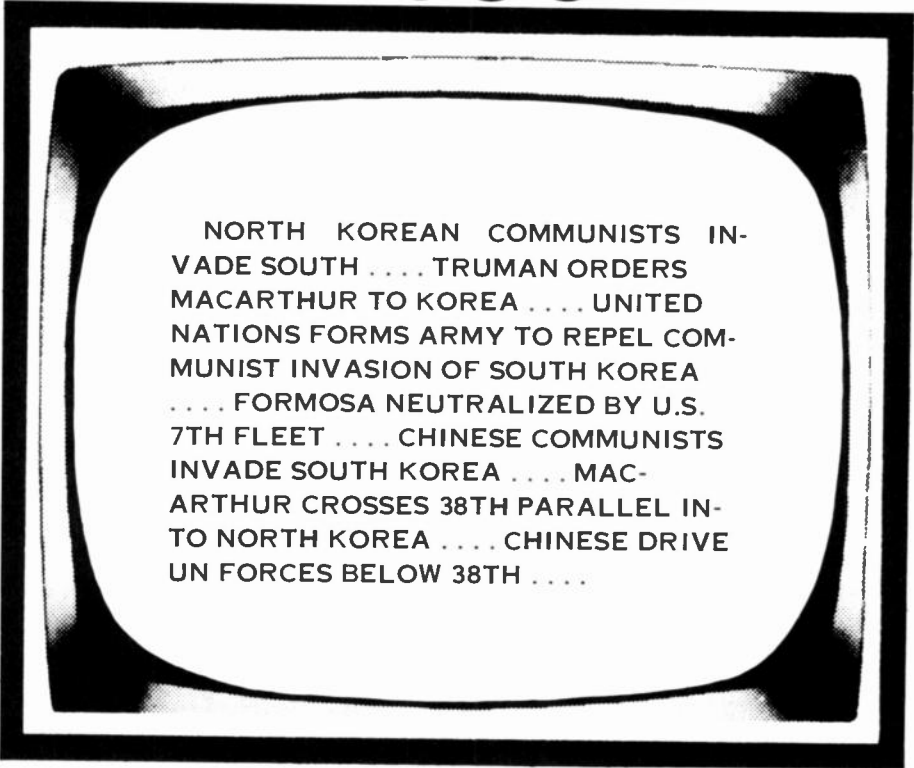
9:00 Philco Television
Playhouse presents
THE LONG RUN starring
Francis Lederer

10:00 Garroway At Large

10:30 This Week's News
in Review

(The year's headlines . . .)

1950

A graphic of a vintage television set with a thick black border and a white screen. The screen contains a list of headlines for the year 1950.

NORTH KOREAN COMMUNISTS INVADE SOUTH . . . TRUMAN ORDERS MACARTHUR TO KOREA . . . UNITED NATIONS FORMS ARMY TO REPEL COMMUNIST INVASION OF SOUTH KOREA . . . FORMOSA NEUTRALIZED BY U.S. 7TH FLEET . . . CHINESE COMMUNISTS INVADE SOUTH KOREA . . . MACARTHUR CROSSES 38TH PARALLEL INTO NORTH KOREA . . . CHINESE DRIVE UN FORCES BELOW 38TH . . .

. . . Meanwhile, on TV . . .

WHAT'S MY LINE?

The granddaddy of all TV quiz panel shows, *What's My Line?*, made its television debut on February 2, 1950, with columnist Dorothy Kilgallen, actress Arlene Francis and humorist Hal Block and Louis Untermeyer constituting the panel that tried to guess the occupations of contestants. John Daly was the show's moderator and host. Sunday night on CBS was *What's My Line's*? permanent address for almost twenty years. When Block and Untermeyer left the show, they were replaced by Bennett Cerf and Fred Allen, whose slot was filled by Steve Allen after his death. Cerf and the Misses Kilgallen and Francis were permanent panelists the majority of years the show was on network TV. The producing team of Goodson and Todman, who also produced most of television's other panel shows, syndicated their *What's My Line?* program after CBS canceled the long-running show.

What's My Line? panelists Bennett Cerf, Arlene Francis, Dorothy Kilgallen and Fred Allen with moderator John Daly.



JACK BENNY

By 1950 the handwriting was on the wall as far as radio broadcasting was concerned, and many of that medium's stars were somewhat reluctantly making their moves to TV. Jack Benny, one of radio's brightest stars, made his TV debut in October, 1950, bringing with him most of his popular radio cast. Rochester (Eddie Anderson), announcer Don Wilson, vocalist Dennis Day and Jack's wife, Mary Livingston (who was less enthusiastic about TV than radio) all turned up. Benny's TV show was more variety than situation comedy, and Jack concentrated on introducing show-business celebrities from the movies and radio to TV audiences. Actress Marilyn Monroe and singer Johnny Ray were just two of the stars who made their TV debuts on *The Jack Benny Show*. In 1960 Jack decided to drop the weekly TV grind and has since concentrated on specials and occasional guest appearances.



On Jack Benny's first TV show, he appeared as a violin-playing hillbilly, to the delight of his watching audience.

YOU BET YOUR LIFE



You Bet Your Life star Groucho and his famed duck.

Groucho Marx deserted famed brothers Harpo and Chico when, in 1950, he became the star of his own weekly television series, *You Bet Your Life*. The show, a comedy-quiz program, had remarkable staying power on TV considering its simple format. With his announcer, George Fenneman, who was often the butt of Groucho's caustic remarks, cigar-puffing, bushy-mustached Groucho asked contestants impossible questions. Should they say the "secret word," a strange-looking duck would appear with a beakful of money. The show remained on the air well into the sixties.



Announcer George Fenneman and Groucho.

GARRY MOORE SHOW

A popular daytime variety show was MC'd by former Jimmy Durante sidekick Garry Moore and presented by CBS in 1950. Denise Lor, Ken Carson and Durward Kirby were regulars on the show, which remained on the air until 1958. That year, Moore became the star of a nighttime series—a weekly hour-long variety-music show which featured comedienne Marion Lorne and Carol Burnett, as well as old standby Durward Kirby. When the sensational Miss Burnett left the show in the mid-1960's, it lost much of its luster, and Garry retired from television for several years to rest and recuperate from the grueling weekly TV grind. He has since returned to television as MC of a syndicated quiz show and can also be seen as a guest star on

Moore's 1958 nighttime variety show comes to a close. Seen left to right, regulars Marion Lorne and Durward Kirby, guest Mahalia Jackson, Garry, guests Marge and Gower Champion and regular Carol Burnett.



such shows as Miss Burnett's own weekly comedy series.



Garry Moore's 1950 daytime show featured musical director Howard Smith, announcer Durward Kirby, Garry, singers Denise Lor and Ken Carson.

THE KATE SMITH HOUR

Early-afternoon television was graced in 1950 by the presence of Miss Kate Smith. NBC brought the former leading light of radio before TV cameras in a combination chatter, interview and song show, directed to the ladies of the house. Kate's longtime manager and friend, Ted Collins, was on hand with Kate, and an impressive list of guest stars from the world of show business appeared on the program. Miss Smith's TV popularity was such that NBC rewarded her with an evening musical-variety show, which ran in conjunction with the daytime show. Since 1954, when Kate's shows left the air, she has been seen regularly as a guest star on most of television's leading comedy-variety programs.

Ted Collins and Kate Smith are seen with Jeff Clark, one of the many guests on *The Kate Smith Hour*.



BURNS AND ALLEN

Radio stars George Burns and Gracie Allen, a celebrated husband and wife comedy team who had begun their careers as vaudeville performers in the 1920's, brought their famous routines to television in 1950, in a weekly situation comedy series on CBS. Cast regulars, Bea Benadaret as next door neighbor Blanche Norton, Larry Keaton as Blanche's husband, Harry, announcer Harry Von Zell and the Burnses' son, Ronny, were on hand to add to the comedy of the program. Gracie left the show because of ill health in 1958, and one year later the show retired from the air. Few viewers will forget the gruff, lovable George and his cigar-smoking monologues, which were mostly about Gracie, the muddleheaded queen with a strange kind of logic all her own.



George Burns and Gracie Allen

COLGATE COMEDY HOUR

The Colgate Comedy Hour, first seen in 1950, presented some of the biggest names in show business as hosts on an alternating basis. Some of the notables to serve in this capacity were Dean Martin and Jerry Lewis, Fred Allen, Eddie Cantor, Jimmy Durante, Abbott and Costello, Spike Jones and his City Slickers and Bob Hope. The list of guest stars who also appeared on this series included Martha Raye, Tennessee Ernie Ford, Jack Carter and Perry Como. Every now and then a special full-length musical comedy was presented. Musical comedy star Ethel Merman appeared in a special telecast of *Anything Goes*, and Bobby Clark was seen in *The Would-be Gentleman*. Other special attractions of the *Comedy Hour* included a presentation of *Ice Capades of 1954* with Donna Atwood.



Elaine May and Mike Nichols were featured on the *Comedy Hour* before both went their separate ways to become leading writers and directors.



Jerry Lewis and Dean Martin were *Colgate Comedy Hour* hosts.

THE ROY ROGERS SHOW

Cowboy star Roy Rogers, accompanied by his wife, Dale Evans, his horse, Trigger, and his dog, Bullet, also arrived on the television scene in 1950. His show, a combination song-fest and adventure series proved popular with the small fry and enjoyed a long, successful TV stay.



Roy Rogers, his horse, Trigger, and his wife, Dale Evans, in the syndicated *Roy Rogers Show*.

ROOTIE KAZOOTIE

Hand puppet Rootie Kazootie, his baseball cap tipped to one side, and his pal, Todd Russell, entertained kids daily on NBC, beginning in October, 1950. The young viewers squealed with delight each time puppets El Squeeko Mouse, Gala Poochie and Polka Dottie put in their appearances on the show. Order was preserved in between movie cartoons by the Keystone Kops. The show lasted until November, 1952.



Host Todd Russell, Rootie Kazootie, Gala Poochie, Polka Dottie and a Keystone Kop of *The Rootie Kazootie Show*.

BROADWAY OPEN HOUSE

During the early 1950's one of the most popular late-night comedy-talk shows was *Broadway Open House*. It starred comedian Jerry Lester and featured a tall, curvaceous blonde with the suitably Scandinavian name of Dagmar. The forerunner of NBC's current late-night offering, *The Tonight Show*, Lester's late-late opus with its Beanbag Club and hilarious takeoffs of fairy tales, which featured big Dagmar as such unlikely characters as Little Red Riding Hood and Little Miss Muffet, convulsed audiences. Other regulars on the show included David Street, Wayne Howell and musical director and accordionist Milton Delugg.



Broadway Open House star Jerry Lester is surrounded by regulars on the show.

THE FRANK SINATRA SHOW



Frank Sinatra, the star of his own show in 1952.

Singing star Frank Sinatra made his TV debut in a weekly half hour musical program on CBS in 1950. It ran for two years. Since 1952 Frank has turned to special shows and guest spots, appearing on *The Colgate Comedy Hour*, with Bing Crosby, and *The Chevy Show* with Dinah Shore.

ARTHUR MURRAY'S DANCE PARTY



Kathryn and Arthur Murray.

A popular program which was publicly recalled each time one network or another canceled it was *The Arthur Murray Dance Party*, which first appeared in 1950. Originally designed to give on-the-air dance instructions to at-home viewers (à la the Arthur Murray Dance Studios), a musical-variety show format eventually evolved. Kathryn Murray, Arthur's energetic and vivacious wife, was the real star of the show, with Arthur doing his duty as a straight man or dance partner. The Murrays managed to squeeze a nine-year run out of the series before retiring to Hawaii.

YOUR HIT PARADE

In 1950 NBC dusted off its old *Hit Parade* radio show, which had been such a hit in the 1940's, and moved it to television as a summer replacement. By October sufficient public interest had been aroused to keep the show on as a permanent attraction. Eileen Wilson, Snooky Lanson and Dorothy Collins were the singing stars, and Raymond Scott provided the musical background. In 1952 June Valli replaced Miss Wilson, and Russell Arms joined her, Miss Collins and Mr. Lanson. Gisele MacKenzie replaced Miss Valli the following season. But by 1958 it was clear that rock-and-roll music was going to dominate the song popularity charts for a long time to come. Highly stylized, the songs were almost inseparable from the artists who made them famous. Since the "Hit Paraders" were not familiar with that kind of music and since some of the hit tunes remained in the top ten for weeks on end, novel ways of staging the songs became more difficult. In 1959 the "Lucky Strike Gang" swayed back and forth singing "So long for a while . . . that's all the songs for a while" for the last time.



Russell Arms (standing second from left), June Valli, Snooky Lanson, Dorothy Collins and Raymond Scott and the Lucky Strike Hit Parade Chorus sing "So long for a while . . ."

BEAT THE CLOCK

Once a week Bud Collyer led studio contestants through some pretty exhausting paces as they tried to beat the clock by performing close to impossible stunts. Mr. Collyer's beautiful blond assistant, Roxanne, who introduced the contestants to Mr. Collyer and the home viewers, became a TV celebrity in her own right.



MC Bud Collyer of *Beat the Clock*.

BIG TOP

The Big Top, a popular CBS circus show, made its television debut in 1950, with ringmaster Jack Sterling presiding. Clowns, high-wire acts and animals, as well as interviews with kids in the studio audience, were featured weekly. Mr. Sterling was assisted by clown Ed McMahon, who later became better known as Johnny Carson's *Tonight Show* sidekick. The program had a healthy seven-year run on CBS before blowing its circus whistle for the last time in September, 1957.



Ringmaster Jack Sterling and clown Ed McMahon of CBS' *The Big Top*.

BOB HOPE



Bob Hope's annual Christmas show with the boys overseas has been a TV ritual. He is seen here with Maria "The Body" McDonald during one of these shows.



America's favorite comedian.

America's favorite comedian, Bob Hope, made his television debut on *The Star Spangled Revue*, on NBC, in 1950. He's been seen regularly on TV ever since. He has starred in such shows as *The Chesterfield Sound-Off Time*, *The Colgate Comedy Hour* and a monthly *Bob Hope Show*. His Christmas shows with servicemen and women overseas and his Academy Award presentation appearances have been annual musts for millions of TV viewers.

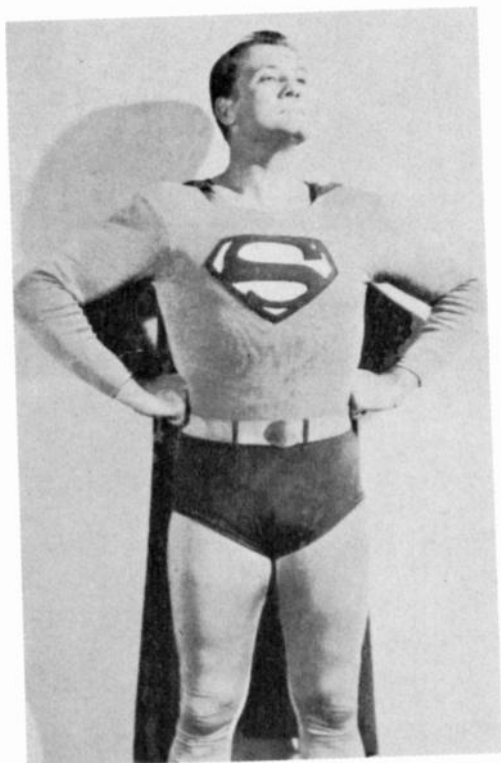
KEN MURRAY SHOW



The star of the legitimate theater's successful *Blackout* shows, Ken Murray had a CBS television show of his own from 1950 to 1952. A veteran showman and vaudevillian, Murray was one of the first performers to realize TV's potential for keeping vaudeville alive. His variety extravaganzas proved just the right thing to revive this dying form of entertainment. Ken's sidekick, a pretty, wide-eyed cowgirl named Laurie Anders, added to the *Murray Show* merriment.

Ken Murray and Laurie Anders.

SUPERMAN

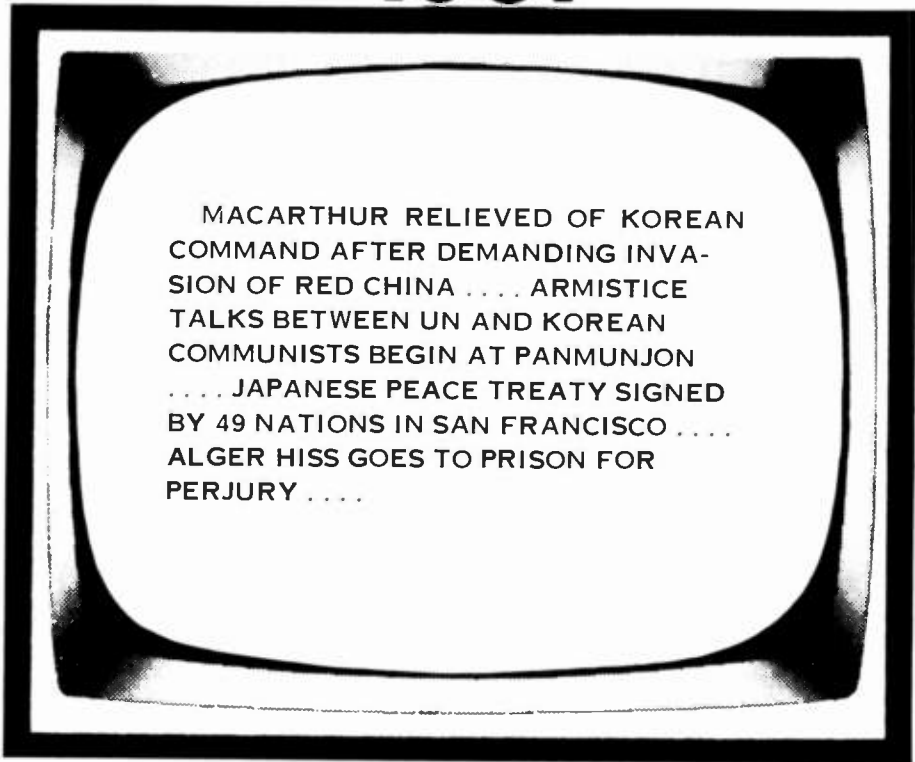


"It's a bird . . . it's a plane . . . it's Superman! *The Adventures of Superman* enjoyed the same success on television it had in comic strips, on the radio and in motion pictures. George Reeves played the dual role of Clark Kent and Superman. Noel Neill was seen as Lois Lane, Jack Larson played teen-aged copyboy Jimmy, and John Hamilton *Daily Planet* newspaper editor in chief Perry White. The show first appeared on TV screens across the country as a syndicated series in 1950 and has been shown continuously ever since.

George Reeves as Superman.

(In the news . . .)

1951



MACARTHUR RELIEVED OF KOREAN
COMMAND AFTER DEMANDING INVA-
SION OF RED CHINA ARMISTICE
TALKS BETWEEN UN AND KOREAN
COMMUNISTS BEGIN AT PANMUNJON
. . . . JAPANESE PEACE TREATY SIGNED
BY 49 NATIONS IN SAN FRANCISCO
ALGER HISS GOES TO PRISON FOR
PERJURY

. . . and . . . on TV . . .

ABBOTT AND COSTELLO



Bud Abbott and Lou Costello.

The comedy team of Bud Abbott and Lou Costello had a situation comedy series in the early 1950's after making several guest appearances on *The Colgate Comedy Hour*. The series, which featured variations of their "Who's on first?" comedy routine, also starred actress Hillary Brooke.

AM AHL AND THE NIGHT VISITORS



The Three Kings, played by Leon Lishner, Andrew McKinley and David Aiken, and Amahl's mother, played by Rosemary Kuhlman, in a scene from *Amahl and the Night Visitors*.

The first opera commissioned expressly for television, Gian Carlo Menotti's *Amahl and the Night Visitors*, was premiered on Christmas Eve, 1951. In this story of a crippled boy who plays host to the Three Kings on their way to pay tribute to the Christ Child in Bethlehem, Chet Allen appeared as the boy, Amahl, and Rosemary Kuhlman sang the role of his mother. Response to the show was so great that NBC made the opera an annual Christmas tradition.

THE ERNIE KOVACS SHOW



Comic genius Ernie Kovacs.

The bizarre, wildly original, zany comic talents of comedian Ernie Kovacs first began delighting TV audiences in 1951, when his show was televised from Philadelphia over the NBC national network. Ernie was the first comedian to realize the unique potentials TV held for comedians. His close-up direct conversations with the camera, his special camera effects, his Nairobi tribe of music-playing gorillas had audiences howling. And who could forget his Percy Dovetonsils, the nasal-sounding poet with eyeglasses as thick as a soda pop bottle? In 1955 Ernie's show included his wife, Edie Adams, who did brilliant takeoffs on actresses Marilyn Monroe and Zsa Zsa Gabor. Ernie's show was canceled in 1956, and thereafter he confined his television activities to occasional guest appearances and specials such as *Ernie in Kovacsland*. His career was cut tragically short when he was killed in an auto accident in 1962. His unique TV comic spirit has never been equaled.



Pianist Eddie Hatrak with Edie Adams and Ernie.



Zany Lucy cuts up with a more sober Desi Arnaz.



The Ricardos and the Mertzes found themselves in jail in this *I Love Lucy* episode. From left to right: guest Will Wright, Ricky (Desi), Ethel, Lucy, Fred, and Tennessee Ernie Ford.

I LOVE LUCY

The most successful situation comedy series in the history of television, *I Love Lucy*, starring Lucille Ball and Desi Arnaz, first saw the glow of TV success in 1951. The show revolved around bandleader Ricky Ricardo (Arnaz), his zany, trouble-prone wife, Lucy (Miss Ball), and their funny neighbors and friends Fred and Ethel Mertz, played by William Frawley and Vivian Vance. Loosely based on Miss Ball's hit radio show *My Favorite Husband* and retaining many of her original writers, the *Lucy* show quickly became a national institution. In 1952, when Miss Ball became pregnant, zealous TV officials decided to make Lucy Ricardo pregnant as well.



Lucy Ball awaits the birth of her celebrated baby.

The birth of Lucy's TV baby, a boy who was called Little Ricky, made national headlines. In real life Miss Ball had had a baby girl. Following his divorce from Miss Ball, Mr. Arnaz retired from the series. The following year Lucy returned alone with a new format and show titled *The Lucille Ball Show*. During *I Love Lucy*'s heyday the Desilu Company initiated a one-hour dramatic series called *The Desilu Playhouse*, which also had a profitable run on TV.



Fred and Ethel Mertz were played by Vivian Vance and William Frawley.

THE SENATE CRIME HEARINGS

Frank Costello, an underworld character being questioned by the committee, refused to have his face telecast. The TV cameras therefore concentrated on his hands.

In March, 1951, television came into its own with in-depth, on-the-spot coverage of important news events. CBS and NBC simultaneously presented the U.S. Senate hearings on crime in America. All day long, viewers would sit fascinated in front of their TV sets as Senators Estes Kefauver and Charles Tobey and lawyer Rudolph Halley questioned such czars of the underworld as Frank Costello and ex-gangsters' moll Virginia Hill. Most of the witnesses pleaded the Fifth—"I refuse to answer on the grounds that it may tend to incriminate me"—a statement that became a household phrase in homes all over America. Because of the hearings, Americans were made frighteningly aware of how a national web of crime could touch their everyday lives.



AMOS 'N' ANDY



Spencer Williams and Alvin Childress as Amos and Andy.

Amos, Andy, the Kingfish, Sapphire and all the funny folk of the popular *Amos 'n' Andy* radio show were transferred to television in 1951 with an all-black cast. The characters of Amos and Andy, originally played on radio by white actors Charles Correll and Freeman Gosden, were portrayed on TV by Spencer Williams (Andy) and Alvin Childress (Amos). The most popular character on the program remained the Kingfish, played by Tim Moore. The show was finally canceled from television in 1953, when the NAACP and other civil-rights groups protested the way the show pictured the American black man.

JACKIE GLEASON



Jackie Gleason's first television show was called *The Cavalcade of Stars* and was broadcast over the New York local Dumont station. The program featured all of Jackie's famous TV characters—the Poor Soul, Reggie Van Gleason, Ralph Cramden and Joe the Bartender. Also appearing on the show were comedienne Pert Kelton and comic Larry Storch. In 1952 Gleason's national drawing power was put to the test. He gained instant fame across the country as star of a network variety-comedy series. One of the popular features of the Gleason show, the *Honeymooners*, proved so popular that a separate half hour situation comedy series was created from it.

"And away we go!"—Gleason's famous line.



"The Honeymooners"—Ralph Cramden (Gleason), his neighbor Ed Norton (Art Carney), his wife, Alice (Audrey Meadows), and Ed's wife, Trixie (Joyce Randolph).



The Goodyear Playhouse's A Visit to a Small Planet, presented in 1955, featured Louis Edmonds, Cyril Ritchard and Jill Kraft.



A successful motion picture was made of *The Catered Affair*, first seen on *The Goodyear Playhouse* in 1955. Thelma Ritter and Pat Henning starred in the television version of the play.

THE GOODYEAR PLAYHOUSE



Lillian Gish and Eva Marie Saint starred in *A Trip to Bountiful*, in 1953.

The Goodyear Playhouse dramatic series, produced by Fred Coe, was responsible for bringing some of television's most successful and celebrated plays before the public. Paddy Chayefsky's award-winning *Marty*, starring Rod Steiger in the title role, later would win an Academy Award for Ernest Borgnine when it was made into a major motion picture. *The Catered Affair*, with Thelma Ritter, was also made into a motion picture starring Bette Davis, and *The Bachelor Party* became yet another successful film. *The Goodyear Playhouse* was also the first to present *A Trip to Bountiful*, with Lillian Gish, and Gore Vidal's *A Visit to a Small Planet*, both of which were later made into Broadway stage plays. In 1957 the series became a half hour show and closed its curtain for the final time a short time later.

PINKY LEE SHOW



The Two of Us starred Vivian Blaine and Pinky Lee.

Lisping burlesque comedian Pinky Lee first appeared in the weekly musical-variety series *The Two of Us* with Vivian Blaine in 1951. The show ran for two years on NBC. In 1953 Pinky brought his baggy suit and funny hat to daytime TV, with a show designed for the kiddies. During one of these shows Pinky, while still "on the air," collapsed and thereafter retired from TV.

RACKET SQUAD



Reed Hadley as Captain Braddock of *Racket Squad*.

One weekly TV mystery-crime show which provided a public service, as well as entertainment, was CBS' *Racket Squad*. The series, which starred Reed Hadley as Detective Braddock of the Racket Squad, informed viewers of the workings of various confidence-game racketeers, alerting viewers to beware of charming strangers. Captain Braddock arrested his last con man in 1953, but the show can still be seen on local reruns.

MACY'S THANKSGIVING DAY PARADE



Thanksgiving just wouldn't be the same without a telecast of *Macy's Annual Thanksgiving Day Parade*. The huge balloons of Mickey Mouse, Popeye the Sailor Man and other well known cartoon characters have been ushering in the Christmas shopping season for television viewers since 1951. Such notable TV personalities as Arlene Francis, Dave Garroway, Douglas Edwards, Bess Myerson and Marilyn Van Derbur have acted as TV hosts for the *Parade* over the years.



Guest star Frank Sinatra and Dinah Shore of *The Chevy Show*.

DINAH SHORE



Dinah delivers her famous end-of-the-show kiss.



Frequent guest star Nanette Fabray sings with her hostess, Dinah.

Singer Dinah Shore first faced a TV camera in 1939, when she appeared in a special TV broadcast seen at the New York World's Fair. She had to wait until 1951, however, before she became a TV star of her own weekly series. In 1951 Chevrolet sponsored the fifteen-minute, twice-a-day *Chevy Show* starring Miss Shore. In 1956 it became a one-hour weekly show until 1962 and she advised all to "see the U.S.A. in your Chev-ro-let." *The Chevy Show* was noted not only for Dinah's wonderful way with a song but for her fabulous clothes, which had female viewers panting with envy week after week. For a short while, Dinah's show, produced by Bob Banner Associates, alternated with Perry Como's show. Since 1962 Dinah has appeared on television on numerous specials and now has her own daytime chat series, *Dinah Shore*.

JOE LOUIS-ROCKY MARCIANO FIGHT



Marciano



Louis

A major heavyweight championship fight covered on television was the Joe Louis-Rocky Marciano fight, which was telecast by NBC in 1951. At New York City's Madison Square Garden, viewers saw the end of an era when Marciano defeated Louis.

BING CROSBY



Guests on a Bing Crosby special, in 1954, included Frank Sinatra and Bob Hope.

Bing Crosby, although never the star of a regular show on television, has made many guest appearances on that medium. His first TV appearance was on a Red Cross special in 1951.

He has appeared as a guest on *The Ed Sullivan Show*, *Hollywood Palace* and on most of the major comedy-variety shows. In 1954 he starred in two *Bing Crosby Show* specials on CBS.

WILD BILL HICKOK



Guy Madison as Wild Bill Hickok.

A Western series directed toward the young set was *Wild Bill Hickok* starring former movie star Guy Madison as Bill and Andy Devine as his sidekick, Jingles. The show first appeared on CBS, then became a syndicated program throughout most of the 1950's.

STRIKE IT RICH



Second from right, Warren Hull MC'd *Strike It Rich*. The show's producer, Walt Framer (far right), and announcer, Ralph Paul (left), are seen with a *Heartline* contestant, Mrs. Zoe Lewis and her son, Mike.

The most popular feature of the *Strike It Rich* quiz show, MC'd by Warren Hull and first seen on TV in 1951, was *Heartline*. Poor unfortunates made their financial needs known to the TV viewing public, hoping viewers would kindly respond by sending them cash to help ease their misfortunes. Typical plights: some had been left stranded by their husbands with swarms of kids to look after; some had lost all their belongings in natural disasters; some required money for much-needed operations. The person who could tell the saddest story, and cried the hardest, was chosen to receive the financial blessing of Mr. Hull and the home viewers.

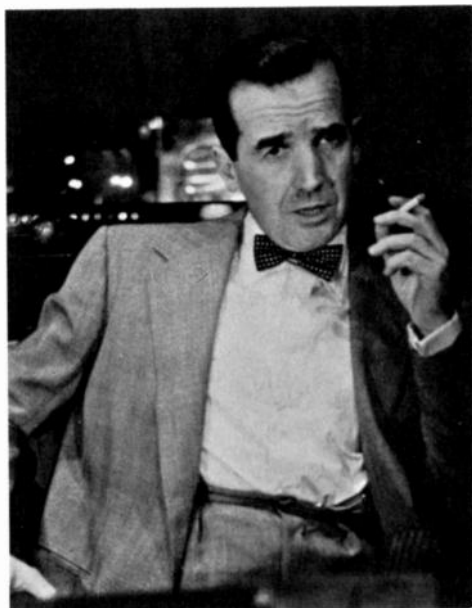
ALL STAR REVUE
STARRING
MARTHA RAYE

Martha Raye, funny lady of films, stage and radio, added television to her list of credits in 1951, when she alternated with Jimmy Durante as star of NBC's *All Star Revue*, a comedy-variety hour. When madcap Miss Raye left the show in 1952, Groucho Marx took over her *All Star* spotlight. She later had a variety program called *The Martha Raye Show*, with former boxing star Rocky Graziano as a featured player.



Indestructible funny lady Martha Raye of *The All Star Revue*.

SEE IT NOW



Edward R. Murrow was the narrator of CBS' documentary new series *See It Now*. The guests here were "persons, events and places that shape the news." On-the-spot coverage and analyses of major news events were presented, along with Mr. Murrow's interviews with such celebrities as Grandma Moses and Nikita Khrushchev.

Edward R. Murrow, moderator and host of CBS' *See It Now*.

TV MADE STARS

Television proved a perfect stepping-stone to stardom for many actors and actresses. Live original dramas were being produced by the hundreds during the late 1940's and early 1950's, and shows like *Studio One*, *The Kraft Theatre* and *Playhouse 90* gave hitherto unknown actors national exposure for the first time in their careers. Many would graduate to superstardom in motion pictures and on Broadway.



Constance Ford



Vaughn Taylor

Grace Kelly



Maria Riva





Charlton Heston



Julie Harris



Elizabeth Montgomery

Mary Sinclair

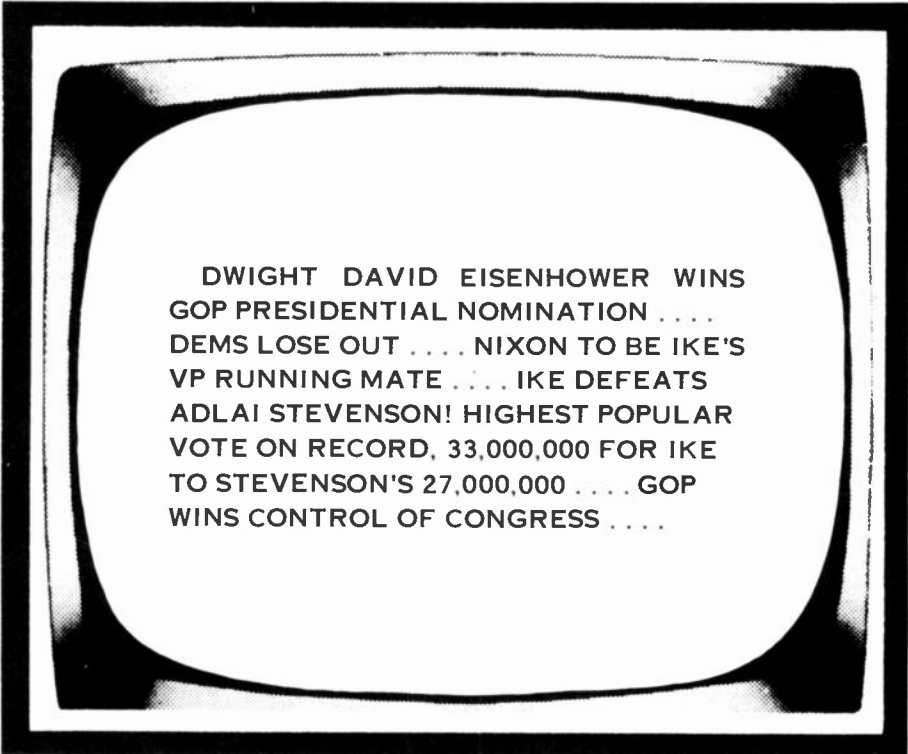


John Baragrey



(TV news headlines of the year . . .)

1952



DWIGHT DAVID EISENHOWER WINS
GOP PRESIDENTIAL NOMINATION
DEMS LOSE OUT NIXON TO BE IKE'S
VP RUNNING MATE IKE DEFEATS
ADLAI STEVENSON! HIGHEST POPULAR
VOTE ON RECORD, 33,000,000 FOR IKE
TO STEVENSON'S 27,000,000 GOP
WINS CONTROL OF CONGRESS

. . . while on the home screens . . .

GEORGE GOBEL



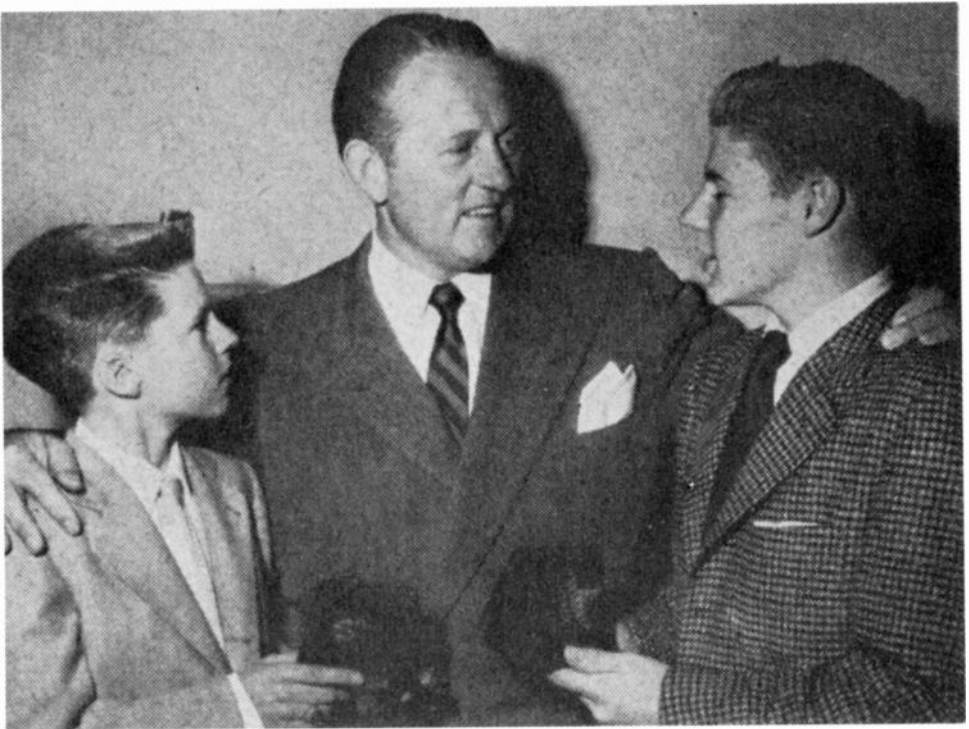
Diminutive “Lonesome” George Gobel made his television debut on NBC’s *Who Said That?* in 1952. The public took an instant liking to the funny little man, and he was given his own comedy-variety show in 1954. His pet expression, “Well, I’ll be a dirty bird,” became a national catchphrase, and his mild-mannered bouts with his TV wife, Alice, first played by actress Jeff Donnell and later by Phyllis Avery, provided sufficient laughs to keep his show at the top of the TV charts until the early 1960’s. Some of the well-known guest stars to pay George weekly visits were Rosemary Clooney, opera star Helen Traubel, Hermione Gingold, Kirk Douglas, singer Anita Bryant and many others.

HOUSE PARTY

Art Linkletter's warm way with the small fry in the "Kids say the darnedest things" portion of his *House Party* program, as well as his easy way with guests and studio audiences, made this program a daily favorite with housewives all across the country. *House Party* made its TV debut in 1952.



Linkletter interviews Miss America contest winner Marilyn Van Derbur, who later became a TV personality in her own right.



Ozzie and Harriet's sons, David and Ricky, pay Art Linkletter's *House Party* a visit in 1952.

OUR MISS BROOKS



Wisecracking comedienne Eve Arden transferred her *Our Miss Brooks* show from radio to television in 1952. With her old radio gang—Gale Gordon as the principal of English teacher Connie Brooks' (Miss Arden's) Madison High School, Richard Crenna as student Walter Denton and Bob Rockwell as Miss Brooks' heartthrob, biology teacher Mr. Boynton—she continued to provide laughs until 1957.

Our Miss Brooks.

MY HERO



Movie star Bob Cummings' first television series, titled *My Hero*, held forth on NBC from November, 1952, to August, 1953. Thereafter, the program became known as *The Bob Cummings Show* and ran for many years.

Gloria Winters and Bob Cummings on NBC's *My Hero* series.

MASQUERADE PARTY

Everybody likes a costume party, and so CBS, ABC and NBC, in turn, offered the public *Masquerade Party*, a panel-game show on which panelists tried to guess who the celebrities behind the various outlandish costumes and getups really were. The guests were famous entertainment figures, but their disguises were so good that unless their voices gave them away, panelists rarely guessed their identities. At various times the guessing panel consisted of such celebs as Bobby Sherwood, Betsy Palmer, Johnny Johnston, Ilka Chase, Sam Levenson, Audrey Meadows, Lee Bowman, Fay Emerson, Phil Silvers, Buff Cobb and Ogden Nash. The proceedings were moderated by a former



Panelists Buff Cobb, Ogden Nash and Ilka Chase; *Masquerade Party* host Peter Donald standing over Mr. Nash and Miss Chase.

member of Fred Allen's radio show, Peter Donald. The show premiered in 1952 and left the air in 1958.

THE JANE FROMAN SHOW

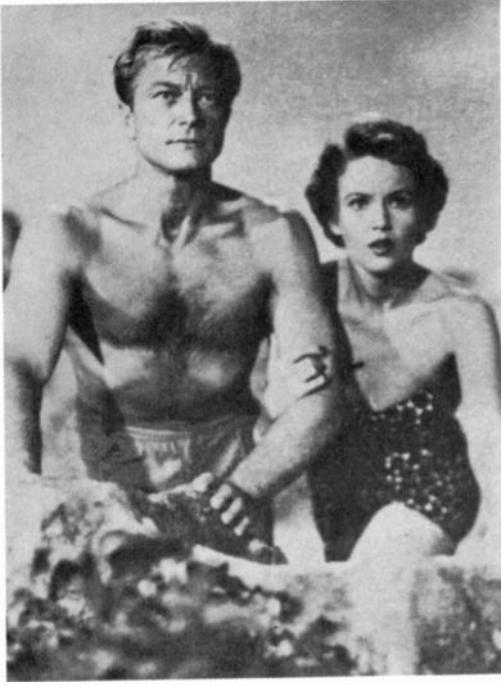
The Jane Froman Show, originally called *The U.S. Canteen Show*, was seen on CBS from October, 1952, to June, 1955. Jane, the brave singer

who had been crippled in an air crash during World War II, sang for servicemen in Army and Navy hospitals and interviewed the boys for home viewers.



Jane Froman sings for the men in uniform on *The U.S. Canteen Show*, in 1952.

MR. AND MRS. NORTH



Another popular radio mystery program which was brought to television was the *Mr. and Mrs. North* series. The comic overtones of the show were featured more than the crime aspects, as each week from 1952 to 1954 Pam and Jerry North, played by Barbara Britton and Richard Denning, who later starred in the *Hawaiian Eye* series, found themselves humorously and unwittingly involved in one murder mystery after another.

Richard Denning and Barbara Britton, Pam and Jerry of the *Mr. and Mrs. North* series.

JUNGLE JIM

The movies' best-remembered Tarzan, swimming champion Johnny Weissmuller, put on some clothes and became TV's Jungle Jim in 1952. His pet chimpanzee was called Kimba instead of Cheetah, but the jungle setting remained the same. *Jungle Jim*, a syndicated series, was a mild success, but Mr. Weissmuller did not enjoy either the fame or longevity he had had as Tarzan, and the show left the air after several seasons.



"Jungle Jim" Johnny Weissmuller and his pet chimp, Kimba.

MR. PEEPERS



Lovable, gentle schoolteacher Mr. Peepers, starring Wally Cox, was first seen in 1952 as a summer replacement show. It caught on with the viewing public and became a regular feature on NBC for three years. Set in fictional Jefferson City Junior High School, Mr. Peepers and his fellow teachers at Jefferson—English teacher Mrs. Gurney, played by stuttering character actress Marion Lorne; Harvey Weskit, played by Tony Randall; and Mr. Peepers' girlfriend, the school nurse, played by Pat Benoit—continued to amuse TV watchers until June, 1955. The show got its highest ratings when Mr. Peepers married the school nurse.

Mr. Peepers, Wally Cox.

The school nurse and Mr. Peepers get married as millions watch.

Mr. Peepers (Wally Cox) and his best friend, Wes (Tony Randall).



OMNIBUS

A Sunday afternoon “must” which shuffled back and forth between the CBS, NBC and ABC networks was the original potpourri magazine-of-the-air series *Omnibus*. Hosted by suave Alistair Cooke, the show was a veritable gold mine of such varied TV fare as plays like *The Trial of Anne Boleyn* with Susan Strasberg and *She Stoops to Conquer* with Sir Michael Redgrave; jazz concerts conducted by Leonard Bernstein; interviews with such famed notables as architect Frank Lloyd Wright and choreographer Agnes DeMille, as well as readings by such performers as Peter Ustinov and Charles Laughton. The show had strong appeal for the literate and intellectual members of the TV viewing public but never really proved popular. All the same, the devotion of its small but fervent band of fans was enough to keep the now-classic TV program on the air until 1959.



Omnibus' host, Alistair Cooke.

MEET MILLIE

The very funny escapades of a young New York secretary living with her widowed mother, *Meet Millie* began delighting home viewers on CBS in 1952. It continued to keep audiences laughing until 1956. Elena Verdugo starred as Millie, and Florence Halop played her mother. A popular character on the show was the always-hungry Alfred, played by Marvin Kaplan.

Florence Halop, Marvin Kaplan and Elena Verdugo.



THIS IS YOUR LIFE

On October 2, 1952, a show made its debut on the NBC television network which fascinated viewers. Called *This Is Your Life*, created and MC'd by Ralph Edwards of *Truth or Consequences* fame, the show surprised guest celebrities, as well as unknown-but-worthy folk, and set about to tell their colorful life stories. People who had known the guests during important moments of their lives were paraded before them often with tearful results. Among the more popular guests on the show was Lillian Roth, whose heartbreaking encounter with alcoholism was presented to the public. Roy Campanella, Jack Dempsey, Ted Lewis, Jeanette MacDonald, Dorothy Lamour, Billy Graham, Rock Hudson and many others had their lives bared for public consumption.



Ralph Edwards, host of *This Is Your Life*.



One of *This Is Your Life*'s guests, Lillian Roth, with Ralph Edwards.



One man's triumph over physical misfortune was presented when *This Is Your Life* told the life story of star baseball catcher Roy Campanella, seen here with Ralph Edwards and members of the Campanella family.

CANDID CAMERA

Radio's funny *Candid Microphone* program, which used hidden microphones to record the spontaneous reactions of unsuspecting people, was successfully transferred to television in 1952. Retitled *Candid Camera*, the show's creator and host Allen Funt employed a hidden camera to photograph the on-the-spot reactions to some pretty wild situations such as: walking into unmarked rest rooms, hands coming out of Automat shelves to filch food from plates, and trying to enter a door behind which nothing existed. For a short time *Candid Camera* was a feature of *The Garry Moore Show*, but it has usually had a video spot of its own and continues to be a favorite with TV audiences.



Allen Funt often acted as a protagonist until his face became too well known by viewers.

OZZIE AND HARRIET

Perennial radio favorites Ozzie and Harriet Nelson brought their sons, Ricky and David, with them to television, and a delighted public watched as the youngsters grew from childhood to manhood during the ten years the show was telecast. During this time, the boys became full-fledged TV stars in their own right. Ricky would become one of the nation's top rock-and-roll recording stars, and David a motion-picture actor.

The Nelsons in 1952. From left to right: Ricky, Harriet, Ozzie and David.



I MARRIED JOAN

Movie and radio comedienne Joan Davis was the star of a TV situation comedy series, *I Married Joan*. Jim Backus costarred as her husband. The show centered on Joan, the wife of staid and settled Judge Bradley Stevens. The show left the air in 1955 when Joan became fatally ill.



Joan Davis is seen with her daughter Beverly Wills, who occasionally appeared on the show.

MY LITTLE MARGIE



Charles Farrell and Gale Storm of *My Little Margie*.

Forever-bubbling Gale Storm first displayed her cute eye crinkling before the TV cameras in *My Little Margie*. With former silent-screen matinee idol Charles Farrell as her father, Verne, and Hillary Brooke as her father's love life, Miss Storm worked her way in and out of four years' worth of *Little Margie* trouble. In 1956 the format of Gale's show changed and she became a social director on a large ocean liner. This time her show was called *Oh Susannah!* and featured Zasu Pitts as her friend and fellow worker. In 1958 the show changed its title to *The Gale Storm Show*.



Julie Harris in her award-winning performance in *The Little Moon of Alban*, a 1958 Hallmark offering.

Maurice Evans and Judith Anderson in *Macbeth*.



The Broadway musical *Kiss Me Kate* was adapted for television by Hallmark and starred Patricia Morison, Alfred Drake, Julie Wilson and Bill Hayes.

HALLMARK HALL OF FAME

Hallmark Greeting Cards presented a series of half hour plays on the NBC network in 1952. The following year the show was expanded to a full hour, and in 1955 it was expanded even further to a ninety-minute format. The show concentrated on presenting original television plays, musical comedy adaptations and Broadway stage successes. Among many highlights were such notable performers as Maurice Evans and Judith Anderson in their much-heralded *Macbeth*, the Evans production of *Hamlet*, *Twelfth Night*, *The Devil's Disciple*, *Man and Superman*, *Richard the Third* and *The Taming of the Shrew*. Broadway's musical success *Kiss Me Kate* with original stars Alfred Drake and Patricia Morison, *Green Pastures*, *Alice in Wonderland*, *Hans Brinker and His Silver Skates* with Tab Hunter, *The Skin of Our Teeth* with Mary Martin and George Abbott, *Cradle Song*, *Ah! Wilderness*, *The Little Foxes*, *The*



Julie Harris made many *Hallmark Hall of Fame* appearances . . . her Broadway success *The Lark* was one of them.

Corn Is Green, *The Lark* with Julie Harris, and *The Little Moon of Alban*, also with Miss Harris, were just a few of the plays that showed that Hallmark "cared enough" to send their audiences "the very best."



A modern-dress production of *Hamlet* on *Hallmark* featured Sarah Churchill, Barry Jones, Ruth Chatterton and Maurice Evans.



An impressive list of stars was assembled for *Hallmark's Skin of Our Teeth* production. Among them were Helen Hayes, Heller Halliday, George Abbott and Mary Martin.

THE QUIZ KIDS

The celebrated *Quiz Kids* program on which brainy youngsters proved their superior mental abilities, was as successful on television as it had been on radio. Clifton Fadiman served as the show's moderator, and the show chalked up a four-year run to 1956.

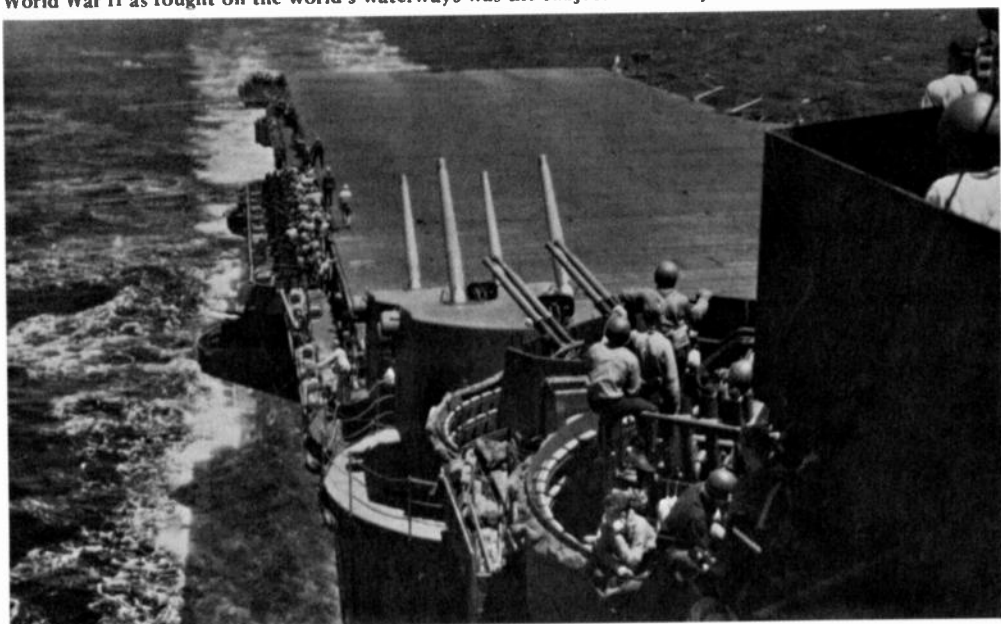


Moderator Clifton Fadiman and Quiz Kids Goodwin Schaefer, Peter Muller, Richard Cutler and Robert Stromm.

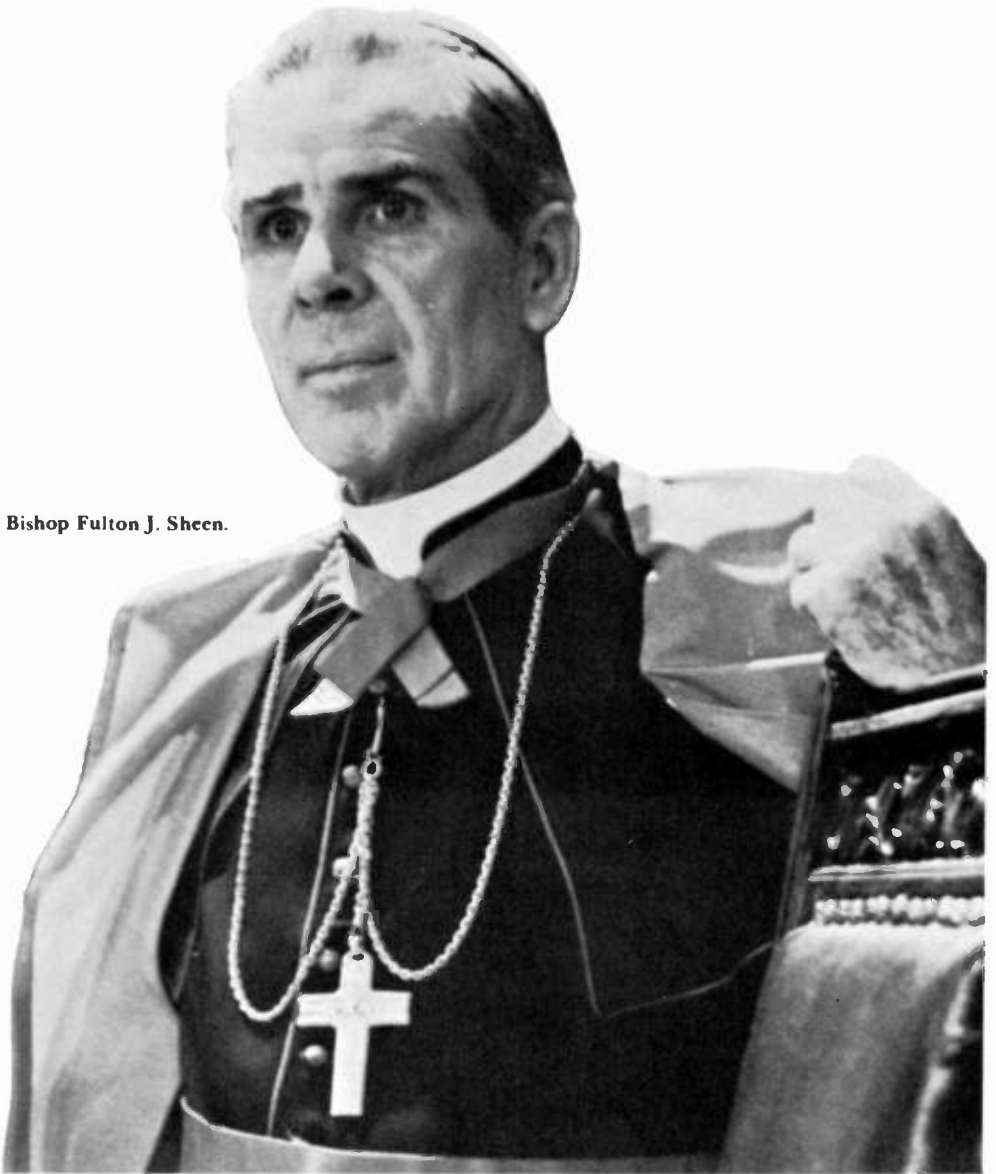
VICTORY AT SEA

The award-winning NBC documentary series *Victory at Sea* premiered on October 26, 1952, and was an immediate hit. Presented in twenty-six half-hour segments and produced by Henry Solomon, the show became the first news-history series to gain national acceptance. Noted for the magnificent background music composed by veteran Broadway composer Richard Rodgers, the theme song from the show climbed to the top of the Hit Parade. Put together mainly from old World War II newsreel films, which were brilliantly edited, this fine series earned many awards. Leonard Graves was the narrator.

World War II as fought on the world's waterways was the subject of *Victory at Sea*.



LIFE IS WORTH LIVING



Bishop Fulton J. Sheen.

Bishop Fulton J. Sheen, a Roman Catholic prelate, brought inspiration to thousands of viewers, no matter what their faith. Bishop Sheen made his TV debut on a local show called *Life Is Worth Living* in 1952. He became such a popular attraction that in 1955 the American Broadcasting Company offered him a national network program. The bishop covered a variety of subjects, interviewing numerous celebrities from the worlds of politics and show business. With countless awards lining his mantle, the bishop retired from regular television broadcasting in 1957.

THE WALTER WINCHELL SHOW

Fast-talking gossip columnist Walter Winchell brought his quick-as-a-flash delivery from radio to television in 1952. The show ran on ABC to 1955. The following year NBC picked up Winchell's option, but this time Winchell served as a host for a variety-musical program which proved hardly his bag of tricks. In spite of support by such guests as Helen Hayes, Perry Como, Jane Froman, Sammy Davis, Jr., and Martha Raye, the show was canceled after two months. Winchell quickly moved back to his old stamping grounds, ABC, and managed to stay on the air this time to 1957, when he retired from show business.



Walter Winchell.

THE GUIDING LIGHT

Most radio soap operas did not make the grade when transposed to television. One soaper which did make it on television was *The Guiding Light*, brought to television in 1952 and still running strong. Whitfield Connor, Ellen Demming and Zina Bethune, later the star of *The Nurses*, were regulars on the TV version of *The Guiding Light*.



Actor Whitfield Connor played Mark Holden, Ellen Demming played Meta Bauer, and a teen-aged Zina Bethune played Robin on *The Guiding Light*, a 1952 transfer from radio to television.

I'VE GOT A SECRET



I've Got a Secret's moderator, Garry Moore.

One of producers Goodson and Todman's many TV panel shows to make the grade was *I've Got a Secret*. It boasted Garry Moore as moderator and featured Bill Cullen, Jayne Meadows, Henry Morgan and Faye Emerson, later replaced by actress Betsy Palmer, as regular panelists. It was the panelists' job to guess what "secret" guests on the show harbored. The secrets could be as simple as "I'm wearing red flannel underwear under my evening gown" to "I was the first man to make a solo airplane flight after Lindbergh's famous trip."



I've Got a Secret's first panel included Bill Cullen, Jayne Meadows, Henry Morgan and Faye Emerson, with moderator Moore.

DRAGNET



Jack Webb, *Dragnet's* Sergeant Friday.

Versatile Jack Webb was the star, chief writer, producer and director of *Dragnet*. Duplicating on television its radio success, *Dragnet* was relatively low-keyed for a detective program. From 1952 until it temporarily left the airwaves in 1959, the show had everyone humming its theme song, "Dum de dum dum," and saying things like "All we want is the facts, ma'am," and "What's his MO?"

The cases presented on the show were taken from the files of the Los Angeles Police Department. Webb played Police Detective Sergeant Joe Friday and Ben Alexander his partner, Detective Frank Smith.

Ten years after it left the air, NBC brought back *Dragnet* under the name *Dragnet 1969*. The format and the star, Jack Webb, were still the same, but this time Henry Morgan was Friday's partner.

DING DONG SCHOOL

One of television's most popular kiddie shows for preschool toddlers, *Ding Dong School*, was presided over by a grandmotherly teacher called Miss Frances. First telecast in 1952, the show ran for four years on the NBC network, ringing its by then famous school bell for the last time on December 28, 1956.

Ding Dong School was in session each weekday morning, and mothers all over America gratefully busied themselves with their household chores as Miss Frances (Dr. Frances Horwich) kept their youngsters busy fingerpainting, singing songs, listening to stories and playing games.



Ding Dong School's Miss Frances, Dr. Frances Horwich.

PRESIDENT TRUMAN'S WHITE HOUSE TOUR



The American public was given its first glimpse of what life was like in Washington's White House, the home of U.S. Presidents, when the three major networks, CBS, NBC and ABC, took them on a tour of that historic building in May, 1952. President Harry S. Truman and his wife, Bess, acted as guides. This tour was the first of many TV audiences were to enjoy in later years. Mrs. John F. Kennedy guided viewers some years later through the renovated White House, and even the British royal family opened to television their home at Buckingham Palace.

RED BUTTONS

A fast-talking little ball of fire, Red Buttons, was the star of a half hour comedy-variety TV show on CBS. Red, a former burlesque comedian, had just the right comedic ability to make him a big favorite on TV, but his fights with his many writers made entertainment headlines and seemed to dampen his impact on the industry. Phyllis Kirk, who later became the costar of *The Thin Man* series, played Red's wife on the show. Pat Carroll, Jeanne Carson and Joe Silver appeared regularly with Red on the show. The show was finally canceled in 1954. Red went on to become a serious actor, winning an Academy Award for his portrayal of an Army sergeant stationed in Japan in the film *Sayonara*.



TV comic and motion-picture dramatic star Red Buttons.



John K. M. McCaffery



John Daly



Chet Huntley



Ben Grauer



Charles Collingwood

TV NEWSMEN



Kenneth Banghart



Walter Cronkite



John Cameron Swayze



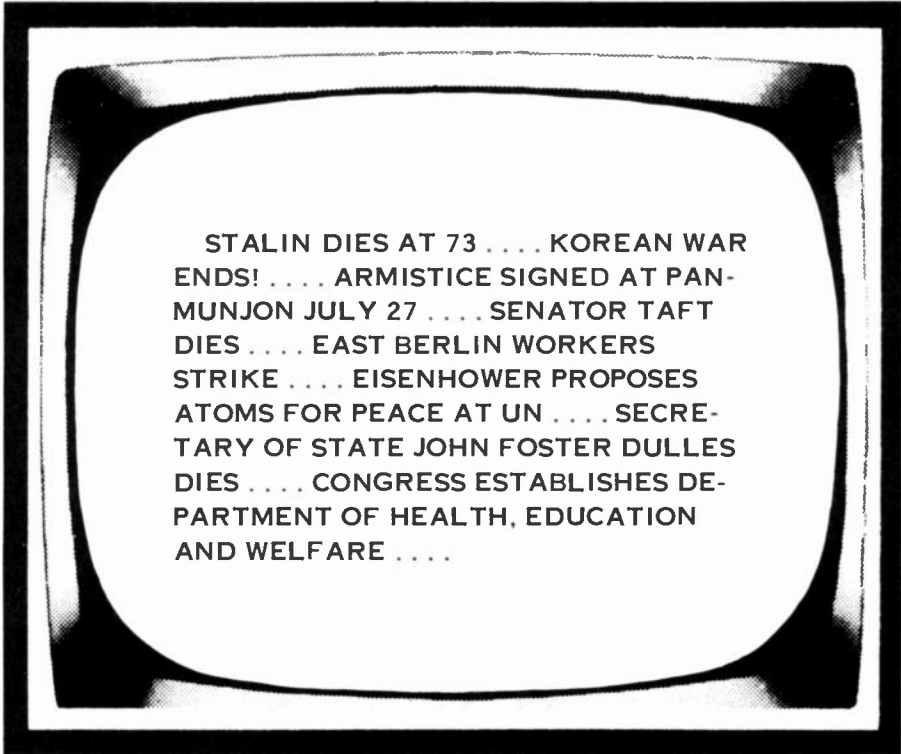
David Brinkley



Douglas Edwards

(Around the world . . .)

1953

A large, stylized television set frame with a thick black border and a white screen. The screen contains a list of major events from 1953.

STALIN DIES AT 73 KOREAN WAR
ENDS! ARMISTICE SIGNED AT PAN-
MUNJON JULY 27 SENATOR TAFT
DIES EAST BERLIN WORKERS
STRIKE EISENHOWER PROPOSES
ATOMS FOR PEACE AT UN SECRE-
TARY OF STATE JOHN FOSTER DULLES
DIES CONGRESS ESTABLISHES DE-
PARTMENT OF HEALTH, EDUCATION
AND WELFARE

. . . at home on TV . . .

I LED THREE LIVES

The cold war between the United States and Russia was the background for a successful spy series, *I Led Three Lives*, which starred Richard Carlson as Herbert Philbrick, an undercover agent who infiltrated the U.S. Communist Party.

Richard Carlson of *I Led Three Lives* is seen far right.



TOPPER



Writer Thorne Smith's amusing stories of a husband and wife ghost team living compatibly with a "live" tenant, *Topper*, was made into an equally amusing TV series which starred Anne Jeffreys and Robert Sterling as the ghosts and Leo G. Carroll as Topper. Lee Patrick played Topper's wife and was the show's protagonist. Weekly a ghost of a dog named Neil, who had supposedly been killed in an avalanche with the couple, stole the show from the stars. Topper was the first of a string of spirit shows like *Bewitched* and *I Dream of Jeannie* which later made their appearances on TV screens.

Real-life husband and wife Robert Sterling and Anne Jeffreys played the ghost couple of the *Topper* series.

MAKE ROOM FOR DADDY

Nightclub comedian Danny Thomas made his assault on television playing, of all things, a nightclub comedian who seldom was seen in a nightclub. The CBS series, *Make Room for Daddy*, mostly centered on Danny's home life. His family consisted of Jean Hagen as his wife, Rusty Hamer as his son, Rusty, and Sherry Jackson and Angela Cartwright as his daughters. In 1956 Miss Hagen decided that she had had enough of the series and Danny became a "widower," at which time the show became known as *The Danny Thomas Show*. Danny didn't remain a widower long, however, and in 1957 he "married" Marjorie Lord, who remained on the series for many years.

The *Make Room for Daddy* family. Sitting, Rusty Hamer, Angela Cartwright, Danny Thomas and Marjorie Lord; standing, Sherry Jackson.



A LETTER TO LORETTA

Glamorous movie queen Loretta Young began her TV career in 1953 on a show called *A Letter to Loretta*. Each week Miss Young would open her mailbag and read a letter from a member of the viewing audience which served as an inspiration for the half hour drama to follow. In the 150 plays which followed over the next several years Loretta got a chance to

play every conceivable type of part from harassed housewife to Oriental princess. Loretta's television trademark became her sweeping entrances in fashionable creations at the opening of each show. During Loretta's third year on the series, she became seriously ill, and many well-known actresses filled in for her until she had recuperated.



The glamorous Loretta Young.



Loretta all dressed up as an Oriental lady for one of her *Letter to Loretta* shows.

THE TONIGHT SHOW

In 1953 NBC offered competition to CBS' popular late-night movie show, *The Late Show*, when it presented an evening talk-variety show, *The Tonight Show*, which starred Steve Allen and featured regulars Louis Nye, Tom Poston, Don Knotts and singers Steve Lawrence and Eydie Gorme. Musical conductor Skitch Henderson also added to the merriment. In 1957, comedian Jack Paar replaced Steve as host and added his company of regulars, such as Hermione Gingold, Genevieve, Cliff Arquette, Peggy Cass, Jonathan Winters, Elsa Maxwell, Zsa Zsa Gabor, Alexander King, Pat Harrington, Jr., as Guido Panzini and many others as sometimes guests. Announcer Hugh Downs and musical director José Melis were also on hand. When Paar left the



Jack Paar took over *The Tonight Show* hosting chores in 1957. Frequent guests were Genevieve and Cliff Arquette as Charlie Weaver.

show, he was replaced by comedian Johnny Carson, who still holds down the reins each evening at eleven-thirty.



Steve Allen was host of *The Tonight Show* the first few years the show was on the air. Regulars on the show included, standing: Erin O'Brien, Steve Lawrence, Steve Allen, Eydie Gorme and Pat Kirby; sitting: Tom Poston, Don Knotts, Louis Nye and Skitch Henderson.

MARY MARTIN-ETHEL MERMAN ON FORD'S 50TH ANNIVERSARY SHOW

TV history was made when musical comedy stars Mary Martin and Ethel Merman teamed up for the Ford Motor Company's *50th Anniversary Show*. The show was telecast by both NBC and CBS simultaneously. Miss Martin's spoof of the changes in fashion over the years and her sensational duet with Miss Merman as they sat on high stools and exchanged musical comedy hit songs they had introduced were a television highlight.



QUEEN ELIZABETH'S CORONATION

All the pomp and circumstance of Britain were brought into American homes when NBC, CBS and ABC, in cooperation with Britain's BBC, presented the coronation of Elizabeth II of the United Kingdom of Great Britain, Northern Ireland and Other Realms and Territories on June 2, 1953. This was one of the first major international news events to receive blow-by-blow television coverage, and millions of Americans, along with people all over the world, watched in fascination as Elizabeth in her golden coach was pulled by sturdy stallions through the streets of London from Buckingham Palace to Westminster Abbey for her crowning.



Elizabeth II, Queen of Great Britain, Northern Ireland and Other Realms and Territories.

RED SKELTON SHOW



Red Skelton as Freddie the Freeloader.

Indestructible comedian Red Skelton came to television from the movies and nightclubs in 1953. *The Red Skelton Show*, which is still a favorite, featured all of Red's crazy characterizations including Freddie the Freeloader, Willy Lump Lump, The Drunk, George Appleby, The Henpecked Husband, Clem Kaddidloff, Cookie the Sailor, Prizefighter Cauliflower McPugg, Deadeye the Cowboy and others. Red's pantomime

routines earned him the much deserved title of the Marcel Marceau of Television. During Red's years on television he has had such famous guests as Marilyn Maxwell, Lucille Ball and Desi Arnaz, Pat O'Brien, Barbara Nichols, Lon Chaney, Jr., Janis Paige, Marie Windsor and Edward Everett Horton. His hour-long comedy series has endured longer than any other similar show on television.

LIFE WITH FATHER



The producer-director of radio's *Studio One* and *The Ford Theatre*, Fletcher Markle, added television to his list of credits when, in 1953, he produced and directed the *Life with Father* series. A situation comedy based on the long-running Broadway play of the same name, the series starred Leon Ames as Father and Lurene Tuttle as Mother shown left. The show also featured Ralph Reed, Freddie Leiston, Ronald Keith and Harvey Grant as their redheaded sons.

JOE FRANKLIN'S MEMORY LANE

Television's longest-reigning King of Nostalgia, Joe Franklin, made his television debut one Sunday night in 1953 with Author Fannie Hurst, his first TV guest. One of the few personality interviewers to broadcast successfully on both radio and TV simultaneously, Joe's "remember when" format has been a favorite with the viewing public for more than fifteen years and with the listening public even longer than that. In 1954 Joe moved from nighttime TV telecasting to the daytime, where he has been ever since. In 1958 Joe conducted a 90-minute in-depth interview with his idol, Eddie Cantor, which was presented free from commercial interruptions as a tribute to Eddie.



Singer Barbra Streisand, before stage and motion-picture fame, made one of her first appearances on TV on *The Joe Franklin Show*. Barbra (left) and Joe (right) flank physical culturist Jack Lalanne.

TWO FOR THE MONEY

The Hoosier Hotshot Herb Shriner was the host of the weekly half hour quiz show *Two for the Money* from 1953 to 1956. Contestants were asked questions for big money prizes and Dr. Mason Gross passed on the accuracy of their answers. Sam Levenson, the ex-schoolteacher, was a frequent substitute for Herb.

MC Herb Shriner asks contestants a question as Dr. Mason Gross looks on.



MARTY



Rod Steiger played Marty, Esther Minciotti his mother, and Betsy Palmer and Lee Phillips his sister-in-law and brother in *The Goodyear Playhouse's* 1953 teleplay.

On May 24, 1953, *The Goodyear Playhouse* presented an original play by Paddy Chayefsky called *Marty*. The play, about a nearly middle-aged butcher who decides to break away from his Italian mother's apron strings and find a girlfriend of his own, made

TV history. Directed by Delbert Mann and starring Rod Steiger, Nancy Marchand, Esther Minciotti, Betsy Palmer and Lee Phillips, the play was later made into an Academy Award-winning film which starred Ernest Borgnine.

WINKY DINK AND YOU

The real star of the *Winky Dink* children's show was a paper cutout character, although Jack Barry presided over the proceedings, announcing cartoons and encouraging the kids at home to join in the games, arts and crafts, and other projects being enjoyed by the kids in the studio audience. The show remained on CBS for four years.



Host Jack Barry, a young guest, and Winky Dink himself.

YOU ARE THERE

CBS' dean of newscasters Walter Cronkite hosted the *You Are There* series, which presented half hour recreations of historical events as if they were actually happening and being televised as on-the-spot news reports. The Boston Tea Party, the signing of the Declaration of Independence, the Battle of Verdun and the assassination of Julius Caesar were just a few of the events dramatized.



Walter Cronkite.

MEET MR. MC NULTY

Many Hollywood stars found their way to television in the early 1950's. One such was Ray Milland, who became the star of a weekly situation comedy series about a small-town schoolteacher, Mr. McNulty. The show, titled *Meet Mr. McNulty*, co-starred actress Phyllis Avery as Mr. Milland's wife.



Ray Milland as Mr. McNulty with guest star Miriam Hopkins.

MY FAVORITE HUSBAND



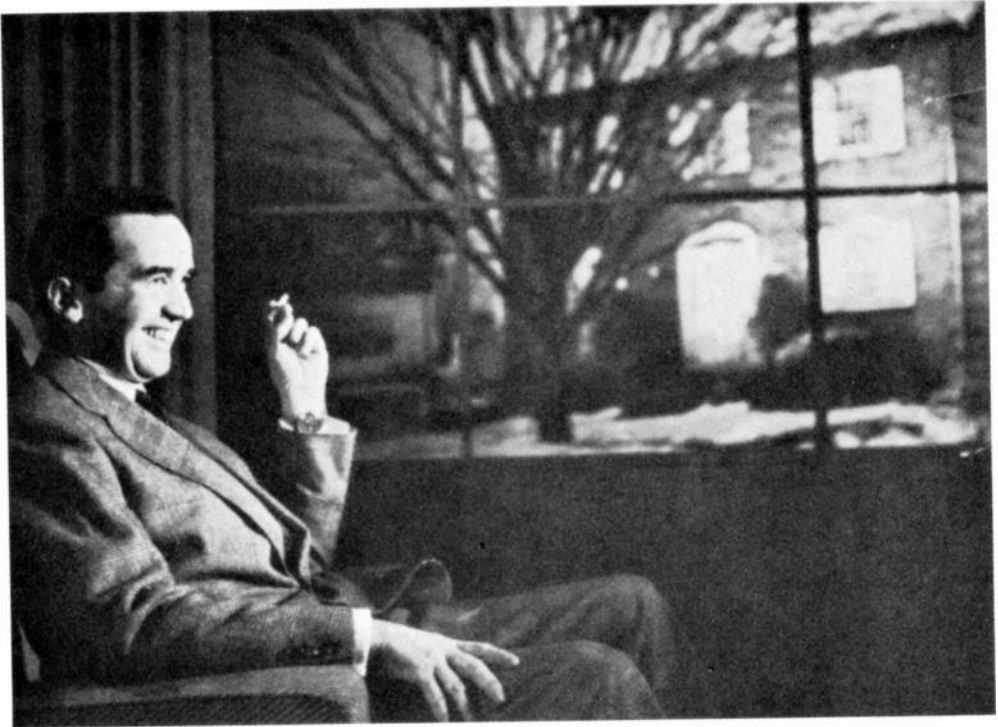
My Favorite Husband stars Vanessa Brown and Barry Nelson with Sarah Selby, their maid.

Lucille Ball's old radio show *My Favorite Husband* was dusted off and made into a TV series with Joan Caulfield playing Miss Ball's old role and Barry Nelson, of Broadway's *Moon Is Blue* fame, her husband. Vanessa Brown replaced Miss Caulfield after a few months, and the show ran until September, 1957.

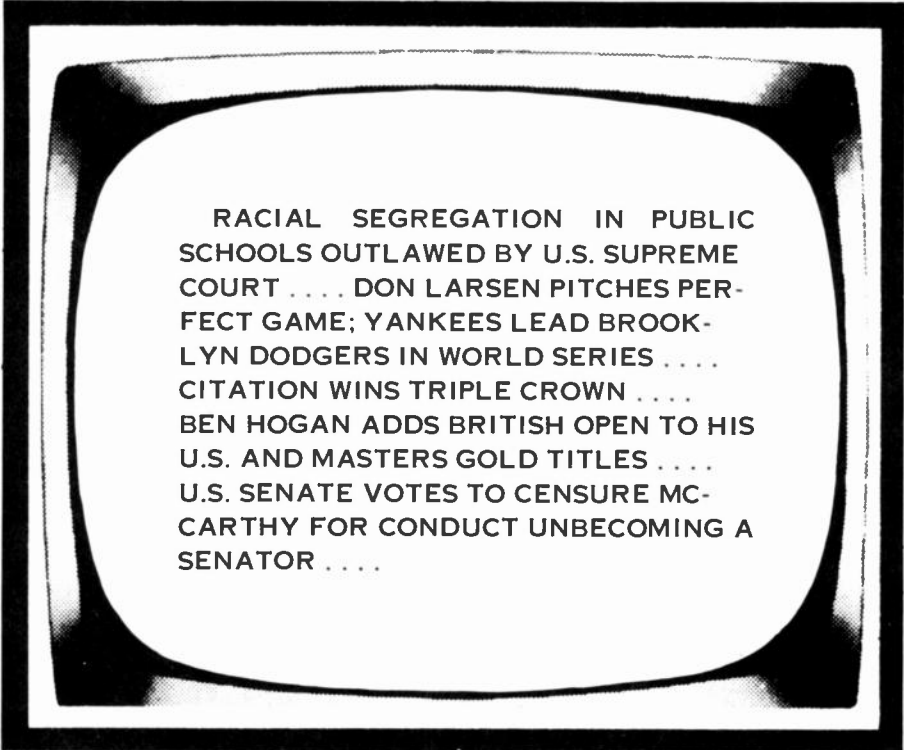
PERSON TO PERSON

Veteran radio and TV newscaster Edward R. Murrow took viewers on visits to the homes of world celebrities on his weekly CBS *Person to Person* show. Using the TV monitor to talk to his guests, Murrow casually puffed on his cigarettes and asked probing questions of such notables as Marilyn Monroe, Louella Parsons, Mike Todd and his wife, Elizabeth Taylor, Marlon Brando, Jackie Robinson, the Duke and Duchess of Windsor, former President Harry S. Truman and Gypsy Rose Lee. When Murrow left the show in July, 1959, Charles Collingwood took over; but without Murrow the public soon lost interest, and the show left the air one year later.

Person to Person's Edward R. Murrow.



1954



RACIAL SEGREGATION IN PUBLIC
SCHOOLS OUTLAWED BY U.S. SUPREME
COURT DON LARSEN PITCHES PER-
FECT GAME; YANKEES LEAD BROOK-
LYN DODGERS IN WORLD SERIES
CITATION WINS TRIPLE CROWN
BEN HOGAN ADDS BRITISH OPEN TO HIS
U.S. AND MASTERS GOLD TITLES
U.S. SENATE VOTES TO CENSURE MC-
CARTHY FOR CONDUCT UNBECOMING A
SENATOR

THE ADVENTURES OF RIN TIN TIN

Set in the Golden West's favorite outpost, Fort Apache, *The Adventures of Rin Tin Tin* arrived on the TV scene in 1954. It starred youngster Lee Aaker as Rusty, an orphan adopted by the soldiers at the fort, James Brown as an Army officer and, of course, the famous German shepherd Rin Tin Tin (Rinny to his friends). For a while it looked as if Rinny might replace Lassie as America's favorite canine star, but when Lassie made her appearances on TV screens awhile later, Rinny had to take a second-place spot.

Rin Tin Tin, Lee Aaker and James Brown of The Adventures of Rin Tin Tin series.



THE SECRET STORM



The Secret Storm, a daytime viewing favorite of housewives all over America, was first seen on television in 1954. The series recorded the problems and triumphs of the Ames family. Other soap opera favorites, such as *As the World Turns*, *The Guiding Light* and *The Edge of Night*, have also enjoyed immense popularity with daytime viewers.

The Secret Storm cast: standing, Carl King as Bryan Fuller, Haila Stoddard as Pauline and Peter Hobbs as Peter Ames. Sitting are Marjorie Gateson as Mrs. Tyrrell and Beverly Lunsford as Amy Ames.

TENNESSEE ERNIE FORD SHOW

The king of the Southern peapickers, Tennessee Ernie Ford, brought his deep voice and witty, if corny, country charm to television in 1954, when he starred on Kay Kyser's *Kollege of Musical Knowledge* show on NBC-TV. One year later, NBC officials rewarded him with a daytime show of his own which featured music, humor and pleasant chatter. His popularity increased, and in 1956 he starred in a prime-time evening variety hour. The show ran for four years on NBC.



Tennessee Ernie Ford's hymn singing was favorite finale of each telecast.



The Tennessee Ernie Ford show gang, from left to right, musical director Jack Fascinato, Skip Farrell, Doris Drew, Ernie, Molly Bee and Dick Williams.

STOP THE MUSIC



Stop the Music's MC, Bert Parks.

Bert Parks MC'd *Stop the Music* on television from 1954 to 1956. Each week the orchestra would play selections or vocalist Betty Ann Grove would sing a song until contestants chosen from the studio audience guessed the title. Parks sometimes relieved Miss Grove of the singing burden.

BLONDIE

Chic Young's comic classic *Blondie*, which had been a motion-picture serial starring Penny Singleton as Blondie and Arthur Lake as Dagwood, was unsuccessfully made into a television series in 1954 with Mr. Lake playing his Dagwood role and Pamela Britton as Blondie. The show lasted just one year. In the late 1960's NBC tried again but with even less success.



Arthur Lake as Dagwood and Pamela Britton as Blondie Bumstead.

ACADEMY AWARDS

The first telecast of the annual Academy Award presentations ran overtime, and William Holden, Oscar winner for his work in *Stalag 17* that year, was cut off in the middle of his acceptance speech. TV viewers had to turn to newspaper accounts the next morning to find that Audrey Hepburn had won an Oscar for her work in *Roman Holiday* and that the best movie of the year was judged to be *From Here to Eternity*.

Comedian Bob Hope has MC'd the Oscar shows fifteen times over the past years, and all three major networks have covered the events at one time or another.



The Academy of Motion Picture Arts & Sciences favorite MC, Bob Hope.



Before the Oscar telecasts.

NAME THAT TUNE

Music devotees could match their wits with studio contestants each week when George DeWitt asked them to try to identify popular song hits. The show, *Name That Tune*, which premiered in 1954, hit an all-time high on the Nielsen ratings when Eddie Hodges, the child star of Broadway's *Music Man*, appeared as a contestant on the show and bowled everyone over with his musical knowledge.



Name That Tune contestant Suzanne Saalsaa of Wisconsin is seen with her fiancé, Bill Zeimer, the show's host, George DeWitt, and contestant Mr. Lombardo.

THE MISS AMERICA CONTEST

The annual Miss America Contest telecast live from Atlantic City was first televised in 1954 with Bert Parks acting as MC. Many a contest winner has gone on to fame and fortune after being crowned Miss America.

In 1958 Marilyn Van Derbur was crowned Miss America. Bert Parks is seen serenading her with his now-familiar "There she is, Miss America . . . There she is, my ideal!"



FATHER KNOWS BEST

Millions of TV fans wouldn't miss a single episode of the delightful *Father Knows Best* situation-comedy series which starred easygoing, lovable Robert Young as "Father" Jim Anderson, Jane Wyatt as Mrs. Anderson (or Margaret, as Father called her), and Elinor Donahue, Billy Gray and Lauren Chapin as their children, Betty, Bud and Kathy. When CBS unwisely canceled the show after a mere two-year run in 1955, the public demanded its return, and it reappeared on NBC the following year. In 1958 it returned to its original home, CBS, where it remained to the early 1960's, when Father Young decided he had had enough. The show was noted for its natural presentation of the everyday problems of family living, and the Andersons were a model TV family for people all over America.



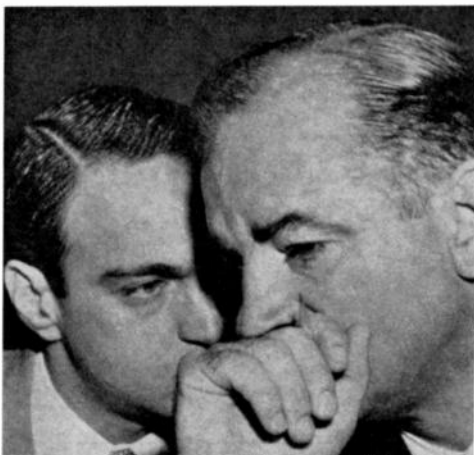
Elinor Donahue, Lauren Chapin, Robert Young, Jane Wyatt and Billy Gray, the stars of *Father Knows Best*.



Son Bud, played by Billy Gray, with his parents, Jim and Margaret Anderson, played by Robert Young and Jane Wyatt.

THE MC CARTHY UN-AMERICAN ACTIVITIES INVESTIGATIONS

The McCarthy Senatorial investigations into un-American activities became a daily and deadly household game for millions of viewers. Led by Senator Joseph McCarthy of Wisconsin, and supported by aides Private David Schine and lawyer Roy Cohn, the Senate subcommittee probed various branches of government—probably the most famous of which were the Army hearings at which distinguished lawyer Joseph Welch turned on McCarthy, saying: “Have you no sense of decency, sir? At long last, have you left no sense of decency?”



Roy Cohn confers with Senator Joseph McCarthy during the hearings.

LUX VIDEO THEATRE



Diana Lynn and Ed Kemmer appeared in Lux's 1956 adaptation of the film *Princess O'Rourke*, which had originally starred Olivia De Havilland.

In 1954, when TV was still showing films made mainly in the 1930's and early 1940's, *Lux Video Theatre* presented hour-long adaptations of recent films such as *To Each His Own*, *A Place in the Sun*, *Sunset Boulevard* and *Princess O'Rourke*. By 1957, however, television had begun to acquire an increasing number of recent films, and the need for TV adaptations diminished. Five years had been squeezed out of the *Lux Video Theatre* by the time it went off the air in 1957.

WALT DISNEY

In 1954 Walt Disney brought his special magic to television in a one-hour weekly series called *Disneyland*. Excerpts from some of Walt's popular films were presented, as well as adventure stories and nature films made especially for television. *Davy Crockett*, starring Fess Parker, was the show's most popular feature in the mid-1950's. In 1958 the show became *Walt Disney Presents*, and then in the 1960's its title was changed once again to Walt Disney's *Wonderful World of Color*.

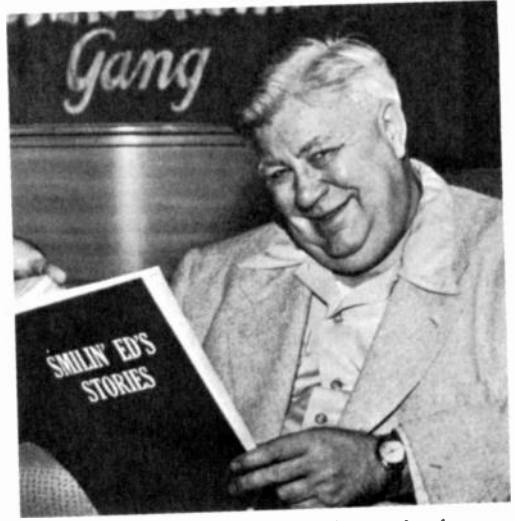
Fess Parker as Davy Crockett, a popular feature on Walt Disney's *Disneyland* program which had thousands of youngsters sporting coonskin caps in mid-1950's.

Walt Disney and his friends
Mickey Mouse and Donald Duck.



SMILIN' ED

Ed McConnell was the host and storyteller of the popular daytime children's show *Smilin' Ed's Gang*. First seen in 1954, it ran for many seasons, keeping youngsters occupied while Mother did her household chores.



Smilin' Ed McConnell and his storybook.

THE BIG PAYOFF



Randy Merriman and Bess Myerson congratulate a winning couple.

Randy Merriman was the host and star of CBS' weekly *Big Payoff* quiz program, but it was his assistant, Bess Myerson, who received the most attention as she modeled the mink coat contestants could win along with a trip anywhere they desired.

PRIVATE SECRETARY

Ann Sothern, the movies' popular Maisie, became Susie McNamara, a private secretary, on this 1954 situation comedy series. Don Porter played her boss, Peter Sands, and Ann Tyrell Vi, a dim-witted office switchboard operator. In 1958 Miss Sothern changed identities, becoming Katy O'Connor, the assistant manager of a large hotel. Once again, Don Porter was her boss, this time as hotel owner Mr. Devery.



Ann Sothern as private secretary Susie McNamara.

Miss Sothern's 1958 series had her appearing as hotel assistant Katy O'Connor. Jack Mullaney played the bellboy, Johnny, and Jacques Scott hotel desk clerk, Paul.



DECEMBER BRIDE

The old mother-in-law jokes were expanded into a half hour situation comedy series when CBS presented character actress Spring Byington as mother-in-law Lily Ruskin in a show called *December Bride*. This "joke" was different, however, in that Lily Ruskin wasn't a mean old nasty lady but a sweet and dear old thing, deeply loved by her family and friends. Miss Byington was given able support by Frances Rafferty and Dean Miller as her daughter and son-in-law, Ruth and Matt Henshaw, and Henry Morgan and Verna Felton as friends and neighbors, Pete and Hilda.



The *December Bride* cast—sitting: Frances Rafferty, Spring Byington and Dean Miller; standing, Verna Felton and Henry Morgan.

MY FRIEND IRMA

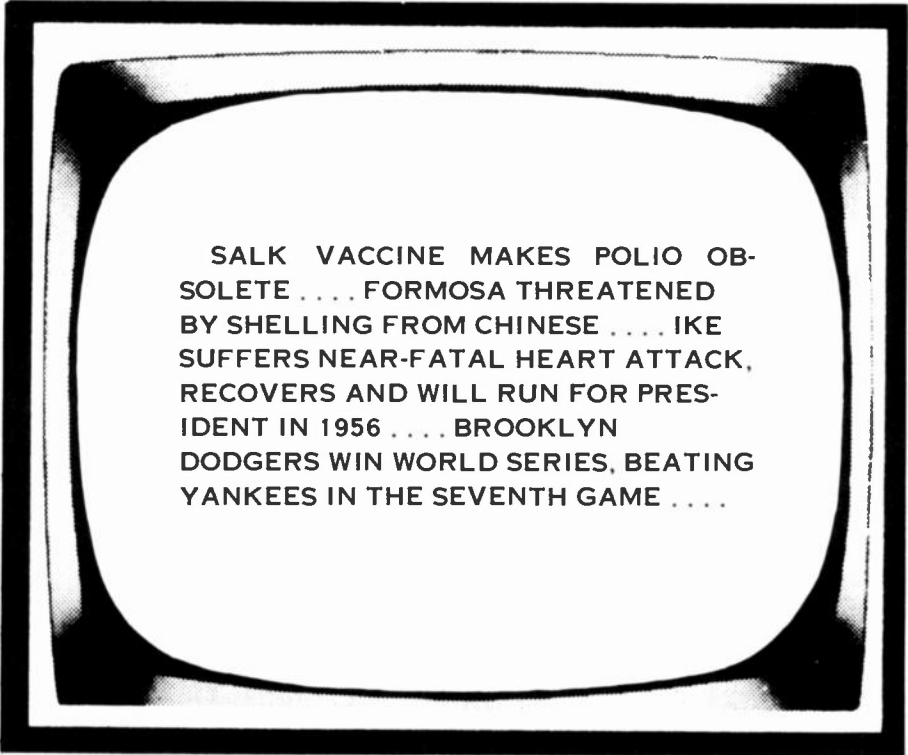


Marie Wilson, Paul Frees and Mary Shipp on a *My Friend Irma* show in 1954.

Radio's dumb blonde Irma Peterson, played by Marie Wilson, was made into a television heroine in 1954 with Miss Wilson and Cathy Lewis recreating their radio roles for the television cameras. Miss Lewis was replaced shortly after the show went on the air by Mary Shipp as Jane.

(The news)

1955



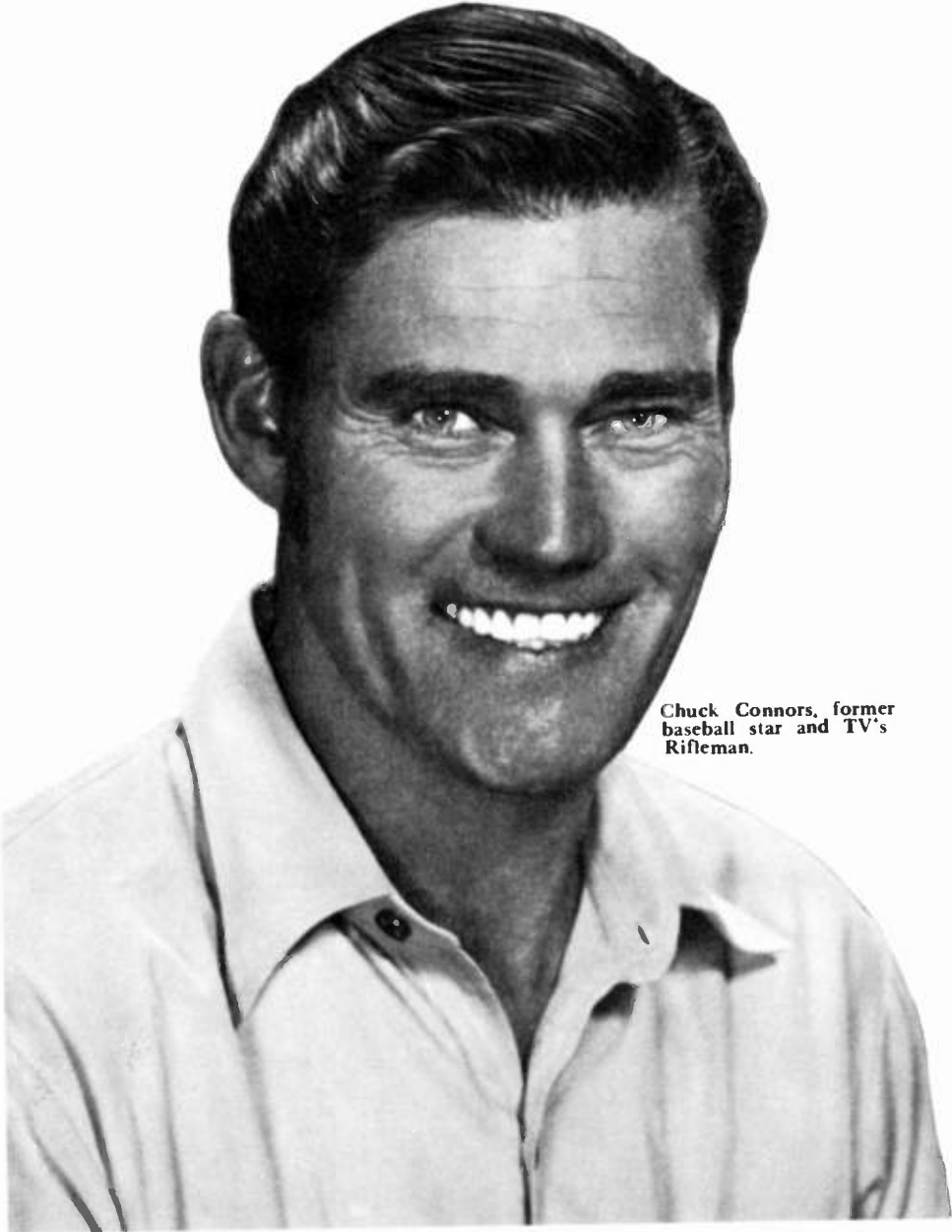
SALK VACCINE MAKES POLIO OBSOLETE FORMOSA THREATENED BY SHELLING FROM CHINESE IKE SUFFERS NEAR-FATAL HEART ATTACK, RECOVERS AND WILL RUN FOR PRESIDENT IN 1956 BROOKLYN DODGERS WIN WORLD SERIES, BEATING YANKEES IN THE SEVENTH GAME

and our entertainment . . .

THE RIFLEMAN

With his Winchester rifle under one arm and his motherless son under the other, the Rifleman, Lucas McCain, played by tall ex-baseball star Chuck Connors, battled evil on his ABC

weekly Western series. From the first broadcast in 1955, *The Rifleman* became the country's most popular Western show.



Chuck Connors, former baseball star and TV's Rifleman.

YOU'LL NEVER GET RICH



George Matthews and Phil Silvers as Sergeant Bilko.

One of the rare instances in which the main character of a series became better known than the title of the show was *You'll Never Get Rich* which featured Sergeant Ernest G. Bilko as played by comedian Phil Silvers. Bilko, a fast-talking Army sergeant with a million get-rich-quick schemes, was the star of a favorite fun-filled half hour. With his side-kicks, Paul Ford as Colonel Hall and Allan Melvin and Harvey Lembeck as members of his platoon, Bilko talked his way in and out of hundreds of seemingly impossible situations before ending his mouth marathon in 1959.

Bilko (center) conning members of his platoon.



THE ADVENTURES OF ROBIN HOOD

*Robin Hood, Robin Hood,
Riding through the glen.
Robin Hood, Robin Hood,
With his band of men.
Feared by the bad,
Loved by the good,
Robin Hood! Robin Hood! Robin Hood!*



TV's Robin Hood, Richard Greene.

The above theme song introduced the British made TV series *The Adventures of Robin Hood* to listening audiences each week. The show starred former movie star Richard Greene as Robin.

ALFRED HITCHCOCK PRESENTS



Alfred Hitchcock presenting . . .

Movieland's master of mystery Alfred Hitchcock produced a TV series of cliff-hanging tales over the CBS network in 1955 which ran for more than eight years. The half hour series called *Alfred Hitchcock Presents* had Mr. Hitchcock on hand to introduce and close each telecast. Although it sometimes seemed as if criminals might go unpunished at the end of the show, Mr. Hitchcock would always assure his audience that some sort of justice would prevail in the end.

PETER PAN

An oft-repeated TV special, *Peter Pan*, a musical adventure which starred musical comedy star Mary Martin as Peter and featured Cyril Ritchard as Captain Hook, was first telecast on March 7, 1955. Well-known Broadway choreographer Jerome Robbins staged this television musical adaptation of James M. Barrie's classic tale of a boy who never grew up. Such songs as "Never, Never Land," "I Gotta Crow," "I'm Flying," and "Never Smile at a Crocodile" became Tin Pan Alley favorites. The special was so popular NBC repeated it months after its first showing and several times thereafter.



Cyril Ritchard.



Mary Martin.

KRAFT MUSIC HALL

The former star of *The Chesterfield Supper Club*, Perry Como, switched from selling cigarettes to cheese when he became the star of *The Kraft Music Hall* show on NBC. Mitchell Ayres and his orchestra and the Ray Charles Singers provided the musical background for Perry's singing, and announcer Frank Gallop introduced the show.



The end of a Perry Como *Kraft Music Hall* show finds Perry surrounded by guests, comic Bert Lahr, singer Kay Starr, actress Anne Bancroft and the popular Mills Brothers.

"Champagne Lady" Alice Lon and Lawrence Welk
dance the polka.



LAWRENCE WELK SHOW

Bandleader Lawrence Welk and his champagne music arrived on TV as a summer replacement show in 1955. The public decided it liked what it saw, and Welk was given a regular show and has been fast stepping on television screens across America ever since. With Alice Lon, his first Champagne Lady, who left the show in the late 1950's, singers Dick Dale, the Lennon Sisters, Larry Hooper, Jerry Burke, Tiny Little, Jr., Joanne Castle and Joe Feeney, to mention a few, the old machine has been blowing bubbles across TV screens for more than fifteen years.



The popular Lennon Sisters, Dianne, Peggy, Kathy and Janet.

THE ADVENTURES OF SIR LANCELOT

NBC imported the British television series *The Adventures of Sir Lancelot* in 1955 and aimed it at the young TV viewing audience. The series starred England's William Russell as Sir Lancelot and had a two-year stay on NBC. In 1957 it moved to the ABC network, where it remained for one more year.

Garry Thorne and Sir Lancelot, William Russell, fight a duel on *The Adventures of Sir Lancelot*.



SGT. PRESTON OF THE YUKON

The Canadian Mounted Police took to the television airwaves in 1955 in a syndicated show, *Sgt. Preston of the Yukon*, which starred Richard Simmons as the daring Mountie Sergeant Preston and featured his horse, Rex, and his dog, Yukon King.

***Sgt. Preston of the Yukon* (Richard Simmons), his horse, Rex, and his dog, Yukon King.**



THE JOHNNY CARSON SHOW

Long before his success as the master of ceremonies on NBC's *Tonight Show*, Johnny Carson was the star of a weekly situation comedy series over the CBS network called *The Johnny Carson Show*. Prior to this less than successful series, Johnny had made a hit as a guest star on such variety shows as Ed Sullivan's *Toast of the Town* and *The Colgate Comedy Hour*.

Johnny Carson and Glenn Turnbull on CBS' 1955 situation comedy series *The Johnny Carson Show*.



MIKE WALLACE INTERVIEWS

Frank, sometimes shocking questions were TV interviewer Mike Wallace's stock-in-trade. Wallace probed into the lives of such celebrities as Diana Barrymore, playwright Tennessee Williams, architect Frank Lloyd Wright and radio interviewer Mary Margaret McBride. Because of Wallace's soul-searching questions, many a lawsuit was filed once subjects realized just how much of themselves Wallace had caused them to reveal on the show.



Ace interviewer Mike Wallace.

WIDE WIDE WORLD

NBC presented veteran TV performer Dave Garroway in a news-interview program, *Wide Wide World*, in 1955. Some of Dave's guests included comedian Milton Berle and singer Perry Como. It remained on NBC for three years.



Wide Wide World's host, Dave Garroway.

PATTERNS



Ed Begley, Everett Sloane and Richard Kiley in *The Kraft Theatre* presentation of Rod Serling's *Patterns*.

Writer Rod Serling's masterpiece, *Patterns*, a TV play about the shady dealings in the world of big business, was presented on *The Kraft Theatre* in 1955. The TV play starred Richard Kiley as a disillusioned young business executive, Ed Begley as an older executive about to be put to pasture and Everett Sloane as the cruel and ruthless head of the corporation. Four weeks after it was originally presented on *Kraft*, it was repeated by popular request. The play, directed by Fielder Cook, was later made into a motion picture with the entire TV cast intact.

BIL AND CORA BAIRD

Marionettists Bil and Cora Baird had many shows on television, but their most popular was CBS' *The Morning Show* which starred Walter Cronkite. The Bairds' chief function on the AM offering was to occupy the kids who were too young to be in school while Mother temporarily left Mr. Cronkite to clean up the breakfast dishes.



Cora and Bil Baird and their marionettes.

THE U.S. STEEL HOUR

The Theatre Guild, with United States Steel as its sponsor, produced a series of hour-long television plays starting in 1955. *The Meanest Man in the World* was the first offering, and over the years the show presented such plays as *Hidden River*, *Midsummer*, *Upbeat* and the original production of *No Time for Sergeants* starring Andy Griffith, before it was made into a successful Broadway play and motion picture. Some of the stars to appear on the *Steel Hour* were Helen Hayes, Richard Kiley, Martyn Green, Patty Duke and William Shatner.



Andy Griffith in *No Time for Sergeants* on *The U.S. Steel Hour*, prior to the stage and motion-picture productions.



Robert Culp, later the star of *I Spy*, and heiress Gloria Vanderbilt played young lovers in *U.S. Steel's* production of *Flint and Fire*.

THE JUDY GARLAND SPECIAL

On September 24, 1955, Movie-land's Judy Garland made her long-awaited TV debut on a special on the CBS network singing all the songs that had made her famous. The show, called *The Ford Star Jubilee*, received the highest ratings recorded up to that time, and Judy was in demand as a TV performer thereafter. She preferred, however, to keep her TV appearances to a minimum, and not until several years later did viewers see Judy again on their TV's.



Judy Garland and her guest star, David Wayne, on *The Ford Star Jubilee*.

PEOPLE'S CHOICE



Former child movie star Jackie Cooper became a television star on NBC's *People's Choice*. The appealing Mr. Cooper had the show stolen away from him each week by basset hound Cleo. Cooper played a civil servant who lived in a trailer with his pet and worked his way in and out of trouble with the aid of his girlfriend, played by Patricia Breslin. The show ran for three years on NBC and then moved to ABC in 1959 for several more seasons before calling it quits in the early 1960's.

Jackie Cooper, Cleo, the basset hound, and Patricia Breslin of *People's Choice*.

GUNSMOKE

CBS' durable *Gunsmoke* series made its TV debut in 1955, and the weekly adventure is still running strong on that network. The stars of the show, James Arness as Marshal Matt Dillon, Amanda Blake as the saloonkeeping Kitty, Milburn Stone as Doc and Dennis Weaver as Chester became famous through their association with the show, record sales, personal appearances at country fairs, a weekly radio show and perpetual reruns. Even when the popular, limping Chester (Dennis Weaver) decided to leave the show in the late 1950's, its popularity did not diminish, and Kitty's "Be careful, Matt" and Chester's "Well, I dunno, Meester Dellon" have become household expressions.



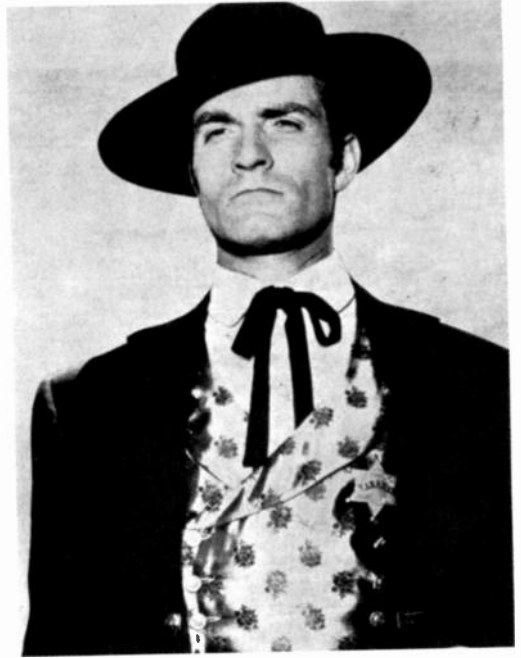
Dodge City's Marshal Matt Dillon, played by James Arness.

Kitty, played by Amanda Blake, and Matt, played by James Arness of *Gunsmoke*.



WYATT EARP

The celebrated marshal of Tombstone, Wyatt Earp, was the hero of a popular TV Western series which starred handsome Hugh O'Brian in 1955. One of television's best-remembered Western hits, the show enjoyed a long run.



Hugh O'Brian as Tombstone Marshal Wyatt Earp.

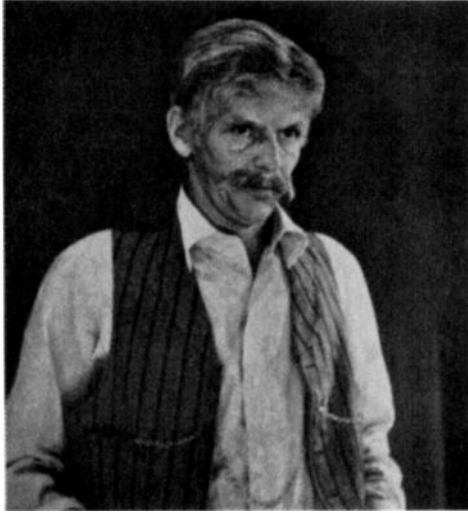
THE BOB CUMMINGS SHOW



Bob Cummings, Rosemary De Camp and Hans Conried surround Ann B. Davis, Schultzy of *The Bob Cummings Show*.

In 1955 Bob Cummings, who had starred in the *My Hero* situation comedy series several seasons before, had a new show on the air, called *The Bob Cummings Show*. On the new series Bob played a bachelor photographer, Bob Collins. Rosemary De Camp, whose voice was familiar to listeners as Judy on the past popular *Dr. Christian* radio program, played Bob's sister, Rosemary, and Dwayne Hickman, who later became better known as TV's *Dobie Gillis*, played his nephew, Chuck. Much of the show's humor, however, was provided by Ann B. Davis as Bob's secretary, Schultzy, a man-hungry spinster who never gave up hope that Bob someday would be hers. When the show went off the air in 1957, Bob still wasn't hers or anybody else's, but still a gay and carefree bachelor.

OUR TOWN



Frank Sinatra, as *Our Town*'s stage manager.

The Producer's Showcase special *Our Town*, a musical adaptation of Thornton Wilder's classic stage play, starred three of Hollywood's most popular stars, Frank Sinatra as the stage manager-narrator, Paul Newman and Eva Marie Saint. The show provided TV with its first hit song, "Love and Marriage," which was sung on the show by Frank.



Paul Newman and Eva Marie Saint played the young lovers on *The Producer's Showcase* production of *Our Town*.

CAPTAIN KANGAROO

Children took special delight in the soft-spoken antics of a mustached, gray-headed "former sea captain," Captain Kangaroo, who in reality was a young actor named Bob Keeshan. The captain's gentle conversation, charming fantasy sense and fun-filled arts and crafts activities were directed at the preschool youngsters by Mr. Keeshan, who had played Clarabel the Clown on the popular *Howdy Doody* show for many years before becoming Captain Kangaroo. The show received many awards from PTA groups and educators all over the country.



Bob Keeshan was TV's Captain Kangaroo for six years.

THE MILLIONAIRE



Michael Anthony, played by Marvin Miller, hands over a million-dollar check from "John Beresford Tipton."

"Michael, I have another check for you to deliver," TV's fictitious billionaire John Beresford Tipton told his executive secretary, Michael Anthony, each week on *The Millionaire* series, and millions of viewers wished they were the ones lucky enough to get that check. Anthony, played by actor Marvin Miller, presented the checks to different recipients, telling them: "I have here a certified cashier's check for one million dollars tax-exempt, made out in your name from a benefactor who wishes to remain anonymous. Should you reveal where you got this check to anyone but your wife, if you are married, you must return the unused portion." By the time this dramatic anthology series left the air, Mr. Tipton was poorer by about \$70,000,000.

\$64,000 QUESTION

The late Hal March was brought to national attention as the star of one of TV's most successful quiz programs, *The \$64,000 Question*, television's flamboyant version of radio's modest *\$64 Question*. Viewers were awed by the sums involved, and the show was lavish in every respect. Experts on fields ranging from boxing to grand opera were asked questions which became increasingly more difficult. A contestant kept doubling his winnings each time he answered correctly, but he could quit at any point and keep his winnings. Home and studio audiences alike got frantic either urging contestants to keep trying—or stop at their present “plateau.” Shoemaker

Gino Prato, the opera buff, Dr. Joyce Brothers, the psychologist whose forte was boxing, Robert Strom, the mathematics genius, and actor Vincent Price, the art expert, were just a few of the many big money winners. The program was so popular that a second show, a sequel called *The \$64,000 Challenge*, MC'd by Sonny Fox, was also offered. The TV quiz show scandal about “fixed” questions, which mainly concerned the *Twenty-One* program, made the public question the honesty of all the quiz programs, and soon after the scandal most of the big money giveaway programs, including *The \$64,000 Question* and *Challenge*, left the air.



Hal March is surrounded by winning contestants on *The \$64,000 Question* show.



The host of *The \$64,000 Question*, Hal March.

MICKEY MOUSE CLUB

Theme Song:

*Who's the leader of the club
that's made for you and me?*

*M*I*C*K*E*Y M*O*U*S*E.*

Mickey Mouse! Mickey Mouse!

*Forever let us hold our banner
high! High! High!*

*Now it's time to sing along and
join our jamboree!*

*M*I*C*K*E*Y M*O*U*S*E!*



Walt Disney and his Mickey Mousketeers.

Everyone's favorite Walt Disney cartoon character Mickey Mouse became the star of a daily TV show for kids which was presented each afternoon just after school. Regular members of the Mousketeer Club—Bobby, Annette, Moochie, Linda, Cheryl, Karen, Doreen, Sharon and the rest—with Jimmy Dodd as their clubmaster, sang, danced and flapped their mousketeer-capped ears, and the whole menagerie of Disney cartoon characters, Pluto, Goofy, Donald Duck, Minnie Mouse, Daisy *et al*, joined in the fun, which featured Disney cartoons, live action serials like the popular *Spin and Marty* adventures and stories and games.

Closing Theme:

*Now it's time to say good-bye to
all our company*

*M*I*C* . . .*

See you real soon.

*K*E*Y . . .*

Why? Because we love you!

*M*O*U*S*E*

Good-bye!

LASSIE

Ever since Metro-Goldwyn-Mayer first presented its screen adaptations of the famous Albert Payson Terhune *Lassie* stories, the collie had been everybody's favorite. When Lassie finally became a TV series in 1955, she had the field to herself with the possible exception of German shepherd Rin Tin Tin.

On the series, farm dog Lassie was owned by a young lad named Jeff, played by Tommy Rettig. Jeff's mother, a widow, was played by Broadway musical comedy star Jan Clayton, and Grandpa by George Cleveland. When Master Rettig became too old for dogs, he was replaced as Lassie's owner by young Jon Provost. Miss Clayton was replaced also by June Lockhart and Hugh Riley as Jon's parents. Since then, Lassie has had several owners, among them forest ranger Corey Stuart, played by Robert Bray.



Jon Provost, June Lockhart and Hugh Riley later became Lassie's owners.



Lassie's first TV family included Tommy Rettig, George Cleveland and Jan Clayton.



Shari Lewis



Betty Furness for Westinghouse



Violinist Florian ZaBachs



TV artist Jon Gnagy

TV PERSONALITIES

Interesting new faces were constantly appearing on television screens, and some, belonging to weather forecasters, pitchmen, guest stars and cooks, became as well known to viewers as the stars of the big shows.



Joyce Brothers



TV hostess Wendy Barrie



Pianist Van Cliburn



Mind reader Dunninger



Weatherman Tex Antoine and Uncle Wetherbee



Soupy Sales



Betty White



Horror show host Zacherly



"The Continental" Renzo Cesano



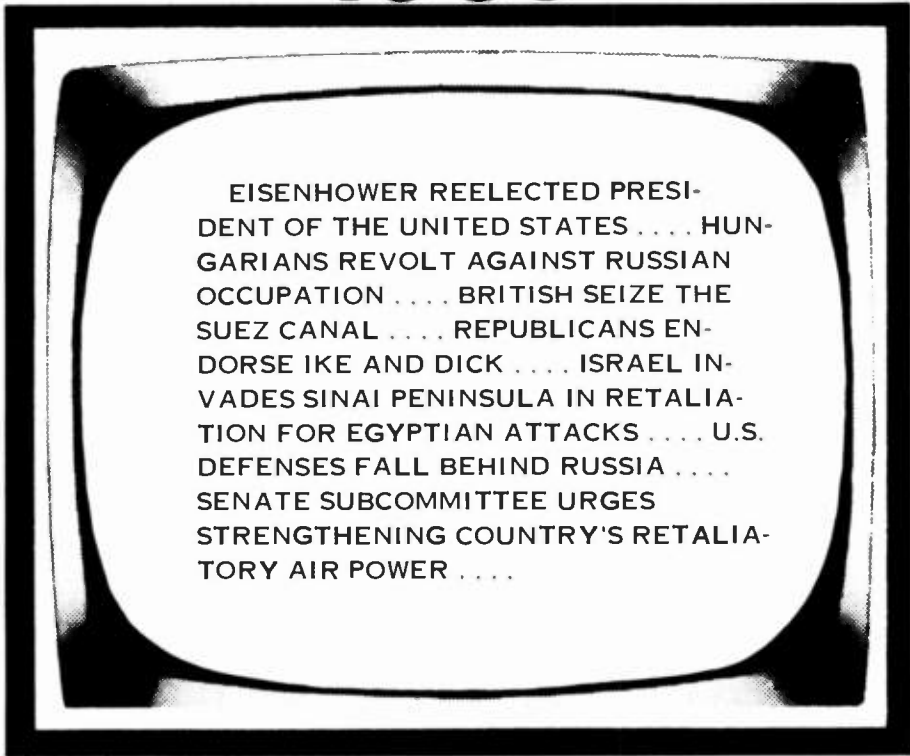
Singer Kyle MacDonnell



Liberace

(The real world . . .)

1956



EISENHOWER REELECTED PRESIDENT OF THE UNITED STATES HUNGARIANS REVOLT AGAINST RUSSIAN OCCUPATION BRITISH SEIZE THE SUEZ CANAL REPUBLICANS ENDORSE IKE AND DICK ISRAEL INVADES SINAI PENINSULA IN RETALIATION FOR EGYPTIAN ATTACKS U.S. DEFENSES FALL BEHIND RUSSIA SENATE SUBCOMMITTEE URGES STRENGTHENING COUNTRY'S RETALIATORY AIR POWER

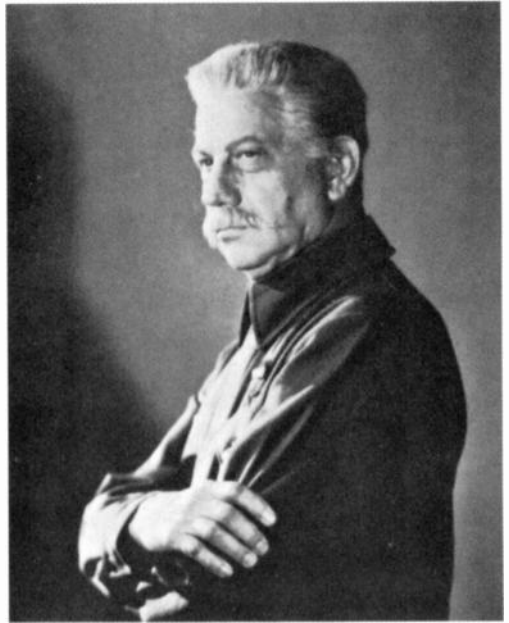
and on our home screens . . .



In 1958 *Playhouse 90* presented Geraldine Page and Tab Hunter in *Portrait of a Murderer*.



Gladys Cooper and Rod Taylor in *Verdict of Three*.



Melvyn Douglas as Stalin in *Playhouse 90's Plot to Kill Stalin* in 1958.

PLAYHOUSE 90

Television's first ninety-minute dramatic series made its auspicious debut on CBS in 1956, when *Playhouse 90* presented Rod Serling's *Forbidden Games*, with Charlton Heston and Tab Hunter playing the lead roles. During the years the show was on the air it presented such magnificent plays as *Requiem for a Heavyweight* starring Jack Palance and Ed Wynn; *For Whom the Bell Tolls* with Maria Schell, Jason Robards, Jr., Maureen Stapleton and Eli Wallach; *The Plot to Kill Stalin* with Melvyn Douglas; *The Helen Morgan Story* with Polly Bergen; and Kay Thompson's *Eloise*.



The Helen Morgan Story starred actress Polly Bergen as the tragic chanteuse.



Sterling Hayden and Geraldine Page appeared in the *Playhouse 90* adaptation of William Faulkner's *Old Man*.



Jason Robards, Jr., and Maria Schell were the stars of the 1959 *Playhouse 90* presentation of Ernest Hemingway's *For Whom the Bell Tolls*.

TRUTH OR CONSEQUENCES



When radio's *Truth or Consequences* came to television in 1956, gagster Ralph Edwards, who had starred on the radio version of the show for many years, also appeared in the TV version. When Mr. Edwards left the show to star on his *This Is Your Life* series, he was replaced by Bob Barker, who can still be seen leading *Truth or Consequences* guests through some pretty grueling paces each week.

Truth or Consequences MC, Bob Barker.

THE PRICE IS RIGHT

Bill Cullen was the host of the popular daytime *Price Is Right* series, which had contestants trying to guess the prices of various items of merchandise. The contestant guessing the price closest to the manufacturer's retail price received the prize. In 1957, because of the show's appeal, it was given a nighttime slot, with Mr. Cullen continuing as MC.

Bill Cullen (left) of TV's popular *The Price Is Right*.



TO TELL THE TRUTH

TV producers Goodson and Todman, the leading forces behind most of TV's successful panel-game shows, presented *To Tell the Truth* as a daytime show in 1956. Its popularity with viewers led to an evening version of the show which featured at one time or another, panelists Tom Poston, Kitty Carlisle, Orson Bean, Polly Bergen, Peggy Cass, Ralph Bellamy and Hy Gardner.



Bud Collyer, the MC of CBS' *To Tell the Truth*, asks panel of Polly Bergen, Ralph Bellamy, Kitty Carlisle and Hy Gardner, to try to tell which of the three ladies on the platform is telling the truth about her identity.

TWENTY-ONE

The most successful, notorious and generous of the big-money giveaway programs was Jack Barry's *Twenty-One* series. Contestants on the show could win as much as \$216,000 on the show, for there was no limit on the amount up for grabs. One of the show's biggest money winners was Charles Van Doren, who became a TV celebrity because of his appearances on the show. In 1958 the program left the air after the story broke that contestants had been given correct answers by the producers in order to make the show more interesting. This scandal was the beginning of the end for the TV big-money shows.



Twenty-One's host, Jack Barry. Behind him contestants Vivienne Nearing and Charles Van Doren wait in their isolation booths for their questions.

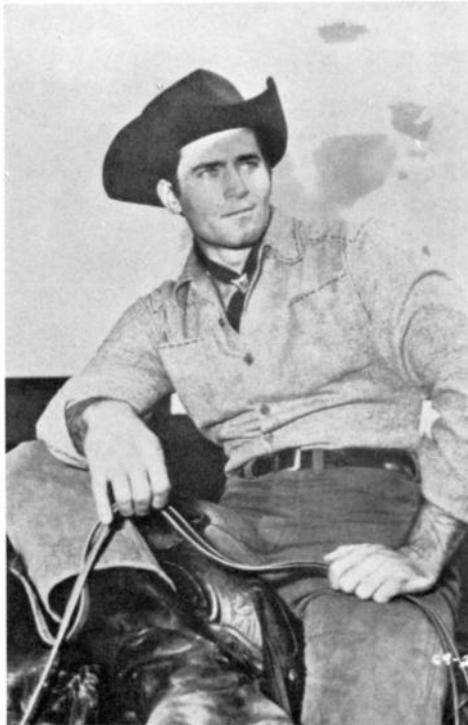
QUEEN FOR A DAY

Each weekday MC Jack Baily gave those at home a chance to become *Queen for a Day* vicariously as he interviewed typical American housewives in his studio audience and asked the audience to help him decide which of them should be crowned "Queen."



Nurse Julia Erich, a hopeful competitor for *Queen for a Day*, is seen being interviewed by MC Jack Baily.

CHEYENNE



Clint Walker as Cheyenne.

Tall, silent frontier scout, Cheyenne Brody, played by Clint Walker, loped his way across TV screens for the first time in 1956, when he became, for that year, at least, TV's undisputed Western champion. After a few short years *Cheyenne* suddenly disappeared from the airwaves because, it was later discovered, Mr. Walker had insisted on a larger salary. Angry fans demanded he be given his money, and the show reinstated. It was.

AMERICAN BANDSTAND

Teen-agers had a favorite TV show of their own in Dick Clark's afternoon *American Bandstand* program. Teens could dance to the tunes of the latest rock-and-roll recording hits, as well as be entertained by guests like Fabian, Little Anthony, Frankie Avalon and Chubby Checkers, who made frequent appearances on the show. Beginning as a local show in Philadelphia in 1955, it graduated to network broadcasting the following year. In 1958 ABC presented an evening version, but it proved less popular than in its afternoon spot, to which, after a few months, Clark moved the show.



Dick Clark, the host of the *American Bandstand*, with studio audience of teens.

THE BOING BOING SHOW



Gerald McBoing Boing of *The Boing Boing Show*.

The popular CBS children's cartoon program, *The Boing Boing Show*, featured cartoon character Gerald McBoing Boing, and was seen on the CBS network from December, 1956, to October, 1958.

REQUIEM FOR A HEAVYWEIGHT

The second play presented by CBS on its *Playhouse 90* series was a block-busting success. Playwright Rod Serling had already established himself as one of television's foremost writers, but with *Requiem for a Heavyweight*, which starred Jack Palance, Kim Stanley and Ed Wynn, he stepped way out in front as TV's leading writer. The play, which was about a prize-fighter named Mountain McClintock, showed the seamier side of the boxing world and won for *Playhouse 90* and its author several TV awards in 1956. The play was later made into a film with less success than it had enjoyed as a TV play.



Jack Palance and Ed Wynn in *Requiem for a Heavyweight*.

TALES OF WELLS FARGO

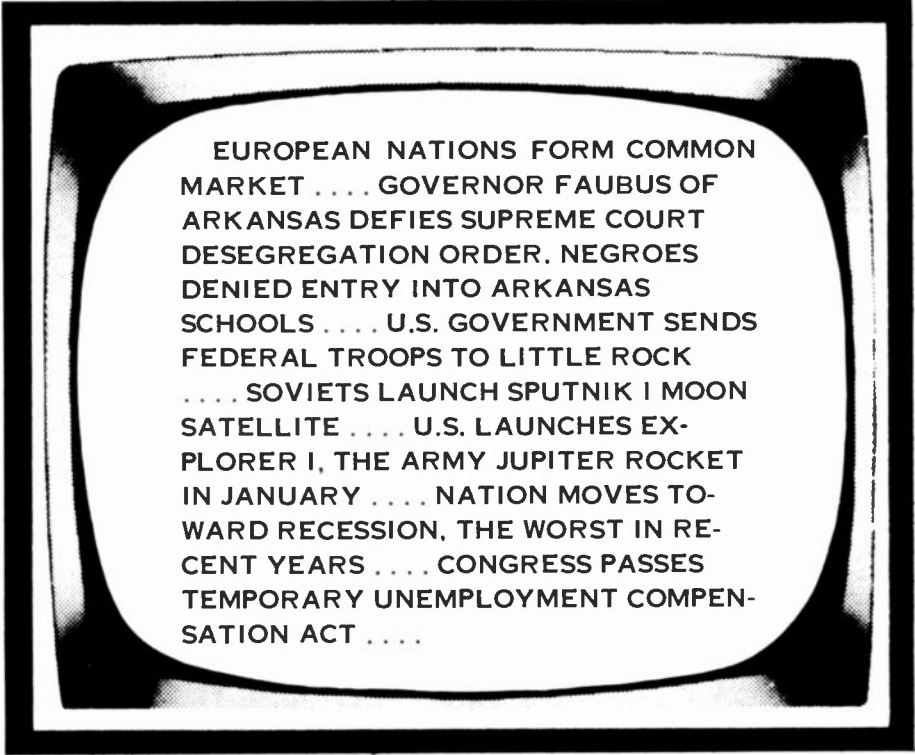


The Wells Fargo organization was the Old West's only link with the civilized world during the 1800's, and NBC decided the adventures of Wells Fargo troubleshooters and stagecoach drivers would make a pretty snappy TV series. They proved right. Dale Robertson played troubleshooting Jim Hardie, who kept those stages rolling well into the late 1950's.

Tales of Wells Fargo featured Dale Robertson as troubleshooter Jim Hardie.

(Headlines)

1957



EUROPEAN NATIONS FORM COMMON MARKET GOVERNOR FAUBUS OF ARKANSAS DEFIES SUPREME COURT DESEGREGATION ORDER. NEGROES DENIED ENTRY INTO ARKANSAS SCHOOLS U.S. GOVERNMENT SENDS FEDERAL TROOPS TO LITTLE ROCK SOVIETS LAUNCH SPUTNIK I MOON SATELLITE U.S. LAUNCHES EXPLORER I, THE ARMY JUPITER ROCKET IN JANUARY NATION MOVES TOWARD RECESSION, THE WORST IN RECENT YEARS CONGRESS PASSES TEMPORARY UNEMPLOYMENT COMPENSATION ACT

. . . and in spite of the headlines . . .

WAGON TRAIN

Robert Horton played Flint McCullough and Ward Bond Major Seth Adams in the *Wagon Train* series, which premiered in 1957. In 1961, after Mr. Bond died, he was replaced by veteran character actor John McIntyre as the wagon train's wagon master. Shortly thereafter, Horton decided to leave the series and was replaced first by Scott Miller and then by Robert Fuller. The show survived all these changes in cast and remained on the air until the mid-1960's.



Robert Horton, Carolyn Jones and Ward Bond are seen in a scene from *Wagon Train*.

ANDY'S GANG

Gravel-voiced movie and radio comedian Andy Devine was the host of a daily children's show called *Andy's Gang* in 1957. Young fans eagerly looked forward to the daily cartoons, clubhouse meetings and regular visits by Gunga Ram, the Elephant Boy, who was played by actor Nino Marcel and looked remarkably like the movies' Sabu.



Andy Devine and Gunga Ram (Nino Marcel) on *Andy's Gang*.

PERRY MASON

When Erle Stanley Gardner's famed lawyer Perry Mason came to television in 1957, fresh from a lengthy run as a radio daytime serial, he was played by veteran movie badman Raymond Burr in his first sympathetic role. Each week Perry, aided by his faithful secretary, Della Street, played by Barbara Hale, and his assistant, Paul Drake, played by William Hopper, set about to prove the innocence of his clients. Perry never lost a case in spite of the skillful maneuvers of his adversary, District Attorney Hamilton Burger, played by William Talman. *The Perry Mason Show* ran for nine years on television before Mr. Burr decided that it was time to change his image once again and appeared as the hero of *Ironsides*.



Raymond Burr as Perry Mason.



Perry Mason (Raymond Burr) and Della Street (Barbara Hale) seem to be in a difficult situation in this *Perry Mason* episode.

RICHARD DIAMOND PRIVATE DETECTIVE

Long before he began running from the law as TV's *Fugitive*, David Janssen played Richard Diamond, a private detective on the right side of the law, with a penchant for getting into trouble. The CBS series was seen from 1957 to 1959.

David Janssen, as *Richard Diamond, Private Detective*, protects guest Phyllis Kirk.



RESTLESS GUN

Movie star John Payne had a Western series called *Restless Gun* on NBC in 1957. The series was about the foreman of a ranch out West in the late 1800's.

John Payne of *Restless Gun* corners bad guy Chuck Connors.



THE PAT BOONE SHOW

Former Arthur Godfrey *Talent Scouts* winner Pat Boone was given a show of his own in 1957. Pat's white buck shoes and his easygoing college boy charm earned him a faithful TV following. Some of the big names who made guest appearances on Pat's show were Andy Williams (later a star in his own right), the Crosby Brothers (Bing's sons) and Peggy Lee.

Guest star Frankie Avalon exhibits his skill with a trumpet as Pat sings along on *The Pat Boone Show*.



THE SENATE RACKETS COMMITTEE INVESTIGATIONS

Counsel Robert Kennedy, a young New York lawyer, Senator John McClellan and Senator John F. Kennedy became TV stars in 1957 when television covered the U.S. Senate investigations into rackets in America. For weeks millions of viewers watched as Bobby Kennedy hammered away at underworld characters like "Johnny Dio" Dioguardo, "Tony Ducks" Corallo, Joey Glimco and "Caesar" Di Varco, as well as union leaders like the Teamsters' Jimmy Hoffa and Dave Beck, who constantly "took the Fifth." The Senate committee meetings, which sought possible connections between unions and organized crime, brought considerable fame to the Kennedy brothers.



HAVE GUN WILL TRAVEL

In 1957 a literate, debonair Western hero named Paladin made his first appearance on TV in a CBS series called *Have Gun Will Travel*. Richard Boone as Paladin became a star overnight. Few viewers will forget Paladin's calling card which read: "Have gun will travel. Wire Paladin. Hotel Carlton, San Francisco."



Richard Boone as Paladin on *Have Gun Will Travel*.

LEAVE IT TO BEAVER

The mischievous life of a typical American boy was realistically reproduced each week on CBS' *Leave It to Beaver* series. Jerry Matthews played Beaver, and Tony Dow appeared as his big brother, Wally. The show proved very popular with adults who could identify with the problems faced by Beaver's parents.

Beaver, played by Jerry Matthews, and his parents, played by Barbara Billingsley and Hugh Beaumont.



MAVERICK

A new kind of Western hero made his appearance on television when ABC presented *Maverick*, the weekly adventures of a cowardly gambler-rogue played by handsome James Garner. Bret Maverick didn't ride a horse, loathed the out-of-doors, was slow on the draw and preferred sitting around gambling in musty, smoke-filled saloons. He was a very untypical Western hero indeed. Once the series had been established, a second unlikely hero made his appearance—Bret Maverick's brother, Bart, played by Jack Kelly.



Brother Bart Maverick was played by Jack Kelly.



James Garner is Bret Maverick.



The TV adaptation of *Billy Budd* presented by *Du Pont* starred James Donald, Don Murray and Roddy McDowall.



British stars Margaret Leighton and John Gielgud appeared in *The Browning Version* in 1959.



Mark Twain's *The Prince and the Pauper*, presented in 1957, starred Rosemary Harris, Christopher Plummer and Rex Thompson.

DU PONT SHOW OF THE MONTH

With a play called *Crescendo*, starring the unlikely team of Carol Channing and Mahalia Jackson, CBS initiated its monthly *Du Pont Show of the Month* series. Produced by David Susskind, the show presented such works as *The Bridge of San Luis Rey* with Judith Anderson, Hume Cronyn and Vivica Lindfors, *Billy Budd*, *The Browning Version* with Margaret Leighton and John Gielgud, *A Tale of Two Cities* with Eric Portman and Gracie Fields, *Hamlet* with John Neville, *The Count of Monte Cristo* with Hurd Hatfield, *A Member of the Wedding* with Claudia McNeil and Collin Wilcox and *Wuthering Heights* with Richard Burton.



Lee J. Cobb starred as Don Quixote for the *Du Pont Show of the Month*.



The Member of the Wedding starred Claudia McNeil, Collin Wilcox and Dennis Kohler.



Richard Burton and Yvonne Furneaux starred in *Wuthering Heights*, a 1958 *Du Pont Show of the Month*.

ZORRO



Guy Williams, as the masked Zorro, holds villain Charles Korvin at bay.

The adventure series *Zorro*, starring Guy Williams as the black-caped and masked “Robin Hood” of Mexico, had a two-year residency on ABC-TV

beginning in 1957. Zorro’s blade felled many a villain before he retired in 1959.

CINDERELLA

The famous Broadway musical comedy team of Richard Rodgers and Oscar Hammerstein II, the authors of such formidable hits as *Oklahoma*, *Carousel*, *The King and I* and *The Sound of Music*, wrote a musical adaptation of the children’s classic fairy tale *Cinderella* especially for television. The show, first seen on March 31, 1957, and repeated with a new cast several seasons later, starred the *My Fair Lady* sensation Julie Andrews as Cinderella and featured Ilka Chase as her stepmother, Alice Ghostly and Kay Ballard as her stepsisters, Edie Adams as her fairy godmother and Jon Cypher as Prince Charming. The show was directed by Ralph Nelson.



Jon Cypher played the prince and Howard Lindsay his father, the king, on CBS’ *Cinderella*.

THE REAL MC COYS

The unsophisticated “back home” folks, the McCoys—Grandpa, played by Walter Brennan; his son and daughter-in-law, played by Richard Crenna and Kathy Nolan; and his grandchildren, played by Lydia Reed and Michael Winkelman — were well-watched TV favorites from 1957 well into the 1960’s. Mr. Brennan, playing a character similar to those he had been playing for years in many motion pictures, was his usual cantankerous old self, and the show’s warm-hearted humor and simple homespun philosophies kept audiences tuned in faithfully week after week.

The Real McCoys’ Tony Martinez, Lydia Reed, Walter Brennan, Michael Winkelman, Richard Crenna and Kathy Nolan.



M SQUAD

Years before he became an Academy Award winner for his work in *Cat Ballou*, actor Lee Marvin starred in NBC’s *M Squad* on television. Marvin played an elite investigator for the Chicago Police Department on the series.



Lee Marvin of the *M Squad*.

MR. ADAMS AND EVE

Real-life movie stars Ida Lupino and Howard Duff played make-believe movie stars Mr. Adams and Eve in a 1957 situation comedy series. Miss Lupino, who by then had earned a reputation for herself as a first-rate director, directed many of the show's sequences.



Ida Lupino and Howard Duff, a real-life husband and wife team, played Mr. Adams and Eve on television.

COLT .45

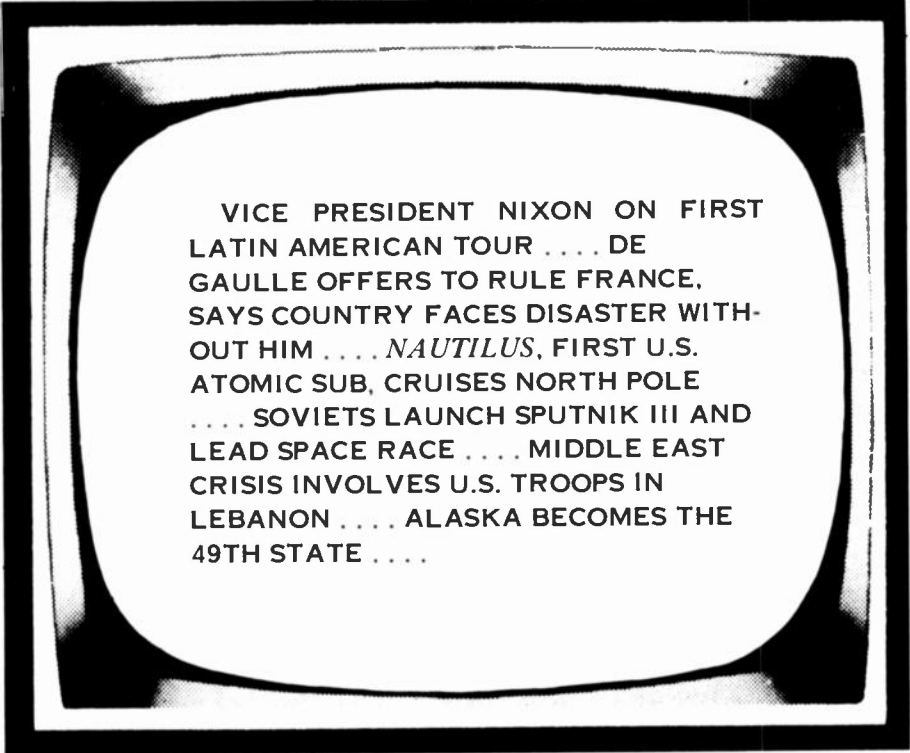


Wayde Preston of *Colt 45*.

A rash of Western adventure series were seen on television in 1957. Among them were *Colt 45*, a series which starred Wayde Preston as Christopher Colt, a sharpshooting gun salesman on a secret mission for the U.S. government.

(Around the world)

1958



VICE PRESIDENT NIXON ON FIRST
LATIN AMERICAN TOUR DE
GAULLE OFFERS TO RULE FRANCE,
SAYS COUNTRY FACES DISASTER WITH-
OUT HIM *NAUTILUS*, FIRST U.S.
ATOMIC SUB, CRUISES NORTH POLE
. . . . SOVIETS LAUNCH SPUTNIK III AND
LEAD SPACE RACE MIDDLE EAST
CRISIS INVOLVES U.S. TROOPS IN
LEBANON ALASKA BECOMES THE
49TH STATE

. . . and on TV . . .

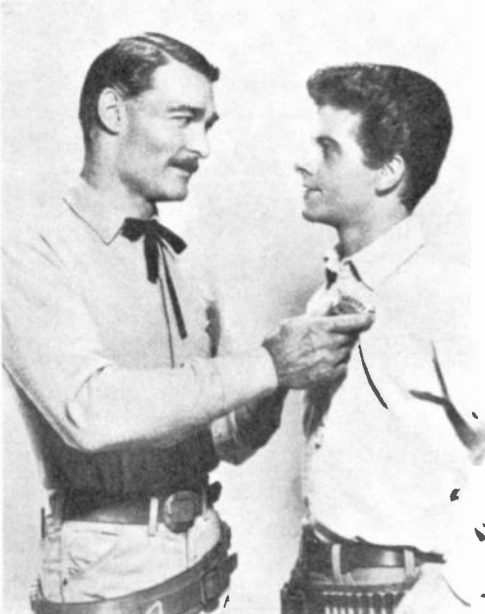
CIMARRON CITY



George Montgomery fights villain Dan Duryea on a *Cimarron City* telecast.

George Montgomery, who had starred in innumerable motion-picture Westerns, added television to his accomplishments when he appeared in NBC's *Cimarron City* series. Mr. Montgomery played ranch owner Matt Rockford, who fought badmen of the plains in defense of his prosperous ranch.

LAWMAN

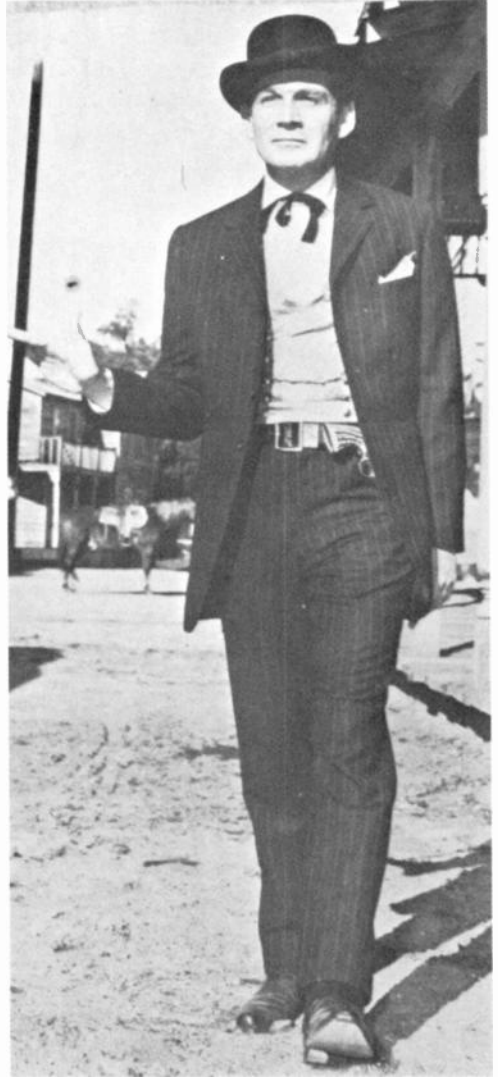


John Russell and Peter Brown of *Lawman*.

The Western town of Laramie was the setting for ABC's *Lawman* series, which starred John Russell as the town's sheriff, Dan Troop, and Peter Brown as his deputy, Johnny McKay.

BAT MASTERSON

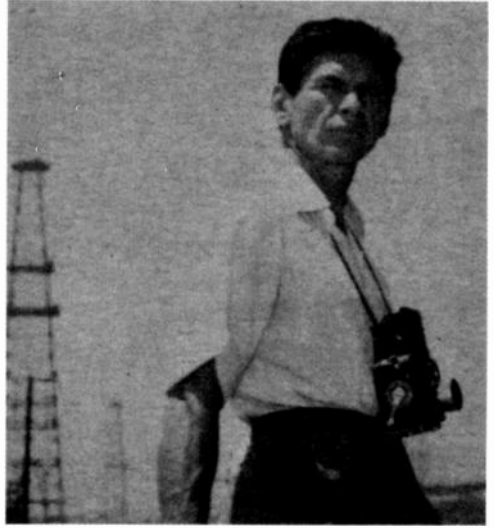
The Beau Brummel of the TV Western heroes, Bat Masterson, sashayed his way across TV screens for the first time on NBC in October, 1958. The well-dressed Mr. Masterson, played by Gene Barry, was a gentleman of the old school, from the tip of his shining patent-leather shoes to the pearl handle of his walking stick and the broad-brimmed Stetson. Undoubtedly Mr. Barry's Masterson characterization was the first Western marshal to be pictured as if he had just stepped out of a men's fashion magazine, *circa* 1880, and the public loved the whole idea.



Gene Barry as Bat Masterson.

MAN WITH A CAMERA

ABC's adventure-packed *Man with a Camera* series, which was about a young free-lance photographer, Mike Kovaks, starred Charles Bronson as Kovaks. Similar to radio's old *Casey, Crime Photographer* series, *The Man with a Camera* proved that photography could be dangerous, as well as fun.



The Man with a Camera, Charles Bronson.

THE UNTOUCHABLES



Detectives Keenan Wynn and Robert Stack of *The Untouchables*.

The crime careers of some of America's better-known mobsters were faithfully reproduced in the CBS *Untouchables* series. The show was first seen as a two-part presentation on *The Desilu Playhouse*. The public, fascinated with the authenticity of the program, asked for more, and a regular series followed. Robert Stack starred as the FBI's Eliot Ness.

THE DONNA REED SHOW



Carl Betz and Donna Reed of *The Donna Reed Show*.

Academy Award-winning actress Donna Reed starred in a weekly situation-comedy series about a young doctor and his wife on *The Donna Reed Show*. Appearing with Miss Reed was Carl Betz as her doctor husband.

OPEN END



Open End's host, David Susskind.

David Susskind's controversial interview show *Open End* was seen on WNTA in 1958. On this "let's get together and talk" show, David "argued" with such notables as Nikita Khrushchev, Shelley Winters, Harry Belafonte, Sidney Poitier and Anthony Franciosa.

WANTED – DEAD OR ALIVE

Steve McQueen's first starring role was as Josh Randall on the CBS Western series *Wanted—Dead or Alive*. Playing a bounty hunter, Mr. McQueen and his sawed-off 30-40 carbine shotgun, which he lovingly called Mare's Laig, became TV celebrities in the late 1950's.



Steve McQueen, his shotgun "Mare's Laig" and Judith Ames on *Wanted—Dead or Alive*.

SEA HUNT

Capitalizing on the scuba diving craze of the late 1950's, CBS presented a weekly half hour series about a skin-diving soldier of fortune, Mike Nelson, played by actor Lloyd Bridges. The series had had a long, if wet, TV run before it surfaced again on re-runs.



The star of *Sea Hunt*, Lloyd Bridges.

AN EVENING WITH FRED ASTAIRE

October, 1958, marked the long-awaited television debut of the movies' King of Dance, Fred Astaire. His television dancing partner for his *Evening with Fred Astaire Show* appearance was Barrie Chase. The show and Miss Chase were such a sensation that several other Fred Astaire specials followed.



Fred Astaire and his TV dancing partner, Barrie Chase.

PETER GUNN



To the tune of Henry Mancini's jazzy background music, TV detective Peter Gunn worked his way to the top of the TV charts. Cool Mr. Gunn, played by actor Craig Stevens, was given ample support by Lola Albright as his girlfriend and Herschel Bernardi as his ally in the Police Department. Not long after the show's 1958 premiere, "The Theme from Peter Gunn" became a million-record hit.

Craig Stevens as Peter Gunn with Lola Albright and Herschel Bernardi.

77 SUNSET STRIP



Give a TV series a glamorous Hollywood setting, two handsome private detectives, and a good-looking teenage idol, and what do you have? The hit TV show *77 Sunset Strip*. The two private eyes were played by Efrem Zimbalist, Jr., and Roger Smith, and the teen-age idol was Edd "Kookie" Byrnes.

Edd "Kookie" Byrnes, Roger Smith and Efrem Zimbalist of *77 Sunset Strip*.

SHIRLEY TEMPLE'S STORYBOOK

The dimpled darling baby star of the movies in the 1930's Shirley Temple made her TV debut as a full-grown but still dimpled and darling woman on a weekly series of favorite fairy tales in 1958. Each week hostess Shirley opened her oversized storybook and introduced TV viewers to a full hour of television adaptations of such favorite stories as *Beauty and the Beast*, *Rumpelstiltskin*, *The Emperor's New Clothes* and *The Little Lame Prince*. Shirley starred in two of the plays: *The Legend of Sleepy Hollow* and *Mother Goose*. The NBC series closed its storybook for the last time in June, 1959.



Shirley Temple.

LEONARD BERNSTEIN CONCERTS

Handsome, flamboyant New York Philharmonic conductor Leonard Bernstein became a television celebrity when he presented his Philharmonic concerts over the CBS network in 1958. Viewers were immediately drawn to the leonine leader who had a dramatic way with a baton and his dashing, podium postures. The success of the program led to more television appearances by Mr. Bernstein, the most notable of which being his popular *Young People's Concerts*.



Philharmonic conductor Leonard Bernstein on the podium.

TELEVISION PROGRAMS

COLOR TELEVISION: Sunday, Monday, Tuesday

Today		Monday	Tuesday
7:30—Sunset Parade (4).	9:30—Shaw Show (4).	7:30—Maggie Saggis (4).	7:30—Maggie Saggis (4).
8:30—Shaw After Show (4).		7:30—The Tac Dough (4).	8:30—Eddie Fisher Show (4).
		9:30—Mail of Fame (4).	

TV Channels

Channel 2. WCBS-TV	Channel 7. WABC-TV
Channel 4. WRCA-TV	Channel 8. WOX-TV
Channel 5. WNBC-TV	Channel 11. WPIX
Channel 12.	Channel 13. WPTA-TV

TODAY, SUNDAY, OCTOBER 12

- 10:30-11 A. M.—**Look Up and Live:** "Pope Plus XII: The Man, the Office"—Jim Bishop, narrator—(2).
- 10:40-11 A. M.—**Lamp Unto My Foot:** Scenes from Sophocles' "Antigone," with Kim Hunter, Luther Adler—(2).
- 10:50-11 A. M.—**Look Up and Live:** "Vessel 10:50-11 A. M.—**Look Up and Live:** "Pope Plus XII: The Man, the Office"—Jim Bishop, narrator—(2).
- 11:11-11:30 A. M.—**U. N. in Action**—(2).
- 11:11-11:30 A. M.—**Oldies Union Spotlight:** Michael Fitzgerald, Democratic state chairman, interviewed—(4).
- 11:30-11:45 A. M.—**Camera Three:** "Thanks to Thurber," selections from works of James Thurber, humorist. With Elliott Nugent, the Bill and Carol Baird puppets, Hiram Sherman, Paul Trueman and others—(2).
- 11:50 A. M.—**News-Report From America:** "American Air Safety"—(4).
- 12:15-1:30 P. M.—**Eyes on New York:** Bill Leonard reporting—(2).
- 12:30-1:30 P. M.—**The New York Times Youth 12:30-1:30 P. M.—They Speak for Themselves:** Science program (Premiere)—(4). Forum: "Can Small Nations Help Maintain Peace?" Ambassador Fredrick H. Bradford, Permanent Representative of Ireland to the United Nations, guest. Dorothy Gordon is the moderator—(4).
- 12:30-1:30 P. M.—**Between the Lines**—(9).
- 1:30-2 P. M.—**The Catholic Hour:** Part I of dramatic trilogy, "The Double Life of Christopher Mann," by Richard J. Crean, tracing the spiritual development of a young Catholic business man—(4).
- 1:30-2 P. M.—**College News Conference:** Secretary of the Interior Fred A. Seaton—(7).
- 2-3 P. M.—**Pro Football: Redskins-Giants**—(2).
- 2:30-3 P. M.—**The Open Hall:** Television and the Courtroom," panel discussion. Richard D. Heflin, moderator—(4).
- 3:30-4:30 P. M.—**Pro Basketball: Hawks-Warriors**—(4).
- 3:30-4:30 P. M.—**Bolton Derby (Premiere)**—(7).
- 4:30-5:30 P. M.—**Comment:** "The Jet Age," Martin Agronsky interviews authorities and reaction from homeowners reported—(4).
- 5:45-6:30 P. M.—**The Great Game of Politics:** Samuel Lubell interviews New Yorkers on voting trends. Eric Sevareid, host—(2).
- 5:45-6:30 P. M.—**Frontiers of Faith:** Final episode of "The Rainy Season," concerning problems of old age and retirement—(4).
- 5:45-6:30 P. M.—**Paul Winchell (Premiere)**—(7).
- 6:30-6:45 P. M.—**Face the Nation:** V. K. Krishna Menon, India's Defense Minister, interviewed in New York—(2).
- 6:45-7:30 P. M.—**Youth Wants to Know:** Filmed interview with Dr. Victor M. Zhdanov, Soviet Deputy Minister of Health—(4).
- 6:45-7:30 P. M.—**Small World:** Four-way conversation with Prime Minister Nehru of India, Aldous Huxley, British novelist; Thomas E. Dewey and Edward R. Murrow. The program is a blending of television film overseas radio and long-distance telephone techniques (Premiere)—(2).
- 6:45-7:30 P. M.—**Meet the Press:** Meade Alcorn, chairman of the Republican National Committee, interviewed—(4).
- 6:50-7:30 P. M.—**Swiss Family Robinson,** adaptation, with Laraine Day, Walter Pidgeon, Patty Duke, Dennis Kohler, Dennis Hopper—(4).
- 6:50-7:30 P. M.—**Notre Dame vs. Army**—(13).
- 7:30-8:30 P. M.—**Laurel:** With Jon Provost—(2).
- 7:30-8:30 P. M.—**Northwest Passage:** Keith Larsen in "The Bound Women," with Angie Dickinson, Rebecca Welles (Color)—(4).
- 7:30-8:30 P. M.—**Maverick:** "Belcastic Brand," Western, with James Garner—(7).
- 7:45-8:15 P. M.—**Governor Meyer Reports:** "Workmen's Compensation," pro and con—(13).
- 8-9 P. M.—**Ed Sullivan Show:** Carol Channing, Genevieve, French vocalist; Nora Kaye Bud Collyer, host (through Friday) (Premiere)—(7).
- 7-8:30 P. M.—**Movie Night:** "I Am a Fugitive" (1932), with Tom Hunt. Unjustly convicted, a man escapes from prison but not the law (repeat, 9 and 11)—(13).
- 7:30-8:30 P. M.—**Name That Tune:** Musical quiz, with George de Witt, host—(2).
- 7:30-8:30 P. M.—**The Tac Dough:** Quiz (Color)—(4).
- 7:30-8:30 P. M.—**Million Dollar Movie:** "Godzilla," (1954), sea monster terrifies the world. With Raymond Burr and others (repeat at 10:30 and through Friday)—(9).
- 8:30-9:30 P. M.—**The Texan:** Rory Calhoun in the "Troubled Town," Western series—(2).
- 8:30-9:30 P. M.—**Restless Gun:** Western, with John Payne in "Thunder Valley"—(4).
- 8:30-9:30 P. M.—**Father Knows Best:** Bud uncovers some startling facts about his father's high school days. With Robert Young, Billy Gray, Jane Wyatt—(2).
- 8:30-9:30 P. M.—**Tales of Wells Fargo:** Dale Robertson in "Butch Cassidy"—(4).
- 8:30-9:30 P. M.—**Bold Journey:** A visit to the United States "Little Diomedes" island, separated by two miles of ice and water from Russia's Big Diomedes Island—(7).
- 8:30-9:30 P. M.—**Eddie Fisher,** with Betty Hutton, Red Buttons, guests (Color)—(4).
- 8:30-9:30 P. M.—**To Tell the Truth:** Panel show, with Bud Collyer, host—(2).
- 8:30-9:30 P. M.—**Wyatt Earp:** "The Mysterious Cowhand," with Hugh O'Brian—(7).
- 9:30-10:30 P. M.—**Arthur Godfrey Show**—(2).
- 9:30-10:30 P. M.—**Bob Hope,** with Joan Crawford, Fernandel, French comedian; the Bernard Brothers, mimics, guests—(4).
- 9:30-10:30 P. M.—**Red Skelton Show**—(2).
- 9:30-10:30 P. M.—**The Naked City:** Story of a detective and his conscience after his first killing in the "Line of Duty," with James Franciscus, Diane Ladd—(7).
- 8:30-9:30 P. M.—**Steve Allen Show:** Lloyd Bridges, Larry Daniels, comedian; Carol Simpson, vocalist, guests (Color)—(4).
- 8:30-9:30 P. M.—**Play:** "The Castaway," Western drama, with Ronald Reagan as Captain Whitney, head of a wagon train—(2).
- 8:30-9:30 P. M.—**Dinah Shore,** with Jimmy Durante, Julius LaRosa, Peter Lawford and Ella Fitzgerald, guests (Color)—(4).
- 9:30-10:30 P. M.—**Alfred Hitchcock Presents:** "Don't Interrupt," with Chill Wills as a genial old rancher—(2).
- 9:30-10:30 P. M.—**Encounter:** "End of Summer," a modern version of Ivan Turgenev's short story, "Summer Love," with Hidegarde Ross, Donald Pope and others, direct from Canada—(7).
- 10:10-10:30 P. M.—**The \$64,000 Question:** Hal March is host—(2).
- 10:10-10:30 P. M.—**Loretta Young Show:** "For Better or for Worse," a newly elected Governor, is courted by convicted lawyer. With Edward Binns, Mark Stevens—(4).
- 10:30-11 P. M.—**What's My Line:** John Daly, moderator, with Arlene Francis, Bennett Cerf, Dorothy Kigallan and guest panelist—(2).
- 10:30-11 P. M.—**Movie Four:** "Rebecca" (1940), with Laurence Olivier, Joan Fontaine, George Sanders, Judith Anderson. A wealthy Englishman's second marriage is overshadowed by memories of his first wife, who died—(4).
- 10:30-11 P. M.—**President Eisenhower Talk and other ceremonies at cornerstone-laying for the first national headquarters building of Protestant and Eastern Orthodox churches, in New York City (Primo)**—(7).
- 11:15-1:15 A. M.—**Late Show:** "All Quiet on the Western Front" (1931), World War I story. With Lew Ayres, John Wray and Louis Wolheim—(2).
- 9:30-10:30 P. M.—**Flight:** "Show of Force," a demonstration of S. A. C. capability for immediate and heavy striking power—(11).
- 9:30-10:30 P. M.—**Danny Thomas Show: Comedy**—(2).
- 9:30-10:30 P. M.—**Concert:** The Philadelphia Orchestra, with Eugene Ormandy, conductor, and Hilda Gueden, soprano, soloist. John Daly is the annotator—(7).
- 9:30-10:30 P. M.—**Alan Sothern Show: Comedy**—(2).
- 9:30-11 P. M.—**Hall of Fame:** "Johnny Belinda," Ted Aptstein's adaptation of the Elmer Harris play about a girl mute whose life is changed by a doctor's love. With Julie Harris, Christopher Plummer, Victor Jory (Color)—(4).
- 10-11 P. M.—**Desilu Playhouse:** "Bernadette," drama of the young peasant girl and the Miracle of Lourdes. The play is based on the biography of Gray Blanton's biography, "The Miracle of Bernadette." Pier Angeli will have the lead role (Premiere)—(2).
- 11:15-1:45 A. M.—**Late Show:** "The Yearling" (1947), with Gregory Peck, Jane Wyman, Claude Jarman Jr. The story of a lonely boy and his pet baby fawn—(2).

MONDAY, OCTOBER 13

- 8:30-7 A. M.—**Surprise Semester:** "Classical Civilization H-1" (Monday, Wednesday and Friday)—(2).
- 8:30-7 A. M.—**Continental Classroom:** College credit course in physics (through Friday)—(4).
- 7:30-8:30 A. M.—**Surprise Semester:** "Mathematics N-1," an introduction (Monday, Wednesday and Friday)—(2).
- 11-11:30 A. M.—**Day in Court:** Re-creations of civil and criminal court actions (through Friday) (Premiere)—(7).
- 11:30 A. M.—12:30 P. M.—**Peter Lind Hayes,** with Mary Healy and guests in program of songs, music, informal conversation and interviews (through Friday) (Premiere)—(7).
- 12:30-1:30 P. M.—**Mother's Day:** Panel show about homemaking. With Dick Van Dyke, host (through Friday) (Premiere)—(7).
- 1-1:30 P. M.—**The Librarian Show (through Friday)** (Premiere)—(7).
- 1:30-2:30 P. M.—**Chance for Romance:** With John Cameron Sways, host (through Friday) (Premiere)—(7).
- 2:30-3:30 P. M.—**Beat the Clock:** Stunt show, with

TUESDAY, OCTOBER 14

- 8:30-7 A. M.—**Surprise Semester:** "English H-1" great books course (Tuesday and Thursday)—(2).
- 8:30-7 A. M.—**Surprise Semester:** "Government S-1" (Tuesday, Thursday)—(2).
- 8:30-9:30 P. M.—**Union Pacific:** With Jeff Morrow in "Yesterday's Killers"—(7).
- 7:30-8:30 P. M.—**This Is Alice:** Family situation comedy, with Patty Ann Garrity—(13).
- 7:30-8:30 P. M.—**Dragnet:** With Jack Webb—(4).
- 7:30-8:30 P. M.—**Sugarfoot:** Western series, with Will Hutchins in "The Wizard"—(7).
- 8:30-9:30 P. M.—**Beat the Clock:** Panel show, with Carl Reiner, host—(2).
- 8:30-9:30 P. M.—**Eddie Fisher,** with Betty Hutton, Red Buttons, guests (Color)—(4).
- 8:30-9:30 P. M.—**To Tell the Truth:** Panel show, with Bud Collyer, host—(2).
- 8:30-9:30 P. M.—**Wyatt Earp:** "The Mysterious Cowhand," with Hugh O'Brian—(7).
- 9:30-10:30 P. M.—**Arthur Godfrey Show**—(2).
- 9:30-10:30 P. M.—**Bob Hope,** with Joan Crawford, Fernandel, French comedian; the Bernard Brothers, mimics, guests—(4).
- 9:30-10:30 P. M.—**Red Skelton Show**—(2).
- 9:30-10:30 P. M.—**The Naked City:** Story of a detective and his conscience after his first killing in the "Line of Duty," with James Franciscus, Diane Ladd—(7).
- 8:30-10:30 P. M.—**Harness Racing:** Yonkers—(9).
- 10-11 P. M.—**Garry Moore Show:** With Tommy Sands, vocalist; Audrey Meadows, Marion Lorne, comedienne; Andy Devine, guests—(2).
- 10:10-10:30 P. M.—**Pro Football Highlights of week-end games**—(11).
- 11-Midnight-Open End: David Suskind, television producer, interviews guests and comments on topics of current interest (Premiere)—(13).
- 11:15-1:45 A. M.—**Late Show:** "The Black Angel" (1946), murder mystery. With Dan Duray, June Vincent, Peter Lorre—(2).

WATCH this fabulous new line-up of live **DAYTIME TV** shows starting tomorrow on **WABC-TV CHANNEL 7**

DAY IN COURT

Ordinary citizens come to trial on charges that could be brought against you! New cases daily.

11:00 - 11:30 A. M.



CHANCE FOR ROMANCE

John Cameron Swayze pairs off adult men and women—screened by expert psychologists!

2:00 - 2:30



THE PETER LIND HAYES SHOW

Peter struts and mimics his way through a hilarious full hour! Mary Healy is guest star!

11:30 - 12:30



BEAT THE CLOCK

Laughs come fast as contestants vie in uproarious races against time. Bud Collyer MC's.

3:00 - 3:30



MOTHER'S DAY

Compare your homemaking skills with those of our prize-winning moms! Host: Dick Van Dyke!

12:30 - 1:00



WHO DO YOU TRUST?

The funniest comedy quiz on TV—engineered by Funnyman First Class Johnny Carson!

3:30 - 4:00



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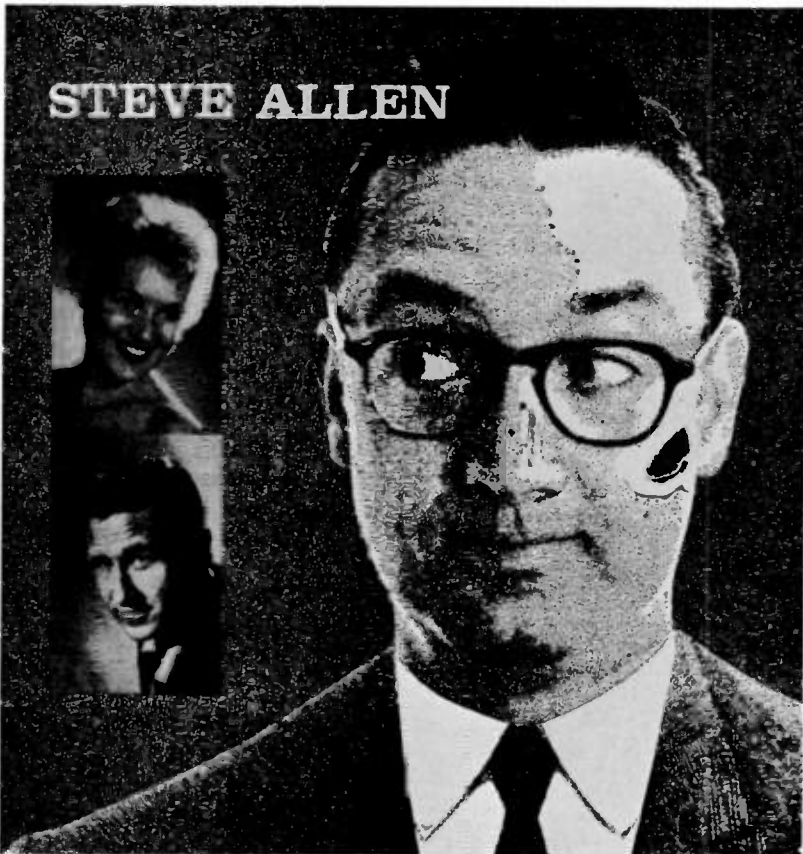
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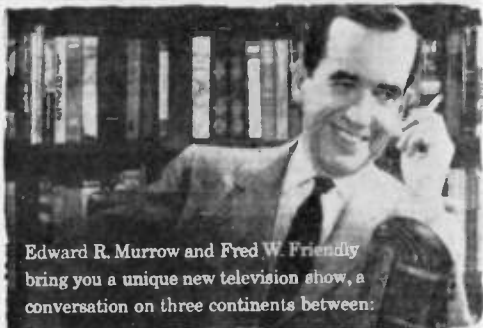
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Ted Husing



Leo Durocher



Red Barber



Red Grange



Bud Palmer



Mel Allen

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