

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

JUNE 21-27, 1954

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(21)

CBS- 9:30-10pm EDT; RETURN; Masquerade Party; from WCBS-TV(NY), 81 stations live, 59 kine, 11 hot kine. Sponsor- General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY); Acct Exec- William Lewis; Agcy Superv- Edward Esty Stowell; Comm Superv- Tom Dunphy; Comm Dir- Barry White; Comm Anncr- Rex Marshall. Pkgr- Ed Wolf & Associates(NY); Prod- Herbert Wolf; Assoc Prod- Keith Taylor; Dir- Lloyd Gross. Peter Donald is m.c. of the panel quiz show, returning for the second summer in this spot. Jack Paar, Buff Cobb, Ogden Nash and Ilka Chase make up the regular panel which attempts, thru clues and questions, to penetrate the disguise of prominent guests. The program has been the 1953 summer and 1953-1954 holiday replacement for the Red Buttons Show in this time spot. The Buttons show will not return in the fall for the sponsor.

CBS- 10-11pm EDT; RETURN; Studio One Summer Theatre; from WCBS-TV(NY) 72 stations live, 21 kine. Sponsor- Westinghouse Electric Corp (Appliances) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis; Agcy Superv- Tom Losee; Comm Superv- Andy Christian; Comm Anncr- Betty Furness (June Graham, from July 12 thru Aug.). Pkgr- CBS-TV(NY); Exec Prod- Edgar Peterson; Prod- Alex March; Dirs- Allen Reisner (1st), George Gould, Mel Ferber and Byron Kelley (alternating); Sets- Henry May; Casting- William Dunn (CBS Casting); Music Dir- Various; Costumes- Various. 13-week summer version of the regular Studio One series, featuring 12 original plays and one revival. Studio One returns Mon, Sept 20, with Felix Jackson again the producer.

NBC- 3-3:30pm EDT, Mon thru Fri; RETURN; Mrs. U. S. A., LIVE & FILM; from WNBT (NY), to the net. Sustaining. Pkgr- NBC-TV(NY); Prod & Dir- Lee Painton; Host-Narrator- Arthur Gary. Guest interviews with film integration. One topic of national, social or domestic interest is treated each day in a style designed to appeal to housewives and women in general. The program has been seen during previous summers as a daytime replacement. It returns for two weeks and after July 2 will be seen only over some West Coast stations. It replaces one-half of the Kate Smith Show, which is not scheduled to return to this time spot in the fall.

NBC- 3:30-4pm EDT, Mon thru Fri; RETURN; Ask Washington; from WNBW(Wash), to the net. Sustaining. Pkgr- NBC-TV News & Special Events; (Cont'd next page)

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THIS WEEK(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on television industry trends.

THIS WEEK(Cont'd)

Monday(21)

NBC- Ask Washington (Cont'd from previous page): Prod- Julian Goodman & William Garden; Dir- Robert Doyle. News panel program, in which editors and commentators answer questions from viewers on national and international events, returns for two weeks, thru July 2, replacing the second-half of the Kate Smith Show. Ask Washington was previously on the net for seven weeks beginning Jan 11, 1954, and was also seen during 1952 and 1953 political conventions and Congressional sessions (See page 5).

NBC- 8-8:30pm EDT; DEBUT; Droodles; from WNBC(NY), to the net. (WNBC local showing is Tue, 8-8:30pm via kine). Sustaining. Pkgr- Frank Cooper Associates(NY); Exec Prod- Sy Fischer; Prod- Alan Dinehart; Dir- Craig Allen(NBC). Artist-comedian Roger Price stars in a comedy quiz based on his cartoons, with regular panelists Marc Connelly, Carl Reiner, Denise Lor and a guest panelist. The panel attempts to identify titles for "Droodles" drawings done by Price or submitted by viewers, with cash prizes for viewers.

Tuesday(22)

CBS- 8:30-9pm EDT; RETURN; Juvenile Jury; from WCBS-TV(NY), no. of stations indefinite. Sponsor- Pharmaceuticals, Inc (Geritol) thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter; Agcy & Comm Superv- Don Blauhut. Pkgr- Barry, Enright & Friendly(NY); Superv By- Ann Lawton; Dir- Jerome Shaw. Jack Barry as host is assisted by a panel of five youngsters, ranging in age from 5 to 10 years, who offer solutions for problems posed by visiting youngsters. Each week's panel is drawn from a pool of eight children, rotated from week to week. The program was last on the net on Sunday, leaving in April. It replaces the Red Skelton Show for the summer for the same sponsor in this spot.

Wednesday(23)

DuM- 9-10pm EDT; DEBUT; Summer in the Park; from WABD(NY), to the net. Sustaining. Pkgr- DuMont; Prod- Roger Gerry; Dir- Frank Bunetta. Virginia Graham m.c.'s an outdoor variety show at Palisades Park, N. J., including swimmers and divers in an outdoor pool; singers, dancers and instrumentalists, etc. Similar programs have been featured during the past two summers over DuMont, with the same origination. Program replaces Down You Go, off for the summer, and Stars On Parade, which moves from the 9-9:30pm spot to 10:30-11pm, same day.

Thursday(24)

CBS- 7:45-8pm EDT, Tue & Thu; DEBUT; Song Snapshots On A Summer Holiday (Thurs) & Summer Holiday (Tue); from WCBS-TV(NY), no. of stations indefinite. Sustaining for Tuesday; Thursday Sponsor- General Electric Co, Lamp Division thru Batten, Barton, Durstine & Osborn, Inc(Cleveland); Acct Exec- George Cozzens; Agcy & Comm Superv- Jeff McGuire; Comm Dir- Byron Paul(CBS). Pkgr- CBS-TV (created by Irving Mansfield); Prod- Byron Paul; Dir- Peter Birch(Tue) & Byron Paul (Thu); Prog Coord- Ruth Levine; Music Dir- Hank Sylvern; Sets- Charles Lisanby; Choreog- Peter Birch; Writers- Irvin Graham, Jimmy Shirl, Ervin Drake. Merv Griffin and Betty Ann Grove star as vocalists in this musical series, supported by a singing quartet and a group of girl dancers. The Thursday segment replaces the Jane Froman Show for the sponsor thru Sept 9. The Tuesday segment replaces the Jo Stafford Show and continues thru August 24.

Friday(25)

DuM- 9-9:30pm EDT; DEBUT; The Stranger; from WABD(NY), no. of stations indefinite. Sponsor- The Serutan Co thru Edward Kletter Associates, Inc(NY); Acct Exec- Edward Kletter; Agcy Superv- Don Blauhut. Pkgr- DuMont; Creator, Prod & Dir- Frank Telford; Writers- Nelson Giddings, Carey Wilber; Sets- Karl Hueglin; Casting- Elizabeth Mears(DuM). Mystery series, with a (Cont'd next page)

THIS WEEK(Cont'd)

Friday(25)

DuM- The Stranger (Cont'd from previous page): "stranger" as a man who comes from nowhere to enter the lives of people who have been innocently victimized; aiding them and then disappearing as mysteriously as he arrived. He is not a "super" being and uses only feasible means in performing his deeds. The program is a 13-week replacement for Life Begins At Eighty in this time spot for the sponsor.

OTHER NETWORK CHANGES & ADDITIONS

(Listings in this section frequently change information previously recorded in the Television Index cards, or in recent Weekly Reports)

ABC- Answers for Americans (Sun, 1-1:30pm EDT); Elmer Davis (Sun, 3:30-3:45pm EDT); At Issue (Sun, 3:45-4pm EDT) Last shows for all three, June 27; hiatus.

DuM- Plainclothes Man (Sun, 9:30-10pm EDT) Last live and sponsored show June 13; kine repeats on June 20, 27 and July 4; future status undecided.

NEW NETWORK SPONSORSHIPS

FLORIDA CITRUS COMMISSION (Grapefruit) thru J. Walter Thompson Co will sponsor Twenty Questions over ABC-TV, Tuesdays, 8:30-9pm EDT, effective July 6.

A. E. STALEY MFG CO (Sta-Flo Liquid Starch) thru Ruthrauff & Ryan, Inc(Chi) will sponsor the Tuesday & Thursday 9:30-9:45am EDT segments of the Breakfast Club (Mon thru Fri, 9-10am EDT) over ABC-TV, effective July 27, for 52 weeks.

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LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - The Phillies TV Auction; DEBUT June 26; Sat, 9:45-10pm EDT. Sponsor- Bayuk Cigars, Inc(Phillies Cigars) thru Ellington & Co., Inc (NY). Production info not available at press time. Pitchman Sid Stone will conduct a television auction of all types of merchandise, with home viewer and audience participation. Bidding for the merchandise will be by Phillies' cigar bands, package fronts and box lids instead of money.

WNBT(Ch 4) - The Guy Lombardo Show; CHANGE June 18, 25; Fri, 7-7:30pm EDT. Last New York two programs of the season before summer hiatus originate from Lombardo's East Point House, Long Island. Program will return Sept 3.

KFIA(Ch 2) - The Harry Owens Show, ON KINE; STATION DEBUT June 18; Fri, 9:30-10 Anchorage, Alaska pm (13 day delay). Program originates live over KNXT(LA) and is sponsored by Regal Amber Brewing Co (Regal Pale Beer) thru Guild, Bascom & Bonfigli, Inc(San Francisco) over the Columbia Television Pacific Network. With the new addition, the program is seen over a total of 15 CTPN stations, live and delayed. (See page 25 for original KNXT debut information).

KNXT(Ch 2) - The Larry Finley Show; DEBUT June 20; Sun, 10:30pm-12midnight PDT. Los Angeles Participations. Pkgr- KNXT; other production info not available. Larry Finley is host for variety and musical acts and interviews show business celebrities.

KNXT - Now and Then; DEBUT June 27; Sun, 6:30-7pm PDT. Sustaining. Pkgr- KNXT; Prod- William Whitley; Dir- Bill Alcine. Dr. Frank C. Baxter takes viewers through the world of literature old and new; reviewing great events and outstanding eras in the recorded history of man and illustrating his commentary with major writings of every type.

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

| <u>STA &amp; CHAN</u>         | <u>SERIES TITLE &amp; DISTRIB</u>                                    | <u>SPONSOR &amp; AGENCY</u>                                  | <u>START DATE</u> | <u>DAY</u>   | <u>TIME</u>                 |
|-------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------|-------------------|--------------|-----------------------------|
| <u>New York</u>               |                                                                      |                                                              |                   |              |                             |
| WNBT(4)                       | #"The Big Matinee" (re-runs of Ford Theatre and others)(Screen Gems) | -Participations                                              | 6/21              | Mon thru Fri | 1-1:30pm                    |
| WPIX(11)                      | *"Your Gospel Singer" (Prod by Dundee Prods, Inc)                    | -Sustaining                                                  | 6/20              | Sun          | 12:45-1pm                   |
| <u>Chicago</u>                |                                                                      |                                                              |                   |              |                             |
| WBEM-TV(2)                    | *"Range Rider" (CBS Film Sales)                                      | -Sustaining                                                  | 6/14              | Mon thru Fri | 5-5:30pm<br>Sat 4:45-5:15pm |
| <u>Los Angeles</u>            |                                                                      |                                                              |                   |              |                             |
| KTTV(11)                      | *"Stories of the Century" (Hollywood Television Service)             | -Sears, Roebuck & Co thru Roche, Williams & Cleary, Inc(Chi) | 6/20              | Sun          | 9-9:30pm                    |
| KTTV(11)                      | #"City Assignment" (Re-runs of Big Town) (United TV Programs)        | -Participations                                              | 6/14              | Mon thru Fri | 5-5:30pm                    |
| *First run in market #Re-runs |                                                                      |                                                              |                   |              |                             |

CASTING: The Marriage (NBC, Thu, 10-10:30pm, debut July 1 in color and b & w; starring Hume Cronyn and Jessica Tandy, with Susan Strassberg & Malcolm Broderick) Casting: Director Jack Garfein at Ted Ashley's office; will use occasional supporting players and extras, all "Gramercy Park" rather than conventional types.....TV's Top Tunes (CBS, Mon, Wed, Fri, 7:45-8pm, debut June 28) Casting (name guest singers, other top names only) Bob Rogers at Cunningham & Walsh, 260 Madison Ave, MU 3-4900. Casting Dir-Choreog: Lee Morrison, 320 E 53rd, MU 8-8847; lines up actors for sketches, lesser known variety acts, etc.

RATINGS DIGEST

| <u>ONCE WEEKLY PROGRAMS</u><br><u>EVENING, SPONSORED</u><br><u>(Net - Film or Live)</u> | <u>NATIONAL NIELSEN</u><br>2 weeks end May 22 |                 | <u>U.S. PULSE TV</u><br>Week Apr 1-7 | <u>TRENDEX</u><br>Week June 1-7 |
|-----------------------------------------------------------------------------------------|-----------------------------------------------|-----------------|--------------------------------------|---------------------------------|
|                                                                                         | <u>Homes(000)</u>                             | <u>Homes(%)</u> | <u>MAY</u>                           | <u>JUNE</u>                     |
| I Love Lucy(CBS-F)                                                                      | (1) 16,959                                    | (1) 58.5        | (1) 49.1                             | (1) 39.0                        |
| Dragnet(NBC-F)                                                                          | (2) 13,518                                    | (2) 48.4        | (2) 47.3                             | (2) 37.8                        |
| Bob Hope Show(NBC-L)                                                                    | (3) 12,317                                    | (3) 45.1        | #                                    | #                               |
| Ford Theater(NBC-F)                                                                     | (4) 11,321                                    | (4) 42.4        | (8) 32.6                             | *                               |
| Television Playhouse(NBC-L)                                                             | (5) 10,929                                    | (6) 39.3        | *                                    | *                               |
| Blue Ribbon Boxing(CBS-L)                                                               | (6) 10,820                                    | (10) 37.9       | *                                    | *                               |
| Jackie Gleason Show(CBS-L)                                                              | (7) 10,730                                    | (5) 40.3        | (5) 39.5                             | (3) 32.5                        |
| You Eat Your Life(NBC-F)                                                                | (8) 10,693                                    | (9) 38.0        | (4) 41.9                             | (9) 27.1                        |
| Colgate Comedy Hour(NBC-L)                                                              | (9) 10,551                                    | *               | *                                    | *                               |
| Red Buttons(CBS-L)                                                                      | (10) 10,304                                   | *               | *                                    | (8) 28.7                        |
| Buick-Berle Show(NBC-L)                                                                 | *                                             | *               | (6) 33.7                             | *                               |
| Godfrey & Friends(CBS-L)                                                                | *                                             | *               | (7) 32.9                             | (7) 29.2                        |
| Fireside Theatre(NBC-F)                                                                 | *                                             | *               | (9) 32.4                             | (10) 26.8                       |
| Burns & Allen(CBS-F)                                                                    | *                                             | *               | (10) 31.9                            | *                               |
| This Is Your Life(NBC-L)                                                                | *                                             | (8) 33.6        | *                                    | (4) 31.6                        |
| Godfrey Talent Scouts(CBS-L)                                                            | *                                             | (7) 38.8        | *                                    | (5) 29.8                        |
| Toast of the Town(CBS-L)                                                                | *                                             | *               | *                                    | (6) 29.8                        |

CODE: \*Not placed in first ten in survey #Not on air during survey week  
Numbers in parentheses denote placement in each survey list NOTE: U. S. Pulse TV is national, covering 60 broadcast areas. The Nielsen is national. Trendex is a 10-city survey. See page 83 for previous digest.

TELEVISION INDEX

New Listings and Revisions

June 17, 1954

ROSS REPORTS ON TELEVISION

551 Fifth Ave. New York 17

Murray Hill 2-5910

Last month an entirely new set of white cards for ABC & CBS was issued, replacing all previous cards for those networks. This month there are complete revisions for DuM & NBC, bringing the network card file completely up to date. Future additions and corrections to the entire file will be mailed about the middle of each month.

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

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

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

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

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

AMERICAN BROADCASTING COMPANY

New listings: MONDAY NIGHT FIGHTS FROM EASTERN PARKWAY; ON THE BOARDWALK.

Replace: Replace all ABC yellow cards with those in the packet. This is a complete replacement of network film show cards.

Remove cards from file: JAMIE

COLUMBIA BROADCASTING SYSTEM

New listings: EARN YOUR VACATION; SEARCH FOR TOMORROW; YOUTH TAKES A STAND (the latter two cards were not included in last month's corrections.)

Replace previous cards: THE FIGHTER DAY; replace all CBS yellow cards with those in the packet. This is a complete replacement of network film show cards.

Remove cards from file: ROD BROWN OF THE ROCKET RANGERS; JACK BENNY SHOW; RED BUTTONS SHOW; FRED WARING SHOW.

DUMONT TELEVISION NETWORK

Replace all white and yellow cards in the file with the new ones in the enclosed packet.

NATIONAL BROADCASTING COMPANY

Replace all white and yellow cards in the file with the new ones in the enclosed file.

TALENT SHOWSHEET JUNE 21-27, 1954

Most of the shows on June 18, 19, 20 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, June 25. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (S), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY JUNE 18

THE NEW REVUE (Mike Wallace) CBS 5:30 The Blackburn Twins & Evelyn Ward (D); Mr. Ballantine (magic); Charlie Applewhite (S) & regulars (LAST SHOW OF SEASON)

DAVE GARROWAY NBC 8pm Connie Russell (S) & regulars

LIFE BEGINS AT 80 DuM 9pm Pat Rooney (D) & regulars (LAST SHOW OF SEASON)

SATURDAY JUNE 19

Range Rider (Jack Mahoney & Dick Jones) WNBT 6:30 Old Timer's Trail - (O) by Paul Gangelin; with regulars & Erville Alderson, Shelby Wooley, Charles Stevens, Elaine Riley, Rush Williams, Stanley Andrews, Dee Cooper; (SD)

Man Against Crime (Ralph Bellamy) WNBT 7pm (&NBC Sun 10:30pm) No Place to Hide - (O) by Vincent Bogert; with Nita Talbot, Theodore Hart, Henry Lascoe, Victor Rendina, Helen Chapman, Henry Bertram Thomas, Viola Frayne, Sid Raymond; (SD)

SUNDAY JUNE 20

LAMP UNTO MY FEET (Bill Leonard) CBS 10am Water Torture - (O) by Allan E. Sloane; with Sara Seegar, Edward Binns, David Sniderman; (SD)

HALLMARK HALL OF FAME(S. Churchill) NBC 5pm Flight from Cathay - (O) by Irving Elman, (A) by Helene Hanff & Irving Elman; with Dennis Harrison, Sarah Churchill, Walter Kingsford, Richard Elliott, Barry Kroeger, Peter Van Eyck, Lance Fuller, Jean Innes, Earl Lee, Marian Richman; (SD, H'D)

YOU ARE THERE (Walter Cronkite) CBS 6:30 The Crisis of Ann Boleyn - (O) by Maury Stern; with Beatrice Straight, Frederic Rolfe, Rosemary Murphy, Douglas Watson, Philip Bourneuf, Louise Buckley; (SD)

Cheer Television Theatre NBC 7pm Man of the Eluff - (O) by Morgan Lewis, (A) by Frank Burt; with Bill Phipps, Jean Inness, Kathleen Case, Myron Healey, Chris Drake, Zon Murray; (SD) by Robert Walker

ON THE BOARDWALK (Paul Whitean) ABC 8pm Carol Bennett (S), Harry DeDeo (juggler), the Dancing Barons (D), Mickey Greavine (M); Judges: Earl Wrightson(S), Bill Silbert (disk jockey)

ROCKY KING, DETECTIVE (Roscoe & Todd Karns) DuM 9pm Red is for Blood - (O) by Philip S. Goodman; with Barbara Ashley Joyce Heller, Henry Hart, Allan Hancock, Doug Taylor; (SD)

GOODYEAR TELEVISION THEATRE NBC 9pm Write Me Out Forever - (O) by David Shaw; with Eva Marie Saint, Barbara Baxley, Bob Emmett, Jane Hoffman, Gene Saks; (SD) by Vincent Donehue

THE PLAINCLOTHES MAN (Ken Lynch) DuM 9:30 Rural Intrigue - kine repeat

THE MAN BEHIND THE BADGE CBS 9:30 New Hampshire - (O) by David Harmon; with Russell Hardie, Dean Harens, June Dayton, Chris White, Gage Clarke, Agnes Young, John McGovern, Ruth Yorke, William Keene, Roy Fant, Lisa Howard; (SD)

THE WEB CBS 10pm Look at the Clown - (O) by James P. O'Neill; with Henry Lascoe, Paul Lipson, Betty McCormack, Patty McCormack, Sarah Fussell, Tani Seitz, William Berrian, William Sharon; (SD) by Hirschman

THE CASSINI SHOW WNBT 11:20 Carol Haney (D), Helene Darcel, Clark Dennis (both S), others

MONDAY JUNE 21

Duffy's Tavern (Ed Gardner) WNBT 7pm Archie Sells the Tavern - incorrectly listed for last week (See 6/13/54-Page A for cast)

MONDAY JUNE 21 (Cont'd)

TONY MARTIN NBC 7:30 Dinah Shore (S) (FROM HOLLYWOOD)

DROODLES NBC 8pm regulars: Roger Price, moderator-host; panelists: Marc Connelly  
(NET EXCEPT WNBT)(playwright), Carl Reiner (actor), Denise Lor (S); guest:  
Denise Darcel (S) (PREMIERE OF NEW SERIES)

VOICE OF FIRESTONE NBC 8:30 Brian Sullivan (S)

TALENT SCOUTS CBS 8:30 Jean Maretta (S), Pat Boone (S), Charles Leighton (M)

ROBERT MONTGOMERY NBC 9:30 Great Expectations - Part II - The Reality - (O) by Charles Dickens, (A) by Doria Folliat; with Roddy McDowall, Estelle Winwood, Joan Elan, Scott Forbes, Alistaire Duncan, Jacques Aubuchon, Malcolm Lee Beggs; (SD) by Norman Felton

STUDIO ONE SUMMER THEATRE CBS 10pm Fandango at War Bonnet - (O) by Carey Wilber; with Darren McGavin, Monica Boyar, Kenneth Utt, Wesley Addy, Victor Thorley, William Harrigan, Royal Dano, Parker Fennelly, George Mathews, John Boruff, Arthur O'Connell, Royal Dano, P. J. Kelly, Elmer Lehr, Walter Barnes, Karl Lukas, Joanna Vischer, Jane Salisbury, Thomas Walsh, Charlotte Knight; (SD) by Allen Reisner (PREMIERE)

TUESDAY JUNE 22

Janet Dean  
(Ella Faines) WNBT 7pm Sloane Case - (O) by Marie Baumer & Victor Wolfson; with Natalie Schafer, Carrie Bridewell, Addison Richards, June Hunt, Justice Watson, Donald Curtis, Charles Quinlivan, Rusty Lane, Maurice Shrog, Mona Bruns, Glen Walken; (SD)

Cavalcade of America ABC 7:30 Courage in Connecticut - (O) by Warner Law; with Booth Colman, Sean McClory, Anne Kimball, Morris Ankrum, Paul Keast, Keith McConnell, Patrick O'Moore, John Hoyt, Raymond Greenleaf; (SD) (LAST SHOW OF SEASON, SEEN THRU SUMMER AS SPOTS THRU COUNTRY) regulars & Sarah Krohner, Judith Malina, Louis Sorin; (SW & SD)

THE GOLDBERGS DuM 8pm The Orchard - (O) by Art Wallace; with Frank McHugh, Mildred Dunnock, Sara Anderson, House Jameson

LOVE STORY DuM 8:30 Rory Calhoun & Lita Barron, Cliff Norton (C), Duke Snyder, Carl Erskine, Russ Meyer (all baseball), Denise Darcel

ARTHUR MURRAY PARTY NBC 8:30 Valley of the Shadows - (O) by William Leicester & Madeline Thompson, (A) by Seeleg Lester & Merwin Gerard; with Dabbs Greer, Jeff York, Lorna Thayer, Russ Conway, Jim Hayward, Nolan Leary, Teddy Infuhr, Dale Van Sickel, William Fawcett, Glenn Strange; (SD)

Fireside Theater  
(Gene Raymond) NBC 9pm

UNITED STATES STEEL HOUR ABC 9:30 Fearful Decision - (O) by Cyril Hume & Richard Maibaum; with Ralph Bellamy, Meg Murdy, Sam Levene, Frank Wilson, Frank Overton, George Mitchell, Joey Fallon, Theodore Newton, Paula Bauer-smith; (SD)

SUSPENSE CBS 9:30 String - (O) by Congressman Douglas Stringfellow; (A) by James F. Cavanagh; with Harry Townes, Richard Merrill, Frank Behrens, Jack Lord, Peter Capell; (SD)

DANGER CBS 10pm One Can't Help Feeling Sorry - (O) by Frank Gilroy; with Edward Binns, Sandy Kenyon, David Orrick, Frank Corsaro, James Lacirignola, Mike Gazzo, Richard Garth, Nehemiah Persoff; (SD)

WEDNESDAY JUNE 23

Wild Bill Hickok  
(Guy Madison) WNBT 6pm Kansas Kid Gang - with regulars & George Lewis, Fred Koeler, Carol Brannan, Iris Coffin, Larry Hudson; (SW & SD)

KRAFT TELEVISION THEATRE NBC 9pm The Long Road Home - (O) by Marc Brandel; with James Gregory, Peggy Conklin, Sara Haden, Denise Alexander, John Connoughton, Raymond Diemi, Patsy Bruder, Jack Arthur, John Shellie; (SD)

STARS ON PARADE DuM 10:30 Vicky Mills (S), The Treniers (S,D&M), Phil Lawrence & Mitzi (D)

THURSDAY JUNE 24

Ray Bolger ABC 8:30 regulars & Dick Erdman, Sylvia Lewis, Maurice Kelly, George Chandler, Bob Faulk, Marilyn Carroll, John Doucette, Shirley Mitchell; (SW & SD)





SATURDAY JUNE 26 (Cont'd)

Man Against Crime (Ralph Bellamy) WNBZ 7pm Connecticut State Police Story - (O) by P. Harry Namsier; with Steve Holland, Russell Hardie, Blair Davies, Walter Klavun, Dennis Bohan, Philip Kenneally, Don Gordon, Allan Hale, Zachary Charles; (SD)

SUNDAY JUNE 27

LOOK UP AND LIVE CBS 10:30 Mary Mayo (S)

Cheer Television Theatre NBC 7pm The Boss Comes to Dinner - (O) by Sid Zelinka & Howard Harris; with Marilyn Erskine, Robert Paige, Vince Barnett, Valerie Vernon, Paul Maxey, Frances Bavler, Bill Baldwin; (SD)(LAST IN SERIES)

TOAST OF THE TOWN (Ed Sullivan) CBS 8pm Genevieve de Galard-Terraube (nurse of Dien Bien Phu) on film; also Patachou (S), Richard Hearne (C); Live performers in NY: Bert Lahr (C), Pat Henning (C), the Szonys (D)

PHILCO TELEVISION THEATRE NBC 9pm Friday the 13th - (O) by Sumner Locke Elliot; with Brett Somers, Julie Follansbee, Rebecca Sands, Mark Roberts, Phil Abbott, Shirley Grayson, Ginger MacManus, Lisa Osten; (SD) by Arthur Penn

THE MAN BEHIND THE BADGE (Fred Uttal) CBS 9:30 Portland, Maine - (O) by Nelson Gidding; with Lawrence Fletcher, Leslie Nielsen, Phil Sterling, Joy Reese, Jerry Eskow, Blair Davies, Bernard Grant; (SD)

THE WEB CBS 10pm The Missing person - (O) by Art Wallace; with James Daly, William Koerick, Christiane Felsmann, Victor Sordin, Andre Charise, Eric Daniel; (SD) by Lela Swift

NEW YORK TALENT AVAILABILITIES

MAY WYNN & ROBERT FRANCIS - featured in The Caine Mutiny film - PRESS: George Ettinger, CI 5-5000

SIGNE HASSO - Swedish actress of stage and screen - AGT: Kenneth Later, PL 7-6964

JEAN STAPLETON - in first two opening bills at Westport Country Playhouse - under exclusive management to George Morris, MU 8-0960

WILL KULUVA - last on Broadway in My Three Angels - AGT: Grace Lyons, JU 6-8330

ESTELLE WINWOOD - featured in 2-part production of Great Expectations on Robert Montgomery - AGT: Roberts-Marshall, CI 5-8705

JOHN WILLIAMS - repeats role of detective in film version of Dial M for Murder - AGT: Briscoe & Goldsmith, MU 2-6244

PAT BRISLIN - popular ingenue - AGT: William Morris, JU 6-5100

PHILIP KENNEALLY - young character actor - SU 7-4400 or JU 2-1515

LAWRENCE FLETCHER - AGT: Eleanor Kilgallen, PL 9-7500

REMO PISANI - versatile actor and linguist - PL 7-6300

SCOTT MCKAY - currently in Sabrina Fair - BU 8-7224

JOHN ALEXANDER - featured as the fisherman in Ordine - CO 5-8450

ERENDA LEWIS - recently closed in Girl in Pink Tights - New Rochelle 2-0389

BRETT SOMERS - in next week's Philco show (see listing above) - PL 7-6300

WINIFRED CUSHING - mother of The Little Fugitive - LE 2-1100

UNA O'CONNOR - veteran comedienne - AGT: Lee-Draper, JU 6-4180

GINGER MacMANUS - child actress - AGT: Julie Leonard, EL 5-5636

HERBERT BERGHOF - AL 4-9547