

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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EDITOR: Jerry Leichter  
ASSOC ED: Alvin Sullum  
BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

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### WEEKLY REPORT

#### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

##### Monday(23)

CBS- 7:45-8pm EDT, Mon, Wed, Fri; RETURN; Perry Como Show; from WCBS-TV(NY), 60 stations live, 12 kine. Sponsor- Liggett & Myers Tobacco Co (Chesterfield Cigarettes, L & M Filters) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred Walsh; Agcy Superv- Robert Rogers; Prog & Comm Anncr- Joel Aldred. (Chesterfield commercials, live and film; L & M commercials, film. Films are by Elliot Unger & Elliot, Robert Lawrence Productions, Volcano Productions, others). Pkgr- Cunningham & Walsh, Inc; Prod & Dir & Writer- Lee Cooley; Sets- John Root; Music Dir- Mitchell Ayres (& orch); Costumes- Virginia Marsh; Choreog- Miss Lee Morrison. Perry Como stars with a music-variety format; featuring the Ray Charles Chorus and top name guest stars. Program returns after summer hiatus which began after the June 25 program. Replacement was TV's Top Tunes, last show Aug 20.

##### Tuesday(24)

CBS- 10-10:30pm EDT; RETURN; Life With Father; from KNXT(H'wood), no. of stations indefinite. Alternate sponsors- Pet Milk Co (Milk products) thru Gardner Advertising Co(St. Louis); Acct Exec- Champ Humphrey; Agcy & Comm Superv & Comm Dir- Roland Martini(NY). Beginning sponsorship Sept 7, alternate weeks; S. C. Johnson & Son, Inc(Johnson's Wax & other wax products) thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- John J. Louis; Agcy Superv- Frank Pittman (H'wood). Pkgr- CBS-TV(H'wood); Prod- Fletcher Markle; Assoc Prod- Vincent McConnell; Dir- William H. Brown; Music Composer- David Raskin; Music Dir- Lud Gluskin; Editorial Advisers- Katherine Day, Howard Lindsay, Russel Crouse; Writers- Whitfield Cook, William Roberts, A. J. Russell. Return of the comedy series based on Clarence Day's stories; starring Leon Ames as Father Day and Lucrece Tuttle as Mother Day; with Steven Terrell as Clarence Day, Jr.; and Malcolm Cassell, B. G. Norman, Harvey Grant, Dorothy Bernard and Marion Ross as other members of the Day family and household staff. Program returns after summer hiatus on a new day and time. Formerly seen Sun, 7-7:30pm, last show May 16. It now replaces Danger, which moves to 9:30-10pm, replacing Suspense, which left the air after its Aug 17 program.

##### Wednesday(25)

NBC- 7:30-7:45pm EDT; Wed, Fri; RETURN; Coke Time Starring Eddie Fisher; from WNBT(NY), no. of stations indefinite. (Cont'd next page)

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Wednesday(25)

NBC- Coke Time Starring Eddie Fisher (Cont'd from previous page): Sponsor- The Coca-Cola Co thru D'Arcy Advertising Co(NY); Acct Exec- Frank Weber; Agcy Superv- Paul Louis; Comm Superv- Marek Windheim; Comm & Prog Anncr- Ed Stokes. Pkgr- MCA(NY); Prod & Casting- Danny Welks(MCA); Dir- Herb Sussan; Music Dir- Axel Stordahl; Sets- Paul Barnes; Writer- Gordon Auchincloss. Eddie Fisher returns in his music show, with Fred Robbins as host, and guest stars. Last program before summer hiatus was June 25. Summer replacement was The World of Mr. Sweeney (Tue thru Fri), last show Aug 26.

Thursday(26)

NBC- 9-9:30pm EDT; RETURN; Dragnet, ON FILM; from WNBT(NY) & KNBH(H'wood), 75 stations net, 48 delayed. Sponsor- Liggett & Myers Tobacco Co(Chesterfield Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred H. Walsh; Agcy Superv- Norman Gort; Comm Anncrs- George Fenneman, Hal Gibney. Pkgr- Mark VII Productions(H'wood); Prod & Dir- Jack Webb; Dir of Photog- Edward Coleman; Superv Film Ed- Robert M. Leeds; Music Dir & Composer- Walter Schumann; Orchestrations- Nathan G. Scott; Writers- Jack Webb, John Robinson. Jack Webb stars as Detective Sgt. Joe Friday, with Ben Alexander as Officer Frank Smith, in dramatizations of cases from the files of the Los Angeles Police Dept. Program is first in new series after summer hiatus; re-runs as Dragnet's Best were on from June 3 thru Aug 19.

NBC- 10-11pm EDT; RETURN & NET DEBUT; Lux Video Theatre; from KNBH(H'wood), no. of stations indefinite, all live. Sponsor- Lever Brothers Co(Lux products) thru J. Walter Thompson Co(NY); Acct Exec- Robert Black; Agcy Superv- Cornwell Jackson(LA); Prog & Comm Anncr- Ken Carpenter (live and film). Pkgr- J. Walter Thompson Co(LA); Exec Prod- Cornwell Jackson; Prod- H. Calvin Kuhl; Alternate Dirs- Buzz Kulik, Richard Goode, Earl Ebi; Music Dir- Rudolph Schrage; Sets- William Craig Smith; Writer-Adapters- Sanford H. Barnett & Richard McDonagh. Adaptations of famous motion pictures, starring prominent Hollywood talent. The program originally made its debut as a half-hour program over CBS-TV on Oct 2, 1950, from New York. It switched to a Hollywood origination on Sept 3, 1953, and the last program over CBS-TV was June 24, 1954. In its new NBC spot it replaces The Marriage, which has been seen in color since it debuted July 8, 1954, Thursdays, 10-10:30pm. Second half-hour for new Lux Video Theatre time has been local time. (In New York, Foreign Intrigue moves from the 10:30 spot to Thursday, 7-7:30pm EDT). After the debut program, James Mason will be permanent host for the Lux series.

Friday(27)

DuM- 10:30-11pm; DEBUT; Time Will Tell; from WABD(NY), to the net. Sustaining. Pkgr- Adams-Davis Productions(NY); Prod- Robert Adams; Dir- Harry Coyle. Ernie Kovacs is m.c. for a new audience participation quiz show in which contestants with unusual occupations compete against time (measured by the falling sand in a five-foot hour glass) for various prizes. Program replaces Gamble On Love in this time spot. (See page 110).

Saturday(28)

NBC- 1:45-4:15pm EDT approx; DEBUT; Canadian Professional Football; from CBC relay to NBC U.S. pickup. Games will originate from Hamilton(CFCH-TV); Toronto(CBLT), Montreal(CBFT) and Ottawa(CBOT), to the NBC net. Sustaining. Pkgr- NBC-TV Sports Dept; Prod- Tom Gallery(NBC); NBC Tech Superv- Perry Smith (with CBC crew). Thirteen-game series of Eastern Big Four pro team games -- Hamilton Tiger-Cats, the Ottawa Rough Riders, the Toronto Argonauts and the Montreal Alouettes. Lindsey Nelson will handle play-by-play commentary, with Jim Crowley handling "color" and comment.

THIS WEEK(Cont'd)

Saturday(28)

NBC- 8-8:30pm EDT; DEBUT; The Mickey Rooney Show, ON FILM; from WNBT(NY) & KNBH (H'wood), 32 stations net, 9 delayed. Alternate Sponsors- Pillsbury Mills, Inc(Cake mixes) thru Leo Burnett, Inc(Chi); Acct Exec- Joe Greeley; and Green Giant Co(Canned vegetables) thru Leo Burnett, Inc(Chi); Acct Exec- Wm. L. Diener Pkgr- Mickey Rooney Enterprises(H'wood); Film Prod- Volcano Productions, Inc (H'wood); Prod- Joseph Santley; Dir- Leslie Martinson; Prod Superv- Dewey Stark-ey; Writers- John Fenton Murray, Benedict Freedman. Situation comedy series, starring Mickey Rooney as Mickey Mulligan, a page at a West Coast broadcasting company. (Working title of the series was Hey, Mulligan). Regis Toomey and Claire Carleton play Mulligan's father and mother; with Carla Balenda as his girl friend, John Hubbard as his boss and Joey Forman as Mickey's pal. Program replaces Bank on the Stars in this time spot.

Sunday(29)

CBS- 1-1:30pm EDT; SPECIAL; Little League World Series Final, ON FILM; from WCBS-TV(NY), no. of stations indefinite. Sponsor- U. S. Rubber Co(Footwear & General Products Div) thru Fletcher D. Richards, Inc(NY); Acct Exec- Fletcher D. Richards. Pkgr- CBS News & Public Affairs Dept (Sports Div); Prod & Dir- Judson Bailey; Assoc Prod- Hugh Beach. Film high spots of the finals of Little League World Series, to be held in Williamsport, Pa., the week of Aug 23, with Mel Allen narrating the program which will also include "color" on Little League Week. Commercials will be live.

CBS- 6:30-7pm EDT; RETURN; You Are There; from WCBS-TV(NY), 60 stations live, 49 kine (for Electric Companies); 65 stations live, 48 kine (Prudential). Alternate Sponsors- Electric Companies of America thru N. W. Ayer & Son, Inc(NY); Acct Exec- Dwight Van Meter; Agcy Superv- Edward R. Dunning; Comm Superv- John Caldwell; Comm Anncr- Robert E. Wright; and The Prudential Insurance Co of America thru Calkins & Holden, Inc(NY); Acct Exec- M. E. Carlock; Agcy Superv- Peter A. Krug; Comm Superv- Robert E. Tucker; Comm Anncr- Bill Shipley. Pkgr- CBS-TV(NY); Exec Prod- William Dozier; Prod- Charles W. Russell; Dir- Sidney Lumet; Sets- Bob Markell; Costumes- Mary Merrill; Casting- Robert Dale Martin(CBS Casting). Dramatizations of great historical events presented as if they were happening at the moment they are appearing on TV screens, with Walter Cronkite as principal narrator, assisted by CBS Television staff reporters. Program returns from summer hiatus which began after the June 27 program. It replaces Man of the Week in its time spot. (See page 131).

NBC- 3:30-4pm EDT; RETURN; Comment; from WNBT(NY) & WNBW(Wash), to the net. Sustaining. Pkgr- NBC News & Special Events(NY); Prods- Ann Gillis(NY) & Julian Goodman(Wash); Dir- Robert Doyle(Wash). News documentary featuring staff commentators and overseas correspondents interpreting international events. Program returns to a new day and time after three weeks. It was formerly seen Mondays, 8:30-9pm. (See page 131).

NBC- 10-10:30pm EDT; RETURN; The Loretta Young Show, ON FILM; from WNBT(NY) & KNBE(H'wood), no. of stations indefinite. Sponsor- Procter & Gamble Co (Tide) thru Benton & Bowles, Inc(NY); Acct Exec- Marshall Clark; Agcy Superv- Alan Sidnam; Prog & Comm Anncr- John Kennedy. Pkgr & Film Prod- Lewislor Enterprises, Inc(H'wood); Exec Prod- Tom Lewis; Asst Prod- J. Frank O'Neill; Dir- Justus Addiss (10 shows or more); Asst Dir- James Casey; Music Dir- Harry Lubin; Sets- James Roach; Costumes- (for Loretta Young) Helga; (others) Maria Donovan, Carey Cline; Script Ed- Ruth Roberts; Ed Superv- Joseph Dervin; Film Dir- Norbert Brodine. Loretta Young stars in half-hour dramas based on solutions to problems stated in letters. Program returns after summer hiatus which began after the June 27 program. It replaces Dollar A Second, which will move to ABC-TV, Oct 1.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Who's the Boss (Fri, 8:30-9pm EDT) Last show Aug 27. Replaced by Greatest Sports Thrills, sports films which are also seen Sat, 8:30-9pm on the net.

Smilin' Ed's Gang; RETURN Aug 21; Sat, 10:30-11am EDT; from WABC-TV(NY), no. of stations indefinite. Sponsor- Brown Shoe Co(Buster Brown Shoes) thru Leo Burnett Co., Inc(Chi); Acct Exec- O. W. Heath. Pkgr & Film Prod- Frank Ferrin Productions(H'wood); Prod-Dir-Writer- Frank Ferrin; Asst Prod- Ralph Ferrin. The late Smilin' Ed McConnell, in films made before his recent death, stars as narrator of dramatized stories of foreign lands, with additional comic episodes involving pet animals and characterizations.

CBS- Sunday News Special (Sun, 11-11:15pm EDT) Walter Cronkite becomes permanent on-camera editor, effective Aug 22.

NEW NETWORK SPONSORSHIPS

MILES LABORATORIES, INC(Alka Seltzer & One-A-Day Vitamins) thru Geoffrey Wade Advertising(Chi) will sponsor Morgan Beatty and the News over the DuMont net, Mon thru Fri, 7:15-7:30pm, beginning Sept 27, for 52 weeks.

LEWIS HOWE CO(Tums) thru Dancer-Fitzgerald-Sample, Inc(NY) will sponsor a 10-minute segment of the Imogene Coca Show over NBC-TV, Sat, 9-9:30pm, three weeks out of four, effective Oct 2, for 39 programs. Three other advertisers will alternate in sponsoring the two other 10-minute segments each week: GRIFFIN MANUFACTURING CO, INC (Shoe Polish) thru Birmingham, Castleman & Pierce, Inc(NY); JOHNSON & JOHNSON(Band-Aids & Other products) thru Young & Rubicam, Inc(NY); THE S.O.S. CO(Scouring Pads) thru McCann-Erickson, Inc(San Francisco).

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Garfield Goose and Friend; DEBUT Aug 23; Mon thru Fri, 5:30-6pm EDT New York (from WBKB(Chi), but ABC does not consider it a net show, but rather a local show). Sustaining. Frazier Thomas stars in a puppet fantasy co-starring a gander who thinks he is a king. No production credits available.

WNBT(Ch 4) - Home Gardener and Handyman; DEBUT Aug 28; Sat, 1-1:30pm EDT. Sustaining. Pkgr- WNBT; Prod- Phil Alampi; Dir- Mike Gargiulo. Phil Alampi, WNBT-WNBC farm director, and his wife Ruth, star in a new series of demonstrations of how to plant flowers, shrubs, etc., and offer information on garden care, along with interviews with guest authorities.

WBBM-TV(Ch 2) - Howard Miller Show; STATION DEBUT Aug 27; Fri, 11pm-1am CDT. First hour sponsored; second hour sustaining. Sponsor- Household Finance Corp thru Needham, Louis & Brorby, Inc(Chi). Howard Miller brings his disc jockey-interview program to a new station. He had formerly been featured over WNBQ(Chi).

KNXT(Ch 2) - The Big News; DEBUT Aug 23; Mon thru Fri, 11-11:30pm PDT. Sponsors- Los Angeles Mon, Wed, Fri, 11-11:15pm- Longines Wittnauer Watch Co thru Victor A. Bennett Co(NY); Tue & Thu (eff Sept 14) 11-11:15pm- Mastic Tile Corp(Matico Tile) thru S. R. Leon Co(NY). Pkgr & Prod- KNXT News; Dir- Dan Gingold. Four news specialists are presented each evening: William Kennedy with latest world and local news, Bill Stout will present little-known facts behind headline stories in "special assignment," Gil Stratton will present the latest sports news and Austin Green will close with the weather. The program is an expansion of KNXT Late News and also takes over the time of Chronoscope, which moves to Sun, 3-3:15pm (on kine).

## PRODUCTION AND PROGRAMMING NEWS

**FILM DIGEST:** Jerry Stagg has been named associate producer for Hal Roach, Jr., on the new Passport to Danger series, starring Cesar Romero, scheduled to roll Sept 15 in Hollywood..... Jerry Sackheim has been named assistant to Leon Fromkess, exec producer for Television Programs of America, in charge of stories and writers. Sackheim had been story editor for Norwin Productions which produced the Ellery Queen series for TPA.....Jerry Robinson is producing the pilot for the Man Behind the Badge film series at American National Studios in Hollywood. ....Burns & Allen's McCadden Productions firm will produce a series based on the Craig Rice mysteries, starting some time in the fall. Burns acquired the rights to the stories, with the former holders, Tony London and Sam Neuman, named as producers.....Emanuel Demby has completed the first of 15 scheduled films in his Hollywood to Broadway series in New York, with a total of 52 planned for the first year. John Conte is m.c. The Broadway segments of the first 15 are completed, with the Hollywood sections to be added.....Official Films will handle Canadian distribution of Jack Chertok's Private Secretary series, Roland Reed's Trouble With Father (Stu Erwin) and is also pushing its own Secret File, USA (Robert Alda) series north of the border. The latter has just been sold to Ohio Oil Co thru N. W. Ayer & Son for 12 Midwestern markets, bringing the total market sales up to 48, with the first air presentation scheduled for Sept 1.

The George Burns and Gracie Allen program to be presented in color on Oct 4 over the CBS net, went into production Aug 18. Other film series to get the color highlight treatment will be announced periodically.....I Married Joan writers group will include Hugh Wedlock and Howard Snyder, joining Phil Sharp and Jesse Goldstein.....Transfilm Inc, New York film commercials producer, reports that for the first six months of 1954 its production is running 51 per cent ahead of the comparable period for 1953, with much of the growth represented by increased emphasis on animation. Transfilm recently added a 3,000-pound, \$30,000 animation stand to its equipment for the production of public relations and non-theatrical films as well as commercials.....WTTG(Wash) is pushing AD-I-Mations, ten-second "catch-phrase" animated commercials, which can be strung together and supported with other slides or films to make a full commercial announcement. The specials are created by Richard H. Ullman, Inc, Buffalo, NY, and are offered to stations on an exclusive local basis. WTTG is demonstrating them for local advertisers via station promotional announcements.

KING-TV(Seattle) originated the first motion picture program in color West of the Rockies on Aug 13, 14. The program included scenes of Seattle and the feature film "Alice in Wonderland," both shown Friday evening and repeated Saturday morning. The station used an Eastman Kodak 16mm continuous motion color TV projector, a prototype developed with GE, and will use it for regular programming with GE flying spot scanner equipment. The station has also announced that it will telecast color featurettes and cartoons on afternoon children's programs on a daily basis soon, as well as some feature films in color during evenings to be announced.

**NEWS & COMMENT:** Harry Richman will star in his own half-hour TV show over KTTV(LA), starting in late September. Sam Howard and Leo Turtledove will produce the series which will feature Richman singing some of the tunes he made famous and recalling other memories of his starring days on Broadway, as well as singing current pop tunes.....Robert Adams is now partnered with Donald A. Davis, former West Coaster, in Adams-Davis Productions, 18 East 50th, New York (PL 9-7979). Adams is not connected with Rockhill Productions as had been reported in connection with one of his packages. ....Crosley Broadcasting went to the unusual step in issuing a press release saying that vocalist Patti O'Hara is no longer on the WLW stations' staff as her talent contract was not renewed in Cincinnati.....Jerry Danzig has joined ABC in New York to head the production unit for a special Sept 11 pre-football season telecast. Danzig has most recently been with Worthington Miner Productions, but earlier this year he had ended a six-year relationship with CBS, winding up his tenure as a major producer and last as a color program producer and supervisor.....ABC has also announced the appointment of Matt Harlib as a staff director, with his first two assignments to be Stop the Music beginning Sept 7 and the Packard Program starring Martha Wright returning Sept 12.....Goodson-Todman has completed script buying for The Web with the show going off the air Sept 26..... Martin and Lewis will open the 1954-1955 Colgate Comedy Hour on Sept 19 in the first of the five shows scheduled for the team during the year.

There were 30,717,000 television sets in use in the U. S. as of July 1, according to the monthly estimate released by Hugh M. Beville, Jr., NBC director of research.....NBC special press release stationery for two groups of its coming spectaculars is headed, "A Max Liebman Production," printed red on black. It's probably the first time in TV history that a net has so honored a producer.....WTVJ(Miami) has released the results of an informal survey of the commission payment practices of six leading stations (including WTVJ) in markets of 250,000 or more population. While all stations pay commissions on time charges, three of the stations reported that they pay agency commission on live studio charges, but three do not. Two stations pay agency commission on news services; four do not. Two stations pay their national reps a commission on remote charges; three do not. One station pays its national rep a commission on photographic services; four do not.

**PERSONNEL CHANGES:** Sig Mickelson appointed vice president of the Columbia Broadcasting System, Inc., in charge of CBS News and Public Affairs, with both departments of CBS Radio and CBS Television now combined in one unit. Following the consolidation, Edward P. Morgan was named Director of News; Irving Gitlin, Director of Public Affairs, and Elmer Lower, director of special projects.....Edward P. Shurick appointed national director of station relations for the CBS Television net.....Craig Lawrence appointed to fill the new post of director of station administration of CBS Television. Sam Cook Digges was named general manager of WCBS-TV, succeeding Lawrence in that post.

TALENT SHOWSHEET AUGUST 23-29, 1954

Most of the shows on August 20, 21, 22 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, August 27. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse, The Best in Mystery, Topper.

FRIDAY AUGUST 20

THE STRANGER  
(Robert Carroll) DuM 9pm

(O) by James Blumgarten; with Pat Breslin, Eric Fleming, Heywood Hale Broun, Ann Shoemaker, Jay Barney; add: Basil Howes; (SD)

SATURDAY AUGUST 21

CAMERA THREE WCBS 2pm

Royal Dano, Thomas Scott (S), Michael Kane

SUNDAY AUGUST 22

FRONTIERS OF FAITH NBC 1:30

Dr. Faustus - (O) by Christopher Marlowe; with Anthony Messuri, James Millhollin, Frank Blair; (SD)

TOAST OF THE TOWN  
(Ed Sullivan) CBS 8pm

Eartha Kitt (S), Janis Paige (S), John Raitt (S), the Andrea Dancers, the Bogdadis (acro), Miss Malta & Co. (dog) (COLOR)

COLGATE SUMMER COMEDY HOUR NBC 8pm

Margaret Whiting (S), Dick Contino (M), Gene Sheldon (C), Alan King (C), the Hamilton Trio (D) (FROM HOLLYWOOD)

ROCKY KING, DETECTIVE.  
(Roscoe & Todd Karns) DuM 9pm

Portrait of Death - (O) by Lewis Scott; with John Seven substituting for vacationing Roscoe Karns; Court Benson, Mitchell Agruss, Margaret O'Neill, Jayne Heller, Hal Holbrooke; (SD)

BREAK THE BANK ABC 10pm

Bill Cullen subs as guest MC while Bert Parks vacations for 3 weeks

MONDAY AUGUST 23

Duffy's Tavern  
(Ed Gardner) WNBT 7pm

Honesty is the Best Policy - with regulars & Elvia Allman, John Doucette, Lillian Culver, Grace Hayle, Jack Lomas; (SW,D)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30

Jack Rogers (M), Miles Nekolny (S), Jeanne Castle (S)

THE VOICE OF FIRESTONE ABC 8:30

Virginia Haskins (S), Eugene Conley (S)

Public Defender  
(Reed Hadley) CBS 9pm

Little Egypt - (O) by John Tucker Battle; with Marie Windsor, Jimmy Gleason, Jeri Lou James; (SD)

ROBERT MONTGOMERY NBC 9:30

Personal Story - (O) by Theodore & Mathilde Ferro; with regulars; (SD) by Norman Felton

STUDIO ONE SUMMER THEATRE CBS 10pm

Experiment Ferilous - (O) by Stanley J. Wainbaum, (A) by Mel Goldberg; with Constance Ford, Augusta Dabney, Philip Bourneuf, Stefan Olsen, Kathleen Phelan; Dir by Mel Ferber

*originally done in '49 as Kyra Zelas - (A) by Northampton Miner*  
Adolphe Menjou's Favorite Story WNBT 10:30

Sudden Impulse - (O) by Walt Whitman, (A)-(SW); with Marshall Thompson, Gloria Jean, William Hudson, Helen Spring, Michael Whalen, Gayne Whitman; (SD)

TUESDAY AUGUST 24

Janet Dean, R. N.  
(Ella Raines) WNBT 8pm

Coleman Case - (O) by Max Wilk; with Bethel Leslie, Sara Seegar, Frank Overton, Isobel Elsom, June Walker; (SD)

ARTHUR MURRAY PARTY  
(Kathryn Murray) NBC 8:30

Johnnie Ray (S), Jonathan Lucas (D), Jackie Miles (C)

TUESDAY AUGUST 24 (Cont'd)

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CENTER STAGE ABC 9:30 The Worthy Opponent - (O) by Rod Serling with Charles Coburn, Thomas Gomez, Charles Aidman, Phyllis Love, Parker Fennelly, George Mitchell, Joe Sweeney, Leona Powers, Lucille Calvert

DANGER CBS 9:30 One Day's Pay - (O) by Norman B. Ferber, (A) by Robert Shaw; with James Daly, Elspeth Eric, Jacqueline Susann, Geoffrey Bryant, Byron Evans; (SD) (SWITCHES TO 9:30 spot THIS SHOW)

LIFE WITH FATHER CBS 10pm Father & the Engagement Ring (O) Vincent Mc Cron (O) by William Roberts, with regulars Leon Ames, Lurene Tuttle, Steven Terrell, Malcolm Cassell, B. G. Norman, Harvey Grant, Dorothy Bernard; (SD, FROM HOLLYWOOD, PREMIERE)

THE BLUE ANGEL (Orson Bean) CBS 10:30 Charlotte Rae (S&C), Mr. Ballantine (C-magic), Becker & James (D), Felicia Sanders (S)

WEDNESDAY AUGUST 25

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Wild Bill Hickok (Guy Madison) WNBT 6pm Faked Violence - with Don Turner, Steve Pendleton, George Lewis, Murray Alper, Gloria Talbot; (SW & SD)

RED SKELTON CBS 8pm Helen Traubel (S), Los Chavales de Espana (S&M) (FROM H'WOOD)

KRAFT TELEVISION THEATRE NBC 9pm Short Story - (O) by Robert Morley, (A)-(SW); with Murray Matheson, Carman Mathews, Gaby Rodgers, Eva Leonard-Boyne, Nicholas Joy; (SD)

Douglas Fairbanks WNBT 10:30 One Way Ticket - credits not available at press time

THURSDAY AUGUST 26

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MELODY TOUR (Stan Freeman) ABC 8pm regulars & Diana Drake (S), The Toppers (S), Jonathan Lucas & Dorothy Etheridge (D), Peter Gladka (D)

JUSTICE NBC 8:30 The Fugitive - (O) by Everard Meade; with Lamont Johnson, Roberta MacDonald, Lilia Skala, Bert Freed, Richard Bishop, Joe Helgeson, Ward Costello; (SD)

SO YOU WANT TO LEAD A BAND ABC 9pm Felicia Sanders (S)

KRAFT TELEVISION THEATRE ABC 9:30 Uncle Harry - (O) by Thomas Job, (A)-(SW); with Art Carney, Mildred Dunnock, Zamah Cunningham, Sally Gracie, Herbert Rudley, Mildred Clinton, Janet Fox; Prod & (SD) by Stanley Quinn

LUX VIDEO THEATRE (James Mason) NBC 10pm To Each His Own - from Paramount film original by Charles Brackett, screenplay by Brackett & Jacques Thery; TV (A) by Sanford Barnett & Richard McDonagh; with Dorothy McGuire, Herb Butterfield, Edward Ashley, Gene Barry, Mary Anderson; (SD) by Buzz Kulik (FROM H'WOOD, PREMIERE NEW SERIES)

*Jean Egan, Brook West, Ronald Brown, Nancy Kulp, Ottola Norman, Rich Warren, Jerry Mathers, Leonard Carey*

THE TELLTALE CLUE (Anthony Ross) CBS 10pm The Case of the Booby Trap - (O) by Edgar Vox (Gore Vidal); cast to be announced; (SD)

+ *Reg Hillias, Nita Talbot, Malcolm Pezza, Jack Lord, regular Chuck Webster, Nat F*

FRIDAY AUGUST 27

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THE STRANGER (Robert Carroll) DuM 9pm (O) by Michael Brook; with Frederick Tozere, Dana Wynter, Charles Andre, Yolande Guerard, Gene Leonard; (SD)

Schlitz Playhouse CBS 9pm Hemmed In - (O) by Jacqueline De Wit & DeWitt Bodeen; with Richard Carlson, Jean Byron, Kathryn Givney, Ralph Neff, Gil Herman, William Pullen, Ray Montgomery, John Alvin, Robert Griffin, Ted Stanhope; (SD) by Roy Kellino

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 20 THROUGH FRIDAY AUGUST 27

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GEORGE SKINNER WCBS 9am Tu - John Henry Faulk

GARRY MOORE (& Durward Kirby) CBS 10am M - Lorraine D'Essen (Animal Talent Scouts), W - Ray McKinley (M); F - Albenice (magician), Ferrante & Teicher (M); M thru F - Isobel Robins & Larry Grayson sub for Lor & Carson F (8/27) - Ruth Chatterton

HOME NBC 11am F (8/27) - Ruth Chatterton

ART LINKLETTER'S (MAYOR BABBY) CBS 2:30 M thru F - Jack Slattery subs for vacationing Linkletter for (FROM HOLLYWOOD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 20 THROUGH FRIDAY AUGUST 27 (Cont'd)

<u>Crown Theatre - Gloria Swanson</u>	WABC 6pm	Tu - <u>Thank You Mr. Finch</u> - (O) by David Lang, (A) by Walter Doniger; with John Litel, Virginia Brissac, Dorothy Adams, Burt Mustin, Harris Brown, Al Murphy, Marjorie Bennett, Don Gibson, Tony D'Mario, Michael Mark; Dir by Bernard Girard; Thu - <u>The Host</u> - (O) by Herb Dalmas, (A) by Jackson Stanley & Carl Leo Gass; with Irving Bacon, Kitty McHugh, Edwin Max Dir by Bernard Girard
MAGIC COTTAGE	WABD 6:30	M thru F - Al Ramsen, Dolores Sutton, Vince O'Brien; (SW&SD)
<u>Col. March of Scotland Yard</u> (Boris Karloff)	WABC	Tu (6pm) - <u>The Case of the Lively Ghost</u> - with Virginia Downing, Genine Graham, Tristan Rawson, Tony Wright, Dulcie Bowman; W (10pm) - <u>Death in the Dressing Room</u> - cast list not available
The Files of Jeffrey Jones (Don Haggerty)	WABC 6:30	M - <u>One for the Money</u> - (O) by George Bricker; with regulars & Aline Towne, William Tannen, Dick Winslow, Dick Crockett; (SD) by George Blair; W - <u>The Blind Buddha</u> - (O) by George Bricker; with Keye Luke, Noel Toy, Howard Chuman, George Lee, Bob Lee, George Eldridge; Dir by Lew Landers; F - <u>Pigeon Hunt</u> - (O) by Dwight Babcock; with regulars & Alix Talton, Lyle Talbot, John Close, Henry Kulky, Frank Marlowe, Robert Osterloh, Frank Jares; Dir by Lew Landers
THE WORLD OF MR. SWEENEY	NBC 7:30	Tu - regulars & Grace Keady, Carol Veazie; Thu - Walter Kinsella; (SW & SD, LAST SHOW OF SEASON)
PERRY COMO	CBS 7:45	F (8/27) - <u>The Crewcuts</u> (S)
SATURDAY AUGUST 28 ~~~~~		
<u>Range Rider</u> (Jack Mahoney)	WNBT 6:30	<u>The Fatal Bullet</u> - (O) by J. Benton Cheney; with regulars & Lois Hall, Sandy Sanders, John Parrish, Tom London, James Griffith, Michael Ragan, Mickey Simpson, Ed Dearing, Bob Woodward; (SD)
<u>The Joe Palooka Story</u> (Joe Kirkwood & Cathy Downs)	WABD 7pm	<u>A Date for Murder</u> - (O) by Charles R. Marion & Dean Feisner; with regulars & Mickey Simpson, Robert Lowery, Nancy Evans, Lee Erickson
<u>Mr. District Attorney</u> (David Brian)	WCBS 7pm	George Brand, Dann Morton, Richard Beach, Wesley Hudman, Michael Hale; (SW & SD)
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Vaughn Monroe (S&M), Roger Ray (C), Artie Dann (C), Bud & Cece Robinson (D)
SUNDAY AUGUST 29 ~~~~~		
YOU ARE THERE (Walter Cronkite)	CBS 6:30	<u>The Treason of Aaron Burr</u> - (O) by Jeremy Daniel; with Richard Waring, Arthur O'Connell, Larry Gates, Cameron Prudhomme Ray Walston, Robert Emhardt, Lawrence Fletcher; (SD) by Sidney Lumet (PREMIERE OF FALL SERIES)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Eddie Fisher (S), American Legion Zouaves from Michigan, Joyce's Camels (animal act), others to be announced
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	<u>The Power of Suggestion</u> - (O) by David Shaw; with Phyllis Kirk, Don DeFore, Neva Patterson, Murray Hamilton; (SD) by Delbert Mann
THE MAN BEHIND THE BADGE	CBS 9:30	(O) by David Harmon; with Herb Nelson, Bill Grey, Gloria Marlowe, Allan Stevenson, Crahan Denton, Sid Paul, Sydney Smith, Steve Gethers; (SD)
<u>The Loretta Young Show</u>	NBC 10pm	<u>Guest in the Night</u> - (O) by Jack & Luci Matteford; with Loretta Young, Hugh O'Brian, Earl Roby, Frank Kumagai, Lumsden Hare, James Flavin, Phil Tead; (SD, PREMIERE, FALL SERIES)
THE WEB	CBS 10pm	<u>The House</u> - (O) by Art Wallace; with Charles Dingle, Joanna Roos, Marian Russell, Jamie Smith, Nelson Oimsted, George Eveling; (SD) by Herb Hirschman