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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(18)

NBC- 8-9:30pm EST, every fourth Monday; DEBUT; Producers' Showcase; from WRCA-TV(NY), no. of stations indefinite. Co-Sponsors- 1) Radio Corp of America (RCA Victor, TV sets) thru Kenyon & Eckhardt, Inc(NY); Prog Superv- Blake Johnson; Comm Superv- Marshall Stone; Comm Anncr- Vaughn Monroe (live and film); Prog Anncr- Mel Brandt. 2) Ford Motor Co (Ford cars, trucks, farm implements; Lincoln-Mercury cars) thru Kenyon & Eckhardt, Inc(NY); Comm Superv- Marshall Stone; Commls, live and film. Pkgr- NBC-TV(NY); NBC Prod- Fred Coe; Exec Prod- Jack Rayel; Prod & Dir (premiere only) Otto Preminger; guest producers and directors for each production; Assoc Prod- Bill Nichols(NBC); TV Dir- John Bloch; Music Dir- Carmen Dragon (premiere); Sets- William Molyneux; NBC Costume Superv- Rose Bogdanoff. Premiere production, Tonight at 8:30, additional credits: Writer & Music- Noel Coward; TV Adapt- F. Hugh Herbert; Choreog- Dick Barstow; Ginger Rogers Costumes- Travilla(cq). Ginger Rogers stars in the three one-act plays of Noel Coward's Tonight at 8:30 in this premiere colorcast of the NBC Monday night spectaculars. Future productions, every fourth Monday, will have guest producers and directors guiding top Broadway and Hollywood talent in both originals and adaptations of past stage successes. Showcase replaces Caesar's Hour, 8-9pm, and Medic, 9-9:30pm, each fourth Monday.

Tuesday(19)

CBS- 8:30-9pm EST; DEBUT; The Halls of Ivy, ON FILM; from WCBS-TV(NY) & KNXT(LA); 49 stations net, 19 delayed. (Includes 15 net, 6 delayed sponsored by Int'l Harvester every week). Alternate Sponsors- 1) International Harvester Co (Appliances) thru Leo Burnett Co., Inc(Chi); Acct Exec- James Love. 2) National Biscuit Co thru McCann-Erickson, Inc(NY); Acct Execs- William Conine, Farish Jenkins; Comm Superv- Russ Johnston. Pkgr- Hall Productions(H'wood); Film Prod- Television Programs of America (at Motion Picture Center, H'wood); Exec Prod- Leon Fromkess; Prod- William Frye; Dirs- Norman Z. McLeod, William Cameron Menzies; Writers- Don Quinn, Barbara Merlin; Camera- Al Gilks; Film Ed- Otto Meyer. Situation comedy series, starring Ronald and Benita Hume Colman as a college president and his wife, characters created by Don Quinn for the radio series of the same name; with Mary Wickes, Herb Butterfield and James Todd. Program replaces The Blue Angel in this time spot.

THIS WEEK(Cont'd)

Wednesday(20)

ABC- 8:30-9pm EST; RETURN; The New Stu Erwin Show, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 14 stations net, 45 delayed. Sponsor- Liggett & Myers Tobacco Co (L & M Filters Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred H. Walsh; Comm Superv- Art Kling. Pkgr & Film Prod- Roland Reed Productions (at Hal Roach Studios, Culver City); Prod- Hal Roach, Jr; Assoc Prod- Guy V. Thayer; Dir- Howard Bretherton; Writers- Various; Art Dir- McClure Capps; Superv Ed- Fred Maguire; Dir of Photog- Ernie Millier; Film Ed- Bruce Pierce. Stu Erwin and his wife June Collyer star in a new version of their situation comedy film series; with Sheila James and Merry Anders as their children, and Willie Best, Alan Reed, Jr. and others. ABC-TV had shown half-hour pilot films produced by Hal Roach in this time spot during the past three weeks.

ABC & DuM- 10-10:30pm EST; SPECIAL; Eisenhower Address; from WABD(NY) & WABC-TV (NY); DuMont feed, to the DuMont and ABC nets. Sustaining. President Eisenhower speaks on "Man's Opportunities and Responsibilities Under Freedom" at an American Jewish Tercentenary Committee dinner at the Hotel Astor, New York. ABC, open net time; replaces Down You Go on the DuMont net.

Thursday(21)

CBS- 11:15-11:45pm EST; SPECIAL; Treasury Secretary Humphrey Address; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS News & Public Affairs Dept; Prod- Ted Sack. Secretary of the Treasury George M. Humphrey addresses the Victory Dinner of the Investment Bankers Assn of America for the U. S. Series "H" Savings Bond Drive at the Waldorf-Astoria Hotel in New York.

DuM- 10:30-11pm EST; SPECIAL; Eisenhower Address-Al Smith Dinner; from WABD(NY), to the net. Sustaining. Pkgr & Prod- DuMont. President Eisenhower will address the Al Smith Dinner at the Waldorf-Astoria Hotel in New York. He will be introduced by Francis Cardinal Spellman.

Friday(22)

NBC- 8-8:30pm EST, once every fourth Friday; DEBUT; Jack Carson Show; from KRCA-TV(LA), no. of stations indefinite. Sponsor- Pontiac Motor Div, GMC (Pontiac Dealers of America) thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich); Acct Exec- Paul Foley. Pkgr- NBC-TV(H'wood); Prod- Mann Holiner; Dir- Jim Jordan, Jr.; Music Dir- Vic Schoen; Writers- Leo Solomon, Cy Rose. Jack Carson stars in his own comedy show, one week of every four, alternating with Red Buttons who appears the other three weeks. The comedy-variety show will also have guest stars appearing opposite Carson.

Sunday(24)

All Nets- 9-11pm EST, live in all time zones on interconnected stations; kines on non-interconnected stations; Light's Diamond Jubilee, SPECIAL, from CBS Television City(H'wood) to all nets; over 325 stations, live and delayed. Sponsor- Light's Diamond Jubilee Committee (over 300 companies and groups of the electrical industries) thru N. W. Ayer & Son, Inc(NY). Pkgr- N. W. Ayer & Son, Inc; Prod- David O. Selznick(H'wood); Exec Assts- William Phillipson, Carey Wilson; Writers- Arthur Gordon, Irwin Shaw, Max Shulman, John Steinbeck; with their contributions integrated into the show by Ben Hecht; Dirs- (various segments) King Vidor, Christian Nyby, William Wellman; TV Dir- Alan Handley; Asst Tv Dir- Alan Yorkin; Music Dir- Victor Young; Photogs- James Wong Howe, Ray June (several film segments); Sets Designer- Firth Ullman. A two-hour, four-network tapestry woven around the theme of light, marking the 75th anniversary of Edison's invention of the electric light, with stars from all spheres of the entertainment world (see page E for cast credits). The program pre-empts all programs during the 9-11pm EST time period on all networks.

OTHER NETWORK CHANGES & ADDITIONS

ABC- College Press Conference (Mon, 9-9:30pm EST) New title, effective Oct 11; formerly called Junior Press Conference.

Let's Dance (Sat, 8-9pm EST) Last show, Oct 16.

CBS- Dimension; SPECIAL Oct 16; Sat, 6:30-7pm EST; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV and the N.Y. Museum of Modern Art; Prod- Ted Sack(CBS); Dir- George Gould; Writer- Robert Corcoran. Modern art and how it relates to everyday living, highlighted by paintings and other objects; discussed by museum experts.

DuM- The Paul Dixon Show (Mon thru Fri, 3-4pm EST) CHANGE Oct 13. Program will originate from WABD(NY), to the net. Participations. Pkgr- DuMont; Prod- Roger Gerry; Dir- Dick Sandwick. Paul Dixon stars in a music pantomime-variety show, formerly originating from WCPO-TV(Cinn), which debuted Sept, 1951, over that station. Bobby Sherwood is currently substituting for Dixon while the disc jockey recuperates from surgery. The new New York cast includes Lynn Gibbs and Roberta MacDonald, pantomimista, and Bob Dean, artist.

Time Will Tell (Fri, 10:30-11pm EST) Last show, Oct 15.

All About Baby; NET DEBUT Oct 15; Fri, 2-2:15pm EST; from WGN-TV(Chi), no. of stations indefinite. Sponsor- Swift & Co (Meats and Egg Yolks for Babies) thru McCann-Erickson, Inc(Chi). Pkgr- Jules Power Productions, Inc(Chi); Prod- Bernard Miller; Dir- Dick Locke. Ruth Crowley, registered nurse and child expert, discusses with a mother, accompanied by her baby, her experiences with the child.

The Goldbergs (Tue, 8-8:30pm EST) Last show, Oct 19.

NBC- Home (Mon thru Fri, 11am-12noon) Carrie McCord named on-camera fashion editor; succeeding Eve Hunter, who will be seen periodically in special originations from California.

Feather Your Nest (Mon thru Fri, 12:30-1pm EST) Janis Carter is hostess, assisting m.c. Bud Collyer, replacing Jeanne Williams.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Celebrity Telethon for Cerebral Palsy; SPECIAL Oct 23, 24; Sat & Sun, New York 10:30pm to 4:30pm. Sustaining, public service. Chairman of talent committee- Harry Anger(GAC); Prods- Norman Kimball(UCP of NY) & Ardien Rodner(ABC); Dir- ABC staff. Fourth annual telethon for United Cerebral Palsy of New York, with major talent in the New York area appearing on the show.

WPIX(Ch 11) - News-O-Rama; RETURN Oct 18; Mon, 9:30-10pm. Sustaining. Pkgr- WPIX New York with Columbia University Graduate School of Journalism; Prod- John Foster(Columbia); Dir- Ted Estabrook. Professor John Foster is on-the-air editor for the program, written and produced by journalism students, spotlighting new techniques in news reporting. The program returns for the third year.

WPIX - People; DEBUT Oct 18; Mon, 9-9:30pm EST. Sustaining. Pkgr- WPIX with Hofstra College; Prod- Worthington Gregory(Hofstra); Dir- Jack Felice. Program concerning itself with the psychology of human adjustment, designed to create a better understanding among all people. Dr. Matthew N. Chappell, psychologist, of Hofstra College, and his assistant, Dr. Herman Goldberg, lead the discussions, which will utilize charts, photos and film clips.

LOCAL STATION ACTIVITY(Cont'd)

27 California - California, ON FILM; SPECIAL Oct 17; Sun, 8-9pm PST. Sponsor- Bank of America, National Trust & Savings Assn thru Chas. R. Stuart Advertising(S.F.). Pkgr & Film Prod- Jack Denove(H'wood); Prod- Jack Denove; Dir- Robert Stevenson; Writer- Larry Marcus, Music Dir- Nelson Riddle; Choreog- David Lichine; Art Dir- Ernst Fegte; Dir of Photog- Hal Stine; Film Ed- Fred Berger; Costume Superv- Joe Dimmit; Prod Superv- Eddie Bernoudy, Jack Vogland. Bank of America's salute to its home state on the bank's 50th anniversary. Thomas Mitchell is narrator for the show, divided into four dramatic vignettes, interspersed with musical variety numbers and a comedy vignette: "The Motion Picture Story," "The Farm Story," "The San Francisco Story," and "The GI Story." Stars include: Jack Benny, Anna Maria Alberghetti, Paul Kelly, Ruth Hussey, James Gleason, John Carradine, Joy Lansing, Bonita Granville, James Craig, Robert Strauss, Richard Jaeckel, James Edwards; with The California Dancers.

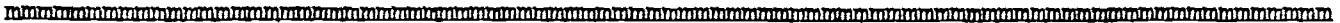
KNBH(Ch 4) - Faith of Our Children; DEBUT Oct 10;Sun, 1:30-2pm PST. Eleanor Los Angeles Powell, with her husband Glenn Ford as narrator, presents this religious program for children, an on-the-air Sunday school class.

KNBH - Best of Hollywood, LIVE & FILM; DEBUT Oct 16; Sat, 11:15-12midnight PST. Sustaining. Pkgr- KNBH; Dir- Robert L. Livingston. Leo Guild, radio-TV columnist for The Hollywood Reporter, is m.c., assisted by Billie Cook, presenting film clips and live acts featuring top stars of motion pictures and TV doing the acts they consider their "best." Robert Armbruster's NBC staff orchestra provides the music.

KFTV(Ch 11) - The Harry Richman Show; SCHEDULE CHANGE Oct 12; Tue, 10:30-11pm PST. Los Angeles Program changes from its former Fri, 9:30-10pm spot. Dorothy Arnold joins the program as regular vocalist, effective Oct 12.



NOTE: "Ratings Digest," formerly included periodically in the Weekly Report, will be issued monthly as part of the "Programming Analyses," to be mailed separately each month, about the middle of the month, beginning this week.



PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: Guild Films will establish a production unit in New York and expand its Hollywood facilities in the near future. Karl H. Gericke, formerly with ABC-TV, has been named asst sales director for Guild.....McConkey Artists Corp., artists rep firm, has set up a TV film distributing organization, with Howard Grafman of the firm's Chicago office named general director of the dept. Lloyd LaBrie, in McConkey's New York office, will handle Eastern business.....National Telefilm Associates split its national sales set-up into three territories, at the same time announcing that Berne Tabakin has re-joined NTA as co-owner of the five-state Pacific Coast franchise..... McCadden Corp now has 17 permanent sets for use in filming the Burns and Allen Show, 12 of them room sets for two homes used in the series.

NEWS & COMMENT: Victor F. Campbell, director of programs for Hearst radio and TV stations, has been transferred from Baltimore to New York to develop new AM and TV programs for syndication thru the Hearst film and TV subsidiaries.....Sydney King has been named acting program manager for WBAL-TV(Balt).....The Washington Post, 55% owner of WTOP, Inc., will purchase the CBS-owned 45% portion for over \$3,000,000 in a transaction to be completed by Dec 15.....Ed C. Obrist, manager of WNHC and WNHC-TV(New Haven) has served notice on its station rep and network officials that after Dec 31, 1954, WNHC-TV will "no longer air alcoholic beverage commercials in which the product is shown being consumed." He criticizes them for "scenes depicting the pleasures and satisfactions of consuming alcoholic beverages" which are seen by teen-agers. The station is served by all networks.

KHJ-TV(LA) has bought about 100 films in the Ruggles series for a station-announced price of \$100,000, under an agreement permitting unlimited use of the films over a three-year period..... KTTV(LA) has bought the new Guy Lombardo telefilm series to be presented starting in November..... Hollywood producers announced 18 new telefilm series last week, half of which may get the pilot stage underway within three months.

PERSONNEL CHANGES: NBC net news changes: William R. McAndrew upped to NBC director of news; he had been manager of news and special events. Eugene E. Juster upped to manager of NBC news film. He had been in charge of news film operations.

TALENT SHOWSHEET OCTOBER 18-24, 1954

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Most of the shows on Oct. 15, 16, 17 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, October 22. 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.

FRIDAY OCTOBER 15

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RED BUTTONS NBC 8pm Judy Johnson (S), Jack Wakefield, Tom Mahoney, Herbie Faye, Joe Macauley, Allen Walker; Choreog by Bob Herget; Choral Dir - Meyer Rappaport; (SW) by Walt Canter replacing Al Singer & staff previously named; Book & Music by Lester Lee & Allen Roberts

Topper CBS 6:30 *Topper's Ransom (O) Robt. Riley Crutcher, with reg. + John Tom Stewart (S) & others to be announced Harmon, Ben Urdalen*

CHANCE OF A LIFETIME DuM 10pm

SATURDAY OCTOBER 16

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CAMERA THREE WCBS 3pm 1st of 5 programs on Moby Dick - (O) by Herman Melville; (James Macandrew) Dr. Alfred Kazin (author)

ETHEL AND ALBERT NBC 7:30 regulars & Maurice Welles, Nelson Olmsted, Helen Ray, Harrison Dowd, Truman Smith, Lois Holmes; (SW & SD)

LET'S DANCE ABC 8pm From NY: Ralph Flanagan & Orch., Betty Madigan (S), The Quinlans (roller skate); Chi: Billy May Band Dir by Sam Donahue, Phil Lawrence & Mitzi (D), Alan Dean (S) (LAST SHOW)

IMOGENE COCA NBC 9pm Joe Silver, Charles Mendick, Gene Sacks, Henry Lascoe, Peggy Cass, Lee Goodman, Miriam Demar, Shirley Eckl

TEXACO STAR THEATRE NBC 9:30 Rusty Hamer, Jean Hagen & Durante regulars; (SW); with songs (Jimmy Durante) by Jackie Barnett; (SD, FROM HOLLYWOOD)

STORK CLUB ABC 10pm The DeMarco Sisters (S), Betty Clooney (S), Bert Lahr (C), Sherman Billingsley) Boris Karloff, Alex Segal (director), Dick Lee (S), David Powell (M)

SUNDAY OCTOBER 17

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LOOK UP AND LIVE CBS 10:30am The Unwed Mother - (O) by Frank Ford, read by Peggy McCay

AMERICAN INVENTORY NBC 12:30 From Kitty Hawk - (O) by DeWitt Copp; with Frank Thomas, Sr., Frank Thomas (Jr.), Joe Brown, Jr., Harry Holcombe; Dir by Warren Jacober

HALLMARK HALL OF FAME NBC 5pm Yankee Roadblock - (O) by Ted Wear, (A) by Rod Serling; With Lance Fuller, James Dobson, Clarence Straight, Liam Sullivan, Richard Simmons, Herbert Rudley, George Spaulding, Malcolm Atterbury; (SD, FROM HOLLYWOOD)

OMNIBUS CBS 5pm Treadmill to Oblivion - review of Fred Allen's new book, with (Alistair Cooke) Allen, Portland, Peter Donald, Kenny Delmar, Parker Fennelly; Dir by Dan Petrie; 4 members of percussion section of N.Y. Philharmonic Symphony led by Saul Goodman (M); Nora Kovach & Istvan Rabovsky (D) in Dance of Freedom, FIIM made by U.S. Information Service in W. Berlin; Integrating Dir - Seymour Robbie (PREMIERE OF NEW SERIES)

JACK BENNY SHOW CBS 7:30 Kirk Douglas, Dick Powell, Fred MacMurray, Dan Dailey, Tony Martin (all as M); add: Eddie "Rochester" Anderson, Don Wilson, Sam Hearn; (SW & SD, FROM HOLLYWOOD)

PHILCO TELEVISION NBC 9pm Man on the Mountain Top - (O) by Robert Alan Aurthur; with PLAYHOUSE Steven Hill, Anthony Ross, Loretta Leversee, Sidney Armus, Carl Specht, Anne Meara; (SD) by Arthur Penn

ROCKY KING, DETECTIVE DuM 9pm All Cats are Grey - (O) by George Fell; with Helen Wagner, (Roscoe & Todd Karns) Dorrit Kelton, Frank Milan, Michael Sapack, Marian Brash; (SD)

GENERAL ELECTRIC THEATRE CBS 9pm Edison, the Man - (O) by Dore Schary, Hugo Butler, screenplay (Ronald Reagan) by Talbot Jennings, Bradbury Foote (for M-G-M film); (A) for TV by George Bellak; with Burgess Meredith, Susan Douglas, Ken Konopka, William A. Lee, Thomas Chalmers, Ludwig Roth; (SD)

SUNDAY OCTOBER 17 (Cont'd)

HONESTLY, CELESTE! (Holm)	CBS 9:30	regulars & Jack Weston, Pat Englund; (SW & SD)
LIFE BEGINS AT 80	DuM 9:30	Fifi D'Orsay & regulars
<u>Father Knows Best</u> (Young & Wyatt)	CBS 10pm	(O) by Harry Clork & Sumner Long; with regulars; (SD) by William Russell
<u>The Loretta Young Show</u>	NBC 10pm	<u>On Your Honor, Your Honor</u> - (O) by Lowell S. Hawley; with John Archer, Harry Shannon, Paul Brinegar, Terry Kelman, Ross Elliot, Coulter Irwin; (SD)
<u>The Hunter</u> (Keith Larsen)	NBC 10:30pm	<u>The Wooden Moose</u> - (O) by Mann Rubin; with Lois Nettleton, Ronald Long, Kenneth McEwen, Scott Moore, Earl Rowe, Stewart Bradley; (SD)

MONDAY OCTOBER 18

<u>Sherlock Holmes</u> (Ronald Howard)	WRCA-TV 7pm	<u>The Case of the Cunningham Heritage</u> - based on Arthur Conan Doyle's stories - (O) by Sheldon Reynolds; with regulars Ronald Howard, H. Marion Crawford; & Archie Duncan, Ursula Howells, H. Bartrop, Richard Larke, Meg Leomonnier, Pierre Gay, R. A. Geake; (SD) by Jack Gage; Prod by Nicole Milanaire (PREM)
PRODUCERS SHOWCASE	NBC 8pm (COLOR)	<u>Tonight at 8:30</u> - (O) by Noel Coward, TV (A) by F. Hugh Herbert: <u>Red Peppers</u> - with Ginger Rogers, Martyn Green, Philip Coolidge, Louis Hector, Estelle Winwood, Dermot McNamara; <u>Still Life</u> - with Rogers, Trevor Howard, Philip Bourneuf, Lucy Lancaster, Ilka Chase, Robert Shawley; appearing in both: Mavis Neal, Chris Hofer, Bruce Marshall, Joy Hilton, Angela Adamides, Agnes Doyle, Rudd Lowary, Alan Lindstrom, Jack Mulaney; <u>Shadow Play</u> - with Rogers, Gig Young, Margaret Hayes, John Baragrey, Francis Bethencourt, David Orrick, Gloria Vanderbilt, Diana Herbert, Will West, David Poleri (S); all (D): Ellen Dunne, Linda Berlin, Ruth Pratt, Louis Hollister, Russell Hurd, Gene Persson; Prod for NBC by Fred Coe; Guest Prod Dir - Otto Preminger (PREMIERE)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Carmel Quinn (S), Virginia Parker (M), The Selah Singers: (Thermon Ruth, Junius Parker, James Gorham, Allen Bunn, Melvin Colden, all S)
VOICE OF FIRESTONE	ABC 8:30	Patrice Munsel (S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30	<u>A Foreign Affair</u> - from Paramount film by Charles Brackett, Billy Wilder; Richard L. Breen, (A) by Richard Harari from story by David Shaw; TV (A) by Roy Hargrave; with Signe Hasso, Katharine Bard, Steve Cochran, Don McKee, Peter Von Zerneck
<u>December Bride</u> (Spring Byington)	CBS 9:30	<u>The Chinese Dinner</u> - (O) by Parke Levy, Milton Rosenblum, Marvin Kline; with regulars & Richard Lee, Weaver Levy, Grady Sutton, Cherio Meredith, Keye Luke, Carole Leonard; (SD)
STUDIO ONE	CBS 10pm (COLOR)	<u>The Boy Who Changed the World</u> - (O) by Joseph Schrank; with Ruth Hussey, John Beal, Edward Andrews, Peg Hillias, Frank Overton, Chris Barberly, Michael Aller, Raymond Van Sickle, Joseph Leon, Thomas Palmer, Jonathan Marlowe, Michael Sivy; (SD) by Franklin Schaffner; Title drawing by Seymour Chwast

TUESDAY OCTOBER 19

<u>Ella Raines</u>	WRCA-TV 7pm	<u>Lewis Case</u> - (O) by Irving Elman; with Philip Kenneally, Dan Morgan, Barnet Biro, Ray Bramley, Arthur Hansen, Manny Seamon, Howard Soligny, James Seamon; (SD)
<u>Waterfront</u> (Preston Foster & Lois Moran)	WABD 7:30	<u>Family Problems</u> - (O) by E. Bernard Fox & Robert J. Shaw; with regulars & Kathleen Crowley, Frieda Inescourt, Frank Wilcox, Ralph Dumke, Pinky Tomlin, Willie Best; (SD)
<u>Cavalcade of America</u>	ABC 7:30	<u>Night Strike</u> - (O) by Robert Stevenson; with Glenn Langan, Richard Garrick, Russell Simpson, Dayton Lummis, Robert Osterloh, Maurice Marsac; Sovereign Production
RED SKELTON	CBS 8pm	Anna Maria Alberghetti (S); (SW & SD, FROM HOLLYWOOD)
BUICK-BERLE	NBC 8pm	regulars & Fred Clark, Gloria DeHaven (S)
<u>The Halls of Ivy</u>	CBS 8:30	(O) by Barbara Merlin, adapted from radio script by Don Quinn; with regulars: Ronald & Benita Hume Colman, Mary Wickes, Clarence Wellman, Herb Butterfield, Ray Collins; (SD) by Norman Z. McLeod; (PREMIERE)

TUESDAY OCTOBER 19 (Cont'd)

<u>Fireside Theater</u> (Gene Raymond)	NBC 9pm	<u>The Man Who Sold Himself</u> - (O) by Frank O'Rourke, (A) by Hagar Wilde; with Dan Barton, Betty Lynn, Sheila Connolly, Kay La Velle, Hugh Sanders, June Evans, Britt Wood, Robert Foulk, Robert Stephenson, Jack Lomas, Guy Wilkinson; (SD)
<u>Studio 57</u>	DuM 9pm	<u>The Plot Against Miss Pomeroy</u> - (O) by Charlotte Armstrong; with Jean Byron, Natalie Wood, Eleanor Audley, Gay Lynn, Morris Ankrum, Pauline Moore, Richard Karlan; (SD) by Richard Irving
<u>Inner Sanctum</u>	WOR-TV 9pm	<u>Ghost Male</u> - with Joseph Wiseman, Constance Ford, Edward Banns, Allen Nourse; (SW) by John Roeburt; (SD)
<u>Danny Thomas</u> (Jean Hagen)	ABC 9pm	<u>Danny Has a Baby</u> - (O) by Hugh Hedlock & Howard Snyder; with regulars & Richard Wessel, Jerry Hausner; (SD)
THE ELGIN HOUR	ABC 9:30	<u>Family Crisis</u> - (O) by David Davidson; with Eetty Field, James Daly, Iris Mann, Fay Bainter, Jimsey Somers, Aina Mielala, Tom Taylor, Richard Trask, Arthur Storch; Dir by Herbert Hirschman
DANGER	CBS 9:30	<u>Stranglehold</u> - (O) by Robert Minton, (A) by Ben Radin; with Barry Jones, Scott Forbes, Bartlett Robinson, Terence Kilburns; (SD) by Byron Kelley
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>The Lie Detector</u> - (O) by Irve Tunick (source material from Lie Detection and Criminal Investigation by Fred E. Inbau & John E. Reid; and Herald-Tribune articles by Walter Arm); with Skip Homeier, William Prince, Diana Douglas, Ward Costello, Edgar Stehli, Herb Nelson; (SD)
LIFE WITH FATHER (Ames & Tuttle)	CBS 10pm	(O) by Whitfield Cook; with regulars; (SD) by Fletcher Markle (FROM HOLLYWOOD) + <i>Marge Blake, Norma Varden, Ruth Parrot, Hugh Dunbar</i>
<u>It's A Great Life</u>	NBC 10:30	regulars & Gladys Hurlbut, George Chandler; (SW & SD)

WEDNESDAY OCTOBER 20

<u>Wild Bill Hickok</u> (Guy Madison)	WRCA-TV 6pm	regulars & Theodora Lynch, Rand Brooks, Murray Alper, Tom Tyler, Bob Woodward, Neyle Morrow, Charles Stevens, Sujata (SW, D)
<u>I Married Joan</u> (Davis & Backus)	NBC 8pm	(O) by Howard Snyder, Hugh Hedlock, Jesse Goldstein, Phil Sharp; with regulars; (SD) by Ezra Stone
<i>The New Star Series</i> KRAFT TELEVISION THEATRE	ABC 8:30 NBC 9pm	<i>Jackie's First Date</i> - (O) Nathaniel Curtis <u>The Lack of Roaring Camp</u> - (O) by Bret Harte, (A)-(SW); with Cliff Hall, Mary Sinclair, Joe Maross, J. Pat O'Malley, James Rennie, Harry Bellaver, William Harrigan, Marcel Hillaire, Jared Reed, Heywood Hale Broun; (SD)
<u>Adolphe Menjou's Favorite Story</u>	WOR-TV 9:30	<u>The Robbers</u> - (O) by Robert Yale Libbott; with Peter Hanson, Judith Ames, John Doucette, John Pickard, Guy Kingsford, Forrest Taylor, Frank Mitchell; (SD)
BIG TOWN (Stevens & Wroe)	NBC 10:30	regulars & Barry Kelley, Chuck Connors, John Doucette, Tina Carver, Vici Raaf; (SW & SD) (NET ONLY, ON WRCA Mon 10:30-11pm)
<u>Douglas Fairbanks</u>	WRCA-TV 10:30	<u>Knife Thrower</u> - no credits available

THURSDAY OCTOBER 21

<u>Foreign Intrigue</u> (Gerald Mohr)	WRCA-TV 7pm	<u>F. I. in the Confidence Game</u> - (O) by Harold Jack Bloom; with Gunnel Brostrom; (SD)
<u>Ray Milland</u> (& Phyllis Avery)	CBS 8pm	(O) by Lou Breslow & Rik Vollaerts; with regulars & David Stollery; (SD) by Jules Bricken
THE MAIL STORY	ABC 8pm	<u>Coffin Case</u> - (O) by Paul Monash; with Gene Lyons, Madeleine Sherwood, Dan Morgan, Ralph Stantley, Bernard Grant, Robert Lieb, Gerald Milton, Tommy Nello, Mary Panelle; (SD)
CLIMAX! (William Lundigan)	CBS 8:30	<u>Casino Royale</u> - (O) by Ian Fleming, (A) by Antony Ellis; with Barry Nelson, Peter Lorre, Linda Christian; (SD) by William H. Brown
TREASURY MEN IN ACTION (Walter Greaza)	ABC 8:30	<u>The Case of the Gentleman Cheat</u> - (O) by Alvin Boretz; with Mesdon Booth, Ted Decorsia, Randy Stuart, Christopher Dark, Tom McKee; (SD) by William Beaudant

THURSDAY OCTOBER 21 (Cont'd)

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|---------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JUSTICE<br>(Gary Merrill)                                     | ABC 8:30            | <u>The Safe Cracker</u> - (O) by Jerome Ross; with Dane Clark, Leora Dana, James Gregory, Victor Thorley, Martin Rudy, Michael Dreyfuss; (SD)                                                                                                              |
| SO YOU WANT TO LEAD-BAND?                                     | ABC 9pm             | Jill Corey (S)                                                                                                                                                                                                                                             |
| KRAFT TELEVISION<br>THEATRE                                   | ABC 9:30            | <u>The Shop at Sly Corner</u> - (O) by Edward Percy; (A)-(SW); with Dino DiLuca, Roddy McDowall, Priscilla Gillette, Margaret Wycherly, Christopher Plummer, Una O'Connor, William Podmore, Ernest Graves; (SD)                                            |
| <u>Four Star Playhouse</u>                                    | CBS 9:30            | <u>The Wallet</u> - (O) by Anthony Coldewey & Paul Elbogen, (A) by Larry Marcus; with Charles Boyer, Maria Palmer, William Campbell, Rhys Williams, Nestor Paiva, Sarah Selby, Harry Bartell, John Alvin, Howard McNear, John Harmon; Dir by Robert Florey |
| <u>Ford Theatre</u>                                           | NBC 9:30<br>(COLOR) | <u>Segment</u> - (O) by David Swift, (A) by Michael Kraike; with William Bendix, Ward Bond, Joanne Woodward, Rosemary De Camp, Alan Dexter, George Eldredge, Walter Conrad, William W. Crandall, Robert Malcolm; Dir by Fred F. Sears                      |
| <u>Public Defender</u><br>(Reed Hadley)                       | CBS 10pm            | <u>Crashout</u> - with Harry Lewis, Tony Gerry, Anthony Caruso, Mike Mazurki, Grandon Rhodes, Frank Hagney, Robert Bice, Gil Frye                                                                                                                          |
| LUX VIDEO THEATRE                                             | NBC 10pm            | <u>An Angel Went AWOL</u> - (O) by Winifred Wolfe, (A) by Jack Gordon & Winifred Wolfe; with Joanne Dru, others to be announced<br><i>Geo. Nader, Charlotte Knight, Angela Stevens, Robert Jordan</i><br>FRIDAY OCTOBER 22<br><i>Jayne Mansfield</i>       |
| <u>Adventures of Rin Tin Tin</u><br>(Lee Aaker & James Brown) | ABC 7:30            | <u>Wolf Cry</u> - with regulars & Leo Gordon, John Pickard, Joe Sawyer; (SD)                                                                                                                                                                               |
| JACK CARSON                                                   | NBC 8pm             | Claire Trevor; (O) by Leo Solomon & Cy Rose; (SD) by Jim Jordan, Jr.; Music - Vic Schoen; Prod - Mann Holiner (M'D, PREM)                                                                                                                                  |
| MAMA<br>(Peggy Wood)                                          | CBS 8pm             | <u>The Problem of T. R.</u> - (O) by Gordon Webber; with regulars & Kevin O'Morrison, James Sommers; (SD)                                                                                                                                                  |
| <u>Secret Files, U.S.A.</u><br>(Robert Alda)                  | WABD 8pm            | <u>Mission Baram</u> - with Robert Alda as regular; Dity Oorthuis, W. Vanderveer, Ben de Rochemont, E. Palmars, Gerard Rekers (PREMIERE WAS Oct. 15)                                                                                                       |
| <u>Ray Bolger</u><br>(Marjie Millar)                          | ABC 8:30            | <u>Miss Teenager</u> - (O) by Paul Henning, Don Johnson; with regulars & Elinor Donohue, Leon Tyler; (SD)                                                                                                                                                  |
| <u>The Life of Riley</u><br>(William Bendix)                  | NBC 8:30            | <u>Babs &amp; Junior Try Home Economics</u> - (O) by Harry Clork & Sumner Long; with regulars & Beverly Wills; (SD)                                                                                                                                        |
| <u>Schlitz Playhouse</u>                                      | CBS 9pm             | <u>The Best of Everything</u> - (O) by Stanley Ellin, (A) by DeWitt Bodeen; with Don Taylor, Peter Adams, Sally Fraser, Grandon Rhodes, Dorothy Adams, Ann Tyrrell, Gar Moore; (SD) by Charles Bennett                                                     |
| THE STRANGER<br>(Robert Carroll)                              | DuM 9pm             | <u>One Good Man and True</u> - (O) by Sidney Slonine; with William Zuckert, Mike Kellin, Elizabeth Ross, David Orrick, Bernard Kates; (SD)                                                                                                                 |
| THE BIG STORY<br>(Norman Rose)                                | NBC 9pm             | <u>Edward Gottlieb, L. I. Daily Press</u> - (O) by Allan Sloane; with Robert Ellenstein, Bart Burns, Eddie Hyans, Stewart Bradley, George Forrest, Teal Ames, Lynn Pierson, Nan MacFarland, Fred Catania, John Boyd; (SD)                                  |
| <u>The Vise</u><br>(Ron Randall)                              | ABC 9:30            | <u>Dr. Damon's Experiment</u> - with Laurence Naismith, Sandra Dorre                                                                                                                                                                                       |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 15 THRU FRIDAY OCTOBER 22  
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GEORGE SKINNER	WCBS 9am	M - Bob Maxwell (M)
BREAKFAST CLUB (McNeill)	ABC 9am	W - Kukla, Fran & Ollie (FROM CHICAGO)
GARRY MOORE	CBS 10am	F (10/22) - Jackie Bright (C), Cozy Cole & Gene Krupa (M)
A TIME TO LIVE	NBC 10:30	M thru F - add regulars: Rosemary Kelly, Tom Neal; (SW & SD)
<u>ROSS REPORTS - 10/17/54 - Page D</u>		<u>TALENT SHOWSHEET (more)</u>

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 15 THRU FRIDAY OCTOBER 22 (Cont'd)

PORTIA PACES LIFE	CBS 1pm	M thru F - Karl Swenson, Ginger MacManus, Fran Carlon replace Donald Woods, Renne Jarrett, and Frances Reid as regular leads; (SW & SD)
THE WORLD OF MR. SWEENEY (Charlie Ruggles, Glenn Walken, Helen Wagner)	NBC 4:30	M - Mimi Strongin, Michael Dreyfuss, Dorothy Patten; Tu - Joe Latham; W - Floyd Buckley, Betty Gards; Thu - Kay MacDonald; F - Fairfax Burgher, Reynolds Evans; (SD)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - (O) ^{Gambler's wife} by George Lefferts; with Martin Brooks, June Dayton, Dean Harens, Audra Lindley; (SD)
MAGIC COTTAGE (Meikle)	WAED 6pm	M thru F - Melba Rae, Rod Colbin; (SW & SD)
PERRY COMO	CBS 7:45	W - June Valli (S)

SATURDAY OCTOBER 23

Captain Midnight (Richard Webb)	CBS 11am	The Walking Ghost - (O) by Wallace Bosco; with regulars & Sally Fraser, Belle Mitchell, William Fawcett; (SD)
CAMERA THREE (James Macandrew)	WCBS 3pm	Moby Dick - 2nd Part - with Hamish Cochrane, Earle Hymen, Michael Kane, Gerald Sarraoini; (SW & SD)
The Range Rider (Jack Mahoney)	WRCA-TV 6:30	Pale Horse - (O) by Elizabeth Beecher; with regulars & Phyllis Coates, Jane Frazee, Don Harvey, Duke York; (SD)
MAX LIEBMAN SPECTACULAR (COLOR)	NBC 9pm	The Follies of Suzy - (O) by William Friedberg, Fred Saidy, Neal Simon, Will Glickman, William Jacobson; with Jeanmaire (D), Steve Allen (C), Dick Shawn (C), Connie Russell (S), Cliff Norton (C), Paul Whiteman (M), Tom Avera, Harrison Mulder & Jean Eliot (D); (SD)
MY FAVORITE HUSBAND	CBS 9:30	(O) by Sol Saks, Shirley Gordon, Bill Manhoff; with regulars
Willy (June Havoc)	CBS 10:30	Echo of Baby Willy - (O) by Alan Lipscomb & Bob Fisher; with regulars & Ralph Dumke, Benny Rubin, Sandra Gould; (SD)
The Lone Wolf (Louis Hayward)	WRCA-TV 11:15	Memo: Avalanche - (O) by Al C. Ward; with regulars & Horace MacMahon, Gladys Holland, John Alvin, Joe Crehan; (SD)

SUNDAY OCTOBER 24

FRONTIERS OF FAITH	NBC 1:30	Cast listed on Oct. 10 & Martin Brandt, Estelle Ritchie; (SW, D)
HALLMARK HALL OF FAME	NBC 5pm	The Lady in the Wings - (O) by Helene Hanff; with Madge Evans
Roy Rogers (& Dale Evans)	NBC 6:30	The Hijackers - (O) by William Lively; with regulars & Forrest Taylor, Jim Diehl, Fred Graham, Wally West, Steve Raines; (SD)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Burning of Rome - (O) by Kate Nickerson; with Frederick Rolfe, Margaret Phillips, Don Hammer, others to be announced
Pepsi-Cola Playhouse	ABC 7:30	I Went to Havana - with Elliot Reid, Ken Dibbs, Dorothy Green
OPERA CAMEOS (Giovanni Martinelli)	DuM 7:30	Excerpts from ^{(O) Lawrence Kimble & Howard Green} L'Amico Fritz - opera by Mascagni; with Gabor Carelli, Madeleine Chambers, David Aiken; (SD)
COLGATE COMEDY HOUR	NBC 8pm	Revenge With Music - (O) by Howard Dietz, Music by Arthur Schwartz, TV (A) by Edmund L. Hartmann; with Harpo Marx (C), Anna Maria Alberghetti (S), Ray Middleton (S), Ilona Massey (S), Edward Everett Horton (C), Jerry Colonna (C); Prod by Bob Welch, assisted by Bob Henry; Dir by Sid Smith; Orch Led by Lyn Murray; Choreog by Al White Jr. (FROM HOLLYWOOD)
LIGHTS DIAMOND JUBILEE	ALL NETS 9-11pm	(O) by Ben Hecht, Arthur Gordon, Irwin Shaw, Max Shulman, John Steinbeck; with Helen Hayes, Thomas Mitchell, Brandon de Wilde, Walter Brennan, Joseph Cotten, Kim Novak, Guy Madison, Judith Anderson, Eddie Fisher (S), Dorothy Dandridge (S), Lauren Bacall, David Niven, George Gobel (C); Pres. Eisenhower; Dir by King Vidor, Christian Nyby, William Wellman; Live & FILM (FROM HOLLYWOOD)