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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (24)

ABC- Pacific Coast Net, Mon thru Fri, 3-3:30pm PST; NET DEBUT; Queen For a Day; from KEJ-TV(LA), to 6 ABC net stations live (except KABC-TV(LA).) Sponsors- P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc; J. A. Folger Co., S. F.(Folger's Coffee) & White King Soap Co, both thru Raymond R. Morgan Co(LA). Prod & Dir- Howard Blake. Jack Bailey m.c.'s this TV version of the long-time radio audience participation show (the current radio program over the Mutual net is an audio tape of the TV program). Queen For a Day made its TV debut in February, 1952. The ABC-TV Pacific Coast net program will be a pick-up of the program from KEJ-TV, over which it seen locally in LA.

Sun^d (30)

CBS- 9:30-10pm EST; DEBUT; Stage 7; ON FILM; from WCBS-TV(NY), 55 stations net, 20 stations delayed. Sponsor- Bristol-Myers Co (All Products) thru Young & Rubicam, Inc(NY); Acct Exec- Robert Osburn; Agcy Superv- J. Brooks Emory; Comm Superv- Bill Whitman; Comm Anncr- Joel Aldred (live); most commercials on film. Pkgr & Film Prod- Four Star Productions, Inc., (at RKO Pathe Studios, Culver City, Cal.); Exec Prod- Don Sharpe; Prod- Warren Lewis; Dirs- Roy Kellino, William Seiter, Alvin Ganzer, Robert Florey, others; Writers- Various; Script Ed- Coles Trapnell, assisted by Helen Madden & Dick Bluel; Casting- Marge McKay. Half-hour drama series, ranging from comedy to romance, with top Hollywood stars in the leading roles. Program replaces Your Favorite Playhouse, interim film series, in the time spot for the same sponsor. (See Vol 6, page 210).

NBC- 5:30-6pm EST; SPECIAL; A Conversation With Edward Steichen, ON FILM; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC Public Affairs; Prod- Henry Salomon. One of NBC's continuing series of filmed conversations with elder wise men; famed photographer Edward Steichen talks with Wayne Miller, a friend and fellow photographer, in New York. Program replaces Background for one week only.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Monday Night Fights (Mon, 10-10:45pm EST) Will not be seen in New York, the originating city, effective Jan 24. (Also affects Neutral Corner, 10:45-11pm fight commentary).

- Page 11 -

OTHER NET CHANGES(More)

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OTHER NET CHANGES(Cont'd)

AP The Ozark Jubilee (Sat, 9-10pm EST) ADD PRODUCTION CREDITS: Pkgr & Prod- Radi-ozark Enterprises(Springfield, Mo); Prod Superv- Carl Fox; Dir- Bryan Bisney; Asst Dirs- Fred Rains, Gene Eudson; Script Superv- Don Richardson. (See page 9).

Fond's Theatre (Thu, 9:30-10:30pm EST) Cabot Lyford is associate producer for Paul Lammers, replacing Alan Anderson originally announced; Murray Golden is associate producer for George Roy Hill; Charles Jackson has been named script editor. (See page 5 for original credits).

CBS- Jackie Gleason Show (Sat, 8-9pm EST) Herb Finn has been added to writing staff.

What's My Line? (Sun, 10:30-11pm EST) Fred Allen added as permanent panelist. During February, guest panelists will sit in for Bennett Cerf, away on tour.

NBC- The Sheilah Graham Show (Mon thru Fri, 10:45-11am EST) Lou Garfinkle has replaced Jack Mullen as writer (See pages 9 & 1).

Home (Mon thru Fri, 11am-12noon EST) Marjorie Trumbull (cq) named West Coast editor. She is a columnist on the San Francisco Chronicle and has a daily program over KRON-TV, San Francisco. She will cover the entire coast for Home.

Golden Windows (Mon thru Fri, 3:15-3:30pm EST) Joseph Mego is now producer, succeeding Tom Riley.

Producer's Showcase (every fourth Monday, 8-9:30pm EST) Casting now thru Everett Chambers at IBC (Next show, The Women, Feb 7).

Swift's Show Wagon with Horace Heidt (Sat, 7:30-8pm EST) Add Doodles Weaver to the regular Heidt troupe, effective Jan 22.

NEW NETWORK SPONSORSHIPS

The following are current or future sponsors of segments of Ding Dong School (Mon thru Fri, 10-10:30am EST) over NBC-TV: Current: GERBER PRODUCTS CO (Baby Foods) thru D'Arcy Advertising Co(NY), Thu, 10:15-10:30; GENERAL MILLS INC (Cereals & Mixes) thru Tatham-Laird, Inc(Chi), Fri, 10:15-10:30; WANDER CO (Cvaltine) thru Tatham-Laird, Inc(Chi), Wed, 10:15-10:30; MANHATTAN SOAP CO, INC thru Dowd Redfield & Johnstone, Inc(NY), Thu, 10-10:15 (started Jan 20); FROCTER & GAMBLE CO (Party Curl) thru Biow-Beirn-Toigo, Inc(NY), alt Tue, 10:15-10:30 (started Jan 18); COLGATE-PALMOLIVE CO (Toothpaste) thru William Esty Co., Inc(NY), alt Fri, 10-10:15 (started Jan 21) and alt Tue, 10:15-10:30 (starting Jan 25). Future: INTERNATIONAL SHOE CO (Red Goose Shoes) thru D'Arcy Advertising Co(St. L.), Mon, 10:15-10:30 (starting Feb 28).

LOCAL STATION ACTIVITY

WABD(Ch 5) - The Ernie Kovacs Show (Tue & Thu, 10:30-11pm EST) CHANGE: Elliot Lawrence joins the regulars, replacing the Eddie Hatrak Trio. Pianist Lawrence will also sing and act in skits.
New York

WRCA-TV(Ch 4) - Mr. Executive, ON FILM; RETURN Jan 22; Sat, 1:30-2pm EST. Participations. Pkgr & Prod- Dick Randall & Herb Lannard; Dir- Ray Malon; Writer- Art Baer. Conrad Nagel is host and narrator for filmed interviews with business men, with the films also showing some of their companies' business operations. The program had been seen briefly over WABC-TV last season. Several similar programs that have been seen on WRCA-TV, WABC-TV and WABD were Operation Success, Success Story, and others.
New York

LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch 11) - News-O-Rama (Mon, 9:30-10pm EST) Walter Engels, manager of the news and special events dept of WPIX, appointed an associate in journalism at Columbia University Graduate School of Journalism, effective Jan 24, in addition to his WPIX duties. He assumes the duties of Prof John Foster, Jr., leaving on an eight-month sabbatical, and also takes over production of News-O-Rama, produced by the Graduate School with WPIX.

WAAM(Ch 13) - Key to the Ages; RETURN Jan 23; Sun, 8-8:30pm EST. Sustaining, public service. Pkgr & Prod- WAAM with the Walters Art Gallery and the Enoch Pratt Free Library. The third series of programs presenting the great art of the centuries and man's finest literature, from ancient times to early American periods. The current series will continue thru April 17;

WNBC(Ch 5) - Bob and Kay, with Eddie Doucette; DEBUT Jan 24; Mon thru Fri, 12:45-2pm CST. Participations. Pkgr & Prod- NBC Chicago. Bob Murphy and Kay Westfall star in a new variety program, with home cooking expert Eddie Doucette and the music of the Art Van Damme quintet and a 16-piece NBC Chicago orchestra led by Joseph Gallicchio. The program will include segments on fashions, weather and news, do-it-yourself projects, movie and theatre activities, book and record reviews, civic affairs and travel; with Doucette demonstrating a different recipe each day.

KXNT(Ch 2) - Child Psychology; DEBUT Jan 22; Sat, 11:15am-12noon. Sustaining, public service program for college credit. (Three introductory programs, with the regular course for credit beginning Feb 12 for 16 weeks). Pkgr- KXNT Public Affairs Dept with University of Southern California; Prod- William Whitley; Dir- Bill Alcine. Dr. Herman Harvey, asst professor of psychology at the University of Southern California, presents his second course for credit; following the windup of 16 weeks on Jan 15 of his Psychology on TV over KXNT. Viewers may enroll for course credit and take exams at the end of the telecourse thru the University of Southern California's "TV Business Office."

KXNT - Living With Suzanne; DEBUT Jan 26; Wed, 3-3:30pm PST. Sponsor- The Blackstone Corp (Washers, Dryers, Ironers) thru Hicks & Geist, Inc (NY). Production info not available. Suzanne Caygill, color and fashion authority, gives advice on proper clothing for certain types of women, solves a fashion problem for a member of the studio audience, answers questions from the mail with visual demonstrations to aid the answers and gives general advice.

KTTV(Ch 11) - Musical Chairs; SCHEDULE CHANGE Jan 18; Tue, 10-10:30pm PST. The program, featuring Bill Leyden, Johnny Mercer, Bobby Troup and guest stars as panelists, was formerly seen Fridays, 10:30-11pm PST.

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

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE DAY TIME</u>
<u>New York</u>			
WABD(5)	# "The Playhouse" (AEC Film Sales-re-runs of Schlitz Playhouse)	-Open	1/9 Sun 9-9:30pm
WABC-TV(7)	* "The Eddie Cantor Comedy Theatre"	-P. Ballatine & Son (Beer) thru J. Walter Thompson Co	1/26 Wed 10:30-11pm
PIX(11)	# "Clubhouse Gang Comedies" (Interstate- "Little Rascals")	-Open	1/17 Mon thru Fri 5:30-6pm
<u>Los Angeles</u>			
KTTV(11)	* "New Adventures of China Smith" (National Telefilm)	-Fletcher Jones Chevrolet	1/14 Fri 9:30-10pm
KTTV(11)	# "The Lone Wolf" (MCA)	-Open	1/17 Mon thru Fri 10:30-11pm
CODE:	*First run in market	#Re-runs	

TALENT SHOWSHEET JANUARY 24-30, 1955

Most of the shows on January 21, 22, 23 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, January 28. 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 JANUARY 21

RED BUTTONS	NBC 8pm	Kinescope of show of 10/8 (Buttons hospitalized)
MAMA (Peggy Wood)	CBS 8pm	<u>Cloud of Suspicion</u> - (O) by Palmer Thompson; with regulars & Leora Thatcher, Bill Lundmark, John Seymour, Jay Barney
<u>Secret Files, U.S.A.</u>	WABD 8pm	<u>Mission Acropolis</u> - no credits available at press time
CHANCE OF A LIFETIME	DuM 10pm	Dick Lee (S)

SATURDAY JANUARY 22

TOM CORBETT	NBC 11:30	(O) by Albert Aley; with regulars & Marlene Cameron; (SD)
<u>Man Behind the Badge</u> (Charles Bickford)	WCBS 6:30	<u>The Case of the One-Eyed Jack</u> - (O) by David P. Harmon; with Douglas Kennedy, Selmer Jackson, Bob Foulk, James Bell, Joe Hamilton, George Eldredge, Carlyle Mitchell, Mico Lek, Don C. Harvey; Dir by Gilbert Kay
SWIFT'S SHOW WAGON IMOGENE COCA	NBC 7:30 NBC 9pm	Gloria DeHaven (S), Leo Carrillo; add regular: Doodles Weaver add (SW) Tony Webster; with David Burns, Hal March, Bibi Osterwald, Bill Dana; Choreog by Boris Runanin; (SD)
TORK CLUB (Sherman Billingsley)	ABC 10pm	Robert Maxwell (M), King Sisters (S), Jose Melis (M), Peter Lind Hayes & Mary Healy
<u>Willy</u> (June Havoc)	CBS 10:30	<u>Willy & Poppa's Piano</u> - with regulars & Joseph Kearns, Marjorie Bennett; (SD)

SUNDAY JANUARY 23

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	<u>What Profits a Man</u> - (O) by Palmer Thompson; with Malcolm Lee Beggs, Joseph Leon, John Vari; (SD)
CAMERA THREE	WCBS 11:30	John Butler, Mary Hinkson, Glen Tetley (D)
HALLMARK HALL OF FAME	NBC 5pm	<u>The Label of Truth</u> - (O) Milton Kahn, (A) by George Bruce; with Paul Langton, Stephen Coit, George Eldredge, Morris Ankrum, Loretta King, Paul Birch, John Larch; (SD, H'WOOD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Music Lesson by Yehudi Menuhin (M), dir by Roger Englander; <u>The Adams Family - Part II</u> - John Quincy Adams, interpreted by Allan Nevins; with Hume Cronyn, Jessica Tandy, George Mitchell, Murray Matheson, Norman Rose, Bruce Gordon, John Straub, Jay Barney, Wyman Kane, Chris Gampel, Carmen Mathews; Film on Pindar Brothers (deep sea)
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Cyril Ritchard, Meg Mundy, Alice Ghostley, Robert Carricart, Mike Gazzo, Heywood Hale Broun; (SW & SD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	<u>Anatomy of Fear</u> - (O) by F. W. Durkee, Jr.; with Rod Steiger, Ferry Wilson, Katherine Meskill, Geoffrey Horne, William Penn, Addison Powell, Tom Gorman, Al Leberfeld, Frank Sutton, Ruth Hope; (SD) by Delbert Mann
LIFE BEGINS AT 80	DuM 9:30	Earl Wrightson, Lois Hunt (S), salute to Connie Mack (baseball)
<u>Father Knows Best</u> (Robert Young)	CBS 10pm	<u>The Promised Playhouse</u> - (O) by Rogers & West, (A) by Roswell Rogers; with regulars & Robert Foulk, Vivi Janiss; (SD)

MONDAY JANUARY 24

<u>Sherlock Holmes</u> (Ronald Howard & H. Marion Crawford)	WRCA-TV 7pm	<u>The Case of the Singing Violin</u> - (O) by Kay Krause; with regulars & Delphine Seyrig, Arnold Bell, Colin Mann, Pen Cmanoff, Barbara Guerini, Jacqueline Gay, Roger Garris, Leslie Desanti, Billy Beck
<u>Life With Elizabeth</u>	WABD 7:30	regulars & Loie Bridge, Jess Kirkpatrick, Ray Erlenborn

MONDAY JANUARY 24 (Cont'd)
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|                                                    |                     |                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TV Reader's Digest<br>(Hugh Feilly)                | ABC 8pm             | Trouble on the Double - (O) by David O. Woodbury, (A) by George Beck; with Peter Graves, Nancy Gates, George Chandler, Frank Jenks, Frank Sully, Stanley Clements; Dir by William Seiter                                                                                                          |
| CAESAR'S HOUR<br>ARTHUR GODFREY'S<br>TALENT SCOUTS | NBC 8pm<br>CBS 8:30 | regulars & Paul Reed, Jules Racine, Page Johnson, Gene Shield, Marilyn Meyer (M), Betty Hodges (S), Dick Sterling (S)                                                                                                                                                                             |
| VOICE OF FIRESTONE                                 | ABC 8:30            | Barbara Gibson, Cesare Siepi (both S)                                                                                                                                                                                                                                                             |
| I Love Lucy                                        | CBS 9pm             | regulars & Tennessee Ernie Ford, the Borden Twins (S); (SW,D)                                                                                                                                                                                                                                     |
| Medic                                              | NBC 9pm             | Breath of Life - with Warren Stevens, Jean Willis, Roy Glenn                                                                                                                                                                                                                                      |
| December Bride<br>(Spring Byington)                | CBS 9:30            | The Sentimentalist - with regulars & Ludwig Stoessel, Charles Woodruff; (SW & SD)                                                                                                                                                                                                                 |
| ROBERT MONTGOMERY<br>PRESENTS                      | NBC 9:30            | Joe's Boy - (O) by Adrian Spies & Norman Felton; with James Dunn, Jo Van Fleet, Loretta Leversee, Lee Eargere, Scott Ten-nyson, David Medoff, Harry Worth, Marian Brash, Anne Ives, John Call, Helen Auerbach, Al Ransen; (SD) by Norman Felton                                                   |
| STUDIO ONE                                         | CBS 10pm            | It Might Happen Tomorrow - (O) by Carey Wilber; with Barry Sullivan, Anthony Franciosa, Dana Wynter, Ben Hammer, Whit-field Connor, Mark Roberts, Alfred Sander, Bert Freed, Emmett Vogan, Steve Cassadee; (SD) by Franklin Schaffner; Title draw-ing by Georg Olden                              |
| Big Town<br>(Mark Stevens)                         | WRCA-TV 10:30       | regulars & James Westerfield, Louise Lerner, Dabbs Greer, Michael Fox; (SW & SD)                                                                                                                                                                                                                  |
| TUESDAY JANUARY 25<br>~~~~~                        |                     |                                                                                                                                                                                                                                                                                                   |
| Ella Raines                                        | WRCA-TV 7pm         | Sloane Case - (O) by Marie Baumer & Victor Wolfson (REPEAT)                                                                                                                                                                                                                                       |
| Cavalcade of America                               | ABC 7:30            | Fetticoat Doctor - with Paula Raymond, Betty Caulfield, Edgar Buchanan, Minerva Urecal, Willisouchay                                                                                                                                                                                              |
| Waterfront<br>(Preston Foster)                     | WAED 7:30           | Backwash - (O) by Willie Hayward; with Allen Jenkins, Frank Wilcox, Hugh Beaumont, Roy Gordon, Zachary Yaconelli, Don McArt, Jack Holland; (SD)                                                                                                                                                   |
| BUICK-BERLE SHOW                                   | NBC 8pm             | Eddie Fisher (S), Faye Emerson, Fred Clark & regulars; (SW & D)                                                                                                                                                                                                                                   |
| Studio 57                                          | DuM 8:30            | Miss Jeremy and the Bran Serjin - (O) by Oliver Weld Bayer (A) by Muriel Roy Bolton; with Barbara Eiler, Whitfield Connor, Beverly Washburn; Dir by Herschel Daugherty                                                                                                                            |
| The Halls of Ivy                                   | CBS 8:30            | regulars & Larry Carr, William Tracy; (SW & SD)                                                                                                                                                                                                                                                   |
| Danny Thomas<br>(Jean Hagen)                       | ABC 9pm             | (O) by Mac Benoff; with regulars & Stephen Eekassy, Amanda Randolph; (SD)                                                                                                                                                                                                                         |
| Pireside Theater<br>(Gene Raymond)                 | NBC 9pm             | Not Captain Material - (O) by Robert D. Neff, (A) by Herbert Little, Jr. and David Victor; with Dennis Morgan, Virginia Grey, Arthur Franz, George Wallace, J. P. O'Donnell, Tyler MacDuff, Jessie Arnold, Hallene Hill, George Chandler, Harry Hayden, Carlyle Mitchell, Kenneth MacDonald; (SD) |
| ELGIN HOUR                                         | ABC 9:30            | Family Meeting - (O) by William McCleery; with Alan Bunce, Polly Rowles, William Redfield, Robert Emhardt, Janis Carter, Natalie Schafer, Marjery Gray; (SD)                                                                                                                                      |
| NEW RED SKELTON SHOW                               | CBS 9:30            | Mary McCarty (S); (O) by Joe Bigelow, Bob Ross, Dave Schwartz, Lou Meltzer; (SD, FROM HOLLYWOOD)                                                                                                                                                                                                  |
| ARMSTRONG'S CIRCLE<br>THEATRE                      | NBC 9:30            | Thunder in the House - (O) by Nicholas E. Baehr; with E. G. Marshall, Philip Abbott, Patricia Collinge, Joan Potter, Joe Mantell, Bonnie Bartlett; (SD) by Dan Petrie                                                                                                                             |
| DANGER                                             | CBS 10pm            | Death Trap - (O) by Bob Foley; with Russell Hardie, Joey Walsh, Rudy Bond, Victor Thorley, Ford Rainey, Michael Conrad, Chris Gampel; (SD)                                                                                                                                                        |
| It's A Great Life<br>(O' Shea, Bishop, Dunn)       | NBC 10:30           | The Borrowed TV Set - with regulars & Margaret Brayton, Walter Sande, John Harmon; (SW & SD)                                                                                                                                                                                                      |

TALENT SHOWSHEET (more)

WEDNESDAY JANUARY 26

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|                                        |               |                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Norby</u> (David Wayne)             | NBC 7pm       | <u>Salen's Holiday</u> - with regulars & Elaine Stritch; (SW & SD)                                                                                                                                                                                                                                                                     |
| <u>Walt Disney</u><br>(Walt Disney)    | ABC 7:30      | <u>Davy Crockett Goes to Congress</u> - 2nd of series - with Fess Parker, Mike Mazurki, Buddy Ebsen, Basil Ruysdael, William Bakewell, Helene Stanley, Jeff Thompson, Henry Joyner, Col. Campbell Brown, Benjamin Hornbuckle, Hal Youngblood, Jim Maddux, Robert Booth; (O) by George Bruns; Dir by Norman Foster                      |
| <u>New Stu Erwin</u><br>(June Collyer) | ABC 8:30      | <u>Father Becomes Efficient</u> - (O) by William E. Raynor, Herbert F. Margolis; with regulars & Paul Maxey, Dan Tobin; (SD)                                                                                                                                                                                                           |
| <u>ILONA MASSEY</u>                    | WABD 8:30     | <u>Viennese Lantern Orch.</u> replaces Chez Vito Continental Ensemble                                                                                                                                                                                                                                                                  |
| <u>My Little Margie</u>                | NBC 8:30      | regulars & Hal Baylor, Paul Harvey; (SW & SD)                                                                                                                                                                                                                                                                                          |
| <u>KRAFT TELEVISION THEATRE</u>        | NBC 9pm       | <u>Boys Will be Boys</u> - (O) by Irvin S. Cobb, (A) by Dale Wasserman; with James Barton, Ed Egle, Heywood Hale Brown, Noel Leslie, Guy Raymond, Malcolm Lee Beggs, Mary Howard, Fradorick Bradley, E. A. Krumschmidt, Walter Kinsella, Harvey Hayes, Tommy Halloran, Ricky Hamilton, Michael Gilford, Roy King; (SD) by Mury Holland |
| <u>CHICAGO SYMPHONY</u>                | DuM 9pm       | George Schick conducts                                                                                                                                                                                                                                                                                                                 |
| <u>The Millionaire</u>                 | CBS 9pm       | <u>The Story of Carl Nelson</u> - with Arthur Franz, Eeverly Garland                                                                                                                                                                                                                                                                   |
| <u>The Eddie Cantor Comedy Theatre</u> | WABC-TV 10:30 | Brian Aherne (PREMIERE)                                                                                                                                                                                                                                                                                                                |
| <u>Douglas Fairbanks</u>               | WRCA-TV 10:30 | <u>Border Incident</u> - (O) by George Marrow; with Bill Sylvester, Balbina, Paul Carpenter; Dir by Derek Twist                                                                                                                                                                                                                        |

THURSDAY JANUARY 27

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|                                           |           |                                                                                                                                                                                                                            |
|-------------------------------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>My Milland</u>                         | CBS 8pm   | regulars & Harry Stewart, Donald MacBride; (O) by Jack Jacobs                                                                                                                                                              |
| <u>Treasury Men in Action</u> (Greaza)    | ABC 8:30  | <u>The Case of the Unfair Verdict</u> - (O) by Robert Sloane; with Gene Reynolds, Barney Phillips, John Hamilton, John Close; (SD)                                                                                         |
| <u>CLIMAX!</u><br>(William Lundigan)      | CBS 8:30  | <u>The Mojave Kid</u> - (O) by Louis L'Amour, (A) by Gil Doud; with Ricardo Montalban, Ward Bond; (SD) by William H. Brown, Jr.                                                                                            |
| <u>JUSTICE</u><br>(Gary Merrill)          | NBC 8:30  | <u>Strange Terror</u> - (O) by Art Wallace; with Harry Townes, Murray Hamilton, Anne Gibson, Frank Aletter, Ralph Stantley, Moultrie Patton, Frank Daly, Addison Powell; (SD) by Wm Corrigan                               |
| <u>SO YOU WANT TO LEAD-BAND</u> ABC 9pm   |           | <u>Denise Lor</u> (S)                                                                                                                                                                                                      |
| <u>Four Star Playhouse</u>                | CBS 9:30  | <u>The Good Sister</u> - (O) by Robert Dozier; with Teresa Wright, Chuck Connors, Violet Rensing, John Dehner, Teresa Tudor, Renata Hoy, John Doucette, Norbet Schiller, Harold Dyrenforth Dir by Roy Kellino              |
| <u>Ford Theatre</u>                       | NBC 9:30  | <u>Letters Marked Personal</u> - (O) by Peter Halmers, (A) by Karen LEWOLF; with Joan Bennett, Melvyn Douglas, Elisabeth Risdon; (SD) by Fred P. Sears                                                                     |
| <u>POHD'S THEATRE</u>                     | ABC 9:30  | <u>The Cornered Man</u> - (O) by William Mourme; with Buster Crabbe, Horace McMahon, Dick Davalos, Nancy Marshall                                                                                                          |
| <u>Public Defender</u><br>(Reed Hadley)   | CBS 10pm  | <u>Your Witness</u> - (O) by William P. Rousseau; with Walter Coy, Virginia Gregg, Parley Baer; (SD)                                                                                                                       |
| <u>LUX VIDEO THEATRE</u><br>(James Mason) | NBC 10pm  | <u>So Evil My Love</u> - (O) by Joseph Shearing, Paramount screenplay by Leonard Spigelgass & Ronald Millar, TV (A) by Sanford Barnett; with Marliam Erskine, Louis Hayward, others to be announced; (SD) (FROM HOLLYWOOD) |
| <u>Mad Nagel Theatre</u>                  | WABD 10pm | <u>The Jewels of Rosanna Higgins</u> - (O) by Guy de Maupassant, (A) by Paul Levi; with Pat Crean, Loui Bradley, John Selby, John Stacy, Geoffrey Copleston, Audrey MacDonald; (SD) by John Mantley                        |

FRIDAY JANUARY 28

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|----------------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin Tin Tin</u> ABC 7:30<br>(Lee Aaker) |  | <u>Rusty Plays Cupid</u> - with regulars & Ric Vallin, Elaine DuPont, John Hoyt, William Forrest, Rand Brooks, John War Eagle; (SD) |
|----------------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------------------------------|

FRIDAY JANUARY 28 (Cont'd)  
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<u>Topper</u> (Jane Jeffreys)	CBS 8:30	<u>Topper In Mexico</u> - (SW) by Robert Riley Crutcher; with regulars & Nolan Leary, Benny Rubin, Mel Welles, John Berardino, Gloria Grant, Edward Coch, Eddie Gomez, Jose Portugal; (SD)
<u>Ray Bolger</u> (Marjorie Miller)	ABC 8:30	<u>Night School</u> - with regulars & Irene Ryan, Emory Parnell, Elizabeth Harrocker; (SW & F)
<u>THE BIG STORY</u> (Norman Rose)	NEC 9pm	<u>Bus Bergen, Cleveland Press</u> - (O) by Mel Goldberg; with Lin McCarthy, Edward Andrews, Perry Wilson, Joe Helgesen, Chris Gampel, Joseph Foley, others to be announced; (SD)
<u>Schlitz Playhouse</u>	CBS 9pm	<u>Murder in Paradise</u> - (O) by George Bruce; with John Ireland, Lynn Allen, Steven Geray, June Vincent, Jack Lambert, Philip Ahn, Leon Lontoc; (SD) by Robert Florey
<u>THE STRANGER</u> (Robert Carroll)	DuM 9pm	<u>Court of No Appeal</u> - (O) by Fletcher Hammond; with Philip Abbott, Don Briggs, Joe Zuckert, Henrietta Moore, Karen Linay
<u>Inner Sanctum</u>	WOR-TV 9pm	<u>The Fatal Hour</u> - (O) by John Rceburt; with Shepperd Strudwick, James Westerfield, Margaret Draper, Theodore Newton, Chester Stratton, Alan Hewitt; (SD)
<u>The Vise</u> (Ron Randell)	ABC 9:30	<u>Blind Man's Buff</u> - with Eunice Gayson, John Bentley, Patrick Holt; (SD)
<u>The Lineup</u> (Warner Anderson & Tom Tully)	CBS 10pm	<u>Danny Burke Case</u> - (O) by Sidney Marshall; with regulars & James Lydon, Marshall Reed, Lillian Bueff, James Bell, Bob Fouk, Lee Roberts; Dir by Harold Schuster

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 21 THRU FRIDAY JANUARY 28
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|------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>BREAKFAST CLUB</u><br>(Don McNeill)                                       | ABC 9am      | M thru F - regulars & Patsy Lee, Jack Owens (H <sup>1</sup> WOOD, THIS WK ONLY)                                                                                                                                                                                                      |
| <u>FRY MOORE</u>                                                             | CBS 10am     | W - Cliff Norton (C); F - Ladd Lyons (balancer), Dylan Todd (S)                                                                                                                                                                                                                      |
| <u>WAY OF THE WORLD</u><br>(Gloria Lewis)                                    | NBC 10:30am  | Starting Thu - <u>The Bewitched Spinster</u> - (O) by Melia Gardner White, (A) by Donald A. Yerville; WITH Edna East, Dean Harens, Vera Allen, Vaughn Taylor, Patricia Wheel; (SD)                                                                                                   |
| <u>SHEILA GRAHAM</u>                                                         | NBC 10:45    | M thru F - Jack Palance; (SW) by Lou Garfinkle, replacing Jack Mullen (FROM HOLLYWOOD)                                                                                                                                                                                               |
| <u>THE GUIDING LIGHT</u>                                                     | CBS 12:45    | M thru F - current regulars: Herb Nelson, Ellen Demming, Susan Douglas, Patricia Wheel, Lyle Sudrow, Charita Bauer, James Lipton, Theo Geotz, Paul Potter, Glenn Walken, Barry Thompson, Lois Wheeler, Lois Wilson, Charles Bang, Lynn Rogers, Ed Prentiss, Alice Yourman; (SW & SD) |
| <u>JINX'S DIARY</u>                                                          | WRCA-TV 2:30 | W thru F (1/21) - Sydney Smith subs for vacationing Jinx                                                                                                                                                                                                                             |
| <u>THE GREATEST GIFT</u>                                                     | NBC 3pm      | M thru F - add regular: Janet Ward; (SW & SD)                                                                                                                                                                                                                                        |
| <u>WORLD OF MR. SWEENEY</u><br>(Charlie Puggles, Glenn Walken, Helen Wagner) | NBC 4:30     | M - Mimi Strongen, Beverly Lunsford, Grace Keddy, Edwin Bruce; Tu - Charles Thompson; W - Floyd Buckley; Thu - Walter Kinsella; F - Mimi Strongen, Charles Cooper; (SW & SD)                                                                                                         |
| <u>MODERN ROMANCES</u><br>(Martha Scott)                                     | NBC 4:45     | <u>The Nice Young Man</u> - (O) by Harold Gast; with Lee Remick, Steven Hill, Hildy Parks, Haim Winant; (SD) by Tom Reynolds                                                                                                                                                         |
| <u>MAGIC COTTAGE</u>                                                         | WABD 6pm     | M thru F - Earl Hammond, Carl White, Dolores Sutton (Pat Meikie vacations); (SW & SD)                                                                                                                                                                                                |
| <u>PERRY COMO</u>                                                            | CBS 7:45     | W - Eddie Arnold (S)                                                                                                                                                                                                                                                                 |
| <u>VIE KOVACS</u>                                                            | WABD 10:30   | Tu & Thu - Elliot Lawrence (M) added as regular                                                                                                                                                                                                                                      |

SATURDAY JANUARY 29  
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<u>Captain Midnight</u> (Richard Webb)	CBS 11am	<u>Arctic Avalanche</u> - (O) by Wells Root; with regulars & Marc Krafft, Phillip Ann, Lane Nakano, Tetsu Komai; (SD)
<u>The Range Rider</u> (Jack Palance)	WRCA-TV 6:30	<u>Six Gun Party</u> - (O) by Samuel Newman; with regulars & Elaine Blair, Earl Hodgins, Denver Pyle, Dick Curtis, Wes Hudman

SATURDAY JANUARY 29 (Cont'd)

Man Behind the Badge WCBS 6:30
(Charles Bickford)

The Case of the Elusive Firebug - (C) by Alvin Eoretz; with Walter Sance, Bill Pawcett, Bill Foster, Butch Cavell, James Flavin, Barbara Woodell, Paul Keast

Shelvinggold Theatre WRCA-TV 7pm
Henry Fonda

Ferry to Fox Island - with Jan Sterling, Gayle Kellogg, Mary Anderson, Eddie Waller, Stuart Randall, Tudor Owen, Claire DuBrey; (SD)

Donald O'Connor NBC 9:30

regulars & Timmy Rooney; (SW & SD)

GEORGE GOBEL NBC 10pm

Jackie Cooper (SW & SD, FROM HOLLYWOOD)

Foreign Intrigue WABC-TV 10:30
(Gerald Mohr)

F. I. in the Missing Schoolteacher - (C) by Joseph Morheim; with Lucille Vines, Marta Dorff, Alf Kellin; (SD) (SHOW MOVES TO THIS DAY & TIME EFFECTIVE THIS DATE)

Willy CBS 10:30
(Junc Ravec)

Willy and the Dog Joseph - with regulars & Sig Ruman, Danny Richards, Sr., C. H. Tryon; (SW & SD)

SUNDAY JANUARY 30

OMNIBUS CBS 5pm
(Alistair Cooke)

Analysis of Hamlet by Canadian Players: Douglas Campbell, Ann Casson, William Needles, William Hutt, Roland Hewgill, John Gardiner, Rony Van Bridge; Aviation - with Major Murray (pilot) Fencing - with U.S. Olympic Team

You Are There CBS 6:30
(Walter Cronkite)

The Tragedy of John Milton - (C) by Jeremy Daniel; with Philip Bourneuf, Fred Downs, Richard Kiley, Basil Langton, Harrison Dowd, Richard Waring, Michael Higgins, Grant Gordon, Ziff McGuire, Carroll Howe; (SD)

OPERA COMEDS DuM 7:30
(Giovanni Martinelli)

The Pearl Fishers - excerpts from opera by Bizet; with Gabor Carelli, Marjial Singher, Beverly Sills (all S, SD)

Private Secretary CBS 7:30
(nn Gothern)

Screaming Meemies - (C) by Arnold Belgard; with regulars & Jesse White, Hank Mann, Frank Mills; (SD)

Pepsi-Cola Playhouse ABC 7:30

Otto and the Coat - with Hans Conreid

MAX LIEBMAN NBC 7:30
SPECTACULAR (COLOR)
(Lee Bowman)

Variety*- with Pat Carroll (C), Buddy Hackett (C), Herb Shriner (C), Bill Hayes (S), Jack Russell (S), Danny Scholl (S), Bambi Linn and Red Alexander (D), Perry Como (S), Kitty Kallen (S) *(includes jazz version of H. M. S. Pinafore - by Gilbert & Sullivan)

TOAST OF THE TOWN CBS 8pm
(Ed Sullivan)

Cavalcade of Radio - based on I Looked and I Listened - book by Ben Gross; with Eddie Cantor (C), Roger Pryor (S&M), Frank Parker (S), Jack Benny (C), Edward R. Murrow, George Burns (C), Eve Arden and Bob Rockwell, Rudy Vallee (S), the Pickens Sisters (S), Gene Autry, Edgar Bergen, Gertrude Berg, Edward Arnold, Milton Cross, Norman Brokenshire, Ed & Pegeen Fitzgerald, George Shelton, Paul Whiteman & Orch., Vincent Lopez (M), Andre Baruch, Red Barber, David Ross, Ted Mack, Lanny Ross (S), Jessica Dragonette (S), Jay Jostyn, John Gambling; Harry Von Zell is MC of H'wood portion

GENERAL ELECTRIC CBS 9pm
THEATRE (R. Reagan)

Big Shot - with Johnnie Ray, full credits next week

GOODYEAR TELEVISION NBC 9pm
PLAYHOUSE

The Way Things Happen - (C) by George Baxt; with Peter Lind Hayes, Mary Healy, Boris Rich, Harold Stone, David White, Shirley Grayson, Parker McCormack, Marga Ann Deighton; (SD) by Arthur Penn

Stage 7 CBS 9:30

The Deceiving Eye - (C) by Jack Brandwein, (A) by DeWitt Ebsen, NORMAN PITCHIN, Alvin Ganzer; with Frank Lovejoy, Jean Hoxell, Ann Robinson, Russ Conway, Hugh Sanders, John Warburton, James Seay, Tommy Cook, Buddy Mason, Jimmy Hayes; Dir by Alvin Ganzer (PREMIERE)

Father Knows Best CBS 10pm
(Robert Young)

Jim, the Farmer - (C) by Roswell Rogers; with regulars & Sarah Selby, Mary Young; (SD)

Loretta Young NBC 10pm

600 Seconds - (C) by Marian Thompson; with Dick Simmons, Ann Lee, John Bryant, Gay Gallagher, Paul Cavanaugh, Jan Shepard, Lois Collyer; (SD)

WHAT'S MY LINE? CBS 10:30

Fred Allen added as permanent panelist

TALENT CHECKSHEET

REPORTS ON TELEVISION

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JANUARY 26, 1955

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JAN 28 1955

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2-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

WABC-TV (Ch 7), ABC's New York outlet, will get a fresh programming look starting Feb 28, in a move to break the CBS & NBC viewing lock on local audience habits. Ted Berfeld, the station's general manager, is retaining all the strong points in the Monday thru Friday daytime schedules that match or outdraw the CBS & NBC programs, both local and net, while striving for something different during WABC-TV's heretofore weaker periods. The new Monday thru Friday lineup scheduled for debut on Feb 28 will read: 8-9am, Tinker's Work Shop (local, retained); 9-10am, The Breakfast Club (net, retained); 10-11am, two half-hour filmed drama series, titles not set (local, new); 11-12noon, The Romper Room (local, new); 12noon-12:30pm, Time For Fun (local, retained); 12:30-3pm, Entertainment (local, new); 3-3:30pm, half-hour filmed drama, title not set (local, new); 3:30-4pm, Joe Franklin's Memory Lane (local, retained); 4-6pm, Hopalong Cassidy (local, retained) and other Western films. The Romper Room is a new kid's show with possible m.c.'s getting an audition today (Wednesday) at ABC. Entertainment, the big two and one-half hour special, will have Tom Jones as m.c., with vocalists Marion Colby and Bob Carroll, and Ray McKinley fronting the band. Billy Butterfield will be featured with a 6-piece jazz unit. Bob Mayer is producing and staging the show, with Fritz Lamont as assistant producer; with both handling casting at ABC's Little Theatre. The show will use guest artists and acts; singles, young comics, variety acts, dancers, piano satirists, off-beat singers, etc., all at scale.....Before the big changeover takes place, Sloan Simpson will move into the 10-10:30am spot for an interim period, Feb 7-25, replacing Maggi McNellis, who moves to WABD as of Feb 7. Both are interview shows.

The Goldbergs probably goes into film production in February in a New York studio as a half-hour situation comedy series. Two pilots will be made, with Cherney Berg as producer for Guild Films. The films will use the same cast of regulars as on the last live version on DuMont, with regular production scheduled probably in June. Fannie Merrill casts for the show.....The Phil Silvers' series, You'll Never Get Rich, is starting on its 9th film, with four more to go, before laying off for awhile. Nat Hiken is producing, with filming every Tuesday at the DuMont Theater in New York.....William Russell will direct most of the future Halls of Ivy films, with current directors William Cameron Menzies and Norman Z. McLeod reverting on an irregular basis, when and if other film activities permit.....The Goodson-Goldman film pilot for The Web, produced this week at Desilu Productions, will determine whether any more will be shot for the series.....Lyle Talbot and Richard Jaeckel have been signed for lead roles in CBS-TV's The Mighty O! series in Hollywood.

- Page 1 -

(MORE)

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Includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

The Jan Murray show for the Toni Company will debut Feb 11 over NBC-TV, immediately after the conclusion of Gillette's Friday night fights. Murray will be star of a variety show, but all other plans are still up in the air, including which Toni acts will be sponsoring the program. Because Murray has a Friday evening show ABC at 9-9:30pm, current negotiations involve the possibility of originating the show from the same studio, ABC's 58th St Theater. Producer and director of the show are not set yet, with a program title, a gal singer and a musical group for the show also on the indefinite list.....Dick Sears of BBD&O, the Ames Brothers and Nehi Corporation bottlers (Royal Crown Cola, other soft drinks) converged in New Orleans this week to cement details on the new film series, starring the singing group, for national spot placement for the bottlers. Film info will be available after the convention.....Although Alfred Hitchcock has been signed to supervise the production of 39 films to be presented next fall over CBS-TV for Bristol-Myers Co sponsorship on Sundays, 9-9:30pm, current reports differ on the extent of the movie director's actual involvement in the series as far as direction and physical production are concerned. He is reported to have the say on stories, actors and production staff and will appear on the show as host and narrator. The latter is an extreme departure for Hitchcock as far as films are concerned because in all his feature productions in the past he has appeared for a fleeting instant only as a crowd extra or in a picture on a prop.

The future schedule for NBC's Colgate Comedy Hour continues the net and agency effort to have fresh and unusual backgrounds for the show. The February 6 program will originate in Hollywood, with the tentative cast including Spike Jones, Nat King Cole, Bobby Van, Paul Gilbert, Kaye Ballard and Gordon Jenkins, with a remote segment from Tia Juana, Mexico, spotlighting a jai alai game. The February 13 show will star Martin & Lewis, from Hollywood, and then the February 20 show swings down to New Orleans, with Gordon MacRae, Louis Armstrong and Peggy Lee starring. The show will include three remotes; from the Absinthe House, the Court of Two Sisters and Antoine's, the French Quarter. Skipping a week for a Max Liebman production, the March 6 show will probably be a remote from the S. S. United States in New York, with MacRae again as m.c.-star, and featuring Caterina Valente, considered Europe's top recording star.

The February 6 Toast of the Town over CBS, which will feature a tribute to Columbia Pictures and Harry Cohn, will also star Eddie Fisher, Marge & Gower Champion, Teresa Brewer and the West Point Glee Club.....Winners on Arthur Godfrey's Talent Scouts program, who appear on Godfrey's morning show over the CBS network on Tuesday Wednesday and Thursday during the week they win the talent competition, will also have an opportunity to appear locally the week after on The George Skinner Show, Monday thru Friday, 9-10am, over WCBS-TV. This week's winner will appear on the Skinner show the week of Jan 31, and so on.

Lineup producer Jaime Del Valle has moved his offices from Desilu to RKO-Pathe in Culver City. Script editor E. Jack Neuman is still buying scripts for the show, based on San Francisco Police Dept case files, but the market is closed to free lancees except on assignment thru the new office.....The American Society of Cinematographers in Hollywood reports that it has about 40 cameramen working on about 65 series at 21 different studios; but no report on how many are actually hopeful pilots, since several of the studios have only restricted activity.....The first film in the new Mae Williams Show series rolled last week at Brodco Studios in Hollywood, with William F. Broidy Productions, Inc., doing the production for Arthur B. Weber Productions. Jean Yarbrough is directing for producer Eli Schiff, with Pete King as music director, Melba Tobin as choreographer and Al Burton, writer. Mae Williams starred in her own live musical show over KNXT(LA) early last summer until she was injured a fall. The series also marks the active resumption of television film production by Broidy.

Parker-Rogers Productions have shot the first two of 26 half-hour films in The Tracer series, based on files of Dan Eisenberg's Tracers Co of America. Ben Parker is director and co-producer with the Rogers brothers (Beaumont, Texas). The films will be shot in different cities, with New Orleans and San Francisco providing the locations for the first two.....Arthur B. Modell Productions (NY) have completed film- ing of the first 13 of 78 scheduled five-minute films in the "Tiny" Fairbanks series, in which the star tells a story, philosophizes, sings a song and gives his thought for the day, complete with a middle break for a commercial. Fairbanks and Fred Light- mer are the writers, with Charles H. Rosen as exec producer.....The first film in the Carl Brisson film series was shot last week in New York at Easten Film Studios, with Duke Goldstone directing. Guild Films will distribute the series for E. M. Glucksman's North American TV Productions. The pilot also featured the dance team of Denise & Duquesne.

Although Kraft Television Theatre will do the unusual in repeating its live production of its acclaimed Jan 12 production of Rod Serling's "Patterns," on Feb 9; according to J. Walter Thompson Co production policy, producer-director Fielder Cook will still not receive air credit for his work. The high voltage performance by Richard Kiley, Everett Sloane and Ed Begley, among others, has been described as making "Executive Suite" look like "Little Women," since both treat the similar theme of dog-eat-dog ascendancy in big business.....Liebmann Breweries will sponsor a new live bi-lingual (English and Spanish) variety show over KNXT(LA) for its Rheingold Beer, starting Saturday, Jan 29, 6-6:30pm PST. Fandango Rheingold will be emceed by Mauricio Jara, and while the program content will be mainly in English, the continuity and commercial segments will be done in both languages. Frederico Salvatti will be musical supervisor for the program, which will feature guest appearances by Latin- American singers, dancers and actors. Eddie Rodriguez is producer. Commercials will be delivered by guest announcers, mainly bi-lingual disc jockeys of Southern Cali- fornia.

Guild Films has signed Ina Ray Hutton and her all-girl orchestra for a half-hour musical variety series of 39 films to be filmed in color. Filming will start in April at Guild's Music Hall studio in Hollywood, with Duke Goldstone in charge. Distribu- tion is scheduled for September, with stations affiliated with Vitapix Corp getting first chance at the series.....Jack Wrather and Mrs. Helen Alvarez head a group which will build The Disneyland Hotel, a \$10,000,000, 500-room project to adjoin Walt Disney's new 160-acre amusement center at Anaheim, Cal. One 200-room section and subsidiary restaurants, bars and cocktail lounges are expected to be ready by mid-summer when Disneyland itself will open.

Frank Galen, 44, producer-writer of Meet Millie, died in Hollywood Jan 23 of a heart attack.

PEOPLE GOING PLACES: Priscilla Morgan, representing Fred Coe, Martin Manulis and others, has temporary offices at 45 E 61st St, New York (TE 8-8418).....Lynn Cleary, business manager of the DuMont net's sales dept, has resigned to retire to private life. She was married recently.....Robert Wechsler named sales promotion manager of Screen Gems, Inc., in New York.....Alvin Sussman, director of film pro- curement for the four Crosley Broadcasting TV stations, has resigned effective Feb 1.Robert D. Wood named sales manager of KNXT(LA) and the Columbia Television Pacific Network, succeeding Edmund C. Bunker who is now gen mgr of WXIX(WOKY-TV), Milwaukee.

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