

# Ross Reports ON TELEVISION

MARCH 14-20, 1955

INCLUDING

VOLUME 7

NUMBER 11

## RECEIVED TELEVISION INDEX

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

MAR 15 1955

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • Murray Hill 2-5910

WEEKLY REPORT

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### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

None scheduled - all nets.

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Space Patrol (Sat, 11-11:30am EST) Last show, Feb 26.

Creative Cookery (Mon thru Fri, 11-11:55am EST) Last network show, March 4. Reverted to local Chicago program over WBKB.

Disneyland (Wed, 7:30-8:30pm EST) Re-runs of previous shows for 15 weeks, starting March 16. The next new program will be presented June 29; from the "Fantasyland" realm.

Abbott & Costello (Sat, 11:30am-12noon EST) Last show, Feb 26. (Winky Dink And You and Captain Midnight each moved up one-half hour, to 11am and 11:30am respectively, effective March 5).

The Morning Show with Jack Paar (Mon thru Fri, 7-9am EST) Charlie Applewhite added to cast as regular vocalist, effective March 14. Vocalist Edith Adams replaced Betty Clooney as a regular, effective March 10.

The Inner Flame (Mon thru Fri, 1-1:15pm EST) New program title, effective March 14, changing from Portia Faces Life. Other program details remain unchanged.

### NEW NETWORK SPONSORSHIPS

GENERAL FOODS CORP (Products and agencies not set) will become alternate week sponsor of I Love Lucy (Mon, 9-9:30pm EST) over CBS-TV, effective July 11. Procter & Gamble Co continues as alternate week sponsor. Philip Morris & Co., Ltd., Inc., original sponsor of the series since its debut, Oct 15, 1951, drops its sponsorship effective June 27.

CBS-COLUMBIA, INC (TV sets, radios & phonographs) thru Ted Bates & Co(NY) will become a segment sponsor of Arthur Godfrey and his Friends (Wed, 8-9pm EST) over CBS-TV, effective March 30, for four or more weeks; assuming one-half of The Toni Co portion of the show, 8-8:30pm weekly.

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NET SPONSORSHIPS(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.

CBS-COLUMBIA, INC thru Ted Bates & Co(NY) will also become co-sponsor of Talent Scouts (Mon, 8:30-9pm EST) over CBS-TV, beginning sometime during the early summer or early fall. Current sponsor, Thos. J. Lipton Co., continues as co-sponsor.

LOCAL STATION ACTIVITY

WPIX(Ch 11)  
New York - National Invitation Tournament; RETURN March 12; Sat, 9:30pm-concl EST; also March 14, 15, 17 & 19; same times. Participations. Prod & Dir- Jack Murphy(WPIX). Coverage of the annual metropolitan colleges' invitation basketball tournament at Madison Square Garden; with 12 ranking teams invited from all over the nation to compete against each other.

WATV(Ch 13)  
Newark, NJ - Spotlight on Harlem; RETURN March 16; Wed, 9-10pm EST. Participations. Pkgr & Prod- Solow-Stark(NY); Dir & Casting- Ed O'Brian (at Solow-Stark); Music- Arthur Bowie (organist); Comm Anncr- John McKnight. Ralph Cooper is m.c. for this all-Negro variety program, featuring beginning and professional talent, including Negro guest stars occasionally. The program was last seen over WABC-TV(NY), going off the air during December, 1954.

WATV - Your Pet Show; RETURN March 15; Tue, 9-9:30pm EST. Participations. Pkgr & Prod & Dir- Murray Zaret. Murray Zaret presents his program of pet information and care, featuring various types of pets on the show.

WAAM(Ch 13)  
Baltimore - The Oscar Frisbee Show ; DEBUT Feb 28; Mon thru Fri, 3-3:45pm EST, except Wed, 3-3:30pm. Participations. Prods & Dirs- Harry Shoubin and Kennard Calfee; Sets- Barry Mansfield & Fred Schneeman. Daily variety show featuring country and dixieland music, with Mack Edwards as m.c.; featuring two bands, Tex Daniels and his Lazy H Ranch Boys and Gene Bonner and the Clock Watchers; comedian Luke Knucklehead, blues singer Marlene and vocalist Fran Daniels.

WAAM - Decorating Fazes; DEBUT March 16; Wed, 3:30-3:45pm EST. Sponsor- Alexander Smith, Inc (Carpets) thru J. Walter Thompson Co(NY). Harry Lyle MacDonald, Baltimore interior decorator and lecturer, former Broadway actor, demonstrates to viewers how to decorate an entire room, highlighting different rooms and home areas each week; covering all phases of interior decorating and color coordination.

WBBM-TV(Ch 2)  
Chicago - Mahalia Jackson Sings; DEBUT March 13; Sun, 10:15-10:45pm CST; also Thu, 11-11:30pm CST. Sunday program sponsored by M. J. Kelly(Chrysler dealer); Thursday program sponsored by National Credit Clothing Co. Gospel singer Mahalia Jackson stars, with accompanists Mildred Falls, pianist, and Ralph Jones, organist. A vocal group is also featured on the Thursday program. On April 3 and thereafter, the Sunday program moves to 10:30-11pm.

KABC-TV(Ch 7)  
Los Angeles - Sidney Skolsky's Hollywood; DEBUT March 13; Sun, 9:15-9:30pm PST. Sponsor- Phil Hall Buick Co. Hollywood columnist Sidney Skolsky gives his views of Hollywood, interviews stars and reports the latest Hollywood news.

WPTZ(Ch 3)  
Philadelphia - The Grady and Hurst Showroom; DEBUT March 5; Sat, 6:30-7pm EST. Sponsor- Plymouth Dealers of Philadelphia thru N. W. Ayer & Son, Inc (Phila). Pkgr- Lohmeyer-Adleman & Montgomery, Inc(Phila); Prod & Dir- Dennis Kane(WPTZ). Joe Grady and Ed Hurst are hosts for the program which features a top name guests, a talent search competition for young, semi-professionals in the Philadelphia area and a musical identification contest with prizes for home viewers.





WEDNESDAY MARCH 16 (Cont'd)  
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|                                                          |                     |                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| EDDIE FISHER                                             | NBC 7:30            | Morton Downey                                                                                                                                                                                                                                                                  |
| <u>I Married Joan</u><br>(Joan Davis)                    | NBC 8pm             | Regulars & Hoot Gibson                                                                                                                                                                                                                                                         |
| <u>New Stu Erwin Show</u>                                | AEC 8:30            | <u>A Job For Jimmy</u> - with regulars; Charles Barton is new director                                                                                                                                                                                                         |
| <u>My Little Margie</u><br>(Gale Storm, Charles Farrell) | NBC 8:30            | <u>Margie's New Boy Friend</u> - with regs & Dorothy Ford, Don Megowan; (SD)                                                                                                                                                                                                   |
| <u>The Millionaire</u>                                   | CBS 9pm             | <u>The Story of Betty Jane Ryan</u> - with John Howard, Richard Garland, Jean Byron, Donald Keith; (SD)                                                                                                                                                                        |
| CHICAGO SYMPHONY                                         | DuM 9pm             | George Schick conducts                                                                                                                                                                                                                                                         |
| KRAFT TELEVISION THEATRE                                 | NBC 9pm             | <u>Jeannie</u> - (O) by Aimee Stuart, (A) staff; with Elizabeth Ross, James Daly, Judson Laire, Dan Morgan, Stewart MacIntosh, Cavada Humphrey, Zena Proverdie, Francis Bethancourt; Prod & Dir by Fielder Cooke                                                               |
| WHO SAID THAT                                            | ABC 9:30            | Kitty Carlisle, Horace McMahon, Bill Henry                                                                                                                                                                                                                                     |
| <u>Eddie Cantor</u>                                      | WABC-TV 10:30       | Cathy Downs, Charles Coburn                                                                                                                                                                                                                                                    |
|                                                          |                     | THURSDAY MARCH 17<br>~~~~~                                                                                                                                                                                                                                                     |
| <u>Guy Lombardo</u>                                      | WRCA-TV 7pm         | Eugenie Baird                                                                                                                                                                                                                                                                  |
| <u>Conrad Nagel Theatre</u>                              | WABD 8pm            | <u>The House in the Sea</u> - (O) by Franco Lalli, (A) by Trueman Clay; with Madelaine Chambers, Lenore Shanewise, Alan Fourlan, Stella Vitelleschi; Dir: John Mantley                                                                                                         |
| <u>Treasury Men In Action</u><br>(Walter Greaza)         | ABC 8:30            | <u>The Case of the Ticht Squeeze</u> - (O) by Robert Sloane; with Paul Duvos, Dani Nolan, Hugh Sanders, Russ Conway; (SD)                                                                                                                                                      |
| SHOW OF STARS                                            | CBS 8:30<br>(COLOR) | <u>Burlesque</u> - (O) by George Manker Watters & Arthur Hopkins, (A) by Morton Fine & David Freidkin; with Dan Dailey, Marilyn Maxwell, Joan Blondell, Jack Oakie, James Gleason, Dick Foran, Helene Stanley (D); Prod: Nat Perrin, Dir: Seymour Berns, Music Dir: David Rose |
| JUSTICE<br>(Gary Merrill)                                | NBC 8:30            | <u>Guilty Secret</u> - (O) by Eugene Francis; with Mark Richmond, Pat Breslin, Joey Walsh, Donald Buka, Henry Beckman, William Harrigan, Victor Thorley, Ivan Curry; (SD)                                                                                                      |
| STAR TONIGHT                                             | ABC 9pm             | <u>The Murderer</u> - (O) by Joel Townsley Rogers, (A) staff; with Buster Crabbe, Charles Aidman; (SD)                                                                                                                                                                         |
| <u>Dragnet</u><br>(Jack Webb)                            | NBC 9pm             | Regulars & Mesdon Booth, Louise Lorimer, Georgia Ellis, Henry Corden, Howard Culver, Roy Darmour; (SD)                                                                                                                                                                         |
| POND'S THEATRE                                           | NBC 9:30            | <u>The Silver Box</u> - (O) by John Galsworthy, (A) staff; with Tom Helmore, Roddy McDowall, Pat O'Malley, Pamela Simpson, Renee Gadd, Anthony Kemble-Cooper, Sybil Eaker; Prod & Dir: William A. Graham                                                                       |
| <u>Four Star Playhouse</u>                               | CBS 9:30            | <u>Henry and the Psychopathic Horse</u> - with David Niven, Barton MacLane, Barbara Lawrence; balance of info unavailable at press time                                                                                                                                        |
| <u>Ford Theatre</u>                                      | NBC 9:30            | <u>Celebrity</u> - (O) by Richard Flournoy, (A) by Marianne Mosner; with Joanne Dru, Dennis Morgan, Richard Eyer, Eve McVeagh, George Eldredge, Harlan Warde; Dir: Arnold Laven                                                                                                |
| <u>Public Defender</u><br>(Reed Hadley)                  | CBS 10pm            | <u>Brutality</u> - (O) by Lee Loeb; with Christian Drake, Robert Brubaker, James Seay, Pat McMahon, Antony Merrill, Don Harvey, Paul E. Burns; (SD)                                                                                                                            |
| LUX VIDEO THEATRE<br>(James Mason)                       | NBC 10pm            | <u>It Grows On Trees</u> - (O) unknown, (A) by John Wheedon; with Ruth Hussey, Robert Preston, Leigh Snowden, David Janssen; Dir: Earl Ebi                                                                                                                                     |
| NAME THAT TUNE                                           | CBS 10:30           | Joe Louis, Sugar Ray Robinson                                                                                                                                                                                                                                                  |

FRIDAY MARCH 18  
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|                                         |             |                                                                                                                                                                                                                 |
|-----------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adv. of Rin Tin Tin</u>              | AEC 7:30    | R.T.T. and the Magic Box - (O) by Samuel Neuman & Louis B. Appleton Jr., (A) by Douglas Heyes & Roy Erwin; with regs & Rand Brooks, Robert Bice, John Close, William Forrest, Norm Fredric, Chester Hayes; (SD) |
| RED BUTTONS                             | NBC 8pm.    | Regulars & Edith King                                                                                                                                                                                           |
| <u>Ray Bolger</u>                       | ABC 8:30    | <u>Wonder Dog</u> - (O) by Maurice Richlin, Fred Fox, Stanley Shapiro; with Sig Ruman, Margaret Brewster, Sylvia Lewis & Maurice Murphy (D), Jack Gargan, "Trump" the dog; (SD)                                 |
| <u>Schlitz Playhouse</u>                | CBS 9pm     | <u>Ride to the West</u> - (O) by N. B. Stone Jr; with John Ireland James Millican, Richard Hale, Jean Howell, Lee Van Cleaf                                                                                     |
| THE BIG STORY<br>(Norman Rose)          | NEC 9pm     | <u>The Twilight World</u> - Valerie Nicholson, Southern Pines (N.C.) Pilot - (O) by Alvin Boretz; with Peg Hillias, Vaughn Taylor, Paul Huber, Natalie Priest, Ed Shelton; (SD)                                 |
| <u>The Vise</u><br>(Ron Randell)        | AEC 9:30    | <u>The Deception</u> - with Marjory Stewart, Ann Stephens, Mary Parker, Ronan O'Casey; (SD)                                                                                                                     |
| <u>Inner Sanctum</u>                    | WOR-TV 9:30 | <u>Sound of the Birds</u> - (O) by Louis Vittes; with E. G. Marshall, Louisa Horton, Rusty Lane, Joe Maross; (SD)                                                                                               |
| <u>The Line-Up</u><br>(Warner Anderson) | CBS 10pm    | <u>Callow Car Stealing</u> - with Tommy Cook, Tyler MacDuff, Christian Drake, Ann Doran, Lester Dorr; (SD)                                                                                                      |
| PERSON TO PERSON<br>(Edward R. Murrow)  | CBS 10:30   | Conrad N. Hilton, Red Buttons                                                                                                                                                                                   |

MULTIPLE AND ACROSS-THE-BOARD SHOWS MONDAY MARCH 14 THRU FRIDAY MARCH 18  
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|                                           |             |                                                                                                                                                                                            |
|-------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE MORNING SHOW<br>WITH JACK PAAR        | CBS 7am     | From Mar 14 singers Charlie Applewhite & Edith Adams and pianist Teddy Wilson become regulars; M - Jonathan Winters(C); W - Matt Mathews(M); Thur - Ethel Smith (M); F - Johnny Maddox (M) |
| GARRY MOORE                               | CBS 10am    | Tu - Ivan Sanderson; Thu - Cliff Norton; F - Dylan Todd (S), Charles Manna (C)                                                                                                             |
| THE WAY OF THE WORLD<br>(Gloria Louis)    | NEC 10:30am | Mar 17 thru Mar 25 - (O) by Lewis Graham; with Dorothy Sands, Joan Hotchkiss, others to be announced; (SD)                                                                                 |
| SHELLAH GRAHAM                            | NBC 10:45am | M thru F - Dan Dailey                                                                                                                                                                      |
| STRIKE IT RICH                            | CBS 11:30am | M - Liam Redmond, W - Dick Jergens, F - Betty Clooney                                                                                                                                      |
| PORTIA FACES LIFE                         | CBS 1pm     | Effective Mar 14 title changes to THE INNER FLAME                                                                                                                                          |
| WORLD OF MR. SWEENEY<br>(Charlie Ruggles) | NBC 4:30    | M - Reynolds Evans, Fairfax Burgher; Tu - Jimmy Little; W - Charles Merdick, Ruth Hammond; Thu - Walter Burke, Beulah Garrick; Fri - to be announced                                       |
| MODERN ROMANCES<br>(Martha Scott)         | NBC 4:45    | <u>Out Of The Past</u> - (O) by Harry W. Junkin; with Gloria Stroock, Frank Overton, Melville Ruick, Robert Weber, Lilya Skala; (SD)                                                       |
| MAGIC COTTAGE                             | WABD 6pm    | Curtis Wheeler, Skedge Miller                                                                                                                                                              |
| CAPTAIN VIDEO<br>(Al Hodge)               | DuM 7pm     | Mar 14 thru Apr 1 - <u>The Swordsman Of Lyra</u> - (O) by Sam Joe Fuller; Ed Holmes, Tom McDermott, John Connell, Bernard Kates, Rod Colbin, John Shay; (SD)                               |

SATURDAY MARCH 19  
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|                                      |                |                                                                                                                                            |
|--------------------------------------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Captain Midnight</u>              | CBS 11:30am    | <u>The Lost Moon</u> - (O) by Dane Slade; with Robert Anderson, Victor Sen Yung, John Phillips, Eddie Lee, Brian O'Hara; (SD)              |
| TOM CORBETT<br>Frank Thomas)         | NBC 11:30am    | <u>The Monster of Space</u> - (O) by Palmer Thompson; with Eddie Bryce, Jay Fred Nuggs; (SD)                                               |
| <u>Range Rider</u><br>(Jack Mahoney) | WRCA-TV 6:30pm | <u>Western Fugitive</u> - (O) by Oliver Drake; with Margaret Field, Harry Mackin, Dick Curtis, Denver Pyle, Kenne Duncan, Bob Wilkie; (SD) |

SATURDAY MARCH 19  
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|                                                         |             |                                                                                                                                                                   |
|---------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Rheingold Theatre</u><br><u>Presents Henry Fonda</u> | WRCA-TV 7pm | <u>Round Dozen</u> - (O) W. Somerset Maugham, (A) not known; with Brian Aherne, Kristine Miller, Hayden Rorke, Cheerie Meredith, Florenz Ames; Dir by Roy Kellino |
| IMOGENE COCA                                            | NBC 9pm     | Regulars & Jack Norton, David Burns, Bibi Osterwald                                                                                                               |
| DURANTE-TEXACO SHOW                                     | NBC 9:30pm  | Pat Carroll (FROM HOLLYWOOD)                                                                                                                                      |
| GEORGE GOBEL                                            | NBC 10pm    | Bob Feller (FROM HOLLYWOOD)                                                                                                                                       |
| <u>Willy</u><br>(June Havoc)                            | CBS 10:30pm | <u>Willy &amp; the Kate Fleming Case</u> - (O) by Alan Lipscomb & Bob Fisher; with Scott McKay, Hal Peary, Honny Burns, Willie Siechert, Mabel Butterworth; (SD)  |

SUNDAY MARCH 20  
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|                                               |           |                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HALLMARK HALL OF FAME                         | NBC 5pm   | <u>Soldier's Bride</u> - (O) by Rosemary Foster, (A) by Helene Hanff; with Sarah Churchill; others to be announced                                                                                                                                                                                                                              |
| <u>You Are There</u>                          | CBS 6:30  | <u>The Hatfield-McCoy Feud</u> - (O) by Jeremy Daniel; with John Craven, Murray Hamilton, Frank Overton, Russell Collins, Andrew Duggan, Henry Hull, George Mitchell, Madeleine Sherwood, Frieda Altman, John Harley, Gene Peterson, Robert Karlot, Peggy Maurer, Alice Winston, Sammy Stewart, Steve Armstrong, Fred Herrick; Dir by Jack Gage |
| <u>Pepsi Cola Playhouse</u><br>(Polly Bergen) | AEC 7:30  | <u>A Husband Appears</u> - (O) by Joseph Ruscoll; with Sallie Brophy, Herbert Rudley, Dorothy Adams, Phil Tead, Alan Dexter; (SD)                                                                                                                                                                                                               |
| JACK BENNY                                    | CBS 7:30  | Gary Crosby, Bob Crosby (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                        |
| OPERA CAMEOS<br>(Ruby Mercer)                 | DuM 7:30  | <u>Aida</u> - opera by Giuseppe Verdi; excerpts with Lucine Amara, Eddy Ruhl (tenor), Ettore Bastianini (bass)                                                                                                                                                                                                                                  |
| TOAST OF THE TOWN<br>(Ed Sullivan)            | CBS 8pm   | Sarah Vaughan, Sam Levenson, Xavier Cugat, Abbe Lane, Tony & Sally DeMarco, Dartmouth Glee Club, Wlades Bird Act                                                                                                                                                                                                                                |
| COLGATE COMEDY HOUR<br>(Gordon MacRae)        | NBC 8pm   | Cornel Wilde, Jean Wallace, Kay Ballard, Caterina Valente(S)<br>(FROM HOLLYWOOD)                                                                                                                                                                                                                                                                |
| GENERAL ELECTRIC<br>THEATRE                   | CBS 9pm   | * <u>The Bitter Choice</u> - (O) by Arthur Gordon, (A) by Halsey M Malone; with Madeleine Carroll, others to be announced;<br>(LIVE, FROM NEW YORK CITY)                                                                                                                                                                                        |
| PHILCO TELEVISION<br>PLAYHOUSE                | NEC 9pm   | <u>Shadow of a Chance</u> - (O) by Robert Alan Aurthur; with Eli Wallach, Lee Grant, Jack Warden, Robert Middleton, Tony Canzoneri, Val Avery, Herbert Ratner; Dir by Robert Mulligan                                                                                                                                                           |
| <u>Stage 7</u>                                | CBS 9:30  | <u>Press Conference</u> - (O) by Carol Warner Gluck, (A) by Frederic Brady & Gluck; with Dennis Morgan                                                                                                                                                                                                                                          |
| <u>Father Knows Best</u><br>(Robert Young)    | CBS 10pm  | <u>No Partiality</u> - with Norman Olmstad, Bobby Diamond; (SD)                                                                                                                                                                                                                                                                                 |
| <u>Loretta Young Show</u>                     | NBC 10pm  | <u>Inga</u> - (O) by William Bruckner, based on character created by Cameron Blake; with Dennis Hopper, Donald Murphy, Stanley Clements, Paul Brinegar, Carleton G. Young, Robert Foulk, Syl Lamont, Bing Russell; Dir by Harry Keller                                                                                                          |
| <u>Bob Cummings Show</u>                      | NEC 10:30 | <u>The Bachelor Apartment</u> - with Paula Winslow, Dave O'Brien, Joan Vohs                                                                                                                                                                                                                                                                     |

\*Add to General Electric Theatre listing above: George Macready, Jamie Smith, Don Hamner, Perry Fiske.

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### MID-WEEK SPECIAL

#### NEWS - POSSIBILITIES - COMMENT

Although no sponsor is yet committed and contracts haven't been signed, NBC has penciled Sunday Matinee into its once-a-month schedule for late Sunday afternoon, starting Oct 23. This is the Maurice Evans series of eight one and one-half hour dramas, to run thru May, 1956, with Mr. Evans producing all and starring in several of the productions, all in color. Jack Rayel would be producer for NBC on the series, with Mildred Freed Alberg as associate producer and George Schaefer as director. Among the eight dramas would be at least one from Shakespeare and one from Shaw, according to some past hints dropped by Evans.

ABC's Monday Night Fights from Eastern Parkway bow off the net after May 16, with Pabst Brewing's Blue Ribbon Bouts opening on ABC on June 1, from an unannounced origination.....ABC's Disneyland series starts its re-runs tonight (16) until June 22. A new episode from the "Fantasyland" realm will be shown June 29 and the following week will see the start of the third run of this season's programs, until Sept 7. The new Disneyland films will be shown starting September 14; 26 in all, to be repeated in this year's pattern to fill the 52 week schedule. Disney is reported to have said on the coast that he is scheduling 100 one-hour shows immediately for his afternoon Mickey Mouse Club, starting Oct 3, 5-6pm in all time zones, over ABC. One of the highlights of the series, according to Disney, will be a "Mickey Mouse Club Newsreel," highlighting children's news and activities from all over the world. A camera crew has just been sent to England, the first of several to be assigned to other global beats, to begin shooting backgrounds for the newsreel films.

Mr. Citizen, the new live series replacing The Stu Erwin Show on ABC for Liggett & Myers' L & M Cigarettes, will debut on April 20 at 8:30pm. Ed Byron is producing the C & W package, which will be in the form of weekly dramatizations of heroic, kind or unusual deeds performed by private citizens. At the program's end, the person whose deed has been dramatized will be interviewed by the program's host (not named as yet) and then will be presented with a plaque by a guest of honor, who would be a person prominent in public life. Charles Tate will direct the series, from scripts by free lance writers. The first script in the series has been written by Robert J. Shaw. Production staff, besides Ed Byron as producer and Tate as director, includes Peter McGovern as story editor, Mary Lee Fletcher as head researcher, Leonard Safir as reporter, Marc Loeb as unit manager, John Gart as music composer-conductor. Gwen Campbell will handle casting at Byron's office (8 East 52nd St., New York. PL 3-6930). The original pilot for the show was produced by Lee Cooley and directed by Matt Harlib.

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(MORE)

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While future plans for the Norby series are being consummated this week, it will go live April 6 or 13, with Delbert Mann as producer; and still tentative, Jeffrey Hayden as director, and Everett Chambers handling casting, working out of his Producer's Showcase office at NBC.....Despite talk of cancellation by Reynolds Metals and a possible shift in time spot, the Mr. Peepers show is scheduled to continue in the fall, with the same production line-up.....Ted Mack's Matinee, new NBC cross-the-boarder debuting April 4, 3-3:30pm, which will provide a showcase for "undiscovered" professional talent, has its roster set for the first six weeks. Another audition for future programs has been set for next week. Call for an appointment: Robert Oakley at Roemack, 1270 Sixth Ave., New York. CI 6-7300. Regulars set for the series are vocalists Dick Lee and Elise Rhodes, with the Honeydreamers set for the first four weeks and possibly remaining with the show as regulars.

Father Knows Best bowing off CBS after March 27, will be sponsored over NBC, Wednesdays, 8:30-9pm, starting August 31, by Scott Paper Co thru J. Walter Thompson Co. Scott's current series in that time spot, My Little Margie, will be seen thru the summer via re-runs, until the Robert Young-Screen Gems series starts.....The Quaker Oats Co thru Wherry, Baker & Tilden, Inc(Chi) will sponsor a new weekly film series, Sergeant Preston of the Yukon, patterned after the current radio series, both packaged by Trendle-Campbell-Meurer, Inc. Charles E. Skinner Productions, Inc(NY) will produce the film series, based on adventures during the gold-rush days in the Yukon. Skinner is currently setting up a locale-scouting schedule for backgrounds. Casting is being handled by Joe Holton at the Skinner office, 1500 Broadway, New York. CI 6-6915. Production is scheduled to begin in June.....Among the very warm series in the group of pilots prepared by NBC for possible fall showing, are two James Saphier packages, The Soldiers, starring Hal March and Tom D'Andrea, which will be a live series when and if it goes on the air, and The Inside Dope, a film series with Bill Goodwin and Cliff Arquette in the top roles. Meanwhile, producer Matthew Rapf wound up production last night on the coast on the Worthington Miner-Ashley-Steiner package pilot for Frontier, directed by Sidney Lumet. Lumet will also direct the pilot film for Challenge, a dramatic anthology series to be produced by Miner. This one may be shot in New York, although the decision is still in the air.

Max Liebman's special for April 9 will be "The Desert Song," with Gordon MacRae starring, if he's available.....Producer's Showcase April 4 production of "Reunion in Vienna" will be directed by Vincent J. Donohue from a TV adaptation by David Shaw of the Robert Sherwood original. In addition to Greer Garson, previously announced, the cast will include Brian Aherne, Peter Lorre, Robert Flemyng, Cathleen Nesbitt, George Voskovec, Herbert Berghof, Lili Darvas, Gene Sachs, Frederick Worlock, Nehemiah Persoff, Tamara Daykarhanova, Edith Meiser, Horace Cooper and Donald Marye.....Upcoming scripts on CBS' Studio One include: March 28, "Dominique," by Ernest Kinoy, starring Marisa Pavan; April 4, "Cross My Heart," by Harry W. Junkin; April 11, "Passage at Arms," an original by Irving Elman, based on the files of Radio Free Europe; April 18, "Affairs of State," an Everard Meade adaptation of Louis Verneuil's Broadway play, to star Betty Furness; April 25, "Mr. Brimmer Did it," by Robert Howard and Kathleen Lindsay.....The future schedule for Robert Montgomery Presents over NBC includes an April production of "The Great Gatsby," which will star Mr. Montgomery. ....Elgin Hour futures over ABC include: March 22, "\$1,000 Window," starring Sir Cedric Hardwicke and Mary Astor in an adaptation by Alvin Sapinsley of a Mark Hellinger screenplay which never reached production as a movie; April 5, "Black Eagle Pass," an original Western family drama by Halsted Welles, with Paul Douglas, Valerie Bettis, Phillip Abbott and Charles Dingle; April 19, "Kennedy's Quest," an original musical by Joseph Schull; composer and cast not set. Don Richardson will direct the Western and Dan Petrie will direct the other two plays.

Starting in September, CBS' Toast of the Town will be called The Ed Sullivan Show, the first change in the show title since it debuted in September, 1948.

It's Fun to Reduce, Guild Films series starring Margaret Firth, returned to its Pittsburgh origination March 7, when it made its nationwide air debut over KDKA-TV as an across-the-board film series. When the original live show went off the air to permit Margaret Firth to go to Hollywood for the filming, enough protests boiled up from Pittsburghers to spur the station to get the show back on as soon as possible. ....Guild Films' The Goldbergs series went into production last Friday at Biltmore Studios in New York, with Gertrude Berg again playing Molly, with Robert H. Harris as "Jake," Arlene McQuade as "Rosely," Tom Taylor as "Sammy," and Eli Mintz as "Uncle David." William Berke is producing, with Cherney Berg as associate producer. Marc Daniels is director, with Bergi Contner on the camera. Current plans call for 39 half-hour episodes.

Ralph Serpe of I.F.E. (Italian Films Export) is setting production plans in Rome for a new series to be done by Thetis Films, now winding up the last 13 of Three Musketeers for distribution by Official Films. The new group, Coat of Arms, will be based on the adventures of some of history's most exciting men and women..... Hollywood stars who will appear in future episodes of I Love Lucy include Cornel Wilde, for an episode to be aired April 18; Harpo Marx for a future time not set, and Ray Bolger, still tentative.....Biggest explosion to come out of Hollywood in a conflict over TV film series plans may come if Ziv Television proceeds with its now production of stories based on Anna Sewell's book, "Black Beauty," and uses that title. Edward L. Alperson has also announced a TV series under the same name, and he claims ownership of the title by virtue of his having produced a movie feature under that title in 1946. He also claims permanent registration of the title with the Title Registration Bureau of the MPAA, and had previously purchased other properties under the same title from Monogram Pictures before he produced his own feature. Since titles are not protected by copyright (the reason for the MPAA bureau), the question is whether the previous motion picture productions give Alperson an interest in the property that would bar Ziv from using the title.

PEOPLE GOING PLACES: Robert Lewis Shayon named producer of Bernard J. Procter's Big Story, succeeding Everett Rosenthal.....Max Liebman has signed a new five-year contract with NBC, calling for his services on both the spectaculars and other related functions.....Hugh Cherry has been named m.c. of Orosley's Midwestern Hayride, replacing Willie Thall, who has been ordered by his doctor to cut back in some of his television activities.....New York agent Henry Brown is expanding his staff, with the addition of Hilly Elkins for overall supervision of summer stock, packages, industrial, TV and concert work; and as of April 1, Alixe Gordon, to handle actors for television and some stage work. Elkins was with William Morris before recently ended military service, while Miss Gordon was formerly casting director for Studio One and Morby.....Earl Booth is now script editor for Justice at Talent Associates, New York, replacing Roger Hirson.....Charles Andrews has joined the writing staff of Caesar's Hour.....Charles Conaway, artists representative, has moved to 130 West 57th St., New York 19. CI 7-1986.....Mimi Roman has joined WLW-T(Cinn) as a country and Western vocalist, replacing Mary Jane Johnson, who has left for radio and TV work on the coast.....Thomas Van Arden (Tommy) Dukehart has been named director of sports and public relations for WAAM(Balt). Jim Kilian has been named director of public service for the station. Both take over duties formerly held by Joel Chaseman who has returned to Baltimore radio activity.....Writer-director Curt Roberts has joined the staff of Polaris Pictures, Inc., Hollywood industrial film producers.

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