

the leads, Jeannie Carson as Heidi and Wally Cox as Peter, too grownup for the parts of the little pigtailed waif and her goatherd friend. But both did adequately, with particular kudos to Miss Carson's singing.

Undoubtedly the highlight of this Max Liebman color production was the music. We shall be hearing more of "I Love to Ramble," "Antiques," "Table Manners," "Heidi," and "Oud Comes Oom-Pah-Pah." Generally the music—with credits to Clay Warnick and Carolyn Leigh (out of Robert Schumann)—made the production, with a notable assist from the color cameras. There is no question that Heidi without color would not have been the same.

Production cost: \$200,000.

Sponsored by Oldsmobile Division of General Motors, through D. P. Brother, on NBC-TV, Oct. 1, 9-10:30 p.m., EDT, in color and black-and-white.

Producer-director: Max Liebman; associate director: Bill Hobin; book director: Milton Lyon; NBC supervisor: Hal Janis; musical score: Clay Warnick and Carolyn Leigh; television adaptation: William Freidberg and Neal Simon (from Johanna Spyri's novel "Heidi").

Cast: Heidi, Jeannie Carson; Peter, Wally Cox; Fraulein Rottenmeier, Elsa Lanchester; Dommelsheg (grandfather), Richard Eastham; Klara, Natalie Wood; Aunt Dete, Jo Van Fleet; Puppeteers, Bil and Cora Baird; Eric, Robert Clary; Yodelers, Trio Shmeed; Sebastian, Lee Goodman; Herr Sesseman, Bill Gibberson; Pastor, Philip Faversham.

### JACK CARSON SHOW

AS THE genial Mr. Carson himself indicated, CBS Radio's new *Jack Carson Show* is not exactly a "show-stopper," but it is a most pleasant, easy-to-listen-to program that can build a loyal audience from lovers of popular music and Mr. Carson's relaxed brand of humor. He is a very capable m.c., bantering with his supporting cast, reading an "off-beat" item from a newspaper and recounting a humorous incident.

Regular performers on the show include announcer Hy Averbach, singer Tony Romano and Roy Chamberlain and his orchestra. Guests for the first program were the Four King Sisters, who offered a skilled rendition of "Over the Rainbow." Mr. Romano sang an ingratiating "Tina Marie." The accompanying orchestra was first-rate.

Production cost: Approximately \$5,500.

Broadcast Mon.-Fri., 9:05-9:30 p.m. EDT on CBS Radio; available for sponsorship under network's segmentation plan.

Star: Jack Carson, with Hy Averbach, Tony Romano, Roy Chamberlain and his orchestra. Producer-director: Bill Brennan; writers: Sol Stein, Tom Adair.

### 20TH CENTURY-FOX HOUR

"CAVALCADE", premiere presentation of General Electric's *20th Century-Fox Hour*, most certainly won the approval of women viewers with its heart-break formula. Written by Noel Coward and starring Michael Wilding and Merle Oberon, "Cavalcade" portrayed an anxious wife waiting for, first her husband, and then both husband and son, to return from the wars. During the course of events, the English family portrayed loses one son in the war, a son and daughter-in-law killed on their honeymoon aboard the Titanic, a former manservant killed, and to pull further at the heart-strings, the Queen of England dies.

Adding a very pleasing touch to the show in his role as host is Joseph Cotten, who takes

the viewers on a short tour of Fox studios, and shows a short preview of a Fox picture. Featured opening night was "The Tall Men," starring Clark Gable, Jane Russell and Robert Ryan.

Future shows probably will not be as emotional as "Cavalcade," but with the format of tv adaptations of famous movies, plus Mr. Cotton, *20th Century-Fox Hour* should secure and hold its share of the tv audience.

Production cost: \$90,000.

Sponsored by General Electric Co. through Young & Rubicam, alternating with United States Steel Hour (CBS-TV Wed., 10-11 p.m. EDT).

Stars of Oct. 5 premiere: Michael Wilding and Merle Oberon, with English cast.

Host: Joseph Cotten.

Producer: Jules Bricken; director: various; in charge of special material: Carroll Carroll.

### MILTON BERLE SHOW

FANS of Milton Berle, and they are legion, must have been overjoyed the night of Sept. 27 when he began his 1955-56 series of every-third-Tuesday telecasts on NBC-TV, big as life and in full color. Here was Mr. Berle in his old-time role of m.c. to a vaudeville show, making with such typically Berle jokes as "I had dinner at the Beverly Hilton and now they're going to call it the Beverly Milton," playing host to Esther Williams, who swam, and John Wayne, who plugged his new movie, and others.

Miss Williams and Mr. Berle participated in a burlesque of "Summertime" which was in the best (or worst, depending on the viewer's viewpoint) burlesque house tradition. There was also the inevitable take-off on *The \$64,000 Question*. Outstanding was a production number of "Mad About the Boy," sung by the Mary Kay Trio, with a male chorus using mirrors to produce an unusually effective background.

Production cost: \$115,000.

Sponsored by RCA Victor and Whirlpool Corp., both through Kenyon & Eckhardt, and Sunbeam Corp. through Perrin-Paus Co., every third Tuesday, 8-9 p.m. EDT, in color and black-and-white.

Star, producer and director: Milton Berle; executive producer: Irving Gray; associate producer: Kevin Joe Jonson; associate director: Edith Hohanson; unit production manager: George Habib; writers: Bill Manhoff, Nate Monaster, Buddy Arnold, Al Schwartz.

### PLAYWRIGHTS '56

A BOMB exploded in a thermonuclear test and an angel fell from the heavens. What did this incident, at first throwing the Pentagon into disbelief and nearly wrecking a general's brilliant career, mean to the U. S.? To the world?

This was explored in Philip Wylie's fantasy, "The Answer," which Tuesday launched *Playwrights '56* on NBC-TV. Polished to a fine edge by the skillful Fred Coe, the play was so realistic that it nearly obscured the spiritual meaning. But despite this structural flaw, the hour-long program proved gripping with a full share of tense moments.

The "realistic" treatment perhaps also restricted Paul Douglas' interpretation of the lead character, Maj. Gen. Scott. As played by Mr. Douglas, the general was more a stereotyped figure than a real-life soldier who suddenly was faced with a metaphysical rather than a tactical problem. It was not until nearly the end of the play that the theme was saved in nick-of-time when Gen. Scott finally experienced his revelation and the angel's message: "Love one another."

Stars Conrad Nagel, as President Eisenhower, and Walter Abel, as the minister who

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