

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

JANUARY 25-31, 1954

VOLUME 6

NUMBER 4

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum

PRODUCTION • PROGRAMMING • TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(26)

NBC- 10:30-11pm; RETURN & NET DEBUT; Mr. & Mrs. North, ON FILM; from WNBT(NY), 12 stations net, 7 delayed. Sponsors (alternate) 1) Revlon Products Corp (All Products) thru William H. Weintraub & Co., Inc(NY); Acct Exec- Norman B. Norman; Agcy Superv- Robert Guggenheim(H'wood); Comm Superv- William Weintraub, Jr. 2) Congoleum-Nairn, Inc(Floor & Wall Covering) thru McCann-Erickson, Inc (NY); Acct Exec- Barrett C. Dillow. Pkgr- John W. Loveton(H'wood); Prod- John W. Loveton; Prod Mgr- Herb Stewart; Dirs- Paul Landres, George Blair; Asst Dirs- Bill Reineck, Ben Kadish; Writers- Various (closed market). Richard Denning and Barbara Britton star in the title roles of the situation comedy series, with Francis De Sales; based on the Frances and Richard Lockridge stories. The film series made its original debut over CBS-TV on Oct 3, 1952, and was last seen Sept 25, 1953. The current group of films are a new series. The sponsors will cross-plug weekly.

Thursday(28)

CBS- 9-10pm; HIGHLIGHT; Lux Video Theatre; from KNXT(H'wood), 53 stations live, 10 kins. Sponsor- Lever Brothers Co(Lux) thru J. Walter Thompson Co(NY); Acct Exec- Robert Black(NY); Agcy Superv- Cornwell Jackson(H'wood); Comm & Prog Anncr- Ken Carpenter. Pkgr- J. Walter Thompson Co; Prod- Calvin Kuhl; Dir- "Buzz" Kulik; Sets- William Smith(art dir). One-hour presentation of "A Place in the Sun" (pre-empting Lever Bros' Big Town, 9:30-10pm, one time only), starring Ann Blyth, John Derek and Marilyn Erskine, with Regis Toomey, Paul Frees, Raymond Burr, Herbert Heyes, Louis Jean Heydt, Theresa Harris, Paul Maxey; with Ronald Reagan as host for the program. The teleplay is an adaptation of Paramount Pictures' film of the same name which was based on Theodore Dreiser's "An American Tragedy."

(A) by Sandy Barnett

Saturday(30)

NBC- 2:30-4:30pm EST; SPECIAL; 58th Annual Fort Worth Rodeo; from WBAP-TV(FtW), to the net. Sustaining. Pkgr- City of Fort Worth;with NBC News & Special Events; Prod- William Garden(NBC); Dir- Robert Gould(WBAP-TV). Second annual telecast of the championship rodeo, from Will Rogers Memorial Coliseum, an annual feature of the Southwestern Exposition and Fat Stock Show. Two rodeo features not seen for several seasons return this year, trick riding and the wild horse stampede, added to the regular rodeo roster of spectacle events.

- Page 14 -

THIS WEEK(More)

Copyright 1953 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

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

THIS WEEK(Cont'd)

Sunday(31)

ABC- 10-10:30pm EST; RETURN & NET DEBUT; Break the Bank; from WABC-TV(NY), 26 stations live, 16 kine. Sponsor- Dodge Division of the Chrysler Corp thru Grant Advertising, Inc(Chi); Acct Execs- Larry McIntosh(Chi) & Sheldon Moyer (Detroit); Agcy Superv- John Remillet(regional acct exec NY) & Roy Meredith(TV & radio dir NY). Pkgr- Wolf Associates(NY); Prod- Herbert Wolf & Jack Rubin; Dir- Lloyd Gross; Assoc Dir- Robert Foster(ABC); Music Dir- Peter Van Steeden. Bert Parks m.c.'s the audience participation game, with Janice Gilbert as paying teller. Break the Bank was last seen over NBC-TV last summer as an across-the-board feature, 3-3:30pm, and also as half-hour summer replacement for Milton Berle, 8:30-9pm.

NBC- 2:30-3:30pm EST; SPECIAL; K-2, The Savage Mountain, ON FILM; from WNBT(NY), to the net. Sustaining. Pkgr-NBC-TV; Prod-Dir- Herbert Swope, Jr.; Assoc Prod- Robert D. Graff; Assoc Dir- Teri Calabrese; Script Ed- Richard Hamser; Photographers- Dr. Charles D. Houston & Robert H. Bates. Film record of the U. S. Expedition, led by Dr. Houston, which recently made an unsuccessful attempt to climb K-2 (Godwin Austen) in India, second highest mountain in the world. Narration for the film is live.

OTHER NETWORK CHANGES & ADDITIONS

DuM- Joseph Schildkraut (Thurs, 8-8:30pm EST) last show Jan 21. Replacement not set.

NBC- The Pinky Lee Show (Mon thru Fri, 5-5:30pm EST) added 15 minutes, 5:15-5:30pm, effective Jan 25. Atom Squad, previously shown at this time, last show Jan 22.

Arthur Murray Party (Mon, 7:30-7:45pm EST) new alternate week sponsor: 5 Day Laboratories, div of Associated Products, Inc, (5 Day Deoderant Pads) thru Grey Advertising, Inc (NY); Acct Exec- Le Roy B. Block; Agcy & Comm Superv- Joel Spector; Comm Anncr- Ruth Warrick. Effective Jan 18, alternate week sponsorship, with Consolidated Royal Chemical Corp (Liquinet) (cq), which has sponsored the program since its net debut Oct 19, 1953. (See Vol 5, No 42, p 1).

NETWORK SPONSOR ACTIVITY

DODGE DIV., CHRYSLER CORP thru Grant Advertising, Inc(Chi) becomes alternate week sponsor of The Danny Thomas Show - "Make Room for Daddy" (Tues, 9-9:30pm EST) over ABC-TV, effective Jan 26. Alternate week sponsor is American Tobacco Co(Lucky Strike cigarettes). Previous alternate week sponsor, replaced by Dodge, was Spedel Co. (See also, Break the Bank, top of page for other Dodge Div sponsorship).

CARTER PRODUCTS, INC(Little Liver Pills & Rise) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY) drops its sponsorship of This Is Show Business (Tue, 9-9:30pm EST) over CBS-TV, and effective March 23, will sponsor Meet Millie in the Tuesday time spot. The latter program is now a CBS-TV sustainer (Sat, 7-7:30pm) live from H'wood.

THE GRUEN WATCH CO thru McCann-Erkickson, Inc., renewed its alternate week sponsorship of Walter Winchell (Sun, 9-9:15pm EST) over ABC-TV, for 52 weeks effective Jan .

BRISTOL-MYERS CO(Ipana A/C Toothpaste) thru Doherty, Clifford, Steers & Shenfield, Inc(NY) will sponsor the Tues, 2-2:15pm EST segment of the Garry Moore Show over CBS-TV (Mon, Wed, Fri, 1:30-2pm; Tues, Thurs, 1:30-2:30pm EST).

TONI COMPANY, DIV THE GILLETTE CO(Toni Home Permanent & White Rain Lotion Shampoo) thru Weiss & Geller, Inc(Chi) is now alternate week sponsor of the first half-hour of Arthur Godfrey and his Friends (Wed, 8-9pm EST) over CBS-TV, alternating with Pillsbury Mills, Inc.

LOCAL STATION ACTIVITY

- WABC-TV(Ch 7) - Monica Lewis Show; DEBUT Jan 25; Mon thru Fri, 7-7:10pm EST. Sponsor- Roto-Broil Corp. of America(Roto-Broil 400) thru Product Services, Inc(NY); Acct Exec- Les Persky; Comm Superv- Stuart Martin; Pkgr- ABC-TV; Prod-Writer- Robert Claver; Dir- not definite; Sets- Norm Davidson; Music- ABC staff combo. Musical-variety, starring the recording and movie star, with an occasional guest singer. Replaces the Gloria De Haven Show (Mon, Wed, Fri) and Dinner With Lisa (Tues, Thurs) previously seen in the same time slot.
- WABC-TV - Animal Fun Time; DEBUT Jan 25; Mon thru Fri, 5:45-6pm EST. Sustaining. Pkgr-Prod- John Moses; Dir- Tom de Vito; Writer- Ruth Manecke; Sets- Norman Rock; Music- Recorded open and close. Ruth Manecke tells stories to an audience of six different child guests daily, each based on a different animal each day, telling of the animal's way of life, habits, etc.
- WABC-TV - Your Big Chance; DEBUT Jan 24; Sun, 12noon-12:30pm EST. Sponsor- Indian Walk Footwear Co(Indian Walk Shoes) thru Walter Wiley Advertising, Inc(NY); Acct Exec & Comm Superv- Dorothy F. Wiley. Pkgr- Universal Telefilm Productions(NY); Exec Prod- Henry King; Dir- Lee Davis. Amateur talent prize show, starring Hildy King as hostess-moderator of the show, with a panel of Broadway show business people. Miss King also delivers the commercials.
- WNBT(Ch 4) - Sports Jamboree; SPECIAL Jan 23; Sat, 11:15-12midnight EST, once only. Sustaining. Pkgr- WNBT; Prod- Joe Hasel; Dir- Larry Roemer. Staff sportscasters Bud Palmer and Joe Hasel are m.c.'s of the program, with Jackie Robinson, baseball star and WNBT director of community activities; featuring live in-the-studio AAU wrestling, gymnastics and pocket billiards, with special films on fishing, bowling and skiing. Jerry Lester's Late Date was formerly in this time slot, sponsored by Chock Full 'O Nuts(Coffee).
- WNBT - NBC Party; SPECIAL Jan 30; Sat, 11:15-12midnight EST, once only. Sponsor- Radio station WNBC thru J. Walter Thompson Co(NY). Prod- Steve White(NBC). Allyn Edwards and Jim Clay are m.c.'s for presentation of a "typical" day in the programming life of WNBC, with each WNBC radio star appearing on the TV show in the same chronological order as they do on radio. The roster includes entertainers, newscasters and behind-the-scenes personnel.
- WOR-TV(Ch 9) - The World We Want; RETURN Jan 29; Fri, 7-7:25pm EST. Sustaining, public service. Pkgr- WOR-TV in cooperation with the N. Y. Herald Tribune; Prod- Helen Hiett Waller(NY HT) & Richard Tobin; Dir- Ralph Giffen. Program presents for the second year youthful student delegates to the 1954 Herald Tribune High School Forum, chosen in other countries thru competitive exams. Each week the program features two or three of the delegates, accompanied by members of their American host families. Mrs. Waller, Forum Director, is moderator of the program. Tobin, radio-TV director of the Herald Tribune, is program anncr.
- WOR-TV - The Smart Set; DEBUT Jan 26; Tue, 9-9:30pm EST. Sponsor- Coro, Inc (Costume Jewelry) thru Madeline Associates(NY); Acct Exec- Madeline Christopher, Pkgr-Prod- Madeline Christopher; Dir- Ralph Giffen; Sets- Kenneth Mapes; Music- Records. Fashion show presented with a different topical theme each week in dramatic pantomime, narrated by script writer Hugh Mooney, with fashion commentary by a guest celebrity. Models, demonstrating clothes, jewelry, etc., take all parts. Program has own staff of models to rotate on show.
- WPIX(Ch 11) - Hot-Stove League; SPECIAL, LIVE & FILM Jan 19; Tue, 9-10:30pm EST, one time only. Sustaining. Prod & Assoc Dir- Arthur Suskind, Jr; Dir- Mike Meltzer. Moderator Ernie Harwell joins with major league umpires, baseball players and N. Y. News sportswriters in discussing the coming 1954 season. Baseball films, including the record of the 1952 World Series, will be seen.
- ROSS REPORTS- 1/24/54 - Page 16 - LOCAL STATION ACTIVITY(More)

LOCAL STATION ACTIVITY(Cont'd)

- WBBM-TV(Ch 2) - Town and Country Song Parade; DEBUT Jan 23; Sat, 6-6:30pm CST. Chicago Sponsor- City Auto thru Clinton E. Frank, Inc(Chi); Agcy Superv-Joe Sperry. Pkgr- WBBM-TV; Prod-Dir- Marty Egan. M-G-M recording star Bill Bailey acts as singing cowboy host for the show which presents a selection of regional and national western and rural song hits reported in trade lists; featuring vocalists Mary Jane Johnson and Elaine Rogers, and The Meadowlarks, a vocal-instrumental quartet, and the Villagers, instrumental trio.
- WGN-TV(Ch 9) - Indoor Soccer; RETURN Jan 17; Sun, 3-4pm CST. Sponsor- Martin J. Chicago Kelly, Inc. Jack Brickhouse does the commentary for two complete games each week between teams of the National Indoor Soccer League, playing at the Chicago Avenue Armory.
- WLW-T(Ch 5) - The Walter Phillips Show; DEBUT Jan 18; Mon thru Fri, 9-10am EST Cincinnati (also thru WLW-D(Dayton) & WLW-C(Columbus). Sustaining. Pkgr-WLW; Prod- Ed Ewing; Music- Cliff Lash, Esther Hanlon and Joe Lugar orcha on rotating basis. Disc jockey Walter Phillips interviews singing personalities, kids recordings and delivers flip comments between musical numbers.
- WLW-T - Dixieland Limited; DEBUT Jan 25; Mon thru Fri, 7-7:15pm EST. Sustaining. Jazz music program presenting vocalist Patti O'Hara backed by pianist Esther Hanlon and her band on Mondays and Fridays, with vocalist Ruby Wright backed by Cliff Lash and his band on Tuesdays, Wednesdays and Thursdays.
- KTTV(Ch 11) - SCHEDULE CHANGE & INFO: Complete new daytime schedule follows with Los Angeles new programs listed below marked with an asterisk: Mon thru Fri-9am PST, Norma Gilchrist Show; 9:30am, Chef Milani Show; 10:30am, Star Shoppers; 11am, *The Little School House; 11:30am, Sheriff John's Lunch Brigade; 12:30pm, *Buffalo Billy; 12:45pm, *Martin's Double Drama; 2pm, Bill Leyden's Theatre; 3:30pm, Photo Quiz; 4pm (M-W-F) Nancy Dixon, (T-Th) Rita La Roy's Glamour Session. From 2pm on, schedule is same as in the past, with feature movies at 4:15pm following schedule as listed. STAFF INFO: Erv Shoemaker, Walker Edmiston and Jimmy McGeorge have signed long-term contracts with Bob Clampett Productions to continue as the voices for Time For Beany, local and nationally syndicated show. KTTV has also signed TV commentator and newspaper columnist Paul Coates to a three-year exclusive contract for Los Angeles TV, which permits Coates to be on one network program.
- KTTV - The Little School House; DEBUT Jan 18; Mon thru Fri, 11-11:30am PST. Eleanor Hempel, until recently a primary grade school teacher, and a former fashion model, conducts a program for pre-school age children at home, presenting music, art, stories, poetry and other typical kindergarten activities covering everything from manners to nature study.
- KTTV - Buffalo Billy; DEBUT Jan 18; Mon thru Fri, 12:30-12:45pm PST. Sustaining. Pkgr-Prod- Bob Clampett. New puppet adventure series, starring Buffalo Billy, a little boy who daydreams himself into wild adventures, with an assortment of other Wild West puppet characters.
- KTTV - Martin's Double Drama, ON FILM; DEBUT Jan 18; Mon thru Fri, 12:45-2pm PST. Sponsor- Sears, Roebuck and Co(Retail Stores). Dude Martin as host presents two half-hour telefilms daily; MCA and other packages; with a live portion originating from Martin's home in Sherman Oaks, presenting comment and an occasional interview with show business and civic personalities. Most of the films to be shown on the program have heretofore been shown only to nighttime TV audiences. The program was first announced with the title Sear's Double Drama, but it was changed to current title before it went on the air.

FILM PACKAGES

Tim McCoy CURRENT(Hollywood); starring Tim McCoy, former Wyoming adjutant general in charge of Indian affairs, presenting dramatizations of stories of the winning of the West, illustrated with authentic collections of Indian relics; some yarns illustrated with clips from spectacular Hollywood westerns; 39 15-minute films. Cost range- On request. Film Prod- Studio of Mercury International Pictures, Inc., 6611 Santa Monica, Hollywood, Calif; In charge of prod- Lew Kerner(MPTV); Dir- David Monohan(dir of "Johnny Belinda"); Dir of Photog- Ted McCord. Further prod info to be announced. Dist- Film Syndication Div, Motion Pictures for Television, 655 Madison Ave., New York.

Janet Dean, R. N. CURRENT(New York); Ella Raines stars in the title role in a melodramatic series, based partly on fact, of the adventures of a registered nurse; 39 half-hour films when completed. First 12 shot, next 13 begin shooting Feb 1. Cost range- On request. Pkgr- Cornwall Productions. Film Prod- Cornwall Productions, 30 West 56th St., New York 19 (filming at Parsonnet Studios, Long Island City); Exec Prod- William Dozier; Prod & Script Ed- Joan Harrison; Prod Superv- Walter Blake; Dirs- Peter Godfrey(1st 8), Robert Aldrich(next 4); Robert Boyle & James Nielson alternate for current series of 13; Sets- Hank Aldrich; Costumes- Travis Benton; Writers- Various; Casting- Mike Meade (at Parsonnet). Dist- Film Syndication Div, Motion Pictures for Television, 655 Madison Ave., New York.

FILM DIGEST: The Public Service Network, Inc., Princeton, N. J., has been organized by Sherman Price, specializing in the circulation of promotion films to TV stations for public service programming. Price was formerly with Princeton Film Center.....Family Films has moved to new production and business facilities at 1364 Van Ness Ave, Hollywood.....Screen Writers Guild will include an award for the best teleplay at its annual awards dinner Feb 25.....

NEWS AND COMMENT: CBS Television's purchase of the Chicago Arena (630 North McClurg) for \$1,500,000, to be converted into CBS-Chicago at an additional \$1,500,000 cost, will give the net the largest enclosed TV studio space outside of Hollywood, over 75,000 square feet. CBS currently has WBBM-TV studio facilities in the Garrick Theatre, the State-Lake Building and the Wrigley Building. Programs will begin originating from the new studios in the fall.....WOR-TV(NY), presenting a Multiple Impact Plan, an extension of an idea originated in the presentation of Broadway TV Theatre, showing the same live play on five successive evenings (going off the air Jan 29); will follow the same plan with three new series. High Tension, a current program, will have its week's pilot showing Wednesday, 10:30-11pm and then be shown the following week from 8:30-8:55pm. Tales of the Unknown, a new live science-fiction dramatic series, will have its pilot presentation Friday, 10:30-11pm and then be shown the following week, each night from 7-7:30pm. A new drama series using arena theatre technique, Spotlight, will debut Feb 1 and will also be shown Monday thru Friday. WOR-TV previously pioneered with a Double Exposure plan, still in effect, which permitted network sponsors and spot film sponsors to show the same films in a local repeat over WOR-TV at low cost. Lawrence Menkin is producer of the three MIP live series.

PERSONNEL CHANGES: Edgar G. (Ted) Sisson appointed director of the NBC Film Division.....Dave Wolper named v.p. in charge of sales for National Telefilm Associates, New York.....Ralph M. Baruch upped to eastern sales manager of Consolidated Television Sales, succeeding Halsey V. Barrett, who recently resigned.....Robert Tucker named radio-TV director, Calkins & Holden, Carlock, McClinton & Smith.

TALENT SHOWSHEET JANUARY 25-31, 1954

Most of the shows on January 24, 25, 26 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 29. 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 22

MAMA CBS 8pm Nels and the Nob Hill Party - (O) by Gordon Webber; with regulars & Naomi Riordan, Nan McFarland, Perry Fiske, Harold Kennedy; (SD)
 (Peggy Wood)

Paul Hartman Show ABC 9pm kill: Steve Terrell as regular; add: Tommy Bernard in that role

LIVE BEGINS AT 80 DuM 9pm Jack Carter (C) & regulars

YOUR CHEVROLET WABC 10pm The Paulette Sisters (S), Frank Yankovic & his band, Teddy King
 SHOWROOM(C. Romero) (S), Bobby Joyce & Ginger (D); Kill: Will Mahoney (C); add:
 Will Jordan (C), Dana & Wood (D)

SATURDAY JANUARY 23

ROD BROWN CBS 11:30 regulars only

TOM CORBETT(Thomas) DuM 11:30 regulars & Robert H. Fuller; (SW & SD)

Johnny Jupiter WABC 5:30 The Physical Examination - (O) by Allan Stone & William Bernel,
 (Wright King) (A) by William Kendall Clarke & William Bernel; with regulars &
 Sandy Kenyon; (SD)

LEAVE IT TO--GIRLS ABC 7:30 regulars & Morey Amsterdam, Janet Blair, Diana Herbert

ETHEL AND ALBERT NBC 7:30 Don Briggs, Flora Campbell, Edith Gresham, Frank Thomas, Kenneth
 (Lynch & Bunce) Nelson, Gene O'Brien, Joe Gooter; (SW & SD)

SPIKE JONES NBC 8pm Paul Gilbert (C)

MARTHA RAYE SHOW NBC 9pm Edward G. Robinson, Don Ameche, Rocky Graziano

COL. HUMPHREY FLACK DuM 10pm The Mansion - (O) by Michael Morris; with Cliff Hall, Grace
 (Alan Mowbray) Raynor, Herb Evers, Mort Stevens, Ethel Wilson, Eliot Sharfe;(SD)

Orient Express WCBS 10:30 Uppercut - (O) by Emmet Murphy & Leonard Heidemann; with Steve
 Barclay, Nadia Gray; Dir by Robert Spafford

SUNDAY JANUARY 24

LAMP UNTO MY FEET CBS 10am Weekend Pass - (O) by Jerome Coopersmith; with Melville Ruick,
 (Dr. Lyman Bryson) Gloria Rand, Jim Holden, Albert Salmi; (SD)

FRONTIERS OF FAITH NBC 1:30 Rosemary Murphy, Mary Patton, Tom Charlesworth, Pat Falkenhain,
 William Lally, Robert Drew, Robert Gallagher, Robert Cunningham,
 Robert Geiringer, Charlotte Knight, Warren Parker; (SD)

AMERICAN INVENTORY NBC 2pm The Country Editor - with Russell Hardie, Roger DeKoven, Neil
 Laurence, Robert Ludlum, Tamar Cooper, Joanna Roos, Buzzy Martin,
 Donald Foster, Roy Pant; (SD)

HALLMARK HALL OF FAME NBC 5pm King Richard II - (O) by William Shakespeare, (A) by Maurice Ev-
 (Sarah Churchill) ans; with Maurice Evans, Frederic Worlock, Paul Davis, Kent Smith,
 Bruce Gordon, Morton Da Costa, Norman Barrs, Robert Quarry, Rich-
 ard Purdy, Sarah Churchill, Louis Hector, Jonathan Harris, Fran-
 cis Bethencourt, June Prud'homme, Sarah Marshall, Terence Kilbum,
 Louis Edmonds, Ralph Clanton, Porter Van Zandt, Alfred Shirley,
 Whitford Kane, Joseph Dooley, Raymond Johnson, Clifford Cothren,
 Van Williams, Tom Sand, Kenneth Raymond, Alan Bergmann,
 Billy Matthews, Henry Neslo, Louis Lytton, Charles Quinnlivan, Wal-
 ter Appler; Dir by George Schaefer; Prod & Dir by Albert McCleery
 (2 HOUR SHOW, FROM NEW YORK CITY, THIS DATE ONLY)

OMNIBUS CBS 5pm Nothing So Monstrous - (O) by John Steinbeck (from The Pastures
 (Alistair Cooke) of Heaven), (A) by Arnold Schulman; with Lew Ayres, Tommy Rettig,
 Arthur Shields, Lewis Martin, Anthony Sydes, Randy Stuart, Nan
 Boardman, Isabel Withers; Dir by Harry Horner(FILM);

TALENT SHOWSHEET(more)

TUESDAY JANUARY 26 (Cont'd)

<u>Gene Autry</u> (& Pat Buttram)	CBS 8pm	<u>Ghost Mountain</u> - repeat of film originally seen on 10/27/53 (See Vol. 5, No. 42, P. 8)
BOB HOPE	NBC 8pm	Zsa Zsa Gabor, Tony Martin (S), Cass Daley (C), Les Brown & Orch (SW) by Fred Fox, Larry Marks, Mort Lachman; (FROM HOLLYWOOD)
<u>Danny Thomas</u>	ABC 9pm	regulars & Ernest Borgnine, Ray Kellogg; (SW & SD)
THIS IS SHOW BUSINESS(C. Fadiman)	CBS 9pm	Eva Gabor, guest panelist; Charlotte Rae (C), Rusty Draper (S), Ving Merlin & his violins (M)
<u>Fireside Theater</u>	NBC 9pm	<u>The Uncrossed River</u> - (O) by Frank D. Gilroy, (A) by Paul Bracken; with Bruce Bennett, Andrea King, James Griffith, Wheaton Chambers, Arthur Lovejoy, George Eldredge, Ken MacDonald, Edmund Cobb, Anthony Sydes, Richard Bartell; (SD)
SUSPENSE	CBS 9:30	<u>An Affair With a Ghost</u> - (O) by Clifford Dowdey, (A) by Ben Radin with Felicia Montealegre, Darren McGavin, Raymond Bramley, Harold J. Stone, Oliver Thorndike
ARMSTRONG'S CIRCLE THEATRE	NBC 9:30	<u>The Old Man's Gold</u> - (O) by Carey Wilber; with Catherine McCleod, James Gregory, Robert Ellenstein, Kevin Coughlin; (SD) by James Sheldon
MICROLOLA TV HOUR	ABC 9:30	<u>Side by Side</u> - (O) by William McCleery; with Helen Hayes, Dennis King, Addison Richards, Jerome Cowan, Anne Seymour, Margaret Hamilton, Michael Dreyfuss, Adnia Rice, Virginia Low, Sherri Windsor, Ronnie Welsh, Hugh Donne; (SD) by Donald Richardson
DANGER	CBS 10pm	<u>Sredni Vashtar</u> - (O) by Saki, (A) not credited; with Rex Thompson Margaret Barker, Mary Perry, Richard Wigginton, Lauren Gilbert
<u>Mr. and Mrs. North</u>	NBC 10:30	<u>The Quick and the Deadly</u> - with regulars Barbara Britton, Richard Denning, Francis DeSales & others to be announced (PREMIERE, NEW SERIES)

WEDNESDAY JANUARY 27

KRAFT TELEVISION THEATRE	NBC 9pm	<u>The Antique Touch</u> - (O) by William Iversen; with Dorothy Donahue, Tony Randall, Chester Stratton, Pud Flanagan, Parker Fennelly, Joe Marks, Nina Varela; (SD) by Harry Herman
HIGH TENSION	WOR 10:30	<u>The Boarder</u> - (O) by William Attaway; with Evelyn Juster; (SD)
<u>Douglas Fairbanks</u>	WNBT 10:30	<u>The Silent Snow</u> - repeat of film originally shown on 10/21/53 (See Vol. 5, No. 42, P. 9)

THURSDAY JANUARY 28

T MEN IN ACTION (Walter Greaza)	NBC 8:30	<u>The Case of the Tailor-Made Money</u> - (O) by Sidney Edelstein; with James Broderick, Ralph Stantley, Hildy Parks, Don Briggs, Coe Norton, Jim Boles; (SD)
<u>Ray Bolger</u>	ABC 8:30	regulars & Irene Ryan; (SW & SD)
<u>Four Star Playhouse</u>	CBS 8:30	<u>Indian Taker</u> - (O) by Blake Edwards; with Ida Lupino, William Ching, Gerald Mohr, Lennie Bremen, Keith Richards, Norma Varden, Jack Daly; (SD)
KRAFT TELEVISION THEATRE	ABC 9:30	<u>The Shining Palace</u> - (O) by Peggy Phillips; with Arthur Franz, Gene Lyons, Fredd Wayne, Mary Pickett, Peg Hillias, Malcolm Broderick, Adele Newton; (SD) by Stanley Quinn
<u>Ford Theatre</u>	NBC 9:30	<u>Mantrap</u> - (O) by Steve McNeil, (A) by Lou Breslow; with Shelley Winters, William Bishop, Jerry Paris, Michael Granger, Ross Elliott, David Alpert; (SD) by James Neilson
PHILIP MORRIS PLAYHOUSE	CBS 10pm	<u>Taste</u> - (O) by Roald Dahl (from <u>Someone Like You</u>), (A)-(SW); with cast to be announced; (SD)
MARTIN KANE (Mark Stevens)	NBC 10pm	(O) by Elliot West; with Gloria McGhee, Dennis Harrison, John Dennis, John O'Hare, Elaine Joyce, Kathleen Comegys; (SD)
<u>Foreign Intrigue</u>	WNBT 10:30	<u>F. I. in the Fire Bomb</u> - (O) by Swney Morse, (A) by Harold Jack Bloom; with regulars & Obrady, Michael Andre, Pierre Gay; (SD)

FRIDAY JANUARY 29
 ~~~~~

|                                              |           |                                                                                                                                                                                             |
|----------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE NEW REVUE                                | CBS 5:30  | Denise Darcel (S), Duke Ellington (M), Manor & Mignon (D) (COLOR)                                                                                                                           |
| <u>Pepsi-Cola Playhouse</u><br>(Arlene Dahl) | ABC 8:30  | <u>Too Gloomy For Private Pushkin</u> - (O) by Richard Deming, (A) by Lawrence Kimble; with Robert Strauss, Steve Brodie, Maurice Kelly                                                     |
| <u>Topper</u> (Jeffreys)                     | CBS 8:30  | regulars & Kathleen Freeman, Mary Field, Paul Bryar; (SW & SD)                                                                                                                              |
| THE BIG STORY<br>(Robert Sloane)             | NBC 9pm   | <u>Ed Engledow, Lamesa, Texas Daily Reporter</u> - (O) by Gail Ingram; with Mary Hayden, Abby Lewis, John Ridgley, Robert Cunningham, Mona Bruns, Alexander Lockwood, John D. Seymour; (SD) |
| <u>Schlitz Playhouse</u>                     | CBS 9pm   | <u>Give the Guy a Break</u> - (O) by John Ross Roberts; with William Lundigan, Frances Rafferty, Lee Marvin, Doug Kennedy, John Halloran, Dayton Lummis; Dir by Harold Schuster             |
| <u>Inner Sanctum</u><br>(Paul McGrath)       | WOR 9:30  | <u>The Stranger</u> - (SW) by Louis Vitte; with Kevin McCarthy, Patricia Jenkins, Crahan Denton, Rusty Lane, Jim Boles, Nell Harrison; (SD) by Alan Neuman (PREMIERE OF NEW SERIES)         |
| CAMPBELL SOUNDSTAGE                          | NBC 9:30  | <u>A Time for Hope</u> - (O) by Margaret Kleckner, (A) by Jesse Sandler; with Carmen Mathews, Malcolm Lee Beggs, David Orrick, Nancy Merrill, Jack Arthur, Nancy Franklin; (SD)             |
| CCMEBACK STCRY                               | ABC 9:30  | Maj. Alexander P. de Seversky (aeronaautical engineer, author)                                                                                                                              |
| YOUR CHEVROLET<br>SHOWROOM(C. Romero)        | WABC 10pm | Ed Erwin Corey (C), Ann Nichols (D), Connee Boswell (S), Cliff Edwards (S&M), The Cerneys (D), Ann Crowley (S)                                                                              |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 22 THROUGH FRIDAY JANUARY 29  
 ~~~~~

HAWKINS FALLS	NBC 11am	M thru F - add regulars Frank Aletter, Geraldine Kay; (SW&SD, CHI)
KATE SMITH (& Ted Collins)	NBC 3pm	M - Howell & Radcliffe (C), The Three Suns (S&M); Tu - Tex Beneke & orch., Jimmy Nelson (ventriloquist); W - Alene Dalton (Story Princess); Thu - Charlie Ruggles in <u>World of Mr. Sweeney</u> ; Bill Hayes; F - Al Bernie (C), Scene from <u>Madama Butterfly</u> - opera by Puccini; with Robert Marshall, Tomiko Kanazawa
ELOISE McELHONE	WPIX 3pm	M - Maggi McNellis substitutes for vacationing Eloise McElhone; Tu - Maria Tallchief (D) substitutes; W - Helen Murphy (editor)
MAGIC COTTAGE	WABD 6:30	M thru F - Ed Holmes, Jack Bittner; (SW & SD)
BROADWAY TV THEATRE	WOR 7:30	<u>The Patsy</u> - (O) by Barry Connors; with Roxanne, Mary Johnson, Charles Pursell, Katherine Meskill, Harold J. Kennedy, Robert Casey, Robert St. Aubrey, Jody Drew; (SD)
COKE TIME-E, FISHER	NBC 7:30	W - Gisele MacKenzie (S), Chris (dog)

SATURDAY JANUARY 30
 ~~~~~

|                       |           |                                                                                                                                   |
|-----------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------|
| <u>Johnny Jupiter</u> | WABC 5:30 | <u>The Widow</u> - (O) by Jerome Coopersmith & Sam Rockingham, (A) by William Kendall Clarke; with regulars & Mary Alice Wunderle |
| YOUR SHOW OF SHOWS    | NBC 9pm   | Dennis Day, guest host & regulars, with others to be announced                                                                    |
| MEDALLION THEATRE     | CBS 10pm  | <u>Book Overdue</u> - (O) by Jerome Ross, (A) by Carol Gluck; with Barry Sullivan, Jan Sterling; (SD)                             |

SUNDAY JANUARY 31  
 ~~~~~

AMERICAN INVENTORY	NBC 2pm	John Jacob Miles, Sonny Terry, Lolita Cuevas, Cisco Houston (alls)
OMNIBUS (Alistair Cooke)	CBS 5pm	<u>The Conquest of Mt. Everest</u> - with Sir Edmund Hillary, George Lowe, Charles Evans; <u>Sleeping Beauty</u> - opera by (Music): Ottorino Respighi, libretto by Arnold Schulman, lyrics by William Engvick; cast to be announced
HALLMARK HALL OF FAME	NBC 5pm	<u>Lone Star</u> - (O) by James Truex; cast to be announced (FROM H'WD)
<u>Roy Rogers</u>	NBC 6:30	<u>Ride in the Death Wagon</u> - (O) by Ray Wilson; with regulars & Forrest Taylor, George Slocum, Richard Emory, Bee Humphries, Larry Hudson; (SD)
GEORGE JESSEL	ABC 6:30	Burl Ives, Dorothy Kirsten (both S)

SUNDAY JANUARY 31 (Cont'd)

Private Secretary CBS 7:30 The Little Monster - (O) by Richard Morris; with regulars & Rence De Marco, Gene D'Arcy, Danny Richards, Jr.; (SD) by Christian Nyby (1st ANNIVERSARY SHOW)

OPERA CAMEOS WABD 7:30 Scenes from Cavalleria Rusticana - opera by Ruggiero Leoncavallo; with Regina Resnik, Jon Crain, Richard Torigi, Clara Cundari (all S)

TOAST OF THE TOWN CBS 8pm Patti Page (S), Richard Tucker (S), Andre Segovia (M), West Point Glee Club, "live" pick-up from St. Paul Winter Carnival, Minnesota

COLGATE COMEDY HOUR NBC 8pm Groucho Marx (C), Wally Cox (C), Connie Russell (S), Billy Daniel (D), Ricky Vera (S) (FROM HOLLYWOOD)

THE PLAINCLOTHES MAN DuM 9:30 A Woman Scorned - (O) by Vera Caliste & Hall; with regulars & Sara Anderson, Michael Keene, June Hunt; (SD)

THE MAN BEHIND THE BADGE (Fred Uttal) CBS 9:30 Los Angeles - (O) by Meade Roberts; with Frances Reid, Paul Newman, Bethel Leslie, Dana Wyatt, Claudia Morgan, Jack Arthur, Blair Davies; (SD)

Letter to Loretta (Loretta Young) NBC 10pm The Hollywood Story - (O) by Gabrielle Upton, (A) by Helen Morgan; with Loretta Young, William Bishop, George O'Hanlon, Jacqueline De Wit, Rod O'Connor, Dayton Lummis, Sandra Stone; (SD)

Man Against Crime (Ralph Bellamy) DuM & NBC 10:30 (WABD only, NYC) Holler Uncle - (O) by Michael Morris; with Rita Lynn, Lola Montez, Charles Boaz, Lee Bergere, Richard Purdy, Diane Deering, Hal Riddle; (SD)

T A L E N T A V A I L A B I L I T I E S

NEW YORK CITY

LESLIE CARON - Lili star currently with the Ballets de Paris - MGT: Sol Hurok, PL 9-6000

HENRY FONDA - appearing in Caine Mutiny - PRESS: Karl Bernstein, CI 6-0427

JULIE HARRIS - plays title role in Mademoiselle Colombe - PRESS: Karl Bernstein

COLETTE MARCHAND - ballerina of Moulin Rouge & Ballets de Paris - MGT: Sol Hurok

LLOYD NOLAN - lauded for performance in Caine Mutiny - PRESS: Karl Bernstein

RICARDO ODNOPOSOFF - violinist - AGT: Columbia Artists; CI 7-6900

IRMGARD SEEFRIED - new Met opera favorite - AGT: Columbia Artists

JEAN STAPLETON - recipient of praiseworthy reviews for performance in In The Summer House - PRESS: Richard Maney, CI 6-4646

LEONARD SUES - trumpeter & actor - AGT: Lou Walters Enterprises, CO 5-1091

PAUL WINCHELL - PRESS: Marvin Cohen, BR 9-8418

ZIPPY, THE CHIMPANZEE - AGT: Les Zimmerman, CO 5-0385

WASHINGTON, D.C.

INA CLAIRE } Currently appearing in
CLAUDE RAINS } leading roles in T. S. Eliot's The Confidential Clerk at the National Theatre
JOAN GREENWOOD } CONTACT: Theatre Mgr. there or Barry Hyams, CO 5-4784, NY

LOS ANGELES

(All phone numbers are L. A.)

JEANNE CAGNEY - AGT: Rosalie Stewart, CR 4-6123

JOAN CAULFIELD - star of My Favorite Husband - AGT: Paul Small, CR 1-5246

JOANNE DRU - AGT: Famous Artists, CR 1-5222

BUDDY EBSEN - MGT: Louis Shurr, CR 1-1116

TERRY PROST - character actor, featured principally in Westerns - AGT: Richard Wiley, CR 5-4170

CHARLOTTE GREENWOOD - beloved comedienne of stage and films - AGT: Nat. C. Goldstone, CR 6-1071

JEANETTE NOLAN - AGT: Milton Garfield, CR 5-5074

GERALD MOHR - AGT: William B. White, CR 4-6301

KENNETH TOBEY - AGT: Mishkin, CR 4-5416

WILLIAM BUDDY THORPE - Suey Welch Agency, MI-0781

TELEVISION
INDEX

NEW LISTINGS AND REVISIONS
DECEMBER, 1953 - JANUARY, 1954

Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MURRAY HILL 2-5910

Changes and additions for the Television Index card file are listed in alphabetical order for each network, following the basic separation in the original set of cards: AEC, CBS, DuMONT, NBC and FILMS. It is not necessary that you keep your file in this particular order or arrangement.

New listings: New additions to the file this month (including returning programs).

Replace previous cards: These cards replace those of the same name already in the file. Discard old listings, add new.

Remove cards from file: Programs that are off permanently or for hiatus. These cards should be held in reserve as a source of information on the defunct programs, but completely separate from the current file to avoid confusion with active listings. When programs returns, new cards will be issued as additions to the file.

AMERICAN BROADCASTING COMPANY

New listings: ANSWERS FOR AMERICANS; JOHN DALY AND THE NEWS; ELMER DAVIS; DR. I. Q.; THE TOMMY HENRICH SPORTS SHOW; JAMIE; LEAVE IT TO THE GIRLS; THE MOTOROLA TV HOUR; THRU THE CURTAIN; PAUL WHITEMAN TV TEEN CLUB.

Replace previous card: THE NAME'S THE SAME.

Remove cards from file: GERALD W. JOHNSON; MUSIC FROM MEADOWBROOK; OF MANY THINGS; ORCHID AWARD; QUICK AS A FLASH; TOOTSIE HIPPODROME; TURN TO A FRIEND; THE ERN WESTMORE SHOW

COLUMBIA BROADCASTING SYSTEM

New listings: BARKER BILL'S CARTOONS; RED BUTTONS SHOW; CONTEST CARNIVAL; BOB CROSBY SHOW; I'LL BUY THAT; ROBERT Q. LEWIS SHOW; LIFE WITH FATHER; JACK PAAR SHOW; PANORAMA PACIFIC; SEE IT NOW; STUDIO ONE; FRED WARING SHOW

-MORE-

Copyright 1953 by Television Index, Inc.

Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

NEW LISTINGS AND REVISIONS - Page 2

COLUMBIA BROADCASTING SYSTEM (Cont'd)

Replace previous cards: ADVENTURE; DOUBLE OR NOTHING; LAMP UNTO MY FEET.

Remove cards from file: ACTION IN THE AFTERNOON; WHEEL OF FORTUNE.

DUMONT TELEVISION NETWORK

New listings: AUTHOR MEETS THE CRITICS; CHANCE OF A LIFETIME; A DOLLAR A SECOND;
MARGE AND JEFF; STARS ON PARADE.

Replace previous cards: ROCKY KING, DETECTIVE; LIFE BEGINS AT EIGHTY.

Remove cards from file: IGOR CASSINI SHOW; GUIDE RIGHT; JOSEPH SCHILDKRAUT.

NATIONAL BROADCASTING COMPANY

New listings: ASK WASHINGTON; BRIDE AND GROOM; CAVALCADE OF SPORTS; COLGATE
COMEDY HOUR; EXCURSION; IT HAPPENED IN SPORTS; THE SPIKE JONES
SHOW; KUKLA, FRAN AND OLLIE; THE NATURE OF THINGS; MR. & MRS.
NORTH; THE LORETTA YOUNG SHOW; YOUR HIT PARADE; YOUR SHOW OF SHOWS.

Replace previous cards: ROBERT MONTGOMERY PRESENTS; YOU BET YOUR LIFE.

Remove cards from file: ATOM SQUAD; THE BENNETTS; BONINO; FOLLOW YOUR HEART;
GLAMOUR GIRL; GABBY HAYES SHOW.

FILMS (Green Cards)

No new cards this month

It is suggested that changes listed in the Weekly Report be entered on the appropriate cards to enable you to keep your files up-to-date. New cards will be issued as soon as possible for those programs having major changes. Don't forget the Weekly Report should be used always in conjunction with the card file to keep up-to-date on all network programs.