

Ross Reports ON TELEVISION

INCLUDING

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(1)

NBC- 10:30-10:45am EST, Mon thru Fri; RETURN; One Man's Family; from KNBH(H'wood) to the net. Sustaining. Pkgr- Carlton E. Morse Productions(H'wood); Prod- Richard Clemmer; Dir- Jack Smight; Creator-Writer- Carlton E. Morse; Music Dir- Paul Watson. The story of the Barbour family and their five children returns to TV as an across-the-board feature. The program made its TV debut Nov 4, 1949, and when it went off the air June 21, 1952, it had been seen Saturdays, 7:30-8pm over NBC-TV, originating in New York. The new series, originating at NBC-TV studios in Burbank, Calif., will feature Theodor (cq) von Eltz as Father Henry Barbour, Mary Adams as Mother Fanny Barbour, Russell Thorson as Paul, Linda Leighton as Hazel, James Lee as Clifford, Anne Whitefield as Claudia, Martin Dean as Jack and Jack Edwards as Johnny Roberts.

NBC- 11am-12noon EST, Mon thru Fri; DEBUT; Home; from WNBT(NY), to the net. Participations. Pkgr- NBC-TV(NY); Exec Prod- Richard A. R. Pinkham; Prod- Jack Rayel; Assoc Prod & Exec Dir- Richard Linkroum; Dir- Garth Dietrich; Senior Editors- Kay Elliot (fashion, beauty, food, home decoration, gardening, "how-to-do-it," etiquette, shopping) and August Spectorosky (child care, family affairs, special projects, physical health); Off Camera topical eds- Duncan MacDonald, leisure time activities; Nancy Anne Graham, food; Hazel Arnett, fashion and beauty; Claire Barrows, home decoration; Phyllis Adams, health; Terry Fox, shopping; Midwest Ed- Dorsey Connors (WNBC, Chi); Set Design- Sol Cornberg; Set by- Bill Riggs. Cast on camera includes Arlene Francis, editor-in-chief; Poppy Cannon, food editor; Estelle Parsons, special projects editor; Eve Hunter, fashion and beauty editor; Miss Sydney Smith, home decoration editor; Dr. Rose Franzblau, family affairs and child care editor; Elinor Ames, etiquette editor; Will Feigelbeck, gardening and "how-to-do-it" editor. The program will present women's service information in all the fields noted. Arlene Francis will guide viewers from one feature to the next and will also handle the on camera leisure time activities and shopping features. Each of the on camera editors will appear several times each week. In addition to cut-ins from Chicago with Dorsey Connors, other key points around the country will be cut in on the program occasionally via mobile units. Elizabeth Haglund is public relations coordinator, acting as liaison between the production staff and departments of NBC-TV. The Home unit's offices are in the Dauphin Hotel, Broadway & 67th St., New York, within a block of the NBC 67th St studio housing the permanent Home set.

THIS WEEK(Cont'd)

Tuesday(2)

CBS- 5:30-6pm EST; DEBUT; The Paul Tripp Party (Color); from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Exec Prod- Richard Lewine; Prod- Burt Shevelove; Dir- Kirk Alexander; Music Dir- Ray Carter; Sets- Jac Venza; Costumes- Bill Griffin; Writer- Max Wilk; Casting- Helen Keane(CBS Casting). Paul Tripp m.c.'s CBS Television's second regular variety show to be telecast in color (in addition to The New Revue, Fri, 5:30-6pm EST). The Paul Tripp Party is a children's program, featuring comedian Kenny Delmar and variety acts, with children's entertainment, games, etc. (The New Revue debuted Nov 13, 1953, as a local WCBS-TV color program, with color on closed circuit only and b & w for public viewers. Late in December it was serviced to WMAR-TV(Balt) and Jan 22, 1954, the sustainer was opened to the net in color).

NBC- 11:45am-12:30pm EST; SPECIAL; Mardi Grae (Rex and Comus Parades); also March 3, 12midnight-1am EST, Rex and Comus Balls; from WDSU(New Orleans), to the net. Sustaining. Pkgr- NBC News & Special Events; Prods- W. A. Garden & Tom Hicks(WDSU). Telecasts of parts of the Mardi Gras Carnival parades and Carnival Balls.

Thursday(4)

ABC- 8-8:30pm EST; DEBUT; It's About Time; from WBKB(Chi), to the net. Sustaining. Pkgr- Louis G. Cowan, Inc(Chi); Prod- John Lewellen; Dir- Jay Sheridan. Dr. Bergen Evans moderates a new panel show with panelists attempting to identify events of the past thru clues in old phonograph recordings, dramatic vignettes and scrambled headlines concerning the political, business, entertainment and sports worlds. Regular panelists include drama critic Robert Pollak, former Quiz Kid Ruthie Duskin, announcer Vin Gottschalk and housewife Sherl Stern.

Saturday(6)

CBS- 10:30-11pm EST; SPECIAL; Adlai Stevenson Address; from WTVJ(Miami), simulcast, to the net. Sustaining. Production personnel not assigned at press time. Adlai Stevenson addresses the Southern States Rally of the Democratic Party at the Municipal Auditorium, Miami Beach. The rally includes party leaders from 11 Southern states.

OTHER NETWORK CHANGES & ADDITIONS

NBC- NEW DAILY SCHEDULE: (Mon thru Fri) 7-9am EST, CST, Today; 10-10:30am EST, Ding Dong School; 10:30-10:45am EST, One Man's Family; 10:45-11am EST, Three Steps to Heaven; 11am-12noon EST, Home; 12noon-12:15pm EST, Bride and Groom; 12:15-12:30pm EST, Hawkins Falls; 12:30-1pm EST, The Betty White Show; 1-3 pm, no net service; remainder of daily schedule as before.

NETWORK SPONSOR ACTIVITY

NASH-KELVINATOR CORP(Kelvinator Div) thru Geyer Advertising, Inc, will become alternate week sponsor of Danger (Tue, 10-10:30pm EST) over CBS-TV, starting March 16. Block Drug Co (Ammident) thru Cecil & Presbrey, Inc., Danger sponsor since its debut, continues as alternate week sponsor.

O-CEDAR CORP(Mops & Polishes) thru Turner Advertising Agency(Chi) will be alternate week sponsor of Meet Millie, effective March 16, when the program returns to CBS-TV in a new day and time period, Tues, 9-9:30pm. Alternate sponsor, beginning March 23, is Carter Products, Inc., previously announced (See p 15).

GENERAL FOODS CORP(Instant Jello) thru Young & Rubicam, Inc(NY) will sponsor the Wed 3:30-3:45pm segment of Bob Crosby Show (Mon thru Fri, 3:30-4pm) eff March 3 over CBS.

LOCAL STATION ACTIVITY

- WABC-TV(Ch 7) - Your Date With Sean Downey; DEBUT Mar 1; Mon thru Fri, 7-7:10pm EST. New York Sustaining. Pkgr- WABC-TV; Prod & Writer- Bob Roberts(ABC); Dir- John Paul Jones. Morton Downey, Jr., stars in a musical series, backed by a three-piece instrumental group, with a female vocalist to be announced. Program replaces the Monica Lewis Show in this time slot.
- WABC-TV - Roger Price, The Weather Teller; DEBUT Mar 1; Mon thru Fri, 7:10-7:15pm EST. Sponsor- The Savings Banks of N. Y. State thru Muir and Co(NY); Acct Exec- George O. Muir; Agcy Superv- Hu Chain (cq) & Roy Kelly. Prod- Muir & Co in assoc with WABC-TV staff; Dir- Lee Davis & Paul Kane. Comedian Roger Price presents weather information, illustrated with his own sketches. Program replaces Weather Report with Scotty Scott in this time slot.
- WABC-TV - Your Show; CHANGE Feb 22, March 8; Mon thru Fri, 10:30-11:25am EST. Sustaining. Pkgr- Gross-Baer Productions(NY); Prod- Gerry Gross & Norman Baer; Prod Superv- Bobby Sherman; Dir- Roger Shope; Sets- Norman Davidson. Polly Bergen and Bill Tabbert, vocalists, star in this variety and interview show, with Miss Bergen's husband, Jerome Courtland, taking over the male vocalist's spot on March 8. Program previously starred Robert Alia, with guest artists.
- WNBT(Ch 4) - NEW LOCAL SCHEDULE Mar 1: 9-10am, The Herb Sheldon Show, with Josie's Kitchen as an insert segment, 9:20-9:40am. William Stein is now producer. 1-1:30pm, The Morey Amsterdam Show, with Ray McKinley and his band added. Francey Lane continues as vocalist. Bob Stewart is now producer. 1:30-2pm, Here's Looking At You, with Richard Willis. 2-3pm, The Tex and Jinx Show, featuring Tex McCrary and Jinx Falkenburg, with Ethel Waters in a daily segment, and pianist Stan Freeman as a once a week guest. Prod- Eve Sandeffer; Dir- Ted Nathanson. All programs listed above are Mon thru Fri.
- WPIX(Ch 11) - Man In Your Life; STAR CHANGE Mar 1; Mon, 4:40-5pm EST. Sponsor- Dilbert Brothers(grocery chain) thru Paul Smallen Advertising(NY). New York Prod- Paul Smallen Advertising; Dir- Ted Estabrook(WPIX). Lily Lodge, daughter of Gov John Lodge of Connecticut, stars as m.c. and interviewer, succeeding Ruby Hunter. Miss Lodge is a stage, radio and TV actress.
- WBBM-TV(Ch 2) - TV Garden Club; CHANGE Feb 28; Sun, 12:30-1pm CST. James H. Burdett Chicago is featured garden expert, in place of George Menard, originally announced. (See debut listing, p 32).
- WBKB(Ch 7) - Of Many Things; LOCAL DEBUT Feb 16; Tue, 7:30-8pm CST. Sponsor- City National Bank & Trust Co of Chicago thru George H. Hartman Co. Chicago Pkgr- Louis G. Cowan, Inc(Chi). Bergen Evans discusses a wide range of subjects with authorities in various fields. Program had been an ABC-TV net show, sustaining, from Oct 5, 1953, to Jan 11, 1954, but has never been seen in Chicago.
- KNXT(Ch 2) - Pounds Off; DEBUT Feb 18; Thurs, 10:30-10:45am PST. Sponsor- Carol Hollywood, LA Joyce Cosmetics thru Townsend TV Agency. Dir- Bob Lehman. Florence Pepper stars as instructor-example in this exercise-variety program. Miss Pepper expects to lose three pounds during each program of the 13-week cycle, dropping from her present weight of 160 to 121 pounds.
- WMAL-TV(Ch 7) - TALENT ADDITION: Milton Q. Ford, leading Washington disc jockey, Washington, DC who has been host on the WMAL-TV Family Playhouse, a movie showcase, joined the talent staffs of WMAL-TV and WMAL, effective Feb 22, on an exclusive basis.

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</u>	<u>DAY</u>	<u>TIME</u>
<u>New York</u>					
WNBT(4)	*"Rocky Jones, Space Ranger" (United TV Programs)	-Gordon Baking Co(Silver Cup Bread) thru N. W. Ayer	2/27	Sat	10:30-11am
<u>Los Angeles</u>					
KTLA(5)	*"Duffy's Tavern" (MPTV)	-C V A Corp(Roma Wines) thru Foote, Cone & Belding(S.F.) alt weeks(@)	2/23	Tue	10-10:30pm

CODE: *First run in market (@)Alternate week is sustaining

FILM PACKAGES

Waterfront CURRENT(Hollywood); Preston Foster stars as the captain of a Los Angeles harbor tugboat, with Lois Moran as his wife; 26 films in current series. Avail- Limited markets (Standard Oil of Cal sponsors on West Coast; others in several major cities). Cost Range- On request. Pkgr-Film Prod- Roland Reed Productions, c/o Hal Roach Studios, 8822 Washington Blvd, Culver City, Cal.; Exec Prod- Guy V. Thayer; Prod- M. Bernard Fox; Assoc Prod- Arthur Pierson; Dir- Phil Karlson; Prod Mgr- Dick L'Estrange; Art Dir- McClure Capps; Characters created by- M. Bernard Fox; Casting- William Tinsman. Dist- United Television Programs, Inc., 444 Madison Ave., New York 22, N. Y.

NEWS AND COMMENT: The Pulse, Inc., will double the sample size in some major markets in making its Telepulse surveys, doubling its "cluster points" (areas in which interviewers question viewers), for instance, upping the New York total from 40 to 80 cluster points. Pulse asserts that only its direct interview method makes it possible to include ethnic groups in their true proportions thru the use of foreign language speaking interviewers.....A. C. Nielsen Co reports that the average soap opera in TV has the lowest average cost per thousand viewers than any program type in TV, daytime or nighttime, of any duration, with \$3.98. Of the evening TV shows, mysteries have the lowest average per thousand at \$6.11.....Sid Caesar signed a long-term contract with NBC-TV to star in his own one-hour TV show next season, while NBC announced that Caesar's current partner-star on Your Show of Shows, Imogene Coca, is working on a new half-hour series for next season. NBC also announced that Your Show of Shows will again be produced by Max Liebman next season with new performers and a new format. The program will have its last show with its current stars on June 5.....NBC will use the RKO Pantages Theatre in Hollywood and the NBC Center Theatre in New York as origination studios to present Academy Award winners on its March 25 simulcast of the awards.....DuMont Television Network terminated service over KCTV(Kansas City) as of Feb 28. The net recently bought the UHF station from Empire Coil Co for \$1 for use as a field laboratory, but market penetration by a UHF station proved too costly. DuMont picked up KCMO-TV(KC) as a primary affiliate effective immediately. The station is owned and operated by Meredith Engineering Co, operators of three other DuMont affiliates.

PERSONNEL CHANGES: James A. Stabile named director of ABC's newly created Business Affairs Dept, responsible for all negotiations and contracts affecting all net radio and TV programs.....Ralph Hodges named program coordinator for CBS-TV Pacific Net's morning show, Panorama Pacific, originating from KXNT(LA).....Richard C. Ross named news director of KING-TV(Seattle).....Mrs. Merrell Binkley named assistant mgr of promotion and publicity, WIS-TV(Columbia, S.C.).....Newton E. Meltzer joined Van Praag Productions(NY) as producer-director-writer, for all types of films.

TALENT SHOWSHEET MARCH 1-7, 1954

Most of the shows on February 26, 27, 28 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, March 5. 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 FEBRUARY 26

MAMA (Peggy Wood)	CBS 8pm	<u>Dagmar and Sersen</u> - (O) by Jerome Ross; with regulars & Glen Burris, Janet Parker, Irene Moore; (SW & SD)
LIFE BEGINS AT 80	DuM 9pm	Basil Rathbone & regulars
<u>Inner Sanctum</u> (Paul McGrath)	WOR 9:30	<u>Port of Regrets</u> - with Ian Keith, Jeanne Shepherd, Stefan Schnabel, Michael Tolan; (SW & SD)

SATURDAY FEBRUARY 27

ON THE CAROUSEL	CBS 9am	Harry Bartron (panto); <u>The Loon's Necklace</u> Canadian film
ROD BROWN	CBS 11:30	regulars & John Vivyan, Marjorie Redmond; (SW & SD)
TOM CORBETT(Thomas)	DuM 11:30	Jack Lord, Gordon Swen & regulars
AN EYE ON NEW YORK	WCBS 3pm	Kill: Charles Collingwood; add: Harry Marble as moderator
<u>Johnny Jupiter</u> (Wright King)	WABC 5:30	<u>The Rival</u> - (O) by Jerome Coopersmith & Sam Rockingham, (A) by J.C.; with regulars & John Dutra; (SD)
<u>The Range Rider</u> (Jack Mahoney)	WNBT 6:30	<u>Feud at Friendship City</u> - (O) by Buckley Angell; with regulars & John Hamilton, Myron Healey, William Fawcett, Bob Woodward (SD)
<u>Man Against Crime</u> (Ralph Bellamy)	WNBT 7pm	U. F. O. - (O) by Dewitt H. Copp; with Bill Harrigan, Ken Buckridge, Bob Carson, Paul Lipson, Guy Raymond; (SD) (ALSO SEEN NBC, NET ONLY, & DuM INCLUDING WABD ON SUNDAY 10:30pm)
MAGIC COTTAGE (Pat Meikle)	DuM 7pm	Hal Cooper, Bernard Kates, Skedge Miller, Stewart Bradley; (SW & SD, SPECIAL ONE-SHOT, BROTHERHOOD WEEK SHOW)
ETHEL AND ALBERT	NBC 7:30	regulars & Walter Abel, John Gibson, Cele McLaughlin; (SW & SD)
LEAVE IT TO-GIRLS (John Henry Faulk)	ABC 7:30	regulars & Frank Conniff, Harriet Van Horne (both columnists), Vanessa Brown
SPIKE JONES	NBC 8pm	regulars & Margaret Truman (S) (FROM HOLLYWOOD)
JACKIE GLEASON	CBS 8pm	Red Skelton substitutes; Dolores Hawkins (S), Florian Zabach (M)
YOUR SHOW OF SHOWS (Caesar & Coca)	NBC 9pm	regulars & Jackie Cooper, host; Mata & Hari (D), Keith Textor & Sylvia Michaels, Jack Russell (all S), Peter Conlow (D)
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10pm	<u>The Flower Girl</u> - (O) by Michael Morris, Ed Jurist & S. L. Davis; with regulars & Leona Powers, Rosemary Prinz, Wright King, Cornelius Frizell; (SD)
MEDALLION THEATRE	CBS 10pm	<u>Homestead</u> - (O) by Michael Blair, (A) Ben Zavin; with Eddie Albert, Richard Bishop, Joan Copeland, Crahan Denton, Ralph Dunn, James Gregory, Clifford Sales, John Shellie; (SD)
<u>Crient Express</u>	WCBS 10:30	<u>Portrait of a Lady</u> - (O) by Peter Berneis; with Colette Marchand, Peter Walker, Pierre Gay, Roger Treville, Maia Noel; Dir by Steve Szekely

SUNDAY FEBRUARY 28

LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	<u>Lily of the Mohawks</u> - (O) by Albert J. Nevins; with Henry Silva, Scott Moore, Miriam Colon, Jonathan Harris; (SD)
YOUR BIG CHANCE	WABC 12N	Diana Herbert replaces Hildy King as hostess & moderator
FRONTIERS OF FAITH	NBC 1:30	Gladys Swarthout (S)
EXCURSION(Meredith)	NBC 4pm(COLOR)	Mel Powell, Buck Clayton, Louis Belson, Dick Dickinson, others (all M)
OMNIBUS (Alistair Cooke)	CBS 5pm	Captain Jacques-Yves Cousteau in final installment of <u>Undersea Archaeology</u> ; <u>A Marriage Has Been Arranged</u> - (O) by Alfred Sutro; with Joan Greenwood, Lorene Greene; <u>Hilde and the Turnpike</u> - (O) by Andy Lewis; with Arthur Storch, Gene Saks, Peggy McCay, Ludwig Roth, Olga Fabian, Peggy Feury - Staged by John Stix (both plays)

SUNDAY FEBRUARY 28 (Cont'd)

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|---------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HALLMARK HALL OF FAME(S. Churchill)         | NBC 5pm   | <u>The Turbulent Air</u> - (O) by Eileen and Robert Mason Pollock; with John Hudson, Tony Eustrel, Michael Fox, Ken Patterson, Phil Van Zandt, James Parnell, Robert Dane, Leslie Dennison(H'D)                                                             |
| YOU ARE THERE (Walter Cronkite)             | CBS 6:30  | <u>The Rise of Adolf Hitler</u> - (O) by Irve Tunick; with Lilia Skala, Werner Klemperer, Voytek Dolinsky, Moultrie Patten, Tom McDermott; (SD, LIVE REPEAT OF SHOW ORIGINALLY DONE ON MAY 10, 1953) George Fielding Eliot interviewed by Cronkite          |
| ROY ROGERS (& Dale Evans)                   | NBC 6:30  | <u>Highgraders of Paradise Valley</u> (O) by M. M. Raisin; with regulars & Myron Healey, Harry Strang, Ruth Lee, Russ Scott, Harry Harvey, Jack O'Shea; Dir by Leslie H. Martinson                                                                          |
| OPERA CAMEOS (G. Martinelli)                | WABD 7:30 | <u>Madama Butterfly</u> - scenes from opera by Puccini; with Thomas Hayward, Margaret Roggero, George Cehanovsky, Yolanda Vasquez                                                                                                                           |
| MR. PEEPERS(Cox)                            | NBC 7:30  | regulars & Peter Turgeon, Fred Kareman, Jack Warden; (SW & SD)                                                                                                                                                                                              |
| PAUL WHITEMAN TV TEEN CLUB                  | ABC 7:30  | Judges: Mary Boland, Mrs. Betty Impellitteri, John Roberts (commentator); La Sylva Bisel (D), D'Ambrosio Trio (D), the Talisman (S) (FROM PHILA)                                                                                                            |
| COLGATE COMEDY HOUR                         | NBC 8pm   | <u>Anything Goes</u> - (O) by Howard Lindsay & Russell Crouse, (A) by Herb Baker; with Ethel Merman, Frank Sinatra, Bert Lahr, Sheree North; Supervised by producers Leland Hayward & Jules Styne; Music Dir - Al Goodman (FROM HOLLYWOOD)                  |
| TOAST OF THE TOWN (Ed Sullivan)             | CBS 8pm   | Betty & Jane Kean (S&C), Les Compagnons de la Chanson (S), Hilda Gueden (S), Eileen O'Dare (D), Mayo Brothers (novelty); add: Colette Marchand (D), Red Skelton (C), David Rose(composer) Orson Bean (C)                                                    |
| THE MASK (Gary Merrill & William Prince)    | ABC 8pm   | <u>The Poison Village</u> - (O) by Franz Spencer & Mel Golberg; with regulars & Joey Walsh, Frank Overton, Brandon Peters, Louise Larabee, Lulu Belle Clark, Dona Lee Marans, Larry Robinson; Dir by Leonard Valenta((KINE REPEAT ABC(NOT WABC) WED 8-9pm)) |
| ROCKY KING, DETECTIVE (Roscoe & Todd Karns) | DuM 9pm   | <u>The Frame Up</u> - (C) by Bender North; with regulars & Mary Alice Moore, Phil Sterling, Alan North, Steve Armstrong, Robert McDonald; (SD)                                                                                                              |
| THE PLAINCLOTHES MAN (Ken Lynch)            | DuM 9:30  | <u>The Smart Guy</u> - (O) by Norman Sweatman; with Jim Boles, Bea Chilson, Carl Low, Treva Frazee & regulars; (SD)                                                                                                                                         |
| THE MAN BEHIND THE BADGE(Fred Uzal)         | CBS 9:30  | <u>Miami</u> - (O) by Nelson Gidding; with Edgar Stehli, Bernard Grant, Will Scholz, Murray Hamilton, Andy Sabilla, Harry Worth, Tom Gorman, Stewart Bradley, Dorothy Sands, Patsy Campbell, Doris Davis; (SD)                                              |
| THE WEB                                     | CBS 10pm  | <u>The Circle Closes</u> - (O) by Sigmund A. Stoler; with Rosalind Iven, Ann Dere, James Costigan, Frank Milan, William Sharon; (SD) by Herbert Hirschman (who will direct all shows until alt. Lela Swift returns from maternity leave)                    |
| <u>The Loretta Young Show</u>               | NBC 10pm  | <u>The New York Story</u> - (O) by Marian Thompson; with Billy Chapin, Frank Wilcox, Paul Picerni, Emlen Davies, Theresa Harris, Mabel Albertson, Mary Carroll, Jack Daly, Bobby Diamond, Judd Holdran, Barbara Thomas, Alphonse Martell                    |

MONDAY MARCH 1  
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JAMIE (Brandon de Wilde)	ABC 7:30	<u>The Arrival of Cousin Fred</u> - (O) by Don Ettlinger; with regulars & Fred Gwynne, Bruce Marshall, Philip Rodd; (SD)
ARTHUR MURRAY PARTY	NBC 7:30	Martha Raye (C)
VOICE OF FIRESTONE	NBC 8:30	Thomas L. Thomas (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Mimi Rohman (S), Ann Rosser (S), Ruth Stein (S), Beryl Booker Trio (M)
RED BUTTONS	CBS 9:30	on vacation; replaced on this show by MASQUERADE PARTY
ROBERT MONTGOMERY	NBC 9:30	<u>Such a Busy Day Tomorrow</u> - (O) by Sandra Michael; with Walter Hampden, Russell Arms, Mary Fickett, Ruth Donnelly, Nancy Pollock, Lois Smith, John C. Becher; (SD) by James Sheldon

MONDAY MARCH 1 (Cont'd)
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STUDIO ONE CBS 10pm Side Street - (O) by Nathaniel Benchley, (A) by Norman Lessing; with Peter Lind Hayes, Mary Healy, Jo Anne Linville, Biff Mc Guire, Mary Grace Canfield, Albert Salmi, Pud Flanagan, Tommy Hallaran, David Opatoshu, Belle Flower, Dorothy Greener, Gerald Price, Jean Stapleton; (SD) by Franklin Schaffner; Drawing by Jean Pages

Adolphe Menjou's Favorite Story WNBT 10:30 Sword of the Vagabond - (O) by Alexandre Dumas, (A)-(SW); with Robert Clarke, Jean Powell, others; (SD)

TUESDAY MARCH 2  
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PAUL TRIPP PARTY CBS 5:30 regulars Tripp, Kenny Delmar; & guests: Danny Dennis (unicycle), Capt. Shaw & his monkey, Norman Jensen (magic) (PREMIERE, COLOR)
Cavalcade of America ABC 7:30 The Absent Host - (O) by Russell Hughes; with Don Kennedy, Leo Britt, Robin Hughes, John Patrick, Howard Negley, Nestor Paiva, James Adamson, James Seay; (SD)

Gene Autry CBS 8pm The Bandidos - repeat of film seen Sept. 1 & Dec. 1, 1953

BUICK-BERLE SHOW NBC 8pm Mickey Rooney, Connie Russell & regulars

THIS IS SHOW BUSINESS CBS 9pm Leueen McGrath, guest panelist; Roger Price (C), John Raitt (S), Joan Holloway (D)

Fireside Theater (Gene Raymond) NBC 9pm The Desert Answer - (O) by Ruby Wiley, (A) by Brenda Weisberg & Joyce Cook; with Frances Robinson, James Millican, Maurice Jara, Anthony Munkema, Inez Palange, Victor Millan; (SD)

SUSPENSE CBS 9:30 I Do Solemnly Swear - (O) by James P. Cavanagh; with Nancy Kelly, Royal Dano, Russell Hardie, Betty Garde, Lonnie Chapman, George Mitchell; (SD)

ARMSTRONG'S CIRCLE THEATRE NBC 9:30 ~~The Fugitive - (O) by Irene Foley; with Dolly Haas, Anthony Perkins, Miko Oswald, Marcel Hillaire, Judith Tutaeff, Pierre Perret; (SD)~~ *Killed; Mardi Gras - Comes Parade ends to trial*

UNITED STATES STEEL HOUR ABC 9:30 Morning Star - (O) by Sylvia Regan, (A) by Arthur Arent; with Gertrude Berg, Oscar Karlweis, Marilyn Erskine, Jo Van Fleet, Pat Breslin, Fred Sadoff, Sid Armus, Anatole Winogradoff; (SD)

DANGER CBS 10pm Dip in the Pool - (O) by Roald Dahl, (A) by Albert Hubbell; with Harry Townes, Nan McFarland, Robert Harris, Raymond Bramley, Lawrence Fletcher, Addison Richards, Kathleen Comegys; (SD)

Mr. and Mrs. North (Barbara Britton & Richard Denning) NBC 10:30 The Ungrateful Killer - (O) by Herbert Purdom; with regulars & Steve Brodie, Norman Leavitt, Phil Tead, William O'Neil, Stanford Jolley, Robert Bailey; (SD)

WEDNESDAY MARCH 3
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Wild Bill Hickok (Guy Madison) WNBT 6pm regulars & Bruce Edwards, Buddy Roosevelt, Ed Cobb, Mike Valton, Henry Blair, John Merton; (SW & SD)

CHICAGO SYMPHONY DuM 8:30 Desire Defauw, guest conductor (FROM CHICAGO)

KRAFT TELEVISION THEATRE NBC 9pm Two Weeks in the Country - (O) by Kathleen & Robert Howard Lindsay; with Frances Reid, Paul Langton, Charles Saari, Ricky Hamilton, Anne Seymour, Winifred Cushing, Victor Thorley; (SD)

THURSDAY MARCH 4  
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Ray Bolger ABC 8:30 regulars & Ida Moore, Charles Halton, Pat Flaherty, Ray Kellogg James Logan, Anne Carroll, James Hyland; (SW & SD)

T MEN IN ACTION (Walter Greaza) NBC 8:30 The Case of the Pentagon Payroll - (O) by Sidney Edelstein; with John O'Hare, Harry Davis, Hildy Parks, Somer Alberg, Murray Hamilton, Howard Caine; (SD)

Four Star Playhouse CBS 8:30 Detective's Holiday - (O) by Octavus Roy Cohen, (A) by Frederic Brady; with Dick Powell, Joan Camden, Dick Foran, Tiger Fafar, Barney Phillips, Ralph Moody, Chris Olson; Dir by Blake Edwards

LUX VIDEO THEATRE CBS 9pm Miracle at the Waldorf - (O) by Stanley Paley; with Paul Lukas; (SD, FROM H'WOOD)

WHAT'S THE STORY? DuM 9pm Frank Conniff substitutes as panelist for columnist Jimmy Cannon for next three weeks

THURSDAY MARCH 4 (Cont'd)

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Ford Theatre NBC 9:30 Good of His Soul - (O) by Jean Heavey, (A) by Edward Hope; with Thomas Mitchell, John Beal, Tommy Rettig, Rosemary DeCamp, Jane Darwell; (SD)

KRAFT TELEVISION THEATRE ABC 9:30 Delicate Story - (O) by Ferenc Molnar, (A)-(SW); with Eli Wallach, Gaby Rodgers, others; (SD) by Fielder Cook

PHILIP MORRIS PLAYHOUSE CBS 10pm A Soldier's Homecoming - (O) by Wyllis Cooper, (A)-(SW); with John Beal, Louisa Horton, others; (SD) (LAST SHOW IN SERIES)

MARTIN KANE (Mark Stevens) NBC 10pm (O) by Paul Monash; with Hugh Reilly, Joe Maross, Lewis Charles Harold Gary, others; (SD)

Foreign Intrigue (James Daly) WNBT 10:30 F. I. in Dynamite - (O) by Edward Pape, (A) by Harold Jack Bloom; with Henrik Schildt, Erik Stranmark, Ivar Wahlgren; (SD)

FRIDAY MARCH 5

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THE NEW REVUE (Mike Wallace) CBS 5:30 regulars & Patricia Morison (S), The Quinlins (roller skate), the Czernys (D)

Pepsi-Cola Playhouse (Arlene Dahl) ABC 8:30 Taps for a Hooper - (O) by Les Crutchfield; with Roy Roberts, Andrea King, Peggy Knudsen, Rick Jason, Murvyn Vye, Tol Avery; Dir by John English

Pride of the Family ABC 9pm (O) by James Allardice; with regulars; (SD) by Robert Finkel

Schlitz Playhouse CBS 9pm The Great Lady - (O) by Dwight & Dorothy Cummins; with Ann Harding, Douglas Kennedy, Anne O'Neal, Maudie Prickett, Vera Miles, Mary Carroll, James Lloyd, Glenn Roberts; (SD) by Kellin

THE BIG STORY (Robert Sloane) NBC 9pm Vern Lechliter, Wyoming Eagle, Cheyenne - (O) by Raphael Hayes with Douglas Gordon, Florence Sundstrom, Earl George, Paul Lilly, Arthur Kohl, Henry Velez, Bea Chilson, Ed Begley; (SD)

CAMPBELL SOUNDSTAGE NBC 9:30 An Eye for an Eye - (O) by Robert Esson, (A) by Jesse Sandler; with Dean Harens, Parker Fennelly, Margaret Hamilton, Frederick Perrson; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 26 THROUGH FRIDAY MARCH 5

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STRIKE IT RICH(Hull) CBS 11:30 W (am) - Sloan Simpson; F - Ken Remo (S)

GARRY MOORE CBS 1:30 Tu - Jonathan Winters (C); Thu - Michael MacDougal (card detective)

TEX AND JINX WNBT 2pm M thru F - add regular: Ethel Waters (S), Reginald Beane (M)

KATE SMITH (Ted Collins) NBC 3pm M - Arthur Maxwell & Helena Scott (S), Dorothy Day & fashions; Tu - Snooky Lanson (S); W - Alene Dalton (Story Princess), Al Bernie (C); Thu - Charlie Ruggles in World of Mr. Sweeney; Howell & Radcliffe (C); F - regulars

MAGIC COTTAGE WAED 6:30 regulars & Truman Smith, Rod Colbin; (SW & SD); M thru F

CAPTAIN VIDEO(Hodge) DuM 7pm M thru F - Ian Martin, Stewart Bradley & regulars; (SD)

COKE TIME - E. FISHER NBC 7:30 M - Dinah Shore (S); F - Eddie Cantor (FROM HOLLYWOOD)

PERRY COMO CBS 7:45 M-W-F - Patti Page substitutes for Como for two weeks

SPOTLIGHT WOR 8pm M thru F - The Tyrant - (O) by Chris Riland, (A) by Thomas Logan; with Gordon Nelson, Bill Darrid, Betty Buehler; (SD)

HIGH TENSION WOR 10:30 Thu thru Wed - The Pulse of Murder - (O) by Jay Bennett; with Martin Ritt; (SD)

SATURDAY MARCH 6

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Johnny Jupiter (Wright King) WABC 5:30 The Baby Contest - (O) by William Kendall Clarke; with regulars & Lulu Belle Clarke, Reta Shaw; (SD)

The Range Rider (Jack Mahoney) WNBT 6:30 Black Terror - (C) by William Telaak; with regulars & Jim Bannon, Regina Gleason, Stan Joley, Ewing Mitchell; (SD)

SATURDAY MARCH 6 (Cont'd)
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| <u>Man Against Crime</u><br>(Ralph Bellamy) | WNBT 7pm | <u>Will O' the Wisp</u> - (O) by P. Harry Namsier; with J. Pat O'Malley, Allan Hale, Augusta French, Reedy Talton, Frank Campanella, Jack Albertson, Jan Leighton, Audrey Swenson, Leo Bayard; (SD) (ALSO SEEN NBC NET ONLY, NOT WNBT, & DUMONT SUN 10:30pm) regulars & Vernon Duke (composer) |
| LEAVE IT TO-GIRLS                           | ABC 7:30 |                                                                                                                                                                                                                                                                                                |

SUNDAY MARCH 7  
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<u>Roy Rogers</u> (& Dale Evans)	NBC 6:30	<u>The Hermit's Secret</u> - (O) by Dwight Babcock; with regulars & Evelyn Finley, Stan Blystone, Hank Patterson, Henry Wills, Gloria Winters, James Kirkwood, Fred Graham, Harry Harvey; (SD)
GEORGE JESSEL	ABC 6:30	Teresa Brewer (S), Richard Tucker (S), Joan Holloway (D)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Scenes from <u>Tosca</u> - opera by Puccini; with Regina Resnik, Renato Capecchi, Jon Crain (all S)
COLGATE COMEDY HOUR (Eddie Cantor)	NBC 8pm	Look Awards to: Audrey Hepburn, William Holden, Jack Palance, Brandon de Wilde (FROM HOLLYWOOD)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	<u>The Dancers</u> - (O) by Horton Foote; with James Broderick, Janet DeGore, Joanne Woodward, Mary Lou Taylor, Katherine Squire, Helen Wagner, Frank Overton, Gloria Jones, William Erwin; (SD) by Vincent Donehue
THE MAN BEHIND THE BADGE (Fred Uttal)	CBS 9:30	Mass. - (O) by David Harmon; with Carl Frank, Dick Moore, Jerry Eskow, Frank Marth, Martin Huston, Jill Kraft, Ralph Dunn, Allan Stevenson, Joy Hathaway, Eda Heinemann; (SD)
<u>The Loretta Young Show</u>	NBC 10pm	<u>Nobody's Boy</u> - (O) by Richard Morris; with Peter Reynolds, Chick Chandler, Morris Ankrum, Peter Brocco, Norman Oldstead, Gene Collins, Leon Burbank, Argentina Brunetti; (SD)

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

SHIRLEY BOOTH - returns to B'way in By the Beautiful Sea - PRESS: Byram-Perlman, CI 5-9125

KITTY CARLISLE - Quick As a Flash panelist opens on B'way in April in Anniversary Waltz - PRESS: Nat Dorfman, LO 3-0858

LISA DELLA CASA - beautiful new Swiss soprano of the Met - AGT: Columbia Artists, CI 7-6900

ALFRED DRAKE - star of Kismet - PRESS: Barry Hyams, CO 5-4784

RHONDA FLEMING - arrives March 8 to plug Yankee Pasha - available for NET SHOWS ONLY - PRESS: Al Mendelsohn, PL 9-8000

JOAN GREENWOOD - British film actress locally seen in The Confidential Clerk CONTACT: Maxine Keith, LA 4-2697

ROBERT H. HARRIS - popular TV actor, last "Jake" of the Goldbergs - AGT: Briscoe & Goldsmith, MU 2-6244

MAGGIE McNAMARA - new film star (Moon is Blue) - CONTACT: Bill Stutman, CO 5-3320

NANCY OLSON - film actress - AGT: Wm McCaffrey, EL 5-1076

DON TAYLOR - leading man of films, AGT: Wm Morris, JU 6-5100

JOHN WILLIAMS - exclusive mgt: Briscoe & Goldsmith

OTHER CITIES

CHICAGO  
(All phones, Chi.)

GEORGIA GIBBS - currently performing at the Edgewater Beach - CONTACT There LO 1-6000

LYDIA CLARKE - appearing opposite Eddie Bracken in The Seven Year Itch at the Erlanger, CONTACT There: ST2-2459

CAB CALLOWAY - Sportin' Life in Porgy and Bess opening Mar 1 at the Civic Auditorium for 4 weeks - CONTACT There FI 6-0270

LILLIAN ROTH - headlines bill at the Chez Paree CONTACT There: DE 7-3434

LOS ANGELES  
(All phones, L.A.)

ARTHUR BLAKE - mimic at the Bar of Music - CONTACT There - WE 7811

NORMAN BROOKS - singing at the Mocambo, BR 2-3443

ROSEMARY DE CAMP - favorite of Dr. Christian - MGT: E. T. Somlyo, CR6-2041

PRESTON FOSTER - star of Waterfront series - AGT: Jaffe, CR 6-6121

JAMES MILLICAN - character actor - AGT: Stempel-Olenick Agency, CR 1-7141

PHILIP OBER - AGT: Paul Small, CR 1-5246

OLAN SOULE - AGT: George Ullman, CR 4-5238

LYLE TALBOT - AGT: Jack Winer, CR 6-7081

TALENT AVAILABILITIES