

Ross Reports ON TELEVISION

INCLUDING

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EDITOR: Jerry Leichter

ASSOC ED: Alvin Sullum

BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(2)

ABC- 9-9:30pm EDT; SPECIAL; Address by Syngman Rhee; from WABC-TV(NY), to the net. Sustaining. Pkgr & Prod- ABC-TV News & Special Events Dept. Address by Dr. Syngman Rhee, president of the Republic of Korea, at the American-Korean Foundation Dinner, in the grand ballroom of the Waldorf-Astoria. Dr. Howard Rusk, president of the foundation, will introduce Dr. Rhee. Program replaces Junior Press Conference, one time only.

Thursday(5)

ABC- 9-9:30pm EDT; DEBUT; So You Want to Lead a Band; from WABC-TV(NY), no. of stations indefinite. Sponsor- Brillo Manufacturing Co., Inc (Brillo soap pads and cleanser) thru J. Walter Thompson Co (NY); Acct Exec- Ted Wilson; Agcy Superv- Tom Armistead; Comm Anncr- Bill Nimmo (live). Pkgr- J. Walter Thompson Co(NY); Prod & Dir- Jim Lichtman(JWT); Sets- Howard Barker; Writer- Jack Raymond; Music Dir- Sammy Kaye. Audience participation musical program, with four contestants competing for prizes. The program has previously been a segment of earlier Kaye TV shows and has been featured by Kaye during his band dates. The Sammy Kaye Show, with the featured segment, was previously on CBS-TV during 1951, from July 28 thru the fall, and on NBC-TV from August 8, 1953 thru Sept 5, 1953. In its new spot it replaces the third half-hour of Melody Tour, which continues as a one-hour program, Thursdays, 8-9pm EDT.

Saturday(7)

NBC- 5-6pm EDT; SPECIAL; Bannister-Landy Mile - British Empire Games; WNBT(NY) & remote from Vancouver, B. C.; beamed signal to Seattle, then closed circuit to WBEN-TV(Buffalo) then feed to NBC-TV net and to Canadian Broadcasting Corp net; remote at Vancouver will be handled by CBUT(CBC). Telecast of the one mile "dream race" with Jack Landy of Australia (3:58) and Roger Bannister of England (3:59.4), also including Murray Halberg of New Zealand (4:04.4) among others in the race, featured attraction of the British Empire Games at Vancouver. Ben Grauer will open the program as host in New York, with guests Kenneth (Tug) Wilson, president, and Asa Bushnell, secretary, of the U. S. Olympic Committee, American track star Wes Santee and newspaperman Jesse Abramson. Bannister was first to break the four-minute mile barrier at Oxford on May 6, while Landy lowered the mark on June 21 at Turku, Finland.

THIS WEEK(Cont'd)

Sunday(8)

ABC- 6-7pm EDT; SPECIAL; All-American Golf Tournament Finals; from WBKB(Chi), to the net. Co-op. Pkgr & Prod- ABC-TV Sports Dept. Final rounds of the All-American golf tournament at the Tam O'Shanter golf course, near Chicago. Jack Drees and Harry Wismer will handle the commentary, with golfers Jimmy Demaret and Lawson Little.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Red Skelton Revue (Wed, 8-9pm EDT) Add Bob LeMond, comm annrcr for Frigidaire.

Valiant Lady (Mon thru Fri, 12-12:15pm EDT) Perry Lafferty took over as permanent director of Tues thru Fri programs as of July 13. Herbert Kenwith(CBS) directs Mon program. Both succeeded Ira Cirker. Lawrence Weber will play Chris Kendall, a new character, effective Aug 2.

NBC- The Golden Windows (Mon thru Fri, 3:15-3:30pm EDT) Thomas Riley is producer and casting director (at Young & Rubicam) effective August 2, replacing Mary Harris.

Ding Dong School (Mon thru Fri, 10-10:30pm EDT) Dr. Frances Horwich becomes producer and Leonard Salvo Jr., becomes director, effective August 2, both replacing Reinald Werrenrath Jr., who remains with other Chicago NBC-TV shows.

NEW NETWORK SPONSORSHIPS

THE PET MILK CO thru Gardner Advertising Co (St. Louis) will sponsor the Aug 24 & 31 telecasts of Life With Father over CBS-TV, Tuesdays, 10-10:30pm EDT, and beginning Sept 7 will alternately sponsor the program with S. C. JOHNSON & SON, INC (Waxes) thru Needham, Louis & Brorby, Inc (Chicago). S. C. Johnson sponsored the program weekly last season over CBS when it was presented on Sundays, 7-7:30pm.

CONSOLIDATED COSMETICS, INC (lanolin Plus & other products) thru Frank E. Duggan Advertising (Chicago) will sponsor They Stand Accused, one hour live dramatic show, over DuMont, beginning the second week in September, day and time to be announced, for 52 weeks.

LOCAL STATION ACTIVITY

WNBT(Ch 4) - A Frank Report on Crime Conditions in New York; SPECIAL Aug 1; Sun, New York 12:30-1pm EDT. Also fed to WPIX(NY) and possibly to other New York stations. Sustaining, public service. Pkgr- WNBT with N.Y. Police Dept; Supervisor- Bill Berns(WNBT). N. Y. Police Commissioner Francis W. H. Adams delivers a report to the public on the incidence of crime in New York City during the first six months of 1954 and will evaluate the ability of the Police Dept to cope with the problem. Program replaces Citizens' Union Searchlight, one time only.

WNBT - Through Other Eyes; DEBUT Aug 1; Sun, 3-3:30pm EDT. Sustaining. Pkgr & Prod- Herb Moss-Pierre Crenesse Production; Supervisor- Bill Berns(WNBT); Dir- Mike Gargiulo. John Wingate is moderator for a panel of four correspondents representing foreign newspapers in the U. S., with each discussing major U.S. news developments and the treatment each gives in reporting the stories to their newspapers. Premiere program correspondents are Richard Greenough, London Daily Mail; Ettore Della Giovanna, Il Giornale D'Italia; Krishna Balaraman, The Hindu, Madras, India, and Pierre Crenesse, Le Parisien Libere, Paris.

LOCAL STATION ACTIVITY(Cont'd)

WBEM-TV(Ch 2) - Here's How; RETURN Aug 8; Sun, 10:45-11pm CDT. Sponsor- Owens-Corning Fiberglas Corp thru McCann-Erickson, Inc(Detroit). Phillip Lewis and Dinny Bruce show how the average Mr. & Mrs. Householder can do odd repair jobs around the home or make use of common tools to develop a hobby. The stars appeared in the original series, seen in Chicago in 1949-1950.

KNXT(Ch 2) - Fun-O-Rama; DEBUT July 25; Sun, 4:30-5pm PDT. Sponsor info not available. Prod- Harry Koplan; Dir- Mike Cozzi. Audience participation show for children, featuring educational cartoons and contests. Harry Koplan is m.c.

WLW-T(Ch 5) - Let There Be Life, FILM & LIVE; DEBUT July 26; Mon, 7-7:30pm EST. Cincinnati Sustaining. Feed to WLW-D(Dayton). Created by Cincinnati Academy of Medicine. Prod- Nort Locke; Writer- Frank Hart. Series designed to familiarize viewers with existing medical problems and to help in their understanding of some phases of medical treatments. The telecasts, to run until Sept 27, will include on-the-spot remotes, film and live studio creations; dealing with major common medical subjects.

KRON-TV(Ch 4) - Drama Desk; DEBUT July 27; Tues, 8-8:30pm PDT. Participations. San Francisco Bill Hogan, San Francisco Chronicle drama and movie editor, presents film clips of current and future Hollywood movies and discusses them with the stars or production personnel concerned with the films. He will also have guests from other segments of the movie industry in panel discussions.

CASTING: His Honor, Homer Bell, NBC film series, starts shooting Aug 23; Pkgr- Himan Brown, Galahad Productions, 460 W 64th St, NY, CI 7-3018. Gene Lockhart stars in title role, supported by characters of niece and housekeeper and others. Casting: Himan Brown; send photos and credits; do not go.

FILM PACKAGES

THIS IS YOUR MUSIC CURRENT(Hollywood); music series with specific theme for each half-hour episode, with singing leads Byron Palmer and Joan Weldon; 13 half-hour films on current schedule. Availability- Regional and market-by-market. Pacific Telephone is sponsoring in California, Washington & Oregon, closing the three-state area. Cost Range- In the vicinity of the Class "A" half-hour station rate, subject to multi-market discounts. Pkgr-Film Prod- Jan Productions, Inc., 7136 Sunset Blvd, Hollywood (filming at Kling Studios, 1416 N. La Brea Ave); Prod & Dir- Jack Denove; Art Dir- Ernst Fegte; Music Conductor-Arranger- Nelson Riddle; Stager, Choreographer- David Lichine. Dist- Western Rep- Jan Productions, Inc., 7136 Sunset Blvd, Hollywood, Calif. HO 4-8136. Eastern Rep- Halsey V. Barrett, 5910 Empire State Bldg, New York 1, N. Y. BRyant 9-7566.

NEWS AND COMMENT: The death of James Edwin (Smilin' Ed) McConnell, 62, in California, July 24, will not immediately affect Smilin' Ed's Gang film series, returning to ABC-TV for its sixth year on Aug 21.

A large backlog will permit continuance before a format change becomes necessary.... John Gibbs and ABC Film Syndication jointly own Herald Television Productions, Inc which put the Mandrake film series into production in Bermuda last week. Mandrake, the newspaper cartoon strip character, is being played by Coe Norton, TV actor and magician, with Lisa Howard playing Princess Narda. The series will be available for late fall.....Casey Shawhan named director of press and publicity for NBC in Hollywood, effective Aug 23. He is city editor of the Los Angeles Mirror.....Henry J. Opperman named to a newly created post, manager of program procurement, DuMont network, in New York.

TALENT SHOWSHEET AUGUST 2-8, 1954

Most of the shows on July 30, 31, August 1 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, August 7. 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.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse, The Best in Mystery, Topper.

Credits for these shows or any others not available at press time are on file and may be requested

FRIDAY JULY 30

WHO'S THE BOSS? ABC 8:30 Mike Wallace added as regular MC; regular panelists: Richard Kollmar, Peggy McCay, Horace Sutton (writer)

CHANCE OF A LIFETIME DuM 10pm Howard Lear (S) & others to be announced

SATURDAY JULY 31

No changes or additions

SUNDAY AUGUST 1

FRONTIERS OF FAITH NBC 1:30 Everyman - (A) by Helene Oosthoek & Richard H. Walsh from 15th Century morality play; with Helene Oosthoek; (SD)

COLGATE COMEDY HOUR NBC 8pm Kaye Ballard (S&C), Mindy Carson (S), Buddy Lester (C), Jules Munshin (C), Jonathan Lucas (D), Marshall & Farrell (C), Dennis O'Keefe & 6 finalists in most beautiful school-girl contest

ROCKY KING, DETECTIVE (Roscoe & Todd Karns) DuM 9pm In the Bag - (O) by Philip S. Goodman; with regulars & Ed Peck, Lynn Brinker, Eric Fleming, Larry Barton, Fred Downs; (SD)

THE MAN BEHIND THE BADGE (Fred Uttal) CBS 9:30 Santa Monica - (O) by Max Ehrlich; with John Seymour, Arthur Coullias, Doug Rutherford, John Kellogg, Humphrey Davis, Leonard Bell, Jack Davis, Nelson Olmsted, Val Avery; (SD)

THE WEB CBS 10pm I'll Buy a Dream - (O) by Seymour Shubin (A) by Von Stuart; with Griff Evans, Pat Breslin, Biff McGuire, Herbert Nelson, Richard Farmer, Cameron Prud'homme, John Shafer; (SD) by Lela Swift

MONDAY AUGUST 2

Duffy's Tavern (Ed Gardner) WNBT 7pm Archie's Newspaper - with Paul E. Burns, Joel Marston, Jack Gargan, Dick Wessel, Isabelle Dwan & regulars; (SW & SD)

TALENT SCOUTS CBS 8:30 Jean Chester (S), Leslie Dreyer (M), Rodgers & Walker (S&M)

VOICE OF FIRESTONE ABC 8:30 Eleanor Steber (S)

Public Defender (Read Hadley) CBS 9pm Lisa - (O) by Frank Moss & Lee Berg; with Paula Corday, Peter Van Eyck, Tom Brown, Peter Adams, Donald Curtis, Griff Barnett, Mary Alan Hokanson, Stafford Repp, Anthony Merrill; (SD)

ROBERT MONTGOMERY NBC 9:30 Home Town - (O) by Cleveland Amory, (A) by Irving Gaynor Neiman; with regulars & Frank Albertson; Dir by John Newland

STUDIO ONE SUMMER THEATRE CBS 10pm The Magic Monday - (O) by Harry W. Junkin; with Madge Evans, Dick Foran, Joat Wetmore, Mary Linn Beller, Paul Carr; (SD) by Allen Reisner

Adolphe Menjou's Favorite Story WNBT 10:30- Inside Out - (O) by Baron von der Trenck; (A)-(SW); with DeForrest Kelly, Alan Lee, Michael Fox, Grace Leonard, Paul Levitt, Barbara Marshall; (SD)

TUESDAY AUGUST 3

Janet Dean, R. N. WNBT 8pm Goodale Case - (O) by Victor Wolfson; with Margaret Wych-
erly, William Prince; (SD)

THE GOLDBERGS(G. Berg) DuM 8pm regulars & Mikhail Rasumny; (SW & SD)

ARTHUR MURRAY PARTY NBC 8:30 Ralph Quinlan (skater), Bert Lahr (C), Tony Bennett (S),
(Kathryn Murray) Danny Dayton, Dulcie Jordan

SUSPENSE CBS 9:30 The Last Stand - (O) by George Bellak; with Joan Loring,
Bart Burns, Harry Davis, Pat Hingle; (SD)

UNITED STATES STEEL ABC 9:30 Oberstrasse 49 - (O) by Eileen & Robert Mason Pollock; with
HOUR Dan O'Herlihy, Margaret Phillips, Tom Helmore, Murray Mathe-
son, Colin Keith-Johnston, Rosalind Ivan, Ben Astar; Dir by
John Haggott

DANGER CBS 10pm The Key - (O) by Richard Lortz; with Abby Lewis, Charles
Taylor, Michael Strong, Bill Zuckert, Robert Lieb; (SD)

THE BLUE ANGEL CBS 10:00 Elaine Dunn & Carlton Carpenter (D), Robert Clary (S), Bob-
(Orson Bean) by Sargent (C), Pat Marshall (S) & regulars

WEDNESDAY AUGUST 4

Wild Bill Hickok WNBT 6pm The Sonora Trail - with Carol Thurston, Roland Varno, Don
(Guy Madison) Harvey, Leonard Penn, Bob Livingston, Chad Mallory, Eddy
Kane; (SD)

RED SKELTON CBS 8pm Rosemary Clooney (S), the Hi Los (S), chorus line from Flam-
ingo Hotel in Las Vegas, Nev. (FROM HOLLYWOOD)

ONE MINUTE, PLEASE DuM 8:30 kill: Anne Burr, add: Beatrice Straight, Ernie Kovacs (C)

KRAFT TELEVISION NBC 9pm The Happy Touch - (O) by Edmund Beloin & Henry Garson; with
THEATRE ZaSu Pitts, Doro Merande, Margaret Hamilton, Chester Strat-
ton, Malcomm Beggs; (SD)

I'VE GOT A SECRET CBS 9:30 Dennis O'Keefe subs for vacationing Garry Moore 7/28 thru 9/1

Douglas Fairbanks WNBT 10:30 Pattern for Glory - with Anne Crawford, Ron Randall; (SW,SD)

THURSDAY AUGUST 5

JUSTICE NBC 8:30 The Blackmailers - (O) by Robert Alan Aurthur; with Eva
Gabor, George Macready, Leslie Nielsen, Howard St. John;(SD)

KRAFT TELEVISION ABC 9:30 Nothing Personal - (O) by John Whedon; with Nancy Kelly,
THEATRE Walter Matthau, Jeff Harris, Shirley Standlee, Bruce Gordon,
Harold Stone, William Podmore; Prod & Dir by Fielder Cook

THE TELLTALE CLUE CBS 10pm Hit and Run - (O) by James P. Cavanagh; with Joseph Sweeney
(Anthony Ross) & others to be announced; (SD)

THE MARRIAGE NBC 10pm regulars & Rusty Lane, Kay Loring, Pat Wheel, Robert Emmett
(Cronyn & Tandy) (SW & SD, COLOR)

FRIDAY AUGUST 6

THE STRANGER(R. Carroll.) DuM 9pm (O) by John Gay; with Perry Fiske, Joe Downing

Schlitz Playhouse CBS 9pm The Roman and the Renegade - (O) by Jack Bennett; with Faith
Domergue, Scott Forbes, Peter Hanson, Ian Keith, Robert Hice,
Nancy Evans, Richard Avonde, Bob Sherman, Guy Prescott; (SD)
by Roy Kellino

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 30 THRU FRIDAY AUGUST 6

BREAKFAST CLUB (McNeill) ABC 9am M thru F - Jill Corey subs for vacationing Eileen Parker (S)

GEORGE SKINNER CBS 9am M - Ted Malone; Tu - Chick Darrow (sculpture artist); W -
Joe Phillips (sharpshooter) with Smokey, the wonder horse &
Shep, wonder dog; Thu - Russell Swan (C-magic); F - Roy
Douglas (ventriloquist)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 30 THRU FRIDAY AUGUST 6 (Cont'd)
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GARRY MOORE CBS 10am W - Billy Gilbert (S); F (8/6) - Kaye Ballard (C&S)

A TIME TO LIVE NBC 10:30 starting F (7/30), M thru F - kill: Larry Kerr, add: John Himes (FROM CHICAGO)

STRIKE IT RICH(Hull) CBS 11:30 F & M - Randy Merriman subs for Warren Hull as MC; F (8/6) - Gale Page

HOME(Arlene Francis) NBC 11am F (8/6) - Jessica Tandy & Hume Cronyn

TED STEELE WOR 2:30 M thru F - Sheila Arnold (S&D), Jerri Winters (S), Gene Williams (M)

Crown Theatre -  
Gloria Swanson WABC 6pm Tu - The Buzzer - (O) by Bernard Girard; with Lorna Thayer, John Alvin, Dorothy Neumann, Dorothy Crehan; Dir by Girard; Thu - A Fond Farewell - (O) by Arthur Ross; with George Brent, Donald Woods, Gertrude Michael; Dir by Girard

MAGIC COTTAGE WABD 6:30 M thru F - Lionel Wilson, Curtis Wheeler, Rod Colbin; (SW,SD)

The Files of Jeffrey  
Jones(Don Haggerty) WABC 6:30 M - The Crooked Hoop - (O) by Warren Douglas; with regulars & Jean Willes, John Alvin, Michelle King, Paul McGuire, Sandra Spence, Charmienne Harker, Margia Dean; Dir by Lew Landers; W - Death's Ransom - (O) by Dwight Babcock; with Irene Vernon, Paul Guilfoyle, Elaine Riley, Kenny Terrell, Marjorie Stapp, Jack Harris, Howard Hunter; Dir by George Blair; F - Widow Take All - (O) by George Bricker; with Phyllis Coates, Rick Vallin, Lyn Thomas, William Bakewell. Phil Tead; Dir by Bricker

Colonel March of  
Scotland Yard  
(Boris Karloff) WABC Tu 6pm - Murder is Permanent - with Elspeth Gray, Margaret Halstan, Neal Arden, Patrick Holt, Ruth Shiell, Nora Gordon; W (10pm) - The Devil Sells His Soul - with Patrick Barr, Ann Hanslip, Patricia Laffan, Basil Appleby; (SW & SD)

DOUGLAS EDWARDS WITH THE NEWS CBS 7:30 M thru F - Allan Jackson subs for vacationing Douglas Edwards until 8/9

THE WORLD OF MR. SWEENEY(Charlie Ruggles) NBC 7:30 Tu thru F - regulars & Peter Avramo, Beverly Prince, Susan Steell, Tom McElhaney, Richard Bishop, Mary Farrell; (SW &SD)

SATURDAY AUGUST 7  
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The Range Rider WNBT 6:30 Gunman's Game - (O) by Elizabeth Beecher; with regulars & Barbara Stanley, Marshall Reed, Aly Wyatt, Terry Frost; (SD)

Mr. District Attorney WCBS 7pm Andy Andrews, Mel Stevens, Tom Greenway, Thomas Lindsey Heidt

STAGE SHOW (Dorsey Brothers) CBS 8pm Georgie Gibbs (S), Jackie Miles (C), The Dunhills (D), the Beachcombers (S), Tulara Lee (D)

SATURDAY NIGHT REVUE NBC 9pm George Jessel subs for Eddie Albert as MC (FROM HOLLYWOOD)

SUNDAY AUGUST 8
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PHILCO TELEVISION PLAYHOUSE NBC 9pm The Man in the Middle of the Ocean - (O) by Daniel Fuchs, (A) by Tad Mosel; with Larry Gates, Perry Wilson, James Gregory, David Opatoshu, Kevin Coughlin; (SD) by Delbert Mann

THE MAN BEHIND THE BADGE CBS 9:30 Philadelphia - (O) by Nelson Gidding; with Carl Frank, Edgar Stehli, Joe Verdi, Wynne Gibson, Gordon B. Clarke, Gene DeSantis, Blair Davies, Haskell Coffin, Virginia Damon, Jerry Eskow, Bea Chilson, Sid Raymond; (SD)

THE WEB CBS 10pm A Matter of Degree - (O) by Norman Daniels; with Joe Maross, Bert Freed, Georgiann Johnson; (SD) by Lela Swift

NEW YORK TALENT AVAILABILITIES  
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EVA MARIE SAINT - lauded for work in On the Waterfront - AGT: Wm Morris, JU 6-5100

MIA SLAVENSKA - ballerina currently featured in Arabian Nights - PRESS: Saul Richman, MU 8-1770

CHARLES LEE SAARI - child actor - JU 2-5098

EDDIE DAVIS - author of Laugh yourself Well - CONTACT: Judith Kisch, MU 5-9017

MARY LINN BELLER - ingenue featured in Brighter Day - SC 4-5678

KAYE BALLARD - singer, comedienne in last week of Golden Apple - PRESS: PL 7-4380