

Ross Reports ON TELEVISION

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LIBR. FEBRUARY 14-20, 1955
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INCLUDING

THE TELEVISION INDEX

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Sunday (20)

ABC- 8-8:30pm EST; SPECIAL; Back to God; from WMAL-TV(Wash) & WABC-TV(NY), to the net. Sustaining, public service. Pkgr- ABC-TV Public Affairs with the American Legion; Prod & Dir- Not named at press time. President Dwight D. Eisenhower will speak from the White House during the fourth annual American Legion program of this type. The portion of the program originating in New York will include clergymen representing various faiths, with the 160-voice West Point Cadet Choir singing on the balcony of Grand Central Terminal. (The program will not be seen over WABC-TV in New York).

OTHER NETWORK CHANGES & ADDITIONS

ABC- President's Press Conference, to be presented on film 10-10:30pm EST each Wednesday the President holds his usual press conference and the White House releases films of it; then repeated on the following Sunday, 8:30-9pm EST.

CBS- Danger (Tue, 10-10:30pm EST) Joe Scibetta replaced John Frankenheimer as regular alternate director. Frankenheimer has been assigned to Climax! (See page 17)

DuM- The Stranger (Fri, 9-9:30pm EST) Last show Feb 11.

NBC- Jan Murray Time; DEBUT Feb 11; Fri, approx 10:45pm (after conclusion of Gillette Cavalcade of Sports bouts)-11pm EST; from WRCA-TV(NY), no. of stations indefinite. Sponsor- Toni Co (All Products) thru all agencies representing accounts; Weiss & Geller, Inc.(NY) is producing agency; Agcy Superv- Bruce Dodge(NY). Pkgr- William Morris Agency; Prod & Dir- David Brown; Writers- Danny Simon, Milt Rosen, Stan Dreben. Comedian Jan Murray stars in this variety-music show; with vocalist Tina Louise, backed by the Novelites, musical group, and pianist Fletcher Peck. The program replaces Greatest Moments in Sports; last show Feb 4.

American Inventory (Sun, 2-2:30pm EST) Ed King is now director.

NEW NETWORK SPONSORSHIPS

REGAL AMBER BREWING CO (Beer) thru Guild, Bascom & Bonfigli, Inc(San Francisco) will sponsor the first half-hour of Ozark Jubilee (Sat, 6-7pm PST) (continued next page)

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NET SPONSORSHIPS(More)

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

(Continued from previous page): over five stations of the ABC Pacific Coast Network, including Los Angeles, Bakersfield and Sacramento, starting Feb 5; San Francisco, Feb 12; Fresno, Feb 19, and additional markets to be named as cleared.

LOCAL STATION ACTIVITY

WCBS-TV(Ch 2) - Eye on New York; RETURN Feb 20; Sun, 11-11:30am EST. Sustaining. New York Pkgr- WCBS-TV; Prod- Bill Leonard; Assoc Prod- Fred Freed; Dir- Lewis Freedman; Film Ed- Robert Duncan. Bill Leonard is star of the program, presenting a new format. The program will have a lead story, an interpretive coverage of the most significant New York story of the week, using special film, guests and props; second, a New York feature story usually shot on location by the program's film unit, and the third segment will include a guest segment in which two people who have something in common will discuss their bond and be interviewed by Leonard, who will then conclude the program with a brief commentary.

WABD(Ch 5) - The Maggi McNellis Show; STATION CHANGE Feb 7; Mon thru Wed, 2-2:30 New York pm, Thu & Fri, 2:15-2:30pm EST. Participations. Pkgr- Maggi McNellis; Prod- Arnold Peyser, for Gross-Baer Productions; Dir- Pat Fay(WABD). Maggi McNellis presents news of all types of interest to women, commentary, and interviews guests in various fields, including those of interest to women. The program was formerly seen over WABC-TV.

WABD - International Transport Workers Union of America, CIO; SPECIAL Feb 17; Thu, 8-8:30pm EST, one time only. Sponsor- TWU thru Paul Miner Associates. Live review of the transport union presented at the Hotel Roosevelt by representatives of its locals. Speakers will include the union's officers.

(Ch 11) - Westminster Kennel Club Show; SPECIAL Feb 14; 9-11pm EST, one time. New York Sponsors- segments (one-half by National Biscuit Co for its dog food). Prod & Dir- WPIX Special Events staff. The finals of the 79th annual Westminster Kennel Club Show at Madison Square Garden, New York.

WRCA-TV(Ch 4) - Home Gardener and Handyman; RETURN Feb 19; Sat, 12:30-1pm EST. New York Sponsors- Breck's Home and Gardener Centers & F. H. Woodruff & Sons (lawn seed and fertilizer). Pkgr & Prod- Phil and Ruth Alampi; Dir- Mike Gargiulo. Phil and Ruth Alampi advise viewers on planting flowers, shrubs, seeds, etc., discuss and demonstrate gardening inventions and methods and interview special gardening guests. Phil Alampi is the station's Farm and Garden Director.

WNBK(Ch 3) - Teen Twirl; DEBUT Feb 5; Sat, 2-3pm EST. Sustaining. Pkgr & Prod- Cleveland WNBK. Local high school students dance and present talent from their own ranks at the Marine Room of the Hotel Olmsted; backed by WNBK musical artists and musicians.

WABC-TV(Ch 7) - Wanderlust, ON FILM; DEBUT Feb 14; Mon, 10-10:30pm PST. Sponsor- Los Angeles Examiner. Weekly filmed travel show, with Bill Burrud as host, featuring Slim Barnard of the Los Angeles Examiner, presenting film strips of the previous Sunday Examiner's Motorlog adventure, including interviews. Scripts are by Ted Hilgenstuhler.

WPTZ(Ch 3) - Stand By Broadway; DEBUT Feb 13; Sun, 6:45-7pm EST. Sustaining. Philadelphia Pkgr- WPTZ; Prods- Michael Ellis & Benn Squires(WPTZ). Ellis is host on the program, presenting local amateur and professional talent in 8-to-10-minute dramatic sketches by amateur and professional playwrights, all competing for awards each week and judged by prominent theatrical people.

TALENT SHOWSHEET FEBRUARY 14-20, 1955
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Most of the shows on February 11, 12, 13 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, February 18. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer, comic (C), musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY FEBRUARY 11  
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MAMA CBS 8pm
 (Peggy Wood)

The Bible Contest - (O) by Turner Bullock; with regulars & Alice Frost, Carl Frank, John Cecil Holm; (SD)

THE BIG STORY NBC 9pm
 (Norman Rose)

Sam Melnick, Kansas City, Mo. Bureau of U.P. - (O) by Allan Sloane; with Lee Richardson, Dick Moore, Mary Linn Peller, Peggy Allenby, Marian Leeds, Joseph Sweeney, Anita Bayless, John Marley, George Mitchell; (SD)

CHANCE OF A LIFETIME DuM 10pm

Danny Scholl (S), Bob Devoye & Maggi Nelson (D)

ON THE CAROUSEL WCBS-TV 9am
 (Paul Tripp & Ruth Enders)

SATURDAY FEBRUARY 12
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regulars & Ted Tiller, Stevie Harris; repeat of play about Abe Lincoln originally done on Mr. I. Magination - (O) by Paul Tripp

TOM CORBETT NBC 11:30  
 (Frankie Thomas)

(SW) by Albert Aley; with regulars & Carter Blake, William Keene, Sidney Smith; (SD)

Man Behind the Badge WCBS-TV 6:30  
 (Charles Blackford)

The Case of the Desperate Moment - (O) by Alvin Boretz; with Hugh Sanders, Lee Van Cleaf, Christopher Dark, Bill Lechner, Carolyn Jones, John Damler, Jean Willes; Dir by Paul Landres (substituted for film originally announced last week)

NOMINATIONS CEREMONY NBC 9pm  
 ACADEMY OF MOTION PICTURE  
 ARTS AND SCIENCES

Jack Webb as MC, Louella Parsons, Sheilah Graham, Judy Garland June Allyson, Merle Oberon, Jane Wyman, Agnes Moorhead, Tom Tully, Nina Foch, Jan Sterling, Edmond O'Brien (FROM HOLLYWOOD)

PARK CLUB ABC 10pm

Edith Adams (S)

SUNDAY FEBRUARY 13  
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LAMP UNTO MY FEET CBS 10am
 (Dr. Lyman Bryson)

Paul's Trial - (O) by Jerome Coopersmith; with Bill Lundmark, Sidney Smith, George Lambrose, Mickey Calin; (SD)

CAMERA THREE WCBS 11:30

Earle Hyman, Michael Kane, Jean Stapleton, Ed McCurdy (S&M)

AMERICAN INVENTORY NBC 2pm

This Business Of Living - (O) by Peter Barry; with Lori March Margaret Hamilton, Vera Allen, Helen Seamon, Joan Lazer, Nancy Wells, Louis Sorin; (SD)

JUVENILE JURY NBC 4pm

Reena Fruchter (M) & regulars

HALLMARK HALL OF FAME NBC 5pm

The Shining Beacon - with credits not available at press time (SD, FROM HOLLYWOOD)

OMNIBUS CBS 5pm
 (Alistair Cooke)

The Turn of the Screw - (O) by Henry James, (A) by Gore Vidal; with Geraldine Page, Cathleen Nesbitt, Rex Thompson, Nina Reader, Robert Goodier, Stanley Lemin; (SD) by Seymour Robbie
The Romance of Playing Cards - (O) by Perry Wolf, Choreog by John Butler; The Oil Well - film produced by Standard Oil

Sunday Supplement WAED 6pm
 (COLOR)

Land of Promise - Produced by Cinecraft Prodns., (O) by Frank Stedel

COLGATE COMEDY HOUR NBC 8pm

Martin & Lewis (C), Step Brothers (D), Micki Marlow (S) (H'd)

LIFE BEGINS AT 80 DuM 9:30
 (Jack Barry)

Lanny Ross (S), Vincent Lopez (M), Lucille Manners (S), Ben Gross (author & TV critic) & regulars

Father Knows Best CBS 10pm
 (Robert Young)

The Mink Coat - (O) by Paul West & Roswell Rogers, (A) by Rogers; with regulars & Vivi Janiss, Lester Sharpe, June Vincent

eta Young NBC 10pm

Dickie - (O) by Richard Morris; with Richard Eyer, Bruce Cowling, Anthony Sydes, Ann Doran, Martha Kentworth, Almira Sessions, Tina Thompson; (SD) by Richard Morris

IGOR CASSINI WRCA-TV 11:20

Max Liebman, Elca Maxwell, Robert Q. Lewis, Virginia Copeland (S), Richard Casselli (S), Samuel Krachmalnik (conductor)

MONDAY FEBRUARY 14
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Sherlock Holmes WRCA-TV 7pm  
 (Ronald Howard)

Li With Elizabeth WABD 7:30

Reader's Digest ABC 8pm  
 (Hugh Reilly)

CAESAR'S HOUR NBC 8pm  
 (Nanette Fabray)

ARTHUR GODFREY'S CBS 8:30  
TALENT SCOUTS

VOICE OF FIRESTONE ABC 8:30

Medic (Richard Boone) NBC 9pm

ROBERT MONTGOMERY NBC 9:30  
PRESENTS

STUDIO ONE CBS 10pm

Big Town WRCA-TV 10:30  
 (Mark Stevens)

Cavalcade of America ABC 7:30

Front WABD 7:30  
 (Preston Foster)

Life With Father CBS 8pm  
 (Ame & Tuttle)

MARTHA RAYE NBC 8pm

The Halls of Ivy CBS 8:30  
 (Ronald Colman & Benita Hume)

Fireside Theater NBC 9pm  
 (Gene Raymond)

Danny Thomas ABC 9pm  
 (Jean Hagen)

NEW RED SKELTON CBS 9:30

ARMSTRONG'S CIRCLE NBC 9:30  
THEATRE

UNITED STATES ABC 9:30  
STEEL HOUR

DA CBS 10pm

It's A Great Life NBC 10:30  
 (O'Shea, Bishop, Dunn)

The Case of the Thistle Killer - (O) by Charles & Joseph Early; with regulars & Kenneth Richards, David Oxley, Colin Mann, William Smith, Peter George, Cleo Rose, Monique Martial regulars & Scotty Beckett; (SW & SD)

I'd Pick More Daisies - (O) by Don Herold from story by Warren Forth, (A) by Dale & Katherine Eunson; with Richard Denning, Jeanne Cagney, Kim Charley, Barry Truex, Diane Jergens, Joan Vohs, Phyllis Coates, Maudie Prickett; (SD) by Ted Post

regulars including Deedee Woods, Walter Siebert, Shirley Eckl Ralph Linn (all D)

Peter Donald subs for vacationing Godfrey; Sharol Pollens (S) Audrey Dearden (S), Isidor Lateiner (M)

Ferruccio Tagliavini (S)

Flash of Darkness - (O) & Dir by John Meredyth Lucas

The Breaking Point - (O) by Alfred D. Geto; with Barry Jones, Sally Kemp, Peter Fernandez, Geoffrey Horne, Mark Rydell, Jack Mullaney, Dulcie Cooper, Donald Foster, Don Knotts; Dir by Perry Lafferty

The Broken Spur - (O) by Reginald Rose; with Paul Langton, Royal Dano, Georgiann Johnson, Van Dyke Parks, Florenz Ames, Ford Rainey, John Yellogg, Richard Poston, Robert Cass, John Boyd; (SD) by Paul Wickell

regulars & John Gallaudet, Stuart Nedd, Jaclynne Greene, Jimmy McCallion, Will Sage; (SD)

TUESDAY FEBRUARY 15  
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Decision for Justice - with Dayton Lumms, Jeff Morrow, Marjorie Lord

Live Cargo - (O) by David Dortort; with regulars & Eugene Iglesias, Robert Foulk, Bill Phillips, William Maade, Stanley Andrews, Bernie Gozier; (SD)

Father's Second Honeymoon - (O) by Whitfield Cook; with regulars; (SD)

Jack Leonard (C)

(O) by Don Quinn & Lawrence & Lee, (A) by Barbara Merlin; with regulars & Willard Waterman, John Smith, Fran Bennett, Tom Irish, Fred Grimes, Bob Nichols; (SD)

No Place to Live - (O) by M. G. Chute, (A) by Herbert Little, Jr. & David Victor; with Tom Drake, Martha Vickers, Ray Walker, Minor Watson, Burt Mustin, Jim Hyland, Louis Jean Heydt, Tom Daly; (SD)

Danny Tries Real Estate - (O) by Robert O'Brien & Irving Elinson; with regulars & George O'Hanlon, Joan Banks, Jack Kruschen; (SD)

Mary McCarty (S) (FROM HOLLYWOOD)

I Found \$60,000,000 - (O) by Irving Gaynor Meiman; with Jackie Cooper, Lenka Peterson, John Watt Studer, Frank Overton, Don Keefer, G. Albert Smith, Ward Costello; (SD) by Bill Corrigan

Freighter - (O) by George Lowther; with Thomas Mitchell, James Daly, Henry Hull, Karl Lukas, Jocelyn Brando, Jamie Smith, J. Pat O'Malley, Martin Balsam, Mitchell Agrass; (SD)

Rampage - (O) by Ben Radin; with Bethel Leslie, Perry Wilson, Lee Graham, Joy Geffen; (SD) by Joseph Scibetta, replacing John Frankenheimer as regular alternating director

Engagement Ring - with regulars & Parley Baer, Hy Averbach, Grandon Rhodes, Eddie Garr; (SW & SD)

| | | |
|---|-------------|--|
| <u>Topper</u> (Anne Jeffreys & Robert Sterling) | CBS 8:30 | <u>Topper's Racket</u> - (O) by Philip Rapp; with regulars & John Harmon, Clancy Cooper, Ralph Sanford, Sid Melton, Jonathan Hale, Richard Karlan, George Miller, Guy Teague, Creighton Hale; (SD) by Lew Landers |
| <u>Itz Playhouse</u> | CBS-9pm | <u>The Way to Freedom</u> - (O) by Philip MacDonald; with Patric Knowles, Robert Warwick, Rhys Williams, Jack Raine, Leonard Mudie, Phyllis Coghlan, Queenie Leonard, Cyril Delevanti, Trevor Ward, Steven Hayes; (SD) by Robert Stevenson |
| <u>THE BIG STORY</u> | NBC 9pm | <u>Ken Alstad, Tucson Daily Citizen</u> - (O) by Allan Sloane; with Chester Stratton, John McLiam, Carole Bailey, Bettina Young, Sid Raymond, Ruth Hammond, Lester Lonergan, Maxine Stuart, Lisa Howard, Jack Curtis, Duncan McLeod; (SD) |
| <u>Car Miss Brooks</u> | CBS 9:30 | regulars & Leonard Smith, Gail Bonney, Earle Ross; (SW & SD) |
| <u>The Vise</u> (Ron Randall) | ABC 9:30 | <u>Death on the Boards</u> - with Robert Parker, Joan Schofield, Maurcen Swanson; (SD) |
| <u>Inner Sanctum</u> | WOR-TV 9:30 | <u>Never Die Again</u> - (SW) by Samuel Elkin; with Everett Sloane, Peg Hillias, Alan Devitt, Jack Klugman, Helen Wagner, Ted Osborn |
| <u>The Lineup</u> (Warner Anderson) | CBS 10pm | <u>The Paymaster Office Robberies</u> - with regulars & Jack Edwards, Aurlan Marden, Robert Burton, Hy Averback, William Boyette, Strother Martin, Charles Wagenheim; (SD) |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 11 THRU FRIDAY FEBRUARY 18
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|---------------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>MORNING SHOW</u><br>(Jack Paar)                                              | CBS 7am     | Tu thru Thu - Charlie Applewhite (S); W - Jonathan Winters (C)<br>Thu - Will Jordan (mimic)                                                                                                                                                                        |
| <u>BREAKFAST CLUB</u>                                                           | ABC 9am     | M thru F - Betty Johnson & Dick Noel (both S)                                                                                                                                                                                                                      |
| <u>GEORGE SKINNER</u>                                                           | WCBS-TV 9am | regulars & Jody Carver (M)                                                                                                                                                                                                                                         |
| <u>GARRY MOORE</u>                                                              | CBS 10am    | Tu - Don Adams (C), F - Chan Canasta (mentalist), Roy Benson (C)                                                                                                                                                                                                   |
| <u>ARTHUR GODFREY TIME</u>                                                      | CBS 10:30   | Peter Lind Hayes subs for vacationing Godfrey all week                                                                                                                                                                                                             |
| <u>HOME</u>                                                                     | NBC 11am    | W - Sari Biro (M); F - Fred Allen (C)                                                                                                                                                                                                                              |
| <u>KENTUCKY ERNIE</u>                                                           | NBC 12N     | Tu - Stan Freiberg (C) (FROM HOLLYWOOD)                                                                                                                                                                                                                            |
| <u>TED STEELE</u>                                                               | WOR 3pm     | thru 2/11 - Dean Parker, Helene Dixon, Danny Davis (all S)<br>M thru F - Martha Schlamme, Dick Lee, Pete Hanley (all S)                                                                                                                                            |
| <u>BOB CROSBY</u>                                                               | CBS 3:30    | M thru F - Jack Smith (S) replaces ailing Bob Crosby (FROM H'D)                                                                                                                                                                                                    |
| <u>WORLD OF MR. SWEENEY</u><br>(Charlie Ruggles, Glenn<br>Walken, Helen Wagner) | NBC 4:30    | regulars & M: Ginger Brooks, Harrison Dowd, Eelle Flower; Tu - Charles Egelston, Dulcie Cooper; Thu - Mimi Strongen, Nina Olivette; (SW & SD)                                                                                                                      |
| <u>MODERN ROMANCES</u><br>(Martha Scott)                                        | NBC 4:45    | M thru F - <u>The Mark of Cain</u> - (O) by Stanley Niss; with John Cassavetes, Loretta Leversee, Paul Stevens, Florence Anglin, William Johnstone; (SD) by Jim Shelden                                                                                            |
| <u>MAGIC COTTAGE</u>                                                            | WABD 6pm    | M thru F - Rod Colbin, John Kane; (SW & SD)                                                                                                                                                                                                                        |
| <u>COKE TIME-E. FISHER</u>                                                      | NBC 7:30    | W - Gisele MacKenzie (S)                                                                                                                                                                                                                                           |
| <u>TONIGHT</u><br>(Steve Allen)                                                 | NBC 11:30pm | M - Genevieve (S), Bill Tuttle (make-up); Tu - Dinah Washington (S), Richard Himber (M&M magic); W - Timmie Everett (D), Dorothy Kilgallen (columnist); Thu - Leona Anderson (S), Georgia Gibbs (S), F - Barbara Carroll Trio (M), Joe Phillips & Shep (movie dog) |

SATURDAY FEBRUARY 19  
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|---|--------------|--|
| <u>Captain Midnight</u> (Richard Webb) | CBS 11am | <u>Saboteurs of the Sky</u> - (O) by Dane Slade; with regulars & Frances Karath, Vernon Rich, Dick Grant, George D. Barrows, Harald Dyrenforth, Dick Elliott; (SD) (Originally scheduled for 1/15) |
| <u>The Range Rider</u> (Jack Mahoney) | WRCA-TV 6:30 | <u>Gun Point</u> - (O) by Dwight Cummins; with regulars & Leonard Tenn, Don C. Harvey, Tom London, Jean Harvey, Patricia Michon, Frank Hagney, Jack Ingram; (SD) |
| <u>Angold Theatre</u> <u>Presents Henry Fonda</u> | WRCA-TV 7pm | <u>Louise</u> - (O) by W. Somerset Maugham, (A) not listed; with Jud' f Anderson, Nancy Gates, George Macready, Don Murphy, Ellen Cor. Michael Whalen; Dir by Robert Stevenson |
| <u>So This is Hollywood</u> (Kitty Green & Virginia Gibson) | NBC 8:30 | <u>Look Homeward, Fisherman</u> - with regulars & George Givot, Eugene Jordan, Paul Newlan, Nancy Kulp, Peter Mamalos, Julie Van Zandt, Anny Vitanza, Don Orlando; (SW & SD) |

Donald O'Connor NBC 9:30
 GEORGE GOBEL NBC 10pm
 Foreign Intrigue WABC-TV 10:30
 (ald Mohr)

Boris Karloff, Joyce Smith & regulars; (SW & SD)
 Claude Stroud & regulars; (SW & SD, FROM HOLLYWOOD)
 F. I. in the Diamond Allergy - (O) by Gene Levitt; with Gilbert Robin, John Stark, Sven Erik Gamble, Katrin Westerlund, Margareta Krook; (SD) by Eugene Lourie

SUNDAY FEBRUARY 20
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You Are There CBS 6:30  
 (Walter Cronkite)  
 OPERA CAMEOS DuM 7:30  
 (Giovanni Martinelli)  
 Pepsi-Cola Playhouse ABC 7:30  
 (Polly Bergen)  
 JACK BENNY CBS 7:30  
 TOAST OF THE TOWN CBS 8pm  
 (Ed Sullivan)  
 COLGATE COMEDY HOUR NBC 8pm  
 General Electric CBS 9pm  
 Theatre  
 (Ronald Reagan)  
 PHILCO TELEVISION NBC 9pm  
 PLAYHOUSE  
 Page 7 CBS 9:30  
 Father Knows Best CBS 10pm  
 (Robert Young)  
 Loretta Young NBC 10pm  
 Bob Cummings NBC 10:30  
 (Rosemary DeCamp)

The Liberation of Paris - (O) by Leo Davis; with Beverly Dennis, Stefan Schnabel, Howard Hanson, Curt Lowens, Stefan Gierasch, Stuart Germain, Al Penn, Bruce Gordon, Bernard Grant, Ann Hegira, Milton Selzer; (SD)  
 Excerpts from Tosca - opera by Puccini; with Delia Rigal, Jon Crain, Cesare Bardelli (all S); (SW & SD)  
 The Vanishing Suitor - (O) by Fenton W. Earnshaw; with Irene Hervey, Karen Sharpe, Walter Coy, Chris Drake, Dick Simmons; Dir by Charles S. Gould  
 George Raft, Dennis Day (S), Frank Nelson, Verna Felton; (SW, D)  
 Tribute to Gertrude Lawrence - with Beatrice Lillie (C), Lily Pons (S), Sarah Churchill (on film, made in England), Judith Anderson, Gracie Fields (S&C), Dorothy Sarnoff (S), Mindy Carson (S)  
 Gordon MacRae (S) as MC; Louis Armstrong (S&M), Peggy Lee (S) Gene Sheldon (FROM NEW ORLEANS)  
 Bachelor's Bride - (O) by Joseph Hoffman, Mortimer Braus; with Fred MacMurray, Pat Crowley, Sarah Selby, Virginia Field Lawrence Keating; Dir by Mitchell Leisen; Prod by Z. Wayne Griffin  
 The Assassin - (O) by Bernard Wolfe; with Nehemiah Persoff, Gaby Rodgers, Jo Van Fleet, Jacob Ben Ami, Carlos Montalban, Joe Mantell, Celia Adler; (SD) by Arthur Penn  
 Debt of Honor - (O) by Cornell Woolrich, (A) by Frederic Brady; with Edmond O'Brien, Charles Bronson, Wendy Winkleman Dir by Lewis Foster  
 The Matchmaker - with regulars & Lyn Guild, William Hudson (SW & SD)  
 Option on a Wife - (O) by Marian Thompson; with Jock Mahoney, John Stephenson, Nana Bryant, Charles Evans, James Hayes; (SD) by Harry Keller  
 The Eyes of Texas - with regulars & Dick Elliott, Yvett Dugay, Laurette Luez, Paula Winslow; (SW & SD)

NEW YORK TALENT AVAILABILITIES  
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RENATA TEBALDI - AGT: Columbia Artists, CI 7-6900 appearing in concert at the Met presented by Conlin Associates on Sunday, February 20, with
 MARIO DEL MONACO - AGT: NCAC, PL 9-6000
 MAX WYLIE - author of Clear Channels, provocative new book on TV, published by Funk & Wagnalls - Contact at Ford Foundation Radio-TV Dept., PL 1-2900
 TANCY COLEMAN - cited for fine performance in The Desperate Hours at the Barrymore - PRESS: Byram & Ferlman, CI 5-9125
 RET HARSHAW - leading soprano of the Met - MGT: David W. Rubin, CI 7-3241
 RAYMOND BURR - popular character actor of films, arrives here mid-Feb - AGT: Marjorie Morrow, CH 4-0644
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JANIS CARTER - star of Feather Your Nest - AGT: Baum-Newborn, MU 8-1380
 FRED CLARK - Milton Berle's mgr. on BUICK-BERLE SHOW - AGT: Frank Cooper, VA 6-5661
 MANTAN MORELAND - "Derminham" of Charlie Chan series - AGT: Shaw Artists, MU 8-2250 (Dick Alen)
 LOIS WILSON - AGT: Marjorie Morrow, CH 4-0644
 VIRGINIA DOWNING - opening in Juno and the Paycock at the Greenwich News - PRESS: Stella Holt, SC 4-5174
 LOUIS JOURDAN - opening in Tonight in Samarkand on Wed., 2/16 - PRESS: Sol Jacobson, CH 4-1482
 HILDEGARDE NEFF - arriving in Silk Stockings - PRESS: Karl Bernstein, CI 6-0427

TALENT AVAILABILITIES

News Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

FEBRUARY 16, 1955

FEB 21 1955

7-7

NUMBER 7-A

LIBRARY
UNIVERSITY OF HOUSTON

PRODUCTION • PROGRAMMING • TALENT

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10-D-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

ABC will be making a pilot kine in four or five weeks of its contemplated The Devil's Theatre, to be presented in association with The Theatre Guild, for possible Fall showings. The title role in the series is still to be cast. The only production staffer so far announced is Gore Vidal, who will be chief writer for the live anthology series. Winston O'Keefe, at the Guild, is administrative liaison between the Guild and ABC. The moot question is whether the title will be retained since it has connotations that most sponsors may wish to avoid. It's considered okay to present suspense, mystery and similiar series, but can a sponsor afford to be in league with the Devil?

Pat Marshall has left Steve Allen's Tonight show as alternate girl vocalist, with Eydie Gorme carrying on alone under present plans.....Jan Arden leaves the Robert Q. Lewis CBS show after the first week in March, with no replacement intended. Jaye P. Morf bows off the show at the end of April, with a replacement to be set.....Ruth E. is assistant producer on WABC-TV(NY) upcoming Entertainment, across-the-board afternoon variety show. Fritz Lamont is assistant director, not assistant producer as previously noted. Gene Wood and Allan Manings (the latter formerly with Imogene Coca) are the writers for Entertainment.....Imogene Coca's writing staff now consists of Lucille Kallen, Mel Brooks, Bob Van Scoyk and Tony Webster.....William A. Graham has been added to the alternate directors' roster for Pond's Theatre, replacing Paul Lemmers who is moving to another spot in the J. Walter Thompson TV production group.

Climax! developments: John Frankenheimer, formerly regular alternate director of Danger has been assigned to Climax!; William Brown has come from the latter show to New York to direct a forthcoming Best of Broadway production. Edgar Peterson, manager of the story and script department of CBS Television in New York, has been assigned to Hollywood as associate producer of the Chrysler-sponsored series, succeeding Elliott Lewis, who has been upped to producer and assigned to new properties to be prepared for the fall. Climax! is now accepting top original scripts in addition to adaptations of published or produced material (to which the show was originally limited). Scripts may be submitted to Martin Manulis, producer, or Edgar Peterson, associate producer, at CBS, 6121 Sunset Blvd, Hollywood, Calif., or to Don Moore, CBS-TV, 524 West 57th St., New York 19, N. Y. For the future, Claudette Colbert will star in a Mel Dinelli adaptation of Phyllis Bottome's "Private Worlds" on April 7. It was originally scheduled for the preceding week. Rod Serling is adapting Ring Lardner's famous short story, "Champion," for future production; no star cast for the title role

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(MORE)

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des: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming;
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ABC's afternoon Disney Mickey Mouse program, tentatively set for airing beginning early in October, is presumably exciting prospective advertisers, with several already aboard the bandwagon according to some trade papers. ABC sources say that they can't confirm anything for a while. Campbell Soup Co thru BBD&O apparently has a firm buy for the Thursday, 5-5:15 and 5:30-5:45pm segments. Other suggested sponsors include the Borden Co., but a Young & Rubicam source emphatically denied this. Colgate-Palmolive may be a sponsor, but the company determines its own sponsorships through a group contract, with the agencies taking over when a particular product participation is set. Prospective advertisers run the gamut of kiddie products and some decisions may have to wait until current commitments expire.

Contracts are now being drawn for I Spy to be produced in New York by Edward Montaigne and Phil Reisman for Guild Films. Two scripts have been approved and filming may begin in March. Montaigne will produce and direct the series and Reisman will be script editor. The series will use a host for anthology type material (a departure from their Man Against Crime series, which they handled at William Esty Co). Montaigne will cast after contract negotiations are concluded. Montaigne-Reisman are currently at 45 East 51st St., New York 22. MU 8-3970..... Leo Guild in "The Hollywood Reporter," quotes TV film producer Don Sharpe: "In today's market situation, comedies are the easiest to sell. Unlike other series, even if they're so-so they can find a sponsor. Actually dramatic shows are scoring the best records for products because a drama show has rotation of audiences among varied groups." The incongruity is obvious. Comedy series are currently having plenty of trouble. They may catch sponsor interest at the start, but not enough are staying sold. On the drama side, Mr. Sharpe speaks as an old master; he has three series in production and on the air and several intriguing pilots are in the works; but a couple of his comedy pilots have not gotten off the ground.....Frank Wisbar finished up last week as producer of Fireside Theatre after seven years. He has not announced plans since the announcement of his resignation.

Upcoming scripts on CBS' Danger include: Feb 22, "The Blue Hotel," a Halsted Welles adaptation of the Stephen Crane story, to star Henry Hull; March 1, "Journey With a Lady," original by Shirley Jackson, adaptation by George Auerbach, with Jo Van Fleet a possibility in the lead role; March 8, "The Captain Leaves His Ship," an adaptation by George Bellak of the book by Capt. Jan Cwycklinski, highlighting how espionage agents took over his former ship, the Polish liner Batori, which became notorious after Gerhard Eisler stowed away to escape from the U.S. to East Germany..... The future schedule for NBC's Way of the World across-the-board daytime drama, includes seven more episodes in the current story to Feb 21, then 10 episodes from Feb 22 to March 7 for a Donald Yerrill adaptation of a Nelia Gardner White story; 6 episodes from March 8 thru March 15 for a Joe Bates Smith original; 8 episodes from March 17 thru March 25 for a Lewis Graham original script; 5 episodes from March 28 thru April 1 for a Harry Junkin original, and 10 episodes from April 4 thru April 14 for an Irving Elman original.

Ina Ray Hutton's half-hour film series will roll in color in March at Guild Film's Music Hall studio in Hollywood..... Wickham Films has completed 17 of the scheduled 26 films in the Sports Mirror series it is producing for George Bagnall & Associates in Glendale, Calif. Currently seen only on midwestern and far west stations, the quarter-hour films feature past and present sports figures, such as Alice Marble, Jim Ferrier, Joe DiMaggio, Glenn Davis, Leo Durocher, Jimmy McLarnin, Casey Stengel, etc..... Conne-Stephens, Inc., is moving its entire operation from American National Studios to the newly-opened 20th Century-Fox Western Ave. studio, with production scheduled next week on Treasury Men in Action and TV Reader's Digest in the surroundings. The firm also handles physical production for Dear Phoebe, Medic and Man Behind the Badge.

Norman MacDonell has been named associate producer and John Meston has been signed to write CBS' television version of Gunsmoke, its critically acclaimed radio Western. Charles Marquis Warren is producer-director.....It may sound like a gag, but Bernard Kowalski is reported to be getting a pilot ready to roll at Hal Roach Studios for a series titled G. P. His production company is called Caduceus Productions. Kowalski was with Medic TV Productions as an assistant director.....New York distributor Studio Films is packager of the Show Time variety series, starring Frank Fontaine, currently being produced by Mercury International at its Hollywood studio.

Long time soap opera writers Irna Phillips and Agnes Eckhardt are working on a new half-hour daytime drama series in Chicago intended for a fall premiere. The program, a departure in across-the-board script shows by reason of its daily length, would originate in New York with Ted Corday handling production. MCA is rep for the series, tentatively titled Journey's End. The authors, with years of experience in radio and television across-the-boarders, feel that the script requirements won't be too tough for competent actors to pick up each day because the greater length will permit greater script flexibility, giving better pace to the stories.....NBC is adding to travel schedules for its Home show, with current plans calling for a stay in Washington during the week of April 11-15. Still in the future are possible originations from Mexico City and Quebec.

The new Buffalo Bill, Jr. series, currently in production at Flying A (Gene Autry) for Brown Shoe Co and Mars Candy sponsorship, is being handled by CBS Television Film Sales for separate market sales. The offering is for regional sponsorship or syndication, depending on takers. CBS promotion is currently being set up and the films may make their spot debut before or after the regular sponsors place it on the air.

PEOPLE GOING PLACES: E. Charles Straus has left the William Morris Agency in Hollywood to join Filmcraft Productions as a v.p. on the administrative level..... Robert Provence has been named executive producer for Crosley's WLW-D(Dayton)..... Earfield Weedon returned this week to his post as producer of The Jack Owens Show, over KABC-TV(LA). He resigned and was replaced by Gil Thomas four weeks ago after having handled the show for three years.....Keith Leslie has joined the news dept of WTVJ(Miami) as agriculture director.....Leil Tanenholz resigned as personnel manager of the Du Mont TV Network to return to research engineering..... Thomas Means named director of promotion service for CBS-owned TV stations..... Selig J. Seligman named acting manager of KABC-TV(LA), in addition to his duties as assistant to the v.p., Western Division, ABC.....Thomas A. McAvity appointed v.p. in charge of the NBC Television Network, reporting to exec v.p. Robert W. Sarnoff. Other NBC promotions: Richard A. R. Pinkham, now v.p. in charge of TV network programs; Earl Rettig, now v.p. in charge of TV network services; Mort Werner, director of participating programs; William V. Sargent, director of TV network business affairs..... David R. Williams named eastern manager of CBS Television stations relations.

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