THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday(15)

CBS- 4:30-5pm EDT; SPECIAL; Eastern Intercollegiate Regatta; from WTOP-TV(Wash) to the net. Sustaining. Pkgr- CBS-TV Sports Dept; Prod & Dir- Judson Bailey. Intercollegiate rowing regatta among major universities, on the Potomac River, Washington, D.C.

NBC- 8-8:30pm EDT; NET DEBUT & RETURN; Bank On The Stars; from WNBT(NY), to the net. Sustaining. Pkgr- Masterson, Reddy & Nelson; Prod- Ric Eyrich (M, R & N); Assoc Prod- John Dougherty; Dir- Craig Allen(NBC); Music Dir- Ivan Ditmars. Bill Cullen is m.c. for the audience participation show in which contestants win cash prizes for correct answers to questions based on scenes from current Hollywood feature films projected for contestants and home viewers. (Program made its original debut over CBS-TV on June 20, 1953, with Jack Paar as m.c., and went off the air August 15, 1953). The new version replaces The Spike Jones Show in this time slot.

OTHER NETWORK CHANGES & ADDITIONS

ABC POOL- Address by Secretary of State Dulles; SPECIAL May 7; Fri, 9:30-10pm EDT, one time only; from WMAL-TV(Wash), to the ABC net; CBS & NBC on delayed telecasts 11:15-11:45pm. Sustaining. The Secretary of State delivers a report on the Geneva Conference and on the situation in Indo-China.

ABC- You Asked For It (Sun, 7-7:30pm EDT) Current production credits: Pkgr- Wayne Steffner Productions(H'wood); Prods- Cran Chamberlain and Maury Cohen.

CBS- Valiant Lady (Mon thru Fri, 12noon-12:15pm EDT) Perry Laflerty replaces Ira Cirker as director for four weeks beginning Mon, May 10, while Cirker is in Europe.

Secret Storm (Mon thru Fri, 4:15-4:30pm EDT) Max Wylie becomes the only writer, effective Mon, May 17.

NBC- Buick-Berle Show (Tue, 8-9pm EDT, three out of four monthly) May 4 program was lost from New York in current schedule. The last three Berle programs, May 18, 25 & June 1 will originate in Hollywood before summer hiatus.
NETWORK SPONSOR ACTIVITY

CUDAHY PACKING CO (New Old Dutch Cleanser) thru Young & Rubicam, Inc (Ch1) will sponsor a 10-minute segment of Your Show of Shows (Sat, 9-10:30pm EDT) for four times, effective May 8, and its summer replacement, Saturday Night Revue, for 15 weeks effective June 12. The buy marks Cudahy's first network television advertising.

PROCTER & GAMBLE CO will sponsor two of four new serial dramas debuting over NBC-TV on July 5, with the P & G sponsorships for the two serials covering the 3:15-3:50pm and 3:45-4pm EDT periods. P & G thru Compton Advertising will continue sponsorship of Three Steps to Heaven (Mon thru Fri, 10:45-11pm EDT) over NBC-TV. The P & G sponsorships for all three programs are on alternate days, Mon, Wed & Fri one week, Tue & Thurs the following week, and so on.

NOXZEMA CHEMICAL CO (All Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY) will become alternate week sponsor of Person to Person (Fri, 10:30-11pm EDT) over CTS-TV, effective May 28. Current weekly sponsors, American Oil Co (AMOCO) in the East and the Namm Brewing Co in the Midwest, will continue sponsorships, alternating with Noxzema.

LOCAL STATION ACTIVITY

WABC-TV (Ch 7) - Birthday for Freedom; SPECIAL May 5, Wed, 8:30-9pm EDT, one time
New York only. Sustaining. Pkg & Prod- United Jewish Appeal with WABC-TV; Dir- Bill Baleban. Salute to Israel on the eve of the sixth anniversary of its establishment as a sovereign state, recounting the dramatic highlights of the years, with music, songs and dances accompanying the narrative. Hume Cronyn narrates the entire production, which will include appearances by Ezio Pinza, Bidu Sayao, Earl Wild, Israeli dancers and others. Bernard Green will direct the WABC-TV orchestra.

WABC-TV - SCHEDULE CHANGES: Your Show with Polly and Jerry, now Mon thru Fri, 10-11am, was 10:30-11:30am; Rootie Kazootie, Mon thru Fri, 5-5:15 pm, was 6-6:15pm; Jolly Gene and his Fun Machine, Mon thru Fri, 5:15-5:30pm, was 6:15-6:30pm; Racket Squad, ON FILM, now Thurs, 10:30-11pm (replacing China Smith), was Mon, 10-10:30pm.

WCBS-TV (Ch 2) - Golden Reels, ON FILM; DEBUT May 9; Sun, 3:30-4pm EDT. Sustaining. Series of prize winning films from the competition held by the Film Council of America in Chicago early in April as the first Golden Reel Film Festival. The films were made by various producers for various sponsors as documentary and public service films for public relations purposes.

WPIX (Ch 11) - Battle for the Central; SPECIAL May 8 & 15; Sat, 6:30-6:45pm EDT. Sustaining. Pkg & Prod- WPIX; Dir- Freddie Bartholomew. Robert Convey of the N. Y. Daily News interviews William White, president of the New York Central, on May 8, and Robert R. Young, leader of a stockholder campaign to change the Central's board, the following week, to bring out the basic issues in contention.


WLW-TV (Ch 5) - Survival '54?; DEBUT May 6; Thurs, 9:30-10pm CT, simultaneously on all three stations, with 12 following programs to be shown on rotating basis by each. Sponsors- The Procter & Gamble Co; General Electric Co; Cincinnati Milling Machine Co (Cont'd on next page)

ROSS REPORTS - 5/9/51
LOCAL STATION ACTIVITY (Cont'd)

WLW-T; WKRC-TV; - (Cont'd): the Kroger Co & AVCO Manufacturing Corp. Prog-Prod.
WLW-TV Cincinnat
All station staffs with local civil defense organization; Writer-
Verne Jay (WLW); Narrator- Cecil Hale. Reporters, newscasters and
actors play the roles of average citizens faced with the problem
of survival under an atomic attack. Later in the month, radio stations in the
Greater Cincinnati area will begin broadcasting the series.

WIBX (Ch 3) - Walt's Workshop; DEBUT May 6, Thurs, 7-7:30pm ET. Sponsors- Rock Island Lumber Co & Security Federal Savings and Loan Assn. Do-it-yourself and home workshop show with arts & crafts demonstrations, starring Walt Durbahn. The show was last seen in Chicago over WNSQ and left the air recently after a five year run.

KABC (Ch 7) Party at Ciro's; DEBUT May 1; Sat, approx 10:30pm-12midnight PT. Sponsor- F. A. McKenzie (Ford auto dealer). Exec Prod- Hunt Stromberg, Jr. Herman Hover of Ciro's, with singer Carole Richards, is m.c. for this variety-interview-celebrity show, featuring current headliners at the supper club and guest variety acts as well as interviews with top motion picture celebrities.

FILM DIGEST: Fireside Theatre, for the first time in its TV net history, will use re-runs of eight of its own dramas, with new intros with Nelson Case as host and under the hiatus title, Summer Playhouse. Gene Raymond remains as the regular series' host, returning in a new series of Fireside films, beginning August 31. During previous summers the series was replaced by separately produced films.........Guild Films has The Florian ZaBach Shaw in production with Duke Goldstone directing and will roll the Frankie Laine Show on June 8, with vocalist Connie Haines signed as singing foil for Laine.........Lew King Advertising of Phoenix, Arizona, has cancelled all its contracts as an ad agency and is now going into production of radio and TV commercials and complete shows. The agency had been doing production for accounts and decided to go all the way, retaining show production contracts for accounts which have been shifted to other local agencies.

NEWS AND COMMENT: Sherman & Merquattle, Inc., New York and Chicago, have been sold to executives of each and are now two separately-named agencies retaining in each city the accounts and personnel of the divided S & M offices. The New York agency is now Bryan Houston, Inc., while the Chicago organization has become Wherry, Baker & Tilden, Inc....The General Foods-Rodgers & Hammerstein extravaganza on March 28 rolled up the largest viewing audience in television history (also outscoring radio) according to A. C. Nielsen, a total of 21,060,000 homes or 44.2 per cent of all the homes in the country and 74.6 per cent of homes with television. The potential viewing audience was 99.8 per cent of all television homes, indicating the blanket coverage purchased for the telecast. The 21-million-plus total represents unduplicated viewing.......Nielsen's April Newscast reported that January saw an all-time high in volume of TV viewing per home, with the average home tuned in a total of 5 hours, 46 minutes per day, a minute per day more than the previous record in January 1952 and 1953. Expanding schedules with early morning and late evening viewing is believed responsible for the climb -- possibly less concentrated viewing, but spotted over more of the day.......WCBS-TV (NY) will raise its basic Class A hour rate from $4,800 to $6,000 on May 15, with most other rates showing similar advances.......Roy S. Durstine, Inc., moved its New York office to 655 Madison Ave. on May 1. New telephone number is TEMpleton 8-4600.
Most of the shows on May 7, 8 and 9 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 14. 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 MAY 7**

**MAMA**
(Peggy Wood)  CBS 8pm  
Papa's Guilty Secret - by Palmer Thompson; with Matt Crowley, Clifford Owen, and regulars

**CAMPBELL SOUNDSTAGE**
(NBC 9:30  
**NOTE:** Drama & stars previously scheduled for this date to be replaced by the following: Emma's Antenna - by Hamilton Bohn; with Hugh Riley, Lydia Reed, Chris White, Dorothy Fatten, Paul Huber

**PERSON TO PERSON**
(Billard R. Murrow)  CBS 10:30  
Hildegarde, Phil Rizuto

**SATURDAY MAY 8**

**ROD BROWN**
(Cliff Robertson)  CBS 11:30  
The Exploding Man - by Weinstock & Gilbert; with Harold Haber, James Hillenollin, Andy Ratoush, Gerald Milton & regulars

**ETHEL & ALBERT**
(Lynch & Bunco)  NBC 7:30  
Regulars & John Craven, Maurice Wells

**YOUR SHOW OF SHOWS**
(Caesar & Coca)  NBC 9pm  
Bodie Albert, guest host; with Marguerite Piazza, Billy Williams Quartet; Linn & Alexander, Hamilton Trio, Jack Russell, Keith Textor & Sylvia Michaels, Carl Reiner, Howard Morris

**SUNDAY MAY 9**

**LAMP UNTO MY FEET**
(Bill Leonard)  CBS 10em  
The Invisible Stain - by Allan Sloane; with Carlton Albertson, Bruce Gordon, Parky Pinnelly, Victor Thorley; (SD)

**FRONTIERS OF FAITH**
(NBC 1:30  
**NOTE:** insert this date in place of show previously reported - Portrait By Whistler - by Ted Bear; with Keith Larson, Doris Lloyd, Paul Cavanaugh, Lunadeh Hare, Edvard Ashley; (SD, LIVE, FROM HOLLYWOOD)

**HALLMARK HALL OF FAME**
(Ethel & Albert)
(NBC 5pm  
The Court Martial of Mata Hari - by Kate Nickerson; with Viveca Lindfors, Everett Sloane; Lisa Van Rooten, Murray Matheson, Charles Andre, Robert Dryden, Earl Hammond, Olga Fabian; (SD)

**YOU ARE THERE**
(CBS 6:30  
Beatrice Kraft

**PAUL WINCHELL**
(NBC 7pm  
Regulars & Jack Warden, Gladys Thornton, William Forrester; (SD)

**MR. PEEPERS**
(Valley Cox)  NBC 7:30  
April Show - O. Henry; MacFerler David; (SD)

**TOAST OF THE TOWN**
(Ed Sullivan)  CBS 8pm  
The ASCAP STORY - Part II - with Dolores Gray, Margaret Whiting, Barbara Whiting, Julius Lashe, Liberace, Roy Smeck (M), Nanee Crompton (D), Mrs. Gus Kahn; also songwriters Joe Howard, Ernie Burnett, Harold Tierney, Jack Norworth

**ROCKY KING, DETECTIVE**
(Reace & Todd Karns)  DUX 9pm  
Murder Will Out - by Bruce Geller; with John O'Hare, Ann Loring, Jim Buben, Henry Brent, Don Stapleton; (SD)

**THE WEB**
(CBS 10pm  
Blind Man's Bluff - by Sandy Sanderson; with O. Z. Whitehead, Pat England, Harold J. Stone, James Nolan, Jeff Harris; (SD)

**MONDAY MAY 10**

**JAMIE**
(Brandon de Wilde)  ABC 7:30  
Talent - (O) - AU; with regulars & Heywood Hale Broun, Jr.; (THIS IS A KIND OF AN EPISODE NEVER SEEN PREVIOUSLY)
MONDAY MAY 10 (cont'd)

GODFREY TALENT SCOUTS CBS 8:30
Armed Forces Week Program - with FPC Stuart Rose(S), Air Force Harmonica Trio, Navy Vocal Quintet

VOICE OF FIRESTONE NBC 8:30
Rise Stevens

RED BUTTONS CBS 9:30
Regulars & Herman Schwotz, Gilbert Mead, Helen Arden, Carolyn Walker, Gerald Milton, Herbie Fay, Dennis Patrick, Jack Albertson.

Pilgrim's Pride - (O) by Irving Gaynor; with Elliott Nugent, Audrey Christie, Claudia Morgan, Don Briggs, Gago Clark, Pat Smith, Cliff Robertson; (SD) by Perry Lafferty

STUDIO ONE CBS 10pm
Fear Is No Stranger - (O) by Henry Mirock; with Jerome Cowan, Peggy Allenby, Philip Abbott, Pat Breslin, Gene Blakeley, Harry Bellaver, June Mattson; title drawing by Symeon Shimin; (SD) by Franklin Schaffner

WHO SAID THAT NBC 10:30
The Lady & The Law - (O) by AU; with Menjou, Billy Halop, Ralph Gamble, Barbara Ann Emusdon, Don Kennedy, John Damler, Tony Rock, Stapleton Kent; (SD)

Adolphe Menjou's Favorite Story WNBT 10:30 (Net only)
Signe Hasso, Merriman Smith; (KINE ON WNBT, SAT, MAY 15, 5pm)

TUESDAY MAY 11

Janet Dean, R. N.
(Ella Raines) WNBT 7pm
The Johnson Case - (O) by James P. Cavanagh; with Everett SI thees, Janet Wood, Philip Pine, Lenore Lonen, Leora Thatcher, Ann Sorg, Walter Kohler; (SD) by Robert Doyle

Cavalcade Of America ABC 7:30
Spindletop - (O) by Winston Miller; with William Bishop, Nancy Hole, Richard Eyer, Richard Gaines, Stanley Andrews, Burt Maslin, Russell Gage, Renne McEvoyl (SD)

The Mask (Gary Merrill & William Prince) ABC 8pm
Party Night - (O) by Charles Robinson; with Jo Van Fleet, Herb Nelson, Paul Newman, Parker Pennelly, Mydia Westman, Morton Stevens, Pat Breslin; (O) NOTE: This is a kinescope of live show originally telecast 4/11/54; repeated 5/12 ABC net only, 8pm.

Gene Autry CBS 8pm
Narrow Escape - (O) by Virginia Cook; Repeat

BOB HOPE SHOW NBC 8pm
Dorothy Lamour, Edmond O'Brien, Sheldon Leonard, Cardenas (Juggler); (LIVE, FROM HOLLYWOOD)

LOVE STORY DuM 8:30
The Arms Of The Law - by Elinor Lenz; with Lee Bowman, Peggy McCay, Donald Gibson, John Dennis, Fred Stewart, Roland Ward; (SD)

Pireside Theater (Gene Raymond) NBC 9pm
Light Night - (O) by Stuart Palmer, (A) by Perrin Fraser; with Hugh Beaumont, Mary Beth Hughes, Jack Daly, Dick Reeves, Harry Lewis, Joe McTeer, Musly Callahan, June Whiteley, Robert Williams, Jack She, Ralph Montgomery, Norman Bishop, Eddie Swent, Dick Thorn; (SD)

U. S. STEEL HOUR ABC 9:30
The End Of Paul Dene - (O) by Morton Wishengrad & Virginia Mazer; with Teresa Wright, Robert Preston, Curry Wilson, Warren Stevens, Rusty Lane, John Marriot, Billy N. Green, Ernest Graves, Tommy Halloran; (SD) by Alex Segal

SUSPENSE CBS 9:30
Operation Nightmare - (O) by James P. Cavanagh, from true story of Nurse Lt. Ann Bernatitus; with Anne Burr, Douglas Rodgers, Kendall Clark, Richard Marrell, Arthur Storch, Doreen Lang; (SD) by Alex Segal

ARMSTRONG'S CIRCLE NBC 9:30
Man Talk - (O) by Ruth Woodman; with Enid Market, Gage Clark, Allen Poe, Buz Martin, Raymond Van Sickle, Belle Flower; (SD) by Bert Steen

DANGER CBS 10pm
Outlaw's Boots - (A) by Theodore Apstien, from story by Thomas Thompson; with James Gregory, Bill Smithers, Peggy O'Hara, Paul Ruber, Michael Galloway, Mike Kelton, Otto Huliett, Jane Rose; (SD)

Mr. & Mrs. North (Barbara Britton & Richard Donning) NBC 10:30
The Suspect - with regulars and Barbara Woodell, Lowell Gilmore, Jerry Leekin, Steve Darrell, George Mader, Charles Williams, Frank Sally; (SD)

TALENT SHOWSHEET (more)
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Title</th>
<th>Cast/Details</th>
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<tbody>
<tr>
<td>7:30</td>
<td>ABC</td>
<td>The Case Of The Missing Bride - (0) by Louis Vittes; with Todd Karns, Aron Katcher, Eve McVeagh, Steve Brodie, Louis Russell, Lesley Brennan; (SD)</td>
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<td>8:30</td>
<td>NBC</td>
<td>Marcie &amp; The Shah - with regulars &amp; Edgar Barrier, Donna Martell, Henry Corden; (SD)</td>
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<td>9pm</td>
<td>KRAFT TELEVISION THEATRE</td>
<td>The Stake - (0) by George Jeffers; with John Baragrey, Louis Horton, Joe Maross, Matt Briggs, Russell Hardie, Leon Belasco, Walter Klavun, Konny Valken, Chief Lone Bear, Gene Leonard, Clarence Cavenagh, Burt Thom; Prod &amp; Dir by Harry Herman</td>
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<tr>
<td>10:30</td>
<td>ABC</td>
<td>The Homeward Look - (0) by Effie Young &amp; Ernest Pagnato; with Muddy MacDowell, Vicki Cummings, Paul Robling; Prod: Philip Meister, Dir: Mark Gordon</td>
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<td>8:30</td>
<td>CBS</td>
<td>Welcome Home - (0) by Blake Edwards; with Dick Powell, David Holt, Howard McNeal, Claire Carleton, Madie Prickett, Herbert Heyes, Herb Ellis, Russ Conway; Repeat, was seen Nov. 1952</td>
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<tr>
<td>9pm</td>
<td>NBC</td>
<td>Hit &amp; Run - (0) by Earl Hamner; with Betty Field, E.G. Marshall, Horace Braham; (SD)</td>
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<td>9pm</td>
<td>LUX VIDEO THEATRE</td>
<td>The Queen's English - (0) by Joseph Cochran; with Ann Harding, Gene Lockhart, others to be announced; (LIVE, FROM HOLLYWOOD)</td>
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<td>9:30</td>
<td>KRAFT TELEVISION THEATRE</td>
<td>The Worried Songbirds - (0) by Greer Johnson; with Mildred Dunnock, Carmen Machens, Bill Sheidy, Ruth McDevitt, Reid Pulver, Harry Clark, David Winters, Bernie West; Prod-Dir: Stanley Quinn</td>
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<tr>
<td>9:40</td>
<td>WNET 10:30</td>
<td>Wonderful Day For A Wedding - (0) by Lou Breslow from story by Virginia Lee; with Scott Brady, Joan Leslie, Rita Moreno, Spring Byington, Casey Adams, Burt Mustin; (SD) by Harry Keller</td>
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<td>10pm</td>
<td>CBS</td>
<td>Let Justice Be Done - (0) by William E. Raynor; with Skip Hemmeter, George Mecher, Mary Young, Vernon Rich, George E. Stone, Pat O'Neal, Noel Neill, Eileen Davies, Pat Flaherty, Gene Roth, Sue Casey, Allen Roberts; (SD) by Earle Kenton</td>
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<tr>
<td>10pm</td>
<td>NBC</td>
<td>Regulars &amp; Carl Frank, Janet Wood, Joseph Downing, Eddie Ryman, Edward Holmes, Marilyn Moore, Nancy Franklin, Ed Begley, Sam Gilman; (SD)</td>
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<td>11pm</td>
<td>ABC</td>
<td>F.I. In The Time Bombs - (0) by Kay Robert Krause; with John Pulasko, Inga Langre, Tord Stal, Ole Hudden; (SD)</td>
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<td>7:30</td>
<td>THE NEW REVUE (Mike Wallace)</td>
<td>5:30:00 (COLOR)</td>
<td>Jonathan Winters, Ronnie Graham, Kirby Stone quartet, Doodles &amp; Skeeter, Billy Daniel &amp; Lita Baron, Johnny Desmond, Betty Nadigan, Margaret Sisters &amp; Bruno, Joyce Taylor, Leo Lindsay</td>
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<tr>
<td>8pm</td>
<td>Pepsi-Cola Playhouse (Anita Colby)</td>
<td>8:30</td>
<td>The Black Pursue - (0) by F.W. Earnshaw; with Patrick O'Neal, Pat Carroll, Claude Akins, Ian MacDonald, Geraldine Hall, Chubby Johnson, Larry Blake, Jack Daly; (SD) by Richard Irving</td>
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<tr>
<td>8:30</td>
<td>THE BIG STORY (Robert Slane)</td>
<td>9pm</td>
<td>The Package - (0) by J. M. Rapp, (A) by Philip Rapp; with Jack Daly, Phil Chambers, Edward Clark, Charles Meredith, Terry Prost</td>
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<tr>
<td>9pm</td>
<td>Schlitz Playhouse</td>
<td>ABC 9:00</td>
<td>9pm</td>
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<td>9:30</td>
<td>DUN</td>
<td>10:15:00</td>
<td>Achilles Heel - (0) by Michael Cramoy; with George Mathews, Army Freeman, Elaine Joyce, Phil Kramer, Fred Martin, Morton I. Col. Humphrey Flack (Alan Mowbray)</td>
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<tr>
<td>9pm</td>
<td>Schlitz Playhouse</td>
<td>9:00</td>
<td>O.P. Rouse, Las Cruces N.M. Sun-News - (0) by Gail Ingram; with Philip Abbott, Philip Kennailey, Charles Randall, Frank Marth, Rusty Lane, Norma Sturges, Mac MeLoid, John Ridgeley; (SD)</td>
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