

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

JULY 26-AUG 1, 1954

VOLUME 6 NUMBER 30

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday(30)

NBC- 10:30-10:45pm EDT; DEBUT; Greatest Moments in Sports; from WNBT(NY), no. of stations indefinite. Sponsor- Mutual of Omaha (Mutual Benefit Health & Accident Assn) thru Bozell & Jacobs, Inc(Omaha); Acct Exec- Frank Miller; Agcy & Comm Superv- Harold Fair(NY); Comm Anncr- Walter Kiernan (commercials will include interviews with policy holders or policy beneficiaries). Pkgr- Lester Lewis Associates; Prod- Jerry Franken(Lewis); Prod Superv- Lindsey Nelson(NBC); Dir- Martin Hoade; Writer- Barney Nagler. Walter Kiernan is host, interviewing famous guests, with integrated film clips of memorable moments in every major sport, from hockey to horse racing. The program will continue in the fall, following the Friday night fights which return on a regular weekly basis on Sept 3, with Greatest Moments following immediately after the completion of the fights on a flexible schedule which may range from 10:30 or 10:45 to 11pm. (A similar program, It Happened in Sports, with Bud Palmer as host, was on NBC as a sustainer in the same spot last summer, debuting July 3, 1953). Greatest Moments in Sports replaces Greatest Fights of the Century film series which had its last showing July 23.

Sunday(Aug 1)

CBS- 6-6:30pm EDT; NET DEBUT; Now and Then; from KNXT(H'wood), to the net. Sustaining. Pkgr- CBS-TV(H'wood); Prod- William Whitley(KNXT); Dir- Bill Alcine(KNXT). Dr. Frank C. Baxter, professor of English Literature at the University of Southern California, takes viewers through the world of literature, old and new; reviewing great events and outstanding eras in the recorded history of man, illustrating his commentary with works of art, models and manuscripts. The program made its local debut over KNXT on June 27 (See page 100). It will be presented for six weeks on the net in its current spot, then move to a new Sunday time. It replaces The American Week in its current time spot.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Twenty Questions (Tue, 8:30-9pm EDT) New production credits: Creator- Fred Van Deventer; Pkgr & Prod- George Elber(NY); Dir- Bill McCarthy(J. Walter Thompson) (See page 109).

OTHER NET CHANGES(Cont'd)

CBS- Pantomime Quiz (Fri, 8-8:30pm EDT) Add panel members: Rocky Graziano, Robert Clary; plus previous regulars Peter Donald, Jackie Coogan, Dorothy Hart, Mona Knox. Also add director Allen Reisner. (See page 110).

The Blue Angel (Tue, 10:30-11pm EDT) Don Appell is producer-director, effective July 27, succeeding Burt Shevelove.

DuM- Johns Hopkins Science Review (Thu, 8:30-9pm EDT) New time, effective July 29.

NBC- Who Said That? (Mon, 10:30-11pm EDT) Last show July 19. No net service.

The Marriage (Thu, 10-10:30pm EDT) Marc Daniels became director effective with the July 22 program, succeeding Jack Garfein.

NEW NETWORK SPONSORSHIPS

HUDNUT SALES CO, INC(Richard Hudnut - Quick home permanent) thru Kenyon & Eckhardt (NY) will be alternate sponsor of Your Hit Parade over NBC-TV, Saturdays, 10:30-11pm beginning Sept 18. AMERICAN TOBACCO CO thru Batten, Barton, Durstine & Osborn, Inc continues as regular alternate sponsor, beginning with the program's return Sept 11.

CARTER PRODUCTS, INC (Arrid & Rise) thru Sullivan, Stauffer, Colwell & Bayles, Inc; (Little Liver Pills) thru Ted Bates & Co will be alternate sponsor of Name That Tune over CBS-TV, Thursdays, 10:30-11pm, beginning either Sept 2 or 9. AMERICAN HOME PRODUCTS CORP - WHITEHALL PHARMACAL CO(Various products) thru The Biow Co, Inc will be alternate sponsor.

LOCAL STATION ACTIVITY

WPIX(Ch 11) - Kathy Godfrey and the News; DEBUT July 26; Mon thru Fri, 2:55-3pm New York EDT. Sustaining. Pkgr-Prod- WPIX News Dept; Dir- Mike Meltzer; Writer- Mrs. Marny Nichols Fulton(WPIX). News program featuring highlights of and for women, with integrated UP Movietone newsfilm and AP wirephotos.

WBZ-TV(Ch 4) - Swan Boat; DEBUT July 26; Mon thru Fri, 9-10am EDT. Participations. Boston Pkgr- WBZ-TV; Prod- George Moynihan(WBZ-TV). New live musical and variety show, featuring vocalists Cindy Lord and Lindy Doherty, with Nelson Bragg as host. Other featured performers are pianist Mike Dinapoli; newscaster Jack Chase with a five-minute newscast during program daily, Dick Kilbride in humorous and character sketches, Polly Huse as woman's commentator with homemaking features and "Miss Nancy," a nine-month-old baby to be presented in a specially-designed set. The program will include features for children, including a daily cartoon film.

KNXT(Ch 2) - The Mae Williams Show; SCHEDULE CHANGE July 20; Tue, 10:30-11pm PDT. Los Angeles Pkgr- KNXT; Prod & Writer- Al Burton; Dir- Alex Runciman. Musical program starring vocalist Mae Williams, was formerly seen Saturday, 12midnight-12:30am(Sunday). (See page 77).

KNXT - Hollywood Exclusive; TITLE CHANGE effective July 15; Tue & Thurs, 11-11:15pm. New title for Heart of Hollywood (See page 119).

KFTV(Ch 11) - Los Angeles Rams Football Games, will be presented on film beginning Los Angeles early in September (12 conference and 4 exhibition games) under the sponsorship of San Francisco Brewing Corp(Burgermeister Beer) thru Reinhardt Advertising, Inc(S.F.). Sportscasters Bob Kelley and Jim Healy will be commentators(Healy when Kelley is on the road).

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

| STA & CHAN | SERIES TITLE & DISTRIB | SPONSOR & AGENCY | START DATE | DAY | TIME |
|--------------------|---|--|------------|-----|-------------|
| <u>Chicago</u> | | | | | |
| WBBM-TV(2) | # "Orient Express" (National Telefilm Assoc) | -Color-stone (no other info available) | 7/26 | Mon | 11-11:30pm |
| <u>Los Angeles</u> | | | | | |
| KNXT(2) | * "Lash of the West" (Nat'l TV Films) | -Sustaining | 7/16 | Fri | 7-7:15pm |
| | * "Adventures of Noah Beery, Jr" (United Producers Distributors) | -Sustaining | 7/16 | Fri | 7:15-7:30pm |
| KITV(11) | # "Play of the Week" (Nat'l Telefilm Assoc) | -Participations | 7/16 | Fri | 8-8:30pm |

*First run in market #Re-runs

RATINGS DIGEST

| ONCE WEEKLY PROGRAMS EVENING, SPONSORED (Net - Film or Live) | NATIONAL NIELSEN 2 weeks end June 26 | | U.S. PULSE TV May 1-7 / June 1-7 | | TRENDEX |
|--|---|-----------|-------------------------------------|-----------|-----------------------|
| | Homes(000) | Homes(%) | JUNE | JULY | Week July 1-7 JULY |
| I Love Lucy(CBS-F) | (1) 13,486 | (1) 45.7 | (1) 48.0 | (1) 46.3 | # (a) |
| Dragnet(NBC-F) | (2) 10,812 | (3) 37.4 | (2) 45.0 | (2) 43.3 | (7) 22.5 |
| This Is Your Life(NBC-L) | (3) 10,749 | (2) 39.3 | * | * | (6) 23.1 |
| Blue Ribbon Boxing(CBS-L) | (4) 9,872 | (5) 33.9 | * | * | * |
| Ford Theatre(NBC-F) | (5) 9,395 | (4) 34.2 | (8) 33.1 | (5) 32.4 | * |
| Toast of the Town(CBS-L) | (6) 8,783 | (7) 31.3 | * | (6) 32.1 | (5) 23.7 |
| Red Buttons(CBS-L) | (7) 8,758 | (8) 31.3 | * | * | # |
| Jackie Gleason Show(CBS-L) | (8) 8,742 | (6) 31.8 | (4) 37.4 | (4) 38.2 | # |
| Gillette Cavalcade(NBC-L) | (9) 8,553 | (9) 30.6 | * | * | # |
| Godfrey & Friends(CBS-L) | (10) 8,467 | * | * | (9) 30.2 | (3) 24.7 |
| You Bet Your Life(NBC-F) | * | * | (3) 40.3 | (3) 38.6 | * |
| Colgate Comedy Hour(NBC-L) | * | * | (5) 35.7 | * | * |
| Godfrey Talent Scouts(CBS-L) | * | (10) 29.9 | (6) 34.4 | (10) 30.0 | (1) 25.9 |
| Buick-Berle Show(NBC-L) | # | # | (7) 33.6 | # | # |
| Bob Hope(NBC-L) | # | # | # | (7) 31.8 | # |
| Our Miss Brooks(CBS-F) | * | * | (9) 31.8 | (8) 31.2 | (9) 20.6 |
| Your Show of Shows(NBC-L) | # | # | (10) 30.9 | * | # |
| Public Defender(CBS-F)(Monday) | | | | | (2) 25.3 (a) |
| What's My Line(CBS-L) | * | * | * | * | (4) 24.5 |
| Public Defender(CBS-F) (Thursday) | * | * | * | * | (8) 22.0 |
| Masquerade Party(CBS-L) | # | # | # | # | (10) 20.0 |

CODE: *Not placed in first ten in survey #Not on air during survey week
(a) Public Defender, moved from Thurs to Mon, replacing I Love Lucy on July 5
Numbers in parentheses denote placement in each survey list. NOTE: U. S. Pulse TV and Nielsen are national surveys; Trendex is a 10-city survey. See page 101 for previous digest.

NEWS AND COMMENT: Helen Traubel has been signed to an exclusive contract for television by CBS Television for the season beginning in the fall...
...The NBC announcement that it will have studios permitting the production of 12 to 15 hours of live color programs weekly in the fall has already been misinterpreted by stations and others. NBC has not announced plans to telecast anything near that total. Only stated color telecasts are the 90-minute spectaculars, the mobile unit specials and the possibility that The Marriage will remain after the summer.....Bill Balaban named supervisor of all daytime programming for WABC-TV(NY).....Robert Wald named executive director of Teleprograms, Inc(NY) and producer of American Inventory for the returning fall series, replacing William Hodapp, who resigned from the positions May 31. The NBC program operates under a Sloan grant.

TALENT SHOWSHEET JULY 26-AUGUST 1, 1954

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Most of the shows on July 23, 24, 25 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, July 30. 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, indelined.

Since credits for the following programs were listed fully at the time of their original showing, they are not listed below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mark Saber, 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 incompletely listed at press time are available upon request.

FRIDAY JULY 23

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PANTOMIME QUIZ CBS 8pm regulars: Rocky Graziano, Mona Knox, Dorothy Hart, Robert Clary (Mike Stokey) Jackie Coogan, Peter Donald

CHANCE OF A LIFETIME DuM 10pm Mary Sullivan (S) & others to be announced

SATURDAY JULY 24

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SIX O'CLOCK REPORT WCBS 6:05 Kill: Bill Leonard; add: George Bryan

Mr. District Attorney WCBS 7pm Nicholas Coster, Fred Sherman, Jack Carol, Willard Sage, Jack (David Brian) Lomas, Norman Rainey, Hugh Boswell, Harry Brown, Troy Melton

STAGE SHOW CBS 8pm The McGuire Sisters (S), Henny Youngman (C), Betty Reilly (S), (Dorsey Brothers) the Clark Brothers (D), the DeMattiazis (novelty)

SATURDAY NIGHT REVUE CBS 9pm Kill: George Gobel (C); Cesar Romero subs for Eddie Albert; regulars including Ben Blue (C) (FROM HOLLYWOOD)

SUNDAY JULY 25

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COLGATE SUMMER NBC 8pm Bobby Van (D), Jack Prince (C&S), Pearl Bailey (S); Kill: COMEDY HOUR Sheree North (D), Gene Sheldon (C); (C) by David Gregory (H'D)

ON THE BOARDWALK ABC 8pm Walter Kiernan subs for Whiteman; The Beys (S&M), Leslie Drey- er(M), Joanne Davis (M) The Rudleys (teeterboard & adagio)

TOAST OF THE TOWN CBS 8pm Tong Il Han (M), U. S. Air Forces Talent

ROCKY KING, DETECTIVE DuM 9pm Death Dive - (O) by Gene Watts; with regulars & Diana Herbert, (Roscoe & Todd Karns) Bill Mason, James Bender, William Sharon, Kaie Deel; (SD)

THE MAN BEHIND THE DuM 9:30 Long Island - (O) by David Harmon; with Harry Townes, Ruth BADGE(Fred Uttal) Yorke, Mason Adams, Robert Lieb, Joe Helgeson, Billy Greene, Jack Sheehan, Ernest Parmentier, Floyd Ennis; (SD)

THE WEB CBS 10pm A Name for Death - (O) by Sigmund A. Stoler; with Leora Dana, Frederic Worlock, Charles Nolte, Mary Alice Moore, Russell Hicks, Lee Bergere, Merrill E. Joels, Myrtle Hebard, Gwilym Williams; (SD) by Lela Swift

MONDAY JULY 26

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Duffy's Tavern WNBT 7pm Gems from the Diamond Country - with regulars & Fortunio Bona- (Ed Gardner & Pattee Chapman) nova, Tom Kennedy, William Yetter, James Burke, Lou Leonard, Pitt Herbert, Harry Tyler, George E. Stone; (SW & SD)

ARTHUR GODFREY'S CBS 8:30 Joey Carter (C), Cornell Wiley's "Dozier Boys" (S&M), Ann TALENT SCOUTS Warren (S)

VOICE OF FIRESTONE ABC 8:30 Elaine Malbin, Robert Rounseville (both S)

Public Defender CBS 9pm High Stakes - (O) by Howard J. Green; with Steve Brodie, (Reed Hadley) Frank Marlowe, Randy Stuart, Roland Varno, Bill Kennedy, Alan Dexter, Nan Leslie, Lyle Talbot, Norman Keats, Mike Ragan; (SD)

MONDAY JULY 26 (Cont'd)

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|                                        |            |                                                                                                                                                                                    |
|----------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ROBERT MONTGOMERY                      | NBC 9:30   | <u>Patricia</u> - (O) by Thomas W. Phipps; with regulars & Katherine Anderson; Dir by Perry Lafferty                                                                               |
| STUDIO ONE SUMMER THEATRE              | CBS 10pm   | <u>The Hero</u> - (O) by Edgar Marvin; with James Gregory, Joey Walsh, Ray Walston, Bethel Leslie, William Keene, John Kellogg, Harry Clark, Joe Hasel; (SD) by George Gould       |
| <u>Adolphe Menjou's Favorite Story</u> | WNBT 10:30 | <u>The Little Regiment</u> - (O) by Stephen Crane, (A)-(SW); with Russ Conway, John Doucette, John Phillips, William Boyett, Tony Rock, Troy Melton, Duane Thorsen, Tom Carr; (SD) |

TUESDAY JULY 27

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|                                        |           |                                                                                                                                                                                                            |
|----------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Janet Dean, R. N. (Ella Raines)</u> | WNBT 8pm  | <u>Jinx Nurse Case</u> - (O) by Cameron Kay; with Ralph Sumter, Ralph Stantley, Wayne Carson, John Hudson, Ann Sargent, Betsy Palmer, Lenore Lonergan, Richard Davalos, John Dutro, Laurinda Barrett; (SD) |
| THE GOLDBERGS                          | DuM 8pm   | regulars & Phil Arthur; (SW & SD)                                                                                                                                                                          |
| ONE MINUTE, PLEASE                     | DuM 8:30  | Allyn Edwards subs as MC for John K. M. McCaffery                                                                                                                                                          |
| ARTHUR MURRAY PARTY                    | NBC 8:30  | Vaughn Monroe (S), Evelyn Knight (S), Oldfield & Ware (C)                                                                                                                                                  |
| CENTER STAGE                           | ABC 9:30  | <u>Lucky Louie</u> - (O) by Jack Kelsey; with Elliott Reid, Doro Merande, Charles Dingle, Gaby Rodgers, Margaret Hamilton, Edgar Stehli, Malcolm Eggs; (SD)                                                |
| SUSPENSE                               | CBS 9:30  | <u>Main Feature: Death</u> - (O) by E. Jack Neuman, (A) by Frank P. DeFelitta; with Nina Foch, Frank Marth, George Kilroy; (SD)                                                                            |
| DANGER                                 | CBS 10pm  | <u>The Trophy</u> - (O) by Ed Adamson & Murray Burnett; with Fred Clark, Wesley Addy, Anne Burr, John Shay, Barbara Torrance                                                                               |
| THE BLUE ANGEL (Orson Bean)            | CBS 10:30 | Trude Adams (S), Genevieve (S), Dick Drake (C), Edie & Rack (M); Don Appell replaces Burt Shevelove as Prod-Dir                                                                                            |

WEDNESDAY JULY 28

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|                                       |            |                                                                                                                                                    |
|---------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wild Bill Hickok (Guy Madison)</u> | WNBT 6pm   | <u>Stage Coach Trail</u> - with regulars & Jane Adams, Bill Haade, Len Greer, Wade Crosby, Reed Howes; (SW & SD)                                   |
| RED SKELTON                           | CBS 8pm    | Burt Lancaster, Anna Maria Alberghetti (S), Chavales de Espana                                                                                     |
| KRAFT TELEVISION THEATRE              | NBC 9pm    | <u>Edie and the Princess</u> - (O) by Ben Radin; with Susan Hallaran, Pat Smith, William Smithers, Pat Wheel, Dortha Luckworth, Joseph Foley; (SD) |
| <u>Douglas Fairbanks</u>              | WNBT 10:30 | <u>King High</u> - with Patricia Medina; Dir by Terry Fisher                                                                                       |

THURSDAY JULY 29

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|                                  |          |                                                                                                                                                                                                                                     |
|----------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MELODY TOUR                      | ABC 8pm  | regulars & Benno Rabinof (M), Robert Rounseville (S)                                                                                                                                                                                |
| JUSTICE                          | NBC 8:30 | <u>A Matter of Life and Death</u> - (O) by Alvin Sapinsley; with Ed Begley, Sylvia Field, David Stewart, Robert Emmett, Joseph Sweeney, Casey Allen, Peter Gray; dir by William Corrigan substituting for vacationing Daniel Petrie |
| KRAFT TELEVISION THEATRE         | ABC 9:30 | <u>The Dashing White Sergeant</u> - (O) by Charles Campbell Gairdner & Rosamunde Pilcher; with Jill Kraft, Chris Plummer, Mercer McLeod, Conrad Janis, Stuart MacIntosh; (SD)                                                       |
| THE TELLTALE CLUE (Anthony Ross) | CBS 10pm | <u>The Case of the Dying Accusation</u> - (O) by Gore Vidal; with Cora Witherspoon & others to be announced; (SD)                                                                                                                   |
| THE MARRIAGE                     | NBC 10pm | regulars & Billy Redfield, Joan Lazar, Joe Silver, Adelaide Klein; (SD) by Marc Daniels, replacing Jack Garfein                                                                                                                     |

FRIDAY JULY 29

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|                               |         |                                                                                              |
|-------------------------------|---------|----------------------------------------------------------------------------------------------|
| THE STRANGER (Robert Carroll) | DuM 9pm | (O) by James Blumgarten; with Russell Hardie, Malcolm Eggs, Barbara Joyce, Joseph Leon; (SD) |
|-------------------------------|---------|----------------------------------------------------------------------------------------------|

FRIDAY JULY 30 (Cont'd)

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Schlitz Playhouse CBS 9pm By-Line - (O) by Norman Jacob & Jack R. Guss, (A) by Don Martin, Jacob & Guss; with Arthur Franz, Marilyn Erskine, Willis Bouchee, Hugh Sanders, Clancy Cooper, Howard McNear, Charles Wallis, Jean Innes; (SD) by Jus Addiss

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 23 THRU FRIDAY JULY 30

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TODAY NBC 7am Tu - Sam Spiegel (producer); W - Mlle. de Galard-Terraube; Thu - Thelma Ritter

MORNING SHOW CBS 7am M thru F - Mary Mayo subs for vacationing Carol Reed as weather girl

GEORGE SKINNER WCBS 9am Tu - Nick Kenny (songwriter); Thu - John Henry Faulk

GARRY MOORE CBS 10am Henry Morgan & Howard Petrie sub for vacationing Garry Moore & Durward Kirby M thru F; Tu - Cliff Norton (C)

STRIKE IT RICH CBS 11:30 F (7/30) - William L. Rowe

TED STEELE SHOW WOR 2:30 M thru F - add regular Jeannie O'Brien (S); Miguelito Valdez (S&M), Jerry Vale, Georgia Carr (latter 2, S)

Crown Theatre - Gloria Swanson WABC 6pm Tu - Dry - With Three Olives - (O) by Robert Patterson; with Hans Conried, John Hubbard, Walter Sande, Phyllis Coates, George Chandler, Jim Hayward, Michael Steele, Sandra Spence, Robert Williams; Prod & Dir by Harve Foster; Thu - If Speech Be Sylvan - (O) by Budd Lesser; with Swanson, Charles Korvin, Edward Noriega, Manuel Fabregas, Loyette Thompson, Manuel S. Navarro, Jorge Trevino, Alberto Sergio; Dir by Edward C. Simmel

Colonel March of Scotland Yard (Boris Karloff) WABC 6 Tu (6:30pm) - The Talking Head - with Hugh Griffiths, Helen Christie, Mary Clare, Peter Asher; W (10pm) - Passage at Arms - with Eric Pohlmann, Rachel Gurney, Paul Hansard, Marc Sheldon, Michael Godfrey, Gaylord Caballero, Edward Cast; (SW & SD)

The Files of Jeffrey Jones (Don Haggerty) WABC 6:30 M - Careless Killer - (O) by George Bricker; John Phillips, Claudia Barrett, Fred Graham, Gloria Grant, Mike Ross, Dick Crockett, Paul Brinegar; Dir by George Blair; W - The Happy Hooligan - (O) by Warren Douglas; with Ralph Sanford, Jeanne Dean, Ben Weldon, Claire Carleton, Dick Reeves, Cecily Brown, Larry Rio; Dir by Lew Landers; F - Three Frightened People - (O) by George Bricker; with Carole Mathews, Harry Lewis, Karen Sharpe, Brad Johnson, William B. Greene, John Close; Dir by Landers

MAGIC COTTAGE WABD 6:30 Skedje Miller, Curtis Wheeler, Vince O'Brien; M thru F, (SW & SD)

CAPTAIN VIDEO (Al Hodge) DuM 7pm M thru F - (O) by Carey Wilber; with regulars & Court Benson Basil Howes, Lawrence Fletcher; (SD)

RAIN OR SHINE WCBS 7:25 M thru F - Peter Thomas subs for vacationing Carol Reed

TV'S TOP TUNES CBS 7:45 M - The Crew Cuts (S)

ERNIE KOVACS WABD 11:15 M thru F - Wyoma Winters replaces Edith Adams as regular (S)

SATURDAY JULY 31

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Range Rider (Jack Mahoney) WNBT 6:30 Big Medicine Man - (O) by Dwight Cummins; with regulars & Chief Yowlachie, Alan Bridge, Ewing Mitchell; (SD)

Mr. District Attorney (David Brian) WCBS 7pm Wayne Taylor, Steve Rowland, Jimmy Murphy, Katherine Bernard, George Selk, Hugh Williamson, Clarence Straight, Joe Kerr, Harry Arnie, David Holt; (SW & SD)

The Joe Palooka Story (Joe Kirkwood) WABD 7pm Summer Daze - with regulars & Mel Wells, Johnny Indrisano, Jonathan Hale, Barbara Woodell, Melinda Plowman; (SW & SD)

STAGE SHOW CBS 8pm Marguerite Piazza (S), Bert Wheeler (C), Jeanne Carroll (C)

SATURDAY NIGHT REVUE NBC 9pm Hoagy Carmichael subs for Eddie Albert as host

SUNDAY AUGUST 1

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TOAST OF THE TOWN CBS 8pm Ames Brothers (S), Smith & Dale (C), Polly Bergen (S), Szonys (D)  
 GOODYEAR TELEVISION PLAYHOUSE NBC 9pm The Arena - (O) by N. Richard Nash; with Janice Rule, Steve Hill, Bert Freed, Tony Franciosa, Sid Raymond; (SD) by Arthur Penn

TELEVISION INDEX

ROSS REPORTS ON TELEVISION

New Listings and Revisions

551 Fifth Ave., New York 17

July 23, 1954

MUrray Hill 2-5910

Information on the cards generally first appears in the Weekly Reports. For this reason, the Weekly Reports should always be used in conjunction with the Television Index card file.

The cards are packed in alphabetical order, and changes and additions below are listed alphabetically. But a subscriber should file them in whatever order or arrangement is most useful, personally.

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

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

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

AMERICAN BROADCASTING COMPANY

New listings: BOB CONSIDINE; MELODY TOUR; MEN OF TOMORROW; SOLDIER PARADE; TWENTY QUESTIONS; VOICE OF FIRESTONE.

Replace: JOHN DALY AND THE NEWS; SUPER CIRCUS.

Remove cards from file: ANSWERS FOR AMERICANS; AT ISSUE; RAY BOLGER SHOW; CAVALCADE OF AMERICA; ELMER DAVIS; OPEN HEARING; PACKARD PROGRAM STARRING MARTHA WRIGHT; SPACE PATROL; TALENT PATROL; WALTER WINCHELL.

COLUMBIA BROADCASTING SYSTEM

New listings: THE BLUE ANGEL; EXPLORING GOD'S WORLD; HENRY FONDA PRESENTS; IT'S NEWS TO ME; JUVENILE JURY; MASQUERADE PARTY; ON YOUR ACCOUNT; HARRY OWENS SHOW; PANTOMIME QUIZ; PUBLIC DEFENDER; THE SEEKING HEART; SONG SNAPSHOTS ON A SUMMER HOLIDAY; STAGE SHOW; THE TELLTALE CLUE; TV'S TOP TUNES; TWO IN LOVE; VICEROY STAR THEATRE; WHAT DO YOU HAVE IN COMMON; WELCOME TRAVELERS.

Replace: THE BRIGHTER DAY; BOB CROSBY SHOW; DANGER; ARTHUR GODFREY TIME; ROBERT Q. LEWIS; MORNING SHOW; GARRY MOORE; PANORAMA PACIFIC; STUDIO ONE; SUNDAY NEWS SPECIAL; SUSPENSE; WHAT IN THE WORLD.

Remove cards from file: ADVENTURE; AMERICAN WEEK; PERRY COMD SHOW; DOUBLE OR NOTHING; JANE FROMAN SHOW; JACKIE GLEASON SHOW; GODFREY AND FRIENDS; I'LL BUY THAT; I LOVE LUCY; LAMP UNTO MY FEET; LOOK UP AND LIVE; LUX VIDEO THEATRE; MAMA; MAN OF THE WEEK; MEET MR. MCNUTLEY; MY FAVORITE HUSBAND; MY FRIEND IRMA; NEW REVUE; JACK PAAR SHOW; PERSON TO PERSON; SEE IT NOW; REI SKELTON SHOW; JO STAFFORD SHOW; WOMAN WITH A PAST; YOU ARE THERE.

DUMONT TELEVISION NETWORK

New listings: GAMBLE ON LOVE; NEWS TONIGHT WITH MATTHEW WARREN; NIGHT EDITOR; ONE MINUTE, PLEASE; THE STRANGER; SUMMER IN THE PARK.

Replace: BETTER LIVING TELEVISION THEATRE.

Remove cards from file: BROADWAY TO HOLLYWOOD; COLONEL HUMPHREY FLACK; DOWN YOU GO; LOVE STORY; MEET YOUR CONGRESS; STARS ON PARADE.

New Listings and Revisions (more)

New Listings and Revisions (Cont'd.)

NATIONAL BROADCASTING COMPANY

New listings: COLLEGE OF MUSICAL KNOWLEDGE; COMMENT; CONCERNING MISS MARLOWE; DROODLES; THE DUKE; FIRST LOVE; GOLDEN WINDOWS; HOME; THE HUNTER; THE MARRIAGE; MIDWESTERN HAYRIDE; ARTHUR MURRAY PARTY; OUT ON THE FARM; BOB SMITH SHOW; A TIME TO LIVE; THE WORLD OF MR. SWEENEY.

Replace: CAVALCADE OF SPORTS; BANK ON THE STARS; BRIDE AND GROOM; DOLLAR A SECOND; HAWKINS FALLS; ROBERT MONTGOMERY PRESENTS; ONE MAN'S FAMILY; PRIVATE SECRETARY; BETTY WHITE SHOW; YOUTH WANTS TO KNOW; ZOO PARADE.

Remove cards from file: BIG STORY; COKE TIME WITH EDDIE FISHER; ETHEL AND ALBERT; GREATEST FIGHTS; HALLMARK HALL OF FAME; KUKLA, FRAN & OLLIE; MR. & MRS. NORTH; DINAH SHORE SHOW; WELCOME TRAVELERS; WHO SAID THAT.

FILMS (green cards)

New listings: ADVENTURES OF ELLERY QUEEN; BEULAH; THE BIG PLAYBACK; CALL THE PLAY; THE CHIMPS; COLONEL MARCH OF SCOTLAND YARD; CURTAIN CALL; DR. FIXUM; INTERNATIONAL POLICE; THE LONE WOLF; LOOK PHOTO-QUIZ; MR. DISTRICT ATTORNEY; THE RUGGLES; SPORTS ALBUM; THE STAR AND THE STORY; TOP SECRET; TV'S BASEBALL HALL OF FAME; WALT'S WORKSHOP; WHERE WERE YOU; YOUR GOSPEL SINGER; YOUR STAR SHOWCASE; YOUR TV THEATRE.

Replace: OLD AMERICAN BARN DANCE; STREAMLINED FAIRY TALES.

Remove cards from file: ART OF LIVING; CLYDE BEATTY SHOW; CAMERAS & MODELS IN ACTION; FEMININE ANGLE; KNOW YOUR LAND; NEWS ADVENTURES FOR YOUNG AMERICA; STRANGE ADVENTURE; TIME FOR BEANY; WILLIE WONDERFUL.