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weekly report

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (26)

ABC- 7-7:30pm EST; DEBUT; Tomorrow; from WAAM(Balt), to the net. Sustaining, public service. Pkgr- Johns Hopkins University with ABC; Prod- Lynn Poole (Johns Hopkins); Assoc Prods-Robert Ferwick & John Lockwood; Dirs-Kenneth Calfee & Herbert B. Cahan; Art Dir- Barry Mansfield; Films- Gordon Petty. Lynn Poole is moderator for the program, presenting the most important and unusual professions open to career-minded people; with distinguished guests from each field discussing the future. The series will cover science, economics, political science, manufacturing and all important professions that offer an opportunity for the future. Johns Hopkins University and the production staff for the program had previously produced Johns Hopkins Science Review, which had been seen over the Du Mont network for four and one-half years; last show March

ABC- 9:30pm-12midnight EST; SPECIAL; Chicago Daily News Relays; from WBKB(Chi), 13 stations live (regional). Sponsor - Kitchens of Sara Lee, Inc (Bakery Froducts) thru Cunningham & Walsh, Inc (Chi). Pkgr - Chicago Daily News Veterans Fund with ABC Central Div; Prod - Herbert S. Laufman Productions (Chi). Telecast of the 19th annual track and field meet sponsored by the Chicago Daily News welfare fund, with Jack Drees announcing the events in Chicago Stadium. program pre-empts the second half-hour of Ozark Jubilee, 9:30-10pm, one time. The program will not be seen over WABC-TV(NY).

CBS- 4:30-5pm EST; SPECIAL; The Florida Derby; from WTVJ (Miami), to the net. Sustaining. Pkgr- CBS Sports Dept; Prod- John Derr; Dir- WTVJ staff. Bryan Field will describe the running of the Florida Derby, mile-and-an-eighth race for three-year-olds, at Gulf Stream Park, Hallandale, Fla. John Derr will describe the pre-race "color." The race guarantees \$100,000 for the winner.

Sunday (27)

MBC - 7:30-9pm EST; HIGHLICHT; Entertainment 1955 (Color); from KRCA-TV(LA) with cut-ins from WRCA-IV(NY), 95 stations live. Sponsor-Sunbeam Corp (Appliances) thru Perrin-Paus Co(Chi). Pkgr- NBC; Prod- Jack Rayel; Dir- Dick McDonough; Music Dir- Gordon Jenkins. Segment directors: for Dinah Shore; dir- Bob Banner; stager- Nick Castle; from Hollywood. For Leontyne Price and Josh Wheeler; Dir- Kirk Browning; from New York. (Continued on next page)

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Sunday (27)

NBC- Entertainment 1955 (Continued from previous page): Special program marking the opening of NBC's Color City in Burbank, Calif.; one of NBC's series of spectaculars. Fred Allen is m.c. for the musical variety-revue, which will feature, from Hollywood: Dinah Shore, Judy Holliday; Ralph Edwards, Adolph Zukor and Bob Hopo with a film clip of "The Seven Little Foys"; comedienne Sue Carson, dancer Earl Barton with The Double Daters, dance and vocal group (choreography by Miriam Nelson). From New York: Leontyne Price with Josh Wheeler, Helen Hayes presenting the Antoinette Perry Award for best play of 1954-55, and a special "Max Liebman Presents" in miniature, with Buddy Hackett, Pat Carroll and Tom Helmore.

OTHER NETWORK CHANGES & ADDITIONS

DuM- What's The Story (Wed, 8-8:30pm EST) New time, effective March 16. (See page 23)

NEW NETWORK SPONSORSHIPS

FROCTER & GAMBLE CO thru Young & Rubicam, Inc will assume every week sponsorship of My Favorite Husband (Sat, 9:30-lopm EST) over CBS-TV, effective May 7. The firm has been alternate week sponsor since January, and now takes over the current sponsorship of The Simmons Co which ends April 23.

LOCAL STATION ACTIVITY

WABD(Ch 5)
New York

- Girl Talk, with Wendy Barrie; DEBUT Mar 21; Mon thru Fri, 11:30am12noon EST. Sponsor- Affiliated Food Stores thru Co-Ordinated Advertising Corp. Pkgr & Prod-Lester "L" Wolff; Dir-David Lowe.

Thatter, news and interview program, starring Wendy Barrie, featuring a puppet manipulated by Art Arnold. Each daily program is divided into two segments, the first 15 minutes devoted to general news, views and reviews, including an interview with a personality. The second half of the show will be devoted to travel films and guests who are authorities on foreign countries and travel.

WBAL-TV(Ch 11) - Appeal!; DEBUT March 7; Mon, 2:30-3pm EST. Sustaining, public service. Pkgr & Prod- WBAL-TV Public Service Dept with the Junior Bar
Assn Radio & TV Committee. Cases which have been heard and settled
in local courts are reviewed, with a panel of three local citizens giving their views
of what the decision should have been. A representative of the Junior Bar Assn explains just what did happen and why. The program is moderated by Arnold Wilkes(WBAL).

KABC-TV(Ch 7) - Sidney Skolsky's Hollywood; DEBUT Mar 20; delayed from March 13. (See page 28).

KRCA-TV(Ch 4) - American Avenue on Parade; DEBUT Mer 12; Sat, 2:30-3:30pm FST.

Sponsor- Long Beach New Car Dealers Assn. Rusty McCollum and Hal Shideler are co-m.c.'s for this remote telecast from Long Beach, featuring interviews with personalities, amateur and professional entertainment, contests and local business highlights.

WPTZ(Ch 3) - Telerama; RETURN Mer 20; Sun, 3-3:30pm EST. Sustaining, public service. Pkgr- WPTZ; Prod & Dir- Cal Jones (first program) and other staffers. Return of the former news documentary program, with "much roader scope" in covering controversial news stories and presenting special documentaries on Philadelphia. The program will be telecast mostly live, with Alan Scott as host and moderator.

ROSS REPORTS - 3/20/55

WHAT YOU WAS TO SEE THE SECOND SECOND

- Tago 30 -

LOCAL STATION ACTIVITY

TALENT SHOWSHEET MARCH 21-27, 1955

Most of the shows on March 18, 19, 20 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 25. Script identifications used are: (0) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Ferformers are identified as singer (S), dancer (D), comic(C), cusician (M). Actors who appear regularly are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY	MARCH	18
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		•	mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
	MAMA (Feggy Wood)	CBS 8pm	Mama's Machine - (0) by Kay Arthur; with regulars & John Boruff, Jack Hartley, Elizabeth Watts, Dortha Duckworth; (SD)
	Secret Files, U.S.A.	WABD 8pm	Mission to Copenhagen - no credits available
	Topper (A. Jeffreys)	CBS 8:30	Topper Makes a Movie - with regulars; others not available
	CHANCE OF A LIFETIME	DuM 10pm	Maureen McNally (S) & others to be announced
	DOWN YOU GO	DuM 10:30	Basil Davenport (editor), Jean Kerr (playwright) join Fran- cis Coughlin & Patricia Cutts as regulars
			SATURDAY MARCH 19 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
	Man Pehind the Badge (Charles Bickford)	WCBS 6:30	The Case of the Priceless Passport - no credits available at press time
	SWIFT SHOW WAGON	NBC 7:30	Jack Carter (C) (FROM COLUMBIA, S.C.)
	STAGE SHOW (Tommy & Jimmy Dorsey)	CBS 8pm	Nat "King" Cole (S), McGuire Sisters (S), Nita & Pepi (acro) Rudy Cardenas (juggler), Roger Ray (C) (FIRST OF 2 SHOWS FOR VACATIONING JACKIE GLEASON)
	PROFESSIONAL FATHER (Steve Dunne)	CBS 10pm	The Weekenders - (0) by Michael Cramoy, Bill Freedman; with regulars & Danny Richards, Jr., Don Beddoe; (SD, FROM HID)
			SUNDAY MARCH 20 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
	LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	No Pets Allowed - (0) by Bob Allison & Gene Hutley; with Judith Evelyn, John O'Hare, Pud Flanagan; (SD)
	AMERICAN INVENTORY	NBC 2pm	Cause for Alarm - (0) by Sid Ellis; with Joey Walsh, Bill Zuckert, John Raby, Ethel Everett, Edward Bruce, Les Damon, Peter Capell; (SD)
	ADVENTURE	CBS, 3:30	Essence of Life - (0) by Edward Norworth
	MMIBUS (Alistair Cooke)	CBS 5pm	Adams Family - Part IV - Henry & Charles Francis Adams, Jr (0) by James T. Flexner; with James Daly, William Windom, Brooks Adam, Lori March, Felix Deebank, Robert Dryden, John Alexander; Dir by Andrew McCullough; Balance II - continuation of architecture feature with Elliot Noyes; Vernal Equinox (0) by Henry B. Logan & Edwin Way Teale; narrated by
ŀ	R. PEEPERS(W. Cox)	NBC 7:30	Joseph Chamberlain; poetic & scientific treatise regulars & Reta Shaw, Ernest Truex, Sylvia Field; (SW & SD)
	STORK CLUB Sherman Billingsley)		Morton Downey (S), Jill Corey (S), Gisele MacKenzie (S), Jack Whiting (S&D) MONDAY MARCH 21 mmunummmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
-	uperman George Reeves)	WRCA-TV 6pm	The Stolen Costume - with regulars & Norman Budd, Frank Jenks, Dan Seymour, Eob Williams, Veda Ann Borg; (SW & SD)
	herlock Holmes Ronald Howard) H. Marion Crawford)		The Case of the Viclent Cuitor - (0) by Charles & Joseph Early; with regulars & Eric Micklewood, Brookes Kyle, Marie Sinkler, Rolly Bester; (SD)
_	V Reader's Dimest Hugh Reilly)		America's First Great Lady - (0) by Denald Culrose Peattie, (A) not listed; with Richard Ney, John Stephenson, Gloria Talbot, Paul Cavanaugh, Michael Ansara, Laurie Mitchell; Dir
E	OSS REPORTS - 3/20/65		by Peter Godfrey

TALENT SHOWSHEET (more)

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	CAESAR'S HOUR (Nanette Fabray)	NBC 8pm	regulars & Eddy Arnold (S); add new staff writer Charles Andrews; (SD)					
	VOICE OF FIRESTONE	ABC 8:30	Elaine Malbin (S)					
	ARTHUR GODFREY'S TALENT SCOUTS	CBS 8130	Robert Kirkham (S), The Four Horsemen (S&M), Maureen McNalley (S)					
	Medic (R. Boone)	NBC 9pm	Death is a Red Balloon - no credits available at press time					
	I Love Lucy (Ball&Arn	az)CBS 9pm	regulars & Philip Ober; (SW & SD)					
	<pre>December Bride (Spring Byington)</pre>	CBS 9:30	Lily's Niece - with regulars & Sally Fraser, Joe Kearns, Agnes Carlise, Havis Davenport; (SW & SD)					
	ROBERT MONTGOMERY PRESENTS	NBC 9:30	N.Y. to L.A (0) by George Rosen & Robert Shaw; with Charles Drake, Pamela Rivers, Ed Binns, Loretta Daye, Tom Rose, Regina Jouvin, Robert Wark, Jean Mowry, Michael King, James Dimitri, Charles Jordan, Joseph Helgesen, Allan Hancock; (SD) by Norman Felton					
	STUDIO ONE	CBS 10pm	Miss Turner's Decision - (0) by Howard Rodman; with Nina Foch, Glenda Farrell, Doris Roberts, Edward Andrews, Susan Dean, Isabel Price, Jeff Harris; (SD) by Paul Nickell					
	Pig Town (Mark Stevens)	WRCA-TV 10:30	regulars & Wilton Graff, Feggy Webber, Amzie Strickland, Sam Gilman, Jody Dru, Gabriel Curtiz, Nancy Hale, Larry Thor; (SW & SD)					
			TUESDAY MARCH 22					
	Cavalcade of America	ABC 7:30	All's Vell With Lydia - (0) by Frederick Jackson; with Ruth Warrick, Reginald Denny, John Dodsworth, Esther Dale; (SD)					
	Waterfront (Freston Foster)	WABD 7:30	The White Ducks - (0) by David Dortort; with regulars & John Hoyt, Carleton Young; (SD)					
	ife With Father (Leon Ames & Lurene Tuttle)	CBS 8pm	Father and the Dress Suit - (0) by Bob Ross & Dave Schwartz; add new regular Freddy Ridgeway as "Whitney"; with regulars & Eilene Janssen, Kay Riehl, John Alban; (SD)					
	EUICK-BERLE	NBC 8pm	Ruth Gilbert returns as regular; Marie McDonald, Jerome Cowan					
	<u>studio 57</u>	Dum 8:30	Sam - (0) by Hal G. Evarts, (A) by Muriel Pay Folton; with Charles Coburn, Phyllis Joyce, John Harmon; (SD) by John Engalish					
	The Halls of Ivy	CBS 8;30	regulars & Gladys Holland; (SD)					
	Hreside Theater (Gene Haymond)	NBC 9pm	The Failure - (0) by Charles Mercer, (A) by Charles Bennett; With Alan Wells, Nana Bryant, Tom Powers, Jean Howell, Ralph Dumke, Charles Watts, Nolan Leary, Roy Engle; (SD)					
	Lanny Thomas	ABC 9pm	The Piano Teacher 0 (0) by Mac Benoff; with regulars & Jay					
	ELGIN HOUR	ABC 9:30	Movello; (SD) The Thousand Dollar Window - (0) by Mark Hellinger (from an unproduced screenplay), (A) by Alvin Sapinsley; with Sir Cedric Hardwicke, Mary Astor, Larry Blyden, Kenny Delmar, Patricia Barry, Percy Waram, Joe Mantell, Malcolm Lee Eeggs, James Milhollin, Mort Marshall; (SD) by Dan Petrie.					
	RED SKELTON	CBS 9:30	Mary McCarty (S); (SW & SD, FROM HOLLYWOOD)					
	AFMSTRONG ¹ S CIRCLE THEATRE	NBC 9:30	TV or Not TV - (0) by Jerome Ross; with William Redfield, Charlotte Rae, Jack Weston, Ross Martin, Mason Adams, Pat Englund, Shirley Grayson, Milo Boulton, Rhoda Lewis, Dickle					
	CANGER	CBS 10pm	Pelton; Dir by Paul Bogart The Eelled Buzzard - (0) by Irvin S. Cobb, (A) by Robert Shaw; with Sidney Blackmer, Virginia Maddocks, Evelyn Ellis Bart Burns, Logan Field, Charles Taylor, Tommy Halloran; (SD) MEDNESDAY MARCH 23 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm					
	orby David Wayne)	NBC 7pm (COLOR)	Dorcas Dilemma - with regulars & Roland Wood, Ralph Dunn, Janice Mars; (SW & SD)					
:	TLittle Margie Gale Storm)	NBC 8:30	Corpus Delecti - with regulars & Michael Fox, Ruby Goodwin, El Brendel; (SH & SD)					
	05 REPORTS - 3/20/55	- Раде В	TALENT SHOWSHEET (more)					

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	Andreas States Comments	KRAFT TELEVISION THEATRE	NBC 9pm	The Story of Mary Surratt - (0) by John Patrick, (A)-(SW), with Doreen Lang, Alexander Scourby, Anne Pearson, Bruce Gordon, Jerome Kilty, Paul Mazurski, Emmett Vogan, Raymond Bramley, Alan Shayne, Tom Corlin, Scott Marlowe, Jim Boles, Ed Fuller, Robert McQuade, Michael Quinlivan, John MacDonald, Tom Walsh; Prod & Dir by Dick Dunlap
	1. The second se	The Millionaire	CBS 9pm	The Story of Charles Loman - with Lamont Johnson, Jean Howell, John Wengraf, Irene Tedrow; (SD)
	ながられている。	CHICAGO SYMPHONY	DuM 9pm	George Schick conducts (FROM CHICAGO)
		Eddie Cantor	WABC-TV 10:30	Allyn Joslyn, Marie Windsor; (SW & SD)
	\$ \$	Douglas Fairbanks	WRCA-TV 10:30	Pitfall - no credits available
	$i_{\tilde{X}}$			THURSDAY MARCH 24 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
	7 3.	GUY LOMBARDO	WRCA-TV 7pm	Mary Mayo (S)
		conrad Nagel Theatre	WABD 8pm	Clothes Make the Lady - (0) by John McGrew; with Dorothy Bisco, Gertrude Flynn, John Fostini, Sue Ellen Blake, Bruce Millholland; (SD)
:	医动物管 经金属 医阴道性溃疡 医动物葡萄毒氏病	cLIMAX! (William Lundigan)	CBS 8:30	The Darkest Hour - (0) by Adrian Spies; with Joanne Dru, Zachary Scott, others to be announced; (SD) by John Frankenheimer
	Parties of the second	Treasury Men in Action (Walter Greaza)	ABC 8:30	The Case of the Deadly Dilemma - (0) by Leonard Heideman; with Charles Bronson, Lewis Charles, Lillian Euyeff, Ralph Moody
	al S	JUSTICE (Gary Merrill) -	NBC 8:30	Thunder on Troy Street - (0) by Doug Stone; with Jarmila Novotna, Mikhail Rasumny, Dick Moore, others to be announced; (SD) by William Corrigan
	j T	<u>Pragnet</u> (Jack Webb)	NBC 9pm	regulars & Een Morris, Jonathan Hale, Douglas Kennedy, Dorothy Adams, Simon Scott; (SW & SD)
ý	34.45	STAR TONIGHT	ABC 9pm	A Matter of Life - (0) by Mac Shoub; with Lois Smith, John Marley, Jim Bernard, Dan Frazer; Dir by Joel O'Brien
;		Ford Theatre	NBC 9:30	Garrity's Sons - (0) by Rod Serling; with Rory Calhoun, Hay Wynn, Vince Edwards, James Pell, Abel Fernandez, Charles Horvath, J. Anthony Hughes; (SD)
	Section of the sectio	POND'S THEATRE	ABC 9:30	Autumn Crocus - (0) by Dodie Smith, (A)-(SW); with Carmen Mathews, Harry Townes, Eda Heinemann, Barbara Barrie, Peter Donat, Christiane Felsmann, E. A. Krumschmidt, Byrch Russell Eeulah Garrick, Lana Kawalew; Prod & (SD) by Fred Carney
,!		Four Star Playhouse	NBC 9:30	Encounter at Lark Cottage - with Charles Boyer, Peverly Garland, Mimi Gibson, John Doucette; (0) by John Bingham, (A) by Frederic Brady; (SD)
		LUX VIDEO THEATRE	NBC 10pm	Shadow of a Doubt - (0) by Gordon McDonnell, screenplay by Thornton Wilder, Sally Penson, Alma Peville; TV (A) by Eenjamin Simcoe; with Frank Lovejoy, Barbara Rush, and others to be announced; (SD) by Richard Goode (FROM HOLLYWOOD)
		Fublic Defender (Reed Hadley)	CBS 10pm	Cornered - with Charles Bronson, Lillian Buyeff, Kenneth Tobey, Jack Kruschen, Frankle Darro, Jan Shepard, Tom C. Jackson; (O) by William P. Russo; (SD)
				FRIDAY MARCH 25
		Edventures of RinTinT: (Lee Aaker)	in ABC 7:30	R.T.T. and the Blushing Brides - (0) by Douglas Heyes & Roy Erwin; with regulars & Steve Conte, Edith Leslie, George Meader; (SD)
		. Topper (A. Jeffreys)	CBS 8:30	King Cosmo, the First - with regulars; (SW & SD)
makinachije, igo-	f	Ray Bolger (Marjie Millar)	ABC 8:30	The Efficiency Expert - (SW) by Richlin, Fox & Shapiro; with regulars & Fay Baker, Jack Gargan, Dick Keene; (SD)
		ROSS REPORTS - 3/20/55	- Page C	TALENT SHOWSHEET (more)

			FRIDAY MARCH 25 (Cont ¹ d) mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm
٠	THE BIG STORY (Norman Rose)	NBC 9pm	Sid Hughes, Los Ingeles Examiner - (0) by Gail Ingram; with Mark Roberts, Dan Morgan, Gordon B. Clarke, Frank Campanel-la, Linda Barrett, Marcie Hubert; (SD)
	Schlitz Playhouse	CBS 9pm	Log the Man Innocent - (0) by Richard Fedicini & Phil Cole; (A) by Eric Scott; with Dan O'Herlihy, Charles Davis, Morris Ankrum, Mortimer Mills, Lawrence Ryle, John Stephenson, Bruce Payne, Lester Dorr, Peggy Creel; (SD) by Jus Addiss
	The Vise (Ron Randell)	ABC 9:30	Week-End Quest - with Kenneth Haigh, Brenda Hogan, Mary Hinton; (SD)
	Inner Sanctum	NOR-TV 9:30	Queen of Spades - (SW) by Louis Vittes; with Harry Townes, Joe De Santis, Edward Binns, Lisa Howard, Martin Balsam; (SD)
	The Lincup (Warner Anderson)	CBS 10pm	The Safe Crackers - (0) by John Vlahos; with regulars & Jessiyn Fax, Connie Marshall, Howard McNear, Sam Edwards, Alfred Linder; (SD) by Felix Feist
	. MULTIPL	E AND ACROSS-THE-	BOARD SHOWS FRIDAY MARCH 18 THRU FRIDAY MARCH 25
	MORNING SHOW WITH JACK PAAR	CBS 7am	regulars & M - Feter Hayward (artist); F - Emmett Kelly (clown)
	GEORGE SKINNER	WCBS 9am	regulars & M thru F - Peggy Coburn (S)
	GARRY MOORE	CBS 10am	regulars & Tu - Fernie West (C); F - the Marvellos (variety) Lee Allen (C), Stan Freeman (M)
	HOME (A. Fráncis)	NBC 11am	M - Wally Cox (C); Tu - Sari Biro (M)
	WAY OF THE WORLD (Gloria Louis)	NBC 10:30	thru March 25 - (0) by Lewis Graham; with Dorothy Sands, Joan Hotchkiss, Violet Heming, Jean Carson, Eert Freed, Bill Lipton, Gladys Thornton, Eernard Tone; (SD)
	SHEILAH GRAHAM	NBC 10:45	M thru F - June Allyson (FROM HOLLYWOOD)
	BOB CROSBY	CBS 3:30	F (3/18) - Brian Donlevy (FROM HOLLYWOOD)
	WORLD OF MR. SWEENEY(Charlie Ruggl Helen Wagner, Glenn W	NBC 4:30 es, alken)	regulars &: M - Grace Keddy; Tu - Bradford Dillman, Hans von Schumm; W - Nat Polen; Thu - Susan Steell, Julie Follans- bee; F - Ann Thomas; (SW & SD)
	MODERY ROMANCES . (Martha Scott)	NBC 4:45	M thru F - A Long Time till Dava - (0) by Rod Serling; with June Dayton, Robert Harris, Jee Maross, Crahan Denton; (SD) by Tom Reynolds
	MAGIC COTTAGE	WABD 6pm	M thru F - Tan Martin, Jess Cain; (SW & SD)
	CAPTAIN VIDEO	DuM 7pm	John Shay replaces Bruce Gordon as "King Mergo"; cast listed last week plus Don Briggs; M thru F; (SW & SD)
	(Al Hodge) PERRY COMO ERNIE KOVACS	CBS 7:45 WABD 10pm	F(3/25) - Frankie Frisch, Jimmy Barbieri (baseball) Tu & Thu - Jack Kelly replaces Elliot Lawrence as regular (M)
	TONIGHT (Steve Allen)	NBC 11:30	M - J. C. Cook (M), John Carradine, Budd Schulberg (writer); Tu - Fred Lowrey (M), Betty Ann Grove (S), Louis Nye (C); W - Eva Kitchel (C&D); Thu - Mickey Deems (C), Dolores Hawkins (S); F - Henny Youngman (C), Dan Terry & Band (M)
			SATURDAY MARCH 26
	<u>Capt</u> ain Midnight	CBS 11:30	Death Below Zero - (0) by Malcolm Stuart Boylan, (A) by

captain Midnight
(Richard Webb) Death Below Zero - (0) by Malcolm Stuart Boylan, (A) by CBS 11;30 Wells Root; with regulars & Harry Lauter, Bob Woodward, David Colmans, Kenneth McDonald, Henry Rowland; (SD)

The Fight for Geronimo - with regulars: Dick Jones, Nancy Gilbert, Harry Cheshire; (SW & SD, PREMIERE OF NEW SERIES) Buffalo Bill, Jr. (Dick Jones) WCBS 5pm

> The Case of the Wholesale Burglaries - (0) by Alvin Boretz; with Don Haggerty, Strother Martin, Claude Akins; (SD) by Harold Daniels

Pack Rat - (0) by Samuel Newman; with regulars & Francis McDonald, Alan Hale, Jr., Gloria Winters, Ed Dearing, Marshall Reed, Stanley Andrews, J. Farrell MacDonald; (SD)

Range Rider (Jack Mahoney & Dick Jones)

Man Behind the Badge

(Charles Bickford)

WRCA-TV 6:30

WCBS 6:30

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TALENT SHOWSHEET (more)

	Rheingold Theatre Presents Henry Fonda	WRCA-TV 7pm	First Offense - (0) by John D. McDonald, (A) by Frederic Brady; with Howard Duff, Maxine Cooper, Robert Osterloh, Edgar Dearing, Russell Conway; (SD) by Lewis Foster
	GEORGE GOBEL	NBC 10pm	Mara Corday, Dani Crayne, Leigh Snowden & regulars; (H1 WOOD)
	Willy (Lloyd Corrigan)	CBS 10:30	Willy and Hansel O'Donegan - with regulars & Jane Darwell, Jill Janssen, Michael Emmet, James Flavin; (SW & SD)
:			SUNDAY MARCH 27
	Roy Rogers (& Dale Evans)	NBC 6:30	The Ginger Horse - (0) by Dwight Cummins; with regulars & Janice Howard, Jim Howard, Don C. Harvey; (SD) by D.McDougall
	You Are There (Harry Marble)	CBS 6:30	The Triumph of Alexander the Great - (0) by Jeremy Daniel; With Michael Higgins, Bruce Gordon, Neva Patterson, Milton Selzer, E. G. Marshall, James Broderick, Fred Sadoff, Si Oakland, John Marley, Lisa Baker; (SD)
	Private Secretary (Ann Sothern)	CBS 7:30	Progress is Here to Stay - (0) by Siegfried Herzig; with regulars & Pitt Herbert, Philip Tonge, Eurt Mustin; (SD)
	SPECTACULAR	NBC 7:30 (COLOR)	Entertainment 1955 - with Dinah Shore (S), staged by Nick Castle, Dir by Bob Banner; Judy Holliday; Ralph Edwards introducing Adolph Zukor & film clips from Seven Little Foys Starring Bob Hope, also in person; Sue Carson (C), Earl Barton with The Double Daters (S&D), Choreog by Miriam Nelson; Excerpt from NBC-TV Opera Theatre Production of Tosca with Leontyne Price & Josh Wheeler (Both S), Dir by Kirk Browning; Helen Hayes presenting Antoinette Perry Award; Buddy Hackett (C), Pat Carroll (C&S), Tom Helmore in sketch by Willy Glickman, Bill Friedberg, Neal Simon; Jackie Cooper; Fred Allen (C) as over-all M.C. (FROM NYC & HOLLYWOOD)
	Pepsi-Cola Playhouse	ABC.7:30	The Loner - with Peter Votrian, Ann Lee, Hayden Rorke; (SD)
	OPERA CAMEOS (G. Martinelli)	DuM 7:30	Excerpts from <u>Daughter of the Regiment</u> - opera by Donizetti with Florence George Crosby, Salvatore Baccaloni (both S)
	TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	12th Anniversary of Oklahoma! - with Sen Robert S. Kerr, U. of Okla. Glee Club, Celeste Holm, Rodgers & Hammerstein, John Raitt, Florence Henderson, Barbara Cook (latter 3,S); Richard Collett (S), Augustana College Choir conducted by Dr. Henry Veld
	General Electric Theatre (R. Reagan)	CBS 9pm	<pre>Clown - (0) by Emmett Kelly; with Henry Fonda, Dorothy Ma3 . Malone (full credits next week)</pre>
	GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	The Chivington Raid - (0) by Charles K. Peck, Jr.; with Albert Dekker, John Shellie, Elizabeth Fraser, Floyd Buckley Victor Thorley, Steve McQueen, Gene Lyons; (SD) by Del Mann
	Stage 7	CBS 9:30	The Long Count - with Biff Elliott, Joan Vohs, Ted DeCorsia, Nestor Paiva, Mel Wells, Richard Deacon; (SD)
	Father Knows Best (Robert Young & Jane Wyatt)	CBS 10pm	Close Decision - (0) by Roswell Rogers; with regulars & Robert Lynn, Gary Pagett, Diana Christian; (SD)
	Loretta Young	NBC 10pm	Mink Coat - (0) by Marian Thompson; with Jock Mahoney, Casey Adams, Ann Doran, Gerilyn Flannery, Mary Emma Watson, Kay Hammond; Dir by Harry Keller
	Bob Cummings	NBC 10:30	Mrs. Montague's Niece - with regulars & Dwayne Hickman, Elvia Alman, Freda Hoffman; (SD)
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the Morosco; also in East or Eden - PRESS:
William Fields, PL 7-6938

MICHAEL HICK SO THE

MICHAEL HIGGINS - in You Are There lead, above; also the White Devil at Phoenix - LE 2-1100

William Fields, PL 7-6938

WALTER GIESEKING - returns to Carnegie Hall on

Tue, Mar 29 - MGT: Columbia Artists, CI 7-6900

FRANCES BIBLE - in opening performance of Der Ro
senkavalier at city Center - PRESS: Alix B.

Williamson, CO 5-1758

LUCINE AMARA & SET SVANHOLM - in last woek's

Othello at the Net-AGT: Nm L Stein, CO 5-3715

HARRY BELAFONTE - co-star of <u>Carmen Jones</u> in <u>3 for</u>

Tonight opening April 6 - PRESS: Karl <u>Bern-</u>

stein, CI 6-0427

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ID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

If sponsor interest for the fall is any criterion, NBC's much maligned "spectaculars" have been a success. Ford Motor Co and RCA Victor will be back next season with the every fourth Monday Producer's Showcase, while Oldsmobile Division, CMC, is reported to be picking up the Liebman Saturday specials again. The big change will come for the Sunday evening "spectaculars," which may or may not have Max Liebman connected with them. George Frey, v.p. in charge of TV sales for MBC, said last week that starting next fall any advertiser may buy into any one of the 13 Sunday night specs on a one-time basis, or more if he chooses. This technique, called a "color spread" to compare the setup with the availability of color page advertising in magazines, provides for six 90-second commercials in each hour-anda-half of program time. One hole has already been knocked in the plan, in a sense, because Sunbeam Corporation has bought three spots on the single shows for October, Movember and December, repeating its current sponsorship pattern of half of the Sunay shows this season. Sunbeam, of course, is taking full advantage of top showpasing for the Christmas buying season. The other angle, on the plus side, is that a current sponsor is affirming his faith in the selling power of the Sunday spees. Sunbeam is also taking advantage of another flexible pattern by buying one-third of each of the Milton Berle and Martha Raye shows which will appear two of every three weeks in the Tuesday, 8-9pm spot next season, confirmation that no sponsor will have the full hour. This is the first time since MBC asserted its dominance over this time period with Milton Berle that any of the time has been available on a shared basis during a single program. Sunbeam will mainly feature its Shavemaster in the Tuesday night periods......If NBC adds the contemplated Maurice Evans drama series in color to the fall schedule it will then be committed to an extremely heavy color saturation schedule for the week-end-plus-Monday peak family viewing periods.

Max Liebman's intended production of "The Desert Song" with Gordon MacRae, for April 9, has been put off for about six weeks. "The Merry Widow," probably starring Kathryn Grayson, will be the special for April 9...... MacRae will star in "Roberta" on the Colgate Comedy Hour for April 10, originating in Hollywood; the star lineup also includes Jeanette MacDonald, Reginald Gardiner, Luba Malina, Mickey Rooney, Nina Foch and others. The week before, April 3, also from Hollywood, the Comedy Hour will star Phil Harris, Tennessee Ernie Ford, Kitty Kallen and Dave Brubeck and his jazz combo......After daily conferences last week, with a shift to live definitely in the works, Norby didn't make it. Differences that were too difficult to resolve have led to definite cancellation of the series after its April 6 film showing.

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(MORE)

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Roy Rogers may star in a special show for General Foods on June 21, over NBC, Tuesday, 8-9pm.....Cmnibus will devote the entire April 3 hour-and-one-half show to a TV presentation of Homer's "The Iliad." The adaptation is by Andrew K. Levis. The April 10 show, the following week, will be the last for the season until the program returns in the fall.....The current makeup of the writing staff of the Imagene Coca Show is rather formless. Lucille Kallen is the lone survivor of the writers who were with Miss Coca in her Show of Shows days. Arnie Rosen and Coleman Jacoby work as a team; while Mac Benoff, who has come in from the coast after winding up scripts for Danny Thomas, is on an indefinite status; not really permanent, but he will do some scripts for the rest of the season......Helen Shields will replace Louise Allbritton as star of NBC's daytime drama, Concerning Miss Marlowe, after the April 1 show. Miss Allbritton will take a vacation, then be available for new work in either TV, the movies or on the stage.

ABC's Mickey Mouse Club, starting Oct 3, Monday thru Friday, 5-6pm, now has six firm sponsors. General Mills for its various cereals, thru Knox Reeves and other agencies, has the 5:15-5:30pm and 5:45-6pm segments on Monday, Wednesday and Friday. Campbell Soup Co thru BBD&O and Leo Burnett has the 5:15-5:30pm and 5:45-6pm segments on Thursday. Bristol-Myers Co for Ipana thru Doherty, Clifford, Steers & Shenfield, has the 5:30-5:45pm segment on Thursday. Armour & Co thru Henri, Hurst & MacDonald has the 5:30-5:45pm segment on Wednesday. Two more sponsors, Mars Inc. thru Leo Burnett and Carnation Co thru Erwin Wasey & Co, each have a quarter-hour segment, no time confirmed. That leaves eight segments unsold out of 20 available, with six months of selling time left before the Disney program debuts.

CBS confirmed that Marie Wilson will star in a new comedy series, Miss Pepperdine, to be done on film for fall network showing. Everett Freeman is producing, with Jules Bricken tabbed to direct the pilot in April on the coast from a script by Shirley Gordon. Freeman was in New York last week (returned to the coast on Friday) checking talent availabilities With all the pilots announced by networks for fall showing and few definite time availabilities, there may be large jams in the works for stars setting plans for the future..... I Spy, starring Raymond Massey, first production venture of Reah Productions (Edward J. Montagne and Fhil Reisman, Jr) rolls on the first film of 26 at Farsonnet studios in Long Island City next week, instead of today (23) as originally announced. Guild Films will distribute the films, stories of espionage thru history.....Guild Films' The Goldbergs winds up on the first two films and then lays off for three weeks before resuming shooting on the rest of the series Stars of the Grand Ole Opry, filmed by Al Gannaway (Gannaway Productions, Inc) for Flamingo Films at Ryman Auditorium in Nashville, Tenn., has been sold to Pillsbury Mills thru Campbell-Mithun, Inc., for about 40 midwestern and southern markets. Flamingo has also sold the show in 18 other markets on a syndicated basis and is currently negotiating for an additional regional sponsorship in about 15 markets, with other single spots also under consideration. The show has about 125 in the regular cast, featuring Opry regulars Minnie Pearl, Roy Acuff, Web Pierce, Ernest Tubbs, Rod Bradfield and others appearing on the WSM radio and TV shows...... Love Lucy re-runs over CBS-TV, starting April 17, Sundays, 6-6:30pm, will be shown under the title, The Lucy Show. Lehn & Fink Products Corp (Dorothy Gray Beauty Preparations and Hinds, Etiquet, Lysol) thru McCann-Erickson, Inc., is sole sponsor for the repeat films.

Stone Associates, new merchandising and TV program firm set up by Martin Stone after the sale of Kagran Corp to NBC, is located at the Hotel Plaza, New York. PL 5-0416. Executives are Martin Stone, head of the firm; Allan Stone, merchandising director; Milton P. Kayle, merchandising exec and in charge of logal matters; Edward Kean, merchandising exec and TV-radio program dept head. Stone Associates is handling merchandising and licensing for Jackie Gleason thru his VIP Corp and for all properties handled by Television Programs of America, including Ellery Queen, Halls of Ivy, Lassie, Captain Callant of the Foreign Legion and Ramar of the Jungle. Stone has its own children's show, Club Chirikin, Mon thru Sat, over Cuba's CMQ network.

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(MORE)

Richard de Rochemont's Vavin, Inc (134 E 57th St., New York. MU 8-5897) will begin production on 13 films based on Eugene Sue's novel, "The Mysteries of Paris," in July or August, with French film producer Jean Benoit-Levy as co-producer. will be a costume series, placed in Dickens' time, as a broad, romantic melodrama. Tois Jacoby at Vavin is story editor and principal writer. Horman Lloyd will direct, ith Jerry Weiler as business manager for the film group. The lead for the series is not cast as yet with the producer looking for a Mel Ferrer-type. The series will be set up so that it can be made abroad and then continued here if commitments bring the unit back. The current budget cells for not over \$30,000 per episode......Buff Cobb is finally swinging into action on the late Irvin S. Cobb's famous "Judge Priest" stories about the retired Kentucky judge who helps solve human problems. Producer-director for the planned series, Michael Case, is leaving New York soon to scout locations in Kentucky. Miss Cobb is exec and supervisory producer, with Frank Beckwith as story editor and writer of some of the first 13 scripts, and James Loren as production manager. A Hollywood actor is being considered for the lead role. Current plan is to shoot 13 and then take them to a sponsor rather than go thru a pilot routine.

The Loretta Young Show has been renewed by P & G thru Benton Bowles for next season.....Carol Irwin's pilot film for a Myrna Loy series, It Gives Me Great Pleasure, currently being shown to sponsors, will also be showcased on General Electric Theatre on April 3. It had been tentatively announced once before, but wasn't ready......Kraft TV Theatre will present John Cecil Holm's own adaptation of his recent Broadway play, "The Southwest Corner," with the original legit cast, on March 30. Eve LeGallienne stars, with Enid Markey and Farker Fennelly......U. S. Steel Hour futures over ABC include: Mar 29, "Scandal at Peppernut," an original by Kay Arthur, starring Terry Moore and Charles Korvin; April 12, "The Rack," a Rod Serling original, starring Wendell Corey and Keenan Wynn; April 26, "Roads to Home," an original by Horton Foote, no cast set.

TV nets in the U. S. reached 34,364,000 as of Feb 1, according to Hugh M. Beville Jr., NBC director of research......The Nielsen Television Index revealed that the average American home spent a total of 5 hours and 49 minutes a day watching television during January, a new high.....Bow out of Miles Labs as sponsor of the Morgan Beatty news program over Du Mont on April 1 has forced the net to cancel its long-run Captain Video, since the net has to pay cable charges for a full hour to transmit a show during any part of the hour. Video will probably be one of the net's first properties to be put on film when the net starts using Dr. Du Mont's live-film camera, currently in development......Two other new live-film systems just announced include Al Simon's live-film unit developed on the coast and the English hi-fi live-kinescope recording system......Guy Lombardo ends his current live series over WRCA-TV(NY) on April 1 because he wants to give time to concerts, the most lucrative phase of the band business today for an organization like his......Marx Loeb is assistant producer of Mr. Citizen, new series replacing the Stu Erwin Show over ABC, April 20.

PEOPLE GOING PLACES: Thomas E. Knode resigned as director of station relations for NBC to become v.p. and general manager of TV for Edward Petry Co., station reps, effective at the end of March.....Elmore B. Lyford has resigned as director of station relations for the Du Mont net. No future plans announced......Screen Directors Guild has moved its New York office to 207 E 37th St. CX 7-0121. Jack Glenn is president.....Donald J. Mercer named director of station relations for NBC (See Knode mention above).....Mal Thompson has joined BBD&O in New York as a TV producer. He had been production supervisor at Transfilm......Andy Murphy has been upped to public relations director for WBEM-TV(Chi) and Howard Mendelsohn has been named to succeed him as publicity director......Blaine Littell has been named WCBS-TV(NY) news tureau manager......Alden Schwimmer is now with Ashley-Steiner, Inc., in New York, handling writers, producers and directors. He had been with William Morris Agency.