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PRODUCTION • PROGRAMMING • TALENT

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UNIVERSITY OF HOUSTON

PUBLISHED BY TELEVISION INDEX, INC.

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 Fenwick & 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 6.

ABC- 9:30pm-12midnight EST; SPECIAL; Chicago Daily News Relays; from WBKB(Chi), 13 stations live (regional). Sponsor- Kitchens of Sara Lee, Inc (Bakery Products) 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. The 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)

NBC- 7:30-9pm EST; HIGHLIGHT; Entertainment 1955 (Color); from KRCA-TV(LA) with cut-ins from WRCA-TV(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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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

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 Hope 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

PROCTER & GAMBLE CO thru Young & Rubicam, Inc will assume every week sponsorship of My Favorite Husband (Sat, 9:30-10pm 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.

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LOCAL STATION ACTIVITY

WABD(Ch 5) - Girl Talk, with Wendy Barrie; DEBUT Mar 21; Mon thru Fri, 11:30am-12noon EST. Sponsor- Affiliated Food Stores thru Co-Ordinated Advertising Corp. Pkgr & Prod- Lester "L" Wolff; Dir- David Lowe.

Chatter, 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. Los Angeles (See page 28).

KRCA-TV(Ch 4) - American Avenue on Parade; DEBUT Mar 12; Sat, 2:30-3:30pm PST. Los Angeles 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 Mar 20; Sun, 3-3:30pm EST. Sustaining, public service. Philadelphia Pkgr- WPTZ; Prod & Dir- Cal Jones (first program) and other staffers. Return of the former news documentary program, with "much broader 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.

TALENT SHOWSHEET MARCH 21-27, 1955  
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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: (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 caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY MARCH 18
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|                             |           |                                                                                                                               |
|-----------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------|
| MAMA<br>(Peggy Wood)        | CBS 8pm   | <u>Mama's Machine</u> - (O) by Kay Arthur; with regulars & John Boruff, Jack Hartley, Elizabeth Watts, Dortha Duckworth; (SD) |
| <u>Secret Files, U.S.A.</u> | WABD 8pm  | <u>Mission to Copenhagen</u> - no credits available                                                                           |
| <u>Topper</u> (A. Jeffreys) | CBS 8:30  | <u>Topper Makes a Movie</u> - 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 Francis Coughlin & Patricia Cutts as regulars                           |

SATURDAY MARCH 19  
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<u>Man Behind the Badge</u> (Charles Bickford)	WCBS 6:30	<u>The Case of the Priceless Passport</u> - 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 & Papi (acro) Rudy Cardenas (juggler), Roger Ray (C) (FIRST OF 2 SHOWS FOR VACATIONING JACKIE GLEASON)
PROFESSIONAL FATHER (Steve Dunne)	CBS 10pm	<u>The Weekenders</u> - (O) by Michael Cramoy, Bill Freedman; with regulars & Danny Richards, Jr., Don Beddoe; (SD, FROM H'D)

SUNDAY MARCH 20
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|                                         |          |                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET<br>(Dr. Lyman Bryson) | CBS 10am | <u>No Pets Allowed</u> - (O) by Bob Allison & Gene Hutley; with Judith Evelyn, John O'Hare, Pud Flanagan; (SD)                                                                                                                                                                                                                                                                                                                                |
| AMERICAN INVENTORY                      | NBC 2pm  | <u>Cause for Alarm</u> - (O) by Sid Ellis; with Joey Walsh, Bill Zuckert, John Raby, Ethel Everett, Edward Bruce, Les Damon, Peter Capell; (SD)                                                                                                                                                                                                                                                                                               |
| ADVENTURE                               | CBS 3:30 | <u>Essence of Life</u> - (O) by Edward Norworth                                                                                                                                                                                                                                                                                                                                                                                               |
| OMNIBUS<br>(Alistair Cooke)             | CBS 5pm  | <u>Adams Family - Part IV - Henry &amp; Charles Francis Adams, Jr.</u> - (O) by James T. Flexner; with James Daly, William Windom, Brooks Adam, Lori March, Felix Deebank, Robert Dryden, John Alexander; Dir by Andrew McCullough; <u>Balance II</u> - continuation of architecture feature with Elliot Noyes; <u>Vernal Equinox</u> - (O) by Henry B. Logan & Edwin Way Teale; narrated by Joseph Chamberlain; poetic & scientific treatise |
| MR. PEEPERS (W. Cox)                    | NBC 7:30 | regulars & Reta Shaw, Ernest Truex, Sylvia Field; (SW & SD)                                                                                                                                                                                                                                                                                                                                                                                   |
| STORK CLUB<br>(Sherman Billingsley)     | ABC 9:15 | Morton Downey (S), Jill Corey (S), Gisele MacKenzie (S), Jack Whiting (C&D)                                                                                                                                                                                                                                                                                                                                                                   |

MONDAY MARCH 21  
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<u>Superman</u> (George Reeves)	WRCA-TV 6pm	<u>The Stolen Costume</u> - with regulars & Norman Budd, Frank Jenks, Dan Seymour, Bob Williams, Veda Ann Borg; (SW & SD)
<u>Sherlock Holmes</u> (Ronald Howard) H. Marion Crawford)	WRCA-TV 7pm	<u>The Case of the Violent Sutor</u> - (O) by Charles & Joseph Early; with regulars & Eric Micklewood, Brookes Kyle, Marie Sinkler, Rolly Bester; (SD)
<u>TV Reader's Digest</u> (Hugh Reilly)	ABC 8pm	<u>America's First Great Lady</u> - (O) by Donald Culrose Peattie, (A) not listed; with Richard Mey, John Stephenson, Gloria Talbot, Paul Cavanaugh, Michael Ansara, Laurie Mitchell; Dir by Peter Godfrey

KRAFT TELEVISION
THEATRE NBC 9pm

The Story of Mary Surratt - (O) 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 Coles,
Ed Fuller, Robert McQuade, Michael Quinlivan, John MacDon-
ald, Tom Walsh; Prod & Dir by Dick Dunlap

The Millionaire CBS 9pm

The Story of Charles Loman - with Lamont Johnson, Jean
Howell, John Wengraf, Irene Tedrow; (SD)

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

THURSDAY MARCH 24

GUY LOMBARDO WRCA-TV 7pm

Mary Mayo (S)

Conrad Nagel Theatre WABD 8pm

Clothes Make the Lady - (O) by John McGrew; with Dorothy
Bisco, Gertrude Flynn, John Fostini, Sue Ellen Blake, Bruce
Milholland; (SD)

CLIMAX!
(William Lundigan) CBS 8:30

The Darkest Hour - (O) by Adrian Spies; with Joanne Dru,
Zachary Scott, others to be announced; (SD) by John Franken-
heimer

Treasury Men in
Action(Walter Greaza) ABC 8:30

The Case of the Deadly Dilemma - (O) by Leonard Heideman;
with Charles Bronson, Lewis Charles, Lillian Euyeff, Ralph
Moody

JUSTICE
(Gary Merrill) NBC 8:30

Thunder on Troy Street - (O) by Doug Stone; with Jarmila
Novotna, Mikhail Rasumny, Dick Moore, others to be
announced; (SD) by William Corrigan

Dragnet
(Jack Webb) NBC 9pm

regulars & Ean Morris, Jonathan Hale, Douglas Kennedy, Doro-
thy Adams, Simon Scott; (SW & SD)

STAR TONIGHT ABC 9pm

A Matter of Life - (O) 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 - (O) by Rod Serling; with Rory Calhoun,
May Wynn, Vince Edwards, James Bell, Abel Fernandez, Charles
Horvath, J. Anthony Hughes; (SD)

POND'S THEATRE ABC 9:30

Autumn Crocus - (O) by Dodie Smith, (A)-(SW); with Carmen
Mathews, Harry Townes, Eda Heinemann, Barbara Barrie, Peter
Donat, Christiane Felmann, E. A. Krumschmidt, Byron Russell
Eulah Garrick, Lana Kawalew; Prod & (SD) by Fred Carney

Four Star Playhouse NBC 9:30

Encounter at Lark Cottage - with Charles Boyer, Beverly Gar-
land, Mimi Gibson, John Doucette; (O) by John Bingham, (A)
by Frederic Brady; (SD)

LUX VIDEO THEATRE NBC 10pm

Shadow of a Doubt - (O) by Gordon McDonnell, screenplay by
Thornton Wilder, Sally Benson, Alma Peville; TV (A) by Ean-
jamin Simcoe; with Frank Lovejoy, Barbara Rush, and others
to be announced; (SD) by Richard Goode (FROM HOLLYWOOD)

Public Defender
(Reed Hadley) CBS 10pm

Cornered - with Charles Bronson, Lillian Euyeff, Kenneth
Tobey, Jack Kruschen, Frankie Darro, Jan Shepard, Tom C.
Jackson; (O) by William P. Russo; (SD)

FRIDAY MARCH 25

Adventures of RintinTin ABC 7:30
(Lee Aaker)

R.T.T. and the Blushing Brides - (O) 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)

Rav Dolger
(Marjie Millar) ABC 8:30

The Efficiency Expert - (SW) by Richlin, Fox & Shapiro; with
regulars & Fay Baker, Jack Gargan, Dick Keene; (SD)

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TALENT SHOWSHEET (more)

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|                                        |             |                                                                                                                                                                                                                                                   |
|----------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE BIG STORY<br>(Norman Rose)         | NBC 9pm     | <u>Sid Hughes, Los Angeles Examiner</u> - (O) by Gail Ingram; with Mark Roberts, Dan Morgan, Gordon B. Clarke, Frank Campanella, Linda Barrett, Marcie Hubert; (SD)                                                                               |
| <u>Schlitz Playhouse</u>               | CBS 9pm     | <u>Log the Man Innocent</u> - (O) 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 |
| <u>The Vise</u><br>(Ron Randell)       | ABC 9:30    | <u>Week-End Quest</u> - with Kenneth Haigh, Brenda Hogan, Mary Hinton; (SD)                                                                                                                                                                       |
| <u>Inner Sanctum</u>                   | WOR-TV 9:30 | <u>Queen of Spades</u> - (SW) by Louis Vittes; with Harry Townes, Joe DeSantis, Edward Binns, Lisa Howard, Martin Balsam; (SD)                                                                                                                    |
| <u>The Lincup</u><br>(Warner Anderson) | CBS 10pm    | <u>The Safe Crackers</u> - (O) by John Vlahos; with regulars & Jesslyn Fax, Connie Marshall, Howard McNear, Sam Edwards, Alfred Linder; (SD) by Felix Feist                                                                                       |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY MARCH 18 THRU FRIDAY MARCH 25  
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MORNING SHOW WITH JACK PAAR	CBS 7am	regulars & M - Peter Hayward (artist); F - Emmett Kelly (clown)
GEORGE SKINNER	WCBS 9am	regulars & M thru F - Peggy Coburn (S)
GARRY MOORE	CBS 10am	regulars & Tu - Earnie West (C); F - the Marvellos (variety) Lee Allen (C), Stan Freeman (M)
HOME (A. Francis)	NBC 11am	M - Wally Cox (C); Tu - Sari Biro (M)
WAY OF THE WORLD (Gloria Louis)	NBC 10:30	thru March 25 - (O) by Lewis Graham; with Dorothy Sands, Joan Hotchkiss, Violet Heming, Jean Carson, Bert Freed, Bill Lipton, Gladys Thornton, Bernard 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 Ruggles, Helen Wagner, Glenn Walken)	NBC 4:30	regulars & M - Grace Keady; Tu - Bradford Dillman, Hans von Schumm; W - Nat Polen; Thu - Susan Steell, Julie Follansbee; F - Ann Thomas; (SW & SD)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - <u>A Long Time Ago</u> <u>Bill Dawn</u> - (O) by Red Serling; with June Dayton, Robert Harris, Joe Maross, Crahan Denton; (SD) by Tom Reynolds
MAGIC COTTAGE	WABD 6pm	M thru F - Ian Martin, Jess Cain; (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DUM 7pm	John Shay replaces Bruce Gordon as "King Mergo"; cast listed last week plus Don Briggs; M thru F; (SW & SD)
PERRY COMO	CBS 7:45	F(3/25) - Frankie Frisch, Jimmy Barbieri (baseball)
ERNIE KOVACS	WABD 10pm	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
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|                                                   |              |                                                                                                                                                                                  |
|---------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Captain Midnight</u><br>(Richard Webb)         | CBS 11:30    | <u>Death Below Zero</u> - (O) by Malcolm Stuart Boylan, (A) by Wells Root; with regulars & Harry Lauter, Bob Woodward, David Colmans, Kenneth McDonald, Henry Rowland; (SD)      |
| <u>Buffalo Bill, Jr.</u><br>(Dick Jones)          | WCBS 5pm     | <u>The Flight for Geronimo</u> - with regulars: Dick Jones, Nancy Gilbert, Harry Cheshire; (SW & SD, PREMIERE OF NEW SERIES)                                                     |
| <u>Man Behind the Badge</u><br>(Charles Bickford) | WCBS 6:30    | <u>The Case of the Wholesale Burglaries</u> - (O) by Alvin Boretz; with Don Haggerty, Strother Martin, Claude Akins; (SD) by Harold Daniels                                      |
| <u>Range Rider</u><br>(Jack Mahoney & Dick Jones) | WRCA-TV 6:30 | <u>Pack Rat</u> - (O) by Samuel Newman; with regulars & Francis McDonald, Alan Hale, Jr., Gloria Winters, Ed Dearing, Marshall Reed, Stanley Andrews, J. Farrell MacDonald; (SD) |



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MAR 28 1955

## THE TELEVISION INDEX

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### 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, GMC, 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 NBC, 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-and-a-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, November and December, repeating its current sponsorship pattern of half of the Sunday shows this season. Sunbeam, of course, is taking full advantage of top show-casing 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 specs. 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 NBC 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. Lewis. 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 Imogene 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 Pepper-dine, 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 Phil Reisman, Jr) rolls on the first film of 26 at Parsonnet 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 Bradford and others appearing on the WSM radio and TV shows.....I 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 legal 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.

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. It will be a costume series, placed in Dickens' time, as a broad, romantic melodrama. Lois Jacoby at Vavin is story editor and principal writer. Norman Lloyd will direct, with 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 calls 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 Parker 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 sets 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 a 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 bureau manager.....Alden Schwimmer is now with Ashley-Steiner, Inc., in New York, handling writers, producers and directors. He had been with William Morris Agency.