

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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PRODUCTION • PROGRAMMING • TALENT

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## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(12)

ABC- 9:30-10pm EDT; DEBUT; Medical Horizons; by remote from various stations, various cities each week; 28 stations live, 9 kine. § Sponsor- CIBA Pharmaceutical Products, Inc (Institutional) thru J. Walter Thompson Co(NY); Acct Exec- Robert Black; Comm Anncr- Quincy Howe (Institutional messages). § Pkgr- J. Walter Thompson Co(NY); Prod & Dir- Fred Carney; Medical Superv- Dr. William T. Strauss(CIBA); Writers- Jay Raeben, Jere Daniel. § Medical documentary series covering the latest advances in medicine, originating live thru remote pickups from medical institutions and research centers throughout the country. Quincy Howe is narrator. The premiere telecast originates at Mayo Clinic, Rochester, Minn. The program replaces the first half of the Pee Wee King Show (last show Sept 5), with other programs changing to replace other parts of the King show.

NBC- 10:30-11am EDT, Mon thru Fri; DEBUT; Search for Beauty; from WRCA-TV(NY), 23 stations live, 7 kine; more to be added. § Sustaining, Tue & Thu; Sponsor (Mon, Wed, Fri)- Charles Antell, Inc (Super Lanolin Liquid Makeup, Formula 9) thru Product Services, Inc(NY); Acct Exec- Herman Liebenson. § Pkgr- Product Services, Inc(NY); Exec Prod- Charles K. Hepner; Assoc Prod- Stewart Maltin; Prod & Dir- Hudson Faussett(NBC). § Ern Westmore demonstrates makeup techniques on audience guests as well as one celebrity per show. A similar program has been seen for several weeks over ABC-TV, Sundays, 7:30-8pm EDT (started Aug 14) under the same sponsorship. In its new version the program replaces Parents' Time (last show Sept 9) which was seen 10:30-10:45am, and The World at Home (last show Sept 9), seen from 10:45-11am (See page 93).

NBC- 9:30-10:30pm EDT; RETURN; Robert Montgomery Presents (alternate weeks) The Schick Television Theatre and The Johnson's Wax Program; from WRCA-TV(NY), 85 stations live, 9 delayed. § Alternate Week Sponsors- 1) Schick, Inc (Schick Electric Shavers) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Joseph H. Moss, Jr; Agcy Superv- G. T. C. Fry; Comm Anncr- Bill Nimmo (live & film). 2) S. C. Johnson & Son, Inc (Waxes, Polishes, Polishers) thru Needham, Louis & Brorby, Inc (Chi); Acct Exec- James Isham(Chi); Agcy & Comm Superv- Robert Salter(NY); Comm Anncrs- Wed Howard (Film) & Bob Stanton (live). § Pkgr- Neptune Productions(NY); Exec Prod- Robert Montgomery; Prod Superv- Joseph W. Bailey; Asst to Prod Superv- Jay Sheridan; Dirs- John Newland, Perry Lafferty, one to be named; to alternate; Sets- Syrjala; Costumes- Jane Burroughs; (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.

THIS WEEK(Cont'd)

Monday(12)

NBC- Robert Montgomery Presents (cont'd from previous page): Script Reader- Kathleen Rowan(Neptune); Casting- Julian Williams(Neptune). § Return of regular season series of full-hour drama programs, with Robert Montgomery as host and narrator and occasional star of the programs. Dramas are originals or adaptations of movies, novels, plays or stories, with leading stars in top roles. The program replaces the summer stock version of Robert Montgomery Presents (last show Sept 5).

Tuesday(13)

ABC- 7:30-8:30pm EDT; DEBUT; Warner Bros. Presents: "Kings Row," "Cheyenne," & "Casablanca" cycles, ON FILM; from WABC-TV(NY) & KABC-TV(LA), 79 stations net, 36 delayed. § Sponsors- One half-hour weekly: Liggett & Myers Tobacco Co (Chesterfield & L & M Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred H. Walsh; Agcy Superv- Norman Gort. One-half hour alternate weeks: 1) General Electric Co (Radio & TV) thru Maxon, Inc(NY); Acct Exec- Patrick Connolly; Agcy Superv- M. F. Mahony; Comm Prod- W. W. Lewis. Also (Small Appliances) thru Young & Rubicam, Inc(NY); Acct Exec- William L. Calhoun; Acct Superv- Wilson Kierstead; Comm Superv- Robert Buchanan; Comm Dir- Robert Margulies. 2) Monsanto Chemical Co (All) thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- Ray Fowler; Agcy & Comm Superv- Chris Ford. Also (Institutional) thru Gardner Advertising Co(St. Louis); Acct Exec- Dave Ferriss; Commls- On Film. § Pkgr- Warner Bros. TV Division, at Warner Bros. Studios, Burbank, Calif.; Unit Liaison Exec- William T. Orr; Prod Mgr- Oren Haglund; Script Ed- Richard Diggs; Casting- Solly Balano. Individual Productions Units: 1) "Kings Row"; Prod- Roy Huggins; Dir- Paul Stewart. 2) "Cheyenne"; Prod- Roy Huggins; Dir- Richard Bare. 3) "Casablanca"; Prod- Jerome Robinson; Dir- John Peyser. § Gig Young is host for Warner Bros. Presents which is divided into three different series: "Kings Row," the romantic series; "Cheyenne," the Western series, and "Casablanca," the adventure and mystery series. Each is based on a film originally produced by Warner Bros., but only the backgrounds and main characters of the originals are retained. Each of the TV films is a separate and complete episode, with entirely new narrative material. The "Kings Row" series co-stars Jack Kelly and Nan Leslie, with Robert Horton and Victor Jory. The "Cheyenne" series stars Clint Walker, with L. Q. Jones. The "Casablanca" series stars Charles McGraw, with Michael Fox, Marcel Dalio and Ludwig Stossel. Gig Young is also host for a six-minute weekly segment "Behind the Cameras at Warner Bros. Studios," which will feature Warner Bros. stars and show scenes of new movies. This segment is produced separately by Art Silver, directed by John Clarr and written by Bob Eisenbach. Warner Bros. Presents replaces Talent Varieties (last show Sept 6) in this time spot.

ABC- 9-9:30pm EDT; RETURN; The Danny Thomas Show (Make Room for Daddy), ON FILM; from WABC-TV(NY) & KABC-TV(LA), no. of stations indefinite. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William M. Spire; Agcy Superv- Tom Viotor. 2) Dodge Div, Chrysler Corp thru Grant Advertising, Inc(Chi). § Pkgr- Marterto Productions, Inc; Film Prod- Desilu Productions, Inc., at Motion Picture Center (H'wood); Prod- Louis F. Edelman; Prod Mgr- Argyle Nelson; Dir- Sheldon Leonard; Asst Dir- Edward Hillie; Music- Music Service, Inc (Earle Hagen & Herbert Spencer); Sets- Theodore F. Offenbecker; Dir of Photog- Robert DeGrasse; Film Ed- Dann Cahn; Story Consult- Melville Shavelson; Writers- Various. Danny Thomas returns in his new fall series, with Jean Hagen, Sherry Jackson, and Rusty Hamer. The program has been seen in re-run during summer hiatus.

ABC- 9:30-10pm EDT; DEBUT; Du Pont Cavalcade Theatre, ON FILM; from WABC-TV(NY)& KABC-TV(LA), 31 stations net, 22 delayed. § Sponsor- E. I. Du Pont de Nemours & Co (Inc) (Various Products & Institutional) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- Paul Markman; (Continued on next page)

THIS WEEK(Cont'd)

Tuesday(13)

ABC- Du Pont Cavalcade Theatre (continued from previous page): Acct Execs- Harold Blackburn(NY), Wayne Tise(H'wood). § Pkgr- BED&C(NY); Film Prod- Four Star Productions, Inc., at RKO-Pathe Studios, Culver City, Calif; Prod- Warren Lewis; Dir- Various; Writers- Various. Also films produced by Jack Chertok Productions and Jack Demove Productions, both Hollywood. The Four Star schedule calls for 26 films under a 1955-56 contract, while films from the other producers were contracted for under previous agreements for Cavalcade of America, the previous Du Pont series presented during past seasons at an earlier hour on Tuesdays, and will be shown at intervals during the new season. § The Cavalcade Theatre series will emphasize dramas devoted to outstanding people in contemporary American history, while the previous years' series dealt with historical episodes. The program replaces The Dotty Mack Show in this time spot, with the latter moving to Mon, 9-9:30pm EDT, effective Sept 12.

NBC- 7:30-7:45pm EDT, Tue & Thu; RETURN; The Dinah Shore Show; from KRCA-TV(LA) (first two programs are from WWJ-TV, Detroit); 73 stations live, 6 kine. § Sponsor- Chevrolet Dealers of America thru Campbell-Ewald Co(Det); Acct Superv- Henry G. Little; Acct Exec- Colin Campbell; Agcy & Comm Superv- Willard Hanes(LA); Prog & Comm Anncr- Art Baker. § Pkgr- NBC-TV(LA); Prod & Dir- Bob Banner; Asst to Prod- Barbara Fishel; TV Dir- Clair McCoy; Music Dir- Harry Zimmerman; Sets- Frank Swig; Costumes- Carol Hodges; Choreog- Nick Castle; Miss Shore's Music Arranger- Ticker Freeman. § Singer Dinah Shore returns with her music series, with the Skylarks vocal group; backed by Harry Zimmerman and the orch. The first two programs will originate from Detroit after which the program returns to its regular origination from Hollywood. The program replaces the Vaughn Monroe Show (last show, Sept 8), its summer replacement, in this time spot.

Wednesday(14)

ABC- 7:30-8:30pm EDT; RETURN; Disneyland, ON FILM; from WABC-TV(NY) & WBKB(Chi) & KABC-TV(LA), 46 stations net, 57 delayed. § Sponsors- One half-hour weekly: American Motors Corp (Nash-Kelvinator Div) thru Geyer Advertising, Inc (Det); Acct Execs- John Henry(Wash), Neil Hyland(Kelvinator); Agcy Superv- W. H. Case(NY); Comm Superv- James Harkey; Comm Anncrs- Various for Nash, Hillary Brooke for Kelvinator. Alternates with American Motors Corp (Hudson Automobiles Div) thru Brooke, Smith, French & Dorrance, Inc(Det). One half-hour alternate weeks: 1) Derby Foods, Inc (Peter Pan Peanut Butter, other foods) thru McCann-Erickson, Inc(Chi). 2) American Dairy Association thru Campbell-Mithun, Inc(Chi). § Pkgr & Film Prod- Walt Disney Productions, at Walt Disney Studios, Burbank, Calif; Exec Prod- Walt Disney; various production staffs for programs. § Walt Disney returns as host for his cartoon, live action and documentary film series, with various episodes presented each week, some new and some adapted from his past movie films and cartoons. Series has been seen in re-run during the summer.

ABC- 8:30-9pm EDT; DEBUT; The M-G-M Parade, ON FILM; from WABC-TV(NY) & WBKB(Chi) & KABC-TV(LA), 46 stations net, 57 delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William Spire; Agcy Superv- Walter Selden(H'wood); Comm Anncr- Ernest Chapell (on film). 2) General Foods Corp (Instant Maxwell House Coffee, Minute Rice); Instant Maxwell House thru Benton & Bowles, Inc(NY); Acct Exec- Robert Wallace; Agcy Superv- William Lewis; Comm Anncr- Rex Marshall. Minute Rice thru Young & Rubicam, Inc(NY); Acct Exec- Michael Parent; Agcy & Comm Superv- Lee Strahorn. § Pkgr- Loew's Inc(NY); Film Prod- M-G-M Studios, Culver City, Calif; Exec Prod- Leslie Petersen; Assoc Prod- Jack Atlas; Dir- George Murphy; Film Ed- Ira Heymann; Adaptor- Ray Wander; Camera- Harold Marzorati. § George Murphy is host and narrator for a variety of shorts, interviews, film clips from the M-G-M vaults, studio tours and news of new films. The program replaces Pall Mall Playhouse (last show Sept 7) in this time spot.

Thursday(15)

ABC- 8:30-9pm EDT; RETURN; Stop the Music; from WABC-TV(NY), 42 stations live, 10 line. § Alternate Week Sponsors- 1) Quality Goods Manufacturers, including Anson, Inc (Men's Jewelry) and Phillips-Jones Corp (Van Heusen Men's Apparel) thru Grey Advertising Agency(NY); Acct Superv- Ted Kaufman; Accts Execs- William Overend(Anson), Maurice Berger(Phillips-Jones); Agcy Superv- Alfred Hollender. 2) Nocchi Sewing Machine Sales Co thru Grey Advertising Agency(NY); Acct Superv- Herbert D. Strauss; Acct Exec- Roger Saypol; Agcy Superv- Al Hollender. § Pkgr- Louis G. Cowan, Inc., in assoc with Mark Goodson(NY); Exec Prod- Steve Carlin(Cowan); Prod & Dir- Joe Cates(Cowan); Music Dir- Harry Salter. § Bert Parks is host and m.c. for this returning musical quiz, in which studio contestants are teamed with at home viewers in attempting to identify mystery melodies and win cash prizes, including a cumulative jackpot. The program replaces the second half of Soldier Parade (last show, Sept 8) in this time spot. Replacement for first half hour not set. Stop the Music was seen last season on Tuesdays, 10:30-11pm.

ABC- 9:30-10pm EDT; NET DEBUT & CHANGE; Down You Go; from WABC-TV(NY), 13 stations live, more to be added. § Alternate Week Sponsors- 1) Western Union Telegraph Co thru Albert Frank-Guenther Law, Inc(NY); Acct Exec- Jeff Greene; Agcy Superv- Robert W. Day; Comm Anncr- Richard Stark (live and film). 2) Procter & Gamble Co (Shasta) and Whitehall Pharmacal Co (Anacin & Neet), both thru Biow-Beirn-Toigo, Inc(NY); Acct Execs- Dan Rodgers(Whitehall), Chuck Standard(Shasta); Agcy Superv- Jerome Stolzoff(Shasta); Comm Superv- Bob Roberts. § Pkgr- Louis G. Cowan, Inc(NY); Exec Prod- Steve Carlin; Prod & Creator- Polly Cowan; Assoc Prod- Joseph L. Stuhl; Dir- Jack Sameth; Set Design- Norman Davidson. § Bergen Evans moderates this panel quiz based on the old parlor game of "Hangman" or "Hang the Butcher". The program made its net debut over the Du Mont net on April 30, 1951; thru May 20, 1955; then switched to CBS June 11, 1955, until Sept 3, 1955. Anchor man Fran Coughlin continues with the panel, the only one remaining from the original program; other panel regulars on the new program are John Kieran, Jr., Katherine Copeland and Shirl Stern. The program replaces a net sustaining film series in this time spot.

Saturday(17)

ABC- 10-10:30pm EDT; DEBUT; Tomorrow's Careers; from WAAM(Balt), to the net. § Sustaining, public service. § Pkgr- John Hopkins University, with WAAM & the ABC-TV net; Prod- Lynn Poole(JH); Assoc Prods- Robert Fenwick, John Lockwood (both JH); Dirs- Kenneth Calfee, Herbert B. Cahan(WAAM); Art Dir- Barry Mansfield (WAAM). § Program highlighting the various new and different careers open to young people; with Lynn Poole as moderator for discussions with people in those fields who are guests; and Ted Jaffee as narrator. The program is a new version of Tomorrow, previously seen over ABC-TV earlier this year. The program replaces a net sustaining film series in this time spot.

NBC- 3:15-6pm EDT; RETURN; NCAA Football (Color and b 7 w); from various stations and various cities weekly; different totals of stations, national and regional. § Sponsors- General Cigar Co, Inc. thru Young & Rubicam, Inc(NY); Schick, Inc., thru Kenyon & Eckhardt, Inc(NY); Avco Manufacturing Corp thru Earle Ludgin & Co(Chi). § Pkgr & Prod- NBC Sports Dept(NY). § National telecasts of eight NCAA football games (four in color; Sept 17, Oct 15, Oct 29, Nov 26), plus five Eastern games on a regional basis to be seen only in NCAA Districts 1 and 2. The NCAA telecasts return to NBC for the fourth year (seen over ABC during 1954). Commentators for the games will be NBC's Lindsey Nelson and Harold (Red) Grange. Each game will be preceded by a 15-minute Press Box Preview, currently sustaining and followed by the 15-minute NCAA Football Scoreboard, with commentators Russ Hodges and Bob Cooke. The latter program is sponsored by Dow Chemical Co thru MacManus, John & Adams, Inc. The programs are all in open net time.

THIS WEEK(Cont'd)

Saturday(17)

NBC- 7-8pm EDT; DEBUT; The Perry Como Show; from WRCA-TV(NY), 64 stations live, 11 line. § Alternate Week 20-minute Segment Sponsors- 1) Armour & Co (Canned Meats) thru Tatham-Laird, Inc(Chi); alternating weekly with a sustaining segment (only one unsold). 2) Dormeyer Corp (Small Appliances) thru John Shaw Advertising(Chi); alternating weekly with International Cellucotton Products (Kleenex) thru Foote, Cone & Belding(Chi); Acct Execs- W. M. Heymann, H. W. Clements. 3) Noxzema Chemical Co (Skin Cream, Shave Cream) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Mrs. Mary Ayres; Agcy Superv- Philip Cohen; Tv Superv- Corey Allen; alternating weekly with Gold Seal Co (Glass Wax) thru Campbell-Mithun, Inc(Minn). § Pkgr- NBC-TV(NY); Exec Prod- George McGarrett(NBC); Prod- Lee Cooley; Assoc Prod- Henry Howard; Dir- Grey Lockwood; Music Dir- Mitchell Ayres; Choreog- Louis DaFron; Sets- Don Shirley; Costumes- Jane Burroughs; Writers- Goodman Ace (chief), Jay Burton, Mort Green, George Foster; Prog Anncr- Frank Gallop. § Perry Como stars in a new musical-variety show, utilizing 20-minute "scenes" with guest stars, comedy, dancing and music; with the Ray Charles singers as weekly regulars; backed by Mitchell Ayres and the orchestra. Program will use top guest stars weekly and also well-known "names" as unannounced walk-ons. Program replaces The Soldiers (last show, Sept 3, see page 101), 8-8:30pm, and The Dunninger Show (last show Sept 10), 8:30-9pm.

Sunday(18)

ABC- 7:30-9pm EDT; DEBUT; Famous Film Festival; from WABC-TV(NY), no. of stations indefinite. § Network participations (1 min each). § Pkgr- ABC-TV(NY). § Weekly showings of a group of 20 outstanding British-made motion pictures acquired by ABC from General Film Distributors, Ltd., a Rank Group affiliate, and Fine Arts Enterprises, Inc. Allyn Edwards is host for the film showings. The program replaces Hollywood Backstage (last show, Sept 11; see Search for Beauty, page 103), 7:30-8pm, and net sustaining film series, 8-9pm.

NBC- 2-2:30pm EDT; RETURN; American Inventory; from WRCA-TV(NY), to the net. § Sustaining, public service. § Pkgr- Teleprograms, Inc (under a grant from Alfred P. Sloan Foundation); Exec Dir of Teleprograms & Prod- Robert Wald; Assoc Prod- Hal Thompson; Dir- Edward King; Script Ed- Howard Richardson; Casting- Martin Begley(NBC, NY). § Drama presentations of problems of people in business and industry, in scientific research, in agriculture and in daily community life. Program returns from hiatus. It originally debuted over NBC, July 1, 1951.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Talent Varieties (Tue, 10-10:30pm EDT) New time effective Sept 13 (ignore last show note at end of Warner Bros. Presents on page 104). In its new spot the midwestern talent program replaces The Name's the Same, which moves to Friday, 10-10:30pm EDT, effective Sept 16.

CBS- Robert Q. Lewis (Mon thru Fri, 2-2:30pm EDT) Irving Mansfield becomes producer, effective Sept 12, replacing Al Span. John Ball is now production co-ordinator.

DuM- Studio 57 (Tue, 8:30-9pm EDT) Last show Sept 6. Film series is now national spot on various stations. The Du Mont net, except for its special sports programs, is now a two-station, o-and-o network with WABD(NY) & WTTG(Wash).

NBC- Howdy Doody (Mon thru Fri, 5:30-6pm EDT) Program is presented regularly in color as well as black & white, effective Sept 12. Cast now includes Bob Smith, with a variety of old and new characters; Alene Dalton, "The Story Princess" and Lowell Thomas, Jr., with travel films. CURRENT PRODUCTION STAFF: Exec Prod- Roger Muir; Prod- Rob Rippen; Assoc Prod- Bob Hultgren; Alt Dirs- Robert Hopkins, Jack Petry; Music- Bobby Nicholson; Writers- Howard Davis (chief), with William Gilbert, Jack Weinstock, others.

OTHER NET CHANGES(Cont'd)

NBC- The Big Story (Fri, 9-9:30pm EDT) ADD: Alternate Week Sponsor- Simoniz Co (Simoniz, Bodysheen, Non-Scuff, HiLite, other waxes and cleaners) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Clemens F. Hathaway; Agcy Superv- Jim Hayes. HiLite thru Tatham-Laird, Inc(Chi). § ADD: Ben Grauer as editor-host for the program.

Colgate Variety Hour (Sun, 8-9pm EDT, 3 Sundays of every 4) Bob Finkel named director and co-producer (with Max Siegel), effective Sept 18. Ernest D. Glucksmann is producer for all appearances by Dean Martin and Jerry Lewis on the program, with Finkel as stager and director.

Captain Gallant of the Foreign Legion (Sun, 5:30-6pm EDT) New series of films starts Sept 11; re-runs of previous films have been seen during the summer, July 3-Sept 4. The new group were produced at the same time as the original films in the series which debuted Feb 13, 1955.

The Life of Riley (Fri, 8:30-9pm EDT) New series of films starts Sept 16; re-runs of previous films have been seen during the summer, June 17-Sept 9. The new episodes include a new pair of neighbors, portrayed by George O'Hanlon and Florence Sundstrom, succeeding Tom D'Andrea and Gloria Blondell as regulars.

It's a Great Life (Sun, 7-7:30pm EDT) New day and time, effective Sept 18. In its new spot the program replaces People Are Funny, which moves to Saturday, 9-9:30pm, effective Sept 24. In its new spot, People Are Funny replaces Musical Chairs (last show, Sept 17).

Big Town (Tue, 10:30-11pm EDT) New day and time, effective Sept 20. In its new spot the program replaces It's a Great Life (see preceding listing). Big Town has been seen network, Wednesday, 10:30-11pm, and has been seen locally in NY and LA, Mondays, 10:30-11pm.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7)- The Other Side of the Set; DEBUT Sept 10; Sat, 6:30-7pm EDT. Sustaining. Pkgr & Prod- Lester Lewis Associates(NY). Harriet Van Horne, N. Y. World Telegram & Sun radio-TV columnist, interviews name personalities and people from the technical side of television. Each show includes interviews with the stars and technicians of a different television program each week.

WABC-TV - Tinker's Workshop; CHANGE Sept 12; Mon thru Fri, 7:30-9am EDT. Added time; the program was previously seen 8-9am. Henry Burbig became Tinker the Toymaker, effective Sept 5, replacing Bob Keeshan, who originated the role.

WABD(Ch 5) - Muscular Dystrophy Telethon; Sept 10 & 11; Sat, 10pm-Sun, 5pm EDT. New York Prod- Al Hollander; Dir- Barry Shear; Asst Dir- Jim Saunders. § George Jessel presents a revue with stars from every phase of New York show business, to help raise funds for Muscular Dystrophy.

WPTZ(Ch 3) - The Couple Next Door; DEBUT Sept 10; Sat, 11:30-11:45pm. Sustaining. Philadelphia Pkgr & Prod- WPTZ. Musical variety program with a story line, featuring Lynne Barrett and Charlie Dobson. The program is a grownup version of The Girl Next Door, a WPTZ program of several years ago. In the past Charlie was Lynne's best boyfriend. In the new series they have just been married and scenes take place in their new home.

TALENT SHOWSHEET SEPTEMBER 12-18, 1955  
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Most of the shows on Sept. 9, 10, 11 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, Sept. 16. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer(S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below but are available and may be requested at any time. Currently in network re-runs and omitted from the listings below are: Roy Rogers, Kodak Request Performance, Captain Midnight, It's a Great Life, Spotlight Playhouse, General Electric Theatre, Stage 7, Ray Milland, Ford, Bob Cummings, Topper, Halls of Ivy, T Men in Action, TV Reader's Digest, etc.

FRIDAY SEPTEMBER 9  
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Science Fiction Theatre WRCA-TV 7pm  
 (Truman Bradley)

Barrier of Silence - with Adolphe Menjou; (SW & SD)

SATURDAY SEPTEMBER 10  
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Ramar of the Jungle WPIX 7:00pm  
 (Jon Hall)

Call To Danger - with regulars Jon Hall, Ray Montgomery, & Marjorie Lord, House Peters, Jr., Myron Healey, Nick Stewart, Frank Richards, James Edwards, Louise Franklin; (SD)  
 (PREMIERE NEW FALL SERIES)

Damon Runyon Theatre CBS 10:30pm  
 (Donald Woods)

re-runs of previous films on Sept. 3, 10, 17

SUNDAY SEPTEMBER 11  
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LAMP UNTO MY FEET CBS 10am  
 (Dr. Lyman Bryson)

Incident - (O) by Milton Wayne; with Tonio Selwart, Nancy Marchand, Eva Stern, Paul Sparer; (SD) by Herbert Kenwith.

Captain Gallant of the Foreign Legion NBC 5:30pm

Lady from Zagora - regulars Buster Crabbe, Cullen Crabbe, Fuzzy Knight & Danielle Godet, Daniel Le Courtois, Duncan Elliot, Fred Fisher; (SW) by Gene Levitt; (SD) by Jean Yarbrough (FALL PREMIERE)

Lassie CBS 7pm

with regulars Tommy Rettig, Jan Clayton, George Cleveland; (SD) by Oscar Rudolph; (other information not available at press time)

Private Secretary CBS 7:30pm  
 (Ann Sothern)

Oh, Oh, Suzette - with regulars Ann Sothern, Don Porter, Ann Tyrell; (SD) (PREMIERE OF NEW FALL SERIES)

GOODYEAR TELEVISION PLAYHOUSE NBC 9:30pm

Suit Yourself - (O) by Jim Fritzell; with Eddie Bracken, Alan Hewitt, Kenny Delmar, Kay Lyden, Joey Fallon, Dicky Belton, Robert Lieb, Johnny Studer; (SD) by Jack Smight (½HR, TODAY ONLY)

Studio 57 WPIX 10pm

One Kiss Too Many - (O) by Lawrence Kimble; with James Milligan, Rita Lynn, Joel Ashley, Rod Williams, Jan Arvan, Victor Millan; Directed by Herschel Daugherty (STATION PREMIERE)

MONDAY SEPTEMBER 12  
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Superman WRCA-TV 6pm  
 (George Reeves)

The Magic Necklace - with regulars; (SW & SD)

Sherlock Holmes WRCA-TV 7pm  
 (Ronald Howard)

The Case of The Diamond Tooth - (O) by Charles Early; with regulars & Charles Brodie, Robert Cunningham, David Oxley, Suzanne Avon, Michael Kurland; (SD)

CAESAR PRESENTS NBC 8pm  
 (Phil Foster)

regulars only; (SW & SD)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30

Shirley Carter (S), India Adams (S), Gabe Solow Quartet (M)

MONDAY SEPTEMBER 12 (Cont'd)

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|                                             |              |                                                                                                                                                                                                                       |
|---------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| VOICE OF FIRESTONE                          | ABC 8:30pm   | Thomas L. Thomas (S)                                                                                                                                                                                                  |
| Medic<br>(Richard Boone)                    | NBC 9pm      | Walk With Lions - with John Saxon, Jacqueline May, Nesdon Booth, George Stone, Henry Brier, Bart Burns, Don Freed, Barbara West; (SW & SD)                                                                            |
| Those Whiting Girls<br>(Margaret & Barbara) | CBS 9pm      | regulars & Beverly Long, Fred Myrow, Roy Roberts; (SW & SD)                                                                                                                                                           |
| ETHEL AND ALBERT                            | CBS 9:30pm   | regulars & Maurice Wells, Wayne Howell; (SW & SD)                                                                                                                                                                     |
| ROBERT MONTGOMERY<br>PRESENTS               | NBC 9:30pm   | Woman in the Window - (O) by Nunnally Johnson; (A) by Doria Follitt; with Robert Preston, Maria Riva, Ed Binns, Jacques Aubuchon, Philip Coolidge, Frank Schofield, Ralph Roberts, Elmer Lehr; (SD) by Perry Lafferty |
| STUDIO ONE<br>SUMMER THEATRE                | CBS 10pm     | The Pit - (O) by Charles S. Gardner; with Robert Simon, William Smithers, Olive Deering, Isabel Price, Fred Herrick, Jane Reese; (SD) by Paul Stanley                                                                 |
| Eddie Cantor                                | WABC-TV 10pm | The Hypochondriac - with Virginia Field; (SW & SD)                                                                                                                                                                    |

TUESDAY SEPTEMBER 13

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|                                         |             |                                                                                                                                                                                                              |
|-----------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Steve Donovan<br>(Douglas Kennedy)      | WRCA-TV 6pm | Outlaw Actor - (O) by Robert Schaefer & Eric Freiwald; with regulars & Don Haggerty, Denver Pyle, Edith Angold, Paul Keast, Pitt Herbert (SD) by Charles D. Livingstone                                      |
| Warner Brothers Presents<br>(Gig Young) | ABC 7:30pm  | Kings Row - with Jack Kelly, Nan Leslie, Lillian Bronson, Robert Horton, Victor Jory, Peggy Webber; (SW), (SD) by Paul Stewart (PREMIERE)                                                                    |
| DINAH SHORE SHOW                        | NBC 7:30pm  | Dinah Shore, Skylarks, regulars; (SD) by Bob Banner                                                                                                                                                          |
| Wyatt Earp<br>(Hugh O'Brian)            | ABC 8:30pm  | Mr. Earp Meets a Lady - with regulars; (SW) by Frederick Hazlitt Brennan; (SD) by Lewis R. Foster                                                                                                            |
| ARTHUR MURRAY<br>PARTY                  | NBC 8:30pm  | regulars with Joe E. Lewis (C), Jane Dulo (C,S), Lillian Briggs (S), Jeff Clark (S), Jack Norton (C)                                                                                                         |
| MUSIC '55<br>(Stan Kenton)              | CBS 8:30pm  | Norman Granz' "Jazz at the Philharmonic" with Dizzy Gillespie (M), Buddy Rich (M), Flip Phillips (M), Ray Brown (M), Oscar Peterson (M), Roy Eldridge (M), Herb Ellis (M), Don Abney (M) Ella Fitzgerald (S) |
| Jane Wyman's<br>Fireside Theater        | NBC 9pm     | The Director- (O) by Rod Serling; starring Jack Carson (SD)                                                                                                                                                  |
| The Danny Thomas<br>Show                | ABC 9pm     | Davy Crockett - (O) by Mac Benoff; with Danny Thomas, Jean Hagen, Sherry Jackson, Rusty Hamer regulars; (SD) by Sheldon Leonard (FALL PREMIERE)                                                              |

WEDNESDAY SEPTEMBER 14

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| ARTHUR GODFREY & FRIENDS            | CBS 8pm    | (FALL PREMIERE) no information available at press time                                                                                                 |
| Father Knows Best<br>(Robert Young) | NBC 8:30pm | A Lesson in Civics - with regulars & James Todd, Land Bradford, Ken Hardison; (SW & SD)                                                                |
| The Millionaire<br>(Marvin Miller)  | CBS 9pm    | The Story of Uncle Robby - with Percy Helton, Barbara Bates, John Bryant; (SD)                                                                         |
| KRAFT TELEVISION<br>THEATRE         | NBC 9pm    | It's Only Money - (O) by Judith Parrish; with Henry Jones, Peter Turgeon, Lois Bolton, John McGiver, George Ives, Parker McCormick, Brett Somers; (SD) |
| UNITED STATES STEEL<br>HOUR         | CBS 10pm   | A Wind From the South - (O) by James Costigan; with Julie Harris, other information not available at press time (SD)                                   |
| Douglas Fairbanks                   | WRCA-TV    | The Milkman - (O) by Larry Marcus; with Leslie Dwyer; (SD)                                                                                             |



THURSDAY SEPTEMBER 15

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Guy Lombardo WRCA-TV June Hutton (S)

CLIMAX! CBS 8:30pm Silent Decision - (O) by Laura Z. Hobson; (A) by Adrian Spies  
(Bill Lundigan) with Francho's Tone, Betty Furness, John Baragrey, Katharine Bard; (SD) by John Frankenheimer

STAR TONIGHT ABC 9pm Long Distance - (O) by Harry W. Junkin; with Neva Patterson, Frederic Downs, Ray Bramley; (SD) by Alan Anderson

Dragnet NBC 9pm with Jack Webb & Ean Alexander regulars; (SW & SD) no other  
(Jack Webb) information available at press time (FALL PREMIERE)

FRIDAY SEPTEMBER 16

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Science Fiction Theatre WRCA-TV 7pm Negative Man - with Dane Clark, Eeverly Garland, Carl Switzer,  
(Truman Bradley) (SW & SD)

Adventures of Rin-Tin-Tin ABC 7:30pm Rin-Tin-Tin Meets Shakespeare - with regulars and Ian Keith,  
(Lee Aaker & James Brown) Myron Healey, Jesslyn Fax, Richard Avonde, Rusty Wescoatt, Hugh Hooker; (SW) by D. Heyes and D. Robinson; (SD) by Robert G. Walker

Soldiers of Fortune WABC 8pm Lady and the Lion - (O) by Otis Adelbert Kline; (A) by Lawrence  
(John Russell & Chick Chandler) Kimble; with regulars and Beverly Garland, Edna Skinner, Herbert Patterson, Paul Bryar, William Forrest; (SD) by John English

The Life of Riley NBC 8:30pm Letter of Introduction - with regulars William Bendix, George  
(William Bendix) O'Hanlon, Florence Sundstrom, Eugene Sanders, Wesley Morgan, Marjorie Reynolds; (SW) by Roland Mac Lane & Dick Conway; (SD) by Abby Berlin (FALL PREMIERE)

Schlitz Playhouse CBS 9pm Wild Call - (O) by Gordon Gaskill; (A) by Norman Feilly Raine;  
with J. Carroll Naish, Herb Vigran, Ross Elliott, Ray Teal, Bill Leicester, Barry McCollum, Joe Haworth, Katherine Warren, George Eldredge; (SD) by Roy Kellino

THE BIG STORY NBC 9pm Bus Bergen, Cleveland (Ohio) Press - (O) by Gail Ingram; with  
(Ben Grauer) Carl Frank; (SD)

The Wise ABC 9:30 Death Mask - with Wanda Hudson, Richard Malinas  
(Ron Randell)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY SEPTEMBER 15 THRU FRIDAY SEPTEMBER 16

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THE GEORGE SKINNER SHOW WCBS 9am M thru F - Bob Eberly substitutes for vacationing singer  
Tommy Furtado

GARRY MOORE CBS 10am Tu - Jay Marshall (C); F - The Mello Larks (S)

Stories of the Century (Jim Davis) WCBS-TV 5pm Sat 9/17 - Frank and Jesse James - (O) by Maurice Tombragel;  
with regulars & Lee Van CleeF (SD)

UPBEAT! CBS 7:45 Polly Bergen (S) Tue & Thu

JULIUS LAROSA CBS 7:45 F(9/16) - Bette Chappell (S)

SATURDAY SEPTEMBER 17

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Tales of the Texas Rangers CBS 11:30am Shorty Sees The Light - (O) by Paul Gangelin; with regulars  
& Kim Charney, Stanley Andrews, Zon Murray, Michael Granger, Lester Dorr; (SD)

Ramar of the Jungle WPIX 7pm Blind Peril - regulars with Marjorie Lord, House Peters, Jr.,  
(Jon Hall) Myron Healey, Louise Franklin, Nick Stewart, Frank Richards, James Edwards; (SD) & (SD)

THE PERRY COMO SHOW NBC 8pm with Rosemary Clooney (S), Frankie Laine (S), Leo De Lyon (C),  
Dave Barry (C), Marion Lorne (C); (SW) by Goodman Ace; (SD)  
(PREMIERE)