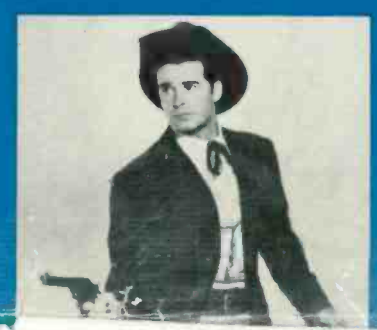
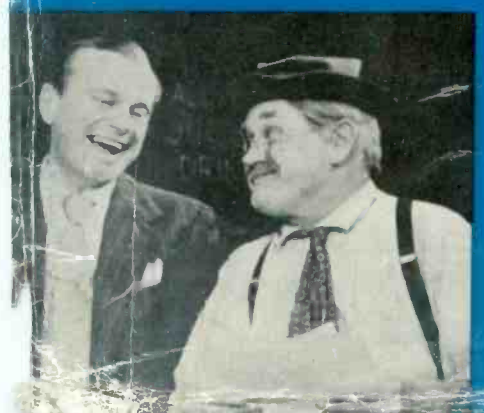
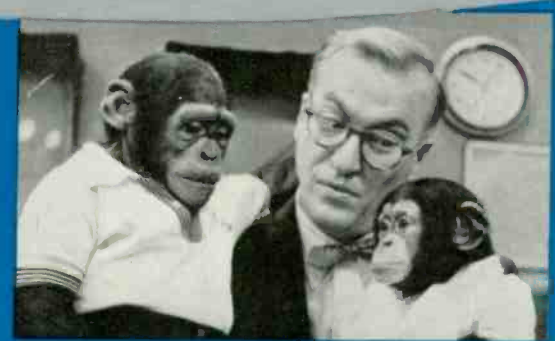


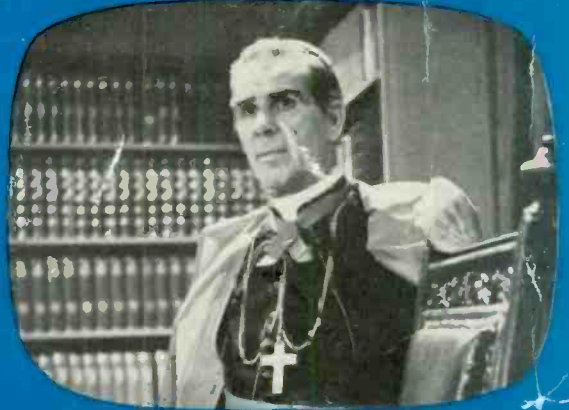
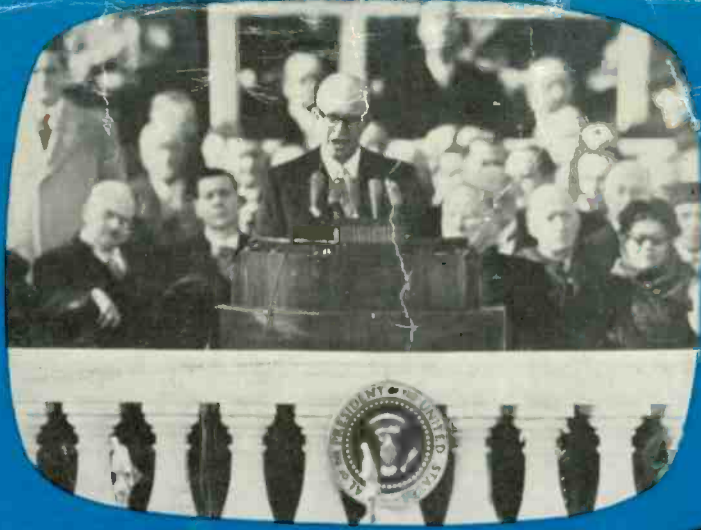


A Pictorial History of

Television

by Daniel Blum





A PICTORIAL HISTORY OF TELEVISION

By

Daniel Blum

The first pictorial record of the wonderful world of television from its inception to Mary Martin's astounding double triumph on Easter Sunday, 1959. In thousands of exhilarating and nostalgic photographs it re-creates the famous TV firsts: Milton Berle as Mr. Television; baseball's Brooklyn Dodgers vs. the Cincinnati Reds at Ebbett's Field; scene from Broadway's *Susan and God* with Gertrude Lawrence; the 1940 Republican National Convention in Philadelphia; Truman's 1949 inauguration; the Louis-Conn World's Heavyweight boxing championship match at Yankee Stadium—and hundreds of other highlights of the TV world since. All the important TV stars, programs, and events parade before you again in this gigantic book: Imogene Coca, Sid Caesar, Kukla, Fran and Ollie, Ed Sullivan, Perry Como, I Love Lucy, Wrestling, Dinah Shore, Molly Goldberg, Ozzie and Harriet, What's My Line, Jackie Gleason, Dave Garroway, Lawrence Welk, Hopalong Cassidy, Faye Emerson, Arthur Godfrey, Howdy Doody, Arlene Francis, Burns and Allen, This Is Your Life, Bob Hope, Jack Paar, I Remember Mama, Maverick, Omnibus, Person to Person, Garry Moore, The Loretta Young Show, Groucho Marx, Dragnet, Bishop Sheen, Red Skelton, Martin and Lewis, Sergeant Bilko, Wagon Train, Martha Raye, Shari Lewis, Steve Allen, Jack Benny, Firestone, Bing Crosby, Danny Thomas, Ernie Ford, Walt Disney, George Gobel, Father Knows Best, Playhouse 90, Hallmark Hall of Fame, and hundreds of others will help you relive wonderful moments of television.

All the brilliant figures from the arts pictured in their television debuts will fascinate you. Helen Hayes, The Lunts, Tebaldi, Chevalier, Laurence Olivier, Markova, Eglevsky, Katharine Cornell, Maurice Evans, Julie Harris, Judith Anderson, Sophie Tucker, Callas, Ed Wynn, Noel Coward, Gertrude Lawrence, Toscanini, Fritzi Scheff, Victor Moore, Ethel Barrymore, Tallulah Bankhead, Mario Del Monaco, Eddie Cantor, Billie Burke, Leonard Bernstein, Marion Anderson, Grandma Moses, Jimmy Durante, Ethel Waters, Artur Rubinstein are just a few of the greats that you will meet in the pages of this book.

Here, for the first time, is a magnificent volume which covers the complete panorama of television: entertainment, discussion panels, world-shaking events, and distinguished personalities from the world of stage, screen, radio, sports, music, religion, education, newscasters, government, politics, and people-in-the-news of the day. Everyone who owns a television set will want to own this book.



DANIEL BLUM, editor of those two well-known yearbooks, THEATRE WORLD and SCREEN WORLD, was born in Chicago, Illinois. He attended Shakespeare Grammar School in that city and his prep schooling was at Howe School, Howe, Indiana. From there he went to the Wharton School of the University of Pennsylvania.

Mr. Blum's early years were spent going to the theatre and keeping scrapbooks on the theatre. Today, as a result of his childhood hobby, he owns one of the finest private theatrical collections in the country. Besides photographs, programs, and clippings of everyone of importance in the theatre, he also owns the now famous collection of theatre portrait dolls made for him exclusively by Mary Green, a New York artist.

While Mr. Blum is probably one of the most stage-struck people in the land, he has never had any desire to act. He has produced an operetta, *Bambina*, on the West Coast, directed a season at the Barter Theatre in Abingdon, Virginia, and was an assistant stage manager for the New York production of *Sons and Soldiers*.

His love for and devotion to the theatre have dominated Mr. Blum's life, and many of the theatre's greats, past and present, are his personal friends. He takes a keen interest in young upcoming players and encourages and helps them to success. An inveterate playgoer, he has seen all the important plays produced in this country in the past thirty-five years. With this background, he is well qualified for the extensive task of compiling this pictorial history of our TV stage.

SCREEN WORLD, Vols. 5-10

The complete pictorial and statistical record of the movie season from 1954 to 1959. Each contains more than 500 photographs, scenes from American and foreign films, complete cast lists, articles, obituaries, and a thoroughly comprehensive index.

THEATRE WORLD, Vols. 1-14

Each book illustrated with over 500 dramatic photographs of scenes and personalities of all stage productions, complete cast lists and dates, biographies of all leading actors and actresses, plus a comprehensive, easy-to-use index.

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**PICTORIAL
HISTORY
OF
TELEVISION**

by

Daniel Blum

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and

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and

T.V. GUIDE

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To
CATHERINE MARKS BAKER

— with love

46358 gift 11/72



CONTENTS

Dedication	3
Title Page Photo: Ed Sullivan	4
The Early Years	7
Comedians	15
Situation Comedies	80
Singers	113
Outstanding TV Personalities	153
Spectaculars	191
Dramatic Shows	196
Opera and Music	234
Westerns	238
Mystery, Crime and Suspense	244
Children's Programs	248
Adventure	253
Audience Participation Programs	256
Panel Shows	259
Quiz Shows	262
Women's Shows	267
Documentary	268
Interview Shows	270
News and Special Events	272
Sports	274
Movies on TV	276
Commercials	277
Complete Index	279



Announcer Ray Forrest in front of early television camera. The upper lens is view finder, the lower is the image-lens. Below lens are two signal cue lights. When green flashes Ray's on the air. When they don't flash, he's off. Overhead is microphone.



First baseball game ever televised was Princeton-Columbia at Baker Field, N.Y.C. on May 17, 1939 by NBC



First football game covered by television was Fordham-Waynesburg in N.Y.C. Sept. 30, 1939



Gen. David Sarnoff, then president of RCA dedicates RCA building at New York World's Fair 1939



President Franklin Delano Roosevelt, formally opening the N. Y. World's Fair, was telecast April 30, 1939

"THE EARLY YEARS"

Television the medium that was to revolutionize America's entertainment habits can trace its roots to the discovery of selenium in 1817 by the Swedish scientist, Baron Berzelius. From this discovery, new ones were made; Thomas Edison invented a way to make an electric current pass through space from a burning filament to an adjacent metal plate and two Frenchmen, Rignoux and Fouriner transmitted a crude moving image over wires in 1906. It wasn't till 1923 that television began to take shape when Dr. Vladimir Zworykin patented the "Iconoscope" which was an all-electronic scanning process which is now universally used. In 1929, RCA demonstrated an all electronic television receiver using a screen tube. On July 30, 1930, RCA began to operate W2XBS, the pioneer experimental television station in New York. On July 21, 1931, CBS inaugurated the first regular schedule of TV broadcasting in the country. Mayor Jimmy Walker officiated at this telecast. The Columbia Television Girl: Natalie Towers was introduced. This first television broadcast featured Kate Smith singing, "When the Moon Comes Over the Mountain"; George Gershwin playing, "Lisa"; the Boswell Sisters sang "Heebie-Jeebie Blues"; Henry Burbig presented a comic specialty, "Little Red Riding Hood"; Helen Gilligan and Milton Watson sang current musical comedy favorites. Before the end of 1931, CBS president, William S. Paley, announced that CBS television "is on the air seven hours daily, seven days a week." In March of 1931, Dr. Allen Du Mont and Dr. Lee DeForest, the father of radio presented sight and sound on the air. They presented Henry Irvine, "River of Doubt"; exploring with Teddy Roosevelt; a piano recital by Collier Elliott; experiments with vacuum tubes with Dr. Du Mont and an episode with explorer Richard Byrd. In 1932, CBS Television reported on the presidential elections. They reported and presented charts and tabulations of the votes for Franklin Roosevelt and Herbert Hoover. At this time, estimates revealed that there were 7,500 television sets in metro-

(Continued on page 9)



Jarmila Novotna appeared on Bell Telephone TV demonstration 1945



Doodles Weaver on "Hour Glass" NBC 1946



Television coverage of the opening of the New York World's Fair by President Roosevelt in 1939 marked the start of big-scale regular video programming



Anton Dolin and Alicia Markova demonstrate ballet on early NBC program



Irvin S. Cobb, famous author and NBC broadcaster, faces Iconoscope camera in 1937 experimental program



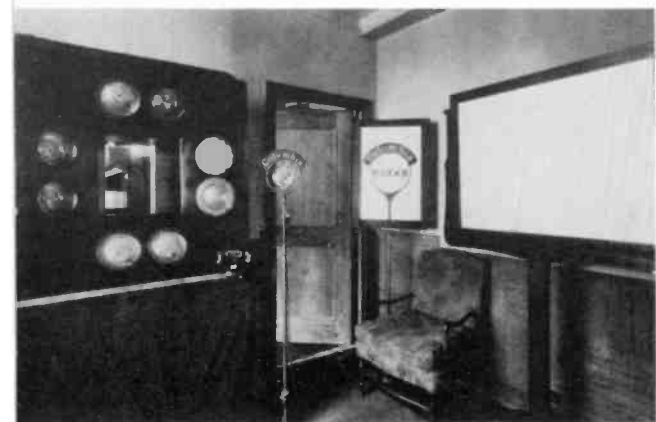
Imogene Coca and Hiram Sherman NBC TV show Sept. 19, 1939



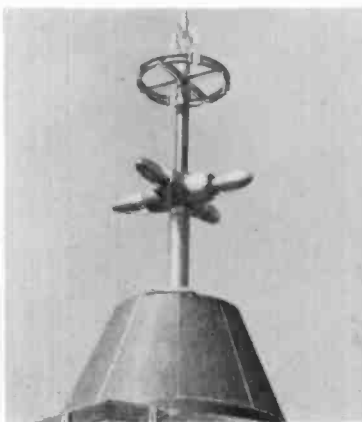
Gertrude Lawrence, Paul McGrath in scene from "Susan and God" NBC telecast from RCA building on July 7, 1938



Experimental television is being received in the homes of a small group of engineers. The receiver set is about the size of a console radio NBC 1937



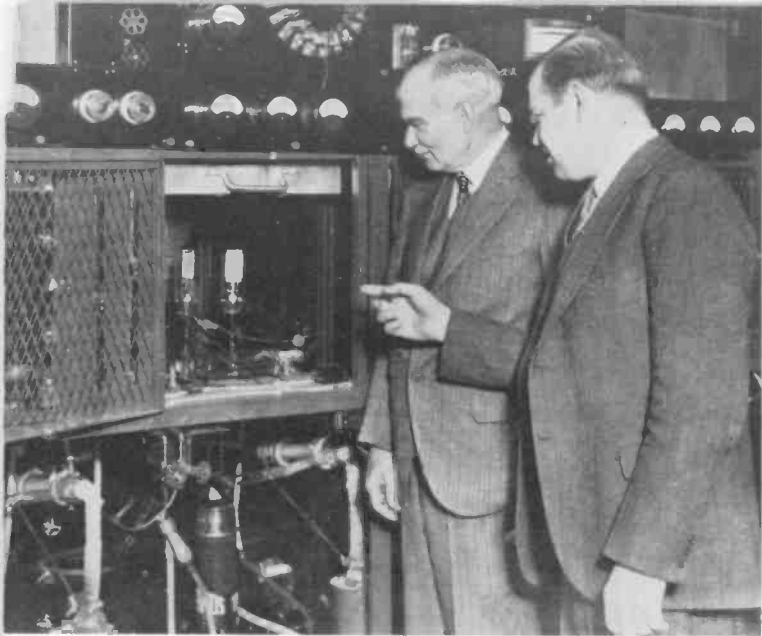
CBS Studio - 1931



Model of early TV antenna 1938



E. K. Cohan, director William S. Paley then President of CBS, H. V. Akerberg and G. Stanley McAllister, engineers, discussing network's TV plans in 1930



Dr. Lee De Forest, radio pioneer and inventor of audio tube and Dr. Allen B. Du Mont, TV pioneer, at work in N. J. lab. — 1930



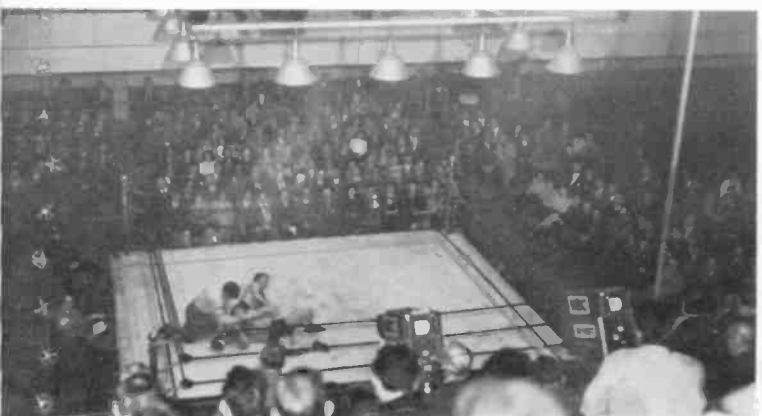
Television covered John Warde suicide in New York City July 26, 1938



Announcement of telecast of N. Y. opening of "Gone With The Wind" at Capitol Theatre 1939

politan New York. The figure is startling when a survey revealed an equal number in 1946. The number of sets wasn't the most important consideration at this state in the development of television. However, the technical progress and constant experimentation was. In 1931, RCA-NBC selected the Empire State Building as the site for their TV transmitter and in 1936 large scale field tests were initiated from Camden, New Jersey. In 1937, CBS set their transmitter atop the Chrysler Building and established its TV program center in the Grand Central Terminal Building. On February 17, 1939, Du Mont was granted an experimental license and began experimental operations from Passaic, New Jersey on station W2XWT immediately. Dr. Du Mont constructed his first plant here. In 1938, NBC conducted the first sidewalk interviews with passers-by in Rockefeller Plaza and on June 7th of that year, they presented Gertrude Lawrence in scenes from the Broadway play, "Susan and God" telecast from the RCA Building. ABC, CBS, and Du Mont continued to experiment and perfect television broadcasting. In 1939, NBC introduced television as a service to the public at the opening ceremonies of the New York World's Fair, featuring Franklin D. Roosevelt who was the first Chief Executive to be seen on television. The same year, (Aug. 26th) NBC telecast the first major league baseball game: The Brooklyn Dodgers vs. the Cincinnati Reds at Ebbets Field. On June 10, 1939, the King and Queen of England were televised from the World's Fair and on September 30th, the first college football game: Fordham vs. Waynesburg was televised. The New York opening of "Gone with the Wind" was telecast. Dramas: "Mamba's Daughters"; "Stage Door"; Thornton Wilder's "Happy Journey"; "The Valiant"; Comedies: "Brother Rat"; "Three Men on a Horse"; and "Dulcy" were presented. In 1940, NBC telecast, "The Long Christmas Dinner"; "Ethan Frome"; "Burlesque"; "The Farmer Takes a Wife"; "The Golden Gloves Finals"; "Television Goes to the Circus"; the Army Day Parade and baseball, football and wrestling matches. The first color broadcast in history was from the CBS transmitter on the Chrysler Building on August 27, 1940. The CBS color process was demonstrated to the FCC and to the press for three months in 1940. On July 1, 1941, WCBW (CBS) and WNBT (NBC) became the first commercially licensed transmitters to go on the air. The first public demonstration of color TV was given by CBS on January 9,

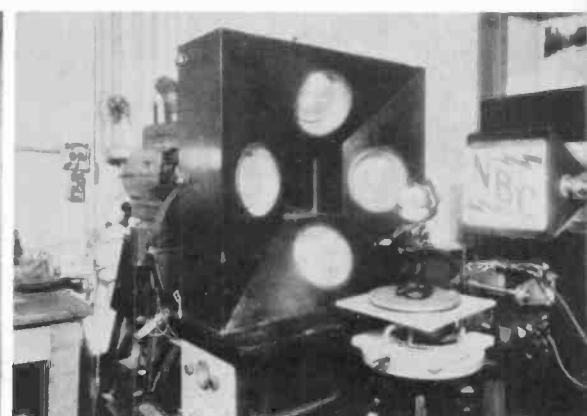
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Early Wrestling televised — 1939

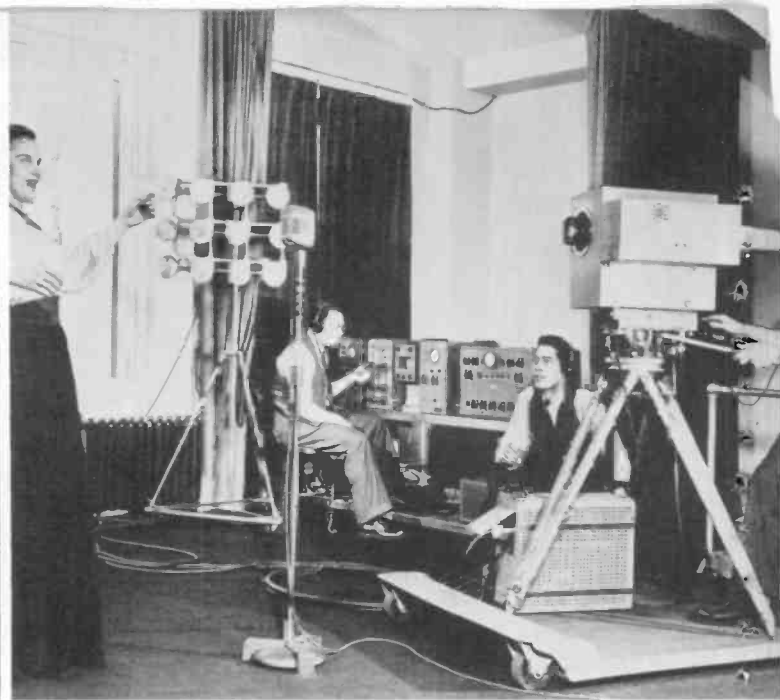


Felix the Cat was the subject of NBC's historic first experimental transmission telecast in 1930





NBC televising "Ring On Her Finger" with John Baragrey and Mary Alice Moore Oct. 1945. It was unsponsored, ran an hour and 40 minutes and was written, directed and produced by Fred Coe.



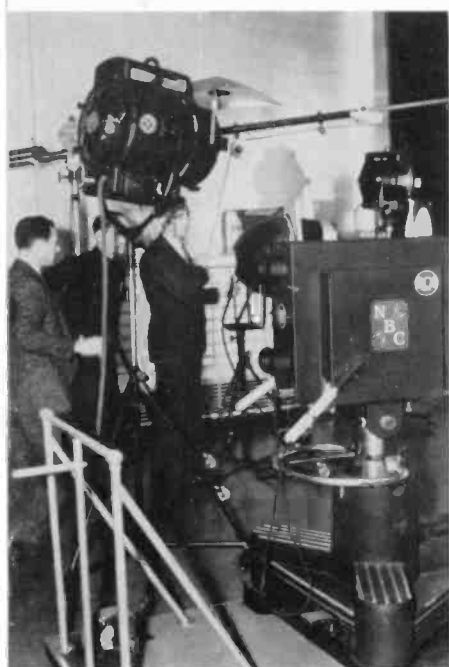
Du Mont portable equipment in use as a Studio Unit 1939

1941. On Pearl Harbor Day, December 7, 1941, CBS presented a 90-minute documentary of the attack and the nation's reaction to it. The networks began to present series on national defense, the armed services and on conservation. During 1941 and 1942, CBS sold WAR bonds with guest stars like Jack Dempsey, Dorothy McGuire, Andre Kostelanetz and others. They presented discussion shows like: "Free Trade and World Peace" and "War Nerves." The CBS music programs of the time featured stars that included Tamara, Joan Edwards and Eddie Condon. Among the classics CBS presented were: "Cinderella"; "Rip Van Winkle"; and "Treasure Island." On June 28, 1942, Du Mont went into operation in New York. As World War II began to intensify, the networks had to curtail their activities for the war effort. CBS and NBC went to war and their manpower, technical skills and equipment went into government service. The television schedule was curtailed to four hours a week. The further development of television for peace-time uses was interrupted for the duration. Mass education by television was initiated on January 23, 1942 when NBC started a "TV Training" program for air raid wardens in the New York area. Du Mont continued to broadcast through the war. The Du Mont staffs worked for the war effort by day and put the station on the air at night. It was the only TV station to maintain a regular program schedule during the war. In 1944, Du Mont became a licensed commercial station: WABD. Du Mont

(Continued on page 13)



In 1939 - television 200 miles away, 4 miles up, in an airplane flying four miles above Washington, D. C., shows images broadcast from New York City



Corner of an experimental NBC television studio 1937 with Iconoscope camera



In 1940 United Airlines plane, flying over N.Y.C. was re-photographed from a television screen at Radio City while it was being seen by both ground viewers and the plane's passengers



Corner of NBC Studio 1947 where Kraft's first production "Double Door" with John Baragrey is being televised



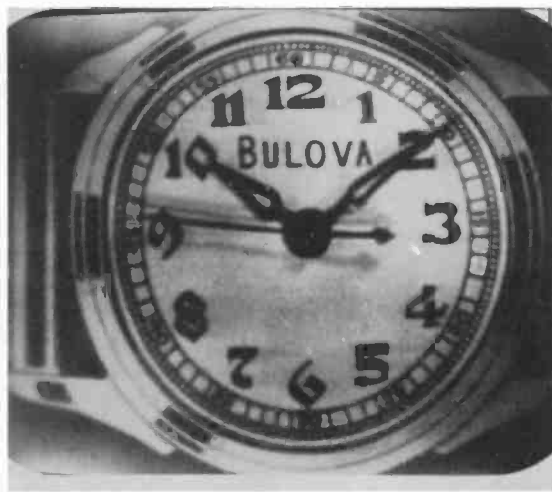
David McKay, Leo G. Carroll, Reynolds Evans, Margaret Phillips, Janet Beecher in "The Late George Apley" NBC Dec. 7, 1947



Mrs. Franklin D. Roosevelt makes TV debut with an interview over NBC's television station WNBT on V-E Day 1945



DeMarco Sisters on NBC-TV for Bell Telephone Demonstration 1945



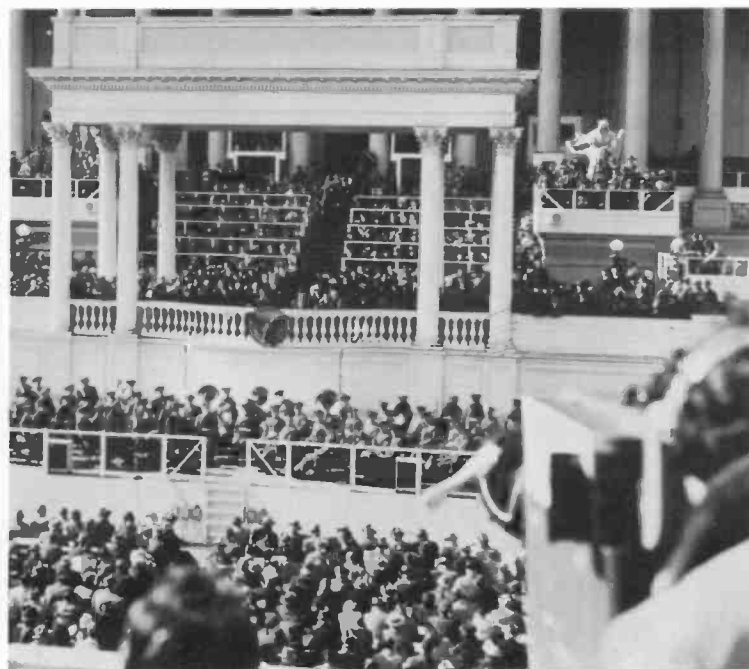
First TV commercial was Bulova Time Signal WNBT July 1, 1941



Ilona Massey entertains vets at St. Albans Naval Hospital NBC Christmas Show 1947



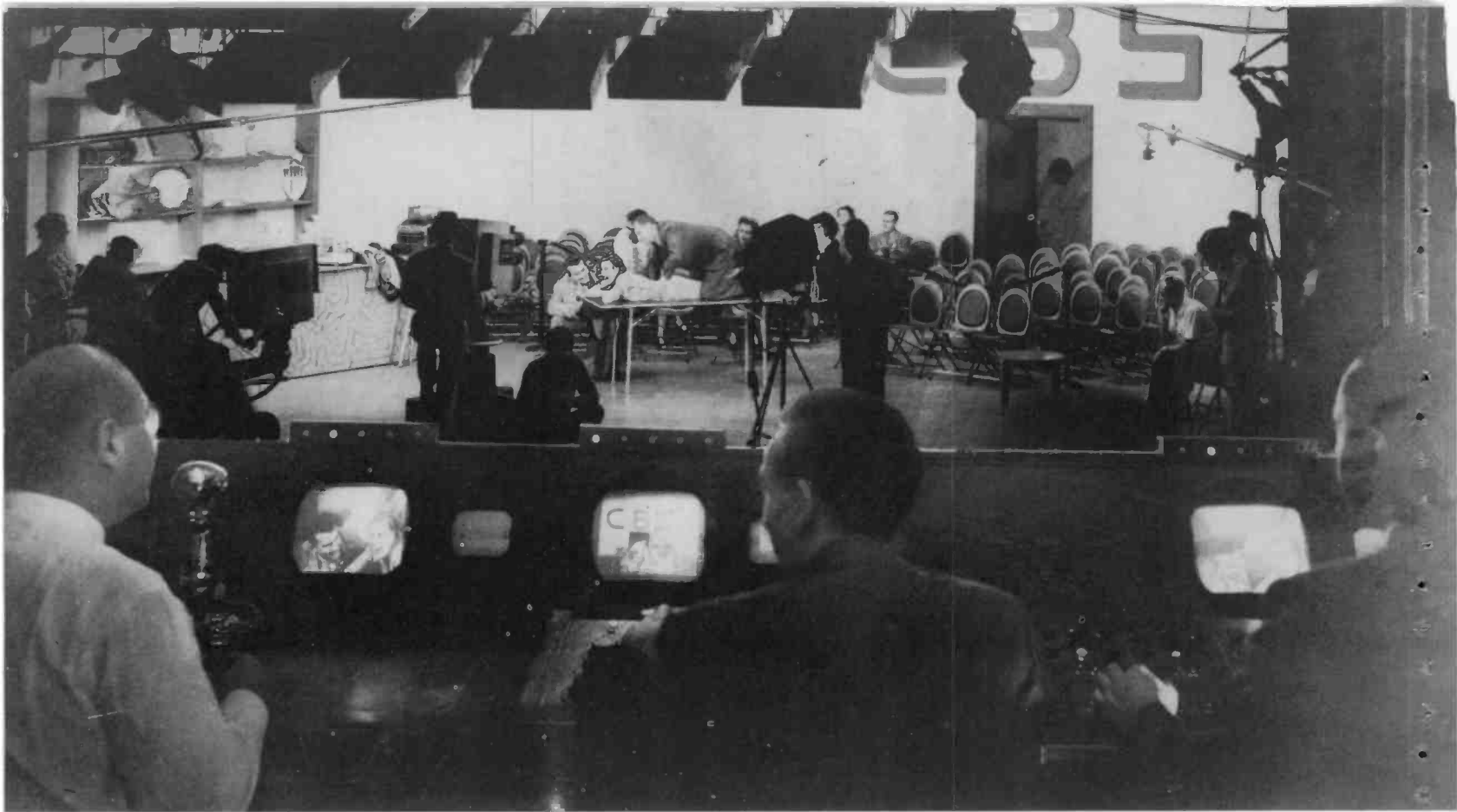
Stage manager uses red crayon to mark the places for the actors to stand



Harry S. Truman's inauguration at Washington, D. C. Jan. 20, 1949



Uta Hagen, Bramwell Fletcher in "The Curtain Rises" CBS Play 1947



"Missus Goes A Shopping" CBS TV program
Nov. 19, 1947 to Nov. 10, 1948



"There Ought To Be A Law" high school forum series
with Ed Stashoff as moderator CBS May 2, 1946



"Party Line", Variety Quiz with John Reed King
CBS Jan. 5, 1947 to Sept. 4, 1947



NBC Television was utilized to instruct Air Raid Wardens in 1942
during World War II



Dr. John Sutherland Bonnell, pastor N. Y. Fifth Avenue Presbyterian
Church and famous Westminster Choir celebrate Easter, 1940,
before TV cameras



"Blue Baby Operation" Johns Hopkins, Baltimore
NBC March 3, 1947



Tex McCrary, Bennett Cerf, S. J. Perelman, Gypsy Rose Lee on panel show, "See What You Know" CBS Feb. 13, 1946 to Oct. 24, 1946



Bill Robinson dances before NBC TV cameras 1945

presented Luise Rainer in a dramatic sketch and variety programs that featured Fred Waring and his Glee Club, Dick Haymes, Paul Winchell and Jerry Mahoney and Henry Morgan. In 1944, CBS announced that it was ready to offer the public the possibility of color television pictures and NBC announced its plans for a nationwide television network. In 1945, CBS announced its network plans. By 1944, the networks were swinging back into action as the war was drawing to a close. On February 25, 1945, ABC entered the television scene with "Ladies Be Seated." They presented documen-taries on V.E. and V.J. Days. Further ABC programs of the time included: "The Singing Lady"; "King's Record Shop"; Don McNeill's "Breakfast Club"; and "Play the Game". On September 9, 1945, NBC telecast films of the Japanese surrender on board "USS Missouri." In 1946, General Sarnoff and NBC unveiled their color process and CBS petitioned the FCC to establish standards for their color transmission. Both networks continued to perfect their color. Eventually, the NBC compatible color process was adopted as the standard. 1947 and 1948 were the years that television really began to capture the American public. There were approximately 16,500 TV sets in the country at that time. Ten years later, there were almost 50,000,000. NBC televised pictures of surgical operations; the Louis-Wolcott championship; Pope Pius XII was televised. The networks began to refine their techniques and productions and finally came of age when Arturo Toscanini and the NBC Symphony performed Beethoven's 9th Symphony and when the television cameras presented the inauguration of President Truman on January 20, 1949. The dream became a reality. Television arrived on the American scene and became an essential part of the American Way of Life. The networks are still working on refinements and new innovations. Tape recording of television shows is already in use. The future promises portable TV sets that will operate on batteries and transistors and "mural-TV" through which a TV picture can be projected on a living room wall. The "fabulous infant" has grown up.



Rosario & Antonio on NBC TV 1945



Ethel Waters on Borden Show NBC Aug. 14, 1947



Kuda Box NBC program 1947



An early production of the Texaco Star Theatre with Milton Berle (center) as a chorus girl



Berle with Ted Lewis taken off the TV screen



Milton Berle
Arnold Stang (above)

Phil Silvers, Bob Smith, Milton Berle, June Havoc, Clarabelle

Milton Berle
Ruth Gilbert (above)





Milton Berle, Margaret Truman



Milton Berle, June Havoc



Milton Berle, Gertrude Berg



Jean Sablon, Milton Berle, Victor Moore, Gracie Fields

DAEMON RUNYON MEMORIAL FUND

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NEW YORK

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WPTI	1125.44	WMCT MEMPHIS	620.00	WWJ-TV DETROIT	3254.00	WMHC-TV NEW HAVEN	404.00
WLW-D JAYTON	724.85	WDTV PITTSBURGH	241.21		1321.00	W. M. TV LANSING	
WLW-C COLUMBUS	25	WDEL-TV WILMINGTON	1.09			WICU ERIE	
WHDQ CHICAGO	7						



From 12 noon on April 9, 1949, until 4 A.M. the next morning, Milton Berle emceed a 16 hour video marathon to raise money for the Damon Runyon Memorial Cancer Fund. He received pledges for \$1,040,617. Among the many celebrities assisting were (above) Faye Emerson, Milton Berle, Walter Winchell, Phil Baker

MILTON BERLE

"Mr. Television", "Uncle Miltie": Milton Berle, was one of the first entertainers to pioneer television. In 1929, he performed in a closed circuit telecast for an organization called, "The American Television Corporation" in Chicago. He introduced Trixie Friganza, an oldtime vaudevillian. When television really arrived on a national scale, he was "Mr. Television" for eight solid years — June, 1948 to June, 1956. For five of those years, his show was the top rated show on the air. Milton Berle debuted on NBC television on June 8, 1948 emceeding three variety shows before he starred in one on September 14, 1948. His famous series for Texaco, *The Texaco Star Theatre*, an hour comedy-variety show, started on September 21, 1948 and concluded on June 9, 1953. All over the country, Tuesday night became "Milton Berle Night." Berle started the next season with a new sponsor, *The Buick Berle Show*, another hour show, ran from September 29, 1953 to June 14, 1955. After his summer vacation, he re-appeared on the television scene in still another show: *The Milton Berle Show* (September 27, 1955 through June 5, 1956). The next season, he was without a show of his own. For the next two and a half years, he made occasional guest appearances on various shows that included: *The Jerry Lewis Show*, *Arthur Murray's Dance Party*, *The Steve Allen Show*, *Washington Square*, *Wide Wide World* and on June 6, 1956, *This is Your Life: Milton Berle*. On February 19, 1958, he starred in a straight dramatic part in *Material Witness* for the Kraft Theatre; on April 15, 1958, he delivered that now famous nine-and-a-half minute monologue on the Emmy Awards Show; on May 13, 1958, he filled in for Red Skelton on a rival network, when the latter comedian's young son died. On October 8, 1958, Milton Berle returned to television on a weekly basis to star in a half hour comedy-variety show in color: *The Kraft Music Hall*. The series ended on May 13, 1959. Milton Berle was the first star to sign an exclusive lifetime contract with a major network, NBC. His record of almost four hundred shows as a stand-up television comedian is still unequalled in the industry.



Milton Berle



Milton Berle



"Uncle Miltie" in action



Milton Berle getting into the act



Milton Berle with guest Martha Raye



Milton Berle with male dance chorus



Milton Berle and his mother Sandra



Milton Berle (center), Marco Marcello



After 2 years absence, Berle returns to television October 8, 1958



Frank Sinatra, Milton Berle, Tallulah Bankhead relax between scenes during rehearsal



Milton Berle



Milton Berle



Texaco pitchman Sid Stone



The "New Berle" with Carl Sandburg



Berle with Verna Raymond



Marco Marcello





Caesar and Coca receive Hearst TV Award from TV critic Jack O'Brian

CAESAR-COCA SHOWS

Sid Caesar and Imogene Coca and their artful satirical comedy delighted viewers from January, 1949 to June, 1954. After that, they went their separate ways except for a brief reunion in 1958. *The Admiral Broadway Revue*, their first show together was aired on the NBC and Dumont networks from January 28, 1949 to June 17, 1949. They appeared in a new show for NBC: *The Saturday Night Revue-Your Show Of Shows* on February 25, 1950. This was one of the first sustaining 90 minute telecasts. When Caesar and Coca returned for their fourth season, September 8, 1951, the show was called *Your Show Of Shows*. It ran two more seasons, terminating, June 5, 1954. They split as a team and went on to separate shows. On January 26, 1958, they were re-united in a half hour show: *Sid Caesar Invites You* for ABC. The show ran until May 25, 1958. The team was then dissolved for a second time.



Howard Morris, Caesar, Coca, Carl Reiner



Imogene Coca, Sid Caesar, Carl Reiner



Max Liebman, producer, discussing script with Coca and Caesar



Hamilton Trio in "Your Show Of Shows"



Bambi Linn, Rod Alexander in "Your Show Of Shows"



Imogene Coca, Sid Caesar



Caesar and Coca as "a couple of swells"



Bill Hayes in "Your Show Of Shows"



Sid Caesar and Imogene Coca in a travesty on "From Here To Eternity"



Lily Pons



Carl Reiner



Billy Williams Quartet



Marguerite Piazza



Sid Caesar, Imogene Coca



Sid Caesar, Imogene Coca



Sid Caesar, Imogene Coca, Carl Reiner



Final performance on June 5, 1954, of "Your Show Of Shows" which was conceived by Pat Weaver.





Joyce Randolph



Art Carney



Audrey Meadows



Jackie Gleason

JACKIE GLEASON SHOW

Jackie Gleason had a varied career in night clubs, radio, on Broadway and in films but he achieved his greatest success as a television comedy star. He first appeared in television for NBC as Chester Riley in *Life With Riley*. He played the series from October 4, 1949 to March 28, 1950. During the 1951-1952 season, he starred in *The Cavalcade of Stars* for Dumont. On September 20, CBS presented *The Jackie Gleason Show*, an hour comedy variety show. It ran till June 18, 1955. During this time, he developed his famous characters, Reggie Van Gleason, The Poor Soul and Ralph Kramden in *The Honeymooners*. Gleason switched to the half hour filmed *The Honeymooners* on October 1, 1955. Art Carney as Norton and Audrey Meadows as Alice carried over from his previous show. It concluded on September 22, 1956. His guest appearances at this time included: *Studio One*, *Best Of Broadway* and on February 3, 1956, *Person To Person*. The following season, September 29, 1956, he reverted back to an hour live show. It closed, June 22, 1957. He was off the air the next year. His new live thirty minute show, featuring Buddy Hackett, ran from October 3, 1958 to January 2, 1959. In between, he played Joe in *The Time Of Your Life* for *Playhouse 90* and talked with Arthur Godfrey for one week (November, 1958) on the latter's morning show. He returned for Godfrey's evening show later in the month and on January 7, 1959, he hosted *The Timex All Star Jazz Show*.



Jackson Gleason (also above)

"The Honeymooners"

Audrey Meadows
Above: Jackie Gleason 27



Jackie Gleason as Ralph Cramden
"A Busman's Holiday"



Gleason and Kate Smith (above)
"Away-y-y we go!"

Art Carney

Charles Laughton, Jackie Gleason
Above: Art Carney and June Taylor Dancers



Jackie Gleason as Ralph Cramden, Art Carney as Ed Norton, Audrey Meadows as Alice, Joyce Randolph as Trixie in "The Honeymooners"



Gleason with the Dorsey Brothers
Center: Gleason conducting band



Joe the Bartender



"Show must go on —"
Jackie Gleason



Eddie "Rochester" Anderson



Mary Livingston



Don Wilson

THE JACK BENNY SHOW

Jack Benny, one of the most successful and durable radio stars, made his initial television appearance on October 28, 1950 on the CBS television network. In 1951, he made five television appearances. In 1952-53-54, he starred on a once a month basis. On March 28, 1954, he appeared in the star studded CBS special, *General Foods Presents Rodgers And Hammerstein*. On October 3, 1954, *The Jack Benny Show*, a half hour filmed show, appeared on alternate Sunday evenings. This series completed its fifth season on June 14, 1959. It will be back a sixth. In addition to his regulars, Rochester, Mr. Kitzel, Don Wilson, his guests have included among others: Marilyn Monroe. His parody of *Gaslight*, *Autolight*, co-starring Barbara Stanwyck, was filmed five years before it was aired on January 11, 1959, because of legalities. In addition to his show, Benny starred regularly on *Shower Of Stars* and as a guest on *Climax*, *General Electric Theatre*, *Omnibus* version of *Horn Blows At Midnight*. On March 18 and May 23, 1959, he starred in two specials: *Jack Benny Hour*. On April 15, 1959, he made one of his rare channel crossings to NBC on *The Bob Hope Show*.



Benny with Groucho Marx. Above with Isaac Stern

Benny with Phil Harris

Bing Crosby, Jack Benny, George Burns





Benny, Barbara Stanwyck, Rochester in "Gaslight" parody



Mrs. Ray (Mal) Milland, Mrs. Dean (Jeanne) Martin, Jack Benny, Mrs. Bob (Dolores) Hope, Mrs. David (Hjordis) Niven



Jack Benny with Ginger Rogers



A familiar pose



George Burns and Benny as Gracie Allen



Jack subbing for Gracie Allen



Jack Benny, Bob Hope



Gracie Allen helps Jack Benny make up as Gracie Allen



Jack Benny with Bob Crosby



Benny with Humphrey Bogart (TV debut)



Benny with Rochester



Benny with Johnny Ray (TV debut)



Benny with Valerie Scott



Marilyn Monroe's TV debut on the Jack Benny Show Sunday, September 13, 1953



Benny with Giselle McKenzie



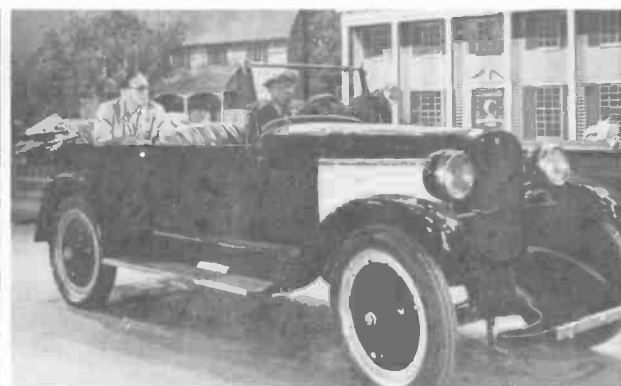
Only 39



Jack Benny and Friend



Jack Benny, Mary Livingston, Maurice Chevalier



Benny, Rochester and the Maxwell



Jack Benny and the Ronald Colmans



Gobs.
Left: Martha Raye

Cesar Romero, Martha Raye



"Something I et"

Martha Raye

Martha Raye and chorus



Jack Healy (Rocky's former manager) Walter Cartier, Rocky Graziano, Maxie Shapiro

Rocky Graziano

Ray Bolger, Martha Raye, Milton Berle in Max Liebman's Spectacular



Rocky Graziano, Martha Raye, Jake LaMotta



Rocky "Gumba" Craziano with Martha



Martha Raye



Martha with Elliott Reid

THE MARTHA RAYE SHOW

Martha Raye, one of TV's female "top bananas", can switch from raucous slapstick sketches to elaborate production numbers to torch songs with ease. After a successful career that took her from vaudeville, radio to the stage, films, and night clubs, she debuted on television during the 1951-52 season for NBC in *All Star Revue*. She made four appearances that season and five the next. On December 26, 1953, the show was called, *The Martha Raye Show*. It ran on a once a month basis through May 15, 1954. The following season, she again performed on a monthly basis. She did thirteen shows the following season which began on September 20, 1955 and concluded on May 29, 1956. Since then she has been without a show of her own. Some of her many guest appearances included: *This is Your Life* (Nov. 25, 1953), *The Colgate Comedy Hour*, *Producer's Showcase*, *Club Oasis*, *Milton Berle Show* and most frequently on *The Steve Allen Show*.



Martha Raye with Milton Berle

Dolton Public Library

Dolton, Ill. 60419 46358



Red in a turmoil



Red Skelton



Marilyn Maxwell, Red Skelton

THE RED SKELTON SHOW

Red Skelton was successful on radio and in films before he turned to television in 1953. He brought not only his funny self to the TV cameras but his alter ego's as well: Freddy The Freeloader, Willy Lump-Lump The Drunk, George Appleby The Henpecked Husband, Clem Kididlehopper The Yokel, Cookie The Sailor and punchdrunk Cauliflower McPugg. *The Red Skelton Show* opened on CBS, September 22, 1953. Except for summer vacations, the show has been running steadily since then, completing its sixth season, June 23, 1959. It will be back for a seventh. In addition to his weekly series, Skelton has appeared on various specials for CBS. During the 1955-1956 season, he appeared on *Shower Of Stars*, *Climax*, *Ford Star Jubilee* and as a guest with Ed Sullivan. On November 8, 1956, he appeared in a dramatic role for *Playhouse 90* in *The Big Slide*. On February 9, 1959, he took a trip to Alaska with Lucy and Desi.



George Barrows, Red Skelton



Red Skelton, Nobu McCarthy



Edward Everett Horton, Red Skelton



Red Skelton



Betty Scott, Sessue Hayakawa, Peggy Gordon



Red Skelton, Barbara Nichols, Ray Kellogg



Lon Chaney, Red Skelton



No sequins for Liberace



Red Skelton, Pat O'Brien



Red Skelton, Janis Paige



Mary Townsend and Red Skelton as Freddie The Freeloader



Red Skelton as a con man



Red Skelton as Cookie, the gob



Red Skelton as Deadeye



"Play Ball"



Red Skelton



Red Skelton as Robin Hood,
Billy Gilbert as Friar Tuck



Lee Aaker, Red Skelton, Gil Stuart



Red Skelton, Charles Ruggles, Marie Windsor



Lucille Ball, Desi Arnaz,
Danny Thomas, Marjorie Lord



Marjorie Lord, Danny Thomas



Danny Thomas, Steven Geray



Jack Benny, Angela Cartwright,
Rusty Hamer



The Danny Williams Family
Rusty Hamer, Angela Cartwright, Sherry Jackson, Danny Thomas, Marjorie Lord



Danny Thomas, Rusty Hamer, Max Baer



Danny Thomas, Dinah Shore
Right: Danny Thomas



Jean Hagen, Danny's first wife

THE DANNY THOMAS SHOW

Danny Thomas was best known as a night club comedian when he appeared on television, September 29, 1953, in a half hour filmed situation comedy, *Make Room For Daddy*, for ABC. He played a night club comedian. His TV family included: Jean Hagen as wife, Rusty Hamer as son and Sherry Jackson, daughter. The show ran three seasons. On October 1, 1956, he became a widower and the show was now called, *The Danny Thomas Show*. The show left ABC on July 18, 1957. On October 7, 1957, *The Danny Thomas Show* moved to CBS and he acquired a new wife and daughter, Marjorie Lord and Angela Cartwright. The show concluded its sixth season on June 29, 1959. It will be back for its seventh.



Danny Thomas, Bob Hope



Joan Crawford's comedy debut as guest of Bob Hope, Oct. 14, 1958

Danny Thomas, Bob Hope

Diana Dors, Bob Hope

Bob Hope, Janis Paige



Fred Haney, Lew Burdette, Bob Hope, Willie Mays, Duke Snider

Ed Wynn, Faye Emerson, Bob Hope, Jinx Falkenberg, Sid Caesar, Imogene Coca, Arthur Treacher



Bob Hope, Roy Rogers

Bob Hope, Shelley Winters, George Jessel

Bob Hope, Natalie Wood



Julie London, Bob Hope, Perry Como



Bob Hope



Bob Hope, Perry Como, Milton Berle



Bob Hope, Marilyn Maxwell

THE BOB HOPE SHOW

After a successful career in films and on radio, Bob Hope debuted on NBC television in *Star Spangled Revue*. He starred in six programs that season. In 1951, Hope appeared on *The Chesterfield Sound Off Time* on a rotating basis. During 1951-52, he made three appearances on *The Colgate Comedy Hour*. In the summer of 1952, he appeared at both the Republican and Democratic conventions. The following season beginning October 12, 1952, he appeared on a monthly basis in *The Bob Hope Show* and during 1953 on the once a month basis again. He maintained the same schedule for 1954 and '55. The following year, *The Chevy Show Starring Bob Hope*, aired shows that were filmed in Iceland, England and on December 28, 1956, "The Christmas Show" from Alaska. In 1957 and '58, he filmed shows in Morocco, Korea and Japan. On April 5, 1958, he presented a show that was filmed entirely in Moscow. During 1958, he opened the season with *Roberta*. On January 16, 1959, his Christmas tour of Berlin, Spain, Morocco and Naples Bay was televised.



Hedda Hopper, Bob Hope



Bob Hope, Jane Russell



Maurice Chevalier, Bob Hope



Anna Maria Alberghetti, Bob Hope



Gary Crosby, Bob Hope, Line Renaud in Morocco



Bob Hope, Lucille Ball, Dinah Shore, Bob Crosby



Marie McDonald, Bob Hope



Jerry Colonna, Erin O'Brien



Bob Hope, Frances Langford



Ann Miller, Bob Hope



Bob Hope in Russia



Hope on one of his many tours

R... .. N... .. O





Ed Wynn, George Gobel, Jeff Donnell



George Gobel, Hedy Lamarr



George Gobel, John Scott Trotter



George Gobel



Eddie Fisher, Debbie Reynolds, George Gobel



George Gobel



Mary McCarty, George Gobel



George Gobel and Little John Puleo



Fred MacMurray, George Gobel



Gobel and Jeff Donnell as his wife Alice



Phyllis Avery, George Gobel



George Gobel, Rosemary Clooney

THE GEORGE GOBEL SHOW

"Lonesome George" Gobel entered television in a two time guest spot on *Who Said That* in early 1952. In the summer of 1953, he returned to television as a guest on *Saturday Night Revue* starring Hoagy Carmichael. On October 2, 1954, *The George Gobel Show*, a half hour comedy variety show opened on NBC. The show completed its third season on June 29, 1957. Jeff Donnell played Alice Gobel and Peggy King was the singer. The following season, September 24, 1957, Gobel appeared in an hour color show alternating with Eddie Fisher. On the alternate weeks, he appeared as a guest. The show returned the following fall and ran till March 10, 1959. Phyllis Avery became the new Alice.



Helen Traubel, George Gobel



George Gobel: Double Exposure



Hermione Gingold, George Gobel



George Gobel, Peggy King



Jimmy Durante



Durante and chorus girls



Durante and his conscience



Lily Pons, Durante



Sophie Tucker with Durante (if you can find him)
in "All Star Revue" December 13, 1952



Helen Traubel, Jimmy Durante



JIMMY DURANTE

Singer, raconteur, comedian, Jimmy Durante made his debut on the NBC network, November 1, 1950 on *Four Star Revue*. He appeared in the one hour series on a rotating basis until May 16, 1951. His next NBC show, *The All Star Revue* began on October 6, 1951 and ran through the close of the next season, April 18, 1953. He rotated with other comedians as in the previous series. From October 11, 1953 to May 9, 1954, he starred in *The Colgate Comedy Hour* on the rotating basis. The next season, Jimmy headlined *The Texaco Star Theatre* (October 2, 1954—September 24, 1955) every three out of four weeks. He returned to the same show the next season on alternate weeks until the show closed June 23, 1956. He has clowned and sung duets with Ethel Barrymore, Helen Traubel, Sophie Tucker and Margaret Truman among others. Jimmy is still saying goodnight to Mrs. Calabash when he makes guest appearances.



Eddie Jackson (formerly with Clayton, Jackson and Durante) with Jimmy. Center: Durante with Margaret Truman

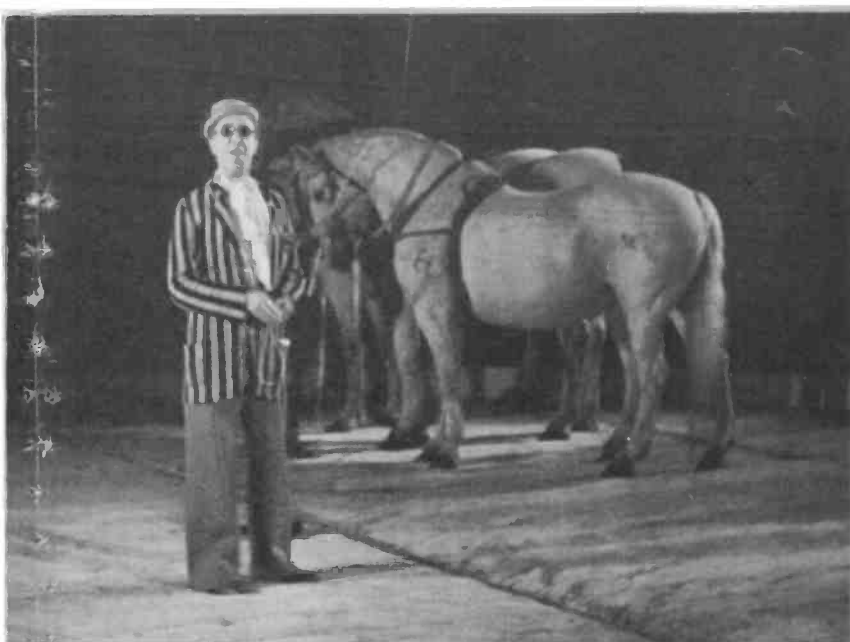


Carmen Miranda's last TV appearance



Jimmy with the Durante girls
Center: Eddie Jackson and Durante





Ed Wynn and friends



Finale of an Ed Wynn Show



Sherry Alberoni and Ed Wynn on "The Ed Wynn Show" NBC 1958

ED WYNN

"The Perfect Fool" made his TV debut for CBS on October 6, 1949 on *The Ed Wynn Show*. The show ran till July 4, 1950. He next appeared in *Four Star Revue* (October 4, 1950 — June 20, 1951) for NBC on a rotating basis. On September 22, 1951, he starred in *Pet Milk All Star Revue*. It closed on June 21, 1952. He was off television until October 11, 1956 when he re-appeared as a dramatic actor for *Playhouse 90* in *Requiem For A Heavyweight*. Wynn became the clown again for *Shower Of Stars* and the actor for *The Hallmark Hall Of Fame* in *On Borrowed Time*. On September 19, 1957, *Texaco Command Performance* (NBC) saluted him for his fifty-five year career in show business. On September 25, 1958, he appeared in a half hour situation comedy for NBC. It closed, January 1, 1959. Some of his frequent guest appearances have been hosted by Berle, Garry Moore, Bob Hope and Dinah Shore.



Ed Wynn with Dagmar



Ed Wynn and girl friend



Wynn with producer Joseph Santley, former stage star



Dennis Kohler, Ed Wynn, Claude Rains in "On Borrowed Time" on "Hallmark Hall Of Fame" NBC 1958 51



TENNESSEE ERNIE FORD

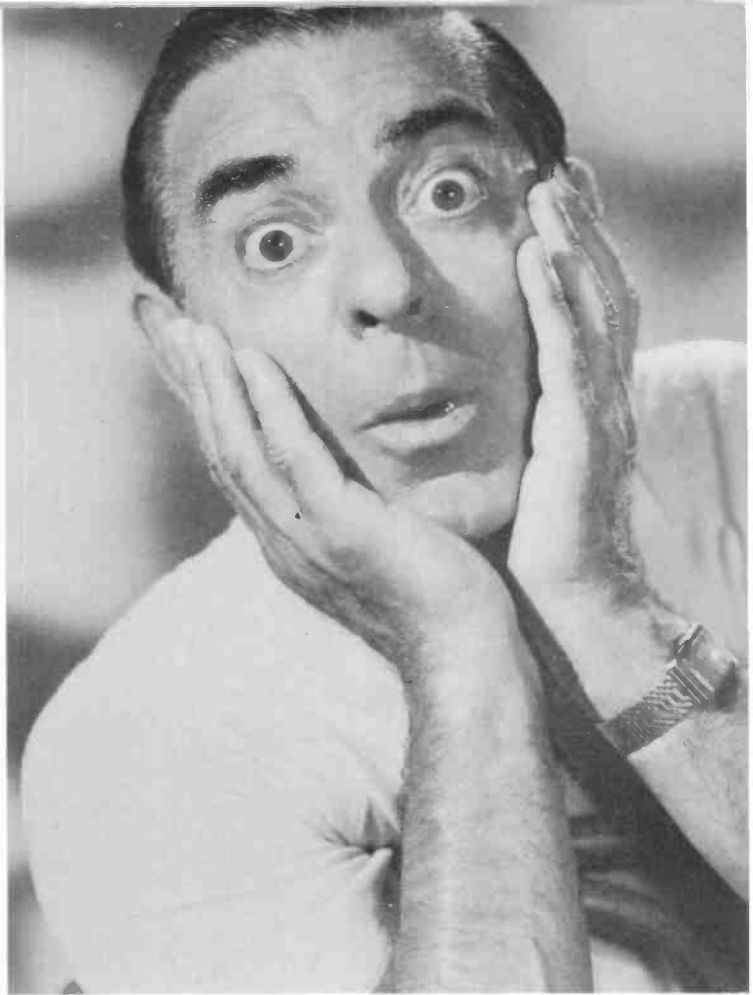
Ernest J. Ford, Tennessee's singing, humorous envoy to America made his first national television appearance on the NBC network, July 4, 1954 on *The College of Musical Knowledge*. He acted as mc and sang on the show until September 12, 1954. *The Tennessee Ernie Ford Show* (NBC) premiered on January 3, 1955. It was a daytime variety show that featured Ernie's country music and special brand of comedy, ending with a hymn. On October 4, 1956, Ernie added an evening program, *The Ford Show*, to his schedule. During that time, he made guest appearances on shows that included: *The George Gobel*, *Perry Como*, *Steve Allen* shows, *The Colgate Comedy Hour*, *Today*, *The Chevy Show*. On March 1, 1957, he was *Person To Person*ed and on December 12, 1956, *This Is Your Life: Ernie Ford*. On June 28, 1957, his daytime show was dropped. *The Ford Show* will be going into its fourth season in the fall of 1959.



Tennessee Ernie Ford with Skip Farrell and pizza man

Carol Channing (also top with Ford)

Julie London with Ford
Center: Ford with Tommy Sands



EDDIE CANTOR

Eddie Cantor debuted on NBC television in *The Philco Relay Program*, March 25, 1944. The show was televised only locally in New York. On September 10, 1950, he returned to television on a national hook-up via NBC on *The Colgate Comedy Hour*, appearing on a rotating basis. During the second season (September 28, 1952) he collapsed of a heart attack after the show. Cantor was with the series through its fourth season, concluded on May 16, 1954. This was his last regular television appearance. On December 23, 1953, hosts of show business personalities joined in presenting *This Is Your Life: Eddie Cantor*. On June 11, 1956, he made his dramatic TV debut in *George Has A Birthday* on *Matinee Theatre*. He played another dramatic role for *Playhouse 90* in 1956. On January 12, 1957, *The Jackie Gleason Show* presented a tribute to Cantor. He collapsed of another heart attack after the show. His latest TV appearances have been with Eddie Fisher in 1958.



Anne Jeffreys, Eddie Cantor
Top: Ida and Eddie Cantor

Eddie Cantor (L) on Colgate Comedy Hour

Eddie Cantor as the Taxi Driver



Ernie Kovacs



On the Ernie Kovacs set



Kovacs in character



ERNIE KOVACS

In early March of 1951, Ernie Kovacs appeared on the television screens for NBC in *It's Time For Ernie*. The show was broadcast from Philadelphia. He returned on May 14th and June 29th. Another show, originating in Philadelphia, *Ernie In Kovacsland*, hit the airwaves from July 2nd to August 24, 1951. Still another Philadelphia show, *Kovacs On The Corner* was aired from January 7, 1951 to March 28, 1952. *The Ernie Kovacs Show* (NBC) was broadcast in New York from December 12, 1955 to July 27, 1956. In the summer of 1956, his show replaced the vacationing *Caesar's Hour*. Kovacs frequently subbed for Steve Allen on *Tonight*. He has made guest appearances with Como, Dinah Shore, Ernie Ford, George Gobel, Polly Bergen and on *Playhouse 90* in *Topaze*.



Eddie Hatrak, Edie Adams, Kovacs
54 Center: Edie Adams with Kovacs

Edie Adams as Marilyn Monroe

Ernie Kovacs and International EEFMS members on "Kovacs Unlimited" CBS



Red Buttons (right)



Red Buttons



Jean Carson, Red Buttons, Joe Silver



RED BUTTONS

Red Buttons started in show business as a burlesque comedian. He migrated to television in 1952. The past few years, he has been appearing as a legitimate actor on television and in films. He now divides his time equally between the two. *The Red Buttons Show*, a half hour comedy variety show, was first televised on the CBS television network on October 14, 1952. The show ran for two months. The following season, he returned on January 5, 1953 and ran till June 8. The third season, he played from September 21, 1953 to June 14, 1954. He was then without a series of his own. Since that time, some of his guest appearances have included *Studio One* and *Playhouse 90* in dramatic roles; *The Ed Sullivan* and *Dinah Shore* shows as a comedian.



Camping



"Red"



Red Buttons, Eileen Barton



Carter gets 2 pick-me-ups. Above: Jack Carter

JACK CARTER

Mimic, singer of sorts, and comedian, Jack Carter, made his initial television appearances as a substitute for Milton Berle in the 1948-49 season. All together, he filled in six times. On February 25, 1950, he made his formal television debut, starring in a show of his own, *The Saturday Night Revue* (NBC). The show emanated from Chicago. It completed its second season on June 2, 1951. This was Jack Carter's farewell to regular shows. Since that time, he has been making frequent guest appearances. Some of them include: three appearances on *The Colgate Comedy Hour*, Huck in the 1955 TV version of *Roberta*, *Four Star Revue*, *Kate Smith Evening Hour*, *Leave It To The Girls*, *Eddie Fisher*, *Polly Bergen*, *Ed Sullivan* and *Perry Como* shows.



Carter with Henny Youngman

Jack Carter with Don Ameche as the Smith Brothers

Jack Carter with Janet Blair and Zero Mostel in "Cavalcade of Stars"



Fred Allen and George Jessel on "All Star Revue" NBC 1953
 Top: Kitty Kallen and The Skylarks with Fred Allen on "Judge For Yourself"



FRED ALLEN

The late humorist and comedian, Fred Allen, made his first TV appearance on *Colgate Comedy Theatre* (NBC), September 24, 1950. He starred four times on a rotating basis. On January 30, 1952, he made his dramatic television debut in *After Dinner Story* on *The Kate Smith Show*. From August 18, 1953 to May 11, 1954, he emceed *Judge For Yourself*. His many guest appearances included: *Four Star Revue*, *Two For The Money*, *Tonight*, *Gleason*, *Como*, *George Gobel* shows. He starred in *Fred Allen's Sketchbook* on *The Armstrong Circle Theatre*, November 9, 1954. He joined the *What's My Line* Panel on January 23, 1955 and remained until his death, March 17, 1956. His last special undertaking was to narrate *The Jazz Age* for *Project 20* on December 6, 1956.



Fred Allen



Rise Stevens and Fred Allen



Al Pearce on the "Al Pearce Show" CBS 1952.



Carol Burnett, comedienne, who made a hit singing "I'm In Love With John Foster Dulles" on the "Jack Paar Show."



Mitzi Gaynor, Donald O'Connor on "Texaco Star Theatre" NBC 1954.



Spike Jones and his City Slickers appear on "All Star Revue" NBC. Jones made his TV debut on "Colgate Comedy Hour," February 11, 1951.



Bud Abbott, Lou Costello, Debra Paget



Abbott and Costello
on the "Colgate Comedy Hour"



Joe DiMaggio, Abbott and Costello



Herb Shriner

HERB SHRINER

The Herb Shriner Show (CBS) ran from November 7, 1949 to February 4, 1950. *Two For The Money*, his next TV show, premiered August 15, 1953, closed, June 17, 1956. He has made guest appearances with Robert Q. Lewis, Ed Sullivan and in *Meet The Governor on Personal Appearance*. The new *Shriner Show* ran from October 2, 1956, to December 4, 1956.



Herb Shriner on "The Herb Shriner Show" CBS 1956





Martin and Lewis with Burt Lancaster



Martin and Lewis debut on TV on first Ed Sullivan show called "Toast Of The Town" CBS, June 20, 1948.



Jerry and Dean



MARTIN AND LEWIS

The comedy team of Martin and Lewis appeared on television in its early years, 1948 and 1949 in guest appearances before they appeared in a show of their own. They starred for *The Colgate Comedy Hour* (NBC) on a rotating basis beginning September 17, 1950. They were with the series through the sixth season ending, November 13, 1955. In between, they made many guest appearances and appeared on telethons to raise money for various funds. Their last appearance together was on *TODAY*, June 26, 1956. After the split, both appeared on television in specials. Martin's first solo effort: October 5, 1957. Since then he has starred in his own shows, on *Club Oasis* and as guest with Crosby, Como, Giselle McKenzie and Dinah Shore among others. Lewis' first "single" was aired on January 19, 1957. Like Martin, he has his own "special" shows. He subbed for Ed Murrow on *Person To Person*, November 9, 1956 and has guested on *Youth Wants To Know*, with Como, Eddie Fisher and with Jack Paar.



Dean Martin



Martin and Lewis



Martin and Lewis



Jimmy Save on "CBS Television Workshop,"
January 13, 1952.



Bobby Clark in "The Would-Be Gentleman" on
Colgate Comedy Hour, NBC, February 18, 1951.



Olsen and Johnson on "Fireball Fun For All,"
From June 28, 1949 to October 27, 1949.



Jan Murray



Jack Haley



Bobby Clark



Doodles Weaver



Gene Nelson, Beverly Tyler, Edgar Bergen, Sheree North in
"Lend An Ear" on "Shower Of Stars," CBS, October 28, 1954.



Rowan and Martin



Joey Adams



Larry Storch, Lee Joyce in comedy skit on "Cavalcade Of Stars," (Dumont)



Elaine May, Mike Nichols



Dave King



Phil Foster
Comics on Television



Dave King



James Gleason, Dan Dailey, Marilyn Maxwell, Jack Oakie, Helene Stanley in "Burlesque" on "Shower Of Stars," CBS, March 17, 1955.



Dave King on "The Dave King Show" Debut May 20, 1959.





Phil Silvers, Maurice Gosfield (R)



Allan Melvin, Harvey Lembeck, Phil Silvers, Bill Sands, Eric Fleming, Herbie Faye in "You'll Never Get Rich"



George Mathews, Phil Silvers

PHIL SILVERS

"Sergeant Ernest G. Bilko", Phil Silvers marched on to television in *You'll Never Get Rich* (CBS) on September 20, 1955. The show was re-named *The Phil Silvers Show* on November 1, 1955. Bilko and his many "get rich quick" schemes completed four seasons when taps finally blew on June 19, 1959. Some of the cast regulars included: Maurice, Gosfield, Harvey Lembeck, Allen Melvin as army buddies; Paul Ford as Colonel Hall. His famous unsuspecting guests have included: Bing Crosby, Lucille Ball, Dean Martin, Kay Kendall and Mickey Rooney. Since the show's demise, it will be syndicated to local stations around the country. In addition to his regular show, Silvers appeared in two specials for CBS. The first, *Phil Silvers On Broadway* was aired on May 13, 1958 and the second, an hour long Bilko special, was televised on January 23, 1959. He guested with Jack Benny in May, 1959. Next season, he will appear in specials for CBS.



Phil Silvers, Dorothy Dolliver, Joe E. Ross



Phil Silvers, Al Hodge



Lucille Ball visits Phil Silvers



Phil Silvers, Virginia de Luce



Carl Raymond



Announcer George Fenneman with Groucho



Gene Scarliff, Nancy Dunn, Groucho Marx

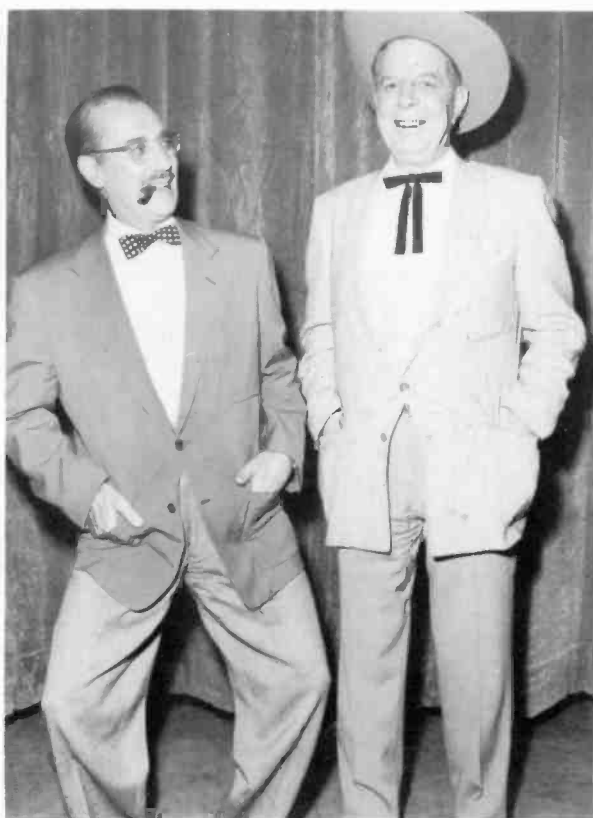


GROUCHO MARX

Groucho Marx, the moustached, cigar chain smoking member of the famous Marx Brothers, has been on the television screens (sans his brothers) since the fall of 1950. Groucho first appeared in "Groucho Marx — You Bet Your Life," a half hour quiz show, October 5, 1950 for the NBC television network. The show is not the usual type quiz show. It is a comedy show in a quiz format. Groucho just talks with the contestants and humor rather than big stakes dominates the proceedings. The show rounded out its ninth consecutive season on June 18, 1959. It will begin its tenth in the fall of 1959. During the summer, repeats called, "Best of Groucho" are run. He has made guest appearances with Steve Allen, Como, Berle and Jack Paar.



Groucho prepares for a super-western quiz on "You Bet Your Life"



Groucho with special guest contestant, Hoot Gibson, silent screen cowboy star



Parry O'Brien, world's shotput champ, gives "the duck" the old heave-ho after facing Groucho as a special guest contestant



David Street
Above: Dagmar

Dagmar, Jerry Lester

Morey Amsterdam
Above: Jerry Lester



Jerry Lester

Art Carney, Carl Ravazza, Morey Amsterdam

Morey Amsterdam, Wayne Howell
Above: Morey Amsterdam



Jerry Lester surrounded by such "Broadway Open House" regulars as David Street, Wayne Howell, Dagmar, Ray Malone, Milton Delugg



Morey Amsterdam

BROADWAY OPEN HOUSE

Broadway Open House was an informal late night variety program, the fore-runner of *Tonight* and *The Jack Paar Show*. Entertainers dropped in to perform at their leisure between other appearances. In addition to the top ranking guest stars, promising newcomers performed on the show. It opened locally on NBC, May 22, 1950. Morey Amsterdam was in charge of the proceedings on a semi-permanent basis. Regular cast members included: Milton Delugg, Dave Street, Ray Malone and Wayne Howell. On June 20, 1950, Jerry Lester was added to the permanent cast, alternating with Amsterdam. On June 22, 1950, Dagmar joined the show permanently. She and Lester stayed with the show till its end, August 24, 1951.

Jerry Lester appeared on *Saturday Night Dance Party* from January 7 to January 30, 1952. He made several guest appearances with Steve Allen on *Tonight*. Morey Amsterdam has performed on television since the spring of 1948 in *Stop Time* and *Heard This One*. He appeared as a permanent member on *Who Said That* (January 11 to May 31, 1954). He has guested on *Matinee Theatre*, *Dragnet*, *Leave It To The Girls*, *Texaco Star Theatre*, and in 1956, he subbed for Steve Allen on *Tonight*. In the '58-59 season, he guested with Jack Paar.



Dagmar, Ray Malone



Louis Nye, Tom Poston, Don Knotts

Steve Allen, Skitch Henderson
Top: Steve Allen on the "Tonight" Show

Skitch Henderson



Past and present members of Steve Allen Show, Standing: Erin O'Brien, Steve Lawrence, Allen, Eydie Gorme, Pat Kirby, Seated: Tom Poston, Don Knotts, Louis Nye, Skitch Henderson



STEVE ALLEN

Composer, pianist, author and comedian Steve Allen, made his first New York television appearance as a guest on *Leave It To The Girls* on May 6, 1951. *The Steve Allen Show* (NBC) was aired locally in New York on July 27, 1953. It was retitled, *The Tonight Show* and was televised nationally on September 27, 1954. The show was a late night-time show, a potpourri of talk, music and comedy with frequent guest stars. Steve's regulars included: Gene Rayburn, Skitch Henderson, Eydie Gorme and Steve Lawrence and Pat Kirby. In addition to his every day night show, Allen was a panelist on *What's My Line* (CBS) from February 11, 1953 to January 7, 1955. In 1954 and 1955, he starred in a series of color spectacles for Max Liebman, *Sunday In Town*, *Fanfare*, *Follies Of Suzie*, *Good Times*. In 1955, he starred in *Allen In Movieland* and on February 15, 1956, he starred in a dramatic role for *The Kraft Theatre* in *Man On Roller Skates*. Steve Allen and *Tonight* parted company on January 25, 1957. *The Steve Allen Show*, (NBC) a one hour color comedy-variety show debuted on June 24, 1956. Don Knotts, Tom Poston and Louis Nye joined Steve as regulars on the show. Steve's guest list ranged from Martha Raye to Van Cliburn. The show will start its fourth season in the fall of 1959. Some of Allen's guest appearances included: Perry Como, Dinah Shore, Ernie Ford, Bob Hope Shows, *Person To Person* (February 18, 1955), *Timex All Star Jazz Show* and on September 24, 1958, on *This Is Your Life: Steve Allen*.

Top to Bottom: Steve Allen, Tom Poston, Eydie Gorme

Top to Bottom: Don Knotts, Louis Nye, Steve Allen



Steve in comedy sketch with Audrey and Jayne Meadows



Steve Lawrence, Eydie Gorme



Marjorie Winters, Steve Allen, Bobby Priest in "Songs For Sale," CBS, 1952.



Van Cliburn, Skitch Henderson, Allen on May 25, 1958, "Steve Allen Show"



Luau Tonight Show



Mel Tormé (at piano), Henry Fonda, Steve, Martha Raye, Shari Lewis



Van Cliburn made his TV debut on "Tonight" show, January 19, 1955.



Andy Griffith, Imogene Coca, Steve, Elvis Presley on "The Steve Allen Show," July 1, 1956.



Harry Belafonte



Earl Wilson gets help with his make-up



Six top columnists join "America After Dark": Hy Gardner, Earl Wilson, Vernon Scott, Irv Kupicent, Bob Considine, Paul Coates



U. K. Krishna Menon with Bob Considine

AMERICA AFTER DARK

When Steve Allen and *Tonight* left the air, NBC premiered a new late night show, *Tonight: America After Dark*, January 28, 1957. Jack Lescoulie was the program overseer. The show spotlighted after dark activities of the nation, at work and play through remote pick-ups around the country. The show visited educational community centers or night spots. It covered Hollywood social functions or hospitals in Chicago. Columnists, Hy Gardner, Earl Wilson, and Bob Considine handled the New York scenes; Irv Kupicent was in Chicago; and Paul Coates was on the West Coast. The show ended, July 26, 1957.



Mr. and Mrs. Alfred Steele (Joan Crawford) with the Earl Wilsons



Judy Johnson, Jack Lescoulie



Crowds watch "America After Dark" in action



Dody Goodman



Teddi Thurman
Weather Girl



Genevieve



Peggen Fitzgerald, Dody Goodman



Guido Panzini
(Pat Harrington, Jr.)



Elsa Maxwell with Jack Paar



Betty Johnson



Jack Haskell



Carol Burnett



Alex King



Jack Paar



Charlie Weaver (Cliff Arquette)

THE JACK PAAR SHOW

Jack Paar, a radio comedian with one Hollywood film to his credit, made his first television appearance in *Up To Paar* (CBS) from July 28 to September 26, 1952. He then emceed *Bank On The Stars* for a short time in the summer of 1953. *The Jack Paar Show* for CBS opened on November 11, 1953. It was aired once a week in the morning. From July 4, 1955 to May 24, 1956, it was telecast at lunchtime, every day. Paar's *Morning Show* on the same network was aired every morning from August 16, 1954 to July 1, 1955. In the summer of 1954, he was a panelist on *Masquerade Party* and for one month in the summer of 1955, he substituted for the vacationing Arthur Godfrey on *The Talent Scouts* program. Up to this point, Paar's TV career was uneventful. In 1956, he made four guest host appearances on *Tonight*. NBC presented *Tonight Starring Jack Paar*, July 29, 1957. The show and its star became such hits that the show's title was changed to *The Jack Paar Show* on February 3, 1958. Over the past two years, Paar has performed an hour and three quarters nightly: a total of nine hours a week. The show is informal; Paar and the "regulars": the since departed Dody Goodman, all around man, Hugh Downs, French chanteuse, Genevieve, Mount Idy's most illustrious son, Charlie Weaver (Cliff Arquette), pianist, Jose Melis and self-styled Italian, Guido Panzini (Pat Harrington, Jr.), perform and chat with assorted guests, Hermione Gingold, Hans Conreid, Gypsy Rose Lee, Peter Ustinov, with hilarious results. Paar's sit down "talk" sessions with Elsa Maxwell, Minnie Guggenheim, Zsa Zsa Gabor and Alexander King provide some of the program's most explosive moments. There are songs and sketches on the show but the unrehearsed conversations have made the program the hit that it is. Paar is starting his third year with the show. He has made some guest appearances on *The Polly Bergen*, *Perry Como* and *Chevy* shows, and on November 27, 1957, *Person To Person*.



Paar with Peggy Cass



Dody Goodman



Jack Paar, Oscar Levant,
in California



Paar with Zsa Zsa Gabor



Hermione Gingold



Three Pals



Trish Dwelly



Elsa Maxwell



Joey Bishop



Jonathan Winters



Jack Douglas



Jose Melis

Dody Goodman, Hermione Gingold, Jack Paar
Top: Jack Paar and Charlie Weaver reading a letter from Mama

Hugh Downs



Lucy about to have her baby



The baby



Lucy bones up on the care of infants

LUCILLE BALL — DESI ARNAZ

Red haired screen actress, Lucille Ball and Cuban band-leader, Desi Arnaz, known today all over the world as Lucy and Desi first starred on television in 1951. For over five years, their show was the top rated show on the air. Lucy and Desi made the pilot film that was to become *I Love Lucy* in early 1951. Desi played Ricky Ricardo, a Cuban band-leader and Lucille played his wife, Lucy. When the show was ready to go before the cameras, Desi took over the actual production of the series himself and formed the Desilu Corporation. The show was filmed with an audience on the set in bleachers. *I Love Lucy* was born and became a smash hit. It opened officially, October 15, 1951 on the CBS network. Monday night, nine o'clock, was the time that millions all over the country sat down to watch Ricky and his well-meaning, zany wife, Lucy, get in and out of hilarious predicaments. The Ricardo's friends and neighbors, Fred and Ethel Mertz (William Frawley and Vivian Vance) shared in the fun. In 1952, Lucy became pregnant. The show's producer, Jess Oppenheimer, decided that Lucy Ricardo would become pregnant in the show, too. The "real" Arnaz baby was expected on Monday, January 19, 1953. It was decided that on the same day, Lucy's "TV" baby would be born. Since the show was filmed ahead, it was decided that the TV baby would be a boy. Lucy's two babies attracted front page attention. Both babies arrived as scheduled; Desiderio IV joined the Arnaz family and Ricky, Jr., the TV family. Lucy and Desi decided to end the half hour weekly series to concentrate on hour specials. The last *I Love Lucy* was aired, June 24, 1957. The following fall, *The Lucille Ball — Desi Arnaz Show*, was telecast on a monthly basis, beginning November 16, 1957. They were one hour *I Love Lucy's* that featured guest stars like Tallulah Bankhead, Danny Thomas and Ann Sothern. The next season, beginning October 6, 1958, "The Ricardo's" appeared almost every month on *The Westinghouse Desilu Playhouse*. On the other weeks, Desi hosted a one hour dramatic show. *Desilu Playhouse* will return for the 1959-60 season with a generous sprinkling of Lucy and Ricky Ricardo.



Will Wright, Desi Arnaz, Vivian Vance, Lucille Ball, William Frawley, Tennessee Ernie, the Bordon Twins



Oh, yeah!



Where am I?





Lucy and Desi emote



Desi Arnaz, Red Skelton, Lucille Ball, Vivian Vance, William Frawley



Vivian Vance, William Frawley



Lucille Ball, Desi Arnaz



William Frawley, Vivian Vance, Lucille Ball, Desi Arnaz, Ann Sothern



Tallulah Bankhead, Lucille Ball



Harry James, Betty Grable, William Frawley, Vivian Vance, Desi Arnaz, Lucille Ball



Lucille Ball, Gloria Blondell, William Frawley, Vivian Vance



Red Skelton, Lucille Ball



Shooting Lucy!



William Frawley, Vivian Vance, Fred MacMurray, Lucille Ball, Desi Arnaz



Desi, Lucy and Bongo



Dying Swan
in
"I Love Lucy"



There's Lucy!



Lucille Ball, Mary Wickes



Lucille Ball, Chalo Chacon



Desi Arnaz



William Frawley, Desi Arnaz, Harpo Marx



Molly attends a meeting



Arthur Godfrey visits the Goldbergs for a kosher dinner



THE GOLDBERGS

After seventeen successful years on radio and a run on Broadway, Gertrude Berg brought Molly Goldberg and her family to television via the CBS network on January 17, 1949. The Goldbergs and their life and times in the Bronx, was a half hour situation comedy. One week, Molly and her club would be putting on a production of *Die Fledermaus*, and the next, she would be advising Jake on his business troubles. The show was human in its comedy. The cast included: Philip Loeb as Jake, the father; Larry Robinson as Sammy, the son; Arlene McQuade as Rosalie, the daughter; and Eli Mintz as Uncle David. The show closed, June 25, 1951.

Harold Stone, Eli Mintz, Gertrude Berg. Center: Gertrude Berg, Arlene McQuade, Eli Mintz. Left Center: Arlene McQuade, Philip Loeb, Gertrude Berg, Larry Robinson



SANKA
NEW
COFFEE



On the set with "The Goldbergs"



Philip Loeb as Jake, Gertrude Berg as Molly



"Hot today, no?"



Robert H. Harris (Jake), Gertrude Berg (Molly), Arlene McQuade (Rosalie), Tom Taylor (Sammy), Eli Mintz (Uncle David) in "The Goldbergs"



"Good morning, Mrs. Cohen."

Dick Van Patten as "Nels", Judson Laire as "Papa", Rosemary Rice as "Katrin",
Peggy Wood as "Mama", Robin Morgan as "Dagmar" in "Mama" CBS





Mama (Peggy Wood), Dagmar (Robin Morgan) 1949



Peggy Wood as Mama



Mama (Peggy Wood), Dagmar (Robin Morgan) 1955



Robin Morgan, Rosemary Rice, Kevin Coughlin, Judson Laire, Peggy Wood, Dick Van Patten, Ruth Gates



MAMA

Peggy Wood, "Mama" to most television viewers opened on CBS with her television family, July 1, 1949. The show was a gentle family situation comedy based on the play, *I Remember Mama*, which was based on the book, *Mama's Bank Account*. The cast included: Judson Laire (Papa Hansen), Rosemary Rice (Katrin), Dick Van Patten (Nels) and Dagmar (Robin Morgan). The show remained on the air for seven years before it was cancelled on July 27, 1956. Thousands of letters, wires, phone calls and petitions flooded CBS for the return of *Mama*. The network acted on the viewers' letters and newspaper editorials and re-opened the show on December 16, 1956. This time, *Mama*, was filmed and Toni Campbell became the new Dagmar. The series closed, March 17, 1957.



Clockwise: Judy Sanford, Peggy Wood, Ruth Gates, Dick Van Patten, Judson Laire, Rosemary Rice. Center: Peggy Wood, Toni Campbell

Papa and Mama (Judson Laire, Peggy Wood) go shopping

Papa (Judson Laire) and neighbor





Carl Saxe, Gracie Allen



George Burns



Steve Reeves, Gracie Allen, George Burns

BURNS AND ALLEN

George Burns and Gracie Allen, long famous as a "double" in vaudeville, radio and occasionally, films, opened on the CBS network on October 12, 1950. *The George Burns-Gracie Allen Show* was a domestic situation comedy. At the halfway point, George did a monologue, either commenting on the show or just talking to the audience. The show ended with George and Gracie in a brief vaudeville bit. The cast regulars included: Bea Benadaret as Blanche Morton, Gracie's next door confidante, Fred Clark and then Larry Keating as Harry Morton and Harry Von Zell as himself. During the 1955-56 season, Ronnie Burns joined the show playing their son. For the first two years, the shows were performed live on alternate weeks. The third year, it was filmed and run weekly. During the show's eighth season, Gracie announced her retirement. She appeared in the show for the last time on September 22, 1958. The series is now making the syndication rounds. The following season, October 21, 1958, George starred in television sans Gracie on *The George Burns Show* (NBC). The show was still in the situation comedy format but in a new setting. From a home, the show moved into a Beverly Hills office building with George playing a producer. Neighbor, Harry Morton (Larry Keating) had an office in the same building and his wife Blanche (Bea Benadaret) moved in as George's secretary, determined to protect Gracie's wifely interests. Harry Von Zell was retained and Ronnie Burns was given larger parts. Guest stars were an innovation on the new show. The new series concluded on April 14, 1959.



Gracie Allen, Bea Benadaret



Gracie and George



Ronnie Burns, Judy Meredith, Gracie Allen



Bea Benadaret, Larry Keating, George Burns, Gracie Allen



George and Ronnie Burns



OZZIE AND HARRIET

The Ozzie Nelsons (Harriet Hilliard) brought their delightful domestic adventures to television via the ABC network on October 10, 1952. Their TV family was rounded out by their own sons, Ricky and David. Ricky and David Nelson grew from boys to young men on the show. As they grew up, the show's emphasis began to turn to them. Ricky went on to become a successful recording star on his own and David was on his way to a movie career. But both boys have remained with the show which completed seven seasons on the air. It will return in the fall of 1959 to begin an eighth.



Scenes from "The Adventures of Ozzie and Harriet," ABC, from 1952 through 1959.





Robert Young, Elinor Donahue, Rita Moreno



Robert Young, Billy Gray, Paul Wallace

FATHER KNOWS BEST

Father Knows Best, a family situation-comedy opened on the CBS network, October 3, 1954. Robert Young was father, Jim Anderson, Jane Wyatt, Margaret, his wife and the children: Elinor Donahue (Betty), Billy Gray (Bud), and Lauren Chapin (Kathy). At the end of the first twenty-six weeks on the air, the show was dropped by the sponsor, March 27, 1955. Top columnists and viewers around the country protested the cancellation so strongly that the show returned to the TV screens by "Popular Demand" via NBC on August 31, 1955. It remained with NBC until September 17, 1958. At the start of its fifth season, September 22, 1958, it switched back to CBS where it is still running.



Elinor Donahue, Lauren Chapin, Robert Young, Jane Wyatt, Billy Gray



Lauren Chapin and Duchess



Robert Young, Jane Wyatt



Jane Wyatt, Billy Gray, Lauren Chapin, Elinor Donahue, Robert Young (also top center)



Elinor Donahue, Jane Wyatt, Lauren Chapin, Robert Young



Pat Benoit, Wally Cox



Wally Cox, Tony Randall

MR. PEEPERS

Wally Cox as bespectacled *Mr. Peepers* opened as a summer replacement on the NBC network, July 3, 1952. The shy, ineffectual science teacher of Jefferson City Junior High was so successful that the show was moved to a night-time spot on October 26, 1952. Robinson J. Peepers was the classic "little man" — he was shy and quiet but always as solid as a rock. Even though he was not always quite in control of all situations, he was always a man of dignity. The cast included: Marion Lorne as Mrs. Gurney, the confused English teacher, Georgiann Johnson and Tony Randall played best friends, the Harvey Weskits, and Pat Benoit was the girl friend who later became Mrs. Peepers. The show closed, June 12, 1955.



Mr. Peepers and pupils



Ernest Truex, Marion Lorne, Pat Benoit



Wally Cox, Cliff Norton



An educated cow



Wally Cox, Pat Benoit



Lugene Sanders, Bobby Ellis in "Meet Corliss Archer", CBS comedy series, premiered July 12, 1951. Off the air March 29, 1952.



Brandon DeWilde, Ernest Truex in "Jamie" series, ABC, debuted September 28, 1953. Ended October 4, 1954.



Benita Hume, Ronald Colman began their comedy series "The Halls Of Ivy," CBS on October 19, 1954. Closed September 29, 1955.



Gene Barry as Gene Talbot, one of Miss Brooks' love interests

OUR MISS BROOKS

Our Miss Brooks, Eve Arden, of radio and films brought Madison High to television via CBS on October 3, 1952. Principal, Mr. Conklin (Gale Gordon) and elusive fellow teacher, Mr. Boynton (Bob Rockwell) joined Connie Brooks in her adventures. The show concluded on network, September 13, 1957, and was syndicated.



Robert Rockwell, Eve Arden
Above: Richard Crenna, Robert Rockwell, Eve Arden



Mickey Rooney, Joan Jordan in first episode of comedy series, "The Mickey Rooney Show", NBC debuted August 28, 1954. Ended June 4, 1955.



Paul Gilbert in "The Duke," NBC premiered July 2, 1954. Went off the air September 3, 1954.



Alan Bunce, Peg Lynch began their domestic comedy series, "Ethel and Albert", CBS June 20, 1955. Ended September 26, 1955.



MEET MILLY

Meet Milly, a half hour situation comedy debuted on the CBS television network on October 25, 1952. The show was an amusing account of the trials and tribulations of a Manhattan secretary. Elena Verdugo starred as Milly and Florence Halop starred as her mother. The show closed on February 28, 1956.



Elena Verdugo, Ross Ford
Center: Roland Winters, Elena Verdugo, Ross Ford

Roland Winters, Florence Halop, Marvin Kaplan



Monette Moore, Zelda Cleaver, Willa P. Curtis
as the old maid Gribble Sisters



Spencer Williams as Andy, Alvin
Childress as Amos



Spencer Williams as Andy, Tim Moore as Kingfish,
Johnny Lee as Counsellor Calhoun

"Amos and Andy" CBS, premiered June 28, 1951, and ended June 11, 1953.



Buck, Robert Sterling, Leo G. Carroll, Anne Jeffreys



Leo G. Carroll, Anne Jeffreys, Robert Sterling

"Topper" CBS debuted October 9, 1953, off the air September 30, 1955.



Hazel Court, Eugene Deckers, Patrick O'Neal in
"Dick and The Duchess" CBS from September
28, 1957, to May 16, 1958.



Buddy Hackett in "Stanley" NBC
from September 24, 1956, to
March 11, 1957.



Scott McKay, Celeste Holm in "Celeste" CBS
situation comedy premiered October 10, 1954,
ended December 5, 1954.



Alan Reed, J. Carrol Naish



Alan Reed, J. Carrol Naish



J. Carrol Naish, Alan Reed, Jody Gilbert

"Life With Luigi" CBS premiered September 22, 1952, ended December 22, 1952.



Joan Caulfield, Barry Nelson, Steve Dunne



Barry Nelson, Joan Caulfield



Vanessa Brown, Barry Nelson, Sarah Selby

"My Favorite Husband" CBS, premiered September 19, 1953, with Joan Caulfield playing the wife until October 4, 1953, when Vanessa Brown replaced her. Off the air September 8, 1957.



Steve Dunne, Barbara Billingsley in "Professional Father" CBS debuted January 8, 1955, off the air July 2, 1955.



Jessica Tandy, Larry Gates, Hume Cronyn in "The Marriage" NBC aired from July 8, 1954, to August 19, 1954.



William Bendix, Lugene Sanders, Marjorie Reynolds, Wesley Morgan



Marjorie Reynolds, Lugene Sanders, William Bendix, Wesley Morgan



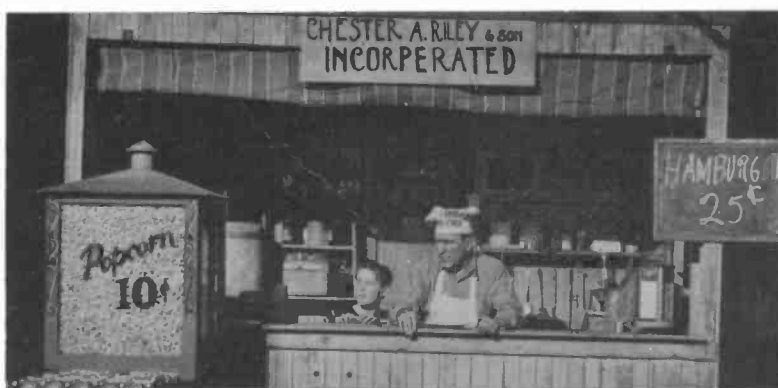
William Bendix, Marjorie Reynolds, Lugene Sanders, Wesley Morgan

LIFE WITH RILEY

Life With Riley, a half hour situation comedy debuted on the NBC network on October 4, 1949. Jackie Gleason starred as Riley and Rosemary DeCamp played his wife, Peg. The show ended its run on March 28, 1950. When the NBC show reopened on January 2, 1953, William Bendix became Chester A. Riley and Marjorie Reynolds was his wife, Peg. The show revolved around bumbling Riley and his family. Riley was always getting stung in some way but always managed to end up all right by the program's finish. Best pal, Gillis, and his wife, Honeybee were played by Tom D'Andrea and Gloria Blondell. Wes Morgan appeared as Junior. This *Life with Riley* completed five seasons before it left the airways on August 22, 1958.



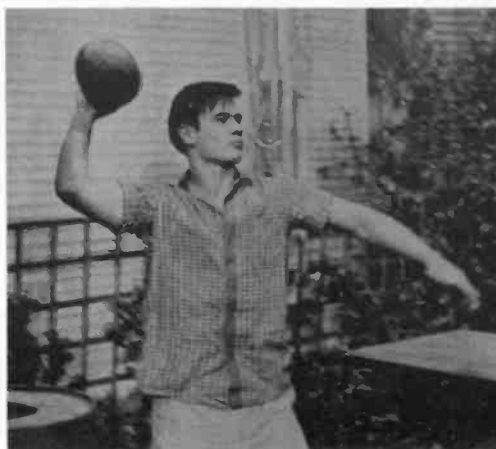
William Bendix, Tom D'Andrea and Scouts



Rosemary DeCamp, Jackie Gleason in the original "Life With Riley," 1949



Marjorie Reynolds, Gloria Blondell, Tom D'Andrea, William Bendix



Wesley Morgan as Junior - 1957
Above: with William Bendix



Lorraine Bendix, William Bendix, Denny Miller



Ann Sothorn, Don Porter



Ann Sothorn



Jacques Bergerac, Ann Sothorn, Don Porter

ANN SOTHERN SHOW

Hollywood's Maisie Revere became television's Susie McNamara on *Private Secretary* for the CBS network, September 12, 1954. Susie was secretary "extraordinaire" to her boss, theatrical agent, Peter Sands (Don Porter). The cast included Ann Tyrrell as Vi. The show closed on September 10, 1957. When the series ended, Ann Sothorn made guest appearances with Desi and Lucy and with Perry Como among others. Susie McNamara became Katy O'Connor in *The Ann Sothorn Show* (CBS) on October 6, 1958. This time, she was an assistant manager in a New York hotel. Katy's boss was Ernest Truex. In mid-season, he was replaced with Susie's old boss, Don Porter who turned up as Kathy's new boss, Mr. Devery. The show will return in the fall of 1959.



Ann Sothorn, Don Porter



Private Secretary



Ann Tyrrell, Ann Sothorn



Ethel Waters



Louise Beavers, Ruby Dandridge as sensible Beulah and butterfly-brained Oriole. Ethel Waters and Hattie McDaniel also played Beulah "Beulah," ABC, debuted October 10, 1950 and left the air September 22, 1953.



Hattie McDaniel



Marie Wilson

MY FRIEND IRMA

Television's original, lovable dumb blonde, *My Friend Irma* debuted on the CBS television network on January 8, 1952. Marie Wilson starred as curvy Irma and Kathy Lewis appeared as her level-headed best friend, Jane. The show completed two seasons before it closed on June 26, 1954.



Marie Wilson, Paul Frees, Mary Shipp



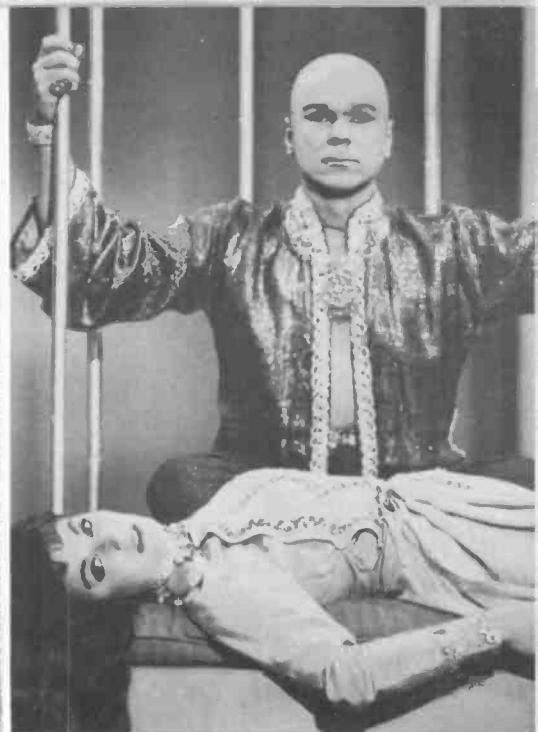
Marie Wilson, Mary Shipp



Andy Clyde, Pat Breslin



Jackie Cooper, Cleo the basset hound, Patricia Breslin
"The People's Choice," NBC, premiered October 6, 1955,
closed September 25, 1958, moving to ABC for 1959-60 season.



Lita Milan, Jackie Cooper



I MARRIED JOAN

I Married Joan, a half hour situation comedy premiered on NBC October 15, 1952. It co-starred comedienne, Joan Davis and Jim Backus as her husband, Judge Bradley Stevens. The show closed on April 6, 1955. It returned in a morning slot on May 5, 1956 and ran to March 9, 1957.



Joan Davis (above with Jim Backus)



Jim Backus, Joan Davis



Joan Davis



Gloria Winters, Robert Cummings, in "My Hero," NBC, from November 8, 1952 to August 1, 1953.



Hope Emerson, Chester Conklin, Eddie Mayehoff, Connie Marshall, Billie Burke, Arnold Stang in "Doc Corkle," NBC, from October 5, 1952 to October 19, 1952.



Fay Wray, Paul Hartman in "Pride Of The Family," ABC, premiered October 2, 1953.



William Bishop, James Dunn, Michael O'Shea



Barbara Nichols, William Bishop



James Dunn, William Bishop, Michael O'Shea

"It's A Great Life," NBC, from September 7, 1954 to June 3, 1956.



Annie Hawkins, Judy Nugent, Tommy Bernard, Charles Ruggles, Margaret Kerry in "The Ruggles," ABC



Gil Stratton, Jr., Eddie Mayehoff in "That's My Boy," CBS, from April 10, 1954 to January 1, 1955.



Ray Milland, Phyllis Avery in "Meet Mr. McNutley," CBS, from September 17, 1953 to July 15, 1954.



Whitfield Connor, June Havoc in "Willy,"
 CBI, from September 18, 1954 to July 7, 1955.



Mabel Albertson, Johnny Mercer, Margaret
 and Barbara Whiting in "Those Whiting Girls,"
 CBS, from July 4, 1955 to September 30, 1957.



Hal March, Tom D'Andrea in "The Soldiers,"
 NBC, debuted June 25, 1955.



Peter Lawford and Muggs gets advice for the lovelorn from Peter
 Lawford in "Dear Phoebe," NBC, from September 10,
 1954 to September 11, 1956.



Mitzi Green in "So This Is
 Hollywood," NBC, from Janu-
 ary 1, 1955 to August 19,
 1955.



Jeri Lou James, Pat Bright, Bob Jellison, Janis Paige in
 "It's Always Jan," CBS, from September 10, 1955 to
 June 30, 1956.



Cox, Carol Conn in "The Adventures
 of Ram Holliday," NBC, from October
 3, 1956 to February 27, 1957.



Ann Morriss, Nancy Hadley, Bob Sweeney, Gale Gordon in
 "The Brothers," CBS, from October 2, 1956 to September 7, 1958.



Nita Talbot, Larry Blyden, Shirl Conway
 in "Joe and Mabel," CBS, from June 26,
 1956 to September 25, 1956.



Richard Deacon, Charles Winninger, Charles Farrell, Leon Askin, Marie Windsor

Marie Windsor, Charles Farrell

"The Charlie Farrell Show," CBS, from July 2, 1956 to September 24, 1956.



Charles Farrell, Gale Storm in "My Little Margie," CBS, premiered June 16, 1952, ended July 30, 1953.

Zasu Pitts, Gale Storm in "Oh, Susanna!" CBS, from September 29, 1956 to April 11, 1959. Name changed August 9, 1958 to "The Gale Storm Show." Above: Gale Storm, John Agar



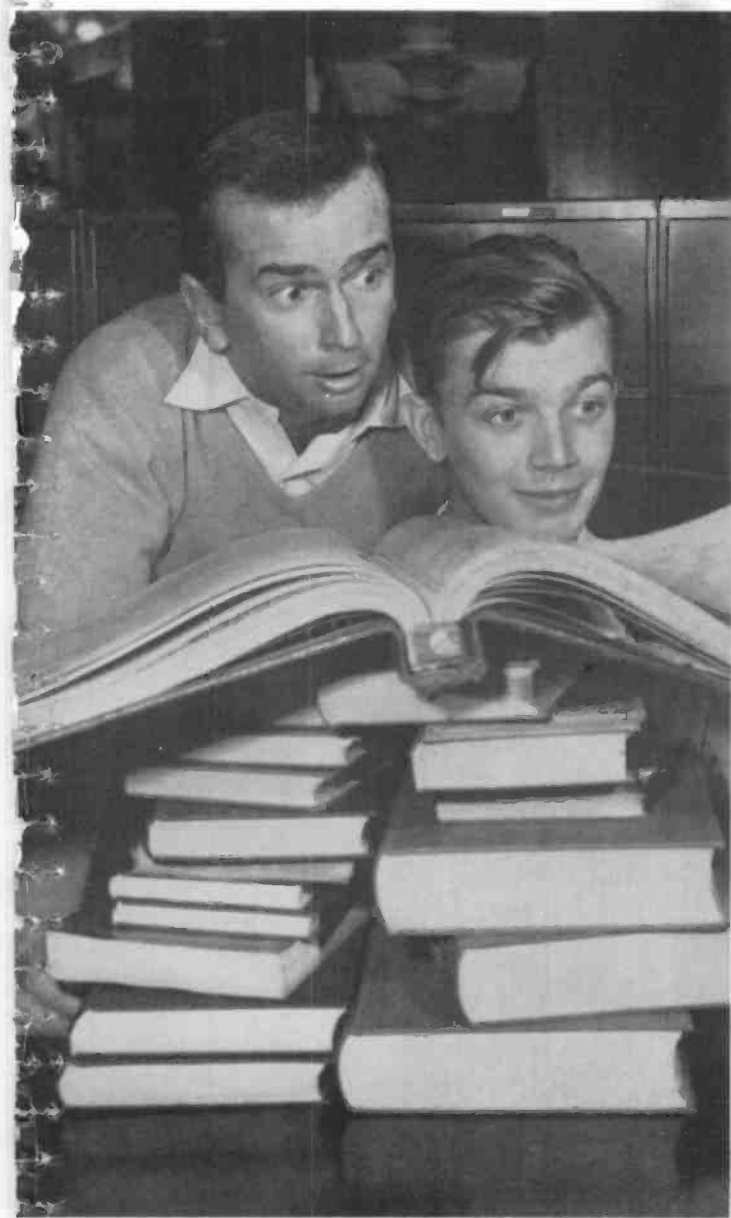
Allen Jenkins, Jeannie Carson in "Hey, Jeannie!"
 CBS, premiered September 8, 1956, ended
 May 4, 1957.



Stuffy Singer, Arthur Lake, Pamela Britton,
 Ann Barnes, Daisy and her family
 "Blondie," NBC, from January 4, 1954 to December 5, 1954,
 resumed July 5, 1958 to October 4, 1958.



Arthur Lake, Pamela Britton



Jackie Kelk, Bob Casey



Bob Casey, House Jameson, Barbara Robins
 Above: Bob Casey, Barbara Robins

"The Aldrich Family," NBC, from October 2, 1949 to May 29, 1953.



Joan Caulfield, Johnny Desmond in "Sally," NBC



Betty White, Bill Williams in "Date With The Angels"



Jackie Kelk, Nydia Westmac in "Young Mr. Bobbin," NBC. Premiered August 26, 1951, off the air May 18, 1952.



LIFE WITH FATHER

Life With Father, a half-hour situation comedy, based on the book and play premiered on the CBS network, November 22, 1953. Leon Ames and Lurene Tuttle were Father and Mother and the Day children included: Ralph Reed, Freddie Leiston, Ronald Keith and Harvey Grant. The show closed on July 5, 1955.

Lurene Tuttle, Leon Ames, Steven Terrell

Leon Ames, Patricia Hitchcock, Harry Mendoza



The Day family takes a Sunday morning stroll



Eilene Janssen, Steven Terrell, Leon Ames, Harvey Grant



Joan Bennett, Donald Cook in "Too Young To Go Steady," NBC from May 14, 1959 to June 25, 1959.



Roby Winans, Vic Rodman in "Noah's Ark," NBC



May Wynn, Paul Burke



James Flavin, Spring Byington



DECEMBER BRIDE

Lovable mother-in-law, Lily Ruskin (Spring Byington) her daughter and son-in-law, Ruth and Matt Henshaw (Frances Rafferty and Dean Miller) debuted on CBS on October 4, 1954. *December Bride* completed five seasons in 1959. Neighbor, Pete (Harry Morgan) and Lily's cohort, Hilda (Verna Felton) round out the cast.



Dean Miller, Nikki Faustino, Harry Morgan, Rosemary Elliot



Harry Morgan, Verna Felton, Spring Byington, Dean Miller, Frances Rafferty



Spring Byington (Above with Verna Felton)



Frances Rafferty, Spring Byington, Verna Felton, Dean Miller, Harry Morgan 109



Rosemary DeCamp, Bob Cummings, Leigh Snowden



Bob Cummings, Rosemary DeCamp, Ann B. Davis, Hans Conried



Ann B. Davis, Bob Cummings, Tania Velia

THE BOB CUMMINGS SHOW

Cummings stars as Bob Collins, "wolf" photographer; Ann B. Davis (Schultzy) his secretary, Rosemary DeCamp (Margaret) his sister, Dwayne Hickman (Chuck) his nephew. The show opened on NBC, January 1, 1955. The next fall it moved to CBS until September 19, 1957. Immediately after, it was back to NBC, ending July 14, 1959.



Barbara Nichols, Bob Cummings, Ann B. Davis



Walter Brennan as Grandpa McCoy



Tony Martinez, Lydia Reed, Richard Crenna, Walter Brennan, Kathy Nolan, Michael Winkelman
"The Real McCoys," ABC, debuted October 3, 1957.



Walter Brennan, Madge Blake



Pat Wayne, Darrell Howe, Ida Lupino



Ida, Howard and friend



Ida Lupino, Hayden Rorke, Howard Duff

MR. ADAMS AND EVE

Ida Lupino (Eve) and Howard Duff (Mr. Adams) opened on CBS, January 4, 1957 and ran to September 23, 1958. The series was a husband and wife show with a difference: they were movie stars. The plots concerned their adventures in filmland. Cast regulars included: Olive Carey (house-keeper) and Hayden Rorke (Agent).



Ida Lupino, Howard Duff, Stuart Whitman



Earl Betz, Donna Reed in "The Donna Reed Show," ABC. Debuted September 24, 1958.



Marge and Gower Champion, Jack Whiting in "Marge and Gower Champion Show," CBS, 1957.



Wendell Corey, Marsha Hunt, Patty McCormack in "Peck's Bad Girl," CBS, premiered May 5, 1959.



LEAVE IT TO BEAVER

Leave it to Beaver, a family situation comedy premiered on CBS, October 4, 1957. The adventures of Beaver (Jerry Mathers) and his older brother, Wally (Tony Dow) ran until September 17, 1958. The boys and their TV parents, Hugh Beaumont and Barbara Billingsley, moved to ABC, October 3, 1958, where they're still running.

Jerry Mathers (right) and classmates

Jerry Mathers

Jerry Mathers, Hugh Beaumont

Top: (L) Jerry Mathers, Tony Dow. (R) Jerry Mathers, Barbara Billingsley, Hugh Beaumont



Willard Waterman, Stephanie Griffin in "The Great Gildersleeve," NBC, 1955.

John Forsythe, Noreen Corcoran in "Bachelor Father," CBS. Debuted September 15, 1957.

Jimmy Sommers, Pat Crowley in "A Date With Judy," ABC, June 2, 1951 to September 30, 1953.



Bing Crosby, Frank Sinatra



Frank Sinatra

FRANK SINATRA

Recording star and movie actor, Frank Sinatra made his television debut with *The Frank Sinatra Show*, a half hour variety show on CBS, October 7, 1950. The weekly show ended, April 1, 1952. His opening show had Como as a guest. Sinatra appeared in *The Ford 5th Anniversary Show*, June 15, 1953. He was *Person To Person* on September 14, 1956. He starred with Bing Crosby in *The Edsel Show*, a CBS special, October 13, 1957. A new *Frank Sinatra Show* reappeared on television for ABC on October 18, 1957. On most weeks, the show was a variety program; on the others, Sinatra hosted (when he did not appear) in half hour plays. The show left the air on June 27, 1958. Some of Sinatra's guest appearances included: *The Alan Young*, *Dinah Shore*, *Dean Martin* and *Bob Hope* shows. In the fall of 1959, Sinatra with guest stars, Dean Martin, Bing Crosby, will star in an ABC special, *The Timex Frank Sinatra Show*.



Sinatra with Kay Thompson

Sinatra, Beatrice Lillie, Bob Hope in "Star Spangled Revue," NBC

Bing Crosby with Sinatra



“Y’All Come” song and dance number on the “Bing Crosby Show,” CBS



Bing



Frank, Bob and Bing

BING CROSBY

Crosby was one of the stars who never had a regular series. He chose to appear on television on a “special” basis. He made his TV debut on February 27, 1951 singing on *The Red Cross Program* on the CBS network. His next TV appearance as MC (and singer) on *The Olympic Marathon* was in the summer of 1952. *The Bing Crosby Show* (CBS) was aired, January 3 and April 24, 1954. He was invited by Ed Murrow and *Person To Person*, December 3, 1954. He made two appearances on *The Ford Star Jubilee* and three Ed Sullivan guest appearances in 1956. His last appearances for CBS were: *The Edsel Show* with Sinatra, October 13, 1957; and *Bing Crosby and His Friends*, January 12, 1958. He moved to ABC, October 1, 1958, to star in a special with Dean Martin. He starred in *Bing Crosby Golf Tournament* (January 18, 1959) and in a special with sons, Phillip and Dennis on March 2, 1959.



Sinatra and Crosby



Louis Armstrong, Frank Sinatra, Rosemary Clooney, Bing Crosby on “The Edsel Show,” CBS. Above: Jack Benny with Bing



Fred Waring



Poley McClintock, Fred Waring, Tom Waring, Fred Waring, Jr. on "The Fred Waring Show," CBS, from April 17, 1947 to May 30, 1954. Summer return July 22 to August 30, 1957.



Fred Waring, Helyne McLain



Jane Froman, U.S.A. Canteen Show, CBS from October 18, 1953 to July 2, 1953 and "The Jane Froman Show," CBS, September 1, 1953 to June 23, 1955.



Lanny Ross, star of "Swift Show," NBC, from April 1, 1948 to August 4, 1949.



Roberta Quinlan, TV's "Especially For You" girl, NBC, from May 3, 1949 to November 23, 1951.



Freddy Martin in "The Freddy Martin Show," NBC, from July 12, 1951 to November 28, 1951. Summer return July to September 1955.



The indestructible Paul Whiteman

Mimi Benzell, Paul Whiteman on the "Paul Whiteman Show," ABC, April 2, 1949 to March 28, 1954.

Paul with Andrea McLaughlin on Whiteman's TV Teen Club



Victor, Lebert, Guy and Carmen Lombardo on Guy Lombardo's Show, NBC, November 6, 1953 to June 25, 1954.

Guy Lombardo

Lombardo telecast (CBS) from Hotel Roosevelt Grill, New York City, New Year's Eve 1956, 1957, 1958.



Vaughn Monroe of "The Vaughn Monroe Show," CBS, October 10, 1950 - July 3, 1951. NBC from August 31, 1954 to September 30, 1954.

Tony Martin of "The Tony Martin Show," NBC, from April 26, 1954 to February 27, 1956.

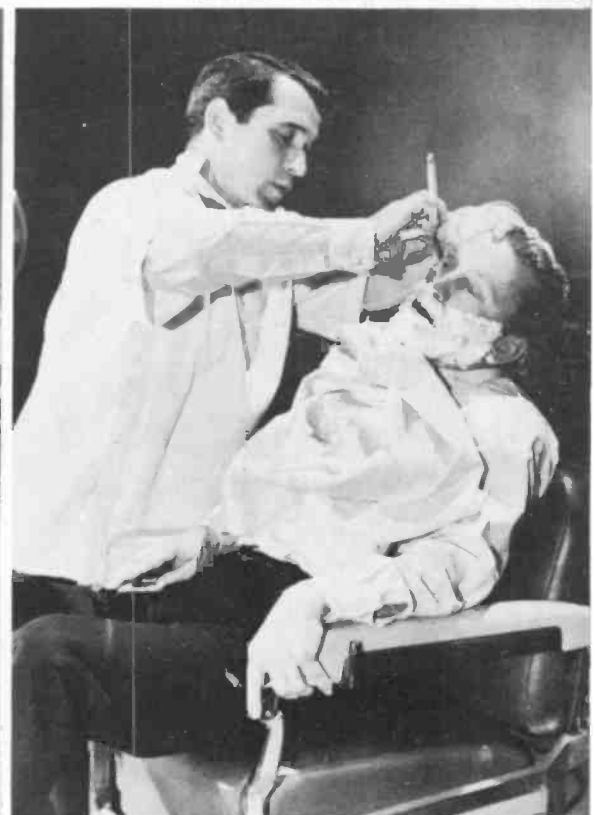
Dennis Day starred in "RCA Victor Show," NBC from February 8, 1952 to August 2, 1954.





PERRY COMO

Relaxed Perry Como was one of the first singers to enter television. He made his TV debut, December 24, 1948 in *The Chesterfield Supper Club* for NBC. The show ran until May 28, 1950. Perry's breezy personality and effortless singing moved to CBS to star in *The Perry Como Show*, October 2, 1950. The variety show ran for five seasons until June 24, 1955. Perry Como was back at NBC on September 17, 1955 in an hour, color-variety show. Como became "Mr. Saturday Night." The show was dominated by his rich baritone and his relaxed charm. Hollywood stars like Ginger Rogers, Tab Hunter, Mickey Rooney; Broadway stars, Ethel Merman, Judy Holliday and Ralph Bellamy; TV stars, Jack Carter, Martha Raye and Ed Wynn, joined him in songs and fun. The show completed four successful seasons on June 6, 1959. In the fall of 1959, Como will star in a new one hour variety show for Kraft. Some of his guest appearances: 1951 World Series (he sang the National Anthem from the Polo Grounds), *Calgate Comedy Hour*, *Eddie Fisher*, *Dinah Shore Shows*, *Wide, Wide World* and on March 24, 1959, he starred in a special, *Pontiac Presents Perry*.



Perry and Hedda Hopper swap Easter bonnets

Perry with Gary Cooper

Como returns to old profession to give Kirk Douglas a close shave



Perry with Ginger Rogers



He gets letters



Marge and Gower Champion dance on "The Perry Como Show," April 19, 1958.



Irene Dunne with Perry



Perry rehearses with Cedric Hardwicke and Claudette Colbert



Perry with Lena Horne



Clowning



Perry and Bob Hope — nearsighted?



Relaxed



Michael Todd, Eddie Fisher



Eddie Fisher, Tommy Sands



EDDIE FISHER

Singer, Eddie Fisher made his TV debut, April 29, 1950 with Berle on *The Damon Runyon Marathon*. He made his final appearance before entering the army with Eddie Cantor on *The Colgate Comedy Theatre*, April 1, 1951. During his army stint, he made several guest appearances with Cantor and Berle. After his army discharge, he starred in *Coke Time With Eddie Fisher* (NBC) from April 29, 1953 to April 22, 1957. The fifteen minute variety show was aired twice weekly. He starred in *Planter's Peanut Time* during the 1956-1957 season. The hour color *Eddie Fisher Show* ran alternate weeks for two seasons from September 24, 1957 through March 17, 1959. On the alternate weeks, Fisher guested with George Gobel.



Eddie Fisher, Ann Blyth



Eddie rehearses with Johnny Mathis



Eddie Fisher and Debbie Reynolds on "The Eddie Fisher Show," NBC, 1957.



Russ Morgan, Helen O'Connell on "The Russ Morgan Show," CBS, July 7, 1956 to September 1, 1956.



Tommy and Jimmy Dorsey on "NBC Bandstand," July 30, 1956-November 23, 1956.



Connie Russell with Frankie on "Frankie Lane Time," CBS, July-September 1955 and August-September 1956.



Patti Page, Frankie Vaughn



Patti Page debuted CBS July 15, 1952-September 25, 1952. Her "Big Record" show, CBS, September 18, 1957 to June 11, 1958. New ABC show September 24, 1958 to March 16, 1959.



Nat "King" Cole of "The Nat 'King' Cole Show," NBC, November 5, 1956 to December 17, 1957.



Xavier Cugat, Abbe Lane on "The Xavier Cugat Show," NBC, color from February 27, 1957 to May 24, 1957.



Sammy Kaye on "Music From Manhattan," ABC, September 20, 1958 to June 13, 1959.



Mirdy Carson on "Upbeat," CBS, July 5, 1955.



Florian Zabach of "The Florian Zabach Show," CBS, March 10, 1951 to June 9, 1951.



Joan Edwards on ABC, guest appearances



Helen Ryan, Max Showalter in "Musical Miniatures," ABC, 1948.



Frances Langford on "Frances Langford Presents," NBC, March 15, 1959.



Vivian Blaine, Pinky Lee on "Those Two," NBC, musical comedy series from November 27, 1951 to April 24, 1953.



Bobby Troup of "Musical Chairs," NBC, July 9, 1955 to September 17, 1955.



Frankie Carle with Joanne Gilbert on "The Golden Touch of Frankie Carl," NBC, August 7, to October 29, 1956.



Vincent Lopez on his own show from CBS, from October 13, 1956 to April 27, 1957.



Tyrone Power, Dinah Shore



Dinah



Gene Barry, Janis Paige, Dinah Shore, Peter Lawford



DINAH SHORE

Dinah Shore was one of the very first singers to try television. On an afternoon, December 27, 1939, she sang her first song before the NBC TV cameras on a local show. She did not enter on a full time basis until 1950 when she appeared in *The Star Spangled Revue* (two appearances). On September 12, 1951, she was featured in *Irving Berlin's Salute To America*. *The Chevy Show Starring Dinah Shore* (NBC) premiered on November 27, 1951. It was a fifteen minute variety show aired twice a week until July 18, 1957. Dinah acted as hostess and starred in one hour special *Chevy Shows* during 1956 and 1957. Her fine singing and warm personality became so popular with both critics and viewers that on October 20, 1957, she was starred in a weekly color variety show, *The Dinah Shore Chevy Show*. It has been running ever since. Her many guest appearances included: *This Is Your Life*, *Perry Como*, *Frank Sinatra* shows. On November 17, 1957, she was one of the stars in the special: *General Motors 50th Anniversary Show*; on December 20, 1958, she and daughter, Missy, appeared in husband, George Montgomery's Christmas Show on *Cimarron City*.



Louis Prima, Keely Smith, George Montgomery, Dinah Shore, Ernie Kovacs, Edie Adams



Elliott Reid, Julie Andrews, Dinah Shore, Art Carney







Janis Paige, Dinah Shore



Art Carney, Dinah Shore



Mr. and Mrs. George Montgomery



with Perry Como



with Jimmy Durante



with Ethel Merman



with Maureen O'Hara



Dinah rehearses with Louis Jourdan



I'm flying



Nanette Fabray, Dinah Shore



Vic Damone on "The Vic Damone Show," CBS, summer replacement 1956 and 1957.



Earle Wrightsman and Kyle MacDonnell on "The Kyle MacDonnell Show," NBC, April 15, 1948 to January 19, 1949.



Morton Downey on "Star Of The Family," CBS, 1951.



Louis Armstrong



Gene Krupa



Duke Ellington



Woody Herman

On "Timex All-Star Jazz Show," NBC, December 30, 1957.



Diahann Carroll, Johnny Green, Benny Goodman in "Music U.S.A.," CBS, September 8, 1958.



Benny Goodman, Ella Fitzgerald on "Swing Into Spring," CBS, April 10, 1959.



Benny Goodman



Edie Adams



John Raitt, Dorothy Kirsten on Dinah Shore's Chevy Show, summer replacement 1958 and 1959.



Janet Blair



Jimmie Rodgers on his own NBC show, debuted March 31, 1959.



June and Andy star in "The Andy Williams-June Valli show," NBC, July 2, 1957 to September 5, 1957.



Andy Williams, summer replacement 1959 for "Pat Boone Show," ABC



Rosemary Clooney starred in "Lux Show," NBC, color, September 26, 1957 to June 19, 1958.



Patrice Munsel on "The Patrice Munsel Show," ABC, October 18, 1957 to July 18, 1958.



Giselle MacKenzie on "The Giselle MacKenzie Show," NBC, September 28, 1957 to March 29, 1958.



Pat Boone with Bing Crosby's boys



THE PAT BOONE SHOW

Pat Boone, an Arthur Godfrey Talent Scout winner, got his TV seasoning with Godfrey. Pat was with him exclusively for eighteen months on CBS before he decided to go out on his own. His last Godfrey show was aired, January 30, 1957. Before that, he appeared with Como in the summer of 1955 after his first record had been released. He's since sold almost 21,000,000 records. On October 3, 1957, *The Pat Boone Show*, debuted on ABC. Pat's singing dominates the proceedings with an assist from guest stars, who range from young performers like Tab Hunter and Pat Suzuki to the more seasoned, Helen Traubel and father-in-law, Red Foley. The show will return for a third season in the fall of 1959.



Pat Boone and Peggy Lee
Center: Pat Boone with his father-in-law Red Foley

Pat Boone and his wife

Anna Marie Alberghetti, Pat Boone
Center: Jackie Cooper, Pat Boone, Andy Williams





The Lennon Sisters: Kathy, Dianne, Peggy, Janet

Alice Lon with singing group

The Lennon Sisters



Dianne and Janet Lennon with Welk

Lawrence Welk with accordionist



Welk with bass violinist

Welk and company

Lawrence Welk enjoys a joke



Lawrence Welk with Janet Lennon



Rehearsal shot of Welk with the Lennon Sisters



Alice Lon, Dick Dale

THE LAWRENCE WELK SHOW

Lawrence Welk's "Champagne Music" made its television debut on ABC as a summer replacement, July 2, 1955. *The Dodge Dancing Party* was so successful that it has been running ever since. In addition to Welk's twenty-seven piece band, soloists: Alice Lon, Joe Feeney, Larry Hooper, Tiny Little, Jr., Jerry Burke and The Lennon Sisters, are featured. The show is an all music show: Welk dances with the girls, solos on his accordion or spotlights his cast. On October 8, 1956, he starred in a second show for ABC, *Top Tunes and New Talent*. The show concluded on June 2, 1958. Welk and his "Champagne Music Makers" appeared in still another show for ABC, *The Plymouth Show Starring Lawrence Welk* from September 10, 1958 to June 3, 1959.



Buddy Merrill, Lawrence Welk, Orie Amadeo



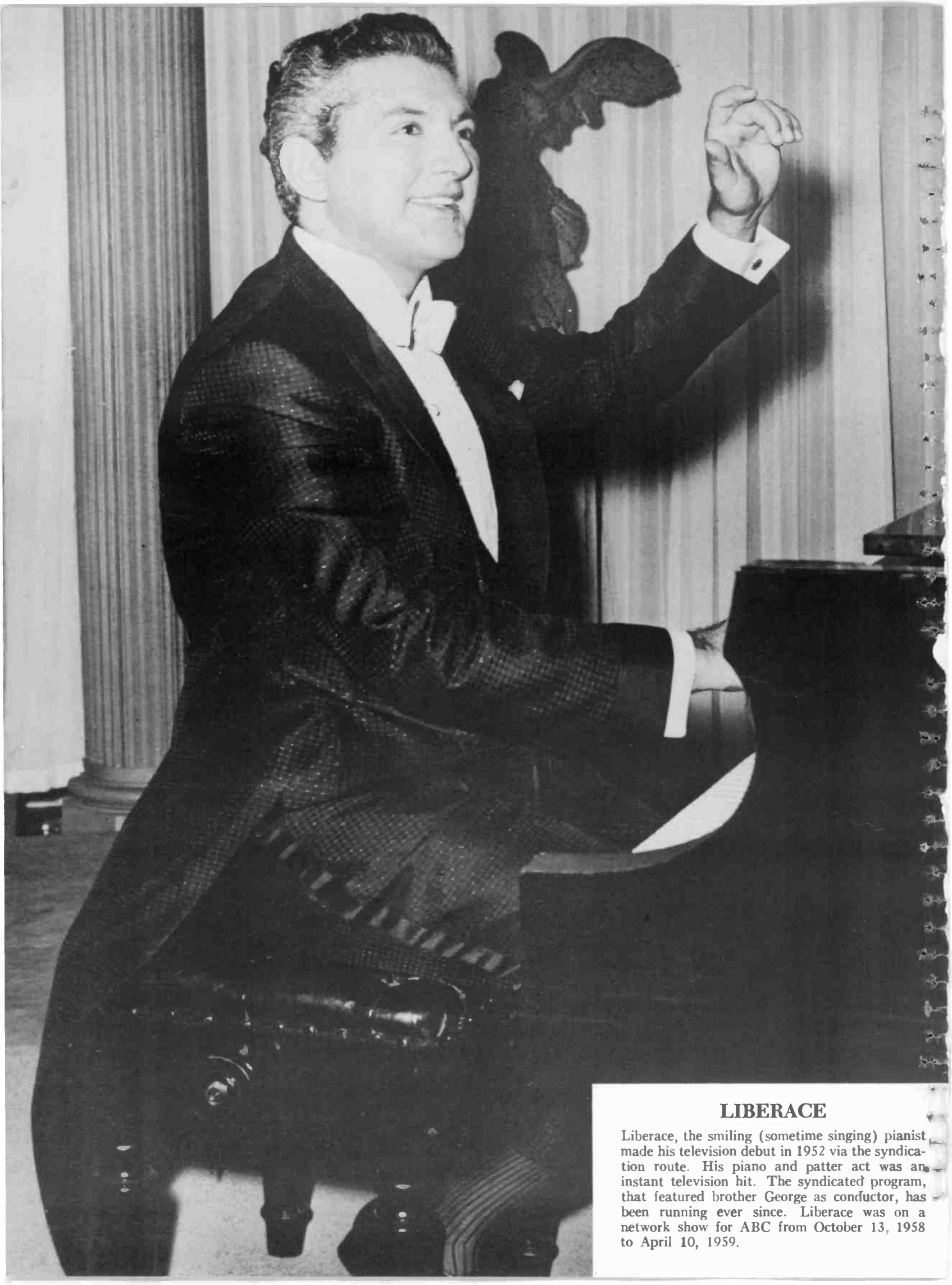
Welk with Alice Lon



Welk directs



Forever blowing bubbles



LIBERACE

Liberace, the smiling (sometime singing) pianist made his television debut in 1952 via the syndication route. His piano and patter act was an instant television hit. The syndicated program, that featured brother George as conductor, has been running ever since. Liberace was on a network show for ABC from October 13, 1958 to April 10, 1959.



Gary Crosby, Cathy Crosby rehearse duet for "The Bob Crosby Show," CBS, summer of 1955.

Bob Crosby

Bob Crosby, Gretchen Wyler in "Bob Crosby Show," NBC, Perry Como replacement June 14, to September 6, 1958.



Polly Bergen, Orson Bean on "The Blue Angel," CBS, show July 6, 1954 to October 12, 1954.

Stubby Kaye, Bill Goodwin in "The Bill Goodwin Show," NBC, September 11, 1951 to March 27, 1952.

Dennis Day, Barbara Ruick on "RCA Victor Show," starring Dennis Day, NBC, February 8, 1952 to August 2, 1954.



Reita Green, Doreen Donley, Horace Heidt, Charlene Lance on "Swift's Show Wagon," NBC, 1955.

Ken Murray, Laurie Anders on "The Ken Murray Show," CBS, January 7, 1950 to June 7, 1952.

John Raitt, Dolores Gray, Joe E. Brown in "Buick Circus Hour," NBC, October 7, 1952 to June 16, 1953.



Groucho Marx, Tallulah Bankhead, Ethel Barrymore on "All Star Revue," NBC, October 27, 1952.



Jimmy Durante, Helen Traubel, Eddie Jackson on "All Star Revue," NBC, April 11, 1953.



Georgia Gibbs



Lanny Ross



Jane Pickens



Jimmie Rodgers



Ed Gardner, guest on "Saturday Color Festival," 136 NBC, April 13, 1957.



Ethel Merman, Frank Sinatra in "Anything Goes" on "Colgate Comedy Hour," NBC, February 28, 1954.



Eddie Albert on variety program "Nothing But The Best," CBS, summer 1953.



Gertrude Niesen on "Saturday Night Revue," NBC, March 4, 1950.

Donna Atwood, Bobby Specht of Ice Capades Company on "Colgate Comedy Hour," NBC, April 25, 1954.

Pat Sheehan on "NBC Comedy Hour," 1956.



Bob and Ray on "The Bob and Ray Show," NBC, July 5, 1952 to September 28, 1953.

Stan Freberg TV comic

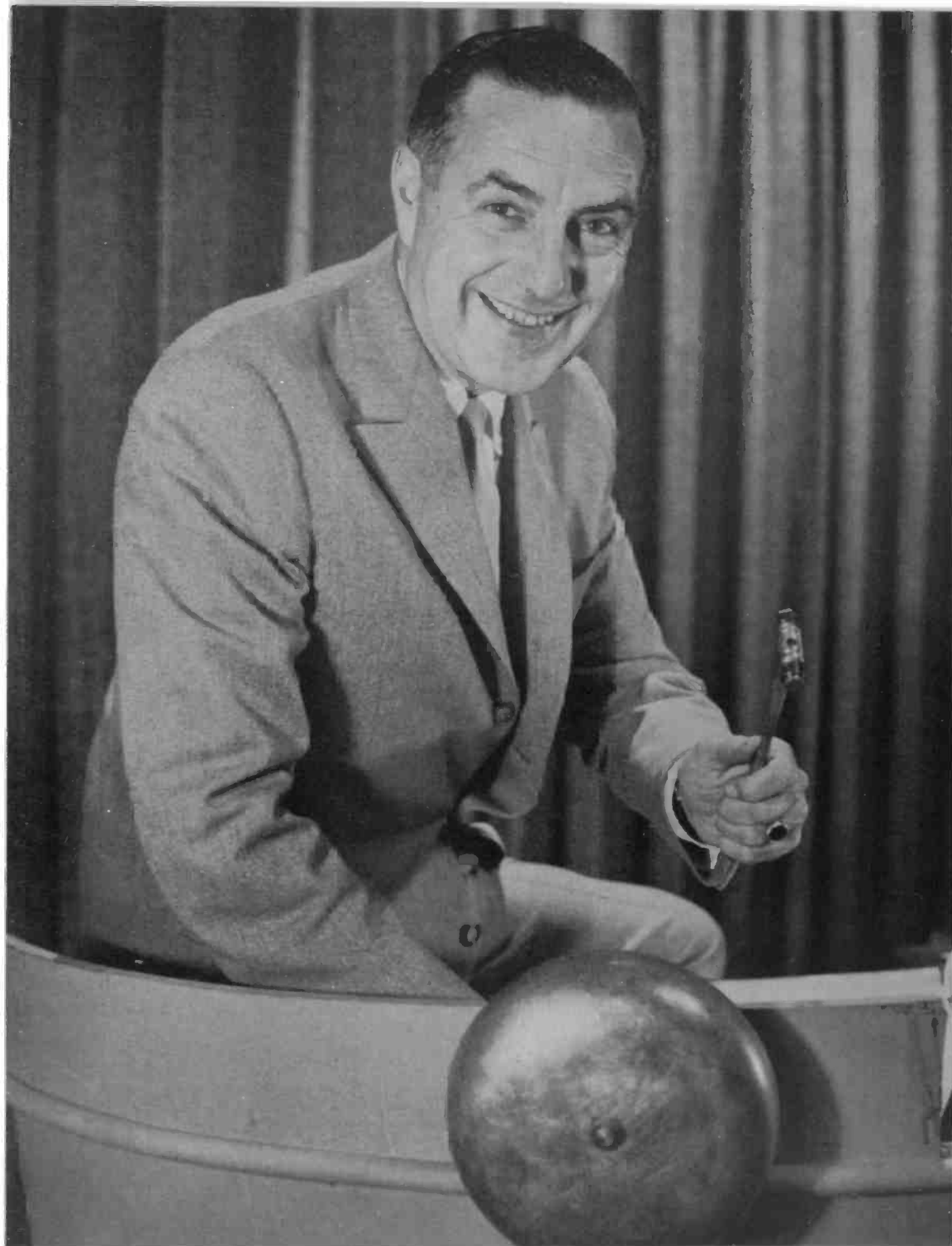
Hedda Hopper, Charlie McCarthy, Edgar Bergen on "Colgate Comedy Hour," NBC, August 1955.



Ray Bolger with Mata and Hari on "Washington Square," NBC, October 21, 1956 to June 13, 1957.

Paul and Grace Hartman on "Ford Star Revue," NBC, February 15, 1951.

Charlie McCarthy, Edgar Bergen, Sue Carson on "Colgate Comedy Hour," NBC, April 17, 1955.

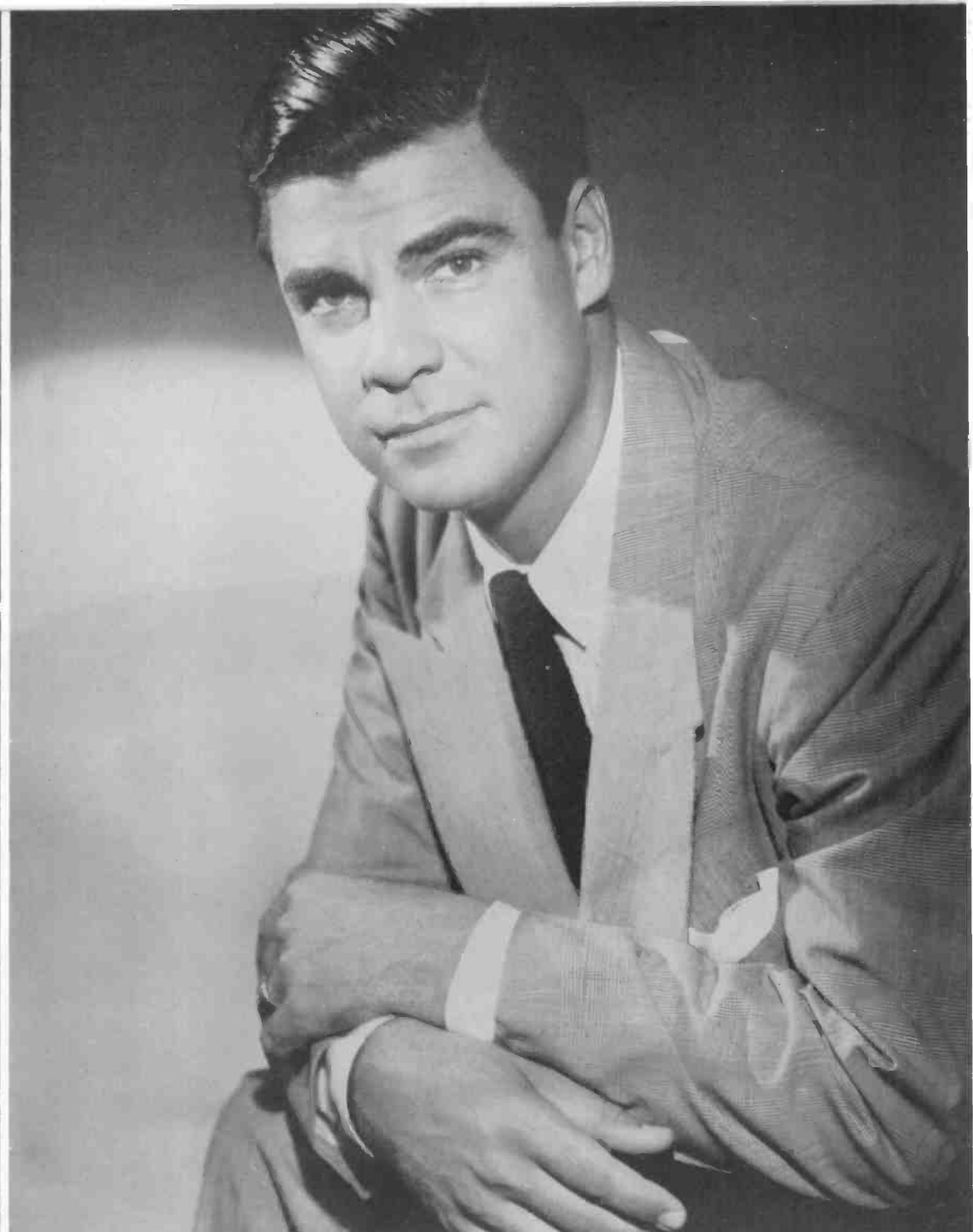


TED MACK

Ted Mack and *The Original Amateur Hour*, a famous radio mainstay, made its television premiere via NBC on October 4, 1949. It stayed with this network until September 11, 1954. It reappeared on ABC from October 30, 1955 through June 23, 1957. The show moved back to NBC the following season and remained there until October 4, 1958. A few weeks later, it moved to its third network, CBS, where it is currently running.



Ted Mack and contestants (also above)



BERT PARKS

Bert Parks, one of television's busiest all around performers starred in a musical variety show, *The Bert Parks Show*, for NBC from November 1, 1950 through January 11, 1952. Parks starred in *Stop the Music*, a musical quiz, for ABC from September 7, 1954 until June 14, 1956. In addition to his musical shows, he has emceed and performed on shows that included *County Fair*, *Masquerade Party*, *Break the Bank* and *The Miss America Pageants*.

Estelle Loring, Bert Parks, Betty Ann Grove (also above)



Howard Barlow during rehearsal



VOICE OF FIRESTONE

The *Voice of Firestone*, the popular radio show of many years' standing, premiered on NBC television, March 22, 1948. It was broadcast on a one time basis. The program was the first commercial musical TV program to be televised simultaneously with a radio broadcast. It opened as a weekly program for NBC on September 5, 1949. It was simulcast with the radio version until its close, June 7, 1954. The program was an unadorned musical show; a popular concert. Howard Barlow conducted a symphony orchestra that featured orchestral works; operatic arias, musical comedy and operetta selections sung by stars that included: Rise Stevens, Cesare Siepi, Patrice Munsel and Renata Tebaldi. The show moved to ABC, June 14, 1954 and left the air, June 1, 1959.



Patrice Munsel, Rise Stevens on "The Voice of Firestone," ABC



Richard Tucker



Brian Sullivan



Jerome Hines



Cesare Siepi



Thomas L. Thomas



Brian Sullivan, Helen Hayes, Paul Whiteman, Earl Wild rehearsal for "The Voice of Firestone," ABC



Jose Greco



Blanche Thebom



Alfred Drake, Doretta Morrow on "The Voice of Firestone," ABC



Renata Tebaldi



Melissa Hayden, Jacques D'Amboise



Maria Tallchief, Andre Eglevsky

of New York City Ballet Company



Duke Ellington, Ella Fitzgerald on "Bell Telephone Hour," NBC, February 10, 1959.



Mr. and Mrs. Jose Ferrer



Harry Belafonte

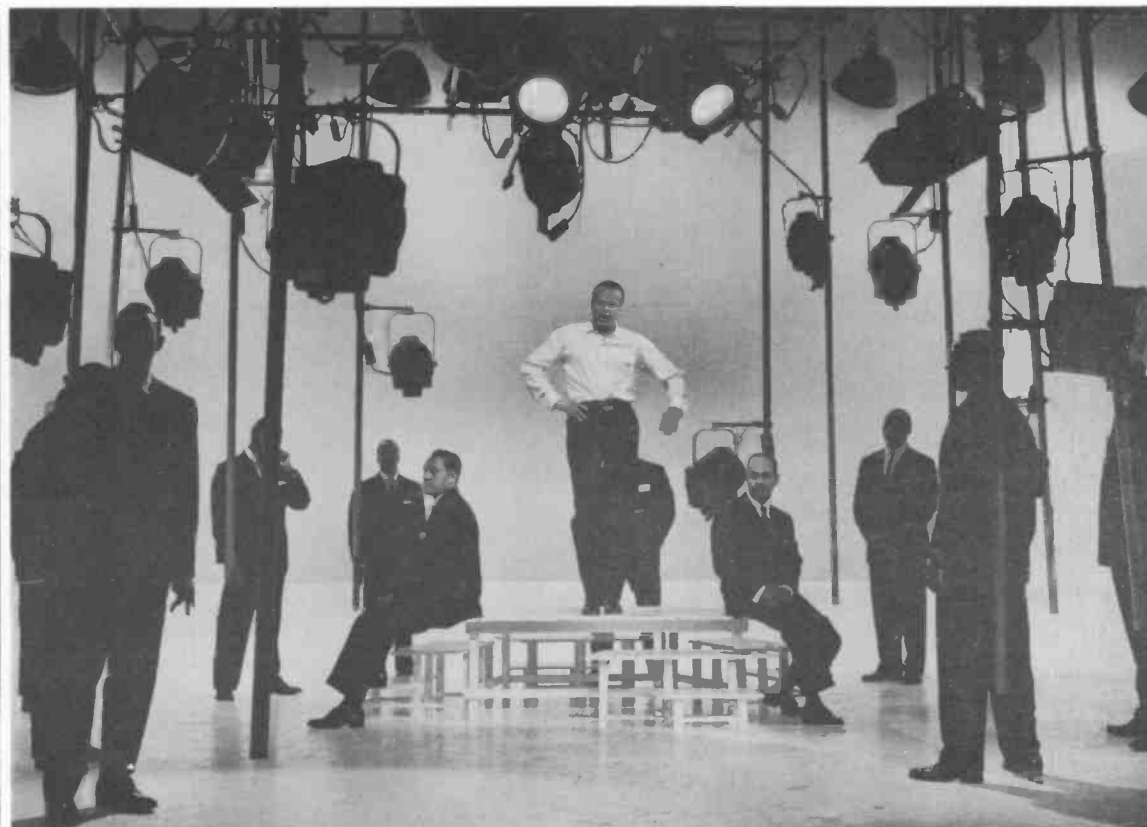


BELL TELEPHONE HOUR

The Bell Telephone Hour, a monthly one hour color series premiered on the NBC network, January 12, 1959. The first program, "Adventures In Music," featured Harry Belafonte, Renata Tebaldi, Maurice Evans and Janet Reed. Succeeding shows featured: Rise Stevens, Jacques D'Amboise, Ella Fitzgerald, Rosemary Clooney, Jose Ferrer, Eileen Farrell, The Ballet Espagnol, Isaac Stern and Duke Ellington. The final hour was aired, April 9, 1959. The series will return in the fall of 1960.

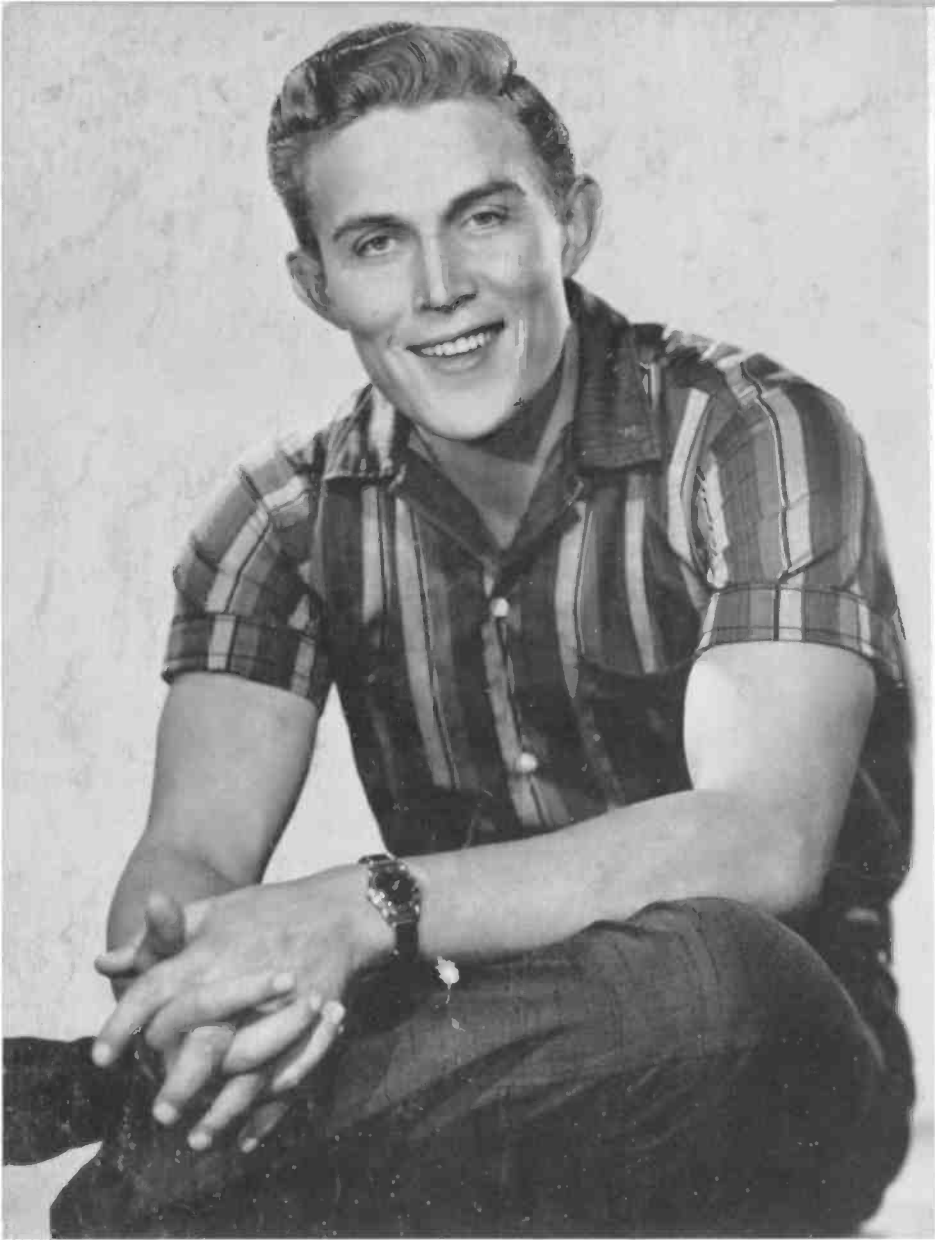
Renata Tebaldi sang arias from "Madam Butterfly" January 12, 1959.

Roland Vasques, Janet Reed in "Souvenirs" on "Bell Telephone Hour," NBC, January 12, 1958.



Robert Ximenez, Lupe Soler, Juan Sastro with Ballet Espagnol on "Bell Telephone Hour"

Harry Belafonte on "Bell Telephone Hour," NBC



JIMMY DEAN

Native Texan, Jimmie Dean got his television start on various local shows in Washington, D.C. On April 8, 1957, CBS premiered *The Jimmy Dean Show*. Jimmy's early morning show, featuring his easy-going country style singing, ran until November 23, 1957. He added a Saturday afternoon show to his schedule from June, 1957 through the summer of 1958. His latest afternoon CBS show premiered, September 15, 1958 and ran until June 26, 1959.



Les Paul and Mary Ford on "The Jimmy Dean Show," CBS.
Top: Jimmy Dean with Noteworthies on "The Jimmy Dean Show," CBS, 1959.



Lou Prohut, Bob Lewandowski on
"Polka-Go-Round," ABC

Hugh Cherry on
"Midwestern Hayride," NBC

Emcee Red Foley, Carla Rowe on "Jubilee USA," ABC



June Valli



James Melton



Roberta Quinlan



Kenny Baker



Kyle MacDonnell



Andy Williams



Lanny Ross



Ella Fitzgerald



Johnny Ray



Jane Morgan



Frankie Laine



Jaye P. Morgan



Julie Wilson



Jimmy Gavin



Georgia Gibbs



Phil Regan



Jo Stafford



Charlie Applewhite



Mario Lanza



Kaye Ballard



Eddie Arnold



Eydie Gorme



Tony Bennett



Margaret Whiting



Helen O'Connell



Bill Hayes



Peggy Lee



Vic Damone



Jessica Dragonette



Gordon MacRae



Dick with Mamie Van Doren

DICK CLARK

Dick Clark is the American teenagers' television emissary. His shows are designed specifically to their tastes. **BANDSTAND**, a local Philadelphia show on WFIL-TV, had been running for several years when Clark took it over in 1956. Within a few months it became such a hit that ABC renamed it **AMERICAN BANDSTAND** and presented it on network television, August 5, 1957. Basically, the show is a televised disc jockey program. Clark discusses records and singers; then plays the discs while his teen age studio dances to them. On February 15, 1958, ABC presented the evening **DICK CLARK SHOW**, a lively variety program featuring top rock n' roll artists with Clark as "MC."



Fabian



Dick Clark



Frankie Avalon



Clark with Julius LaRosa



Tab Hunter, Dick Clark, Bobby Darin
Above: Dick Clark and Frankie Avalon



Jill Corey



Alan Copeland



Virginia Gibson



Tommy Leonetti



"Your Hit Parade," NBC, cast including Virginia Gibson, Tommy Leonetti, Jill Corey, Alan Copeland - 1957



Polly Bergen and dancer



Dorothy Collins in production shot of commercial on "Your Hit Parade," NBC



Russell Arms, Giselle MacKenzie



Giselle MacKenzie



Russell Arms



Dorothy Collins



Snooky Lanson



"Your Hit Parade," NBC, cast including stars Snooky Lanson, Giselle MacKenzie, Russell Arms, Dorothy Collins - 1953



Russell Arms, Giselle MacKenzie

YOUR HIT PARADE

Your Hit Parade premiered on NBC as a summer replacement, July 10 through August, 1950. It returned on its own, October 7, 1950. The program featured the top rated songs of the day with "extras." The original cast: Eileen Wilson, Snooky Lanson, Dorothy Collins with Raymond Scott and his orchestra. In 1952, the cast included: June Valli, Russell Arms as well as Lanson and Dorothy Collins. Giselle McKenzie joined the latter trio in 1953. The show was colorcast effective: September 7, 1957. In 1957, the show had a new cast: Tommy Leonetti, Jill Corey, Alan Copeland and Virginia Gibson. *Hit Parade* left NBC, June 7, 1958. Dorothy Collins and Johnny Desmond re-opened it on CBS, October 10, 1958. It ended, April 24, 1959.



Dorothy Collins, Snooky Lanson



Russell Arms



Dorothy Collins, Johnny Desmond on
"Your Hit Parade," CBS, 1958.



Snooky Lanson



Snooky Lanson, Dorothy Collins,
June Valli, Russell Arms



Dorothy Collins, Snooky Lanson, Russell Arms,
Giselle MacKenzie on "Your Hit Parade," NBC



Alan Copeland, Virginia Gibson,
Tommy Leonetti, Jill Corey



Dorothy Collins, Russell Arms



Dorothy Collins, Russell Arms, Snooky Lanson,
Giselle MacKenzie on "Your Hit Parade," NBC



Jill Corey and dancer



Kathryn Murray with some young contestants



Kathryn Murray introduces the Arthur Murray dancers on "The Arthur Murray Party"

THE ARTHUR MURRAY PARTY

The Arthur Murray Party has probably hopped networks more than any other show. It ran on the Dumont network from October 15, 1950 to March 18, 1951. After the Dumont run, it made a succession of network switches, beginning with ABC, then to NBC (Local), finally to CBS where it concluded, August 29, 1952. It returned to the latter network for the summer of 1953. On succeeding summers, NBC presented the show. On April 9, 1957, *The Party* (NBC) was presented in color until it closed September 16, 1957. The show was so popular that it was brought back, September 29, 1958. Hostess, Kathryn Murray frequently dances while Arthur occasionally demonstrates dance steps. A dance contest between famous celebrities is a weekly feature of the show.



Kathryn and Arthur Murray



Christine Jorgensen appeared on the "Arthur Murray Show," April 5, 1953 and received check for Damon Runyon Cancer Fund from Mr. and Mrs. Arthur Murray



Ed loves acrobats — and visa versa



The Navy joins Ed Sullivan



Ed greets star of Balinese Ballet



Durante kisses Ed Sullivan — Eskimo style



Ed and chorus girls



Sullivan with Ed "Archie" Gardner



Sullivan with Lauritz Melchior



ED SULLIVAN

In June, 1959, Ed Sullivan completed his eleventh year on television. His *Toast of the Town*, one of TV's earliest variety shows, debuted on the CBS network on June 20, 1948. It has been running ever since. For almost seven years, the show was the top rated variety show on the air. The show's title was changed to *The Ed Sullivan Show* on September 25, 1955. The program is meticulously put together and Sullivan's newspaper background is reflected in each edition of the show. Top Broadway, Hollywood and recording stars share the spotlight with front page sports figures and international personalities. The guests on the first *Toast of the Town* included: a couple of unknown comics named Martin and Lewis, pianist, Eugene List, singing fireman, Fred Kohoman, referee, Ruby Goldstein and composers, Rodgers and Hammerstein who performed a few numbers from their new musical, *South Pacific*. The first show cost around \$500. The present budget is \$11,000,000 a year. During his eleven years on television, Sullivan has presented more than 10,000 performers. Almost every important movie and legitimate star, as well as many unknowns first faced the TV cameras on his show. Some of his guests have included: Fred Astaire, Gertrude Lawrence, Helen Hayes, Bob Hope, Lana Turner, Jack Paar, Margaret Truman, Rex Harrison, Fritzi Scheff, Sonja Henie, Maria Callas, Irving Berlin and Victor Borge. Elvis Presley was paid \$50,000 for three appearances on the show and Sullivan was the first to run Walt Disney's cartoons on television on February 8, 1953. Even Dr. Albert Schweitzer was a guest in a filmed sequence that showed him playing the organ in his African mission.



THE TOAST OF THE TOWN



Maurice Chevalier, Sophie Tucker



Benny Fields and Blossom Seeley



Ed with Harry Belafonte
154



Maria Callas makes TV debut November 25, 1956
on Sullivan Show in scene from "Tosca" with
George London



Johnny Wayne and Frank Shuster burlesque
"Julius Caesar" on the Sullivan Show



Ted Lewis and "Toastettes" in "Toast of the Town," CBS, 1954.



Christopher Plummer in scene from "Julius Caesar," 1955.



Rex Harrison, Audrey Hepburn in scene from "Anne Of A Thousand Days," 1952.



Ed Sullivan and The Pickens Sisters



Joan Chandler, Roddy McDowall, Raymond Massey in scene from "The Tempest" 1955.



Humphrey Bogart, Betty Lorraine, Ed Sullivan



Ed Sullivan, Joyce Grenfell



Ed introduces Will Rogers, Jr. from the audience



Sullivan with the late Carmen Miranda



Fritzi Scheff



Sullivan with Pat Rooney, Sr. and Jr.



Elvis Presley



with Ethel Waters



Moiseyev Dancers made TV debut on Sullivan show and for first time in show's history repeated its full hour program February 1, 1959.



Orson Welles as King Lear with Sullivan



Phil Silvers, Bing Crosby



Marcel Marceau on Sullivan show



Ed and Gina Lollobrigida



Althea Gibson, Ed Sullivan



Senor Wences



Emmet Kelly and other clowns of Ringling Brothers Circus with Ed Sullivan during rehearsal



Mischa Elman, Ed Sullivan



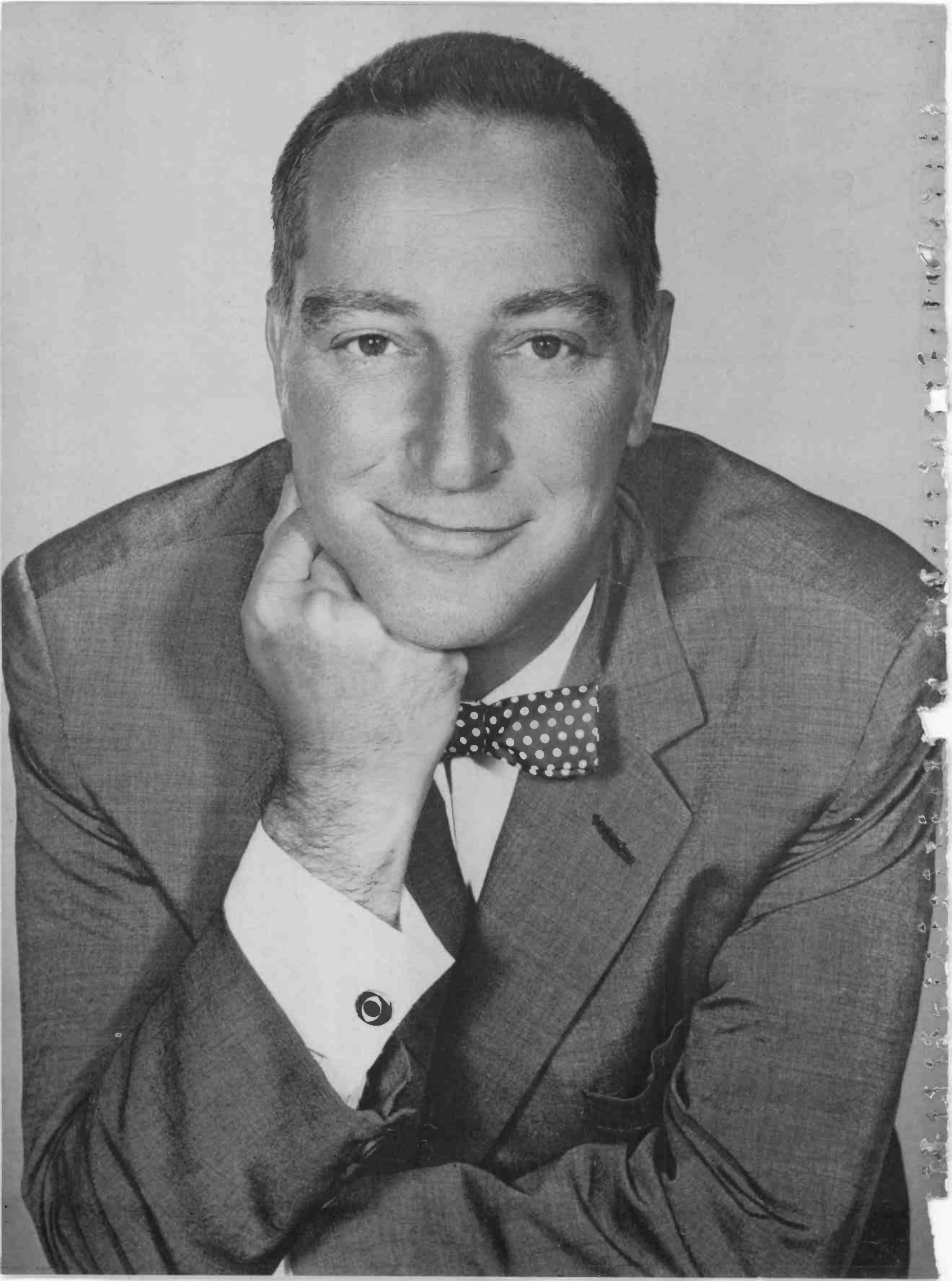
with Esther Williams



Ed Sullivan and Julia Meade celebrate the 10th Anniversary of "The Ed Sullivan Show" June 22, 1958



with Hugh O'Brian





Tune up



Frank Simms, Garry Moore, Durward Kirby, Denise Lor, Ken Carson



"Dead-Eye" Moore

GARRY MOORE

Garry Moore and his initial morning show premiered on the CBS network, June 26, 1950. The daily show ran until September 22, 1950. His first night-time program, an hour variety show, ran on CBS for a month in the summer of 1950. His second day-time show opened on CBS, October 16, 1950. It was a day-time show in a loose variety format with Moore heading the proceedings. The show ran daily from 1950 through the summer of 1954. It was then telecast on three days till its close, June 27, 1958. Moore became the moderator of the *I've Got A Secret* panel on June 19, 1952. Though the panel has changed several times since then, he has remained with the show. On September 30, 1958, he starred in a new hour variety show for CBS, *The Garry Moore Show*. His regulars, Marion Lorne and Durward Kirby were joined by weekly guests that have included: Ed Wynn, Martha Raye and Jane Powell. "That Wonderful Year," a nostalgic musical look at a past year, became a regular feature on the show. The show will start a second season in the fall of 1959. Moore has substituted for Godfrey on *Talent Scouts* and for Murrow on *Person to Person*.



Garry Moore and friends



Buster Keaton, Garry Moore



Garry Moore, Marilyn Maxwell, George Hall, Hermione Gingold, William Bendix, Carol Burnett



Garry with Johnny Ray



Audience appeal



Martha Davis and Spouse



Johnny Ray, Maureen O'Hara, Garry Moore, Denise Lor



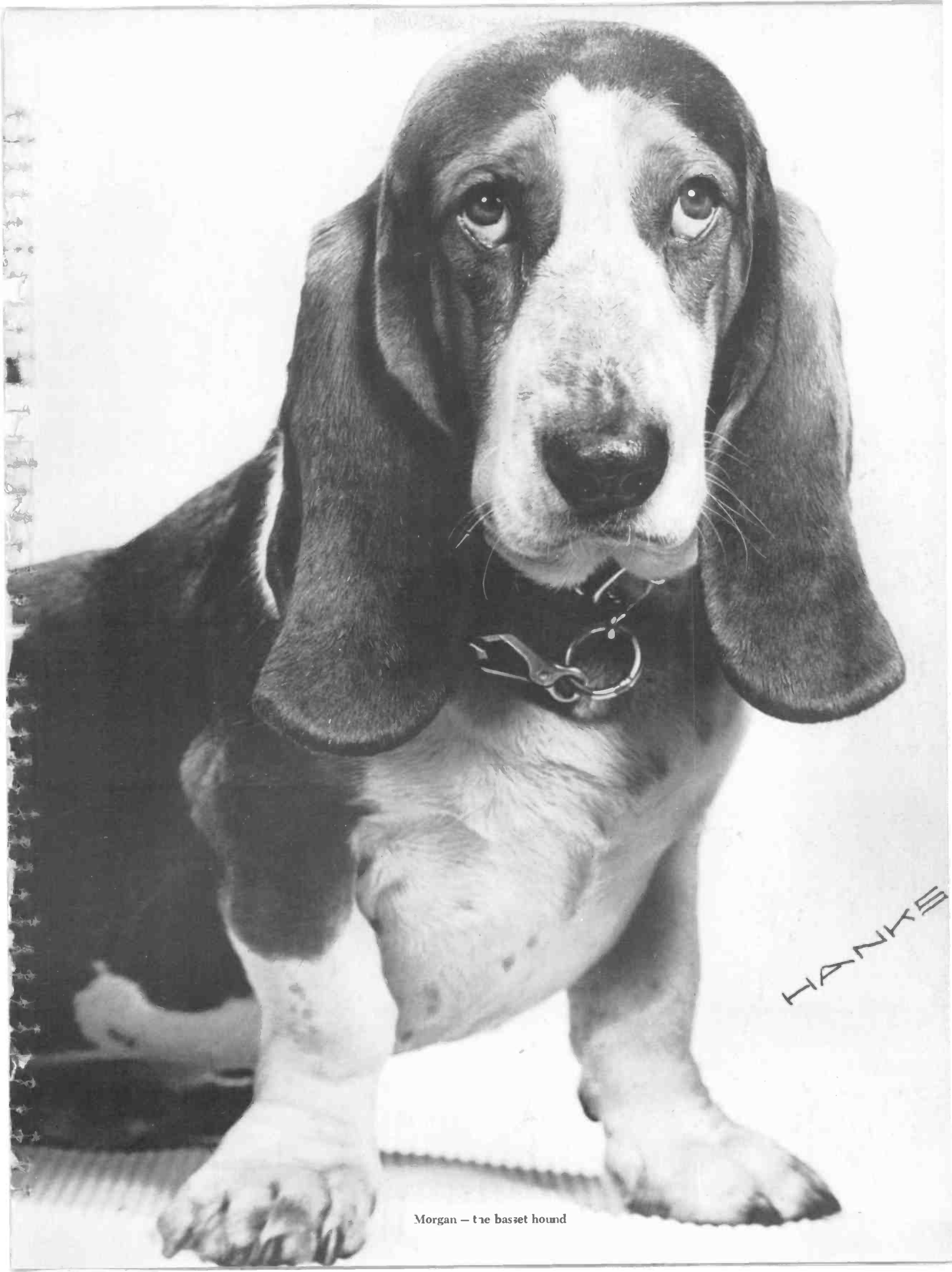
Hedda Hopper, Rocky Graziano



Wally Cox, Dorothy Collins, Helen Traubel, Marion Lorne, Garry Moore



Marion Lorne, Garry Moore



HANKS

Morgan — the basset hound





Faye Emerson



Faye with Jane Darwell



Our Faye

FAYE EMERSON

Faye Emerson became one of television's most popular hostesses in the early days. Her official debut was on May 11, 1948 in *Tonight on Broadway* (CBS) when she duplicated her Broadway role in *The Play's The Thing*. She was hostess and narrator of NBC's *Cavalcade of Fashion* from August 13 to December 16, 1948. From then on, she became one of TV's busiest personalities. *The Faye Emerson Show* (CBS) debuted on October 24, 1949 and ended, April 12, 1952. During that time, she was also a member of the glamor panel on NBC's *Leave It To The Girls* and a frequent guest on *Who Said That*. She was working steadily at both the networks. In addition to her CBS show, she starred in another *Faye Emerson Show* for NBC from April 15 to May 20, 1950. When it ended, she appeared on another for NBC: *Fifteen With Faye*. She also starred in *Faye and Skitch* (NBC Local) in the 1953-1954 season. She was a panelist on *I've Got A Secret* (CBS) from January 22, 1953 till January 1, 1958. Her dramatic appearances included: *Melissa* for *Studio One*; *Lydia* in *Skylark* for *The Ford Theatre*; *Hometown* for *The Philco Television Playhouse*; *Catch A Falling Star* for *The Goodyear Playhouse*. Faye has substituted for Murrow on *Person to Person*; for Garry Moore on his morning show; for Garroway on *Today*; and frequently for Arlene Francis on *Home*. Since December 18, 1958, she has been a panelist on NBC's *Masquerade Party*.



Faye with Skitch Henderson



Hazel Scott, Valerie Bettis, explorer Vilhjalmur Stefansson, Faye Emerson, Wally Cox





ARTHUR GODFREY

A veteran of more than thirty years in broadcasting, Arthur Godfrey made his television debut on the CBS network with his *Talent Scouts* program, December 6, 1948. The show was exactly what its title implied: people acting as talent scouts brought professional new talent to Godfrey. They performed and were judged by an applause meter. Many of Godfrey's "Friends" were talent scout winners. The show ran until July 21, 1958. *Arthur Godfrey and His Friends*, an hour variety show, premiered on CBS, January 12, 1949. His "Friends" included: Janette Davis, Julius La Rosa, Marion Marlowe, Lu Ann Sims, The Chordettes, Haleloke, Frank Parker, The Mariners, Carmel Quinn, Pat Boone and The McGuire Sisters. Godfrey's famous firings of his friends hit the front pages all over the nation. On June 27, 1956, the show changed its title to *The Arthur Godfrey Show*. He added a third television show to his busy schedule on April 4, 1950, when *Arthur Godfrey and His Ukelele* opened. The morning program lasted until June 30, 1950. The show was replaced with *Arthur Godfrey Time* on January 7, 1952. This was a telecast of his morning radio show. It ran until April 24, 1959 when Godfrey fell seriously ill with cancer. His new evening program, *The Arthur Godfrey Show* ran from September 23, 1958 to February 24, 1959. It was on this program that his famous "talk sessions" with Jackie Gleason and John Crosby took place. Arthur Godfrey was a pioneer in the "kidding the commercial" school. He has been considered one of the all time great television salesman as well as one of its most durable performers. Variety reported that he has been responsible for an estimated \$150,000,000 in TV billings. Godfrey's relaxed, informal style set patterns and standards in the industry that are still being emulated.





Julius LaRosa, Janette Davis



Front Row: Tony Marvin, Haleloke, Marion Marlowe
Back Row: Lu Ann Simms and The Mariners



Frank Parker, Marion Marlowe



The Mariners and Frank Parker



Tony Marvin, Godfrey, Julius LaRosa, Frank Parker



Tony Marvin, announcer, with
166 salesman Godfrey



The Toppers, The McGuire Sisters and Arthur Godfrey



The McGuire Sisters



Lu Ann Simms



Production shot of an early Godfrey show



Marion Marlowe



Frank Parker, Arthur Godfrey



Haleloke, Arthur Godfrey



Julius LaRosa with Godfrey



Carmel Quinn with Godfrey



Frank Parker



Pat Boone, Arthur Godfrey



Helen Traubel, Arthur Godfrey



Whoops!



Godfrey with John Crosby, columnist



Crazy over horses



Children of the Godfrey crew at Christmas time



The New Look



Arthur Godfrey and Jackie Gleason in their off-the-cuff chats



Godfrey with The Chordettes



Robert Q. Lewis, Jane Wilson on
"Robert Q. Lewis Show," CBS

ROBERT Q. LEWIS

Radio personality and disc jockey, Robert Q. Lewis entered television in 1949 in guest spots. The same year, he substituted for the vacationing Arthur Godfrey and in 1950 for Perry Como. His own show, *The Show Goes On* (CBS) premiered, January 19, 1950 and ran until February 16, 1952. His busy CBS TV schedule included: *The Robert Q. Lewis Show*, which premiered July 16, 1950 and ran until January 17, 1951; *The Robert Q. Lewis Matinee*, which ran from October 16, 1950 until January 19, 1951. His latest daytime show for CBS ran from January 11, 1954 to May 25, 1956. He has appeared as MC on *Masquerade Party* and on ABC's *Make Me Laugh*. He was guest host on *Person To Person* in 1954.



Robert Q. Lewis



Betty Clooney, Robert Q. Lewis on "Robert Q. Lewis Show"



Peter Donald, Robert Q. Lewis





Cyril Ritchard visits the "Home Show"



On the "Home Show" 1954



Arlene with Hugh Downs

ARLENE FRANCIS

Arlene Francis, one of television's busiest performers, made her TV debut August 24, 1948 as a guest on *What's Your Word* (NBC), a quiz. She joined the *What's My Line* (CBS) panel on February 2, 1950. She's still with the show. Arlene made a series of one time appearances in shows: *Prize Performance* and *Who Said That*. From June 7 to July 19, 1952, she brought her old radio show, *Blind Date*, to television. NBC presented *Home*, a daily "service magazine on the air" on March 1, 1954. She was the program's editor-in-chief, guiding the show from one subject of feminine concern to another. The show ran until August 9, 1957. She hosted, emceed and interviewed in another NBC program, *World at Home* in the summer of 1955. *The Arlene Francis Show* (NBC) ran from August 12, 1957 to February 21, 1958. In 1951, she narrated *It's Up To You* (CBS) for the Red Cross. She was hostess for *The Macy Thanksgiving Parade* (NBC) in 1954, *Person to Person* in 1955. Her many guest appearances include: *Your Show of Shows*, *Ed Sullivan*. Arlene has substituted for Garroway on *Today* and Paar on *Tonight*.



At the Smithsonian Institute in Washington, D.C.



Arlene Francis and Hugh Downs on board ice breaker on Lake Erie during Cleveland trip



Neither hail, nor storm . . .





Dave with J. Fred Muggs and protegee

DAVE GARROWAY

Dave Garroway made his TV debut as a substitute for Fran Allison on *Kukla, Fran and Ollie*, March 14, 1949. *Garroway At Large*, starring Dave Garroway opened on the NBC network, April 16, 1949. The show emanated from Chicago until its close on June 24, 1951. Garroway moved to New York to star in *Today* for NBC on January 14, 1952. The daily show of news, music and interviews, emceed by Garroway is aired from seven to nine a.m. His many guests have included: Adlai Stevenson, Anita Ekberg, Duke Ellington and The Indian Methodist Choir. Announcer, Jack Lescoulie is a permanent cast member. In the spring of 1959, *Today* went to Paris and for a while, the shows were taped one day there and aired in the United States, the next. The show will begin its eighth year on television in 1960. *The Dave Garroway Show* (NBC) a night-time variety show ran from October 2, 1953 to June 25, 1954. Garroway started as host and narrator in *Wide Wide World* (NBC) from October 16, 1955 to June 8, 1958. One program presented the development of the Hollywood star system, tracing it from a beginning to the Academy Awards. The next show, Garroway and his viewers would be taking a TV cruise to "American Waters." The trip took the audience from the Mississippi to New York harbor, to Lake Pontchartrain, Louisiana to Grand Canyon, Arizona. The show was "wide" in its scope and diversified in its subject matter. Some of Garroway's guest appearances have included: *Chesterfield Sound Off Time*, *Your Show Of Shows*, *Howdy Doody*, *Salute To Baseball*, *We The People* and Maurice Chevalier's *Paris*. On January 20, 1953, he was the interviewer at President Eisenhower's Inaugural Ceremonies. During the 1954 elections, Garroway acted as general coordinator and commentator for the NBC coverage. On December 18, 1954, he played Santa Claus in Max Liebman's *Babes in Toyland*. The following Christmas, the show was repeated. On December 24, 1957, an NBC mobile unit from his home, telecast *Christmas Eve With The Dave Garroway's* to the nation.



Jack Lescoulie
Above: Frank Blair 173

Garroway on "Wide Wide World"
Above: J. Fred Muggs



Jack Haskell, Cliff Norton, Connie Russell, Dave Garroway and dancers on "Garroway At Large," NBC, 1949.



Dave Garroway



Connie Russell
Above: Jack Haskell



Watching rehearsal



Connie Russell, Cliff Norton



Cliff Norton



Garroway interviews Jerry Lewis on "Today" show



Jack Lescoulie, Charles Van Doren, Dave Garroway, Frank Blair of the "Today" show, NBC



Garroway interviews Brigitte Bardot in Paris for "Today" show



Dave relaxes



"Today" show interviews Harry S. Truman during his morning walk on New York visit, 1953



Peace



Jack Lescoulie, Charles Van Doren, Betsy Palmer, Frank Blair, Dave Garroway



Ready for action: Lescoulie, Van Doren, Garroway, Blair



Will Rogers, Jr. with his girl Friday, Pam Good, on the "Good Morning With Will Rogers, Jr.," an early morning (7:00-8:00 A.M.) CBS news and interview program. Debuted February 20, 1956. Off the air: April 5, 1957.



Bonnie Grevatt, Sam Levenson, Nancy French on "Two For The Money," CBS
Center: Levenson with Ed Sullivan's winner of talent search, Sgt. Arnie Raskin

SAM LEVENSON

Humorist, Sam Levenson appeared in a fifteen minute program for CBS on October 28, 1950. The one shot was so successful that CBS starred him in *The Sam Levenson Show* on January 27, 1951. The ex-school teacher based his humor on a long and kindly observation of family life: his own and others. The show concluded on June 30, 1951. Levenson's frequent guest appearances included: several appearances on *Ed Sullivan Show*, a *Person to Person* visit, and *Masquerade Party*. He has substituted for Herb Shriner on *Two for the Money* and from April 29 through September 25, 1959, he filled in for Godfrey during his illness.



KATE SMITH

Kate Smith, one of radio's most durable stars, debuted on television, September 25, 1950 in *The Kate Smith Hour* for NBC. The show was an hour, late afternoon entry, which featured Kate's songs and pleasant chatting, and news analysis by Ted Collins. The program completed four seasons before it left the air, June 18, 1954. Kate Smith added an evening show to her schedule on September 19, 1951 when *The Kate Smith Evening Hour*, a variety show premiered on NBC. On December 21, 1952, she starred in a dramatic role in *Small One* for *Hallmark*. Lately, *Kate* has confined herself to guest appearances with Tennessee Ernie Ford, Como and Ed Sullivan. On April 28, 1957, she starred in an ABC special, *The Kate Smith Hour*.



Ted Collins' cracker barrel chatter



"When the moon comes over the mountain . . ."



Edward R. Murrow



"Small World" three-way interview with (L-R) Noel Coward, Siobhan McKenna, James Thurber, March 29, 1959.

EDWARD R. MURROW

One of TV's top journalists, Edward R. Murrow, made his television debut, January 21, 1950, as commentator of a documentary, *The Journey Back* for CBS. Since then, his career on CBS television has been busy with presenting persons, events and places that shape the news. His *See It Now* premiered, December 2, 1951. He travelled all over the world for "on the spot" coverage. The show ran until July 7, 1958. He was moderator of *Year of Crisis* presented at the end of each year from 1951 through 1958. In June, 1953, he narrated a film on the Coronation of Elizabeth II. His program, *Edward R. Murrow* ran from October 2, 1953 through July 2, 1954. In March of 1954, he produced one of television's most provocative telecasts; the show that pulled no punches in its presentation of Senator Joseph McCarthy. *Person To Person* debuted on October 2, 1953. He has "video-visited" with famous people in every walk of life. Murrow left the show, July 2, 1959, when he took a year's sabbatical from his CBS post. *Small World*, a show that brought international figures, scattered all over the world, together in conversation through the magic of television; premiered, October 12, 1958 and ended April 5, 1959. Murrow has made rare guest appearances with Ed Sullivan and Jackie Gleason. On January 21, 1959, he presented a timely special, *Lost Class of 1959 — Little Rock*.



Grandma Moses began painting at 76, and 19 years later, a celebrated artist, she was presented on "See It Now," December 13, 1955.



Gamal Abdel Nasser of Egypt



U-Nu of Burma



Chou En Lai of Red China



Josip Tito of Yugoslavia

Appeared On "See It Now," CBS



Dr. J. Robert Oppenheimer on "Fund For Republic," January 4, 1955.



Wladislaw Gomulka and Polish Parliament

On "Poland, 1957" "See It now," March 31, 1957.



Cardinal Wyszynski in Warsaw



Senator Joseph McCarthy's devastating interview March 9, 1954.



Edward R. Murrow and Prime Minister Ben-Gurion of Israel on "See It Now," March 13, 1956.



Harry S. Truman (also above) reflects on his Presidency with Murrow in Florida, February 2, 1958.



Murrow on movie set with Sam Goldwyn on "See It Now," April 13, 1952.



Bessie Braddock, British M.P., at election rally in "England After Suez," March 13, 1957.



Carlos Romulo and Ambassador Taiang of Philippines on "See It Now," December 31, 1956.



Marilyn Monroe at home



Louella Parsons and daughter Harriet at home in Beverly Hills



Admiral Chester W. Nimitz in his greenhouse at his Berkley, Calif. home



Margaret Truman interviews her parents for Ed Murrow on "Person To Person"



Bess and Harry Truman at their home in Independence, Mo.



Murrow visits Rocky Marciano at his Grossinger's training camp June 11, 1954.



The Duke and Duchess of Windsor at their Waldorf Towers apartment. Wallis is playing 'Jacks'



Robert Kennedy and children



"Argentina" Antonio Rocco, champion barefoot wrestler, a great music lover, by his Hi-Fi set



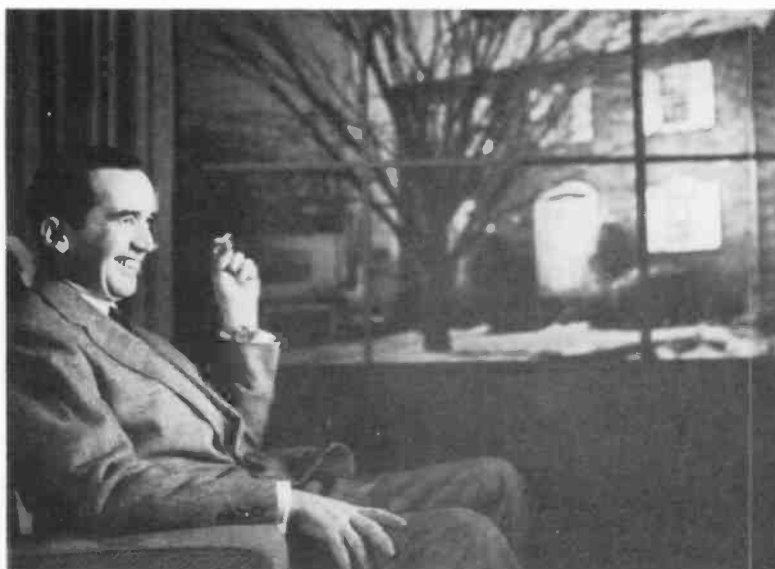
Mike Todd and his wife Elizabeth Taylor in their New York penthouse



Beatrice Lillie shows Ed Murrow how she gets into her mink coat



Maria Callas



PERSON TO PERSON

Person To Person premiered on the CBS network, October 2, 1953 with Edward R. Murrow as host. The show was an informal video visit to the homes of famous people in every walk of life. Murrow talked with his guests and he and the audience were given a quick tour of their homes. On July 2, 1959, Murrow left the show on a sabbatical. In the fall of 1959, Charles Collingwood became the host during Murrow's absence.



Marlon Brando at home



Jackie Robinson and family



Gypsy Rose Lee and son Eric



The late Charles McArthur and Helen Hayes at Pretty Penny, their home in Nyack, N. Y.

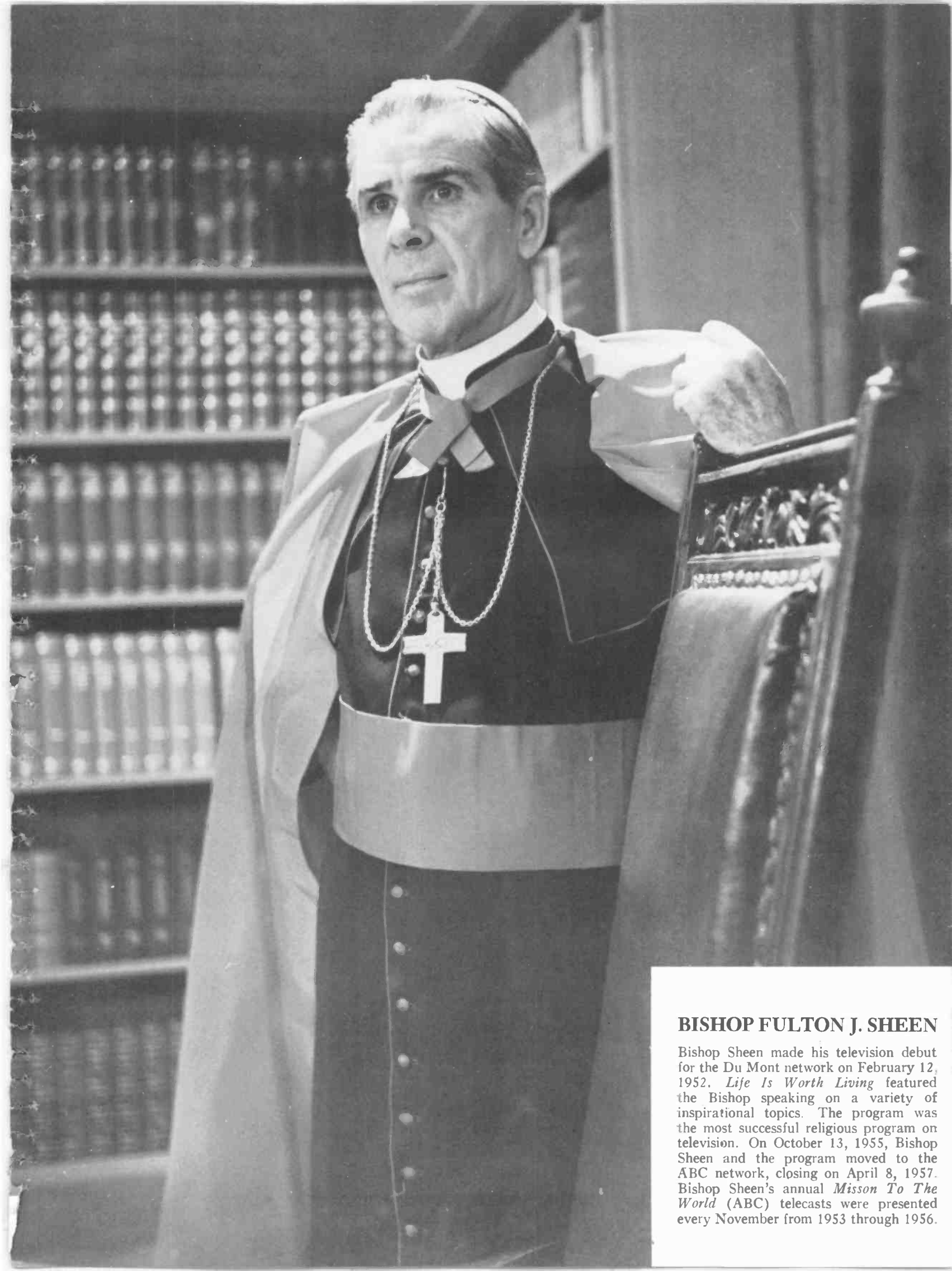


Danny Kaye, good-will ambassador for United Nations International Children's Emergency Fund, in scenes from "The Secret Life Of Danny Kaye" which was on "See It Now" December 2, 1956.



Interview with President and Mrs. Eisenhower at mother-in-law's Denver home, June 29, 1952 prior to election

Mariott Anderson, "The Lady From Philadelphia" on "See It Now," CBS, December 30, 1957.



BISHOP FULTON J. SHEEN

Bishop Sheen made his television debut for the Du Mont network on February 12, 1952. *Life Is Worth Living* featured the Bishop speaking on a variety of inspirational topics. The program was the most successful religious program on television. On October 13, 1955, Bishop Sheen and the program moved to the ABC network, closing on April 8, 1957. Bishop Sheen's annual *Mission To The World* (ABC) telecasts were presented every November from 1953 through 1956.





Kukla, Ollie and Fran in "The Mikado"



Kukla, Fran and Ollie in "In Old Spain"

KUKLA, FRAN AND OLLIE

Kukla, Fran and Ollie premiered on television as a local show on Chicago's WBKB, October 13, 1947. The show was so popular that it was broadcast on the midwest network from November 29, 1948 and eventually became a national show via NBC on January 12, 1949. Burr Tillstrom first created Kukla in 1936 while he was performing all over Chicago with the WPA Parks District Theatre. When Tillstrom and his Kuklapolitan Players made their video debut Fran Allison joined Kukla and Ollie the Dragon. The whimsical fantasy show was peopled with the title triumvirate and with other puppets, Beulah Witch, Colonel Crackie and Dolores the Dragon, who made gentle fun of people and human nature. The live member of the company, Fran Allison, whose patience with the Kuklapolitans and their personality problems, as well as her handling of Ollie's ardor and rash adventures made her fit into the format effortlessly and comfortably. From time to time, the Kuklapolitan Players presented full length musicals like "St. George and the Dragon" and "The Mikado." The show ended its NBC run on June 13, 1954. The program moved to the ABC network on September 6, 1954 and remained there until it left the air, August 30, 1957.



Kukla, Fran and Ollie
Above: Oliver J. Dragon



Dolores and Oliver Dragon



Col. R. H. Crackie with Burr Tillstrom (also above)



Beulah Witch



Kukla and Ollie in Kuklapolitan Players' production of "St. George and The Dragon"



Mme. Ooglepuss



Kukla, Ollie and Fran Allison in production



Kukla, Beulah Witch
Above: Kukla, Burr, Ollie, Fran



Kukla



Fran



Ollie



Cecil Bill
ve: Mrs. Olivia Dragon and Ollie



Col. R. H. Crackie



Dolores Dragon



Fletcher Rabbit



PETER PAN

Mary Martin's *Peter Pan* was the first network presentation of a full Broadway production. The musical based on the Barrie Classic closed on Broadway, February 26, 1955 and was televised in color for NBC, March 7, 1955. The entire TV production was staged, choreographed and adapted by Jerome Robbins. The cast included: Cyril Ritchard as Captain Hook and Kathy Nolan as Wendy. Tinker Bell, Peter's helper, was seen as a blinking light. The beloved story of the adventures of the three Darling children and Peter Pan, the boy who never wanted to grow up, was presented with a musical score by Mark Charlap and Carolyn Leigh. The guest producer was Richard Halliday; the designer: Peter Larkin; costumes: Motley. The telecast was so successful that it was repeated, January 9, 1956.



Mary Martin
188

Mary Martin, Cyril Ritchard and
lost boys and Indians

Cyril Ritchard and Mary Martin
in "Peter Pan"
Top: Mary Martin, Heller Halliday



Ethel Merman and Mary Martin on the Ford's 50th Anniversary Show
NBC and CBS June 15, 1953

Photo: Slim Aarons

MARY MARTIN

Versatile Broadway star Mary Martin made television history on June 15, 1953 when she and Ethel Merman sat down on two stools and sang to a spellbound television audience on *Ford's 50th Anniversary Show*. The program was telecast on both CBS and NBC. Her next appearance was as hostess and performer in *General Foods Presents Rodgers and Hammerstein* on March 28, 1954 (CBS and NBC). Her history making *Peter Pan* followed and then on September 11, 1955, she co-starred as Sabina with Helen Hayes in *Skin of Our Teeth* for *The NBC Sunday Spectacular*. On October 22, 1955, she co-starred with Noel Coward in a *Ford Star Jubilee* special. A live repeat of *Peter Pan* followed. On October 28, 1956, Mary Martin starred as Billie Dawn opposite Paul Douglas in *Born Yesterday* for Hallmark (NBC). On November 27, 1957, she starred in *Annie Get Your Gun* with John Raitt (NBC). *Magic With Mary Martin* (in the afternoon) and *Music With Mary Martin* (in the evening) were presented by NBC on March 29, 1959. The former program was a fantasy program for children and the latter traced her career in music from the early stages to Broadway stardom.



Mary Martin



Mary Martin clowns with "The Shape" on Ford show 189



Noel Coward, Mary Martin on "Ford Star Jubilee"
CBS Oct. 22, 1955



John Raitt, William O'Neal, Mary Martin in "Annie Get
Your Gun" NBC Nov. 27, 1957



Mary Martin

Paul Douglas, Mary Martin in "Born Yesterday"
NBC Oct. 28, 1956

Ezio Pinza, Mary Martin in scenes from "South Pacific" on
General Foods Show CBS and NBC March 28, 1954



"Music With Mary Martin" NBC
Easter evening, March 29, 1959

Dirk Sanders, Mary Martin in "Magic With Mary
Martin" NBC Easter Sunday afternoon,
March 29, 1959



Doretta Morrow, Alfred Drake, Beatrice Kraft in "Marco Polo" NBC April 14, 1956



Alfred Drake, Patrice Munsel, John Conte in "Naughty Marietta" NBC Jan. 15, 1955



Anne Jeffreys, Robert Sterling in "Dearest Enemy" NBC Nov. 26, 1955



Wally Cox with Baird puppet in "Babes in Toyland" NBC Dec. 24, 1955



Tyrone Power, Kay Starr, Judy Holliday, Janet Blair in "Promenade" NBC May 22, 1955



Betty Hutton in "Satin and Spurs" NBC color extravaganza Sept. 12, 1954

SPECTACULARS



Ann Sothorn in "Lady In The Dark" NBC Sept. 25, 1954



Jeanmaire, Dick Shawn in "The Follies Of Suzy" NBC Oct. 23, 1954



Rise Stevens, Eddie Albert in "The Chocolate Soldier" NBC June 4, 1955



Oui!



Maurice Chevalier on NBC Spectacular
May 20, 1956



Non!



Cyril Ritchard, Jean Fenn in "Rosalinda"
NBC July 23, 1956



Jacques Tati in "Spectacular"
Nov. 7, 1954



Carol Channing, Louis Armstrong in
"Crescendo" CBS Sept. 29, 1957



Peter Lawford, Jane Powell, Imogene Coca, David Wayne,
192 Michael Redgrave in "Ruggles Of Red Cap" NBC Feb. 3, 1957



Barbara Cook, Red Buttons, Rudy Vallee, Hans Conried in
"Hansel and Gretel" NBC April 27, 1958



Judy in her famous tramp number
"A Couple Of Swells"



David Wayne, Judy Garland on "Ford
Star Jubilee" on CBS Sept. 24, 1955



Judy —
one of the greatest



Janet Blair, Eddie Albert, Gale Sherwood,
John Conte, Boris Karloff in "A Connecticut
Yankee" NBC March 12, 1955



Rosalind Russell and cadets in
"Wonderful Town" CBS Nov. 30, 1958



Carol Ohmart, Harold Barry, Ann Francis
in "Versatile Varieties" NBC 1949



Rod Alexander, Bambi Lynn



Victor Borge's "Comedy and Music" CBS Feb. 19, 1958



Borge with Alicia Markova



Barrie Chase, Fred Astaire in "An Evening With Fred Astaire," NBC, October 17, 1958, and repeated on February 11, 1959.



Van Johnson (also above), Kay Starr in "The Pied Piper Of Hamelin," NBC color, November 26, 1957 and repeated September 16, 1958.



Rise Stevens, Jeannie Carson, Zina Bethune, Margaret O'Brien, Florence Henderson in musical version of "Little Women," CBS, October 16, 1958.



Sammy Davis, Jr. on "Las Vegas Musical Special," November 16, 1957.



James Dunn, Mickey Rooney, Gloria DeHaven, Roberta Sherwood in "Mr. Broadway," NBC, May 11, 1957.



Esther Williams on "The Aqua Spectacular of 1957," NBC, September 29, 1957.



Louis Jourdan, Marge and Gower Champion on "Pontiac Star Parade," NBC, February 28, 1959.



Jeanne Crain, Ed Wynn, Myrna Loy, Walter Pidgeon, Jane Powell, Tab Hunter in "Meet Me In St. Louis," 2 hour NBC special, April 26, 1959.



Sonja Henie in "Holiday On Ice," NBC, December 22, 1956.



Evelyn Rudie, Shirley Jones, Donald O'Connor in "The Red Mill," CBS, April 19, 1958.



Julie Andrews, Bing Crosby in "High Tor," CBS, March 10, 1956.



Loretta Young and Mark Dana in
"The Near Unknown"



Loretta Young and Craig Stevens in
"The Demon and Mrs. Devon"



Diana Lynn and Liam Sullivan in
"Moment Of Decision"

THE LORETTA YOUNG SHOW

Loretta Young was one of the first Hollywood stars to embrace television on a full-time basis. NBC presented *A Letter To Loretta* from September 20, 1953, to June 27, 1954. The following season, on August 29, 1954, she returned but the show had a new name and a new format. It was called *The Loretta Young Show*. During the third season, she was seriously ill. At this time, other Hollywood stars filled in for her. The show has been running for six seasons. It returns for a seventh.

Since the show has been running, Loretta Young has appeared in 135 episodes of the series. When she does not appear in the plays, she introduces them, sweeping through that now famous door.



Teresa Wright and Scott Forbes in
"My Uncles O'More"



Between scenes



Loretta Young with Donna Boyce and Malcolm Cassel in "Twenty Cent Tip"
Top center: Scene from "The Death of Clara Schumann"



A character part





Fess Parker as "Davy Crockett"

WALT DISNEY

Norma Moore, Tom Tryon on "John Slaughter" series

Walt Disney entered television on the ABC network, October 27, 1954 with *Disneyland*. The hour long series alternated adventure segments like Davy Crockett with fantasyland which featured Disney cartoon characters, and real life-and-nature segments. The series closed on August 27, 1958. When *Disneyland* concluded its TV run, Disney opened *Walt Disney Presents* on ABC on September 12, 1958. The one hour series was essentially the same type of show as its predecessor. The weekday *Mickey Mouse Club*, a children's show, premiered on ABC October 4, 1955 and is still running.



Walt Disney rehearses with group of Mouseketeers

Jimmy Dodd sings on "Mickey Mouse Club" program

Darlene Gillespie with her sisters Gina and Larrain, fellow Mouseketeers



Darren McGavin, Mary Astor in "Sunset Boulevard" Dec. 3, 1956



Barbara Bel Geddes, Robert Montgomery, Richard Derr confer on script



June, Kathleen and Gene Lockhart in "The Burtons" Feb. 16, 1953



Rex Thompson in "David Copperfield" Dec. 20 and 27, 1954



ROBERT MONTGOMERY PRESENTS

Robert Montgomery Presents debuted on the NBC network January 30, 1950. The one hour dramatic series was hosted and produced by Robert Montgomery. The show was colorcast in the later years of its run until it closed on June 24, 1957. Some of the plays and players included: *The Hunchback of Notre Dame*; *Great Expectations*; Constance Bennett in *Onion in the Stew*; Mary Astor in *Sunset Boulevard*; Shirley Yamaguchi in Pearl Buck's *The Enemy*. Montgomery starred in *Lost Weekend* and *The Great Gatsby*.



Robert Ellenstein in "Hunchback of Notre Dame" Nov. 8 and 15, 1954



Robert Montgomery in "The Lost Weekend"



Lee Bowman, Robert Montgomery, Phyllis Kirk, John Newland in "The Great Gatsby" May 9, 1955



Constance Bennett in "Onions in the Stew" Sept. 17, 1956



Jack Smith and Cleo on



Rancher LaRue Olson with the World's only trained buffalo on



Allen Funt with his "Candid Camera" films a beauty contest for cats
CBS Sept. 12, 1949 - Aug. 19, 1952

"You Asked For It" ABC-TV network program



Dick Cowell with Hope Hampton who sang on the "Stork Club" TV Show
CBS July 7, 1950 to Oct. 24, 1953



Faye Emerson, Sherman Billingsley on "Stork Club"



Neil Hamilton on "Hollywood Screen Test"
ABC 1952



Renzo Cesano "The Continental"
CBS 1952



Tex Antoine "Uncle Wethbee"
NBC Weather Reporter



Joe DiMaggio, Dorothy Kilgallen, Sammy Davis, Jr., Lisa Kirk, Ernie Kovacs, Martha Raye and Walter Winchell on his Variety Show



Lisa Kirk, Martha Raye, Walter Winchell



WALTER WINCHELL

Newspaper and radio columnist Walter Winchell first appeared on television in a news show for ABC from October 5, 1952 through June 26, 1955. He next appeared as host of a half hour color variety show for NBC: *The Walter Winchell Show* premiered, October 5, 1956. Some of his guests included: Perry Como, Jane Froman, Helen Hayes, Roberta Sherwood, Sammy Davis, Jr., Martha Raye. The show was cancelled, December 28, 1956. His next TV appearance was in a filmed series, *The Walter Winchell File* for ABC on October 2, 1957. He was host-narrator of the series which ran until March 28, 1958.



Charles Laughton, Eric Felday
in "The Last Lesson"
CBS Feb. 8, 1959



Bill Williams, Janet Gaynor
in "Flying Wife"
CBS April 5, 1959



Richard Eyer, James Stewart
in "Trail To Christmas"
CBS Dec. 21, 1958



Tony Curtis, Rita Moreno, John Baragrey
in "The Stone"
CBS Jan. 18, 1959

GENERAL ELECTRIC THEATRE

The General Electric Theatre, a half hour filmed series, opened on the CBS network February 1, 1953. It's still running Ronald Reagan is the series' host and occasional star of one of the plays. Some of the guest stars have included: Joan Crawford, Tony Curtis, Ezio Pinza, Charles Laughton, Maurice Evans, Janet Gaynor.



Harpo and Chico Marx in
"The Incredible Jewel Robbery"
CBS March 8, 1959



Maurice Evans, Piper Laurie in
the first act of Shaw's "Caesar and Cleopatra"
CBS April 12, 1959



Ezio Pinza, Joan Copeland, Mike Wallace
in "The Half-Promised Land"
CBS June 12, 1955



Henry Fonda, Dorothy Malone
in "Clown"
CBS March 27, 1955



Margaret Phillips, Dennis Harrison
in "The Glove"
NBC Dec. 21, 1949



Vaughn Taylor, Doris Rich, Charles Nolte, William Allyn,
Stewart Bradley in "Noah"
NBC June 21, 1950



Ossie Davis in
"The Emperor Jones"
NBC Feb. 23, 1955



Dick Davalos in "Tough Boy"
NBC April, 1956

KRAFT THEATRE

The Kraft Television Theatre premiered on NBC on a local basis May 7, 1947. It became a network show on January 7, 1948. The hour long series presented mostly TV versions of established Broadway plays, adaptations of novels and the classics. By 1950, Kraft began to air original dramas. Rod Serling's *The Blues for Joey Menotti* and *Patterns* and *a Night to Remember* were among the works presented. TV drama came into its own and Kraft was its most regular showcaser until its end on October 1, 1958.



Tommy Sands, Victor Jory in
"Blood and Flesh" NBC April, 1957



Billy Lee, Phil Faversham, Billy Lynn, Vaughn Taylor,
Brook Bryon in "Nantucket Legend"
NBC Dec. 14, 1949



Scene from "A Night to Remember"
NBC March 28 and May 2, 1956



Margaret Phillips, Louise Prussing, Leon Shaw,
Ralph Nelson in "She Stoops to Conquer"
NBC March 31, 1948



Cameron Mitchell, Vera Miles in "Man On The Ledge" CBS Dec. 28, 1955



Dale Robertson, Carol Ohmart, Victor Jory in "The Still Trumpet" CBS April 3, 1957



Richard Jaeckel, Dan Duryea in "Smoo Jumpers" CBS Nov. 14, 1956



Ann Harding, Kenneth MacDonald, Tom Tryon in "Young Man From Kentucky" CBS Feb. 6, 1957

20th CENTURY FOX HOUR

The Twentieth Century Fox Hour was premiered on the CBS network, October 5, 1955 with Noel Coward's *Cavalcade* starring Merle Oberon and Michael Wilding. Joseph Cotten was the host of the series that was presented on alternate weeks until September 18, 1957. Top Hollywood stars who appeared on the series included: Bette Davis, Joan Fontaine and Raymond Massey.



Wallace Ford, Robert Wagner in "The Ox-Bow Incident" CBS June 27, 1956



Arthur Franz, Joanne Woodward in "The Late George Apley" CBS Nov. 16, 1955



Dana Wynter, Robert Stack in "Laura" CBS Oct. 19, 1955



Michael Wilding, Merle Oberon in "Cavalcade" CBS Oct. 5, 1955



Frank Lovejoy, Barry Sullivan, Charles Nolte



Lloyd Nolan, Barry Sullivan, Frank Lovejoy in "Caine Mutiny Court Martial" CBS Nov. 19, 1955



Barry Sullivan, Charles Nolte



Noel Coward, Edna Best in "This Happy Breed" CBS May 5, 1956

FORD STAR JUBILEE

The Ford Star Jubilee premiered on CBS, September 24, 1955 with *The Judy Garland Show* featuring David Wayne. The ninety minute color series was telecast on a special basis approximately once a month. Some of the other presentations included: Mary Martin and Noel Coward in *Together With Music*; *Blithe Spirit* with Coward, Claudette Colbert and Lauren Bacall; a musical version of *High Tor* starring Bing Crosby and Julie Andrews; *Caine Mutiny Court Martial* with Lloyd Nolan and Barry Sullivan. The series closed on November 3, 1956.



Ray Collins, Betty Grable, Orson Welles, Keenan Wynn in "Twentieth Century" CBS April 7, 1956



Lauren Bacall, Noel Coward in "Blithe Spirit" on CBS Jan. 14, 1956



Lillian Gish, Raymond Massey, Jack Lemmon in "The Day Lincoln Was Shot" CBS Ford Star Jubilee, Feb. 11, 1956



Charles Nolte, Lillian Gish



Kendall Clark, Philip Coolidge, Dennis King, James Ganon, Stephen Courtleigh in "St. Helena" NBC Feb. 27, 1949



Margery Maude, Oliver Thorndyke, Jean MacIntyre, Phillip Saville, George Coulouris in "An Inspector Calls" NBC Nov. 21, 1948



Carl Benton Reid, Mary MacArthur, Mady Christians in "Papa Is All" NBC Jan. 16, 1949



Frances Reid, Jose Ferrer, Paula Laurence in "Cyrano de Bergerac" NBC Jan. 9, 1949



Peggy Wood, Mary Orr, Sidney Blackmer in "Dark Hammock" NBC Jan. 30, 1949



Bert Lytell, Oscar Karlweiss, Richard Derr in "I Like It Here" NBC Nov. 28, 1948



John Alberts, Judith Evelyn in "Camille" NBC Nov. 14, 1948



Joanne Woodward, Kim Stanley in "Young Lady of Property" NBC Phileo Playhouse, April 15, 1953



Muriel Kirkland, Marsha Hunt, Alfred Drake in "Quality Street"
NBC March 13, 1949



Perry Wilson, Lillian Gish, Helen Carew, Bert Lytell in
"The Late Christopher Bean" NBC Feb. 6, 1949



Marsha Hunt, Wesley Addy
in "Twelfth Night"
NBC Feb. 20, 1949

PHILCO PLAYHOUSE

The *Philco Playhouse* premiered on the NBC network on October 3, 1948. The one hour series alternated with *The Good-year Playhouse* from 1951 to its close on October 2, 1955. Most of the productions were produced by Fred Coe and some of the directors were: Gordon Duff and Vincent J. Donahue. Some of the plays presented were: Horton Foote's *A Young Lady of Property* with Kim Stanley and Joanne Woodward; the same author's *The Dancers* with Frank Overton and Joanne Woodward. Paddy Chayefsky contributed *Holiday Song* with Joseph Buloff and *Catch My Boy On Sunday*.



Madge Evans, John Baragrey
in "Pride and Prejudice"
NBC Jan. 23, 1949



Stiano Braggiotti, Claire Luce
in "Becky Sharpe"
NBC Mar. 27, 1949



Ruth Chatterton in "Suspect"
NBC Dec. 5, 1948



Cameron Mitchell, Lucile Watson in
"The Old Lady Shows Her Medals"
NBC Dec. 26, 1948



Guy Madison, Ronnie Knox in
"You Can't Win 'Em All"
CBS Jan. 16, 1958



Charles Nolte recreates his memorable
Broadway performance as "Billy Budd"
CBS Jan. 11, 1952



Steve Forrest, James Gregory in
"Policeman Faces a Bribe"
CBS May 29, 1958

SCHLITZ PLAYHOUSE



James Dean, Pat Hardy
in "The Unlighted Road"
CBS May 6, 1955



Silent Screen Stars, Madge Kennedy, Tom Moore, Francis X.
Bushman, Doris Kenyon appear in "The Secret"
CBS Sept. 10, 1954



Scott Brady, Marie Windsor, Ernie
Kovacs in "The Salted Mine"
CBS March 27, 1959

SCHLITZ PLAYHOUSE



Ray Stricklyn, Ida Lupino in
"That Woman" CBS Four Star Playhouse
May 10, 1956



Patricia Collinge, Mary Fickett in "Ward Three,
4 P.M. to Midnight" NBC Armstrong Circle Theatre
Aug. 7, 1956



Peggy Wood, Thomas Mitchell in "The
Skin of Our Teeth" ABC Pulitzer Prize
Playhouse, Dec. 19, 1951



Rod Steiger, Esther Minciotti, Betsy Palmer, Lee Phillips in "Marty" NBC May 24, 1953



Thelma Ritter, Pat Henning in "The Catered Affair" NBC May 22, 1955
Photos Gary Wagner



Julie Harris, Leslie Nielsen in "October Story" NBC Oct. 14, 1951

GOODYEAR PLAYHOUSE

The Goodyear Television Playhouse debuted on the NBC network on October 14, 1951. The one hour series was telecast on alternate weeks until September 29, 1957. Some of the outstanding writers and plays included: Paddy Chayefsky's *Marty* with Rod Steiger; *Catered Affair* with Thelma Ritter; *Bachelor Party* with Eddie Albert. All three became successful motion pictures. From Horton Foote, *Goodyear* presented: *The Trip to Bountiful* with Lillian Gish and Eva Marie Saint. *Goodyear Playhouse* was produced by Fred Coe. Some of the directors: Vincent J. Donahue, Gordon Duff and Delbert Mann. The series went to a half hour format September 30, 1957.



Phyllis Newman, George Grizzard in "The Gene Austin Story" NBC April 21, 1957



Louis Edmonds, Cyril Ritchard, Jill Kraft in "A Visit to a Small Planet" NBC May 8, 1955



Gracie Fildes, Roger Moore, Jessica Tandy in "A Murder Is Announced" NBC Dec. 30, 1956



Lillian Gish, Eva Marie Saint in "A Trip To Bountiful" NBC March 1, 1953



Mildred Dunnock, Claude Rains, Everett Sloane, Fred Clark in "President" NBC May 13, 1956



Eileen Heckert, Hume Cronyn in "No License To Kill" NBC Feb. 3, 1957



Larry Blyden, Joan Hovis, Roddy McDowell in "He's For Me" an original musical by Michael Brown NBC July 21, 1957



Lee Meriwether, Ed Wynn, Evelyn Varden, Betsy Palmer in "The Protege" NBC May 19, 1957

ALCOA THEATRE

The Alcoa Theatre, an hour dramatic series premiered on the NBC network, October 16, 1955 with *Black Wings* starring Ann Todd in her American TV debut and Wendell Corey. Some other plays and players included: Melvyn Douglas in *Thunder in Washington* and *Man On a Tiger*; Reginald Rose's *Tragedy in a Temporary Town* starring Lloyd Bridges; Pearl Buck's first TV play, *Big Wave* with Hume Cronyn; *Key Largo* with Alfred Drake. On October 7, 1957, the program became a half hour filmed series, aired on alternate weeks.



Diane Cilento, Laurence Harvey in "The Small Servant" NBC Oct. 30, 1955



Cornelia Otis Skinner, Dennis King in "Merry Christmas, Mr. Baxter" NBC Dec. 2, 1956



Mickey Rooney in "Eddie" NBC Nov. 17, 1958, Repeat Apr. 6, 1959



Eric Portman, Shelley Winters in "A Double Life" NBC Jan. 6, 1957



Dick Contino, Barbara Rush in "Night Song" NBC Feb. 16, 1956



Mary Healy, Gordon MacRae, Sheila Stevens, Peter Lind Hayes in "One Sunday Afternoon" NBC Jan. 31, 1957



Dewey Martin, Bonita Granville in "Stand By For Murder" NBC May 9, 1957



Roger Moore, Vera Miles in "The Taggart Light" NBC Apr. 18, 1957

LUX VIDEO THEATRE

The Lux Video Theatre a one hour dramatic series debuted on the NBC network, August 26, 1954 with *To Each His Own* starring Dorothy McGuire and Gene Barry. The series presented one hour video versions of Hollywood movies. In the early part of the run, James Mason was the host of the series. Before the series closed on September 12, 1957, some of the plays and players presented, included: Fernando Lamas in *Hold Back the Dawn*, Miriam Hopkins in *Sunset Boulevard*, Vincent Price and Marilyn Erskine in *The Heiress* and John Derek and Ann Blythe in *A Place in the Sun*.



Tom Tyron, Julie Adams in "Design For November" NBC June 13, 1957



Richard Denning, Vivian Blaine in "The Undesirable" NBC Feb. 7, 1957



Dorothy Gish in "Miss Susie Slagle" NBC Nov. 24, 1955



Diana Lynn, Ed Kemmer in "Princess O'Rourke" NBC May 17, 1956



Wally Cox, Josephine Hull, Kenny Delmar in
"The Meanest Man In The World"
CBS July 6, 1955



John Sharpe, Jr., Jimmy Boyd, Bennye Gatteys
in "Tom Sawyer"
CBS Nov. 21, 1956



Paul Newman, George Peppard, Albert
Salmi in "Bang The Drum Slowly"
CBS Sept. 26, 1956



Imogene Coca, Will Kuluva, Jack Klugman
in "Funny Heart"
CBS April 11, 1956



Basil Rathbone, Jack Carson, Florene Henderson,
Jimmy Boyd in "Huck Finn"
CBS Nov. 20, 1957



Ethel Merman, Vaughn Taylor, Nan
McFarland in "Honest In The Rain"
CBS May 9, 1956



Gloria Vanderbilt, Patty Duke, Gene Coffin
in "Family Happiness"
CBS Feb. 11, 1959



Menasha Skulnik in "Ashton Buys A Horse"
CBS Sept. 28, 1955



Rip Torn, Olga Bellin, Miko Osgard
in "The Little Bullfighter"
CBS June 5, 1957



Lois Nettleton, Richard Kiley, Farley Granger
in "Hidden River"
CBS July 2, 1958



Dorothy Collins, Louise Troy, Martyn Green,
David Atkinson in "Who's Earnest"
Oct. 9, 1957



Andy Griffith in TV's "No Time For
Sergeants" presented prior to stage
production, ABC March 15, 1955



Joya Sherrill, Duke Ellington, Margaret Tynes
in "A Drum Is A Woman" CBS May 8, 1957

U.S. STEEL HOUR

The U.S. Steel Hour, an hour dramatic show, premiered on the CBS network, July 6, 1955. It is still running on alternate weeks. The series is produced by The Theatre Guild. The first show was *The Meanest Man in the World* with Josephine Hull and Wally Cox. Some of the stars who appeared: Faye Emerson, Gertrude Berg, Helen Hayes, Ralph Bellamy, Ethel Merman, Farley Granger, Imogene Coca, Menasha Skulnik and Gloria Vanderbilt.



John Cypher, Patti Page, Biff McGuire
in "Upbeat" CBS June 10, 1957



William Shatner, Kevin Coughlin, Cameron
Prud'Homme in "Old Marshals Never Die"
CBS Aug. 13, 1958



Jackie Cooper, Barbara Bel Geddes,
Marilyn Segal in "Midsummer"
CBS Oct. 8, 1958



Patty Duke, Helen Hayes in
"One Red Rose For Christmas"
CBS Dec. 17, 1958



John Payne, Dorothy McGuire, Herbert Marshall, Richard Carlson in "The Philadelphia Story" CBS Dec. 8, 1954



Art Carney, Ethel Merman, Jack E. Leonard in "Panama Hattie" CBS Nov. 10, 1954



Martha Hyer, Joseph Cotten, Piper Laurie, Gene Nelson in "Broadway" CBS May 4, 1955

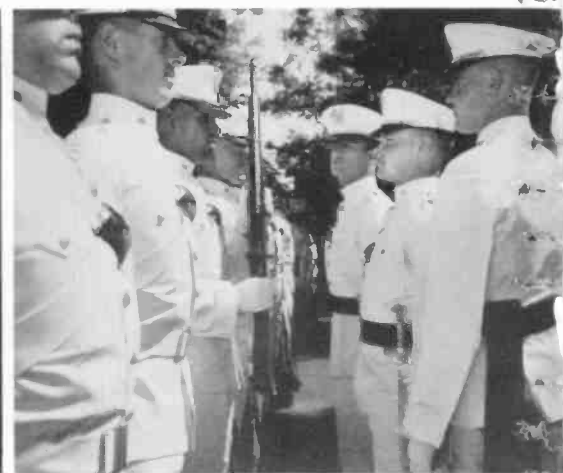
ON THE BEST OF BROADWAY



Walter Abel, Betty Field in "Angel Street" NBC Theatre Guild Production Jan. 25, 1948



Douglass Montgomery, Wesley Addy in "Peer Gynt" Cameo Theatre



Cadets, led by Bob Gothie, right, on "West Point" CBS Nov. 9, 1956



Margaret O'Brien, Dean Stockwell in "Innocent Witness" CBS March 4, 1956



Eric Fleming, Howard Richardson, Rita Gam, Alfred Drake in "Dark of the Moon" Cameo Theatre Jan. 6, 1952



Janet Blair, Elliott Reid in "Kitty Foyle" Front Row Center CBS July 13, 1955



Peter Lorre, John Alexander, Helen Hayes, Boris Karloff, Orson Bean, Billie Burke in "Arsenic and Old Lace"
CBS Jan. 5, 1955



Buster Keaton, Merle Oberon, Joan Bennett, Bert Lahr, Monty Woolley, Zasu Pitts in "The Man Who Came To Dinner"
CBS Oct. 13, 1954



Mary Boland, Franchot Tone in "The Guardsman"
CBS March 2, 1955

THE BEST OF BROADWAY

The Best of Broadway, the once a month color series, was presented on the CBS network, September 15, 1954. The premiere show was *Royal Family* with Claudette Colbert, Helen Hayes and Fredric March. Succeeding shows included: *Man Who Came To Dinner* with Monty Wooley, Merle Oberon and Bert Lahr; *Panama Hattie* with Ethel Merman and Art Carney; *The Philadelphia Story* with Dorothy McGuire. The series ended on May 4, 1955 with *Broadway* starring Joseph Cotten.



Peggy Ann Garner, Charles Drake, Diana Lynn, Rhonda Fleming, Elsa Lanchester in "Stage Door" CBS April 6, 1955



Thelma Ritter, Russell Collins, Jackie Gleason, Cathy O'Donnell, Carleton Carpenter, Alice Ghostley in "The Show Off"
CBS Feb. 2, 1955



Charles Coburn, Fredric March, Helen Hayes, Claudette Colbert, Kent Smith, Nancy Olson in "The Royal Family" 215
CBS Sept. 15, 1954



Michael Rennie, Anna May Wong, John Mills, Siobhan McKenna in "The Letter" NBC Oct. 15, 1956



Jose Ferrer, Christopher Plummer, Claire Bloom in "Cyrano de Bergerac" Oct. 17, 1955



Peter Lorre, Brian Aherne, Greer Garson, Robert Fleming in "Reunion In Vienna" NBC April 4, 1955



Paulette Goddard, Mary Boland in "The Women" NBC Feb. 7, 1955



Farley Granger as Appolodorus in "Caesar and Cleopatra"



Cedric Hardwick, Claire Bloom in "Caesar and Cleopatra" NBC March 5, 1956



John Neville, Claire Bloom in "Romeo and Juliet" NBC March 4, 1957



Wynne Gibson, Harry Bellaver, Tina Louise, William Harrigan, Barry Nelson, Betty Field, in "Happy Birthday" NBC June 25, 1956



Ginger Rogers, Martyn Green, Estelle Winwood in "Tonight at 8:30" NBC Oct. 18, 1954



Raymond Massey, Diana Wynyard, Judith Evelyn, Mel Ferrer, Audrey Hepburn in "Meyerling" NBC Feb. 4, 1957



Broderick Crawford, Dennis O'Keefe, Wally Cox, Eva Marie Saint, Jackie Cooper in "Yellow Jack" NBC Jan. 10, 1955



Michael Soames, Margot Fonteyn in Royal Ballet's production of "Cinderella" NBC

PRODUCER'S SHOWCASE

Producer's Showcase, a ninety minute series premiered on the NBC network, October 18, 1954 with Ginger Rogers and Martyn Green in Noel Coward's *Tonight At 8:30*. Fred Coe was the producer of the monthly color series. Some of the stars and productions included: Lunt and Fontanne in *The Great Sebastians*; Frank Sinatra, Paul Newman, Eva Marie Saint in a musical version of *Our Town*; *Dodsworth* with Fredric March and Claire Trevor; *The Petrified Forest* with Humphrey Bogart, Henry Fonda and Lauren Bacall; *The Women* with Paulette Goddard, Shelley Winters, Ruth Hussey; *Caesar and Cleopatra* with Claire Bloom, Cedric Hardwicke, Judith Anderson; Greer Garson in *Reunion In Vienna*. The Royal Ballet in *The Sleeping Beauty* and *Cinderella*. The series concluded on June 24, 1957.



Joan Greenwood, Cyril Ritchard in "Kin and Mrs. Candle" NBC Aug. 22, 1955



Michael Soames, Margot Fonteyn in "The Sleeping Beauty" The Royal Ballet Production NBC Dec. 12, 1955



Oscar Homolka, Ruth Roman, David Wayne, Lee J. Cobb in "Darkness at Noon" NBC May 2, 1955



Fredric March, Claire Trevor in "Dodsworth" NBC April 30, 1956



Akim Tamiroff, Lisa Ferraday, Alfred Lunt, Lynn Fontanne
in "The Great Sebastians" NBC April 8, 1957
This was the Lunts' TV debut

Nancy Coleman, Anthony Quayle, Katharine Cornell (also above)
in "The Barretts of Wimpole Street" NBC April 2, 1956
Miss Cornell's TV debut



Nina Foch, Joseph Cotten, Margaret Sullavan
in "State of the Union" NBC Nov. 15, 1954

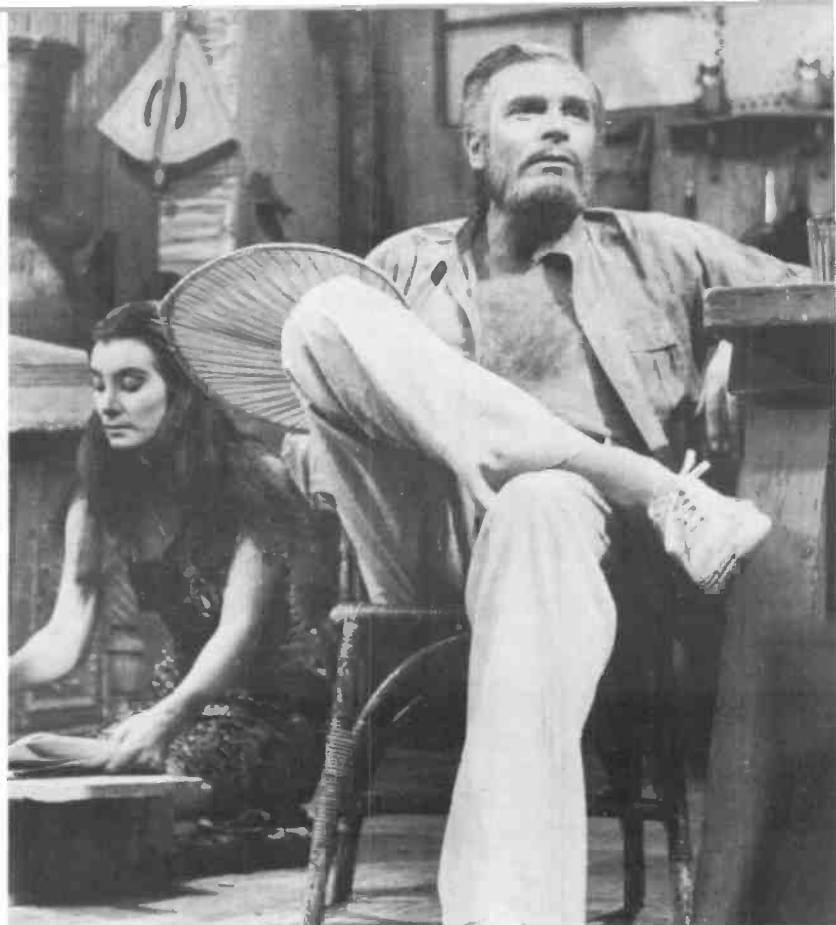
Paul Newman, Eva Marie Saint in
"Our Town" NBC Sept. 19, 1955

Lauren Bacall, Humphrey Bogart in "The
Petrified Forest" NBC May 30, 1955



CINDERELLA

Richard Rogers and Oscar Hammerstein II created a ninety minute musical especially for television: *Cinderella*, based on the beloved fairy tale. The CBS network presented the musical on March 31, 1957. Julie Andrews starred as Cinderella; Ilka Chase, Kaye Ballard and Alice Ghistley played her step-mother and step-sisters; Edie Adams was the fairy godmother and Jon Cypher, the Prince. Dorothy Stickney and Howard Lindsay made one of their rare television appearances as the King and Queen. The story was decorated with eleven musical numbers and a waltz ballet choreographed by Jonathan Lucas. The color telecast was produced by Richard Lewine; directed by Ralph Nelson; conducted by Alfredo Antonini with sets and costumes designed by William and Jean Eckart.



Jean Marsh, Laurence Olivier
in "Moon and Sixpence"
NBC Oct. 30, 1959



Alice Ghistley, Kaye Ballard, Julie Andrews, Ilka Chase
Above: Julie Andrews, Jon Cypher in "Cinderella" CBS



Lee J. Cobb in "Moon and Sixpence" NBC April 30, 1951
Above: W. Somerset Maugham, moderator on "Somerset Maugham Theatre



Jon Cypher, Howard Lindsay
in "Cinderella" CBS March 31, 1957



Julie Andrews, Edith Adams





Polly Bergen in "The Helen Morgan Story" CBS May 16, 1957



Jack Palance, Ed Wynn in "Requiem for a Heavyweight" CBS Oct. 11, 1956



Jack Palance in "The Death of Manolete" CBS Sept. 12, 1957



Bob Cummings, Rip Torn in "Bomber's Moon" CBS May 22, 1958



Jeanne Crain, Robert Ryan in "The Great Gatsby" CBS June 26, 1958



Gladys Cooper, Rod Taylor in "Verdict of Three" CBS April 24, 1958



Kay Thompson, Evelyn Rudie in "Eloise" CBS Nov. 22, 1956



James Mason, Margaret Leighton in "The Second Man" CBS Feb. 12, 1959



Sterling Hayden, Geraldine Page in William Faulkner's "Old Man" CBS Nov. 20, 1958



Jason Robards, Jr., Maria Schell, Eli Wallach, Steve Hill, Maureen Stapleton, Nahemia Persoff in "For Whom the Bell Tolls" CBS March 12 and 19, 1959



Art Carney, Jeanette McDonald in "Charley's Aunt" CBS March 28, 1957



John Kerr, Barbara Bel Geddes, Robert Loggia in "Rumors of Evening" CBS April 10, 1958

PLAYHOUSE 90

Playhouse 90, the first weekly ninety minute dramatic show, premiered on the CBS network, October 4, 1956 with Rod Serling's adaptation of *Forbidden Area* starring Charlton Heston and Tab Hunter. Since that time, *Playhouse 90* has presented TV dramas written by some of television's best playwrights; acted by some of the best performers in the business; and produced and directed by some of the best creative minds in television. The fourth season will be aired on an alternate basis in the fall of 1959. Some of the plays: *Requiem For A Heavyweight*, *For Whom The Bell Tolls*, *The Plot To Kill Stalin*, *The Velvet Alley* and *Eloise*, and some of the stars: Melvyn Douglas, Judith Anderson, Maria Schell, Claudette Colbert, Art Carney, Jackie Gleason and Shirley Booth.



Geraldine Page, Tab Hunter in "Portrait of a Murderer" CBS Aug. 21, 1958



Paul Muni in "Last Clear Chance" CBS March 6, 1958



Judith Anderson, John Williams, Farley Granger in "The Clouded Image" CBS Nov. 7, 1957



Melvyn Douglas in "The Plot to Kill Stalin" CBS Sept. 25, 1958



Phyllis Love, Charles Boyer, Katharine Cornell, Bradford Dillman in "There Shall Be No Night" NBC March 17, 1957



Eli Wallach, Julie Harris in "The Lark" NBC Feb. 10, 1957



Carmen Mathews, Joan Lorring, Eva LeGallienn, John Kerr in "The Corn is Green" NBC Jan. 8, 1957



Julie Harris, Roddy McDowall, Cyril Ritchard, Walter Slezak in "The Good Fairy" NBC Feb. 5, 1956



Julie Harris in "The Lark"



Victor Jory, Julie Harris, Christopher Plummer in "Johnny Belinda" NBC Oct. 13, 1958



Julie Harris, Christopher Plummer
222



Julie Harris



George Peppard, Julie Harris

in "Little Moon of Alban" NBC March 24, 1958



Lloyd Nolan, Helen Hayes, Burgess Meredith, Betty Field, Lee Kinsolving in "Ah, Wilderness!" NBC April 28, 1959



E. G. Marshall, Sidney Blackmer, Greer Garson, Eileen Heckart in "The Little Foxes" NBC Dec. 16, 1956



Judith Anderson in "The Cradle Song" NBC May 6, 1956

HALLMARK HALL OF FAME

The Hallmark Of Fame made its debut on NBC, January 6, 1952. The program presented half hour television dramas. In the 1953-1954 seasons, Hallmark produced six hour long plays. In April, 1954, it was back to the half hour format. On October 23, 1955, the show returned to the air in its present hour and a half format on a monthly basis. Hallmark has had a distinguished TV record. It has presented classics, original dramas and musicals, TV versions of Broadway plays. During the last few years, the show has been colorcast. Some of the works presented were: *Taming Of The Shrew*, *Kiss Me Kate*, *Little Moon Of Alban*, *Twelfth Night* and some of the stars: Maurice Evans, Julie Harris, Katharine Cornell and Judith Anderson.



Maurice Evans, producer and play on "Hallmark Hall of Fame"



Florence Reed, Mary Martin, George Abbott



Helen Hayes, Heller Halliday, George Abbott, Mary Martin



Sarah Churchill, Barry Jones, Ruth Chatterton, Maurice Evans in "Hamlet" NBC April 26, 1953



Maurice Evans, Judith Anderson, Staats Cotsworth, Richard Waring in "Macbeth" NBC Nov. 28, 1954



Dennis King, Maurice Evans, Ralph Bellamy in Shaw's "The Devil's Disciple" Nov. 20, 1955



Howard Morris, Maurice Evans, Rosemary Harris in "Twelfth Night" NBC Dec. 15, 1957



Maurice Evans, Joan Greenwood in Shaw's "Man and Superman" NBC Nov. 25, 1956



Sarah Churchill, Bruce Gordon, Maurice Evans, Kent Smith in "Richard II" NBC Jan. 24, 1954



Maurice Evans, Lilli Palmer, Diane Cilento in "The Taming of the Shrew" NBC March 18, 1956



Sara Haden, Thomas Mitchell in "Of Time and the River" NBC Oct. 1953

Patricia Morisson, Alfred Drake, Julie Wilson, Bill Hayes in "Kiss Me Kate" NBC Nov. 20, 1958



Dick Button, Peggy King, Jarmila Novotna, Tab Hunter in "Hans Brinker or The Silver Skates" NBC Feb. 9, 1958

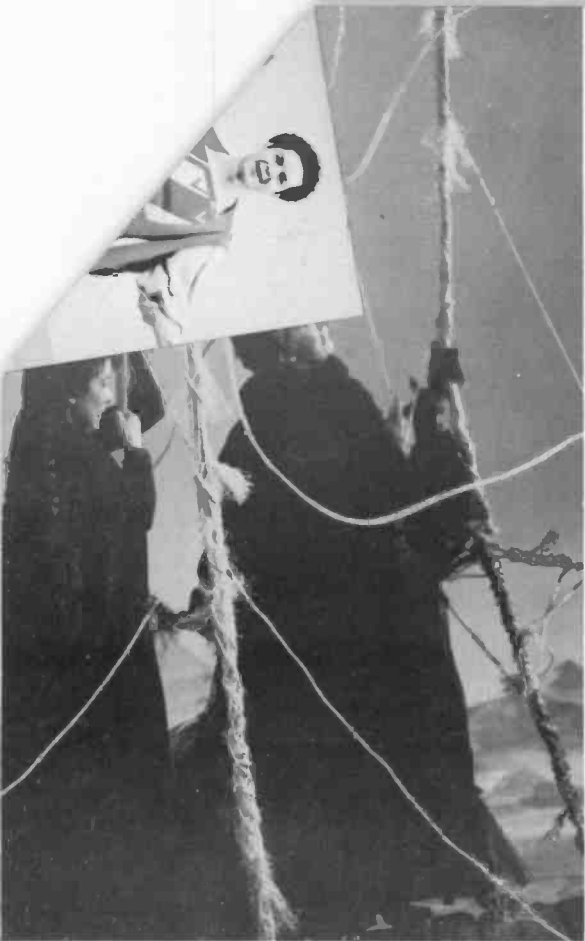
John Williams, Rosemary Harris, Maurice Evans in "Dial 'M' for Murder" NBC April 25, 1956

Barbara Cook, Alfred Drake, Celeste Holm, Bill Hayes in "The Yeomen of the Guard" NBC April 10, 1957



William Warfield, Terry Carter in "Hallmark Hall of Fame" production of "The Green Pastures" NBC Oct. 17, 1957 also March 23, 1959

Gillian Barber as Alice in "Alice In Wonderland" NBC Oct. 23, 1955



Rita Gam, Judith Anderson



Viveca Lindfors, Judith Anderson, Rita Gam, Hume Cronyn

in "The Bridge of San Luis Rey" on "DuPont Show of the Month" CBS Jan. 21, 1958



Eva Le Gallienne



Dennis Kohler, Claudia McNeil, Collin Wilcox in "The Member of the Wedding" CBS June 12, 1958



Yvonne Furneaux, Richard Burton in "Wuthering Heights" CBS May 9, 1958



Judith Anderson



Rosemary Harris, Christopher Plummer, Rex Thompson in "The Prince and the Pauper" CBS Oct. 28, 1957



Farley Granger, Brian Donlevy, Shelley Winters in "Beyond This Place" CBS Nov. 25, 1957



Marion Lorne, Art Carney in "Harvey"
CBS Sept. 22, 1958



Jackie Cooper, Rex Everhart, John McCurry, Richard Harris, Don Murray in "The Hasty Heart" CBS
Dec. 18, 1958



Margaret Leighton, John Gielgud in "The Browning Version" CBS April 23, 1959



Elizabeth Sellars, Torin Thatcher, Hurd Hatfield in "The Count of Monte Cristo" CBS Oct. 28, 1958

DuPONT SHOW OF THE MONTH

The DuPont Show of the Month, premiered on the CBS network, Sept. 29, 1957 with *Crescendo* starring Mahalia Jackson, and Carol Channing. The ninety minute specials were produced by David Susskind's *Talent Associates*. Some of the productions included: *Bridge of San Luis Rey* starring Judith Anderson and Viveca Lindfors; *Billy Budd* with Don Murray; John Gielgud and Margaret Leighton in *The Browning Version*; Cole Porter's *Aladdin* with Cyril Ritchard and Dennis King; *Harvey* with Art Carney and Marion Lorne; The Old Vic's production of *Hamlet*; *Wuthering Heights* with Richard Burton and Rosemary Harris and Eric Portman in *A Tale of Two Cities*.



James Donald, Don Murray, Roddy McDowall in "Billy Budd" CBS May 12, 1959



Denholm Elliott, Eric Portman, James Donald, Gracie Fields, Rosemary Harris, Walter Fitzgerald in "A Tale of Two Cities" CBS March 27, 1958



Joseph O'Connor, David Dodimead, Margaret Courtenay, John Neville, Oliver Neville, John Humphry, Barbara Jefford in "Hamlet" CBS Feb. 24, 1959



Janet Swanson, Gracie Field in "Mrs. Harris Goes To Paris" CBS April 14, 1958



Richard Webb, Patricia Collinge in "The River Garden" CBS Feb. 9, 1953



Leueen McGrath, Richard Hart in "Passionate Pilgrim" CBS Oct. 2, 1950



Charles F. McClelland, Kevin McCarthy, Charles Nolte in "The King In Yellow" CBS July 27, 1953



Eugenie Leontovich in "Image of Fear" CBS Sept. 29, 1958



Yul Brynner, Felicia Montealegre in "Flowers From A Stranger" CBS May 25, 1949



Charlton Heston, Judith Evelyn in "Macbeth" CBS Oct. 22, 1951



Leo Coleman, Marie Powers in "The Medium" CBS December 12, 1948



Christopher Plummer, Margaret Phillips in "The Gathering Night" CBS Aug. 24, 1953



Margaret O'Brien, James MacArthur in "Tongues of Angels" CBS March 17, 1958



Murray Matheson, Judith Evelyn, Richard Greene in "Cariolanus" CBS June 11, 1951



Dick Foran, Grace Kelly in "The Kill" CBS Sept. 22, 1952



Ralph Bellamy, Geoffrey Horne in "Like Father, Like Son" CBS Sept. 19, 1955

STUDIO ONE

Studio One, one of television's earliest hour long dramatic shows, premiered with Margaret Sullavan in *The Storm* on the CBS network November 17, 1948. The series was televised live from New York until December 16, 1957. Some of the plays included: Reginald Rose's *Twelve Angry Men* starring Franchot Tone and Robert Cummings; Horton Foote's *The Traveling Lady* with Kim Stanley and *The Night America Trembled* narrated by Edward R. Murrow. *Studio One* added *In Hollywood* to its title when it moved west on January 6, 1958. The series closed there on September 29, 1958.



Frances Starr, Gene Lyons, Charles Andre in "The Formula" CBS Nov. 24, 1952



Alfred Ryder, Shepperd Strudwick in "Julius Caesar" CBS Aug. 1, 1955



Kim Stanley, Robert Loggia, Steven Hill in "The Traveling Lady" CBS April 22, 1957



Michele Morgan, Arthur Franz in "Camille" CBS Nov. 9, 1953



Richard Burton, June Havoc, John Qualen in "Anna Christie" on "The Celanese Theatre" ABC June 23, 1952

Charles Boyer, Dick Powell, Merle Oberon, David Niven, Stars of "Four Star Playhouse" CBS

Edna Best, Ruth Chatterton in "Old Acquaintance" on "The Celanese Theatre" ABC Nov. 14, 1951



William Ching, Joan Crawford, James Seay in "Because I Love Him" CBS Sept. 19, 1953

John Drew Barrymore in "Silent Thunder" CBS Dec. 8, 1958

Robert Weede, Martyn Green, Betty Madigan, Basil Rathbone, Johnny Desmond in "The Stingiest Man in Town" NBC Dec. 23, 1956



Aileen Pringle, Laura La Plante in "She Also Ran" CBS Nov. 14, 1956

Logan Ramsey, Hazel Dawn, Jr., Ruth Gordon in "Over 21" on "Prudential Family Playhouse" Dec. 12, 1950

Margaret Wycherly, Joan McCracken in "Claudia" CBS March 30, 1952 to July 7, 1952



Bruce Hoy, Susan Strasberg in "Debut" CBS Oct. 27, 1958



William Lundigan, Aldo Ray, Lucille Ball in "Kayo Kitty" on "Desilu Playhouse" Nov. 17, 1958



Lew Ayres in "The Case for Dr. Mudd" CBS Oct. 20, 1958



Eli Wallach, J. Carrol Naish in "My Father, The Fool" CBS Nov. 3, 1958

DESILU PLAYHOUSE

The Desilu Playhouse premiered on CBS, October 13, 1958 with *Bernadette* starring Pier Angeli. The hour long filmed series was hosted by producer Desi Arnaz. Succeeding shows included: *Debut* starring Susan Strasberg; *My Father, The Fool* with Eli Wallach; *K.O. Kitty* starring Lucille Ball and Aldo Ray; *The Untouchables* with Robert Stack and Neville Brand; *Case of Dr. Mudd* with Lew Ayres. The show enters its second season in the fall of 1959.



Pier Angeli, Bruce Gordon in "Bernadette" CBS Oct. 13, 1958



Barbara Nichols, Joe Mantell, Bill Williams



Neville Brand



Keenan Wynn, Robert Stack

in "The Untouchables" on "Desilu Playhouse" CBS April 20 and 27, 1958



John Larkin, John D. Seymour, Teal Ames in "The Edge of Night" CBS



Courtroom Scene of "The Verdict Is Yours" CBS



Fran Carlon, Karl Swenson on "Portia Faces Life" CBS



David Sanders, Ann Flood on "From These Roots" NBC

SOAP OPERAS

Soap operas gained as much popularity on television as they did on radio. Both NBC and CBS scheduled many in their afternoon programming. The old radio staple, *One Man's Family* debuted on NBC-TV, November 4, 1949. The cast included: Bert Lytell, Marjorie Gateson and Eva Marie Saint. The TV version ran until April 1, 1955. CBS presented a new twist in soap opera with *The Verdict is Yours* which premiered on September 27, 1957. Actors improvised in a court room situation with real lawyers. Some other TV soap operas included: *Edge of Night*, *As the World Turns*, *Brighter Day* and *From These Roots*.



Betty Oakes, Jim Kirkwood in "Valiant Lady" CBS



Pat Barry, Val Dufour on "First Love" NBC



Bert Lytell, Eva Marie Saint, Marjorie Gateson in "One Man's Family" NBC



June Dayton, Dean Harens on "Date with Life" NBC



Sarah Churchill, Lamont Johnson in Sir Winston Churchill's play "Savrola" Oct. 31, 1956



Judith Evelyn, Vincent Price, Leo G. Carroll in "Angel Street" May 9, 1958



Nina Foch, Robert Horton in "Much Ado About Nothing" May 20 and 21, 1958



Patrick O'Neal in "Strong Medicine" Dec. 28, 1956

MATINEE THEATRE

Matinee Theatre, an hour long afternoon dramatic series premiered on the NBC network, October 31, 1955. The daily color series was produced by Albert McCleery. The host was John Conte. The series employed the works of first-rate playwrights, writers and actors. Before the series left the airwaves on June 27, 1958, 650 productions had been presented. Some of the plays and players included: Vincent Price and Judith Evelyn in *Angel Street*; Sarah Churchill in an adaptation of father Winston Churchill's novel *Savrola*; Robert Horton in a two part version of Shakespeare's *Much Ado About Nothing*; Sir Cedric Hardwicke in *Shadow and Substance*.



Eddie Cantor in "George Has a Birthday" June 11, 1956



Margaret O'Brien as Babbi in James M. Barrie's "The Little Minister" Dec. 26, 1957



Livia Granito gives pointers to Richard Davalos during dress rehearsal of Robert Louis Stevenson's "The Bottle Imp"



Wendy Hiller made her American TV debut in "Ann Veronica" July 29, 1957



Rosemary Kuhlman, Bill McIvers



Leon Lishner, Andrew McKinley,
David Aiken, Rosemary Kuhlman



Kirk Jordan, Rosemary Kuhlman

AM AHL AND THE NIGHT VISITORS

Gian-Carlo Menotti's *Amahl* was the first opera commissioned expressly for television. It was world premiered by NBC on Christmas Eve, 1951. NBC has revived the work every Christmas season since then. The story involved a little crippled shepherd boy and his impoverished mother and the three wise men on their way to Bethlehem. The wise men stop at Amahl's house. With great tenderness and care, they explain their journey and who the newborn child is. Amahl follows the Kings to Bethlehem to adore and give thanks to the Child. The original cast included: Chet Allen as Amahl; Rosemary Kuhlman as his mother; and Andrew McKinley, David Aiken, Leon Lishner as the three Kings. The original production was produced by Samuel Chotzinoff and designed by Eugene Berman.



Leon Lishner, Andrew McKinley,
David Aiken, Kirk Jordan



Richard Cross, Franca Duval in
"Maria Golovin" NBC March 8, 1959



"Amahl and the Night Visitors"



Maria Di Gerlando, David Aiken, Virginia Copeland,
David Cunningham in "The Saint of Bleecker Street"
NBC May 15, 1955



Kenneth Smith, William McGraw, Marion Bell in Kurt Weill's
"Down In The Valley" NBC Jan. 14, 1950



Theodor Uppman, Andrew McKinley, Leon Lishner in Benjamin Britten's
"Billy Budd" NBC Oct. 19, 1952



Hugh Thompson, Elaine Malbin in "The Trial at
Rouen" NBC April 8, 1956

NBC OPERA OF THE AIR

NBC's ambitious opera series made its television debut on January 14, 1950 with a production of Kurt Weill's *Down in the Valley*. The "opera" is produced by Samuel Chotzinoff with Peter Herman Adler, the artistic supervisor and conductor. Some of the operas that have been presented include: *The Dialogues of the Carmelites* with Elaine Malbin, Leontyne Price and Robert Rounseville; *The Bat* with Ethel Barrymore Colt; Theodor Uppman in *Billy Budd*; Franca Duval in *Maria Golovin* and Timiko Kamazawa in *Madame Butterfly*.



Elaine Malbin in Puccini's "Sister Angelica"
Dec. 5, 1954



Elaine Malbin, Rosemary Kuhlmann, Patricia Neway
in "Dialogues of the Carmelites" NBC Dec. 8, 1957



Frances Bible, Mac Morgan in
"Cosi Fan Tutte" NBC
April 6, 1958



Ethel Barrymore Colt, Edward Cane in "Die Fledermaus"
("The Bat") NBC March 8, 1950



John Raitt, Susan Yager in "The Taming of the Shrew" March 13, 1954



Kirk Oreste, Dorothy Coulter, Igor Gorin in "Rigoletto" Feb. 16, 1958



David Poleri, Leontyne Price in "Tosca" Jan. 23, 1955



Robert Rounsville, Vera Bryner, Warren Galjour in "Carmen" Oct. 3, 1953



Patricia Neway, Warren Galjour in "Macbeth" Nov. 28, 1953



David Lloyd, Linda McNaughton, Morley Meredith, Helena Scott, David Cunningham in "War and Peace" Jan. 13, 1957



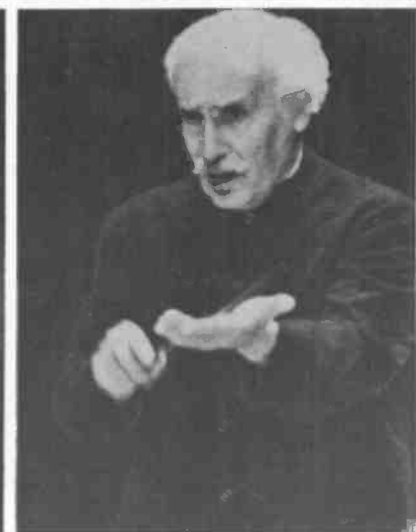
Timiko Kamazawa in "Madame Butterfly" Feb. 6, 1950



John Reardon, William Lewis in "The Magic Flute" Jan. 15, 1956



Donald Gramm, Winifred Heid in "The Marriage" World premier: Feb. 7, 1953



TOSCANINI

Famed maestro, Arturo Toscanini first appeared on NBC television in 1944 in the film *Hymn of the Nations*, originally made for the OWI. On March 20, 1948, Toscanini made his live television debut conducting the NBC Symphony from Carnegie Hall. The

show was simulcast. The concerts were telecast six times during the 1948-1949 season. There were four simulcasts during the 1951-1952 season. On January 16, 1957, NBC presented a tribute to the late maestro, *The Toscanini Memorial Program*.



Leonard Bernstein on "Leonard Bernstein and the New York Philharmonic" premiered on CBS Nov. 30, 1958



Dick Powell on "Dick Powell's Zane Grey Theatre" CBS 1956. Still on



Pat Conway on "Tombstone Territory" ABC Oct. 16, 1957. Current



Dale Robertson on "Tales of Wells Fargo" NBC Debut March 18, 1957. Current



Clint Eastwood on "Rawhide" CBS Debut Jan. 9, 1959. Current



Gene Autry popular on early TV in series of Western Films 238



Bill Boyd starred in "Hopalong Cassidy" TV series debuted on NBC Nov. 28, 1948. Aired on network until Dec. 30, 1951. Was syndicated and still running.



WESTERNS

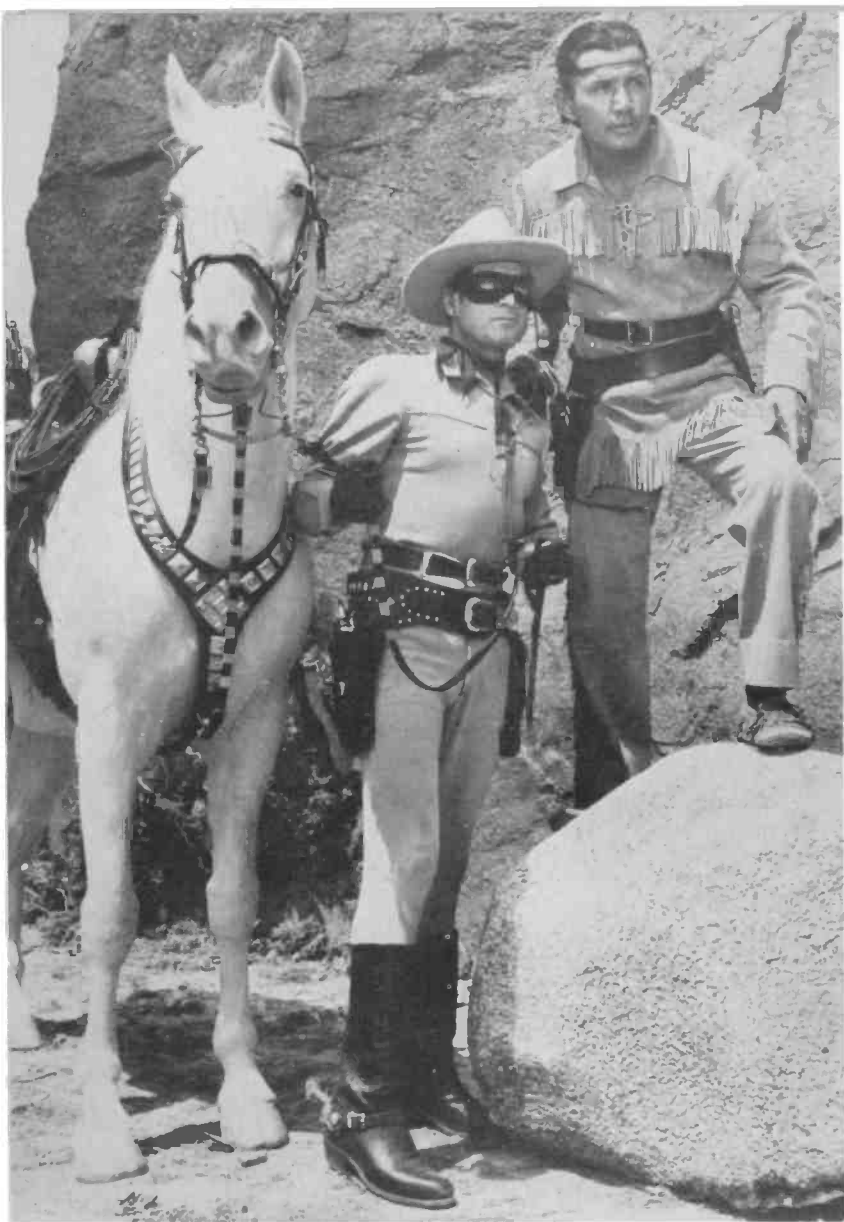
The television western program has undergone a great change since video's early days. In 1948, the western hero was primarily the young viewer's hero. *Hopalong Cassidy* was one of the first westerns to gain popularity. He was soon joined by *The Lone Ranger*, Roy Rogers and Gene Autry and by scores of old western feature films that were presented in episodes. On September 6, 1955, Hugh O'Brian came to television as *Wyatt Earp*, for ABC. This program appealed to both the adult and juvenile audience. *Gunslinger* (CBS) opened a few days later and set the new television trend for westerns. It was labeled an "adult" western by the producers and reviewers. From then on, the television screens were flooded with "adult" westerns. In 1957, ABC presented *Maverick* starring James Garner; *Sugarfoot* with Will Hutchins; *Cheyenne* with Clint Walter; and *Tombstone Territory* with Pat Conway. All these shows are currently running. CBS presented Dick Powell's *Zane Grey Theatre* in 1956. As the westerns began to gain in popularity and ratings, the networks began to schedule more westerns in their programming. In 1957, CBS presented *Have Gun, Will Travel* with Richard Boone, *Trackdown* with Robert Culp; in 1958, they premiered *Wanted — Dead or Alive* with Steve McQueen; and *The Texan* with Rory Calhoun; and in 1959, *Rawhide* with Eric Fleming. ABC added, *Colt 45* with Wayde Preston; *The Lawman* with John Russell and *Rifleman* with Chuck Connors to its schedule. NBC presented the hit *Wagon Train* in 1957 and followed it with *Restless Gun* starring John Payne; *Tales of Wells Fargo* starring Dale Robertson; *Cimarron City* with George Montgomery and *Bat Masterson* with Gene Barry. All these shows are currently running. The end of the TV western is nowhere in sight and the networks are still scheduling new westerns for the coming seasons.



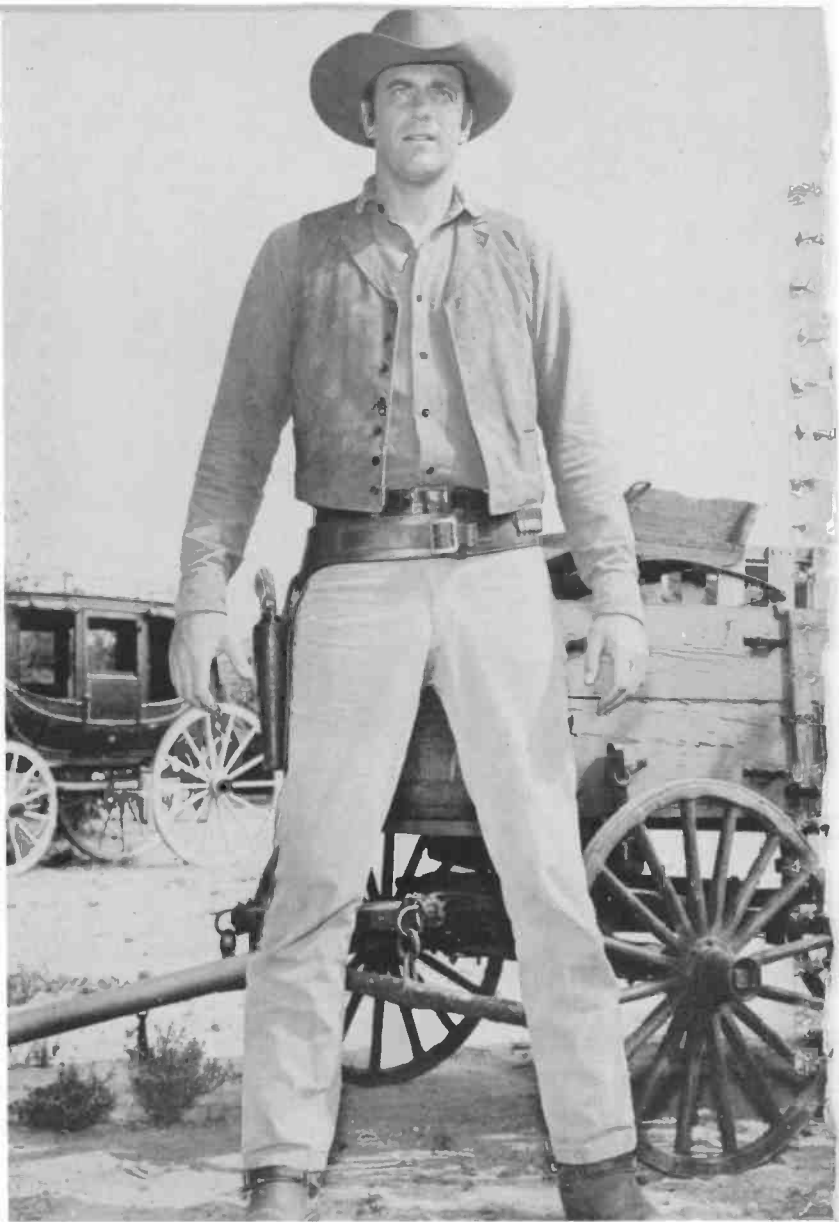
Hugh O'Brian as "Wyatt Earp" ABC Debut Sept. 6, 1955. Still on



Guy Madison as "Wild Bill Hickok" CBS Syndication



Silver, The Lone Ranger (Clayton Moore) and Tonto (Jay Silverheels) on "The Lone Ranger" Syndicated



James Arness as Marshall Matt Dillon on "Gunsmoke" CBS Sept. 10, 1955. Still



Will Hutchins on "Sugarfoot" ABC Debut Sept. 17, 1957. Current



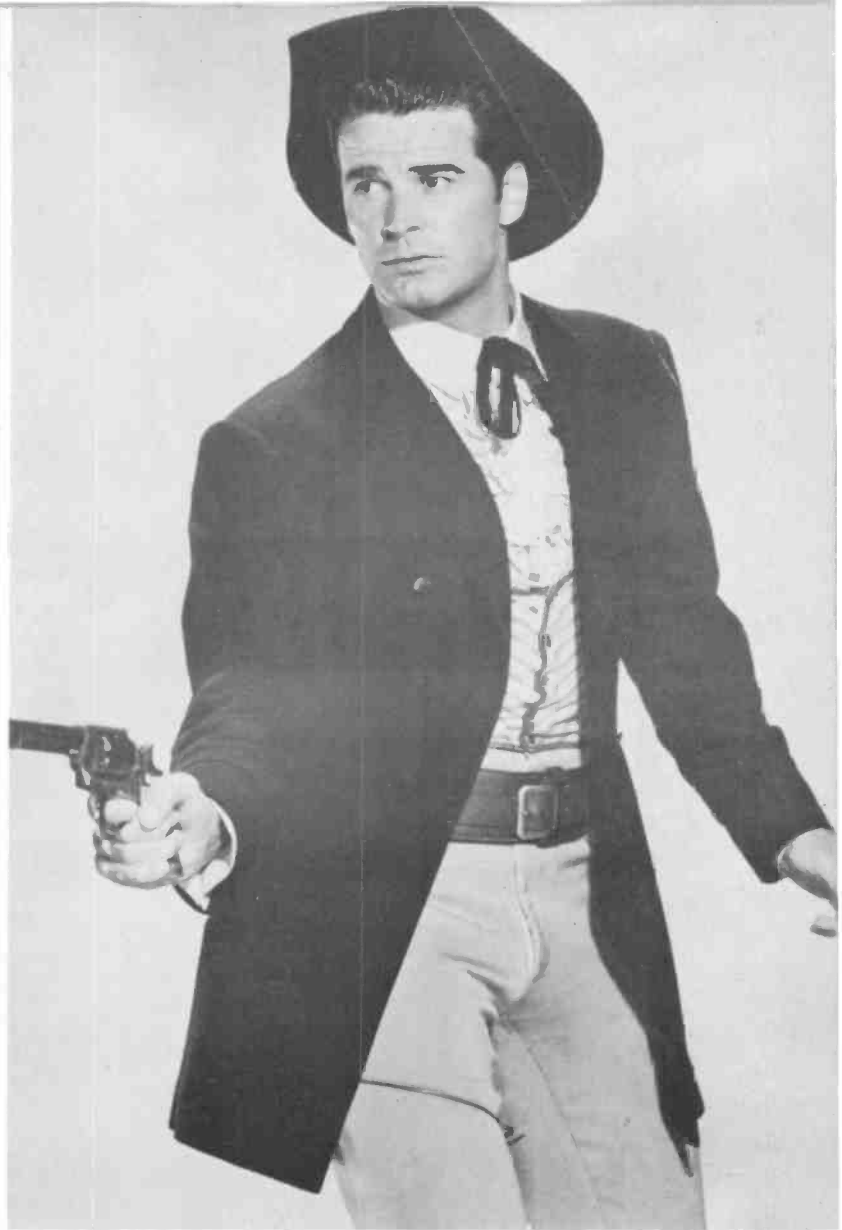
Roy Rogers, Trigger, Dale Evans made a series of early TV Westerns Syndicated



Bill Williams on "Adventures of Kit Carson" series Syndicated



Clint Walker on "Cheyenne" ABC Sept. 25, 1956. Current



James Garner as Bret Maverick ABC Sept. 22, 1957. Current



Wayde Preston on "Colt 45" ABC Debut Oct. 18, 1957. Still on



Ty Hardin on "Bronco" ABC Premier - Sept. 22, 1959



Robert Horton on "Wagon Train" NBC Debut Sept. 18, 1957. Current



Robert Horton, Ward Bond on "Wagon Train"
NBC Sept 18, 1957. Current



Richard Coogan in "The Californians" NBC
Debut Sept. 24, 1957. Current



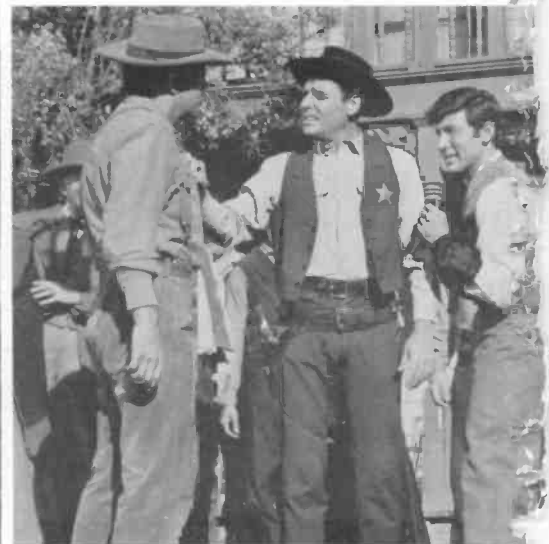
Sherry Jackson, Johnny Crawford, Chuck Connors
"The Rifleman" ABC Sept. 30, 1955. Current



Brad Johnson, Gail Davis on "Annie Oakley"
Series CBS



Rory Calhoun, Chill Wills in "The Texan" CBS
Sept. 29, 1958. Current



Pernell Roberts, Mike Roads, Michael Lipton in
"Buckskin" NBC Premiered July 3, 1958. Current



Jock Mahoney on "The Range Rider" CBS Syndicated



Richard Boone in "Have Gun, Will Travel"
CBS Sept. 14, 1957. Current



Harry Laufer, Willard Parker in
"Texas Ranger" ABC Syndicated



Jack Kelly as Bart Maverick



Steve McQueen, Judith Ames in "Wanted - Dead or Alive" CBS Sept. 6, 1958. Current



Peter Brown, John Russell in "Lawman" ABC Oct. 5, 1958. Current



Robert Culp, Rita Moreno in "Trackdown" CBS Oct. 4, 1957. Current



John Payne (also above), Chuck Connors on "The Restless Gun" NBC Sept. 23, 1957. Current



Gene Barry as "Bat Masterson" NBC Oct. 8, 1958. Still on



George Montgomery (also above), Dan Duryea on "Cimarron City" NBC Oct. 11, 1958. Current



Jeanne Moody, George Nader, Scott Forbes
in "Ellery Queen"
NBC Oct. 4, 1950 - Sept. 4, 1959



Richard Denning, Barbara Britton
on "Mr. and Mrs. North"
CBS Oct. 3, 1952 - Sept. 25, 1953
NBC Jan. 26, 1954 - July 20, 1954



Mary Alice Moore, Charles Nolte in
"Name For Death" on "The Web" series CBS
from July 4, 1950 - Sept. 26, 1954



Jane Nigh, Patrick McVey
in "Big Town"
CBS Oct. 5, 1950 - Sept. 23, 1954



Walter Hampden, James Dean, Betsy Palmer
in "Danger"
CBS Oct. 3, 1950 - Dec. 21, 1955



Reed Hadley, Ann Lee
on "Racket Squad"
CBS July 7, 1951 - Sept. 28, 1953



John Baragrey, Burgess Meredith, David Lewis
in "Lights Out"
NBC July 19, 1949 - Sept. 29, 1952



Donald Gray, Patrick Holt, Richard
Williams in "Saber of London" NBC
Sept. 13, 1957 - current



Will Hare, Joshua Shelley, Fred Stewart
in "Suspense"
CBS March 1, 1949 - Aug. 17, 1954



Lloyd Nolan in "Martin Kane, Private Eye" NBC



Mark Stevens in "Martin Kane, Private Eye" NBC Sept. 1, 1949 - June 17, 1954



Lee Tracy, Gene Lyons on "Martin Kane, Private Eye" NBC

CRIME - MYSTERY - SUSPENSE

Private detectives, policemen, spies and murderers have been filling TV screens steadily since video's early days. In 1949, the networks presented TV versions of successful radio shows; CBS premiered *Suspense* and NBC *Lights Out*. One of video's earliest private eyes was *Martin Kane*. During the show's five year run, William Gargan, Lloyd Nolan, Lee Tracy and Mark Stevens played the title role. In 1950, *Ellery Queen* made his debut on the Du Mont network. Lee Bowman was Ehery. In 1958, NBC presented a color version of the series with George Nader, then Lee Phillips. Jack Webb's *Dragnet* (NBC) came to TV in 1952 and set a trend that followed with *Line-Up* (CBS) and *Naked City* (ABC). Some of TV's more popular detectives included: *The Thin Man* (NBC) with Peter Lawford; *Peter Gunn* (NBC) starring Craig Stevens, which started a TV trend with its jazz background music; *Richard Diamond* (CBS) with David Janssen. *Alfred Hitchcock Presents* (CBS) debuted in 1955. The old suspense master hosted a half hour series with bizarre themes and surprise endings. *Perry Mason* (CBS) came to television starring Raymond Burr in 1957 and ABC's *77 Sunset Strip* starring Efrem Zimbalist and Edd "Kookie" Byrnes premiered in 1958. Each year new detectives crop up to replace those who have been retired from the networks and re-run via syndication.



Jerome Thor, Synda Scott on "Foreign Intrigue" NBC Oct. 4, 1951 - still running



Ralph Bellamy, Shirley Slandlee on "Man Against Crime" series CBS Oct. 7, 1949 - Oct. 2, 1953



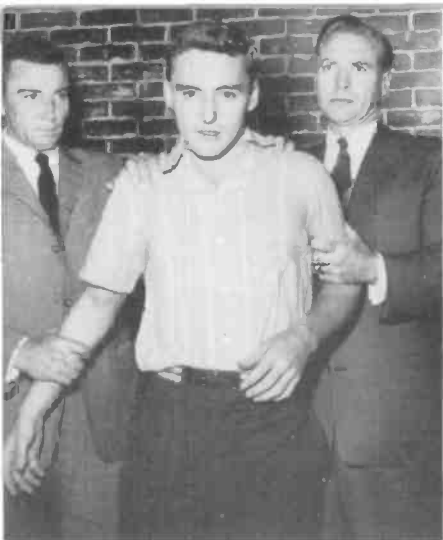
Barney Phillips, Jack Webb, Peggy Webber in "Dragnet" NBC



Jack Webb NBC Jan. 3, 1952 - Sept. 6, 1959



Jack Webb, Ben Alexander in "Dragnet" NBC



Cameron Mitchell, Dennis Hopper, Lyle Bettger on "Pursuit" CBS Oct. 22, 1958 - Jan. 14, 1959



Dennis Morgan, Jim Maloney, Brian Kelly, Joanna Barnes, Paul Dubov on "21 Beacon Street" NBC Debut July 2, 1959



Bette Davis, Judson Pratt on "Suspicion" episode: "Fraction of a Second" NBC April 21, 1958 Series from Sept. 30, 1957 - Sept. 22, 1958



Craig Stevens, Lola Albright, Herschel Bernardi on "Peter Gunn" NBC Sept. 22, 1958 - current



Lee Marvin on "M Squad" NBC Sept. 20, 1957 - still on



Mary Young, Phyllis Kirk, Peter Lawford on "The Thin Man" NBC Sept. 20, 1957 - June 26, 1959



Raymond Burr, Barbara Hale, Francis McDonald on "Perry Mason" CBS Sept. 21, 1957 - still on



Raymond Burr



James Franciscus, John McIntire on "Naked City" ABC Sept. 30, 1958 - Nov. 22, 1959



John Archer, Mae Clark on "George Sanders Mystery Theatre" BC June 22, 1957 - Sept. 14, 1957



Frank Lovejoy, Judy Morris on "Meet McGraw" NBC July 2, 1957 - June 24, 1958



Charles Bronson on "Man With A Camera" ABC Oct. 10, 1958 to March 6, 1959. Returns Oct. 19, 1959



Keenan Wynn, Bob Mathias on "Troubleshooters" NBC debut Sept. 11, 1959



George Nader, Joyce Meadows in "The Man and the Challenge" NBC premiered Sept. 12, 1959



"Alfred Hitchcock Presents" CBS Oct. 2, 1955 - still running



Chris White, David Janssen on "Richard Diamond, Private Detective" CBS July 1, 1957 - Sept. 20, 1959



Luis Quinn, Edward Byrnes, Roger Smith



Efrem Zimbalist, Jr.



Sue Randall, Edward Byrnes



Edward "Kookie" Byrnes

"77 Sunset Strip" ABC Premiered Oct. 10, 1958 - still running



Ringmaster Jack Sterling with guests on CBS' "The Big Top" on the air from July 1, 1950 to Sept. 21, 1957. Above: Sterling with clown Ed McMahon

Mary Hartline, Claude Kirchner, Cliff, Scampy, Nick Francis on "Super Circus" ABC Jan. 16, 1949 to June 3, 1956



Rin-Tin-Tin, Lee Aaker, Jim Brown in "Adventures of Rin-Tin-Tin" ABC debuted Oct. 18 1954 and still running

Jon Provost with Lassie on "Lassie" CBS debuted Sept. 18, 1955 and still running

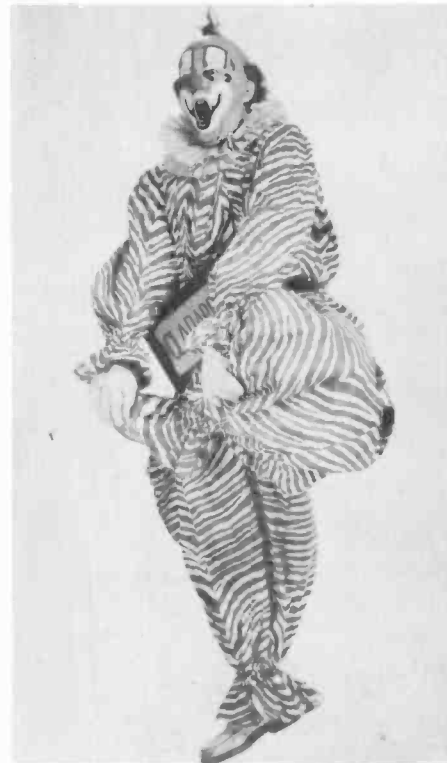
Original cast: George Cleveland, Jan Clayton, Lassie with Tommy Rettig



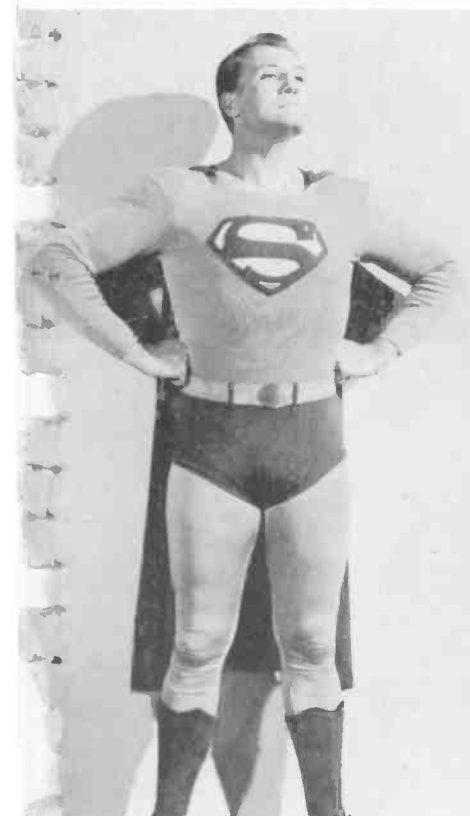
Howdy Doody

CHILDREN'S PROGRAMS

All three networks have always scheduled a variety of children's shows in their programming. They offered puppet shows, circus shows, space-adventure shows, animal shows, variety shows and educational shows. The grand-daddy of them all was *Howdy Doody* which NBC presented on December 27, 1947. The show that featured Uncle Bob Smith, Clarabell the Clown and puppet, Howdy, is still going strong. In 1949, CBS presented *Mr. I. Magination* and ABC enthralled the children with *Super Circus* starring Mary Hartline. Du Mont turned to space adventure with *Captain Video* to capture the juvenile viewers. *Superman* debuted in 1950 via the syndication route. Radio's famous *Singing Lady* found herself on ABC television in 1950 for a short run. As television began to grow, the networks began to schedule more juvenile programs in the late afternoon and early evening hours. The new puppet shows included: *Rootie Kazootie* (NBC), *Whistling Wizard* and the *Bill Baird Show* (CBS); the space adventure shows included: *Rocket Rangers* (CBS) and *Space Cadet* (ABC) and the circus shows included: *Big Top* starring Jack Sterling. In 1952, NBC premiered Dr. Frances Horwich and her *Ding Dong School*. The educational show ran for four seasons. *Rin-Tin-Tin* (ABC) became a quick favorite when he debuted with Lee Aaker in 1954 and *Lassie* (CBS) with Tommy Rettig joined him in 1955. Both shows are still running. *Captain Kangaroo* starring Bob Keeshan came to TV via CBS in 1955 and is still a favorite; Shari Lewis and her puppets came to NBC television in 1957 and ran for two years.



Clarabell, the clown. Above: Bob Smith with Howdy Doody



George Reeves as Superman



Bob Keeshan, Bunny Rabbit, Bennye Gatteys on "Captain Kangaroo" CBS Debut Oct. 3, 1955 and still running



Richard Crane as "Rocky Jones—Space Ranger" Syndicated TV series



Shari Lewis with Lamb Chop and Charlie Horse on "Hi, Mom" NBC Aug. 15, 1957 - Mar. 20, 1959



Phil Sheridan, Gene Crane, Joanie Coale, Harry Levan on "Contest Carnival" CBS Jan. 3, 1954 - Dec. 18, 1955



Dr. Frances Horwich (also above) of "Ding Dong School" NBC Nov. 24, 1952 - Dec. 28, 1956



Tod Russell on "Rootie Kazootie" NBC Oct. 14, 1950 - Nov. 21, 1952

Jack Barry, Harlan Barnard, Winky Dink on "Winky Dink And You" CBS Oct. 10, 1953 - Apr. 27, 1957



Betty Jane Howarth, Pinky Lee on "The Pinky Lee Show" NBC

Paul Tripp, "Mr. I. Magination" CBS Apr. 24, 1949 to June 28, 1952

Irene Wicker, "The Singing Lady" ABC Jan. 7, 1950 - Feb. 12, 1950



Wesley Addy, Robert Webber on "Out There"
CBS 1951



Sheila Ryan, Richard Webb on "Captain
Midnight" CBS



Al Hodge, Don Hastings on "Captain Video"
Dumont 1949



Frankie Thomas, Margaret Garland on "Tom
Corbett, Space Cadet" CBS 1950



"Mighty Mouse Playhouse" CBS Series



Cliff Robertson, Jack Weston, Bruce Hall on
"Rod Brown Of The Rocket Rangers" CBS
Apr. 18, 1953 - May 29, 1954



Sonny Fox, Jimmy Walsh, Joan Terrace on
"Let's Take A Trip" CBS Apr. 17, 1955 to
Feb. 23, 1958



Gerald McBoing Boing on "The Boing Boing
Show" CBS Dec. 16, 1956 to Oct. 3, 1958



Gene Evans, Johnny Washbrook, Flicka, Anita
Louise in "My Friend Flicka" NBC Sept. 22,
1957 to May 5, 1958



Charlton Heston, Shirley Temple, Claire Bloom in "Beauty And The Beast" NBC Jan. 12, 1958



Buzz Martin, Robert Chapman, Bob Eanas, Phyllis Love in "The Wild Swans" NBC Sept. 12, 1958

SHIRLEY TEMPLE'S STORYBOOK

Shirley Temple's Storybook premiered on NBC, January 12, 1958 with a production of *Beauty and the Beast* starring Charlton Heston and Claire Bloom. The one hour series was hosted by Shirley Temple who starred in two of the productions herself: *The Legend of Sleepy Hollow*, and in the final show of the series, *Mother Goose*, which was aired on December 21, 1958. Some of the other fairy tales presented included: *The Nightingale* with Thomas Mitchell; *The Sleeping Beauty*; *Rumpelstiltskin* with John Raitt and Phyllis Love; *The Little Lame Prince* with Rex Thompson; *Ali Baba and the Forty Thieves*; *The Emperor's New Clothes* with Eli Wallach; *The Land of the Green* with Martyn Green. The series was re-run on the ABC network from January 12, 1959 through June 8, 1959.



Alexander Scourby, Judith Evelyn, Anne Helm, Vernon Gray in "The Sleeping Beauty" NBC June 8, 1958



Lisa Lu, Liam Sullivan in "The Nightingale" NBC Feb. 19, 1958



Cora and Bil Baird with their puppets on "The Bil Baird Show" CBS Aug. 4, 1953 to Oct. 22, 1953



Robert Warwick, Nyra Monsour, John Ericson in "Hiawatha" NBC Oct. 5, 1958



Mickey Braddock in "Circus Boy" NBC debuted Sept. 23, 1956 - still running



Phil Carey, Eva Gabor, Warren Stevens on "Tales Of The 77th Bengal Lancers" NBC Oct. 21, 1956 to June 2, 1957



Douglas Fairbanks, Jr., Eileen Moore in "Lochinvar" on "Douglas Fairbanks Presents" series NBC Jan. 7, 1953 - current



Lloyd Bridges in "Sea Hunt" CBS CBS Jan. 11, 1958 - April 18, 1959 ABC April 25, 1959 - still on



Garry Thorne, William Russell on "The Adventures Of Sir Lancelot" NBC from Sept. 24, 1955 to June 24, 1957 ABC Oct. 1, 1957 to Sept. 26, 1958

ADVENTURE

Television has always presented a generous amount of "adventure" shows for the televiewer. All the networks have scheduled adventure programs that have taken the viewer to such varied locales as Sherwood Forest with "Robin Hood" (CBS) starring Richard Greene; on the high seas with Alex Clunes and "The Buccaneers" (CBS) then (ABC); to the jungles with "Sheena" an "Ramar" (Irish McCullough and Jon Hall) via the syndication routes; to eastern outposts with Phillip Carey and "Tales of the Bengal Lancers" (NBC) and with Buster Crabbe as "Captain Gallant of the Foreign Legion" (NBC).



Louis Jourdan, Mala Powers in "Appointment With Adventure" CBS premiered April 3, 1955, ended March 25, 1956



Irish McCalla on "Sheena, Queen Of The Jungle" syndicated 1954



Kenneth Toby, Craig Hill in "Whirlybirds" Syndicated Jan. 15, 1957 - current



Jon Hall in "Ramar of the Jungle" Syndicated 1953



Richard Greene in "The Adventures of Robin Hood"
CBS Oct. 3, 1955-Sept. 22, 1958. Reruns current.



Barry Keegan, Richard Greene
Above: Patricia Driscoll, Richard Greene



Keith Larsen, Buddy Ebsen, Don Burnett
on "Northwest Passage"
NBC Sept. 14, 1958 - Sept. 18, 1959



Johnny Weissmuller with Kimba on
"Jungle Jim" series - syndicated



Alex Scott, Brian Rawlinson, Robert Shaw
Paul Hansard on "The Buccaneers"
CBS Sept. 22, 1956 - Sept. 14, 1957



Barry Sullivan on "Harbour Master"
CBS Sept. 26, 1957 - Dec. 26, 1957



Jeff Richards, Eugene Martin
on "Jefferson Drum" NBC
April 25, 1958 - April 23, 1959



Preston Foster, Lois Moran in "Waterfront"
syndicated 1953 - still on



Merle Oberon, Tom Conway on
"Assignment Foreign Legion"
CBS Oct. 1, 1957 - Dec. 24, 1957



James Griffith, Dean Fredericks
on "Steve Canyon"
NBC Sept. 13, 1958 - Sept. 8, 1959



Guy Williams on "Zorro"
ABC Oct. 10, 1957 - Oct. 1, 1959



Buster Crabbe, Cuffy Crabbe (Also above)
on "Captain Gallant Of The Foreign Legion"
NBC Feb. 13, 1955 to Dec. 7, 1957



Jock Mahoney on "Yancy Derringer"
CBS Oct. 2, 1958 - Sept. 24, 1959



Art Linkletter and participants on "People Are Funny" NBC Sept. 19, 1954. Still on



Art Linkletter with son Jack on "House Party" CBS Sept. 1, 1952. Still on



Tod Russell, M.C. and contestants on "Wheel of Fortune" CBS Oct. 3, 1952 - Dec. 25, 1953



Primo Carnera, Charlie McCarthy, Edgar Bergen, Mortimer Snerd on "Do You Trust Your Wife?" CBS Jan. 3, 1956 to March 26, 1957 when it moved to ABC under title "Who Do You Trust?"



Dunninger, master mentalist, on "The Dunninger Show" NBC June 25, 1955 to Sept. 10, 1955



Jack Smith on "Welcome Travelers" CBS July 8, 1954 to Oct. 10, 1955



"We The People" visits the circus with host Dan Seymour. Debuted CBS June 1, 1948. Moved to NBC Nov. 4, 1949. Ended Sept. 26, 1952



Bert Parks and Christie Logan on "County Fair"



Participants on Bert Parks' "County Fair" show. Debuted on NBC Sept. 22, 1958



Bob Barker emcee (center) on "Truth or Consequences" NBC Daytime May 18, 1954 - Nights Dec. 31, 1956. Still on

Bob Barker

Don McNeill's guests on his last live TV show Dec. 19, 1951. Aunt Fanny (Fran Allison), Sam Cowling, Victor Borge, Don McNeill, Gil Lamb, Patsy Lee. ABC-TV network debut Feb. 22, 1954



Warren Hull with contestants on "Strike It Rich" CBS May 7, 1951-Jan. 3, 1958

Emcee Bill Leyden on "It Could Be You" NBC Daytime June 4, 1956, Nights June 2, 1958 - still on

Darlene Coats, Jack Bailey, Marilyn Burtis on "Queen For A Day" NBC Jan. 3, 1956 - Current



Henry Morgan on "Draw To Win" CBS April 22, 1952-June 10, 1952

Bud Collyer

Roxanne, Bud Collyer, M.C., with contestants in "Beat the Clock" CBS March 23, 1950-Sept. 12, 1958

AUDIENCE PARTICIPATION PROGRAMS



Edwards, Georges Carpentier, Luis Firpo on Jack Dempsey's "Life"



Ralph Edwards with Ted Lewis



Nelson Eddy, Jeanette MacDonald, Gene Raymond



Edwards with Roy Campanella and family



Edwards with Billy Graham

THIS IS YOUR LIFE

This Is Your Life premiered on the NBC network on October 1, 1952. Host, Ralph Edwards, honored guest, Mrs. Laura Marr Stone, a 73 year old pioneer woman from Kansas on this first telecast. Since that time, Edwards has honored people from all walks of life. Some of the guests have included: Mack Sennett, Roy Campanella, Marjorie Lawrence, Billy Graham, Jack Dempsey and Rock Hudson. The program began its seventh season in the fall of 1960.



Ralph Edwards with Lillian Roth



Edwards with Dorothy Lamour



Edwards with Bebe Daniels



Bennett Cerf, Arlene Francis, John Daly, Dorothy Kilgallen, Fred Allen of "What's My Line?"

WHAT'S MY LINE

What's My Line, one of television's most durable programs, debuted on CBS, February 2, 1950. It will begin its tenth season in the fall of 1959. Four panelists try to guess the occupations of guests who appear each week. No large sum of money is offered to the guests. If they succeed in stumping the panel, they go away with a maximum of fifty dollars. Halfway through the program, the panel dons masks and tries to guess the identity of famous personality. John Daly is the moderator. The first panel: Louis Untermeyer, Harold Hoffman, Dr. Richard Hoffman and Arlene Francis. For a while, Fred Allen and Steve Allen were panelists. Since 1951, Bennett Cerf, Arlene Francis and Dorothy Kilgallen have comprised the permanent panel.



John Daly
Above: Arlene Francis

Early panel of "What's my Line?" with Louis Untermeyer and Hal Block

Bennett Cerf
Above: Dorothy Kilgallen



Kitty Carlisle, Maggi McNellis, Binnie Barnes, Nancy Kelly, Florence Pritchett on "Leave It To The Girls"
NBC Aug. 21, 1947 - Dec. 30, 1951



Fred Stein, Georgiana Carhart

Above: "Life Begins At Eighty" panel: Thomas Clark, Fred Stein, Georgiana Carhart, Capt. Edwin Lane, Paolo Gallico with emcee Jack Barry
NBC Jan. 13, 1950 - Aug. 25, 1950 ABC Oct. 3, 1950 - March 24, 1952



Goodwin Schaefer, Peter Muller, Clifton Fadiman, Richard Cutler, Robert Stromm on "Quiz Kids"
CBS Jan. 13, 1952 - Sept. 27, 1956



Peter Donald, Senator Ford, Joe Laurie, Jr., Harry Hershfield, Ward Wilson on "Can You Top This"
ABC Oct. 3, 1950 - March 21, 1951



Tom Howard, George Shelton, Lulu McConnell, on "It Pays To Be Ignorant"
CBS June 6, 1949 - Sept. 28, 1949



Garry Moore with Bill Cullen, Jayne Meadows, Henry Morgan, Faye Emerson, panel on "I've Got A Secret" CBS debuted June 1952 - still on



Jack Barry with "Juvenile Jury" panel NBC April 3, 1947 - Oct. 3, 1953 CBS Oct. 11, 1953 - Sept. 14, 1954 NBC Jan. 2, 1955 - March 27, 1955



Bill Cullen, emcee Above: contestant wins a flock of baby sitters on "The Price Is Right" NBC panel show. Daytime debut: Nov. 26, 1956. Night time debut: Sept. 23, 1957, still on



Johnny McPhee, Herb Polesie, Fred Vandeventer, Florence Renard, Bill Slater on "Twenty Questions" ABC July 6, 1954 - May 3, 1955



Bill Henry, H. V. Kaltenborn, Joy Hodges, Morey Amsterdam on panel of "Who Said That?" NBC Dec. 9, 1948 - July 19, 1954



Hal March questions Marjorie Garmise 7 year old who won for her baseball knowledge



Teddy Nadler (right) expert on many subjects with Ralph Story and a challenger



Gino Prato with March

\$64,000 QUESTION AND CHALLENGE

The \$64,000 Question was the first of the big money quiz shows. It made its debut on the CBS network, June 7, 1955 with Hal March as the quiz-master. It introduced the isolation booth which became the butt of TV comedians' jokes for many months after. Contestants chose a specific category and were on their way to fame and fortune or back to obscurity. The contestant could stop at any point and take his winnings or go on to try for more with the risk of losing all (except for a Cadillac consolation prize). New York cobbler, Gino Prato, became famous as an opera expert; Dr. Joyce Brothers who chose prize-fighting as her category became a \$64,000 winner who went on to become a television personality; a little boy, Robert Strom, a mathematics expert, went on to win double \$64,000; Actor Vincent Price was a big winner on art. The show was so popular that on April 8, 1956, CBS added a sister show, *The \$64,000 Challenge* with Ralph Story as quiz-master. On this show *Question* winners could be challenged. Edward G. Robinson challenged Vincent Price on art. *Challenge* closed, September 14, 1958 and *Question* November 2, 1958.



Randolph Churchill with March



Hal March with Joyce Brothers, Robert Strom, and other winning contestants



Ralph Story questions oldtime cowboy star Tim McCoy on \$64,000 Challenge



Hank Bloomgarden

TWENTY-ONE

Twenty-One, was premiered on NBC, September 12, 1956 and became one of the most popular quiz shows. The Barry and Enright production had the rare distinction of out-rating, *I Love Lucy* for two weeks when contestant, Charles Van Doren, an obscure college instructor, turned into a front page personality by answering difficult questions and piling up tremendous winnings. Before he was finally defeated by Vivienne Nearing, Van Doren had won a total of \$129,000. Jack Barry asked the questions week after week but let the personalities of the various contestants carry the show. *Twenty-One* had no limit to a contestant's winnings. Elfrida Von Nardroff won the highest amount, \$216,000. Contestants Von Nardroff, Hank Bloomgarden and Van Doren began to gain national prominence by newspaper coverage throughout the country. Van Doren became a TV star in his own right as a result of his appearance on the show. *Twenty-One* went off the air, October 16, 1958. The closing was the result of an investigation which claimed that certain quiz shows were fixed. Former contestant, Herbert Stemple made the accusation against *Twenty-One*. The investigation put an end to the era of the big money quiz.



Charles Van Doren



Vivienne Nearing who defeated Charles Van Doren



Jack Barry (Vivienne Nearing and Charles Van Doren in background) on "Twenty-One" NBC



Everybody's favorite



Hugh Downs on "Concentration"
NBC premiered Aug. 24, 1958 —
still running



Jack Narz on "Dotto"
CBS Jan. 6, 1958 - Aug. 15, 1958



Marian Stafford, Jan Murray on
"Treasure Hunt" NBC Daytime
Aug. 12, 1957 — still on



Barry Gray, emcee of
"Winner Take All"
CBS July 1, 1948 - April 20, 1951



George DeWitt with Eddie Hodges
and above with other contestants on
"Name That Tune"



George DeWitt of "Name That Tune"
Sept. 2, 1954 — still on



Bert Parks and contestants on "Break The Bank"
ABC Oct. 22, 1948 - Sept. 23, 1949
NBC Oct. 5, 1949 - Sept. 1, 1953



Fom Anderson, Mike Hughes, Dennis Duffy, Tim
Murphy, Allen Ludden on "C-E College Bowl"
CBS Jan. 4, 1959 - June 28, 1959



Bill Cullen with contestants on "Place The Face"
CBS Aug. 27, 1953 - Aug. 26, 1954



Harland Meistrell, Merv Griffin, emcee, on
"Play Your Hunch"
CBS June 30, 1958 - Jan. 2, 1959



Gene Rayburn, emcee on "Dough Re Mi" NBC debuted Feb. 29, 1958 — still on



Marilyn Toomey, Sandy Becker on "Win With A Winner" NBC June 24, 1958 - Sept. 9, 1958



Dennis James, Lillian Naud on "Haggis Baggis" NBC



Fred Robbins on "Haggis Baggis" NBC Night: June 20, 1958 to Sept. 29, 1958; Day: June 30, 1958 to June 19, 1959



Randy Merriman quizzes contestants on "The Big Payoff" CBS



Bess Myerson with mink coat



Quizmaster Tom Reddy with participants on "How Do You Rate" CBS March 31, 1958 to June 26, 1958



Dr. Bergen Evans with panel Patricia Cutts, Fran Coughlin, Phyllis Cerf on "Down You Go" CBS June 11, 1955 - Sept. 3, 1955



Bill Wendell (right) with contestants on daytime "Tic Tac Dough" NBC Debuted July 30, 1956 — still on



Una Merkel, Bob Waterfield, Glenn Langan, Adele Jergens, Mike Stokey, on "Pantomime Quiz" CBS Oct. 4, 1949 - Dec. 1954. Also on ABC Jan. 22 - March 6, 1955, April 8, 1958 - current



Abe Burrows, Joan Alexander, Meredith Willson, Robert Q. Lewis on "The Name's The Same" ABC Dec. 5, 1951 - Oct. 7, 1955



Robby Sherwood, Betsy Palmer, Johnny Johnston, Ilka Chase early "Masquerade Party" panel NBC July 14 to Aug. 1, 1952. Also on CBS June 22, 1953 - Sept. 13, 1954 and Aug. 4 to Sept. 15, 1958



Fred Waring with Peter Donald, M.C. on "Masquerade Party"



Sam Levenson, Audrey Meadows, Lee Bowman, Faye Emerson on NBC Oct. 2, 1958 - current. Also on ABC Sept. 29, 1954 to Dec. 22, 1956



Bud Collyer, emcee with Polly Bergen, Ralph Bellamy, Kitty Carlisle, Hy Gardner panel of "To Tell The Truth" CBS Dec. 18, 1956. Still on



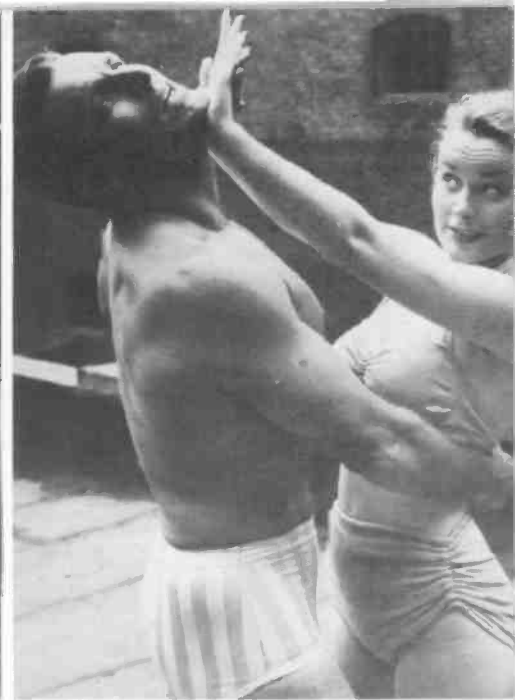
Louis Nye, Ilka Chase, Danny Dayton, Roger Price, Pat Carroll, Paul Winchell on "Keep Talking" CBS July 15, 1958 - Sept. 2, 1959



Dr. Joyce Brothers on her own show NBC 1959



Buster Crabbe



Mary Collins, TV actress, demonstrates rescue hold in swimming with Buster Crabbe on WOR-TV health program 1952



Eloise McElhone



Pegeen Fitzgerald



Kathi Norris



Robin Chandler



Kathy Godfrey



Sheilah Graham on "Hollywood Today" NBC 1954



Margaret Arlen on her own show CBS



Wendy Barrie on her own show ABC



Hermione Gingold, Darren McGavin in "The Virtuous Island" CBS Nov. 28, 1954



Orson Welles made his TV debut as "King Lear" CBS Oct. 1953



Joanne Woodward, Royal Dano in "Abraham Lincoln: The Early Years" NBC Feb. 1, 1959

OMNIBUS

Omnibus, the variety show of the past, present and future," made its television bow on CBS, November 9, 1952 and remained at the network until April 1, 1956. The series presented "something for every taste." It was produced by Robert Saudek Associates with Alistair Cooke as host and narrator. The first show starred Rex Harrison and Lilli Palmer in *The Trial of Anne Boleyn*. Others included: Helen Hayes and Susan Strasberg in *Dear Brutus*; interviews with Frank Lloyd Wright; Leonard Bernstein and *The Jazz World*. The program moved to ABC, October 7, 1956 and ran to March 31, 1957. While at ABC, they presented: Bernstein on *The History of Musical Comedy* and *On Bach*; Agnes deMille on *The Evolution of the Dance* and William Saroyan's *My Heart's in the Highlands*. The following season, it moved to a third network, NBC, where it ran from October 20, 1957 through May 10, 1959. Some of the NBC *Omnibus*' included: Gene Kelly in *Dancing; A Man's Game*; Bernstein *On Opera*; *American Trial By Jury* with lawyer, Joseph Welch and Peter Ustinov in *Boswell's Life of Samuel Johnson*.



Alistair Cooke, Master of Ceremonies on "Omnibus"



Michael Redgrave in T.V. version of "She Stoops to Conquer" CBS Nov. 20, 1955



Joseph N. Welch, famed Boston attorney, tells his views on capital punishment NBC Oct. 26, 1958



Robert Goodier, William Shatner, Christopher Plummer in "Oedipus the King" ABC Jan. 1957



Gene Kelly in "Dancing: A Man's Game" NBC Dec. 21, 1958



Maryknoll nuns administer medical aid to sick of China on "March of Medicine" NBC



Marlin Perkins on "Zoo Parade" NBC



Lowell Thomas on "High Adventure with Lowell Thomas" CBS



VICTORY AT SEA

Victory At Sea, a documentary of the life, struggle and death of the men who engaged in World War II naval action, was produced for NBC by the late Henry Salomon. The first part of the 26 half hour series was aired, October 26, 1952. The films were backed with a memorable score by Richard Rodgers.



Sir Winston Churchill and wife on "Man of the Century" — "The Twentieth Century" series CBS Oct. 20, 1957



Dr. Floyd Zulli on "Sunrise Semester" N.Y.C.'s first TV course for college credits CBS began Sept. 23, 1957



Dr. Jonas E. Salk on "Victory Over Polio" — "The Twentieth Century" series CBS April 6, 1958



Frank Lloyd Wright
Top: Diana Barrymore



"Mike Wallace Interviews" ABC



Tennessee Williams
Top: Mary Margaret McBride



Aga Khan with the Begum on "Today with Mrs. Roosevelt"
NBC May 7, 1950



Elliott Roosevelt confers with his
mother on "Today with Mrs.
Roosevelt" NBC



Tex and Jinx McCrary have interviewed thousands of celebrities
in their years of broadcasting. Latest program "Close-Up" NBC



Sidney Poitier, Anthony Franciosa, David Susskind, Harry
Belafonte, Shelley Winters on "Open End" WNTA 1959



David Susskind on "Open End"



Hy Gardner interviews Jayne Mansfield on
"Hy Gardner Calling"





Wanda Landowska



Herbert Hoover



Pablo Casals

WISDOM

Wisdom, a half hour filmed series premiered on the NBC network, May 18, 1952. The series consisted of nineteen filmed segments in all and has been called; "*Conversations with Elder Wise Men*," "*Visits with Distinguished Persons*" and "*Wise Elders*." The original telecasts ran on a special basis until December 30, 1956. When the series returned in 1957, *Wisdom* was the show's title and seven new segments were added to the original nineteen. The series was re-run again from February 8 through May 31, 1959. The simple format had a well informed interviewer engaged in conversation with outstanding men or women who have included: Pablo Picasso, Frank Lloyd Wright, Herbert Hoover, Igor Stravinsky and Wanda Landowka.



Edith Hamilton



Igor Stravinsky



Pablo Picasso



Albert Einstein
Feb. 14, 1950



Sean O'Casey



Dr. Bergen Evans, Groucho Marks, Harriet Van Horne, John Mason Brown on "The Last Word" CBS



Pvt. G. David Shine, Senator Joseph McCarthy, Roy M. Cohn during the Army-McCarthy hearings in Wash. D.C. 1954



Dwight D. Eisenhower delivers his inaugural address as 34th president in 1953



Nixon visits Khrushchev at American Fair Moscow Aug. 1959 NBC-TV



Harry S. Truman takes nation on conducted tour of White House via TV over 3 major networks May 1952



Miss America Pageant Sept. 6, 1958 Televised by CBS



Sen. John McClellan, Counsel Robert Kennedy and Sen. John Kennedy at Senate Rackets Investigation on TV 1957



Macy's Annual Thanksgiving Day Parade NY



Charles Collingwood



Kenneth Banghart



John K. M. McCaffery



Ben Grauer



Walter Cronkite



Robert Trout



Sen. Tobey, Sen. O'Connor, Sen. Kefauver, Mr. Haley, and Costello on stand during Senate Crime Committee CBS and NBC 1951



"Meet the Press" NBC meets Seversky with Martha Roundtree as moderator

NEWS AND SPECIAL EVENTS

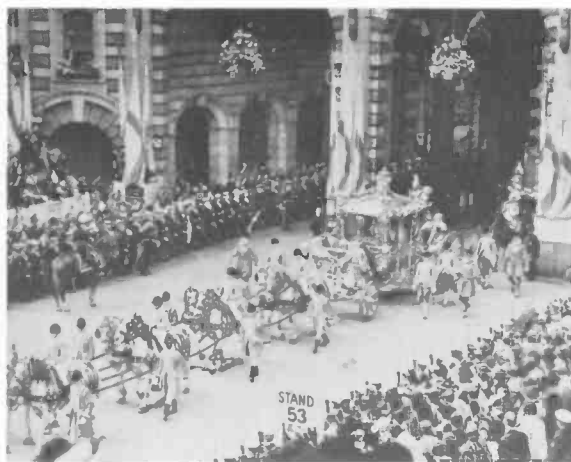
With the advent of television, the Americans were brought closer and closer to the events, the people and the news of the nation and of the world. Television news coverage became a living newspaper; the public could actually see and hear the headlines themselves. The three networks feature news coverage throughout the day. Top NBC newsmen include: Chet Huntley, David Brinkley, Kenneth Banghart, Martin Agronsky; the CBS reporters include: Edward R. Murrow, Charles Collingwood, Eric Sevareid, Walter Cronkite and ABC's news operation, headed by John Daly, includes Quincy Howe and Edward P. Morgan. Major news bulletins are announced as they happen. The annual Macy's Christmas Parade has been telecast every Thanksgiving since 1945 by NBC. The now historic Kefauver trials were covered by the networks in March, 1951 as were the McCarthy hearings in April, 1954. On January 20, 1953, the American public was able to view the inauguration of President Eisenhower through the magic of television. His second inauguration was telecast on January 21, 1957. In June, 1953, the Coronation of Elizabeth II was brought to Americans by television. Even the "Miss America Pageants" have been brought into the American living room by CBS each year since September 7, 1957.



"Face The Nation" panel goes to Moscow to interview Khrushchev 1957 CBS



Special floral float at "Tournament of Roses Parade" Pasadena, Calif. NBC-TV Jan. 1, 1958



The Coronation coach with Elizabeth and Philip on way to Westminster Abbey, June 2, 1953



Grace Kelly, actress, marries Prince Rainier of Monaco April 19, 1956



Eric Sevareid



John Daly



Chet Huntley



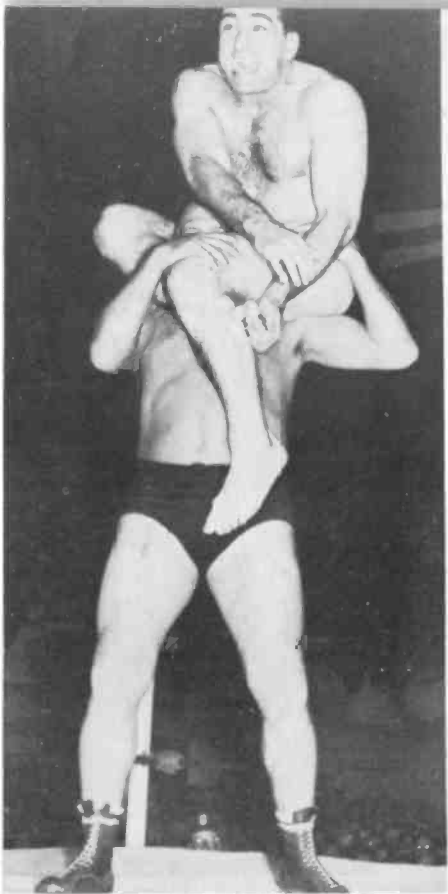
David Brinkley



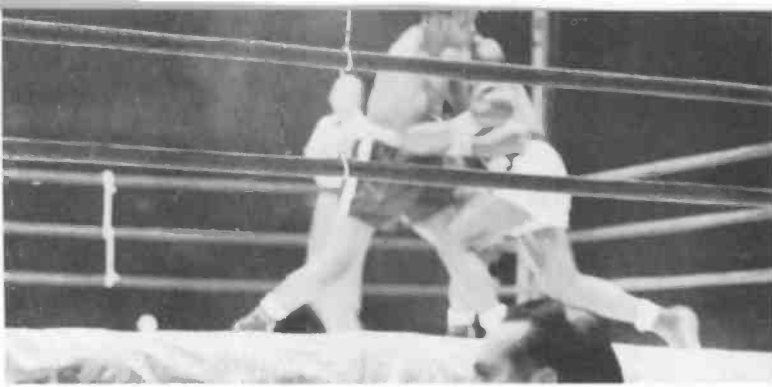
John Cameron Swayze



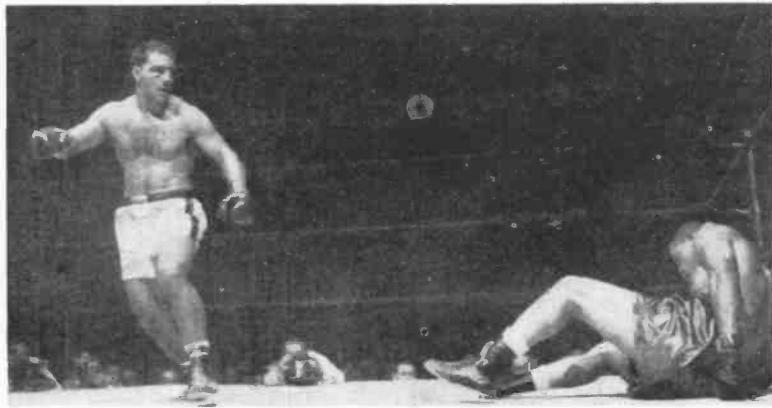
Douglas Edwards



Antonio Rocca gets his man



Floyd Patterson-Tommy Jackson heavyweight bout NBC July 29, 1957 from Polo Grounds, N. Y.



Rocky Marciano knocks out Joe Louis in the eighth round on NBC-TV from Madison Square Garden 1951



Gene Stanlee (Mr. America)



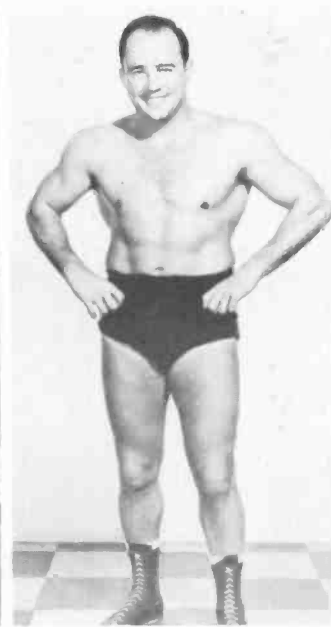
Gorgeous George



Kenny Ackels



Mark Lewin, Don Curtis



Verne Gagne



Ricki Starr

WRESTLERS



Jimmy Powers



Football



Basketball



Marty Glickman



Jack Kramer
Tennis



SPORTS

Television has always provided a generous amount of sports-casts for TV sports fans. In the pioneer days of video, NBC presented a baseball game from Ebbets Field between the Brooklyn Dodgers and the Cincinnati Reds; college football games; and from Yankee Stadium the Louis-Conn World's Heavyweight boxing championship. As television matured, sportscasting became a daily feature on all three networks and more sports events were added. In the late 40's, wrestling came to television and became popular with viewers. NBC telecast the World Series games for the first time on September 30, 1947. Baseball fans were able to view the Yankees and the Brooklyn Dodgers first hand. The series has been telecast each year since. CBS carried professional football games and NBC aired college football games. During the Christmas-New Year's week, NBC presented the Rose Bowl. The Cotton, Orange and Sugar Bowls have been presented on the various networks from year to year. Basketball games have been presented by NBC, professional hockey games have been televised by CBS; and ABC has aired the *All Star Golf Tournament*. Viewers have also been treated to the fights regularly on TV. Tennis Championship Tournaments and Roller Derby have been offered to viewers and from time to time, the networks featured *sports specials*.



Jack Burke, Jr.
Golf



Baseball



Roller Derby



Red Grange



Bud Palmer



Mel Allen



Leo Durocher



Red Barber



Barry Fitzgerald, Rise Stevens, Bing Crosby in "Going My Way", premiered on CBS "Late Show" Jan. 25, 1959



Zacherley, host on "Shock Theatre" WABC Premiere Oct. 3, 1957. Zacherley's debut Sept. 22, 1958



Kay Kendall, Rex Harrison NBC-TV's "The Constant Husband" premiered Nov. 9, 1955



Greta Garbo, Robert Taylor in "Camille" on CBS Late Show 1956

MOVIES ON TELEVISION

The movies have played a great part in television programming. In the late "40's" and early "50's", the TV screens were flooded with old movies. Viewers saw Valentino in the silent, *The Eagle* and a host of Charlie Chan films. As television matured and TV films were being produced in greater quantities, quality films began to appear regularly in *Afternoon Shows* and *Late Shows* throughout the country. Viewers were able to re-see Garbo as *Camille* and *Ninotchka*; Jeanette MacDonald and Nelson Eddy, Ginger Rogers and Fred Astaire in their many musical films; *King Kong*; *David Copperfield*; Karloff in *Frankenstein*; Bogart and Hepburn in *African Queen*; Gary Cooper and Grace Kelly in *High Noon*; and Crosby in *Going My Way*. On November 6, 1955, NBC world premiered the film, *Constant Husband* with Rex Harrison and Margaret Leighton and on March 11, 1956, Olivier's *Richard III* was premiered in color. CBS aired Judy Garland's *Wizard of Oz* as a color special on November 3, 1956.



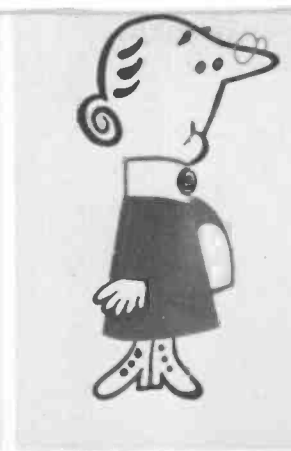
Judy Garland, Jack Haley, Ray Bolger in "The Wizard of Oz" on "Ford Star Jubilee" Nov. 3, 1956



Laurence Olivier, Ralph Richardson in "Richard III" World premiere on NBC-TV March 11, 1956



Katharine Hepburn, Humphry Bogart in "The African Queen" on CBS-TV



FAVORITE COMMERCIALS SPEAK FOR THEMSELVES



INDEX

A

- Aaker, Lee, 39, 248, 249
 Abbott, Bud, 61
 Abbott, George, 223
 Abel, Walter, 214
Abraham Lincoln: The Early Years, 268
 Ackels, Kenny, 274
 Adams, Edie, 54, 124, 129, 219
 Adams, Joey, 65
 Adams, Julie, 211
 Addy, Wesley, 207, 214, 251
 Adler, Peter Herman, 235
Admiral Broadway Revue, The, 21
 Adventure, 253
Adventures in Music, 143
Adventures of Hiram Holiday, The, 105
Adventures of Kit Carson, 240
Adventures of Ozzie and Harriett, The, 92
Adventures of Rin-Tin-Tin, 248
Adventures of Robin Hood, The, 253, 254
Adventures of Sir Lancelot, The, 253
African Queen, The, 276
After Dinner Story, 59
 Agar, John, 106
 Agronsky, Martin, 273
 Ah, *Wilderness*, 223
 Aherne, Brian, 216
 Aiken, David, 234
Air Raid Wardens Instruction, 12
 Akerberg, H. V., 8
Al Pearce Show, The, 60
 Aladdin, 227
Alan Young Show, The, 56, 114
 Alberghetti, Anna Maria, 43, 130
 Alberoni, Sherry, 51
 Albert, Eddie, 136, 191, 193, 209
 Alberts, John, 206
 Albertson, Mabel, 105
 Albright, Lola, 246
Alcoa Theatre, The, 210
Aldrich Family, The, 107
 Alexander, Ben, 245
 Alexander, Joan, 266
 Alexander, John, 215
 Alexander, Rod, 22, 193
Alfred Hitchcock Presents, 245, 247
Ali Baba and the Forty Thieves, 252
Alice in Wonderland, 225
All Star Golf Tournament, 275
All Star Revue, The, 35, 49, 59, 60, 136
 Allen, Chet, 234
 Allen, Fred, 59, 259
 Allen, Gracie, 32, 90, 91
Allen in Movieland, 73
 Allen, Mel, 275
 Allen, Steve, 54, 69, 71, 72, 73, 74, 75, 259
 Allison, Fran, 173, 185, 186, 187, 257
 Allyn, William, 203
 Amadeo, Orie, 133
Amahl and the Night Visitors, 234
 Ameche, Don, 58
America After Dark, 75
American Bandstand, 146
American Fair (Moscow), 272
 American Television Corporation, The (Chicago), 17
American Trial by Jury, 268
 Ames, Judith, 243
 Ames, Leon, 108
 Ames, Teal, 232
Amos and Andy, 98
 Amsterdam, Morey, 70, 71, 261
 Anders, Laurie, 135
 Anderson, Eddie "Rochester," 30, 32, 33
 Anderson, Judith, 217, 221, 223, 224, 226, 227
 Anderson, Marion, 182
 Anderson, Tom, 264
 Andre, Charles, 229
 Andrews, Julie, 124, 195, 205, 219
Andy Williams-June Valli Show, The, 129
Angel Street, 214, 233
 Angeli, Pier, 231
Ann Sothorn Show, The, 101
 Ann Veronica, 233
 Anna Christie, 230
Anne of a Thousand Days, 155
Annie Get Your Gun, 189, 190
 Annie Oakley, 242
 Antoine, Tex, 200
 Antonini, Alfredo, 219
Anything Goes, 136
 Applewhite, Charlie, 145
Appointment With Adventure, 253
Aqua Spectacular of 1957, The, 195
 Archer, John, 247
 Arden, Eve, 96
 Arlen, Margaret, 267
Arlene Francis Show, The, 171
 Arms, Russell, 148, 149, 150
Armstrong Circle Theatre, The, 59, 208
 Armstrong, Louis, 115, 128, 192
Army Day Parade, 9
Army-McCarthy Hearings, 272, 273
 Arnaz, Desi, 36, 40, 80, 81, 82, 83, 231
 Arnaz, Desiderio IV, 80
 Arness, James, 240
 Arnold, Eddie, 145
 Arquette, Cliff, 77
Arsenic and Old Lace, 215
Arthur Godfrey and His Friends, 165
Arthur Godfrey and His Ukelele, 165
Arthur Godfrey Show, The, 165, 167
Arthur Godfrey Time, 165
Arthur Murray Party, The, 151
Arthur Murray Show, 151
 Arthur Murray Dancers, 151
Arthur Murray's Dance Party, 17, 25
As the World Turns, 232
Ashton Buys A Horse, 212
 Askin, Leon, 106
 Astaire, Fred, 153, 194, 276
 Astor, Mary, 199
Assignment Foreign Legion, 255
At the Movies, 24
 Atkinson, David, 213
 Atwood, Donna, 137
 Audience Participation Programs, 256, 257
 Autolight, 30
 Autry, Gene, 238, 239
 Avalon, Frank, 146, 147
 Avery, Phyllis, 47, 104
 Ayres, Lew, 231
- ## B
- Baker, Kenny, 145
 Baker, Phil, 17
 Balinese Ballet, 152
 Ball, Lucille, 36, 40, 44, 67, 80, 81, 82, 83, 231
 Ballard, Kaye, 145, 219
Ballet Espagnol, 143
 Banas, Bob, 252
Bandstand, 146
Bang the Drum Slowly, 212
 Banghart, Kenneth, 272, 273
Bank on the Stars, 77
 Bankhead, Tallulah, 19, 80, 82, 136
 Baragrey, John, 10, 202, 207, 244
 Barber, Gillian, 225
 Barber, Red, 275
 Bardot, Brigitte, 175
 Barlow, Howard, 140
 Barker, Bob, 257
 Barnard, Harlan, 250
 Barnes, Ann, 107
 Barnes, Binnie, 260
 Barnes, Joanna, 246
 Barnett, Vince, 112
Barretts of Wimpole Street, The, 218
 Barrie, James M., 188, 233
 Barrie, Wendy, 267
 Barrows, George, 36
Barry & Enright, 263
 Barry, Gene, 96, 124, 211, 239, 243
 Barry, Harold, 193
 Barry, Jack, 250, 260, 261, 263
 Barry, Pat, 232
 Barrymore, Diana, 270
 Barrymore, Ethel, 49, 136
 Barrymore, John Drew, 230
 Barton, Eileen, 55
 Baseball, 9, 275
 Basketball, 274
Bat Masterson, 239, 243
Bat, The, 235
21 Beacon Street, 246
 Bean, Orson, 135, 215
Beat the Clock, 257
 Beaumont, Hugh, 112
Beauty and the Beast, 252
 Beavers, Louise, 102
Because I Love Him, 230
 Becker, Sandy, 265
Becky Sharp, 207
 Beecher, Janet, 11
Beethoven's Ninth Symphony, 13
 Begum, The, 270
 Bel Geddes, Barbara, 199, 213, 221
 Belafonte, Harry, 74, 143, 154, 270
 Bell, Marion, 235
Bell Telephone Hour, The, 142, 143
 Bell Telephone (TV Demonstration), 7, 11
 Bellamy, Ralph, 119, 213, 224, 229, 245, 266
 Bellaver, Harry, 216
 Bellin, Olga, 212
 Benadaret, Bea, 91
 Bendix, Lorraine, 100
 Bendix, William, 100, 160
 Ben-Curion, Prime Minister David, 179
 Bennett, Constance, 199
 Bennett, Joan, 109, 215
 Bennett, Tony, 145
 Benny, Jack, 30, 31, 32, 33, 40, 87, 115
 Benoit, Pat, 95
 Benzell, Mimi, 117
 Berg, Gertrude, 16, 84, 85, 86, 213
 Bergen, Edgar, 64, 137, 256
 Bergen, Polly, 54, 135, 148, 220, 266
 Bergerac, Jacques, 101
 Berle, Milton, 14, 15, 16, 17, 18, 19, 34, 35, 43, 51, 58, 69, 121
 Berle, Sandra, 18
 Berlin, Irving, 153
 Berman, Eugene, 234
Bernadette, 231
 Bernard, Tommy, 104
 Bernardi, Herschel, 246
 Bernstein, Leonard, 237, 268
Bert Parks Show, The, 139
 Berzelius, Baron, 7
 Best, Edna, 205, 230
Best of Broadway, The, 27, 215
Best of Groucho, 69
 Bethune, Zina, 194
 Bettger, Lyle, 246
 Bettis, Valerie, 163
 Betz, Carl, 111
Beulah, 102
Beyond This Place, 226
 Bible, Frances, 235
Big Payoff, The, 265
Big Record, 122
Big Slide, The, 36
Big Top, The, 248, 249
Big Town, 244
Big Wave, 210
Bigelow Show, The, 56
Bil Baird Show, The, 249, 252
Bill Goodwin Show, The, 135
 Billingsley, Barbara, 99, 112
 Billingsley, Sherman, 200
Billy Budd, 208, 227, 235
 Billy Williams Quartet, 23
Bing Crosby and His Friends, 115
Bing Crosby Golf Tournament, 115
Bing Crosby Show, The, 115
 Bishop, Joey, 78
 Bishop, William, 104
Black Wings, 210
 Blackmer, Sidney, 206, 223
 Blaine, Vivian, 123, 211
 Blair, Frank, 173, 175
 Blair, Janet, 24, 58, 129, 191, 193, 214
 Blake, Madge, 110
Blind Date, 171
Blithe Spirit, 205
 Block, Hal, 259
 Blondell, Gloria, 82, 100
Blondie, 107
Blood and Flesh, 203
 Bloom, Claire, 216, 217, 252
 Bloomgarden, Hank, 263
Blue Angel, The, 135
Blue Baby Operation, 13
 Blue, Ben, 56
Blues for Joey Menotti, The, 203
 Blyden, Larry, 105, 210
 Blyth, Ann, 121, 211
Bob and Ray Show, The, 57, 137
Bob Crosby Show, The, 135
Bob Cummings Show, The, 110
Bob Hope Show, The, 30, 43, 73, 114
 Bogart, Humphrey, 33, 155, 217, 218, 276
Boing Boing Show, The, 251
 Boland, Mary, 215, 216
 Bolger, Ray, 34, 137, 276
Bomber's Moon, 220
 Bond, Ward, 242
 Bonnell, Dr. John Sutherland, 12
 Boone, Pat, 130, 131, 165, 167
 Boone, Mrs. Pat, 130
 Boone, Richard, 239, 242
 Booth, Shirley, 221
Borden Show, 13
Borden Twins, 80

Borgé, Victor, 153, 193, 257
Born Yesterday, 189, 190
Boswell Sisters, 7
Boswell's Life of Samuel Johnson, 268
Bottle Imp, The, 233
Bowl Games, 275
Bowman, Lee, 199, 245, 266
Boxing, 274
Boyce, Donna, 196
Boyd, Bill, 238
Boyd, Jimmy, 212
Boyer, Charles, 222, 230
Braddock, Bessie, 179
Braddock, Mickey, 252
Bradley, Stewart, 203
Brady, Scott, 208
Braggiotti, Stiano, 207
Brand, Neville, 231
Brando, Marlon, 181
Break the Bank, 139, 264
Breakfast Club, 13
Brennan, Walter, 110
Breslin, Patricia, 103
Bridge of San Luis Rey, The, 226, 227
Bridges, Lloyd, 210, 253
Bright, Pat, 105
Brighter Day, 232
Brinkley, David, 273
Britten, Benjamin, 235
Britton, Barbara, 244
Britton, Pamela, 107
Broadway, 214, 215
Broadway Open House, 71
Brooklyn Dodgers-Cincinnati Reds Baseball Game, 9
Bronco, 241
Bronson, Charles, 247
Brooklyn Dodgers, 9, 275
Brother Rat, 9
Brothers, Dr. Joyce, 262, 267
Brothers, The, 105
Brown, Jim, 248
Brown, Joe E., 135
Brown, John Mason, 272
Brown, Michael, 210
Brown, Peter, 243
Brown, Vanessa, 99
Browning Version, The, 227
Bryner, Vera, 236
Bryner, Yul, 228
Bryon, Brook, 203
Buccaneers, The, 253, 254
Buck, 98
Buck, Pearl, 199, 210
Buckskin, 242
Buick Berle Show, The, 17
Buick Circus Hour, 135
Buloff, Joseph, 207
Bulova Time Signal, 11
Bunce, Alan, 97
Burbig, Henry, 7
Burdette, Lew, 42
Burke, Billie, 104, 215
Burke, Jack, Jr., 275
Burke, Jerry, 133
Burke, Paul, 109
Burlesque, 9, 65
Burnett, Carol, 60, 76, 160
Burnett, Don, 254
Burns, George, 30, 32, 90, 91
Burns, Ronnie, 91
Burr, Raymond, 245, 246
Burrows, Abe, 266
Burtis, Marilyn, 257
Burton, Richard, 226, 227, 230
Burtions, The, 199
Bushman, Francis X., 208
Busman's Holiday, A, 28
Button, Dick, 225
Buttons, Red, 55, 192

Byington, Spring, 109
Byrd, Richard, 7
Byrnes, Edd "Kookie," 245, 247

C

Caesar and Cleopatra, 202, 216, 217
Caesar-Coca Shows, 21
Caesar Presents, 24
Caesar, Sid, 20, 21, 22, 23, 24, 42
Caesar's Hour, 24, 54
Caine Mutiny Court Martial, 205
Calhoun, Rory, 239, 242
Californians, The, 242
Callas, Maria, 153, 154, 181
Cameo Theatre, 214
Camille, 206, 229, 276
Campanella, Roy, 258
Campbell, Toni, 89
Can You Top This, 260
Candid Camera, 200
Cane, Edward, 235
Cantor, Eddie, 53, 121, 233
Cantor, Ida, 53
Captain Gallant of the Foreign Legion, 253, 255
Captain Kangaroo, 249
Captain Midnight, 251
Captain Video, 249, 251
Carew, Helen, 207
Carey, Olive, 111
Carey, Phillip, 253
Carhart, Georgiana, 260
Cariolanus, 229
Carle, Frankie, 123
Carlisle, Kitty, 260, 266
Carlson, Fran, 232
Carlson, Richard, 214
Carmen, 236
Carmichael, Hoagy, 47
Carnegie Hall, 237
Carnera, Primo, 256
Carney, Art, 24, 27, 28, 29, 70, 124, 127, 164, 214, 215, 221, 227
Carpenter, Carleton, 215
Carpentier, Georges, 258
Carroll, Diahann, 128
Carroll, Leo G., 11, 98, 233
Carroll, Pat, 24, 266
Carson, Jack, 212
Carson, Jeannie, 55, 107, 194
Carson, Johnny, 57
Carson, Ken, 159
Carson, Mindy, 123
Carson, Sue, 137
Carter, Jack, 58, 119
Carter, Terry, 225
Cartier, Walter, 34
Cartwright, Angela, 40, 41
Casals, Pablo, 271
Case of Dr. Mudd, The, 231
Casey, Bob, 107
Cass, Peggy, 78
Cassel, Malcolm, 196
Castro Convertible, 277
Catch a Falling Star, 163
Catch My Boy on Sunday, 207
Catered Affair, The, 209
Caulfield, Joan, 99, 107
Cavalcade, 204
Cavalcade of Fashion, 163
Cavalcade of Stars, The, 27, 58, 65
CBS Television Workshop, 64
Celanese Theatre, The, 230
Celeste, 98
20th Century Fox Hour, 204
Cerf, Bennett, 13, 259
Cerf, Phyllis, 265
Cesano, Renzo, 200
Chacon, Chalo, 83
\$64,000 Challenge, 262
Champagne Music Makers, 133
Champion, Gower, 111, 120, 195
Champion, Marge, 111, 120, 195
Chandler, Joan, 55
Chandler, Robin, 267
Chaney, Lon, 38
Channing, Carol, 52, 192, 227
Chapin, Lauren, 94
Chapman, Robert, 252
Charlap, Mark, 188
Charley's Aunt, 221
Charlie Chan, 276
Charlie Farrell Show, The, 106
Chase, Barrie, 194
Chase, Ilka, 219, 266
Chatterton, Ruth, 207, 224, 230
Chayefsky, Paddy, 207, 209
Cherry, Hugh, 144
Chesterfield Sound Off Time, 43, 173
Chesterfield Supper Club, The, 119
Chevalier, Maurice, 33, 43, 154, 173, 192
Chevy Show Starring Bob Hope, The, 43
Chevy Show Starring Dinah Shore, The, 124
Chevy Show, The, 52, 77, 124
Cheyenne, 239, 241
Children's Shows, 249
Children's Programs, 248, 249, 250, 251
Childress, Alvin, 98
Ching, William, 230
Chocolate Soldier, The, 191
Chordettes, The, 165, 168
Chotzinoff, Samuel, 234, 235
Chou En Lai, 179
Christians, Mady, 206
Christmas Eve With the Dave Garroways, 173
Christmas Show, The, 43
Churchill, Randolph, 262
Churchill, Sarah, 224, 233
Churchill, Mrs. Winston, 269
Churchill, Sir Winston, 233, 269
Cilento, Diane, 210, 224
Cimarron City, 124, 239, 243
Cincinnati Reds, 9, 275
Cinderella, 10, 217, 219
Circus Boy, 252
Clarabell, 14, 249
Clark, Bobby, 64
Clark, Dick, 146, 147
Clark, Fred, 91, 210
Clark, Kendall, 206
Clark, Mae, 247
Clark, Thomas, 260
Claudia, 230
Clayton, Jackson and Durante, 49
Clayton, Jan, 248
Cleaver, Zella, 98
Cleo, 103, 200
Cleveland, George, 248
Cliburn, Van, 73, 74
Climax, 30, 36
Clooney, Betty, 169
Clooney, Rosemary, 47, 115, 129, 143
Close-Up, 270
Clouded Image, The, 221
Clown, 202
Club Oasis, 35, 63
Clunes, Alex, 253
Clyde, Andy, 103
Coale, Joanie, 250
Coates, Hal, 75
Coats, Darlene, 257
Cobb, Buff, 266
Cobb, Irvin S., 8
Cobb, Lee J., 217, 219
Coburn, Charles, 215
Coca, Imogene, 8, 20, 21, 22, 23, 24, 25, 42, 74, 192, 212, 213

Coe, Fred, 10, 207, 209, 217
Coffin, Gene, 212
Cohan, E. K., 8
Cohn, Roy M., 272
Coke Time With Eddie Fisher, 121
Colbert, Claudette, 120, 205, 215, 221
Colgate Comedy Hour, The, 35, 43, 49, 52, 53, 56, 58, 60, 61, 63, 64, 119, 136, 137
Colgate Comedy Theatre, The, 59, 121
Cole, Nat "King," 122
Coleman, Leo, 228
Coleman, Nancy, 218
College of Musical Knowledge, The, 52
Collinge, Patricia, 208, 228
Collingwood, Charles, 181, 272, 273
Collins, Dorothy, 148, 149, 150, 160, 213
Collins, Mary, 267
Collins, Ray, 205
Collins, Russell, 215
Collins, Ted, 177
Collyer, Bud, 257, 266
Colman, Ronald, 33, 96
Colman, Mrs. Ronald, 33
Colonna, Jerry, 44
Colt 45, 239, 241
Colt, Ethel Barrymore, 235
Comedy and Music, 193
Comics, 65
Commercials, 277
Como, Perry, 43, 54, 57, 63, 69, 114, 118, 119, 120, 127, 130, 135, 169, 177, 201
Concentration, 264
Condon, Eddie, 10
Conklin, Chester, 104
Conn, Carol, 105
Connor, Whitfield, 105
Connors, Chuck, 239, 242, 243
Conreid, Hans, 77, 110, 192
Considine, Bob, 75
Constant Husband, The, 276
Conte, John, 191, 193, 233
Contest Carnival, 250
Continental, The, 200
Contino, Dick, 211
Conversations With Elder Wise Men, 271
Conway, Pat, 238, 239
Conway, Shirl, 105
Conway, Tom, 255
Coogan, Richard, 242
Cook, Barbara, 192, 225
Cook, Donald, 109
Cooke, Alistair, 268
Coolidge, Philip, 206
Cooper, Gary, 119, 276
Cooper, Gladys, 220
Cooper, Jackie, 103, 130, 213, 217, 227
Copeland, Alan, 148, 149, 150
Copeland, Joan, 202
Copeland, Virginia, 234
Corcoran, Noreen, 112
Corey, Jill, 148, 149, 150
Corey, Wendell, 111, 210
Corn Is Green, The, 222
Cornell, Katharine, 218, 222, 223
Coronation of Queen Elizabeth II, The, 178, 273
Cosi Fan Tutte, 235
Costello, Frank, 273
Costello, Lou, 61
Cotten, Joseph, 204, 214, 215, 218
Cotsworth, Staats, 224
Coughlin, Fran, 265
Coughlin, Kevin, 88, 213

Coulouris, George, 206
 Coulter, Dorothy, 236
Count of Monte Cristo, The, 227
County Fair, 139, 256
Couple of Swells, A, 193
 Court, Hazel, 98
 Courtenay, Margaret, 227
 Courtleigh, Stephen, 206
 Coward, Noel, 178, 189, 190, 204, 205, 217
 Cowell, Dick, 200
 Cowling, Sam, 257
 Cox, Wally, 95, 105, 160, 163, 191, 212, 213, 217
 Crabbe, Buster, 253, 255, 267
 Crabbe, Cuffy, 255
Cradle Song, The, 223
 Crain, Jeanne, 195, 220
 Crane, Gene, 250
 Crane, Richard, 249
 Crawford, Broderick, 217
 Crawford, Joan, 42, 75, 202, 230
 Crawford, Johnny, 242
 Crenna, Richard, 96, 110
Crescendo, 192, 227
 Crime, Mystery and Suspense, 245
 Cronkite, Walter, 272, 273
 Cronyn, Hume, 99, 210, 225
 Crosby, Bing, 30, 63, 67, 113, 114, 115, 156, 195, 205, 276
 Crosby, Bob, 32, 44, 115, 135
 Crosby, Kathy, 135
 Crosby, Dennis, 115, 130
 Crosby, Gary, 44, 130, 135
 Crosby, John, 165, 168
 Crosby, Lindsay, 130
 Crosby, Phillip, 115, 130
 Cross, Richard, 234
 Cugat, Xavier, 122
 Cullen, Bill, 261, 264
 Culp, Robert, 239, 243
 Cummings, Robert, 104, 110, 220, 229
 Cunningham, David, 234, 236
Curtain Rises, The, 11
 Curtis, Don, 274
 Curtis, Tony, 202
 Curtis, Willa P., 98
 Cutler, Richard, 260
 Cutts, Patricia, 265
 Cypher, John, 213
 Cypher, Jon, 219
Cyrano de Bergerac, 206, 216

D

Dagmar, 51, 70, 71
 Dailey, Dan, 65
 Dale, Dick, 133
 Daly, John, 259, 273
 D'Amboise, Jacques, 142, 143
Damon Runyon Marathon, The, 17, 121
 Damone, Vic, 128, 145
 Dana, Mark, 196
Dancers, The, 207
Dancing: A Man's Game, 268
 D'Andrea, Tom, 100, 105
 Dandridge, Ruby, 102
Danger, 244
 Daniels, Bebe, 258
Danny Thomas Show, The, 41
 Dano, Royal, 268
Dark Hammock, 206
Dark of the Moon, 214
Darkness at Noon, 217
 Darin, Bobby, 147
 Darwell, Jane, 163
Date With the Angels, 108
Date With Judy, A, 112
Date With Life, 232
 Davalos, Richard, 203, 233

Dave Garroway Show, The, 173
Dave King Show, The, 65
David Copperfield, 199, 276
 Davis, Ann B., 110
 Davis, Bette, 204, 246
 Davis, Gail, 242
 Davis, Janette, 165, 166
 Davis, Joan, 103
 Davis, Martha, 160
 Davis, Ossie, 203
 Davis, Sammy, Jr., 195, 201
Davy Crockett, 198
 Dawn, Hazel, Jr., 230
 Day, Dennis, 117, 135
Day Lincoln Was Shot, The, 205
 Dayton, Danny, 266
 Dayton, June, 232
 Deacon, Richard, 106
 Dean, James, 208, 244
 Dean, Jimmy, 144
Dean Martin Show, The, 114
Dear Brutus, 268
Dear Phoebe, 105
Dearest Enemy, 191
Death of Clara Schumann, The, 196
Death of Manolete, The, 220
Debut, 231
 DeCamp, Rosemary, 100, 110
December Bride, 109
 Deckers, Eugene, 98
 De Forest, Dr. Lee, 7, 9
 DeHaven, Gloria, 195
 de Luce, Virginia, 67
 Delugg, Milton, 71
 Delmar, Kenny, 212
 DeMarco Sisters, 11
 deMille, Agnes, 268
Demon and Mrs. Devor, The, 196
 Dempsey, Jack, 10, 258
 Denning, Richard, 211, 244
Die Fledermaus, 84, 235
 Derek, John, 211
 Derr, Richard, 199, 206
Design for November, 211
 Desilu Corporation, 80
Desilu Playhouse, The, 80, 231
 Desmond, Johnny, 107, 149, 150, 230
Devil's Disciple, The, 224
 DeWilde, Brandon, 96
 DeWitt, George, 264
Dial 'M' for Murder, 225
Dialogues of the Carmelites, 235
Dick and the Duchess, 98
Dick Clark Show, 146
 DiGerlando, Maria, 234
 Dillman, Bradford, 222
 DiMaggio, Joe, 61, 201
Dinah Shore Chevy Show, The, 124, 129
Dinah Shore Show, The, 55, 73, 114, 119, 124
Ding Dong School, 249, 250
 Disney, Walt, 153, 198
Disneyland, 198
Do You Trust Your Wife?, 256
Doc Corkle, 104
 Dodd, Jimmy, 198
Dodge Dancing Party, The, 133
 Dodimead, David, 227
Dodsworth, 217
 Dolin, Anton, 8
 Dolliver, Dorothy, 67
 Donahue, Elinor, 94
 Donahue, Vincent J., 207, 209
 Donald, James, 227
 Donald, Peter, 169, 260, 266
 Donlevy, Brian, 226
 Donley, Doreen, 135
Donna Reed Show, The, 111
 Donnell, Jeff, 46, 47

Dors, Diana, 42
 Dorsey Brothers, 29
 Dorsey, Jimmy, 122
 Dorsey, Tommy, 122
Dotto, 264
Double Door, 10
Double Life, A, 210
Dough Re Mi, 265
Douglas Fairbanks Presents, 253
 Douglas, Jack, 78
 Douglas, Kirk, 119
 Douglas, Melvyn, 210, 221
 Douglas, Paul, 189, 190
 Dow, Tony, 112
Down in the Valley, 235
Down You Go, 265
 Downey, Morton, 128
 Downs, Hugh, 77, 79, 171, 264
Dragnet, 71, 245
 Dragonette, Jessica, 145
 Drake, Alfred, 141, 191, 207, 210, 214, 225
 Drake, Charles, 215
Draw to Win, 257
 Driscoll, Patricia, 254
Drum Is A Woman, A, 213
 Dubov, Paul, 246
 Duchess of Windsor, 180
 Duff, Gordon, 207, 209
 Duff, Howard, 111
 Duffy, Dennis, 264
 Dufour, Val, 232
Duke, The, 97
 Duke of Windsor, 180
 Duke, Patty, 212, 213
Dulcy, 9
 Du Mont, Dr. Allen B., 7, 9
 Dunn, James, 104, 195
 Dunn, Nancy, 69
 Dunne, Irene, 120
 Dunne, Steve, 99
 Dunninger, 56, 256
Dunninger Show, The, 256
 Dunnock, Mildred, 210
DuPont Show of the Month, The, 226, 227
 Durante, Jimmy, 48, 49, 127, 136, 152, 278
 Durocher, Leo, 275
 Duryea, Dan, 204, 243
 Duval, Franca, 234, 235
 Dwelly, Trish, 78

E

Eagle, The, 276
 Early Years, The, 7
 Eastwood, Clint, 238
 Ebsen, Buddy, 254
 Eckart, William and Jean, 219
Ed Sullivan Show, The, 55, 58, 63, 115, 153, 154, 156, 157, 171, 176
Ed Wynn Show, The, 51
Eddie, 210
Eddie Fisher Show, The, 58, 119, 121
 Eddy, Nelson, 258, 276
Edge of Night, The, 232
 Edison, Thomas, 7
 Edmonds, Louis, 209
Edsel Show, The, 114, 115
 Edward R. Murrow, 178
 Edwards, Douglas, 273
 Edwards, Joan, 10, 123
 Edwards, Ralph, 258
 Eglevsky, Andre, 142
 Einstein, Dr. Albert, 271
 Eisenhower, Mrs. Dwight D., 182
 Eisenhower, President Dwight D., 182, 272, 273
 Ekberg, Anita, 173
 Ellenstein, Robert, 199
Ellery Queen, 244, 245
 Ellington, Duke, 128, 142, 143, 173, 213
 Elliot, Rosemary, 109
 Elliott, Bob, 57, 137
 Elliott, Collier, 7
 Elliott, Denholm, 227
 Ellis, Bobby, 96
 Elman, Mischa, 157
Eloise, 220, 221
 Emerson, Faye, 17, 42, 162, 163, 200, 213, 261, 266
 Emerson, Hope, 104
Emmy Awards Show, The, 17
Emperor Jones, The, 203
Emperor's New Clothes, The, 252
Enemy, The, 199
England After Suez, 179
 Ericson, John, 252
Ernie in Kovacsland, 54
Ernie Kovacs Show, The, 54
 Erskine, Marilyn, 211
Especially For You, 116
Ethan Frome, 9
Ethel and Albert, 97
 Evans, Dale, 240
 Evans, Dr. Bergen, 265, 272
 Evans, Gene, 251
 Evans, Madge, 207
 Evans, Maurice, 143, 202, 223, 224, 225
 Evans, Reynolds, 11
 Evelyn, Judith, 206, 217, 228, 229, 233, 252
Evening With Fred Astaire, An, 194
 Everhart, Rex, 227
Evolution of the Dance, The, 268
 Eyer, Richard, 202

F

Fabian, 146
 Fabray, Nanette, 24, 126, 127
Face the Nation, 273
 Fadiman, Clifton, 260
 Fairbanks, Douglas, Jr., 253
 Falkenberg, Jinx, 42
Family Happiness, 212
Fanfare, 73
Farmer Takes a Wife, The, 9
 Farrell, Charles, 106
 Farrell, Eileen, 143
 Farrell, Skip, 52
Father Knows Best, 94
 Faustino, Nikki, 109
 Faulkner, William, 221
 Faversham, Phil, 203
Faye Emerson Show, The, 163
Faye and Skitch, 163
 Faye, Herbie, 67
 Feeney, Joe, 133
 Feldary, Eric, 202
Felix the Cat, 9
 Felton, Verna, 109
 Fenn, Jean, 192
 Fenneman, George, 69
 Ferraday, Lisa, 218
 Ferrer, Jose, 142, 143, 206, 216
 Ferrer, Mel, 217
 Ferrer, Mrs. Jose, 142
 Fickett, Mary, 208
 Fields, Benny, 154
 Field, Betty, 214, 216, 223
 Field, Gracie, 16, 209, 227, 228
Fifteen With Faye, 163
Fireball Fun For All, 64
 Firpo, Luis, 258
First Love, 232
 Fisher, Eddie, 46, 47, 53, 63, 121
 Fitzgerald, Barry, 276
 Fitzgerald, Ella, 128, 142, 143, 145

Fitzgerald, Pegeen, 76, 267
 Fitzgerald, Walter, 227
 Flavin, James, 109
 Fleming, Eric, 67, 214, 239
 Fleming, Rhonda, 215
 Flemying, Robert, 216
 Fletcher, Bramwell, 11
 Flicka, 251
 Flood, Ann, 232
Florian Zabach Show, The, 123
Flowers From A Stranger, 228
Flying Wife, 202
 Foch, Nina, 218, 233
 Foley, Red, 130, 144
Follies of Suzie, The, 73, 191
 Fonda, Henry, 74, 202, 217
 Fontaine, Joan, 204
 Fontanne, Lynn, 217, 218
 Fonteyn, Margot, 217
 Football, 9, 274
 Foote, Horton, 207, 209, 229
For Whom the Bell Tolls, 221
 Foran, Dick, 229
 Forbes, Scott, 196, 244
Forbidden Area, 221
Ford 50th Anniversary Show, The, 114, 189
 Ford, Ernest J. (Tennessee Ernie), 52, 54, 80, 177
 Ford, Mary, 144
 Ford, Paul, 67
 Ford, Ross, 97
 Ford, Senator, 260
Ford Show, The, 52
Ford Star Jubilee, The, 36, 115, 189, 190, 193, 205, 276
Ford Star Revue, 137
Ford Theatre, The, 163
 Ford, Wallace, 204
Fordham-Waynesburg Football Game, 6, 9
Foreign Intrigue, 245
Formula, The, 229
 Forrest, Ray, 6
 Forrest, Steve, 208
 Forsythe, John, 112
 Foster, Phil, 65
 Foster, Preston, 255
Four Star Playhouse, 208, 230
Four Star Revue, 49, 51, 56, 58, 59
 Fournier d'Albé, Edmund E., 7
 Fox, Sonny, 251
Fraction of a Second, 246
Frances Langford Presents, 123
 Franciosa, Anthony, 270
 Francis, Ann, 193
 Francis, Arlene, 163, 170, 171, 259
 Francis, Nick, 248
 Francisus, James, 246
Frank Sinatra Show, The, 114, 124
Frankenstein, 276
Frankie Laine Time, 122
 Franz, Arthur, 204, 229
 Frawley, William, 80, 82, 83
 Freberg, Stan, 137
Fred Allen's Sketchbook, 59
 Fred Waring Glee Club, 13
Fred Waring Show, The, 116
Freddy Martin Show, The, 116
 Fredericks, Dean, 255
Free Trade and World Peace, 10
 Frees, Paul, 102
 French, Nancy, 176
 Friganza, Trixie, 17
From Here to Eternity, 22
From These Roots, 232
 Froman, Jane, 116, 201
Front Row Center, 214
Fund for Republic, 179
Funny Heart, 25, 212
 Funt, Allen, 200
 Furneaux, Yvonne, 226
 Furness, Betty, 277

G

Gabor, Eva, 253
 Gabor, Zsa Zsa, 77, 78
 Gagne, Verne, 274
Gale Storm Show, The, 106
 Galjour, Warren, 236
 Gallico, Paolo, 260
 Gam, Rita, 214, 226
 Ganon, James, 206
 Garbo, Greta, 276
 Gardner, Ed "Archie", 136, 152
 Gardner, Hy, 75, 266, 270
 Gargan, William, 245
 Garland, Judy, 193, 276
 Garland, Margaret, 251
 Garmise, Marjorie, 262
 Garner, James, 239, 241
 Garner, Peggy Ann, 215
Garroway at Large, 173, 174
 Garroway, Dave, 163, 171, 172, 173, 174, 175
Garry Moore Show, The, 159
 Garson, Greer, 216, 217, 223
Gaslight, 30, 32
 Gates, Larry, 99
 Gates, Ruth, 88, 89
 Gateson, Marjorie, 232
Gathering Night, The, 228
 Gatteys, Benny, 212, 249
 Gavin, Jimmy, 145
 Gaynor, Janet, 202
 Gaynor, Mitzi, 60
G-E College Bowl, 264
Gene Austin Story, The, 209
General Electric Theatre, The, 30, 202
General Foods Presents Rodgers and Hammerstein, 30, 189
General Foods Show, 190
General Motors 50th Anniversary Show, 124
 Genevieve, 76, 77
George Burns - Gracie Allen Show, The, 91
George Burns Show, The, 91
George Gobel Show, The, 47, 52, 59
George Has a Birthday, 53, 233
George Sanders Mystery Theatre, The, 247
 Geray, Steven, 40
 Gershwin, George, 7
 Ghostley, Alice, 215, 219
 Gibbs, Georgia, 136, 145
 Gibson, Althea, 156
 Gibson, Hoot, 69
 Gibson, Virginia, 148, 149, 150
 Gibson, Wynne, 216
 Gielgud, John, 227
 Gilbert, Billy, 39
 Gilbert, Joanne, 123
 Gilbert, Jody, 99
 Gilbert, Paul, 97
 Gilbert, Ruth, 14
 Gillespie, Darlene, Gina and Larrain, 198
 Gilligan, Helen, 7
 Gingold, Hermione, 47, 77, 78, 79, 160, 268
Giselle MacKenzie Show, The, 129
 Gish, Dorothy, 211
 Gish, Lillian, 205, 207, 209
 Gleason, Jackie, 26, 27, 28, 29, 100, 165, 168, 178, 215, 221
 Gleason, James, 65
 Glickman, Marty, 274
Glove, The, 203
 Gobel, George, 46, 47, 54, 121
 Goddard, Paulette, 216, 217
 Godfrey, Arthur, 27, 57, 77, 84, 130, 159, 164, 165, 166, 167, 168, 169, 176

Godfrey, Kathy, 267
Going My Way, 276
Goldbergs, The, 84, 86
Golden Gloves Finals, The, 9
Golden Touch of Frankie Carle, The, 123
 Goldstein, Ruby, 153
 Goldwyn, Sam, 179
 Golf, 275
 Gomulka, Wladislaw, 179
Gone With the Wind, 9
Good Fairy, The, 222
Good Morning With Will Rogers, Jr., 176
 Good, Pam, 176
Good Times, 73
 Goodier, Robert, 268
 Goodman, Benny, 128
 Goodman, Dody, 76, 77, 78, 79
 Goodwin, Bill, 135
Goodyear Television Playhouse, The, 163, 207, 209
 Gordon, Bruce, 224, 231
 Gordon, Gale, 96, 105
 Gordon, Peggy, 38
 Gordon, Ruth, 230
 Gorgeous George, 274
 Gorin, Igor, 236
 Gorme, Eydie, 72, 73, 74, 145
 Gosfield, Maurice, 67
 Gothie, Bob, 214
 Goulding, Ray, 57, 137
 Grable, Betty, 82, 205
 Graham, Billy, 258
 Graham, Sheilah, 267
 Gramm, Donald, 236
 Grange, Red, 275
 Granger, Farley, 213, 216, 221, 226
 Granito, Livia, 233
 Grant, Harvey, 108
 Granville, Bonita, 211
 Grauer, Ben, 272
 Gray, Barry, 264
 Gray, Billy, 94
 Gray, Dolores, 135
 Gray, Donald, 244
 Gray, Vernon, 252
 Graziano, Rocky, 34, 35, 160
Great Gatsby, The, 199, 220
Great Gildersleeve, The, 112
Great Expectations, 199
Great Sebastians, The, 217, 218
 Greco, Jose, 141
 Green, Johnny, 128
 Green, Martyn, 213, 216, 217, 230, 252
 Green, Mitzi, 105
Green Pastures, The, 225
 Green, Reita, 135
 Greene, Richard, 229, 253, 254
 Greenwood, Joan, 217, 224
 Gregory, James, 208
 Grenfell, Joyce, 155
 Grevatt, Bonnie, 176
 Griffin, Merv, 264
 Griffin, Stephanie, 112
 Griffith, Andy, 74, 213
 Griffith, James, 255
 Grizzard, George, 209
Groucho Marx - You Bet Your Life, 69
 Grove, Betty Ann, 139
Guardman, The, 215
 Guggenheim, Minnie, 77
Gunsmoke, 239, 240
Guy Lombardo Show, The, 117

H

Hackett, Buddy, 27, 98
 Haden, Sara, 225
 Hadley, Nancy, 105
 Hadley, Reed, 244
 Hagen, Jean, 41
 Hagen, Uta, 11
Haggis Baggis, 265
 Hale, Barbara, 246
 Haley, Jack, 56, 64, 276
 Haleloke, 165, 166, 167
Half-Promised Land, The, 202
 Hall, Bruce, 251
 Hall, George, 160
 Hall, Jon, 253
 Halley, Rudolph, 273
 Halliday, Heller, 188, 223
 Halliday, Richard, 188
Hallmark Hall of Fame, The, 51, 177, 189, 223, 225
Halls of Ivy, The, 96
 Halop, Florence, 97
 Hamer, Rusty, 40, 41
 Hamilton, Edith, 271
 Hamilton, Neil, 200
 Hamilton Trio, 22
Hamlet, 224, 227
 Hammerstein II, Oscar, 153, 219
 Hampden, Walter, 244
 Hampton, Hope, 200
 Haney, Fred, 42
Hans Brinker or The Silver Skates, 225
 Hansard, Paul, 254
Hansel and Gretel, 192
Happy Birthday, 216
Happy Journey, 9
Harbour Master, 255
 Hardin, Ty, 241
 Harding, Ann, 204
 Hardwicke, Sir Cedric, 120, 216, 217, 233
 Hardy, Pat, 208
 Hare, Will, 244
 Harens, Dean, 232
 Harrigan, William, 216
 Harrington, Pat, Jr., 76, 77
 Harris, Julie, 209, 222
 Harris, Phil, 30
 Harris, Richard, 227
 Harris, Robert H., 86
 Harris, Rosemary, 224, 225, 226, 227
 Harrison, Dennis, 203
 Harrison, Rex, 153, 155, 268, 276
 Hart, Dorothy, 57
 Hart, Richard, 228
 Hartline, Mary, 248, 249
 Hartman, Grace, 137
 Hartman, Paul, 104, 137
Harvey, 227
 Harvey, Laurence, 210
 Haskell, Jack, 76, 174
 Hastings, Don, 251
Hasty Heart, The, 227
 Hatfield, Hurd, 227
 Hatrak, Eddie, 54
Have Gun, Will Travel, 239, 242
 Havoc, June, 14, 16, 105, 230
 Hawkins, Jimmie, 104
 Hayakawa, Sessue, 38
 Hayden, Melissa, 142
 Hayden, Sterling, 221
 Hayes, Bill, 22, 145, 225
 Hayes, Helen, 141, 153, 181, 189, 201, 213, 215, 223, 268
 Hayes, Peter Lind, 57, 211
 Hayes, Mrs. Peter Lind, 57
 Haymes, Dick, 13
 Health Program, 267
 Healy, Jack, 34
 Healy, Mary, 57, 211

Heckart, Eileen, 210, 223
Heidt, Horace, 135
Heidt, Winifred, 236
Heiress, *The*, 211
Helen Morgan *Story, The*, 220
Helm, Anne, 252
Henderson, Florence, 194, 212
Henderson, Skitch, 72, 73, 74, 163
Henie, Sonja, 153, 195
Henning, Pat, 209
Henry, Bill, 261
Hepburn, Audrey, 155, 217
Hepburn, Katharine, 276
Herb Shriner *Show, The*, 61
Herman, Woody, 128
Hershfield, Harry, 260
He's for Me, 210
Heston, Charlton, 221, 228, 252
Hey, Jeanniel, 107
Hi, Mom, 250
Hiawatha, 252
Hickman, Dwayne, 110
Hidden River, 213
High Adventure With Lowell
Thomas, 269
High Noon, 276
High Tor, 195, 205
Hill, Craig, 253
Hill, Steve, 221
Hill, Steven, 229
Hiller, Wendy, 233
Hilliard, Harriett, 92, 93
Hines, Jerome, 141
History of Musical Comedy, *The*,
268
Hitchcock, Patricia, 108
Hockey, 275
Hodge, Al, 67, 251
Hodges, Eddie, 264
Hodges, Joy, 261
Hoffman, Harold, 259
Hoffman, Dr. Richard, 259
Hold Back the Dawn, 211
Holiday on Ice, 195
Holiday Song, 207
Holliday, Judy, 119, 191
Hollywood Today, 267
Hollywood Screen Test, 200
Holm, Celeste, 98, 225
Holt, Patrick, 244
Home, 163
Home Show, 171
Hometown, 163
Homolka, Oscar, 217
Honest in the Rain, 212
Honeymooners, *The*, 27, 29
Hooper, Larry, 133
Hoover, Herbert, 7, 271
Hopalong Cassidy, 238, 239
Hope, Bob, 32, 41, 42, 43, 44, 45,
51, 114, 120, 153
Hope, Mrs. Bob (Dolores), 32
Hopkins, Miriam, 211
Hopper, Dennis, 246
Hopper, Hedda, 43, 119, 137, 160
Horn Blows at Midnight, 30
Horne, Geoffrey, 229
Home, Lena, 120
Horton, Edward Everett, 36
Horton, Robert, 233, 241, 242
Horwich, Dr. Frances, 249, 250
Hour Glass, 7
House Party, 256
Hovis, Joan, 210
How Do You Rate, 265
Howard, Tom, 260
Howarth, Betty Jane, 250
Howdy Doodly, 173, 249
Howe, Darrell, 111
Howe, Quincy, 273
Howell, Wayne, 70, 71
Hoy, Bruce, 231

Huck Finn, 212
Hudson, Rock, 258
Hughes, Mike, 264
Hull, Josephine, 212, 213
Hull, Warren, 257
Hume, Benita, 96
Humphry, John, 227
Hunchback of Notre Dame, *The*,
199
Hunt, Marsha, 111, 207
Hunter, Tab, 119, 126, 130, 147,
195, 221, 225
Huntley, Chet, 273
Hussey, Ruth, 217
Hutchins, Will, 239, 240
Hutton, Betty, 191
Hy Gardner Calling, 270
Hyer, Martha, 214
Hymn of the Nations, 237

I

I Like It Here, 206
I Love Lucy, 80, 83, 263
I Married Joan, 103
I Remember Mama, 89
Ice Capades Company, 137
Image of Fear, 228
Imogene Coca Show, *The*, 25
In Old Spain, 185
Inaugural Address, 272
Inaugural Ceremonies, President
Dwight D. Eisenhower, 173
Incredible Jewel Robbery, *The*, 202
Indian Methodist Choir, *The*, 173
Innocent Witness, 214
Inside USA, 57
Inspector Calls, *An*, 206
International EEFMS, 54
Interviews, 270
Irvine, Henry, 7
Irving Berlin's Salute to America,
124
It Could Be You, 257
It Pays to Be Ignorant, 260
It's a Great Life, 104
It's Always Jan, 105
It's Time for Ernie, 54
It's Up to You, 171
I've Got a Secret, 159, 163, 261

J

Jack Benny Hour, 30
Jack Benny Show, *The*, 30, 33
Jack Dempsey's Life, 258
Jack Paar Show, *The*, 60, 71, 77
Jackie Gleason Show, *The*, 27,
53, 59
Jackson, Eddie, 49, 136
Jackson, Mahalia, 227
Jackson, Sherry, 40, 41, 242
Jackson, Tommy, 274
Jaekel, Richard, 204
James, Dennis, 265
James, Harry, 82
James, Jeri Lou, 105
Jameson, House, 107
Jamie, 96
Jane Froman Show, *The*, 116
Janssen, David, 245, 247
Janssen, Eilene, 108
Japanese Surrender on Board
"U.S.S. Missouri," 13
Jazz Age, *The*, 59
Jazz World, *The*, 268
Jeanmaire, 191
Jefferson Drum, 255
Jefford, Barbara, 227
Jeffreys, Anne, 53, 98, 191
Jellison, Bob, 105
Jenkins, Allen, 107
Jergens, Adele, 266

Jerry Lewis Show, *The*, 17
Jessel, George, 42, 59
Jimmy Dean Show, *The*, 144
Joe and Mabel, 105
John Slaughter series, 198
John Ward Suicide, 9
Johnny Belinda, 222
Johnny Carson Show, *The*, 57
Johnson, Betty, 76
Johnson, Brad, 242
Johnson, Georgiann, 95
Johnson, Judy, 75
Johnson, Lamont, 233
Johnson, Van, 194
Johnston, Johnny, 266
Jones, Barry, 224
Jones, Shirley, 195
Jones, Spike, 60
Jordan, Joan, 97
Jordan, Kirk, 234
Jorgensen, Christine, 151
Jory, Victor, 203, 204, 222
Jourdan, Louis, 127, 195, 253
Journey Back, *The*, 178
Joyce, Lee, 65
Jubilee USA, 144
Judge for Yourself, 59
Judy Garland Show, *The*, 205
Julius Caesar, 154, 155, 229
June Taylor Dancers, 28
Jungle Jim, 254
Juvenile Jury, 261

K

Kallen, Kitty, 59
Kaltenborn, H. V., 261
Kamazawa, Timiko, 235, 236
Kaplan, Marvin, 97
Karloff, Boris, 193, 215, 276
Karlweiss, Oscar, 206
Kate Smith Evening Hour, *The*,
58, 177
Kate Smith Hour, *The*, 177
Kate Smith Show, *The*, 59
Kaye, Danny, 182
Kaye, Sammy, 122
Kaye, Stubby, 135
Kayo Kitty, 231
Keating, Larry, 91
Keaton, Buster, 160, 215
Keegan, Barry, 254
Keep Talking, 266
Keeshan, Bob, 249
Kefauver, Senator Estes, 273
Keith, Ronald, 108
Kelk, Jackie, 107, 108
Kellogg, Ray, 38
Kelly, Brian, 246
Kelly, Emmet, 157
Kelly, Gene, 268
Kelly, Grace, 229, 273, 276
Kelly, Jack, 242
Kelly, Nancy, 260
Kemmer, Ed, 211
Ken Murray Show, *The*, 135
Kendall, Kay, 67, 276
Kennedy, Madge, 208
Kennedy, Robert, 180, 272
Kennedy, Senator John, 272
Kenyon, Doris, 208
Kerr, John, 221, 222
Kerry, Margaret, 104
Key Largo, 210
Khan, Aga, 270
Khrushchev, Nikita, 272, 273
Kiley, Richard, 213
Kilgallen, Dorothy, 201, 259
Kill, *The*, 229
Kimba, 254
King, Alexander, 76, 77
King and Mrs. Candle, 217
King, Dave, 65

King, Dennis, 206, 210, 224, 227
King in Yellow, *The*, 228
King, John Reed, 12
King Kong, 276
King Lear, 268
King and Queen of England, 9
King, Peggy, 47, 225
King's Record Shop, 13
Kinsolving, Lee, 223
Kirby, Durward, 159
Kirby, Pat, 72, 73
Kirchner, Claude, 248
Kirk, Lisa, 201
Kirk, Phyllis, 199, 246
Kirkland, Muriel, 207
Kirkwood, Jim, 232
Kirsten, Dorothy, 129
Kiss Me Kate, 223, 225
Kitty Foyle, 214
Klugman, Jack, 212
Knotts, Don, 72, 73
Knox, Ronnie, 208
Kohler, Dennis, 51, 226
Kohman, Fred, 153
Kostelanetz, Andre, 10
Kovacs, Ernie, 54, 124, 201, 208
Kovacs on the Corner, 54
Kovacs Unlimited, 54
Kraft, Beatrice, 191
Kraft, Jill, 209
Kraft Music Hall, *The*, 17
Kraft Theatre, *The*, 17, 73, 203
Kramer, Jack, 275
Krupa, Gene, 128
Kuda Box, 13
Kuhlman, Rosemary, 234, 235
Kukla, Fran and Ollie, 173, 184,
185, 186, 187
Kuklapolitan Players, 185, 186
Kuluva, Will, 212
Kupicent, Irv, 75
Kyle MacDonnell Show, *The*, 128

L

Ladies Be Seated, 13
Lady From Philadelphia, *The*, 182
Lady in the Dark, 191
Lahr, Bert, 215
Laine, Frankie, 122, 145
Laire, Judson, 87, 88, 89
Lake, Arthur, 107
Lamarr, Hedy, 46
Lamas, Fernando, 211
Lamb, Gil, 257
LaMotta, Jake, 35
Lamour, Dorothy, 258
Lancaster, Burt, 63
Lanchester, Elsa, 215
Lance, Charlene, 135
Land of the Green, *The*, 252
Landowska, Wanda, 271
Lane, Abbe, 122
Lane, Capt. Edwin, 260
Langan, Glenn, 266
Langford, Frances, 44, 123
Lanson, Snooky, 149, 150
Lanza, Mario, 145
LaPlante, Laura, 230
Lark, *The*, 222
Larkin, John, 232
Larkin, Peter, 188
LaRosa, Julius, 146, 165, 166, 167
Larry Storch Show, *The*, 57
Larsen, Keith, 254
Lassie, 248, 249
Las Vegas Musical Special, 195
Last Clear Chance, 221
Last Lesson, *The*, 202
Last Word, *The*, 272
Late Christopher Bean, *The*, 207
Late George Apley, *The*, 11, 204
Late Show, *The*, 276
Lauder, Harry, 242

- Laughton, Charles, 28, 202
Laura, 204
 Laurence, Paula, 206
 Laurie, Joe, Jr., 260
 Laurie, Piper, 202, 214
 Lawford, Peter, 105, 124, 192, 245, 246
Lawman, The, 239, 243
 Lawrence, Gertrude, 8, 9, 153
 Lawrence, Marjorie, 258
 Lawrence, Steve, 72, 73, 74
Lawrence Welk Show, The, 133
 Leachman, Cloris, 57
Leave It to Beaver, 112
Leave It to the Girls, 58, 71, 73, 163, 260
 Lee, Ann, 244
 Lee, Billy, 203
 Lee, Eric, 181
 Lee, Gypsy Rose, 13, 77, 181
 Lee, Johnny, 98
 Lee, Patsy, 257
 Lee, Peggy, 130, 145
 Lee, Pinky, 123, 250
 LeCallienne, Eva, 222, 226
Legend of Sleepy Hollow, The, 252
 Leigh, Carolyn, 188
 Leighton, Margaret, 220, 227, 276
 Leiston, Freddie, 108
 Lembeck, Harvey, 67
 Lemmon, Jack, 205
Lend An Ear, 64
 Lennon, Dianne, 132, 133
 Lennon, Janet, 132, 133
 Lennon, Kathy, 132, 133
 Lennon, Peggy, 132, 133
Leonard Bernstein and the New York Philharmonic, 237
 Leonard, Jack E., 214
 Leonetti, Tommy, 148, 149, 150
 Leontovich, Eugenie, 228
 Lescoulie, Jack, 75, 173, 175
 Lester, Jerry, 70, 71
Let's Take a Trip, 251
Letter, The, 216
Letter to Loretta, A, 196
 Levant, Harry, 250
 Levant, Oscar, 78
 Levenson, Sam, 176
 Levenson, Sam, 266
 Lewine, Richard, 219
 Lewandowski, Bob, 144
 Lewin, Mark, 274
 Lewis, David, 244
 Lewis, Jerry, 62, 63, 153, 175
 Lewis, Kathy, 102
 Lewis, Robert Q., 61, 169, 266
 Lewis, Shari, 74, 249, 250
 Lewis, Ted, 14, 155, 258
 Lewis, William, 236
 Leyden, Bill, 257
 Liberace, 38, 134
 Liberace, George, 134
 Liebman, Max, 22, 25, 34, 73, 173, 191
Life Begins at Eighty, 260
Life Is Worth Living, 183
Life of Riley, 100
Life With Father, 108
Life With Luigi, 99
Life With Riley, 27, 100
Lights Out, 244, 245
Like Father, Like Son, 229
 Lillie, Beatrice, 114, 181
 Lindfors, Viveca, 226, 227
 Lindsay, Howard, 219
Lineup, 245
 Linkletter, Art, 256
 Linkletter, Jack, 256
 Linn, Bambi, 22, 193
 Lipton, Michael, 242
 Lishner, Leon, 234, 235
 List, Eugene, 153
Little Bullfighter, The, 212
Little Foxes, The, 223
Little Lame Prince, The, 252
Little Minister, The, 233
Little Moon of Alban, 222, 223
 Little, Tiny, Jr., 133
Little Women, 194
 Livingston, Mary, 30, 33
 Lloyd, David, 236
Lochinvar, 253
 Lockhart, Gene, 199
 Lockhart, June, 199
 Lockhart, Kathleen, 199
 Loeb, Philip, 84, 86
 Logan, Christie, 256
 Loggia, Robert, 221, 229
 Lollobrigida, Gina, 156
 Lombardo, Carmen, 117
 Lombardo, Guy, 117
 Lombardo, Lebert, 117
 Lombardo, Victor, 117
 Lon, Alice, 132, 133
 London, George, 154
 London, Julie, 43, 52
Lone Ranger, The, 239, 240
Long Christmas Dinner, The, 9
 Lopez, Vincent, 123
 Lor, Denise, 159, 160
 Lord, Marjorie, 40, 41
Loretta Young Show, The, 196
 Loring, Estelle, 139
 Lorne, Marion, 95, 159, 160, 227
 Lorraine, Betty, 155
 Lorre, Peter, 215, 216
 Lorrington, Joan, 222
Lost Class of 1959 - Little Rock, 178
Lost Weekend, 199
 Louis, Joe, 274
Louis-Conn Fight, 275
Louis-Wolcott Championship, 13
 Louise, Anita, 251
 Louise, Tina, 216
 Love, Phyllis, 222, 252
 Lovejoy, Frank, 205, 247
 Loy, Myrna, 195
 Lu, Lisa, 252
 Lucas, Jonathan, 219
 Luce, Claire, 207
Lucille Ball-Desi Arnaz Show, The, 80, 101
 Ludden, Allen, 264
 Lundigan, William, 231
 Lunt, Alfred, 217, 218
 Lupino, Ida, 111, 208
Lux Show, The, 129
Lux Video Theatre, The, 211
 Lynch, Peg, 97
 Lynn, Billy, 203
 Lynn, Diana, 196, 211, 215
 Lyons, Gene, 229, 245
 Lytell, Bert, 206, 207, 232
- M**
- M Squad*, 246
 MacArthur, Charles, 181
 MacArthur, James, 229
 MacArthur, Mary, 206
Macbeth, 224, 228, 236
 MacDonald, Jeanette, 221, 258, 276
 MacDonald, Kenneth, 204
 MacDonnell, Kyle, 128, 145
 MacIntyre, Jean, 206
 Mack, Ted, 138
 MacKenzie, Giselle, 129, 148, 149, 150
 MacMurray, Fred, 46, 83
 MacRae, Gordon, 145, 211
Macy Thanksgiving Parade, The, 171
Macy Annual Thanksgiving Day Parade, 272, 273
Madame Butterfly, 143, 235, 236
 Madigan, Betty, 230
 Madison, Guy, 208, 239
Magic Flute, The, 236
Magic With Mary Martin, 189, 190
 Mahoney, Jerry, 13, 56
 Mahoney, Jock, 242, 255
Make Me Laugh, 169
Make Room for Daddy, 41
 Malbin, Elaine, 235
 Malone, Dorothy, 202
 Malone, Ray, 71
 Maloney, Jim, 246
Mama, 87, 88, 89
Mama's Bank Account, 89
Mamba's Daughters, 9
Man Against Crime, 245
Man and Superman, 224
Man and the Challenge, The, 247
Man of the Century, 269
Man on a Tiger, 210
Man on the Ledge, 204
Man on Roller Skates, 73
Man Who Came to Dinner, The, 215
Man With A Camera, 247
 Mann, Delbert, 209
 Mansfield, Jayne, 270
 Mantell, Joe, 231
 Marceau, Marcel, 156
 Marcello, Marco, 18, 19
 March, Fredric, 215, 217
 March, Hal, 105, 262
March of Medicine, 269
 Marciano, Rocky, 180, 274
 Lorrington, Joan, 222
Marco Polo, 191
Marge and Gower Champion Show, The, 111
Maria Golovin, 234, 235
 Mariners, The, 165, 166
 Markova, Alicia, 8, 193
 Marlowe, Marion, 165, 166, 167
Marriage, The, 99, 236
 Marsh, Jean, 219
 Marshall, Connie, 104
 Marshall, E. G., 223
 Marshall, Herbert, 214
Martha Raye Show, The, 35
 Martin, Buzz, 252
 Martin, Dean, 62, 63, 67, 114, 115, 153
 Martin, Mrs. Dean (Jeanne), 32
 Martin, Dewey, 211
 Martin, Eugene, 255
 Martin, Freddy, 116
Martin Kane, Private Eye, 245
 Martin, Mary, 188, 189, 190, 205, 223
 Martin, Tony, 117
 Martinez, Tony, 110
Marty, 209
 Marvin, Lee, 246
 Marvin, Tony, 166
 Marx Brothers, 69
 Marx, Chico, 202
 Marx, Groucho, 30, 68, 69, 136, 272
 Marx, Harpo, 83, 202
 Maryknoll Nuns, 269
 Mason, James, 211
 Mason, James, 211, 220
Masquerade Party, 25, 77, 139, 163, 169, 176, 266
 Massey, Ilona, 11
 Massey, Raymond, 155, 204, 205, 217
 Mata and Hari, 137
Material Witness, 17
 Mathers, Jerry, 112
 Matheson, Murray, 229
 Mathews, Carmen, 222
 Mathews, George, 67
 Mathias, Bob, 247
 Mathis, Johnny, 121
Matinee Theatre, 53, 71, 233
 Maude, Margery, 206
 Maugham, W. Somerset, 219
Maverick, 239, 241, 242
 Maxwell, Elsa, 76, 77, 78
 Maxwell, Marilyn, 36, 43, 65, 160
 May, Elaine, 65
 Mayehoff, Eddie, 104
 Mays, Willie, 42
 McAllister, G. Stanley, 8
 McBoing Boing, Gerald, 251
McBoing Boing Show, The, 251
 McBride, Mary Margaret, 270
 McCaffery, John K. M., 272
 McCalla, Irish, 253
 McCarthy, Charlie, 137, 256
 McCarthy, Kevin, 228
 McCarthy, Nobu, 36
 McCarthy, Senator Joseph, 178, 179, 272
 McCarty, Mary, 46
 McCleary, Albert, 233
 McClellan, Senator John, 272
 McClelland, Charles F., 228
 McClintock, Poley, 116
 McCormack, Patty, 111
 McCoy, Tim, 262
 McConnell, Lulu, 260
 McCracken, Joan, 230
 McCrary, Jinx, 270
 McCrary, Tex, 13, 270
 McCullough, Irish, 253
 McCurry, John, 227
 McDaniel, Hattie, 102
 McDonald, Francis, 246
 McDonald, Marie, 44
 McDowall, Roddy, 155, 210, 222, 227
 McDowell, Candy, 56
 McElhone, Eloise, 267
 McFarland, Nan, 212
 McGavin, Darren, 199, 268
 McGrath, Leueen, 228
 McGrath, Paul, 8
 McGraw, William, 235
 McGuire, Biff, 213
 McGuire, Dorothy, 10, 211, 214, 215
 McGuire Sisters, 165, 166
 McIntire, John, 246
 McIvers, Bill, 234
 McKay, David, 11
 McKay, Scott, 98
 McKenna, Siobhan, 178, 216
 McKenzie, Giselle, 33, 63
 McKinley, Andrew, 234, 235
 McLain, Helyne, 116
 McLaughlin, Andrea, 117
 McMahan, Ed, 248
 McNaughton, Harry, 260
 McNaughton, Linda, 236
 McNeil, Claudia, 226
 McNeill, Don, 13, 257
 McNellis, Maggi, 260
 McPhee, Johnny, 261
 McQuade, Arlene, 84, 86
 McQueen, Steve, 239, 243
 McVey, Patrick, 244
 Meade, Julia, 157
 Meadows, Audrey, 24, 27, 29, 74, 266
 Meadows, Jayne, 74, 261
 Meadows, Joyce, 247
Meanest Man in the World, The, 212, 213
Medium, The, 228
Meet Corliss Archer, 96
Meet McGraw, 247
Meet Me in St. Louis, 195
Meet Milly, 97

Meet the Governor, 61
Meet Mr. McNutley, 104
Meet the Press, 273
 Meistrell, Harland, 264
 Melchior, Lauritz, 152
 Melis, Jose, 77, 79
 Melissa, 163
 Melton, James, 145
 Melvin, Allan, 67
Member of the Wedding, The, 226
 Mendoza, Harry, 108
 Menon, U. K. Krishna, 75
 Menotti, Gian-Carlo, 234
 Mercer, Johnny, 105
 Meredith, Burgess, 223, 244
 Meredith, Judy, 91
 Meredith, Morley, 236
 Meriwether, Lee, 210
 Merkel, Una, 266
 Merman, Ethel, 119, 127, 136, 189, 212, 213, 214, 215
 Merrill, Buddy, 133
 Merriman, Randy, 265
Merry Christmas, Mr. Baxter, 210
 Meyerling, 217
Mickey Mouse Club, 198
Mickey Rooney Show, The, 97
Midsummer, 213
Midwestern Hayride, 144
Mighty Mouse Playhouse, 251
Mikado, The, 185
Mike Wallace Interviews, 270
 Milan, Lita, 103
 Miles, Vera, 204, 211
 Milland, Ray, 104
 Milland, Mrs. Ray (Mal), 32
 Miller, Ann, 44
 Miller, Dean, 109
 Miller, Denny, 100
 Mills, John, 216
Milton Berle Show, The, 17, 35
 Minciotti, Esther, 209
 Mintz, Eli, 84, 86
 Miranda, Carmen, 49, 155
Miss America Pageants, The, 139, 272, 273
Miss Susie Slagle, 211
Mission to the World, 183
Missus Goes A Shopping, 12
 Mitchell, Cameron, 204, 207, 246
 Mitchell, Thomas, 208, 225, 252
 Moiseyev Dancers, 156
Moment of Decision, 196
 Monroe, Marilyn, 30, 33, 54, 180
 Monroe, Vaughn, 117
 Monsour, Nyra, 252
 Montealegre, Felicia, 228
 Montgomery, Douglass, 214
 Montgomery, George, 124, 127, 239, 243
 Montgomery, Mrs. George, 127
 Montgomery, Missy, 124
 Montgomery, Robert, 199
 Moody, Jeanne, 244
Moon and Sixpence, The, 219
 Moore, Clayton, 240
 Moore, Eileen, 253
 Moore, Garry, 51, 158, 159, 160, 163, 261
 Moore, Mary Alice, 10, 244
 Moore, Monette, 98
 Moore, Norma, 198
 Moore, Roger, 209, 211
 Moore, Tim, 98
 Moore, Tom, 208
 Moore, Victor, 16
 Moran, Lois, 255
 Moreno, Rita, 94, 202, 243
 Morgan — Basset Hound, 161
 Morgan, Dennis, 246
 Morgan, Edward P., 273

Morgan, Harry, 109
 Morgan, Henry, 13, 257, 261
 Morgan, Jane, 145
 Morgan, Jaye P., 145
 Morgan, Mac, 235
 Morgan, Michele, 229
 Morgan, Robin, 87, 88, 89
 Morgan, Russ, 122
 Morgan, Wesley, 100
 Morisson, Patricia, 225
Morning Show, The, 77
 Morris, Howard, 21, 24, 224
 Morris, Judy, 247
 Morriss, Ann, 105
 Morrow, Doretta, 141, 191
 Moses, Grandma, 178
 Mostel, Zero, 58
Mother Goose, 252
 Motley, 188
 Mouseketeers, 198
 Movies on Television, 276
Mr. Adams and Eve, 111
Mr. Broadway, 195
Mr. I. Magination, 249, 250
Mr. and Mrs. North, 244
Mr. Peepers, 95
Mr. Saturday Night, 119
Mr. Television, 15, 17
Mrs. 'arris Goes to Paris, 228
Much Ado About Nothing, 233
 Muggs, J. Fred, 105, 173
 Muller, Peter, 260
 Muni, Paul, 221
 Munsel, Patrice, 129, 140, 191
Murder Is Announced, A, 209
 Murphy, Tim, 264
 Murray, Arthur, 151
 Murray, Don, 227
 Murray, Jan, 64, 264
 Murray, Kathryn, 151
 Murray, Ken, 135
 Murrow, Edward R., 63, 115, 159, 163, 178, 179, 180, 181, 229, 273
Music From Manhattan, 122
Music U.S.A., 128
Music With Mary Martin, 189, 190
Musical Chairs, 123
Musical Miniatures, 123
My Father, the Fool, 231
My Favorite Husband, 99
My Friend Flicka, 251
My Friend Irma, 102
My Heart's in the Highlands, 268
My Hero, 104
My Little Margie, 106
My Uncles O'More, 196
 Myerson, Bess, 265

N

Nader, George, 244, 245, 247
 Nadler, Teddy, 262
 Naish, J. Carrol, 99, 231
Naked City, 245, 246
Name for Death, A, 244
Name That Tune, 264
Name's the Same, The, 266
Nantucket Legend, 203
 Narz, Jack, 264
 Nasser, Gamal Abdel, 179
Nat "King" Cole Show, The, 122
Naughty Marietta, 191
 Naud, Lillian, 265
NBC Bandstand, 122
NBC Comedy Hour, 137
NBC Opera of the Air, 235
NBC Spectaculars, 25, 34, 189, 191, 192, 193
NBC Symphony, 13, 237
NBC Theatre Guild, 214
Near Unknown, The, 196

Nearing, Vivienne, 263
 Nelson, Barry, 99, 216
 Nelson, David, 92, 93
 Nelson, Gene, 64, 214
 Nelson, Ozzie, 92, 93
 Nelson, Ralph, 203, 219
 Nelson, Ricky, 92, 93
 Nettleton, Lois, 213
 Neville, John, 216, 227
 Neville, Oliver, 227
 New York City Ballet Company, 142
New York World's Fair Opening, 1939, 7, 9
 Neway, Patricia, 235, 236
 Newland, John, 199
 Newman, Paul, 212, 217, 218
 Newman, Phyllis, 209
 News and Special Events, 272, 273
 Nichols, Barbara, 38, 104, 110, 231
 Nichols, Mike, 65
 Nielsen, Leslie, 209
 Niesen, Gertrude, 137
 Nigh, Jane, 244
Night America Trembled, The, 229
Night Song, 211
Night to Remember, A, 203
Nightingale, The, 252
 Nimitz, Admiral Chester W., 180
Ninotchka, 276
 Niven, David, 230
 Niven, Mrs. David (Hjordis), 32
 Nixon, Richard M., 272
No License to Kill, 210
No Time for Sergeants, 213
Noah, 203
Noah's Ark, 109
 Nolan, Kathy, 110, 188
 Nolan, Lloyd, 205, 223, 245
 Nolte, Charles, 203, 205, 208, 228, 244
 Norris, Kathi, 267
 North, Sheree, 64
Northwest Passage, 254
 Norton, Cliff, 95, 174
 Noteworthyies, 144
Nothing But the Best, 136
 Novotna, Jarmila, 7, 225
 Nugent, Judy, 104
 Nye, Louis, 72, 73, 266

O

Oakes, Betty, 232
 Oakie, Jack, 65
 Oberon, Merle, 204, 215, 230, 255
 O'Brian, Jack, 21
 O'Brian, Hugh, 157, 239
 O'Brien, Erin, 44, 72
 O'Brien, Margaret, 194, 214, 229, 233
 O'Brien, Parry, 69
 O'Brien, Pat, 38
 O'Casey, Sean, 271
 O'Connell, Helen, 122, 145
 O'Connor, Donald, 60, 195
 O'Connor, Joseph, 227
 O'Connor, Senator, 273
October Story, 209
 O'Donnell, Cathy, 215
Oedipus the King, 268
Of Time and the River, 225
Oh! Susanna, 106
 O'Hara, Maureen, 127, 160
 Ohmart, Carol, 193, 204
 O'Keefe, Dennis, 217
Old Acquaintance, 230
Old Gold Cigarettes, 277
Old Lady Shows Her Medals, The, 207
Old Man, 221
Old Marshals Never Die, 213
Old Vic Company, The, 227

Olivier, Laurence, 219, 276
 Olsen and Johnson, 64
 Olson, LaRue, 200
 Olson, Nancy, 215
Olympic Marathon, The, 115
Omnibus, 30, 268
On Bach, 268
On Borrowed Time, 51
On Opera, 268
One Man's Family, 232
One Red Rose for Christmas, 213
One Sunday Afternoon, 111
 O'Neal, Patrick, 98, 233
 O'Neal, William, 190
Onions in the Stew, 199
Open End, 270
 Oppenheimer, Jess, 80
 Oppenheimer, Dr. Robert J., 179
 Oreste, Kirk, 236
 Orr, Mary, 206
 Osgard, Miko, 212
 O'Shea, Michael, 104
Our Miss Brooks, 96
Our Town, 217, 218
Out There, 251
Over 21, 230
 Overton, Frank, 207
Ox-Bow Incident, The, 204

P

Paar, Jack, 63, 69, 71, 76, 77, 78, 79, 153, 171
 Page, Geraldine, 221
 Page, Patti, 122, 213
 Paget, Debra, 61
 Paige, Janis, 38, 42, 105, 124, 127
 Palance, Jack, 220
 Paley, William S., 7, 8
 Palmer, Betsy, 173, 209, 210, 244, 266
 Palmer, Bud, 275
 Palmer, Lilli, 224, 268
Panama Hattie, 214, 215
Pantomime Quiz, 266
 Panzini, Guido, 76
Papa Is All, 206
Paris, 173
 Parker, Fess, 198
 Parker, Frank, 165, 166, 167
 Parker, Willard, 242
 Parks, Bert, 139, 256, 264
 Parsons, Harriet, 180
 Parsons, Louella, 180
Party Line, 12
Passionate Pilgrim, 228
Pat Boone Show, The, 129, 130
Patrice Munsel Show, The, 129
Patterns, 203
 Patterson, Floyd, 274
 Paul, Les, 144
Paul Whiteman Show, The, 117
 Payne, John, 214, 239, 243
 Pearce, Al, 60
Pearl Harbor Day, 10
Peck's Bad Girl, 111
Peer Gynt, 214
People Are Funny, 256
People's Choice, The, 103
 Peppard, George, 212, 222
 Perelman, S. J., 13
 Perkins, Marlin, 269
Perry Mason, 245, 246
Perry Como Show, The, 25, 52, 58, 59, 73, 77, 101, 119, 120, 124
 Persoff, Nehemia, 221
Person to Person, 27, 52, 57, 63, 73, 77, 114, 115, 159, 163, 169, 171, 176, 178, 180, 181
Personal Appearance, 61
Pet Milk All Star Revue, 51
Peter Gunn, 245, 246

Peter Lind Hayes - Mary Healy Show, The, 57
Peter Pan, 188, 189
Petrified Forest, The, 217, 218
Phil Silvers on Broadway, 67
Phil Silvers Show, The, 67
Philadelphia Story, The, 214, 215
Philco Playhouse, 206, 207
Philco Relay Program, The, 53
Philco Television Playhouse, The, 163
Phillips, Barney, 245
Phillips, Lee, 209, 245
Phillips, Margaret, 11, 203, 228
Piazza, Marguerite, 23
Picasso, Pablo, 271
Pickens, Jane, 136
Pickens Sisters, 155
Pidgeon, Walter, 195
Pied Piper of Hamelin, The, 194
Piel Brothers, 277
Pinky Lee Show, The, 250
Pinza, Ezio, 190, 202
Pitts, Zasu, 106, 215
Pius XII, Pope, 13
Place in the Sun, A, 211
Place the Face, 264
Planter's Peanut Time, 121
Play the Game, 13
Play Your Hunch, 264
Playhouse 90, 25, 27, 36, 51, 53, 54, 55, 221
Play's the Thing, The, 163
Plot to Kill Stalin, The, 221
Plummer, Christopher, 155, 216, 222, 226, 228, 268
Plymouth Show Starring Lawrence Welk, The, 133
Poitier, Sidney, 270
Poland, 1957, 130, 179
Poleri, David, 236
Polesie, Herb, 261
Policeman Faces a Bribe, 208
Polka-Go-Round, 144
Polly Bergen Show, The, 58, 77
Pons, Lily, 22, 49
Pontiac Presents Perry, 119
Pontiac Star Parade, 195
Porter, Cole, 227
Porter, Don, 101
Portia Faces Life, 232
Portman, Eric, 210, 227
Portrait of a Murderer, 221
Poston, Tom, 72, 73
Powell, Dick, 230, 238, 239
Powell, Jane, 159, 192, 195
Power, Tyrone, 124, 191
Powers, Jimmy, 274
Powers, Mala, 253
Powers, Marie, 228
Prato, Gino, 262
Pratt, Judson, 246
President, 210
Presley, Elvis, 74, 153, 156
Preston, Wayde, 239, 241
Price Is Right, The, 261
Price, Leontyne, 235, 236
Price, Roger, 266
Price, Vincent, 211, 233, 262
Pride and Prejudice, 207
Pride of the Family, 104
Priest, Bobby, 74
Prima, Louis, 124
Prince and the Pauper, The, 226
Prince Rainier, Grace Kelly Wedding (Monaco), 273
Princess O'Rourke, 211
Princeton-Columbia Baseball Game, 6
Pringle, Aileen, 230
Pritchett, Florence, 260

Private Secretary, 101
Prize Performance, 171
Producer's Showcase, 35, 217, 218
Professional Father, 99
Prohut, Lou, 144
Project 20, 59
Promenade, 191
Protege, The, 210
Provost, Jon, 248
Prudential Family Playhouse, 230
Prud-Homme, Cameron, 213
Prussing, Louise, 203
Puccini, Giacomo, 235
Puleo, Little John, 46
Pulitzer Prize Playhouse, 208
Pursuit, 246

Q

Qualen, John, 230
Quality Street, 207
Quayle, Anthony, 218
Queen for a Day, 257
\$64,000 Question, 262
Quinlan, Roberta, 116, 145
Quinn, Carmel, 165, 167
Quinn, Luis, 247
Quiz Kids, The, 260

R

Racket Squad, 244
Rafferty, Frances, 109
Rainer, Luise, 13
Rainier, Prince, 273
Rains, Claude, 51, 210
Raitt, John, 129, 135, 189, 190, 236, 252
Ramar of the Jungle, 253
Ramsey, Logan, 230
Randall, Sue, 247
Randall, Tony, 95
Randolph, Joyce, 27, 29
Range Rider, The, 242
Raskin, Arnie, 176
Rathbone, Basil, 212, 230
Ravazza, Carl, 70
Rawhide, 238, 239
Rawlinson, Brian, 254
Ray, Aldo, 231
Ray, Johnny, 33, 145, 160
Rayburn, Gene, 73, 265
Raye, Martha, 18, 34, 35, 73, 74, 119, 159, 201
Raymond, Gene, 258
Raymond, Verna, 19
RCA Victor Show, 117, 135
Reagan, Ronald, 202
Real McCoys, The, 110
Reardon, John, 236
Red Buttons Show, The, 55
Red Cross Program, The, 115
Red Mill, The, 195
Red Skelton Show, The, 36
Reddy, Tom, 265
Redgrave, Michael, 192, 268
Reed, Alan, 99
Reed, Donna, 111
Reed, Florence, 223
Reed, Janet, 143
Reed, Lydia, 110
Reed, Ralph, 108
Reeves, George, 249
Reeves, Steve, 91
Regan, Phil, 145
Reid, Carl Benton, 206
Reid, Elliott, 35, 124, 214
Reid, Frances, 206
Reiner, Carl, 21, 23

Renard, Florence, 261
Renaud, Line, 44
Rennie, Michael, 216
Requiem for a Heavyweight, 51, 220, 221
Restless Gun, The, 239, 243
Rettig, Tommy, 248, 249
Reunion in Vienna, 216, 217
Reynolds, Debbie, 46, 121
Reynolds, Marjorie, 100
Rice, Rosemary, 87, 88, 89
Rich, Doris, 203
Richard II, 224
Richard III, 276
Richard Diamond, Private Detective, 245, 247
Richards, Jeff, 255
Richardson, Howard, 214
Richardson, Ralph, 276
Rifleman, 239, 242
Rignoux, 7
Rigoletto, 236
Rin-Tin-Tin, 248, 249
Ring on Her Finger, 10
Ringling Brothers Circus, 157
Rip Van Winkle, 10
Ritchard, Cyril, 171, 188, 192, 209, 217, 222, 227
Ritter, Thelma, 209, 215
River Garden, The, 228
River of Doubt, 7
Roads, Mike, 242
Robards, Jason, Jr., 221
Robbins, Fred, 265
Robbins, Jerome, 188
Robert Montgomery Presents, 199
Robert Q. Lewis Matinee, The, 169
Robert Q. Lewis Show, The, 169
Robert Saudek Associates, 268
Roberta, 43, 58
Roberts, Pernell, 242
Robertson, Cliff, 248, 251
Robertson, Dale, 204, 238, 239
Robin Hood, 253
Robins, Barbara, 107
Robinson, Bill, 13
Robinson, Edward G., 262
Robinson, Jackie, 181
Robinson, Larry, 84
Rocca, "Argentina" Antonio, 181, 274
Rocket Rangers, 249
Rockwell, Robert, 96
Rocky Jones - Space Ranger, 249
Rod Brown of the Rocket Rangers, 251
Rodgers, Jimmie, 129, 136
Rodgers, Richard, 153, 219, 269
Rodman, Vic, 109
Rogers, Ginger, 32, 119, 120, 216, 217, 276
Rogers, Roy, 42, 239, 240
Rogers, Will, Jr., 155, 176
Roller Derby, 275
Roman, Ruth, 217
Romeo and Juliet, 216
Romero, Cesar, 34
Romulo, Carlos, 179
Rooney, Mickey, 67, 97, 119, 195, 210
Rooney, Pat, Jr., 156
Rooney, Pat, Sr., 156
Roosevelt, Eleanor, 11, 270
Roosevelt, Elliott, 270
Roosevelt, Franklin D., 7, 9
Roosevelt, Theodore, 7
Rootie Kazootie, 249, 250
Rorke, Hayden, 111
Rosalinda, 192
Rosario and Antonio, 13
Rose, Reginald, 210, 229

Ross, Joe E., 67
Ross, Lanny, 116, 136, 145
Roth, Lillian, 258
Roundtree, Martha, 273
Rounsville, Robert, 235, 236
Rowan and Martin, 64
Rowe, Carla, 144
Roxanne, 257
Royal Ballet, The, 217
Royal Family, The, 215
Rudie, Evelyn, 195, 220
Ruggles, Charles, 39, 104
Ruggles of Red Gap, 25, 192
Ruggles, The, 104
Ruick, Barbara, 135
Rumors of Evening, 221
Rumplestilskin, 252
Rush, Barbara, 211
Russ Morgan Show, The, 122
Russell, Connie, 122, 174
Russell, Jane, 43
Russell, John, 239, 243
Russell, Rosalind, 193
Russell, Tod, 250, 256
Russell, William, 253
Ryan, Helen, 123
Ryan, Robert, 220
Ryan, Sheila, 251
Ryder, Alfred, 229

S

Saber of London, 244
Sablon, Jean, 16
Saint, Eva Marie, 209, 217, 218, 232
Saint of Bleeker Street, The, 234
Salk, Dr. Jonas E., 269
Sally, 108
Salmi, Albert, 212
Salomon, Henry, 269
Salted Mine, The, 208
Salute to Baseball, 173
Sam Levenson Show, The, 176
Sandburg, Carl, 19
Sanders, David, 232
Sanders, Dirk, 190
Sanders, Lugene, 96, 100
Sands, Bill, 67
Sands, Tommy, 52, 121, 203
Sanford, Judy, 89
Santley, Joseph, 51
Sarnoff, General David, 7, 13
Saroyan, William, 268
Sastro, Juan, 143
Satins and Spurs, 191
Saturday Color Carnival, 136
Saturday Night Dance Party, The, 71
Saturday Night Revue, 47, 58, 137
Saturday Night Revue - Your Show of Shows, The, 21
Saville, Phillip, 206
Savo, Jimmy, 64
Savrola, 233
Saxe, Carl, 91
Scampy, 248
Scarcliff, Gene, 69
Schaefer, Goodwin, 260
Scheff, Fritz, 153, 156
Schell, Maria, 221
Schlitz Playhouse, 208
Schweitzer, Dr. Albert, 153
Scott, Alex, 254
Scott, Betty, 38
Scott, Hazel, 163
Scott, Helena, 236
Scott, Raymond, 149
Scott, Sydna, 245
Scott, Valerie, 33

- Scott, Vernon, 75
 Scourby, Alexander, 252
Sea Hunt, 253
 Seay, James, 230
Secret Man, The, 220
Secret Life of Danny Kaye, The, 182
Secret, The, 208
See It Now, 178, 179, 182
See What You Know, 13
 Seeley, Blossom, 154
 Segal, Marilyn, 213
 Selby, Sarah, 99
 Sellars, Elizabeth, 227
Senate Crime Committee, 273
Senate Rackets Investigation, 272
 Sennett, Mack, 258
 Serling, Rod, 203, 221
 Severeid, Eric, 273
 Seversky, Alexander P., 273
 Seymour, Dan, 256
 Seymour, John D., 232
Shadow and Substance, 233
 Shakespeare, William, 233
Shape, The, 189
 Shapiro, Maxie, 34
 Sharpe, John, Jr., 212
 Shatner, William, 213, 268
 Shaw, George Bernard, 202, 224
 Shaw, Leon, 203
 Shaw, Robert, 254
 Shawn, Dick, 191
She Also Ran, 230
She Stoops to Conquer, 203, 268
 Sheehan, Pat, 137
 Sheen, Bishop Fulton J., 183
Sheena, Queen of the Jungle, 253
 Shelley, Joshua, 244
 Shelton, George, 260
 Sheridan, Phil, 250
 Sherman, Hiram, 8
 Sherrill, Joya, 213
 Sherwood, Bobby, 266
 Sherwood, Gale, 193
 Sherwood, Roberta, 195, 201
 Shine, Private G. David, 272
 Shipp, Mary, 102
Shirley Temple's Storybook, 252
Shock Theatre, 276
 Shore, Dinah, 24, 41, 44, 51, 54, 63, 124, 125, 126, 127
 Shore, Missy, 124
Show Business, Inc., 56
Show Goes On, The, 169
Show Off, The, 215
 Showalter, Max, 123
Shower of Stars, 30, 36, 51, 57, 64, 65
 Shriner, Herb, 61, 176
 Shuster, Frank, 154
Sid Caesar Invites You, 21
Side Street, 57
 Siepi, Cesare, 140, 141
Silent Thunder, 230
 Silver, 240
 Silver, Joe, 55
 Silverheels, Jay, 240
 Silvers, Phil, 14, 66, 67, 156
 Simms, Frank, 159
 Simms, Lu Ann, 165, 166, 167
 Sinatra, Frank, 19, 113, 114, 115, 126, 136, 217
 Singer, Stuffy, 107
 Singers, 145
Singing Lady, The, 11, 249, 250
Sister Angelica, 235
 Skelton, Red, 17, 36, 37, 38, 39, 82, 83
Skin of Our Teeth, The, 189, 208, 223
 Skinner, Cornelia Otis, 210
 Skulnik, Menasha, 212, 213
Skylark, 163
 Skylarks, The, 59
 Slater, Bill, 261
 Slandlee, Shirley, 245
Sleeping Beauty, The, 217, 252
 Slezak, Walter, 222
 Sloane, Everett, 210
Small One, 177
Small Servant, The, 210
Small World, 178
 Smith, Bob, 14, 249
 Smith, Jack, 200, 256
 Smith, Kate, 7, 28, 177
 Smith, Keely, 124
 Smith, Kenneth, 235
 Smith, Kent, 215, 224
 Smith, Knucklehead, 56
 Smith, Roger, 247
Smoke Jumpers, 204
 Snerd, Mortimer, 256
 Snider, Duke, 42
 Snowden, Leigh, 110
So This Is Hollywood, 105
 Soames, Michael, 217
 Soap Operas, 232
Soldiers, The, 105
 Soler, Lupe, 143
Somerset Maugham Theatre, 219
 Sommer, Jimmy, 112
Songs for Sale, 74
 Sothern, Ann, 80, 82, 101, 191
South Pacific, 153, 190
Souvenirs, 143
Space Cadet, 249, 251
 Specht, Bobby, 137
Spectaculars, 25, 34, 189, 191, 192, 193, 195
Speidel Show, The, 56
 Spike Jones and His City Slickers, 60
 Sportscasters, 275
 Sports Events, 274, 275
St. George and the Dragon, 185, 186
St. Helena, 206
 Stack, Robert, 204, 231
 Stafford, Jo, 145
 Stafford, Marian, 264
Stage Door, 9, 215
Stand By for Murder, 211
 Stang, Arnold, 14, 104
 Stanlee, Gene, 274
 Stanley, 98
 Stanley, Helene, 65
 Stanley, Kim, 206, 207, 229
 Stanwyck, Barbara, 30, 32
 Stapleton, Maureen, 221
Star of the Family, 57, 128
Star Spangled Revue, 43, 114, 124
 Starr, Frances, 229
 Starr, Kay, 191, 194
 Starr, Ricki, 274
 Stasheff, Ed, 12
State of the Union, 218
 Steele, Alfred, 75
 Steele, Mrs. Alfred (Joan Crawford), 75
 Stefansson, Vilhjalmur, 163
 Steiger, Rod, 209
 Stein, Fred, 260
 Stemple, Herbert, 263
 Sterling, Jack, 248, 249
 Sterling, Robert, 98, 191
 Stern, Isaac, 30, 143
Steve Allen Show, The, 17, 25, 35, 52, 72, 73, 74
 Steve Canyon, 255
 Stevens, Craig, 196, 245, 246
 Stevens, Mark, 245
 Stevens, Rise, 59, 140, 143, 191, 194, 276
 Stevens, Sheila, 211
 Stevens, Warren, 253
 Stevenson, Adlai, 173
 Stevenson, Robert Louis, 233
 Stewart, Fred, 244
 Stewart, James, 202
 Stickney, Dorothy, 219
Still Trumpet, The, 204
Stingiest Man in Town, The, 230
 Stockwell, Dean, 214
 Stokely, Mike, 266
 Stone, Harold, 84
 Stone, Mrs. Laura Marr, 258
 Stone, Sid, 19
Stone, The, 202
Stop Me If You Heard This One, 71
Stop the Music, 139
 Storch, Larry, 57, 65
 Storey, Ralph, 262
Stork Club, 57, 200
 Storm, Gale, 106
Storm, The, 229
 Strasberg, Susan, 231, 268
 Stratton, Gil, Jr., 104
 Stravinsky, Igor, 271
 Street, David, 70, 71
 Stricklyn, Ray, 208
Strike It Rich, 257
 Strom, Robert, 260, 262
Strong Medicine, 233
 Strudwick, Shepperd, 229
 Stuart, Gil, 39
Studio One, 27, 55, 57, 163, 229
Studio One in Hollywood, 229
Sugarfoot, 239, 240
 Sullavan, Margaret, 218, 229
 Sullivan, Barry, 205, 255
 Sullivan, Brian, 141
 Sullivan, Ed, 4, 36, 57, 61, 152, 153, 154, 155, 156, 157, 176, 177, 178
 Sullivan, Liam, 196, 252
Sunday in Town, 73
Sunrise Semester, 269
Sunset Boulevard, 199, 211
77 Sunset Strip, 245, 247
Super Circus, 248, 249
Superman, 249
Susan and God, 8, 9
Suspect, 207
Suspense, 244, 245
Suspicion, 246
 Susskind, David, 227, 270
 Swanson, Janet, 228
 Swayze, John Cameron, 273
 Sweeney, Bob, 105
 Swenson, Karl, 232
Swift Show, The, 116
Swift's Show Wagon, 135
Swing Into Spring, 128
 Suzuki, Pat, 130

T

- Taggart Light, The*, 211
 Taiang, Ambassador, 179
 Talbot, Nita, 105
Tale of Two Cities, A, 227
 Talent Associates, 227
Talent Scouts, The, 77, 130, 159, 165
Tales of the 77th Bengal Lancers, 253
Tales of Wells Fargo, 238, 239
 Tallchief, Maria, 142
 Tamara, 10
Taming of the Shrew, The, 223, 224, 236
 Tamiroff, Akim, 218
 Tandy, Jessica, 99, 209
 Tati, Jacques, 192
 Taylor, Elizabeth, 181
 Taylor, Robert, 276
 Taylor, Rod, 220
 Taylor, Tom, 86
 Taylor, Vaughn, 203, 212
 Tebaldi, Renata, 140, 141, 143
Ted Mack's Original Amateur Hour, 138
Television Goes to the Circus, 9
Tempest, The, 155
 Temple, Shirley, 252
Tennessee Ernie Ford Show, The, 52, 73
 Tennis, 275
 Terrace, Joan, 251
 Terrell, Steven, 108
Texaco Command Performance, 51
Texaco Star Theatre, The, 14, 17, 18, 49, 60, 71
Texan, The, 239, 242
Texas Ranger, 242
 Thatcher, T. J., 227
That's My Boy, 104
That Woman, 208
That Wonderful Year, 159
 Theatre Guild, The, 213
 Thebom, Blanche, 141
There Ought to Be a Law, 12
There Shall Be No Night, 222
Thin Man, The, 245, 246
This Happy Breed, 205
This Is Your Life, 35, 124, 258
This Is Your Life: Eddie Cantor, 53
This Is Your Life: Ernie Ford, 52
This Is Your Life: Jack Dempsey, 258
This Is Your Life: Mary Healy, 57
This Is Your Life: Milton Berle, 17
This Is Your Life: Steve Allen, 73
 Thomas, Danny, 40, 41, 42, 80
 Thomas, Frankie, 251
 Thomas, Lowell, 269
 Thomas, Thomas L., 141
 Thompson, Hugh, 235
 Thompson, Kay, 114, 220
 Thompson, Rex, 199, 226, 252
 Thor, Jerome, 245
 Thorndyke, Oliver, 206
 Thorne, Gary, 253
Those Two, 123
Those Whiting Girls, 105
Three Men on a Horse, 9
Thunder in Washington, 210
 Thurber, James, 178
 Thurman, Teddi, 76
Tic Tac Dough, 265
 Tillstrom, Burr, 184, 185, 186
Time of Your Life, The, 27
Timex All Star Jazz Show, The, 27, 73, 128
Timex Frank Sinatra Show, The, 114
 Tip, Emily, 277
 Tito, Josip, 179
To Each His Own, 211
To Tell the Truth, 266
Toast of the Town, The, 63, 153, 155
 Toastettes, 155
 Tobey, Kenneth, 253
 Tobey, Senator, 273
Today, 52, 63, 163, 171, 173, 175
Today With Mrs. Roosevelt, 270
 Todd, Ann, 210
 Todd, Michael, 121, 181
Together With Music, 205
 Tom Corbett, *Space Cadet*, 251

- Tom Sawyer*, 212
Tombstone Territory, 238, 239
 Tone, Franchot, 215, 229
Tongues of Angels, 229
Tonight, 54, 59, 71, 72, 73, 74, 75, 77, 171
Tonight at 8:30, 216, 217
Tonight: America After Dark, 75
Tonight on Broadway, 163
Tonight Show, The, 73
Tonight Starring Jack Paar, 77
Tony Martin Show, The, 117
Too Young to Go Steady, 109
 Toomey, Marilyn, 265
Top Tunes and New Talent, 133
Topaze, 54
Topper, 98
 Toppers, 166
 Torme, Mel, 74
 Torn, Rip, 212, 220
Tosca, 154, 236
 Toscanini, Arturo, 13, 237
Toscanini Memorial Program, The, 237
Tough Boy, 203
Tournament of Roses Parade, 273
 Towers, Natalie, 7
 Townsend, Mary, 38
Trackdown, 239, 243
 Tracy, Lee, 245
Tragedy in a Temporary Town, 210
Trail to Christmas, 202
Traveling Lady, The, 229
 Traubel, Helen, 47, 49, 130, 136, 160, 168
 Treacher, Arthur, 42
Treasure Hunt, 264
Treasure Island, 10
 Trevor, Claire, 217
Trial at Rouen, The, 235
Trial of Anne Boleyn, The, 268
 Trigger, 240
Trip to Bountiful, A, 209
 Tripp, Paul, 250
 Trotter, John Scott, 46
Troubleshooters, 247
 Troup, Bobby, 123
 Trout, Robert, 272
 Troy, Louise, 213
 Truex, Ernest, 95, 96, 101
 Truman, Bess (Mrs. Harry S.), 180
 Truman, Harry S., 11, 13, 175, 179, 180, 272
 Truman, Margaret, 16, 49, 153, 180
Truth or Consequences, 257
 Tryon, Tom, 198, 204, 211
 Tucker, Richard, 141
 Tucker, Sophie, 49, 154
 Turnbull, Glenn, 57
 Turner, Lana, 153
 Tuttle, Lurene, 108
Twelfth Night, 207, 223, 224
Twelve Angry Men, 229
Twentieth Century Fox Hour, The, 204
Twentieth Century, The, 205, 269
Twenty Cent Tip, 196
Twenty-One, 263
Twenty Questions, 261
Two for the Money, 59, 61, 176
 Tyler, Beverly, 64
 Tynes, Margaret, 213
 Tyrrell, Ann, 101
- U
- Uncle Miltie*, 17, 18
Uncle Wethbee, 200
Undesirable, The, 211
Unlighted Road, The, 208
 Untermeyer, Louis, 259
- Untouchables, The*, 231
 U-Nu, 179
Up to Paar, 77
Upbeat, 123, 213
 Uppman, Theodor, 235
U.S. Steel Hour, The, 25, 213
U.S.A. Canteen Show, 116
 Ustinov, Peter, 77, 268
- V
- Valentino, Rudolph, 276
Valiant Lady, 232
Valiant, The, 9
 Vallee, Rudy, 192
 Valli, June, 129, 145, 149, 150
 Vanderbilt, Gloria, 212, 213
 Vandeventer, Fred, 261
 Van Doren, Charles, 175, 263
 Van Doren, Mamie, 146
 Van Horne, Harriet, 272
 Van Patten, Dick, 87, 88, 89
 Vance, Vivian, 80, 82, 83
 Varden, Evelyn, 210
 Vasques, Roland, 143
 Vaughn, Frankie, 122
Vaughn Monroe Show, The, 117
 V. E. Day, 13
 Velia, Tania, 110
Velvet Alley, The, 221
Verdict Is Yours, The, 232
Verdict of Three, 220
 Verdugo, Elena, 97
Versatile Varieties, 193
Vic Damone Show, The, 128
Victory at Sea, 269
Victory Over Polio, 269
 V. J. Day, 13
Virtuous Island, The, 268
Visit to a Small Planet, A, 209
Visits With Distinguished Persons, 271
Voice of Firestone, The, 140, 141
 Von Nardroff, Elfrida, 263
 Von Zell, Harry, 91
- W
- Wagner, Robert, 204
Wagon Train, 239, 241, 242
 Walker, Clint, 239, 241
 Walker, Jimmy, 7
 Wallace, Mike, 202, 270
 Wallace, Paul, 94
 Wallach, Eli, 221, 222, 231, 252
 Walsh, Jimmy, 251
Walt Disney Presents, 198
Walter Winchell File, The, 201
Walter Winchell Show, The, 201
Wanted - Dead or Alive, 239, 243
War and Peace, 236
War Nerves, 10
Ward Three, 4 P.M. to Midnight, 208
 Warfield, William, 225
 Waring, Fred, 13, 116, 266
 Waring, Fred, Jr., 116
 Waring, Richard, 224
 Waring, Tom, 116
 Warwick, Robert, 252
 Washbrook, Johnny, 251
Washington Square, 17, 137
 Waterfield, Bob, 266
Waterfront, 255
 Waterman, Willard, 112
 Waters, Ethel, 13, 102, 156
 Watson, Lucile, 207
 Watson, Milton, 7
 Wayne, David, 192, 193, 205, 217
 Wayne, Johnny, 154
 Wayne, Pat, 111
- We the People*, 173, 256
 Weaver, Charlie, 77, 79
 Weaver, Doodles, 7, 64
 Weaver, Pat, 23
Web, The, 244
 Webb, Jack, 245
 Webb, Richard, 228, 251
 Webber, Peggy, 245
 Webber, Robert, 251
 Weede, Robert, 230
 Weill, Kurt, 235
 Weissmuller, Johnny, 254
 Welch, Joseph N., 268
Welcome Travelers, 256
 Welk, Lawrence, 132, 133
 Welles, Orson, 156, 205, 268
 Wences, Senor, 157
 Wendell, Bill, 265
West Point, 214
 Westerns, 238, 239, 240, 241, 242, 243
 Westinghouse, 277
Westinghouse Desilu Playhouse, The, 80
 Westminster, Nydia, 108
 Westminster Choir, 12
 Weston, Jack, 251
What's My Line, 59, 73, 171, 259
What's Your Word, 171
Wheel of Fortune, 256
Whirlybirds, 253
Whistling Wizard, 249
 White, Betty, 108
 White, Chris, 247
White House, Tour of, 272
 Whiteman, Paul, 117, 141
Whiteman's TV Teen Club, 117
 Whiting, Barbara, 105
 Whiting, Jack, 111
 Whiting, Margaret, 105, 145
 Whitman, Stuart, 111
Who Do You Trust?, 256
Who Said That?, 47, 71, 163, 171, 261
Who's Earnest, 213
 Wicker, Irene, 250
 Wickes, Mary, 83
Wide Wide World, 17, 119, 173
 Wilcox, Collin, 226
Wild Bill Hickok, 239
 Wild, Earl, 141
Wild Swans, The, 252
 Wilder, Thornton, 9
 Wilding, Michael, 204
 Williams, Andy, 129, 130, 145
 Williams, Bill, 108, 202, 231, 240
 Williams, Esther, 157, 195
 Williams, Guy, 255
 Williams, John, 221, 225
 Williams, Richard, 244
 Williams, Spencer, 98
 Williams, Tennessee, 270
 Wills, Chill, 242
 Willy, 105
 Wilson, Don, 30
 Wilson, Earl, 75
 Wilson, Mrs. Earl, 75
 Wilson, Eileen, 149
 Wilson, Jane, 169
 Wilson, Julie, 145, 255
 Wilson, Marie, 102
 Wilson, Meredith, 266
 Wilson, Perry, 207
 Wilson, Ward, 260
Win With A Winner, 265
 Winans, Roby, 109
 Winchell, Paul, 13, 56, 266
 Winchell, Walter, 17, 201
 Windsor, Marie, 39, 106, 208
 Winkelman, Michael, 110
Winky Dink and You, 250
Winner Take All, 264
 Winninger, Charles, 106
- Winters, Gloria, 104
 Winters, Jonathan, 78
 Winters, Marjorie, 74
 Winters, Roland, 97
 Winters, Shelley, 42, 210, 217, 226, 270
 Winwood, Estelle, 216
Wisdom, 271
Wise Elders, 271
Wizard of Oz, The, 276
 Woman's Programs, 267
Women, The, 216, 217
Wonderful Town, 193
 Wong, Anna May, 216
 Wood, Natalie, 42
 Wood, Peggy, 87, 88, 89, 206, 208
 Woodward, Joanne, 204, 206, 207, 268
 Woolley, Monty, 215
World at Home, 171
World Series, 275
Would-Be Gentleman, The, 64
 Wray, Fay, 104
 Wrestling, 9, 274
 Wright, Frank Lloyd, 268, 270, 271
 Wright, Teresa, 196
 Wright, Will, 80
 Wrightsman, Earle, 128
Wuthering Heights, 226, 227
 Wyatt Earp, 239
 Wyatt, Jane, 94
 Wycherly, Margaret, 230
 Wyler, Gretchen, 135
 Wynn, Ed, 42, 46, 50, 51, 119, 159, 195, 210, 220
 Wynn, Keenan, 205, 231, 247
 Wynn, May, 109
 Wynter, Dana, 204
 Wynyard, Diana, 217
 Wyszynski, Cardinal, 179
- X
- Xavier Cugat Show, The*, 122
 Ximenez, Robert, 143
- Y
- Yager, Susan, 236
 Yamaguchi, Shirley, 199
Yancy Derringer, 255
 Yankees, 275
Year of Crisis, 178
Yellow Jack, 217
Yeomen of the Guard, The, 225
You Asked for It, 200
You Can't Win 'Em All, 208
You'll Never Get Rich, 67
 Young, Alan, 56
Young Lady of Property, A, 206, 207
 Young, Loretta, 196, 197
Young Man From Kentucky, 204
 Young, Mary, 246
Young Mr. Bobbin, 108
 Young, Robert, 94
 Youngman, Henny, 58
Your Hit Parade, 148, 149, 150
Your Show of Shows, 21, 22, 23, 25, 171, 173
You're the Top, 205
Youth Wants To Know, 63
- Z
- Zabach, Florian, 123
 Zacherley, 276
Zane Grey Theatre, 238, 239
 Zimbalist, Efrem, Jr., 245, 247
Zoo Parade, 269
 Zorro, 255
 Zulli, Dr. Floyd, 269
 Zworykin, Dr. Vladimir, 7