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 "Satan and God" with Gertrude Lawrence; the 1940 Republican National Convention in Philadelphia; the 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, Dragagnet, 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.
PICTORIAL HISTORY OF TELEVISION

by Daniel Blum

Dolton Public Library
Dolton, Ill. 60419

CHILTON COMPANY - BOOK DIVISION - Publishers
Philadelphia and New York
ACKNOWLEDGMENTS

I wish to thank:

JOHN O'KEEFE

whose valuable help made this book possible

also

MARK RICHARD

for his aid

and


and

T.V. GUIDE

Copyright © 1959 by Daniel Blum

Published in Philadelphia by Chilton Company and simultaneously in Toronto, Canada, by Ambassador Books, Ltd.

All Rights Reserved

Manufactured in the United States of America

Library of Congress Catalog Card Number 59-9040
To

CATHERINE MARKS BAKER

— with love
## CONTENTS

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

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

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

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 WNBG (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,
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 19)
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
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 documentaries 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.
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)
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 emceeing 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.
"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.
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.
Max Liebman, producer, discussing script with Coca and Caesar

Hamilton Trio in "Your Show Of Shows"

Bambi Lima, 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
Final performance on June 5, 1954, of "Your Show Of Shows" which was conceived by Pat Weaver.
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 Times All Star Jazz Show.
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"
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, 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 Valerie Scott

All photos by: WALTER PACH, Jr.

Benny with Rochester

Benny with Johnny Ray (TV debut)

Benny with Giselle McKenzie

Benny with Johnny Ray (TV debut)

Only 39

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

Jack Benny and Friend

Jack Benny, Mary Livingston, Maurice Chevalier

Benny, Rochester and the Maxwell

Jack Benny and the Ronald Colmans
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.

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.

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.
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 Kididdlehopper 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.
Betty Scott, Sessue Hayakawa, Peggy Gordon

Red Skelton, Barbara Nichols, Ray Kellogg

Lou 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

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 Cerny

Jack Benny, Angela Cartwright, Rusty Hamer

The Danny Williams Family
Rusty Hamer, Angela Cartwright, Sherry Jackson, Danny Thomas, Marjorie Lord
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.
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
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.
"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.
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.
Ed Wynn and friends

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

Wynn with producer Joseph Santley, former stage star

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

Dennis Kohler, Ed Wynn, Claude Rains in "On Borrowed Time" on "Hallmark Hall Of Fame" NBC 1958
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 Personed* 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.
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.
ERNE 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.
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.
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.
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.
HERB SHRINER

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.

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

Olsen and Johnson on "Fireball Fun For All," NBC from June 29, 1949 to October 27, 1949.

Jan Murray

Jack Haley

Bobby Clark

Doodles Weaver


Rowan and Martin
Joey Adams
Larry Storch, Lee Jovee in comedy skit on "Cavalcade Of Stars," (Dumont)
Elaine May, Mike Nichols

Dave King
Phil Foster
Comics on Television


Dave King on "The Dave King Show"
Debut May 20, 1959.
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.
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.
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
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 May 30, 1952. He made several guest appearances on Steve Allen on Tonight. Morey Amsterdam has been on television since the spring of 1948 in Stop Me If You Heard This One. He appeared as a permanent cast 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.
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
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.
Steve in comedy sketch with Audrey and Jayne Meadows

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

Steve Lawrence, Eydie Gorme

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

Luau

Tonight Show


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

Harry Belafonte
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.
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 Panzani (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
Top: Jack Paar and Charlie Weaver reading a letter from Mama
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.
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

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.

Arthur Godfrey visits the Goldbergs for a kosher dinner

Harold Stone, Eli Mintz, Gertrude Berg. Center: Gertrude Berg, Arlene McQuade, Eli Mintz. Left Center: Arlene McQuade, Phillip Loeb, Gertrude Berg, Larry Robinson
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."
Peggy Wood as Mama

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


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 played her mother. The show closed on February 28, 1956.
Monette Moore, Zelda Cleaver, Willa P. Curtis as the old maid Crible Sisters

Spencer Williams as Andy, Alvin Childress as Amos

"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.


Alan Reed, J. Carrol Naish

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

Joan Caulfield, Barry Nelson, Steve Dunne

"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.
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.
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 Sothern made guest appearances with Desi and Lucy and with Perry Como among others. Susie McNamara became Katy O'Connor in The Ann Sothern 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.
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.

MY FRIEND IRMA
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.
Ilona Winters, Robert Cummings, in "My Hero," NBC, from November 8, 1952 to August 1, 1953.


William Bishop, James Dunn, Michael O'Shea, Ramie Hawkins, Judy Nugent, Tommy Bernard, Charles Ruggles, Margaret Kerry in "The Ruggles," ABC.


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


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
Men 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

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.
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.
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.

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).
**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.


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

Jimmy Sommers, Pat Crowley in *A Date With Jody*, ABC, June 2, 1951 to September 30, 1953.
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 Personed* 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*. 
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.


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.

The indestructible Paul Whiteman


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


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), Colgate Comedy Hour, Eddie Fisher, Dinah Shore Shows, Wide, Wide World and on March 24, 1959, he starred in a special, Pontiac Presents Perry.
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.


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

Patti Page, Frankie Vaughn


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


Joan Edwards on ABC, guest appearances.


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


Vincent Lopez on his own show from CBS, from October 13, 1956 to April 27, 1957.
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.
Production shot with Tab Hunter
Above: Frank Sinatra with Dinah

Nanette Fabray, Dinah Shore
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.


Louis Armstrong

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


Edie Adams

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

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

Janet Blair


Andy Williams, summer replacement 1959 for “Pat Boone Show,” ABC


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.
The Lennon Sisters: Kathy, Dianne, Peggy, Janet

Alice Lon with singing group

Lawrence Welk enjoys a joke

Dianne and Janet Lennon with Welk

Lawrence Welk with accordionist

Welk with bass violinist

Welk and company
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.
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.


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


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," NBC, April 13, 1957.


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

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

Pat Sheehan on "NBC Comedy Hour," 1956.


Stan Freberg TV comic

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


Charlie McCarthy, Edgar Bergen, Sue Carson on "Colgate Comedy Hour," NBC, April 17, 1953.
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.
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.
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.
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 of New York City Ballet Company

Maria Tallchief, Andre Eglevsky


Mr. and Mrs. Jose Ferrer
**BELL TELEPHONE HOUR**

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.
Singers Who Have Appeared On Television
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."
"Your Hit Parade," NBC, cast including Virginia Gibson, Tommy Leonetti, Jill Corey, Alan Copeland – 1957
"Your Hit Parade," NBC, cast including stars Snooky Lanson, Giselle MacKenzie, Russell Arms, Dorothy Collins - 1953

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.
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.
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, Fritz Schell, 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.
Maurice Chevalier, Sophie Tucker

Benny Fields and Blossom Seeley

Ed with Harry Belafonte

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

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 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
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
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.
Morgan - the basset hound
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.
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 Sinns and The Mariners

Tony Marvin, announcer, with salesman Godfrey

The Mariners and Frank Parker

Tony Marvin, Godfrey, Julius LaRosa, Frank Parker

Tony Marvin, announcer, with 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

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 Personed in 1955. Her many guest appearances include: Your Show of Shows, Ed Sullivan. Arlene has substituted for Garroway on Today and Paar on Tonight.
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 Lieberman'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.
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 (7:00-9:00 A.M.) CBS news and interview program. Debuted February 20, 1956. Off the air: April 5, 1957.

Bonnie Crevatt, Sam Levenson, Nancy French on “Two For The Money,” CBS Center: Levenson with Ed Sullivan’s winner of talent search, 176 Sgt. Arnie Ruskin

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, 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*.
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 years’ 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.

Edward R. Murrow

Grandma Moses began painting at 76, and 19 years later, a celebrate artist, she was presented on “See It Now,” December 13, 1955.
Carnal Abdel Nasser of Egypt
Dr. J. Robert Oppenheimer on
Wladislaw Gomulka and
Polish Parliament
Cardinal Wyszynski in Warsaw
Appeared On "See It Now," CBS
Josip Tito of Yugoslavia
Senator Joseph McCarthy's devastating
Carlos Romulo and Ambassador Taiang of Philippines

Dr. J. Robert Oppenheimer on
Edward R. Murrow and Prime Minister Ben-Gurion

Bessie Braddock, British M.P., at election rally in
Harry S. Truman (also above) reflects on his

Murrow on movie set with Sam Goldwyn on
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
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.
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

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, 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.
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
Mary Martin's *Peter Pan* was the first network presentation of a live 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.

**PETER PAN**

Mary Martin's *Peter Pan* was the first network presentation of a live 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

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.
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

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

Mary Martin

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

"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

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

knn Sothern in "Lady In The Dark" NBC Sept. 25, 1954

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

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


MAX LIEBMAN'S SPECTACULARS

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

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

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

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

SPECTACULARS
Oui!

Maurice Chevalier on NBC Spectacular
May 20, 1956

Non!

Cyril Ritchard, Jean Fern 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,
Michael Redgrave in "Ruggles Of Red Gap" 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


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


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.


SPECTACULARS
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.
WALT DISNEY

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.
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 January 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.
Jack Smith and Cleo on Rancher LaRue Olson with the World's only trained buffalo on

"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

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

Good evening Mr. and Mrs. North America and all the ships at sea. Let's go to press! FLASH...
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.
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.
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.
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.
Kendall Clark, Philip Coolidge, Dennis King, James Ganon, Stephen Courtleigh in "St. Helena" NBC Feb. 27, 1949

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

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

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

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

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

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

Joanne Woodward, Kim Stanley in "Young Lady of Property" NBC Philco Playhouse, April 15, 1953
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.
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, 1955

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

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
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.
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.
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.
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 Kulava, Jack Klugman in "Funny Heart"
CBS April 11, 1956

Basil Rathbone, Jack Carson, Florenee 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 Oscard in "The Little Bullfighter"
CBS June 5, 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.

Lois Nettleton, Richard Kiley, Farley Granger in “Hidden River” CBS July 2, 1955

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

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


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


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

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 Gothic, 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
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.
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 Flemyng in "Reunion In Vienna" NBC April 4, 1955

A. Farley Granger as Appolodorus 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
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 Becall; 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.
Akim Tamiroff, Lisa Ferraday, Alfred Lunt, Lynn Fontanne in "The Great Sebastians" NBC April 8, 1957
This was the Lunts' TV debut

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

PRODUCER'S SHOWCASE

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

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

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 Ghastley played her stepmother 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.
Dolly Bergen in "The Helen Morgan Story" CBS May 16, 1957

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

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

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


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
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.
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 Loring, Eva LeGallienne, 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, Christopher Plummer in "The Lark"

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

Julie Harris, Christopher Plummer in "Little Moon of Alban" NBC March 24, 1958
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.
Sarah Churchill, Barry Jones, Ruth Chatterton, Maurice Evans in "Hamlet" NBC April 26, 1953

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

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

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

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

Maurice Evans, Joan Greenwood in Shaw's "Man and Superman" NBC Nov. 25, 1956
Sara Haden, Thomas Mitchell in "Of Time and the River" NBC Oct. 1933

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


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

Patricia Morison, Alfred Drake, Julie Wilson, Bill Hayes in "Kiss Me Kate" NBC Nov. 20, 1958
Rita Gam, Judith Anderson

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

Viveca Lindfors, Judith Anderson, Rita Gam, Hume Cronyn

Eva Le Gallienne

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

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

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

Farley Granger, Brian Donlevy, Shelley Winters in "Beyond This Place" CBS Nov. 25, 1957
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.
Janet Swanson, Gracie Field in "Mrs. 'arris 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, 1948

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, 1959
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.
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, 1953

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
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.
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*. 
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.
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.
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

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 *Mária Golovin* and Timiko Kamazawa in *Madame Butterfly*.

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


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 Heidt 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

Pat Conway on "Tombstone Territory" 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

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. Gunsmoke (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

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

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

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

Bill Williams on "Adventures of Kit Carson" series Syndicated
Clint Walker on "Cheyenne" ABC Sept. 25, 1957. 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 15, 1957. Current

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

Harry Lauder, 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


John Payne (also above), Chuck Connors in "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

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"

Walter Hampden, James Dean, Betsy Palmer in "Danger"

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
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 Ellery. 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.

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


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


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

George Nader, Joyce Meadows in "The Man and the Challenge" NBC premiered Sept. 19, 1959


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 247

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

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


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

Original cast: George Cleveland, Jan Clayton, Lassie with Tommy Rettig.
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.
Shari Lewis with Lamb Chop and Charlie Horse on “Hi, Mom” NBC Aug. 15, 1957 – Mar. 20, 1959

Tod Russell on “Rootie Kazootie” NBC Oct. 14, 1950 – Nov. 21, 1952

Dr. Frances Horwich (also above) of “Ding Dong School” NBC Nov. 24, 1952 – Dec. 28, 1956


Betty Jane Howarth, Pinky Lee on “The Pinky Lee Show” NBC

Paul Tripp, “Mr. I. Magination” CBS Apr. 24, 1949 to June 28, 1952


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
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.
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).
Richard Greene in "The Adventures of Robin Hood"

Keith Larsen, Buddy Ebsen, Don Burnett
NBC Sept. 14, 1958 - Sept. 18, 1959

Johnny Weissmuller with Kimba on
"Jungle Jim" series – syndicated

Barry Keegan, Richard Greene
Above: Patricia Driscoll, Richard Greene

Alex Scott, Brian Rawlinson, Robert Shaw
Paul Hansard on "The Buccaneers"
CBS Sept. 22, 1956 - Sept. 14, 1957
Barry Sullivan on "Harbour Master"

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"

Jock Mahoney on "Yancy Derringer"

Guy Williams on "Zorro"

Buster Crabbe, Cuffy Crabbe (Also above)
on "Captain Gallant Of The Foreign Legion"
NBC Feb. 13, 1955 to Dec. 7, 1957

James Griffith, Dean Fredericks
on "Steve Canyon"
NBC Sept. 13, 1958 - Sept. 8, 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


Primo Camera, Charlie McCarthy, Edgar Bergen, Mortimer Snerd on "Do You Trust Your Wife?" CBS fan. 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


Emcee Bill Leyden on "It Could Be You" NBC Daytime June 4, 1956, Nights June 2, 1958 - still 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

AUDIENCE PARTICIPATION PROGRAMS

Roxanne, Bud Collyer, M.C., with contestants in "Beat the Clock" CBS March 23, 1950 - Sept. 12, 1958
**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.
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.
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

Kitty Carlisle, Maggi McNellis, Binnie Barnes, Nancy Kelly, Florence Pritchett on “Leave It To The Girls”
NBC Aug. 21, 1947 - Dec. 30, 1951

Peter Donald, Senator Ford, Joe Laurie, Jr., Harry Hershfield, Ward Wilson on “Can You Top This”
ABC Oct. 3, 1950 - March 21, 1951

Goodwin Schaefer, Peter Muller, Clifton Fadiman, Richard Cutler, Robert Stromm on “Quiz Kids”
CBS Jan. 13, 1952 - Sept. 27, 1956

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

Johnny McPhee, Herb Palese, Fred Vandeventer, Florence Renard, Bill Slater on "Twenty Questions"
ABC July 6, 1954 - May 3, 1955

Bill Cullen, emcee

Bill Henry, H. V. Kaltenborn, Joy Hodges, Morey Amsterdam on panel of "Who Said That?" NBC Dec. 9, 1948 - July 19, 1954
$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.
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.
Hugh Downs on "Concentration"
NBC premiered Aug. 24, 1958—still running

George DeWitt with Eddie Hodges
and above with other contestants on
"Name That Tune"

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

Com Anderson, Mike Hughes, Dennis Duffy, Tim Durphy, Allen Ludden on "G-E College Bowl"
CBS Jan. 4, 1959 - June 28, 1959

Harland Meistrell, Merv Griffin, emcee, on
"Play Your Hunch"

Bill Cullen with contestants on "Place The Face"

Tom Anderson, Mike Hughes, Dennis Duffy, Tim Murphy, Allen Ludden on "G-E College Bowl"
CBS Jan. 4, 1959 - June 28, 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 Cotts, 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


Fred Waring with Peter Donald, M.C. on "Masquerade Party".


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.
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
INTERVIEW PROGRAMS
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 Landowska.
Dr. Bergen Evans, Groucho Marks, Harriet Van Horne, John Mason Brown on "The Last Word" CBS


Dwight D. Eisenhower delivers his inaugural address as 34th president in 1953

Miss America Pageant Sept. 6, 1958 Televised by CBS

Harry S. Truman takes nation on conducted tour of White House via TV over 3 major networks May 1952

Nixon visits Khrushchev at American Fair Moscow Aug. 1959 NBC-TV


McAey's Annual Thanksgiving Day Parade NY

Charles Collingwood

Kenneth Banghart

John K. M. McCaffery

Ben Grauer

Walter Cronkite

Robert Trout
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.
Antonino Rocca gets his man

Gorgeous George

Rocky Marciano knocks out Joe Louis in the eighth round on NBC-TV from Madison Square Garden 1951

Verne Gagne

Ricki Starr

WRESTLERS

Floyd Patterson-Tommy Jackson heavyweight bout NBC July 29, 1957 from Polo Grounds, N. Y.

Gene Stanlee (Mr. America)

Gorgeous George

Kenny Ackels

Mark Lewin, Don Curtis

Verne Gagne

Ricki Starr

Football

Basketball

Marty Glickman

Jimmy Powers

274
SPORTS

Television has always provided a generous amount of sportscasts 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. Televiewers 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.
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.
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, Jo, 65
Adams, Julie, 211
Adly, Wesley, 207, 214, 251
Adler, Peter, 235
Admiral Broadway Revue, The, 21
Adventures, 253
Adventures in Music, 143
Adventures of Hiram Holiday, The, 105
Adventures of Kit Carson, 240
Adventures of Ozzy and Harriet, 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
Agnosky, Martin, 273
A.I. Wildermess, 223
Aherne, Brian, 216
Aiken, David, 234
Air Raid Wardens Instruction, 12
Aiken, David, 234
Aherne, Brian, 216
Albertson, Mabel, 105
Albert, Eddie, 136, 191, 230
Albert, John, 206
Albertson, Mabel, 105
Albright, Lola, 246
Alcoa Theatre, The, 210
Aldrich Family, The, 107
Alexander, Ben, 245
Alexander, John, 215
Alexander, Rod, 22, 193
Alfred Hitchcock Presents, 245, 247
Ali Baba and the Forty Thieves, 12
Alice in Wonderland, 225
All Star Revue, The, 35, 49, 59, 60,
Albanese, 234
Allen, Steve, 73
Allen, Fred, 59, 259
Allen, Chet, 234
Allen, Fran, 173, 185, 186, 187,
257
Allen, Tom, 234
Alberoni, Sherry, 51
Alberghetti, Anna Maria, 43, 130
Alfred Hitchcock, 245, 247
Alexander, Joan, 266
Alexander, Constance, 199
Alexander, Bob, 257
Andrews, Julie, 124, 195, 205, 219
Andrews, Charlie, 220
Andes, Laurie, 135
Anderson, Judy, 217, 221, 233,
234, 236, 229
Anderson, Marion, 182
Anderson, Tom, 264
Andrews, 232
Andrews, Julie, 124, 195, 205, 219
Andy Williams-June Vally Show, The,
129
Angel Street, 214, 233
Angeli, Pier, 231
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Antoine, Tex, 200
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Christie, 230
Antonini, Alfredo, 219
Antoine, Tex, 200
Annie Get Your Gun, 188, 190
Anne Oakes, 243
Coulouris, George, 206
Coulter, Dorothy, 236
Count of Monte Cristo, The, 227
Country Fair, 160, 162, 173
Couple of Swells, A, 193
Court, Hazel, 98
Courtney, Margaret, 227
Court, Hazel, 98
Couple of Swells, A, 193
County Fair, 139, 256
Count of Monte Cristo, The, 227
Coulouris, George, 206
Darwell, Jane, 163
Dark of the Moon, 214
Dark Hammock, 206
Dark of the Moon, 214
Darkness at Noon, 217
Dana, Mark, 196
Dano,. Royal, 268
Dano Runyon Marathon, The, 179
Daron, Diego, 227
Darwin, Charles, 52, 176
D'Andrea, Tom, 100, 105
Dancing: A Man's Game, 268
Dana, Mark, 196
Damone, Vic, 128, 145
Dale, Dick, 133
Dailey, Dan, 85
Cyrano de Bergerac, 206, 216
Culp, Robert, 239, 243
Curtis, Tony, 202
Curtis, Willa P., 98
Cutler, Richard, 260
Cutts, Patricia, 265
Cypher, John, 219
Cyrano de Bergerac, 206, 216
Dagmar, 51, 70, 71
Dale, Dan, 65
Dale, Dick, 133
Daly, John, 259, 273
D'Amico, Jacques, 142, 143
Damon Runyon Marathon, The, 17, 121
Dame, Vic, 128, 145
Dana, Mark, 196
Dancers, The, 207
Dancing: A Man's Game, 268
D'Andrea, Tom, 167, 108
Dandridge, Ruby, 102
Danger, 244
Danko, Tom, 236
Danny Thomas Show, The, 41
Dano, Royal, 268
Dark Hammock, 206
Dark of the Moon, 214
Darkness at Noon, 217
Darwin, Charlie, 147
Darwell, Jane, 183
Date With the Angels, 108
Date With Judy, A, 112
Date With Life, 97
Davalos, Richard, 203, 233
Davy Crockett, 198
Day, Dennis, 117, 135
Day, John, 133
Day, Dennis, 117, 135
Day Lincoln Was Shot, The, 205
Dawn, Hazel, Jr., 230
Day, Dennis, 117, 135
Day Lincoln Was Shot, The, 205
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120
Dawson, Jack, 120

Merrill, Buddy, 133
Mercer, Johnny, 105
Mendoza, Harry, 108
Member of the Wedding, The, 228
Melissa, 163
Melchior, Lauritz, 152
Meet the Press, 273
Meet the Governor, 61
Meet the Lucy Family, 236
One Red Rose for Christmas, 213
One Sunday Afternoon, 211
O’Neal, Patrick, 98, 233
O’Neal, William, 190
Onions in the Stew, 199
Open End, 270
Oppenheimer, Jos, 80
Oppenheimer, Dr. Robert J., 179
Oreste, Kirk, 236
Orr, Mary, 206
Oscar, Mike, 212
O’Shea, Michael, 104
Our Miss Brooks, 96
Our Town, 217, 218
Out There, 251
Over 21, 230
Overtone, Frank, 207
Owens, Paul, 270

N

Nader, George, 244, 245, 247
Nadel, Teddy, 262
Naish, J. Carroll, 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
Not "King" Cole Show, The, 122
Naughty Marietta, 191
Naud, Lillian, 265
NBC Bandstand, 122
NBC Comedy Hour, 137
NBC Opera in the Air, 235
NBC Spectaculars, 25, 34, 189, 191, 192, 193
NBC Symphony, 13, 237
Nash 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, Olive, 227
New York City Ballet Company, 142
New York World’s Fair Opening, 1939, 7, 9
Neway, Patricia, 235, 236
Newland, John, 199
Newman, Phyllis, 209
News and Special Events, 272, 273
Nichols, Barbara, 38, 104, 110, 231
Nickles, Mike, 65
Nelsen, Leslie, 209
Niesen, Gertrude, 137
Nigh, Jane, 244
Night America Trembled, The, 229
Night Song, 211
Night Time for Sergeants, 113
Noah, 203
Noah’s Ark, 190
Nolan, Kathy, 118, 188
Nolan, Lloyd, 205, 223, 245
Nolte, Charles, 203, 205, 228, 244
North, Sheree, 64
Northwest Passage, 254
Norton, Cliff, 95, 174
Norton, Judy, 104
Nye, Louis, 73, 73, 266

O

Oakes, Betty, 232
Ockle, Jack, 65
O’Connor, Merle, 204, 215, 230, 255
O’Brien, Jack, 21
O’Brien, 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’Donnell, Cathy, 215
O’Brien, Joe, 193
O’Brien, Maureen, 122
O’Connor, Donald, 60, 195
O’Connor, Joseph, 227
O’Connor, Senator, 273
October Story, 209
Old Acquaintance, 125
Old Friends, 125
Old Kingdom, The, 235
Old Night, 216
Old Man, 221
Old Reliable, Never Die, 213
Olive Family, The, 227
Olivier, Laurence, 219, 276
Olsen and Johnson, 64
Olson, Mary, 190
Olson, Nancy, 215
Olympic Marathon, The, 115
Oompho, 30, 268
On the Air, 268
On Borrowed Time, 51
On Opera, 268
One Man’s Family, 232
One Red Rose for Christmas, 213
One Summer Afternoon, 211
O’Neal, Patrick, 98, 233
O’Neil, William, 190
Onions in the Stew, 199
Open End, 270
Oppenheimer, Jos, 80
Oppenheimer, Dr. Robert J., 179
Oreste, Kirk, 236
Orr, Mary, 206
Oscar, Mike, 212
O’Shea, Michael, 104
Our Miss Brooks, 96
Our Town, 217, 218
Out There, 251
Over 21, 230
Overtone, Frank, 207
Owens, Paul, 270
P

Paa, Jack, 63, 69, 71, 76, 77, 78, 79, 153, 171
Page, Geraldine, 221
Page, Fatts, 122, 213
Paget, Debra, 61
Paige, Janis, 38, 42, 105, 124, 127
Palace, Jack, 220
Paley, William S., 7, 8
Palm, Betsy, 173, 209, 210, 244, 266
Palmer, Bud, 275
Palmer, Lilli, 224, 268
Pamela, 215
Pammentor Quiz, 206
Pandini, Guido, 76
Papa Is All, 206
Paris, 173
Parker, Foss, 198
Parker, Frank, 165, 166, 167
Parker, Willard, 242
Parks, Bert, 139, 258, 264
Pars, Han, 180
Parsons, Louella, 180
Party Line, 12
Passionate Pilgrim, 228
Pat Benatar Show, The, 129, 130
Patrice Munsel Show, The, 129
Patterns, 203
Patton, Lloyd, 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
Peck, Tug, 214
People Are Funny, 256
People’s Choice, The, 103
Peppard, George, 212, 222
People From Other Worlds, 180
Person to Person, 27, 52, 57, 63, 73, 77, 114, 115, 159, 163, 169, 171, 176, 178, 180, 181
Personals, John, 161
Peter Genn, 245, 246

285