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INCLUDING

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (11)

CBS- 4-4:30pm EST, Mon thru Fri; DEBUT; Robert Q. Lewis Show; from WCBS-TV(NY), to the net. Sustaining. Pkgr- Rosebush Enterprises, Inc(NY); Exec Prod- Marlo Lewis(CBS); Prod- Rai Purdy(CBS); Prod Superv- Jim Drummond; Dir- Frank Satenstein; Music Dir- Ray Bloch (& Orch); Sets- Dick Jackson; Costumes- Blanche Hunter; Choreog- Don Liberto; Staff Writers- Ray Allen, Bob Cone, Harvey Bullock; Prog Anncr- Lee Vines. Informal comedy-variety program, starring Robert Q. Lewis, supported by male vocalists Jan Arden and Earl Wrightson, female vocalists Jaye P. Morgan and Lois Hunt, dancer Don Liberto, and the Chordettes, all-girl singing group (Wednesdays only).

DuM- 9-9:30pm EST; HIGHLIGHT; New Farm Policy; from WPTG(Wash), to the net. Sustaining, public service. Secretary of Agriculture Ezra T. Benson explains the administration's new farm policy as presented to Congress by President Eisenhower.

NBC- 10:30-11am EST, Mon thru Fri; DEBUT; Breakfast In Hollywood; from KNBH (H'wood), to the net. Sustaining. Pkgr- Chet Mittendorf; Prod- William Kayden; Dir- John B. Lyman, III; Assoc Dirs- Emma Helen Bode, Henry Taylor; Music Dir- Vic Valente. TV debut of the long-time radio program, with Johnny Dugan as m.c., originating from the Sun Club of the Ambassador Hotel. Visual features added include a guest hostess of the week to aid in conducting interviews with celebrities. The regular features carried over from radio include the Good Neighbor award, the Wedding Ring ceremony, a salute to the "100-year-old for the day," and the dedication of songs by Dugan to listeners.

NBC- 11:30am-12noon EST, Mon thru Fri; RETURN; Ask Washington; from WNBW(Wash), to the net. Sustaining. Pkgr- NBC-TV News and Special Events; Prog Superv- Julian Goodman(NBC); Dir- Robert Doyle; Anncr- Holly Wright. Each day a panel of three Washington commentators will answer viewer's questions (read by Holly Wright) submitted by mail or telegram. Panel pool will include Morgan Beatty, David Brinkley, Leif Eid, Richard Harkness, Bill Henry, Joseph C. Harsch, Ned Brooks, Earl Godwin, Ray Scherer and Esther Van Waggoner Tufty, with occasional special guests. The program had previously been on the air during the 1952 political conventions and was a regular program during the 1953 Congressional session, leaving the air at the end of June, 1953. It now replaces The Bennetts (11:30-11:45am) and Follow Your Heart (11:45-12noon) both M thru F.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Tuesday(12)

DuM- 9-9:30pm EST; HIGHLIGHT; The Evolution of Foreign Policy; from WABD(NY), to the net. Sustaining, public service. Secretary of State John Foster Dulles will review U.S. foreign policy at a meeting of the Council on Foreign Relations at the Hotel Pierre, New York.

Saturday(16)

ABC- 6-6:15pm EST; NET DEBUT; The Tommy Henrich Sports Show; from WABC-TV(NY); no. of stations indefinite. Sponsor- Emerol Manufacturing Co (Marvel Mystery Oil & Oilers) thru Hilton & Riggio, Inc(NY); Acct Exec & Agcy Superv- Joseph P. Quin (cq) Jr. Pkgr- Gross-Baer Productions(NY); Prod- Jerry Gross & Norman Baer; Prod Superv- Howard Ruben; Dir- Bill Balaban; Writer- Tommy Henrich. Tommy Henrich presents news of sports and interviews with leading sports figures. The program has been seen locally over WABC-TV for the same sponsor at the same time and switches to network on this date.

Sunday(17)

ABC- 1-1:15pm EST; DEBUT; Elmer Davis; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV News Dept; Dir- Baron Trenner, Jr. The news commentator returns to broadcasting for his first regular TV program after ill health forced his temporary retirement in October. He had previously been heard regularly on ABC radio. Program replaces Gerald W. Johnson in the same time slot. The latter program continues only over WAAM(Baltimore), its regular originating station, at a new time.

CBS- 2:30-3pm EST; HIGHLIGHT; New York Portrait, LIVE & FILM; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV Public Affairs Dept, with the Museum of the City of New York & the Federal Hall Memorial Museum; Prod-Dir- William Workman(CBS); Staff Writer- Cleveland Rogers. Special program marking the 300th anniversary of New York City, blending live props, photos, drawings and other material to show, pictorially, New York's growth in three centuries. Don Hollenbeck will narrate the documentary, Michael Kane will read poetic tributes to the city by noted poets and authors.

DuM- 7-7:30pm EST; RETURN; Author Meets the Critics; from WABD(NY), to the net. Sustaining. Pkgr- Kagan Corp(NY); Prod- Martin Stone; Prod Superv- Phyllis Adams; Dir- Harry Coyle(DuM); Moderator- Virgilia (cq) Peterson. Literary panel discussion program, with the author or authors of current controversial books defending their work with the aid of a pro-critic against an anti-critic. Program originally debuted June, 1947 (WNBT, NY) and switched to DuMont, January 3, 1952. It was last seen Oct 28, 1953, when it left the air.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Mask (Sun, 8-9pm EST) ADD: Gary Merrill and William Prince co-starred each week as "Walter and Peter Guilfoyle," brother attorneys; Sets- Howard Barker alternating weekly with Maurice Gordon. (See p 2). Weekly scripts will be based on the cases of the attorneys, with a different supporting cast weekly.

Motorola TV Hour (alt Tue, 9:30-10:30pm EST); CASTING CHANGE: Joan MacDonald now casting director, replacing Phil Stein (See CBS, Medallion Theatre). MacDonald is working at ABC Little Theatre, 240 W. 44th St, New York 36. Write only for appointment, enclose composite.

CBS- Danger (Tue, 10-10:30pm EST); SCRIPT INFO CHANGE: Scope widened for comic or macabre situations as well as melodramatic or tragic, with emphasis on characterization. Story Ed- Elizabeth Bullock, CBS, 524 W. 57th St., New York 19.

OTHER CHANGES(Cont'd)

CBS- The Man Behind The Badge (Sun, 9:30-10pm EST). John Peyser is now director, succeeding Arthur Singer.

Medallion Theatre (Sat, 10-10:30pm EST); ADD: Phil Stein named associate producer. Producer Mort Abrahams now also handling scripts, at MCA, 598 Madison Ave, New York.

NBC- Glamour Girl (Mon thru Fri, 10:30-11am EST); Last show Jan 8. Replaced by Breakfast In Hollywood (See net debuts).

Pinky Lee Show (Mon thru Fri, 5:15-5:30pm EST) ADD: Music Dir- Gaylord Carter (organist); Sets- Larry Klein. Betty Jane Howarth (cq) is featured in cast (See p 1, original listing).

Judge For Yourself (Tue, 10-10:30pm EST); FORMAT CHANGE: Instead of variety talent, a regular cast now presents new songs written by professional song-writers which are judged by an audience panel with the results matched against the applause of the studio audience. Fred Allen continues his monologues and interviews with panelists. New regulars include vocalists Kitty Kallen, Bob Carroll and the Skylarks, with Milton DeLugg's orchestra.

NETWORK SPONSOR ACTIVITY

MYSTIK ADHESIVE PRODUCTS(Tape) thru George H. Hartman Co(Chi) will sponsor the Friday, 1:45-2pm segment of the Garry Moore Show (Mon, Wed, Fri, 1:30-2pm; Tue, Thurs, 1:30-2:30pm) over CBS-TV. The Kellogg Co, which previously sponsored the segment, is shifting its sponsorship to Thurs, 2:15-2:30pm. Mystik takes over Jan 15.

MUTUAL OF OMAHA(Insurance) thru Bozell & Jacobs, Inc(Omaha) will become a co-sponsor of John Daly and the News, Mon and Wed, 7:15-7:30pm over ABC-TV, effective Feb 1. Whitehall Pharmacal Co is the co-sponsor across-the-board.

THE HAGAN CORP(Calgon) thru Ketchum, MacLeod & Grove, Inc(Pitts) will sponsor the Wed, 3:30-3:45pm segment of the Bob Crosby Show (Mon thru Fri, 3:30-4pm) over CBS-TV, beginning Feb 10.

LOCAL STATION ACTIVITY

WOR-TV(Ch 9) - Living By Design; DEBUT Jan 12; Tues, 10-10:30pm EST. Sustaining, New York Prod- Thomas Creighton & Mrs. Bernard Thomsen; Exec Dir- Katherine Morrow Ford; Dir- Ralph Giffen(WOR-TV). Thomas Creighton is host for a panel-discussion of architectural problems and design and how they affect everyday living, centered on specific weekly topics. Panelists will be well-known architects in various fields. Creighton is editor of "Progressive Architecture Magazine."

WPIX(Ch 11) - Skiing With Tobey; DEBUT Jan 7; Thurs, 11:20-11:30pm EST. Sustaining, New York Pkgr- WPIX; Prod- Matt Tobey; Dir- Mike Meltzer. Matt Tobey, ski writer for the N. Y. Daily News, presents up-to-the-minute ski-snow conditions in regions accessible from New York, with ski experts as guests.

WATV(Ch 13) - The Amateur Songwriters Hour; DEBUT Jan 10; Sun, 2-2:30pm EST. Sustaining, Newark, NJ Pkgr- Hesse-Schwartz Productions; Prod- Milton B. Lederman; Dir- Irving Ross. Danny Stiles m.c.'s the presentation of four songs each week chosen from submissions by amateurs, with a weekly winner chosen by a mixed professional song writer-studio audience panel.

LOCAL STATION ACTIVITY(Cont'd)

- WAAM(Ch 13) - Gerald W. Johnson; SCHEDULE CHANGE Jan 18; Mon, approx 10:45-11pm Baltimore EST. Johnson returns to local time only, moving from the former Sunday, 1-1:15pm ABC-TV net time. He has been seen locally over WAAM weekly since July 4, 1952, with his commentaries.
- WNBQ(Ch 5) - Howard Miller Show; HIGHLIGHT Jan 8; Fri, 11pm-1am CT; special showcasing over NBC-TV's owned and operated net; from WNBQ to WNET(NY), WNBW(Wash) and WNBK(Cleve). Guest celebrities scheduled include Eddie Cantor, vocalist Sara Vaughn, actor Eddie Bracken, the Four Aces vocal quartet, and the Vernon Duncan Dancers. Program presents weekly guest stars and recorded music, with Howard Miller as m.c. Prod- Ellen Stewart; Dir- Bill Healion.
- KBJ-TV(Ch 9) - Musical Clock Time; DEBUT Jan 16; Sat, 5:30-6pm. Sponsor- Clock Hollywood, LA Drive-In Restaurants thru Bob Howard Advertising Agency(LA). Disc jockey Dick Whittinghill and "The Playmates," musical trio present popular music, with Whittinghill interviewing a weekly recording guest star and three talented teen-agers from high schools in the Los Angeles area.
- KTLA(Ch 5) - Haw, Haw, Hawthorne; DEBUT Jan 4; Mon thru Fri, 6:30-6:45pm. Sustaining. (Jim) Hawthorne, California comedian, presents his ad-lib comedy, odd sound tracks, unusual recordings and music humor and his personalized vocabulary.
- WTVJ(Ch 4) - Hialeah Stake Races; RETURN Jan 16; Wed and Sat afternoons mainly, Miami also holiday specials. Sponsor- Cities Service thru Ellington & Co(NY). Pkgr- WTVJ. Former jockey Sammy Renick interviews jockeys, owners, trainers and track guests before the race, with Fred Caposella handling the race description. Races to be televised include all stake events, from the Inaugural, Jan 16, thru the Hialeah Turf Handicap, March 3, and includes the Flamingo Stakes, Feb 27. The latter was also presented over CBS-TV during the 1953 meet.

FILM PACKAGES

- Inner Sanctum CURRENT(New York); with Paul McGrath as host, introducing stories of emotions, fears, hates and crime involvements with a minimum of violence; 39 half-hour films. Cost range- On request. Series is already sold in approximately 60 markets. Pkgr- Gallahad Productions, 460 West 54th St, New York 19. Film Prod- Gallahad at Fox Movietone, New York; Prod- Himan Brown(Gallahad-NBC); Assoc Prod- Mende Brown; Prod Superv- George Wallach(NBC); Dir- Alan Neuman; Musical Dir- Lew White; Sets- Richard Sylbert; Casting- Himan Brown. Dist- NBC Film Division, 30 Rockefeller Plaza, New York 20 (or other offices).
- Colonel March CURRENT(England); starring Boris Karloff as Col. March, with Ewen Roberts as Inspector Ames; based on the detective stories of John Dickson Carr; 26 half-hour films. Cost range- On request. Film Prod- Fountain Films, London, England; Prod- Hannah Weinstein; Dir- Martin Ritt; Writers- Leslie Sloate, others. Dist- Official Films, 25 West 45th St, New York 36.
- Edward Arnold CURRENT-RETITLED; Edward Arnold acts as host for films formerly first run on General Electric Theatre, various types of dramas starring Hollywood names; 52 half-hour films. Pkgr- Stuart Reynolds. Film Prod- Sovereign Productions, 7324 Santa Monica Blvd, Hollywood, Cal; Prod- Gil Ralston, Arthur Ripley; Prod Superv- Chris Beute; Dir- Various. Dist- Television Programs of America, 729 Seventh Ave., New York. New intros were shot for the series with Arnold as host.

FILM DIGEST: Sovereign Productions (H'wood) turned out 55 half-hour television films during 1953 and is reported to be planning expanded production for 1954.....Movie producer Hunt Stromberg is preparing a half-hour series, Pitfall, based on documented stories of juvenile delinquency. Films will be shot in various localities, with Stromberg's home studio at General Service in Hollywood.APB Corp has been formed in Hollywood by actor John Payne, writer W. R. Burnett and movie producer Stephen Ames, to produce a half-hour telefilm series utilizing the talents of the three.....Roland Reed's Waterfront series, starring Preston Foster, is scheduled to roll Jan 18 at Hal Roach Studios.

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RATINGS DIGEST

NEW YORK AREA NIELSEN RATINGS FOR FOUR WEEKS ENDING DEC 12 (ONCE-A-WEEK SHOWS):

|                     | Homes (%) | Homes (000) |                   | Homes (%) | Homes (000) |
|---------------------|-----------|-------------|-------------------|-----------|-------------|
| I Love Lucy         | 59.6      | 2,235       | Godfrey (L & M)   | 42.0      | 1,575       |
| Godfrey's Scouts    | 51.6      | 1,935       | Godfrey (Toni)    | 41.4      | 1,553       |
| Jackie Gleason Show | 51.2      | 1,920       | You Bet Your Life | 40.9      | 1,534       |
| Dragnet             | 51.1      | 1,916       | Buick-Berle Show  | 40.8      | 1,530       |
| Red Buttons         | 45.0      | 1,688       | This Is Your Life | 39.5      | 1,481       |

(Previous NY Nielsen ratings were listed in Vol 5, No 50, p 4)

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NEWS AND COMMENT:

Ben Duffy, president of BBDO, in his third annual article in the January issue of "Television Magazine," re-affirms his previous statements that costs will climb still higher for the advertiser, but current TV advertisers are increasing their investments and the list is still growing. He goes along with the opinion that with the new video tape development, film will be obsolete by the time color television becomes practical. Duffy points out that TV advertising investments have not cut away investments in other media, as each has advanced over previous years, a condition that could not have been predicted a year ago. The future? As always, subject to TV advances, technically and market-wise.....Allen B. Du Mont Laboratories purchased KCTY (Ch 25) from Empire Coil Co., Inc., builders and operators of the Kansas City, Mo., UHF outlet since June, 1953. The station has been a heavy loser since it went on the air, but its value to DuMont lies in its use as a field laboratory for UHF equipment and programming problems. Current audience is estimated at 70,000 homes with UHF sets.....Peter Lind Hayes and Mary Healy have been signed to long-term TV and radio contracts by CBS, with the announced purpose of the move to provide a substitute for Arthur Godfrey during his occasional absences. The couple is also scheduled to begin a CBS radio series soon. The addition of Hayes gives CBS three possible substitutes for Godfrey's shows at any time; the perennial Robert Q. Lewis, who is no longer exclusively CBS; and Garry Moore.....Press and trade comment on Chesterfield's dropping of Arthur Godfrey's radio and TV shows after going with him for years suggests that Cunningham & Walsh, Liggett & Myers ad agency, had problems with the handling of commercials as well as extra costs. Only C & W knows where the suddenly-freed funds will be spent. The split had more than normal press interest because of the recent Julius La Rosa controversy, which has led newsmen to look for more cracks in the Godfrey facade.

PERSONNEL CHANGES: Norman Siegel resigned as West Coast director of publicity and exploitation for CBS Television, effective Jan 9.....Edward L. Saxe appointed vice president and assistant to the president of CBS Television, to function primarily in financial control areas.....Red Gardner named a staff producer for WBBM-TV (Chi). He has been with WBBM radio as a producer.....Elmer W. Lower appointed director of news and public affairs for CBS Television in Washington, D.C., and also as director of news for WTOP-TV.....Mitchell DeGroot named director of advertising and promotion for ABC Television Network, in a division of AM and TV ad depts.

TALENT SHOWSHEET JANUARY 11-17, 1954

Most of the shows on January 10, 11, 12 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, January 15. Script identifications used are; (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer(S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars (R). Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY JANUARY 8

MAMA CBS 8pm Ingeborg's Crime - (O) by Jerome Ross; with (R) & Alice Frost, (Peggy Wood) Anne Seymour; (SD)

DAVE GARROWAY NBC 8pm Monty Woolley & (R)

Pepsi-Cola Playhouse ABC 8:30 The Gold Thumb - (O) by Bertram Millhauser & Beulah Marie Dix; (Arlene Dahl) with Jeanne Cooper, Walter Reed; Dir by Leslie H. Martinson

COMEBACK STORY ABC 9:30 Arlene Francis new MC effective this show; Eddie Condon (M)

SATURDAY JANUARY 9

ROD BROWN CBS 11:30 See last weeks issue for credits (Kine was shown on that date because of illness of leading player)

SECRET FILES OF DuM 11:30 The Salted Planetoid - (O) by Carey Wilber; with (R) & John Dennis, LeRoI Operti, William Keena, Vince O'Brien, Charles Welch; (CAPTAIN VIDEO)(Hodge) (SD) by Dick Eckler

Johnny Jupiter WABC 5:30 The Library - (O) by Jerome Coopersmith & Sam Rockingham, (A) by (Wright King) Michael Morris; with (R) & Eda Heinemann, Fred Ardath, Wyrley Birch; (SD)

ETHEL AND ALBERT NBC 7:30 (R) & Vinton Hayworth, Sr., Leona Powers, Barbara Joyce, Cele (Peg Lynch) McLaughlin, Lester Lonergan, John Craven, Don Hylan; (SW & SD)

LEAVE IT--GIRLS ABC 7:30 Jackie Cooper, Monica Lewis & (R)

SPIKE JONES NBC 8pm Harpo Marx (C) & (R) (FROM HOLLYWOOD)

JACKIE GLEASON CBS 8pm Gordon MacRae substitutes for vacationing Gleason; Jean Fenn (S), Mickey Deems (C), Joan Mann Dancers

YOUR SHOW OF SHOWS NBC 9pm Marilyn Maxwell (S), guest hostess; Bambi Linn & Rod Alexander (D), Billy Williams Quartet (S), the Hamilton Trio (D), Harrison & Holloway (D), Jack Russell (S) & (R)

MEDALLION THEATRE CBS 10pm The Magic Touch - (O) by George Bellak; with Paul Douglas, Virginia Gilmore, Loren Gilbert, Rusty Lane, Albert Salmi; (SD); new Assoc Prod; Phil Stein

COL. HUMPHREY FLACK DuM 10pm Prince Fahz of Baklava - (O) by Ed Jurist; with (R) & Philip Abbott, Arny Freeman, Constance Clausen, Earl Montgomery, Blair Frank Jenks) Davies, Gilbert Mack; (SD)

SUNDAY JANUARY 10

LAMP UNTO MY FEET CBS 10am To Make Trouble - (O) by Palmer Thompson; with James Gregory, (Dr. Lyman Bryson) Nelson Olmsted, Morton Stevens, Jock McGregor; (SD)

FRONTIERS OF FAITH NBC 1:30 Ken Donnelly, Philip Pine, Frank McNeillis, Rosemary Murphy, Sydney Smith, Owen Coll, Esther Ritchie, William Marshall, Paul Lilly, Guy Wallace, Tom Charlesworth, Frank Fenton, Vincent Dowling; (SD)

EXCURSION NBC 4pm Former Pres. Harry S. Truman, Film segment repeat of Mr. Lincoln - (O) by James Agee (Seen last year on Omnibus)

HALLMARK HALL OF NBC 5pm Crusade to Liberty - (O) by Eileen & Robert Mason Pollock; with FAME(S, Churchill) Douglass Montgomery, Edward Ashley, Jan Englund, Tina Carver, Philip Tonge, Lumsden Hare, Harry Cording, John Mylonge, Tudor Owen, Ralph Moody, Donald Lawton; (SD, FROM HOLLYWOOD)

OMNIBUS CBS 5pm The Remarkable Case of Mr. Bruhl - (O) by James Thurber, (A) by (Alistair Cooke) Tad Mosel; with Elliott Nugent, Nancy Nugent, William Pierson, Carmen Mathews, Daniel Ocko, Doug Rodgers, Bram Nossen, Narrated by Edward Everett Horton; True or False - art forgeries presented

TUESDAY JANUARY 12

<u>Cavalcade of America</u>	ABC 7:30	<u>G. For Goldberger</u> - (O) by Warner Law; with Walter Coy, William Forrest, Emlen Davies, Susan Seaforth
<u>Gene Autry</u> (& Pat Buttram)	CBS 8pm	<u>Thunder Out West</u> - repeat of film originally shown 10/13/53 (See Vol. 5, No. 41, P. 9)
<u>BUICK-BERLE</u>	NBC 8pm	<u>Mickey Spillane</u> (author), Walter Greaza, Hilltoppers (S), Basil Rathbone, Dagmar & (R)
<u>Make Room for Daddy</u> (Danny Thomas)	ABC 9pm	(R) & Harvey Lembeck, Ned Glass, Nick Dennis; (SW) by Bob Fisher & Alan Lipscomb
<u>Fireside Theater</u> (Gene Raymond)	NBC 9pm	<u>The First Prize</u> - (O) by Joseph Cochran; with Grandon Rhodes, Billy Gray, Olan Soule, Ann Doran, Dabbs Greer, Jean Willes; (SD)
<u>THIS IS SHOW BUSINESS</u> (Fadiman)	CBS 9pm	Jacqueline Susann, guest panelist; Charles Trenet (S), Roger Price (C), Sinclair & Spaulding (D)
<u>ARMSTRONG'S CIRCLE THEATRE</u>	NBC 9:30	<u>The Piano Tuner</u> - (O) by Joseph Schull; with Fay Bainter, Otto Kruger, Jo Van Fleet, John Keefer; (SD) by James Sheldon
<u>SUSPENSE</u>	CBS 9:30	<u>The Scrap Iron Curtain</u> - (O) by Raymond Lawrence; with Bart Burns, Virginia Kaye, Sylvia Weld, Somer Alberg, Julian Barry, Sheldon Berman; (SD)
<u>MOTOROLA TV HOUR</u>	ABC 9:30	<u>The Last Days of Hitler</u> - (O) by H. R. Trevor-Roper, (A) by David Davidson; with Philip Bourneuf, Arnold Moss, Lotte Staviskey, Luis Van Rooten, Martin Kosleck, Lawrence Fletcher, Steve Gray, Robert Harris, Lilia Skala, Dennis Green, Richard Coogan, Martin Brandt; (SD) by Don Richardson
<u>DANGER</u>	CBS 10pm	<u>Sudden Shock</u> - (O) by Kate Nickerson; with Georgiann Johnson, Darren McGavin, Eda Heinemann; (SD)
<u>THE NAME'S THE SAME</u>	ABC 10:30	Gene Rayburn added as regular panelist

WEDNESDAY JANUARY 13

STORK CLUB
(Sherman Billingsley)

Not Cast at press time

<u>KRAFT TELEVISION THEATRE</u>	NBC 9pm	<u>The Atherton Boy</u> - (O) by Reginald Lawrence; with Louise Albritton, Grant Sullivan, Marjorie Gateson, Lydia Reed, Katherine Emmett; (SD)
<u>HARLEM DETECTIVE</u>	WOR 9:30	<u>I Hate Women</u> - (O) by Bill Allbright; with (R): Tommy Anderson; & Fred Draper replacing Stewart Bradley; also Dortha Duckworth, Dick Ward, Van Prince, Lloyd Richards; (SD)
<u>Douglas Fairbanks</u>	WNBT 10:30	<u>Panic</u> - (O) by Larry Marcus; with James Kenney, John Salew, Peter Jones, Bartlett Mullens, Lloyd Lamble, Charles Lamb, Frank Hawkins, Oscar Guitak, Nicholas Brimshaw; Dir by Lawrence Huntington

THURSDAY JANUARY 14

<u>JOSEPH SCHILDKRAUT</u>	DuM 8pm	<u>Claim Check</u> - (O) by Joseph Ruscoll; with cast to be announced
<u>Ray Bolger Show</u>	ABC 8:30	(R) & Joan Vohs; (SW & SD)
<u>T MEN IN ACTION</u> (Walter Greaza)	NBC 8:30	<u>The Case of the Golden Garter</u> - (O) by Sidney Edelstein; with Audrey Christie, Truman Smith, Ruth Manning, Jason Johnson, Matt Crowley, Berry Kroeger, James Bender, Julius Bing; (SD)
<u>Four Star Playhouse</u>	CBS 8:30	<u>The Bad Streak</u> - (O) by John & Gwen Bagni; with Charles Boyer, Robert Arthur, Virginia Grey; Dir by Robert Aldrich
<u>LUX VIDEO THEATRE</u>	CBS 9pm	<u>All Dressed in White</u> - (O) by Ronnie Alexander; with Richard Carlson & others not announced at press time; (SD, FROM HOLLYWOOD)
<u>Ford Theatre</u>	NBC 9:30	<u>The Ardent Woodsman</u> - (O) by Hugh B. Cave, (A) Karen De Wolf; with Gilbert Roland, Phyllis Thaxter, Marcel Dalio, Clark Howat, Earl Lee, Gordon Clark; Dir by James Nielson
<u>KRAFT TELEVISION THEATRE</u>	ABC 9:30	<u>Burlesque</u> - (O) by George Manker Watters & Arthur Hopkins, (A) - (SW); with Art Carney, Constance Ford, Ann Thomas, Judson Pratt, Russell Hardie; (SD)

SUNDAY JANUARY 10 (Cont'd)

OMNIBUS (Cont'd)	CBS 5pm	by Van Dantzig; <u>Decision for Chemistry</u> - film made by Monsanto Chemical Co.; Robert, Gaby & Jean Casadesus (all M), interviewed by Cooke
PAUL WHITEMAN TV TEEN CLUB	ABC 7:30	The Flying Berrys (roller skating), Louis & Carmen Giovacchini (M), Nick De Matteo (S), Diane Bishop (S); Judges: Dennis James, James Finnegan (Pres., Phila. City Council), Eddie Bracken (FROM PHILA.)
OPERA CAMEOS (G. Martinelli)	WABD 7:30	Excerpts from <u>L'Elisir d'Amore</u> - opera by Donizetti; with Bill Tabbert, Salvatore Baccaloni, Jeanette La Bianca (all S)
MR. PEEPERS (Wally Cox)	NBC 7:30	(R) (including Ruth McDevitt, Reta Shaw) & Mario Badolati, Paul Lipson, Peter Turgeon; (SW & SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Dolores Gray (S), Harry Mimmo (panto), Larry Best (C), Willie West & McGinty (panto), Joyce's Camels, Andy Griffith (C)
COLGATE COMEDY HOUR (Dean Martin & Jerry Lewis)	NBC 8pm	Modernaires (S), Franklin Pangborn (C) & Martin & Lewis (R) (FROM HOLLYWOOD)
THE MASK (Merrill & Prince)	ABC 8pm	(R): Gary Merrill, William Prince; & Sherry Britton, Herbert Berghof, David Burns, Jean Carson, Barbara Nichols, Sid Raymond, Kathleen McGuire; (SW) by Halsted Welles; (SD) by Robert Stevens (PREMIERE OF NEW SERIES)
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	<u>The Hangman in the Fog</u> - (O) by Lionel Shapiro; with Dane Clark, Maureen Hurley, Francis Compton, Werner Klemperer, Michael Gorin, Rita Vale, Dermot McNamara, Neil Fitzgerald, Donald McClelland, Byron Russell; (SD) by Delbert Mann
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	<u>The Wrench of Death</u> - (O) by Robert Nathe; with (R) & Ann Loring, Jim Bender, Vincent Van Lynn, Alan Linstrom, Frank Stephens (SD) (FIFTH ANNIVERSARY PROGRAM)
THE MAN BEHIND THE BADGE (Fred Uttal)	CBS 9:30	<u>The New Orleans Story</u> - (O) by Nelson Gidding; with Robert Emhardt, Billy M. Greene, Merrill Albertson, Truman Smith, Ray Danton, Leslie Barrett, Dorian Leigh, Jan Leighton, Jim Boles; (SD) by John Peyser, replacing Arthur Singer
THE PLAINCLOTHES MAN (Ken Lynch)	DuM 9:30	<u>Fatal Partnership</u> - (O) by Floyd Marshall; with (R) & Elaine Joyce, Phil Schuyler, Jack Shay, Ken Konopka, Eddie Eyzans; (SD)
THE WEB	CBS 10pm	<u>The Well</u> - (O) by Art Wallace; with Henry Hull, Dick York, Frank Campanella, Royal Beal, Crahan Denton, Don Briggs; (SD)
<u>Man Against Crime</u> (Ralph Bellamy)	NBC & DuM 10:30 (WABD in NYC)	<u>Danger for Duffy</u> - (O) by B. Loring; with Jack Warden, Sally Chamberlain, Charles Jordan, Henrietta Moore, Roland Wood, Shep (dog); (SD)

MONDAY JANUARY 11

JAMIE (Brandon de Wilde)	ABC 7:30	<u>Love Comes to Annie Mokum</u> - (O) by George Bellak; with (R) & Nathaniel Prey, Alice Pearce; (SD)
VOICE OF FIRESTONE	NBC 8:30	Patrice Munsel (S)
RED BUTTONS (Joe Silver)	CBS 9:30	Betty Ann Grove, Kenneth Nelson, Arnold Walton, Peggy Cass, Dorothy Greener, Jill Kraft, Beverly Bruce, Phyllis Newman, Roger Sullivan; Eileen Barton (S)
ROBERT MONTGOMERY	NBC 9:30	<u>A Case of Identity</u> - (O) by Adrian Spies; with Robert Ellenstein, Florence Anglin, Andy Duggan, Charles Saari, Allan Hancock; (SD) by Norman Felton
STUDIO ONE	CBS 10pm	<u>The Remarkable Incident at Carson Corners</u> - (O) by Reginald Rose; with O. Z. Whitehead, Priscilla Gillette, Susan Hallaran, Frances Fuller, Stefan Olsen, Frank Overton, Ruth White, Harry Townes, John C. Becher, Doreen Lang, Hugh Reilly, John Shellie, Robert P. Lieb, Sara Seegar, Glen Walken, Janet Alexander, Charles Taylor, Stanley Martin, John Connaughton, Pud Flanagan; (SD) by Paul Nickell; Drawing by Richard Linder
<u>Adolphe Menjou's</u> <u>Favorite Story</u>	WJBT 10:30	<u>The Gambler</u> - repeat of film originally shown on 3/15/53 (See Vol. 5 No. 11, P. 8)

THURSDAY JANUARY 14 (Cont'd)

MARTIN KANE NBC 10pm (O) by Paul Dudley; with Cameron Prud'homme, Olive Blakeney, Frank Milan, Jock MacGregor, Jo Ann Bliss(Sayers); (SD)

HIGH TENSION WOR 10:30 Go Way From My Window - (O) by William Attaway; with Mary Leader

PHILIP MORRIS PLAYHOUSE CBS 10pm The Little Stone House - (O) by George Calderon, (A)-(SW); with Betty Field, Charles Castleman, others; (SD)

FRIDAY JANUARY 15

THE NEW REVUE CBS 5:30 Doretta Morrow (S), Robert Maxwell (M), Vince & Dee Abbott (D), Dran & Tani Seitz (COLOR)

DAVE GARROWAY NBC 8pm Maria Tallchief (D) & (R)

Topper(Jeffreys) CBS 8:30 (R) & Kathleen Freeman, Mary Field, Paul Bryar; (SW & SD)

Pepsi-Cola Playhouse ABC 8:30 Account Closed - (O) by James Gunn; with Carolyn Jones, George Nader, Fay Roope, Ford Stevenson, Madge Blake; Dir by Herschel Daugherty

Schlitz Playhouse CBS 9pm Pearl-Handled Guns - (O) by Lawrence Goldman; with Zachary Scott, Lee Aaker, Harvey Stephens, Katharine Warren, John Cason, William Katching, Howard J. Negley, Bill Fawcett; Dir by Roy Kellino

THE BIG STORY NBC 9pm Lee Fuhrman, Atlanta, Ga. Constitution - (O) by Raphael Hayes; with Michael Sheehan, Harry M. Cooke, Dan Morgan, Doris Davis, Harry Clark, Tom Gorman, Stuart Germain; (SD)

COMEBACK STORY ABC 9:30 Henry Armstrong (ex-boxer, now minister)

CAMPBELL SOUNDSTAGE NBC 9:30 I Remember, I Remember - (O) by Francis Jordan, (A) by Frank P. De Felitta; with Patty McCormick, Richard Waring, Margaret Hayes, Leora Thatcher, Vincent Neptune

YOUR CHEVROLET SHOWROOM(C. Romero) WABC 10pm Jack Smith (S), Billy Gilbert (C), Trudy Richards (S), Stan Fisher (M), Warner & Maguire (D),

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 8 THROUGH FRIDAY JANUARY 15

YOUR SHOW(Alda) WABC 11am M - Jean Stapleton; F - Elizabeth Ross, Muriel Berkson

STRIKE IT RICH(Hull) CBS 11:30 F(1/8): Kill: Diahann Carrolle; add: Victor Borge (M)

GARRY MOORE CBS 1:30 Tu - Kirkwood & Goodman (C); Thu - Roger Price(C, added as R once weekly)

KATE SMITH NBC 3pm M - Deep River Boys (S), (R); Tu - Bill Hayes & Sandra Deel (S), Jimmy Nelson (ventriloquist); W - Alene Dalton (Story Princess), Charlie Ruggles in The World of Mr. Sweeney; Excerpt from Die Fledermaus - opera by Johann Strauss; with Helen George, Ralph Herbert, Colee Worth (all S); Thu - Rusty Draper (S); F - Al Bernie (C), Dorothy Day & fashions; The Natural Type - (O) by Wilson Laire; with Scott McKay, Joan Morgan, Harold McGee.

MAGIC COTTAGE WABD 6:30 M thru F - Martin Balsam, Hal Cooper

COKE TIME-E. FISHER NBC 7:30 W - Jill Corey (S)

BROADWAY TV THEATRE WOR 7:30 M thru F - Room Service - (O) by John Murray & Allen Boretz; with Lew Parker, Don Hammer, Pat Breslin, Harry Peckham, Chester Stratton, Andre Charise, Lewis Charles, Teddy Hart, Virginia Baker, Lionel Wilson, Eric Brotherson, Gerald Milton; (SD)

SATURDAY JANUARY 16

Johnny Jupiter WABC 6:30 Refect's Sit-Down - originally listed for 1/2(See Vol. 5, No. 52, P. 10) For the record, show on that date was The Flower Story - (O) by Allan Stone, (A) by William Kendall Clarke

MEDALLION THEATRE CBS 10pm The gentle Deception - (O) by Roger Vornholt, (A) by A. J. Russell with Thomas Mitchell; (SD)

SUNDAY JANUARY 17

HALMARK HALL OF FAME(S. Churchill) NBC 5pm The St. Cloud Storm - (O) by Ellen & Richard McCracken; with Dorothy Greene, Nestor Paiva, Almira Sessions, Adrienne Marlen,

Excursion

NBC 4

The Man With a Country - (O) by Edward Scott Hal
(A) by Maurice Valency with Arthur Franz
SUNDAY JANUARY 17 (Cont'd)

HALLMARK HALL OF FAME (Cont'd) NBC 5pm Bill Kennedy, Barbara Morrison, Elmore Vincent, Richard Kipling, Max Mellinger, Elizabeth Kerr, Marvin Press, Lenny Bremem, George Eldredge, Phil Rich, Mimi Gibson, Tim Graham, Hank Patterson; (SD FROM HOLLYWOOD)

Roy Rogers NBC 6:30 The Kid from Culver City - (O) by M. M. Raison; with (R) & Charles Tannen, Bill Tannen, Francis McDonald, Ray Whitley, Harry Harvey, Russ Scott, Dick Avonde; Dir by Leslie H. Martinson

GEORGE JESSEL ABC 6:30 Tommy & Jimmy Dorsey (M), Gordon Polk (S), Bud & Cece Robinson (D), The King's Men (S)

OPERA CAMEOS (G. Martinelli) WABD 7:30 Scenes from Manon - opera by Jules Massenet; Eva Likova, Rudolph Petrak; (SD)

THE MASK (Prince & Merrill) ABC 8pm (O) by Irving G. Neiman; with (R) & cast to be announced; Dir by Jeff Hayden

JACK BENNY CBS 7:30 Liberace (M) (FROM HOLLYWOOD)

TOAST OF THE TOWN (Ed Sullivan) CBS 8pm Harry Belafonte (S), Four Ramses (acro), Roberta Peters (S), Senor Wences (ventriloquist), Ching (magic)

PHILCO TV PLAYHOUSE NBC 9pm Here's Father - (O) by Robert Alan Aurthur; with Cyril Ritchard, Van Dyke Parks, Elaine Stritch, Valerie Cossart, Joe E. Marks, Lulu Belle Clark; (SD) by Arthur Penn

ORCHID AWARD ABC 9:15 Johnny Desmond (S); Donald Woods, host

THE PLAINCLOTHES MAN (Ken Lynch) DuM 9:30 Treacherous Course - (O) by Sam Ahlberg; with Ralph Camargo, Dehl Bertl, John O'Hare, Rosalind Saunders, Dee Cameron; (SD)

THE MAN BEHIND THE BADGE (Fred Uttal) DuM 9:30 Detroit - (O) by David P. Harmon; with William Zuckert, Dennis Harrison, Jean Carson, Leonard Barry, Frank Campanella, John C. Becher, James Kelly; (SD)

Letter to Loretta (Loretta Young) NBC 10pm Secret Answer - (O) by Helen Morgan, (A) by Devery Freeman; with Paul Langton, Donald Curtis, John Hubbard; (SD)

Man Against Crime (Ralph Bellamy) DuM Terror Twelve Stories High - (O) by Mann Rubin; with Gloria McGhee, Eugene Ruymen, Joseph Barr, Cosmo Cardello, William Martel, Bea Chilsen, Scott Moore; (SD)

TALENT AVAILABILITIES

NEW YORK CITY

LOS ANGELES

PATRICIA BRESLIN - featured in Globetrotters' film Go, Man, Go! - PRESS: Nat Rudich, CI 5-6000

JILL COREY - Columbia Records singer - AGT: GAC, CI 7-7550

JEROME COWAN - recently in My 3 Angels - AGT: Robert Schultz, TE 8-7217

LILI DARVAS - just closed out of town in Dear Charles - AGT: Personal Service, CI 6-5173

LEON FLEISHER - brilliant young pianist - AGT: Columbia Artists, CI 7-6900

CELESTE HOLM - star of His and Hers - PRESS: Arthur Cantor, LO 5-1883

LUCIENNE & ASHOUR - apache dancers - MGT: Lou Walters, CO 5-1091

ROSE MURPHY - song stylist - AGT: Associated Booking, PL 9-4600

CLIFF NORTON - comedian of Dave Garroway's Show also dramatic actor - AGT: Les Zimmerman, CO 5-0835

ARTHUR BLAKE - mimic at the Bar of Music - AGT: Eddie Sherman, CR 5-0186 (in LA)

DOROTHY DANDRIDGE - striking vocalist - AGT: MCA, CR 6-2001 (in LA)

GEORGE GOBEL - comedian - currently at the Statler - AGT: MCA

JOHNNY JOHNSTON - singer at the Biltmore - AGT: MCA

GLORIA MARLOWE - Appearing at the Statler - Contact there

THE MODERNAIRES - favorite singing group - AGT: MCA

J. CARROL NAISH - former Luigi on TV - AGT: Jaffe, CR 6-6121 (in LA)

LEE PATRICK - regularly appearing in Topper - MGT: Sid Levee, CR 6-1071 (in LA)

ALMIRA SESSIONS - screen character actress, frequently seen on Hallmark Hall of Fame - AGT: Gus Dembling, CR 1-2161 (in LA)