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THE TELEVISION INDEX

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday (27)

ABC- 7:30-8:30pm EST; DEBUT; Disneyland, ON FILM; from WABC-TV(NY) & KABC-TV (LA), no. of stations indefinite. Alternate Sponsors - 1) one-half hour each week: American Motors Corp (Nash & Hudson cars); Nash thru Geyer Advertising, Inc(NY); Acct Exec- Sam Ballard; Agcy Superv- Ralph Robertson; Comm Anncr- Various, on film; Hudson thru Brooke, Smith, French & Dorrance, Inc(Detroit); Acct Exec- George Johnston; Agcy Superv- thru Robertson at Geyer(NY). 2) one half-hour alternate weeks: Derby Foods, Inc (Peter Pan brand and other food products) thru McCann-Erickson, Inc(Chi); Acct Exec- Wade Chapman. 3) one half-hour alternate weeks: American Dairy Association (Dairy Industry Promotion) thru Campbell-Mithun, Inc(Chi); Acct Exec- Phelps Johnston. (Debut week; Derby, first half-hour; American Motors, second half-hour). Pkgr & Film Prod- Walt Disney Productions (at Walt Disney Studios, Burbank, Calif., and on location); Exec Prod- Walt Disney. The series cover four general entertainment realms: Frontierland, Tomorrowland, True-Life Adventureland and Fantasyland. Separate groups and parts of groups have different production units, for live action, all-cartoon animation, and combinations of the two. Premiere program credits, an introduction to the series: Prod & Writer- Bill Walsh; Prod Coord- Hal Adelquist; Dirs- Robert Florey, Wilfred Jackson; Asst Dirs- Russ Haverick, Michael Holoboff; Musical Score- George Bruns; Sets- Bruce Bushman; Photography- Charles Boyle; Film Ed- Al Teeter. Walt Disney is host for the series, covering specially produced films of his familiar cartoon characters, Americana and other themes in the general groups listed above. Program replaces Soldier Parade in this time spot, with the GI talent show moving to Sunday, 7:30-8pm, effective Oct 31 when it switches to a half-hour instead of an hour show.

Saturday (30)

NBC- 4:30pm approx-to concl EST; RETURN; NBA Professional Basketball; from various stations, to the net. (From Oct 30 thru Nov 27, the net picks up the games while in progress, at the conclusion of Canadian pro football telecasts; Dec 4, games will be telecast from 3pm to conclusion. WRCA-TV(NY) begins carrying games Dec 4). Sustaining. Pkgr- NBC-TV with the National Basketball Assn; Prod- Perry Smith; various crews; Play-by-play- Marty Glickman. Telecasts of two home games for each of the 9 teams in the pro league, thru March 12. Network telecasts of games were over the DuMont net last season, from Dec 12 thru March 13.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Sunday(31)

NBC- 3-4:30pm EST, once monthly in various time slots; RETURN; NBC Television Opera Theatre; from WRCA-TV(NY), to the net. Sustaining. Pkgr- NBC-TV(NY) Prod- Samuel Chotzinoff; Assoc Prod- Charles Polacheck; TV Dir- Kirk Browning; Music & Artistic Dir- Peter Herman Adler. Originals and revivals of operas prepared or adapted especially for television. Series originally debuted Sept 30, 1951. Operas are usually one-hour or one hour and a half in length. 1954 premiere opera will be "The Abduction from the Seraglio" (See page E for credits)

NBC- 5:30-6pm EST; RETURN; The March of Medicine; LIVE & FILM; from WRCA-TV(NY), 63 stations live and delayed. (Presented at varying intervals; next in early December, then two in the spring). Sponsor- Smith, Kline & French Laboratories (Ethical Drugs) thru Doremus-Eshleman Co(Phila). Pkgr- Smith, Kline & French Labs with the American Medical Assn; Prods- Doris Ann(NBC) and SK&F Medical TV Unit; Dir- Charles Christensen; Writer- Lou Hazam. First program in the 1954-55 series, presented during the winter and spring. The 1954 premiere will report on the problem of schizophrenia and mental health, with a remote telecast from Hudson River State Hospital, Poughkeepsie, N. Y. The medical series originally debuted Dec 2, 1952, as a special program in connection with AMA's annual clinical sessions. Program replaces Background, one time only.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Dotty Mack Show (Sat, 8-9pm EST) New time, show extended to one hour, effective Oct 23; previously seen 7:30-8pm EST.

DuM One Minute, Please (Tue, 9-9:30pm EST) and Studio 57 (Tue, 8:30-9pm EST) New times for both programs, effective Oct 26; each switched time with the other.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Bill Stern; DEBUT Oct 18; Mon, 10:45-11pm EST. Sponsor- Eversharp, Inc (Razors & Pens and Pencils) thru The Biow Co, Inc(NY). Pkgr & Prod- Bill Stern; Dir- Tom DeVito. Bill Stern presents comments on the Eastern Parkway fights, chatter and interviews with sports figures.

WABC-TV - The Bontempi with Fashion, Food & Song; DEBUT Oct 21; Thu, 1:30-1:55pm EST. Participations. Pkgr & Prod- Fedora & Pino Bontempi; Dir- Bill Beal. Fedora and Pino Bontempi will present home service information, talks and demonstrations on food, fashion and hints for the home, with celebrity interviews. They also continue with their Italian Cookery, Sat, 12noon-1pm EST.

WABD(Ch 5) - American Business Outlook; SPECIAL Oct 24; Sun, 1:30-2pm EST, one time only. Sponsor- The Mennen Co (Soaps & Toiletries) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Martin Devine. Pkgr & Prod & Dir- Kenyon & Eckhardt Promotion Dept. One of a special series of one-shots presented on various stations, as part of the 75th anniversary celebration of The Mennen Co. William Mennen, jr., is m.c. for a panel forum discussing American free enterprise and its success. Each of the shows uses different distinguished business executives as panel members.

KTLA(Ch 5) - Tee Vee Auctions; DEBUT Oct 23; Sat, 10:30-11:30am PST. Participations. Pkgr- American Advertising Agency with KTLA; Prod- Larry Kolpack. Steve Wayne and Dottie Price are co-m.c's for the program offering various products for sale over the air. Viewers mail in bids for each object, with the high bidders announced the following week. Admission to the studio after the first two weeks is by ticket only, obtained at cooperating stores for each dollar-value of merchandise normally purchased.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

<u>STA & CHAN</u>	<u>SERIES TITLE & DISTRIB</u>	<u>SPONSOR & AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>New York</u>					
WABC-TV(7)	*"Meet Corliss Archer" (Ziv TV Programs)	-Peerless Electrical thru Hicks & Greist	10/3	Sun	6-6:30pm
WABC-TV(7)	#Premiere Star Time (Ford Thtr re-runs) (Screen Gems)	-Frances H. Leggett(Premiere Foods) thru Peck Advt	10/6	Wed	10:30-11pm
WABC-TV(7)	#"Tales Of Tomorrow"(Kine's) (The Teevee Co	-Eversharp, Inc thru The Blow Co	10/24	Sun	11-11:30pm
WABC-TV(7)	*"Adventures Of Rin Tin Tin" (repeat of show seen preceding day) (Screen Gems)	-National Biscuit Co thru Kenyon & Eckhardt	10/16	Sat	10-10:30am
WABC-TV(7)	#"Rocky Jones, Space Ranger" (United TV Programs)	-Gordon Baking Co thru D'Arcy	10/24	Sun	4:30-5pm
WABD(5)	*"General Sports Time" (Telenews)	-General Tire & Rubber Co D'Arcy	10/9	Sat	approx 10:45
WABD(5)	*"Secret File, USA" (Official Films)	-Anheuser-Busch thru D'Arcy	10/15	Fri	8-8:30pm
WOR-TV(9)	*"General Sports Time" (Telenews)	-General Tire & Rubber Co thru D'Arcy	9/30	Thu	11:30-11:45pm
WOR-TV(9)	#"My Favorite Story" (Ziv TV Programs)	-F&M Schaefer Brewing Co thru BED&O	10/13	Wed	9:30-10pm
WPIX(11)	*"Florian ZaBach Show" (Guild Films)	-"Yes" Tissues, Tenderleaf Tea; both thru Compton	10/1	Fri	10:30-11pm
WPIX(11)	*"The Amazing Tales Of Hans Christian Andersen" (Interstate TV Corp)	-Sustaining	10/3	Sun	6-6:30pm
WPIX(11)	-Re-runs & new films): "Ramar Of The Jungle" (Television Programs of America)	-Quaker City Choc. ("Good & Plenty") thru Adrian Bauer on Sat only; spot commercials Mon thru Fri	9/20	M thru Sat	6-6:30pm
WPIX(11)	#"Liberace" (Guild Films)	-Participations	9/20	M thru F	2:30-3pm & M thru F 6:30-7pm
WPIX(11)	#"Dateline Europe"(Foreign Intrigue re-runs) (Wm Morris)	-Participations	9/19	Sun	7:30-8pm
WPIX(11)	#"Inspector Mark Saber" (Thompson-Koch)	-Participations	9/19	Sun	8-8:30pm
WPIX(11)	#"I Am The Law" (MCA)	-Participations	9/19	Sun	8:30-9pm
WPIX(11)	#"Follow That Man"(Man Against Crime re-runs) (MCA)	-Participations	9/19	Sun	9-9:30pm
WPIX(11)	#"City Detective" (MCA)	-Participations	9/19	Sun	9:30-10pm
WRCA-TV(4)	*"Sherlock Holmes" (MPTV ard UM&M)	-Chase National Bank thru Kenyon & Eckhardt	10/18	Mon	7-7:30pm
WRCA-TV(4)	*"The Abbott & Costello Show" (MCA)	-Chunky Chocolate Corp thru Peck	10/2	Sat	6-6:30pm
WRCA-TV(4)	*"Flash Gordon" (MPTV ard UM&M)	-Best Foods thru Dancer- Fitzgerald-Sample(9/3 thru 9/24) & SSC&B(10/1/54 thru 3/25/55)	10/1	Fri	6-6:30pm
<u>Chicago</u>					
WGN-TV(9)	*"Meet Corliss Archer" (Ziv TV Programs)	-Oscar Mayer & Co thru Wherry, Baker & Tilden	10/26	Tue	7:30-8pm
<u>Los Angeles</u>					
KABC-TV(7)	*"Cowboy G-Men" (Flamingo Films)	-Sustaining	10/22	Fri	7-7:30pm
KRCA-TV(4)	#"Dateline Europe" (Wm Morris)	-Open	10/11	Mon	7-7:30pm
KTTV(11)	*"The Whistler" (CBS)	-Signal Oil thru Barton A. Stebbins alternate with Lipton's Tea thru Y&R	10/15	Fri	9-9:30pm
KTTV(11)	*"The Adventures Of Kit Carson" (MCA)	-Coca Cola Co thru D'Arcy	10/31	Sun	5:30-6pm
KTTV(11)	*"Where Were You?" (United TV Programs)	-Bekins Van & Storage Co thru Brooks Advt Agcy	10/16	Sat	9-9:30pm
KTTV(11)	#"Racket Squad" (ABC)	-Open	10/15	Fri	8-8:30pm

CODE: *First run in market #Re-runs (List includes some films that are national spot)

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: TV and amusement trade publications are now singing the blues about TV series production and distribution. The warnings are not on the field in particular, but rather against looking for the hot, new Klondike; some of the facts of supply and demand have caught up with planning. The solid organizations are riding out the storm, but those residuals that won't be seen for a long time have caused a few organizations with top-heavy expenses and not enough income to pull in their horns.....The trade seems to be coming around to the view that star salaries and/or profit sharing plans are reaching an inequitable level and something has to crack; with the first signs already appearing in the market picture. Sponsors are not signing for series unless they can find good open time, with even choice local spots loaded. Distribution costs are forcing a drastic revision of some sales organizations and there is now less talk about setting up premium organizations on the side to help convince sponsors. The trade publications are also sounding warnings about phony producers and promoters coming back into the field to get suckers for quick, unsaleable pilot films. Agencies are keeping a close watch on the field to grab good re-run films at as low a price as possible.

Situation comedies will soon be a drug on the market with even the latest quality entries taking a critical lambasting. One possible note for the future: a few sponsors are looking for good 15-minute, low-cost films for children's series; also good musical films that can be played as quarter-hour or half-hour groups. The latter type are a tough nut because of AFM rules on musical films.

Van Praag Productions, NY TV commercials producer opens a new office Nov 1 at 2301 Dime Bldg., Detroit, with Daniel Karoff as production mgr, and Robert Woodburn.....George S. Gladden, for 14 years head of the motion picture and film TV department at J. Walter Thompson Co in New York, has resigned to join Academy Pictures, Inc., New York commercial film producer. The ad agency is not replacing Gladden, with the department being dissolved and all its activities now coming under the supervision of John Reber, AK & TV head.....The film commercial field is booming again after a slump a year ago, with Hollywood estimating at least a 25 per cent jump for 1954 over the previous good year, and with new facilities and increasing production in the larger studios in New York.

Cornie Haines, signed to a new Guild Films contract for a series of 15-minute musical films, will also continue to co-star on the Frankie Iaine show series.....The Hollywood Reporter's Leo Guild quotes Eddie Mayehoff as saying that one of the great advantages of playing to live audiences is that it permits you to change your material or approach if the reaction isn't right....A possible trend indicated by Prockter and Cy Howard moves is to sell a series live and if it goes, transfer it to film. Prockter did it with T-Men in Action, The Man Behind the Badge, while Howard has moved in with That's My Boy from live to film and is waiting with My Wife Irma which played live as My Friend Irma.

NEWS & COMMENT: One more indication that only star names count in newspaper logs is the unofficial switch taking place in station schedules on the Texaco Star Theatre listings, with Jimmy Durante and Donald O'Connor alternating weekly. A newspaper will not list an obviously commercial title as used by Texaco, although the sponsor wants that title. The working title of the O'Connor segment is "Here Comes Donald," but most stations list it as Donald O'Connor Show, with the latest to drop the "Star Theatre" title and switch to the O'Connor name being KRCV-TV in Hollywood. ABC discovered that only star names pull with the switch last year in the name of the Danny Thomas Show, although in its releases the station uses a double name, with "Make Room for Daddy" tacked on as a sub-title. Obvious answer is to use a distinctive name that will pass newspaper restrictions and then use the same name in combination with the sponsor's preference on the air. Insistence by sponsors and agencies on commercial tags involving the sponsor's name forces newspapers to use innocuous titles that do not attract the casual log reader's attention.

The lambasting taken by NBC on its Max Liebman series, based largely on the early Trendex ratings, is now being re-examined, especially by NBC, on the basis of the national Nielsen for the second half of September, which showed "Lady in the Dark," second of the Liebman series, in fourth place. Last week, Collier's magazine came out with a cover story, "Who Knows Who's On Top," which analyzed the rating services and presented the bitter comments of angry critics. That combination led NBC to issue an Oct 21 release which quoted the Nielsen rating following a lead sentence, "The National Broadcasting Company's "Spectaculars" are delivering huge audiences and are among the top-rated programs in television, according to the Nielsen Television Index, the accepted national rating service." Note that last phrase. Few, if any, of the trade stories that were based on Trendex ratings when the comparative audiences of the big specials were laughed at, took the trouble to point out that the Trendex is a 10-city survey and, if you use ratings as an index of a show, cannot be used in comparison with another service's ratings. Now, the question is whether the Nielsen will help to quiet the disturbed sponsor's of the specs.

PERSONNEL CHANGES: John H. Mitchell appointed v.p. in charge of the ABC Television Network in New York, with Ted Oberfelder named v.p. and general manager of WAEC-TV(NY), succeeding Mitchell.....Les Arries resigned as ABC-TV director of sports, with no replacement to be named at present.....Edward F. Lethen, Jr., named mgr of network sales development for CBS Television.....Edward Rio resigned as western regional director and asst national administrator of AGVA to become entertainment director for a Las Vegas hotel.....Philip Feldman named director of business affairs for CBS Television in Hollywood, succeeding Maurice Morton who joins McCadden Productions as director of business affairs on Oct. 25.....David Rose named director of Ziv Television Programs' newly established music department.....Fred Steiner, composer-conductor with CBS in Hollywood, has resigned.

TALENT SHOWSHEET OCTOBER 25-31, 1954

Most of the shows on Oct. 22, 23, 24 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, October 29. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

FRIDAY OCTOBER 22

GUY LOMBARDO WRCA-TV 7pm Ernie Kovacs (C), Edith Adams (S)
 JACK CARSON NBC 8pm (O) by Leo Solomon & Cy Rose; with Claire Trevor, Cornelia J. Peebles, Gloria Gordon, Connie Towers (S); (SD) by Jim Jordan Jr. (FROM HOLLYWOOD, PREMIERE, NEW SERIES)
Topper CBS 8:30 County Fair - (SW) by Philip Rapp; with regulars & Edna Skinner, Howard McNear, Eddie Garr, Darlene Fields; (SD)
 (Jeffreys & Sterling)
 CHANCE OF A LIFETIME DuM 10pm Tom Stewart (S) & others to be announced

SATURDAY OCTOBER 23

Captain Midnight CBS 11am See listing on Page E
ETHEL AND ALBERT NBC 7:30 regulars & Guy Spaul, Morton Stevens, Maurice Welles, Theodore Newton, Cele McLaughlin, Joe Fallon; (SW & SD)
 (Lynch & Bunce)
 MAX LIEBMAN SPECTACULAR NBC 9pm The Follies of Suzy - (O) by William Friedberg, Fred Saily, Neal Simon, Will Glickman, William Jacobson; with Jeanmaire (COLOR) (D), Steve Allen (C), Dick Shawn (C), Connie Russell (S), Cliff Norton (C), Paul Whiteman (M), Tom Avera, Harrison Muller & Jean Eliot (D); add: Ray Drakeley, Robert Bollinger, Rod Alexander (D), Kip Carlyle, George Marcy, Margaret Wright, Carmen Gutierrez; (SD)
 STORK CLUB(Billingsley) ABC 10pm Georgia Gibbs (S), Fontaine Sisters (S), Pat Rooney (D)
 CELEBRITY PARADE FOR WABC 10:30 Edith Adams, Joey Adams, Don Ameche, Laurie Anders, Charlie Cerebral Palsy Applewhite, Toni & Jan Arden, Russell Arms, Kaye Ballard, Polly Bergen, Martin Block, Shirley Booth, Geraldine Brooks, Yul Brynner, Bob Carroll, Mindy Carson, Karen Chandler, Dana Clark, Perry Como, The Copacabana Girls, Jerome Courtland, Nancy Craig, Dagmar, DeMarco Sisters, Joan Diener, John Henry Paulk, Chic Farrell, John Forsythe, Arlene Francis, Betty Furness, Eva Gabor, Hermione Gingold, Eydie Gorme, Virginia Graham, Joel Grey, Paul Gray, Juanita Hall, Jack Haskell, Don Hastings, Margaret Hayes, Richard Hayes, Ed Herlihy, Al Hodge, Lennie Hayton, Lena Horne, Kim Hunter, Warren Hull, Dennis James, Sammy Kaye, Steve Lawrence, Guy Lombardo & Orch., Los Chevalas de Espana, Jack Luchsinger, Jinx McCrary, Maggi McNellis, Dick Moore, Bess Myerson, Jimmy Nelson, Patti Page, Janis Paige, Jane Pickens, Stanley Prager, Roger Price, Tito Puentes, John Raitt, Maria Riva, Tito Rodriguez, Buddy Rogers, Dorothy Sarnoff, Hazel Scott, Scotty Scott, Herb Sheldon, Herb Shriner, Sloan Simpson, Barry Sullivan, John Cameron Swayze, Treniers, Nancy Walker, Paul Whiteman, Martha Wright, Jim Wyler (PROGRAM CONTINUES UNTIL SUNDAY 3:30pm)

SUNDAY OCTOBER 24

LAMP UNTO MY FEET CBS 10am The Hard Way - (O) by Jerome Coopersmith; with John Seven, (Dr. Lyman Bryson) Edward Binns, Robert Allen, John Cassavetes, Douglas Taylor
 AMERICAN INVENTORY NBC 12:30 Heaven on Earth - (O) by Lawrence Hazard; with Lilia Skala, Berry Kroeger, Peter Von Zerneck, David White, Jean Carson, John Gibson; Dir by Carl Frank
 OMNIBUS CBS 5pm The Man with the Diamond - (O) by Frank D. Gilroy; The Man (Alistair Cooke) Who Married a Dumb Wife - (O) by Anatole France, translated by Curtis Hidden Page; both plays with Omnibus Repertory Co.: Zachary Scott, Nita Talbot, Fredd Wayne, James Millhollin, Carl Harms, Ralph Hertz, Lee Richardson, Jacques Aubuchon, James Green, LeRoi Operti, Lewis Scholle, Peggy McCay, Judith Tutaeff, Faith Burwell; Dir by Tad Danielewski; (latter play broadcast on Oct. 20 over WCAU-TV in closed-circuit try-out) A Child's View of the United Nations - Allen Funt interviews children of UN Intntl School; Farewell to Native Dancer - with Eric Guerin (jockey) in remote from Glyndon, Md.
 HALLMARK HALL OF FAME NBC 5pm The Lady in the Wings - (O) by Helene Hanff; kill: Madge Evans add: Rosemary DeCamp, Peter Hanson, Ludwig Stossel, George Eldridge, Stephen Coit, Michael Whalen; (SD, FROM HOLLYWOOD)
 YOU ARE THERE CBS 6:30 The Burning of Rome - (O) by Kate Nickerson; with Frederick Rolfe, Margaret Phillips, Don Hammer, Wesley Addy, Bruce Gordon, Charles Aidman, Andrew Duggan, Tom McDermott, Svea Grun-

SUNDAY OCTOBER 24 (Cont'd)
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Private Secretary CBS 7:30 The Brass Ring - (O) by Phil Davis; with regulars  
 (Ann Sothern)

MR. PEEPERS (Wally Cox) NBC 7:30 regulars & Fred Stewart; (SW & SD)

TOAST OF THE TOWN CBS 8pm Pearl Bailey (S), Robert Merrill (S); special material for their duet by Sid Kuller, music by Lyn Murray; Carol Haney (D) The Treniers (S&M), Vivien & Tessi (novelty); Excerpts from I Feel Wonderful - (O) by Jerry Herman; with Phyllis Newman, Bob Miller, Albie Gaye, Tom Mixon, Rebecca Barksdale, Rita Tanno, Sherry McCutcheson, Ed Holleman, Richard Tone; Connie Mack (baseball)

LIGHTS'S DIAMOND JUBILEE ALL NETS 9-11pm add to cast listed last week: Henry Morgan, Erin O'Brien Moore; show pre-empts all shows in this time period including TV Playhouse, G.E. Theatre, Honestly, Celeste!, Father Knows Best, The Hunter, Loretta Young, usually carried here. Rocky King and Life Begins at 80, below, are not carried live but teletranscribed (Kine) for outlets which take the program on a delayed basis.

ROCKY KING, DETECTIVE DuM 9pm A Case of Money and Murder - (O) by Gene Watts; with Treva Frazee, Al Ramsen, William Keene, Cy Travers, Joe Colbert; (SD)

LIFE BEGINS AT 80 (Barry) DuM 9:30 regulars & Giovanni Martinelli (S)

MONDAY OCTOBER 25  
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Sherlock Holmes WRCA-TV 7pm Lady Beryl Case - (O) by *Sheldon Reynolds* with regulars & *Paulette Goddard*; (SW & SD) *Peter Copley, Jr. Richard Larks, Duncan Elliot*

CAESAR'S HOUR NBC 8pm regulars & Luis Diaz de Caseres (D), Lilyan Chauvin, Pat Shay, Pat Sales; (SW & SD)

VOICE OF FIRESTONE NBC 8:30 Martha Lipton (S)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30 Yoko Matsuo (M), Jeanette Bard (S), The Metrotones Quartet (S) (Mary Ann Shanks, Nelson Miller, Morris Redding, Dan Tatum)

December Bride CBS 9:30 The Accident - (SW) by Parke Levy, Phil Sharpe, Bill Freedman with regulars & Paul Harvey, Robert Burton, Douglas Evans, Norman Leavitt, James Parnell, Brick Sullivan; (SD) by Thorpe

ROBERT MONTGOMERY PRESENTS NBC 9:30 Remote - (O) by Adrian Spies; with Frank Schofield, George Forrest, Edward Andrews, E. G. Marshall, John Crawford, Ellen Cobb Hill, Fred Maness; (SD)

STUDIO ONE CBS 10pm Fatal in My Fashion - (O) by Patricia McGerr, (A) by A. J. Russell; with Charles Korvin, Polly Bergen, Meg Mundy, Shepherd Strudwick, Frank Marth, Charles Andre, Paula Dehelly, Andre Charise, Jacqueline Bertrand, Barbara Nichols, Frances Woodbury, Hope Sansberry, Nicholas Soussanin, Betty Low, Anatol Winogradoff, Suzanne Dadolle; (SD) by Paul Nickell

TUESDAY OCTOBER 26
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Ella Raines WRCA-TV 7pm Bradshaw Case - (O) by Irving Elman; with John Baragrey, Victor Rendina, Virginia Gilmore, Haila Stoddard, Michael Tolan, Joanne Tree, Douglas Rutherford, Dennis Bohan, Mary Barclay

Waterfront WABD 7:30 The Sunken Treasure of San Pedro - (O) by Warren Wilson; (Preston Foster & Lois Moran) with regulars & Nestor Paiva, Horace McMahon, James Griffith, Joe Vitale, Paul McGuire; (SD) by Phil Karlson

Cavalcade of America ABC 7:30 The Forge - (O) by Charles Larson; with George Nader, Kathleen Crowley, Walter Sande, Madge Meredith, Vernon Rich, Russell Simpson, James Seay, Roland Varna

MARTHA RAYE NBC 8pm Louis Jourdan, Denise Darcel  
 (Rocky Graziano)

RED SKELTON CBS 8pm Laverne & Maxine Andrews (S) (SW & SD, FROM HOLLYWOOD)

The Halls of Ivy CBS 8:30 regulars & Verna Felton; (SW & SD)

Studio 57 DuM 8:30 So False and So Fair - (O) by James Gunn; with Karen Steele, Paul Picerni, John Lupton; (SD) by Richard Irving

Fireside Theater NBC 9pm The Wife Who Lived Twice - (O) by James Atlee Phillips, (A) by David Lord; with John Hudson, Maurice Jara, Marissa Pavan, Lalo Rios, Anne Kimbell, Guillermo Baretto, Tony Roux, Alma Beltran, Julia Montoya; (SD)



THURSDAY OCTOBER 28 (Cont'd)

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

The Case of the Tarnished Lady - with Mary Anderson, Steven Bekassy, Kenneth Tobey; (SW & SD)

SO YOU WANT TO LEAD-BAND? ABC 9pm

Denise Lor (S)

Four Star Playhouse CBS 9:30

The Adolescent - (O) by Seelig Lester; with Ida Lupino, Robert Arthur, Hugh Sanders, Lewis Martin, Nan Boardman, Hugh Beaumont, John Doucette, Allene Roberts; (SD)

KRAFT TELEVISION THEATRE ABC 9:30

The Happy Journey - (O) by Thornton Wilder, (A) by Norman Les-
sing; with Frank McHugh, Mildred Dunnock, Ellen Martin, John
Connell, Ronn Cummins, Betty Lou Keim, Rica Martens, Gene
O'Donnell, John Becher, Robert Lieb, Susan Dean, Ethel Remy,
Michael Everett, Walter Kinsella, Rosanna San Marco, Betty
Walker, Patricia Hosley; (SD) by Stanley Quinn

Ford Theatre NBC 9:30
(COLOR)

Handwritten note:
This is into
the 11/25

A Trip Around the Block - (O) by Victor Wolfson, (A) by Rich-
ard Morris; with Jan Sterling, Steve Cochran; Dir by Leslie
Kardos

LUX VIDEO THEATRE NBC 10pm
(James Mason)

September Tide - (O) by Daphne DuMaurier, (A) by Sanford Bar-
nett; with Maureen O'Sullivan, John Sutton, Lisa Daniels,
Philip Tonge, Ivan Hays; (SD, FROM HOLLYWOOD)

Public Defender CBS 10pm
(Reed Hadley)

Destiny - (O) by Frank L. Moss; with Chris Drake, Barbara
Ruick, Lester Matthews, Ludwig Stossel; (SD)

NAME THAT TUNE CBS 10:30

Judy Holliday

FRIDAY OCTOBER 29

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Adventures of Rin Tin Tin ABC 7:30  
(Lee Aaker & James Brown)

R. T. T. & the Flaming Forest - with regulars & Tim Considine  
Roy Robert; (SW & SD)

MAMA CBS 8pm  
(Peggy Wood) (COLOR)

The Worst Man - (O) by Jim Shean; with regulars & James  
Hickman; (SD)

The Life of Riley NBC 8:30  
(William Bendix)

The Duck Hunting Trip - (O) by Dick Conway & Roland MacLane;  
With regulars & June Kramer, Mary Ellen Kay; (SD)

Ray Bolger ABC 8:30  
(Marjie Millar)

The Novelist - (SW) by Maurice Richlin, Fred Fox, Stanley  
Shapiro; with regulars & Craig Stevens, Gloria Pall; (SD)

Topper CBS 8:30  
(Jeffreys & Sterling)

The Seance - (SW) by Robert Thomsen; with regulars & Lillian  
Bronson, Howard Wendell, Rex Evans, Nancy Kulp; (SD)

Schlitz Playhouse CBS 9pm

The Sensation Club - (O) by L. J. Beeston, (A) by Charles  
Bennett; with Francis L. Sullivan, Charles Davis, Henry Dan-  
iell, Tudor Owen, Queenie Leonard, Paul Cavanagh, Cameron  
Grant, Will Stanton, Vernon Downing; (SD) by Charles Bennett

THE BIG STORY NBC 9pm  
(Norman Rose)

*Handwritten note:*  
(Principal in NY only?)  
by Jerry)

Virginia Marmaduke & Joe Kordick, Chicago Sun-Times - (O) by  
Gail Ingram; with Sally Chamberlin, Jason Robards, Jr., Mad-  
eleine Sherwood, Murray Hamilton, Peggy Allenby, Spencer Dav-  
is, Beverly Lundsford; (SD)

THE STRANGER DuM 9pm  
(Robert Carroll)

Money, Money Everywhere - (O) by John Gay; with Edward Binns,  
Woodrow Parfrey, Mary James, Jay Barney, Will Scholz; (SD)

Cur Miss Brooks (Arden) CBS 9:30

regulars & Leonard Smith, Walter Coy, Ray Teal; (SW & SD)

The Vise (Ron Randall) ABC 9:30

Death Pays No Dividends - with Peter Reynolds, Eunice Gayson

CHANCE OF A LIFETIME DuM 10pm

Mady Cook (M) & others to be announced

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 22 THRU FRIDAY OCTOBER 29

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GARRY MOORE CBS 10am

Thu - Roger Ray (C); F - The Shyrettos (unicycle), Denny Des-
mond (C)

THE WORLD OF MR. SWEENEY NBC 4:30
(Charlie Ruggles, Glenn
Walken, Helen Wagner)

regulars &: M - MacLean Savage, Harrison Dowd, Floyd Buckley,
Charles Mendick; Tu - Marian Shockley; W - Janet Fox; Thu -
Lydia Reed; (SD)

MODERN ROMANCES NBC 4:45
(Martha Scott)

Handwritten note:
The Ultimatum
(O) by Harry Junkin; with Valerie Cossart, Anthony Perkins,
Frederick Worlock, House Jameson, Edmond Ryan; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 22 THRU FRIDAY OCTOBER 29 (Cont'd)

MAGIC COTTAGE (Meikle)	WABD 6pm	M thru F - regulars & Skedje Miller, Jack Bittner; (SW & SD)
TONIGHT (Steve Allen)	NBC 11:30	M - The DeMarcos (S); Tu - Henny Youngman (C); W - Fred Allen (C); Thu - Joey Faye (C); F - Hazel Scott (M)
SATURDAY OCTOBER 30 ~~~~~		
<u>Captain Midnight</u>	CBS 11am	<u>The Walking Ghost</u> , listed last week for 10/23, rescheduled for this date; for the record, show at that time was: <u>Counterfeit Millions</u> - (O) by Malcolm Stuart Boylan; with regulars & John Damler, Paul McGuire, Byron Foulger, Robert Crosson
<u>The Range Rider</u> (Jack Mahoney)	WRCA-TV 6:30	<u>Secret of the Red Raven</u> - (O) by Oliver Drake; with regulars & Sherry Jackson, Denver Pyle, Steve Clark, Ewing Mitchell, Gregg Barton; (SD)
MY FAVORITE HUSBAND (Caulfield & Nelson)	CBS 9:30	(O) by Sol Saks, Shirley Gordon, Bill Manhoff; with regulars & Steve Dunne; (SD, FROM HOLLYWOOD)
<u>Donald O'Connor</u>	NBC 9:30	regulars & Fritz Feld, Lillian Bronson, Eileen Janssen; (SW&D)
<u>Willy</u> (June Havoc)	CBS 10:30	<u>Willy & the Crook Julius</u> - (SW) by Bob Fisher & Alan Lipscomb; with regulars & Jesse Kirkpatrick, Charles Halton, Lloyd Corrigan, Don Shelton, Jimmie Horan; (SD)
<u>The Lone Wolf</u> (Louis Hayward)	WRCA-TV 11:15	<u>Memo: Jet</u> - (O) by Al C. Ward; with regulars & Lamont Johnson, Sally Brophy, Morris Ankrum, Tina Thompson, John McKee
SUNDAY OCTOBER 31 ~~~~~		
NBC-TV OPERA THEATRE	NBC 3pm (COLOR)	<u>The Abduction from the Seraglio</u> - (O) by Mozart, translation by NBC Opera Dept; with Virginia Haskins, Davis Cunningham, Leon Lishner, David Lloyd, Nadja Witkowska (all S); Dir by Kirk Browning; Conducted by Peter Herman Adler (PREMIERE)
<u>Bye Bye</u> OPERA CAMEOS (Giovanni Martinelli)	NBC 6:30 DuM 7:30	<u>Hard Luck Story</u> - (O) <u>Dwight Cummings</u> <u>I Pagliacci</u> - excerpts from opera by Leoncavallo; with Eva Likova, Frank Eckhart, Angelo Pilotto, Robert Barry, Richard Torigi (all S); (SD)
JACK BENNY	CBS 7:30	Dennis Day (S), Alan Ladd; (SW & SD, FROM HOLLYWOOD)
<u>Pepsi-Cola Playhouse</u> (Polly Bergen)	ABC 7:30	<u>Such a Nice Little Girl</u> - (O) by Lawrence Kimball; with Stuart Nedd, Marguerite Chapman, Vera Miles; (SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Nat "King" Cole (S), Andre Segovia (M), Douglas Fairbanks, Jr.; salute to Grantland Rice with Johnny Weissmuller, Earl Sande, Gene Tunney, Jack Dempsey, Vincent Richards, Earl "Red" Blaik (all sports)
<u>General Electric Theatre</u> (Ronald Reagan)	CBS 9pm	<u>The Road to Edinburgh</u> - (O) by Andrew Solt; with Joan Crawford, John Sutton, Christopher Cook, Chuck Connors, Jack Raine; Dir by Rod Amateau
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	<u>Flight Report</u> <u>Bob Con Himself</u> - (O) by D. H. Berry, (A) by David Shaw; with Martin Brooks, Allan Tower, Will Kuluva, Michael Strong, Sheldon Berman, Helen Auerbach, James Broderick, Bernard Kates, Alexander Scourby, Audra Lindley, Bart Burns; (SD) by Bob Mulligan
<u>Loretta Young</u>	NBC 10pm	<u>Girl Scout Story</u> - (O) by Allan Seager, (A) by William Kozlenko; with Beverly Washburn, Christopher Dark, Anne O'Neal, Marshall Bradford, Isa Ashdown, Maria Contreras, Geraldine Hall, Bruce Cowling, Sara Hall, Patricia Iannone, Melinda Plowman; Dir by Jus Addiss
<u>Father Knows Best</u> (Young & Wyatt)	CBS 10pm	(O) by Roswell Rogers; with regulars & Harry & Leon Tyler, Jack E. Stewart; (SD)
<u>The Hunter</u>	NBC 10:30	<u>The Case of the Counterfeit M.P.C.'s</u> - (O) by Stanley Niss; with Galina Talva, Gregory Morton, Victor Sordan, Sally Parrish, Alfred Leberfeld, Wood Romoff, Wallace Rooney; (SD) by Frank McDonald