

Ross Reports ON TELEVISION

INCLUDING

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(17)

ABC- 8-8:30pm EST; DEBUT; TV Reader's Digest, ON FILM; from WABC-TV(NY) & KABC-TV(LA), no. of stations indefinite. Sponsor- Studebaker-Packard Corp (Studebaker & Packard Automobiles); Packard thru Ruthrauff & Ryan, Inc(Detroit); Agcy Superv- George Wolf(NY); Studebaker thru Roche, Williams & Cleary, Inc(Chi); Comm & Prog Anncr- Hugh Reilly (on film). Pkgr & Film Prod- Chester Erskine Productions, Inc(Hollywood); Film Production by- Conne-Stephens at American National Studios(Hollywood); Creator & Prod- Chester Erskine; Dirs- William Beaudine, William Seiter, Harry Horner; Editorial Superv- Jason H. Bernie; Film Ed- Walter Harnemann; Camera- Lester Shorr; Script Superv- Howard J. Green; Writers- Chester Erskine, Frank Gruber, Stephen Longstreet, George Beck, others; Casting- John Stephens(at American National). Dramatizations based on stories and articles which have appeared in "Reader's Digest" in the past 30 years. Hugh Reilly is host for each story. All are produced with separate casts, as an anthology series. Program replaces Soldier Parade in this time spot; the latter moved to Thursdays, 8-8:30pm.

Wednesday(19)

CBS- 9-9:30pm EST; DEBUT; The Millionaire, ON FILM; from WCBS-TV(NY) & KXET(LA), 33 stations net, 27 delayed. Sponsor- Colgate-Palmolive Co (Dental Cream, Lustre Creme, Barber Shave, Vel), three products each Wednesday on a rotating basis; Colgate Dental Cream thru Ted Bates & Co(NY); Lustre Creme & Barber Shave thru Lennen & Newell, Inc(NY); Vel thru William Esty Co., Inc(NY); Prog Anncr- Ed Herlihy. Pkgr & Film Prod- Don Feddersen Productions, Inc(at Republic Studios, North Hollywood); Exec Prod- Fred Henry; Prod- Don Feddersen; Prod Mgr- Walter Goetz; Dirs- Alfred E. Green, William Seiter, Edward Bernds; Music Superv- Stanley Wilson; Writers- Mary McCall, Jr., James Webb, Charles Hoffman, Bert Granet and Packard & Davis. Dramatic series, with each story having a different cast except for two permanent characters, a millionaire and his secretary. Each episode is based on what happens when a person is given \$1,000,000 by the millionaire through his secretary. Marvin Miller plays the secretary and narrator of the stories; the millionaire is heard but never fully seen and the actor who plays the part is anonymous. The program replaces the Wednesday evening version of Strike It Rich for the same sponsor, with the five-times-weekly daytime version of the program continuing as before.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Wednesday(19)

BC- 10-11pm EST; SPECIAL; General Motors Motorama; from WRCA-TV(NY), no. of stations indefinite. Sponsor- General Motors Corp (All Divisions) thru Kudner Agency, Inc(NY); Acct Exec & Agcy Superv- Lou Dean; Entertainment Superv- Fred Morrissey. Pkgr & Prod- Kudner Agency, Inc(NY); Dir- Edgar Kahn(Kudner). Bob Hope is m.c. for the special preview of General Motors Corporation's Motorama at the Waldorf-Astoria Hotel in New York. Among other features, Priscilla Gillette and David Atkinson will sing special music by Victor Young, with a chorus of mixed voices. Bob Hope will act as guide for home viewers on a tour of the displays which include 1955 models, cars of the future and a modern kitchen. The program replaces This Is Your Life and Big Town (in New York) for one week only.

Saturday(22)

ABC- 9-10pm EST; DEBUT; Ozark Jubilee; from KCMJ-TV(Columbia, Mo) for first six, then from KYTV(Springfield, Mo), to the net. First half-hour is co-op, second half-hour is net sustainer. Red Foley stars in this music-comedy-variety show featuring 13 top country music stars, including Jean Shepard, Hawkshaw Hawkins, Tommy Sosebee, the Oklahoma Wranglers, Arlie Duff, Grady Martin and the Foggy River Boys. Joe Slattery is program announcer. No production credits available. The program replaces Saturday Night Fights, 9-9:45pm, and Fight Talk, 9:45-10pm; last shows for both, Jan 15.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Horizons (Sun, 9:15-9:30pm EST) PRODUCTION CHANGES: Pkgr- Kieseletter, Baker, Magedorn & Smith, Inc(NY); Prod & Script Ed & Casting- Charles Dubin(at KBE&S), with Joan MacDonald at ABC also casting; Assoc Prod- Hal Davis; Dir- Ken Rockefeller. John Beal has been host and commentator for three shows, beginning Jan 2, and may continue. (See Vol 6, page 207 for previous production credits).

CBS- Jackie Gleason Show (Sat, 8-9pm EST) Returns from two-week vacation on Jan 15; replacement has been Stage Show (See Vol 6, page 217).

DuM- The Paul Dixon Show (Mon thru Fri, 5-4pm EST) Sis Camp returned to the program as a regular, effective Jan 3, replacing Lynn Gibbs. She had been a regular when the program formerly originated from WCFO-TV(Cinn). Effective Jan 17, the program will be seen in Cincinnati over WLW-T.

NBC- The Sheilah Graham Show (Mon thru Fri, 10:45-11am) New title, effective Jan 12, in place of the original title, Hollywood Today (See page 1).

NEW NETWORK SPONSORSHIPS

REVLON PRODUCTS CORP thru William H. Weintraub & Co., Inc., will become alternate week sponsor of Danger over CBS-TV, Tuesdays, 10-10:30pm, effective Feb 8. Wash-Kelvinator Corp, div. of American Motors Corp., continues as alternate week sponsor. Revlon replaces Block Drug Co, original sponsor of the series when it debuted Sept, 1950.

LOCAL STATION ACTIVITY

WOR-TV(Ch 9) - The World We Want; RETURN Jan 13; Thu, 7-7:30pm EST. Sustaining, New York public service. Pkgr- N. Y. Herald Tribune with WOR-TV; Co-Produced by Helen Elett Waller, Richard Tobin; Dir- Ralph Giffen(WOR-TV). Third year of telecasts weekly discussions among foreign high school students, delegates to the 1955 Herald Tribune High School Forum. Forum Director Helen Waller presides.

LOCAL STATION ACTIVITY(Cont'd)

WPIX(Ch 11) - Kartoon Klub, LIVE & FILM; SCHEDULE CHANGE Jan 17; Mon thru Fri, 2-2:30pm EST; ADD Sat, 6:30-7pm EST, effective Jan 22. The program, starring ventriloquist-story teller Shari Lewis moves from its previous 5:30-6pm time spot and adds a Saturday segment.

WATV(Ch 13) - Musical Moments; DEBUT Jan 17; Mon thru Fri, 11-11:15am; Sat, 11-11:30am EST. Sponsor- V. La Rosa & Sons, Inc (La Rosa Macaroni) thru Edoardo Vergara(NY). Pkgr & Prod & Dir- Edoardo Vergara. Italian variety show with Edoardo Vergara as m.c., featuring Mino d'Aurelio, Claudia Villa, Rico Cari and guest performers on the Saturday segment (one name guest per show). Edoardo Vergara is casting director (605 E 82nd St, NY, TR 9-0420).

WATV - The Aldo Aldi Show; DEBUT Jan 17; Mon thru Fri, 11:15-12noon; Sat, 11:30-12n; Sun, 11:30-12noon EST. Participations. Prod- Aldo Aldi. Aldo Aldi stars in an Italian variety show.

WATV - La Rosa Televisione Italiana; DEBUT Jan 23; Sun, 11-11:30am EST. Sponsor- V. La Rosa & Sons, Inc (Macaroni) thru Edoardo Vergara(NY). Pkgr- Vergara for La Rosa; Prod & Script Ed & Casting- Mario Badolati; Dir- Badolati & Jim Furness. Weekly drama series, presented live in Italian, using original scripts and adaptations. Each drama will use five to seven fluent Italian-speaking actors. (Casting- Mario Badolati, CI 6-4237 (NY)).

KNXT(Ch 2) - Buck Sureshot's Cartoon Corral, LIVE & FILM; DEBUT Jan 9; Sun, 4:30-5:30pm PST. Open. "Buck Sureshot" (played by Vance Colvig) shows cartoons for children at his old broken down ranch in the desert, and also tells Western adventure tales. Vance Colvig played "Rutay the Clown" for and one-half years.

WTVJ(Ch 4) - Hialeah Stake Races; RETURN Jan 22; twice weekly thru March 3 (mainly Wednesdays and Saturdays). Sponsor- Cities Service Co (Gasoline) thru Ellington & Co(NY); Agcy Superv- Hal James. Fifth year of telecasts of the Hialeah Stakes for Cities Service. For the first time the telecasts will be fed live to a Florida intrastate network: to WIRK(West Palm Beach), WSUN(St. Petersburg, WDBO(Orlando) and WMR(Jacksonville).

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: P. Ballantine & Son, which will sponsor the Eddie Cantor Comedy Theatre in 21 Eastern cities, beginning the week of Jan 23, will also continue its sponsorship of Foreign Intrigue in some markets. Up to this month Ballantine has sponsored 172 consecutive weekly telecasts of Intrigue.... The new Don Sharpe-Four Star Productions series for Bristol-Myers starting Jan 30, will be called Stage 7. It replaces interim films for the sponsor over CBS-TV, Sundays, 9:30-10pm..... Guild Films switched shooting locale from New York to Hollywood for its Fun to Reduce when star Margaret Firth's live Pittsburgh show went off..... The pilot film of My Man Sam, filmed by Dyna-TV Productions at Hal Roach Studios for NBC, stars Pat Crowley and Joe Wong. The story is on a character created by Joseph Harrington. Matthew Rapp is producing..... James Fonda has been named producer of the CBS filmed series, You Are There, for new production in Hollywood. The first 13 have been filmed in New York to replace the former live program. West Coast work will start in February with narrator Walter Cronkite commuting between New York and Los Angeles.

NEWS & COMMENT: There were 32,996,000 TV sets in the U. S. as of Dec 1, 1954, according to Hugh M. Beville, Jr., NEC director of research.DuMont's Paul Dixon Show, originating in New York, will be seen again in Cincinnati for the first time on January 17 since the program shifted from that city several months ago after a hassle with WCPO-TV(Cinn), the station on which the program originated. The new Cincinnati outlet will be WLW-T, the NBC outlet in that city..... WDTV(Pitt) has become a member station of the Vitapix Corp lineup, bringing the total to 48 stations.

PERSONNEL CHANGES: Mrs. Jean E. Phair named director of home economics for WHAS-TV(Louisville), succeeding Mrs. Marian Gifford, resigning effective Jan 28..... Bill Easley resigned as program director for WLW-D(Dayton) to devote time to his Bill Easley Show, seen over WLW-D, WLW-T and WLW-C..... Don Garrett named press representative for Screen Gems, Inc., to travel around the country as contact with TV editors and columnists.

TALENT SHOWSHEET JANUARY 17-23, 1955

REPERFORMED

Most of the shows on January 14, 15, 16 were listed in last week's report. Changes & additions included here for the record. Multiple and across-the-board shows are grouped together after listing for Friday, January 21. 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 JANUARY 14

REPERFORMED

MAMA (Peggy Wood)	CBS 8pm	<u>Inezborg's Present</u> - (C) by Frank Gabrielson; with regulars Patty McCormack, Alice Frost, Carl Frank, Kenny Delmar; (SD)
JACK CARSON	NBC 8pm	Sheila Graham (columnist), Zsa Zsa Gabor (FROM HOLLYWOOD)
CHANCE OF A LIFETIME	DUM 10pm	Dick Lee (S)

SATURDAY JANUARY 15

REPERFORMED

TCM CORBETT	NBC 11:30am	(O) by Richard Jessup; with regulars & Jim Boles; (SD)
<u>The Range Rider</u> (Jack Mahoney & Dick West)	WPCA-TV 6:30	<u>Stage to Rainbow's End</u> - (O) by Paul Gangelin; with regulars & Jim Bannon, Kenne Duncan, Eva Miller, Raymond Hatton, Tom Yonroe, Bob Woodward; (SD)
SWIFT'S SHOW WAGON	NBC 7:30	Will Rogers, Jr.
STORK CLUB (Sherman Billingsley)	ABC 10pm	Betty Clooney (S), The Satisfiers (S), Edward Everett Horton, Frank Fontaine (C), Joe E. Howard (S)

SUNDAY JANUARY 16

REPERFORMED

<u>P-UNTO MY FEET</u> (Lyman Bryson)	CBS 10am	<u>Someone for Tea</u> - (C) by Alexander Fedoroff; with Ann Shoemaker, Ruth White, Dorothy Peterson, Joan Hotchkiss; (SD)
FRONTIERS OF FAITH	NBC 1:30	<u>Moral Decision - Part III - The Abuse of Responsibility</u> - with Jack Hartley, Mike Keene, Fred Catania, Paul Lilly, Gerald Lee, Johanna Douglas; (SD)
AMERICAN INVENTORY	NBC 2pm	<u>The Right Man</u> - (C) by Edgar Marvin; with John Sylvester, Dean Harens, Sylvia Davis, Jan Farrand; (SD)
HALLMARK HALL OF FAME	NBC 5pm	<u>Young Ben</u> - (O) by Peter Kertner; with Ben Cooper, Gil Harmon, Richard Simmons, Paul Powers, Mike Miller, Bob Sherman; (SD, HD)
OMNIBUS (Alistair Cooke)	CBS 5pm	Martyn Green in patter songs from Gilbert & Sullivan; Film on Dr. Hideki Yukawa, physicist; Film on citizens called for jury duty, produced by and with Allen Funt
MR. PEEPERS (Wally Cox)	NBC 7:30	regulars & Cyril Ritchard, Alice Ghostley, Marcel LeBon, Robert Carricart, Robert Fortin, Everett Greenbaum; (SW & SD)
<u>Private Secretary</u> (Ann Sothern)	CBS 7:30	<u>Secretaries Are People Too</u> - (O) by Siegfried Herzig; with Marilyn Erskine, Casey Adams, Ralph Montgomery, Todd Miller, Joe Garcia, Frank Hagnan & regulars; (SD)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	<u>Doing Her Bit</u> - (O) by Roger Hirsom; with Janet Blair, James Daly, Frank Maxwell, Kathleen McGuire, G. Albert Smith, Carleton Carpenter, Eddie Firestone, Julian Barry, Brett Somers, Robert Geiringer; (SD) by Robert Mulligan
GENERAL ELECTRIC THEATRE (Ronald Reagan)	CBS 9pm	<u>Yankee Peddler</u> - (O) by Bernard Reines; with Jackie Cooper, others to be announced; (SD, FROM HOLLYWOOD)
BEGINS AT 80	DUM 9:30	Joe Howard & regulars; salute to John Golden (producer)
<u>Father Knows Best</u> (Robert Young)	CBS 10pm	<u>Fud, the Snob</u> - (O) by Paul West & Roswell Rogers, (A) by Rogers; with regulars & Jimmy Bates, Joyce Coates; (SD)
IGOR CASSINI	WPCA-TV 11:20	Bob Hope, Arlene Francis, Gypsy Rose Lee, Joyce Matthews, Elaine Malbin (S) & cast members from <u>Kismet</u>

MONDAY JANUARY 17

Lock Holmes and Howard WRCA-TV 7pm The Case of the Perfect Husband - (C) by Hamilton Keener; with regulars & Mary Sinclair, Michael Gough, Carol Saroyan, Thomas Quinn Curtiss, Richard Watts; (SD)

Life With Elizabeth WAED 7:30 regulars & Dick Garton

CAESAR'S HOUR NBC 8pm regulars & Barbara Nichols; (CW & SD)

TV Reader's Digest (Hugh Reilly) ABC 8pm The Last of the Shooting - (O) by Cleveland Amory, (A) by Frank Gruber; with Russ Simpson, John Hamilton, Chubby Johnson, Francis MacDonald, Bill Fawcett, Dick Feeves, Jimmy Hawkins, Bobby Taylor, Tommy Kirk, Al Wyatt, Red Morgan; (SD) by William Beaudine (PREMIERE OF NEW SERIES)

VOICE OF FIRESTONE ABC 8:30 Brian Sullivan (S)

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30 The Easternaires (S: Dan Hayburn, Tom Dames, Bob Bohn, Ray Michalski), Astrid Neilson (S), The Triads (M: Eve Ross, Fred Ross, George Gold)

Medic (Richard Boone) NBC 9pm White is the Color - with Lee Marvin, Beverly Garland; (SW & SD, REPEAT OF PREMIERE SHOW)

ROBERT MONTGOMERY PRESENTS NBC 9:30 The Cypress Tree - (O) by Robert J. Shaw; with Dorothy Stickney, Katherine Squires, June Walker, Coe Horton, Susan Steell, Katherine Gregg, Robert Lieb, Doreen Lang, Gordon Clarke, Betty Council, Frank Tweddell, Kay Raht; (SD) by P. Lafferty

December Bride (Spring Byington) CBS 9:30 Grandfather Clock - with regulars & Louise Lorimer, Gail Conroy, Kimira Sessions; (SW & SD)

STUDIO ONE CBS 10pm Sail with the Tide - (O) by Honore de Balzac, (A) by Michael Dyme; with Claude Dauphin, Mai Zetterling, Meg Mundy, Murray Matheson, Margaret Forssgren, Karen Lanay, Andre Charise, Grant Williams; (SD) by Paul Nickell

John Mark Stevens & Trudy Wroe WRCA-TV 10:30 regulars & Morris Ankrum, Kendall Clark, Evelyn Scott, David Kasday, Earle Ross, Barry Froner, Gavin Gordon, Malcolm Atterbury; (CW & SD)

TUESDAY JANUARY 18

Ella Raines WRCA-TV 7pm Bartow Case - (O) by Sarett Rudley; with Martin Brooks, Phyllis Hill, Harold Vermilyea, Mikhail Rasumny, Paul Zukofsky, Douglas Rutherford; (SD)

Cavalcade of America ABC 7:30 A Message from Garcia - with Donald Murphy, Peter Mamakos, Murvyn Vye, James Todd, Salvador Baguez; (SD)

MARTHA RAYE NBC 8pm Cesar Romero, Will Jordan (C); (SW & SD)

Halls of Ivy CBS 8:30 regulars & Barbara Jean Wong; (SW & SD)

Studio 57 DuM 8:30 The Will to Survive - (O) by Maurice Cranston, (A) by James Gunn; with Marguerite Chapman, Joanne Davis, Robert Horton; Dir by Herschel Dougherty

Fireside Theater (Gene Raymond) NBC 9pm The Double Life of Barney Peters - (C) by Edwin Lanham, (A) by Willis Root; with Gene Raymond, Bobby Driscoll, Frank Wilcox, Helen Hagan, Robert Burton, Harry Hines, Frank Ferguson, Gayne Whitman, Richard Shackleton, Paul Grant, John Ducette; (SD)

UNITED STATES STEEL HOUR ABC 9:30 The Boneman - (O) by Donald Siegel & Francis Rosenwald, (A) by Rosenwald; with Celeste Holm, Robert Preston, Ann Thomas, James Westerfield, Humphrey Davis, Kevin Coughlin; (SD)

NEW RED SKELTON CBS 9:30 Peter Lorre (FROM HOLLYWOOD)

R CBS 10pm No Passport for Death - (O) by Burton Rouche, (A) by Ben Radin; with John Cassavetes, Fred Sadoff, John Coruff, Leo Penn, Miriam Colon, Martin Newman, Don Keefer, Claire Kirby; (SD) by John Frankenheimer

It's A Great Life NBC 10:30 The Missing Stamp - with regulars & Gary Marshall, Harvey Parry, Byron Foulger, Nancy Kulp, Don Dayton; (SW & SD)

WEDNESDAY JANUARY 19

Norman Wayne (Lorring)	NBC 7pm (COLOR)	Picnic Tree - (SW) by Harvey Crkin & James Lee; with regulars & Frank Merlin, Leora Thatcher, Joe Silver, Floyd Buckley, Gus Lax; (SD) by David Swift
Disneyland (Walt Disney)	ABC 7:30	Monsters of the Deep - (O) by Winston Hibler, Ted Sears, Jack Speirs; with Peter Lorre, Kirk Douglas; Excerpts from <u>Fantasia</u> and <u>Pinochio</u>
I Married Joan	NBC 8pm	regulars & Wally Brown, Sally Kelly; (SW & SD)
New Stu Erwin Show	ABC 8:30	regulars & Morris Ankrum; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The Written Word - (O) by Ludovic Kennedy (from <u>Murder Story</u>) (A) by Leslie Duncan; with David Cole, Edward Binns, Pat O'Malley, Russell Hardie, Paul Anderson, Pamela Simpson, Barbara Barrie, Stanley Lemin, Mark Rydell, Patricia Davidson, Victor Wood, John Malcolm, Robert Herman, Roy Dean; (SD) by Dick Dunlap
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Amy Moore - (O) by George Van Marter, (A) by Mary McCall, Jr.; with Marvin Miller, Roy Gordon, Toni Gerry Ray Gall, John Archer; (SD) by Alfred E. Green (PREMIERE)
Foreign Intrigue (Gerald Monk)	WABC-TV 9:30	F. I. in the Wayward Brother - (O) by Harold Jack Bloom; with Ingrid Eusterson, Acme Carlson, Robert Cunningham, Rangvi Lindbladh, Borje Mellvig; (SD) by Jack Gage

THURSDAY JANUARY 20

Ray Milland (Phyllis Avery)	CBS 8pm	(O) by Lou Breslow & Rik Vollaerts; with regulars & Douglas Spencer, Hope Emerson, Lloyd Corrigan, Gavin Muir, Phil Tully, Gene Reynolds, Bill Flatley, Jimmy Hayes; (SD)
E. J. Merrill	NBC 8:30	Cut to Kill - (O) by George Bellak; with Neva Patterson, Martin Rudy, Bill Daniels, Herbert Nelson, David White, Edith King; (SD)
Treasury Men in Action (Walter Graza)	ABC 8:30	The Case of the Iron Curtain - (O) by Alvin Boretz; with Louis Jean Heydt, Ben Wright, Verika Patky, Russ Conway; (SD)
SHOWER OF STARS (William Lundigan)	CBS 8:30 (COLOR)	Ethel Merman (S), Red Skelton (C), Betty & Jane Kean (C&S), Bobby Van (D); Choreog by Gene Nelson, Harry King; Idea by George Gilbert, (A) by Herbert Baker; Prod by Jule Styne, Nat Perrin (FROM HOLLYWOOD)
SO YOU WANT TO LEAD-BAND	ABC 9pm	Betty Madigan (S)
POND'S THEATRE	ABC 9:30	The Rugged Mountains - (O) by Leslie MacLeod, (A) by Charles Mergendahl; with Jack Kelly, Lori March, Rex Thompson, Farrell Kelly, William Lanteau, Stuart Mackintosh, Jack Livesey (SD) by Fred Carney
Ford Theatre	NBC 9:30	The Stars Don't Shine - (O) by Al C. Ward, (A) by Gabrielle Upton; with Teresa Wright, Phil Carey, James Bell, Paul Keast, Horace McMahon; Dir by Greg Garrison
Four Star Playhouse	CBS 9:30	Breakfast in Fed - (O) by Muriel Roy Bolton; with David Wiven, Gloria Talbot, Barbara Billingsley, Don Shelton, Phil Rich; Dir by Peter Godfrey
Conrad Macal Theatre	WABD 10pm	The Queen of Spades - (O) by Alexander Pushkin, (A) by Tom Sterling; with George Conneay, Lenore Chanewise, Tom Middleton, Loris Peterson, Stephen Garrett; Dir by John Wantley
LUX VIDEO THEATRE (James Mason)	NBC 10pm	Love Letters - (O) by Chris Massie (novel), Paramount screenplay by Wyn Hand, TV (A) by Richard McDonagh; with Diana Lynn, Don O'Herilhy, others to be announced; (SD, FROM HOLLYWOOD)
Public Defender (Fred Hadley)	CBS 10pm	Sun Point - (O) by Paul Franklin; with Frank Ferguson, Mae Clarke, Jean Davis, Pierre Watkins, Frank Scannell, Norman Kates, John Close; (SD)

FRIDAY JANUARY 21

<u>Adventures of Rintintin</u> ABC 7:30 (Lee Aaker)	<u>Shifting Sands</u> - (O) by Douglas Heyes & Roy Erwin; with regulars & Douglas Fowley, John Cliff, Edmund Cobb; (SD)
<u>Life of Riley</u> NBC 8:30	regulars & Henry Kulky, Karl Davis; (SW & SD)
<u>Topper</u> CBS 8:30 (Anne Jeffreys)	<u>Rejuvenation</u> - (SW) by Elon Packard & Stanley Davis; with regulars & Chick Chandler, Benny Rubin, Rex Evans, William Vedder, Claire Meade; (SD)
<u>Ray Bolger</u> ABC 8:30	<u>A Gift from the Sultan</u> - (O) by Paul Henning; with regulars & Paul Maxey, Hayden Rorke, Pierre Watkins, Lee Millar, Billy Benedict, Yvette Dugay, Tor Johnson, Ray Spiker; (SD)
THE BIG STORY (Norman Rose) NBC 9pm	<u>Gene McLain, Arizona Republic, Phoenix, Arizona</u> - (O) by Paul Monash; with James Broderick, Richard Hylton, Truman Smith, Richard Bishop, Alexander Lockwood, Caren Lenay, Gene Persson; (SD)
THE STRANGER (Robert Carroll) DuM 9pm	<u>The Voice from Beyond</u> - (O) by Michael Brook; with Perry Fiske, Margaret Barker, Fred Stewart, Dorothy Jolliffe; Dir by David Lowe, subbing for vacationing Frank Telford
<u>Schlitz Playhouse</u> CBS 9pm	<u>Underground</u> - (O) by Jerome Barry, (A) by Charles Bennett (who also is Dir); with Paul Kelly, Peggy O'Connor, John Lupton, Robert Wilke, Walter Reed, Norman Keats, Dennis Weaver
<u>The Vise</u> ABC 9:30 (Ron Randell)	<u>The Benevolent Burglar</u> - with James Hayter, Peter Dymalay, Pauline Olsen, Joan Drummond; (SD)
<u>Inner Sanctum</u> WOR-TV 9:30	<u>The Skull Beneath</u> - (SW) by Louis Vittes; with Robert H. Morris, Phyllis Hill, Jack Albertson, Mike Kellin, William Martel, John Seven, Steve Gravers; (SD)
<u>Cur Miss Brooks</u> CBS 9:30	regulars & Dan Tobin, Joe Kearns; (SW & SD)
<u>The Lineup</u> CBS 10pm Warrner Anderson & Tom Tully)	<u>Sub Machine Gun Case</u> - (O) by E. Jack Neuman; with regulars & Ric Roman, Farley Baer, Jill Jarmyn, Walter Reed, Thonnis Calhoun, Greta Granstedt, Billy Nelson; (SD) by Hollingsworth Morse

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 14 THRU FRIDAY JANUARY 21

TODAY NBC 7am	M thru F - Faye Emerson subs for vacationing Dave Garroway thru 1/28; Bil & Cora Baird & marionettes seen 1/7 thru 1/21
GARRY MOORE CBS 10am	Tu - Johnny Carson (C); F - Chan Canasta (mentalists), Roger Price (doodles), Randy Hall (M)
THE WAY OF THE WORLD (Gloria Louis) NBC 10:30am	M thru F (thru 1/25) - (O) by Stephen de Baun; with Jerome Courtland, Helen Auerbach, Santos Ortega, Jack Orrison, John Craven; (SD)
FIRST LOVE NBC 4:15	M - Joan De Marrais; (SW & SD)
THE WORLD OF MR. SWEENEY (Charlie Ruggles, Glenn Walker, Helen Wagner) NBC 4:30	regulars &: M - Mary Linn Beller, Michael Dreyfuss, Nell Harrison; Tu - Janet Fox; W - Nat Polen, Ralph Robertson; Thu - Jocelyn Brando, Ethel Ramey, Joe Latham; F - James Millhollin
MODERN ROMANCES (Martha Scott) NBC 4:45	M thru F - <u>One and Two Make Trouble</u> - (O) by George Lowther; with Audra Lindley, Walter Brooke, Celia Lipton, Logan Field
HOWDY DOODY NBC 5:30	M thru F - Bob Smith returns; add regulars: Ted Brown, Gina Ginardi
MAGIC COTTAGE WABD 6pm	M thru F - Skedje Miller,
CAPTAIN VIDEO (Al Hodge) DuM 7pm	M thru F (thru 2/25) - <u>Dr. Paul's Planet</u> - (O) by Carey Wilber; with regulars & Dave Ballard, Grant Sullivan, Stephen Elliott
TONIGHT (Steve Allen) NBC 11:30pm	M - Gene Bianco (M), Salvador Dali (artist); Tu - George Ito (fire-eater), Lee Sullivan (S); W - Michael Rabin (M), Lou Taylor (pigeon trainer); Thu - Herb Jeffries (S), Ben Belafonte (inventor); F - Film Critics' Awards, Portia Nelson (S)

SATURDAY JANUARY 22

<u>Captain Midnight</u> (P. Howard Webb)	CBS 11am	<u>The Mark of Death</u> - (O) by Tom Kilpatrick, (A) by Wells Root; with regulars & Ted Hecht, David Colmans, Eckken Ben Ali, Peter Brocco, Paul Marion; (SD)
<u>Wire Rider</u> (Jack Mahoney & Dick Jones)	WRCA-TV 6:30	<u>The Secret Lode</u> - (O) by Kenneth Perkins; with regulars & Leonard Penn, Anne Nagel, Tommy Ivo, Harry Cheshire, Bill Kennedy, Gregg Barton, Frank Matts; (SD)
<u>Rheingold Theatre</u> Presents Henry Fonda	WRCA-TV 7pm	<u>The Thin Line</u> - (O) by Frederic Brown; with David Niven, Joan Camden, Joe Forte, Chuck Connors, Herb Vigran, Dick Paxton, Lynn Thomas, Jennifer Raine; (SD) by Roy Kellino
<u>So This Is Hollywood</u>	NBC 8:30	regulars & Victor Moore; (SW & SD)
JIMMY DURANTE	NBC 9:30	Vivian Blaire & Durante regulars; (SW & SD, FROM HOLLYWOOD)
MY FAVORITE HUSBAND	CBS 9:30	regulars & Elliott Reid; (SW & SD, FROM HOLLYWOOD)
GEORGE GOBEL	NBC 10pm	Barbara Britton, George Liberace (M); (SW & SD, FROM H'WOOD)
<u>The Lone Wolf</u> (Louis Hayward)	WRCA-TV 11:15	<u>Memo: The Plantation</u> - (O) by Mindret Lord; with Henry Morgan, Frances Rafferty, Walter Kingsford, Marvin Miller; (SD)

SUNDAY JANUARY 23

NBC-TV OPERA THEATRE	NBC 2pm	<u>Tosca</u> - based on play by Sardou, libretto by Giacosa & Illica, opera by Puccini; with Leontyne Price, David Poleri, Josh Wheeler, Thomas Stewart, Emile Renan, Michael Pollock, Francis Monachino; (SD)
<u>OMNIBUS</u> (Alistair Cooke)	CBS 5pm	<u>The Adams Family - Part II</u> John Quincy Adams - with cast to be announced; Music Lesson by Yehudi Menuhin (M)
<u>Roy Rogers</u> (& Gene Evans)	NBC 6:30	<u>The Big Chance</u> - (O) by Dwight Cummins; with regulars & Harry Harvey, Harry Lauter, Rusty Wescoatt, Dub Taylor; (SD)
<u>Are There</u> (Walter Cronkite)	CBS 6:30	<u>Susan B. Anthony is Tried for Voting</u> - (O) by Kate Nickerson. with Carmen Mathews, E. G. Marshall, Eda Heinemann, Donald Buka, Bernard Grant, Yale Wexler, Stuart Germain, John Boruff, Porter Van Zandt, Don Keefer, James Kelly, Lou Frizzell, Fred Meyer, Charles Welch, Carroll Howe; (SD)
<u>OPERA CAMEOS</u> (Giovanni Martinelli)	DuM 7:30	Excerpts from <u>Don Pasquale</u> - opera by Donizetti; with Salvatore Baccaloni, Florence George Crosby, Charles Anthony, Richard Torigi; (SD)
<u>Pepsi-Cola Playhouse</u> (Polly Bergen)	ABC 7:30	<u>The House on Judas Street</u> - with Jean Byron, Peter Votrian, James McCallion, Nora Marlowe, Parley Baer; (SD)
JACK BENNY	CBS 7:30	Jilsle MacKenzie (S)
<u>TOAST OF THE TOWN</u> (Ed Sullivan)	CBS 8pm	Robert Taylor & clips from his film <u>Many Rivers to Cross</u> ; Roberta Peters (S), Tony & Sally DeMarco (D), William Warfield (S), Alfidi Accordion Symphony Band (M), Scene from <u>Anastasia</u> - (O) by Marcelle Maurette, translated by Guy Bolton, with Viveca Lindfors, Eugenie Leontovich; Sybil Bowen (C)
<u>COLGATE COMEDY HOUR</u> (Gordon MacRae)	NBC 8pm	<u>In the French Style</u> - (O) by Irwin Shaw (A) to be announced; with Gloria Vanderbilt, Franchot Tone; Paul Winchell (ventri- loquist), Renny Graham (C), the DeMarco Sisters (S), Joyce Bryant (S), DeLois Faulkner (1955 Maid of Cotton), Carmen Dragon's Orch.
<u>PHILCO TELEVISION</u> <u>PLAYHOUSE</u>	NBC 9pm	<u>Anatomy of Fear</u> - (O) by P. W. Durkee, Jr.; with Rod Steiger, Perry Wilson, Katherine Maskill, Geoffrey Horne, others to be announced; (SD)
<u>Gene Electric</u>	CBS 9pm	<u>The Martyr</u> - with J. M. Kerrigan, Lee Marvin, Joseph McCallion, Noel Drayton, other credits to be announced; (SD)
<u>Year Favorite</u> <u>Playhouse</u>	CBS 9:30	<u>Speaking to Hannah</u> - (O) by Gladys Hasty Carroll, (A) by Eugene Solow; with Ethel Waters, Lloyd Corrigan, James Bell
<u>Loretta Young</u>	NBC 10pm	<u>The Refinement of Ab</u> - (O) by Mary H. Vorse, (A) by William Bruckner; with Hugh Beaumont, Lee Aaker, Ray Gall, Erin O'Brien Moore, Malcolm Atterbury, John McGovern, Ann Doran

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MID-WEEK SPECIAL

PUBLISHER'S NOTE: This is the first issue of a new regular addition to the services of Ross Reports On Television. It will be coming your way each week as a mid-week supplement to the Weekly Report. As the Weekly has long been a record of factual developments in television production and programming, the new Mid-Week Special will cover news highlights of the field, news of future developments and editorial comment on trends in television. Naturally, we welcome criticism, comment and suggestions that may aid in improving this new, added service.

NEWS - POSSIBILITIES - COMMENT

Advertisers will spend \$1,500,000,000 in television this year, an increase of 100 per cent over two years ago, Robert W. Sarnoff, exec v.p. of NBC, predicted in a speech in Allentown, Pa., Monday night. Concerning color, Mr. Sarnoff said, "We started compatible color broadcasting, we plan to continue our color shows on schedule, and we hope soon to expand the schedule." The rest of the industry, especially the manufacturing end, was divided on color last week. CBS denied stories that it was planning to cut its color schedule next season, with both NBC and CBS spokesmen declaring that if set makers wanted more color programming to help move sets they should be willing to sponsor the programs themselves. One dissenting voice on the program side concerning color, Jess Oppenheimer, producer-chief writer of I Love Lucy, said that "Color does not enhance comedy. It is a distracting influence. You can see its value in sweeping panoramic shots in Western films, in period pieces and even in love scenes. But comedy demands too much attention to detail."

Republic Pictures Corp bought exclusive television, radio and motion picture rights to "Dr. Fu Manchu," the oriental villain created by Sax Rohmer. The announced price of \$4,000,000 covers production of 78 half-hour television films, to begin in two months, and half-hour radio programs. Feature length pictures are separate. Mr. Rohmer will serve as consultant on the television series, which will be produced by Studio City TV Productions, Inc., a Republic subsidiary, and distributed by Hollywood Television Service, Inc., another Republic subsidiary.....Dennis Day will make another TV try for NBC, with a new pilot film scheduled as soon as he finishes his current night club stand at the Copacabana in New York. Day will demonstrate his variety of talents in the film: singing, dancing, comedy and character monologues, according to reports.....Screen Gems is currently in production on two pilots in Hollywood for Johnny Weissmuller's new Jungle Jim series, for syndication.

(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; and a complete file of television news items. (The Television Index card file.)

Joel McCrea may produce and star in his own television film series, tentatively Las Vegas Gentleman, if distribution and production plans can be set.....The new Peace Karns series for Jackie Gleason Enterprises may be based on a pilot script submitted by Karns and, if it is acceptable, the series may be called Crime Counselor. The entire project is still under discussion.....The Duster Crabbe series, Captain Gallant, debuting over NBC-TV on February 13 for H. J. Heinz Co., will be available for syndication in cities not taken by Heinz, but the food sponsor's line-up is still tentative.....Newest Ziv TV film series may be Science Fiction Theatre, with a pilot currently in production stages at California Studios.

ABC-TV will inaugurate its new Pacific Coast Network on January 24 with a six-station net for Jack Bailey's Queen for a Day, Mon thru Fri, 3-3:30pm PST. The show is currently seen locally in LA over MEJ-TV, and will continue to be seen over that outlet rather than ABC's local station KABC-TV. The local sponsors, going net, are P. Lorillard Co for Old Gold Cigarettes, Folger's Coffee and White King Soap..... CBS-TV will telecast the Game of the Week next baseball season with the same major sponsorship as during the series' two years over ABC-TV; Falstaff Brewing Corp thru Dancer-Fitzgerald-Sample, Inc. CBS hopes to have a bit more control over the choice of games for the Saturday special and is negotiating for a more varied line-up of originations. Dizzy Dean and Buddy Blattner and their pre-game Baseball Warm-up will also be seen over the CBS net.....If ABC-TV goes ahead with its plans for a TV version of Cafe Istanbul, Marlene Dietrich's old radio series, Phil Barry, Jr., will probably handle production, with Joan MacDonald doing the casting. Miss Dietrich is not involved in the TV plans.

June Favoc's Willy series seems to be undergoing a gradual change in format with more show business atmosphere inserted. Possibly it's not connected, but writers Alan Lipscomb and Robert Fisher have left the show staff.....Mark Stevens will be writer and director as well as star of three Big Town films, starting production next week.....The Jimmy Demaret Show, originally produced by Cornell Films(NY), is now being produced and distributed by Award Television Corp(NY). The companies are separate, but both have the same officers, headed by J. Milton Salzburg. The series has been sold in two markets, with about 50 more in current negotiation.....Although Father Knows Best received a reprieve from the sponsor to see whether it can get better ratings, the time lag in rating services (except for the limited market Trendex) could work against it.

Leo Guild, Hollywood Reporter columnist, is currently conducting a vendetta against live television, running capsule critiques of acting fumbles and camera errors that wouldn't be permitted on filmed shows. Joan Caulfield of My Favorite Husband rebutted that her show doesn't have the obvious fumbles because they rehearse enough to insure a good performance. The big test of comparison may come when and if Desilu Productions goes ahead with its plans for its one-hour anthology series on film.

AGENCIES AND ACCOUNTS: Batten, Barton, Durstine & Osborn, Inc., took over Revlon Products Corporation's Silken Net Spray and Aquamarine Lotion from Sullivan, Stauffer, Colwell & Bayles, Inc., as of Jan 14, but no Revlon TV sponsorship's have been affected by the move yet.....Best Foods, Inc., purchase of Skippy Brand peanut butter does not affect any agency assignments. Guild, Bascom & Bonfigli, Inc(S.F.) will continue as agency for the Skippy Peanut Butter Division, Best Foods, Inc.

PEOPLE GOING PLACES: Bernard "Barney" Girard has been signed by CBS Television in Hollywood as a producer-director-writer. He had been director on the first group Medic films, but most recently has been doing some scripts for CBS' Climax!........a Stone has wound up his directing assignment on I Married Joan and is returning East. Among other activities, he will teach TV Performing during the second half of the Spring term at the American Theatre Wing Professional Training Program. Charles Dubin will teach during the first half of the term.....(Continued next page)

PEOPLE GOING PLACE (Cont'd): Joe Morris named managing editor of Radio-Television Daily, succeeding Bill Noble, resigned.....Donald H. McGannon named v.p. and general executive of Westinghouse Broadcasting Co. He had previously been general manager of Du Mont TV net's co-and-o stations and resigned after WDTV(Pitt) was sold to Westinghouse.....William A. Chalmers named director of television and radio, J. P. Shelley & Associates, Inc(LA).....Steve Dunne has signed a five-year personal contract with CBS Television. He is currently starring in Professional Father..... Gil Thomas named producer of KABC-TV(LA) The Jack Owens Show, succeeding Harfield Weedin, resigned.....Donald E. Tomkins resigned as television-radio director of Grant Advertising, Inc., to resume his consulting practice. William C. Patterson, former Cecil & Presbrey TV-radio exec, is director of television-radio for Grant Advertising, Inc., in New York.

Robert S. Jones resigned as radio-television director of Sidney Garfield & Associates(S.F.) to join CBS Radio net sales in that city.....Thomas Cadden named radio-television director, Krupnick & Associates (St. L.).....Bob Hayward named radio-television director, Brisacher, Wheeler & Staff(S.F.)

Latest thinking on the West Coast is to offer new TV series as live productions, with film to follow if everything goes well, permitting more flexibility in changing story lines, characters and writers if necessary. Several shows have already blazed the trail, although not necessarily for those reasons. You Are There is now on film after being live for almost two seasons; Bernard Prockter converted two shows to film for syndication purposes; the comedians have been talking it up big for the past few months. While the current thinking may be to convert to film once a format jells, the one field that turns up stumbling blocks is that very sensitive comics' world. While the success of Burns & Allen and Jack Benny with filmed programs have been cited as evidence that it can be done, they are known as calm and collected characters. Benny, especially, is noted for the fact that his writing staff is permanent; a point often made to prove that his shows are comparatively easy to produce, live or film. Can a comedian, who is also producer of his own show, keep from killing each day's film take if he doesn't like the results? Can a network afford to take care of the extras that will mount for frantic characters who may or may not like what they are putting on in front of the cameras? Is film any guarantee that a show that may not be too funny live will automatically improve if you film it? There are lots of pertinent questions to this business of filming comedy that haven't been answered yet. Film is proven for situation comedies, but the jury is still out on comedy-variety.

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