

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

JUNE 13-19, 1955

VOLUME 7 NUMBER 24

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PRODUCTION • PROGRAMMING • TALENT

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### WEEKLY REPORT

#### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

##### Saturday(18)

CBS- approx 4:45-6pm EDT; SPECIAL; NCAA Track and Field Meet; from KNXT(LA), to-the net. Sustaining. Pkgr- CBS Sports(LA); Prod- Don Hine; Dir- Bob Quinlan. Telecast of top events of the 34th NCAA Track and Field Meet at the Los Angeles Coliseum, with 375 of the nation's top track and field athletes taking part. Tom Harmon of CBS and H. D. Thoreau of the NCAA will handle the descriptions of the competition. Program is in open net time, following completion of the Baseball Game of the Week.

NBC- 8-9pm EDT; SPECIAL; National Open Golf Championship; from KRON-TV(San Fran), 91 or more stations, live. Sponsor- Dodge Division, Chrysler Corp. thru Grant Advertising, Inc(Chi). Pkgr- NBC Sports; Production by KRON-TV crew. Telecast of the final round of the 55th National Open Golf Tournament at San Francisco's Olympic Country Club. Lindsey Nelson of NBC and golfing great Gene Sarazen will handle the commentary. First half-hour is open net time, formerly filled by The Mickey Rooney Show (see page 58). The second half-hour has been the time spot for So This Is Hollywood (last show in this spot June 11) which moves to Friday, 10:30-11pm EDT, effective July 1.

NBC- 10:30-11pm EDT; RETURN & NET DEBUT; Your Play Time, ON FILM; from WRCA-TV (NY) & KRCA-TV(LA), approx 146 stations net and delayed. Alternate Week Sponsors- 1) American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings; Agcy Superv- Dan Lounsberry; Commls- On Film. 2) Hudnut Sales Co, Inc (Quick home permanent & Hudnut beauty products) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Douglas Coyle; Agcy Superv- Dwight Mills; Comm Superv- Lucy Monroe. Pkgr- MCA-TV & Revue Productions. Re-runs of films previously presented on The Pepsi-Cola Playhouse (ABC-TV), Studio 57 (Du Mont) and Your Favorite Playhouse-Authors Playhouse (CBS-TV). Your Play Time was seen over CBS-TV during previous summers as the replacement for Jack Benny Show and Private Secretary. In its new spot it replaces Your Hit Parade for the summer; last show June 11 before hiatus.

##### Sunday(19)

NBC- 7:30-9pm EDT; June 19, July 17, Aug 14; DEBUT; Summer Specials (Sunday); from KRCA-TV(LA) for June 19, others indefinite; approx 94 stations live. Sponsor (June 19)- Reynolds Metals Co (Continued next page)

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THIS WEEK(More)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

THIS WEEK(Cont'd)

Sunday(19)

NBC- Summer Specials (Sunday) (Continued from previous page): (Institutional, Industrial & Consumer Products) thru Buchanan & Co., Inc(NY); Acct Exec- William E. Dasheff; and Clinton E. Frank, Inc(Chi); Acct Exec- Clinton E. Frank. Pkgr- NBC-TV(NY); Exec Prod- Jack Rayel; Prod & Dir- Herbert Bayard Swope, Jr (June 19 show); Writers- Luther Davis & Charles Isaacs. Summer replacement series for Max Liebman Presents, NBC spectaculars, but presented for the summer in black and white rather than color. No details are available for July 17 and August 14 programs. Summer Specials (Saturday) will be seen July 2, July 30 and Aug 27 and will be listed on debut. (See page D for cast credits).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Stop the Music (Tue, 10:30-11pm EDT) Last show before summer hiatus was May 31.

Treasury Mon in Action (Fri, 8:30-9pm EDT) New day and time effective June 17. Former time spot was Thur, 8:30-9pm, last show in this spot June 9. (See next).

Soldier Parade (Thu, 8-9pm EDT) Add half-hour, 8:30-9pm, effective June 16. Also add Pfc. Richard Hayes as asst m.c. Program format will be changed slightly with the addition of a top name civilian entertainer each week as a guest.

CBS- Down You Go (Sat, 9:30-10pm EDT) Add Joe Cates as regular director.

Bob Crosby Show (Mon thru Fri, 3:30-4pm EDT) Add Cathy Crosby (Bob Crosby's 16-year-old daughter) and Gary Crosby (Bing Crosby's 22-year-old son) to cast for two summer months. Each will appear three times weekly, filling in for Joan O'Brien, now on maternity leave.

DuM- N. Y. Times Youth Forum (Sun, 12noon-1pm EDT) Last show, June 12.

NBC- Capt. Hartz and his Pets (Sun, 12noon-12:15pm EDT) Last show, May 29.

It's A Great Life (Tue, 10:30-11pm EDT) Re-runs began June 7, thru August 30.

Mr. Wizard (Sat, 12noon-12:30pm EDT) Last live show May 28, kinescope re-runs for summer began June 4 (one week earlier than planned due to Don Herbert's illness).

The Life of Riley (Fri, 8:30-9pm EDT) Re-runs start June 17, for 13 weeks.

The Bob Cummings Show (Sun, 10:30-11pm EDT) Re-runs start June 19, with some new films, for 13 weeks, thru Sept 11.

Home (Mon thru Fri, 11am-12noon EDT) Mrs. Jeanne Fisher has replaced Jeanne Horn as off-camera cooking editor.

NEW NETWORK SPONSORSHIPS

GIBSON ART CO (Greeting Cards) thru Stockton, West, Burkhart, Inc(Cinn) will be a one-third sponsor of Dateline Disneyland, July 17, 1955, a one-time special over ABC-TV, Sunday, July 17, 7:30-9pm. American Motors Corp. and Swift & Co, sponsors of the other segments of the program, are regular sponsors of Disneyland, over ABC-TV. The special program is a live telecast from "Disneyland," at Anaheim, Calif.

IDEAL TOY CORP thru Grey Advertising Agency, Inc(NY) will sponsor the 12noon-12:15pm segment of Winky Dink and You (Sun, 12noon-12:30pm EDT) over CBS-TV, starting Sept 25.

NEW NETWORK SPONSORSHIPS(Cont'd)

CHEVROLET MOTOR DIVISION, GMC, & CHEVROLET DEALERS thru Campbell-Ewald Co., Inc(Detroit) will sponsor programs every third week, starting Oct 4, over NBC-TV, Tuesdays, 8-9pm; starring Bob Hope in six or eight programs, Dinah Shore in two, and top personalities in others. Beside the 13 scheduled for the regular season, an additional 4 will be sponsored during the same time period at intervals during the summer, 1956.

GENERAL FOODS CORP (Post Cereals) thru Benton & Bowles, Inc(NY) will sponsor Commando Cody, a juvenile science fiction film series, over NBC-TV, Saturdays, 11:30am-12noon, starting July 9. The series is distributed by Hollywood Television Service, Inc.

DODGE DIVISION, CHRYSLER CORP thru Grant Advertising, Inc(Detroit) will sponsor The Lawrence Welk Show, an all-music show, over ABC-TV, Saturdays, 9-10pm EDT, starting July 2. The program has been a Los Angeles local presentation for several years.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7)- Summer Entertainment; DEBUT June 13; Mon thru Fri, 1:30-2pm EDT. Condensed version of Entertainment (Mon thru Fri, 12:30-3pm) which takes a summer hiatus after June 10 and returns Sept 5. The summer program features vocalists Marion Colby and Bob Carroll, with Ray McKinley and the band. Feature films fill the 12:30-1:30 and 2-3pm time spots during the summer.

WABC-TV - What's the Joke; DEBUT June 19; Sat, 11-11:30pm EDT. Participations. Pkgr- Bob Phillips. Panel show with Paul Killiam as moderator; with actors acting out jokes up to the punch line which then has to be supplied by a member of the panel. The panel includes name show business guests.

WCBS-TV(Ch 2)- Hickory Dickory Dock; RETURN June 18; Sat, 8:30-9am EDT. Sustaining, public service. Pkgr- WCBS-TV(NY) with the N.Y.C. Board of Education; Prod- Clarence Worden(WCBS-TV); Assoc Prod- Helen Klein(B of E); Dir- Jon Fogel. Educational program for the 4-to-7 age group, with Eleanor Olha, a kindergarten teacher at P.S. 9 in Queens, as "Miss Vicki." Music and creative arts program for youngster, with viewers instructed in how to make or do things. The program had a one-time presentation over the CBS-TV net on April 9, 1955 (see page 34). In its new spot it replaces Junior Sports Session for the summer.

WABD(Ch 5) - Junior Featurama, LIVE & FILM; DEBUT June 13; Mon thru Fri, 5:30-6:30pm Participations. Pkgr- WABD; Prod- Hal Cooper; Dir- Arnee Nocks. Pat Meikle is hostess for a new program of short subjects of every type chosen especially for children's viewing. Miss Meikle also uses a drawing board to illustrate a historical feature. The program replaces The Old Timer, 5:30-6pm, and Magic Cottage, 6-6:30pm; last shows for both, June 10.

WATV(Ch 13) - Ukrainian Melody Hour; DEBUT June 11; Sat, 10-10:30pm EDT. Folk music and dancing program, with Roman Marynowich as host, and guest artists.

WBKB(Ch 7) The Tom Duggan Show; DEBUT June 11; Sat, 9-10pm CT. Sponsor- Polk Bros. Furniture and Appliance Center(Chi). Pkgr- WBKB; Prod- Richy Victor; Dir- Carl Tubbs. Saturday night version of Duggan's daily program 1-2pm, featuring the same entertainers on a rotating basis. The musical variety program, with Duggan as m.c., will include racing films and sports scores and interviews with guest celebrities. The program absorbs Weekend Sports Final, previously conducted by Duggan, Sat, 9:30-10pm.

NOTE: See "Program Analysis" No. 6, accompanying this Weekly Report, for a new monthly feature, a survey of network segmented and participating programs.



MONDAY JUNE 13 (Cont'd)

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VOICE OF FIRESTONE ABC 8:30  
 ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30  
 Medic (Richard Boone) NBC 9pm

Robert Merrill (S)  
 Jack Halloran & vocal quartet, Louise Parker (S), Marjorie Mainert (M)  
 General Practitioner - with Robert Strauss, Michael Ann Barrett; (SW & SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30

Second Chance - (O) by Theodore & Mathilde Ferro; with Henry Garrard, Ruth Saville, Ken Konopka, George McIver, Barry McGuire, George Gilbreath, Diana Gentner, Jimsey Somers, Humphrey Davis, James Sommer, Bruce Porter; (SD) by Norman Felton

STUDIO ONE CBS 10pm

The Incredible World of Horace Ford - (O) by Reginald Rose; with Art Carney, Leora Dana, Jane Seymour, House Jameson, Jason Robards, Betty Ackerman, Tommy White, Billy Harris; (SD) by Franklin Schaffner (LAST SHOW OF SERIES; RETURNS 9/19)

Eddie Cantor WABC 10pm

Dying to Live - with Jane Frazee, Raymond Hatton, John Gallaudet, Billy Snyder, Ralph Peters; (SW & SD)

Big Town (Mark Stevens) WRCA-TV 10:30

regulars & Alan Reed, Jeanette Nolan, Jack Klugman, Butch Cavell, Peter Votrian, Peg LaCentra, S. John Launer; (SW & SD)

TUESDAY JUNE 14

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Cavalcade of America ABC 7:30

Pirate's Choice - with William Bishop, Morris Ankrum; (SW & SD)

Waterfront (Preston Foster) WABD 7:30

Oil Island - (O) by Douglas Morrow; with regulars & Ralph Dunke, Clark Howatt, Russ Conway, Jeff York; (SD)

BUICK-BERLE NBC 8pm

Steve Allen, Art Mooney (M), Pat Marshall (S) (LAST SHOW)

Studio 57 DuM 8:30

The Battle of Dabbit Run - with Cherrio Meredith, John Close, Richard Reeves; (SD)

The Halls of Ivy CBS 8:30

regulars & Sig Ruman; (SW & SD)

Fireside Theater (Gene Raymond) NBC 9pm

The Man Who Liked to Kill - (O) by Michael Foster, (A) by Herbert Little, Jr. & David Victor; with John Hudson, Ian MacDorald, Barbara Logan, John Close, Richard Cutting, Harry Cheshire, Clarence Straight, Jean Innes, Clark Howatt; (SD)

ARMSTRONG CIRCLE THEATRE NBC 9:30

The Honorable Mrs. Jones - (O) by Jerome Coopersmith; with Edith Atwater, Peter Cookson, Edmon Ryan, John Boruff, Pat Englund

ELGIN HOUR ABC 9:30

Combat Medics - (O) by David Davidson; with Brian Keith, John Cassavetes, Joe Maross, Jack Lord, Mickey Shaughnessy, John Kerr, Mitchell Agrass, Thomas Coley, Paul Stevens; (SD) by Dan Richardson (LAST SHOW)

WEDNESDAY JUNE 15

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Fabian of Scotland Yard (Bruce Seton) WRCA-TV 7pm

The Vanishing Cat - (O) by Brock Williams; with Jean Ireland, Tim Turner, Robert Sidney, Ruth Gower, Robert Raglan; (SD)

MR. CITIZEN (Allyn Edwards) ABC 8:30

One for the Padre - (SW) by Robert J. Shaw; with John Gibson, Dick York, Bob Hastings, Wendell Holmes, Charles Fenman, Peter Dawson; (SD)

KRAFT TELEVISION THEATRE NBC 9pm

My Aunt Daisy - (O) by Albert Halper & Joseph Schrank; with June Lockhart, Jamie Smith, Bill Thunhurst, Richard Davalos, Dortha Duckworth, John Shellie, Sandra Wigginton, Edward Brian; (SD) by Dick Dunlap

The Millionaire FRONT ROW CENTER CBS 9pm CBS 10pm

The Story of Cobb Marley - no credits available  
 Ah, Wilderness! - (O) by Eugene O'Neill, (A) by William Elkran; with Leon Ames, Robert Driscoll, Lyle Talbot, Lillian Bronson, Ann Whitfield, Olive Sturges, Louise Fitch, Tim Johnson, Janet Stewart, Ted Donaldson, Roger Broadus, Wally Cassell, Peter Adams, Bob Hale; (SD, FROM HOLLYWOOD)

THURSDAY JUNE 16

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Guy Lombardo WRCA-TV 7pm

Helen Scott (S)

JANE FROMAN CBS 7:45

Merv Griffin (S) subs for Froman this time only

SOLDIER PARADE ABC 8pm

PFC Richard Hayes added as regular (EXPANDS TO 1HR THIS DATE)

JUSTICE (Gary Merrill) NBC 8:30

The Uncommon Thief - (O) by Harold Gast; with Charles Coburn, William Prince, Edith King, Therese Hunter; (SD)

THURSDAY JUNE 16 (Cont'd)  
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|                                         |          |                                                                                                                                                                                                                                                                        |
|-----------------------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CLIMAX!<br>(William Lundigan)           | CBS 8:30 | <u>The Dark Fleece</u> - (O) by Joseph Hergesheimer, (A) by DeWitt Bodeen; with Joan Bennett, Phyllis Thaxter, Lloyd Bridges; (SD, FROM HOLLYWOOD)                                                                                                                     |
| STAR TONIGHT                            | ABC 9pm  | <u>Strength of Steel</u> - (O) by Rod Serling; with Anne Edwards, Frederic Tozere, Wyatt Cooper, Jim Holden, Lecna Powers, Cullen Desmond; (SD) by Joel O'Brien                                                                                                        |
| <u>Four Star Playhouse</u>              | CBS 9:30 | <u>The Collar</u> - (O) by Frederick Lipp; with David Niven, Barton MacLane, Abraham Sofaer, Walter Coy; (SD) by Roy Kellino (REPEAT of 4/7/55)                                                                                                                        |
| POND'S THEATRE                          | ABC 9:30 | <u>Mother is Watching</u> - (O) by Patricia Joudry, (A)-(SW); with Katherine Meskill, Julie Follansbee, Patricia Benoit, Richard Kendrick, Lin McCarthy, Dennis Patrick, Michael Allen, Jada Rowland, Minette Barrett, Ed Fuller, Jackson Perkins; (SD) by Fred Carney |
| <u>Ford Theatre</u>                     | NBC 9:30 | <u>Favorite Son</u> - (O) by William Scott, (A) by Charles R. Marion; with William Gargan, Anita Louise, Louis Torres, Jr., Sammy Ogg, Daisy                                                                                                                           |
| LUX VIDEO THEATRE                       | NBC 10pm | <u>Inside Story</u> - (O) by Ernest Lehman & Geza Herczeg, TV (A) by John Whedon; with James Barton, Vera Miles; (SD) by Richard Goode; Thomas Mitchell as host (FROM HOLLYWOOD)                                                                                       |
| <u>Public Defender</u><br>(Reed Hadley) | CBS 10pm | <u>The Jockey and the Nun</u> - (O) by Jerry D. Lewis; no cast available; (SD)                                                                                                                                                                                         |

FRIDAY JUNE 17  
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MAMA (Peggy Wood)	CBS 8pm	<u>Mama and the Viking Chief</u> - (O) by Palmer Thompson; with regulars & Kathryn Grill, Alfreda Wallace; (SD)
<u>Topper</u>	CBS 8:30	<u>Topper's Insurance Scandal</u> - with regulars; (SW & SD)
<u>Treasury Men in Action</u> (Walter Greaza)	ABC 8:30	<u>The Case of the Last Chance</u> - (O) by Robert Sloane who also was Dir & Prod; with Christopher Dark, Gloria Talbot, Jack Klugman, Russ Conway
<u>Schlitz Playhouse</u>	CBS 9pm	<u>A Mule for Santa Fe</u> - (O) by Louis L'Amour, (A) by N. B. Stone; with Will Rogers, Jr., Lane Chandler, Tom London, Harry Tyler, Lane Bradford; (SD) by Robert Florey
THE BIG STORY (Norman Rose)	NBC 9pm	<u>Helen Waterhouse, Akron Beacon-Journal</u> - (O) by Gail Ingram; with Claudia Morgan, Sybil Baker, Lonny Chapman, Clarice Blackburn, Mary Michael, Margo Monroe, Louis Sorin; (SD) by Alan Cooke
<u>The Vise</u> (R. Randell)	ABC 9:30	<u>Murder of a Ham</u> - with Leslie Dwyer, April Olrich; (SW & SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JUNE 10 THRU FRIDAY JUNE 17  
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|-----------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TODAY<br>(Dave Garroway)          | NBC 7am     | M - Live remote from Bucks County on <u>The Fairly Fortune</u> - (O) by Theodore St. John with Victor Jory & author; Tu - Live guests from Hillbilly Festival in Ashland, Ky.; New England travel segment narrated by Robert Frost (poet); W - John Kerr & clips from <u>Cobweb</u> ; F - 18 candidates for <u>Miss New York State</u> |
| JACK PAAR                         | CBS 7am     | regulars &: Bob Barnes (cartoons); the Redheads (S) (both on M)                                                                                                                                                                                                                                                                        |
| GEORGE SKINNER                    | WCBS-TV 9am | M thru F - regulars &: Candi Parsons (S); Thu - Arthur Drelinger (M)                                                                                                                                                                                                                                                                   |
| GARRY MOORE                       | CBS 10am    | regulars &: Tu - Al Gallo & Mac Culhane (yo-yo champions); W - Jay Marshall (C); F - Jerry Bock & Larry Holofcener (song-writers), Marshall & Farrell (C)                                                                                                                                                                              |
| SHEILAH GRAHAM                    | NBC 10:45   | M thru F - Gordon MacRae (FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                              |
| BOB CROSBY                        | CBS 3:30    | Gathy Crosby & Gary Crosby (S) as regulars three times/wk, for two months starting 6/13, subbing for Joan O'Brien (H'D)                                                                                                                                                                                                                |
| MODERN ROMANCES<br>(Martha Scott) | NBC 4:45    | M thru F - <u>Smart Girl</u> - (O) by William Kendall Clarke; with Joe Mantell, Lisa Howard, Marie DeWolfe; (SD)                                                                                                                                                                                                                       |
| TONIGHT<br>(Steve Allen)          | NBC 11:30   | regulars &: M - FROM NIAGARA FALLS; Tu - Gloria Mann (S), the Redheads (S); W - Erroll Garner (M), Bob Manning (S); Thu - Toni Arden (S), Claude Thornhill (M), Stockton Hellfrich (NBC mgr of continuity acceptance); F - Carmen McCrae (S), Whittimore & Lowe (M); Fletcher Peck (C)                                                 |

SATURDAY JUNE 18 (Cont'd)

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|---------------------------------------------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Buffalo Bill, Jr.</u><br>(Dick Jones)                | WCBS-TV 5pm   | <u>Runaway Renegade</u> - (O) by Robert Schaefer & Eric Freiwald; with regulars & Walter Reed, James Griffith, Lane Bradford; (SD) (LAST SHOW BEFORE SUMMER HIATUS)                        |
| <u>Soldiers of Fortune</u>                              | WABC-TV 6pm   | <u>Girl in the Jeep</u> - no credits available                                                                                                                                             |
| <u>Man Behind the Badge</u><br>(Charles Bickford)       | WCBS-TV 6:30  | <u>The Case of the Desperate Moment</u> - (O) by Alvin Boretz; with Hugh Sanders, Lee Van Cleef, Christopher Dark, Bill Lechner, Carolyn Jones, John Damler, Jean Willes; (SD)             |
| <u>Range Rider</u><br>(Jack Mahoney)                    | WRCA-TV 6:30  | <u>The Ghost of Poco Loco</u> - (O) by Elizabeth Beecher; with regulars & Donna Martell; ; (SD)                                                                                            |
| <u>Rheingold Theatre</u><br><u>Presents Henry Fonda</u> | WRCA-TV 7pm   | <u>Dark Stranger</u> - (O) by Betty Ulius, (A) by Ulius & Joel Murcott; with Edmond O'Brien, Joanne Woodward, Evelyn Ankers, Dan Tobin; (SD) by Arthur Ripley                              |
| TEXACO STAR THEATRE<br>(Jimmy Durante)                  | NBC 9:30      | Janet Blair, Sheila Graham; Special material by Jackie Barnett; Choreog by Aida Broadbent; (SD, FROM HOLLYWOOD)                                                                            |
| GEORGE GOBEL                                            | NBC 10pm      | Peter Lorre, Nat Pendleton; (SW & SD, FROM HOLLYWOOD)                                                                                                                                      |
| <u>Damon Runyon Theatre</u>                             | CBS 10:30     | <u>The Big Umbrella</u> - (A) by Jack Harvey; with James Gleason, Rick Jason, Murvyn Vye, Adelle August, Vince Barnett, Laurie Carroll, Tom Monroe, Harvey Parry; (SD) by Leslie Martinson |
| <u>Foreign Intrigue</u><br>(Gerald Mohr)                | WABC-TV 10:30 | <u>F. I. in Runaround</u> - with John Padovano, Keve Hjelm, Hakan Westergren, Erik Standmark, Tom Younger; (SW & SD)                                                                       |
| <u>Mayor of the Town</u><br>(Thomas Mitchell)           | WRCA-TV 11:15 | <u>Love is So Young</u> - (SW) by Erna Lazarus; with regulars & Gigi Perreau, Glenn Langan, Kay Stewart, Cliff Sales; (SD)                                                                 |

SUNDAY JUNE 19

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|                                                |           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------------------------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wild Bill Hickok</u><br>(Guy Madison)       | CBS 11:30 | <u>Masquerade at Moccasin Ridge</u> - with regulars & Elizabeth Harrower, John Damlin, Ken Alton, Tom Hubbard, Wes Hudman, Bob Brey, Ella Ethridge; (SW & SD)                                                                                                                                                                                                                                                                                                            |
| HALMARK HALL OF FAME                           | NBC 5pm   | <u>Milton M. Hershey</u> - (O) by George Bruce; with cast to be announced; (SD, FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                          |
| <u>You Are There</u><br>(Walter Cronkite)      | CBS 6:30  | <u>Napoleon's Return from Elba</u> - (O) by Leo Davis; with Lawrence Dobkin, John Mylong, Lowell Gilmore; (SD)                                                                                                                                                                                                                                                                                                                                                           |
| <u>Conrad Nagel</u>                            | WABD 7:30 | <u>Julietta &amp; Romeo</u> - (O) by Tom Sterling; with Angela Carroll, John Fostini, Pat Crean, Gisella Mathews, George Weller, Margaret Anderson, Sue Ann Blake, John Stacey; (SD)                                                                                                                                                                                                                                                                                     |
| <u>Pepsi-Cola Playhouse</u><br>(Polly Bergen)  | ABC 7:30  | <u>I'll Be Waiting</u> - (O) by Charles Mergendahl, (A) by Herschel Daugherty; with Ed Kemmer, Judith Ames, Marion Ross, Phil Van Zandt; (SD) by Herschel Daugherty                                                                                                                                                                                                                                                                                                      |
| SUMMER SPECIAL                                 | NBC 7:30  | <u>Remember...1938</u> - (O) by Luther Davis & Charles Isaacs; with Groucho Marx (C), Ethel Barrymore, Oscar Levant (M), Jonathan Winters (C), Sue Carson (C&D), film clip from <u>Three Smart Girls</u> starring Deanna Durbin; H. V. Kaltenborn, Ted Husing, Gordon Jenkins & Orch., "Wrong Way" Corrigan, Johnny Vandermeer (baseball); Ballet of James Thurber's <u>The Moth and the Star</u> - choreog by Miriam Nelson Prod by Herbert Bayard Swope (H'D, PREM'RD) |
| TOAST OF THE TOWN<br>(Ed Sullivan)             | CBS 8pm   | <u>Tribute to Mr. Roberts</u> - with scenes from play & film; play by Thomas Heggen & Joshua Logan; with David Wayne, John Forsythe, Henry Fonda, James Cagney, Jack Lemmon, Leland Hayward (producer), Mervyn LeRoy (co-director of film)                                                                                                                                                                                                                               |
| GOODYEAR TELEVISION<br>PLAYHOUSE               | NBC 9pm   | <u>End of the Mission</u> - (O) by Roger Hirson; with Paul Picerni, Lili Darvas, Gaby Rodgers, Roger de Koven, E. A. Krumschmidt, Marcel Hillaire, Reuben Singer, Jim Lee, Lisa Osten, Paul Richards; (SD) by Jack Smight                                                                                                                                                                                                                                                |
| <u>The Whistler</u>                            | WPIX 9pm  | <u>Cup of Gold</u> - listed for 6/12 (see that date for credits). on 6/12: <u>Backfire</u> - (O) by Joel Malone; with Lon Chaney, Dorothy Green, Dayton Lummis, Will J. White, Roy Engel, Dorothy Neuman, Howard Negley, William Forman; (SD)                                                                                                                                                                                                                            |
| GENERAL ELECTRIC<br>THEATRE<br>(Ronald Reagan) | CBS 9pm   | <u>The Day He Got Fired</u> - (O) by Robert Lowry, (A) by Leo Davis; with Richard Kiley, Monica Lewis, Cameron Prud'homme, Lori March; (SD, LAST SHOW OF SEASON'S LIVE SERIES)                                                                                                                                                                                                                                                                                           |

## TELEVISION INDEX

ROSS REPORTS ON TELEVISION

New Listings and Revisions

551 Fifth Ave, New York 17

April-May 1955

Murray Hill 2-5910

Information on the cards generally first appears in the Weekly Reports. For this reason, the Weekly Reports should always be used in conjunction with the Television Index card file.

The cards are packed in alphabetical order, and changes and additions below are listed alphabetically, but a subscriber should file them in whatever order or arrangement is most useful personally.

**New listings:** New additions to the file this month (including returning programs).

**Replace previous cards:** These cards replace those of the same name already in the file. Discard old listings, add new.

**Remove cards from file:** Programs that are off permanently or for hiatus. These cards should be held in reserve as a source of information on the defunct programs, but completely separate from the current file to avoid confusion with active listings. When program returns, new cards will be issued as additions to the file.

AMERICAN BROADCASTING COMPANY

**New listings:** MR. CITIZEN.

**Replace:** THE DANNY THOMAS SHOW.

**Remove:** RAY BOLGER SHOW, KEY TO THE AGES, MONDAY NIGHT FIGHTS FROM EASTERN PARKWAY ARENA, SMILIN' ED'S GANG, STOP THE MUSIC, TWENTY QUESTIONS.

COLUMBIA BROADCASTING SYSTEM

**New listings:** APPOINTMENT WITH ADVENTURE, DAMON RUNYON THEATRE, SUNDAY LUCY SHOW, TV GAME OF THE WEEK.

**Replace:** BEAT THE CLOCK, ARTHUR GODFREY & FRIENDS, ARTHUR GODFREY TIME, TALENT SCOUTS, PLAYHOUSE OF STARS.

**Remove:** JACK BENNY SHOW, THE BEST OF BROADWAY, BLUE RIBBON BOXING BOUTS, CHRONOSCOPE, DANCER, MY FAVORITE HUSBAND, THE SEARCH.

DUMONT TELEVISION NETWORK

**Remove:** DOWN YOU GO, LIFE IS WORTH LIVING.

NATIONAL BROADCASTING COMPANY

**New listings:** COMMENT, KODAK REQUEST PERFORMANCE, LET'S TAKE A TRIP, TED MACK MATINEE.

**Replace:** FRONTIERS OF FAITH, PRODUCERS' SHOWCASE.

**Remove:** RED BUTTONS SHOW, JACK CARSON SHOW, BOB HOPE SHOW, MAX LIEEMAN (color spec's), JAN MURRAY TIME, NBC TELEVISION OPERA THEATRE, MICKEY ROONEY SHOW.

AGENCIES (Salmon Cards)

**New listings:** PECK ADVERTISING.

**Replace:** ANDERSON & CAIRNS; N. W. AYER; TED BATES; BENTON & BOWLES; BIRMINGHAM, CASTLEMAN & PIERCE; COMPTON; DOHERTY, CLIFFORD, STEERS & SHENFIELD; ELLINGTON; FITZGERALD; GEYER; LEWIN, WILLIAMS & SAYLOR; MacMANUS, JOHN & ADAMS; LENNEN & NEWELL; MAXON; NEEDHAM, LOUIS & BRORBY; YOUNG & RUBICAM.

**Remove:** HIRSHON-GARFIELD, INC.

FILMS (Green Cards)

**New listings:** JANET DEAN (Ella Raines Show), FRANK LEAHY, MY LITTLE MARGIE, PRIDE OF THE FAMILY (Paul Hartman Show), SCIENCE FICTION THEATRE, SOLDIERS OF FORTUNE, TV QUIZ.

**Replace:** CANDID CAMERA, STU ERWIN SHOW, DOUGLAS FAIRBANKS PRESENTS, CURTAIN CALL, LONE WOLF ROYAL PLAYHOUSE, COUNTERPOINT, WHERE WERE YOU, OLD AMERICAN BARN DANCE, WATERFRONT, ROCKY JONES SPACE RANGER, HEART OF THE CITY, HOLLYWOOD OFF-BEAT.

**Remove:** LOOK PHOTO QUIZ, MARCH OF TIME, MARCH OF TIME THROUGH THE YEARS, NORMAN SPER'S FOOTBALL THIS WEEK, THE RUGGLES, YOUR GOSPEL SINGER.