

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

MARCH 5-11, 1956

VOLUME 8 NUMBER 10

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

### WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

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

##### Monday(5)

NBC- 7:30-7:45pm EST; DEBUT; Gordon MacRae; LIVE from KRCA-TV(LA), 65 stations live, 3 kine. § Sponsor- Lever Bros (Lifebuoy, Pepsodent) thru Batten, Barton, Durstine & Osborn, Inc(NY), as producing agency; Acct Exec- Dik Dochian; TV Acct Rep- Pete Reinheimer; Comm Superv- John Alexander. § Pkgr- Kintail Enterprises(LA); Exec Prods- Gordon MacRae, Sheila MacRae; Prod & Dir- Irv LAMBrecht; Music Dir- Van Alexander; Writer- Sheila MacRae. § Informal music program set in a replica of Gordon MacRae's den at home, using screen projection thru a picture window to simulate other outside settings. The Cheerleaders Quartet (Patricia Laird, Mary Lou Lyons, Tom Roddy, Dick Williams) and Van Alexander leading the orchestra back MacRae. The program will also have occasional guests. The program replaces The Tony Martin Show (last show Feb 27).

#### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- Ford Star Jubilee (Every 4th Sat, 9:30-11pm EST) March 10; "High Tor," with Bing Crosby, Julie Andrews, Nancy Olson; Prod- Arthur Schwartz (also composer of original score); Dir- James Nielsen; FILM from KNXT(LA); (COLOR).

NBC- Producers Showcase (Every 4th Mon, 8-9:30pm EST) March 5; "Caesar and Cleopatra," with Claire Bloom, Sir Cedric Hardwicke, Anthony Quayle, others; Staged by - Anthony Quayle; LIVE from WRCA-TV(NY); (COLOR).

Wide Wide World (Usually every other week, Sun, 4-5:30pm EST) March 11, special, 2:30-5:30pm EST; "Richard III," with Sir Laurence Olivier, Sir John Gielgud, Claire Bloom, others; Prod & Dir- Olivier; FILM (Technicolor motion picture) from WRCA-TV(NY); (COLOR). *Alexander Korda - Dir - Olivier (1954)*

#### OTHER NETWORK CHANGES & ADDITIONS

CBS- Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EST) Jill Corey replaces Judy Johnson as featured vocalist for 13 weeks, effective March 5.

NBC- Mr. Wizard (Sat, 5-5:30pm EST) New time, effective March 3. It was previously seen 12:30-1pm and was moved after its Feb 25 showing with no time spot set after that date in original announcement (See page 17). Program replaced Hialeah Stake Races in its new 5-5:30pm time spot (See page 10).

- Page 18 -

OTHER NET CHANGES

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

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.

TALENT SHOWSHEET MARCH 2 - MARCH 11, 1956  
 ~~~~~

Most of the shows on Mar. 2, 3, 4 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 2. 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. Generally, only first runs of a film series are listed.

FRIDAY MARCH 2  
 ~~~~~

Science Fiction Theatre WRCA 7pm Sound of Murder; Cast not available.

MAMA CBS 8pm Trina's Reawakening; regulars & Alice Frost, Ruth White

Our Miss Brooks CBS 8:30pm regulars & Gene Barry, Jesslyn Fax

THE BIG STORY NBC 9pm Elston Brooks, Reporter; Fort Worth (Texas) Star-Telegram - (A) (Ben Grauer) Robert Yale Libott; with Al Hedison, Arch Johnson, Burt Brinckerhof, Roy Fant, Jay Barney

STAR STAGE NBC 9:30pm I Am Her Nurse - (O) Mary Roberts Rinehart; Mary Astor, Patricia Smith, Phil Abbott

ETHEL & ALBERT ABC 10pm regulars & Joe E. Marks, Joe Silver, Allen Nourse, Dortha Duckworth, John Becher, Fred Herrick

SATURDAY MARCH 3  
 ~~~~~

Tales of the Texas Rangers CBS 11:30am Shorty Sees the Light; re-run of 9/17/55

PRINCETON '56 WRCA 6pm Age of Anxiety, 1940-Present; with Alexander Scourby, Clarice Blackburn, Howard Wierum, Floyd Buckley, Harry Holcombe

Henry Fonda - Rheingold Theatre WRCA 7pm They - (O) Larry Marcus; Thomas Mitchell

The Jackie Gleason Show CBS 8pm regulars & Charles Korvin, Louis Sorin

PERRY COMO SHOW NBC 8pm Jaye P. Morgan, Dennis Day, Eddie ("Rochester") Anderson, US Coast Guard Academy Glee Club

GEORGE GOBEL SHOW NBC 10pm Charlton Heston (Actor)

SUNDAY MARCH 4  
 ~~~~~

LAMP UNTO MY FEET CBS 10am Another Man's Boots - (O) Steven Gethers; Dolly Haas, Tonio Selwart, Peter Brandon, Bradford Dillman, Edward Andrews

LOOK UP & LIVE CBS 10:30am The Symbolism of Lent - (O) Nel King; Monsignor John J. Dougherty, David Lewis, Nancy Wickwire, Frank Grosso, Anthony Messuri, Joseph Cahalan, Mary Anthony Dance Theatre, Walter Farrell Chorale

CAMERA THREE CBS 11:30am The Emily Dickinson Suite; Lois Nettleton; (SW) by Robert Herridge

FRONT ROW CENTER CBS 4pm Innocent Witness - (O) Marc Brandel; Margaret O'Brien, Dean (Robert Sterling) Stockwell, John McIntire, Jeanette Nolan, Ken Dibbs, Don Bedoe, Virginia Christine, Ed Binns, Eetsy Paul, James O'Rear

OMNIBUS CBS 5pm With Liberty and Justice for All - (O) Joseph N. Welch; Joseph N. Welch, Vaughn Taylor, Ray Branley, David Stewart, Doreen Lang, Harry Bannister, Harry Stanton, Russell Hicks

Captain Gallant of The Foreign Legion NBC 5:30pm The Jewel Box - (O) Gene Levigg, Louis Morheim; regulars & Zack Matalon, Arthur Ranson, Pierre Marteville; (SD) Jean Yarbrough

It's A Great Life NBC 7pm The Voice; Anfle Dickinson, Madelyn Foy, Vivi Janiss, Doris Packler, Dee J. Thompson; (SW & SD)

NBC COMEDY HOUR NBC 8pm Jonathan Winters, Gale Storm, Stan Freberg, Bert Lahr, Dave Barry (C), "The Soldiers" (Tom D'Andrea, Larry Blake)

SUNDAY MARCH 4 (Cont'd)  
 ~~~~~

GENERAL ELECTRIC THEATRE CBS 9pm A Letter From The Queen - (O) Sinclair Lewis, (A) D.J. Powers; (Ronald Reagan) Paul Muni, Christopher Plummer, Kathleen Comegys, Jocelyn Brando, Polly Bergen

Studio 57 WPIX 10pm The Baxter Boy - (O) Dorothy Cooper; Johnny McGovern, Mona Freeman, Ginger Young, Frank Wilcox, Alan Dinehart III, Jeff Silver, William Blackwell, Eddie Marr; Dir - Charles Barton

APPOINTMENT WITH ADVENTURE CBS 10pm High Stakes - (O) Finis Farr; Murray Matheson, Joe Maross, Lynn Bailey, David White, Eric Sinclair; Dir - Paul Stanley

JUSTICE NBC 10:30pm Sign Right Here - (O) Vance Bourjaily; Howard St. John, Richard Sheppard, Eva Stern, William Prince, Louise Platt, Louise Kenyon

MONDAY MARCH 5  
 ~~~~~

GORDON MacRAE NBC 7:30pm Gordon MacRae & The Cheer Leaders Quartet (regulars), & Phil Harris; (SW) Sheila MacRae; (SD) Irv Lambrecht

Passport to Danger (Cesar Romero) ABD 7:30pm Marseilles - (O) Donald S. Sanford; Iphegnia Castiglioni, Susan Seaforth, Booth Colman, Jacqueline Duval, Ross Elliott, Noel Crevat, Frederick Melchoir, George Neise, Nick Dennis

TV Reader's Digest ABC 8pm Lost, Strayed & Lonely - (O) Josephine Eckert; Billy Chapin, Phil Terry, Bill Ching, Gloria Henry, Marjorie Lord; Dir - Phil Karlson

PRODUCERS' SHOWCASE NBC 8pm Caesar and Cleopatra - (O) George Bernard Shaw, (A) Joseph Schrank; Claire Bloom, Sir Cedric Hardwicke, Jack Hawkins, Judith Anderson, Cyril Ritchard, Farley Granger, Anthony Quayle

VOICE OF FIRESTONE ABC 8:30pm Roberta Peters

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm regulars & Larry Martin(S), Daniel Pollack(M), Paris Sisters(S)

I Love Lucy CBS 9pm regulars & Charles Boyer

December Bride CBS 9:30pm Matt's Moustache; re-run of 4/25/55

ROBERT MONTGOMERY PRESENTS NBC 9:30pm Son of Adam - (O) Theodore & Mathilde Ferro; Raymond Massey, Valerie Cossart, Fred Beir, Louis Van Rooten, William Johnstone, Robert Scheerer, Dorothy Whitney, Grant Sullivan, John Dutra, John Shellie, John O'Hare, Robert McQueeney, Ray Boyle

STUDIO ONE CBS 10pm A Favor for Sam - (O) John & Ward Hawkins, (A) William M. Altman; James Whitmore, Priscilla Gillette, Jacques Aubuchon, Michael Strong, Billy Quinn, Dennis Kohler, John Fiedler, Leonard Stone, Archie Smith, Irwin Charone, John Buckwalter, Robert Burr, Don Gordon, Woodrow Parfrey, Harrison Dowd; Dir - Paul Nickell

Douglas Fairbanks WRCA 10:30pm A Walk In The Wilderness; Douglas Fairbanks Jr., Renee Asherson, Betty McDowall

TUESDAY MARCH 6  
 ~~~~~

Warner Brothers Presents ABC 7:30pm The Argonauts; re-run

The Phil Silvers Show CBS 8pm The Court Martial; regulars & Joey Faye, Lee Ecuyer, John Boruff, Nicholas Saunders, Gene O'Donnell, Bill Van Sleet

THE MARTHA RAYE SHOW NBC 8pm regulars & Buster Keaton, Paul Douglas, Harold Arlen, Jacques D'Amboise(D), Matt Mattox(D), Danny Daniels(D); (SW & SD)

Navy Log CBS 8:30pm Ninety Day Wonder; Ron Hagerthy, Russell Hicks, Bill Henry, Don Devlin, Ben Welden

Danny Thomas Show ABC 9pm regulars & Rusty Draper

Jane Wyman Theatre NBC 9pm An Echo of the Past - (O) William J. Locke, (A) Leo Townsend; Jane Wyman, Nancy Valentine, Lorna Thayer, Ross Elliott, Bill Boyett, Leon Tyler, Radford Barnes, Joe Flynn

TUESDAY MARCH 6 (Cont'd)

DuPont Cavalcade Theatre ABC 9:30pm The Listening Hand - (O) Richard Carr; John Craven, Barbara Eiler, Edith Evanson, Nan Boardman, Morris Ankrum; Dir - Richard Kinon

RED SKELTON SHOW CBS 9:30pm Marshall Lyou

Big Town NBC 10:30pm School Scandal; regulars & Ralph Votrian, Dayton Lummis, Nancy Kilgas, Bartlett Robinson, Mason Curry

WEDNESDAY MARCH 7

Death Valley Days WRCA 7pm She Burns Green; regulars & James Griffith, Donna Martell, Allan Nixon, Poppy Del Vando, Hank Peterson, Rosa Turich

Brave Eagle CBS 7:30pm White Medicine Man; regulars & George Eldrege, Harry Tyler, Pete Mamakos

Screen Directors Playhouse NBC 8pm One Against Many; Lew Ayres, Chick Chandler, Wallace Ford

Father Knows Best NBC 8:30pm The Persistent Guest; regulars & Barry Truex, Ray Walker, Virginia Christine

The Millionaire CBS 9pm The Story of Rip Matson; regulars & Cathy Downs, Stacy Harris, Robert Shayne, Tommy Tucker

KRAFT TELEVISION THEATRE NBC 9pm The Fool Killer - (O) Helen Eustis, (A) Dale Wasserman; Malcolm Brodrick, Lee Marvin, Larry Gates, Audra Lindley, Jane Rose, Cavada Humphrey

20th CENTURY-FOX HOUR CBS 10pm Deception - (O) Alec Waugh, (A) William Spier; Linda Darnell, Trevor Howard, John William, Gavin Muir, Arthur E. Gouldporter, Alan Napier, Eleanor Audley; Dir - Jules Brickman

THURSDAY MARCH 8

Guy Lombardo WRCA 7pm Judy Lynn

Sgt Preston of the Yukon CBS 7:30pm John Irving, Casey MacGregor, Francis De Sales, Jerry Eskow, Lee Sharon

Bob Cummings Show CBS 8pm regulars & Lyle Talbot, Robert Ellis, Jeff Silver, Sylvia Lewis

CLIMAX ! CBS 8:30pm The Louella Parsons Story; (O) Louella Parsons, (A) Whitfield Cook; Teresa Wright, Gracie Allen, Eve Arden, Jean Pierre Aumont, Gene Autry, Joan Bennett, Jack Benny, Charles Boyer, George Burns, Joan Fontaine, Zsa Zsa Gabor, Susan Hayward, Rook Hudson, Ida Lupino, Jeanette MacDonald, Robert Mitchum, Fred MacMurray, Kim Novak, Merle Oberon, Ginger Rogers, Gilbert Roland, Red Skelton, Bob Stack, Robert Wagner, John Wayne; Dir - John Frankenheimer

STAR TONIGHT ABC 9pm Night Escape - (O) Abby Mann; Frank Overton, Neva Patterson, Jerome Cowan

The People's Choice NBC 9pm (O) Alan Lipscomb, Bob Fisher; regulars & John Stephenson, George Duna, Don Orlando, Virginia Vincent, Sid Tomack, Don Gotschall

Four-Star Playhouse CBS 9:30pm Red Wine - (O) L.G. Blochman, (A) Oscar Millard; David Niven, John Banner, John Craven, Joseph Waring, Stuart Whitman, Norbert Schiller, Clarence Lung, Leon Lontoc

Ford Theatre NBC 9:30pm All For A Man - (O) Karen de Wolf; Linda Darnell, Allyn Joslyn, Elisabeth Risdon, Audrey Conti

LUX VIDEO THEATRE NBC 10pm The Criminal Code - (O) Martin Flavin, (A) S.H. Barnett; Dewey Martin, Onslow Stevens

FRIDAY MARCH 9

Science Fiction Theatre WRCA 7pm Conversation With An Ape - (O) Rik Vollaerts; re-run of previous film

FRIDAY MARCH 9 (cont'd)

Adventures of Rin-Tin-Tin ABC 7:30pm Rusty's Mystery; regulars & Joe Sawyer, Ernest Sarracino, Tom McKee, Paul Sorensen, Robert Keys, James Craven; (SW & SD)

MAMA CBS 8pm regulars & Augusta Dabney, Ruth Gates, Laurence Hugo, Kevin Coughlin; (SW & SD)

Crossroads ABC 8:30pm Mother O'Brien - (O) Tom Reed; Donald Murphy, Arthur Shields, James Lydon, Ruth Donnelly; Dir - Ralph Murphy

The Life of Riley NBC 8:30pm regulars & James Flavin, Peter Leeds, Sid Clute, Sam Melton. (SW & SD)

Crusader  
(Brian Keith) CBS 9pm The Threshold; Roberta Haynes, Corey Allen, Nan Boardman, Alfred Linder, Charles Maxwell, Rudolph Anders; (SW & SD)

Schlitz Playhouse of Stars CBS 9:30pm Web of Circumstance - (O) James Critchfield, (A) Al C. Ward; Thomas Mitchell, Jeanette Nolan, Hugh Beaumont, James Seay, Lyle Talbot, Richard Deacon, Frank Scannell, Rayford Barnes, Russell Evans; Dir - James Sheldon

Star Stage NBC 9:30pm Cleopatra Collins - (O) Fay & Michael Kanin; Betty Grable, Casey Adams, Rick Jason, Michael Winkelman, Louise Beavers, Leon Tyler, Gordon Mills, Jack Kruschen

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY MARCH 2 THRU FRIDAY MARCH 9

THE JACK PAAR SHOW CBS 1pm Orson Bean will take over the entire week for Paar, 3/5-3/9

NBC MATINEE THEATRE NBC 4pm 3/5 - Dinner at Antoine's - (O) Frances Parkinson Keyes, (A) Samuel W. Taylor; Tod Andrews, Jean Parker, Vinton Hayworth, Dayton Lummis, Cynthia Baxter, Barbara Darrow; 3/6 - The Matting of Watkins Tottle - (O) Charles Dickens, (A) Meyer Dolinsky; 3/7 - Her Son's Wife - (O) Claire Wallis, (A) Peggy Phillips; Hope Lange; 3/8 - The Shining Palace - (O) Peggy Phillips; 3/9 - The Odd Ones - (O) Betty Ullius

DATE WITH LIFE NBC 4pm The Doctor's Wife; Add: (to cast) Sheppard Strudwick, Tom Gorman, Dorothy Selnette, Cameron Andrews, Doug Rutherford. This episode will continue through March 23.

MODERN ROMANCES (Martha Scott) NBC 4:15pm 3/5-3/9 - with Signe Hasso, Barbara Joy, Don Briggs, Boris Aron, Frank Behrens

TONIGHT NBC 11:30pm 3/5 - Roy Benson (C, magician), Genevieve(S); 3/6 - Don Cherry (S), Lou Saxon(C); 3/7 - Don Herbert, Ving Merlin & His Violon Beauties; 3/8 - Maria Tallchief(D), Woody Herman; 3/9 - Art Blakey & His Jazz Messengers

SATURDAY MARCH 10

PERRY COMO SHOW NBC 8pm Dinah Shore, Rock Hudson, Louis Jordan

STAGE SHOW CBS 8:30pm regulars & The Crew Cuts(S), Les Cardinals (Acrob.), George Kirby (Mimic)

Ford Star Jubilee CBS 9:30pm High Tor - (O) Maxwell Anderson, also adaptation & lyrics; Bing Crosby, Julie Andrews, Nancy Olson, Everett Sloane, Hans Conried, Lloyd Corrigan; Prod & musical score - Arthur Schwartz; Dir - James Neilsen; FILM

Texaco Star Theatre NBC 9:30pm Liberace

SUNDAY MARCH 11

LOOK UP & LIVE CBS 10:30am Edge of Doom - (O) Clair Roskam; Tom Carlin, Frances Stern Hagen; (SD) Marv Silbersher

Wide Wide World NBC 2:30pm Richard III - (O) William Shakespeare; Sir Laurence Olivier, John Gielgud, Ralph Richardson, Claire Bloom, Alec Clunes, Cedric Hardwicke, Stanley Baker, Laurence Naismith, Norman Wooland, Mary Kerridge, Pamela Brown, Helen Hays, John Laurie, Edmund Knight; Dir - Laurence Olivier; FILM

SUNDAY MARCH 11

\*\*\*\*\*

|                                              |            |                                                                                                                                                                                                                                 |
|----------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| FRONT ROW CENTER                             | CBS 4pm    | <u>Morals Squad</u> - (O) & (A) Norman Katkov; Howard Duff, Beverly Garland, Robert Middleton, Jan Merlin, Peter Votrian, John Larch, Milburn Stone, Lewis Charles, Cecilia Lovsky; (SD)                                        |
| <u>Captain Gallant of the Foreign Legion</u> | NBC 5:30pm | <u>The Man With the Map</u> ; regulars & Pierre Tabbar, Alwys Maben, Gregoire Aslan, Bob Spafford; (SW) Gene Levitt; (SD)                                                                                                       |
| <u>Sky King</u>                              | WABC 6pm   | <u>The Golden Burro</u> - (O) Burt Sims; regulars & Eugenia Paul, Stanley Andrews, Kenne Duncan, Nesdon Booth                                                                                                                   |
| <u>You Are There</u>                         | CBS 6:30pm | <u>Stanley Finds Livingstone</u> ; John Craven, Leonard Mudie, Donald Randolph, Gavin Muir, Harlan Warde; Dir - Bernard Girard                                                                                                  |
| <u>It's A Great Life</u>                     | NBC 7pm    | <u>All For Amy</u> ; regulars & Joan Banks, Katharine Warren, Maurice Marsac; (SW & SD)                                                                                                                                         |
| ED SULLIVAN SHOW                             | CBS 8pm    | Dorothy Hayden's Champion Irish Steppers(D), Amru Sani(S), Roger Williams(M), Jimmy Komack(A); The Schaludis(Acro); Unus(Acro); Lynda Lynch(D); Dick Duane(S), The Marvellos; Enzio Stuarti(S); Ricky Layne(C); Dir - John Wray |
| GENERAL ELECTRIC THEATRE                     | CBS 9pm    | <u>Steinmetz</u> ; Franchot Tone                                                                                                                                                                                                |
| GOODYEAR PLAYHOUSE                           | NBC 9pm    | <u>Conspiracy of Hearts</u> ; Kim Stanley, George Voskovec, Tamara Daykarhanova, Jane Sutherland, Adnia Rice, Brenda Harris, Frank Marth                                                                                        |
| <u>Alfred Hitchcock Presents</u>             | CBS 9:30pm | <u>The Perfect Murder</u> - (O) Stacy Aumonier, (A) Vieter Wolfson; Hurd Hatfield, Mildred Natwick, Philip Coolidge, Hope Summers, Gladys Hurlbut, Percy Helton, Walter Kinsford, Jack Chefe; Dir - Robert Stevens              |
| Loretta Young                                | NBC 10pm   | <u>Prisoner at One O'Clock</u> - (O) Gene Levitt; regulars & Bruce Bennett, William Campbell, Frank Ferguson, Ray Walker, Bob Faulk, Jeffrey Silver; Dir - Robert Florey                                                        |
| <u>Studio 57</u>                             | WPIX 10pm  | <u>The Rarest Stamp</u> - (O) Lawrence Kimble; Angela Lansbury, John Carradine, John Irving, Aaron Spelling, Leslie Dennison; Dir - Herschel Dougherty                                                                          |