

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

APRIL 23-29, 1956

VOLUME 8 NUMBER 17

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(25)

ABC- 10-10:30pm EST; SPECIAL; Address by Senator Lyndon B. Johnson; LIVE from WMAL-TV(Wash), to the ABC net; kine to NBC net, 11:30-12pm EST. § Sustaining. § Pkgr- ABC, pool line; ABC Superv- Bryson Rash; NBC Superv- Doris Corwith. § Senator Lyndon B. Johnson (D, Texas), majority leader of the Senate, presents the Democratic viewpoint on current farm legislation - "The Farm Problem." The program preempts the 10-10:30pm portion of ABC's Film Fair and on NBC the kine preempts the 11:30pm-12midnight portion of Tonight.

CBS- 5-5:30pm EST; SPECIAL; AP Address by Secretary Dulles; KINE from WCBS-TV (NY), to the net. § Sustaining. § Pkgr- CBS-TV(NY); Prod- William Weinstein. § Secretary of State John Foster Dulles addresses the annual luncheon of the Associated Press in New York, speaking on NATO. The program is open net time.

##### Thursday(26)

ABC- 8-8:30pm EST; DEBUT; The Eddy Arnold Show; LIVE from KYTV(Springfield, Mo.), to the net. § Sustaining. § Pkgr- Crossroads Television Productions, Inc(Springfield); Prod- Don Richardson. § Singer Eddy Arnold stars on this musical variety series, presenting popular songs and old and new folk songs, backed by guitarist Chet Atkins and a five-piece group led by Paul Mitchell. The program replaces Music From Meadowbrook (last show April 19) which appeared here one time only. (See page 32). This was the regular time spot for Life Is Worth Living (last show April 5) during the past season. (See page 30).

##### Saturday(28)

NBC- 5-5:30pm EST; SPECIAL; The Man in Two Places; FILM from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- U. S. Army Signal Corps; Film Prod- Hearst Metrotone News, supervised by Dancer-Fitzgerald-Sample, Inc(NY) for the U. S. Army Reserve Corps; Dir- Sydney Stider; Script- D-F-S staff. § Filmed story of the U. S. Army Reserve Corps, with John Cameron Swayze as narrator, in connection with Military Reserve Week. Gen. Walter Bedell Smith, U.S.A., ret., will speak briefly at the close of the filmed story. The program is in open net time.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- Grand Ole Opry (Every 4th Sat, 8-9pm EST) April 28; LIVE from WSM-TV(Nashville)  
Buddy Ebsen is popular guest star.

CBS & NBC - None this week.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Front Row Center (Sun, 3:30-4:30pm EST) Last show April 22.

Address by President Eisenhower; SPECIAL April 21; Sat, 10-10:30pm EST; LIVE from WTOP-TV(Wash), to the CBS net; KINE to the NBC net, 11-11:30pm EST from pool. § Pkgr- CBS, pool line; Prod- Ted Koop. § Telecast of the address of President Eisenhower to the American Society of Newspaper Editors in Washington, D. C. Program preempts Gunsmoke over CBS; local programs over NBC.

Woodrow Wilson Dinner; SPECIAL April 21; Sat, 11:30pm-12midnight EST; KINE from WTOP-TV(Wash), to the CBS net. § Pkgr- CBS(Wash); Prod- Ted Koop. § Senator Alben Barkley (D, Ky.) addresses the Woodrow Wilson Dinner in Washington, sponsored by the Democratic National Committee. Program is in open time.

See It Now (April 23, Mon, 10-11pm EST) Irregularly presented program, pre-empts regular programming at various times. April 23 program is first part of two-part "Report from Africa", reporting on stirrings of unrest among the people of Africa. The second part of the filmed report will be shown on May 17, Thu, 10-11pm EDT. Both parts will be sponsored by Shulton, Inc(Toiletries) thru The Wesley Associates, Inc(NY). The April 23 program preempts Studio One.

Out of Darkness; REPEAT April 29; Sun, 5-6pm EDT; FILM from WCBS-TV(NY), to the net. Sustaining, public service. Repeat showing of the CBS Public Affairs film originally telecast on the net on March 18 (see page 20). Preempts Face the Nation, 5-5:30pm EDT, and The CBS Sunday News, 5:30-6pm EDT. The latter program will be seen from 4-4:30pm EDT this day only, then return to its regular time.

NBC- Youth Wants to Know (Sun, 2:30-3pm EDT) New time, effective April 29. The program was previously seen, 12-12:30pm EST. In its new spot it replaces Outlook, which moves to 5:30-6pm EDT, effective April 29, which in turn replaces Captain Gallant of the Foreign Legion, which goes off for one week and then returns May 5, Sat, 12noon-12:30pm EDT. The Paul Winchell-Jerry Mahoney Show moves to a half-hour later spot, 12:30-1pm EDT, effective May 5.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCA-TV(Ch 4)- Hy Gardner Calling; STATION CHANGE April 29; Sun, 11:30pm-12midnight New York EDT. Participations. Pkgr & Prod- Hy Gardner; Dir- Larry Roemer. Newspaper columnist Hy Gardner interviews celebrities. The program had been seen over WPLX(Ch 11), up to three weeks ago.

WABD(Ch 5) - The Smart Set; DEBUT April 21; Fri, 9-9:15pm EST. Sponsors- Lanvin New York Parfums, Inc., and Pommery Champagnes. Pkgr & Prod- WABD with Igor Cassini; Prod & Dir- Barry Shear. Columnist Igor Cassini interviews guests and reports news and gossip. The program partially replaces Igor Cassini's Million Dollar Show Case, which had been seen Fridays, 9-9:30pm EST.



TUESDAY APRIL 24 (Cont'd)  
 ~~~~~

MILTON BERLE SHOW NBC 8pm Olsen & Johnson, The Covans, Jeanette Williams(S); Dir - Milton Berle

Life & Legend of Wyatt Earp (Hugh O'Brian) ABC 8:30pm Earl vs. Hardin; with Philip Pine, Barbara Bestar; (SW & SD)

Navy Log CBS 8:30pm Get Back Somehow; with Stanley Clements, Robert Shayne, Howard Price, Francis De Sale, Noel Drayton; (SD) Sam Gallu

Jane Wyman's Fireside Theatre NBC 9pm The Hidden People - (O) Jameson; with Wyman & John Abbott, Minerva Urecal, Parley Baer; Dir - Sidney Lanfield

DuPont Cavalcade Theatre ABC 9:30pm The Stolen General; with Dorothea Meadows, Reginald Denny, John Abbott, Barbara Billingsley, Rex Evans, Ben Wright; (O) & Dir. unavailable at press time.)

RED SKELTON SHOW CBS 9:30pm with Kem Dibbs, Penny Edwards, Sterling Holloway, John Carradine, Billy Gilbert; (SW & SD)

PLAYWRIGHTS '56 NBC 9:30pm The Center of the Maze - (O) Sam Hall; with Ann Harding, Dina Merrill, Russell Hicks, Mark Richman, William Hanson, J. Pat O'Malley, Gene Saks, Gina Petrushka, John McGiver; (SD)

Big Town NBC 10:30pm Waterfront; with regulars & Steven Peck, Ralph Reed, Helen Kleeb, Jack Weston, Stafford Repp

WEDNESDAY APRIL 25  
 ~~~~~

Death Valley Days (Stanley Andrews) WRCA 7pm The Little Dressmaker of Bodie; with Tracey Roberts, Myron Healy, Arthur Space, Regina Gleason, Pat Wright, Jill Herzog, Virginia Lee, Dick Alexander, Ray Bennett, Clark Stevens, Walter Johnson, Robbin Morse

Brave Eagle CBS 7:30pm Trouble at Medicine Creek; with regulars & Peter Mamakos, Ed Hashim

Screen Directors Playhouse NBC 8pm Claire; with George Montgomery, Angela Lansbury, Jean Willes, Amanda Randolph, William Irwin; Dir - Frank Tuttle

Father Knows Best NBC 8:30pm Dilemma For Margaret; regulars & Yvonne Lime, Barbara Woodell, Sam Flint; (SW & SD)

The Millionaire (Marvin Miller) CBS 9pm The Story of Ed Murdock; Don Haddock, Martha Vickers, Robert Foulk, Joh Shepodd, Stuart Randall, Claudia Bryar, Dabbs Greer, Richard Reeves, Bart Bradley, Kathy Garver, John Damler, John Fletcher

KRAFT TV THEATRE NBC 9pm The Gentle Graftor - (O) O'Henry, (A) Dale Wasserman; with Charles Coburn, Kaye Ballard, Jack Weston, Louis Nye, Robert Emhardt, Parker Fennelly, John McGiver, Marcel Hillaire, Kenny Delmar; (Dir not available at press time)

US STEEL HOUR CBS 10pm Noon on Doomsday - (O) Rod Serling; with Everett Sloane, Jack W Warden, Phillip Abbott, Lois Smith, Albert Salmi, Truman Smith, Frank Overton, Edgar Stehli, Joan Potter, Peggy Feury, Florence Anglin; (SD) Daniel Petrie

THURSDAY APRIL 26  
 ~~~~~

Guy Lombardo WRCA 7pm Bibi Osterwald

The Goldbergs WAED 7:30pm The Milk Farm; regulars & Lucille Rogers, Eva Gerson, Evelyn Wall, Gertrude Kinell, Laura Prilovits

Bob Cummings Show CBS 8pm Air Force vs. Navy; with regulars & King Donovan, Robert Ellis, Jeff Silver; (SW & SD)

CLIMAX CBS 8:30pm Sit Down With Death - (O) William Irish, (A) James P. Cavanagh; with Ralph Bellamy, William Talman, John Williams, Vicki Cummings, Constance Ford; Dir - John Frankenheimer

STAR TONIGHT ABC 9pm Tough Boy - (O) Harry C. Nelson; with Richard Davalos, Jerome Cowan, Joe Mantell, Harry Belaver, Louise Paget; Dir-George Weber

THURSDAY APRIL 26

\*\*\*\*\*

The People's Choice NBC 9pm regulars & Diane Jergens, Joe Brown, Clem Bevans, John Stephenson; (SW) & (SD) by Robert Finkel

Four Star Playhouse CBS 9:30pm Touch And Go - (O) Harold Swanton; with David Niven, Barry Kroeger, Beverly Garland, Ralph Peters, Byron Foulger, Tom Jackson, Joseph Perry, Angela Greene, Irene Tedrow, Peggy Maley, Dick Elliott, Frank Marlowe; Dir - Robert Florey

Ford Theatre NBC 9:30pm Alibi - (O) Irving Cooper, Jerry Day; with Ralph Bellamy, Patricia Medina, Karin Booth, John Hoyt, Nancy Hadley, Carl Milletaire, Charles Radilac; Dir - Roger Kay

ARTHUR MURRAY PARTY CBS 10pm Georgia Gibbs  
(Kathryn Murray)

LUX VIDEO THEATRE NBC 10pm Impact - (O Screenplay) Dorothy Reed, Jay Dratler, (A) Sandy Barnett; with Brian Donlevy, John Hoyt, Toni Gerry, Angela Greene, Robert Burton, Tony Barrett, Greta Granstedt, Mary Adams, Henry Hunter, George Eldredge, Gene O'Donnell; Dir - Earl Ebi

FRIDAY APRIL 27

\*\*\*\*\*

Adventures of Rin-Tin-Tin ABC 7:30pm Rinty Finds a Bone; with regulars & Joe Sawyer, Otto Waldis, Franz Roehn, John Pickard, Rusty Wescoatt; (SW & SD)

I Spy (Raymond Massey) WABD 7:30pm Immortality at 11:00am; with Massey & William Berber, Wendel Phillips; (O) & Dir. unavailable at press time

Crossroads ABC 8:30pm The White Carnation - (O) Tom Reed; with Carl Benton Reid, J. Carroll Nash, Ann Doran, Bobs Watson, Elinor Donahue, Russell Hicks, David Kasday, Jimmy Hayes, Raymond Greenleaf, G. Pat Collins; Dir - Ralph Murphy

Our Miss Brooks CBS 8:30pm regulars & Bob Rockwell, Paula Winslowe; (SW & SD)

Life of Riley NBC 8:30pm regulars & Henry "Bomber" Kulkky, Dayton Lumms, Helen Andrews; (SW & SD)

Crusader (Brian Keith) CBS 9pm Berlin Love Story; with Lamont Johnson, Brigit Nielsen, Lillian Buyeff, Ivan Triesault

THE BIG STORY NBC 9pm Bob Battle, City Editor: Nashville (Tenn) Banner - (A) Sheldon Stark; with Logan Field, Richard Shepard, Sidney Armus, Lisa Howard, Norman Shelly, Frank Thomas; (SD)

The Wise ABC 9:30pm A Coffin for Johnny; regulars & John Longden, Neil Hallett, Colin Croft, Patrick Holt

Schlitz Playhouse of Stars CBS 9:30pm Step Right Up And Die - (O) Tony Barrett; with Lyle Bettger, Dorothy Patrick Davis, John Doucette, Paul Smith, Louis Barrett, Fred Sherman, Claire Carleton, Russ Scott, Earl Hodgins, Joe Brooks; Dir - Robert Florey

STAR STAGE NBC 9:30pm A Place to Be Alone - (O) Edmund Ware, (A) A. J. Russell; with John Forsythe, Georgiann Johnson; Dir - Jack Smight

The Lineup CBS 10pm The Charlie Case - (O) Sidney Marshall; with regulars & Greta Granstedt, Lane Bradford, Ralph Gamble, Baynes Barron; (SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 20 THRU FRIDAY APRIL 27

\*\*\*\*\*

GARRY MOORE SHOW CBS 10am 4/25 - Bernie West(C); 4/27 - Milbourne Christopher(magician), Charlotte Rae(C)

JACK PAAR SHOW CBS 1pm 4/24 - Elsa Maxwell; 4/27 - Eddie Peabody(M)

NBC MATINEE THEATRE NBC 3pm 4/23 - Whom Death Hath Joined Together - (O) Alvin Sapinsley(B&W only); 4/24 - Tin Wedding - (O) Hagar Wilde, Judson O'Donnell(B&W); 4/25 - The Explorer - (O) Howard Rodman(B&W); 4/26 - A Woman Named Ruby - (O) Christy Munro, (A) Doris Gilbert; 4/27 - Bright Boy - (O) John Boruff

MODERN ROMANCES NBC 4:15pm 4/23 - 4/27 - (O) Harry W. Junkin; with Audra Lindley, Neva Paterson, Edward Andrews, Robert Ellenstein, Edmon Ryan, Belle Flower

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 20 THRU FRIDAY APRIL 27  
 ~~~~~

EDDIE FISHER COKE TIME NBC 7:30pm 4/27 - Jaye P. Morgan

TONIGHT NBC 11:30pm 4/23 - (from Fort Worth, Tex); 4/24 - Andres Segovia(M), Lurlene Hunter(S); 4/25 - Ella Fitzgerald Trio, Gate Dell(C); 4/26 - Roscoe Ames, The Chuckles(S), Carol Bennet(S); 4/27 - Errol Garner(M), Don Adams(C), Carol Bennet(S)

SATURDAY APRIL 28  
 ~~~~~

Fury NBC 11am Joey Goes Hunting - (O) Hugh King; with regulars & Ann Robinson, Russ Conway, Jim Hayward; Dir - Oscar Rudolph

Tales of the Texas Rangers CBS 11:30am Home In San Antone; re-run of 10/29/55

Jackie Gleason Show CBS 8pm On Stage; with regulars & George Neise, Alexander Clark, George Petrie; (SW & SD)

PERRY COMO SHOW NBC 8pm Patti Page, The Golden Kids

Grand Ole Opry ABC 8pm Buddy Ebsen, Lorrie Collins, Larry Collins

STAGE SHOW CBS 8:30pm regulars & Tony Bennett(S), DeMarco Sisters(S), Roger Ray(C), Charles Castleman(M); (SD)

TEXACO STAR THEATRE NBC 9:30pm Johnnie Ray (from Las Vegas)

GunsMoke CBS 10pm (See last week's listing, pre-empted by Eisenhower, moved to this week)

GEORGE GOBEL SHOW NBC 10pm regulars & Pat Buttram

Damon Runyon Theatre CBS 10:30pm Bred For Battle - (O) Jack Harvey; with John Bromfield, Sheldon Leonard, Nancy Gates, Race Gentry; Dir - Sidney Miller

SUNDAY APRIL 29  
 ~~~~~

LAMP UNTO MY FEET (Dr. Lyman Bryson) CBS 10am The Silences of Katie McClain - (O) Howard Rodman; with Frank Maxwell, Maxine Stuart; (SD)

LOOK UP & LIVE CBS 10:30am (Excerpts from various past telecasts in this series): Shadow And Substance - (O) Paul Vincent Carroll; with Helena Carroll; Idylls of the King - (O) Alfred Lord Tennyson; with James Foster; Michael Kane (reader); Walter Farrell Chorale; (SD)

Telephone Time CBS 6pm Away Boarders - (O) John Nesbitt, (A) William Rousseau; Dir - Eugene Lourie. (Cast not available at press time)

You Are There CBS 6:30pm The Arrival of Haley's Comet - (O) Jack Bennett; with Frank Wilcox, Olan Soule, Forrest Lewis, James Gavin; (SD)

Roy Rogers NBC 6:30pm Loaded Guns - (O) Mike Raison; with regulars & Evan Loew, George Douglas, Denver Pyle, Steve Pendleton, Lyle Talbot, Sandy Sanders, Russ Scott; Dir - Robert G. Walker

It's A Great Life NBC 7pm The Yachting Party; with regulars & Noreen Nash, Jill Jarmyn; (SW & SD)

Frontier (Walter Coy) NBC 7:30pm Patrol; with Pat Colby, Herb Ellis, Phil Barnes, Strother Martin, Rusty Royce, Fred Shellack, Chris Dark, Jim Griffith, Don Kennedy; (SW); Dir - David Friedkin

ED SULLIVAN SHOW CBS 8pm Kate Smith, Eve Arden, Richard Hearne, Peter Sisters, Jean Carroll(C), The Goofers, The Luvas; (SD)

NBC COMEDY HOUR NBC 8pm Jane Froman, Johathan Winters, Larry Storch, Pat Stanley, Cliff Arquette & Dave Willcock

General Electric Theatre CBS 9pm H.M.S. Marlborough - (O) Nicholas Monsarrat (from H.M.S. Marlborough Will Enter the Harbor); with Joseph Cotten

ALCOA HOUR NBC 9pm Paris and Mrs. Perlman - (O) John Vlahos; with Gertrude Berg, Claude Dauphin, Sanford Meisner, Joey Walsh, Janet Fox; Dir - Robert Finkel