

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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VOLUME 8 NUMBER 41

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEPUTS & HIGHLIGHTS

Monday(8)

ABC- 9:30-10:30pm EDT; DEBUT - Lawrence Welk's Top Tunes and New Talent - LIVE from KABC-TV(LA), no. of stations indefinite. § Sponsor- Dodge & Plymouth Divisions, Chrysler Corp thru Grant Advertising, Inc(Detroit); Acct Execs- Myers Cather(Dodge), Bill Brown(Plymouth); Comm Anncr- Lou Crosby. § Pkgr- Grant Advertising, Inc(Detroit) with Lawrence Welk(LA); Exec Prod- Sam J. Lutz; Prod- Edward Sobel; Dir- James Hobson; Music Dir- George Cates. § Music-Variety show starring Lawrence Welk, his orchestra and all the musical specialists from the unit, with new young performers presented as guests each week. The orchestra will base its music selections on the top tunes in various cities each week. The program replaces one hour of Film Fair, which will be seen 9-9:30pm only this week and then leave the air.

CBS- 9:30-10pm EDT; RETURN - December Bride - FILM from WCBS-TV(NY) & KNXT(LA), 149 stations net, 36 delayed. § Sponsor- General Foods Corp (Instant Maxwell House Coffee, Gaines Dog Food, other GF products) thru Benton & Bowles, Inc (NY); Acct Superv- Robert Wallace(Maxwell), E. Hobler(Gaines); Comm Anncrs- Rex Marshall(Maxwell), Bob Dixon(Gaines). § Pkgr- CBS-TV(LA); Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Prod- Parke Levy; Dir- Jerry Thorpe; Music Dir- Wilbur Hatch; Dir of Photog- Sid Hickox; Writers- Parke Levy, Lou Derman, Bill Davenport. § Comedy series, starring Spring Byington in the title role, with Dean Miller, Frances Rafferty, Harry Morgan and Verna Felton featured. The filmed series succeeds its summer replacement, Vic Damone Show (last show Sept 24).

Tuesday(9)

ABC- 10-10:30pm EDT; SPECIAL - Variety Show for Physically Handicapped - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV(NY) with the President's Committee on Employment of the Physically Handicapped; Exec Prod- Jack Hurley; Prod & Dir- Hal Davis. § Special half-hour variety program featuring performers and public figures who have overcome physical handicaps to become successful. (Program will be seen in New York later in week via kine).

NBC- 10:30-11pm EDT; DEBUT - Break the \$250,000 Bank - LIVE from WRCA-TV(NY), approx 48 stations live, 34 kine. § Sponsor- Lanolin Plus, Inc (Cosmetics) thru Russel M. Seeds, Inc(Chi). § (Continued on next page)

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Tuesday(9)

NBC- Break the \$250,000 Bank (Cont'd from previous page): Pkgr- Wolf Associates (NY); Exec Prod- Ed Wolf; Prod- Jack Rubin; Assoc Prod- Alan Gilbert; Dir- Lloyd Gross; Music Dir- Peter Van Steeden. § Bert Parks is quizmaster for a completely new version of the former Break the Bank audience participation show. Contestants, interesting people with specialized knowledge in specific categories, begin with a \$500 prize for answering the first question correctly and build, if successful, to \$5,000 on the first program. Contestants' "banks" grow weekly by \$5,000, until the third show when it jumps to \$25,000, and then in successive successful weeks can proceed to the \$250,000 top total. Winners will be paid off at the rate of \$1,000 per month thru Bankers Trust Co of New York. Johnny Olsen will be announcer-host on the program, assisting Bert Parks, with Janice Gilbert as paying teller and Joseph Nathan Kane as final authority on debatable answers. (The original Break the Bank debuted on TV in January, 1949, and was seen over NBC, then later over CBS. It debuted over ABC on Jan 31, 1954, with its last show on June 20, 1956). Break the \$250,000 Bank replaces Big Town (last show Oct 2) in the time spot.

Friday(12)

ABC- 10-11pm EDT; DEBUT - The Ray Anthony Show - LIVE from KABC-TV(LA), no. of stations indefinite. § Sponsor- Plymouth Division, Chrysler Corp thru Grant Advertising, Inc(Detroit); Acct Exec- Bill Brown. § Pkgr- Grant Advertising, Inc(Detroit); production information not available at press time. § Ray Anthony, with his orchestra, is star of this music-variety show; with The Four Freshmen, instrumental-vocal quartet, as featured regulars. Former Notre Dame football coach and sports expert Frank Leahy is m.c. and will also present sports features. The program replaces It's Polka Time, which had been seen in this spot until Sept 28, after which it switched to Sundays, 8:30-9pm EDT, effective Oct 7. The Oct 5 spot was filled by a special film.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Treasure Hunt (Fri, 9-9:30pm EDT) The \$25,000 top prize available to winners will be increased by \$1,000 weekly until it is won, effective Oct 5.

NBC- Ding Dong School (Mon thru Fri, 10-10:30pm EDT) Program originates in Miami, Oct 9-12, then returns to NY origination.

Alcoa Hour-Goodyear Playhouse (Sun, 9-10pm EDT) Fall production staff changes, effective Oct 7: Production Exec- Philip Barry, Jr.; Assoc Prod- Herbert Hirschman; Dirs- Sidney Lumet, Norman Felton, Alex Segal(prod & dir), Dan Petrie, Martin Ritter; Music Dir- Glenn Caser; Sets- James Russell; Costumes- John Boxer; Script Superv- Warren Frost; Casting- Joan MacDonald.

MAJOR LOCAL DEBUTS & HIGHLIGHTS.

KRCA-TV(Ch 4)- Harvest; DEBUT Oct 7; Sun, 1-1:30pm PST. Sustaining. Pkgr & Prod- Los Angeles KRCA-TV(LA). Dr. Frank Baxter presents programs, alone and with special guests, covering ideas, personalities and achievements in the world of art, literature, public affairs and science, from the past and present. The program will use pictures, models, film clips and original articles or pictures borrowed from LA area museums and collectors. Guests will be from local schools, museums and art schools.

TALENT SHOWSHEET OCTOBER 4 - 14

Most of the shows on October 4, 5, 6, 7 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, October 12. 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.

THURSDAY OCTOBER 4

DING DONG SCHOOL NBC 10am The Mariners (S)

CIRCUS TIME ABC 8pm Add: Dorothy Jarnac (C & D), Larry & Laurie Collins (S), Meltia & Wicons(acrobat), Mendez(acrobat), Dalton & Bailey (trapeze), Dolinoff & the Raya sisters(D)

CLIMAX! CBS 8:30pm Kill: Island In The Sky. Add: Island In The City
Kill: Sal Mineo. Add: Rafael Campos and Mervyn Vye to the cast.

FRIDAY OCTOBER 5

WALTER WINCHELL SHOW NBC 8:30pm Add: Lisa Kirk (S), Ernie Kovacs (C)

The Lineup CBS 10pm Add to cast: Bill Pullen, Jack Petrucci, Lilli Kardel, Dennis Moore, Bob Williams, Linda Brent, Gregg Martell, Burt Beau Anderson, Tim Graham, Michael Road

SATURDAY OCTOBER 6

PERRY COMO SHOW NBC 8pm Kill: Jeanne Crain. Add: Walter Winchell, Robert Lamouret (C), Rudy Cardenas(juggler), Kathryn Grayson

CAESAR'S HOUR NBC 9pm Add to cast of regulars: Pat Carroll(C)

FORD STAR JUBILEE CBS 9:30pm Add: George Chakiris(D), Don Crichton(D), The Toppers(S)

SUNDAY OCTOBER 7

LAMP UNTO MY FEET CBS 10am Stay Out Of My Closet - (O) Jerry De Bono; with Kathleen Comety, Joan Hotchkiss, James Field, Judy Sanford

LOOK UP AND LIVE CBS 10:30am Kine repeat of Feb 19, 1956

CAMERA THREE CBS 11:30am As I Lay Dying - (O) William Faulkner, (A) John McGiffert; With Mildred Dunnock, Philip Coolidge, Robert Lansing, Richard Shepard, Warren Feigin, Susan Oliver, Edith King, Robert Armstrong, Ralph Chambers (SD)

FRONTIERS OF FAITH NBC 2pm Exploring New Horizons (O) A. J. Palmerio; with Herbert Voland, John Conrad, Larry Ward, Henderson Forsyth, Gordon Scherer, Wyley Hancock (SD)

Matinee Theatre NBC 4pm Kine repeat of April 19, 1956, The Babylonian Heart. (To be used only if World Series game is cancelled.)

Telephone Time CBS 6pm Vicksburg Add: (O) Norman Lessing; with Billy Chapin, Harry Tyler, Barry Atwater, Barbara Bel Wright, Nick Venetoulis, Michael Raffetto, Ralph Moody

Circus Boy NBC 7:30pm The Great Gambino (O) Victor McLeod; regulars, plus Anthony Caruso

STEVE ALLEN SHOW NBC 8pm Kill: Jaye P. Morgan; Add: Peggy King (S)

OMNIBUS ABC 9pm Leonard Bernstein, with Jack Williams (S), Stuart Harris(S), Joe Lautner(S), Jack Collins(S), Stanley Carlson(S), Paul Ukena(S), Joan Walker(S), Evelyn Ward(S), Suzanne Lake(S), Carol Burnett (S), Dorothy Lang(S), Jean Sanders(S), Paula Stewart(S), Gloria Smith(D), Alvin Beam(D), Buddy Schwab(D), Lee Becker(D), Jenny Workman(D), Susanne Cansino(D), Ron Cecil(D)

MONDAY OCTOBER 8
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|                                             |              |                                                                                                                                                                                                                                                                                                                |
|---------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures Of Robin Hood</u>             | CBS 7:30     | <u>The Scientist</u> ; with regulars & Miles Mallison, Willoughby Gray (SW & SD)                                                                                                                                                                                                                               |
| <u>Sheriff Of Cochise</u>                   | WABD 7:30pm  | <u>Permanent Residence</u> ; with regulars & Jeanne Dean, Peter Mamakos, K.L. Smith, Terry Becker, Jacques Aubuchon, Stacy Harris, Jack Albertson, Dan Barton, Paul Stader, Gil Perkins (SW & SD)                                                                                                              |
| <u>Danny Thomas Show</u>                    | ABC 8pm      | <u>Nelson Eddy</u> ; regulars & Nelson Eddy (SW & SD)                                                                                                                                                                                                                                                          |
| <u>George Burns &amp; Gracie Allen Show</u> | CBS 8pm      | regulars plus Dr. Frank C. Baxter                                                                                                                                                                                                                                                                              |
| <u>Adventures Of Sir Lancelot</u>           | NBC 8pm      | <u>The Queen's Knight</u> ; with previously listed regulars plus these additional regulars: Bruce Seton, Andrew Crawford, Paul Hansard, Byran Worth, Edwin Richfield, John Dearth, Carolyn Denzil                                                                                                              |
| <u>Stage 7</u>                              | WPIX 8pm     | <u>Yesterday's Mice</u> (O) R.E. Thompson; with Gene Nelson, Barbara Eiler; Dir - Richard Kinon                                                                                                                                                                                                                |
| VOICE OF FIRESTONE                          | ABC 8:30pm   | Thomas L. Thomas                                                                                                                                                                                                                                                                                               |
| TALENT SCOUTS                               | CBS 8:30pm   | Wehuda Gutman(M), Kitty Deveny(S), Len Dressler(S)                                                                                                                                                                                                                                                             |
| STANLEY                                     | NBC 8:30pm   | regulars & Gabriel Dell, Norman Feld, Peter Pagan, Reedy Talton, Lee Steel, Flosie Ellis, Robert Bellinger, John Straub                                                                                                                                                                                        |
| <u>December Bride</u>                       | CBS 9:30pm   | <u>The Rory Calhoun Show</u> (O) Lou Derman, Bill Davenport, Parke Levy; with Spring Byington, Dean Miller, Frances Pafferty, Harry Morgan, Verna Felton (all regulars), and Rory Calhoun, Leo Fuchs; Dir - Jerry Thorpe(SD) RETURN                                                                            |
| LAWRENCE WELK'S TOP TUNES & NEW TALENT      | ABC 9:30pm   | Lawrence Welk's Orch & talent regulars plus Lennon Sisters(S)                                                                                                                                                                                                                                                  |
| ROBERT MONTGOMERY PRESENTS                  | NBC 9:30pm   | <u>September Affair</u> (O) Fritz Rotter (screenplay written by Robert Thoeren); (A) Theodore & Mathilde Ferro; with John Newland, Alexis Smith, Clarice Blackburn, Richard Striker, John McGovern, Jeanne Jerrems, Tommy White, Michael Enserro, Jack Donner, Frank Sentry, Tommy King; Dir - Tad Danielewski |
| STUDIO ONE                                  | CBS 10pm     | <u>The Pilot</u> (O) Paul Crabtree; with Margaret Sullivan, Barbara O'Neill, Robert Pastene, Bert Brinkerhoff, Herbert Nelson, Casey Allen, Carson Woods, John McEiam, Billy Quinn, Abigail Kellogg, Toni Hallaran, Jerry Stiller, Ruth Amos, Jimmy Rogers, Christopher Barberry; Dir - Paul Nickell           |
| <u>Douglas Fairbanks</u>                    | WRCA 10:30pm | <u>Winning Sequence</u> ; with Jean Cadell, Barbara Mullen, Harold Lang, Tom Macauley, Charles Stewart, Gordon Jackson (SW & SD)                                                                                                                                                                               |

TUESDAY OCTOBER 9  
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<u>Cheyenne</u>	ABC 7:30pm	<u>Death Deals This Hand</u> (O) Lee Loeb; with Clint Walker & Arthur Hunnicutt (regulars), plus Patricia Tierman, Leo Gordon, Walter Reed, Fred Sherman
JONATHAN WINTERS SHOW	NBC 7:30pm	Polly Bergen(S)
<u>Phil Silvers Show</u>	CBS 8pm	<u>The Girl From Italy</u> ; with regulars & Anna Rosselli, Sal Dano, John Becker, Claire Donrad, Ty Perry, Edith King, Augusta Merighi, Dino Terranova, Jesse Checco, Barbara Torrance, Marion Brash, Mary Carroll, Mary Allen, Eve Jackson, Louis Baccolati, Felice Orlandi, Skippy Kolby (SW & SD)
<u>Life & Legend of Wyatt Earp</u> (Hugh O'Brien)	ABC 8:30pm	<u>A Quiet Day In Dodge City</u> ; with regulars & Donald Curtis, Brad Morrow (SW & SD)
<u>Noah's Ark</u>	NBC 8:30pm	<u>The Toothless Monkey</u> ; with regulars & Gil Rankin, Karen Green (SW & SD)
<u>Broken Arrow</u>	ABC 9pm	<u>Indian Agent</u> (O) Clark E. Reynolds; with regulars & Michael Ansara, Sue England (SW & SD)

TUESDAY OCTOBER 9 (Cont'd)

HERB SHRINER SHOW CBS 9pm Orson Welles (guest) (SW & SD)

RED SKELTON SHOW CBS 9:30pm Corinne Calvet (guest) (SW & SD)

DuPont Cavalcade Theatre ABC 9:30pm The People and General Glancy (O) Hal Martin, (A) Frederic Brady; with Minor Watson, Ruth Lee, Michael Garrett, Nancy Hale, Ruby Goodwin
(October 2 show, The Boy Nobody Wanted, cancelled & replaced by Star & Shield; (O) Merwin Gerard; with Walter Sande, Cheryl Callaway, Elizabeth Patterson)

KAISER ALUMINUM HOUR NBC 9:30pm Carnival (O) Jerry De Bono; with Natalie Wood, Dennis Hopper, Larry Gates, Louise Larrabee, Augusta Merighi, William Hansen; Dir - George Roy Hill

WEDNESDAY OCTOBER 10

Sky King WABC 6pm Uninvited Death (O) Adrian Gendot; regulars & Brad Trumbull, Gloria Moore, Mauritz Hugo, Myron Cook; Dir - Stuart McGowan

Death Valley Days (Stanley Andrews) WRCA 7pm Snowshoe Thompson; with Don Kennedy, Jane Hampton, Heenan Elliott, Kay Wiley, Lee Van Cleef, Robert A. Paquin, Frank Richards, Tex Terry, John Frank, Kirkley Roberts, Bob Woodward (SW & SD)

ARTHUR GODFREY SHOW CBS 8pm information not available at press time

Adventures of Hiram Holliday NBC 8pm (O) Paul Gallico; (A) Phil Rapp; regulars & John Alderson, John Colicos, Pamela Light, Wilton Graf, James Porta, Jared Brown (SD)

Father Knows Best (Robert Young) NBC 8:30pm Homing Pigeon (O) Paul West; regulars & Donna Jo Gribble, Jack Lomas; Dir - Peter Tewksbury

The Millionaire (Marvin Miller) CBS 9pm The Story of Fred Graham; with Jack Kelly, Cynthia Baxter, Lyle Talbot, Carol Veazie, Marshall Bradford, Barney Phillips, Claire Carleton (SW & SD)

KRAFT TV THEATRE NBC 9pm The Murder of a Sand Flea (O) James Lee Barrett; with Joe Maross, Lynwood McCarthy, Eric Torn, Art Johnson, Doreen Lang, Clu Gulager, Warren Oates, Paul Mazurski; Dir - William A. Graham

Ford Theatre ABC 9:30pm Sudden Silence; with Barbara Stanwyck, Jeff Morrow, Trevor Bardette, Jim Hayward, Jimmy Baird, Ralph Dumke (SD)

U.S. STEEL HOUR CBS 10pm Sauce For The Goose (O) Bob Emmett; with Gypsy Rose Lee, Gig Young, Leora Dana, Audrey Christie, Lawrence Fletcher, Eda Heineman, Mary Linn Beller, Elsa Walden, Sid Raymond, Nelson Olmsted, Joe Julian; Dir - Don Richardson

THURSDAY OCTOBER 11

Guy Lombardo WRCA 7pm Leonard Sues

Sgt Preston of the Yukon (Richard Simmons) CBS 7:30pm with regulars & Paul Engle, Helen Jay, Gregg Palmer (SW & SD)

CIRCUS TIME ABC 8pm regulars & Patrice Helene & Jan Howard (C-D), Four Whirlwinds (roller skaters), Larry Griswold (trampoline), Elly Ardely (trapeze), Billy Wells & the Four Fays (tumblers)

Bob Cummings Show CBS 8pm Bob Buys A Plane; regulars & Lurene Tuttle, King Donovan, Tyler McVey (SW & SD)

CLIMAX! CBS 8:30pm Journey Into Fear (O) Eric Ambler; (A) James P. Cavanaugh; with John Forsythe, Eva Gabor, Arnold Moss, Anthony Dexter; Dir - Jack Smight (additional cast unavailable at press time.)

Wire Service ABC 9pm Campaign Train (O) The Gordons; (A) Frederic Brady; George Brent, Dayton Lummis, Robert Burton, Bartlett Robinson, Sidney Smith, Harry Shannon; Dir - Tom Gries

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THURSDAY OCTOBER 11 (Cont'd)

PLAYHOUSE 90 CBS 9:30pm Requiem For A Heavyweight (O) Rod Serling; with Jack Palance, Keenan Wynn, Kim Hunter, Max Baer, Maxie Rosenbloom, Ed Wynn, Stanley Adams, Harry Landers, Edgar Stehli, Frank Richards, Ned Glass; Dir - Ralph Nelson

THE FORD SHOW NBC 9:30pm Voices of Walter Schumann(S), Mike Romanoff, Reginald Gardiner

OZARK JUBILEE (Red Foley) ABC 10pm information unavailable at press time

LUX VIDEO THEATRE (Gordon MacRae) NBC 10pm The Guilty((O) Cornell Woolrich (screen-play by Robert Presnell, Sr); (A) Sanford Barnett; with Ralph Meeker, Skip Homeier, Carol Ohmart; Dir - Norman Morgan

FRIDAY OCTOBER 12

Rin-Tin-Tin ABC 7:30pm Yo-o Rinty; with regulars & Joe Sawyer, Rand Brooks

Adventures of Jim Bowie (Scott Forbes) ABC 8pm Broomstick Wedding (O) Monte Barrett; (A) Maurice Tombragel; with regulars & Yvette Dugay, Paul Bryar

West Point CBS 8pm The Operator & the Martinet; with Robert Vaughn, Chet Marshall, Chuck Connors, Del Erickson, Leonard Shoemaker, Robert Carle, Edward Glober, Richard McGrath; Dir - Leon Benson

Life Of Riley NBC 8pm Destination Del Mar Vista (O) Roland MacLane & Dick Conway; with regulars & Arthur Shields, Billy M. Griffith; Dir - Abby Berlin (SD)

Crossroads ABC 8:30pm Circus Priest (O) Tom Reed; with Pat O'Brien, Chris Dark, Frank Carlétto, Barbara Bestar, Frank Gerstle; Dir - Ralph Murphy

Dick Powell's Zane Grey Theatre CBS 8:30pm The Fearful Courage (O) Arthur Ross; Ida Lupino, James Whitmore; Dir - Bernard Girard

WALTER WINCHELL SHOW NBC 8:30pm Martha Raye(C), Don Cherry(S), Sharon Kaye Ritchie(Miss America 1956), Bill & Cora Baird Puppets

Crusader (Brian Keith) CBS 9pm Expose (O) Joel Murcott; with regulars & Joel Smith, Ann Staunton, Robert Burton, Jim Nolan, Arthur Batanides, Paul Wexler (SD)

Lilli Palmer Theatre WABD 9pm Death Under A City; with "Man Mountain" Dean, Emrys Jones, Michael Ripper, Maggie Smith (SW & SD)

The Vise (Donald Gray) ABC 9:30pm Safe For Murder; with regulars & John Harvey, Catherine Finn, Michael Ripper, Geoffrey Denton (SW & SD)

Schlitz Playhouse CBS 9:30pm The Trophy (O) Ed Adamson & Murray Burnett; (A) Ed Adamson; with Jack Carson, Patricia Morison, Peter Adams, Robert Carson, Phyllis Stanley, William O'Brien (SD)

THE BIG STORY (Ben Grauer) NBC 9:30pm Joe Bianco, Reporter: Harrisburg (Pa.) Patriot-News: Turnpike Terror (O) Leon Tonatyn; with Richard Carlyle, Logan Field, Martin Newman, George Mitchell, Victor Thorley, John Gibson, Jerry Stiller, Tom Holland, George Ebeling

RAY ANTHONY SHOW ABC 10pm Ray Anthony & Orch, with Frank Leahy(emcee), Four Freshman

The Lineup (Tom Tully) CBS 10pm The Ringing Bells Case (O) Joseph Calvelli; with regulars & Carol Shannon, Dave Willock; Robert Griffin, Henry Slate, Michael Raffeto, Pat O'Moore, Tom de Grayffried, Gary Gray, Lee Patrick

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY OCTOBER 5 - FRIDAY OCTOBER 12

GARRY MOORE SHOW CBS 10am 10/12 - Don Knotts(C), Billy Gilbert(C)

NBC BANDSTAND NBC 10:30am Dorsey Brothers & Orch; Russ Morgan & Orch; Guy Mitchell(S)

NBC MATINEE THEATRE NBC 3pm 10/8 - I Like It Here - writer credits not available
 10/9 - House of Seven Gables - kine repeat of 4/6/56
 10/10 - One of the Family - kine repeat of 4/12/56
 10/11 - The Hollow Woman - kine repeat of 4/10/56
 10/12 - The Babylonian Heart - kine repeat of 4/19/56

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 5 - FRIDAY OCTOBER 12 (cont'd)

MODERN ROMANCES NBC 4:45pm The Congressman's Lady (O) William Kendall Clarke; with Phyllis Hill, House Jameson, Ed Peck

TONIGHT NBC 11:30pm 10/8-9 - Ferrante and Teicher(M); 10/10 - Josephine Calderon (bull-fighter), The Amazing Garcias(mentalists), Bud Shank & his Quintet(M); 10/11 - Bob Hall(poet), Jim Harrison(& puppets); 10/12 - Rosaria Moreles(S)

SATURDAY OCTOBER 13

PERRY COMO SHOW NBC 8pm Jo Stafford(S), Jose Iturbi(M)

Oh, Susanna CBS 9pm Passenger Incognito (O) Frank Gill, Jr. & G. Carlton Brown; with regulars & Nancy Kulp

Gunsmoke ABC 10pm with regulars & Jack Diamond, Fred Wayne, Clegg Hoyt

GEORGE GOBEL SHOW NBC 10pm Phil Harris, Joanne Gilbert

SUNDAY OCTOBER 14

Wild Bill Hickok CBS 12:30pm Joke On Sir Anthony; with regulars & Dick Cavendish, Dick Elliott, Gerald O. Smith, Parke MacGregor, Russ Whiteman, Stan Jolley, Guy Teague (SW & SD)

Captain Gallant of the Foreign Legion NBC 5:30pm The Flaming Hoop; with regulars & Jack Rossi, Peter Trent, R. Chiantoni, R. Moritti, Jackie Lane, Pat Crean, D. Possetto

Private Secretary (Ann Sothern) CBS 7:30pm The Sow's Ear; with regulars & Jesse White, Barbara Morrison, Vito Scotti

Circus Boy NBC 7:30pm The Amazing Mr. Sinbad; with regulars & Raymond Hatton

ED SULLIVAN SHOW CBS 8pm Vivian Blaine(S), Johnny Carson(C), Nanci Crompton(D), Richardi(magic), Takeo Usui(aerialist), Jinx(monkey)

STEVE ALLEN SHOW NBC 8pm Kathryn & Arthur Murray, Jimmy Wakely(S), others to be added

IT's POLKA TIME ABC 8:30pm with regulars & Edelweiss Bavarian Folk Dancers

General Electric Theatre CBS 9pm The Enemies; with Joseph Cotten, Gaby Rogers (other information unavailable at press time)

ALCOA HOUR NBC 9pm Key Largo (O) Maxwell Anderson; (A) Alvin Sapinsley; with Alfred Drake, Anne Bancroft, J. Carrol Naish, Victor Jory, Lorne Greene

Alfred Hitchcock CBS 9:30pm Dr. Mortius (O) John Collier; (A) Francis Cockrell; with Robert Emhardt, Henry Jones, Philip Coolidge, Cara Williams, Hiam Winant, William McLean; Dir - Robert Stevens (SD)

Loretta Young Show NBC 10pm New Slant (O) Lowell Hawley; with Rod Cameron, Lee Bowman, Michael Landon, Leon Tyler, Dan Terranova, Bing Russell, Harry Tyler; Dir - Norman Foster

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

OCTOBER 3, 1956

VOLUME 8 NUMBER 40 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Ed Sullivan must be ready to pop his top again. His Monday newspaper column, continuing a small, but energetic feud with CBS publicity, blamed that net unit for using Cole Porter's byline over a statement: "If the suggestion of a Cole Porter musical revue on TV had been advanced four seasons ago, I doubt that it would have stirred my enthusiasm a whit." The Sullivan column then reminded all concerned that in February, 1952, four years ago, "Porter accepted \$10,000 to appear in just such a musical revue of his own career." Sullivan's then-named Toast of the Town presented The Cole Porter Story, in two one-hour sections, on February 24 and March 2, with many topline Broadway performers. Sullivan ended his little paragraph reminder with another dig at CBS publicity for forgetting his program. Yesterday (2), datelined Hollywood, United Press distributed an Aline Mosby interview with Cole Porter, which stated that "Porter will appear briefly at the end of the show, his TV debut." This was followed by Porter's own statement, "I'm terrified of appearing in public." There are several oddities in this situation. The most obvious is that both Porter shows will have been performed under the auspices of the Ford Motor Company, although for different divisions. Another is that the two hours produced by Sullivan probably did not cost over \$150,000, but many of the same songs performed by stars of similar stature will now cost over \$300,000 for an hour-and-a-half. Ford Star Jubilee's production will be a full-scale spectacular, which in Hollywood parlance has come to mean full utilization of four and a half acres of stage and all the paraphernalia and people to fill it comfortably -- and expensively. Mr. Sullivan's prideful memory has been caught in a squeeze between two sections of a network, east and west, and the twain, even in publicity matters, may never meet. That latter may be the reason that Cole Porter has forgotten his earlier appearance on TV -- the publicity is much better for TV debuts this year; there are so few left to be made.

CBS will have a "Reception and Announcement Dinner" in Washington next Thursday (11) to give a report to more than 100 museum directors on plans for Odyssey, the new CBS Sunday afternoon series, debuting in January. Charles Romine will produce the program, with the same staff he headed on Adventure.....Another ambitious CBS series, this scheduled for the fall of 1957, is Seven Lively Arts, to be a once-weekly, 60-minute show, to be prepared and produced by Robert Herridge. The program's purpose is to educate and inform, but in an entertaining, stimulating manner. Herridge will leave his Studio One alternate producer's post after Oct 29, and will be replaced by Gordon Duff, who will have his first Studio One production on the air, Dec 24.

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Ford Star Jubilee's second CBS presentation of the season will be a two-hour telecast in color of the "Wizard of Oz," Saturday, Nov 3, 9-11pm EST. The M-G-M film, made in 1939, starred Judy Garland, Ray Bolger, Bert Lahr, the late Frank Morgan, and many others.....Mel Allen and Vince Scully will be the play-by-play announcers for NBC's telecasts of the World Series.....Playhouse 90, debuting Thursday, will get extra mileage out of the stars of each of its shows. The program's system of star-hosts calls for the star of the upcoming program to be host on the current one -- an adaptation of a current custom which introduces the star of next week's show at the tail end of this week's.....Starting Oct 29, when all time zones of the country will be back on Standard Time, Tonight will cut back to one hour on the air, although the production will still run one and a half hours each night in its New York theatre. To present the show for a full hour in each time zone; 11:30pm-12:30am EST, 11pm-12midnight CST, 11:30pm-12:30am PST; the program will present an added half-hour for midwestern audiences after it goes off eastern stations. The west coast will get the full kine of the EST show. Ernie Kovacs m.c.'s the Monday and Tuesday portions, Steve Allen is still with the Wednesday thru Friday shows. The new split net time plan will make it easier to sell regional advertisers and will also eliminate the uneconomical last half-hour, 12:30-1pm NYT, which has been difficult to sell to network advertisers. The change in time will also make a difference in the variety presentations, since most of the name guests and acts have appeared in that last half-hour, now lopped off.

The Fund for the Republic's second annual Robert E. Sherwood Awards for TV programs dealing with freedom and justice on commercial stations will cover the period, Oct 1, 1956 thru May 31, 1957. The public makes nominations directly to the Fund and a jury picks the winners.....NBC's Zoo Parade staff will leave in November for its second overseas expedition to shoot color films for future programs, this time to the upper Amazon River territory of Colombia, South America. Last year's trip to Africa provided material for 12 color film shows. The South American unit, in addition to the production group from the show, will include explorer Ross Allen, wild-life photographer Warren Garst and writer Dick Greyke.....Official Films has tied its line firmly to its English production connection, Hannah Weinstein's Sapphire Films, Ltd., planning production of two new series a year, depending on capacity of technical facilities at Official's Nettlefold Studios, outside London. Official and Sapphire have four properties under current consideration, two of which will be chosen for sale next spring, with fall, 1957, air dates. The four are: "The Highwayman," an adventure series during the time of the "Bow Street Regulars," predecessors of London's "bobbies"; "Sword for Hire," a swashbuckling series; "Marco Polo," and "Three Just Men," the latter from Edgar Wallace's novel. Sapphire is currently producing three network series for Official: The Adventures of Robin Hood, The Adventures of Sir Lancelot and The Buccaneers.....Richard Webb has formed his own company, Webb Productions, in partnership with Screen Gems, Inc., and will produce, write and star in the pilot of a planned series, Major Webb, Troubleshooter.....Sam White, producer of My Friend Flicka for TCF TV Productions, is leaving the company to resume filming of his own property, Rawhide Riley, starring Richard Arlen, on which five episodes have been completed.

AGENCIES AND ACCOUNTS: Cunningham & Walsh, Inc(NY), named to handle all advertising for The Texas Company, effective Jan 1, except for industrial advertising, which goes to G. M. Basford Co.....Kenyon & Eckhardt, Inc(NY) and the Lambert-Hudnut division of Warner-Lambert Pharmaceutical Co., will end their advertising relationship on Dec. 31.....E. I. Du Pont de Nemours & Co has named N. W. Ayer & Son, Inc(Phila) to handle a varied group of products effective Jan 1. BBD&O remains the principal Du Pont agency.

PEOPLE GOING PLACES: Harry Wayne McMahan has resigned from McCann-Erickson, Inc. effective Oct 15, to become a special consultant on TV commercials testing for the Institute of Motivational Research.....Fred Coe has signed a long-term contract with NBC.

Ross Reports ON TELEVISION

INCLUDING

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EDITOR: Jerry Leichter

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= MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Bob Hope won out in the competition to be the first evening program to present Don Larsen, the New York Yankees pitcher who hurled the perfect game Monday. Larsen will appear on Hope's first Chevy Show of the season, Sunday, Oct 21, 9-10pm EDT. Frank Scott, agent for Larsen and most other name ballplayers in the New York area, had said before the announcement that Ed Sullivan, Steve Allen and Bob Hope were competing for the pitcher's services, but that no matter who got him, a couple of previous appearances this week, plus the big evening fee, will have paid the pitcher a total of \$10,000 in fees -- and that's just the start of his take.....Margaret Sullavan's strange disappearance last Monday when Studio One was forced to cancel its scheduled live show, could have repercussions that would involve several unions, especially if CBS and Studio One do not get satisfaction or a valid explanation (and the latter could only be medical).

The Most Beautiful Girl in the World, starting over NBC, Monday, Oct 22, 9-9:30 pm EDT, will use a ballot and tallying system from different sections of the country to determine its winners. Entrants will be judged on the basis of talent, beauty and intelligence, so the sponsor and producer have engaged M. A. Wallach Research, Inc., to recruit audiences in four widely scattered cities. Several days in advance of every telecast the Wallach organization in each of the cities will choose at random 50 names which will represent a cross-section of the city. The selected people will be invited to participate in voting at the local NBC-TV studio. Only the first 25 arrivals from among the 50 invited will be entitled to vote, first during the talent portion and later during the beauty portion. (The first part of the beauty tests, a question and answer session for contestants, will be computed mechanically in the home studio.) The results from each city will be transmitted to New York and electronically computed on the stage for the entire TV audience. The show will have Steve Carlin (Entertainment Productions, Inc) as exec producer, with Lyn Duddy and Jerry Bresler as co-producers. Kevin Joe Johnson will direct.

Robert Paige will be m.c. and commercial announcer for the local Colgate Theatre when it debuts over KFTV(LA) on Oct 12, Fridays, 8pm. The show will present films from the M-G-M library, starting with "Thirty Seconds Over Tokyo.".....Carol Irwin's Mama series, starring Peggy Wood, will return to the CBS net on Dec 9, Sundays, 5-5:30pm NYT, but it will be on film for the first time. The series debuted over CBS on July 1, 1949, and except for summer hiatus has been seen every year since, until it went off the air this past summer, future status indefinite.

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Among the filmed stories to be set for General Electric Theatre this season are: "The Enemies," starring Joseph Cotten; "The Invitation," starring Kathryn Grayson; "The Ride on the Pale Horse," starring Marge and Gower Champion; "The Road That Led Afar," with Dan Duryea and Piper Laurie; "The Chess Game," starring Ronald Colman; "Never Turn Back," starring Ray Milland; "No Skin Off Me," starring Ronald Reagan and John Ericson; "The Charlatan," starring George Sanders, and "Taxi," starring Imogene Coca.....Lux Video Theatre has scheduled the following movie stories for future presentation: Nov 1, "You Can't Escape Forever," adapted by Ed James; Nov 8, "Jezebel," adapted by Catherine Turney; Nov 15, "The Glass Webb," adapted by Harry Kronman; Nov 22, "The Gay Sisters," adapted by Sanford Barnett.....Kraft Television Theatre will present "Ten Grapefruits to Lisbon," by Frank Gilroy, on Oct 24 and on Oct 31, will have "Hit and Run," by William Noble.....Goodyear Playhouse has scheduled Robert Anderson's adaptation of his stage play, "All Summer Long," for Oct 28.....On Oct 23, Kaiser Aluminum Hour will present "Angel's Ransom," adapted by Evan Hunter from the novel by David Dodge.

The Chevy Show, Fridays and Sundays, each once monthly, 9-10pm NYT, will have Dinah Shore as star on the following programs: Fridays, Nov 2 and 30, Feb 22, March 22, April 19, May 17 and June 14; Sundays, Dec 16 and Jan 13. Bob Hope will be the star of programs on Fridays, Dec 28 and Jan 25; Sundays, Nov 18, March 10, April 7 and May 5.....The Perry Como Show, which usually announces its star talent after it has it signed, has the following guests set for upcoming shows (allowing for show business vagaries): Oct 27, Brenda Lee; Nov 3, Nat King Cole; Nov 10, Bob Hope; Nov 24, Roy Rogers and Dale Evans; Dec 1, Nat King Cole, violinist Isaac Stern and the Frielanes; Dec 8, Pearl Bailey; Dec 22, Jose Iturbi and Ernie Kovacs.....The downfall of the bigtime circuses last season seems to have helped spread the influence of the circus all through television because of the availability of prime acts that are now in over-supply. Variety shows are taking on the appearance of old-time vaudeville bills, except that the jugglers don't always have to open the show, since you open big in TV.

"Giant Step," the newest quiz show from Entertainment Productions, will debut over CBS on Nov 7, Wednesdays, 7:30-8pm NYT. Bert Parks will be quizmaster and m.c. for the program, which will not have cash prizes, but will instead award scholarships and foreign tours to its top prize winners. Lesser prizes will include articles or merchandise in keeping with the category selected by the contestant. This show will not have "plateaus," but will proceed by "levels." Ed Jurist will be producer, with Seymour Robbie as director. Sponsor is General Mills thru BBD&O.....The Ray Anthony Show, starting this Friday over ABC, 10-11pm EDT, will be produced, directed and written by Art Rowe and Sidney Smith. Smith has been a director primarily, while Rowe has been a comedy writer.....Tallulah Bankhead succumbed to a lure and will appear on three Omnibus programs during the coming season in productions tailored for her.....KNXT(LA) will have Bill Stout present a "complete" report on the death of James Dean and its effect on the American public, on Stout's "Special Assignment" segment of The Big News, local LA program on Friday, Oct 12, 10:30-11pm PST.....Climax! has scheduled "The Jonas Salk Story" for its program of Jan 3, according to CBS Hollywood.

AGENCIES AND ACCOUNTS: Manhattan Soap Co to Weiss & Geller, Inc(Chi & LA)..... Philco Corp named Batten, Barton, Durstine & Osborn, Inc(NY), to handle all consumer advertising, effective Jan 1. The agency resigned the Zenith Radio Corp to take the new account.....Lambert-Hudnut Division, Warner-Lambert Pharmaceutical Co., named Sullivan, Stauffer, Colwell & Bayles, Inc(NY), to handle all Hudnut products, effective Jan 1.....D'Arcy Advertising Co resigned the Packard Motor Car account, Nov 1.

PEOPLE GOING PLACES: Radio & Television Executives' Society will set up its own headquarters at the Hotel Biltmore in New York on Nov 1. On that date Claude Barrere, who has been secretary of the organization, takes over as executive director, resigning as eastern director, television, Broadcast Music, Inc.....Franklyn Farnum named president of the Screen Extras Guild, succeeding Richard H. Gordon, who died Sept 20.