

Ross Reports ON TELEVISION

INCLUDING

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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(15)

ABC- 9-9:30pm EDT; RETURN - Life is Worth Living - LIVE from WABC-TV(NY), to the net. § Co-operative. § Pkgr- ABC-TV(NY); Prod & Dir- Hal Davis. § Bishop Fulton J. Sheen returns for a new season with a changed format; dramatic narratives about world-famous personalities and little-known, but interesting people. The program replaces the first-half hour of the time formerly filled by Film Fair (last show Oct 1). The program is simulcast.

Tuesday(16)

ABC- 9-9:30pm EDT; SPECIAL - Speech by Sen. Estes Kefauver - LIVE from WABC-TV (NY), 56 stations live. § Sponsor- Democratic National Committee thru Norman, Craig & Kummel, Inc(NY); Acct Exec- Chester Herzog. § Pkgr- Democratic National Committee; Prod & Dir- ABC staff. § Senator Estes Kefauver speaks from a New York studio. The program preempts Broken Arrow, one time only.

NBC- 8-9pm EDT; SPECIAL - The Great War - FILM from WRCA-TV(NY) & KRCA-TV(LA), 139 stations net, 31 delayed. § Sponsor- North American Phillips Co (No-relco Electric Shaver) thru C. J. LaRoche & Co., Inc(NY); Acct Exec- C. R. La-Roche. § Pkgr- NBC-TV Project 20(NY); Prod- Henry Salomon; Asst Prod- Donald Hyatt; Music By- Robert Russell Bennett; Edit By- Isaac Kleinerman; Script- Henry Salomon, Richard Hanser; Narration- Alexander Scourby; Asst Film Ed- Silvio D'Alisera; Research- Daniel Jones, Mel Stuart, Judith Greene. § The story of the First World War created by Project 20 from the archives of five countries. The film tells the story from the American viewpoint; the tremendous change in American life caused by the war. The program preempts \$100,000 Big Surprise, 8-8:30pm EDT. and Noah's Ark, 8:30-9pm EDT, this week only.

Wednesday(17)

ABC- 8:30-9pm EDT; NET DEBUT - Navy Log - FILM from WBKB(Chi) & KABC-TV(LA), 34 stations net, 60 delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Superv- William Spire. 2) United States Rubber Co (Footwear, Tires) thru Fletcher D. Richards, Inc(NY). § Pkgr & Film Prod- Gallu Productions, Inc., at General Service Studios, Hollywood, Calif.; Prod- Sam Gallu; Dirs- Sam Gallu, others; Prod Mgr- Tom Connors; Music Dir- Fred Steiner; Art Dir- John Ewing; Dir of Photog- Frank Phillips; Film Ed- Jack Gleason; (Cont'd on next page)

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Wednesday(17)

ABC- Navy Log (Cont'd from previous page): Writers- Allan Sloane, others. § Factual dramatizations of activities, operations and historical incidents of the U. S. Navy, with emphasis on the human element in the events. The film series had originally debuted over CBS on Sept 20, 1955; last CBS show on Sept 25, 1956. In its new ABC spot it replaces The Amazing Dunninger (last show Oct 10).

CBS- 9-9:30pm EDT; SPECIAL - Speech by V. Pres. Richard M. Nixon - LIVE remote via WCBS-TV(NY), no. of stations indefinite. § Sponsor- Republican National Committee thru Batten, Barton, Durstine & Osborn, Inc(NY). § Pkgr- Republican National Committee. § Vice President Richard M. Nixon addresses college newspaper editors at Cornell University, Ithaca, N. Y. The program preempts The Millionaire, one time only.

Thursday(18)

ABC- 7:30-8pm PST(ABC Western), 11:30pm-12midnight EDT; SPECIAL - Speech by Pres. Dwight D. Eisenhower - LIVE from KLOR(Portland, Ore), no. of stations indefinite. § Sponsor- Republican National Committee thru Batten, Barton, Durstine & Osborn, Inc(NY) § Pkgr- Republican National Committee. § President Dwight D. Eisenhower speaks to a Republican rally in Portland, Oregon, on natural resources. The program is in open time.

Sunday(21)

NBC- 4-5pm EDT, alternate Sun; DEBUT - Washington Square - LIVE (COLOR) from WRCA-TV(NY), 123 stations live and quick kine(West Coast only). § Sponsor- Helene Curtis Industries, Inc (Enden, Suave, Spray Net): Enden deoderant thru Weiss & Geller, Inc(Chi); Acct Exec- Harold Platt. Suave hair dressing thru Gordon Best Co., Inc(Chi): Spray Net thru Earle Ludgin & Co(Chi); Acct Exec- Ralph Whiting. § Pkgr- NBC-TV(NY); Prod- William A. Bacher; Dir- Greg Garrison; Music Dir- Charles Sanford; Sets- Hjalmar Hermanson; Costumes- Robert Fletcher; Choreog- Danny Daniels, Mata and Hari; Writers- Mac Benoff(head), Al Schwartz, Buddy Arnold. § Variety-drama-musical comedy program, set in a fictional version of Washington Square, starring Ray Bolger as a resident of the New York neighborhood, who is also host at the "Greenwich Village Inn". The Inn is managed for Bolger by Elaine Stritch who also doubles as m.c. and singer at the nightspot. Another feature of the program is the "Greenwich Village Playhouse," prototype of off-Broadway theatres, used on the program for presenting guest artists in dramatic sketches. Jo Wilder as an ambitious young actress and Mata and Hari as the proprietors of a dancing school are among the regulars. The program will alternate with Wide Wide World.

NBC- 7-7:30pm EDT; DEBUT - The 77th Bengal Lancers - FILM from WRCA-TV(NY) & KRCA-TV(LA), 105 stations live, 32 delayed. § Sponsor- General Foods Corp (Jell-O Division) thru Young & Rubicam, Inc(NY); Acct Exec- Ed Barnes. § Pkgr- Herbert B. Leonard Productions; Film Prod- Screen Gems, Inc., at Columbia Studios, Hollywood, Calif.; Prod- Herbert B. Leonard; Assoc Prod & Dir- Douglas Heyes; Asst to Prod- Louis B. Appleton, Jr.; Dir of Photog- Fred Jackman, Jr.; Film Eds- Joe Silver, Bob Hooper; Tech Dir- Patrick Whyte; Art Dir- John McCormack; Sets- Bill Kiernan;-Costumes- Izzy Berne; Writers- Douglas Heyes, Patrick Whyte. § Adventure series based on the exploits of a fictional unit of the famed Bengal Lancers cavalry group, stationed on the northwest frontier of India in the 1880-1890 period. Warren Stevens and Phil Carey co-star as two officers of the unit. The program replaces Topper (last show Oct 14) in the time spot for the sponsor.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

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NET SPECIALS(More)

THIS WEEK -- SPECIALS(Cont'd)

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) Oct 15; "The Letter," by Somerset Maugham; see page B for cast credits; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Ray Anthony Show (Fri, 10-11pm NYT) Program will originate from a different city each week as the band tours. Add productions staff: Prods & Writers- Art Rowe, Sidney Smith; Dir- Sidney Smith. (See page 98).

Speech by Thomas E. Dewey; SPECIAL Oct 16, Tue, 8:30-9pm EDT; LIVE remote via WXYZ(Detroit), no. of stations indefinite. § Sponsor- Republican National Committee. § Pkgr- Republican National Committee. § Gov. Thomas E. Dewey makes a political address from Flint, Mich. Program preempts The Life and Legend of Wyatt Earp, one time only.

CBS- See It Now; RETURN Oct 7; every 4th Sun; 5-6pm NYT; FILM (premiere) from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. § Partial Sponsor- Shulton, Inc (Old Spice shaving products, Desert Flower lotion) thru Wesley Associates, Inc(NY); Acct Exec- Jay Perine. § Pkgr- See It Now with CBS-TV(NY); Prods & Editors- Edward R. Murrow, Fred W. Friendly. § Edward R. Murrow presents interpretive live and film reports of the backgrounds of news happenings.

President Eisenhower's Birthday Party; SPECIAL Oct 13; Sat, 10-10:30pm EDT; LIVE from WCBS-TV(NY), cut-ins from Washington & LA, approx 160 stations live. § Sponsor- National "Ike Day" Committee. § Pkgr- "Ike Day" Committee; Prod & Dir- David Lowe(NY); Assoc Prods- Mike Oppenheimer, Chuck Flynn(both in Wash); Assoc Prod & Dir- Bud Cole(LA); Dirs- Jerome Shaw, Tom Donovan(both in Wash); Coordinator- Timothy Kiley(NY); Music Coordinator- Hal Hastings. § James Stewart is m.c. for variety performances by top name stars marking the President's 66th birthday, which is Oct 14. The program preempts Gunsmoke, one time only.

The Heckle and Jeckle Cartoon Show; DEBUT Oct 14; Sun, 1-1:30pm EDT; FILM (COLOR) to the net. § Sustaining. § Pkgr- CBS-TV(NY); Film Prod- Terrytoons, Inc (CBS subsidiary). § All-cartoon show, with the magpies of the program title as hosts for cartoons starring other characters. The program is in open time.

Football Roundup (Sat, 2:30-5:30pm NYT) New time, succeeding the former 2-5pm schedule, effective Oct 13. Effective this date, horse racing telecasts will be included in the program; the first two from Belmont Park, N. Y.

NBC- Planters Peanut Time Starring Eddie Fisher; title replaces Coke Time Starring Eddie Fisher (Wed & Fri, 7:30-7:45pm NYT) approx every 4 weeks, starting Oct 17. Dates during season are: Nov 2, 14, 30; Dec 12, 28; Jan 9, 25; Feb 6, 22; March 6, 22; April 3, 19; and May 1, 17.

Alcoa Hour-Goodyear Playhouse (Sun, 9-10pm NYT) Production staff corrections from NBC: Dirs- Arthur Penn, Dan Petrie, Martin Ritt, Alex Segal (prod & dir on teleplays he supervises); Assoc Dirs- Robert Hopkins, Gordon Rigby; Story Ed- Theodore Epstein; Asst Story Ed- Benita Novick; Settings- Warren Clymer, Maurice Gordon. Other credits previously listed on page 98 are correct. Previous listing was based on NBC press dept info, also the source for the corrections noted.

Fury (Sat, 11-11:30pm EDT) New series began Oct 13; program has been in re-runs during the summer. Production staff changes: Exec Prod- Leon Fromkess; Prod- Irving Cummings, Jr.; Prod Superv & Dir- Sidney Salkow; Asst Dirs- Ralph Black, Richard Evans; Writers- Various.

TALENT SHOWSHEET OCTOBER 12 - 21
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Most of the shows on October 12, 13, 14 were listed in last week's report. Changes are included here for the record. Multiple and across-the-board shows are grouped to the listing for Friday, October 19. Script identifications used are: (O) Original, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (C), musician (M). Actors who appear regularly are listed in the premiere cast, frequently referred to as "regulars". Live shows are listed in caps in the left column. are in upper and lower case letters, underlined. Generally only first runs of a film listed.

FRIDAY OCTOBER 12  
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<u>Science Fiction Theatre</u>	WRCA-TV 7pm	<u>Survival in Box Canyon</u> ; with Bruce Bennett, Su De Forest Kelly
WALTER WINCHELL SHOW	NBC 8:30pm	Add: David Wayne, James Congdon

SATURDAY OCTOBER 13
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|                                 |                |                                                                                                                                          |
|---------------------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------|
| ON THE CAROUSEL<br>(Paul Tripp) | CBS 9am        | with regulars & Stevie Harris, Ruth Enders, Ted                                                                                          |
| <u>Fury</u>                     | NBC 11am       | <u>Joey and the Little League</u> ; with Peter Graves, William Fawcett (regulars) & Roger Broaddus, Foulk, Ronald Keith (SW & SD) RETURN |
| VINCENT LOPEZ SHOW              | WCBS-TV 6:15pm | Vincent Lopez & Orch, Judy Lynn (S)                                                                                                      |
| PERRY COMO SHOW                 | NBC 8pm        | Kill: Jose Iturbi; Add: Guy Madison, Rudy Car                                                                                            |
| <u>Hey, Jeannie</u>             | CBS 9:30pm     | with regulars & Bill Haade, Frank Jenks                                                                                                  |
| <u>Gunsmoke</u>                 | ABC 10pm       | preempted by <u>President Eisenhower's Birthday</u>                                                                                      |

SUNDAY OCTOBER 14  
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LAMP UNTO MY FEET	CBS 10am	<u>The Journey</u> (O) Clair Roskam; with Miriam Col Zee Schooler, Roger Evan Boxill
LOOK UP AND LIVE	CBS 10:30am	Kine repeat of November 6, 1955
CAMERA THREE (James Macandrew)	CBS 11:30am	Katherine Anne Porter discusses William Faulk
FRONTIERS OF FAITH (The Catholic Hour)	NBC 2pm	Teach All Nations (O) A.J. Palmerio; with Mc Carricart, Gene Gross, John Moore, Dolores Qu Robert Drew, Gene Picciano, William Capra, R Millhollin, Rock Rogers, Chris Gampel; Dir -
<u>Telephone Time</u>	CBS 6pm	<u>The Churchill Club</u> (O) Joseph Landon; with R Martin Milner; Dir - Justus Addis
<u>You Are There</u>	CBS 6:30pm	<u>Hitler Invades Poland</u> (O) Jack Bennett; with Tonge, John Wengref, Harold Dyrenforth, Lesl Gay, Ben Wright, Kurt Katch; Dir - William R
STEVE ALLEN SHOW	NBC 8pm	Add: Doretta Morrow, Mel Torme, Frances Faye
OMNIBUS	ABC 9pm	<u>Androcles and the Lion</u> (O) George Bernard Sh Staged by Albert Marre; with Bert Lahr, Joar Kroeger, Jerome Kilty, Philippa Bevanis. The (film) - excerpts. Also historical president
<u>General Electric Theatre</u>	CBS 9pm	<u>The Enemies</u> (O) Grey Sleeve by Stephen Crane with Joseph Cotten, Gaby Rodgers, Royal Danc son, Ewing Mitchell, Don Megowan

MONDAY OCTOBER 15
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Sheriff of Cochise WABD 7:30pm Manhunt; with regulars & Tyler McVey, Helene Heigh, Morris Ankrum, Claude Akins (SW & SD)

Danny Thomas Show ABC 8pm Problem Father; with regulars & Ben Lessy, Mary Wickes

PRODUCER'S SHOWCASE NBC 8pm The Letter (O) Somerset Maugham; (A) Joseph Schrank; with Siobhan McKenna, Michael Rennie, John Mills, Anna May Wong, John Irving, Cathleen Cordell, Aki Aleong, Margaretta Warwick, Kaie Dee!, Fuji Kawa; Dir - Kirk Browning

Stage 7 WPIX 8pm The Man Who Came Over the Mountain; with John Ericson, Sally Fraser, John Lital

VOICE OF FIRESTONE ABC 8:30pm Dorothy Warenskjoeld(S), Mary Ellen Moylan(D), Leon Danelian(D)

TALENT SCOUTS CBS 8:30pm George Hamilton(S-M), Angelo Prioli(S), Ladell Sisters(S)

I Love Lucy CBS 9pm with regulars & Orson Welles

December Bride CBS 9:30pm Marjorie Main Show; with regulars & Marjorie Main, Franco Corsaro (SW & SD)

LAWRENCE WELK'S TOP TUNES & NEW TALENT ABC 9:30pm with regulars & Marjorie and Ann Trammel(harpists), Gary Mann(S)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm Pilgrimage (O) Theodore & Mathilde Ferro; with John Hudson, Joyce Holden, John Griggs, Theo Goetz, Betty Low, Ben Hammer, Bernard Grant, P. Jay Sidney, Ray Tasco, Floyd Ennis

STUDIO ONE CBS 10pm For Oct 8 Kill: The Pilot. Add: The Remarkable Incident at Carson Corners, a kine repeat originally shown Jan 11, 1954. For Oct 15: The Open Door (O) Loring Mandel; with Albert Salmi, Robert Simon, Marion Brash, Rudy Bond, Harry Bellaver, Lonny Chapman, Harold Winston, Janice Mars, Truman Smith, John Heldabrand; Dir - William H. Brown

Douglas Fairbanks WRCA 10:30pm The Last Tour; with Charlotte Thiele, Eva Pflug, Peter Capell, Gaby Pehling

TUESDAY OCTOBER 16  
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Conflict ABC 7:30pm The Magic Brew (O) Montgomery Pittman; with Jim Backus, Fay Spain, Joi Lansing, Will Hutchins, Montgomery Pittman; Dir - Fred de Cordova

JONATHAN WINTERS SHOW NBC 7:30pm Margaret Whiting(S)

Phil Silvers Show CBS 8pm The Face On the Recruiting Poster; with regulars & Eric Fleming, John Boruff, Nelson Olmstead, Tom Poston, Barbara Parry, Irene Champlin, Helene Ellis, Bruce Kirby (SW & SD)

Life & Legend of Wyatt Earp (Hugh O'Brien) ABC 8:30pm Preempted by Republican National Committee, Gov. Dewey

The Brothers CBS 8:30pm with regulars & Robin Hughes

Broken Arrow ABC 9pm Preempted by Democratic National Committee, Senator Kefauver

HERB SHRINER SHOW CBS 9pm no information available at press time

Jane Wyman Show NBC 9pm No More Tears; with Robert Cornthwaite

RED SKELTON SHOW CBS 9:30pm Peter Potter, Gale Robbins(S)

DuPont Cavalcade Theatre ABC 9:30pm Wild April (O) Land of Promise, book by Walter Havighurst; (A) Arthur Ripley; with John McIntire, Jesse White, Robert Wilke, Carolyn Kearney, Percy Helton, Willis Bouchey

ARMSTRONG CIRCLE THEATRE NBC 9:30pm S.O.S. From the Andrea Doria (O) George Lefferts; with Bibi Osterwald, Kent Smith, Margaretta March, Val Avery, Dan Rubinate, Frank Maxwell, John Conwell, Michael Strong, Ray Boyle, Maureen Hurley, Dino Terranova; Dir - William Corrigan

WEDNESDAY OCTOBER 17

<u>Sky King</u>	WABC 6pm	<u>Rustlers On Wheels</u> (O) Harry Poppe, Jr; with regulars & Bill Lechner, Kenne Duncan, Nesdon Booth, Stanley Andrews, Greg Barton, Chuck Slay, Hal Conrad; Dir - Jodie Copelan
<u>Death Valley Days</u> (Stanley Andrews)	WRCA 7pm	<u>Faro Bill's Layout</u> ; with Britt Lomond, Jack Daly, Fran Allen, Diane Brewster, Steve Conte, Gary Hunley, Rusty Westcott
ARTHUR GODFREY SHOW	CBS 8pm	For Oct 10: McGuire Sisters, Anita Kerr Quartet, Arlene Adams(S) Bob Gibson(S). For Oct 17: No information available at press time
<u>Adventures of Hiram Holliday</u>	NBC 8pm	(O) Paul Gallico; (A) Phil Rapp; with regulars & Richard Aherne, Angela Greene, John Wengraf
<u>Navy Log</u>	ABC 8:30pm	<u>The Death of Dillinger-San</u> (O) Allan Sloane; with Solmer Jackson, Robert Knapp, William Allyn, Morgan Jones, Mike Garrett; Dir - Sam Gallu NET PREMIERE
<u>The Millionaire</u> (Harvin Miller)	CBS 9pm	Preempted by Republican National Committee, V. Pres. Nixon
KRAFT TV THEATRE	NBC 9pm	<u>I Am Fifteen, - And I Don't Want To Die</u> (O) Christine Arnothy; (A) Staff adapted; with Bennye Gatteys, Grant Williams, Nehemiah Persoff, Paul Tripp, Russell Collins, Nan McFarland, Mary Leigh-Hare, Peter Brandon, Undine Forrest, Richard Morse
<u>Ford Theatre</u>	ABC 9:30pm	<u>Paris Edition</u> (O) Jack Harvey; with Jack Carson, John Berardino, Valerie French; Dir - John Meredyth Lucas
<u>20th Century Fox Hour</u>	CBS 10pm	<u>Stranger In The Night</u> (O) The Ghost and Mrs Muir, novel by R.A. Dick (screenplay by Philip Dunne); (A) De Witt Bodeen; with Joan Fontaine, Michael Wilding, Elsa Lanchester, Tom Conway, Jack Raine, Philip Tonge, Ashley Cowan, Mary Flynn, Queenie Leonard, Keith Hitchcock; Dir - Lewis Allen

THURSDAY OCTOBER 18

<u>Guy Lombardo</u>	WRCA 7pm	Bobby Sherwood
<u>Sgt Preston of the Yukon</u> (Richard Simmons)	CBS 7:30pm	with regulars & Pat Whyte, Bill Tisher
CIRCUS TIME	ABC 8pm	Elly Ardelty(trapeze), Duke Art(clay modeler), Hamilton Trio(D), The Marvellos(musical magicians)
<u>Bob Cummings Show</u>	CBS 8pm	<u>Bob Batches It</u> ; with regulars & Kathleen Freeman, Dick Wesson, Joi Lansing, Donna Martell (SW & SD)
CLIMAX!	CBS 8:30pm	<u>The Midas Touch</u> (O) Robert Bloomfield; with Robert Preston, Margaret Hayes, Walter Abel, George Dolenz, Anna Navarro; Dir - Buzz Kulik
<u>Wire Service</u>	ABC 9pm	<u>Hideout</u> (O) Gabrielle Upton; with Mercedes McCambridge, Murray Hamilton, Marjorie Lord, Fred Wayne; Dir - Alvin Ganzer
<u>The People's Choice</u> (Jackie Cooper)	NBC 9pm	with regulars & Frank Ferguson
PLAYHOUSE 90	CBS 9:30pm	<u>Sizeman and Son</u> (O) Elick Moll, from mag. story "Seidman and Son"; with Eddie Cantor, Farley Granger, Mona Freeman, Peter Lorre, Carol Morris, Nan Boardman, Larry Dobkin, Than Wyenn, S. John Launer, Ruth Aim; Dir - Vincent Donehue
THE FORD THEATRE	NBC 9:30pm	with regulars & Zsa Zsa Gabor
OZARK JUBILEE (Red Foley)	ABC 10pm	"Slim" Wilson(S), Rufe Davis(C), Jim Edward and Maxine Brown(S), Billy Joe Morris(S), The Promenaders(D)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	<u>Flamingo Road</u> (O) Robert and Sally Wilder (screenplay by Robert Wilder); (A) Staff adapted; with Joanne Drw, Raymond Burr, Robert Middleton; Dir - Richard Goode

FRIDAY OCTOBER 19

<u>Rin-Tin-Tin</u>	ABC 7:30pm	<u>Rin-Tin-Tin and the White Wolf</u> ; with regulars & Ernest Sarracino, Patrick Whyte
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>Natchez Trace</u> ; with regulars & Ross Elliot, Brad Morrow, Havis Davenport, John Bryant (SW & SD)
<u>West Point</u>	CBS 8pm	<u>Officer's Wife</u> ; with Olive Sturgess, Diana Douglas, Burt Masters, John Wilder, Dallas Midgette (SW & SD)
<u>Life of Riley</u>	NBC 8pm	<u>Uncle Bixby Takes Over</u> (O) Albert E. Lewin, Burt Styler; with regulars & Jack Kirkwood, Emory Parnell, Isabell Withers, Mike Ross, Ted Thorpe (SD)
<u>Crossroads</u>	ABC 8:30pm	<u>Ringside Padre</u> (O) Tom Reed; with Stephen McNally, Mike Landon, Leonard Penn, Christopher Dark, Barbara Bastar, Frances Scannell, Frank Gerstle, Michael Barrett, Bill Rhodes; Dir - Al Rogell
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>The Long Road Home</u> (O) Harold Swanton; with Conrad Janiss, Jean Willis, Ray Collins, Francis J. McDonald; Dir - Felix Feist
WALTER WINCHELL SHOW	NBC 8:30pm	Will Mastin Trio with Sammy Davis, Jr. Roberta Sherwood(S), Bob and Larry Leslie(C)
<u>Crusader</u> (Brian Keith)	CBS 9pm	<u>The Innocent Bystander</u> (O) George Wagner; with Mary Adams, Carl Betts, Will J. White, Stewart Bradley, Don Haggerty, Harold Huber, Jean Willes; Dir - John H. Peyser
<u>On Trial</u>	NBC 9pm	<u>Twice In Peril</u> ; with Joseph Cotten, Joseph Wiseman, Christopher Dark, Joanna Lee (SW & SD)
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>Sing Softly Sisters</u> ; with Magda Miller, Diana Decker, Sandra Dorne (SW & SD)
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>Enoch Prentiss</u> (O) Douglas Morrow; with Charles Bickford, Kathleen Crowley, William Allyn, Katharine Warren, Craig Stevens, Lewis Martin, Henry Hunter; Dir - Don Weis
THE BIG STORY (Ben Grauer)	NBC 9:30pm	<u>Bernice Freeman, Reporter: San Francisco Chronicle - Suspicion of Murder</u> (O) Douglas Taylor; cast unavailable at press time
<u>The Lineup</u> (Tom Tully)	CBS 10pm	information unavailable at press time

MULTIPLE 2: ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 12 - FRIDAY OCTOBER 19

GARRY MOORE SHOW	CBS 10am	10/19 - Milt Kamen (C), Gene Jimae and Company(harmonica band)
NBC BANDSTAND	NBC 10:30am	Dorsey Brothers & Orch, Russ Morgan & Orch, Guy Mitchell(S)
NBC MATINEE THEATRE	NBC 3pm	10/15 - <u>The Stamp Caddy</u> (O) Hal Hackady; with Anita Louise 10/16 - <u>The Egoist</u> (O) George Meredith; (A) Richard McCracken 10/17 - <u>The Family Man</u> (O) William McCleery 10/18 - <u>Sight Unseen</u> (O) Rosemary Foster, Warner Law; (A) Law 10/19 - <u>Eye Of Storm</u> (O) Norman Jacob
MODERN ROMANCES (Kathi Norris)	NBC 4:15pm	<u>Lost April</u> (O) Michelle Cousin; with Lin McCarhty, Loretta Daye, June Evert, Heywood Hale Broun
TONIGHT	NBC 11:30pm	10/15 - Dorothy McGuire; 10/16 - Dorothy McGuire; 10/17 - Kurt Baum(S), Billy Gilbert(C), Erin O'Brien(S), Ellis & Winters(D), Marshall Izen(M-C); 10/18 - Ray Bolger(D), Bennett Cerf, Erin O'Brien(S); 10/19 - Charlie Ventura (clarinet), June Taylor

SATURDAY OCTOBER 20

<u>The Buccaneers</u>	CBS 7:30pm	<u>The Wasp</u> ; with regulars & Wilfrid Downing (SW & SD)
PERRY COMO SHOW	NBC 8pm	Pearl Bailey(S), Rory Calhoun, Dorothy McGuire

SATURDAY OCTOBER 20 (Cont'd)

Oh! Susanna CBS 9pm (O) Erna Lazarus & Nat Curtis; with regulars & Lumsden Hare,
(Gale Storm) Frank Wilcox; Dir - Charles Barton

SUNDAY OCTOBER 21

WASHINGTON SQUARE NBC 4pm (O) Mac Benoff, Al Schwartz, Buddy Arnold; with Ray Bolger,
(Ray Bolger) Elaine Stritch, Rusty Draper(S), Bill and Cora Baird(puppeteers)
Jo Wilder, Mata & Hari(D), Daniza Ilitsch(S), The Martins(S),
The Three Flames(S-M) (all regulars) and guests Bert Lahr,
Richard Derr; Dir - Greg Garrison PREMIERE

Telephone Time CBS 6pm She Sette Her Little Foote (O) Norman Lessing; with Ron Randall,
Barbara Baxley, Chett Stratton, Charles Bronson, Nancy Lee,
George Dunn; Dir - Justuss Addis

You Are There CBS 6:30pm The Salem Witch Trials (O) Milton Geiger; with Wilton Graff,
Ian Wolfe, Lurene Tuttle, Mary Shipp, Russ Bender, Smokey Fabres,
Sheila McKay, Susan Seaforth, Carol Dee, Pamela Beaird, John
Craven, Olive Blakeney, Everett Glass; Dir - William Russell

77th Bengal Lancers NBC 7pm (O) Douglas Hayes; Phil Carey, Warren Stevens (regs) & Patric
Knowles, Jean Byron, Mel Welles, Patrick Whyte, Joanna Barnes;
Dir - Douglas Hayes PREMIERE

JACK BENNY SHOW CBS 7:30pm with regulars & George Gobel

Circus Boy NBC 7:30pm Corky and the Circus Doctor; with regulars & Stanley Andrews

ED SULLIVAN SHOW CBS 8pm Jack Paar(C), Marion Marlowe(S), Salvador(S), Davis & Reese(C),
Sciplini chimps, Bokaras(teeterboard)

STEVE ALLEN SHOW NBC 8pm Frank Parker(S), Julius LaRosa(S), Peter Lawford, Olga James(S),
Harlem Globetrotters(basketball)

IT'S POLKA TIME ABC 8:30pm with regulars & Italian Folk Dancers

General Electric Theatre CBS 9pm The Invitation (O) Narda Stokes; (A) Frances Marion; with
Katherine Grayson, Larry Pennell, Kathryn Warren, Arthur
Hansen, Virginia Carroll, Rudy Goodwin, Sally Corner, Alan
Reynolds, Rudy Lee

Chevy Show NBC 9pm with Bob Hope, Don Larsen, Diana Dors, James Cagney, Lucille
(Bob Hope) Ball, Desi Arnaz, Vivian Vance, Bill Frawley

Alfred Hitchcock CBS 9:30pm Kill With Kindness (O) A.J. Russell; with Hume Cronyn, Carmen
Mathews, James Gleason, Margie Liszt, Mike Ragan; Dir -
Hershal Daugherty

Loretta Young Show NBC 10pm Goodbye, Goodbye (O) Elizabeth Taylor; (A) Richard Morris;
with Loretta Young, John Newland, Erik Nielsen, Judy Short,
Linda Cunningham; Dir - Richard Morris

Ross Reports ON TELEVISION

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

NBC Bandstand finally ran out of bands, arrangements and change of pace for television and will be replaced by a new audience participation show late in November. The new package, by Goodson-Todman, called The Price Is Right, will originate in New York and "will be a challenge to every housewife's instinct for knowing a good bargain when she sees one, by pitting contenders against their own knowledge in a game of bidding and evaluation.".....The live music program didn't flop, but it had to run out of steam as long as it had a big-name band revolving policy on an early morning schedule.....Bill Leonard will be off his CBS programs for from four to six weeks due to a mild heart attack. George Skinner will replace Leonard on his local WCBS-TV(NY) early evening five-minute feature report.....The Most Beautiful Girl In the World has had its premiere delayed again, with NBC slotting TBA for next Monday's 9-9:30pm slot.....Mata and Hari are out of the Washington Square program, both as performers and as co-choreographers (they plot their own material, so get credit).....Elvis Presley comes to New York for his Oct 28 appearance on The Ed Sullivan Show (his first appearance on Sept 9 was cut-in from LA). Every agency in town will be on the trail of Col. Parker to attempt tie-ins with the fabulous attraction.

The National Council of the Writers Guild of America, meeting in New York last weekend, passed unanimously a resolution opposing codes of censorship now prevalent in the fields of entertainment and information, and recommended the codes be studied "with a view to removing the unjustified restraints wherever possible." The Council based its position on the point that writers have exercised appropriate good taste and judgement in the past and these qualities "cannot be formulated in a set of rules.".....Among recent cases that involve television writers were Dale Wasserman's "The Fog," bought and dropped by Studio One, then bought by Climax! and altered to a point where the writer wished his credit dropped from the script; and the most recent case, the fact that NBC told Alcoa Hour to drop its production of "The Man Who Loved Children," by Bill Kozlenko and Boris Ingster because it apparently places a child in jeopardy. The latter script has been paid for, but will not be produced on TV since all nets have a similar policy. Since the Guild resolution is addressed at "unjustified" censorship, it would apply to the Climax! case, but not the Alcoa play. The basic difference between screen and television censorship is that in television a story and its elements may win approval from a producer and be clear of network restraints, yet run afoul of agency-sponsor restrictions. These are not based on a code, but involve personal likes and dislikes and company or industry taboos, and are extremely difficult to combat under the circumstance of sponsor identification with a program.

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ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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Du Pont Theater will be the name of the program, beginning with its Oct 30 ABC production, dropping Cavalcade from the title to allow for the introduction of fictional drama and name stars in the series. One result of the name change will be that many newspapers will list the program only as Theater in logs, whereas the program was identified as Cavalcade Theater. Most newspapers will not use a commercial name for television listing identification.....NBC News, with Chet Huntley in New York and David Brinkley in Washington as co-editors, will replace News Caravan with John Cameron Swayze over NBC on Oct 29. The change will be more than a switch in news commentators, since an entirely new production staff moves in with the change, with Reuven Frank as producer and Joseph O. Meyers as supervisor. The New York portion of the new program will have a new setting which will include a six-foot "Geo-Physical Globe" for use in pointing up news sources.

Oct 19 will be an even more important evening in Los Angeles than was Oct 12 -- and last Friday's television occurrence was devastating enough. A little local program called Colgate Theatre, first showings of top films from M-G-M's movie library over KTTV(LA), Fridays, 8-10:30pm PST, started its career with "Thirty Seconds Over Tokyo." A special ARB survey during the program last Friday, based on 2080 phone calls, indicated that "Thirty Seconds Over Tokyo" received a 53.8 share of audience for the full two and a half hours and an average rating of 30.8. The average of sets in use in the LA area was 57.3. Total LA ratings for the three network stations in that city added together was 17.5. The movie for Oct 19 on the program will be "Mrs. Miniver." On the general question of movie backlog film on TV versus TV film shows, Dick Powell, one of the owners of Four Star Films, believes that indie producers of TV shows will be in trouble. Sponsors (like Colgate) may turn away from network "identification" sponsorships. William Holden, who has had two radio series under consideration for production as TV series by his independent company, has dropped his plans for the time being, because he feels that theatrical films on television will kill the possibilities of new series at this time. The crux is not that series will not be made and sold, but it will be difficult for the next couple of years for independent producers to get backing and sponsorship for expensive TV series.

The program title "Night Beat" has been in for some hard looks recently. WABD in New York recently debuted Mike Wallace's Nightbeat, an interview-feature program, and KTTV in LA had a new Paul Coates Night Beat scheduled for debut tonight (17), but the program title has been changed to Unit One. Back of most title changes is the fact that old radio series or early TV package offerings may have had the same titles and although a title can't be protected, if the series idea is similar to the prior property, the title can be claimed as protected with the property as a matter of identification.....Shirley Jones will co-star with Red Skelton on Playhouse 90's "The Big Slide" over CBS on Nov 8. She replaced Rhonda Fleming in the role..... Standard Oil of California and The Stroh Brewery Co have bought Guild Films' Captain David Grief series for regional showings in 33 markets; 12 for Standard Oil and 21 in the Midwest for the brewer. The series will be ready for airing next January. The buy was made from the first two films, with the next eight in the series in production since last Monday (15). The series is based on Jack London stories, based in the South Seas. Maxwell Reed plays the title role.

AGENCIES AND ACCOUNTS: Colgate-Palmolive Co named Norman, Craig & Kummel, Inc (NY) to handle its Veto deodorant.

PEOPLE GOING PLACES: Robert E. Kintner resigned as president of American Broadcasting Co., yesterday (16).....Jay Eliasberg appointed acting director of research for CBS Television, in New York.....Frank Price upped to story editor for Screen Gems, Inc., succeeding Margaret Wilder.....Pierre Marquis named director of sales planning of Screen Gems, Inc.....Alan W. Livingston named head of NBC TV programs originating from the network's Western Division.....John Masterson named manager of radio and television in New York for Tatham-Laird, Inc(Chi).