

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

NOVEMBER 19-25, 1956

VOLUME 8 NUMBER 47

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(19)

CBS- 9-10pm EST; SPECIAL - Our Mr. Sun - FILM (COLOR) from WCBS-TV(NY), 130 stations net, 30 delayed. § Sponsor- American Telephone & Telegraph Co (Bell System) thru N. W. Ayer & Son, Inc(Phila). § Pkgr- American Telephone & Telegraph Co; Prod & Dir- Frank Capra; Animation sequences by UPA; other production information not available. § Story-line documentary showing how man has learned scientific facts about the sun and what use he has made of this knowledge, using four characters in the story, two human and two cartoon. Eddie Albert plays a fiction writer and Dr. Frank Baxter plays the part of a scientist. Special films taken by leading observatories are integrated in the program. The program preempts Studio One, one time only.

Wednesday(21)

ABC- 7-7:30pm EST; SPECIAL - Bamberger's Thanksgiving Eve Parade of Light - LIVE via remote to WABC-TV(NY), no. of stations indefinite. § Sponsor- General Electric Co (Housewares & Radio Receivers Div) thru Young & Rubicam, Inc(NY). § Pkgr- ABC News & Special Events with Bamberger's Dept Store; Prod- Don Coe; Dir- Marshall Diskin. § John Daly will describe the annual Bamberger parade from Weequahic Park, Newark, N. J., Robert McCorkle, display director of the department store is in charge of the pageant's creation, which is built around story book characters. The program preempts Kukla, Fran & Ollie, 7-7:15pm, and John Daly and the News, 7:15-7:30pm, this time only.

Thursday(22)

ABC- 10:15-11am EST; SPECIAL - J. L. Hudson Co.'s Thanksgiving Day Parade - LIVE from WXYZ(Det), no. of stations indefinite. § Sponsor- Chrysler Corp thru McCann-Erickson, Inc(NY & Det). § Pkgr- ABC-TV with J. L. Hudson Co; Prod & Dir- Peter Strand(WXYZ). § Jimmie Dodd is narrator for the annual J. L. Hudson Co Thanksgiving Day parade thru midtown Detroit to the department store. The parade will include 21 floats, 12 bands and 1,400 costumed marchers. The program is in open time.

NBC- 11am-12noon EST; SPECIAL - Macy's Thanksgiving Day Parade - LIVE from WRCA-TV(NY), no. of stations indefinite. § Co-Sponsors- 1) Ideal Toy Corp thru Grey Advertising Agency, Inc(NY). 2) Sweets Co. of America (Tootsie Rolls) thru Henry Eisen Advertising Co(NY). Pkgr- NBC Special Events with R. H. Macy & Co., Inc.; Co-Prods- Ed Pierce, John Green; (Continued on next page)

- Page 109 -

THIS WEEK(More)

THIS WEEK(Cont'd)

Thursday(22)

NBC- Macy's Thanksgiving Day Parade (Cont'd from previous page): Dir- Dick Schneider. § Ernie Kovacs is narrator for the 30th annual Macy's Thanksgiving Day parade, down Broadway to the department store. It will feature movie, Broadway and television personalities; have 12 bands, three huge balloons, nine float tableaux and over 4,000 costumed marchers. The program will preempt Home, this day only.

CBS- 5-6pm EST; SPECIAL - The Longines-Wittnauer Thanksgiving Festival - LIVE from WCBS-TV(NY), approx 158 stations live. § Sponsor- Longines-Wittnauer Watch Co., Inc. thru Victor A. Bennett Co., Inc(NY). § Pkgr- Longines-Wittnauer Watch Co., Inc(NY); Prod- Alan R. Cartoun; Assoc Prod- Paula Cartoun; Dirs- Ted Estabrook, Alan R. Cartoun; Music Superv- Rudy Sims; Music Dir- Eugene Lowell; Sets- Paul Barnes; Costumes- Stanley Simmons; Choreog- Ernest Flatt; Film Effects- Sol Taffett; Writer- Harrison Cowan. § Musical cavalcade of melody covering the past 90 years, also marking the 90th anniversary of the sponsor. Each of the 20-minute segments covering a different musical period will be narrated by one of three stars: Joe E. Brown, Duke Ellington and Will Rogers, Jr. The program is in open time.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- Saturday Spectacular (Every 4th Sat, 9-10:30pm NYT) Nov 24; "High Button Shoes," adapted from the Broadway show, book by Stephen Longstreet, music and lyrics by Jule Styne and Sammy Cahn; TV book- Arnie Rosen and Coleman Jacoby; Prod & Dir- Joe Cates; Music Dir- Ted Raph; Choreog- Bob Hamilton; Sets- Burr Smidt; Costumes- John Boxer; LIVE (COLOR) from WRCA-TV(NY).

Hallmark Hall of Fame (Approx once every month, Sun, 9-10:30pm NYT) Nov 25; "Man and Superman," with Maurice Evans and Joan Greenwood starring in Joseph Schrank's TV adaptation of George Bernard Shaw's comedy; Prod & Dir- George Schaefer; Costumes- Noel Taylor; Sets- Robert Wightman; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Omnibus (Sun, 9-10:30pm EST) Richard Dunlap appointed associate producer, replacing Paul Feigay, previously resigned.

CBS- Eye On New York (Sat, 5-5:30pm EST) New net day and time, effective Nov 17 and Nov 24, then shifting back to 2-2:30pm. Program had been reported reverting to local showing only, but moved to Saturday. (See page 107). Galen Drake is reporter, substituting for Bill Leonard.

Walter Cronkite and the News (Mon thru Fri, 1-1:10pm EST) New title, effective Nov 19, replacing Charles Collingwood and the News, as Cronkite replaces Collingwood as the newscaster for the program.

Out of Darkness; SPECIAL Nov 25; Sun, 5-6pm EST, one time only; repeat of program originally presented March 18, 1956, and repeated April 29, 1956. Film is a CBS-produced documentary on mental illness.

NBC- Topper; RETURN Nov 18; alt Sun, 5-5:30pm EST; FILM from WRCA-TV(NY), to the net. Sustaining. § Re-runs of film series originally seen over CBS in 1953-54, then re-run over ABC in 1955-56, and seen over NBC from June 10 to Oct 14, 1956.

TALENT SHOWSHEET NOVEMBER 16 - NOVEMBER 25
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Most of the shows on November 16, 17, 18 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, November 23. 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 NOVEMBER 16  
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WALTER WINCHELL SHOW NBC 8:30pm Add(to cast): Andy Williams(S), Art Carney, Lee Ann Meriwether

SUNDAY NOVEMBER 18
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LAMP UNTO MY FEET CBS 10am The Visit - (O) Rose Leiman Schiller; with Ann Gerard, Silvio Minciotti, Esther Minciotti, Arthur Seelen; (SD)

LOOK UP & LIVE CBS 10:30am Measure for Measure - (O) William Shakespeare; (A) Roy W. Battenhouse; with Robert Goodier, Michael Kane, Janine Claire; Narr: ~~Albert Dekker~~

CAMERA THREE CBS 11:30am ? Joseph Conrad, Part I; with Stefan Schnabel, John Marley, Earle Hyman, Jacob Ben-Ami, Clairemont Derwent; (SW) John McGiffert; (SD)

FRONTIERS OF FAITH NBC 1:30pm The Forest of the Night - (O) Charles Garment; with Joe Sweeney, Karl Swenson, Louise Larabee, Ronnie Walker, Bobby Alford; (SD)

STEVE ALLEN SHOW NBC 8pm Add: Betty Walker(C), George Hamilton IV(S), Jo Ann Hagen & Phyllis Kugler(boxers)

OMNIBUS ABC 9pm Siobhan McKenna, Farrell Pelly, Cavada Humphrey, James Naylin, Tom Clancy, Frances Fuller in scenes from: The Plough and the Stars & Juno and the Paycock both (O) Sean O'Casey; The White-headed Boy & Is Life Worth Living? both (O) Lennox Robinson; The Countess Cathleen - (O) William Butler Yeats; Shadow and Substance - (O) Paul Vincent Carroll; Deidre of the Sorrows - (O) John Synge

MONDAY NOVEMBER 19  
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The Adventures of Robin Hood CBS 7:30pm Isabella; with regulars & Zena Walker, Helen Cherry

Danny Thomas Show ABC 8pm The Diary; with regulars & Ben Lessy, Mary Wickes; (SW&SD)

Sir Lancelot NBC 8pm The Magic Sword; with regulars & Dan Cunningham

Stage 7 WPIX 8pm Voice of Murder; with Phyllis Kirk, Craig Stevens, Douglas Dick, Tony George. (Also seen Thurs., WABD, 8pm).

VOICE OF FIRESTONE ABC 8:30pm Barbara Gibson (S)

TALENT SCOUTS CBS 8:30pm Gloria Grey(S), Georgie Cook(M), Bill Warren(S)

STANLEY NBC 8:30pm with regulars & Reedy Talton, Lucille Patton

I Love Lucy CBS 9pm with regulars only.

December Bride (Spring Byington) CBS 9:30pm Lily and the Prowler; with regulars only; (SW) Lou Derman, William Cowley, Parke Levy; (SD) Jerry Thorpe

TOP TUNES & NEW TALENT(Lawrence Welk) ABC 9:30pm Dick D'Agostine(S), Dick Nash(M)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm The Misfortunes of Mr. Minihan - (O) Martha Wilkerson; with William Bendix, Frank Daly, Walter Matthews, Leo Penn, William Darrid, Dortha Duckworth, Norman Rose, John McLiam, Peggy Maurer, Joyce Van Patten, Ernest Parmentier, Tom Holland, Dennis Kohier, Robert Montgomery (narrator).

MONDAY NOVEMBER 19(Cont'd)
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Douglas Fairbanks WRCA 10:30pm Rendezvous at Dawn; with Robert Beatty, Major Stein, Gene Anderson, Hans Schumm, Willy Friedrichs, Heliane Bei

TUESDAY NOVEMBER 20  
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Cheyenne ABC 7:30pm Mustang Trail - (O) Fred Freiberger; with Diane Brewster, Ross Elliot, Robert Wilke, Lane Bradford

JONATHAN WINTERS NBC 7:30pm Gisele MacKenzie

Phil Silvers Show CBS 8pm with regulars only

Life & Legend of Wyatt Earp(Hugh O'Brian) ABC 8:30pm Bat Masterson Wins His Star; with regulars & Kasey Rogers, George J. Lewis

The Brothers CBS 8:30pm with regulars & Howard McNear, Nancy Hadley

Noah's Ark NBC 8:30pm The Foundling; with regulars & Willis Bouchee, Howard Culver, Lillian Powell

Broken Arrow ABC 9pm Hermano - (O) Elliott Arnold; (A) John Dunkel; with regulars & Nick Venetoulis, Ray Teal, Kem Dibbs, Steve Conte, Richard Devon, John Pickard, Harry Strang; (SD) Hollingsworth Morse

HERB SHRINER SHOW CBS 9pm Les Paul & Mary Ford (S-M), Vincent Price

Jane Wyman Show NBC 9pm The Marked Bullet; with Miss Wyman, Joseph Wiseman, Ed Kemmer

DuPont Theatre ABC 9:30pm Woman's Work - (O) John Weaver; with Walter Brennan, Mary Murphy, James Best, Jane Darwell, Tom Fadden; Dir - William Seiter

KAISER ALUMINUM HOUR NBC 9:30pm The Rag Jungle - (O) Steven Gethers; with Paul Newman, Silvio Minicotti, Frank Campanella, Nehemiah Persoff, Edmon Ryan, Don Gordon, Frank Marth, Ben Hammer, Laurence Haddon, Woodrow Parfrey, Fred Scollay; (SD)- Franklin Schaffner

WEDNESDAY NOVEMBER 21
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BAMBERGER'S THANKS-GIVING EVE PARADE ABC 7pm with Nanette Fabray, William Bendix, Emmett Kelly, Sal Maglie, Walter Winchell.

Death Valley Days (Stanley Andrews) WRCA 7pm Death and Taxes; with Wayne Mallory, Vernon Rich, Jean Lewis, Wes Hudman, Charita Roeder, Ralph Sanford, John Cason, George Sherwood, Bob Petersen, Jack O'Shea

Adventures of Hiram Holliday NBC 8pm Hawaiian Hamzah (listed in last showsheet for Nov 14.) 11/14 - The Monaco Hermit Crab; with regulars & Eva Ralph

Navy Log ABC 8:30pm Man Alone - (O) Leonard Lee; with Don Hayden, John Compton, William Benedict; Dir - Oscar Rudolph

Father Knows Best NBC 8:30pm The Great Guy - (O) Roswell Rogers; with regulars & Whit Bissell, Paul Wallace, Joel Ashley

Millionaire CBS 9pm The Story of Jay Powers; with Robert Vaughan, Raymond Bailey, Merry Anders, James Hong, Harry Antrim, George Lynn, Edna Holland, Robert Bice.

KRAFT TV THEATRE NBC 9pm The Day of the Hunter - (O) John & Ward Hawkins; (A) Nicholas E. Baer; with Joe Mantell, Clay Hall, Lois Nettleton, Val Avery, Don Hanmer

Ford Theatre ABC 9:30pm The Menace of Hasty Heights - (O) Frederic Brady; with Steve Cochran, Jean Hagen, Kent Taylor, Charles Herbert, Damian O'Flynn, Ruby Goodwin; Dir - Norman Tokar

US STEEL HOUR CBS 10pm Tom Sawyer - (O) Mark Twain; (A) Frank Luther; with John Sharpe, Jimmy Boyd, Bennye Gatteys, Rose Bampton, Clarence Cooper, Timmy Everett, Kevin Coughlin, Matt Mattox, Helen Servis; (SD) John Haggott

THURSDAY NOVEMBER 22  
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MACY'S THANKS-GIVING DAY PARADE NBC 11am Ernie Kovacs (narr), Roy Rogers, Dale Evans, Paul Winchell & Jerry Mahoney, Spike Jones & his band, Buster Crabbe

THURSDAY NOVEMBER 22(Cont'd)
~~THURSDAY NOVEMBER 22(Cont'd)~~

THANKSGIVING FESTIVAL CBS 5pm Longines-Wittnauer Thanksgiving Festival; with Joe E. Brown, Duke Ellington, Will Rogers, Jr.; Dir - T. Estabrook, A.R. Cartoun with regulars & Walter Reed, Walt Daniels, Douglas Henderson, Paul Ringle

Sgt. Preston of the Yukon(Richard Simons) CBS 7:30pm

CIRCUS TIME ABC 8pm Roger Ray (C), The Rhythm Jesters(S-M), Marilex Duo(jugglers), The Seven Ashtons(acro), The Great DeLag(magic), Sikorska & partner(perch act)

Bob Cummings Show CBS 8pm Schultzzy Says No; with regulars & Dick Wesson, Kathleen Freeman, Lisa Gare

CLIMAX! CBS 8:30pm The Chinese Game - (O) Charles Larson; with MacDonald Carey, Rita Moreno, Constance Ford, Harry Townes, Anna May Wong; (SD)

Wire Service ABC 9pm Deported - (O) Joel Kane; (A) Malvin Wald & Jack Jacobs; with George Trent, Tony Caruso, Peter Mamakos, Jaclynne Greene, Ric Roman, John Sorrentino, Peter Coe, Ernest Sarracino, Claire DuBrey, Renata Vanni; Dir - Tom Gries

People's Choice NBC 9pm Blackmailer; with regulars & Peggy Knudsen; (SW&SD)

PLAYHOUSE 90 Eloise - (O) Kay Thompson; (A) Leonard Spigelgass; with Evelyn Rudie, Kay Thompson, Ethel Barrymore, Louis Jourdan, Mildred Natwick, Monty Woolley, Conrad Hilton, Hans Conried, Maxie Rosenbloom, Charlie Ruggles, Jack Mullaney, Inger Stevens, William Roerick, Sammy Colt, Jr; Dir - John Frankenheimer

FORD SHOW NBC 9:30pm Adolph Menjou

OZARK JUBILEE ABC 10pm Tadpoles(D), Whirly-Jiggers(D)
(Red Foley)

LUX VIDEO THEATRE NBC 10pm The Gay Sisters - (O) Stephen Longstreet (screenplay by Lenore Coffee); (A) Sanford Barnett; with Alexis Smith, Helen Westcott, Karen Steele, Tim Hovey
(Gordon MacRae)

FRIDAY NOVEMBER 23
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Adventures of Rin-Tin-Tin(Lee Baker) ABC 7:30pm Wagon Train; with regulars & Richard Avonde, Nan Leslie, Hal Hopper, Tony McCoy; (SD) Lew Landers

Adventures of Jim Bowie(Scott Forbes) ABC 8pm The Select Females - (O) Maurice Tombragel; with Roger Etienne, Eleanor Audley, Joyce Vanderveen; Dir - Lewis R. Foster

Life of Riley NBC 8pm Riley Hires a Nurse - (O) Albert E. Lewin & Burt Styler; with regulars & Amzie Strickland, Rita Shaw, Jeanne Vaughn, Vivi Janiss; (SD)

Crossroads ABC 8:30pm Thanksgiving Prayer - (O) Frank L. Moss; with Jeff Morrow, Douglas Dumbrille, Ron Hagerthy, Carol Nugent, Ann Doran, Dorothy Green, Robert Williams, Nolan Leary; Dir - Ralph Murphy

Dick Powell's Zane Grey Theatre CBS 8:30pm A Quiet Sunday in San Ardo - (O) James Edmiston & Aaron Spelling; with Wendell Corey, Peggy Castle,

WALTER WINCHELL NBC 8:30pm Edith Adams(S), Peter Palmer(S), Stubby Kaye(S), Gretchen Wyler(S), Rowan & Martin(C)

Crusader(Brian Keith) CBS 9pm Nine Priceless Objects; with Gale Kobe, Elisha Cook, Dayton Lumis

On Trial(Joseph Cotten) NBC 9pm The Trial of Mary Surratt - (O) Larry Marcus; with Joseph Cotten, Ray Collins, Frank Millan, Virginia Gregg, Harry Tyler, Raymond Bailey, Barry Atwater, Jack Mulhall, Vinton Hayworth

The Vise(Donald Gray) ABC 9:30pm A Dram of Death; with regulars & Colin Tapley, Colin Croft, Patricia Driscoll, Forothy Gordon, Douglas Hayer, Tom Gallagher, Leslie Kyle, Jessica Dunning, Iris Vandeleur, Tony Quinn, Laura Gordon

Schlitz Playhouse CBS 9:30pm The Letter - (O) Stewart Toland; (A) Muriel Roy Bolton; with Vera Miles, John Ericson, Sarah Selby, James Goodwin, Robert Paten, Robert Karnes, John Goddard, Diane De Laire, Judy Socher, Paul Smith, Charles Martin, Ben Neimes, Norman Sturgis, James Ogg Dir - William Self

FRIDAY NOVEMBER 23 (Cont'd)

BIG STORY NBC 9:30pm Thurman Johns, Reporter: Phoenix(Ariz) Gazette -
yan; with Joe Helgeson, Ross Martin, Anna Minot,
William Quinn, John Marriott

The Lineup CBS 10pm The Madcap McGee Case; with Richard Travis, Will
Norger Nash, William O'Neil, Havis Davenport, J

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 16 - FRIDAY NOVEMBER 23

GOOD MORNING WITH WILL ROGERS, JR CBS 7am 11/19 - Eddie Heywood(M), Senator Ford(C); 11/20
 (M); 11/21 - Fran Warren(S), Orson Bean(C); 11/22 -
 Mack(C); 11/23 - Barbara Carroll Trio(M)

GARRY MOORE SHOW CBS 10am 11/21 - Martha Davis & Spouse(C-S); 11/23 - Vava
 Chanteurs de Paris(S); Milt Kamens(C)

DING DONG SCHOOL NBC 10am 11/19 - Rod Alexander & Bambi Linn(D); 11/20 -
 11/22 - Wally Wagner(S)

NBC BANDSTAND NBC 10:30am (Mon,Wed,Fri) - Tex Beneke & his orch; (Tue&Thu
 & his orch & Julius La Rosa(S)

HOME NBC 11am 11/19 - Marais & Miranda(S); 11/23 - Andor Fold

NBC MATINEE THEATRE NBC 3pm 11/19 - Madame de Treymes - (O) Edith Wharton;
pleton; 11/20 - The People vs. John Tarr - (O)
 11/21 - The Location of Roycemore College - (O)
 Dick Blue; 11/22 - preempted; 11/23 - Dracula -
 (A) Robert Esson

MODERN ROMANCES (Martha Scott) NBC 4:45pm The Fourth Word - (O) William Kendall Clarke; w
 Maguire, Larry Weber, Walter Brooke, John McGov

TONIGHT NBC 11:30pm (Mon&Tue - Kovacs) - 11/19 - Geoffrey Holder(D)
 Allen) - 11/21 - Signe Hasso; Cy Coleman Trio(M)
 Singer's Contest winners; 11/23 - Jazz All-Star
 Gillespie, J.J. Johnson, Horace Silver, Tal Tar

SATURDAY NOVEMBER 24

The Buccaneers (Robert Shaw) CBS 7:30pm The Surgeon of Sangre Rojo; with Dino Galvani,
 Peter Hammond, Alec Mango, Wilfred Downing, Den
 Wallinson, Roy Purcell; Dir - Pennington Richar

PERRY COMO SHOW NBC 8pm Martha Davis & Spouse(S-C), Roy Rogers, Dale E

Oh! Susanna (Gale Storm) CBS 9pm Susanna Strikes Back - (O) Larry Rhine & Bill
 regulars only

SATURDAY SPECTACULAR NBC 9pm High Button Shoes - (O) Stephen Longstreet; TV
 Rosen & Coleman Jacoby; with Hal March, Manette
 Ameche, Joey Faye, Janet Ward, Jack Collins, I
 Faye Sappington, Ethel Watts, Gretchen Rhoads,
 Nancy Price, Ruth Reynolds, Eleanor Williams;
 Jule Styne & Sammy Cahn; Prod-Dir - Joe Cates

Hey, Jeannie! (Jeannie Carson) CBS 9:30pm The Rock 'N' Roll Kid; with regulars & Jerry P
 (SD)

Gunsmoke (James Arness) CBS 10pm with regulars & Touch Connors

SUNDAY NOVEMBER 25

Wild Bill Hickok CBS 12:30pm Marriage Feud at Ponca City; with regulars & A
 Jordan, Nelson Leigh, Forrest Taylor, Louise L
 Paul McGuire

Capt. Gallant of the Foreign Legion NBC 5:30pm Cuffy's Good Deed; with regulars & Celia Matan
 Charles Fawcett

SUNDAY NOVEMBER 25(Cont'd)
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|-------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Telephone Time</u>                           | CBS 6pm    | <u>Felix the Fourth</u> - re-run of 6/17/56                                                                                                                                                                                                                |
| <u>77th Bengal Lancers</u>                      | NBC 7pm    | <u>The Stepping Stone</u> ; with regulars & John Sutton, Edgar Barrier, Frances Robinson, Baynes Barron, Patrick Whyte; (SW) Douglas Heyes & Patrick Whyte; (SD) George Archainbaud                                                                        |
| <u>Circus Boy</u>                               | NBC 7:30pm | <u>White Eagle</u> ; with regulars & Mickey Braddock                                                                                                                                                                                                       |
| ED SULLIVAN SHOW                                | CBS 8pm    | Maria Meneghini Callas(S), George London(S), Clark Gable(film), Teresa Brewer(S), Dick Shawn(C), Princeton Triangle Club(scenes from new production)                                                                                                       |
| STEVE ALLEN SHOW                                | NBC 8pm    | Gene Autry, Betty Kean, Lew Parker, Jim Lowe(S), Augie & Margo(D)                                                                                                                                                                                          |
| <u>General Electric Theatre</u> (Ronald Reagan) | CBS 9pm    | <u>The Road That Led Afar</u> - (O) Lula Vollmer; (A) Hagar Wilde; With Piper Laurie, Dan Duryea, Beverly Washburn, Cheryl Calloway, Edgar Buchanan, Gary Hunley, Don Wittenberg, Norman Leavitt                                                           |
| HALLMARK HALL OF FAME                           | NBC 9pm    | <u>Man and Superman</u> - (O) George Bernard Shaw; (A) Joseph Schrank; with Maurice Evans, Joan Greenwood, Malcolm Keen, Chester Stratton, Edith King, Sylvia Short, Douglas Watson, Walter Greaza, Ian Martin, Patricia Moore; Prod-Dir - George Schaefer |
| <u>Alfred Hitchcock Presents</u>                | CBS 10pm   | <u>The Crack of Doom</u> - (C) Don Marquis; (A) Robert C. Dennis; with Robert Horton, Robert Middleton, Dayton Lumms, Gail Kobe; (SD)                                                                                                                      |

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PUBLISHED BY TELEVISION INDEX, INC.

= MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Westinghouse Electric Corp formally signed a contract last Friday to sponsor Studio One over CBS for 52 weeks in 1957 -- one of the few sponsors in TV who uses a calendar year for commitments. The new production set-up under the contract calls for three alternating producers, with a production pattern still to be set. Felix Jackson will continue as one of the producers of the live drama programs and, as previously announced, Gordon Duff has already become a producer on the show, with his first production set for Dec 24. The third producer will be Herbert Brodtkin, who now becomes the only producer of one-hour live drama programs to work his specialty on all three networks: The Motorola TV Hour for ABC, Alcoa Hour-Goodyear Playhouse on NBC, and now his new assignment at CBS. A minor sidelight is the fact that Gordon Duff was the last producer of Philco-Goodyear Television and Brodtkin was producer of Alcoa Hour-Goodyear Playhouse during its first year as successor to the Philco-Goodyear program.

Dean Martin and Jerry Lewis will be appearing on their own individual programs on NBC during the remainder of this season and for the next four seasons under a new contract signed by the net with York Pictures Corporation. The contract, effective Nov 15, runs thru Aug 31, 1961, and calls for two one-hour programs during the January to June period of 1957 and eight one-hour shows annually for the next four seasons. Each performer will star in an equal number of shows (they also have equal shares in York Pictures Corp.). The new agreement also ended the pending breach of contract suit against NBC by the stars and their company, entered originally because NBC apparently considered the previous contract with Martin and Lewis as a team null because of their public feud.

Despite all the rumors about the show being folded, or if not that, turning it into a semi-variety show, NBC will go with Home in a new time period, one hour earlier starting Dec 31. The rumor mill problems were considered serious enough for producer Ted Rogers to hold a special meeting last week with editors on the show to discuss new plans as proof of NBC's intent to continue with the show, at least thru next June. The new NBC morning lineup, starting Dec 31, will have Today in its familiar 7-9am NYT spot, with the net off during the next hour and Home coming on at 10am. The Price Is Right, the new Bill Cullen audience participation show, which starts on the net next Monday, 10:30-11am, will move up to the 11-11:30am spot on the change date. It will be followed on the schedule, 11:30am-12noon EST, by a new show to be announced, with the rest of the early day schedule as at present.

- Page 1 -

(MORE)



Ray Crossett has been named to the new position of executive editor for the CBS TV network program dept in New York, effective Dec 1. He has been scenario and story executive for Universal-International Pictures in Hollywood. In another move, CBS has appointed Ed Roberts, formerly with BBDO, as eastern story editor. Cathy Blankenship continues as associate story editor.....Jerome Shaw and Robert Mulligan will produce and direct, respectively, Victor Borge's Comedy in Music, Borge's second special full hour one-man show on CBS, scheduled for Tuesday, Dec 11, 9-10pm EST. Shaw also produced the pianist-comedian's first special CBS program this past June. ....The only evident change in the Mama series returning to CBS on Sunday, Dec 16, 5-5:30pm EST, besides the shift from live to film, is Toni Campbell as Dagmar, replacing Robin Morgan, who grew up during the term of the live programs. Carol Irwin is still producer (now at CBS), Doris Quinlan is associate producer, Don Richardson is director and the story and teleplay for the premiere show is by Frank Gabrielson.

Schlitz Playhouse seems to be the new short title for the former Schlitz Playhouse of Stars, beginning Nov 30. That's the date the CBS film series begins its new group of films produced by Revue Productions, with upped story values and bigger stars than used during past years. Schlitz Playhouse, since its debut in 1951, is the only filmed program to present 52 new programs a year, with no repeats (except for two which capitalized on the appearance of the late James Dean in one story).... ..NBC's 30th Anniversary four-day convention at the new Americana Hotel, Miami Beach, Fla., Dec 12 thru Dec 15, will be marked by three NBC shows which will originate from the hotel during the convention. They are: Dave Garroway's Today show on Thursday and Friday mornings, Dec 13 and 14; Steve Allen's Tonight show (from the hotel lobby and pool) Friday evening, Dec 14, and The Perry Como Show, Saturday evening, Dec 15.....Arthur Godfrey will open the Florida season, starting next Monday for two weeks, with telecasts from the Kenilworth Hotel, its pool and beach, in Miami Beach, for all his programs. The Dec 3 Talent Scouts program will originate from the Miami Beach Ocean Front Auditorium. Those accompanying Godfrey to Florida include Janette Davis, the McGuire Sisters, Carmel Quinn, the Toppers, Len Dresslar, Tony Lovello and Tony Marvin.

Screen Gems began pre-production Monday on a newseries of 39 half-hour films, Johnny Wildlife, the firm's first all-color series for TV. The stories will feature three characters: Johnny Wildlife, his wife and a 12-year-old son, with players for the parts expected to be announced this week. Briskin-Wildlife Pictures Co will produce the series independently for Screen Gems, with Jack DeWitt as producer and writer.....The new Marge and Gower Champion show, slated to replace Private Secretary in the spot alternating with The Jack Benny Show next spring, will be produced by Benny's J&M Productions, with Jack Benny as exec producer. The show will have a story with music format and will have both live and filmed programs, with the first six in the series including four live and two filmed shows. American Tobacco is the sponsor. The Champions are partners in the series.....Miles Laboratories will become alternate week sponsor of Broken Arrow over ABC, Tuesdays, 9-9:30pm EST, effective Dec 11. General Electric, current full sponsor, continues as alternate week sponsor.....Pan American World Airways will become sponsor of CBS-TV's See It Now, starting with the program of Sunday, Dec 2, "The Secret Life of Danny Kaye." It will co-sponsor the program with Shulton, Inc., but will be full and exclusive sponsor of the nine See It Now programs scheduled for the 1957 season.....Procter & Gamble Co has bought Date With the Angels, a new half hour series developed by Don Fedderson, to be produced at Desilu Productions, as a film series replacement for next summer. ....Roland Reed TV Inc., has been removed from SAG's unfair list following agreement, subject to SAG board approval, by Reed to pay residuals to actors for four television series.

PEOPLE GOING PLACES: Mark Stevens Productions, Inc., has new executive offices at 9134 Sunset Blvd., Los Angeles 46, Calif. CR 4-8321.....Aaron Beckwith joined National Telefilm Associates as director of business development.....Mel Gold Productions acquired the studios and facilities of Telson Studios, 41-01 Broadway, Long Island City, N. Y., to be operated under the name of Mel Gold Studios, Inc.