

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

DECEMBER 17-23, 1956

VOLUME 8 NUMBER 51

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MURRAY HILL 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(18)

CBS- 9-9:30pm EST; DEBUT - Nothing But The Truth - LIVE from WCBS-TV(NY), 134 stations live, 17 kine. § Sponsor- Pharmaceuticals, Inc (Geritol) thru Edward Kletter Associates, Inc(NY); Comm Annrcs- Dwight Weist, Bob Shepherd. § Pkgr- Goodson-Todman Productions(NY); Exec Prod- Gil Fates; Prod- Mark Goodson; Assoc Prod- Bob Stewart; Dir- Franklin Heller; Prog Annrc- Berne Bennett. § Bud Collyer is m.c. for this new panel-quiz show, in which the panel tries to find out which of a group of three contestants is telling the truth when all three claim to be the same person. Each of the four regular panelists votes on which one they think is telling the truth after a question period, with the audience also voting by means of an electric machine which records a majority vote. After the voting, the contestants are awarded \$300 for each wrong vote. Regular panelists are singer Polly Bergen, newscaster John Cameron Swayze, comedian Dick Van Dyke and actress Hildy Parks. The program replaces The Herb Shriner Show (last show Dec 4) in this time spot.

CBS- 11:15-11:30pm EST; SPECIAL - Address by Prime Minister Nehru of India - LIVE from WTOP-TV(Wash), to the CBS net, also on a pool basis to the NBC net thru WRC-TV(Wash). § Sustaining, public service. § Pkgr- CBS Public Affairs(Wash); Prod- Lewis Shollenberger; Dir- Herbert Doris. § Prime Minister Jawahrlal Nehru of India makes his first address to the American public, speaking from the Pan-American Union Bldg. in Washington, D. C.

Thursday(20)

NBC- 10-11pm EST; HIGHLIGHT - Lux Video Theatre: "Hollywood's Musical Holiday Revue" - LIVE (COLOR) from KRCA-TV(LA), 145 stations live, none kine. § Sponsor- Lever Brothers Co thru J. Walter Thompson Co(NY). § Pkgr- J. Walter Thompson Co with Kintail Enterprises(LA); Exec Prod- Stanley Quint; Prod- Earl Ebi; Staged By- Jack Donohue; Dir- Norman Morgan; Music Dir- Van Alexander; Exec Music Consult- Rudy Schragar; Art Dir- William Craig Smith; Costumes- Claja; Choreog- Miriam Nelson; Writer- Carroll Carroll. § First of five musical revues to be presented during the season over Lux Video Theatre, starring Gordon MacRae and guest singers, supported by a dancing and singing chorus. The first program in the irregular series salutes the hit songs subsequently used as the titles of hit motion pictures. MacRae is the regular host for dramas presented on the program. Future dates for the special musicals are not set at present. (Kintail Enterprises is the packaging firm of Gordon and Sheila MacRae).

- Page 116 -

THIS WEEK(More)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

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

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

THIS WEEK(Cont'd)

Saturday(22)

CBS- 2pm EST-concl; SPECIAL - Aluminum Bowl Football Game - LIVE remote from Little Rock, Ark., via New Orleans to Chicago to the net. § Co-op sponsorships. § Pkgr- CBS-TV with the National Assn of Intercollegiate Athletics (N.A.I.A.) and the Aluminum Bowl Assn; Prod- Pete Molnar; Dir- Dick Liedendahl. § Telecast of the first annual football classic for the N.A.I.A., whose membership includes about 455 American colleges. St. Joseph's College of Collegeville, Ind., winner of the Indiana Collegiate Conference championship will meet Montana State College of Bozeman, winner of the Rocky Mountain Conference championship. Jim Boland will do the play-by-play, Larry Ray will handle the "color" and Red Grange will provide special analysis of the various plays during the game.

CBS- 10:30-11pm EST; DEBUT - You're On Your Own - LIVE from WCBS-TV(NY), no. of stations indefinite. § Sponsor- Hazel Bishop, Inc (All Cosmetics) thru Raymond Spector Co., Inc(NY); TV Acct Rep- Richard Blaine; Comm Anncr- Joann Jordan. § Pkgr- Barry & Enright Productions, Inc(NY); Prod- Howard Merrill; Prod Superv- Robert Noah; Dir- Tom Donovan; Music Dir- Paul Taubman. § Steve Dunne is m.c. for this new audience participation show, during which participants' rewards are based on their own resourcefulness rather than their knowledge of any particular subject. The answers to all questions are found somewhere in the studio; in directories, albums, etc. The quicker contestants get the correct answers to questions the more money they can win. The program replaces High Finance (last show Dec 15) in this time spot.

Sunday(23)

NBC- 9-10:30pm EST; SPECIAL - The Alcoa Hour: "The Stingiest Man in Town" - LIVE (COLOR) from WRCA-TV(NY), 96 stations live, 18 kine. § Sponsor- Aluminum Co of America thru Fuller & Smith & Ross, Inc(Cleve). § Pkgr- Theatrical Enterprises, Inc(NY); Prod- Joel Spector; Dir- Daniel Petrie; Music Dir- Camarata; Composer- Fred Spielman; Book & Lyrics- Janice Torre; Art Dir- Bob Jones; Sets- Kim Swados; Costumes- Motley. § An original musical play suggested by Charles Dickens' "A Christmas Carol," starring Basil Rathbone as Scrooge (see page E for other cast credits). The program is a special presentation, replacing the one-hour dramas usually seen at this time. The extra half-hour pre-empts The Loretta Young Show, 10-10:30pm EST, this time only.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Saturday Spectacular (Every 4th Sat, 9-10:30pm EST) Dec 22; "Holiday on Ice," starring Sonja Henie, with Julius La Rosa, Jaye P. Morgan, Ernie Kovacs (see page D for cast credits); Prod- Perry Cross; Dir- Sid Smith; Assoc Dir- Marcia Kuyper; Ice Choreog- Ted Shuffle; Music Dir- Harry Sosnik; Writer- Harvey Orkin; NBC Prog Superv- Julian Bercovici; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Boing-Boing Show; DEBUT Dec 16; Sun, 5:30-6pm EST; FILM (COLOR) from WCBS-TV(NY), to the net. § Sustaining. § Pkgr & Film Prod- UPA Pictures, Inc(LA) in assoc with CBS-TV; Exec Prod- Stephen Bosustow; Prod- Robert Cannon; Asst Prod- Bill Scott; Dirs- Various; Music Dir- Lyn Murray; Narrator- Bill Goodwin. § The UPA cartoon character, "Gerald McBoing-Boing," is star and host of this new cartoon program, during which several cartoon story-vignettes are presented each week, some starring the host.

NBC- NBA Professional Basketball Game of the Week (Sat, 2:30-approx 4:30pm EST) Add production staff: Prod- Perry Smith; Dir- Harry Coyle; Commentators- Curt Gowdy & Lindsey Nelson. Sponsors- (Various games, rotating quarters) Carter Products, Inc thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Bristol-Myers Co thru Doherty, Clifford, Steers & Shenfield, Inc(NY); Brown & Williamson Tobacco Co thru Ted Bates & Co., Inc(NY). (See page 114).

TALENT SHOWSHEET DECEMBER 14 - DECEMBER 23
 ~~~~~

Most of the shows on December 14, 15, 16 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, December 21. 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.

Only first runs of a film series are listed. Running character series (not anthology), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

SATURDAY DECEMBER 15  
 ~~~~~

GEORGE GOBEL SHOW NBC 10pm Herbert Marshall, Anita Ellis(S)

SUNDAY DECEMBER 16
 ~~~~~

LAMP UNTO MY FEET      CBS 10am      The Script That Never Got Written - (O) Milton Wayne; with Darrin McGavin, Ward Costello, Henrietta Moore; (SD)

CAMERA THREE  
(James MacAndrew)      CBS 11:30am      The Victorian Era: Hard Times - (O) Charles Dickens; (A) John McGiffert; with Pippa Scott, Robert Eckels, Margaret Hamilton, Francis Bethencourt, George Turner

FRONTIERS OF FAITH      NBC 1:30pm      The Music Student - (O) James Yaffee; with Joan Copeland, Lawrence Davidson(S), Elmer Lehr, House Jameson, Edgar Stehli, Guy Repp, Kermit Murdock, Adelaide Klein

WASHINGTON SQUARE  
(Ray Bolger)      NBC 4pm      with regulars & Stubby Kaye(C), Vincent Price, Richard Torigi(S)

77th Bengal Lancers  
(Phil Carey)      NBC 7pm      The Handmaiden - (O) George F. Slavin; with regulars & Patrick Wayne, Connee Dugovic, Keith McConnell, Peter Coe, Jacqueline Terry; (SD) George Archainbaud

ED SULLIVAN SHOW      CBS 8pm      Kill: Peter Lind Hayes & Mary Healy; Add: Rocky Marciano, Betty Johnson(S), Page & Bray(D), The Three Haucks(acro)

OMNIBUS  
(Alistair Cooke)      ABC 9pm      The Christmas Tie - (O) William Saroyan; with Helen Hayes, Iggy Wolfington, Ray Boyle. Drugstore: Sunday Noon - (O) Robert Hutchinson; (A) Horton Foote; with Miss Hayes, Enid Markey, Jacqueline Scott, Phil Abbott, Elizabeth Watts, Robert Bryan, Johnny LoBianco; Dir - Andrew McCullough; and Sandor Szabo & Kato Barczy (Hungarian actors)

CHEVY SHOW      NBC 9pm      Add: Dizzy Dean, Evelyn Rudie

MONDAY DECEMBER 17  
 ~~~~~

Danny Thomas Show ABC 8pm Pride Takes a Holiday; with regulars & Claude Stroud

Burns & Allen Show CBS 8pm with regulars & Frank Wilcox, Susan Luckey, John Eldredge, Doris Packer; (SW&SD)

VOICE OF FIRESTONE ABC 8:30pm Jerome Hines

TALENT SCOUTS
(Arthur Godfrey) CBS 8:30pm Frank Verna(S), Julia Cummings(C), Lou Norris(S)

I Love Lucy CBS 9pm with regulars & Candy Rogers, Pepito's Dancing Troupe

December Bride
(Spring Byington) CBS 9:30pm Man Town; with regulars & Harry O. Tyler, Hank Patterson, Frank Richards, James Burke, Charles Watts, William "Bill" Phillips, Ben Miller, Phil Arnold; (SW&SD)

TOP TUNES & NEW TALENT
(Lawrence Welk) ABC 9pm Denise Foster(S), Karen & Ingrid Gutberg(M)

ROBERT MONTGOMERY
PRESENTS NBC 9:30pm Miracle at Lensham - (O) Richard Dimbleby; (A) Doria Follott; with Barry Jones, Elsa Lanchester, Richard Derr, Nancy Wickwire, Russell Hicks, Sylvia Short, Leslie Barrie, Stafford Dickens, John Mackwood, Dennis Hoey

MONDAY DECEMBER 17

STUDIO ONE

CBS 10pm

Career - (O) Mel Goldberg; with Barry Sullivan, Norma Crane, Shepperd Strudwick, Ivan Dixon, Wolfe Barzell, John Marriott, Donald McKee, Ray Miller, Joe Louis, Barney Ross, Jim Braddock, Tony Canzoneri, Gus Lesvenich, Ray Miller, Harry Balogh; Dir - Paul Nickell

Douglas Fairbanks Presents

WRCA 10:30pm

The Last Tour; with Charlotte Thiele, Eva Pflug, Peter Capell, Gaby Fehling

TUESDAY DECEMBER 18

Cheyenne
(Clint Walker)

ABC 7:30pm

The Trap - (O) Leo Gordon; (A) Berne Giler; with Maggie Hayes, Rhodes Reason, Sally Fraser, Louis Jean Heydt, Walter Reed, Bob Hover

JONATHAN WINTERS

NBC 7:30pm

Toni Arden(S)

Phil Silvers Show

CBS 8pm

Sergeant Bilko Presents Ed Sullivan; with regulars & Ed Sullivan, Mario Lewis, John Wray, Ray Bloch; (SW&SD)

Wyatt Earp
(Hugh O'Brian)

ABC 8:30pm

The Hanging Judge; with regulars & Mason Alan Dinehart, Damian O'Flynn, Lewis Charles, Hal Berard

Broken Arrow
(John Dutton)

ABC 9pm

The Conspirators - (O) Harold Swanton; with regulars & Florenz Ames, Angie Dickinson, Edgar Barrier, Booth Coleman, Richard Collier, Cyril Delevanti, Hank Patterson, Ted Stanhope, Tris Coffin, Edward Earle; (SD)- Hollingsworth Morse.

Jane Wyman Show

NBC 9pm

A Pound of Law; with Miss Wyman, Will White, Virginia Grey, Robert Osterloh

RED SKELTON SHOW

CBS 9:30pm

San Fernando Goes Straight; with Ruth Hussey

DuPont Theatre

ABC 9:30pm

The Blessed Midnight - (O) William Fay; with Maureen O'Sullivan, Danny Richards, Jr., Frances Bavier, Carol Wells, Virginia Gregg; (SD) Lazlo Benedek

KAISER ALUMINUM HOUR

NBC 9:30pm

Gwyneth - (O) Elliot Baker; with Roddy McDowall, John Laurie, Rex Thompson, Joanne Linville, William Shatner, Nora Howard, Ian Wolfe, Fred Stewart, Margaretta Warrick, Ralph Sumner, Dan Morgan, Bryan Herbert; Dir - George Roy Hill

POLKA TIME

ABC 10pm

Grandis Lithuanian Folk Dancers

WEDNESDAY DECEMBER 19

Death Valley Days
(Stanley Andrews)

WRCA 7pm

The Last Letter; with William Pullen, Forest Stanley, Clint Eastwood, George Pembroke, Russ Todd, Joseph Sargent, Jack Reitzen, Eddie Erwin, Gregg Barton, Robert Sherman, Jacquelyn Park

ARTHUR GODFREY SHOW

CBS 8pm

information not available at press time

Hiram Holliday
(Wally Cox)

NBC 8pm

with regulars & Violet Rensing, Rene Korper

Navy Log

ABC 8:30pm

Destination: 1600 Pennsylvania Ave. NW; with Harry Lauter, Walter Coy, Michael Whalen, Ralph Smiley

Father Knows Best
(Robert Young)

NBC 8:30pm

The Angel's Sweater; with regulars & Ludwig Stossel, Katharine Warren

The Millionaire
(Marvin Miller)

CBS 9pm

The Story of Mildred Kester; with Peggy Weber, K.T. Stevens, Fredd Wayne, Harlan Warde, William Haade

KRAFT TV THEATRE

NBC 9pm

The Wonderful Gift - (O) Bob Crean; with Mildred Dunnock, Conrad Nagel, Valerie Cossart, Ruth McDevitt, Clifford David, Enid Pulver Rudd

Lilli Palmer Theatre

WABD 9pm

The Ends of Justice; with Felix Aylmer, Kenneth Griffith

Ford Theatre

ABC 9:30pm

Duffy's Man - (O) Frederic Brady; with Phil Carey, Walter Brennan, Phyllis Kirk, Steven Ritch, Tommy Randall, Robert Filmer; (SD) Anton M. Leader

WEDNESDAY DECEMBER 19
 ~~~~~

U.S. STEEL HOUR CBS 10pm The Old Lady Shows Her Medals - (O) J.M. Barrie; (A) Robert Anderson; with Gracie Fields, Biff McGuire, William Lemassena, Moyna MacGill, Josephine Brown, Lucie Lancaster, Ralph Bunker, John McLiam, Anthony Kemble Cooper, Pat O'Mally; (SD) Norman Felton

THURSDAY DECEMBER 20  
 ~~~~~

Sgt. Preston
(Richard Simmons) CBS 7:30pm with regulars & James Lydon, Abel Frame

CIRCUS TIME ABC 8pm Dorothy Jarnac(D-panto), George Arnold and His Ice Trio, Joe Jackson(C), Eddie Hodges(S), Amen Brothers(acro), Cathalas Duo(perch act; postponed from previous week)

Bob Cummings Show CBS 8pm re-run of 12/22/55

CLIMAX! CBS 8:30pm Strange Hostage - (O) Whitfield Cook; (A) Faith Ellen Smith; with Richard Eyer, Lori Nelson, Vic Morrow, Raymond Massey; (SD)

Wire Service
(Mercedes McCambridge) ABC 9pm High Adventure; with Scott Marlowe, Michael Landon, John Berardino, Julio Sebastian, Jan Arvan, Sarah Selby, Howard McNear

People's Choice
(Jackie Cooper) NBC 9pm with regulars & El Brendel, Hollis Irving, Christine Nelson, Harry Jackson, Chester Stratten; (SW&SD)

PLAYHOUSE 90 CBS 9:30pm The Family Nobody Wanted - (O) Helen Doss; (A) George Bruce; Tim Hovey, Lew Ayres, Nanette Fabray, Tyler McVey, Bill Goodwin, Candace Lee, Deborah Hengen, Warren-Hsiak, Dick Hong, Steven Ing, John Ing, Clifford Botelho, Phil Coolidge, Helen Kleebe, Nora Marlowe; Dir - John Frankenheimer

THE FORD SHOW NBC 9:30pm Lee Aaker, Rin-Tin-Tin

LUX VIDEO THEATRE
(Gordon MacRae) NBC 10pm Hollywood's Musical Holiday Review - (O) Carroll Carroll; with Nelson Eddy(S), Jeanette MacDonald(S), Shirley Jones(S), Phil Harris(S), Jack Cassidy(C); Dir - Norman Morgan

FRIDAY DECEMBER 21
 ~~~~~

Douglas Fairbanks  
Rheingold Theatre WRCA 7pm Silent Night - (O) Alan Jenkins & Paul Tabori; with Oliver Hassenkamp, Gerard Heinz, Eva Meinicke; Narr: Douglas Fairbanks. (Also seen, WRCA: Dec. 22, 6pm & 11:15pm; Dec. 24: 10:30pm)

Adventures of Rin-Tin-Tin(Lee Aaker) ABC 7:30pm re-run of 10/14/55 & 1/6/56

Adventures of Jim Bowie(Scott Forbes) ABC 8pm The Return of Alcibiade - (O) Kate Chopin; (A) Margaret Fitts; with regulars & Judi Boutin, Peter Walker, Johnny Lee, Ernestine Wade, Ivan Treseault

West Point CBS 8pm Christmas Present; with Don Eitner, Tyler McDuff, David Rollins, Race Gentry, Jackie Loughery, Larry Thor, Helen Spring, Shirley Buchanan, Susie Hawkind, Leilani Sorenson; (SD)

Life of Riley  
(William Bendix) NBC 8pm The World's Greatest Grandson - (O) Albert E. Lewin, Burt Styler; with regulars & Emory Parnell, Reta Shaw, Joe Flynn; (SD)

Crossroads ABC 8:30pm Our Christmas Tree - (O) Frank L. Moss; with Don Taylor, Jean Willes, Rhys Williams, Katherine Warren, Percy Helton, John Dierkes, Betty Farrington, Harrison Lewis, Irving Mitchell, Pauline Drake; Dir - Ralph Murphy

Dick Powell's Lane  
Grey Theatre CBS 8:30pm Muletown Gold Strike - (O) Aaron Spelling; with Rory Calhoun, Barbara Eller, Farley Baer, Dabbs Greer, Arthur Space, Denver Pyle; Dir - John English

WALTER WINCHELL SHOW NBC 8:30pm Frankie Lymon and the Teenagers(S), Eddie Fisher(S)

Crusader  
(Brian Keith) CBS 9pm The Cop Killer; with regulars & Rusty Lane, James Anderson, Cynthia Leighton

On Trial  
(Joseph Cotten) NBC 9pm The Fourth Witness - (O) Merwin Gerard; with Dane Clark, Mala Powers, Mike Winkelman, Herb Ellis, Frank Gerstle, Simon Scott, Gloria Clark, James Stone

FRIDAY DECEMBER 21

\*\*\*\*\*

Schlitz Playhouse CBS 9:30pm A Light in the Desert - (O) Margaret Cousins; (A) Richard Collins; with Lew Ayres, Virginia Field, Anthony George, Pilar del Rey, George Eldridge, Jim Goodwin, Tom Fadden, Keith Britton; Dir- Jules Bricken

BIG STORY (Ben Grauer) NBC 9pm Dom Frasca, Reporter: Plainfield(N.J.) Courier-News - (A) Gail Ingram; with Joe Silver, Warren Oates, Tommy Halloran, Mary Lou Taylor, John Gibson, Francesca Bruning, Danny Dennis, Mary Michael

Lineup (Tom Tully) CBS 10pm The Deadwood Case; with regulars & Ralph Moody, Iris Adrian, Henry Slate, Tom Dillon

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 14 - FRIDAY DECEMBER 21

\*\*\*\*\*

GOOD MORNING (Will Rogers, Jr.) CBS 7am 12/17 - Jimmy Nelson & "Farfel" (ventril), Frank Fontaine(C); 12/18 - Tom Scott(S), Steve Lawrence(S), Frank Fontaine(C); 12/19 - George DeWitt; Johnny Desmond(S), Frank Fontaine(C); 12/20 - Al Hibbler(S), Frank Fontaine(C); 12/21 - Bobby Hackett Quintet(M), Frank Fontaine(C)

GARRY MOORE SHOW CBS 10am 12/19 - The Mellolarks(S); 12/21 - Earl Hall(C), Martha Davis & Spouse(S-C)

NBC MATINEE THEATRE NBC 3pm 12/17 - Prominent Citizen - (O) A.B. Shriffrin; (A) Richard Wendley; 12/18 - Head of the Family - (O) S.S. Schweitzer; 12/19 - The Password - (O) Helen Cotton, 12/20 - Late Love - (O) Rosemary Casey; (A) Gail Ingram; 12/21 - Eugenie Grandet - (O) Honore de Balzac; (A) Betty Ulius; with Peggy McCay, Val Dufour, Dayton Lumis, Lillian Bronson

MODERN ROMANCES NBC 4:45pm Strictly Personal - (O) Michelle Cousin; with Phyllis Hill, Gloria Stroock, Don Briggs, Pamela Fitzmaurice; (SD)

TONIGHT NBC (Mon&Tue - Kovacs): 12/17 - Ink Spots(S); 12/18 - Buddy Weed(M), Lynn Taylor(S); (Wed-Fri - Allen): 12/19 - Gene Rayburn, (emcee), Nancy Malone; 12/20 - The Martins(S); Gwen Harmon, Timothy Grey, Freshy Marker, Don McKay; 12/21 - David Ross (readings)

SATURDAY DECEMBER 22

\*\*\*\*\*

The Buccaneers (Robert Shaw) CBS 7:30pm Mr. Beamish and the Hangman's Noose; with regulars & Lewis Gedge; (SD)

PERRY COMO SHOW NBC 8pm Rosemary Clooney(S), Gail Clooney(S), Glenn Derringer(M)

Oh! Susanna (Gale Storm) CBS 9pm Capri - (O) Al Gordon & Hal Goldman; with regulars & Roy Roberts, Paul Picerni, Tony Romano, Albert Villasaite; (SD) Charles Barton

SATURDAY SPECTACULAR NBC 9pm Holiday on Ice - (O) Harvey Orkinl with Sonja Henie, Julius La Rosa(S), Jaye P. Morgan(S), Ernie Kovacs(C), The Joofers(M), Al Kelly(C), Karen Smith, Maureen Arthur(S), Peter Hanley(S); Skaters: Sonja Henie's Ice Company & Buddy LaLonde, Hayes Alan Jenkins, Dru & Difon; Host: Art Linkletter; Dir - Sid Smith

Hey, Jeannie! (Jeannie Carson) CBS 9:30pm Jeannie the Cook; with regulars & Rolfe Sedan

Gunsmoke (James Arness) CBS 10pm with regulars & Constance Ford, Denver Pyle, Michael Emmet

SUNDAY DECEMBER 23

\*\*\*\*\*

Wild Bill Hickok (Guy Madison) CBS 12:30pm The Golden Rainbow; with regulars & Tom Monroe, John Beradino, Lucien Littlefield, Park MacGregor, Lis Slifer

Telephone Time (John Nesbitt) CBS 6pm The Sergeant Boyd Story - (O) Donald S. Sanford; with Pat McVey, Grant Richards, Michael Galloway, Al Teige, Mike Mazurki; Dir - Erle Kenton

SUNDAY DECEMBER 23(Cont'd)  
 ~~~~~

<u>Air Power</u>	CBS 6:30pm	<u>Fools, Daredevils & Geniuses</u> - (O) Charles Romine; with Art Carney, Walter Cronkite(narrators); Music by Frank Smith; Cond: Alfredo Antonini
<u>77th Bengal Lancers</u>	NBC 7pm	<u>Shadow of the Idol</u> - (O) Lee Erwin; with regulars & Patrick Whyte, Sean McClory, June Vincent, Harvey Grant, Norman Fredric, Lou Klugman;(SD) - Douglas Heyes
<u>Circus Boy</u> (Mickey Braddock)	NBC 7:30pm	<u>The Good Samaritan</u> ; with regulars & Robert Foulk, Percy Helton, William Lally, Barry Froner; (SW&SD)
ED SULLIVAN SHOW	CBS 8pm	Gracie Fields, Kaye Ballard(C), Victor Julian (dog act), Annie Cordy(S), The Half Brothers(juggling, unicycle), Varvel & Bailey & Les Chanteurs de Paris(S), Dolores Wilson(S)
STEVE ALLEN SHOW	NBC 8pm	Martha Raye(C), Alan Young(C), Vienna Boys Choir, Collins Kids (S), Ricky Vera
GENERAL ELECTRIC THEATRE(Ronald Reagan)	CBS 9pm	<u>A Child is Born</u> - (O) Stephen Vincent Benet; (A) Bernard Herrmann; with Nadine Conner, Robert Middleton, Robert Wagner Chorale(S)
ALCOA HOUR	NBC 9pm	<u>Stingiest Man in Town</u> - (O)Janice Torre(book & lyrics); with Vic Damone(S), Johnny Desmond(S), The Four Lads(S), Basil Rathbone, Patrice Munsel(S), Martyn Green(S), Robert Weede, Betty Madigan; Dir - Daniel Petrie
<u>Alfred Hitchcock</u>	CBS 9:30pm	<u>Mr. Blanchard's Secret</u> - (O) Emily Neff; (A) Sarett Rudley; with Mary Scott, Robert Horton, Meg Mundy, Dayton Lummis; (SD) Alfred Hitchcock

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX ✓

DECEMBER 19, 1956

VOLUME 8 NUMBER 51 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MURRAY HILL 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

= MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

NBC President Robert W. Sarnoff sized up the programming situation this way last Friday in Miami Beach: "Today television is at a crossroads: one fork has color signposts and points to programming created for the medium itself, with emphasis on live service. The other fork follows a detour to a reservoir of motion picture film, built up over the past 20 years. At NBC, we have carefully weighed alternatives for the network and our owned stations. We have decided that television's future rests along the route we now chart. We shall continue our emphasis of live television, on fresh new programs designed for the medium, and on the development of color. We believe this is the way to maintain television's momentum and vitality." The NBC president also announced that the net will furnish specialized educational programs to all non-commercial educational stations, produced in NBC studios and furnished live to the stations over NBC's net lines. The education programs will consist of three half-hour presentations each week, with instruction in mathematics, the humanities and government. The project will begin in March, 1957, run for 13 weeks and resume in October for another 13-week period.

Paul Monash takes over as associate producer of Climax! Jan 1, serving under producer Edgar Peterson. He replaces another writer, Victor Wolfson, who has returned East to finish pre-publication work on a new book.....Jerry Hellman has moved over from to his post at Ashley-Steiner to become president of Unit Four Productions, producing organization of the Kaiser Aluminum Hour. The title is an amorphous one, since Hellman is not exec producer, the title held by Worthington Miner when he headed the organization, but acts more in the nature of a production liaison executive..... Paul Stanley has replaced Norman Felton for directorial assignments on Alcoa Hour-Goodyear Playhouse.....Elliot Silverstein and S. Robert Rowe will be the directors for U. S. Steel Hour during January.....John Newland, Perry Lafferty and Jim Sheldon will be the directors for Robert Montgomery Presents during January.....Hallmark Hall of Fame's next production will be "The Lark," with Julie Harris and Boris Karloff on Sunday, Feb 10.....Charles Gussman becomes the writer for Search for Tomorrow after the first of the year, replacing Irving Vendig.....Frank Musiello has added to his other duties with the Godfrey organization by acting as exec producer of the Wednesday Arthur Godfrey Show.....General Electric Theatre winds up its season's schedule of live shows this month, the shortest since the current MCA-Revue series started for the sponsor on Sept 26, 1954. The program started as an all-film series the year before that, produced by another organization, and now will probably return to an all-film weekly series, continuing thru next season on the same basis.....Howdy Doody celebrates its ninth NBC birthday on Dec 29, marking the 2,148th telecast since it debuted on the net on Dec 27, 1947, as Puppet Playhouse Presents.

- Page 1 -

(MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

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

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; select memoranda; special industry reports; etc.

Although all assignments are not set, NBC says that five syndicated newspaper columnists will head the new Tonight show staff, operating from New York, Chicago and Los Angeles. Dick Linkroum, exec producer of the Today-Home-Tonight shows, says that the new Tonight, starting Jan 28, will be a "combination Wide Wide World and Today which will focus on what America is doing after dark, both in entertainment and news. The new Tonight will provide entertainment as it happens in nightclubs, hotels and jazz spots across the country." There'll also be plenty of news and weather inserts. The program will be controlled from New York, with Norman Frank as New York producer and casting director (at NBC, 1270 6th Ave., New York 20). The show will use music and variety stars or unknown music and variety talent. Frank does not want to be called; he wants pics and resumes from the unknowns. Important segments of the show will include pick-ups in various cities with mobile units which will record what goes on in the cities after dark in the way of news, features and entertainment. (Norman Frank has been producer-director of The Jonathan Winters Show, but for the present he will only be producer, with Herb Kenwith in as director).

On the advertising side, Tonight will have an interesting pattern with its new format. It will be seen from 11:15pm to 1am in the Eastern Time Zone. From 11:15-11:30pm it will be offered on co-op sales on a local level. From 11:30pm-12:30am, the current pattern of two one-minute commercials and one station break will be in effect. From 12:30am the Eastern commercials of an hour earlier will be repeated for the Midwest, while stations in the East can cut away for local announcements.

KNXT(LA) is hailing the first regularly scheduled TV program to originate in Las Vegas. Called Fabulous Las Vegas, it will be seen once a month over KNXT, sponsored by P. Lorillard's Old Gold Cigarettes thru Lennen & Newell, Inc. First show is scheduled for Saturday, Jan 5, 11pm-12midnight PST, with the second show set for Feb 2. Winslo Productions will produce the show, with Stan Irwin, who heads Winslo with Larry Sloan, as producer of the program. KNXT's Dan Gingold will direct. The program will originate at the Conga Room of the Sahara Hotel, with acts drawn from various spots in Las Vegas. KNXT program director Don Hine will be exec producer for the show, which will use TV equipment flown from the CBS station, including a minimum of three cameras.

Jackie Gleason's salute to Eddie Cantor, "At Sixty-Five," to be presented from Hollywood on Jan 12 in place of the regular Gleason show that evening, will be produced by Jackie Gleason Enterprises, Inc. and Eddie Cantor, and will be written by Cantor, with music by Nelson Riddle and the orchestra. It will mark Cantor's 65th birthday (Jan 31) and his over 50 years as an entertainer.....You Asked For It, the ABC "stunt" show, is setting up permanent production units in Europe to record foreign sequences on film. A camera unit in Paris will cover France and adjacent countries, with other units operating from London and Mannheim, Germany.....Wells Fargo, a film series starring Dale Robertson as a detective for the old Wells Fargo Express Company, will replace Stanley over NBC in 5 or 6 weeks. The pilot (noted here on Nov 28) was shown on Schlitz Playhouse last Friday night as "A Tale of Wells Fargo". The series will be produced by MCA-Revue Productions thru Overland Productions, Inc., with Nat Holt as producer, following the pilot's credits.

PEOPLE GOING PLACES: James T. Aubrey, Jr., has joined the ABC TV net to take charge of programming and talent. He will have v.p. status. He has been manager of net programs for CBS TV in Hollywood.....Gil Stratton appointed sports director for KNXT(LA) and the CBS TV Pacific Network, also continuing with his on the air sports news assignments.....Sapphire Films, Ltd., English producers of Robin Hood, Sir Lancelot and The Buccaneers, Official Films' network program series, has opened an office in New York at 420 Madison Ave., with Peggy Phillips in charge as American story editor for the net programs and new properties for Sapphire.

GENERAL NOTE: The Mid-Week Special will not be published during the next two weeks because of the holidays. The next Special will be published January 9.