

INCLUDING

THE TELEVISION INDEX

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

Thursday(12)

VOLUME 8

APRIL 9-15, 1956

EDITOR: Jerry Leichter

NUMBER 15

ABC- 8-8:30pm EST; SPECIAL; Betty Crocker Homemaker of Tomorrow; LIVE Philadelphia remote to WABC-TV(NY), to the net, no. of stations indefinite. § Sponsor- General Mills, Inc (Institutional, Betty Crocker) thru Knox Reeves Advertising, Inc(Minn). § Pkgr- ABC with General Mills; Prod- Fred Heider(ABC); Dir- Marshall Diskin; Music Dir- Paul Whiteman. § Hal March is m.c. for the telecast which will introduce "Betty Crocker's" All-American Homemaker of Tonorrow, chosen thru a nationwide contest involving 256,000 high school senior girls in 10,222 schools. The program will originate from the Bellevue-Stratford Hotel in Philadelphia, with Paul Whiteman leading the orchestra and Johnny Desmond as vocalist. The program is a one-time special in the time spot formerly occupied by Life is Worth Living (last show April 5).

Saturday(14)

ABC- 3-4pm EST; SPECIAL; Commissioning Ceremonies of U. S. S. Saratoga; LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr & Prod- ABC-TV News; Dir- Hal Davis. § Don Goddard describes the commissioning of the new 60,000ton aircraft carrier, second of the Forrestal class, at Brooklyn Navy Yard. Secretary of the Navy Charles S. Thomas is the principal speaker. Music will be provided by 100 midshipmen of the Naval Academy Glee Club. The program is in open net time.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

- CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm EST) April 12; musical revue, with Frankie Laine and Joe E. Brown as co-m.c.'s (See page C for cast credits); Prod & Dir- Ralph Levy; LIVE from KNXT(LA); (COLOR).
- NBC- Max Liebman Presents (Every 4th Sat, 9-10:30pm EST) April 14; "Marco Polo," starring Alfred Drake and Doretta Morrow; LIVE from WRCA-TV(NY); (COLOR).

The Sunday Spectacular (Every 4th Sun, 7:30-9pm EST) April 15; "Salute to Baseball," with Art Linkletter as exec producer and m.c.; Prod- Alan Handley; LIVE and FILM, from KNXT(LA) & WRCA-TV(NY); (COLOR).

<u>Wide World</u> (Approx every other Sun, 4-5:30pm EST) will no longer be listed here because of the frequency of its appearance.

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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THIS WEEK

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OTHER NETWORK CHANGES & ADDITIONS

- <u>ABC-</u> Outside U. S. A.; RETURN April 8; Sun, 10-10:30pm EST; LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV(NY); Prod-Editor- Vincent Dempsey; Dir-Marshall Diskin. § Quincy Howe returns as commentator of this documentary series, giving background information on stories from foreign countries. The program originally debuted Sept 1, 1955, and went off the air temporarily on March 12. The program replaces a network film series in its new spot.
- <u>CBS</u>- Sunday afternoon schedule changes, effective April 15: Front Row Center, 3:30-4:30pm EST (previously, 4-5pm); <u>Adventure</u>, 4:30-5pm (previously, 2:30-3pm); <u>Face the Nation</u>, 5-5:30pm (previously 3-3:30pm); <u>The CBS Sunday News</u>, 5:30-6pm (previously, 3:30-4pm).
- CBS- The \$64,000 Challenge (Sun, 10-10:30pm EST) Add "Bill" Fox as m.c.

Let's Take a Trip (Sun, 12noon-12:30pm EST) John Harlan is "guide" for three programs telecast from the West Coast; April 8, 15, 22; replacing "Sonny" Fox, (renamed "Bill" Fox as m.c. of The \$64,000 Challenge; see above).

Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EST) Johnny Carson subs for vacationing Robert Q. Lewis for the week beginning April 9. Lewis returns April 16.

<u>NBC-</u> <u>Watch Mr. Wizard</u> (Sat, 5:30-6pm EST) New time effective April 14; previously seen one half-hour earlier, at 5pm.

Youth Wants to Know (Sun, 12noon-12:30pm EST) New time, effective April 8, thru April 22. Change cancels all previous notices (See page 29). <u>The American</u> Forum (Sun, 1-1:30pm EST) will continue regularly in its time spot.

The Pinky Lee Show (Sat, 10-10:30am EST) and Children's Corner (Sat, 10:30-11am) (New times for each effective April 7, when they switch positions with each other.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WBBM-TV(Ch 2)-
ChicagoThe Luncheon Show; DEBUT April 9; Mon thru Fri, 12:10-12:30pm CST.
Participations. Pkgr- WBBM-TV; Prod- Sis Atlass; Dir- Al Rudd. Miss
Lee Phillip is m.c. for this revamped version of the former Luncheon
With Billy show in this spot. The musical variety program features vocalists Billy
Leach and Nancy Evans, The King's Jesters and the Hal Kartun Sextet.

WNBQ(Ch 5)
Chicago- Noontime Adventures with Uncle Johnny Coons; TITLE CHANGE April 2;
Mon thru Fri, 12:30-12:45pm CST; also change from b & w to color.
Sponsor- Jewel Food Stores. Program was formerly titled Noontime
Comics. New film features to be added, in addition to comic films, are jungle and
adventure films, including those made by Osa and Martin Johnson.

KTLA(Ch 5)- Arthur Murray Medal Ball; SPECIAL April 8; Sun, 10:30-11:30pm PST.Los AngelesSponsor - Arthur Murray Dance Studios. Telecast of the 15 Arthur Murray
Medal Ball, featuring graduates from 28 Arthur Murray Studios in South-
ern California, dancing at the Hollywood Palladium; music by Manny Harmon and orch.

KOMO_TV(Ch 4) - Man About Town; DEBUT April 2; Mon thru Fri, 3:45-4pm PST. Sustaining, open. Pkgr & Prod- KOMO-TV; Dir- Lloyd Bloom. Dean Buchanan stars in his own afternoon variety show, playing the piano, presenting features of interest to women and highlighting talent and guests from the Puget Sound area. The program will be extended to one-half or three-quarters of an hour on April 30, as well as in compatible color.





TALENT SHOWSHEET APRIL 6 - APRIL 15

Most of the shows on Apr. 6, 7, 8, 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 Priday, April 13. Script identifications used are: (0) 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.

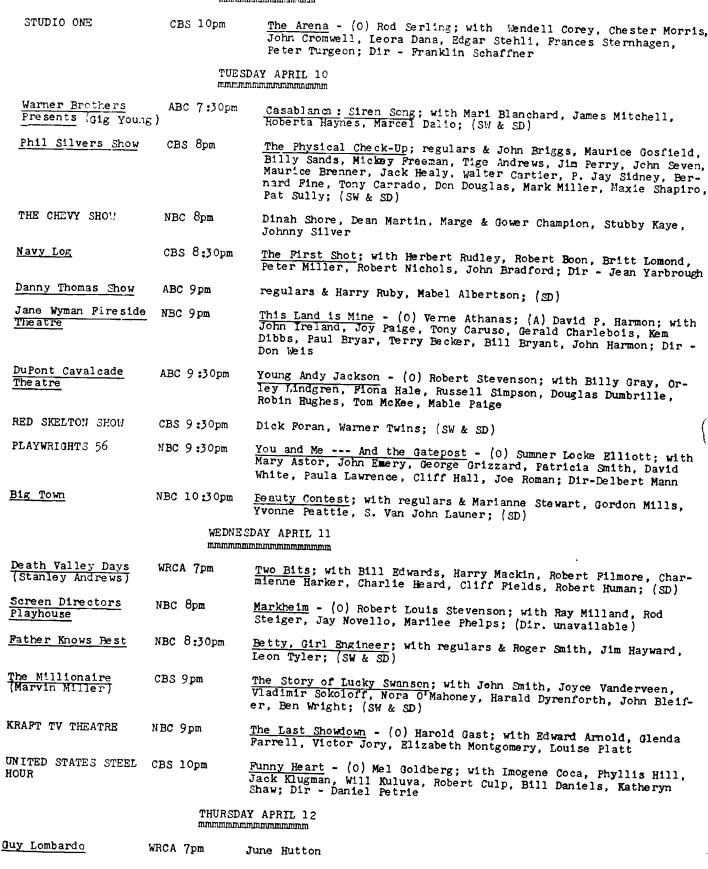
FRIDAY APRIL 6

<u>Science Fiction</u> <u>Theatre</u> (Truman Br	WRCA 7pm adley)	<u>Signals From the Heart;</u> with Walter Kingsford, Peter Hanson, Joyce Holden, Gene Roth			
MAMA	CBS 8pm	regulars & Abbey Lewis			
IGOR CASSINI'S MILLICN DOLLAR SHO	WABD 9pm WCASE	Linda Darnell, Lilo & Jackie Miles			
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	Murder by Design; regulars & Marne Maitland, Angela Krefeld, Rick Rydon, Lillian Ellis, Bill Nagy, Donald Stewart; (SW & SD)			
ETHEL & ALBERT	ABC 10pm	regulars & Margaret Hamilton, Cele MacLaughlin, Edith Gresham, Katherine Meskill, Kendall Clark, John Boruff			
The Lineup	CBS 10pm	<u>The Julian Case;</u> with Howard McNear, Charles La Torre, Yvette Dugay, Russell Johnson; (SW & SD)			
SATURDAY APRIL 7					
<u>Tales of the</u> Texas Rangers (Stan	CBS 11:30am aley Andrews)	<u>Double Edge</u> ;regulars & John Hart, John Phillips, Barbara Woodell, William Haade, Belle Mitchell; (SD)			
FORD STAR JUBILEE	CBS 9:30pm	Add: (0) Ben Hecht, Charles MacArthur			
SUNDAY APRIL 8					
CAMERA THREE	CBS 11:30am	The Act of Rebellion: A Gallery of Rebels - (0) John McGiffert; with Edward Walsh, William Cottrell, Herbert Nelson; (SD)			
NBC OPERA THEATRE	NBC 4рт	<u>Trial At Rouen</u> - (0) Norman Dello Joio; with Elaine Malbin, Hugh Thompson, Chester Watson, Paul Ukena, R.W. Barry, Francis Mona- chino, James Norbert, David Smith, William Wolff, Marvin Worden, Loren Driscoll, Carole O'Hara, Frances Paige;Dir - Kirk Browning			
Telephone Time	CBS 6pm	The Golden Junkman- (0) Donald S. Sanford; with Lon Chaney, Ro- bert Arthur, Corey Allen; Dir - Roy Kellino. PREMIERE			
Frontier	NBC 7:30pm	The Well; with Chris Dark, Don Kelly, Bob Anderson, Strother Martin, Judy Short; (SW & SD)			
NBC COMEDY HOUR	NBC 8pm	Gale Storm, Kaye Ballard, Joe Frisco, Cliff Arquette, Mort Sahl, Dave Willock, Jonathan Winters; Dir - Dick McDonough			
MONDAY APRIL 9 mmmmammmmmmm					
TV Reader's Digest	ABC 8pm	Courage; with Jack Dimond, John Doucette, Kurt Katch			
CAESAR'S HOUR	NBC 8pm	regulars & Rollie Bester			
VOICE OF FIRESTONE	ABC 8:30pm	Patrice Munsel, George Feyer			
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Sam Dekemiel(M), Karen Rich(S), The Jordanaires(S); Dir - David Rich			
December Bride	CBS 9:30pm	Ruth's Haircut; regulars & Mabel Albertson; (SW & SD)			
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Pistolero - (0) John Vlahos; with Farley Granger, Sue Ellen Blake, Luis Van Rooten, Alfred Ryder, Dolores Sutton, Martin Rudy, Peter Brandon, Joseph Boley, John Matthews, Ben Hayes, Tony Miller, Jay Warrenn, Ed Easpy, Bernard Fine, Metro Welles; Dir - John Newland			
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TALENT SHOWSHEET (more)

MONDAY APRIL 9 mmmmmmmmmmmmmmm



WABD 7:30pm

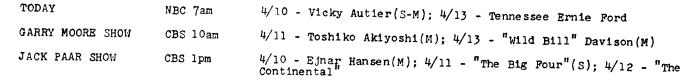
& SD)

The Goldbergs

Is There a Doctor in the House; regulars & Rubin Wendorff; (SH

THURSDAY APRIL 12(Cont'd)

<u>Sgt. Preston of th</u> Yukon (Richard Simm		regulars & Edmund Cobb, Wayne Mallory, Don Kent, Thayer Roberts, Alan Lee		
Bob Cummings Show	CBS 8pm	The Trouble With Henry; regulars & Dave Willock, Mary Castle, Ecris Packer; (SW & SD)		
SHOWER OF STARS (William Lundigan)	CBS 8:30pm	Joe E. Brown, Frankie Laine, "The Three Girls" (Jane Russell, Connie Haines, Beryl Davis), Helen O'Connell, Norman Luboff Choir, "Teen-Agers"(S), Tex Williams; (SW) Hugh Wedlock, Howard Snyder, John Tackaberry; (SD) Ralph Levy		
STAR TONIGHT	ABC 9pm	A Door You Can Close - (0) Michelle Cousin; with Norma Crain, Signe Hasso, Margery MacDaniel; (SD)		
The People's Choic	e NBC 9pm	(0) Barbara R. Hammer; regulars & George Dunn; Dir-Robert Finkel		
<u>Four Star Playhouse</u>	CBS 9:30pm	Autumn Carousel - (0) Frederick J. Lipp; with Dick Powell, Be- verly Washburn, Catherine McLeod, George Neise, Maidie Norman, Sonny Lee, Ken Christy; Dir - Laslo Benedek		
Ford Theatre	NBC 9:30pm	Cn the Eeach - (O) N.B. Stone Jr., Joan Bourland; with Irene Dunne, Richard Denning, Jo Ann Lilliquist, David Kasday, Lucien Littlefield, Elizabeth Patterson, Gordon Howard; Dir-James Neil- son		
ARTHUR MURRAY PARTY (Kathryn Murray)	CBS 10pm	Jane Froman, Bert Lahr		
LUX VIDEO THEATRE	NBC 10pm	<u>Temptation</u> - (0) Robert Hichens (novel "Bella Donna"); TV (A) Sanford Barnett, from the play by James Bernard Fagan, & screen- play by Robert Thoeren; with Sarah Churchill (complete cast un- available at press time); Dir - Norman Morgan		
		AY APRIL 13 mmmmmmmm		
Adventures of Rin-Tin-Tin	ABC 7:30pm	Attack Cn Fort Apache; regulars & Joe Sawyer, William Forrest, Tom McKee, Ralph Moody, Peter Coe, Bob O'Neal, Abel Fernandez		
Crossroads	ABC 8:30pm	<u>Deadly Fear</u> ; with Rod Cameron, Jeanette Nolan, John Baer, Ray Teal, John Hoyt, Dorothy Green, Jonathan Hale, Robert Paquin; (SW) Herbert Purdom;		
The Life of Riley	NBC 8:30pm	Blueville Motorcycle Club - (0) Richard Baer, Joseph Calvelli; regulars & Martin Milner, Richard Wessell, Ollie Franks, Doro- thy Greener, Dee J. Thompson; (SD) Abby Berlin		
<u>Crusader</u> (Brian Keith)	CBS 9pm	The Big Sneak; with Harry Bartell, Joe De Santis, James Seay, Stanley Adams, Tracey Roberts		
THE BIG STORY (Ben Gruuer)	NBC 9pm	<u>Clifford Quinn, Reporter: Toledo(Ohio) Blade</u> - (0) Alvin Boretz; with Walter Brooke, Dort Clark, Ellen Demming, Fred Sadoff, Lon- nie Chapman		
The Vise	ABC 9:30pm	Frameup Without Gloves; with regulars & Lee Patterson, Brenda Hogan, Patrick Holt; (SW & SD)		
<u>Schlitz Playhouse</u> of <u>Stars</u>	CBS 9:30pm	The Bitter Land - (0) Al C. Ward; with John Newland, Jack Dimond, Roy Roberts, Frank Sully, Terry Frost, Paul Fierro;Dir-Jus Addis		
STAR STAGE	NBC 9:30pm	Being Nice To Emily; with Anne Jeffreys, Robert Sterling, Con- stance Ford, Nydia Westman, Fredd Wayne, Sydney Armus; (Dir. & author unavailable at press time)		
MULTIPLE & ACROSS THE BOARD SHOWS PRIDAY APRIL 6 THRU PRIDAY APRIL 13				
TODAY	NBC 7am	4/10 - Vicky Autier(S-M); 4/13 - Tennessee Ernie Ford		
GARRY MOORE SHOW	ana 10			



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TALENT SHOWSHEET(more)

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY APRIL 6 THRU FRIDAY APRIL 13 (Contid)

NBC MATINEZ THEATRY	E NBC 3pm	4/9 - <u>Fiddlin' Man</u> - (0) William Brandon, (A) Dale Wasserman; Murvyn Vye, Betty Lynn, George Chandler; 4/10 - The Hollow Wo- man - (0) Bruce Kimes; Diana Lynn; 4/11 - <u>People In Glass</u> - (0) Kathleen & Robert Howard Lindsay; Virginia Bruce; 4/12 - <u>Cne of</u> the Family; - (0) S.S. Schweitzer; 4/13 - <u>Young Hands</u> , Young Feet - (0) Steven Gethers		
MODERN ROMANCES	NBC 4:15pm	(O) - Anne Howard Bailey; with Pat Hosley, Phil Tine, Pat Sully, Robert Weber, James Millhollin		
COKE TIME - Eddie Fisher	NBC 7:30pm	4/11 - Gisele MacKenzie		
TONIGHT	NBC 11:30pm	<pre>4/9 - Matt Dennis(S); 4/10 - Genevieve(S), Stan Freeman(C); 4/11- Gene Allen(C), The Jimmy Rushing Trio(M); 4/12 - Dinah Washing- ton(S); 4/13 - Eddie Condon(M)</pre>		
	RDAY APRIL 14			
Fury	NBC llam	<u>Killer Stallion;</u> regulars & Walter Reed; (SW); (SD) Oscar Ru- dolph		
<u>Tales of the</u> <u>Texas Rangers</u>	CBS 11:30am	Blood Trail; re-run of 10/1/55		
Henry Ponda Rheingold Theatre	WRCA 7pm	The Senora; re-run of 12/31/55		
The Jackie Gleason	Show CBS 8pm	Trapped; regulars & Sammy Birch, Frank Marth, Larry Barton, Ken Lynch, Ralph Robertson, Lou Herbert, George Petrie, Eddie Hanley		
PERRY COMO SHOW	NBC 8pm	Tennessee Ernie Ford, Ginger Rogers, Phil Foster, Duke Univer- sity Choir		
STAGE SHOW	CBS 8:30pm	Ella Logan(S), The Four Aces(S), Marshall & Farrell(C), Jimmy Randolph(S); (SD) Frank Satenstein		
MAX LIEBMAN PRESENTS	5 NBC 9pm	<u>Marco Polo</u> - (O) William Friedberg, Neil Simon; with Alfred Drake, Doretta Morrow, Paul Ukena, Arnold Moss, George Mitchell, Harold Vermilyea, Jerome Kilty, Beatrice Kraft; Dir- Max Liebman		
It's Always Jan	CBS 9:30pm	regulars & Sid Melton, Kathleen Freeman, Steven Geray		
Damon Runyon Theatre	CBS 10:30pm	Miracle Jones; with Bill Williams, John Carradine, Murray Alper, Ge Ge Pearson, Bradford Jackson, Carolyn Craig, Paul Keast, Hal Gerard		
SUNDAY APRIL 15 mmmmunnummmmmmmm				
FRONTIERS OF FAITH	NBC 3pm	Beloved Outcaste - (O) Rev. Albert S. Foley, S.J. ("Bishop Healy: Beloved Outcaste"),- (A) Rcd Serling; with Fred Fitzgerald, Michael Higgins, James Maloney, John Moore, Malcolm Brodrick		
FRONT ROW CENTER (Robert Sterling)	CBS 3:30pm	<u>The Human Touch</u> - (O) Lisa Kirk, (A) Marc Brandel; Lisa Kirk, James Daly; Dir - Ralph Nelson		
Capt. Gallant of the Foreign Legion	NBC 5:30pm	<u>Desert Justice</u> - (O) Jack Andrews; with regulars & Robert Haynes, Yves Brainville, Gilles Queant, Stephane Vercoe, Henri Miller		
<u>Roy</u> Rogers	NBC 6:30pm	Carnival Killer; with regulars & Don Harvey, Jeanne Dean, Marsh- all Reed, Rand Brooks, Tom London, Harry Harvey, Russ Scott; Dir- Robert G. Walker		
It's A Great Life	NBC 7pm	The Return of Caroline; regulars & Barbara Nichols, Walter Woolf King, Arthur Gould Forter; (SW & SD)		
SUNDAY SPECTACULAR (Art Linkletter)	NBC 7:30pm	Salute to Baseball; Eddie Fisher, Dave Garroway, Leo Durocher, Mel Allen, Red Barber, Gertrude Berg, Roy Rogers, Carl Hubbell; Dir - Alan Handley		
ED SULLIVAN SHOW	CBS 8pm	Ricky Layne, Helén Traubel, Ed Gærdiner; Grace Kelly, Ralph Meek- er (on film); (SD)		



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SUNDAY APRIL 15(Cont'd)			
General Electric Theatre	CBS 9pm	That's The Man; with Ray Milland, Nancy Davis, Eleanor Audley, Katherine Warren, Hayden Rorke, Joan Dixon, Wildrid Knapp, Gran- don Rhodes, Carolyn Craig, Ed Platt, Richard Gaines, Lowell Gil- more, Howard Wendell, Joan Sudlow, Bill McGraw; (SD)	
ALCOA HOUR	NBC 9pm	Even the Weariest River - (0) Alvin Sapinsley; Franchot Tone, Boris Karloff, Christopher Plummer, Lee Grant, Frank Overton, Thomas Carlin, Milton Selzer, John Shelley, Jason Robard, Robert Dryden, Frank Marth, Archie Smith, Paul Lipson;(SD)Robert Hulligan	
Alfred Hitchcock Presents	CBS 9:30pm	The Orderly World of Mr. Appleby - (0) Victor Wolfson; with Ro- bert H. Harris, Meg Mundy, Michael Ansara, Louise Larabee, Gage Clark, Helen Spring, Edna Holland, Mollie Glessing; (SD)	
Loretta Young Show	NBC 10pm	<u>Case 258</u> - (O) Marian Thompson; Frank Lovejoy, Barry Atwater, Alan Hale, Herbert Rudley, Gloria McGhee, Mary James; Dir – Bert Granet	



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