

INCLUDING

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### PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT "

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

#### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Wednesday(9)

ABC- 8:30-9pm EDT; DEBUT; The Amazing Dunninger; LIVE from WABC-TV(NY), no. of stations indefinite. § Alternate Week Sponsors- 1) Pearson Pharmacal Co (Sakrin, Eye-Gene) thru Donahue & Coe, Inc(NY); Acct Exec- Samm Baker. 2) American Tobacco Co (Fall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William M. Spire; TV Acct Rep- Tom Vietor; Comm Anner- Jimmy Blaine. § Phyr- Studio Films, Inc(NY); Exec Prod- Ben Frye; Dir- Art Rosenblum; Music Dir- John Gart. § Dunninger, master mentalist, performs experiments in thought transmission -- extra sensory perception; inviting skeptics to challenge him; also "reads" thoughts of members of the studio audience. The program replaces The M-G-M Farade (last show May 2) in this time spot. Dunninger had a similar program, The Dunninger Show on the NBC net, Saturday evenings, a summer replacement last season.

#### Saturday(12)

<u>AFC-</u> 5:30-6pm EDT; <u>DEBUT</u>; <u>Gabby Hayes Show</u>; FILM from WABC-TV(NY), no. of stations indefinite. § Sponsor- Joe Lowe Corp (Popsicles, other frozen confections) thru Paris & Peart, Inc(NY); Acct Exec- David Kreinik. § Pkgr & Film Distrib- U M & M TV Corp(NY). § Gabby Hayes opens each program with a "tall" story, then introduces old short Western films. A <u>Gabby Hayes Show</u> using the same film material was seen over NBC from 1950 thru 1953, same format.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

- CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm EDT) May 10; comedy-variety, starring Jack Benny (See page C for cast credits); Prod & Dir- Ralph Levy; LIVE from KHXT(LA); (COLOR) (FINAL FROGRAM OF SEASON).
- <u>NBC</u>- <u>Maurice Evans Presents</u> (Approx every 4th Sun, 4-5:30pm NYT) May 6; "Cradle Song," starring Judith Anderson, Siobhan McKenna, others; LIVE from WRCA-TV(NY); (COLOR) (FINAL PROGRAM OF SEASON).

Max Liebman Presents (Every 4th Sat, 9-10:30pm NYT) May 12; "The Music of Gershwin," (See page D for cast credits); LIVE from WRCA-TV(NY); (COLOR).



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THIS WEEK

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#### OTHER NETWORK CLANGES & ADDITIONS

CBS- The Landy Special Mile Run; SPECIAL May 5; Sat, 5:45-6pm EDT; LIVE from KNXT (LA), to the net. § Sustaining. § Pkgr- CBS Sports; Prod- Judson Bailey; Dir & prod crew from CBS-TV(LA). § John Landy, Australia's world record miler, runs in a special mile race during a dual track meet between U.S.C. and U.C.L.A. in the Los Angeles Coliseum. Henry Pavid Thoreau will describe the race, with Tom Harmon handling the color commentary. The program replaces local programs.

See It Now: A Conversation with Alben W. Barkley; SPECIAL May 6; Sun, 5:35-6pm EDT; FIIM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- See It Now with CBS News(FY); Prods- Edward R. Murrow, Fred W. Friendly. § An informal conversation between Ed Murrow and the late Senator Alben W. Barkley, part of a film record made in January, 1955, in Washington. Less than 3 minutes of the film was used previously on the air. The program replaces the major portion of CBS Sunday News, which will open with a news summary, 5:30-5:35pm EDT.

NETWORK SPONSOR CHANGES & ADDITIONS

NET	PROGRAM NAME	SPONSOR AND AGENCY			
AEC	-The Adventures of Ozzie and Harriet (Fri, 8-8:30pm	Quaker Oats Co thru J. Walter Thompson Co(Chi) drops its every 4) 4th week sponsorship 6/8. Hotpoint Co thru Maxon, Inc(Chi) drops 4 its every other week sponsorship 6/15. Norwich Pharmacal Co ends 4 its every 4th week sponsorship 6/22. Program is off for summer 4 hiatus after 6/22.			
AEC	-Make Room for Daddy (Tue, 9-9:30pm NYT)	Dodge Div, Chrysler Corp, thru Grant Advertising(Chi) ends spon- ship 6/19. American Tobacco Co(Pall Mall) thru SSC&B(NY) ends sponsorship 6/26.			
ABC	-Warner Bros. Presents (Tue, 7:30-S:30pm NYT)	Monsanto Chemical Co thru Needham, Louis & Brorby(Chi) ends its sponsorship of half-hour alternate weeks 8/28. Liggett & Myers (Chesterfields) thru Cunningham &Walsh(NY) ends half-hour weekly sponsorship 9/4.			

#### MAJOR LOCAL DEBUTS & HIGHLIGHTS

<u>WRCA-TV(Ch 4</u>)- <u>The Open Mind;</u> DEBUT May 12; Sat, 6-6:30pm EDT. Sustaining. Pkgr-New York WRCA-TV; Prod- Richard D. Heffner; Dir- Hugh McPhillips. Richard D. Heffner moderates discussions of controversial and topical problems confronting society today. The series is produced in cooperation with the faculties of various colleges and universities. Different educators discuss the subjects to be dealt with each week.

<u>WRCA-TV</u> - <u>When the Children Are Asleep;</u> DEBUT May 7; Mon thru Fri, 1:05-1:10am EDT; LIVE & FIIM. Sustaining. Pkgr-WRCA-TV; Prod- Ted Nathanson; Dir- Jim Elson. Dr. Gorald J. Taylor, New York psychiatrist discusses viewer-submitted questions dealing with specific and general questions confronting parents in raising children. The program will be recorded sound over still and motion pictures of sleeping children.

 <u>WAAM(Ch 13)</u> - <u>Desegregation-Baltimore Report</u>; SPECIAL May 10; Thu, 10-10:30pm EDT. Baltimore Sustaining, public service. Pkgr- WAAM with Baltimore Dept of Education; Prod- Herbert B. Cahen(WAAM); Consult- Eleanora B. Kane(D of Ed);
Dir- Kennard Calfee; Asst Dir- Dick Lucher; Writer- Gray Johnson Poole. Special program covering events from Sept 30 thru Oct 4, 1954, to record the actions of Baltimore as a community in handling the crisis that developed as a result of the desegration crisis. Show includes eye-witness accounts from persons involved in events during the period noted, films taken by the station's news cameramen at the time, newspaper stills and Dept of Education film and stills.

KTTV(Ch 11)- Paul Coates - Crime Beat; DEBUT May 1; Tue, 10-10:30pm PDT. Sponsors-<br/>Potter Chevrolet and Riviera Manufacturing Co. Program authorized by<br/>and produced in cooperation with LA County Sheriff's Dept. PaulCoates goes to the actual locale of crimes and interviews the people involved, prob-<br/>ing into a case a week. Mobile units cover the different locations on each program.<br/>ROSS REPORTS - 5/6/56 - Page 40 - LOCAL STATION ACTIVITY





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Most of the shows on May 4, 5, 6, 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, May 11. Script identifications used are: (0) Original, (A) Adaptation, (SM) 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 MAY 4 manmanm

ETHEL & AUBERT ABC 10pm regulars & Margaret Hamilton, Dortha Duckworth, Cele McLaughlin, Truman Smith, Charles Mendick, Joe E. Marks, Nelson Olmsted; (SW & SD)

#### SATURDAY MAY 5 mmmmmmmmmmmmm

- WINCHEIL -MAHCHEY NBC 12:30pm Dick Hyman, Pat Kirby
- PERRY COMO SHOW NBC 8pm Add: Philip Maero(S)
- CHANCE OF A LIFETIME ABC 10pm Beth Park(S)

### SUNDAY MAY 6

CAMERA THREE CBS 11:30am (James Macandrew) Elizabethan Miscellany - (A) John McGiffert; with Le-Roi Operti, William Duell, William Hickey, Ben Jaffe, Hanry Beckman, Chris Gampel, Joseph Elic; (SD)

HALLMARK HALL OF FAME MEC 4pm Add: original musical score by Julian Prol

- Telephone Time CES 6pm <u>Mystery of Caspar Hauser</u> (0) John Nesbitt, (A) Donald Sanford; with Henry Daniell, Rotert Barrat
- YOU ARE THERE CBS 6:30pm Impeachment of Andrew Johnson; with Hugh Sanders, Harry Townes, (Walter Cronkite) Nester Paiva, Mack Williams, Tyler McVey, Selmer Jackson, Morris Ankrum, Lee Millar; -(0) Jack Bennett; (SD) Buzz Kulik
- It's A Great Life NBC 7pm <u>Operation for Earl</u>; with regulars & Richard Deacon, John Harmon, Lois Collier, Fran Bennett, Charles Herbert
- GE THEATRE CBS 9pm <u>Corr</u>: (cast) Joan Lorring, not John Loring

### MONDAY MAY 7

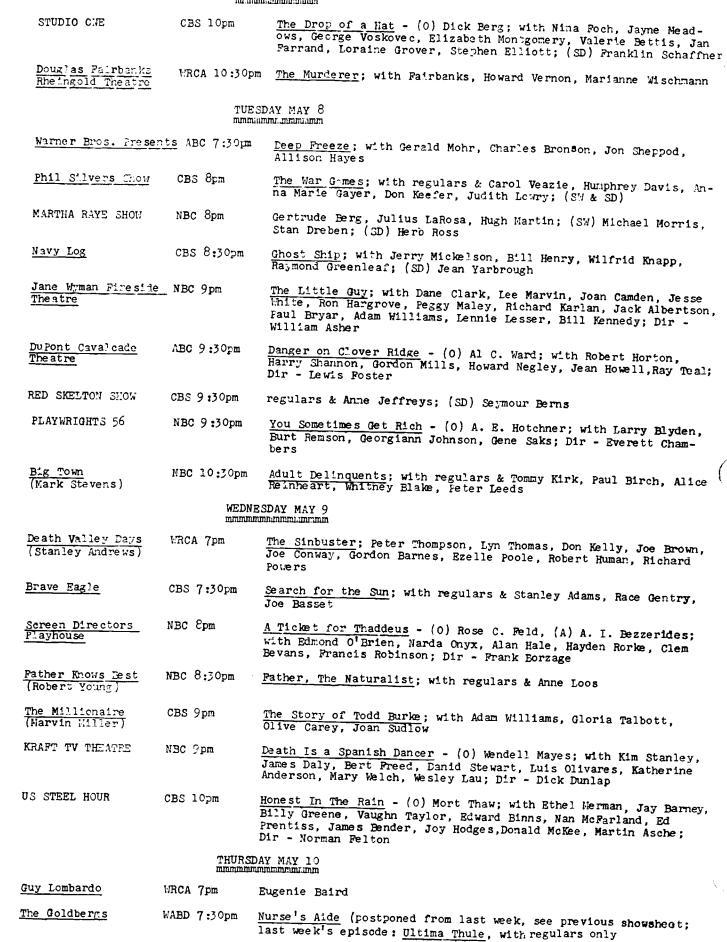
Adventures of CES 7:30pm Richard the Lion Hearted; with regulars & Patrick Barr, John Dearth; (SD) Ralph Smart

- TV Reader's Digest ABC 8pm The Old, Old Story - (0) Adela Rogers St. John, (A) Doris Gilbert; with Rosemary De Camp, Walter Woolf King, Martin Milner, June Kenney, Damion O'Flynn, Helen Mowery, Dabbs Greer; Dir -Harold Daniels
- Burns & Allen Show CBS 8pm regulars & Jacqueline Baer
- CAESAR'S HOUR NBC 8pm regulars & Bill Lewis(S)
- VOICE OF FIRESTONE ABC 8:30pm Jerome Hines

ARTHUR GODFREY'S CBS 8:30pm Marilyrn Lovoll(S), Billy Prye(M) TALENT SCOUTS

- MedicNBC 9pmSomeday We'll Laugh; with Eddie Firestone, Whitney Blake, Gary<br/>Hunley, Barbara Perry, Steve Mitchell, Esther Brand, Dave Sho-<br/>walter, Wayne Heffley, Eddie Parkes, Jack Tesler
- December Bride CBS 9:30pm Lily, the Matchmaker; with regulars & Nancy Kulp, Stanley Adams, Bob Foulk, Richard Deacon; (SW & SD)
- ROBERT MONTGOMERY NBC 9:30pm Jack Be Nimble (0) Doria Folliott; with June Lockhart, John Newland, Augusta Dabney, Humphrey Davis, John Matthews, Frank Schofield; (SD) Perry Lafferty

### MONDAY MAY 7 (Cont'd)



## THURSDAY MAY 10

<u>Sgt. Preston of</u> the Yukon(Richard	CBS 7:30pm Simpons)	with regulars & Sherman Sanders, Marjorie Bennett, Dennis Moore				
EDDY ARNOLD SHOW Bob Cummings Show	ABC 8pm CBS 8pm	Eddy Arnold(S), Chet Atkins(M),(regulars);Karen Chandler(S) with regulars & Julie Bishop, King Donovan, Mary Lawrence;(SW&SD)				
SHOWER OF STARS	CBS 8:30pm	Jack Benny, Bob Crosby, Marge & Gower Champion, Leonard Ross, Babette Bain; (SW) John Tackaberry, Hugh Wedlock, Howard Snyder; Dir - Ralph Levy; LAST SHOW OF SEASON				
STAR TONIGHT	ABC 9pm	<u>The Girl</u> - (0) Edward H. Peple; with Patrick Macnee, Douglas Watson, Leroy Operti; Dir - George Weber				
The People's Choice	e NBC 9pm	regulars & Ida Moore, Richard M. Wessell, Robert Strong, Rodney Bell; (SW) Frank Gill Jr., G. Carleton Brown, Richard Mack, Ro- bert Mitchell; (SD) Robert S. Finkel				
Four Star Playhouse	2 CBS 9:30pm	<u>That Woman</u> - (0) Ben Canfield; with Ida Lupino, Frank Scannell, Jeanette Nolan, Ray Stricklyn, Peter Leeds, Dorothy Neumann; Dir- Richard Kinon				
Ford Theatre	NBC 9:30pm	<u>Behind the Mask</u> - (0) Robert Hardy Andrews; with Dane Clark, Bar- bara Hale, Willis Bouchey, Theodor von Eltz, James Bell, Constance Cameron; Dir - Anton M. Leader				
ARTHUR MURRAY PARTY	CBS 10pm	Rocky Graziano, Jake LaMotta; Special script by Nat Hiken & Billy Friedberg; Dir - Cobey Ruskin				
LUX VIDEO THEATRE	NBC 10pm	The Night of January 16th - (0) Ayn Rand (screenplay by Delmer Daves, Robert Pirosh, Eve Greene), (A) S.H. Barnett; with Les Tremayne, Richard Shannon, Helen Westcott; (SD) Fred Carney				
	PRIDAY MAY 11					
<u>Science Fiction</u> Theatre(Truman Brad	WRCA 7pm ley)	When A Camera Fails; with Gene Lockhart, Mack Williams, Than Wyern				
<u>Adventures of Rin-</u> <u>Tin-Tin</u>	ABC 7:30pm	<u>Circle of Fire</u> ; with regulars & Joe Sawyer, Adele Mara, Ed Hinton, William Forrest, Joey Hooker, Syd Saylor, George J. Lewis				
<u>Crossroads</u>	ABC 8:30pm	<u>Lifeline</u> - (0) Herbert Purdum; with Regis Toomey, Barbara Hale, Kent Taylor, Marla English, Casey Adams, Howard Joe Brown, Em- mett Vogan				
Our Miss Brooks	CBS 8:30pm	regulars & Jack Albertson				
The Life of Riley	NBC 8:30pm	(SW) Dick Conway, Roland MacLane; with regulars & Jack Albertson, Percy Helton, Philip Van Zandt, Ralph Smiley, Jayne Drennan, Claudia Bryar, Richard Deacon, William Phillips; (SD) Abby Berlin				
<u>Crusader</u>	CBS 9pm	<u>The Ballot Box;</u> with Edward Colmans, Frank De Kova, Tony Caruso, Julian Rivero, Ralph Smiley, Anna Novarro				
BIG STORY	NBC 9pm	Cliff Russell, Reporter: Corpus Christi(Tex) Caller-Times - (A) Alvin Boretz; with Peter Turgeon, George Mitchell, Martin New- man, Charles Mendick, Abbey Lewis, Cathy Nolan, Bill Penn; Dir - Leonard Valenta				
The Vise	ABC 9:30pm	<u>Snapshot;</u> with Philip Priend, Dorothy Gordon, Rosamund Waring, John Harvey, Ronald Leigh Hunt				
Schlitz Playhouse	CBS 9:30pm	<u>Plague Ship</u> - (O) Jonathan Eldridge, (A) Sidney Biddell; with Ward Bond, Jon Sheppod, Edward Platt, Robert Foulk, Paul Brinegar; Dir - Harry Keller				
<u>Star Stage</u>	NBC 9:30pm	The Guardian - (O) Frank C. Robertson, (A) Harold Shumate; with Preston Foster, Barbara Hale, Rhys Williams, Hal Baylor, Beverly Washburn; Dir(unavailable at press time)				

Lineup CBS 10pm <u>The Harlan Case</u> - (SW) Montgomery Pittman; with regulars & Jack Littlefield, Carlyle Mitchell, Dorothy Patrick Davis, Ford Rainey; (SD) Hollingsworth Morse MULTIPLE & ACEOSS THE BOARD SHOWS FRIDAY MAY 4 THRU FRIDAY MAY 11 maintain maintain

GARRY MOORE CHOW	CBS 10am	5/10 - Josh White, Beverly White, Josh White, Jr.; 5/11 - Cliff Norton(C)				
JACK PAAR SHOW	CBS lpm	5/8 - Jean Kerr				
NBC MATINEE THEATRE	E NBC 3pm	5/7 - The 25th Hour - (0) James Blumgarten; 5/8 - A Man and a Maid - (0) Therese Lewis; 5/9 - Perspective - (0) H.R. Hays; 5/10 - The Catamaran - (0) J.P. Miller; 5/11 - Johnny Came March- ing Home - (0) Anthony Spinner				
DATE WITH LIFE (Mark Roberts)	NBC 4pm	5/7-6/1 - (0) Bernice J. Kerman; with Neva Patterson, Joe Maross, Phyllis Hill, Joanna Roos, Rod Hendrickson, Dolores Sutton, Jimmy Rogers, Marian Russell, Vera Allen, June Dayton, Georgann Johnson, Barbara Townsend, Gordon Peters, Monica Lovett, Irene Hubbard; Dir - Iela Swift; this is titled: <u>Spring Fashions</u>				
MODERN ROMANCES (Martha Scott)	NBC 4:15pm	5/7-5/11 - (0) Joseph Cochran; with Truman Smith, William Prince, Gloria Strook, Court Benson, Sid Raymond				
TONIGHT	NBC 11:30pm	5/7 - Gyula Denes, Jackie Paris(S); 5/8 - Jutta Hipp Trio; 5/9 - Mabel Mercer; 5/10 - Chet Baker Quartet, Eli Mintz; 5/11 - Eddie Condon				
SATURDAY MAY 12 memmummummummum						
Capt. Gallant of the Foreign Legion	CBS llam	The Camel Race - (0) John O'Dea, (A) Jack Andrews; with regulars & Gilles Queant, Roger Hanin, Anne Marie Mersen, Jean Landier				
Jackie Gleason Show	CBS 8pm	Unconventional Behavior; with regulars & Humphrey Davis				
PERRY COMO SHOW	NBC 8pm	Buddy Hackett(C), Mills Brothers(S), George & Peter Bauer, Lonnie Donnegan				
STAGE CHOW	CBS 8:30pm	regulars & Roberta Sherwood(S), Dick Haymes(S), Hines Brothers(D)				
MAX LIEBMAN PRESENTS	NBC 9pm	The Music of Gershwin; with Ethel Merman, Alfred Drake, Tony Ben- nett, Cab Calloway, Eugene List, Art Van Damme Quintet, Richard Hayman, Lawrence Winters, Bob Hamilton Trio, Robert Maxwell, Pat- ricia Wilde, Diana Adams, Tanaquil Le Clerq, Peter Conlow, Harri- son Muller, Charles Sanford; (SD)				
It's Always Jan	CBS 9:30pm	regulars & Darren McGavin				
Gunsmoke	CBS 10pm	regulars & Brett King, Robert Vaughn				
Damon Runyon (Cesar Romero)	CBS 10:30pm	<u>Situation Wanted;</u> with Allen Jenkins, Horace McMahon, Anthony Caruso, Yvette Dugay				
	SUN D	AY MAY 13 mammara				
Telephone Tire	CBS 6pm	The Stepmother - (0) John Nesbitt; with Ronnie Lee, Rita Lynn Dir - Erle C. Kenton				
Roy Rogers	NBC 6:30pm	Death Medicine - (0) Ray Wilson; with regulars & Ray Bennett, Rory Mallinson, Bill George, Fred Graham, Bert La Baron, Bill McCormick; Dir - Robert G. Walker				
It's A Great Life	NEC 7pm	<u>Old Soldiers Never Die</u> ; with regulars & Karolee Kelly, Arthur Q. Bryan				
Frontier	NBC 7:30pm	<u>The Hunted</u> ; with Jan Merlin, Joan Hotchkiss, Richard Dunn , Wil- liam Eouchey, Sean Morrisey, Irene Tedrow; (SW);Dir- B. Kowalski				
ED SULLIVAN SHOW	CBS 8pm	June Allyson, Ann Blythe, Rosemary Clooney, Betty Grable, Betty Hutton, Deborah Kerr, Jose Greco, The Barry Sisters, Carlos Rami- rez, Ving Merlin, Three Merkys, The Fredoni's; (SD) John Wray				
NBC COMEDY HOURQ	NBC 8pm	Mort Sahl, Jonathan Winters, Cliff Arquette, Dave Willock, Stan Freberg				
General Electric Theatre (DC One Class (a) provide that						

General Electric Theatre CBS 9pm Clown - (0) Emmett Kelly; with Henry Fonda, Dorothy Malone

TALENT SHOWSHEET (more)

SUNDAY MAY 13 (Cont'd)

ALCOA HOUR	NBC 9pm	President - (0) David Davidson; with Claude Rains, Everett Sloane, Mildred Dunnock, Fred Clark, Larry Gates, David White, Luis Van Rooten, Alfred Ryder, John Boruff; (SD) Robert Mulligan
Alfred Hitchccck Prosents	CBS 9:30pm	The Belfry - (0) Lawrence Kimble; with Patricia Hitchcock, Jack Mullaney, Dabts Greer, Horst Ehrhardt, Ralph Moody, Jim Hayward, Norman Leavitt, David Saber, Rudy Lee, Kathleen Hartnagle; Dir- Herschel Daugherty
Loretta Young Show	NBC 10pm	The Refinement of Ab - (0) Mary H. Vorse; (A) William Bruckner; with Loretta Young & Hugh Beaumont, Lee Aaker, Ray Calli, Erin O'Brien Moore, Malcolm Atterbury, John McGovern, Ann Doran; Dir - Harry Keller