Ross Reports ON TELEVISION

INCLUDING

OCTOBER 22-28, 1956

THE TELEVISION INDEX

VOLUME 8

NUMBER 43

EDITCR: 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

Sunday (28)

NBC- 7:30-9pm EST, 6 times during season; RETURN - Hallmark Hall of Fame - LIVE (COLOR) from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Hallmark Cards (Greeting Cards) thru Foote, Cone & Belding(Chi). § Pkgr- Milberg Productions with NBC-TV(NY); Exec Frod-Mildred Freed Alberg; Prod & Dir- George Schaefer (Premiere Dir- Garson Kanin); Assoc to Schaefer- Robert Hartung; Casting- Sybil Trubin(Milberg). § 90-minute presentations of classic and modern dramas, returns for its fifth season, presenting Garson Kanin's adaptation of of his stage success, "Born Yesterday," for its premiere production of the season. Hallmark programs during the season will be presented on Sun, Nov 25, 9-10:30pm EST; Sun, Dec 16, 7:30-9pm EST; Sun, Feb 10, 9-10:30pm EST; Sun, March 17, 7:30-9pm EST, and Wed, April 10, 9-10:30pm EST. The program debuted over NBC on Jan 6, 1952 as a half-hour drama series originating in NY, moved to LA for the 1953 and 1954 seasons, then returned to NY for the 1955 season as Maurice Evans Presents the Hallmark Hall of Fame, presenting 90-minute dramas every fourth Sunday. Evans will appear in two of this season's dramas. The program will preempt regular programs in its time spots.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- The Saturday Spectacular (Every 4th Sat, 9-10:30pm NYT) Oct 27; "Manhattan Tower," musical romance produced, written and composed by Gordon Jenkins, based on his 1946 album; (see page E for cast credits); Exec Prod- Elliott Lewis; Prod- Gordon Jenkins; Assoc Prods- Furth Ullman, Pete Barnum; Dir- Boris Sagal; Music Dir- Charles Dant; LIVE (COLOR) from KRCA-TV(LA).

OTHER NETWORK CHANGES & ADDITIONS

- ABC- Going Places (Sun, 5-6pm EDT) Last show was Sept 30. No net service in time.
- CBS- Speech by Secretary of Labor James Mitchell; SPECIAL Oct 22; Mon, 9:30-lopm EDT; Sponsored by Republican Senatorial Committee; preempts December Bride, one time.
- NBC- The Bob Hope Chevy Show (6 to 8 Sundays, 9-lopm NYT) Added title for Chevy Shows starring Bob Hope (See page 95). Hope show production staff: Prod-Jack Hope; Assoc Prod-George Habib; Dir-Jack Shea; Assoc Dir-Edith Johnson; Music Dir- Les Brown; Costumes- Kate Drain Lawson; Writers- Lester White, John Rapp, Mort Lockman, Bill Larkin, Norm Sullivan; special material by Joe Lilley.

- Page 102 - OTHER NET CHANGES

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.

TALENT SHOWSHEET OCTOBER 19 - 28

Most of the shows on October 19, 20, 21 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, October 26. Script identifications used are: (0) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified are 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 OCTOBER 19

mmommanmmmmmmm		
Science Fiction Theatre	WRCA-TV 7pm	Mind Machine; with Bill Williams, Cyril Delevanti, Brad Trumbull
Lilli Palmer Theatre	WABD 9pm	The Brown Man's Servant; with David Kossoff, Harry Ross, Eddie Byrne
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Add Cast: Biff McQuire, Fran Carlon, Crahan Denton, Allen Nourse Dana Elcar, Dorrett Kelton
The Lineup (Tom Tully)	CBS 10pm	The Sorenson Case (0) E. Jack Neuman; with Peter Brocco, Sam Gilman, Charlotte Knight, Augie Dickinson, Maudie Prickett, Phil Vinati, Jack Holland, Lyn Thomas, Paul Stadu, Jeanne Lavern Carmen, Eugene Rocke; Dir - Holly Morse (SD)
		JRDAY OCTOBER 20
PERRY COMO SHOW	NBC Spm	Add: Robert Lamouret(C)
Hey, Jeannie!	CBS 9:30pm	Jeannie Goes To Washington; with regulars & Herb Vigram, Jack Hulhall, Adelle August, John Mitchum, James Parnell, Joe Hamilton (SW & SD)
GEORGE GOBEL SHOW	NBC 10pm	Fess Farker, Helen O'Connell(S)
		CAY OCTOBER 21
LAMP UNTO MY FEET	CBS 10am	<pre>Er. Perkins;(0) Steven Gethers; with William Hansen, Charles White, Howard Wierun, Michael Higgins</pre>
LOOK UP AND LIVE	CBS 10:30am	Kine repeat of December 11, 1955
CAMERA THREE (James Macandfew)	CBS 11:30am	United Nations; Extraordinary Session (0) John McGiffert; with John Heldebrand, Peter Chan, Kaie Deei, Anatol Winogradoff, Charles Korvin, Marcel Hillaire, Ernest Graves; Dir - Clay Yurdin
FRONTIERS OF FAITH (The Catholic Hour)	NBC 2pm	In One Spirit (0) A.J. Palmerio; with Herbert Voland, Dermott Honamara, Abby Lewis, Vince Harding, Douglas Routherford, Steven Ellsworth, Rawn Spearman, Len Doyle, Roger Quinlan, Dick Dudley, Raymond Johnson, Anthony Missuri, Frances Peter, Henry Heffner, David Lumney, Ray Rizzo, Geoffrey James(D), Joan James (D)
Captain Gallant of the Foreign Legion	NBC 5:30pm	Rodeo (O) R.D. Walker; with regulars & Franco Fantasia, Mara Laine, Alex Revides, Leon Lenois, Richard Watson, Paul Michalelis
Three Musketeers	WABD 5:30pm	The Priceless Documents; with regulars & Doris Wiss, Paul Muller (SW & SD)
STEVE ALLEN SHOW	NBC 8pm	Add: Rocky Graziano
OMNIBUS	ABC 9pm	Agnes De Mille & the Ballet Theatre Company - Rodeo; The Last Day of Manolete (film produced by Barnaby Conrad); The Silent World, part two; The Stranger Left No Card - a repeat

DING DONG SCHOOL NBC 10am

Vivian Della Chiesa(S)

MONDAY OCTOBER 22 (Contid)

	Adventures of Robin Hood	CBS 7:30pm	A Year And a Day; with regulars & Shaun O'Riordan (SW & SD)
	Sheriff of Cochise	WABD 7:30pm	The Great Train Robbery; with regulars & Stan Jones, Helen Mayon, Steven Peck, Barbara Stuart
	Danny Thomas Show	ABC 8pm	Be A Pal To Your Son; with regulars & Rudy Lee, Philip Ober
	George Burns & Graci	ie CBS ±	with regulars & Francis X. Bushman, John Hoyt
	Stage 7	WPIX 8pm	Heart of A Dream; with Diana Lynn, Jan Merlin, Ross Elliott
	VOICE OF FIRESTONE	ABC 8:30pm	Jerome Hines(S), Tong Il Han(M)
	TALENT SCOUTS	CBS 8:3Cpm	Foggy River Boys(S-Quartet), The Carlyles(S-Duo), Tony Lovello(M)
	STANLEY	NBC 8:30pm	with regulars & Carol Burnett, Wayne Sherwood (SW & SD)
	December Bride	CBS 9:30pm	Preempted by Republican National Committee: Herbert Brownell
	LAWRENCE WELK'S TOP TUNES & NEW TALENT	ABC 9:30pm	Polly Johnson(S), Alvan-Ashby(S)
	ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Goodbye, Grey Flannel (0) J. Harvey Howells; with George Chandler, Mary Grace Canfield, Fred Herrick, John Shay, J. Robert Dietz, Ray Boyle, Ken Renard, Carl Redcoff
	STUDIO ONE	CBS 10pm	The Crimes Of Peter Fage (0) Kathleen and Robert Howard Lindsay; with Barry Jones, Luella Gear, Priscilla Gillette, Norman Lloyd, Don Murphy, Alice Pearce, George Maharis, Norman Rose, Wyatt Cooper, Fred Stewart; Dir - Paul Nickell
	Douglas Fairbanks	WRCA 10:30pm	Someone Outside; with Lois Maxwell, Maurice Kaufmann, Anton Diffring, John Serret, Oyril Shaps
		TUE	SDAY OCTOBER 23
	Che yenne	ABC 7:30pm	The Bounty Killers (0) Berne Giler; with Andrew Duggan, James Gavin, Howard Petrie, Gail Kobe, Walter Coy, Les Johnson; Dir-Walter Doniger
	JONATHAN WINTERS SHOW	NBC 7:30pm	with Dorothy Collins(S)
	Phil Silvers Show	CBS Epm	Bilko's War Against Culture; with regulars & Dina Merrill, Eddy Cunis, Jenny Carter, Mara McAfee, Richard Magner, Tony Corrado
	Life & Legend of Wyatt Earp (Hugh O'B		The Almost Dead Cowhand; with regulars & Christian Drake, Paul Brinegar, Camile Franklin, Sam Flint, Michael Bryant, William Tannen (SW & SD)
	Noah's Ark	NBC 8:30pm	Mascot; with regulars & Stacy Harris
	Broken Arrow	ABC 9pm	(0) Clark E. Reynolds; with regulars & Ray Stricklyn, Kathryn Card, Trevor Bardette, Richard Wessel, Lane Bradford, Tom Monroe, Paul Fierro, John War Bagle; Dir - Richard L. Bare
	HERB SHRINER SHOW	CBS 9pm	Add Oct 16: Jaye P. Morgan(S), Burl Ives(S-M) Oct 23: Preempted by Stevenson 9-9:30pm
,	Jane Wyman Show	NBC 9pm	Two Sides To Everything; with Jane Wyman, Simon Scott, Frank Gerstle
	RED SKELTON SHOW	CBS 9:30pm	Allen Jenkins, Johnny Carson(C)
			\
	DuPont Cavalcade Theatre	ABC 9:30pm	Hobo Kid (0) I.A, Bezzerides; with Reba Waters, Caroline Craig, Penny Carpenter, Melinda Plowman Robert Foulk, Adrienne Marden, Louise Lorimer

TUESDAY OCTOBER 23

KAISER ALUMINUM HOUR NBC 9:30pm

Angel's Ransom (0) David Dodge; (A) Evan Hunter; with Hume Cronyn, Robert Sterling, Geraldine Brooks, Paul Langton, Alan Ansara, Zamah Cunningham; Christine Norden, Pernell Roberts; Dir - Franklin Schaffner

WEDNESDAY OCTOBER 24

Sky King	WABC 6pm	The Golden Burro (0) Burt Sims; with regulars & Eugenia Paul, Kenne Duncan, Nesdon Booth, Greg Barton; Dir - Jodie Copelan
Death Valley Days (Stanley Andrews)	WRCA 7pm	Sequoia; with Lane Bradford, Bileen Howe, Carol Thurston, Patti Gallagher, Melodie McGowan, Baynes Barron, George Lewis, Glenn Strange, Robert Paquin, Jerry Nader
ARTHUR GODFREY SHOW	CBS 8pm	Jeanette Davis(S), Pat Boone(S), Carmel Quinn(S), McQuire Sisters(S); remote from the Harrisburg Penn Horse Show
Adventures of Hiram Holliday	NBC 8pm	with regulars & Stanley Adams, Lita Nilan, Eric Feldary (SW & SD)
Navy Log	ABC 8:30pm	The Big A (0) Max Ehrlich; with Jack Larson, Carl Milletaire, Jerry Paris, Leo Gordon; Dir - Sam Gallu
Father Knows Best	NBC 8:30pm	Betty's Birthday (0) Dorothy Cooper; with regulars & Yvonne Lime, Eleanor Audley
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Virginia Lennart; with Betty White, Jacques Bergerac, Mabel Albertson, Mimi Agulia, Franco Corsaro, Vincent Padula, Marlo Siletti
KRAFT TV THEATRE	NBC 9pm	Ten Grapefruit To Lisbon (0) Frank Gilroy; with Michael Ingram, Eva Gabor, Russell Hardie, Grace Carney, Barbara Barrie, Ruggero Romor, William Lee, Michael Tolan, Warren Berlinger, Karl Swenson; Dir - Harry Herrmann
Ford Theatre	ABC 9:30pm	Measure of Faith (0) Gerry Day; with Lew Ayres, Beverly Garland, Lee Van Cleef, Nestor Paiva, Charles Evans, William Boyett, Don C. Harvey; Dir - James Neilson
Lilli Palmer Theatre	WABD 9:30pm	The Bride Wore An Opal Ring; with Ada Reeve, Joyce Barbour, Brenda Hogan
US STEEL HOUR	CBS 10pm	Wetback Run (0) Theodore Apstein; with Rip Torn, David Opatoshu, Joe De Santis, Marie Alcade, Jonathan Harris, Ross Martin, Jean Alexander, Peter Lazari, Albert Paulson, Luchino Solito de Solis; Dir - David Alexander
	mrvi r	OCTATE ACCAPAGE AS

THURSDAY OCTOBER 25

Guy Lombardo	WRCA 7pm	For Oct 18: Kill - Bobby Sherwood; Add - Leonard Sues For Oct 25: Bobby Sherwood
Sergeant Preston of the Yukon (Richard	CBS 7:30pm Simmons)	with regulars & Lane Bradford, John Pickard, Charles Stevens
CIRCUS TIME	ABC Epm	Judy Tyler(S), Ann Marston(archer), The Shyrettos(unicycle), Bill Finch(baton)
Bob Cummings Show	CBS 8pm	The Beautiful Psychologist; with regulars & King Donovan, Jeff Silver, Marcia Henderson, Jan Harrison
CLIMAX!	CBS 8:30pm	The Night of the Heat Wave (0) Lowell Barrington; with Darren McGavin, Phyllis Thaxter, Kurt Kasznar, Eddie Andrews; Dir - Jack Smight
Wire Service	ABC 9pm	The Johnny Rath Story (0) Al C. Ward; (A) Frederic Brady; with Dane Clark, Beverly Garland, Ross Elliott, Michael Winkleman, Jimmy Baird; Dir - Robert Florey

NBC 9pm

People's Choice

Preempted by Republican National Committee: President Eisenhower

PLAYHOUSE 90	CBS 9:30pm	Rendevous In Black (0) Cornell Woolrich; (A) James P. Cavanagh; with Franchot Tone, Laraine Day, Boris Karloff, Viveca Lindfors, Tom Drake, Elizabeth Patterson, Whit Bissell, Irene Tedrow, Andy Duggan, Jerry Paris, Jennifer Howard, Reba Tassell, Jan Cheney, Jack Kruschen; Dir - John Frankenheimer
FORD SHOW	NBC 9:30pm	with regulars & Mickey Spillane
OZARK JUBILEE	ABC 10pm	"Uncle Cyp" and "Aunt Sap" Brasfield.

LUX VIDEO THEATRE Because of You (0) Thelma Robinson (screenplay by) Ketti NBC 10pm Frings);(A) Sanford Barnett; with Vera Miles, John Bentley, Irene Hervey, Sandy Descher; Dir - David Orrick

FRIDAY OCTOBER 26

Science Fiction Theatre	WRCA 7pm	The Voice; with Donald Curtis, Kristine Miller, Anthony Eustrel
Anventures of Rin Tin Tin	ABC 7:30pm	Return of Rin Tin Tin (0) John O'Dea; with regulars & Patrick Whyte, Ralph Moody, Ernest Sarracino, X. Brands, Pat O'Hara
Adventures of Jim Bowie (Scott Forbes)	ABC Epm	Jim Bowie Comes Home (0) Lewis R. Foster; with regulars & Kem Dibbs, Kascy Rogers, Minerva Urecal, Peter Hanson; Dir - Lewis R. Foster (SW & SD)
West Point	CBS ±	The Honor Code; with Richard Jackel, Terence Kilburn, Steve Terrell, Jane McArthur, Tom Middleton, Ted Perritt, Ernest Parmentier; Dir - Leon Benson
Life Of Riley	NBC 8pm	Friends Are Where You Find Them; with regulars & Henry "Bomber" Kulky, David Alpert, Edgar Stehli, Ruth Hammond (SW & SD)
Crossroads	ABC 8:30pm	The Pure White Orchid (0) George Bruce; with Richard Denning, Ann Kimbell, Doris Packer, Walter Baldwin, Lumsden Hare, Pierre Watkin, Fred Sherman; Dir - Ralph Murphy
Dick Powell's Zane Grey Theatre	CBS 8:30pm	The Unrelenting Sky; with Lew Ayres, Phyllis Avery, Willis Bouchey; Dir - Felix Feist
WALTER WINCHELL SHOW	NBC 8:30pm	Caterina Valente(S), others unavailable at press time
Crusader (Bryan Keith)	CBS 9pm	The Girl Across The Hall; with John Zaremba, Bill Erwin, Jeanne Cooper, Burt Mustin, Inger Stevens, Bob Rice
On Trial	NBC 9pm	The De Santre Affair; with Joan Fontaine, Eduard Franz, Geoffrey Toone, Robert Cornthwaite, Dayton Lummis, Mabel Taliaferro, Ram-
The Vise (Donald Gray)	ABC 9:30pm	sey Hill, Byron Foulger, Richard Hale; Dir - Robert Florrey Holiday For Heatherton; with regulars & John Stuart, June Clyde (SW & SD)
Schlitz Playhouse	CBS 9:30pm	Always The Best Man (0) Willard H. Temple; (A) Muriel Roy Bolton; with Don Taylor, Adam Kennedy, Angle Diokinson, Greta Thyssen; Dir - Christian Nyby
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Don Hogan, Reporter: The Boston (Mass.) Post - Old Man Lost (0) Alvin Boretz; with Phillip Abbott, Edgar Stehli, Robert Goodier, Melville Ruick, David Clark
The Lineup (Tom Tully)	CBS 10pm	The Motorcycle Case (0) Lawrence Resner; with Paul Burns, Jean Innes, Parlie Bair, Tom Pittman, James Best, Glen Vernon, Gloria Saunders, Arthur Space, Laurette Luez, Shirley de Burgh, Brad Jackson, David Sacks, Richard Glyer; Dir - Harold Schuster

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 19 - FRIDAY OCTOBER 26

GARRY MOORE SHOW 10/23 - The Florida Trio; 10/26 - Rudy Vallee, Earl Hall(c), CBS 10am Martha Davis and Spouse

(Red Foley)

MULTIPLE & ACROSS-THE-BOAPD SHOWS FRIDAY OCTOBER 19 - FRIDAY OCTOBER 26 (Contid)

		mmammammammammammammammammammammammamma
NBC BANDSTAND	NBC 10:30am	Skinnay Ennis & Orch, Ralph Flanagan & Orch, Johnny Desmond(S)
NBC MATINEE THEATTS	NBC 3pm	10/22 - Man In Seven League Boots (0) Anthony Spinner 10/23 - Woman Across The Hall (0&A) Robert Wallsten 10/24 - And Then There Were Three (0) S. V. P. Rand 10/25 - One Of The Family - Kine repeat of 4/12/56 10/26 - I Like It Here (0) A.B. Shiffrin Jorig scheduled 10/8)
MODERN ROMANCES (Nartha Scott)	NBC 4:15pm	Eenefit Performance (0) Blinor Lenz; with Margaret Phillips, Betty Johnson, Lee Bergere, Coe Norton
TONIGHT	NBC 11:30pm	10/22 - Jean Sheppard, Louis Jordan(M); 10/23 - Louis Jordan; 10/24 - Gunther Sprecher(M), Naomi Alah Leaf(D), Mort Preeman (S), Elisa Jayne(D); 10/25 - Jimmy Nelson(ventriloquist), Rosaria Moreles(S); 10/26 - Aline MacMahon, Paul Shyre
	SA	TURDAY OCTOBER 27
Fury	NBC llam	Trial By Jury; with regulars & Ray Montgomery, Pamela Beaird (SW & SD)
PERRY COMO SHOW	NBC 8pm	Brenda Lee(S-M), The Tokayers(teeter-board)
Oh! Susanna (Gale Storm)	CBS 9pm	with regulars & Ray Roberts, Isabel Randolph, Narda Onyx, Jimmy Fairfax
SATURDAY SPECTACULAF	R NBC 9pm	Manhattan Tower (0) Gordon Jenkins; with Gordon Jenkins Helen O'Connell, Pete Marshall, Phil Harris, Cesar Romero, Edward Everett Horton, Tommy Farrell, Hans Conried, Ethel Waters, Ralph Brewster Singers; Dir - Boris Sagal
Hey, Jeannie!	CBS 9:30pm	with regulars & Hans Conried
	, SUI	NDAY OCTOBER 28
Captain Gallant	NBC 5:30pm	Fuzzy's Furlough; with regulars & Helmut Dantine
Telephone Time	CBS 6pm	Hatfleid, The Rainmaker (0) Donald S. Sanford; with John Crawford, Susan Morrow; Dir - Erle Kenton
You Are There	CBS 6:30pm	Daniel Webster's Sacrifice To Save The Union; with Morris Ankrum, Ernestine Barrier, Richard Hale, Carl Benton Reid
77th Bengal Lancers	NBC 7pm	The Pawn; with regulars & Edward Ashley, Jan Arvan, Paul Playdon, Reginald Sheffield, Larry Johns, Lita Milan (SW & SD)
HALLMARK HALL OF FAM	E NBC 7:30pm	Born Yesterday (O&A) Garson Kanin; with Mary Martin, Paul Douglas, Richard Taber, Arthur Hill, Otto Hulett, Larry Oliver, Laura Pierpont, Belle Flower, Bill Becker, Paul Kirk Giles, Audrey Erhardt, Milton Williams, Ned Wertimer; Dir - Garson Kanin
ED SULLIVAN SHOW	CBS Epm	Elvis Presley(S), Robert Weede, Jo Sullivan, Susan Johnson, Shorty Long, Mona Paulee, Senor Wences(ventriloquist), Joyce Grenfell(C), The Little Gaelic Sisters(S), Unus(acrobat), Bas Sheva(S)
General Electric Theatre	CBS 9pm .	Second Stranger (0) unavailable; (A) Maurice Valency; with Burl Ives, Alfred Ryder, Don Hammer, Thayer David, Bramwell Fletcher, Gerald Price, Pernell Roberts; Dir - Don Medford
GOODYEAR PLAYHOUSE	NBC 9pm	All Summer Long (0) Robert Anderson; with Raymond Massey, Malcolm Broderick, Katherine Squire, Sandra Church, Michael Strong, William Shattner; Dir - Daniel Petrie
Alfred Hitchcock	CBS 9:30pm	None Are So Blind (0) John Collier; (A) James Cavanagh; with Hurd Hatfield, Mildred Dunnock; Dir - Robert Stevens
Loretta Young Show	NBC 10pm	The Great Divide (0) Melissa Mather; (A) Gerry Day; with Miss Young, Lee Goodman, Evelynne Eaton, Renny McEvoy, Earl Robie, Charles Herbert; Dir - Richard Morris

Ross Reports on TELEVISION

INCLUDING

OCTOBER 24, 1956

THE TELEVISION INDEX

VOLUME 8

NUMBER 43 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 - POSSIBILITIES - COMMENT

Nat "King" Cole's new 15-minute show over NBC, Mondays, 7:30-7:45pm EST, starting Nov 5, will originate from New York during November, while the star is appearing at the Copacabana, then originate from Hollywood until Cole has to leave for overseas engagements. A choral group of four men and a girl and a 16-piece orchestra will back the show. Jim Jordan, Jr., will produce and direct. "Nature Boy," Cole's biggest recording, will be the theme for the program......Plans to originate Arthur Godfrey's shows from the Royal Agricultural Winter Fair at Toronto, Canada, during the week of Nov 12 have had to be cancelled due to lack of facilities and the expense of setting up the broadcasts. Godfrey will give his scheduled exhibitions of dressage on his Palomino stallion at the Fair, except for Nov 12 and 14 when he will be in New York for his evening TV programs.

WTVJ(Miami) is setting a pattern for a future telethon that may excite "local pride" movements in other sections of the country. The new plan is for a "Crusade for Children," to start at 8pm, Saturday, March 2 and run to 2pm, Sunday, March 3. The station which has conducted telethons for fund-raising agencies during the past six years, will contribute its entire facilities and air time during the 18-hour show, which will originate in the Miami Beach Auditorium. A board of trustees will have sole responsibility for allocating all funds raised in the telethon and all money raised must be spent in South Florida. The other strict requirement is that funds will be granted solely for aiding mentally and physically handicapped children, building youth character and for research and development of the U. of Miami Medical School. The new type telethon is not meant to replace the regular fund campaign of any established agency, nor will grants be made to any project already provided for in the operating budget of an agency. The grants will be assigned for special projects that would not otherwise be undertaken. All South Florida agencies which help children are eligible to apply for funds. Only those agencies which submit proof that contributions are tax-free will be eligible, and recipients will be required to submit audited reports later in the year showing that the money granted was spent as allocated. Actually, WTVJ is following, on a large scale, an example already set in Louisville, Ky., and several other cities.

Nat Perrin, who has been executive producer of the Red Skelton Show, has taken over as producer of the Herb Shriner Show.......Hal Raywin has moved in as new associate producer of Ray Bolger's Washington Square......Bob Condon becomes a staff writer of the Walter Winchell Show late in November.

- 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.

Lee Cooley will produce a special telecast for ABC and Oldsmobile, Thursday, Nov 8, 8:30-9pm EST, which will introduce the 1957 Oldsmobiles. The half-hour 1957 Rocket Revue will have John Daly as host and Bill Hayes as the singing m.c. The special variety show will be backed by Archie Bleyer's orchestra and will originate in New York.....Oldsmobile has also officially confirmed that it will sponsor the telecast of the annual Academy Awards presentations on Wednesday, March 27, 10:30pm-12:15am EST, over NBC. The net has exclusive TV rights to the "Oscar" ceremonies until 1961.....Nanette Fabray will portray "Alice in Wonderland" and be queen of Bamberger's Thanksgiving Eve Parade of Light, to be telecast from Newark on Wednesday, November 21, 7-7:30pm EST over ABC, sponsored by General Electric's Housewares and Radio Receivers Division. John Daly will describe the pageant, which will also have William Bendix as "Merry Maharajah," counterpart to Fabray's role.

Philip G. Lasky, manager of KPIX(San Francisco) blasted the advertising used in San Francisco in connection with test re-runs in movie houses of motion pictures already seen on television in that city. He deplored "the foul-ball method of promoting the stunt by depreciating television," and took particular exception to the local advertising for "Intermezzo," a Selznick picture in the test, which was advertised with the line: "Yes, it was shown on TV...incompletely". Lasky said that the film, which played over KPIX on Sept 9, was shown for its full 70 minutes running time, because KPIX's license for the use of Selznick pictures (distributed for TV by National Telefilm Associates) does not permit the TV user to edit the films.

Richard A. R. Pinkham, NEC v.p., told a convention of the Assn of National Advertisers, meeting in Chicago yesterday (23), that advertisers will be investing \$150 million a year in network color programs by 1957 and \$600 million by 1960.....

...Ray Stark, who resigned as a v.p. of Famous Artists Corp, has been named v.p. of the West Coast division of PRM, Inc., and executive in charge of production for Associated Artists Productions. The combined companies are setting up a new division that will "finance, develop, create and package motion picture, television and theatrical enterprises, as well as finance any and all elements concerned in the entertainment field." PRM owns the Warner Brothers library of films and shorts.....

Screen Gems, Inc., has established a special financing fund of \$2,500,000 for new independent packages by outside producers. Packages must have either "star names or a powerful idea"......Helen O'Connell joins NBC's Today on Dec 3, with singing listed only as an occasional chore. She will function mainly as an editor, ad lib conversationalist and fashion authority, filling the position of Dave Garroway's feminine partner.

NBC's next feature in its Project 20 series will be "The Jazz Age," to be shown on Thursday, Dec 6, 10-11pm EST. The late Fred Allen will be heard as narrator, his last major undertaking. The show replaces "Call to Freedom," another Project 20 program, which will be re-scheduled......TPA will start production in Hollywood on Nov 15 on the first of a series of 39 films of The New Adventures of Charlie Chan, starring J. Carrol Naish in the title role. Leon Fromkess is exec producer.....Herbert J. Leder has been named story editor for Guild Films' programs, assuming supervision of scripts for Captain David Grief, currently in production, and the planned N. Y. Police series, based on cases of former Chief Inspector Conrad Rothengast......Walt Disney will release his new "Johnny Tremain" feature film to the movies first, instead of showing it in two parts on Disneyland as originally planned. It appears that there's only one "Davy Crockett" and the investment in the new Revolutionary War story is too big to take a chance on TV taking the edge off the theatrical release.

The Radio and Television Directors Guild has charged that NBC violated its contract with the Guild because it gave credit to William Wyler as director of "The Letter," presented on <u>Producers Showcase</u> on October 15, with Kirk Browning listed as having "directed for television". The Guild said that its contract with NBC states that a director's credit must have no qualifying or descriptive language. (That's ROSS REPORTS - MID-WEEL SPECIAL - 10/24/56 - Page 2

the reason some shows will have one person credited as "staged by" and another as a director). The Guild said that the air credit as director should have gone to Kirk Browning. The most interesting sidelight of the dispute comes out of an interview Clark Gable gave to Marie Torre of the N. Y. Herald Tribune. Among various opinions Mr. Gable has of the movies and television he was quoted as saying: "I see some fine things on TV, but not many. I enjoyed enormously William Wyler's production of 'The Letter' the other night. Now if TV developed high-caliber talents -- directors, producers, writers -- I wouldn't be averse to an occasional appearance on TV. But how many Wylers are there, and how many are willing to work in television?" Without detracting from Wyler's part in staging and directing "The Letter," it might be pointed out that Kirk Browning, who is regular director of NBC Opera Theatre, started in TV as a floor manager for NBC in 1949. Without belaboring the point too much it might be pointed out that some prominent movie directors have been failures in television, while others, who put movie work behind them and plunged fully into television, have been very successful, in some cases regurrecting careers that seemed ended when the movie business went on a poverty production schedule a few years ago. TV doesn't have to apologize either for its home-grown or "naturalized" top name producers, directors or writers in matching them against the good movie or stage people.

KTLA(IA), which long prided itself on pushing Lawrence Welk to TV prominence, has cancelled its one-hour <u>Bandstand Revue</u>, another of its long-time band programs, because the costs have become too high for a local show. All the talent which appeared on the show will work out their contracts by guesting on other KTLA shows, including band leader Leighton Noble, singers Anita Gordon, Rush Adams, the McDonald Sisters and Francis Irvin, and the dancing Mercer Brothers.....Briskin Productions (at Screen Gems) will start production on the pilot of Here Comes the Showboat in November. The projected series was originally announced as <u>Captain Charley's Showboat</u>. Alan Case will be one of the two male stars in the pilot.

AGENCIES AND ACCOUNTS: Reddi-Wip, Inc., named D'Arcy Advertising Co(St. Louis) to handle its advertising, effective Dec 1.

PEOPLE GOING PLACES: Arthur Holch has joined Arthur Lodge Productions, Inc., as a writer and director, assigned to the weekly industrial series, Industry on Parade. He had been with NBC TV News......Oliver Treyz appointed head of the ABC TV Network, with John H. Mitchell named special assistant to the president, American Broadcasting-Paramount Theatres, Inc.....Augie Cavallaro upped to executive asst to Ted Cott, v.p. and general mgr., DuMont Broadcasting Corp. He replaces Lew Arnold, recently named general manager of KTLA(LA)......Robert Rose named production director of Robert Lawrence Productions(Canada) Ltd. in Toronto.....John O'Keefe upped to director of publicity, WRCA-TV, WRCA(NY)......Ray J. Mauer appointed asst creative director of Geyer Advertising, Inc(NY). He had been director of the radio-TV dept. Lee A. Emmerich upped to the new post of television-radio production mgr.......Paul Louis, v.p. in charge of radio and television, D'Arcy Advertising Co(NY), has left to form his own company as a consultant to radio and TV advertisers, retaining the agency as a client. Frank Ott, v.p., business manager of the radio-TV dept., assumes Mr. Louis' title and responsibilities.

Frank Burke, 61, editor of Radio-Television Daily since 1943, died in New York on Oct 15.