

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

OCT 29-NOV 4, 1956

VOLUME 8 NUMBER 44

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

Monday (29)

NBC- 7:45-8pm EST, Mon thru Fri; DEBUT - NBC News - LIVE from WRCA-TV(NY), cuts ins from WRC-TV(Wash), approx 80 stations live, 8 quick kine. § Sponsors- Mon- Studebaker Div, Studebaker-Packard Corp thru Benton & Bowles, Inc; Tue- Remington Rand Div, Sperry-Rand Corp thru Compton Advertising, Inc.; Wed- Time, Inc., thru Young & Rubicam, Inc., alternately with Miles Laboratories thru Geofrey Wade Advertising; Thu- Sustaining; Fri- Miles Labs. § Pkgr- NBC News (NY); Prod- Reuven Frank; Superv- Joseph O. Meyers. § Chet Huntley, reporting from New York, and David Brinkley, reporting from Washington, are co-editors of this news program. The program replaces News Caravan with John Cameron Swayze (last show Oct 26).

Thursday (Nov 1)

CBS- 8:30-9:30pm EST, every 4th Thu; RETURN - Shower of Stars - LIVE (COLOR) from KNXT(LA), 147 stations live, 18 kine. § Sponsor- Chrysler Corp (All Divisions) thru McCann-Erickson, Inc(NY); Acct Exec- Robert Widener. § Pkgr- CBS-TV(LA); Prod & Dir- Ralph Levy; Assoc Prod & Dir- John F. Meyers; Asst to Prod- Jack Langdon; Music Superv- Lud Gluskin; Music Dir- Lyn Murray; Art Dir- Robert Tyler Lee; Costumes- George Whittaker; Choreog- Miriam Nelson; Writers- Hugh Wedlock, Howard Snyder (for Jack Benny shows); Hosts & Annrs- Bill Lundigan with Mary Costa; Comm Annrs- Lundigan, Costa and Art Gilmore. § Musical variety show returns for its third season, presenting Jack Benny as the star of five shows during the season. The program is a companion production of Climax!, which returns to its regular three-times monthly presentations of dramas, having been seen weekly during the summer vacation period of Shower of Stars.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- Ford Star Jubilee (Every 4th Sat, 9:30-11pm NYT) Nov 3 (9-11pm, one time); "Wizard of Oz," first TV showing of the M-G-M motion picture released in 1939.

NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Du Pont Theater (Tue, 9:30-10pm NYT) New title, effective Oct 30; changed from Du Pont Cavalcade Theater, the title since Sept 13, 1955.

- Page 103 -

OTHER NET CHANGES (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.

OTHER NETWORK CHANGES(Cont'd)

ABC- Press Conference; NET DEBUT Oct 28; Sun, 8:30-9pm EST; LIVE from WMAL-TV(Wash), approx 70 stations live. § Sponsor- Corn Products Refining Co (Institutional, plus mentions of all products) thru C. L. Miller Co., Inc(NY); v.p. in charge- W. F. Mueller; TV Acct Rep- C. Duncan Rogers; Comm Anncr- Matthew Warren. § Pkgr- Rountree Productions, Inc(Wash); Exec Prod- Bob Novak; Prods- Martha Rountree, Oliver Presbrey; Dir- Victor Guidice. § Martha Rountree is "press chairman," moderator for a panel of 12 prominent Washington newsmen who question an important figure in the news each week, using the procedures of an "open floor" Washington press conference. The program originally debuted over NBC on July 4, 1956, with its last NBC show on Sept 26. In its new ABC spot the program replaces It's Polka Time, which moves to Tue, 10-10:30pm EST, effective Oct 30. It's Polka Time is now produced and directed by Grover J. Allen. (See page 96).

NBC- Foreign Policy Address by Secretary of State Dulles; SPECIAL Oct 27; Sat, 11:30 pm-12midnight EDT; LIVE from WFAA-TV(Dallas), to the net. Secretary of State John Foster Dulles speaks on U. S. foreign policy in the Middle East, from the campus of Southern Methodist University, under the auspices of the Dallas Council on World Affairs.

ALL NETS- Ed Note: During the several weeks before the Nov 6 election, many programs are being preempted for paid political broadcasts by candidates and spokesmen of both major parties. Most of the preemptions, when such information is available from the respective networks in time for publication, are listed in the Talent Showsheet section of the Weekly Report following the titles of the regular programs preempted.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABD(Ch 5) - Mike Wallace's Nightbeat; DEBUT Oct 9; Tue thru Fri, 11pm-12midnight New York NYT. Participations. Pkgr- WABD; Prod- Ted Yates, Jr. Mike Wallace conducts a nightly "news-in-depth" interview with a prominent person or persons, asking questions about topical subjects the persons are connected with. Occasionally, programs deal with organizations or local problems, with a group of people discussing the subject, led by questions from Wallace.

WCBS-TV(Ch 2)- Vincent Lopez; DEBUT Oct 13; Sat, 6:15-7pm NYT. Sustaining. Pkgr- New York WCBS-TV; Exec Prod- Hal Hough; Prod- Dan Gallagher; Dir- Ned Cramer. Vincent Lopez, his orchestra and vocalists, present an all-music show, featuring Judy Lynn, Teddy Norman and Johnny Mesener as vocalists and Lopez on the piano for instrumental solos, with other instrumental solos by members of the band.

WRCA-TV(Ch 4)- News and Views - Pearson; DEBUT Oct 28, Sun, 1-1:15pm EST. Sustaining. New York Pkgr- WRCA-TV; Exec Prod- William Berns; Prod- Al Perlmutter. Leon Pearson presents late news, commentary on the news of the week and critical talk about books, magazines and the theater.

KTLA(Ch 5) - Stairway to Stardom; STATION CHANGE Oct 29; Mon, 7:30-8pm PST. Sponsor- Riviera Manufacturing Co (Convertible Sofas) thru George Patton Advertising. Pkgr & Prod- Wally Sherwin. New talent acts, variety performers who come up to a professional standard, perform before a panel of theatrical personalities who give advice to the acts. The program had previously been seen on KTTV.

KTTV(Ch 11) - Paul Coates - Unit One; DEBUT Oct 24; Wed, 9-9:30pm PST. Sustaining. Los Angeles Production info unavailable. Paul Coates is stationed in "Unit One" as other KTTV mobile units move through various places in Southern California, searching out the unusual, the off-beat and the interesting, with Coates reporting and interviewing the people and the scenes thru the unit links.

TALENT SHOWSHEET OCTOBER 26 - NOVEMBER 4

Most of the shows on October 26, 27, 28 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 2. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast; then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally only first runs of a film series are listed.

FRIDAY OCTOBER 26

WALTER WINCHELL NBC 8:30pm Add: Beatrice Lillie, Barry Sullivan, Lisa Kirk(S), Jim Lowe(S)
Kill: Caterina Valente

SATURDAY OCTOBER 27

JACKIE GLEASON CBS 8pm with regulars & Louis Bellson(M)
PERRY COMO SHOW NBC 8pm Kill: The Tokayers; Add: Frankie Laine(S), Sheree North, Robert Lamouret(C-ventril)
SATURDAY SPECTACULAR NBC 9pm Add (to cast): Richard Kean, Cherrio Meredith, Eddie Parks, Dick Ryan, Frank Marlowe, Ralph Sanford, Cyril Delavanti, Rennie McEvoy, Steve Carruthers, Glenn Turnbull, Bob Stevens, Sylvia Bernstein

SUNDAY OCTOBER 28

LAMP UNTO MY FEET CBS 10am Page From a Family Album - (O) Milton Wayne; with Beatrice Straight, Erin O'Brien-Moore, Douglas Watson, Loren Tindall
LOOK UP AND LIVE CBS 10:30am Re-run of 11/13/55
CAMERA THREE CBS 11:30am The Course of Love; with Marais & Miranda(S); (SW&SD)
OMNIBUS ABC 9pm My Heart's in the Highlands - (O) William Saroyan; with Everett Sloane, James Daly, Dickie Olsen, David Stewart, Charles Saari, Eda Heinemann, John McGovern; Dir - Charles Dubin; Horsemanship (live sports feature) with Bud Palmer(narr), William Steinkraus(Capt, US Olympic Equestrian team); The Silent World (film segments)

MONDAY OCTOBER 29

Sheriff of Cochise WABD 7:30pm The Human Bomb; with regulars & Hugh Sanders, Patrick O'Moore
Danny Thomas Show ABC 8pm Den Mother; with regulars & Rita Lynn, Shirley Mitchell, Evelyn Scott, Madge Meredith; (SW&SD)
Burns & Allen Show CBS 8pm with regulars & Doris Packer, Bobby Ellis
Adventures of Sir Lancelot NBC 8pm Winged Victory; with regulars & Douglas Argent, Nigel Green
VOICE OF FIRESTONE ABC 8:30pm Preempted by Democratic National Committee
TALENT SOOITS CBS 8:30pm Victoria Mongardi(S), Gwendolyn Walters(S)
STANLEY (Buddy Hackett) NBC 8:30pm with Hackett & Burt Berger, Reedy Talton, Frederic Tozere, William Whitman.
I Love Lucy CBS 9pm with regulars & Jay Novello
December Bride CBS 9:30pm House on Blocks; with regulars & Jack Rice, Lillian Pulner, George Meader, Sandra Gould, Lennie Bremen, James Flavin, Edward Brophy, Barney Phillips; (SW&SD)
LAWRENCE WELK'S ABC 9:30pm Joseph Vito(M)
TOP TUNES & NEW TALENT
ROBERT MONTGOMERY NBC 9:30pm One Bright Day - (O) Sigmund Miller; (A) Doria Folliott; with PRESENTS Sidney Blackmer, Norma Moore, Robert Webber, House Jameson, Katherine Anderson Fricke, Frank Schofield, Humphrey Davis, Ian Martin, Charles Aidman, Grace Raynor, Ben Yaffe, Rudolph Weiss

MONDAY OCTOBER 29

STUDIO ONE CBS 10pm American Primitive - (O) Dale Wasserman, Ernest Pascal; with Lloyd Bridges, Cameron Prud'homme, Joanne Linville, Arch Johnson, Robert Dowdell, Wyrllie Birch, Rita Lloyd, Griff Evans, Lone Bear, Arthur Junaleska, Alfred Hinckley; (SD) Karl Genus

Douglas Fairbanks Presents WRCA 10:30pm One Can't Help Feeling Sorry; with Fairbanks, Rolf Von Nauckhoff, Lois Maxwell

TUESDAY OCTOBER 30

Conflict ABC 7:30pm Captain Without a Country - (O) Charles Bennett, Steve Fisher; with Jacques Sernas, Inger Stevens, Rex Evans, Roy Dean, Lester Matthews, Tudor Owen, Anthony Eustrel, Leonard Mudie, Donald Lawton, Alex Finlayson; Dir - Roy Del Ruth

Jonathan Winters NBC 7:30pm The Chordettes(S)

Phil Silvers Show CBS 8pm with regulars & David White, Jack Naughton, Sonny Sparks, Kenny LeRoy, Richard Wagner, John Giroux, Frank Tweddle

Life & Legend of Wyatt Earp ABC 8:30pm The Reformation of Jim Kelley; with regulars & Charles Fredericks, Margaret Hayes; (SW&SD)

Noah's Ark NBC 8:30pm Friendly Lion; with regulars & Lyn Thomas

Broken Arrow ABC 9pm (O) Elliott Arnold; (A) Jan Leman, Ted Thomas; with regulars & Henry Brandon, Peppe Bern, Chris Alcaide, Pedro Regas, Anna Navarro, Ward Wood; Dir - John English

HERB SHRINER CBS 9pm Dorothy Lamour

Jane Wyman Show NBC 9pm Between Jobs; with Ralph Meeker, Neville Brand

RED SKELTON SHOW CBS 9:30pm Sally Forrest(D)

DuPont Theatre ABC 9:30pm Date With a Stranger - (O) Frederic Brady; with Judith Braun, Arthur Franz, Madge Blake, Jess Kirkpatrick, Frank Scannell, Will J. White, Russell Thorson, Jacqueline Holt, James Knight, Edna Holland; Dir - Anton Leader

ARMSTRONG CIRCLE THEATRE NBC 9:30pm Flareup - (O) Sheldon Stark; with Lorne Green, Biff McGuire, Alexander Scourby, Laurel Shelby

WEDNESDAY OCTOBER 31

Sky King WABC 6pm The Silver Grave - (O) Burt Sims; with regulars & Baynes Barrow, Effie Laird, Ewing Mitchell; Norman Ollstead, Sam Flint, Stan Jolley

Death Valley Days WRCA 7pm Emperor Norton; with Parker Garvie, Pat O'Hara, Mauritz Hugo, James Yagi, Charles Heard, Michael Barrett, Sam Flint, George Milan, Leonard Penn, Kenneth Drake, Alma Murphy, Jack Finch, Larry Johns, Vincent G. Perry, George DeNormand

Adventures of Hiram Holliday NBC 8pm (O) Joel Rapp, Richard M. Powell, Phil Rapp; with regulars & Sebastian Cabot, Maria De Rosa, Fred Cavens, Mark Dana, Murvyn Vye, Stella Lynn,

Navy Log ABC 8:30pm A Day for the Stingray; with Russ Conway, Wally Richards, Paul Bryar, William Phillips, Britt Lomond

Father Knows Best NBC 8:30pm Bud, The Millionaire; with regulars & Anthony Sydes, Paul Wallace, Robert Malcolm; (SW&SD)

The Millionaire CBS 9pm The Story of Joey Diamond; with Vic Morrow, Judith Eraun, John Vick, Aaron Spelling, Tom McLaughlin, Russ Conway, Douglas Fowley, Alan Reynolds

KRAFT TV THEATRE NBC 9pm Hit and Run - (O) Gertrude Schweitzer; (A) unavailable; with Burt Brinckerhoff, Louise Platt, Conrad Nagel, Frank Overton, Jimmy Gavin, Chris Snell; Dir - William Graham

WEDNESDAY OCTOBER 31

Ford Theatre ABC 9:30pm Black Jim Hawk - (O) Russell S. Hughes; with John Derek, Marcia Henderson, George Kaymas, Donald Randolph, Chris Alcaide, Sydney Mason, Paul Peterson; Dir - Arthur Hiller

20th Century-Fox Hour CBS 10pm The Money Maker - (O) St. Clair McKelway (based on screenplay by Robert Riskin); (A) Charles O'Neal; with Robert Sterling, Terry Moore, Spring Byington, James Rusty Lane, Judson Pratt, Ainslie Pryor, Will Wright, Irene Seidner, James Burke, Albert Carrier, Mario Siletti, Rachel Stephens, Carleton Young, Marilyn Hare; Dir - Jerry Thorpe

THURSDAY NOVEMBER 1

Guy Lombardo WRCA 7pm Ving Merlin(S)

Sergeant Preston CBS 7:30pm with regulars & Leo Curley, Pierce Lyden

CIRCUS TIME ABC 8pm The Whirlwinds (roller skating); Ross Harvey (D), Vic Hyde (novelty M-C)

Bob Cummings Show CBS 8pm The Boston Mother Returns; with regulars & Doris Packer, Dave Willock, Mary Castle

Stage 7 WABD 8pm Prairie Dog Court; with Lloyd Bridges, Nan Leslie, John Doucette, James Griffith; (also seen Mon, WPIX 8pm).

SHOWER OF STARS CBS 8:30pm (O) Hugh Wedlock, Howard Snyder; with Jack Benny (C), Nanette Fabray (S), Bob Crosby (S), Johnnie Ray (S), Mary Costa (S)

Wire Service ABC 9pm The Night of August Seventh - (O) Al C. Ward; with George Brent, Paul Richards, Malcolm Atterbury, Lee Van Cleef, Virginia Gregg; Dir - Alvin Ganzer

The People's Choice NBC 9pm Ribs; with regulars & Elizabeth Patterson, Wilson Wood, Rodney Bell, Robert W. Williams; (SW&SD)

Playhouse 90 CBS 9:30pm The Country Husband - (O) John Cheever; (A) Paul Monash; with Frank Lovejoy, Barbara Hale, Felicia Farr, Kerwin Matthews, Herbert Rudley, John Zaremba, Hugh Sanders, Jeanne Cooper, Arthur Hanson, S. John Launer; Dir - James Neilson

THE FORD SHOW NBC 9:30pm Preempted by Republican National Committee

OZARK JUBILEE ABC 10pm Chet Atkins (M), Rex Allen (S), Bill Hart (ventril); (SD)

LUX VIDEO THEATRE NBC 10pm You Can't Escape Forever - (O) Roy Chanslor; (screenplay by Fred Niblo Jr, Hector Chevigny); (A) Ed James; with Don De Fore, Virginia Grey, Dan Tobin; (SD)

FRIDAY NOVEMBER 2

Adventures of Rin-Tin-Tin ABC 7:30pm Boone's Grandpappy; with regulars & Rand Brooks, Joe Sawyer, Chief Yowlachie; (SD)

Adventures of Jim Bowie ABC 8pm The Ghost of Jean Battoo; with regulars & Ann Codee, Jone Conley, Kem Dibbs

Life of Riley NBC 8pm Juvenile Delinquent; with regulars & Douglas Dumbrille, Walter Barnes; (SW&SD)

Dick Powell's Zane Grey Theatre CBS 8:30pm Lariat - (O) Aaron Spelling; (A) Harold Shumate; with Jack Palance, Constance Ford, Addison Richards; Dir - Felix Feist

WALTER WINCHELL SHOW NBC 8:30pm Rowan & Martin (C), Caterina Valente (S); others not available at press time.

Crusader CBS 9pm The Healer - (O) Ed Adamson; with Arthur Space, Penny Santon, Cindy Kalm, Jeanette Nolan, John Stephenson, Claude Akins, Harvey Stephens, Ed Reimers

CHEVY SHOW NBC 9pm Dinah Shore(S), Betty Grable, Hildegard(S); Jaye P. Morgan(S) Hal March

FRIDAY NOVEMBER 2

The Vise ABC 9:30pm Receipt for Murder; with regulars & Jennifer Jayne, Bill Fraser, Denis Shaw, Derick Prentice

Schlitz Playhouse CBS 9:30pm Preempted by Republican National Committee

The Lineup CBS 10pm The Julius Caesar Case - (O) Leonard Lee; with regulars & Terry Becker, Paul Burns, Tom Dillon, Myra Dell, Billy Bletcher, Mira McKinney, Joe Duval, Hank Patterson, Leon Forbes, Tommy Harris (SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 26 - FRIDAY NOVEMBER 2

GOOD MORNING WITH WILL ROGERS, JR. CBS 7am 10/29 - Alec Waugh; Henry Youngman(C); 10/30 - Robert Clary(S); 10/31 - Russ Morgan(M); 11/1 - Basil Rathbone; Senator Ford(C); 11/2 - Arthur Schwartz(song writer); Art Lund(S); Frank Fontaine (C)

GARRY MOORE SHOW CBS 10am 10/29 - Billy Gilbert, Eli Mintz; 11/2 - Johnny Haymer(C); Martha Davis & Spouse

NBC BANDSTAND NBC 10:30am Shep Fields' Orch; Jackie Austin(S), Bob Podell(S)

NBC MATINEE THEATRE NBC 3pm 10/29 - Shake the Stars Down - (O) Pamela Frankau; (A) Gail Ingram; 10/30 - Horsepower - (O) Mona Kent, Alfred Ryder; with Dean Stockwell; (B&W only); 10/31 - Without Sanction - (O) Kans Kades; (A) Ted Apstein; 11/1 - George Has a Birthday - (filmed repeat of 6/11/56; B&W only); 11/2 - The Outing - (O) Arnold Rabin; with Ann Doran, Tommy Kirk, Robert Karnes; (on film)

MODERN ROMANCES NBC 4:45pm For Goodness Sake - (O) Elinor Lenz; with June Dayton, Stuart McIntosh, William Redfield, William Mason

TONIGHT NBC 11:30pm 10/29 - Lord Burgess(S) & his pennywhistle band; Maureen Arthur (S); Peter Hanley(S); 10/30 - Dorothy Donegan(M), Maureen Arthur (S), Peter Hanley(S); 10/31 - "Theodore"(C); 11/1 - Charles Manna(C); 11/2 - Errol Garner & his trio

SATURDAY NOVEMBER 3

The Buccaneers CBS 7:30pm The Slave Ship - (O) John Cousins; with regulars; Dir - Terry Bishop

PERRY COMO SHOW NBC 8pm Nat"King" Cole(S), George DeWitt(C)

Ford Star Jubilee CBS 9pm Wizard of Oz - MGM film, 1939, starring Judy Garland

GEORGE GOBEL SHOW NBC 10pm Marguerite Piazza(S)

SUNDAY NOVEMBER 4

Wild Bill Hickok CBS 12:30pm Trapper Story; with regulars & Kristine Miller, Hal Gerard, James Bell, Jack Reynolds

Telephone Time CBS 6pm She Also Ran - (O) John Nesbitt; (A) David Evans; with Laura La Plante, Alleen Pringle, Susan Luckey, Theodore Von Eltz

You Are There CBS 6:30pm Susan B. Anthony is Tried for Voting - repeat of 8/14/55

77th Bengal Lancers NBC 7pm The Hostage - (O) Patrick Whyte; with regulars & Kathleen Crowley, Brett Halsey, Norman Fredric, Frank de Kova, Ted Hecht; Dir - Robert G. Walker

Jack Benny Program CBS 7:30pm Ronald and Benita Colman; (SW&SD)

Circus Boy NBC 7:30pm Casey Rides Again - (O) Lee Erwin; with regulars & Guinn Williams, Ralph Moody; (SD)

ED SULLIVAN SHOW THS 8pm Maurice Evans (in live scene from The Apple Cart); Nelson Eddy(S), Patti Page(S), Richiardi(illusionist), Henri Salvador(S-C), Elliot Reed(C), The Torianis(jugglers); (SW&SD)

SUNDAY NOVEMBER 4

STEVE ALLEN SHOW NBC 8pm

Douglas Fairbanks, Jr; Alfred Drake, Erin O'Brien(S), T.C. Jones(impersonator); Jim Henson & his Muppets(puppeteers); Les Brown & his band

General Electric Theatre CBS 9pm

The Rider of the Pale Horse; with Marge & Gower Champion; other credits unavailable at press time.

ALCOA HOUR NBC 9pm

Morning at Seven - (O) Paul Osborne; (A) Robert Wallsten; with Lillian Gish, Dorothy Gish, June Lockhart, Evelyn Varden, Dorothy Stickney, David Wayne, Harold Vermilyea, Wallace Rooney, Paul Huber

Alfred Hitchcock Presents CBS 9:30pm

Toby - (O) Joseph Bates Smith; (A) Victor Wolfson; with George Mathews, Mary Wickes, Ellen Corby, Penny Santon; Dir - Robert Stevens

Loretta Young Soow NBC 10pm

Take Care of My Child - (O) Mary Jane Waldo; (A) Lowell S. Hawley; with Betty Field, Beverly Washburn, Hugh Beaumont, John Doucette; Dir - John Newland

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

OCTOBER 31, 1956

VOLUME 8 NUMBER 44 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

The 41st National Automobile Show, and the first since 1940, will be televised by CBS, in a one-hour program on Sunday, Dec 9, 5-6pm EST, from the New York Coliseum, under the sponsorship of Reynolds Metals Co. The program will mark the first time the show has been telecast, naturally, and for the first time, all the nation's major auto producers will have their cars on one show. The program will be produced by CBS Public Affairs, with Paul Levitan as producer and Jack Kuney as associate producer. Using a news format, the show will feature CBS News correspondents Charles Collingwood, Douglas Edwards, Ron Cochran and Dallas Townsend, who will roam the floors of the Coliseum describing the cars and their accessories.

The impact of the M-G-M motion pictures on KTTV(LA) in capturing a major part of the viewing audience (now being debated), has apparently convinced Phillip Morris that KTTV has a good thing going, because the cigarette firm has signed to co-sponsor the station's Wednesday evening showings of 20th Century Fox Theatre, starting Nov 7 at 7pm. Savon Drug Stores will pick up the rest of the tab. Dick Powell, one of the owners of Four Star Films, who only a few weeks ago was concerned about the impact of the feature films on the independent film producers, recently rapped the "numbers game" in judging programs. According to a Daily Variety story last week, Powell first questioned the Trendex rating system since Los Angeles, third largest city in the country, isn't included in the 15-city report. Then he went after the projections used in the ARB totals for the first showing of Colgate Theatre over KTTV. He questioned totals of over 3,000,000 people supposed to be watching television in LA during a peak viewing period if one considers the number of people who do not watch television and the numbers who are obviously out shopping and enjoying outside evening activities. He figured that the TV ratings for the first M-G-M show seem to be greatly exaggerated. Other coast sources wonder why subsequent film ratings have been soft-pedaled. An important side note: The 20th Century-Fox Hour is seen in LA over KNXT every other Wednesday, 7-8pm PST, which means that the movie company's new TV film product will be competing with its old films starting Nov 14 and every other week after that.

Jim Bannon will play the title role in Flying A Productions new Red Ryder film series for CBS.....With Charles Marquis Warren also prepping Cavalry Patrol for CBS, that net will soon be the most Western of all as far as half-hour film series are concerned; if the trend keeps up. CBS currently has seven Western-theme half-hour series; ABC has five half-hour and one alternate week one-hour Western, and NBC has one half-hour and one one-hour Western film program weekly.

- 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; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

An additional trend indicated in CBS program planning is that big spectacles will not be programmed unless a sponsor comes forward for them. The rumbles over the Ford Star Jubilee reportedly have provided ammunition for program chiefs who believe in attracting regular viewers to set time periods. The specs also cause trouble in currently stage-tight Television City.....With a weekly showcase like Playhouse 90, CBS sets its properties and staging requirements. If the weekly hour and a-half drama series does everything CBS expects of it in attracting and holding a consistent audience, it could presage new plans for next season's programming on all nets. NBC may be faced with the fact that its separate special programs, on different days at different times during a month, have to attract a one-time audience each time through intensive pre-selling, whereas if the same period each week is filled with a special show, it might be possible to establish a consistent base viewing habit, with highs set for particular attractions that happen to catch the public fancy.

Gordon Jenkins will direct the 16-piece orchestra backing Nat "King" Cole on his new 15-minute NBC show starting Monday.....Joan Greenwood will star with Maurice Evans in the Nov 25 Hallmark production of Shaw's "Man and Superman" over NBC..... Earl Booth is now script editor at Unit Four Productions for Kaiser Aluminum Hour....
...The much-awaited director's credit on NBC's "Born Yesterday" came through as "by Garson Kanin in association with Hal Gerson," which could be the future answer to the problem of multiple director credits on complex shows transferred to TV where the original author or producer or director is involved in the TV adaptation.....The Most Beautiful Girl in the World now has ex-Omnibus associate producer Paul Feigay as producer with a tentative Nov 19 starting date. Other staff appointments are not available at present.....Topper still refuses to give up its ectoplasmic NBC network ghost. It returns to the Sunday, 5-5:30pm spot on NBC next Sunday to fill that bothersome half-hour after Washington Square, and may stick around for awhile on an every-other-week basis.....Medic seems to be another case of "physician heal thyself," since the show that NBC didn't renew is still filling in the Monday, 9-9:30 pm spot with re-runs, until The Most Beautiful Girl is ready.

AGENCIES AND ACCOUNTS: Colgate-Palmolive Co named Ted Bates & Co., Inc(NY), to handle Fab and Palmolive Rapid Shave, effective Jan 1.

PEOPLE GOING PLACES: John H. Secondari named chief of the Washington bureau of ABC News, replacing Bryson Rash who is joining the NBC network.....James Anderson named general manager of WTTG(Wash).....Richard A. R. Pinkham appointed v.p. in charge of advertising for National Broadcasting Co.....NBC signed an agreement with Sheldon Reynolds calling for his personal services and the facilities of Sheldon Reynolds Corp. in the development of filmed properties for the NBC net.

§ § §