

ROSS REPORTS — TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(Oct 21)

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT - The George Burns Show - FIIM; no of stations not available. (Replaces Colgate Theatre, last show Oct 7). § George Burns stars in a new series in which he is a theatrical producer ready to produce anything, with Bea Benaderet as his secretary, Blanche Morton; Harry Von Zell as himself, Larry Keating as Blanche's husband, Harry; and Ronnie Burns as Ronnie. The series will also have occasional celebrity guest stars.

§ SPONSOR- Colgate-Palmolive Co (Halo, Fab, Colgate Dental Cream, other products); McCann-Erickson, Inc(NY, producing agency); Halo thru D'Arcy Advertising Co(NY); Acct Exec- Murray Leddy; Fab and Colgate Dental Cream thru Ted Bates & Co., Inc(NY); Acct Execs- James Kavanagh(Colgate), Robert Castle, Edward Heath.

§ PKGR & Film Prod- McCadden Productions, at General Service Studios, Hollywood, Calif.; Prod & Dir- Rod Amateau; Asst Dir- Bob Vreeland; Dir of Photog- James Van Trees; Writers- Norman Paul, Keith Fowler, Harvey Helm, William Burns.

Wednesday(Oct 22)

CBS- 8-9pm NYT (7-8pm LAT), Weekly; DEBUT - Pursuit - TAPE from LA; no. of stations not available. § Live drama series, videotaped in advance, with the central theme of each week's drama concerning man as the hunter and the hunted, with top name stars.

§ ALTERNATE SPONSOR- The Mennen Co (Toiletries) thru Grey Advertising Agency, Inc(NY); Acct Exec- Robert Zimmern. Alternate week is sustaining.

§ PKGR- CBS-TV(LA); Exec Prod- Norman Felton; Prods- Charles W. Russell and Eva Wolas (alternating with groups of 4 shows each, also other single show producers); Dirs- Herbert Hirschman, Buzz Kulik, David Greene, Paul Nickell; Script Eds- Bill Nutt, Del Reisman; Writers- Various.

Thursday(Oct 23)

NBC- 8-9pm NYT & LAT, 1st of 4 programs during season - Gateways to the Mind - FIIM (COLOR); approx 135 stations net, 25 delayed. (Preempts The Ed Wynn Show, 8-8:30pm, this date only, and Twenty-One, 8:30-9pm, last show Oct 16).

§ A story of the human senses, told with narration, exposition, models, dramatization, exhibitions and animation, with Dr. Frank Baxter as the scientist. This is the first of four special programs in the Bell System Science Series, with one other new program and two repeats from previous seasons to be shown.

§ SPONSOR- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila); Acct Exec- Robert Zabel(NY).

§ PKGR & Film Prod (two new programs only) Warner Bros. at Warner Bros. Studio, Burbank, Calif.; Prod & Dir- Owen Crump; Animation Dir- Chuck Jones; Asst Dir- Phil Quinn; Music Dir- Josef Zimanick; Art Dir- Donald A. Peters; Sets- William L. Kuehl; Writer- Henry F. Greenberg; Dir of Photog- Ellis W. Carter.

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THIS WEEK(More)

THIS WEEK(Cont'd)

Sunday(Oct 26)

ABC- 12noon-12:30pm NYT, Weekly; DEBUT - Bishop Pike - LIVE & TAPE from LA; to the net. § The Rt. Rev. James A. Pike, Bishop of the Protestant Episcopal Diocese of California, presents informal conversations on various topics with eminent personalities from many fields. A previous version of the program had been presented from NY during three seasons as Dean Pike, when the churchman was Dean of the Cathedral of St. John the Divine in NY.

§ Sustaining.

§ PKGR- ABC-TV Public Affairs; Prod- William Moll; Dir- Bob Robb.

CBS- 6:30-7pm NYT & LAT, Weekly; RETURN - The Twentieth Century - FILM; 106 stations net, 40 delayed. (Has been seen in re-run during the summer, presenting re-runs of Air Power under the over-all program title; last re-run Oct 19.)

§ Filmed reports and special programs dealing with the past, present and future of the century, with Walter Cronkite as the narrator of the programs.

§ SPONSOR- The Prudential Insurance Co of America thru Reach, McClinton & Co (NY); Acct Superv- Robert W. Robb; Acct Exec- Thomas Crolius.

§ PKGR- CBS Public Affairs(NY); Prod- Burton Benjamin (two two-part specials will be produced by Al Wasserman and Stephen Fleischman); Assoc Prod- Isaac Kleinerman; Dirs- Various; Writers- Various.

CBS- 5:30-6pm NYT & LAT; RETURN - Ted Mack and the Original Amateur Hour - LIVE from NY; 118 stations live and tape, 7 delayed. (Replaces Face the Nation,

which moves to 12:30-1pm NYT, effective this date). § Ted Mack presents amateur talent competing on the air in season-long nationwide competition. The program originally debuted on NBC in January, 1948, and has also been on the ABC net. Its last series was on NBC from Feb 22, 1958 thru Oct 4, 1958, and it is debuting over CBS with this return to the air.

§ SPONSOR- Pharmaceuticals, Inc (Geritol, Williams Men's Products) thru Parkson Advertising Agency, Inc(NY); Acct Superv- Ted Bergmann; TV Acct Rep- Don Blauhut.

PKGR- Reemack Enterprises, Inc(NY); Prod- Lewis Graham; Dirs- J. Robert Blum, Lloyd Marx; Ed- Wanda Ellis.

NBC- 5-6pm NYT & LAT; Alt Sun; RETURN - Omnibus - LIVE and/or FILM from NY; no. of stations not available. (Alternates with NBC Kaleidoscope, see page

100). § The series continues to explore the arts, sciences and humanities, with a variety format for some programs. Alistair Cooke is regular host.

§ SPONSOR- Aluminium, Ltd. (Institutional) thru J. Walter Thompson Co(NY); Acct Superv- Robert E. Dennison.

§ PKGR- Robert Saudek Associates(NY); Exec Prod- Robert Saudek; Prod Controller- Richard H. Thomas; Dirs- Various; Drama Consult- Walter Kerr.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Jubilee, U. S. A.; SCHEDULE CHANGE Oct 25; returns to its former Sat, 8-9pm NYT time spot, replacing Billy Graham's Charlotte Crusade, last show Oct 18. Scotland Yard, re-runs of a series previously seen on the net at various times, returns to the Mon, 7:30-8pm NYT spot, effective Oct 27, with another film series to fill the 8-8:30pm NYT spot to be announced.

Open Hearing; RETURN Oct 19, Sun, 3-5:30pm NYT, Weekly; LIVE from Washington, D. C., or other cities; to the net. (Program had previously been seen Sun, 9:30-10pm NYT, last show was Sept 28). § News and interviews concerning important news of the week, with John Secondary as interviewer or moderator for ABC commentator teams.

§ Sustaining.

§ PKGR- ABC News(Wash).

OTHER NETWORK CHANGES(Cont'd)

CBS- To Tell the Truth (Tue, 8:30-9pm NYT; 7:30-8pm LAT) Alternate Week Sponsors, effective Sept 23: 1) Carter Products, Inc (Arrid, Rise, Whirl-In, Little Liver Pills); Arrid and Rise thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Execs- Lee Abbott(Arrid), Roland Marx(Rise); Whirl-In thru Dancer-Fitzgerald-Sample, Inc(NY); Little Liver Pills thru Ted Bates & Co., Inc(NY). 2) Philip Morris, Inc (Marlboro) thru Leo Burnett Co., Inc(Chi); Acct Exec- Dick Halpin.

NBC- Tic Tac Dough (Mon thru Fri, 12noon-12:30pm NYT; 11-11:30am LAT) Bill Wendell replaced Jack Barry as host for an indefinite period, effective Oct 6.

Tic Tac Dough (Mon, 7:30-8pm NYT & LAT) Win Elliot replaced Jay Jackson as m.c., effective Oct 6.

The Thin Man (Fri, 9:30-10pm NYT & LAT) New season begins Oct 24; program has been seen in re-run during the summer (see Television Index card). Production information changes: Delete exec producer. Add: Prod- Robert L. Welch; Dirs- Richard Kinon, others; Dir of Photog- William Spencer, Jr.; Writers- Edmund Hartmann, others.

Wagon Train (Wed, 7:30-8:30pm NYT & LAT) Add alternate week sponsor, one-half hour, effective Oct 8: R. J. Reynolds Tobacco Co (Camel) thru William Esty Co., Inc(NY); Acct Exec- Thomas Luckenbill. (See page 91, other sponsors).

Northwest Passage (Sun, 7:30-8pm NYT & LAT) Add alternate week sponsor, effective Oct 12: R. J. Reynolds Tobacco Co (Winston Cigarettes alt with Salem Cigarettes) thru William Esty Co., Inc(NY); Acct Execs- Grant Thompson, Samuel Northcross.

TUESDAY OCTOBER 21

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Cheyenne ABC 7:30pm The Turning Point; (O) George Slavin; with Scott Marlowe, (Ty Hardin) R. G. Armstrong, Walter Coy, Ellen Corby; Dir - Alan Crossland, Jr.

GEORGE GOBEL SHOW NBC 8pm Add as regular: Phyllis Avery(A); with regulars & Gogi Grant (S), Phil Harris(S-C), Vaughn Monroe(S), The Goofers(C-M).

Life and Legend of Wyatt Earp ABC 8:30pm The Gatling Gun; with Richard Garland, Charles Fredericks, (Hugh O'Brian) James Seay, Rico Alaniz, William Pullen; (SW&SD).

The Rifleman ABC 9pm The Marshal; (O) Sam Peckinpah; with regulars & Paul Fix, (Chuck Connors) Robert Wilke, Warren Oates, James Drury; Dir - Mr. Peckinpah.

ARTHUR GODFREY SHOW CBS 9pm(8) Roberta Sherwood(S).

George Burns Show NBC 9pm PREMIERE: Regulars in this series are: George Burns, Ronnie Burns, Bea Benaderet, Harry Von Zell, Larry Keating. Premiere show: George and the Private Eye; with regulars & John Stephenson, John Duke, Jack Albertson, Francis De Sales, Lisa Davis. Writers - Norman Paul, Keith Fowler, Harvey Helm, William Burns. Dir - Rod Amateau.

Naked City ABC 9:30pm Sidewalk Fisherman; (O) Meyer Berger; (A) Stirling Silliphant, with regulars & Jay Novello, Tarry Green, Leonardo Cimino, Mark Barkan, Gary Morgan, Ruth Altman, Joanna Heyes, Allen Nourse; Dir - Douglas Heyes.

RED SKELTON SHOW CBS 9:30pm(6:30) Ann Rutherford(A), "Slapsie" Maxie Rosenbloom(C), Addison Richards(A).

Bob Cummings Show NBC 9:30pm Bob Restores Male Supremacy; with regulars & Mary Lawrence, King Donovan, Lyle Talbot, Richard Correll; (SW&SD).

GARRY MOORE SHOW CBS 10pm(9) Marguerite Piazza(S), Robert Clary(S), Arthur Treacher(A), Jack Carson(C).

WEDNESDAY OCTOBER 22

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Wagon Train NBC 7:30pm The Tobias Jones Story; (O) Harry Von Zell; with Lou Costello, (Ward Bond, Robert Horton) Beverly Washburn, June Clayworth, Peter Breck, Morris Ankrum; Dir - Herschel Daugherty.

PURSUIT CBS 8pm(7) PREMIERE: (All programs will be on Tape.) The Vengeance; (O) Adrian Spies; with Sal Mineo, Stu Erwin, Carol Lynley, Macdonald Carey, Vivian Nathan, Robert H. Harris; Dir - Herbert Hirschman.

Adventures of Ozzie and Harriet ABC 8:30pm(9) The Pony; with regulars & Parley Baer, William McLean, Mary Jane Croft, Tony Montanaro, Jr., Stanley Livingston, John Banta, Constance Harper, Cherrio Meredith; (SW&SD).

Donna Reed Show ABC 9pm(9:30) The Football Uniform; (O) William Cowley & Peggy Chantler; with regulars & Hugh Corcoran, Robert McKenny, Stephen Pearson, Alan Aaronson, Ricky Klein, Lee Miller; (SD).

The Millionaire CBS 9pm(8) with Edgar Buchanan, Bob Guthrie, Jennifer Lea; (SW&SD). (Marvin Miller)

MILTON BERLE SHOW NBC 9pm Carl Sandburg.

OLDSMOBILE SHOW ABC 9:30pm(10) Shari Lewis(ventril), Everly Brothers(S). (Patti Page)

Bat Masterson NBC 9:30pm Dynamite Blows Two Ways; with Reed Hadley; (SW&SD). (Gene Barry)

US STEEL HOUR CBS 10pm(9) Secret in the Family; (O) Helen Hull; (A) Lois Pelletier; with Faye Emerson, Edward Andrews, Alan Hewitt, Phyllis Hill, Martin Huston, Katherine Raht, Marjorie Gateson; Dir - Don Richardson.

THURSDAY OCTOBER 23

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Tales of the Texas Rangers ABC 5pm Edge of Danger; (O) Frank Moss; with regulars & Michael Dante, Linda Lawson, Larry Perron, Donald Lawton, Vince Barnett. (SD)

FRIDAY OCTOBER 24 (Cont'd)

The Lineup CBS 10pm(9) The Sarge Caldwell Case; with regulars & Sarge Caldwell, Slim Warner Anderson, Tom Tully) Houghton; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS - OCTOBER 20 - OCTOBER 24

TODAY NBC 7am 10/20 - Kirby Stone Quartet(S); 10/21 - Will Holt(S); 10/24 - (Dave Garroway) Roy Peterson(S), Goyo Reyes Flamenco Group(D-M).

JIMMY DEAN SHOW CBS 2pm(1) Louise O'Brien(S) is guest for entire week. 10/21 - Eddie Hodges(S); 10/23 - Maria Neglia(M).

COUNTY PAIR NBC 4:30pm(2:30) 10/20, 22 & 24 - Eileen Rogers(S); 10/21 - Antonino Rocca (Bert Parks) (wrestler).

JACK PAAR SHOW NBC 11:15pm Jack Paar returns from vacation. 10/20 - Anita Wood(S), Genevieve(S), "Guido Panzini"(C); 10/21 - Florence Henderson(S), Cliff Arquette(C), Elsa Maxwell, Joey Bishop(C), Alice Ghostley(C); 10/22 - Denise Lor(S), Hermione Gingold(C), Louis Nye(C), Lou Holtz(C), Chan Canasts(slight-of-hand); 10/23 - Florence Henderson(S), Cliff Arquette(C), Peggy Cass(C), Alec Templeton(M); 10/24 - Richard Hayes(S), "Guido Panzini"(C), Milt Kamen(C).

SATURDAY OCTOBER 25

TRUE STORY NBC 12N(4pm) Chain Saw Man; (O) Irving & Jane Robbin; with Mike Keene, Virginia Kaye, Barbara Dana, Fred Stewart.

DICK CLARK SHOW ABC 7:30pm(9:30) Frankie Avalon(S), Bobby Day(S), Robin Luke(S), Buddy Holly and the Crickets(S), Don Gibson(S).

Perry Mason CBS 7:30pm(6:30) RE-RUN of: The Case of the Sulky Girl.

JUBILEE U.S.A. ABC 8pm NOTE: RETURNS TO FORMER TIME. Jim Reeves(S-M) is guest.

PERRY COMO SHOW NBC 8pm Lena Horne(S), Ann Miller(D), David Wayne(A), Jimmy McHugh (composer).

Wanted - Dead or Alive (Steve McQueen) CBS 8:30pm(7:30) with Jay C. Flippen, Steve Brodie, Tony Caruso, Claire Carleton, John Dierkes, Helen Jay, Paul Wexler; (SW&SD).

Gale Storm Show CBS 9pm(8) (O) John Fenton Murray; with regulars & Jacques Bergerac, Patricia Michon; Dir - William Seiter.

Steve Canyon (Dead Fredericks) NBC 9pm Operation Survival; with Eddie Firestone, Frank Gerstle, Fred Eisley, Buck Young, Max Slaten, Pete Peterson; (SW&SD).

Have Gun, Will Travel (Richard Boone) CBS 9:30pm(8:30) with Christine White, Harry Carey, Jr., Rayford Barnes, Ed Faulkner, Mickey Finn, Donald Barry, Mike Forest; (SW&SD).

Cimarron City (George Montgomery) NBC 9:30pm To Become a Man; (O) Norman Jolley; with regulars & Robin Riley, William Tallman, Stuart Randall, Jason Robards, Sr., Dir - Richard Bartlett.

Gunsmoke (James Arness) CBS 10pm(9) with regulars & John Anderson, Bob Morgan, Charles Aidman; (SW&SD).

SUNDAY OCTOBER 26

U.N. IN ACTION CBS 11am SPECIAL (13th Anniversary show). ON TAPE. Pablo Casals(M), Mieczyslaw Horszowski(M). Charles Munch conducts.

PAUL WINCHELL SHOW ABC 5pm Dolinoff and the Raya Sisters(acro), Beatrice Dante and Peanuts-the-Chimp.

Maverick (James Garner) ABC 7:30pm Escape to Tampico; with Gerald Mohr, Barbara Lang, John Hubbard, Paul Picerni, Louis Mercier, Tony Romano, William D. Gordon, Ralph Faulkner, Nacho Galindo; (SW&SD).

Bachelor Father (John Forsythe) CBS 7:30pm with regulars & Jenny Maxwell; (SW&SD).

SUNDAY OCTOBER 26 (Cont'd)

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|----------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Northwest Passage</u>                     | NBC 7:30pm | <u>Court Martial</u> ; with regulars & Louis Jean Heydt, John Ainsworth, Richard Ney; (SW&SD).                                                                            |
| ED SULLIVAN SHOW                             | CBS 8pm    | Johnny Mathis(S), Esther Williams(A), Lisa Kirk(S), Janet Blair(S), Lenny the Lion(ventril), Shecky Greene(C), Jacques Tati(C) - on film.                                 |
| STEVE ALLEN SHOW                             | NBC 8pm    | Peter Ustinov(A), Dave Brubeck(M), Dorothy Collins(S), Warren Covington(M), Laura Leslie(S), Augie and Margo(D)                                                           |
| <u>Lawman</u><br>(John Russell, Peter Brown) | ABC 8:30pm | <u>The Oath</u> ; with regulars & Barbara Stuart, Stephen Courtleigh, Don Kelly, Whit Bissell; (SW&SD).                                                                   |
| <u>Colt .45</u><br>(Wayde Preston)           | ABC 9pm    | <u>Small Man</u> ; (O) Frederic Brady; with Jay Novello, Paul Burns, Charles Fredericks, Vicki Raff; Dir - Edward Bernds.                                                 |
| <u>General Electric Theatre</u>              | CBS 9pm    | <u>At Miss Minner's</u> ; with Joan Fontaine, John Newland, Isobel Elsom.                                                                                                 |
| DINAH SHORE CHEVY SHOW                       | NBC 9pm    | Joan Davis(C), Julius La Rosa(S), Elsa Lanchester(A), Maurice Chevalier(S).                                                                                               |
| <u>Alfred Hitchcock Presents</u>             | CBS 9:30pm | <u>The Crooked Road</u> ; (O) Alex Gaby; (A) William Fay; with Richard Kiley, Pat Breslin, Walter Matthau, Charles Watts, Richard Erdman, Peter Dane; Dir - Paul Henreid. |