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 PRODUCTION • PROGRAMMING • TALENT

 EDITOR:
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 Fifth Avenue • New York 17 • MUrray Hill 2-5910

 MID-WEEK SPECIAL
 PUBLISHED BY TELEVISION INDEX, INC.

#### NEWS - POSSIBILITIES - COMMENT

While CBS Television has gone ahead publicly with its plans for a considerable expansion of West Coast live and film activities, including an increase in physical plant facilities and plans for new packages produced on the West Coast, it has also been moving ahead on new Eastern production. As reported previously, CBS has taken a lease on the largest stage at Hi Brown's new Production Center, Inc (221 West 26th St., New York. OR 5-2211). The stage is currently being fitted out and CBS film production will get underway in about two weeks. First big name series to move to the new location will be <u>The Phil Silvers Show</u>. CBS is also reported to be firming up plans to do pilots for three new series at their new studio location. In addition, <u>Joe and Mabel</u>, which is laying off for eight weeks, may resume production at the new location if the schedule permits. Brown is reserving one of the three stages at his new plant for his own feature film production plans. Nothing is set for the third available stage. The CBS contract with Brown (with Kenco Films handling physical production as it does for two CBS series currently) covers a 10-year period for the largest stage in the production center, 100 by 100 with a 37-foot ceiling.

Another probable spur to Eastern film production could be provided through new facilities which will be available in Westchester after March 12. Jack Ward's new Ward Acres Studios, Inc., at 435 North Ave., New Rochelle, N. Y., will be ready for production on that date. The converted theatre has been completely outfitted with air conditioning. The single main shooting area is 50 feet wide, 76 feet long and has a 25-foot ceiling. The new studio has facilities for ehooting automobile commercials, with a car moving easily on the stage area. Extra rooms include two dressing rooms with room for eight people each, a makeup room, rest rooms and other refinements, including full parking facilities outside. One obvious convenience that most metropolitan production centers lack, East or West, is nearness to all types of outdoor scenery and facilities; sea, lake or country-type.

<u>Coke Time Starring Eddie Fisher</u> will have a new production staff when it starts its new series of New York originations on March 14.....Although the word is out that NBC will cut its 15-minute musical shows next season, no one expects any situation to develop as happened with CBS and Perry Como last year. NBC plans are reported to include upgrading the 15-minuters to half-hour shows once weekly if sponsors are willing. The big hesitation waltz at all nets concerning next season is on the status of the millions of dollars (potentially) in new packages that will be up for consideration soon as pilots or in live script presentations. Because of the ferment in

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ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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programming plans, the biggest question facing everyone for next season is: what program will we be opposing? With increasing program costs and the example of this year ( $\frac{64,000}{4,000}$  Question, Perry Como Show, Climax, etc.), agencies and sponsors will be exceedingly wary on new program plans. There is always a certain amount of jockeying for position with new packages, but since there are less program openings, look for increased sensitivity on the part of sponsors.

The Film Producers Assn of New York has a committee meeting in Chicago on Feb 25 with the American Assn of Film Producers of Chicago to discuss formation of a national film producers organization. Reps of assns in other parts of the country, including the West, will also attend. The memberships of the New York and Chicago orgs are predominantly TV film commercial and industrial film producers.....New York film production may have a headache facing it come April, since the cameramen's local has a contract up for negotiation, with demands reported to be scaled high enough to make problems for the negotiators.

As prize quiz programs progress their problems multiply, with their rules becoming more and more complicated. A little-known aspect of NBC's  $\frac{100,000 \text{ Big Surprise}}{0000 \text{ Big Surprise}}$  is that contestants can't quit, take the money they've won and go home any time. Once a contestant starts on the money trail he or she must go all the way or forfeit all previous winnings. This came out last week when one contestant, on the advice of her doctor, asked to be excused from further questioning after answering the \$20,000 question. The winning amount is being paid to the contestant since it is the first time the situation has arisen, but Louis G. Cowan, Inc., has announced that all future contestants must continue until they win all or miss out along the way. Losers in the big money category keep only a percentage of their previous winnings.

Time Magazine has set the most unusual circulation promotion in magazine history, one that is also entirely new to television syndication. CBS TV Film Sales new series, <u>Under the Sun</u>, 26 half-hours that include the best of the films used on <u>Omnibus</u>, plus new material written and narrated by William Saroyan, is offered to potential sponsors with the opportunity to give away free six-month subscriptions of Time to qualified customers. The sponsor in a market or station area can announce that any customer for his product is eligible to receive the subscription (either thru buying the sponsor's product or other arrangement that the sponsor may set up). At no cost to the sponsor, the customer receives a current events quiz prepared by the magazine. Upon completion, the customer mails the quiz to the magazine in New York; then if the answers are satisfactory a free subscription is sent to the customer. The promotion is considered by CES to have a distinct appeal for the types of sponsors who would be interested in the <u>Under the Sun</u> package.

AGENCIES AND ACCOUNTS: Crosley and Bendix home appliances division of Avco Manufacturing Corp goes to Compton Advertising, Inc(NY) for national advertising, effective June 1. Compton already handles advertising for Crosley radio and TV receivers.

PEOPLE GOING PLACES: Donald B. Cook appointed executive producer for KNXT(LA). ....David Porter named manager of national sales of Screen Gems, Inc.....Ronald B. Leif appointed supervisor of research for MCA-TV, Ltd., Film Syndication Division, in New York.....Robert H. Boulware has resigned as manager of WLW-T(Cinn), effective March 1, to join Bryan Houston, Inc(NY) in an executive capacity.

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FEB 27-MAR 4, 1956

**VOLUME** 8 NUMBER 9

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

#### Saturday(March 3)

NBC- 11:30am-12noon EST; NET DEBUT; The Uncle Johnny Coons Show; LIVE & FILM from WNBQ(Chi), no. of stations indefinite. § Alternate Week Sponsor - Swift & Co (Various Meat & Dairy Products) thru McCann-Erickson, Inc(Chi). § Pkgr-C N C Productions, Inc(Chi); Prod - Bill Newton; Dir - Phil Bodwell; Music - Adele Scott(organ); Writer- Ray Chan. § Johnny Coons shows and narrates old-time comedy movies. Between reels he appears in various costumes, working with dummies and creates non-operating inventions. He has starred on various local programs in Chicago during the past few years. A similar network program, Uncle Johnny Coons, was seen over the CBS net from Sept 4, 1954 thru Dec 3, 1955, sponsored by Lever Bros. The new NBC program is sustaining alternate weeks. The program replaces The Paul Winchell-Jerry Mahoney Show, which moves to 12noon-12:30pm, in turn replacing Choose Up Sides, which moves to 12:30-1pm. Mr. Wizard, seen in the latter spot, goes off after its Feb 25 showing.

#### THIS WEEK -- REGULAR NETWORK SPECIALS

- ABC- Grand Ole Opry (Every 4th Sat, 8-9pm EST) March 3; LIVE from WSM-TV(Nashville).
- CBS- None this week.
- NBC- Wide World (Every other week, Sun, 4-5:30pm EST) March 4; "Birth of an American"; Prod - Herb Sussan; LIVE control from WRCA-TV(NY).

#### OTHER NETWORK CHANGES & ADDITIONS

ABC- Chance of a Lifetime (Sat, 10-10:30pm EST) New day and time, effective March 3. The program has been seen Sun, 9-9:30pm (last show in spot, Feb 26), and in its new time replaces Life Begins at 80 (last show Feb 25). Ted Mack and the Original Amateur Hour, moves up a half-hour earlier on Sundays, 9-10pm, effective March 4. Replacement program for the Sun, 10-10:30pm time not set.

#### LOCAL STATION ACTIVITY

WTVJ(Ch 4) - Bumper-to-Bumper; DEBUT Feb 28; Tue, 10:30-11pm EST; LIVE & FILM. Public service, sustaining. Pkgr- WTVJ; Prod- Ralph Renick; Dir- Shannon Miami Wallace; Camera- Robert Gelberg. Live and film documentary series, to be presented for four weeks, to spur a solution to Miami's traffic problem, with plans Films have been made of expressway systems in the nation's largest cities. LOCAL STATION ACTIVITY - Page 17 -

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### TALENT SHOWSHEET FEBRUARY 24 - MARCH 4, 1956

Most of the shows on Feb. 24, 25, 26 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, March 2. 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.

### 

THE BIG STORY	NBC 9pm	Zarko Franks, Reporter; Houston (Texas) Chronicle; (A) Sheldon Stark; Ralph Stantley, Diane Gentner, George Grizzard, Jack Orrison, William Harrigan, Bob Hastings
Schlitz Playhouse	CBS 9:30pm	Ordeal, John Ireland, Maxine Cooper
STAR STAGE	NBC 9:30pm	<u>Career</u> - (0) Richard Landau, (A) Frederic Brady; Greer Garson, Patrick Knowles, Stephen Bekassy, Richard Erdman, Linda Bennett, Douglas Evans; Dir - Sidney Lanfield

ETHEL & ALBERT ABC 10pm (No credits available at press time)

## 

Fury	NBC llam	The Miracle - (0) Nat Tanchuck, Art Browne, Jr.; regulars & John Hart; Dir - Sidney Salkow
PERRY COMO SHOW	NBC 8pm	Add: Lilli Palmer, Buddy Hackett, Bobby Van
Texaco Star Theatre	NBC 9:30pm	Esther Williams

#### SUNDAY FEBRUARY 26

(Dr. Lyman Bryson)	CBS 10am	Teacher's Tea - (0) Albert Burchard; Jeffrey Horne, Bryan Hutton Leon Belasco, Lisa Osten, Voytek Bolinski, Darryl Richard; Dir Karl Genus
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- His Way, His Word NBC 2:30pm Where Your Treasure Is (Credits not available)
- OMNIBUS CBS 5pm Agnes De Mille, E. Power Biggs (M); Assault on the Eiffel Tower (French film)
- You Are There CBS 6:30pm The Great Comstock Silver Strike (0) Jack Bennett; Mack Williams, Paul Birch, Denver Pyle, Tyler McVey, Roy Engle, Parley Baer; (SD) by Bernard Girard
- ED SULLIVAN SHOW CBS 8pm Add: Phil Silvers, Jule Styne

General ElectricCBS 9pmTry To Remember - (0) John & Ward Hawkins; with Ronald Reagan,TheatreKim Hunter; Dir - Robert Stevenson

APPOINTMENT WITH CBS 10pm Paris Venture - (0) Eugene Francis; Patti Page, Martyn Green; ADVENTURE Martin Brooks, Henry Lascoe, Luis Van Rooten;(SD) Paul Stanley

JUSTICE NBC 10:30 m <u>Sentence of Death</u> - Correct: Edward Andrews, Marian Winters, Joe De Santis, Girard Gillen

## MONDAY FEBRUARY 27

Adventures of Robin Hood CBS 7:30pm Ladies of Sherwood; regulars & Willoughby Gray, Gabriel Toyne, Simone Lovell

(Cesar Romero)	Macao - (0) Donald S. Sanford; Alan Hale, Irene Tedrow, Charles Lung, Adeline de Walt Reynolds, Ernest Sarracino, Otto Reichow,	
	Beulah Kwoh, William Tannen, Bruno Ve Sota; (SD) Sobey Martin	

TV Reader's Digest ABC 8pm The Case of the Uncertain Hand; with Marguerite Chapman, Michael Garth, Aaron Spelling, Helene Santley

VOICE OF FIRESTONE ABC 8:30pm Thomas L. Thomas

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#### MONDAY FEBRUARY 27 mmmmmmmmmmmmmmmmmmmmm

ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Australian Jazz Quintet, Bob Braman Trio, Norma Barton (S)
I Love Lucy	CBS 9pm	regulars & Lawrence Dobkin, Maurice Marsac, Rolfe Sedan, Vincent Padula, John Mylong, Ramsey Hill
<u>December Bride</u>	CBS 9:30-m	Ruth Gets a Job; with regulars & Charlotte Lawrence, Doug Evans, Sara Berner, Peter Leeds, Joi Lansing, George Meader, Emory Par- nell, Russell Trent, Pitt Herbert; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	End of Morning - (0) William Kendall Clarke; Jackie Cooper, Joan Lorring, Catherine Squire, Jan Miner, William A. Lee, Joe Boland, Peter Lazer, Jock MacGregor, Jack Collins, Beverly Lunsford; (SD)
STUDIO ONE	CBS 10pm	<u>Always Welcome</u> - (0) Jeanette Kamins, (A) Peggy Phillips; Mildred Natwick, Henry Jones, John Lupton, Pat de Simone, Malcolm Broder- ick, Judy Sanford, Carol Lee, Madeleine Clive, Anna Minot, Cath- erine Payne, Billy Kochiyamma
Douglas Fairbanks Presents	WRCA 10:30pm	No Samples; Berry McDowall, Ron Randell, Al Mulock
		SDAY FEBRUARY 28
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Warner Brothers Presents	ABC 7:30pm	<u>Casablanca</u> - <u>Killer At Large</u> - (0) Don Weis; regulars & Rena Clark, Eduard Franz, Marcel Dalio, Corey Allen, Clarence Muse
The Chevy Show	NBC 8pm	Line Renaud (S), Douglas Fairbanks,Jr., Tommy Trinder, Elsa Mar- tinelli, Julia Arnall, Belinda Lee, Maureen Swanson, Cornell Wilde, Jean Wallace
The Life & Legend of Wyatt Earp	ABC 8:30pm	The Desperate Half Hour; George Chandler, Trevor Bardette, Eliz- abeth Harrower; (SD) Frank McDonald
Navy Log	CBS 8:30pm	The Helium Umbrella; with Robert Crosson, Peter Bourne, John Gal- laudet, James Flavin, Tommy Cook
The Danny Thomas Sho	w ABC 9pm	Terry and the Sorority; regulars & Hans Conreid
Jane Wyman Theatre	NBC 9pm	The Mirror - (0) Jack Schaefer, (A) Jack Hanley; Joanne Dru, Carleton Young, Tom Tryon, Lisa Montel; Dir - Jacques Tourneur
DuPont Cavalcade Theatre	ABC 10pm	<u>Smyrna Incident</u> - (0) Robert Stevenson; Carl Benton Reid, Constan- tin Shayne, Robert Cornthwaite, Mel Wells, Charles La Torres, Do- nald Murphy
RED SKELTON SHOW	CBS 9:30pm	regulars & Connie Haines, Alan Hale Jr.; (SW & SD)
PLAYWRIGHTS 56	NEC 9:30pm	<u>Flight</u> - (0) Horace Foote; Kim Stanley, Ruth Hussey, Albert Dek- ker, Alice Ghostley, Barbara Barrie, Evelyn Ellis, Alonzo Bosan, Heywood Hale Broun; Dir - Vincent Donehue
<u>Big Town</u>	NBC 10;30pm	Extradition; regulars & Biff Elliot, Cynthia Baxter, Mack Williams
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Brave Eagle (Keith Larson)	CBS 7:30pm	The Storm Fool; regulars & Benny Rubins, Maria Palmer, Frances Karath, Pat O'Hara, Jonathan Hale
Screen Director's Playhouse	NBC 8pm	Want Ad Wedding; with Sally Forrest, Leon Ames, Fred Clark, Richard Webb, James Lydon, Jacqueline de Witt, Jan Shepard, Fay Roop
Father Knows Best	NBC 8:30pm	The Grass Is Greener; regulars & Frank Wilcox, Paul Harvey, Rich- ard Norris
<u>The Millionaire</u> (Marvin Miller)	CBS 9pm	The Story of Candy Caldwell; with Peggie Castle, Tod Griffin, Irene Harvey, John Stephenson, Lyn Guild
KRAFT THEATRE	NBC 9pm	Bobbie - (0) Narda Stokes; with Joe Maross, Nancy Malone, Paula Trueman, Pat Englund, Nell Harrison, Jeff Harris

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US STEEL HOUR

- CBS 10pm
- Moment of Courage (0) Henry Misrock; Macdonald Carey, Kim Hunter, Lou Halpin, David White, Don Murray, Trueman Smith, Humphrey Davis

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- <u>Sgt. Preston of</u> CBS 7:30pm regulars & Dirk London, Stanley Fraser, Mason Curry, John Carthe Yukon penter, Iron Eyes Cody, J. W. Cody
- Bob Cummings Show CBS 8pm regulars & Lyle Talbot

CLIMAX: CBS 8:30pm The Sound of Silence - (0) Jack DeWitt, (A) George Bruce; Jean Pierre Aumont, Lloyd Bridges, Raymond Burr, Mary Sinclair; Dir -Allen Reisner

STAR TONIGHT ABC 9pm Three Hours Between Planes - (0) F. Scott Fitzgerald, (A) Charles Mergendahl; with Jack Manning, Mary K. Wells

The Feople's Choice NBC 9pm regulars & Lita Milan, Paul Maxey

- Four-Star Playhouse CBS 9:30pm Once to Every Woman (0) Leo Trefzger; Teresa Wright, Arthur Franz, Sally Corner, Phyllis Coates, Betty Lou Gerson, Nolan Leary, Alex Campbell; Dir Anton Leader
- Ford Theatre NBC 9:30pm Man Without Fear; with Joseph Cotten, Raymond Burr, Angela Greene, John Beradino, John V. Connors
- JOHNNY CARSON SHOW CBS 10pm regulars & Reed Hadley, Jack Prince
- LUX VIDEO THEATRE NBC 10pm Here Comes The Groom (0) Robert Risking & Liam O'Brien, from screenplay by Virginia VanUpp, Liam O'Brien, Myles Connolly; (A) Ed James; Robert Sterling, Pat Crowley, Steve Dunn, Joyce Holden, Florenz Ames, Cheerio Meredith, Fred Wayne, Hallene Hill, Burt Mustin, Butch Bernard, Cheryl Callaway, Lumsden Hare, Ralph Sanford; Dir - Norman Morgan

#### FRIDAY MARCH 2 mmmmmmmmmmmmmmm

Adventures of Rin-Tin-Tin	ABC 7:30pm	The Failing Light; regulars & Norman Fredric, X. Brands, Hal Hooper, Russell Hicks
I Spy	WABD 7:30pm	The Canaris Story; regulars & Harold Vermileyea, Gordon Sterne
<u>My Friend Flicka</u>	CBS 7:30pm	regulars & Frank Ferguson, Pamela Beaird
Crossroads	ABC 8:30pm	The Rebel-(0) Herbert Furdum; Vincent Price, Carl Esmond, Lloyd Corrigan, Lowell Gilmore, Dorothy Green, Robert Foulk, Barbara Bester, Joe Perry
The Life of Riley	NBC 8:30pm	regulars & George O'Hanlon, Elmore Vincent, Mickey Little
<u>Crusader</u> (Brian Keith)	CES 9pm	regulars & Ludwig Stossel, Clarence Lung, Maria Tsien
IGOR CASSINI'S MILLION DOLLAR SHOWC	WABD 9pm ASE	Salvador Dal1, Elsa Maxwell, Mia Slavenska
The Vise	ABC 9;30pm	No Reply From Room 17, Michael Balfour, Teresa Thorne, Frank Haw kins, Pat Holt, Hugh Latimer, Hazel Graeme, Leo Bieber, Michael Clement

Schlitz Playhouse<br/>of StarsCBS 9:30pmShowdown at Painted Rock - (0) Louis L'Amour, (A) Steve Fisher;<br/>Lyle Bettger, Jean Willes, Paul Birch, Bob Foulk, Dan White,<br/>Richard Reeves, Ralph Neff, Hank Patterson, Gene Roth, Philip<br/>Van Zandt, Saul Gorss

GARRY MOORE SHOW CBS 10am 3/1 - Jack Ackerman(D); Ed Shaughnessy (M); 3/2 - Frank Behrens (C); Yonely (Int'l artist)

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TALENT SHOWSHEET(more)

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MULTIPLE &	ACROSS THE BO	DARD SHOWS FRIDAY FEBRUARY 24 THRU FRIDAY MARCH 2(more)
JACK PAAR SHOW	CBS 1pm	2/29 - Louis Nye (C); 3/2 - Burl Ives
NBC MATINEE THEATRE	NBC 4pm	2/27 - <u>Skylark</u> - (0) Samson Raphaelson; Sarah Churchill, Gene Raymond; 2/28 - <u>Tall Dark Stranger</u> - (0) Peter Barry; Zsa Zsa Gabor, Hugh O'Brian; 2/29 - <u>Anything but Love</u> - (0) William Mc Cleery; Diana Lynn, John Conte; <u>3/1 - Robin Daw</u> - (0) Ira Avery; June Havoc; <u>3/2 - Letter to a Stranger</u> - (0) Elswyth Thane, (A) Helene Hauff; Susan Kohner
DATE WITH LIFE (Mark Roberts)	NBC 4pm	The Doctor's Wife - (0) Henry Misrock; Ann Loring, Natalie Trun- dy, Georgiann Johnson, Leona Powers, Marian Russell, Gordon Pe- ters, Susan Halloran, Ella Dayton
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	2/27-3/2 - (0) Marie Baumer; Ronni Dengel, Richard Kendrick, Jay Meredith, Melville Ruick; Dir - Tom Reynolds
TONIGHT	NBC 11:30pm	2/27 - Marianne Moore, Ray McKinley Quartet; 2/28 - Lee Wiley (S) 2/29 - Edward G. Robinson; <u>Gershwin Salute</u> ; Eydie Gorme, Pat Kirby, Steve Lawrence, Andy Williams; 3/1 - Tony Randall; 3/2 - Judith Anderson
	SATU	RDAY MARCH 3 mnimminamminimm
Fury	NBC llam	<u>The Test</u> - (0) Lillian Rose; regulars & Ann Robinson, Bill Chap- in, Louis Jean Heydt
Tales of the Texas Rangers	CES 11:30am	Shorty Sees the Light; regulars & Kim Charney, Stanley Andrews, Zon Murray, Michael Granger, Lester Dorr
Grand Ole Opry	ABC 8pm	regulars & Joni James
STAGE SHOW	CBS 8:30pm	regulars & Helen O'Connell & Bob Eberle (S), Wally Brown (C), Clark Brothers (D)
<u>Texaco Star Theatre</u>	NBC 9:30pm	regulars & Marilyn Maxwell
<u>Gun smo ke</u>	CBS 10pm	regulars & Val Du Four, Maurice Manson, Marion Brash, Mason Curry, William Hamel, Bert Runsey, Joe Perry, John Parks
Damon Runyon Theatre	CBS 10:30pm	The Pigeon Gets Plucked; Dick Foran, Ed Brophy, Charles Cantor, Lyn Thomas, Joe Devlin, Art Lewis, Eddie Marr, Ted Thorpe
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FRONTIERS OF FAITH	NBC 1:30pm	The Trials & Tribulations of Harry & Brenda Cranbarn - (0) Joanna Churgin; Herm Denkin, Connie Foster, William Sharon; Satisfiers (S), Bud Weede (M); Narr: Michael Kane
You Are There	CBS 6:30pm	The Discovery of Anesthesia; Addison Richards, Sam Edwards, John Alvin
Frontier	NBC 7:30pm	Assassin - (0) Morton Fine & David Friedkin; Chuck Connors, John Hoyt, Malcolm Atterbury, Isa Childers, George Mather, Nick Tell, Jack Macy, Max Mellinger; Dir - Bernard Kowalski
ED SULLIVAN SHOW	CBS 8pm	James Cagney, Jack Lemmon, Gregory Peck, Marion Marlowe, Dick Shawn, Edith Piaf, Senor Wences, Susan Hayward, Burt Lancaster, William Holden, Kim Novak, Fredric March, Walt Disney, Dieter Tasso (wire balancer), Fess Parker, Jo Van Fleet
ALCOA HOUR	NBC 9pm	Man On Fire - (0) Malvin Wald, Jack Jacobs; Tom Ewell, Ed Begley, Neva Patterson, Patricia Barry, Van Dyke Parks, Russell Collins, Jerome Thor, Lois Volton
Alfred Hitchcock Presents	CBS 9:30pm	Back for Christmas - (0) Frances Cockrell; John Williams, Isabel Elsom, A.E. Gould-Porter, Lily Kemble-Cooper, Gavin Muir, Kath- erine Warren, Gerald Hamer, Irene Tedrow
Loretta Young Show	NBC 10pm	Father Happe - (0) Cecily Hallack, (A) Lowell S. Hawley; Mercedes McCambridge, Romney Brent, Philip Bourneuf, Jacqueline de Wit, Hayden Rorke, John Craven; Dir - Norman Foster

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FEBRUARY 29, 1956 VOLUME 8 NUMBER 9 A EDITOR: Jerry Leichter RECEIVED FEB 2 9 1956 **PRODUCTION • PROGRAMMING • TALENT** NBC GENERAL LIBRARY 551 Fifth Avenue • New York 17 • MUrray Hill 2-5910 PUBLISHED BY TELEVISION INDEX, INC.

**INCLUDING** 

THE TELEVISION INDEX

# MID-WEEK SPECIAL

#### NEWS - POSSIBILITIES - COMMENT

The "Emmy" awards have the dice loaded against them. The ironic part of the spectacle is that the "house" loaded the dice. Because of the uproar last year over the fact that the Academy of Television Arts and Sciences was predominantly a Los Angeles organization and because several of the awards made were manifestly out of line, it was decided to widen the scope of the membership by pressing for new members in the New York area. Apparently the New York drive, led by several big names, also resulted in an enlargment of the number of awards to be made this year. More awards resulted in more bungles according to pre-award critics. On Monday, Jack Webb announced in Hollywood that he was withdrawing himself from consideration in the category, "Best Director, Film Series," because the episode of his Lragnet series that had been nominated was actually a re-run of a 1954 film. He also blasted the gross injustices in the nominations. The main trouble, as far as Webb and other discontented onlookers and participants were concerned was that many nominations for awards did not seem to fit the categories they were placed in. As a matter of fact, the "Emmy" committees concerned seemed to have very little knowledge or understanding of television nomenclature. In the category Webb withdrew from, only two of the six directors named are listed for "series" direction; the others have citations for individual episodes in series. The same peculiar thinking seems to pervade the setting up of other lists. The people in charge of validating nominations apparently did not wish to knock out any nominee no matter how ridiculous in a category. They may rue the indecision.

The basic problem in designating honors in television is that everyone is conscious of the overpowering presence of the "Oscars" awarded by the Academy of Motion Picture Arts and Sciences. The TV academy is a pallid imitation because it attempted to follow in footsteps. Television is not motion pictures, although it feasts on the living animal. Television is a way of art, entertainment and life all its own. It is infinitely more voracious in devouring talent and because the diet is so big, individual morsels have less meaning. Any system of television awards must recognize this fact. It becomes ridiculous to attempt to single out a one-time fleeting performance or episode as a measure of a man's worth or a program's impact. Yes, there are some programs that might be so honored - in a single category - and that should be the end of it. But television is a continuing process, from the beginning of a season to an end, and there should be some measure of the worth of a program and the people connected with it other than the disputable ratings lists. TV honors should be limited to sensible, rigidly controlled categories in any good award system. Television work should be worth here than a series of door prizes.

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(MORE)

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Roy Winsor, who has been v.p. in charge of radio and television for the Biow Co., will set up Roy Winsor Productions, Inc., as of April 2 and will become package producer of Search For Tomorrow (CBS, Mon thru Fri, 12:30-12:45pm EST), Love of Life (CBS, Mon thru Fri, 12:15-12:30pm EST) and The Secret Storm (CBS, Mon thru Fri, 4:15-4:30pm EST). All are currently produced through the agency...... New York film producers face the problem of meeting a new demand that will increase costs when they sit down to negotiate a new agreement with the cameramen's local. One basic demand is that another full-rated cameraman be added to crews, upping them from two to threeman units.....NBC's Hugh M. Beville estimated that there were 34,400,000 TV homes in the U.S. as of Jan 1, 1956, with 1,500,000 of them having secondary TV sets. Add to that an estimated 1,000,000 sets in public places and the year-beginning total was 36,900,000 sets. The NBC projected figures also indicate that 70.8 per cent of the homes in the country are now TV-equipped.

Advertest Research will conduct a "ColorTown" research project jointly financed by NBC and Batten, Barton, Durstine & Osborn, Inc., designed to follow the growth, development and impact of color television in a typical medium-sized American city. Plans call for two surveys a year with a "probability sample" panel of 4,000 families. .....NBC v.p. Richard A. R. Pinkham told a meeting of the Boston Advertising Club yesterday that advertisers are spending about \$45,000,000 this year on color television.....CBS will telecast professional football games on Sunday afternoons this fall, over a period of 12 weeks from Sept 30 through Dec 16, on a regional network basis. The league does not permit telecasts in cities where league games are in progress at the time of the telecast, and all "home" games are naturally blacked out. The announcement of the agreement by CBS on Monday apparently knocks out any plans for drama series or specials on Sunday afternoons until after the first of next year. .....Jill Corey, who moved East after a stint on the Johnny Carson Show, has been signed for a 13-week temporary engagement by the Robert Q. Lewis Show starting March 5, replacing regular vocalist Judy Johnson who is going on maternity leave.

AGENCIES AND ACCOUNTS: The Mennen Co named Grey Advertising to handle its Hair Creme, one of a group of Mennen products formerly handled by Kenyon & Eckhardt, Inc. ..... Product Services, Inc., resigned the account of Charles Antell, Inc., with the assignment reportedly going to a local Baltimore agency, home city of the beauty and drug products manufacturer.

PEOPLE GOING PLACES: The corporate name of Ely Landau, Inc., has been changed to National Telefilm Productions, Inc., and will continue as a production firm for National Telefilm Associates. Both organizations are headed by Ely Landau.....Oscar Rose joined WCBS-TV(NY) as a producer of public affairs programs ..... John P. Highlander has been named to the newly-created post of asst program manager of KPIX(San Fran). Donald W. Mills has been upped to publicity director of KPIX......Bert Burns is production supervisor in charge of the new NY office of MPI (Miami Productions Inc), Southern film production firm ..... S. Mark Smith has been named producer of Star Stage (NBC, Fri, 9:30-10pm EST). He had been story editor for Maurice Evans Presents.

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# THE TELEVISION INDEX

MARCH 5-11, 1956

VOLUME 8 NUMBER 10

EDITOR: Jerry Leichter

### **PRODUCTION • PROGRAMMING • TALENT**

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910 PUBLISHED BY TELEVISION INDEX. INC.

MAR 5 1956

NBC GERIE

WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

### Monday(5)

<u>NBC-</u> 7:30-7:45pm EST; DEBUT; <u>Gordon MacRae</u>; LIVE from KRCA-TV(LA), 65 stations live, 3 kine. § Sponsor - Lever Bros (Lifebuoy, Pepsodent) thru Batten, Barton, Durstine & Osborn, Inc(NY), as producing agency; Acct Exec - Dik Dochian; TV Acct Rep - Pete Reinheimer; Comm Superv - John Alexander. § Pkgr - Kintail Enterprises(LA); Exec Prods - Gordon MacRae, Sheila MacRae; Prod & Dir - Irv Lambrecht; Music Dir - Van Alexander; Writer - Sheila MacRae. § Informal music program set in a replica of Gordon MacRae's den at home, using screen projection thru a picture window to simulate other outside settings. The Cheerleaders Quartet (Patricia Laird, Mary Lou Lyons, Tom Roddy, Dick Williams) and Van Alexander leading the orchestra back MacRae. The program will also have occasional guests. The program replaces The Tony Martin Show (last show Feb 27).

#### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

- CBS- Ford Star Jubilee (Every 4th Sat, 9:30-llpm EST) March 10; "High Tor," with Bing Crosby, Julie Andrews, Nancy Olson; Prod-Arthur Schwartz (also composer of original score); Dir- James Nielsen; FIIM from KNXT(LA); (COLOR).
- <u>NBC-</u> <u>Producers Showcase</u> (Every 4th Mon, 8-9:30pm EST) March 5; "Caesar and Cleopatra," with Claire Bloom, Sir Cedric Hardwicke, Anthony Quayle, others; Staged by -Anthony Quayle; LIVE from WRCA-TV(NY); (COLOR).

<u>Wide World</u> (Usually every other week, Sun, 4-5:30pm EST) March 11, special, 2:30-5:30pm EST; "Richard III," with Sir Laurence Olivier, Sir John Gielgud, Claire Bloom, others; Prod & Dir- Olivier; FIIM (Technicolor motion picture) from WRCA-TV(NY); (COLOR).

#### OTHER NETWORK CHANGES & ADDITIONS

- CBS- Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EST) Jill Corey replaces Judy Johnson as featured vocalist for 13 weeks, effective March 5.
- <u>NBC-</u> <u>Mr. Wizard</u> (Sat, 5-5:30pm EST) New time, effective March 3. It was previously seen 12:30-lpm and was moved after its Feb 25 showing with no time spot set after that date in original announcement (See page 17). Program replaced <u>Hialeah</u> <u>Stake Races</u> in its new 5-5:30pm time spot (See page 10).

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OTHER NET CHANGES

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## TALENT SHOWSHEET MARCH 2 - MARCH 11, 1956

Most of the shows on Mar. 2, 3, 4 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, March 2. 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 MARCH 2

Science Fiction The	atre WRCA 7pm	Sound of Murder; Cast not available.
MAMA	CBS 8pm	Trina's Reawakening; regulars & Alice Frost, Ruth White
Our Miss Brooks	CBS 8:30pm	regulars & Gene Barry, Jesslyn Fax
THE BIG STORY (Ben Grauer)	NBC 9pm	Elston Brooks, Reporter; Fort Worth (Texas) Star-Telegram - (A) Robert Yale Libott; with Al Hedison, Arch Johnson, Burt Brinck- erhof, Roy Fant, Jay Barney
STAR STAGE	NBC 9:30pm	<u>I Am Her Nurse</u> - (O) Mary Roberts Rinehart; Mary Astor, Patricia Smith, Phil Abbott
ETHEL & ALBERT	ABC 10pm	regulars & Joe E. Marks, Joe Silver, Allen Nourse, Dortha Duck -: worth, John Becher, Fred Herrick
	SATURD	AY MARCH 3
Tales of the Texas Rangers		Shorty Sees the Light; re-run of 9/17/55
PRINCETON '56	WRCA 6pm	Age of Anxiety, 1940-Present; with Alexander Scourby, Clarice Blackburn, Howard Wierum, Floyd Buckley, Harry Holcombe
Henry Fonda - Rheingold Theatre	WRCA 7pm	They - (0) Larry Marcus; Thomas Mitchell
The Jackie Gleason	Show CBS 8pm	regulars & Charles Korvin, Louis Sorin
PERRY COMO SHOW	NBC 8pm	Jaye P. Morgan, Dennis Day, Eddie ("Rochester") Anderson, US Coast Guard Academy Glee Club
GEORGE GOBEL SHOW	NBC 10pm	Charlton Heston (Actor)
	SUNDAY	MARCH 4 mmmmmmmm
LAMP UNTO MY FEET	CBS 10am	Another Man's Boots - (0) Steven Gethers; Dolly Haas, Tonio Sel-
		wart, Peter Brandon, Bradford Dillman, Edward Andrews
LOOK UP & LIVE	CBS 10 <b>;</b> 30am	The Symbolism of Lent - (0) Nel King; Monsignor John J. Dough- erty, David Lewis, Nancy Wickwire, Frank Grosso, Anthony Mes- suri, Joseph Cahalan, Mary Anthony Dance Theatre, Walter Far- rell Chorale
CAMERA THREE	CBS 11:30am	The Emily Dickinson Suite; Lois Nettleton; (SW) by Robert Her- ridge
FRONT ROW CENTER (Robert Sterling)	CBS 4pm	Innocent Witness - (0) Marc Brandel; Margaret O'Brien, Dean Stockwell, John McIntire, Jeanette Nolan, Ken Dibbs, Don Bedoe, Virginia Christine, Ed Binns, Betsy Paul, James O'Rear
.OMNIBUS	CBS 5pm	With Liberty and Justice for All - (0) Joseph N. Welch; Joseph N. Welch, Vaughn Taylor, Ray Branley, David Stewart, Doreen Lang, Harry Bannister, Harry Stanton, Russell Hicks
Captain Gallant of The Foreign Legion	NBC 5:30pm	The Jewel Box - (0) Gene Levigg, Louis Morheim; regulars & Zack Matalon, Arthur Ranson, Pierre Marteville; (SD) Jean Yarbrough
It's A Great Life	NBC 7pm	The Voice; Anfie Dickinson, Madelyn Foy, Vivi Janiss, Doris Packer, Dee J. Thompson; (SW & SD)
NBC COMEDY HOUR	NBC 8pm	Jonathan Winters, Gale Storm, Stan Preberg, Bert Lahr, Dave Bar- ry (C), "The Soldiers" (Tom D'Andrea, Larry Blake)

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# SUNDAY MARCH 4 (Cont'd)

GENERAL ELECTRIC THE. (Ronald Reagan)	ATRE CBS 9pm	A Letter From The Queen - (0) Sinclair Lewis, (A) D.J. Powers; Paul Muni, Christopher Plummer, Kathleen Comegys, Jocelyn Brando, Polly Bergen
Studio 57	WPIX 10pm	The Baxter Boy - (0) Dorothy Cooper; Johnny McGovern, Mona Free- man, Ginger Young, Frank Wilcox, Alan Dinehart III, Jeff Silver, William Blackwell, Eddie Marr; Dir - Charles Barton
APPOINTMENT WITH ADVENTURE	CBS 10pm	<u>High Stakes</u> - (0) Finis Farr; Murray Matheson, Joe Maross, Lynn Balley, David White, Eric Sinclair; Dir - Paul Stanley
JUSTICE	NBC 10:30pm	Sign Right Here - (0) Vance Bourjailly; Howard St. John, Richard Sheppard, Eva Stern, William Prince, Louise Platt, Louise Kenyon
		MARCH 5 Immanman
GORDON MacRAE	NBC 7:30pm	Gordon MacRae & The Cheer Leaders Quartet(regulars), & Phil Harris; (SW) Sheila MacRae; (SD) Irv Lambrecht
Passport to Danger (Cesar Romero)	ABD 7:30pm	Marseilles - (0) Donald S. Sanford; Iphegnia Castiglioni, Susan Seaforth, Booth Colman, Jacqueline Duval, Ross Elliott, Noel Crevat, Frederick Melchoir, George Neise, Nick Dennis
TV Reader's Digest	ABC 8pm	Lost, Strayed & Lonely - (0) Josephine Eckert; Billy Chapin, Phil Terry, Bill Ching, Gloria Henry, Marjorie Lord; Dir -Phil Karlson
PRODUCERS <sup>1</sup> SHOWCASE	NBC 8pm	Caesar and Cleopatra - (0) George Bernard Shaw, (A) Joseph Schrank; Claire Blocm, Sir Cedric Hardwicke, Jack Hawkins, Ju- dith Anderson, Cyril Ritchard, Farley Granger, Anthony Quayle
VOICE OF FIRESTONE	ABC 8:30pm	Roberta Peters
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	regulars & Larry Martin(S), Daniel Pollack(M), Paris Sisters(S)
I Love Lucy	CBS 9pm	regulars & Charles Boyer
December Bride	CBS 9:30pm	Matt's Moustache; re-run of 4/25/55
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Son of Adam - (0) Theodore & Mathilde Ferro; Raymond Massey, Valerie Cossart, Fred Beir, Louis Van Rooten, William John- stone, Robert Scheerer, Dorothy Whitney, Grant Sullivan, John Dutra, John Shellie, John O'Hare, Robert McQueeney, Ray Boyle
STUDIO ONE	CBS lOpm	A Favor for Sam - (0) John & Ward Hawkins, (A) William M. Altman; James Mhitmore, Priscilla Gillette, Jacques Aubuchon, Michael Strong, Billy Quinn, Dennis Kohler, John Fiedler, Leonard Stone, Archie Smith, Irwin Charone, John Buckwalter, Robert Burr, Don Gordon, Woodrow Parfrey, Harriscn Dowd; Dir - Paul Nickell
Douglas Fairbanks	WRCA 10:30pm	A Walk In The Wilderness; Douglas Fairbanks Jr., Renee Asherson, Betty McDowall
	TUE SDAY	MARCH 5 mmmmuum
Warner Brothers Presents	ABC 7:30pm	The Argonauts; re-run
The Phil Silvers Show	CBS 8pm	The Court Martial; regulars & Joey Faye, Lee Ecuyer, John Bo- ruff, Nicholas Saunders, Gene O'Donnell, Bill Van Sleet
THE MARTHA RAYE, SHOW	NBC 8pm	regulars & Buster Keaton, Paul Douglas, Harold Arlen, Jacques D'Amboise(D), Matt Mattox(D), Danny Daniels(D); (SW & SD)
Navy Log	CBS 8:30pm	Ninety Day Wonder; Ron Hagerthy, Russell Hicks, Bill Henry, Don Devlin, Ben Welden
Danny Thomas Show	ABC 9pm	regulars & Rusty Draper
<u>Jane Wyman Theatre</u>	NBC 9pm	An Echo of the Past - (0) William J. Locke, (A) Leo Townsend; Jane Wyman, Nancy Valentine, Lorna Thayer, Ross Elliott, Bill Boyett, Leon Tyler, Radford Barnes, Joe Flynn

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TALENT SHOWSHEET(more)

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# TUESDAY MARCH 6(Cont'd)

Duport Cavalando Mho	the ADG 0.70mm	
Dufont Cavaicade Thes	itre ABC 9:30pm	The Listening Hand - (0) Richard Carr; John Craven, Barbara Eiler, Edith Evanson, Nan Boardman, Morris Ankrum; Dir - Rich- ard Kinon
RED SKELTON SHOW	CBS 9:30pm	Marshall Lycu
<u>Big Town</u>	NBC 10:30pm	School Scandal; regulars & Ralph Votrian, Dayton Lummis, Nancy Kilgas, Bartlett Robinson, Mason Curry
	WEDNESDAY mmmmmmmmmm	
Death Valley Days	WRCA 7pm	<u>She Burns Green;</u> regulars & James Griffith, Donna Martell, Al- lan Nixon, Poppy Del Vando, Hank Peterson, Rosa Turich
Brave Eagle	CBS 7:30pm	Mhite Medicine Man; regulars & George Eldrege, Harry Tyler, Pete Mamakos
<u>Screen Directors Play</u>	house NBC 8pm	One Against Many; Lew Ayres, Chick Chandler, Wallace Ford
Father Knows Best	NBC 8:30pm	The Persistent Guest; regulars & Barry Truex, Ray Walker, Virginia Christine
The Millionaire	CBS 9pm	The Story of Rip Matson; regulars & Cathy Downs, Stacy Harris, Robert Shayne, Tommy Tucker
KRAFT TELEVISION THEA	TRE NBC 9pm	The Fool Killer - (0) Helen Eustis, (A) Dale Wasserman; Mal- colm Brodrick, Lee Marvin, Larry Gates, Audra Lindley, Jane Rose, Cavada Humphrey
20th CENTURY-FOX HOUR	CBS 10pm	Deception - (0) Alec Waugh, (A) William Spier; Linda Darnell, Trevor Howard, John William, Gavin Muir, Arthur E. Gouldporter, Alan Napier, Eleanor Audley; Dir - Jules Bricken
	THURSDAY	MARCH 8
Guy Lombardo	WRCA 7pm	Judy Lynn
Sgt Preston of the Yukon	CBS 7:30pm	John Irving, Casey MacGregor, Francis De Sales, Jerry Eskow, Lee Sharon
Bob Cummings Show	CBS 8pm	regulars & Lyle Talbot , Robert Ellis, Jeff Silver, Sylvia Lewis
CLIMAX !	CBS 8:30pm	The Louella Parsons Story; (0) Louella Parsons, (A) Whitfield Cook; Teresa Wright, Gracie Allen, Eve Arden, Jean Pierre Au- mont, Gene Autry, Joan Bennett, Jack Benny, Charles Boyer, George Burns, Joan Fontaine, Zsa Zsa Gabor, Susan Hayward, Rock Hudson, Ida Lupino, Jeanette MacDonald, Robert Mitchum, Fred MacMurray, Kim Novak, Merle Oberon, Ginger Rogers, Gilbert Ro- land, Red Skelton, Bob Stack, Robert Wagner, John Wayne; Dir - John Frankenheimer
STAR TONIGHT	ABC 9pm	Night Escape - (0) Abby Mann; Frank Overton, Neva Patterson, Jerome Cowan
The People's Choice	NBC 9pm	(O) Alan Lipscott, Bob Fisher; regulars & John Stephenson, George Dunn, Don Orlando, Virginia Vincent, Sid Tomack, Don Gotschall
Four-Star Playhouse	CBS 9:30pm	Red Wine - (0) L.G. Blochman, (A) Oscar Millard; David Niven, John Banner, John Craven, Joseph Waring, Stuart Whitman, Norbert Schiller, Clarence Lung, Leon Lontoc
Ford Theatre	NBC 9:30pm	All For A Man - (0) Karen de Wolf; Linda Darnell, Allyn Joslyn, Elisabeth Risdon, Audrey Conti
LUX VIDEO THEATRE	NBC 10pm	The Criminal Code - (0) Martin Flavin, (A) S.H. Barnett; Dewey Martin, Onslow Stevens
		ARCH 9

<u>Conversation With An Ape</u> - (0) Rik Vollaerts; re-run of previous film Science Fiction Theatre WRCA 7pm

ROSS REPORTS - 3/4/56 - Page C

TALENT SHOWSHEET(more)

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## FRIDAY MARCH 9 (cont'd)

Adventures of Rin-Tir	n-Tin ABC 7:30	om <u>Rusty's Mystery</u> ; regulars & Joe Sawyer, Ernest Sarracino, Tom McKee, Paul Sorensen, Robert Keys, James Craven; (SW & SD)
MAMA	CBS 8pm	regulars & Augusta Dabney, Ruth Gates, Laurence Hugo, Kevin Coughlin; (SW & SD)
Crossroads	ABC 8:30pm	Mother O'Brien - (0) Tom Reed; Donald Murphy, Arthur Shields, James Lydon, Ruth Donnelly; Dir - Ralph Murphy
The Life of Riley	NBC 8:30pm	regulars & James Flavin, Peter Leeds, Sid Clute, Sam Melton. (SW & SD)
<u>Crusader</u> (Brian Keith)	CBS 9pm	The Threshold; Roberta Haynes, Corey Allen, Nan Boardman, Al- fred Linder, Charles Maxwell, Rudolph Anders; (SW & SD)
Schlitz Playhouse of Stars	CBS 9:30pm	Web of Circumstance - (0) James Critchfield, (A) Al C, Ward; Thomas Mitchell, Jeanette Nolan, Hugh Beaumont, James Seay, Lyle Talbot, Richard Deacon, Frank Scannell, Rayford Barnes, Russell Evans; Dir - James Sheldon
<u>Star Stage</u>	NBC 9:30pm	Cleopatra Collins - (O) Fay & Michael Kanin; Betty Grable, Casey Adams, Rick Jason, Michael Winkelman, Louise Beavers, Leon Tyler, Gordon Mills, Jack Kruschen
		IOWS FRIDAY MARCH 2 THRU FRIDAY MARCH 9
THE JACK PAAR SHOW	CBS lpm	Orson Bean will take over the entire week for Paar, 3/5-3/9
NBC MATINEE THEATRE	NBC 4pm	3/5 - Dinner at Antoine's - (0) Frances Parkinson Keyes, (A) Samuel W. Taylor; Tod Andrews, Jean Parker, Vinton Hayworth, Dayton Lummis, Cynthia Baxter, Barbara Darrow; 3/6 - The Ma- ting of Watkins Tottle - (0) Charles Dickens, (A) Meyer Dolin- sky; 3/7 - Her Son's Wife - (0) Claire Wallis, (A) Peggy Phil- lips; Hope Lange; 3/8 - The Shining Palace - (0) Peggy Phil- lips; 3/9 - The Cdd Ones - (0) Betty Ulius
DATE WITH LIFE	NBC 4pm	The Doctor's Wife; Add: (to cast) Sheppard Strudwick, Tom Gor- man, Dorothy Stinette, Cameron Andrews, Doug Rutherford. This episode will continue through March 23.
MODERN ROMANCES (Martha Scott)	NBC 4:15pm	3/5-3/9 - with Signe Hasso, Barbara Joy, Don Briggs, Boris Ap- lon, Frank Behrens
TONIGHT	NBC 11:30pm	3/5 - Roy Benson (C, magician), Genevieve(S); 3/6 - Don Cherry (S), Lou Saxon(C); 3/7 - Don Herbert, Ving Merlin & His Violon Beauties; 3/8 - Maria Tallchief(D), Woody Herman; 3/9 - Art Blakey & His Jazz Messengers
		MARCH 10
PERRY COMO SHOW	NBC 8pm	Dinah Shore, Rock Hudson, Louis Jordan
STAGE SHOW	CBS 8:30pm	regulars & The Crew Cuts(S), Les Cardinals (Acrob.), George Kirby (Mimic)
Ford Star Jubilee	CBS 9:30pm	<u>High Tor</u> - (0) Maxwell Anderson, also adaptation & lyrics; Bing Crosby, Julie Andrews, Nancy Olson, Everett Sloane, Hans Conried, Lloyd Corrigan; Prod & musical score - Arthur Schwartz; Dir - James Neilsen; FILM
Texaco Star Theatre	NBC 9:30pm	Liberace
	SUNDAY I mmrimimmi	IARCH 11 ummnunmmm
LCOK UP & LIVE	CBS 10:30am	Edge of Doom - (0) Clair Røskam; Tom Carlin, Frances Stern Ha- gen; (SD) Marv Silbersher
<u>Wide Wide World</u>	NBC 2:30pm	Richard III - (0) William Shakespeare; Sir Laurence Olivier, John Glelgud, Ralph Richardson, Claire Bloom, Alec Clunes, Cedric Hardwicke, Stanley Baker, Laurence Naismith, Norman Woo- land, Mary Kerridge, Pamela Brown, Helen Haye, John Laurie, Es- mund Knight; Dir - Laurence Olivier; FILM

ROSS REPORTS - 3/4/56 - Fage D

TALENT SHOWSHEET(more)

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	SUNDAY MA	
FRONT ROW CENTER	CBS 4pm	Morals Squad - (0) & (A) Norman Katkov; Howard Duff, Beverly Garland, Robert Middleton, Jan Merlin, Peter Votrian, John Larch, Milburn Stone, Lewis Charles, Cecilia Lovsky; (SD)
Captain Gallant of the Foreign Legion	NBC 5:30pm	The Man With the Map; regulars & Pierre Tabbard, Alwys Maben, Gregoire Asian, Bob Spafford; (SW) Gene Levitt; (SD)
<u>Sky King</u>	WABC 6pm	The Golden Burro - (0) Burt Sims; regulars & Eugenia Paul, Stanley Andrews, Kenne Duncan, Nesdon Booth
You Are There	CBS 6:30pm	<u>Stanley Finds Livingstone</u> ; John Craven, Leonard Mudie, Donald Randolph, Gavin Muir, Harlan Warde; Dir - Bernard Girard
It's A Great Life	NBC 7pm	<u>All For Amy;</u> regulars & Joan Banks, Katharine Warren, Maurice Marsac; (SW & SD)
ED SULLIVAN SHOW	CBS 8pm	Dorothy Hayden's Champion Irish Steppers(D), Amru Sani(S), Ro- ger Williams(M), Jimmy Komack(A); The Schaludis(Acro); Unus (Acro); Lynda Lynch(D); Dick Duane(S), The Marvellos; Enzio Stuarti(S); Ricky Layne(C); Dir - John Wray
GENERAL ELECTRIC THEA	ATRE CBS 9pm	Steinmetz; Franchot Tone
GOODYEAR PLAYHOUSE	NBC 9pm	<u>Conspiracy of Hearts;</u> Kim Stanley, George Voskovec, Tamara Daykarhanova, Jane Sutherland, Adnia Rice, Brenda Harris, Frank Marth
Alfred Hitchcock Presents	CBS 9:30pm	The Perfect Murder - (0) Stacy Aumonier, (A) Victor Wolfson; Hurd Hatfield, Mildred Natwick, Philip Coolidge, Hope Summers, Gladys Hurlbut, Percy Helton, Walter Kinsford, Jack Chefe; Dir - Robert Stevens
Loretta Young	NBC 10pm	Prisoner at One O'Clock - (O) Gene Levitt; regulars & Bruce Eennett, William Campbell, Frank Ferguson, Ray Walker, Bob Faulk, Jeffrey Silver; Dir - Robert Florey
<u>Studio 57</u>	WPIX 10pm	The Rarest Stamp - (0) Lawrence Kimble; Angela Lansbury, John Carradine, John Irving, Aaron Spelling, Leslie Dennison; Dir - Herschel Dougherty

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INCLUDING CONTRACTOR

MARCH 7, 1956

VOLUME 8 NUMBER 10 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

Last Sunday the Screen Actors Guild protested to Columbia Broadcasting System that the recent agreement between the network and AFTRA, "purporting to be a 'Clarification' of the AFIRA Code ... " is instead a unilateral action which constitutes a "flagrant violation of the letter and spirit of all our (SAG) agreements." SAG asked an immediate meeting in LA to discuss the matter. The point at issue, according to SAG, is that the 'Clarification' "eliminates the present requirement of the AFTRA Code that pre-recorded television programs, in order to come within the jurisdiction of AFTRA, must be 'by kinescope or similar device done in the manner of a live broadcast'." SAG calls CBS' attention to the Memorandum of Agreement for 1955 Television Supplement to the Producer-Screen Actors Guild Codified Basic Agreement, "under which you recognize the Screen Actors Guild as the exclusive bargaining agent for all actors employed in the production of television motion pictures. Under this contract and your contract with AFTRA, you and the television industry have historically recognized and agreed that the dividing line which separates pre-recorded television programs from television motion pictures is whether such pre-recorded are done 'by kinescope or similar device done in the manner of a live broadcast'."

The AFTRA Clarification referred to, which also reduced the amount of payment required from producers for re-runs of "recorded" programs from the full payment previously required to 75 per cent for first and second re-plays, elaborates on Paragraph 70 of the 1954-1956 AFTRA Code and it is this extension of the original paragraph which aroused SAG. The full text of Paragraph 1 of the Clarification follows:

"1. All of the terms and provisions of said 1954-1956 AFTRA CODE are applicable to network television programs originating in New York, Chicago and Los Angeles which are produced or recorded by means of any electronic video equipment (including a combination electronic and motion picture or "slave" camera) used either in connection with live broadcasting or in connection with electronic video recording, whether by means of disc, wire, tape, kinescope, audio tape recorders, video tape recorders, wire recorders, disc recorders and any other apparatus now or hereafter developed which is used to transmit, transfer or recorded light or sound for immediate or eventual conversion into electrical energy. (Excluded from the foregoing are programs recorded solely by motion picture camera not in connection with a radio broadcast or a live telecast). The foregoing provisions of this Paragraph 1 shall not limit or restrict, or be limited or restricted by anything contained in Paragraph 70 of the 1954-56 AFTRA CODE."

(MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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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.

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Paragraph 70 of the AFTRA Code is as follows: "This agreement covers live network television programs originating in New York, Chicago and Los Angeles; live television programs shall be deemed to include live broadcasts, kinescope to supplement live broadcasts, film sequences made especially for the entertainment of a live program, and any other program by kinescope or similar device done in the manner of a live broadcast." The AFTRA Clarification is presented in a contract form intended for signature by all signatories to the AFTRA Code. The SAG-AFTRA controversy is based on nuances and interpretations surrounding the phrase "done in the manner of a live broadcast." The additional paragraph in the Clarification which reduced the required payments for re-runs of a kinescope outside of the 60-day maximum delay right, is a tempest in a teapot as far as reported "outraged" protests from the membership are concerned. Cnly <u>Tales of Tomorrow</u>, 1952-1953 series presented over ABC, has been shown via its kinescopes in syndication with any degree of success.

Another storm boiled over yesterday when Jack Earry, currently m.c. of NBC's \$100,000 Big Surprise, held a press conference in New York to read to newspapermen a letter he had written to Harry Fleischman, president of Louis G. Cowan, Inc., packagers of the big quiz show, stating that he was asking for his release as m.c. of the program, effective immediately. Barry cited as his reason the fact that recently Jack O'Brian, TV-radio columnist of the N. Y. Journal American and INS, had reported that Barry was in for a big surprise of his own -- he was being replaced as m.c. of the program by Mike Wallace. Other newspaper stories on the coming event were reported in various ways, yet Barry still has not been informed that the Covan firm is going to replace him. Barry condemned the "unethical procedure" and the lack of courtesy which seem to pervade television today when stars of programs have to read the newspapers to find that they have been fired. In his letter he also called attention to the fact that The Big Surprise stumbled badly during its first weeks on the air and that Barry, as the only familiar name connected with the airing of the program, bore the brunt of critical attacks. Now that the show has risen in audience ratings to among the top group of programs he is being replaced in this unusual and apparently uncalled for manner. Barry, who is also president of Barry & Enright, Inc., New York program packager and a long-time m.c. of radio and TV programs, revealed at the press conference that CBS has asked him to prepare 21, a heavy money contesttype program, with Barry as m.c. The kinescope for the new program is to be presented in two weeks according to the CBS request. Among the side notes on the Barry-Fleischman dispute is the fact that, on Monday, the Cowan firm had said that it had not yet arrived at any agreement with Wallace. Previous reports, not from the Cowan firm, were that earlier attempts were made to secure a "big" theatrical-movie name to m.c. the show but they fell through and that now the program was looking for a Mike Wallace "type" to take over.

Benton & Bowles is almost set with its two new strip shows replacing Love Story and On Your Account over CBS for Procter & Gamble, starting April 2. As the Earth Turns, replacing Love Story, Monday thru Friday, 1:30-2pm EST, will be written by Irna Phillips and staff, produced by Charles Fisher of Benton & Bowles and directed by Ted Corday and Bill Howell. The characters in the dramatic serial are 60 per cent cast at present. World Within (title to be changed before debut), which will replace On Your Account, Monday thru Friday, 4:30-5pm EST, will be written by Irving Vendig, produced outside the agency (name of producer to be announced today) and directed by Freddie Bartholomew and Don Wallace, both of B&B. This one is 20 per cent cast at present. It might be noted that one package is agency-produced, using outside directors, while the other will be agency directed but have an outside producer.....

The \$64,000 Challenge will debut over CBS on Sunday, April 8, 10-10:30pm EST, replacing Appointment With Adventure, with Kent Cigarettes and Revlon continuing as alternating sponsors. Selection of the m.c. is expected to be made by packager Louis G. Cowan, Inc., within the next two weeks. The format is very similar to The \$64,000 Question, with the exception that "challengers" will answer questions also asked of "champions" at the same time. Champions are successful \$64,000 Question graduates.

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Bristol-Myers Co and Singer Sewing Machine Co, both represented by Young & Rubicam, Inc(NY), and currently alternate week sponsors of Four Star Playhouse over CBS, Thursdays, 9:30-10pm EST, have signed as alternate week sponsors of the first halfhour of Playhouse 90, the new hour-and-a-half weekly drama program to debut over CBS, on October 1, Thursday, 9:30-11pm EST. Programs currently in the time spot are Four Star, Johnny Carson Show (10-10:30pm) and Quiz Kids (10:30-11pm).....Jack Lescoulie's new Meet the Champions sports interview show, debuting this Friday evening over NBC after the fights, does not replace Red Barber's Corner in the same time spot, but will be seen over a limited regional Eastern regional network, including New York, on stations not used by Barber's sponsor, a Midwestern auto insurance firm. Lescoulie will be sponsored by Bayuk Cigars, Inc., thru Al Paul Lefton Co., Inc.

April futures for Studio One include: April 2, "This Will Do Nicely," an original by Thomas Flannigan, adapted by Loring D. Mandel; April 9, "The Arena" (title may be changed), an original by Rod Serling; April 16, "Regarding File No. 4356," original by Hannah Smith, adaptation by George Bellak; April 23, "The Genie of Sutton Place," an original by Kenneth Heuer and George Selden; April 30, "The Soft Eclipse," an original by Ernest Kinoy ..... Robert Montgomery Presents futures include: March 19, "The Secret," an original by Milton Gelman; March 26, "The Long Way Home," original by Barton J. Rowles and Robert Wallace ..... Alcoa Hour program for March 18, will be "Doll Face," an original by Jerome Ross, starring Glenda Farrell, Frank McHugh and Gene Lyons ...... Ford Star Jubilee will present on June 2 a musical version of "A Bell for Adano," live from Hollywood, to be produced by Arthur Schwartz, with music and lyrics by Schwartz and Howard Dietz. Schwartz is also producer of "Twentieth Century," to be presented by Ford Star Jubilee on April 7. Paul Nickell, Studio One director, has been signed to direct the latter and will fly to Hollywood on March 12 to begin pre-production conferences, with rehearsals scheduled to begin March 19.

Hal Roach Studios Commercial Division will be separately housed in the future in a new studio designed exclusively for commercial production, with its own permanent stages, scenic design, art dept, screening room and executive and production offices. The Hollywood production firm expects the new building to accomodate a staff of 30 under division head Cecil Underwood ..... A six-week training program in radio and television will be offered by the Barnard College-NBC Summer Institute of Radio and Television, starting June 25 at NBC Studios in Radio City, NY. Applicants must be college graduates. Fee for the entire course is \$175.

PEOPLE GOING PLACES: James Nelson named manager, programming, of NBC's "Project 20" series. He has been assistant to Sylvester L. Weaver Jr., chairman of the board of NBC ..... Channing M. Hadlock appointed director of radio and TV, Rose-Martin, Inc., advertising, NY......Dave Garroway signed a new long-term contract with NBC... ....Joseph Schlitz Brewing Co appointed the following: John Toigo, director of marketing; Robert F. Branch, director of market plans; Louis S. Berger, director of media and market research; Richard Steenberg, advertising manager. All had been executives of Biow-Beirn-Toigo, Inc., now reverted to its former The Biow Co name.

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WEEKLY REPORT

MARCH 12-18, 1956

EDITOR: Jerry Leichter

NUMBER 11

INCLUDING

## THE TELEVISION INDEX

#### **PRODUCTION • PROGRAMMING • TALENT**

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910 PUBLISHED BY TELEVISION INDEX, INC.

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Wednesday(14)

VOLUME 8

NBC- 9-10pm EST; SPECIAL; The Twisted Cross; FILM from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Sponsor- North American Phillips Co (Norelco Electric Shaver) thru C. J. La Roche & Co., Inc(NY); Acct Exec- Chester R. La Roche; Agcy Superv- Hank Booraem; Comm Superv- Jay Bottomley; Comm Anner- Bill Rogers; Prog Host- Dave Garroway. § Pkgr- NBC-TV(NY); Prod- Henry Salomon; Asst Prod- Donald Hyatt; Music Dir- Robert Russell Bennett; Film Ed- Isaac Kleinerman; Writers- Henry Salomon, Richard Hanser; Research- Daniel Jones, Mel Stuart, Judith Greene; Asst Film Ed- Silvio D'Alisera; Narrator- Alexander Scourby. § Film record of the rise and fall of Adolf Hitler, recreated through German news film. The program uses Hitler and the Nazi movement as an illustration of a general theme: the rise and fall of a dictator. The program is one of NBC's "Project 20" series. The program preempts Kraft Television Theatre in the time spot, one time only.

#### Saturday(17)

<u>CBS- 3-4:45pm EST; SPECIAL; National Invitation Tournament; LIVE from WCBS-TV</u> (NY), to the net. § Sustaining; open. § Pkgr- CBS-TV Sports Dept with NIT NY met college group; production info not available. § Bud Palmer describes the action and Chris Schenkel handles the color on the opening day game of the National Invitation Tournament at Madison Square Garden, New York City. The championship finals will be presented, with the same sportscasters, the following week, Sat, March 24, 3-4:45pm EST. The two specials succeed <u>Big Ten Basketball</u> (last show March 10) in this time spot.

<u>MBC-</u> 9-10:30pm EST; SPECIAL; Academy of Television Arts and Sciences Award Presentations; LIVE from KRCA-TV(LA) & WRCA-TV(NY), 116 stations live. §
Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); TV Superv-Frank Egan(NY, v.p. in charge); Comm Superv- Mel Furney; Comm & Prog Anner- Bob Le Mond. § Pkgr- NBC-TV(LA) with the Academy; Prod- Bill Kayden; with staffs in LA & NY. § Eighth annual awards presentations of the Academy of Television Arts and Sciences, originating from the Pan Pacific Auditorium in LA with Art Linkletter as m.c., and from the Waldorf Astoria Hotel in NY with John Daly as m.c. Presenters of awards will be Bob Cummings and George Gobel in LA and Sam Levinson, Phil Silvers and Hal March in NY. The program, in place of Max Liebman Presents for the sponsor, preempts People Are Funny, 9-9:30pm, Texaco Star The-atre, 9:30-10pm, and George Gobel Show, 10-10:30pm, this day.

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THIS WEEK(More)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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#### THIS WEEK(Cont'd)

Sunday(18)

CBS- 5-6:30pm EST; SPECIAL; Out of Darkness; FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Public Affairs(NY); Exec Prod- Irving Gitlin; Prod & Dir- Albert Wasserman; Asst Prod- Lewis Jacobs; Prod Mgrs- Harry Robin, Arthur Swerdloff; Writer- Albert Wasserman. § Actuality drama which depicts the private world of mental patients and mental hospitals, also pointing up the progress made in the battle against mental illness. Orson Welles is dramatic narrator, reading portions of a book written almost a century ago by a mental patient in a Scottish hospital. Medical narrator for the program is Dr. William C. Menninger. Most of the program was filmed in the Metropolitan State Hospital in Norwalk, Calif.

#### THIS WEEK -- REGULAR NETWORK SPECIALS

#### AEC- None this week.

- CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm EST) March 15; "The Flattering Word," book show, starring Fredric March, Jack Benny; Prod-Dir- Ralph Levy; LIVE from KNXT(LA); (COLOR).
- NBC- Maurice Evans Presents (Every 4th Sun, 4-5:30pm EST) March 18; "The Taming of the Shrew," starring Evans and Lilli Palmer; LIVE from WRCA-TV(NY); (COLOR).

#### OTHER NETWORK CHANGES & ADDITIONS

- ABC- M-G-M Parade (Wed, 8:30-9pm EST) Change in format effective March 14. Walter Pidgeon is host-narrator for presentation of M-G-M features and film biographies of stars, shown in installments. "Captains Courageous" will be shown in three weekly installments, thru March 28, followed by a two-part bio of Greta Garbo. Leonard Spigelgass is now producer, with Leslie Petersen as exec producer.
- <u>CBS-</u> <u>See It Now</u> (March 13, Tue, 8:30-10pm EST) Irregularly presented program, preempts regular programming at various times. The March 13 program, sustaining, is titled "Egypt-Israel," a report on the crisis in the Middle East. The program preempts Navy Log, 8:30-9pm, Meet Millie, 9-9:30pm, Red Skelton Show, 9:30-10pm.
- <u>MBC-</u> \$100,000 Big Surprise (Sat, 7:30-8pm EST) Mike Wallace becomes m.c., replacing Jack Barry, effective March 10.

Meet The Champions; DEBUT March 9; Fri, approx 10:45-11pm EST; LIVE from WRCA-TV(NY), 8 stations live. § Sponsor- Bayuk Cigars, Inc (Phillies, Webster Cigars) thru Al Paul Lefton, Inc(Phila); Acct Exec- Winslow Martin; Agcy Superv-Paul Brown; Comm Superv- Jack Creamer; Comm Anner- Jack Lescoulie. § Pkgr-NBC-TV(NY); Prod & Dir- Marshall Stone; Writers- Barney Nagler, Roy Silver. § Jack Lescoulie interviews prominent personalities in the world of sports, with program being seen on a limited net, mainly NY State stations, in areas where the NBC net program <u>Red Barber's Corner</u>, on at the same time, has been sustaining. The Barber program continues on the rest of the net.

#### LOCAL STATION ACTIVITY

WAAM(Ch 13) Baltimore
- Stop, Look and Fix-It; DEBUT Mar 9; Fri, 11:45-12noon EST. Public service, sustaining. Pkgr- WAAM with Baltimore City Housing Authority; Prod- Marion D. Gutman(Auth); Dir- Ken Calfee. Hints and suggestions on low-cost home maintenance, from the inside of the home to care of lawns.

WABD(Ch 5) New York
- The Magic Clown; DEBUT Mar 4; 12noon-12:30pm EST. Sponsor- Gold Medal Candy Corp (Candies) thru Emil Mogul Co., Inc(NY); Agcy Superv- Nat B. Eisenberg. Pkgr- Television Magic, Inc.; Prod- Hank Leeds; Dir- Barry Shear; Writer- Ralph Rosenberg, Jr. Story-line magic show, with tricks, music and some audience participation; occasionally will use special guests.

ROSS REPORTS - 3/11/56

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## TALENT SHOWSHEET MARCH 9 - MARCH 18, 1956

Most of the shows on Mar. 9, 10, 11 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, March 9. 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 MARCH 9 mmmmmmmmmmmmmmm

<u>I Spy</u> (Raymond Massey)	WABD 7:30pm	The Four; Stewart Bradley, Paul Andor, Peggy Lobbin, John Griggs, Alan Stevenson
THE BIG STORY (Ben Grauer)	NBC 9pm	Charles Scott, Reporter; New York Journal-American - (A) Nor- man Borisoff; John Larkin, William Zuckert, Joe Julian, Nicho- las Saunders
IGOR CASSINI'S MILLION DOLLAR SHOP	WABD 9pm WCASE	Howard Lindsay & Russell Crouse, Yvonne Adair, Joey Faye, Dan- ny Dayton
The Vise	ABC 9:30pm	Collector's Item - (O) Ken Taylor; Frank Hawkins, Gladys Boot, Jan Holden, John Springett, Robert Raikes & regulars
ETHEL & ALBERT	ABC 10pm	regulars & Basil Rathbone, Nan McFarland, Cele McLaughlin, Margaret Hamilton, Francis Greet
		AY MARCH 10 minymnimmmmm
Fury	NBC llam	Fury Runs to Win - (0) De Vallon Scott; regulars & Stanley Cle- ments, James Seay, Walter W. King, Andy Clyde
Tales of the Texas Rangers	CBS 11:30am	Shooting of Sam Bass - re-run of 10/22/56
<u>Henry Fonda -</u> Rheingold Theatre	WRCA 7pm	Act of Decision, with Frank Lovejoy
Jackie Gleason Show	CBS 8pm	Please Leave the Premises, regulars & Luis Van Rooten
PERRY COMO SHOW	NBC 8pm	Add: "The Hoopsters" (S & D)
STAGE SHOW	CBS E:30pm	Add: Glenn Derringer (M)
	SUNDAY	MARCH 11 mmmmmmmm
LAMP UNTO MY FEET	CBS 10am	Seminar - (O) Clair Roskam; William Hickey, Eric Lewis, Tom Hatcher, Jim Perry
CAMERA THREE	CBS 11:30am	Legend for Our Time; narrator: Ted Pearson; John Butler Dance Theatre (Glen Tetley, Gemze deLappe, Beatrice Tompkins, Robert Tucker); (SW) Robert Herridge; (SD) Francis Moriarty
OMNIBUS	CBS 5pm	Something About the Sky - (0) Rachel Carson; narrators: Shirley Grayson, Joan Chandler, Robert Culp; The Better Half - (0) Eric Knight, (A) Maurice Valency; Hume Cronyn, Jessica Tandy, Ray Walston, Walter Burke, Farrell Pelly, Neil Fitzgerald, Dillys Laye, Victor Wood
Roy Rogers	NBC 6:30pm	The Peddler From the Pecos; regulars & Ray Wheatley, Dud Taylor, Rusty Mestcoatt, Dick Reeves, Harry Harvey, Jack O'Shea, Russ Scott
Jack Benny	CBS 7:30pm	The Flattering Word; regulars & Fredric March, Peggy Lee, Elsa Lanchester, Sharon Bell
Frontier	NBC 7:30pm	The Hanging at Thunder Butte Creek; Donald MacDonald, Bob Bray, Vic Perrin, William Fawcett, Paul Brinegar, Nick Nicol, Paul Birch
D SULLIVAN SHOW	CBS 8pm	Kill: Ricky Layne: Add: Tenley Albright, Hayes Jenkins (Olympic skating champions)

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SUNDAY MARCH 11 (Cont'd)

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NBC COMEDY HOUR	NBC 8pm	The Child Actor with David Burns; Little Men from Cuter Space, Bert Lahr; & Gale Storm, Stan Freberg, Jonathan Winters, Slate Brothers; Dir - Jim Jordan Jr.
GOODYEAR PLAYHOUSE	NBC 9pm	Conspiracy of Hearts - Add (0) Dale Pitt; Add: Dir - Robert Mul- ligan
APPOINTMENT WITH ADVENTURE	CBS 10pm	<u>Career</u> - (0) William Chapman White, (A) Art Wallace; Margaret Phillips, Roy Dean, William Jackson, Ludie Claire; Dir - Paul Stanley
JUSTICE	NBC 10:30pn	The Willing Victim - (0) Art Wallace; Robert Emhardt, George Grizzard
	MONDAY	MARCH 12
Passport to Danger (Cesar Romero)	WABD 7:30pm	Rome - (0) Robert C. Dennis; Donna Martel, Carl Milletaire, Da- vid Kasday, Donald Curtis, Ivan Triesault, Frank Nechero, Vic- tor Romito
TV Reader's Digest	ABC 8pm	Night Court - (0) James Finan, (A) Arthur E. Orloff; John Archer, Damian O'Flynn, Charles Seel, Joseph Perry, Patrick O'Malley; Dir - Chris Nyby
CAESAR'S HOUR	NBC 8pm	regulars & Jean Sanders, Mort Marshall
VOICE OF FIRESTONE	ABC 8:30pm	Brian Sullivan
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Gordon Fleming(M), "The Buckskins"(M), Ana Casado(S)
I Love Lucy	CBS 9pm	regulars & Oliver Blake, Jerry Hausner, Albert Calderon, Lee Miller; (SW) Jess Oppenheimer, Madelyn Pugh, Bob Carroll Jr.; Dir - Bill Asher
Medic (Richard Boone)	NBC 9pm	The Glorious Red Gallagher; Hope Emerson, Barbara Turner, Larry Kerry, Phil Chamber, Jo Gilbert; (SW & SD)
December Bride	CBS 9:30pm	Lily in a Gas Station; regulars & Frank Cady, Oliver Blake, Paul Maxey; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	The Brief Case - (0) J. Harvey Howells; Gloria DeHaven, John Hudson, Edmon Ryan, Edward Holmes, Logan Ramsey, Henrietta Moore, Michael King, Humphrey Davis, Betty Lowe; (SD)
STUDIO ONE	CBS 10pm	Flower of Pride - (0) Michael Dyne; Trevor Howard, Geraldine Fitzgerald, Felicia Montalegre, Halliwell Hobbes, Le Roi Operti, Moyna Macgill, Zolya Talma, Brcok Seawell, Kaye Lyder, Joann Lindille, Renee Gadd, Audrey Ridgwell; Dir - Franklin Schaffner
<u>Douglas Fairbanks</u>	WRCA 10:30pm	Welcome My Wife; Pamela Wright, Barry Keegan, James Hayter, Harry Hutchinson, Tony Quinn, Bee Duffel, Elsie French
		MARCH 13
Warner Brothers Presents	ABC 7:30pm	Survival; Julie Bishop, Butch Bernard, Jim Backus
The Phil Silvers Show	CBS 8pm	Furlough in New York; regulars & Billie Allan, Bill Van Sleet, Mabel Cochran, John Seven, Stanley Simmond, Fay Morley, Kay Lyder, Robert McQueeney, Georgia Landau, Sally Mansfield; (SD)
MILTON BERLE SHOW	NBC 8pm	Zsa Zsa Gabor, Denise Darcel, Arnold Stang, The Four Step Brothers, The Copa Girls, Ray Anthony & Orchestra
Life & Legend of Wyatt Earp (Hugh O'Br	ABC 8:30pm lan)	One of Jesse's Gang; regulars & John Craven, Angie Dickinson
Navy Log	CBS 8:30pm	Pre-empted by "See It Now"
Danny Thomas Show	ABC 9pm	Terry Has a Date; regulars & Dick Beymer; (SD)

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TUE SDAY MARCH 13 (Cont'd)

- Jane WymanNBC 9pmScent of Roses (0) Leo Townsend; Nancy Gates, Jack Kelly,Fireside TheatreEdith Evanson, Judith Ames; Dir Sidney Lanfield
- DuPont Cavalcade<br/>TheatreABC 9:30pmBreakfast At Nancy's; Amanda Blake, Charles McGraw, Frank<br/>Christie, Noreen Corcoran, Gene Roth; (W & D unavailable)
- RED SKELTON SHOW CBS 9:30pm Pre-empted by "See It Now"
- PLAYWRIGHTS 56 NBC 9:30pm Adam and Evening (0) Arnold Schulman; Nehemiah Persoff, Estelle Winwood, Lori March, Ian Tucker, Rudy Bond, Augusta Merighi, Allen Leif, George Ebeling, John C. Becher, Celia Boodkin, Johanna Douglas, Rosetta Veneziani, Rossana San Marco, Giselda Picconi; (SD)
- Big Town NBC 10:30pm Train Wreck; regulars & Roy Roberts, Phil Chambers, William Forrest, Joan Blair, Herbert C. Lytton

#### WEDNESDAY MARCH 14 mmmmmmmmmmmmmmmmmm

- Death Valley Days WRCA 7pm Mr. Bigfoot; Andrews & Charles Martin, Duane Thornsen, Ann Mc-Crea, Paul Keast, Bruno Desoto, Bill Hale, Mike Vallon, Roy Canada, Fran Allen, Rusty Wescott
- Brave Eagle CBS 7:30pm The Strange Animal; regulars & Fred Sherman, George Eldredge, Pete Mamakos
- Screen DirectorsNBC 8pmIt's A Most Unusual Day; Fred MacMurray, Marilyn Erskine, Jimmy<br/>McHugh, Veda Ann Borg, William Traylor, Carolyn Craig, Karen<br/>Vonne, Diane Jergens, Jana Lund, Feggy Deitrich, Cosmo Sarlo,<br/>Darla Hood, Harry Lauter, Ray Kellogg, Frank Sully; (W & D un-<br/>available at press time)
- Father Knows Best NBC 8:30pm Family Reunion (0) Roswell Rogers; regulars & Lillian Powell
- The MillionaireCBS 9pmThe Story of Rita Hanley; regulars & Karen Steele, Robert Lowery,<br/>Beverly Washburn, Robert Burton, Helen Andrews; (SW & SD)
- KRAFT TV THEATRE NBC 9pm Pre-empted by "The Twisted Cross"
- US STEEL HOUR CBS 10pm The Candidate (0) S.S. Schweitzer; Ralph Bellamy, Russell Collins, Edgar Stehli, Harry Holcombe, Sam Gray, Nelson Olmsted, Joseph Sullivan, Fred Herrick, David White, Tom Gorman, Larry Gates, Martin Rudy, Joan Whetmore, Len Doyle; Dir - Daniel Petrie

#### THURSDAY MARCH 15 mmmmmmmmmmmmmmmmmmmmmmmm

Guy Lombardo	WRCA 7pm	Karen Chandler
Sgt. Preston of The Yukon (Richard	CBS 7:30pm Simmons)	regulars & Dick Wilson, Gene Roth, Ralph Neff, Ed Dearing, Har- ry Tyler; (SW & SD)
SHOWER OF STARS	CBS 8:30pm	The Flattering Word - (0) George Kelly, (A) Hugh Wedlock, How- ard Shyder, John Tackaberry; Fredric March, Jack Benny, Peggy Lee, Elsa Lanchester; Prod-Dir - Ralph Levy
STAR TONIGHT	ABC 9pm	Love is a Lawyer - (0) Dexter Bellow; Lawrence Hugo, Mary Sin- Clair, Paul Soarer, Marc O'Daniels, King Caldec; (SD)
Four Star Playhouse	CBS 9 ;30pm	To Die At Midnight - (0) Michael Fessier; Dick Powell, Stacy Harris, Alexander Campbell, Dan Barton, Dee Carroll, Hallene Hill, Lewis Charles, Don Harvey, Bill Henry, Tom B. Henry, Syd- ney Mason, Patti Gallagher, Helen Winston, Jack Roberts, Gene Hardy, Ralph Volke; Dir - Don Weiss
Ford Theatre	NBC 9:30pm	That Evil Woman - (0) Richard English; Stephen McNally, Mari ; Blanchard, Marjorie Rambeau, Robert Hutton, Sue England, Har- riette Carler, Red Thorpe
LUX VIDEO THEATRE	NBC 10pm	Little Boy Lost - (0) Marghanite Laski, (A) George Seaton; Den- nis O'Keefe, Carl Desmond, Jacqueline Eeer, John Crawford, Er- nestine Barrier, Naomi Stevens, Jean Del Val; Dir- George Seaton
JOHNNY CARSON SHOW	CBS 10pm	regulars & Jack Prince, Georgie Jessel
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TALENT SHOWSHEET(more)

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## FRIDAY MARCH 16

Adventures of Rin-Tin-Tin	ABC 7:30pm	The Third Rider; regulars & Rand Brooks, Leo Gordon, Louis Leg- gleri, Robert Keys, Stanley Andrews, Bruce Cowling
MAMA	CBS 8pm	regulars & Ethel Owen
<u>Crossroads</u>	ABC 8:30pm	The Sacred Trust - (0) George Bruce; Brian Aherne, Willis Bouch- ey, Lowell Gilmore, Lester Matthews, Robert H. Barrat, Karen Verne, George Eldredge
<u>Crusader</u> (Brian Keith)	CBS 9pm	Helltown, U.S.A.; Jay Novello, George Keyman, Jack Lambert, Frank Terstle, Gordon Mills, Ross Sanford, Barney Phillips, Barbara Knudsen
IGOR CASSINI'S MILLION DOLLAR SHOW		Gloris De Haven, Earl Wrightson
<u>The Vise</u>	ABC 9:30pm	Hear No Evil - (0) Gwen Davis; regulars & Nanette Newman, John Stone, Catherine Finn, Allistair Hunter, Shirley Lawrence, Iris Vandeleur; Dir - Ernest Morris
<u>Schlitz Playhouse</u> of <u>Stars</u>	CBS 9:30pm	The Young and the Brave - (0) Jackland Marmur, (A) Don Martin; John Ericson, Eleanor Tanin, Gayle Kellogg, Paul Bryar, Wally Cassell, Francis DeSales, Howard Price, Jack Grinnage, George Lucien, John Stephenson; Dir - Justis Addiss
STAR STAGE	NBC 9:30pm	<u>The Man Who Was Irresistible to Women</u> - (0) Jackson Stanley; Art Carney, Lisa Ferraday, Carmen Matthews, Marjorie Barrett; Dir - Jack Smight

## MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 9 THRU FRIDAY MARCH 16

GARRY MOORE SHOW	CBS 10am	3/12 - Jimmie Jeffries(C); 3/16 - Yale Whiffenpoofs; Frank Behrens(C); Tom Brown (N.J. Boystown singer)
NBC MATINEE THEATRE	NBC 3pm	3/12 - <u>A Cowboy for Chris</u> - (0) Walter Black, William Mendrek; Kim Charney, Eleanor Tannin, Ray Montgomery; 3/13 - <u>The Rocking</u> Chair - (0) Bob Barbash, (A) Anthony Spinner; Lamont Johnson; 3/14 - <u>The Big Guy</u> - (0) Leonard Freeman; Alan Hale Jr., Toni Gerry; 3/15 - Statute of Limitations - (0) A. J. Russell; Her- bert Anderson, Richard Crane, Sallie Brophy; 3/16 - <u>The Baron</u> and the Banshees - (0) Seamus White, (A) Jack Laird
DATE WITH LIFE	NBC 4pm	The Doctor's Wife; Corr: Continues thru March 30, instead of March 23 as previously listed
MODERN ROMANCES	NBC 4:15pm	3/12-3/16 - (0) William Kendall Clarke; with Tom Middleton, Don Hastings, Mary Jackson, Fran Spanier, Ben Hammer; Dir - Tom Reynolds
TONIGHT	NBC 11:30pm	3/12-The Four Cadillacs(S), Kajar(Mag), Phil Leeds(C); 3/13 - Helen Kane(S), Don Adam(C), Richard Himber; 3/14 - Sam Coslow(C); 3/15 - Art Blakey & His Jazz Messengers; 3/16 - Martyn Green(S), Bobby Hackett
	SATURDA	Y MARCH 17
Fury	NBC llam	Timber - (O & A) Nat Tanchuck, Art Browne, Jr.; regulars & Bruce Cowling, John Pickard, Paul Sorrenson
PERRY COMO SHOW	NBC 8pm	Eddie Fisher, Pat O <sup>t</sup> Brien, Imogene Coca
STAGE SHOW	CBS 8:30pm	regulars & Elvis Presley(S), Glenn Derringer(M), Henny Youngman(C)
<u>It's Always Jan</u>	CBS 9;30pm	regulars & Sid Melton
<u>Gun smo ke</u>	CBS 10pm	regulars & Ken L. Smith, Jim Nusser

Damon Runyon Theatre CBS 10:30pm A Tale of Two Citizens; Sonny Tufts, Pamela Britton, Gordon Jones, Clegg Hoyt, Mel Welles, Ken Christy

## SUNDAY MARCH 18

FRONT ROW CENTER	CBS 4pm	Dinner Date - (0) Hinki Brooks; Lee Marvin; remainder of cast
(Robert Sterling)		to be announced

ROSS REPORTS - 3/11/56 - Page D

TALENT SHOWSHEET(more)

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## SUNDAY MARCH 18(Cont'd)

HALLMARK HALL OF FAME	NBC 4pm	The Taming of the Shrew - (0) William Shakespeare, (A) William Nichols, Michael Hogan; Maurice Evans, Lilli Palmer, Diane Ci- lento, Philip Bourneuf, John Colocos, Douglas Watson, Jerome Kilty, Robinson Stone, Ronald Long, Will B. Able, Jack Fletcher; Dir - George Schaefer
Captain Gallant of the Foreign Legion	NBC 5:30pm	The Dagger of Judah - (0) William Robson; regulars & Claire Ger- ard, Fierre Eertin, Phillippe Nicaud, Fierre Tabard, Fierre Morteville; Dir - Jean Yarbrough
Roy Rogers	NBC 6:30pm	<u>Sheriff Missing</u> - (O) William Lively; regulars & Harry Harvey, Sr. Helen Spring, Howard Negley, Keith Richards, Troy Melton, Russ Scott; Dir - George Blair
<u>It's A Great Life</u>	NBC 7pm	Private Eye; regulars & Phyllis Coates, Herb Vigran, Richard Reeves, Michael Ross, Sid Melton, Robert Bice, William McLean; (SW & SD)
Private Secretary	CBS 7:30pm	Cat on a Hot Tin File, regulars & Jean Parker
ED SULLIVAN SHOW	CBS Spm	Marcel Marceau (film), Joe E. Lewis(C), Nat "King" Cole(S), Ro- berta Peters(S), Cesare Siepi(S), The Charlivels
NBC COMEDY HOUR	NBC 8pm	Marquis Family Chimps (film); others to be added
General Electric Theatre	CBS 9pm	The Night Goes On; Rosalind Russell, Carmen Mathews, Tony George
ALCOA HOUR	NBC 9pm	Doll Face - (O) Jerome Ross; Glenda Farrell, Frank McHugh, Gene Lyons, Nancy Malone, Addison Powell, Jeff Harris
Alfred Hitchcock Presents	CBS 9:30pm	There Was An Old Woman - (0) Francis & Marion Cockrell; Estelle Wendwood, Charles Bronson, Norma Crane, Dan Greer, Emerson Trea- cy; Dir - Robert Stevenson
Loretta Young Show	NBC 10pm	<u>His Inheritance</u> - (O) Richard Morris; Loretta Young, John New- land, Kathleen Freeman, Barbara Eiler, Denver Pyle, Ian Wolfe, Bucco Stafford, Diane Wheelif, Anna Marie Nanansi, Pamela Zack Dir - Richard Morris

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MAR 1 5 1956

THE TELEVISION INDEX

#### **PRODUCTION • PROGRAMMING • TALENT**

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## MID-WEEK SPECIAL

NUMBER 11 A

MARCH 14, 1956

EDITOR: Jerry Leichter

VOLUME 8

NEWS - POSSIBILITIES - COMMENT

Thunder and lightning and many troubles are facing the networks and independent packagers during the coming season, with television film syndicators adding a few little blows to the big storm. No matter how one looks at it, motion picture features flooding the TV market have run into the law of supply and demand. The number of available features, new to television, may be in the thousands soon. Many feature works are engaged in shuffling schedules, with sponsors attempting to hold on to time "franchises" and at the same time trying to have top rank programs assigned to them. The latter situation is emphasized by CBS' programming of its new Playhouse 90 weekly hour-and-a-half drama series in the Thursday, 9:30-llpm EST spot for the fall. This has pushed Four Star Playhouse, a fairly successful program, out into the cold, and the owners of that film series have not been quiet about the rooking they believe they have received in the handling of the program ..... Maybe all that fuss and ill-feeling will settle down into normal spasmodic splutterings that afflict any of the entertainment fields, but the feeling in some segments of the trade is that some bankrolls and reputations may be damaged by the conflict. Opinions of recent happenings blend into these reactions: recent and reported future buys of groups of Hollywood film features will take a very long time to amortize because of a probable glut of the market; the networks will as usual get their way in forcing programming changes, but as "cultural" and "spectacular" programs increase in frequency their average audiences may drop, because there's a limit to the size of the audience that special promotions can excite and re-excite on a continual basis; good half-hour programs will continue to attract good audience levels in competition with longer programs although they may lose out in some weeks to big name talent. These are all generalizations based on opinions picked up on some of the issues facing television this coming fall. No one in television has the answers, but a monstrous amount of money is going to be waged on which way the programming dice will fall.

The Arthur Godfrey program "empire" is fast taking on a new look. Each time he takes a vacation the pattern of replacement programs broadens out. Godfrey will go on his next leave for two weeks starting Monday, March 19. Peter Lind Hayes will take over the morning Arthur Godfrey Time programs for the full period. Art Carney will sub on Talent Scouts on March 19, but on March 26 the program will originate from Hollywood with Bob Crosby as host. Godfrey's Wednesday evening Friends disappear for two weeks, to be replaced by Spring Holiday, starring Tony Martin, on March 21, and The Peter Lind Hayes Show on March 28. Godfrey has the last word on all replacements. - Page 1 - (MORE)

#### ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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The big noise made over competitive rating positions for various programs often obscures the basic reasons that lower scoring shows are renewed or stay around long after meteoric successes fade and disappear. Sponsors are interested in sales results and these are reflected by the types of audiences their programs attract. One bit of advertising reasoning is that yearners after other people's money -- the types that watch the quiz shows -- are not always the ones who invest in home improvements, heavy appliances or autos. They are the mercurial types who can be wooed from one inexpensive product or brand to another. But the more serious or steadier type of viewer who goes for program content is considered to be the prospective heavy-duty spender.

One curious sidelight to the NBC showing of "Richard III" and the very wide coverage of the event by columnists and reviewers -- coordinated with movie reviews in New York -- is that everyone seemed to be urging the viewing public to be sure to see it in a movie theatre -- "it was great on television, but you ought to see it in its full-screen spendor" -- a reaction that NBC is wholly in accord with since it shares the theatre income ...... It may be forgotten, in view of the huge audience totals the Sunday afternoon spot racked up, but NBC wanted to present the film as a nighttime spectacular and the lack of a sponsor or sponsors willing to pick up the tab was the condition that gave it a Sunday afternoon showcasing. The one anachronism in the GM sponsorship of the show is that NBC and GM were happy that bleak weather kept people home to watch it, yet the sponsor's products are aimed at the car-traveling public.

British movie house owners are stirring up trouble over an expected influx of American-made movie features on British television. They are asking for a boycott by \* theatre interests against the movie firms that sell to television. The ticklish situation may affect American sales of television series to British TV, since the movie exhibitors may throw their weight behind the drive to limit the amount of dollars the TV syndicators may take out of Britain ..... Television stories seem to be flowing in increasing numbers to movie studios, but actually the greater number are being purchased by independents who have releasing contracts with the majors. West Coast reports are that competition is increasing for book and play properties, with television looking more to literary vaults and past published successes. Bud Kaye, head of the CBS story dept in Hollywood, recently said that the supply of good stories for TV is still far below the demand. Actually, it's the supply of writers that's short; the kind that can turn out fine scripts for the demanding one-hour drama market.

Elizabeth Mears has been named casting director at Pyramid Productions (The Big Story) in New York, replacing Gladys Rave. Miss Mears was formerly at WABD-Du Mont .. ....Leo Davis has been upped to producer of live shows (26 annually) for General Electric Theatre, with Mort Abrahams continuing as exec producer. Davis takes over starting with the Ethel Merman starrer, "Reflected Glory," to be seen March 25 ..... CBS has signed Buzz Kulik, ex-Lux Video Theatre, as a staff producer-director, with his first assignment to be the seven weeks of live shows for You Are There, to be aired starting April 15. Bernard Girard has been directing the filmed versions of the program, which will resume after the live interval. Live and future filmed programs in the series will continue to be produced in Hollywood ...... John McGiffert has been named writer for CBS' Camera Three programs.

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## THE TELEVISION INDEX

MARCH 19-25, 1956

VOLUME 8 NUMBER 12

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(19)

 <u>ABC-</u> 8:30-9:30pm EST; HIGHLIGHT; <u>Voice of Firestone</u> - "Springtime, U. S. A."; LIVE from WABC-IV(NY), approx 60-odd stations live (87 ordered). § Sponsor - Firestone Tire & Rubber Co (New Safety Tire) thru Sweeney & James Co(Cleveland). § Pkgr- Firestone with ABC-TV(NY); Prod- Fred Heider; Asst Prod- Jean Meegan; Dir- Cort Steen; Asst Dir- Lou Frederick; Writer- Jean Meegan; Program Anner- Hugh James; Narrator- Helen Hayes. § A special musical cavalcade of American music, tracing its development from Pilgrim times to Spring, 1956. The <u>Voice of Firestone</u> has been expanded from its usual half-hour for this special program, one time only. Howard Barlow conducts the regular orchestra, with a special presentation of "Rhapsody in Blue," conducted by Paul Whiteman. Also featured are a special jazz group, as well as vocal artists Rise Stevens, Patrice Munsel, Brian Sullivan and Ray Middleton. The second half-hour of the program replaces the Dotty Mack Show (last show March 12), which will be succeeded starting March 26 by a new net film program.

#### Tuesday(20)

<u>CBS-</u> 9-9:30pm EST; DEBUT; <u>Guy Lombardo's Diamond Jubilee</u>; LIVE from WCBS-TV(NY); no. of stations indefinite. § Sponsor- Pharmaceuticals, Inc (Geritol) thru Edward Kletter Associates, Inc(NY); TV Acct Rep- Don Blauhut. § Pkgr- MCA(NY); Exec Prod- Mort Abrahams; Prod & Writer- Gordon Auchincloss; Prod Asst- Barbara Olsan; Dir- James Elson. § Guy Lombardo is m.c. for this music program which will feature dramatizations of songs that have played significant roles in the lives of various people. Four viewers, selected from their letters to the program, will be brought to NY each week to appear as guests on the show. Each program will elso feature a guest personality with "the song of his life." The program succeeds Meet Millie (last show March 13) in this time spot.

#### Wednesday(21)

<u>NBC-</u> 10:30pm-12:15am EST; SPECIAL; <u>Presentation of Awards of Academy of Motion</u> <u>Picture Arts and Sciences</u>; LIVE from KRCA-TV(LA) & WRCA-TV(NY), 126 stations live. Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); TV Superv- Frank Egan(NY, v.p. in charge); Comm Dir- William Palmerston; Comm Anner-Bob Le Mond. § Pkgr- Academy of Motion Picture Arts and Sciences(Hollywood) with NBC-TV(LA); Academy Prod- Robert Ernmett Dolan; (Continued on next page)

- Page 21 -

THIS WEEK(More)

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#### Wednesday(21)

#### THIS WEEK(Cont'd)

NBC- Motion Picture Academy Awards (Cont'd from previous page): Academy Dir-George Seaton. NBC Staff: Prods-William Kayden(LA) & Herb Braverman(NY); Dirs-William Bennington(LA) & Richard Schneider(NY); Assoc Prod- Fred Rheinstein; Assoc Dir- Roy Montgomery. Academy Staff: Music Dir- Andre Previn; Art Dir- Hal Pereira; Music Numbers Staged By- Nick Castle; Writers- Melville Shavelson, Jack Rose, Richard L. Breen; Costume Consultant- Edith Head. § Presentation of the 28th annual awards, the "Oscars", of the Academy of Motion Picture Arts and Sciences, from the RKO Pantages Theatre in Hollywood, with cut-ins from the NBC Century Theatre in New York. Jerry Lewis will be m.c. in Hollywood, with Claudette Colbert as m.c. in New York. The program preempts Midwestern Hayride, 10:30-11pm EST, local programming and the 11:30pm-12:15am portion of Tonight.

#### Thursday(22)

CBS- 1-1:30pm EST; SPECIAL; To Mamie With Music; LIVE from WTOP-TV(Wash) & WCBS-TV(NY), to the CBS & ABC nets. § Sustaining. § Pkgr- CBS-TV; Prod & Dir-Jerome Shaw. § Special musical program in belated recognition of Mamie Eisenhower's 59th birthday (Nov 14) which was delayed because of the President's recent illness. The Washington portion will be of a luncheon given for Mrs. Eisenhower, while the NY pickup will feature musical numbers. The program preempts The Jack Paer Show, 1-1:30pm, on CBS, this day only.

#### Sunday(25)

<u>CES- 2-2:55pm EST; SPECIAL; Hall-Butler Debate; LIVE from WCAU-TV(Phila), to the net.</u> § Sustaining, public service. § Pkgr- CBS Public Affairs(NY); Prod- John McClay; Dir- Jerry Samuelson. § Walter Cronkite moderates a debate between Leonard Hall and Paul Butler, chairmen of the Republican and Democratic National Committees, respectively; part of the 10th annual Philadelphia Bulletin Forum, at Congress Hall, Philadelphia. The program preempts local programming and <u>Adventure</u>, 2:50-3pm EST, one time only.

#### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

<u>NBC-</u> <u>Wide World</u> (Every other Sun, 4-5:30pm EST) March 25; "Land of Plenty"; Prod-Robert Bendick; LIVE control from WRCA-TV(NY).

#### OTHER NETWORK CHANGES & ADDITIONS

CBS- Mighty Mouse Playhouse (Sat, 10:30-11pm EST); Winky Dink and You (Sat, 11-11:30 pm EST) New times effective March 24 as the programs switch schedule spots.

Spring Holiday; SFECIAL March 21; Wed, 8-9pm EST; LIVE from WCBS-TV(NY), to regular station lineup for Arthur Godfrey and his Friends, one time replacement for latter program, on vacation. § Pkgr- CBS-TV(NY); Prod- Milton Douglas; Dir-Byron Paul. Tony Martin stars, with Cyd Charisse, singer Polly Bergen and comedian Jack E. Leonard.

<u>NBC-</u> <u>Paul Winchell-Jerry Mahoney Show</u> (Sat, 12noon-12:30pm EST) Change in format to a variety show, effective March 17. Program will use guest variety stars.

Children of Israel; SPECIAL March 18; Sun, 1-1:30pm EST; LIVE from WRCA-TV(NY), to the net. Sustaining, public service. Pkgr- NBC with the Jewish Theological Seminary of America; Prods- Doris Ann(NBC) & Milton E. Krents(Seminary); Dir-Martin Hoade. The traditional Passover story in a drama by James Yaffe, with Leon Janney, Boris Tumarin and Will Kuluva. The program preempts <u>The American</u> Forum in this time spot, one time only.

Princeton '56; NET RETURN March 4; Sun, 2-2:30pm EST; KINESCOPES from WRCA-TV(NY), to the net. Sustaining. Kinescopes of program series currently presented locally over WRCA-TV(NY), Saturdays, 6-6:30pm EST. (See page 13 for program info).

OTHER NET CHANGES

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#### TALENT SHOWSHEET MARCH 16 - MARCH 25

Most of the shows on Mar. 16, 17, 18 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, March 23. 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 MARCH 16

Science Fiction Thea	atre WRCA 7pm	<u>The Frozen Sound;</u> Truman Bradley & Marshall Thompson, Marilyn Erskine, Ray Collins, Michael Fox
<u>I Spy</u> (Raymond Massey)	WABD 7:30pm	The Gunpowder Plot; Robert Dryden, Basil Langton, Byron San- ders, June Hunt, Thomas Palmer, John Call
THE BIG STORY (Ben Grauer)	NBC 9pm	Robert F. Ward, Reporter: Bridgeport (Conn) Post & Telegram - (A) Sheldon Stark; Walter Klavun, Joe Mantel, Feter Turgeon, Harry Ganness, Joe Bernard
ETHEL & ALBERT	ABC 10pm	regulars & Basil Rathbone, Nan McFarland, Cele McLaughlin, Mar- garet Hamilton,Katherine Raht,Anna Minot, Mary Boylan ; (SD)
The Line-Up	CBS 10pm	The Design Case - (0) Montgomery Pitman; regulars & Betty Rubin, Gregory Walcott, Louise Venier, Marion Carr

SATURDAY MARCH 17 mmmnummmmmnummmmmm

Tales of the Texas Rangers CBS 11:30am Ransom Flight; Re-run of 9/3/55

Renry Fonda Presents WRCA 7pm Rheingold Theatre	Total Recall - (0) James Helvick, (A) Frederic Brady; William Lundigan
Jackie Gleason Show CBS 8mm	Pardon My Glove reculars & Alexander Glove

Jackie Gleason Snow CBS opm Pardon My Glove, regulars & Alexander Clark

AWARDS PRESENTATION NBC 9pm Presentation of "Emmy" awards, New York & Hollywood; Pre-empts Texaco Star Theatre & George Gobel Show

### SUNDAY MARCH 18

CAMERA THREE	CBS 11:30am	The Gift of Toulouse-Lautrec, (0) John McGiffert; (SD) Clay Yurdin
FRONT ROW CENTER	CBS 4pm	Dinner Date - Corr(0) Hindi Brooks. Add. (A) John Kneubuhl.

(Robert Sterling) Diffield Date - Corr. - (0) Hindi Brooks; Add: (A) John Kneubuhl; Cast: Add Peggy Webber, Richard Jaeckel, Whitfield Connor, Peter Votrian, Lillian Buyeff; Dir - Jack Orbison

OMNIBUS CBS 5pm Pre-empted by Out of Darkness

You Are There CBS 6:30pm The Resolve of Patrick Henry - (0) Maury Stern; Tyler McVey, Michael Emmet, Russ Conway, Herbert Rudley, Robert Burton, Gavin Muir, Donald Lawton, Lester Matthews, Ainslie Pryor, Jeffrey Sayre; Dir - Bernard Girard

Frontier<br/>(Walter Coy)NBC 7:30pmThe Big Dry<br/>Leo Gordon, Paul Richards, Ken L. Smith, Sally Corner; (SD)

NBC COMEDY HOUR NBC 8pm Add: Joey Carter, Stan Freberg, Harry Mimmo, Gale Storm, Jonathan Winters; High At Noon (film) - (0) Sid Kuller; with Marquis Family Chimps; Dir - Dick McDonough

APPOINTMENT WITH CBS 10pm <u>A Thief There Was</u> - (0) Victor Canning, (A) Abbey Mann; Chris-ADVENTURE <u>topher Plummer</u>, Jason Robards, Milette Alexander, Constance Ford, Ward Costello; Dir - Paul Stanley

JUSTICE NEC 10:30pm The Frightened Witness - (0) Robert David Burke; Jack Klugman, Jerome Cowan, Jack Lord, Lonny Chapman, Bert Remser; Dir -Paul Bogart

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#### MONDAY MARCH 19 mmmmmmmmmmmmmmm

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Passport To Danger (Cesar Romero)	WABD 7:30pm	Baja California - (0) Donald S. Sanford; William Ching, June Vincent, Dan Seymour, Jan Merlin, Albert Carrier, Tony Roux, Eva Rolf, Coulter Irwin; Dir - Lew Landers
TV Readers Digest	ABC 8pm	No Horse, No Wife, No Moustache - (O & A) J.P. McEvoy; Bobby Driscoll, Mary Lou Carroll, John Roberts, Jim Brandt, Sumner Williams, Robert Wilson, Pierre Watkins; Dir - Tim Whelan
CAESAR'S HOUR	NBC 8pm	regulars & Walter Appler
VOICE OF FIRESTONE	ABC 8:30pm	Patrice Munsel, Rise Stevens, Brian Sullivan, Ray Middleton (S),
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Helen Hayes, Paul Whiteman, Earl Wild(M) (SW) (SD) Art Carney (subs for Godfrey); Elaine Browning(M), Jeffrey Clay(S), The Prophets(S)
I Love Lucy	CBS 9pm	regulars & Allen Jenkins, Elizabeth Patterson, Alice Wills; (SW & SD)
Medic (Richard Boone)	NBC 9pm	My Best Friend, My Guilty Friend; Simon Scott, William Grif- fith, Jeanne Dante, Eddy Grove, Tom Avera, Virginia Goddard, Jeri Warner
December Bride	CBS 9:30pm	Corr- 3/12: Ruth Gets a Job; regulars & Charlotte Lawrence,
		Doug Evans, Sara Berner, Peter Leeds, Joi Lansing, George Mead- er, Emory Parnell, Russell Trent, Pitt Herbert; <u>Kill: Lily In</u> <u>a Gas Station</u> ; 3/19 - <u>Handcuffs</u> ; regulars & Dick Elliott, Ir- ving Bacon, June Kerby; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	The Secret - (0) Milton Gelman; Don Gordon, Nita Talbot, Harry Bellaver, Frank Schofield, Frank Campanella, Sandy Kenyon, Phillip Kenneally, Gerald Milton; (SD) Perry Lafferty
STUDIO ONE	CBS 10pm	The Laughter of Giants - (0) Paul Crabtree; Brian Donlevy, Rita Gam, Biff McGuire, Pat McVey; Dir - William H. Brown
Douglas Fairbanks Presents	WRCA 10:30pm	First Day; Tom MaCauley, Frank Latimore, Mary Steele; (Further cast and writer unavailable at press time)
		MARCH 20
Warner Brothers Presents	ABC 7:30pm	Cheyenne - West of the River; Clint Walker & Stephenie Griffin, Lois Collier, Trevor Bardette, Lane Bradford
The Phil Silvers Sho	w CBS 8pm	The Big Uranium Strike; regulars & David Kerman, Jack Orrison, Wyrley Birch, Flossie Ellis; (SW & SD)
THE CHEVY SHOW	NBC 8pm	The Awful Truth; Bob Hope, Greer Garson, Vivian Blaine, Dick Foran, Hedda Hopper
<u>Navy Log</u>	CBS 8:30pm	The Fatal Crest; Liam Sullivan, Nelson Leigh, Arthur Hanson; (SD) Jean Yarbrough
Jane Wyman Theatre	NBC 9pm	<u>Shoot the Moon</u> - (O) William Bowers; Ozzie Nelson, Joe Lansing, Lyle Talbot, Donald McBride, Nancy Culp, Sally Hughes, Jack Wagner, Georgia Felham; Dir - Ozzie Nelson
DuPont Cavalcade Theatre	ABC 9:30pm	A Life to Live By - (0) Laszlo Gorog; John Ericson, Sally Fra- zer, Huss Conway, Chris Warfield, Shirley Bernard, Alexander Campbell; Dir - Bill Seiter
RED SKELTON SHOW	CBS 9:30pm	Charles Coburn, Allen Jenkins
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	Five Mho Shook the Mighty- (0) Peggy Mann, (A) Eernard Wolfe, Phillip Abbott, Harold Stone, Robert Goodier, Martin Newman, Gregory Morton, Bill Daniels, Haim Winant, Paul Savior, Anne Hegira, Jacques Aubuchon
<u>Big Town</u>	NBC 10:30pm	Trial Lawyer; regulars & Carl Benton Reid, Art Balinger, Fran- cis de Sales, Harry Landers, Kirby Smith
		AY MARCH 21 ammmrammumm

Death Valley Days WRCA 7pm The Chivaree; regulars & Tyler MacDuff, Roy Regnier, Joyce Jamison, Harry Lauter, Eula Morgan, Martin Twain

ROSS REPORTS - 3/18/56 - Page B

TALENT SHOWSHEET(more)

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WEDNESDAY MARCH 21 (Cont'd)

Brave Eagle	CBS 7:30pm	The Gentle Warrior; regulars & Brett Halsey, Ed Hashim, Dick Avonde
ARTHUR GODFREY & FRIENDS	CBS 8pm	Replaced by SPRING HOLIDAY, Tony Martin, Cyd Charisse, Polly Bergen, Jack E. Leonard; Dir - Byron Paul
Screen Directors <u>Playhouse</u>	NBC 8pm	The Silent Partner; Buster Keaton, ZaSu Pitts, Joe E. Brown, Percy Holton, Joseph Corey, Jack Kruschen, Evelyn Ankers, Charles Horvath, Harvey Perry, Robert Hoy; Dir - George Marsh- all
Father Knows Best	NBC 8:30pm	Art of Salesmanship; re-run of 8/31/55
The Millionaire	CBS 9pm	The Story of Eric Vincent; regulars & James Anderson, Carol Stone, Hurd Hatfield, Sally Corner, Billy Nelson, Byron Foul- ger, Christian Pasques, Dickie Hong, Ken Osmond, Joseph Mc- Guinn; (SW & SD)
KRAFT TV THEATRE	NBC 9pm	The Lost Weekend - (0) Charles Jackson, (4) Will Lorin; Joe Maross, Mary Fickett, Lenka Peterson, John Shellie, Val Avery, Paul Sperrer, Felix Munso, Jack Arthur, Mel Harrison, Helen Ludlam;(SD) - Fielder Cook
20th Century-Fox Hou:	r CES 10pm	Laura - re-run of 10/19/55

AWARDS CEREMONY OF THE ACADEMY OF MOTION PICTURE ARTS & SCIENCES - NBC 10:30pm.

#### THURSDAY MARCH 22 mmmmmmmmmmmmmmmmm

The Life of Riley

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NBC 8:30pm

Guy Lombardo	WRCA 7pm	Helena Scott
The Goldbergs	WABD 7:30pm	Partners; regulars & Viola Harris, Bruce Gordon
Sgt. Preston of the Yukon (Elchard	CBS 7:30pm Simmons)	Maureen Cassidy, Robert Malcolm, Karen Scott, Bert Trask, Jo- seph Downing, Art Mapes, Lewis Charles; (SW & SD)
Bob Cummings Show	CBS 8pm	Chuck Visits Grandpa; regulars & Diane Jergens
CLIMAX!	CBS 8:30pm	Pale Horse, Pale Rider - (0) Katherine Anne Porter, (A) F.W. Durkee Jr.; Dorothy McGuire, Ann Rutherford, John Forsythe, Lili Darvas; Dir - John Frankenheimer
STAR TCNIGHT	ABC 9pm	The Chevigny Man - (0) Robie Macauley, (A) Calvin Tomkins; Robert Culp, Leo G. Carroll, Leora Dana; Dir - Alan Anderson
The People's Choice	NBC 9pm	Sergeant Dooley - (0) Frank Gill, Jr, Carleton Brown; regulars & Walter Reed, Doris Singleton; (SD)- Robert Finkel
Four Star Playhouse	CBS 9:30pm	Desert Encounter - (0) Marc Brandel; Charles Boyer, Susan Koh- ner, Angela Greene, Jonathan Hole, Stuart Whitman, Martin Gar- ralaga, Pepe Hern, Richard Lopez, Abel Franco, Frances Mercer; Dir - Roy Kellino
Ford Theatre	NBC 9:30pm	Double Trouble; Brian Donlevy, Richard Denning, Richard Erdman, Yvette Dugay, Frank DeKova, Damian O'Flynn
LUX VIDEO THEATRE	NBC	The Steel Trap - (0) Andrew Stone, (A) S.H. Barnett; Margo Lee, Howard Duff, Lyle Talbot, Tom Brown, Chester Stratton, Robert Jordan, Joe Mell, Shirley Mitchell, Larry Blake, Gordon Mills, Jason Johnson; Dir - Norman Morgan
		MARCH 23
Adventures of Rin-Tin-Tin	ABC 7:30pm	Rusty Surrenders; regulars & Joe Sawyer, Rand Brooks, Bob Swan, Barry Brooks, Jack V. Littlefield
Crossroads	ABC 8:30pm	Barry Bishop - (0) Tom Reed; Richard Dunning, Robert Armstrong, Jean Willes, Chick Chandler, Robert Barrat, Eddie Garr, Frank

Scannell, Norma Varden, George E. Stone; (SW & SD)

regulars & Henry "Bomber" Kulky, James Flavin, Douglass Dumbrille, Arthur Q. Bryan, Robert Fould, Fred Sherman; (SW & SD)

TALENT SHOWSHEET(more)

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## FRIDAY MARCH 23 (Cont'd)

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IGOR CASSINI <sup>†</sup> S MILLION DOLLAR SHOW(	WABD 9 CASE	9pm (	Cleveland Amory, Trevor Howard, Tony Bavaar, Trudy Richards
The Vise (Donald Gray)	ABC 9:	:30pm	<u>Killer on the Prowl; Sandra Dorne, Michael Balfour, Teresa</u> Thorne, Patrick Holt, Hal Ayer, Leslie Kyle
Schlitz Playhouse	CBS 9:		The Waiting House - (O) Betty Ulius; Phyllis Kirk, Paul Langton, Dorothy Green, Arthur Gould Porter; Dir - Justis Addiss
STAR STAGE	NBC 9:	1	The Secret Place - (0) Margaret Craven, (A) Lowell Barrington, Richard Collins; Teresa Wright, Ed Reamers, Kevin McCarthy, John Litel, Irene Tedrow, Rudy Goodwin, Herb Butterfield
MULTILE &	CBS 10	Dam 3	RD SHOUS FRIDAY MARCH 16 THRU FRIDAY MARCH 23 3/19 - George Gilbert(C); 3/21 - Stan Freeman(M); 3/23 - Conine
		δ	& White (D), Charlotte Rae (C)
NBC MATINEE THEATRE	NBC 3pt	C N K	3/19 - Notebook Warrior - (0) Ira Levin; Ben Cooper, Onslow Stevens, Richard Carlyle; 3/20 - Temptation for a King - (0) John Secondari, (A) Michael Dyne; John Conte; 3/21 - The Anti- dote - (0) Richard McCracken; James Bell, John Lupton, Peggy Maurer; 3/22 - Shadows - (0) Ira & Jane Avery; Debra Paget, Jœ Kirkwood Jr., Eduardo Ciannelli; 3/23 - (0) Joan Cunningham; Ann Harding, Tom Pittman, Carol Nugent, Virginia Maguire
MODERN ROMANCES	NBC 4:		3/19 - 3/23: (0) Ann Howard Bailey; Augusta Dabney, Sally Kemp, John Shay, Court Benson
TONIGHT	NBC 11	3	3/19 - Henny Youngman, Sylvia Symms(S); 3/20 - Terry Gibbs(C); 3/21 - Leona Anderson(S). (Show presented 12:15-lam this date); 3/22 - Herb Jeffries(S); 3/23 - George Kirby(C); Jackie Cain(S),
		t	Roy Krall(S)
		SATURDAY	Y MARCH 24 pmnmmmmmm
Tales of the Texas Rangers	CBS 11		<u>The Hobo;</u> regulars & Pat Walter, Robert Bice, Paul Brinegar, Fom Black, Hal Taggart
PERRY COMO SHOW	NBC 8pr	m A	Ann Blyth, Buddy Hackett, Carl Perkins Trio
PERRY COMO SHOW STAGE SHOW	NBC 8pr		Ann Blyth, Buddy Hackett, Carl Perkins Trio regulars & Glenn Derringer(M), Elvis Presley(S)
		30pm r 30pm r	
STAGE SHOW	CBS 8:3	30pm r 30pm r F	regulars & Glenn Derringer(M), Elvis Presley(S) regulars & Sid Melton, Kathleen Freeman, Paul Leavitt, Frank
STAGE SHOW It's Always Jan	CBS 8:3 CBS 9:3	30pm r 30pm r F	regulars & Glenn Derringer(M), Elvis Presley(S) regulars & Sid Melton, Kathleen Freeman, Paul Leavitt, Frank Richards, Larry Dobkin, Rodney Bell; (SW & SD) regulars & Richard Green MARCH 25
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STAGE SHOW <u>It's Always Jan</u> GEORGE GOBEL SHOW <u>His Way, His Word</u> <u>You Are There</u> SUNDAY SPECTACULAR	CBS 8:3 CBS 9:3 NBC 101 NBC 2:3 CBS 6:3 NBC 7:3 CBS 8pm	30pm r 30pm r 30pm r m pm r SUNDAY M MMMMMMMM 30pm <u>T</u> 30pm <u>T</u> 8 30pm <u>H</u> b 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	regulars & Glenn Derringer (M), Elvis Presley(S) regulars & Sid Melton, Kathleen Freeman, Paul Leavitt, Frank Richards, Larry Dobkin, Rodney Bell; (SW & SD) regulars & Richard Green MARCH 25 mmmmmmm The Fruitless Fig Tree. (No credits available) The Berlin Air Lift - (C) Don Clarke; Lawrence Dobkin, Fay Wall, Uss Conway, De Forrest Kelley, Harold Dryenforth, Sam Edwards, Bing Russeli, John Murphy, James Anderson; Dir - Bernard Girard Keaven Will Protect the Working Girl; Janet Blair, Helen Gallæg- ter, Tammy Grimes, Tony Randall, Connie Russell, Nancy Walker, ert Lahr, Patricia Hammerlee, Bob Carroll; (SW) Billy Friedberg, Welen Traubel, Nat "King" Cole, Jack Carter, Andre Segovia,

GOODYEAR PLAYHOUSE NBC 9pm Joey - (0) Louis Peterson; Kim Stanley, Anthony Perkins, Peggy McCay, Ruth White, George Mitchell, Sidney Armus, Sid Raymond, John C. Becher; (SD) Robert Mulligan

Alfred Hitchcock CBS 9:30pm Whodunit - (0) C.B. Gilford, (A) Francis & Marian Cockrell; <u>Presents</u> Whodunit - (0) C.B. Gilford, (A) Francis & Marian Cockrell; John Williams, Alan Napier, Jerry Paris, Philip Coolidge, Ruta Lee, Amanda Blake, Bill Slack; Dir - Francis Cockrell

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## THE TELEVISION INDEX

### **PRODUCTION • PROGRAMMING • TALENT**

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RECEIVED

MID-WEEK SPECIAL

MARCH 21, 1956

NUMBER 12 A

Jerry Leichter

VOLUME 8

EDITOR:

NEWS - POSSIBILITIES - COMMENT

MAR 2 1 1956 The "Emmy" awards have come and gone -- and everyone must a sigh of relief that out of the shambles of the pre-award errors, some deserving people and series did survive and get some recognition. One doesn't belabor a sick animal yet it was obvious in the course of the evening (the cameras panned a number of people who did not expect the honor) both in New York and Hollywood that there was a mixture of boredom, impatience and passive resistance among the onlookers. It seemed as though all had the old Brooklyn cry in mind, "Wait till next year." Ed Sullivan said as much in his column this Monday, and since Mr. Sullivan will undoubtedly be a powerful factor in next year's setup, something will happen. While most of the criticism has been directed against the categories for awards set up this year, one must remember that television is a giant, sprawling industry, one that can't be tied into a neat geographical package. Yes, the award categories require careful consideration and possibly quite a bit of modification. Above all, no matter what categories may be chosen the organization must have a strong committee in charge of validating awards. Nominations for categories must be explained in such a manner that nominations for them can only be logical, but it is also necessary that nominees not belonging in their categories be eliminated by some sort of group of judges. It was the lack of the latter that actually caused most of the pre-award fuss. The "Emmy" bosses for next year might also consider wiping out another defect, this in presenting the awards. Yes, have a comedian or a top personality for the over-all m.c. to help warm the audience, but how about keeping the comedy separate from the actual presentations? It's a little difficult for the audience to tell where a laugh leaves off and a presentation begins. There are many distinguished men and women in television -- executives, actors and actresses -- who are not comedians or comic personalities and a more judicious use of their talents might lend some dignity to the annual affair; a dignity that up to now has been sadly lacking.

One interesting development in the award business that should be watched this year is the development of The Robert E. Sherwood Awards, to be made by The Fund for the Republic for television programs dealing with liberty and freedom. These are the only major cash awards to be made for television excellence in a particular field and it may be that they will be expanded to cover more ground. At present the Sherwood awards, for programs presented up to May 31, 1956, include \$20,000 for the best network documentary, \$20,000 for the best network drama and \$15,000 for the best production of either type by an independent station. The award will be shared by the producer, director and writer of the winning program in each category on a basis set by the Fund. Cash has a terrific dignity and impact of its own in honoring people.

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(MORE)

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CBS has signed former movie executive Carey Wilson to develop another program series for the television net. The announcement out of Hollywood said that "now that the basic planning for Playhouse 90 has been completed, with more than 15 properties in the works, we are able to allow Mr. Wilson to devote his full creative energies to developing another major series of programs, based on an original idea of his." Playhouse 90 will debut in October, Thursdays, 9:30-llpm EST, with Noel Coward starring in his own "This Happy Breed," his third production for CBS under his network contract. This was the play that exploded last week's controversy when the Ford Motor Co decided that it didn't want any more Coward productions on Ford Star Jubilee, apparently because they didn't sell enough Fords -- or attract enough viewers of the type liable to buy Fords.....Although it has not been officially confirmed, Columbia Pictures assignment to produce at least eight of the Playhouse 90 hour-and-a-half scripts on film is expected to be a lot more successful than other Hollywood production firms' excursions into TV. Columbia does not keep its Screen Gems subsidiary in backlot orphan isolation and its movie and TV know-how are considered interchangable for the assignment.

The success of the <u>Adventures of Robin Hood</u> has led Official Films to personalize another of its pageantry series with the formerly-titled <u>A Knight of the Round Table</u> now called <u>Adventures of Sir Lancelot</u>. The pilot films of the series are now being produced by Sydney Cole at Official's Nettlefold Studios, outside of London. Another of Official's entries for the fall season, also to be produced in England, has now gone through three title changes. The series that once ran under the flag of Sir Henry Morgan and then had a brief fling as adventures of Captain Rogers has now jelled as <u>The Buccaneers</u>, with Hannah Weinstein's Sapphire Films currently shooting the first films. Sapphire also produces the Robin Hood series. The first three films in each of the series are due in the U. S. for agency presentation after April 1.

The Ford Star Jubilee production of "Twentieth Century" on April 7 will be set in the 1927-1928 period, the decade before its original setting, to fit better into the lunacy legend of the period as remembered by most people.....The fitting together of production staffs and the locations are the next big problems to be faced by NEC now that Milton Berle has agreed to do four special one-hour shows next season instead of taking a year's leave.....Four Star Films, Inc., with Zane Grey Productions, began production last week and this week on pilots for two new series, <u>Zane Grey Theatre</u>, an anthology series, and <u>Arizona Ames</u>, a continuing character series. ...Bob Clampett's \$2,000,000 suit against NBC and Stan Freberg because of an alleged appropriation and/or imitation of a Clampett puppet character, namely that Freberg's "Grover" is purported to be a copy of Clampett's "Cecil," apparently resulted in the replacement of "Grover" by a different Freberg hand puppet character on last Sunday's NBC Comedy Hour. Freberg worked for Clampett for five years, up to 1954.

Among the more interesting facets of the contract disagreement between Sid Caesar and Nanette Fabray for next season are these: Members of the <u>Caesar's Hour</u> cast of regulars make no outside talent appearances during the regular TV season -- Caesar's own have been limited to reciprocal promotion arrangements. Any that would be made would be on NBC programs. Also, Howard Morris and Carl Reiner have importance equal to any other supporting feature players in Caesar's plans -- they bulwark all his work -- and other featured players, men or women, do not disturb that balance. Payment for talent is a relative thing with today's high taxes on salaries, so billing becomes the focal point of most TV disputes.

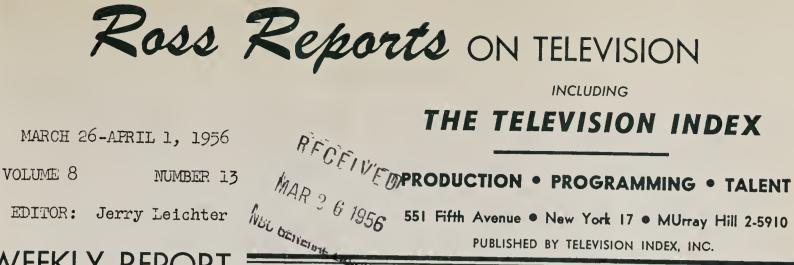
AGENCIES AND ACCOUNTS: White King Scap Co moves to Erwin, Wasey & Co.(LA), effective May 1. The West Coast manufacturer has been handled by Raymond R. Morgan Co.

PEOPLE GOING PLACES: Jay Bottomley named production mgr of the radio-TV dept of C. J. LaRoche & Co., Inc(NY).....Peter A. Cavallo, Jr., will join McCann-Erickson, Inc., as its third associate director and v.p. for television-radio, on April 15. He has been with J. Walter Thompson Co., Chicago.

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WEEKLY REPORT

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

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

#### Monday (26)

<u>ABC-</u> 9-11pm EST; DEEUT; Film Fair; FIIM from WABC-TV(NY), to the net. § Participations. § Pkgr-ABC-TV(NY). § Feature movie series, using films from the J. Arthur Rank group which are seen first on the network's <u>Afternoon Film</u> Festival (Mon thru Fri, 3-5pm EST). Lisa Ferraday is hostess for the new Monday evening series. The program replaces <u>The Dotty Mack Show</u>, 9-9:30pm (last show March 12); <u>Medical Horizons</u>, 9:30-10pm (last show March 5); <u>Outside U.S.A.</u>, 10-10:30pm (last show March 12). The 10:30-11pm period has been open time.

#### Sunday(April 1)

<u>ABC-</u> 4-5pm EST; SPECIAL; <u>The Evening Office of Easter Day</u>; LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV(NY); Prod- Wiley Hance; Dir-Marshall Diskin. § Telecast of the Eastern Sunday ceremony at the Cathedral of St. John the Divine; the Very Rev. James A. Pike, Dean of the Cathedral, will officiate; the Right Rev. Horace W. B. Donegan, Bishop of New York, will deliver a brief talk. The program replaces <u>Dean Pike</u>, 4-4:30pm, and <u>College Press Conference</u>, 4:30-5pm, this day only.

<u>CBS-</u>llam-l2noon EST; SPECIAL; <u>Easter Morning Service</u>; LIVE from WTOP-TV(Wash), to the net. § Sustaining. § Pkgr- CBS-TV(NY); Superv- George Crothers; Prod- Ted Ayers(CBS, Wash). § Telecast of the Easter Sunday service from Washington (National) Cathedral; the Right Rev. Angus Dun, Episcopal Bishop of Washington, D. C., will deliver the sermon; the mass will be celebrated by the Very Rev. Francis P. Sayre, Jr., Dean of the Cathedral; narrator at the service will be Canon G. Gardner Monks. The program replaces Eye on New York, 11-11:30am, and Camera Three, 11:30am-12noon, this day only.

<u>NBC-</u> 10-llam EST; SPECIAL; <u>Easter Morning Service</u>; LIVE from WLW-T(Cinn), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Superv- Doris Ann; Prod- Alexand-er Field(WLW-T). § Telecast of the Easter Sunday service from the Protestant Episcopal Church of the Redeemer in Cincinnati; the Right Rev. Henry W. Hobson, Bishop of the Diocese of Southern Ohio, will celebrate the communion; the Rev. Henry W. Sherrill, rector of the church, will deliver the sermon; Parvin Titus, music director of Cincinnati's Christ Church, is music director for the service. The program is in open net time.

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THIS WEEK(More)

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#### THIS WEEK(Cont'd)

Sunday(April 1)

<u>MBC- 2:30-3pm EST; DEBUT; Outlook; LIVE from WRCA-TV(NY) & Various Stations, various cities, to the net.</u> § Sustaining. § Pkgr- NBC-TV(NY); Superv- Joseph O. Meyers; Prod- Reuven Frank; Dir- Jack Sughrue; News Ed- Elliott Frankel.
§ Chet Huntley is chief commentator for this "hard news" program which is intended to give viewers a comprehensive picture of world news. Regional correspondents presented during the program will be David Brinkley from Washington,
W. W. Chaplin reporting from the East Coast, Alex Dreier from the Midwest, Randall Jesse from the Southwest, and Bill Guyman from the West Coast. William Hill
will present reports from NBC overseas correspondents. Special newsfilm will also be presented on the program. The program replaces Youth Wants to Know (last show March 18) in this time spot.

#### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- Grand Ole Opry (Every 4th Sat, 8-9pm EST) March 31; LIVE from WSM-TV(Nashville).

- CBS- None this week.
- <u>NBC-</u> <u>The Sunday Spectacular</u> (Every 4th Sun, 7:30-9pm EST) March 25; Max Liebman Presents "Heaven Will Protect the Working Girl," starring Bert Lehr, with Janet Blair, Helen Gallagher, Tony Randall, etc.; musical revue; LIVE from WRCA-TV(NY) (COLOR).

March of Medicine (Irregularly during the fall and spring) Sun, 10:30-llpm EST, April 1, "The Lengthening Span," survey of problems of geriatrics, first program in the spring series; LIVE & FILM from WFLA-TV(St Petersberg, Fla).

Wide World (Every other Sun, 4-5:30pm EST) April 1; "The Awakening of Spring"; Prod- Norman Frank; LIVE control from WRCA-TV(NY).

### OTHER NETWORK CHANGES & ADDITIONS

- ABC- Secretary Dulles Far East Tour Report; SPECIAL March 23; Fri, 10:30-11pm EST; LIVE from WMAL-TV(Wash), to the net (except WABC-TV(NY)). Secretary of State John Foster Dulles reports on the Far East tour he just completed.
- CBS- The Peter Lind Hayes Show; SPECIAL Mar 28; Wed, 8-9pm EST; LIVE from WCBS-TV(NY), regular station lineup for Arthur Godfrey and his Friends, for same sponsors; one time replacement for latter program, on vacation (See also Spring Holiday, on page 22). § Pkgr- CBS-TV(NY); Prod- Milton Douglas; Dir- Byron Paul; Music Dir-Hank Sylvern; Prog & Comm Anner- Tony Marvin. Peter Lind Hayes and Mary Healy star, with Andy Griffith, Bill Haley's Comets and Dorothy Jarnac.

#### LOCAL STATION ACTIVITY

 <u>WABD(Ch 5)</u>
 <u>American Theatre Wing's "Tony" Awards</u>; SPECIAL April 1; Sun, 9-10:30pm EST. Sustaining. Pkgr- WABD with American Theatre Wing; Prod & Dir-Barry Shear(WABD). The tenth annual presentation of the American Theatre Wing's Antoinette Perry ("Tony") awards at the Grand Ballroom of the Hotel Plaza in New York. The awards are made to productions and players in legitimate plays presented on Broadway during the current season.

WCBS-TV(Ch 2)- Right Now!; DEBUT March 24; Sat, 2:30-3pm EST. Sustaining. Pkgr-New York WCBS-TV Public Affairs; Prod- Oscar Rose; Dir- Neal Finn. Weekly panel discussion series, moderated by newsman Ron Cochran, covering the pros and cons of topics of current interest, with panelists connected directly with the topics at issue.

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#### LOCAL STATION ACTIVITY(Cont'd)

WRCA-TV(Ch 4) - Bill Cullen Tax Party; SPECIAL Mar 24; Sat, ll:15pm-12midnight EST. New York Sustaining, public service. Pkgr-WRCA-TV; Superv-William Berns & Steve White; Prod- Al Perlmutter; Dir-Hugh McPhillips. Bill Cullen is host of a special service program simulcast designed to aid people with their 1955 income tax problems. Four tax experts answer questions submitted by members of the studio audience. The program will also include remote pickups from parts of New York City via a cruising mobile unit.

WGN-TV(Ch 9) - Midnight Ramblers; DEBUT Mar 15; Thu, 12midnight-lam CST. Sponsor-Hudson Dealer Assn of Metropolitan Chicago. Prod & Writer-Herb Futran. Rita and Frank Drury present music (live and records), interviews with personalities and chatter and news. Music will be by pianist Dick Marx and Johnny Frita, bass and violin doubling. The Drurys will handle the vocals. Home economist Dorothy Holcomb gives tips on midnight snacks.

<u>KTTV(Ch 11</u>) - <u>Mobilgas Economy Run</u>, ON FILM; SPECIAL Mar 25; Sun, 10:30-11pm PST. Sponsor- General Petroleum Corp. Pkgr & Prod- KTTV. Bill Welsh does the commentary for filmed highlights of the Los Angeles to Colorado Springs event, including interviews with the winning drivers.

WTVJ(Ch 4)
 What's the Story; RETURN Mar 27; Tue, 10:30-llpm EST. Sustaining.
 Pkgr-WTVJ; Prod- Ralph Renick. Local public service program returns with a special "Meet the Candidates" series, during which local and state candidates for public office meet in debates, with Ralph Renick as moderator, and local columnist Bill Baggs and a guest ask questions of the candidates. The special series runs until May 8.

<u>WISN-TV(Ch 12)</u>- <u>The Fruit Basket;</u> DEBUT Mar 26; Mon thru Fri, 9:20-9:30am CST. Participations. Pkgr & Prod- WISN-TV. A shopping expert and guests from produce and grocery centers offer advice on the day's best buys and show how to select and prepare them.

<u>WISN-TV</u> <u>Magic House;</u> DEBUT Mar 26; Mon thru Fri, 9:30-10am CST. Participations. Pkgr & Prod- WISN-TV. Mary Schmidt, in the role of Melody, a storybook lady acting as baby sitter for pre-school children, presents songs, rhymes, stories and excursions into fantasy; along with cartoons and other children's features.

<u>WISN-TV</u> Breakfast in Milwaukee; CHANGES Mar 26; Mon thru Fri, 10-10:25am CST. Participations. Pkgr & Prod-WISN-TV. Art Jones takes over as m.c. of the program which begins originating today from the Circus Room of the Wisconsin Hotel, presenting games, stunts and skits for breakfast guests. The program is patterned after the old radio "Breakfast in Hollywood" show.

<u>WRCV-TV(Ch 3</u>)- <u>Window</u>; DEBUT Mar 19; Mon thru Fri, 2:55-3pm EST. Sponsor- John Wanamaker's thru Richard A. Foley Advertising Agency(Phila). Pkgr- NBC oand-o stations div(NY). Judy Lee, in a studio setting simulating a Wanamaker store dept, presents merchandising features, displays, information and commercials. The program is similar to the program on WRCA-TV(NY). (See page 16).

KOMO-TV(Ch 4) - Pageant - "In Freedom...", ON FILM; HIGHLIGHT Mar 24; Sat, 6-6:30pm PST. Seattle Sustaining. Pkgr- KOMO-TV; Prod & Dir- Philip Evans; Photogs- Ted Simpson, Frank Barrett. Special documentary film, "In Freedom..." about the freedom of communication in America, locally produced picture of the actual campaign for the office of Mayor of Seattle as it was conducted from the evening of the primary election through general election day. The film record covers the story of how local people reached the community with their messages through all media available.

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Most of the shows on Mar. 23, 24, 25 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, March 30. 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 MARCH 23 mmmmmmmmmmmmmmm

Science Fiction Theatre WRCA 7pm Marked "Danger"; with Nancy Gates, Otto Kruger, Arthur Franz

TODA		
I Spy (Raymond Massey)	WABD 7:30pm	Ancient Spies; with Nehemiah Persoff, Margia Dean, David J.Stewart
MAMA	CBS 8pm	regulars & Noel Leslie, Nancy Rennick, Bob Hastings
<u>Crusader</u> (Brian Keith)	CBS 9pm	The Adoption; with Anita Anton, Andrea King, Herb Patterson, Walter Coy
THE BIG STORY (Ben Grauer)	NBC 9pm	Rip Manning, Editor: Columbus (Ohio) Citizen - (A) Alvin Boretz; with Kenneth Lynch, Joan Croydon, Anna Minot, Ed Holmes, June Connolly, King Calder, Clifton James, Leo Penn
ETHEL & ALBERT	ABC 10pm	regulars & Walter Abel, John Gibson, Cele McLaughlin
		RDAY MARCH 24 mmmmmmmmmmmm
Fury	NBC llam	Wonder Horse - (0 & A) Charles R. Marion & Sidney Salkow; regulars & James Seay, Gordon Jones, Sid Tomack, Billy Wayne, Mike Taylor
Henry Fonda Preser Rheingold Theatre	ts WRCA 7pm	The Force of Circumstance; with Angela Lansbury
Jackie Gleason Sho (The Honeymooners)	W CBS 8pm	Young Man With a Horn; regulars & Charles Eggleston, Nel Harrison (SD) Frank Satenstein
PERRY COMO SHOW	NBC 8pm	Add: Basil Rathbone
STAGE SHOW	CBS 8:30pm	Add: Condos & Brandow (D)
<u>Texaco</u> Star Thea- tre (Jimmy Durante	NBC 9:30pm )	Gordon MacRae
<u>Gun smo ke</u>	CBS 10pm	regulars & John Dehner, Mary Adams, John Patrick, George Selk, Charlene Brooks, Dorothy Schuler
Damon Runyon Theat	re CBS 10:30pm	Hot Oil - (A) Russell S. Hughes, Bernard Ederer, Robert Andrew White; with Charles Coburn, Robert Armstrong, Havis Davenport, Butler Hixson, Lennie Bremen, Roger Smith, Rolfe Sedan
		Y MARCH 25 mmmmmmmmmm
LOOK UP & LIVE	CBS 10:30am	with Jane Dudley(D), Mary Anthony Dancers
FRONT ROW CENTER (Robert Sterling)	CBS 4pm	Search For A Stranger - (0) Adrian & Virginia Spies; with Dewey Martin, Richard Eyer, Ainslie Pryor, Lurene Tuttle, Don Keefer, Elizabeth Patterson;(SD) - Russell Stoneham
Capt. Gallant of the Foreign Legion	NBC 5:30pm	The Lady form Zagora; regulars & Danielle Godet, Fred Fisher, Daniel Lecourtois, Duncan Elliot; (SW & SD)
Roy Rogers	NBC 6:30pm	The Morse Mixup- (0) Polly James; regulars & Howard Negley, Harry Harvey, Jr., Keith Richards, Troy Melton, Harry Harvey Sr., George Eldredge, Russ Scott, Steve Raines; Dir - George Blair

It's A Great Life NBC 7pm Glamour Doll; regulars & Tommy Noonan, Barbara Nichols, King Donovan, George Neise; (SW & SD)

Jack Benny CBS 7:30pm regulars & Joe E. Besser(C), Dore Schary

ROSS REPORTS - 3/25/56 - Page A

TALENT SHOWSHEET(more)

# SCOTSCOL - AN MC COMPANY CONTRACTOR

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## SUNDAY MARCH 25(Cont'd)

Loretta Young Show	NBC 10pm	The Wise One - (0) Gene Levitt; with Stephen McNally, Joy Page, Rico Alaniz, James Anderson, Eugene Iglesias, Dehl Berti, John War Racle, "Shooting Star"
APPOINTMENT WITH ADVENTURE	CBS 10pm	Devil Beast; with Phyllis Love, Lee Phillips; (Dir. unavailable at press time)
JUSTICE	NBC 10:30pm	Pattern of Lies - (0) Bernard Wolfe; with Robert Simon, Charles Ridman, Jason Robards, William Prince; Dir - Gordon Duff;LAST SHOW
		Y MARCH 26
Passport to Danger (Cesar Romero)	WABD 7:30pm	Zamboanga - (0) Jackson Gillis; with Gale Robbins, James Burke, Linda Goodridge, Alexander Campbell, James Seay, Rudy Robles, Michael Pate, Charles Horvath, Charles Regan; Dir- Erle Kenton
TV Reader's Digest	ABC 8pm	The Trigger Finger Clue - (0) Herbert Hoover; with Elisha Cook, Louis Jean Heydt, Joseph Turkel, Paul Dubov, Will Wright, Rodre y Bell; (SD)
CAESAR'S HOUR	NBC 8pm	(See last Showsheet; kine replaced 3/19 show)
VOICE OF FIRESTONE	ABC 8:30pm	Eleanor Steber
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30pm	Bob Crosby, M.C. (Talent to be announced). From Hollywood
December Bride	CBS 9:30pm	Pete's Brother-in-Law; regulars & Arnold Stang, Fierre Watkins, Edna Holland, Sharon Lee, Dick Wessel; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	The Long Way Home - (O & A) Robert Wallace, Benton J. Rowles; with John Beal, Betty Low, Rosemary Murphy, Alfred Ryder, Mike Keene, Cathe- rine Payne, Fred Herrick, Humphrey Davis, Ray Boyle, Gave Jordan Fr-
STUDIO ONE	CBS 10pm	rine Payne, Fred Herrick, Humphrey Davis, Ray Boyle, Gaye Jordan, Er- nest Parmentier, Stephen Ellsworth, Joseph Latham, Beulah Garrick <u>The Tale of St. Emergency</u> - (0) Jackie Gleason, (A) Howard Rodman; with Red Buttons, James Barton, Henry Jones, Paul Ford, Russell Collins, Cliff Hall, Clint Young; (SD) Franklin Schaffner
Douglas Fairbanks	WRCA 10:30pm	A Flight of Birds; with Margaret McCourt, Richard Palmer
	TUESDA	AY MARCH 27

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Warner Bros. Presents ABC 7:30pm Explosion; with Lyle Bettger, Joy Fage, Charles Bronson

The Phil Silvers Show	CBS 8pm	Bilko & the Beast; regulars & John Gibson, George Matthews, Don Hanmer; (SW & SD)
MARTHA RAYE SHOW	NBC 8pm	regulars & Peter Lawford, Mildred Natwick, Julius LaRosa, Ernest Truex
Navy Log	CBS 8:30pm	Not a Leg to Stand On; with Harry Landers, Veda Ann Borg, Natalie Norwick, Morri Ankrum; (SD)
Danny Thomas Show	ABC 9pm	regulars & Walter Woolf King
Jane Wyman Theatre	NBC 9pm	Sound of Thunder - (0) Louis Vittes, Endre Boehm, (A) Richard Col- lins; with Charles Drake, Carl Esmond, Irving Bacon; Dir - Sid- ney Lanfield
DuPont Cavalcade Theatre	ABC 9:30pm	Man on the Beat; with William Campbell, Constance Ford, Harry Lauter, Fred Gaige, Vincent Fadula, Sara Harte; Re-run of 3/15/55
RED SKELTON SHOW	CBS 9:30pm	Judy Canova; (SW & SD)
PLAYWRIGHTS 56	NBC 9:30pm	The Undiscovered Country - (0) J.P. Miller; with Cyril Ritchard,
		Nina Foch, J. Pat O'Malley, Frederick O'Neal, Arthur Malet, Steve McGueen; Dir - Arthur Penn; From Hollywood
<u>Big</u> Town	NBC 10:30pm	Interne; regulars & Biff Elliot, Cynthia Baxter, Mack Williams

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WEDNESDAY MARCH 28

Death Valley Days (Stanley Andrews)	WRCA 7pm	The Hoodoo Mine; Tyler McDuff, Duane Thornsen, Linda Brent, Mike Vallon, Russ Conklin, Rusty Wescott, Paul Keast, Roma Bai, Roy Canada
THE PETER LIND HAYES SHOW	CBS 8pm	Mary Healy, Andy Griffith(C), Bill Haley's Comets(S), Dorothy Jarnac(C-D), This replaces ARTHUR GODFREY & FRIENDS this weekonly
Father Knows Best	NBC 8:30pm	The Family Dines Out; regulars & Mary Hennessy, John Dennis;(SW&SD)
The Millionaire (Marvin Miller)	CBS 9pm	The Story of Bedelia Buckley; with Adrienne Marden, Robert Bray, Sue George, Jimmy Pickford, Grace Field, Kathryn Card, Charles Steel; (SW & SD)
KRAFT TV THEATRE	NBC 9pm	A Night to Remember - (0) Walter Lord; Narrator; Claude Rains; Cast of 107 not released at press time
US STEEL HOUR	CBS 10pm	Thirty Year Man - (0) Edward Breen; Pat O'Brien, Jocelyn Brando, Heywood Hale Broun, Billy Redfield, Richard Morse, George Ives, Jeff Harris, Eddie Lawrence, Buzz Martin; Dir - Perry Lafferty
		RSDAY MARCH 29
Guy Lombardo	WRCA 7pm	Martha Wright
The Goldbergs	WABC 7:30pm	The Bad Companions; regulars & Mile Dowd, Herbert Faye, Oggie Small, Gene Leonard, Renie Taylor, Johnny Dale, Maxie Shapiro
Bob Cummings Show	CBS 8pm	regulars & Dick Wesson
CLIMAX	CBS 8:30pm	An Episcde of Sparrows - (0) Rumer Godden, (A) Eleanore Griffin; with Patty McCormack, Brandon de Wilde, Lynn Bari, J. Carrol Naish, Jesse Royce Landis; Dir - Allen Reisner
STAR TONIGHT	ABC 9pm	Boy Crazy - (0) John DeMeyer; with Jason Robards, Roney Dengel, June Lockhart; Dir - George Weber
Four Star Playhous	se CBS 9;30pm	The Case of Emily Cameron - (0) Ida Lupino, (A) Robert Eggenneiler with Ida Lupino, Scott Forbes, George Neise, Fay Baker, Arthur Space; Dir - Roy Kellino
Ford Theatre	NBC 9:30pm	The Face - (0 & A) William Leicester; with Dale Robertson, Mala Powers, Sammy Ogg, George Keymas, Ted de Corsia, Trevor Bardette
JOHNNY CARSON SHOW	CBS 10pm	regulars & Genevieve Aumont(S)
LUX VIDEO THEATRE	NBC 10pm	It Started With Eve - (0) Hans Kraly, (A) Norman Krasna & Leo Townsend; with Thomas Mitchell, David Janssen, Joan Weldon, Tay- lor Holmes, A.E. Gould-Porter, Joan Sinclair, Lillian Culver, El- len Corby, Alexander Campbell, Jimmy McCallion; Dir-Fred Carney
		IDAY MARCH 30
Crossroads	ABC 8:30pm	Dig or Die, Brother Hyde - (0) Herbert Purdom; with Toni Gerry, Allan Hale, Ann O'Neal, John Qualen, Ray Teal, Denver Pyle, Cheryl Callaway
Crusader (Brian Keith)	CBS 9pm	The Optimist; with John Abbott, Lurene Tuttle, Ernest Sarracino, Peter Norman, Peter Mamakos
THE BIG STORY (Ben Grauer)	NBC 9pm	Arthur Fetacque & Joseph Kordick: Reporter & Photographer, Chicago Sunday Times; with John O'Hare, Robert McQueeney, Bill Quinn, Faul Lipson, Betty Garde, Anne Hegira, Leslie Paul
IGOR CASSINI'S MILLION DOLLAR SHO	WABD 9pm DWCASE	Robert Q. Lewis, Monique Van Vooren, Erle Hall
The Vise	ABC 9:30pm	Shroud for a Lady; regulars & Christine Silver, Evelyn Roberts, Basil Dignam, Andrew Leigh, Nicholas Stuart, Kay Callard, Ronald Leigh-Hunt

TALENT SHOWSHEET(more)

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Schlitz Playhouse	CBS 9:30pm	The Finger of God - (0) Stuart Cloete, (A) William Bruckner; with Jeff Morrow, Michael Emmet, Theodore Newton, Robin Hughes, Mari- anne Stewart, Peter Votrian; Dir - James Sheldon
STAR STAGE	NBC 9:30pm	Scandal on Deepside; with Maureen O'Sullivan
ETHEL & ALBERT	ABC 10pm	regulars & Eetty Sinclair, Mark Rydel, Dortha Duckworth, George Petrie
MUI mmr	LTIPLE & ACROSS	THE BOARD SHOWS FRIDAY MARCH 23 THRU FRIDAY MARCH 30
GARRY MOORE SHOW	CBS 10am	3/30 - Henry Hull, Dylan Todd(S), Feter Marshall, Pommy Farrell (C)
JACK PAAR SHOW	CBS 1pm	3/30 - Louis Nye(C)
NBC MATINEE THEATRE	NBC 3pm	3/26 - The Silent Partner - (0) Joseph Liss; Steven Geray, Lili Darvas, Steve McQueen, Toni Gerry, David Hoffman, Naomi Burns; 3/27 - Minter in April - (0) Robert Nathan; Margaret O'Brien; 3/28 - Bread Upon the Waters - (0) Ray Lukshis, (A) Nicholas Baehr; Marshall Thompson, Patricia Smith, Mary Young, Jacqueline De Witt, Betsy Paul, John Craven, Cynthia Baer; 3/29 - The Giant Killer - (0) Joseph Caldwell; 3/30 - The Book of Ruth - (A) Howard Rodman; Sarah Churchill, Fay Bainter
MODERN ROMANCES	NBC 4:15pm	3/26-3/30 - (0) Marie Baumer; with Neil Hamilton, Joe Maross, Jean Gillespie, Eric Sinclair
TONIGHT	NBC 11:30pm	3/26 - Ben Wriggley(C), Bobby Scott(S); 3/27 - Burton Lane;3/28 - Bon Bon Tunnell(S); 3/29 - Kai Winding & J.J. Johnson(M); 3/30 - Appleton & Fields(M), Eddie Bracken

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Fury	NBC llam	Pirate Treasure; regulars & James Seay, Allan Hale, Mike Taylor,
Tales of the Texas	Rangers CBS 1	1:30am West of Sonora; re-run of 9/24/55
Henry Fonda - Rheingold Theatre	WRCA 7pm	The Whizzer; with Frank Love Joy
Jackie Gleason Show (Honeymooners	CBS 8pm )	Head of the House; regulars & Frank Morris, Sammy Birch, Dick Bernie, George Petrie, Vic Rendina
PERRY COMO SHOW	NBC 8pm	Bob Cummings, Alene Dalton, Johnny Puleo & Harmonica Gang, George & Peter Bauer
Grand Ole Opry	ABC 8pm	regulars & Jaye P. Morgan; Dir - Fritz Kleibacker
STAGE SHOW	CBS 8:30pm	regulars & Eileen Barton(S), Fiero Brothers (jugglers), Brown University & Pembroke College Glee Clubs;(SD) Frank Satenstein
Texaco Star Theatre	NBC 9:30pm	Charles Boyer
Gunsmoke	CBS 10pm	regulars & Eduard Franz, DeForrest Kelly, Pat Hogan
Damon Runyon Theat	ce CBS 10:30pm	Bunny on the Beach; with William Frawley, Douglas Fowley, Ben Weldon
SUNDAY APRIL 1 mmmmmmmmmmmmmm		
LAMP UNTO MY FEET	CBS 10am	A Journey of a Night - (0) Charles Norman; with Ruth White, Clarice Blackburn, Nancy Wickwire, Richard Hamilton, Peter Falk, William Hickey, Victor Thorley, Bronia Stefan, James Greene; Dir-Karl Genus
CAMERA THREE	CBS 11:30am	Pre-empted by religious services

CAMERA THREE CBS 11:30am Pre-empted by religious services

FRONT ROW CENTER CBS 4pm Hawk's Head - (0 & A) Victor Wolfson; with Jan Sterling, Patricia Collinge, Judith Evelyn; Dir - Ralph Nelson

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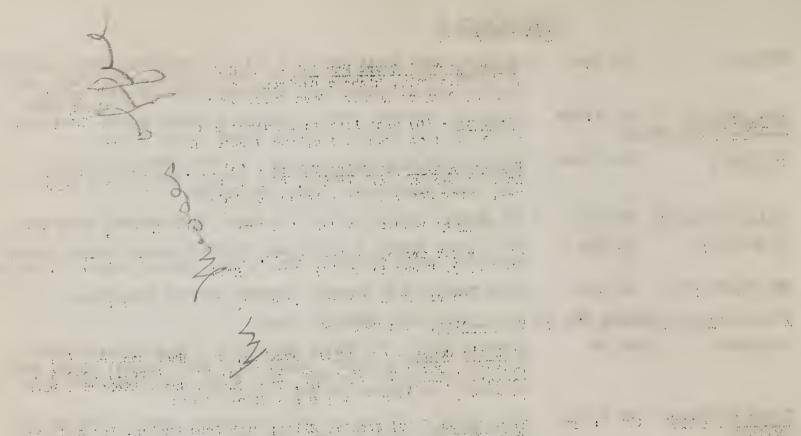
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SUNDAY APRIL 1

OMNIBUS	CES 5pm	Billy Mitchell Court Martial - (A) E.J. Kahn(from actual testimony) with James Daly, Richard Carlson, Calvin Thomas, Jack Lord, Ncel Leslie, Douglas Rogers, Neva Patterson; Dir - Richard Dunlap (LAST SHOW)
Capt. Gallant of the Foreign Jer	NBC 5:30pm gion	Pireline - (0) Gene Levitt; regulars & Robert Haynes, Yves Brain- ville, Gillies Queant, Stephane Vercoe, Henri Miller
Roy_Rogers	NBC 6:30pm	Haunted Mine of Paradise Valley - (0) M.M. Raison; regulars & Hank Patterson, Jean Harvey, Fred Graham, Henry Wills, Harry Har- vey, Frank Jaquet; Dir - Robert C. Walker
It's A Great Life	NBC 7pm	<u>Kid Sister;</u> regulars & Jeri Lou James, Susan Morrow, Nancy Kulp
ED SULLIVAN	CBS 8pm	Cathy & Bob Crosby, Lilli Palmer, Gloria & Carter DeHaven, Teresa Brewer(S), Harry Secumb(S), Mata & Hari, Alberto Zoppe's midgetact
NBC COMEDY HOUR	NEC 8pm	Cesar Romero, Stan Freberg, Jonathan Winters, Gale Storm
General Electric T	<u>Theatre</u> CBS 9pm	Easter Gift; with MacDonald Carey
ALCOA HOUR	NBC 9pm	Finkle's Comet - (O) Herman Raucher; with Hans Conried, Lenka Peterson, David Opatoshu, Norman Feld, Henry Lascoe, Donald Marye, Reynolds Evans, Ned Wertimer, Eert Thorn, Grant Richards, Dora Weissman, Pat Harrington; Dir - Sidney Lumet
Alfred Hitchcock Presents	CBS 9:30pm	Help Manted - (0) Stanley Ellin; with John Qualen, Lorne Greene, Madge Kennedy, Ruth Swanson, John Harmon, Malcolm Atterbury, Far- ley Baer, Paul Brinegar; (SD) James Neilson
Loretta Young	NBC 10pm	But for God's Grace - (0)Richard Morris & Charles Robbins; with High Beaumont, Tommy Kirk, Jimmy Baird, Helen Mayon

TALENT SHOWSHEET



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VOLUME 8 NUMBER NGZ A	PRODUCTION • PROGRAMMING • TALENT
EDITOR: Jerry Leichter	551 Fifth Avenue • New York 17 • MUrray Hill 2-5910
MID-WEEK SPECIAL	PUBLISHED BY TELEVISION INDEX, INC.

#### NEWS - POSSIBILITIES - COMMENT

There are at least 24 half-hour spots in the after-6pm schedules of the three networks that could involve program changes for the fall lineups. Almost half of the total is credited to ABC. Add to this number the small group of two, possibly three, one-hour program slots that will be open. There are over 200 half-hours in the network schedules for after-6pm programming, Sunday through Saturday. Is the network program pattern frozen? Or, is it better to say that in most time periods the networks and sponsors are apparently satisfied with the status quo, the drawing and competitive powers of the programs currently installed. Next season may see some prime programs age overnight, especially in the face of suddenly popular competitive programming, or a new program may overturn current conceptions of best times or evenings for types of programs.

If one wishes to look for signs, a curious pattern has developed because of the so-called programming shift to the West Coast. Some producers are already decrying the "sameness" of the talents available to them in Hollywood. There isn't enough of an interchange between New York, Hollywood and other cities of capable young actors, actresses and variety performers, so that now the talent scouts have to range wider and wider to find the fresh young faces that might develop into new stars, There seems to be an increase in airplane traffic, east and west, for short periods to fill specific engagements on programs, but it isn't economic to airlift supporting players for just a couple of play dates. One recent argument used in New York was that any good actors coming to the coast could get at least a month's work around the film and TV studios, even if they took a chance on one definite engagement being offered by the producer who was tendering the vague inducement. The Arthur Godfrey Talent Scouts office at CBS in Hollywood is being closed, with Ace Ochs going to a new CBS assignment. The Godfrey office in New York will have a man make periodic trips around the country to scout new acts for the show. On the other hand, there seems to be an increase in the traveling done by stars and name supporting players in their travels between the coasts for programs with budgets high enough to make the quick trips profitable. The individual program salaries are high enough to warrant a oneshot performance.

Frederic March and Claire Trevor will star in "Dodsworth," on <u>Producers' Show-</u> <u>case</u> on April 30. The program, to be guest-produced and directed by Alex Segal, will originate in Hollywood. David Shaw will do the adaptation of the late Sidney Howard's Pulitzer Prize play. Shaw also did the adaptation of the same play when it was

- Page 1 -

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(MORE)

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Guild Films is winding up production in New York on <u>I</u> Spy and <u>Molly (The Goldbergs)</u> and on the <u>New Liberace Show</u> in Hollywood. As soon as the decks are cleared in New York, two new pilots will be put into production, while in Hollywood, <u>Here</u> <u>Comes Tobor</u> starts work on March 29 with Duke Goldstone moving over from the Liberace unit to handle the direction. <u>Tobor</u>, a child-adult adventure program, is a joint venture of Guild and Dudley Pictures which developed the robot character of the title. Guild Films is moving to a new central headquarters in Hollywood, at 8255 Sunset Boulevard, a consolidation of the offices now at 1131 No. Highland Ave. and at the various studios used for production.

The success of <u>Gunsmoke</u> and <u>Warner Bros. Presents</u>' "Cheyenne" episodes as adult Westerns has led to a flock of Western pilots being offered for network sale. <u>Gunsmoke</u>'s creator and producer, Charles Marquis Warren, is preparing a new CBS series, <u>Cavalry Patrol</u>, for fall showing, with Dewey Martin reportedly signed as one of the leads in the series. The stories, to be written, produced and directed by Warren, are based on U. S. Army cavalry stories of actions after the Civil War.....When a series type becomes popular everyone worries that the flood of similar programs may kill off all of them. The only "fad" type of programming not represented on the networks today is science fiction, which seemed as though it would go very big a couple of years ago. <u>Captain Midnight</u>, on the CBS net, is not always a science fiction program in the full sense of the word, while <u>Science Fiction Theatre</u> is syndicated only.

Roy Winsor Productions takes over production on three CBS dramatic serials on April 2: <u>love of Life, Search for Tomorrow and The Secret Storm</u>. All had previously been produced through the Biow Company, where Winsor has been in charge of AM-TV production. The new Winsor office is at 65 East 55 St., New York 22. PL 1-1105..... Although Ted Granik's <u>Youth Wants to Know</u> seemingly was pushed off the NBC net twice in three months, it will stay around in a very unusual programming shift. Granik also packages and produces <u>The American Forum</u>, NBC, Sundays, 1-1:30pm EST. Starting next Sunday in the Forum time spot, either program may be presented, apparently at the option of the producer, depending on personalities being available who might be suitable for either program's format. Both are normally based in Washington. The only advance notice on which program may be scheduled will be included in the NBC-TV program supplement corrections.

Playhouse 90 will have to get a new kick-off production. The Ford Motor Co relented and Noel Coward will direct and star in his own "This Happy Breed" on Ford Star Jubilee on May 5. Apparently, it's not that Noel Coward doesn't attract audiences that buy Ford cars, but if he had put on his "Present Laughter," as originally planned, it might not have held the audience.

FEOPLE GOING PLACES: William Morwood has been named head of the story dept at CBS in New York, succeeding to the post held most recently by Don Moore. Thomas Bohen has moved up to take Morwood's place as eastern story editor at MCA.....Edgar Peterson has been appointed producer of CBS' <u>Climax!</u> in Hollywood, succeeding Martin Manulis, who has been named producer of the new <u>Playhouse 90</u> project.....Robert Bergmann has joined Transfilm Inc., in New York, as production supervisor.....Craig Lawrence appointed v.p. in charge of CBS-TV-owned stations.....John Kieran, Jr., named director of publicity, promotion and special projects for WABD(NY).

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RECEIVED INCLUDING THE TELEVISION INDEX APRIL 2-8, 1956 NUMBER 24 Linit Linit **PRODUCTION • PROGRAMMING • TALENT** VOLUME 8 551 Fifth Avenue 
New York 17 
MUrray Hill 2-5910 EDITOR: Jerry Leichter PUBLISHED BY TELEVISION INDEX, INC. weekly report =

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

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

#### Monday(April 2)

ABC- 7:30-8pm EST; DEBUT; Twilight Theater; FIIM from WABC-TV(NY), to the net. § Sustaining. § Pkgr-ABC-TV; Film Prod-Revue Productions, others. § Re-runs of half-hour films originally seen on other networks in 1954-55 as part of Your Favorite Playhouse ("Authors Playhouse") and Studio 57. The program replaces Topper (last show March 26).

CBS- 1:30-2pm EST, Mon thru Fri; DEBUT; As the World Turns; LIVE from WCBS-TV (NY), 104 stations live, 6 kine. § Sponsor- The Procter & Gamble Co (Tide, Crest, Oxydol, Spic & Span): Crest and Tide thru Benton & Bowles, Inc(NY); TV Acct Rep- Tom McDermott. Oxydol thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Chet Burch. Spic & Span thru the Biow Co. (NY). § Pkgr-Benton & Bowles, Inc(NY) for The Procter & Gamble Co; Prod - Charles Fisher; Dirs- Ted Corday, Bill Howell; Music - Charles Paul (organ); Writers - Irna Phillips, Agnes Dixon; Prog Anner- Dan McCullough. § New half-hour daytime dramatic series, concerned with the day-to-day problems of a moderately successful lawyer, his wife and their three children. Don MacLaughlin plays the lawyer, Chris Hughes, with Helen Wagner as his wife, Nancy; Ruth Warrick as his sister, Edith, and Les Damon as his law associate, Jin Lowell. (See page C for other cast credits). The program replaces Love Story (last show March 30) for the sponsor.

CBS- 4:30-5pm EST, Mon thru Fri; DEBUT; The Edge of Night; LIVE from WCBS-TV(NY),

122 stations live, 7 kine. § Sponsor- The Procter & Gamble Co (Tide, Crest, Oxydol, Spic & Span): Crest and Tide thru Benton & Bowles, Inc(NY), Oxydol thru Dancer-Fitzgerald-Sample, Inc(NY), Spic & Span thru the Biow Co(NY). § Pkgr-Benton & Bowles, Inc(NY) for The Procter & Gamble Co; Prod-Werner Michel; Dirs- Freddie Bartholomew, John Wallace; Music- Paul Taubman (organ); Writer- Irving Vendig; Prog Anner- Bob Dixon. § New half-hour daytime dramatic series about the experiences of a detective lieutenant. John Larkin plays Lt. Mike Carr, with Teal Ames as Sarah Lane, Ian Martin as Sgt. Charley Brooks, Don Hastings as Jack Lane, Mark Rydell as Walt Johnson, Maxine Stewart as Grace O'Keefe, Betty Garde as Cora Lane, John Raby as Victor Rhodes and Bob Dixon as Bob Anderson. (See page D for complete cast credits). The program replaces On Your Account (last show March 30) for the sponsor in this time spot.

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THIS WEEK(More)

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#### THIS WEEK(Cont'd)

#### Tuesday(3)

<u>CBS-</u>7:30-8:30pm EST; SPECIAL; <u>Highlights of the Greatest Show on Earth</u>; LIVE from WCBS-TV(NY), no. of stations indefinite. § Sponsor- General Foods Corp (Instant Maxwell House Coffee, Gaines Canned Dog Food, Jell-O, Kool-Aid, Bakers Cake) thru Benton & Bowles, Inc(NY); Acct Execs- Various; Comm Superv-Irwin Segelstein; Comm Anners- Various. § Pkgr- CBS-TV(NY); Exec Prod- Richard Lewine; Prod- Ted Fetter; Dir- Byron Paul; Special Dirs- Richard & Edith Barstow; Music Dir- Izzy Cervone; Music By- Frank Loesser; Costumes- Vertes; Writer- Bill Balantine; Prog Anner- Bern Bennet. § Special 'preview' of the 1956 Ringling Bros and Barnum & Bailey Circus at Madison Square Garden in New York the night before its official opening. Bob Cummings, with his wife, the former Mary Elliot, and two of their three children, act as hosts, with Bob Cummings as the main m.c. The program preempts Name That Tune, 7:30-8pm, and The Phil Silvers Show, 8-8:30pm, this day only.

#### Thursday(5)

CBS- 10-10:30pm EST; RETURN; The Arthur Murray Party; LIVE from WCBS-TV(NY), no. of stations indefinite. § Alternate Week Sponsors- 1) Toni Co (Prom, White Rain) thru North Advertising, Inc(Chi); TV Acct Rep- Bruce Dodge(NY). 2) Hazel Bishop, Inc (Cosmetics) thru Raymond Spector Co., Inc(NY); TV Acct Rep-Richard Blaine. § Pkgr- Arthur Murray with CBS-TV(NY); Prod- Irving Mansfield; Dir- Cobey Ruskin; Music Dir- Ray Carter. § Variety program, with Kathryn Murray as hostess-m.c. Various versions of the show have been seen on all the networks during the years since it debuted originally over CBS on July 3, 1950. The current series replaces The Johnny Carson Show (last show March 29) in this time spot.

#### Friday(6)

<u>CBS-</u> 5-5:30pm EST; SPECIAL; <u>Annual Masters Golf Tournament</u>; LIVE from WRDW-TV (Augusta, Ga.), to the net. § Sustaining, open. § Pkgr- CBS-TV; Prod & Dir- Judson Bailey. § Bud Palmer describes the action during play at the 20th Annual Masters Golf Tournament at the Augusta National Golf Club, Ga. The coverage will be presented on three days: Friday, April 6, 5-5:30pm EST; Saturday, 5-6pm EST and Sunday, 5-6pm EST. The Friday and Saturday programs will be in open time; the Sunday program is in the first hour of the time previously filled by <u>Omnibus</u> (last show April 1).

#### Saturday(7)

CBS- 2:25-about 4pm EST; RETURN; Baseball Game of the Week; LIVE from KRLD-TV (Dallas, Texas) first game only, then from various major league cities at either 1:55pm or 2:25pm NYT; to approx 175 stations live. § Co-Sponsors-Falstaff Brewing Corp thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Ed Burke; TV Acct Rep- Dave Nyren; Comm Anners- Dizzy Dean, Buddy Blattner; and American Safety Razor Corp (Gem Razors, Blades) thru McCann-Erickson, Inc(NY); Acct Exec-Hal Graham; Comm Superv- Harry McMahon; Comm Anner- Del Sharbutt. § Pkgr- CBS-TV(NY); Exec Prod - Judson Bailey; Prod - Hugh Beach; Dirs - Byron Paul, Dick Lies endahl. § Jerome ("Dizzy") Dean and Buddy Blattner handle the play-by-play for 26 major league baseball games, including two spring training contests, during the season. The games are not shown in major league cities during the season. Baseball Preview, shown during the 10 minutes before the start of each game, will feature "Dizzy" Dean in interviews with baseball personalities. The preview program will be sponsored alternately by Colgate-Palmolive Co (Palmolive Shaving Cream and After-Shave Lotion) and Brown & Williamson Tobacco Corp (Viceroy Cigarettes), both thru Ted Bates & Co., Inc(NY).

#### Sunday(8)

<u>CBS</u>- 6-6:30pm EST; DEBUT; <u>Telephone Time</u>; FIIM from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. § Sponsor- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila). (Continued on next page)

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#### THIS WEEK(Cont'd)

#### Sunday(8)

<u>CBS-</u><u>Telephone Time</u> (Cont'd from previous page): Pkgr & Film Prod- Hal Roach Studios, at Culver City, Calif; Exec Prod- Hal Roach, Jr.; Prod- Jerry Stagg; Dirs- Various; Writer- John Nesbitt. § Dramatizations of stories by story-teller John Nesbitt, who also appears as host at the beginning of each program to introduce the week's story. Nesbitt's stories have been on radio and for years formed the basis of his "Passing Parade" movie shorts. The new program is in the last half-hour of the time previously filled by <u>Omnibus</u> (last show April 1).

<u>CBS-</u> 9-9:30pm EST; SPECIAL; <u>The Judy Garland Show</u>; LIVE from KNXT(LA), 126 stations live, 20 kine. § Sponsor- Electrical Industries of the U. S. thru Batten, Barton, Durstine & Osborn, Inc(NY). § CBS-TV(LA); Superv- Mort Abrahams(MCA); Prod- Sid Luft; Dir- Ralph Nelson(CBS); Design Consult- Richard Avedon; Music Dir- Nelson Riddle; Choreog- Peter Gennaro. § Judy Garland stars in a special variety show, with pianist Leonard Pennario and dancer Peter Gennaro. The program preempts <u>General Electric Theatre</u> one time only.

CBS- 10-10:30pm EST; DEBUT; The \$64,000 Challenge; LIVE from WCBS-TV(NY), 81 stations live, 30 kine. § Alternate Week Sponsors - 1) P. Lorillard Co (Kent Cigarettes) thru Young & Rubicam, Inc(NY); Acct Exec- William Thompson; Comm Anner-Jonathan Blake (Allan Anthony). 2) Revlon, Inc (All Cosmetics): Clean & Clear, Love Pat thru C. J. LaRoche & Co., Inc(NY), producing agency; TV Acct Superv- Hank Booraem; and Lipstick, Nail Enamel, Touch & Glow, Satin Set thru Batten, Barton, Durstine & Osborn, Inc(NY). § Pkgr- Louis G. Cowan Associates, Inc(NY); Exec Prod - Harry Fleischman; Prod - Steven Carlin; Dir - Joe Cates; Assoc Prod- Mert Koplan; Prod Superv- Ben Kagan; Chief Editor- Dr. Bergen Evans. §. Quiz program based on The \$64,000 Question (CBS, Tue, 10-10:30pm EST), during which challengers are matched against "champions" from the list of 19 who have already won \$8,000 or more on the Tuesday evening program. The Challenge will follow the pattern of the Question, except that both contestants will be in separate isolation booths and take turns answering identical questions. Cash prizes are in the same graduations as on the Question, rising to a possible \$64,000. The program replaces Appointment With Adventure (last show April 1).

<u>NBC-</u> 10:30-llpm EST; DEBUT; <u>National Bowling Champions</u>; LIVE from WNBQ(Chi), no. of stations indefinite. § Alternate Week Sponsor- General Cigar Co (White Owl Cigars) thru Young & Rubicam, Inc(NY); Acct Exec- John Clark; Comm Anner-Russ Hodges(on film). § Pkgr & Prod- Matt Niesen; Dir- Paul Robinson; Prog Anner- "Whispering" Joe Wilson. § Championship match play at the Faetz & Niesen bowling alleys in Chicago for cash prizes. The weekly match winner returns the following week to meet another challenger. (The program is similar to Niesen's <u>Championship Bowling</u>, presented locally over WNBQ, Saturday, llpm-l2midnight CST). The program replaces Justice (last show March 25) in this time spot.

#### THIS WEEK -- REGULAR NETWORK SPECIALS

#### ABC- None this week.

- <u>CBS-</u> Ford Star Jubilce (Every 4th Sat, 9:30-llpm EST) April 7; "Twentieth Century," with Orson Welles, Betty Grable, Keenan Wynn; Prod- Arthur Schwartz; Dir- Paul Nickell; LIVE from KNXT(LA); (COLOR).
- <u>NBC-</u> <u>Producers Showcase</u> (Every 4th Mon, 8-9:30pm EST) April 2; "The Barretts of Wimpole Street," starring Katharine Cornell, with Anthony Quayle, others; Prod-Guthrie McClintic; Dir- Vincent J. Donehue; LIVE from WRCA-TV(NY); (COLOR).

<u>NBC Opera Theatre</u> (Irregularly, Sun, 4-5:30pm EST) April 8; "The Trial at Rouen," by Norman dello Joio, with Elaine Malbin, others; Prod-Samuel Chotzinoff; LIVE from WRCA-TV(NY); (COLOR). (5th and final production of 1955-56 season).

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<u>NBC-</u> <u>Choose Up Sides</u> (Sat, 12:30-lpm EST) Last show March 31; time returns to local programming.

The American Forum or Youth Wants to Know (Sun, 1-1:30pm EST) Alternate programs which may be presented at this time each week. The American Forum has been regularly seen at this time. Youth Wants to Know had been seen Sundays, 2:30-3pm EST; last show at time was March 18 (see page 24). Both shows are packaged and produced by Theodore Granik and usually originate in Washington, sometimes in New York. NBC will announce which program is scheduled during the week preceding the show date.

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#### MAJOR LOCAL DEBUTS & HIGHLIGHTS

 <u>WABD(Ch 5)</u>
 <u>Macy's Employees Strike Vote Meeting</u>; SPECIAL April 3; Tue, 8:30-9am
 <u>EST.</u> Special telecast of a strike meeting by members of Local 1-S, Dept Store Workers (Macy's Inc) at Manhattan Center. Officers of the
 union will address the meeting, which will be watched over television by members of
 the local at Macy's other stores in Jamaica, White Plains, Parkchester and Flatbush.

WABD

- H.M.S. Pinafore; SPECIAL April 8; Sun, 1:30-3pm EST. Sustaining.

Pkgr- WABD; Prod- George Spotter; Dir- Barry Shear. Puppet presentation of the uncut score of the Gilbert and Sullivan operetta, featuring the Paul Ashley puppet group performing on a 12-foot replica of the "Pinafore," designed by Elwell.

WPIX(Ch 11) New York
- New York Easter Parade; SPECIAL April 1; Sun, 11:30am-1:30am EST. Sponsor- Peerless Camera Stores. Pkgr & Prod- WPIX. Studio and remote telecast of New York's Easter Parade on Fifth Avenue. Jack Barry describes the scene and interviews strollers on the avenue, while Marise Ross handles studio fashion interviews, introduces musical interludes and short film features.

<u>WNAC-TV(Ch 7)</u>- River of Life, ON FILM; SPECIAL March 26; Mon, 9:30-10pm EST. Sustain-Boston ing, public service. Pkgr- WNAC-TV; Prod & Dir- H. Jeff Forbes; Camera- Jim Pike; Narrator- Gus Saunders. Documentary, with on-location scenes filmed at Boston City Hospital, telling three separate stories, relating how plasma and whole blood were instrumental in saving the lives of a boy, a mother and a girl. Jim Pike was head of the WNAC-TV camera crew that recorded the story.

<u>KRCA-TV(Ch 4</u>) - <u>The Helen O'Connell Show;</u> DEBUT March 26; Mon, 6:15-6:45pm PST. Participations. Pkgr & Prod- KRCA-TV; Dir- Reggie Stanborough. Singer Helen O'Connell, backed by a trio, is hostess of the variety show, presenting songs, interviews with personalities and occasional variety acts. The program replaces the Monday segment of <u>KRCA Komedy Kapers</u>, previously presented Mon, Tue and Thu at this time. Only the Thursday segment continues.

<u>KRCA-TV</u> - <u>Whittinghill at Music City;</u> DEBUT March 27; Tue, 6:15-6:45pm PST. Participations. Pkgr & Prod - KRCA-TV; Dir - Ed Skotch. Dick Whittinghill and Alex Cooper are featured in a remote record and interview show from Wallich's Music City on the corner of Sunset and Vine. (See <u>Komedy Kapers</u> note just above).

<u>KTTV(Ch 11)</u> - <u>Hollywood Bowl Easter Sunrise Services</u>; SPECIAL April 1; Sun, 4:50amto end. Sponsor (Public Service) - General Petroleum Corp. Prod - KTTV; Dir- Bob Hiestand. Exclusive telecast of the 36th Hollywood Bowl Easter Sunrise Services, with Bill Welsh as commentator.

ROSS REPORTS - 4/1/56

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### TALENT SHOWSHEET MARCH 30 - APRIL 8

Most of the shows on Mar. 30, 31, and Apr. 1 were listed in last week's report. Changes and ad-ditions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 6. Script identifications used are: (0) Original, (A) Adapta-tion, (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 subse-quently 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 MARCH 30

Adventures of Rin-Tin-Tin	ABC 7:30pm	The Rainmaker; regulars & Rand Brooks, Myron Healey, Stanley Clements, George Meader, Edward Colmans, Hal Hooper
MAMA	CBS 8pm	regulars & Adele Ronson, William Johnstone, Malcolm Broderick, Dickie Olsen
STAR STAGE	NBC 9:30pm	Scandal on Deepside; Add; (0) Kay Arthur(based on a story by Gladys Hasty Carroll); Maureen O'Sullivan, Karl Swenson, Coe Norton, Chris White, Norma Connelly, Nancy Baker, Diane Florey, Paul Houston
<u>Line-Up</u>	CBS 10pm	The Deadwood Case - (0) Fred Eggers; with Ralph Moody, Iris Ad- rian, Henry Slate, Tom Dillon; (SD) Hollingsworth Morse

#### SATURDAY MARCH 31

PERRY	COMO	SHOW	NBC	8pm –	Add:	Patric	e Munsel

- CBS 8:30pm STAGE SHOW Kill: Eileen Barton; Add: Joey Bishop(C), Roberta Sherwood(S), Glenn Derringer(M)
- GEORGE GOBEL SHOW NBC 10pm Eddie Mayehoff

## SUNDAY APRIL 1 mmmmmmmmmmmmmmm

Lost Battalion; with Mack Williams, James Anderson, Robert Bur-CBS 6:30pm

You Are There ton, Edward G. Robinson Jr., Ray Baxter, Janeel Farah, Joe Con-ley, John Murphy, Harlan Warde, Jeffrey Sayre, Edward McNally, Brad Trumbull, Clyde Howddy; (SD) Bernard Girard

NBC COMEDY HOUR NBC 8pm Add: Bert Wheeler, Pat Sheehan, Georgie Kaye(C), Emmett Kelly

- GENERAL ELECTRIC CBS 9pm Easter Gift; Add: (0) Frances Ancker & Cynthia Hope, (A) D.J. Powers; MacDonald Carey & Mary Fickett, Michael Allen, Edward THEATRE Bryan, Harriet MacGibbon, Maxine Stuart, Robley Lawson; Corr: This is a LIVE show
- <u>Two Falls for Satan</u> (0) Carey Wilbur; with Forrest Tucker, Grant Sullivan, Steve Elliot, Bill Zuchert, Belle Flower, Walter Burke; Dir Frank Telford. LAST SHOW APPOINTMENT WITH CBS 10pm ADVENTURE

### MONDAY APRIL 2 mmmmmmmmmmmmm

GORDON MacRAE NBC 7:30pm Jeri Southern

#### The Secret Weapon of Joe Smith; with Louis Jean Heydt, Leon As-TV Reader's Digest ABC 8pm kin, Louise Arthur, Diane Jergens, Billy Gray; Dir-Peter Godfrey

PRODUCERS' SHOWCASE The Barretts of Wimpole Street - (0) Rudolf Besier, (A) Guthrie NBC 8pm McClintic; with Katharine Cornell, Anthony Quayle, Henry Daniell, Nancy Coleman, Margalo Gillmore, Brenda Forbes, Donald Harron, Geoffrey Lumb, Edward Hunt, Lisa Daniels, William Podmore, Charles Macaulay, Charles Forsythe, Rhoderick Walker, Kendall Clark, John Morley; Dir - Vincent J. Donehue

- VOICE OF FIRESTONE ABC 8:30pm Cesare Siepi
- ARTHUR GODFREY'S CBS 8:30pm Escadero(S), Martha King(S), The Boys Next Door TALENT SCOUTS

CBS 9pm regulars & Allen Jenkins, Elizabeth Patterson, Alice Wills; (SW I Love Lucy & SD)

ROSS REPORTS - 4/1/56 - Page A

TALENT SHOWSHEET(more)

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MONDAY APRIL 2(Cont'd)

December Bride	CBS 9:30pm	Lily in a Gas Station; regulars & Frank Cady, Oliver Blake, Paul Maxey; (SW & SD)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Death Insurance - (0) Martha Wilkerson; with Henry Jones, Flor- ence Anglin, Tom Holland, Harry Worth, Helen Choate, Jim Harkins, Aileen Poe; Dir - James Yarbrough
STUDIO ONE	CBS 10pm	This Will Do Nicely - (0)Thomas Flanagan, (A) Loring D. Mandel; with Alan Young, Felicia Montealegre, Larry Blyden, Bert Freed; Dir - William Brown
Douglas Fairbanks Presents	WRCA 10:30pm	The Intruder; with Douglas Fairbanks Jr., Moira Lister, Lily Kahn, Tom Tan, Boscoe Holder

#### TUESDAY APRIL 3

Warner Bros. Quicksand; with (Clint Walker) & Norman Frederic, Dennis Hopper, ABC 7:30pm Presents (Gig Young) Peggy Webber, Mary Flynn. The Phil Silvers Show CBS 8pm Pre-empted by CIRCUS HIGHLIGHTS MILTON BERLE SHOW NBC 8pm Esther Williams, Harry James & orch., Arnold Stang, Buddy Rich, Elvis Presley The Life & Legend ABC 8:30pm Hunt The Man Down; with Walter Reid, Rico Alaniz of Wyatt Earp (Hugh O'Brian) Navy Log CBS 8:30pm Men From Mars; with Douglas Kennedy, Willis Bouchey, Frank Jenks; Dir - Sam Gallu Danny Thomas Show ABC 9pm We're Going to Chicago; regulars & Amanda Randolph; (SD) Jane Wyman's Fireside Theatre In a Different Life - (0) Leo Townsend; with Scott Forbes, Larry Dobkin, Penny Stanton; Dir - Don Weis NBC 9pm The Doll Who Found a Mother- (0) Joel Murcott; with Peggy Webber, Mort Mills, Cheryl Calloway, Willis Bouchey, Scotty Morrow, Jean-DuPont Cavalcade ABC 9:30pm Theatre ette Nolan; Dir - Laslo Benedek RED SKELTON SHOW CBS 9:30pm Keefe Brasselle; (SW & SD) ARMSTRONG CIRCLE NBC 9:30pm A Baby Named X - (0) Vance Bourjaily with Kathleen McGuire, Ann THEATRE Pierson, Bibi Osterwald, Frank Overton, Ann Seymour Big Town

Town NBC 10:30pm Policeman; regulars & Paul Richards, Steve Terrell, Kip King, Helen Andrews, Jason Johnson

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Death Valley Days WRCA 7pm Sego Lilies; with Robert Hutton, Sally Mansfield, Ella Ethridge, (Stanley Andrews) John Dierkes, Hank Patterson, John Halloran, Charles Hayes NBC 8pm Screen Directors Sword of Villon; with Errol Flynn, Hillary Brooke, Pamela Dun-Playhouse can, Lois Collyer, Mark Dana, Mervyn Vye Bud, the Boxer; with regulars & Skip Torgerson, Joel Cranston; Father Knows Best NBC 8:30pm Story of Tom Mead; with John Larch, Claudia Barrett, Dorothy Pat-rick, Nora Hayden, Arthur Hanson, Gayne Whitman, Paul Keast, The Millionaire CBS 9pm (Marvin Miller) Bruce Cowling, Kenneth Drake; (SW & SD) Paper Foxhole - (0) James Elward; with Hal March, Joe Mantell, Felix Munso, Kenny Delmar, John Feidler, Jack Weston, Joseph KRAFT TV THEATRE NBC 9pm Elic, Bill Duell, Norman Lloyd, John Gibson; Dir-William Graham 20th Century-Fox Hour CBS 10pm Gun in His Hand - (0) Leo Townsend, (A) Steve Fisher; with Robert Wagner, Debra Paget, Charles Drake, Royal Dano, Ray Collins, Ray Ducks, Charles Meredith, Mark Hanna, John Cliff

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#### THURSDAY APRIL 5 mmmmmmmmmmmmmmmmmm

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Guy Lombardo	WRCA 7pm	Toni Arden
The Goldbergs	WABD 7:30pm	Bad Companions; regulars & Mile Dowd, Herbert Faye, Oggie Small, Gene Leonard, Renie Taylor, Johnnie Dale, Maxie Shapiro;(SW & SD)
Bob Cummings Show	CBS 8pm	regulars & Robert Ellis, Tris Coffin, Barbara Nichols; (SW & SD)
CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>A Spin Into Darkness</u> - (0) Hagar Wilde; with Ruth Roman, Vincent Price, Virginia Grey, Charles Drake; Dir - John Frankenheimer
STAR TONIGHT	ABC 9pm	<u>Two Windows</u> - (0) S. Lee Pogostin; with Richard Davalos, Diane Gentner; Dir - Alan Anderson
The People's Choice	NBC 9pm	(O) Alan Lipscott, Bob Fisher regulars & Gregory Walcott, Herb Vigran, Carlos Vera, Rudy Lee; Dir - Robert Finkel
Four Star Playhouse	CBS 9:30pm	The Rites of Spring - (0) Elick Moll; with Niven & Barbara Law- tence, Robert Tafur, Lola Bliss, Juney Ellis, Helen Wallace, Don Shelton, Ernest Anderson, Bob Shield, Angie Dickinson; Dir - Roy Kellino
Ford Theatre	NBC 9:30pm	Autumn Fever - (0) Mary Roberts Rinehart, (A) Frederick Brady; with Zsa Zsa Gabor, George Sanders, Virginia Field, John Eldredge, Virginia Gibson, Paul Keast
ARTHUR MURRAY PARTY (Kathryn Murray)	CBS lOpm	Ethel Merman, <b>C</b> eorge Kirby(imitator); Dir - Cobey Ruskin; PREMIERE
LUX VIDEO THEATRE	NBC 10pm	Tabloid - (0) Charles R. Marion & Elwood Ullman, (A) Sanford Barnett; with Scott Brady, Karen Sharpe, Anthony Caruso, Gloria Blondell, Don Beddoe, Robert Dix, Leo Gordon, Tony Barrett, Har- ry Antrim, Ralph Montgomery, Vincent Padula; Dir - Earl Ebi
		AY APRIL 6 Imminimiziamini
Adventures of Rin-Tin-Tin	ABC 7:30pm	The Scotchman's Gold; regulars & Joe Sawyer, Lumsden Hare, Lane Bradford, Harry Strang, John Cason, Almira Sessions, Kathleen Behan
<u>Crossroads</u>	ABC 8:30pm	<u>Two-Fisted Saint</u> ; with Faul Kelly, Robert S. Carson, Walter Coy, Robert Arthur, Larry Dobkin
Our Miss Brooks	CBS 8:30pm	regulars & Hy Averback, Bob Rockwell
The Life of Riley	NBC 8:30pm	regulars & Henry Kulky, Geraldine Wall; (SW & SD)
<u>Crusader</u>	CBS 9pm	<u>A Deal in Diamonds</u> ; with Beverly Garland, Ben Wright, Peter Coe, Jack Kruschen, Geoffrey Toone
THE BIG STORY (Ben Grauer)	NBC 9pm	Fred Wegner Jr., Copy Boy, South Bend(Ind) Tribune - (A) Sheldon Stark; with Buzz Martin, Ross Martin, Frank Sutton, Melville Ruick, Tom Reynolds, Allan Hale
Schlitz Playhouse of Stars	CBS 9:30pm	Angels in the Sky - (O) Paul Helmick; with Bill Williams, Marcia Henderson, Edward Platt, Wright King, George Conrad, Sid Clute, Een Neimes, Gene Hardy, Paul Savage; Dir - Paul Relmick
<u>Star Stage</u>	NBC 9:30pm	Sainted General - (O) Don Canfield, John McGreevey; with Yvonne de Carlo, Luther Adler, John Abbott, Larry Dobkin, Lisa Fusaro, Ralph Smiley; Dir - Herschal Dougherty
MULTIPLE mmmnimmmm	& ACROSS-THE-	BOARD SHOWS FRIDAY MARCH 30 THRU FRIDAY APRIL 6
GARRY MOORE SHOW	CBS 10am	4/5 - Jackie Jay(C); $4/6$ - Wesson & Polk(C)
JACK PAAR SHOW	CBS lpm	4/2-Andy Griffith; 4/4 - Louis Nye(C); 4/5 -Renzo Cesana (The Continental)
AS THE WORLD TURNS	CBS 1:30pm	(0) Irna Phillips & Agnes Nixon; with Helen Wagner, Don Mac- Laughlin, Ruth Warrick, Ann Burr, Les Damon, Bill Johnstone, Hal Studer, Joyce Van Patten; Dir's - Ted Corday, Bill Howell; PRE- MIERE

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## MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 30 THRU FRIDAY APRIL 6(cont'd)

- NBC MATINEE THEATRE NBC 3pm 4/2 - Singer in the Valley - (0) Dorothy Rood Stewart, (A) Helene Hanff; Jane Darwell, Beverly Tyler, Doro Merande, John Parrish, Martha Wentworth, Maureen Cassidy; 4/3 - The Heart of <u>a Husband</u> - (0)Margaret Culkin Banning, (A) Mort Thaw; Gene Raymond, Catherine McLeod, June Vincent, Roy Roberts; 4/4 - From the Desk of Margaret Tydings - (0) Robert Esson; 4/5 - You Look Like Sisters - (0) Fannie Hurst, (A) Lois Jacoby; Vicki Cummings; 4/6 - The House of Seven Gables - (0) Nathaniel Hawthorne, (A) Elihu Winer; Marshall Thompson, John Carradine, Norma Varden
- DATE WITH LIFE NBC 4pm <u>The Witness</u> (0) John M. Young; regulars & June Dayton, Dean Harens, Irene Moore, Eric Sinclair, Barbara Joyce, Kathleen Comegys, Mel Ruick; this will continue thru May 4th.
- MODERN ROMANCES NBC 4:15pm (0) Elinor Lenz; with Millette Alexander, Fred Beir, Stuart Germaine, Roy Fant
- THE EDGE OF NIGHT CBS 4:30pm (0) Irving Vendig; with John Larkin, Teal Ames, Ian Martin, Don Hastings, Mark Rydell, Maxine Stewart, Betty Garde, John Roby, Leona Powers, Bob Dixon, Ruth York, Charles Taylor, John Gibson; Dir's - Freddie Bartholomew, John Wallace; PREMIERE
- TONIGHT NBC 11:30pm 4/2 Earle Hyman, William Sylvester, Gaby Rogers(in scene from "Mister Johnson"; also Connee Boswell(S); 4/3 - Jimmy Randolph(S), 4/4 - Leona Anderson(S); 4/5 - Carmen McCrae(S); 4/6 - Oscar Peterson Trio

#### SATURDAY APRIL 7 mammmmmmmmmmmmmm

- FuryNBC llamThe Baby (0) Sidney Salkow, Charles R. Marion, (A) Charles R.<br/>Marion; regulars & Ann Robinson, Claudia Barrett, Mark Scott,<br/>James Seay, Mike Taylor
- Henry Fonda WRCA 7pm <u>The Lonely Ones</u>; with Teresa Wright. (No other credits available)
- Jackie Gleason Show CBS 8pm The Worry Wart; regulars & Warren Parker; (SW & SD)
- PERRY COMO SHOW NBC 8pm Dennis O'Keefe, Jackie Miles(C), Shelley Winters, Dick Hyman(M)
- STAGE SHOW CBS 8:30pm regulars & Roberta Sherwood(S), Lou Wills(D), Joey Adams(C), The Platters(S)
- Texaco Star Theatre NBC 9:30pm regulars & Ernest Borgnine
- FORD STAR JUBILEE CBS 9:30pm <u>Twentieth Century</u> - (0) Hecht-MacArthur, (A) Robert Buckner; with <u>Keenan Wynn</u>, Betty Grable, Orson Welles, Ray Collins, Lance Fuller, Norman Sturgess, Roy Glenn, Robert Johnson, Steve Terrell, Olive Sturgess, Ralph Dumke, Benny Rubin, Paul Siemion, Phil Van Zandt; Dir - Paul Nickell
- GEORGE GOBEL SHOW NBC 10pm Nat Pendleton(C)

## SUNDAY APRIL 8

- LAMP UNTO MY FEET CBS 10am <u>Clown Alley</u> (0) Robert Higgins; with Frank McHugh, Jack Betts; (SD) - Karl Genus
- FRONTIERS OF FAITH NBC 3pm <u>The Secret Convent</u> (0) Robert Kerrigan; with Bronia Stefan, Ellen Lowe, Sheila Copelan, Madge West, Grace Keddy, Francis Bethancourt, Anthony Messuri, Dir - Martin Hoade
- FRONT ROW CENTER<br/>(Robert Sterling)CBS 4pmInstant of Truth (0) Cy Cermak; with Angela Lansbury, Paul<br/>Kelly, Kevin McCarthy; (SD) Russell Stoneham
- <u>Capt. Gallant of</u> NBC 5:30pm Double Jeopardy (0) Jack Andrews; regulars & Gilles Queant, <u>the Foreign Legion</u>(Buster Crabbe) Henry Beckman, Arthur Klein, Jess Hahn; (SD) Jean Yarbrough
- You Are There CBS 6:30pm Recovery of the Mona Lisa; (0) Violet Atkins, M. Lee Perenchio; with Lawrence Dobkin, John Wengral, Mario Siletti, Ernest Sarracino, Konstantin Shayne, D. Harold Dryenforth, Vito Scotti, Donald Lawton, Peter Brocco; (SD) Bernard Girard

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## SUNDAY APRIL 8

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<u>Roy Rogers</u>	NBC 6:30pm	Ghost Town Gold - (0) Dwight Babcock; regulars & Tom London, Marshall Reed, Randy Sanders, Jeanne Dean, Don Harvey, Harry Harvey, Rand Brooks, Russ Scott
It's A Great Life	NBC 7pm	The Raffle Ticket; regulars & Angie Dickinson, George Chandler, Isabelle Dwan, Parley Baer, Frank Sully; (SW & SD)
Jack Benny	CBS 7:30pm	Gisele MacKenzie, Lois Corbet, Dale White
ED SULLIVAN SHOW	CBS 8pm	Noel Coward, Andre Kostelanetz, Richard Hearne, Mitzi Green, Carlos Romulo, Erlinda Cortes; (SD) John Wray
GENERAL ELECTRIC THE (Ronald Reagan)	CATRE CBS 9pm	Judy Garland, Peter Gennaro(D), Leonard Pennario; Mus. Dir - Nelson Riddle;
GOODYEAR PLAYHOUSE	NBC 9pm	Footlight Frenzy; with William Bendix, Martha Scott, Malcolm Broderick, Norma Veaney, John McGiver, Guy Raymond, William Red- field; Dir - Herb Hirschman
<u>Alfred Hitchcock</u> <u>Presents</u>	CBS 9:30pm	Portrait of Jocelyn - (0) Edgar P. Marvin, (A) Harold Swanton; Phil Abbott, Nancy Gates, Raymond Bailey, Arthur Clymer, Olan Soule, Dabbs Greer; Dir - Robert Stevens
Loretta Young Show	NBC 10pm	Hapless Holiday - (0) William Bruckner; Phyllis Thaxter, Mildred Natwick, Russell Conway, Ray Montgomery, Dan Riss, Fred Coby, Don Kennedy

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## THE TELEVISION INDEX

**PRODUCTION • PROGRAMMING • TALENT** 

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## MID-WEEK SPECIAL

EDITOR: Jerry Leichter

APRIL 4, 1956

NUMBER 14 A

VOLUME 8

NEWS - POSSIBILITIES - COMMENT

Sonny Fox has been confirmed as m.c. for The \$64,000 Challenge, debuting over CBS next Sunday. Humility may seem like an over-worked word since "that" incident, but that's the quality that's wanted in quizmasters as the cash prizes go higher and higher. Stunt quizzes require exuberance, small prizes require comedy and big money requires a proper mixture of awe and gentle handling of contestants.....The rumors about Studio One moving its production location to the West Coast are alive again, or maybe they never died, after being squelched last fall. It will take its usual summer leave in New York after June 4, to be replaced by Westinghouse Summer Theatre as in the past, and return again in the fall, still originating in New York. It seems that it doesn't take much of a rumor to start this show moving. Last time it was a query about space on the coast to produce some live commercials for cut-ins, but that never jelled. The new rumor might be attributed to negotiations in progress on Felix Jackson's agreement to continue as producer of the program when it does return from vacation. It was recently announced that he had signed with Figaro, Inc. (Joseph L. Mankiewicz) to produce two films a year, starting with one in New York this summer. It is probable that Jackson's new Studio One agreement will give him time to do outside film work and also some writing (his novel, "So Help Me God," was published last year). Jackson was producer for many of Deanna Durbin's films in Hollywood during the 40's, as well collaborating on the screen plays for them, in addition to writing and producing other films.

Fred Coe is currently working out details with NBC on producing spectaculars in the fall -- in the drama line as well as off-beat productions. Pontiac checks off Playwrights '56 in June, but the program is supposed to continue alternating with Armstrong Circle Theatre at least through August. The Playwrights program situation poses an odd problem. Despite all the prominence given to The \$64,000 Question in an opposing half-hour on CBS, the Coe drama programs as well as Armstrong's alternating hour have piled up audiences that equal or are ahead of the totals for the other onehour dramas. Only Climax and Lux Video Theatre have had consistently higher draws if one follows the rating systems. Therefore any buyer of NBC's Tuesday night, 9:30-10:30pm time, with one-hour dramas has done as well as might be expected; and drama sponsors usually know in advance the audiences and ratings that they want. The Pontiac bow-out on the program (to put its money into Wide World) takes on significance with the statement last week by Ernest A. Jones, president of MacManus, John & Adams, Inc., agency for Pontiac, that "we seriously doubt that television is the fundamental medium if you have a substantial product to sell .... even the toprated shows aren't moving cars for their sponsors." The only question about the

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statement made by Mr. Jones is whether television has ever been responsible for "impulse" buying in durable or hard goods products.

Ziv Television may decide in September, when its executives meet to discuss the company's 1956-57 film production schedule, what to do about placing the <u>Cisco Kid</u> series back into production. The contracts of co-stars Duncan Renaldo and Leo Carillo have expired and there would have to be new agreements -- if the two would agree to work together in the future. <u>I Led Three Lives</u> is in for at least a one-year hiatus, after production of 98 episodes, and if it does resume in the future, it would require new leads. Indications in Hollywood are that syndicated series with running story-lines can only run through two year's of production, with three years (117 films) in the case of extremely popular series. Also, the entire pattern of syndication may change by the fall, with more network film series being made available for logal sale after completing network runs.

Future productions scheduled for U. S. Steel Hour include: April 11, "Funny Heart, " original by Mel Goldberg, starring Imogene Coca, directed by Dan Petrie; April 25, "Noon on Doomsday," original by Rod Serling, starring Everett Sloane, directed by Petrie; May 9, "Honest in the Rain," original by Mort Thaw, starring Ethel Merman; May 23, "The Old Lady Shows Her Medals," a Robert Anderson adaptation of the J. M. Barrie play, starring Gracie Fields......Studio One futures include: May 7, "The Temptation of Harry Ashcroft," original by James Blumgarten, directed by Franklin Schaffner; May 14, "The Genie of Sutton Place," original by George Seldon and Kenneth Heuer (originally scheduled for April 23, but preempted by a See it Now); May 21, "Star Spangled Soldier," original by David Swift; May 28, "The Drop of a Hat," original by Dick Berg; June 4 (last production of the current season), "The Power," original by Frank M. Robinson, adaptation by William Altman.....Goodyear Playhouse for April 22 will be "Career Girl," original by Jerome Ross ..... Robert Montgomery Presents for April 16, "Portrait of a Man," original by William Kendall Clarke, reported to be the story of a great scientist, apparently a treatment of the life of Albert Einstein at Princeton, or a reasonable facsimile; April 23, "Baobab Tree," original by Doria Folliott.

ABC will begin its political convention coverage, sponsored by Philco Corp., on August 11 in Chicago before the Democratic party convention opens, and expects to present about five hours of radio and TV coverage daily. The scene shifts to San Francisco on August 18, again before the Republicans open their convention, and after the opening on August 20 will follow a schedule similar to that set for Chicago. CBS will begin its coverage of the Democrats in Chicago on August 13, sponsored by Westinghouse Electric Corp., and will also present up to about five hours of radio and TV programming daily, both in Chicago and in San Francisco, the latter beginning on August 20. NBC will run about the same as CBS in dates and daily coverage, but the sponsorship will be split, since it is being sold in thirds, with Sunbeam Corp. and RCA Victor buying one part each. The third sponsor is not set.

A T & T's new <u>Telephone Time</u> half-hour film series, debuting over CBS on Sunday, is setting 39 stories for production during its first year, with 13 to be repeated for a 52-week schedule. John Nesbitt is host and the films, produced at Hal Roach Studios, are based on his stories. According to Nesbitt, one or more future stories may be presented live, if the subject matter and time changes permit, and at least one of the stories will be in color.....Although the date for "Oh! Susanna!," an NBC spectacular to be produced by Lester Cowan and his wife Ann Ronell, has not been set, an unusual advance music promotion for its songs is already underway. "Some Folks Say," the major choral selection from the musical, written by Miss Ronell, will be sung by a 500-voice chorus at the Music Educators' National Conference in St. Louis on April 16. Six of the 20 musical numbers from the forthcoming production, based on the melodies of Stephen Foster and E. P. Christy, have been arranged in choral form for use by school glee clubs and choruses.

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WNBQ's debut on Sunday, April 15, as the world's first all-color television station, will be marked by a color segment on the <u>Wide World</u> net show at about 4:15pm CST (5:15pm EST). Starting on Monday, the three major groups of local live color on weekdays will be from 12noon to 2pm, 5pm to 6:30pm and 10pm to 11pm, all CST. All of the station's live station breaks will be in color. Adding to this the regular network colorcasts and color spectaculars, WNBQ will initially be offering about seven hours of color daily. The only programs that will not be in color will be network b & w shows, local remotes and some film programs.

Screen Gems will start production in June on films for the 1956-57 season for Adventures of Rin Tin Tin, renewed over ABC by National Biscuit Co.....Guild Films has bought full television rights to the works of Jack London. The firm expects to start production soon on a pilot for a 39-film series based on Captain Grief, the adventures of a South Pacific shipmaster, planned for fall airing.....Desilu's editing department has completed or is working on the following pilot films: Adventures of a Model, Whirlybirds, Sheriff of Cochise, Mystery Theatre, Father Duffy of Hell's Kitchen; all Desilu productions. Also, Wire Service and Chicago 212 for Don Sharpe; and The Long Highway and Tempered Blade for Louis F. Edelman.

PEOPLE GOING PLACES: Julian Claman joined the creative staff of CBS Television in Hollywood and has been named producer of Front Row Center, effective with the program to be seen April 22.....David Savage resigned from Guild Films to become president of Theatrical Enterprises, Inc. (NY) ..... Compton Advertising, Inc., has expanded its Hollywood television production office to a full scale agency operation, located at 8733 Sunset Boulevard(LA). Alvin Kabaker continues as v.p. and manager of Compton's LA television program group ..... UPA Pictures, Inc., has moved its New York studio to 60 East 56th St., New York 22. PL 8-1405.....James L. Saphier Agency, Inc., has moved its NY office to 65 East 55th St., New York 22. PL 1-0075 .. ....Hank Warner has been named director of press information at ABC, effective April 9. Adolph (Al) Seton, has been upped to asst director of press information. Warner moves over from the CBS press information dept ..... Charles (Chuck) Weiss named director of promotion and advertising for Fred Coe, at NBC ..... Alan W. Livingston resigned as exec v.p. of Capitol Records to become president of the Kagran Corp., effective April 15. Kagran includes NBC Television Films and also handles subsidiary rights for NBC network properties and personalities. Livingston will be located at NBC Pacific Division, Hollywood ...... Michael W. Gradle moves from the Chicago office of Needham, Louis & Brorby, Inc., to the agency's Hollywood office as manager, effective May 31, succeeding Frank Pittman.....John R. Sheehan, director of radio and television at Cunningham & Walsh, Inc(NY), has resigned ...... Ben Norman named television and radio production director at Doyle Dane Bernbach(NY)......William Adler upped to sales manager for WABD(NY). He has been program director.

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