

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

FEBRUARY 22, 1956

VOLUME 8 NUMBER 8 A

EDITOR: Jerry Leichter

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

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 The Phil Silvers Show. CBS is also reported to be firming up plans to do pilots for three new series at their new studio location. In addition, Joe and Mabel, 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 shooting 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.

Coke Time Starring Eddie Fisher 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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(MORE)

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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 (\$64,000 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 \$100,000 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, Under the Sun, 26 half-hours that include the best of the films used on Omnibus, 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 CBS to have a distinct appeal for the types of sponsors who would be interested in the Under the Sun 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 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 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.

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LOCAL STATION ACTIVITY

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TALENT SHOWSHEET FEBRUARY 24 - MARCH 4, 1956
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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: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY FEBRUARY 24  
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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 Career - (O) 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)

SATURDAY FEBRUARY 25
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Fury NBC 11am The Miracle - (O) 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  
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LAMP UNTO MY FEET (Dr. Lyman Bryson) CBS 10am Teacher's Tea - (O) Albert Burchard; Jeffrey Horne, Bryan Hutton, Leon Belasco, Lisa Osten, Voytek Bolinski, Darryl Richard; Dir - Karl Genus

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 - (O) 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 Electric Theatre CBS 9pm Try To Remember - (O) John & Ward Hawkins; with Ronald Reagan, Kim Hunter; Dir - Robert Stevenson

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

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

MONDAY FEBRUARY 27
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Adventures of Robin Hood CBS 7:30pm Ladies of Sherwood; regulars & Willoughby Gray, Gabriel Toyne, Simone Lovell

Passport to Danger (Cesar Romero) WABD 7:30pm Macao - (O) 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

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO  
DIVISION OF THE PHYSICAL SCIENCES  
DEPARTMENT OF CHEMISTRY

RESEARCH REPORT  
NO. 1000  
BY  
J. H. GOLDSTEIN  
AND  
M. KACER  
DEPARTMENT OF CHEMISTRY  
UNIVERSITY OF CHICAGO  
CHICAGO, ILLINOIS  
1955

ABSTRACT  
The present work is concerned with the study of the  
mechanical properties of a certain class of  
polymers. The results are presented in the form of  
graphs and tables. The data show that the  
modulus of these polymers is a function of the  
temperature and the frequency of the applied  
stress. The results are compared with those  
obtained for other polymers and are found to  
be in good agreement with the theoretical  
predictions.

INTRODUCTION  
The mechanical properties of polymers are of  
great importance in the design of materials  
for use in various applications. The present  
work is concerned with the study of the  
mechanical properties of a certain class of  
polymers. The results are presented in the form  
of graphs and tables. The data show that the  
modulus of these polymers is a function of the  
temperature and the frequency of the applied  
stress. The results are compared with those  
obtained for other polymers and are found to  
be in good agreement with the theoretical  
predictions.

EXPERIMENTAL  
The experiments were carried out using a  
universal testing machine. The specimens were  
prepared by the usual methods. The results are  
presented in the form of graphs and tables.  
The data show that the modulus of these  
polymers is a function of the temperature and  
the frequency of the applied stress. The  
results are compared with those obtained for  
other polymers and are found to be in good  
agreement with the theoretical predictions.

DISCUSSION  
The results of the present work are in good  
agreement with the theoretical predictions.  
The modulus of these polymers is a function  
of the temperature and the frequency of the  
applied stress. The results are compared with  
those obtained for other polymers and are  
found to be in good agreement with the  
theoretical predictions.



MONDAY FEBRUARY 27  
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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

December Bride CBS 9:30-m Ruth Gets a Job; with regulars & Charlotte Lawrence, Doug Evans, Sara Berner, Peter Leeds, Joi Lansing, George Meader, Emory Parnell, Russell Trent, Pitt Herbert; (SW & SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm End of Morning - (O) William Kendall Clarke; Jackie Cooper, Joan Lorrying, Catherine Squire, Jan Miner, William A. Lee, Joe Boland, Peter Lazer, Jock MacGregor, Jack Collins, Beverly Lunsford; (SD)

STUDIO ONE CBS 10pm Always Welcome - (O) Jeanette Kamins, (A) Peggy Phillips; Mildred Natwick, Henry Jones, John Lupton, Pat de Simone, Malcolm Broderick, Judy Sanford, Carol Lee, Madeleine Clive, Anna Minot, Catherine Payne, Billy Kochiyamma

Douglas Fairbanks Presents WRCA 10:30pm No Samples; Berry McDowall, Ron Randell, Al Mulock

TUESDAY FEBRUARY 28
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Warner Brothers Presents ABC 7:30pm Casablanca - Killer At Large - (O) 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 Martinelli, 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, Elizabeth Harrower; (SD) Frank McDonald

Navy Log CBS 8:30pm The Helium Umbrella; with Robert Crosson, Peter Bourne, John Galaudet, James Flavin, Tommy Cook

The Danny Thomas Show ABC 9pm Terry and the Sorority; regulars & Hans Conreid

Jane Wyman Theatre NBC 9pm The Mirror - (O) Jack Schaefer, (A) Jack Hanley; Joanne Dru, Carleton Young, Tom Tryon, Lisa Montel; Dir - Jacques Tourneur

DuPont Cavalcade Theatre ABC 10pm Smyrna Incident - (O) Robert Stevenson; Carl Benton Reid, Constantin Shayne, Robert Cornthwaite, Mel Wells, Charles La Torres, Donald Murphy

RED SKELTON SHOW CBS 9:30pm regulars & Connie Haines, Alan Hale Jr.; (SW & SD)

PLAYWRIGHTS 56 NBC 9:30pm Flight - (O) Horace Foote; Kim Stanley, Ruth Hussey, Albert Dekker, Alice Ghostley, Barbara Barrie, Evelyn Ellis, Alonzo Bosan, Heywood Hale Broun; Dir - Vincent Donehue

Big Town NBC 10:30pm Extradition; regulars & Biff Elliot, Cynthia Baxter, Mack Williams

WEDNESDAY FEBRUARY 29  
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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, Richard Norris

The Millionaire (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 - (O) Narda Stokes; with Joe Maross, Nancy Malone, Paula Trueman, Pat Englund, Nell Harrison, Jeff Harris

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MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY FEBRUARY 24 THRU FRIDAY MARCH 2 (more)
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JACK PAAR SHOW CBS 1pm 2/29 - Louis Nye (C); 3/2 - Burl Ives

NBC MATINEE THEATRE NBC 4pm 2/27 - Skylark - (O) Samson Raphaelson; Sarah Churchill, Gene Raymond; 2/28 - Tall Dark Stranger - (O) Peter Barry; Zsa Zsa Gabor, Hugh O'Brian; 2/29 - Anything but Love - (O) William Mc Cleery; Diana Lynn, John Conte; 3/1 - Robin Daw - (O) Ira Avery; June Havoc; 3/2 - Letter to a Stranger - (O) Elswyth Thane, (A) Helene Hauff; Susan Kohner

DATE WITH LIFE NBC 4pm The Doctor's Wife - (O) Henry Misrock; Ann Loring, Natalie Trundy, Georgiann Johnson, Leona Powers, Marian Russell, Gordon Peters, Susan Halloran, Ella Dayton

MODERN ROMANCES NBC 4:45pm 2/27-3/2 - (O) 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; Gershwin Salute; Eydie Gorme, Pat Kirby, Steve Lawrence, Andy Williams; 3/1 - Tony Randall; 3/2 - Judith Anderson

SATURDAY MARCH 3  
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Fury NBC 11am The Test - (O) Lillian Rose; regulars & Ann Robinson, Bill Chapin, Louis Jean Heydt

Tales of the Texas Rangers CBS 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)

Texaco Star Theatre NBC 9:30pm regulars & Marilyn Maxwell

Gunsmoke 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

SUNDAY MARCH 4
 ~~~~~

FRONTIERS OF FAITH NBC 1:30pm The Trials & Tribulations of Harry & Brenda Cranbarn - (O) 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 - (O) 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 Ca'ney, 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 - (O) 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 - (O) Frances Cockrell; John Williams, Isabel Elsom, A.E. Gould-Porter, Lily Kemble-Cooper, Gavin Muir, Katherine Warren, Gerald Hamer, Irene Tedrow

Loretta Young Show NBC 10pm Father Happe - (O) 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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### 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 enlargement of the number of awards to be made this year. More awards resulted in more bumbles 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 Dragnet 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 more than a series of door prizes.

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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 three-man 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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# Ross Reports ON TELEVISION

INCLUDING

## 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.

### WEEKLY REPORT

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

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

##### Monday (5)

NBC- 7:30-7:45pm EST; DEBUT; Gordon MacRae; 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 Lam-brecht; 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, 9:30-11pm EST) March 10; "High Tor," with Bing Crosby, Julie Andrews, Nancy Olson; Prod- Arthur Schwartz (also composer of original score); Dir- James Nielsen; FILM from KNXT(LA); (COLOR).

NBC- Producers Showcase (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).

Wide Wide World (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; FILM (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.

NBC- Mr. Wizard (Sat, 5-5:30pm EST) New time, effective March 3. It was previously seen 12:30-1pm and was moved after its Feb 25 showing with no time spot set after that date in original announcement (See page 17). Program replaced Hialeah Stake Races in its new 5-5:30pm time spot (See page 10).

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OTHER NET CHANGES

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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TALENT SHOWSHEET MARCH 2 - MARCH 11, 1956  
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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: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY MARCH 2
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|                                |            |                                                                                                                                                                        |
|--------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Science Fiction Theatre</u> | WRCA 7pm   | <u>Sound of Murder</u> ; Cast not available.                                                                                                                           |
| MAMA                           | CBS 8pm    | <u>Trina's Reawakening</u> ; regulars & Alice Frost, Ruth White                                                                                                        |
| <u>Our Miss Brooks</u>         | CBS 8:30pm | regulars & Gene Barry, Jesslyn Fax                                                                                                                                     |
| THE BIG STORY<br>(Ben Grauer)  | NBC 9pm    | <u>Elston Brooks, Reporter; Fort Worth (Texas) Star-Telegram - (A) Robert Yale Libott; with Al Hedison, Arch Johnson, Burt Brinck-<br/>erhof, Roy Fant, Jay Barney</u> |
| STAR STAGE                     | NBC 9:30pm | <u>I Am Her Nurse - (O) Mary Roberts Rinehart; Mary Astor, Patricia<br/>Smith, Phil Abbott</u>                                                                         |
| ETHEL & ALBERT                 | ABC 10pm   | regulars & Joe E. Marks, Joe Silver, Allen Nourse, Dortha Duck-<br>worth, John Becher, Fred Herrick                                                                    |

SATURDAY MARCH 3  
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<u>Tales of the Texas Rangers</u>	CBS 11:30am	<u>Shorty Sees the Light</u> ; re-run of 9/17/55
PRINCETON '56	WRCA 6pm	<u>Age of Anxiety, 1940-Present</u> ; with Alexander Scourby, Clarice Blackburn, Howard Wierum, Floyd Buckley, Harry Holcombe
Henry Fonda - <u>Rheingold Theatre</u>	WRCA 7pm	<u>They - (O) Larry Marcus; Thomas Mitchell</u>
<u>The Jackie Gleason Show</u>	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
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|                                                  |             |                                                                                                                                                                                                                            |
|--------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET                                | CBS 10am    | <u>Another Man's Boots - (O) Steven Gethers; Dolly Haas, Tonio Sel-<br/>wart, Peter Brandon, Bradford Dillman, Edward Andrews</u>                                                                                          |
| LOOK UP & LIVE                                   | CBS 10:30am | <u>The Symbolism of Lent - (O) Nel King; Monsignor John J. Dough-<br/>erty, David Lewis, Nancy Wickwire, Frank Grosso, Anthony Mes-<br/>suri, Joseph Cahalan, Mary Anthony Dance Theatre, Walter Far-<br/>rell Chorale</u> |
| CAMERA THREE                                     | CBS 11:30am | <u>The Emily Dickinson Suite; Lois Nettleton; (SW) by Robert Her-<br/>ridge</u>                                                                                                                                            |
| FRONT ROW CENTER<br>(Robert Sterling)            | CBS 4pm     | <u>Innocent Witness - (O) Marc Brandel; Margaret O'Brien, Dean<br/>Stockwell, John McIntire, Jeanette Nolan, Ken Dibbs, Don Bedoe,<br/>Virginia Christine, Ed Binns, Betsy Paul, James O'Rear</u>                          |
| OMNIBUS                                          | CBS 5pm     | <u>With Liberty and Justice for All - (O) Joseph N. Welch; Joseph<br/>N. Welch, Vaughn Taylor, Ray Branley, David Stewart, Doreen Lang,<br/>Harry Bannister, Harry Stanton, Russell Hicks</u>                              |
| <u>Captain Gallant of<br/>The Foreign Legion</u> | NBC 5:30pm  | <u>The Jewel Box - (O) Gene Levigg, Louis Morheim; regulars &amp; Zack<br/>Matalon, Arthur Ranson, Pierre Marteville; (SD) Jean Yarbrough</u>                                                                              |
| <u>It's A Great Life</u>                         | NBC 7pm     | <u>The Voice; Anfie Dickinson, Madelyn Foy, Vivi Janiss, Doris Pack-<br/>er, Dee J. Thompson; (SW &amp; SD)</u>                                                                                                            |
| NBC COMEDY HOUR                                  | NBC 8pm     | Jonathan Winters, Gale Storm, Stan Freberg, Bert Lahr, Dave Bar-<br>ry (C), "The Soldiers" (Tom D'Andrea, Larry Blake)                                                                                                     |



SUNDAY MARCH 4 (Cont'd)  
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GENERAL ELECTRIC THEATRE CBS 9pm A Letter From The Queen - (O) Sinclair Lewis, (A) D.J. Powers; (Ronald Reagan) Paul Muni, Christopher Plummer, Kathleen Comegys, Jocelyn Brando, Polly Bergen

Studio 57 WPIX 10pm The Baxter Boy - (O) Dorothy Cooper; Johnny McGovern, Mona Freeman, Ginger Young, Frank Wilcox, Alan Dinehart III, Jeff Silver, William Blackwell, Eddie Marr; Dir - Charles Barton

APPOINTMENT WITH CBS 10pm High Stakes - (O) Finis Farr; Murray Matheson, Joe Maross, Lynn ADVENTURE Bailey, David White, Eric Sinclair; Dir - Paul Stanley

JUSTICE NBC 10:30pm Sign Right Here - (O) Vance Bourjaily; Howard St. John, Richard Sheppard, Eva Stern, William Prince, Louise Platt, Louise Kenyon

MONDAY MARCH 5
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GORDON MacRAE NBC 7:30pm Gordon MacRae & The Cheer Leaders Quartet (regulars), & Phil Harris; (SW) Sheila MacRae; (SD) Irv Lambrecht

Passport to Danger ABC 7:30pm Marseilles - (O) Donald S. Sanford; Iphegnia Castiglioni, Susan (Cesar Romero) Seaforth, Booth Colman, Jacqueline Duval, Ross Elliott, Noel Crevat, Frederick Melchoir, George Neise, Nick Dennis

TV Reader's Digest ABC 8pm Lost, Strayed & Lonely - (O) Josephine Eckert; Billy Chapin, Phil Terry, Bill Ching, Gloria Henry, Marjorie Lord; Dir - Phil Karlson

PRODUCERS' SHOWCASE NBC 8pm Caesar and Cleopatra - (O) George Bernard Shaw, (A) Joseph Schrank; Claire Bloom, Sir Cedric Hardwicke, Jack Hawkins, Judith Anderson, Cyril Ritchard, Farley Granger, Anthony Quayle

VOICE OF FIRESTONE ABC 8:30pm Roberta Peters

ARTHUR GODFREY'S CBS 8:30pm regulars & Larry Martin(S), Daniel Pollack(M), Paris Sisters(S) TALENT SCOUTS

I Love Lucy CBS 9pm regulars & Charles Boyer

December Bride CBS 9:30pm Matt's Moustache; re-run of 4/25/55

ROBERT MONTGOMERY NBC 9:30pm Son of Adam - (O) Theodore & Mathilde Ferro; Raymond Massey, PRESENTS Valerie Cossart, Fred Beir, Louis Van Rooten, William Johnstone, Robert Scheerer, Dorothy Whitney, Grant Sullivan, John Dutra, John Shellie, John O'Hare, Robert McQueeney, Ray Boyle

STUDIO ONE CBS 10pm A Favor for Sam - (O) John & Ward Hawkins, (A) William M. Altman; James Whitmore, 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, Harrison Dowd; Dir - Paul Nickell

Douglas Fairbanks WRCA 10:30pm A Walk In The Wilderness; Douglas Fairbanks Jr., Renee Asherson, Betty McDowall

TUESDAY MARCH 6  
 ~~~~~

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 Boruff, 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

Jane Wyman Theatre NBC 9pm An Echo of the Past - (O) 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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TUESDAY MARCH 6 (Cont'd)
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DuPont Cavalcade Theatre ABC 9:30pm The Listening Hand - (O) Richard Carr; John Craven, Barbara Eiler, Edith Evanson, Nan Boardman, Morris Ankrum; Dir - Richard Kinon

RED SKELTON SHOW CBS 9:30pm Marshall Lyeu

Big Town NBC 10:30pm School Scandal; regulars & Ralph Votrian, Dayton Lummis, Nancy Kilgas, Bartlett Robinson, Mason Curry

WEDNESDAY MARCH 7  
 ~~~~~

Death Valley Days WRCA 7pm She Burns Green; regulars & James Griffith, Donna Martell, Allan Nixon, Poppy Del Vando, Hank Peterson, Rosa Turich

Brave Eagle CBS 7:30pm White Medicine Man; regulars & George Eldrege, Harry Tyler, Pete Mamakos

Screen Directors Playhouse 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 THEATRE NBC 9pm The Fool Killer - (O) Helen Eustis, (A) Dale Wasserman; Malcolm Brodrick, Lee Marvin, Larry Gates, Audra Lindley, Jane Rose, Cavada Humphrey

20th CENTURY-FOX HOUR CBS 10pm Deception - (O) 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; (O) Louella Parsons, (A) Whitfield Cook; Teresa Wright, Gracie Allen, Eve Arden, Jean Pierre Aumont, 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 Roland, Red Skelton, Bob Stack, Robert Wagner, John Wayne; Dir - John Frankenheimer

STAR TONIGHT ABC 9pm Night Escape - (O) Abby Mann; Frank Overton, Neva Patterson, Jerome Cowan

The People's Choice NBC 9pm (O) Alan Lipscomb, Bob Fisher; regulars & John Stephenson, George Dunn, Don Orlando, Virginia Vincent, Sid Tomack, Don Gotschall

Four-Star Playhouse CBS 9:30pm Red Wine - (O) 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 - (O) Karen de Wolf; Linda Darnell, Allyn Joslyn, Elisabeth Risdon, Audrey Conti

LUX VIDEO THEATRE NBC 10pm The Criminal Code - (O) Martin Flavin, (A) S.H. Barnett; Dewey Martin, Onslow Stevens

FRIDAY MARCH 9  
 ~~~~~

Science Fiction Theatre WRCA 7pm Conversation With An Ape - (O) Rik Vollaerts; re-run of previous film

FRIDAY MARCH 9 (cont'd)
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Adventures of Rin-Tin-Tin ABC 7:30pm Rusty's Mystery; 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 - (O) 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)

Crusader CBS 9pm The Threshold; Roberta Haynes, Corey Allen, Nan Boardman, Alfred Linder, Charles Maxwell, Rudolph Anders; (SW & SD)  
 (Brian Keith)

Schlitz Playhouse CBS 9:30pm Web of Circumstance - (O) James Critchfield, (A) Al C. Ward; (A) Stars  
 Thomas Mitchell, Jeanette Nolan, Hugh Beaumont, James Seay, Lyle Talbot, Richard Deacon, Frank Scannell, Rayford Barnes, Russell Evans; Dir - James Sheldon

Star Stage 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

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY MARCH 2 THRU FRIDAY MARCH 9  
 ~~~~~

THE JACK PAAR SHOW CBS 1pm 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 - (O) Frances Parkinson Keyes, (A) Samuel W. Taylor; Tod Andrews, Jean Parker, Vinton Hayworth, Dayton Lummis, Cynthia Baxter, Barbara Darrow; 3/6 - The Matting of Watkins Tottle - (O) Charles Dickens, (A) Meyer Dolinsky; 3/7 - Her Son's Wife - (O) Claire Wallis, (A) Peggy Phillips; Hope Lange; 3/8 - The Shining Palace - (O) Peggy Phillips; 3/9 - The Odd Ones - (O) Betty Ullus

DATE WITH LIFE NBC 4pm The Doctor's Wife; Add: (to cast) Sheppard Strudwick, Tom Gorman, Dorothy Stinette, Cameron Andrews, Doug Rutherford. This episode will continue through March 23.

MODERN ROMANCES NBC 4:15pm 3/5-3/9 - with Signe Hasso, Barbara Joy, Don Briggs, Boris Aron, Frank Behrens
 (Martha Scott)

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

SATURDAY 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 High Tor - (O) 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 MARCH 11  
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LOOK UP & LIVE CBS 10:30am Edge of Doom - (O) Clair Roskam; Tom Carlin, Frances Stern Hagen; (SD) Marv Silbersher

Wide Wide World NBC 2:30pm Richard III - (O) William Shakespeare; Sir Laurence Olivier, John Gielgud, Ralph Richardson, Claire Bloom, Alec Clunes, Cedric Hardwicke, Stanley Baker, Laurence Naismith, Norman Wooland, Mary Kerridge, Pamela Brown, Helen Haye, John Laurie, Edmund Knight; Dir - Laurence Olivier; FILM

<p>1. The first part of the document discusses the importance of maintaining accurate records for all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice to ensure transparency and accountability.</p>	<p>1. The first part of the document discusses the importance of maintaining accurate records for all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice to ensure transparency and accountability.</p>
<p>2. The second part of the document outlines the specific procedures for recording income and expenses. It details how to categorize different types of transactions and provides examples of how to format entries in the ledger.</p>	<p>2. The second part of the document outlines the specific procedures for recording income and expenses. It details how to categorize different types of transactions and provides examples of how to format entries in the ledger.</p>
<p>3. The third part of the document explains how to calculate the net profit or loss for a given period. It shows how to sum up all income and subtract all expenses to arrive at the final result, and discusses how to analyze these figures for business performance.</p>	<p>3. The third part of the document explains how to calculate the net profit or loss for a given period. It shows how to sum up all income and subtract all expenses to arrive at the final result, and discusses how to analyze these figures for business performance.</p>
<p>4. The fourth part of the document discusses the importance of regular reconciliation and auditing. It explains how to compare the ledger entries with bank statements and other external records to identify any discrepancies and correct them promptly.</p>	<p>4. The fourth part of the document discusses the importance of regular reconciliation and auditing. It explains how to compare the ledger entries with bank statements and other external records to identify any discrepancies and correct them promptly.</p>
<p>5. The fifth part of the document provides a summary of the key points covered in the manual. It reiterates the importance of accuracy, consistency, and regular review in maintaining a successful accounting system.</p>	<p>5. The fifth part of the document provides a summary of the key points covered in the manual. It reiterates the importance of accuracy, consistency, and regular review in maintaining a successful accounting system.</p>
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<p>7. The seventh part of the document contains a list of frequently asked questions (FAQ) and their corresponding answers. This section addresses common concerns and provides practical advice for resolving issues related to accounting software and record-keeping.</p>	<p>7. The seventh part of the document contains a list of frequently asked questions (FAQ) and their corresponding answers. This section addresses common concerns and provides practical advice for resolving issues related to accounting software and record-keeping.</p>
<p>8. The eighth part of the document provides a detailed index of the manual's contents. This index allows users to quickly locate the information they need, whether it's a specific procedure, a definition, or a troubleshooting tip.</p>	<p>8. The eighth part of the document provides a detailed index of the manual's contents. This index allows users to quickly locate the information they need, whether it's a specific procedure, a definition, or a troubleshooting tip.</p>
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<p>10. The tenth and final part of the document provides contact information for technical support and other resources. It includes phone numbers, email addresses, and website links for users who need further assistance or have feedback to share.</p>	<p>10. The tenth and final part of the document provides contact information for technical support and other resources. It includes phone numbers, email addresses, and website links for users who need further assistance or have feedback to share.</p>

FRONT ROW CENTER	CBS 4pm	<u>Morals Squad</u> - (O) & (A) Norman Katkov; Howard Duff, Beverly Garland, Robert Middleton, Jan Merlin, Peter Votrian, John Larch, Milburn Stone, Lewis Charles, Cecilia Lovsky; (SD)
<u>Captain Gallant of the Foreign Legion</u>	NBC 5:30pm	<u>The Man With the Map</u> ; regulars & Pierre Tabbard, Always Maben, Gregoire Asian, Bob Spafford; (SW) Gene Levitt; (SD)
<u>Sky King</u>	WABC 6pm	<u>The Golden Burro</u> - (O) Burt Sims; regulars & Eugenia Paul, Stanley Andrews, Kenne Duncan, Nesdon Booth
<u>You Are There</u>	CBS 6:30pm	<u>Stanley Finds Livingstone</u> ; John Craven, Leonard Mudie, Donald Randolph, Gavin Muir, Harlan Warde; Dir - Bernard Girard
<u>It's A Great Life</u>	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), Roger 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 THEATRE	CBS 9pm	<u>Steinmetz</u> ; 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
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Perfect Murder</u> - (O) 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	<u>Prisoner at One O'Clock</u> - (O) Gene Levitt; regulars & Bruce Bennett, William Campbell, Frank Ferguson, Ray Walker, Bob Faulk, Jeffrey Silver; Dir - Robert Florey
<u>Studio 57</u>	WPIX 10pm	<u>The Rarest Stamp</u> - (O) Lawrence Kimble; Angela Lansbury, John Carradine, John Irving, Aaron Spelling, Leslie Dennison; Dir - Herschel Dougherty

<p>1. The first part of the document discusses the importance of maintaining accurate records for all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice to ensure transparency and accountability.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>2. The second section details the process of reconciling bank statements with the company's internal ledger. It outlines the steps for identifying discrepancies and resolving them in a timely manner to prevent any financial misstatements.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>3. The third part of the document covers the implementation of a new budgeting system. It describes how the system will help in forecasting future expenses and revenues, allowing for better financial planning and control.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>4. The fourth section discusses the importance of regular financial reporting to stakeholders. It highlights the need for clear, concise, and accurate reports that provide a comprehensive overview of the company's financial health.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>5. The fifth part of the document addresses the role of internal controls in preventing fraud and errors. It outlines the key components of a strong internal control system, including segregation of duties and regular audits.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>6. The sixth section discusses the impact of tax regulations on the company's financial statements. It provides an overview of the current tax environment and offers strategies for minimizing the company's tax liability.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>7. The seventh part of the document covers the importance of maintaining accurate records for all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice to ensure transparency and accountability.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>8. The eighth section details the process of reconciling bank statements with the company's internal ledger. It outlines the steps for identifying discrepancies and resolving them in a timely manner to prevent any financial misstatements.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>9. The ninth part of the document covers the implementation of a new budgeting system. It describes how the system will help in forecasting future expenses and revenues, allowing for better financial planning and control.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>10. The tenth section discusses the importance of regular financial reporting to stakeholders. It highlights the need for clear, concise, and accurate reports that provide a comprehensive overview of the company's financial health.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>
<p>11. The eleventh part of the document addresses the role of internal controls in preventing fraud and errors. It outlines the key components of a strong internal control system, including segregation of duties and regular audits.</p>	<p>10/15/2023</p>	<p>10/15/2023</p>

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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 AFTRA 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."

- Page 1 -

(MORE)

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. Only Tales of Tomorrow, 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 Barry, 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 Cowan 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 contest-type 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 half-hour 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 accommodate 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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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

MARCH 12-18, 1956

VOLUME 8

NUMBER 11

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

Wednesday(14)

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 Anncr- 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 Scour-
by. § Film record of the rise and fall of Adolf Hitler, recreated through Ger-
man 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)

CBS- 3-4:45pm EST; SPECIAL; National Invitation Tournament; LIVE from WCBS-TV
(NY), to the net. § Sustaining; open. § Pkgr- CBS-TV Sports Dept with
NIT NY met college group; production info not available. § Bud Palmer des-
cribes 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 fol-
lowing week, Sat, March 24, 3-4:45pm EST. The two specials succeed Big Ten Bas-
ketball (last show March 10) in this time spot.

NBC- 9-10:30pm EST; SPECIAL; Academy of Television Arts and Sciences Award Pre-
sentations; 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 Anncr- 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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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.

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

ABC- 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 biograph-
ies 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.

CBS- See It Now (March 13, Tue, 8:30-10pm EST) Irregularly presented program, pre-
empts 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.

NBC- \$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 Cig-
ars) thru Al Paul Lefton, Inc(Phila); Acct Exec- Winslow Martin; Agcy Superv-
Paul Brown; Comm Superv- Jack Creamer; Comm Anncr- 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 Red Barber's Corner, on at the same time, has been sustain-
ing. The Barber program continues on the rest of the net.

LOCAL STATION ACTIVITY

WAAM(Ch 13) - Stop, Look and Fix-It; DEBUT Mar 9; Fri, 11:45-12noon EST. Public ser-
vice, sustaining. Pkgr- WAAM with Baltimore City Housing Authority;
Baltimore 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) - The Magic Clown; DEBUT Mar 4; 12noon-12:30pm EST. Sponsor- Gold Medal
New York 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.

SUNDAY MARCH 11 (Cont'd)
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NBC COMEDY HOUR NBC 8pm The Child Actor with David Burns; Little Men from Outer Space, Bert Lahr; & Gale Storm, Stan Freberg, Jonathan Winters, Slate Brothers; Dir - Jim Jordan Jr.

GOODYEAR PLAYHOUSE NBC 9pm Conspiracy of Hearts - Add (O) Dale Pitt; Add: Dir - Robert Mulligan

APPOINTMENT WITH ADVENTURE CBS 10pm Career - (O) William Chapman White, (A) Art Wallace; Margaret Phillips, Roy Dean, William Jackson, Ludie Claire; Dir - Paul Stanley

JUSTICE NBC 10:30pm The Willing Victim - (O) Art Wallace; Robert Emhardt, George Grizzard

MONDAY MARCH 12  
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Passport to Danger (Cesar Romero) WABD 7:30pm Rome - (O) Robert C. Dennis; Donna Martel, Carl Millette, David Kasday, Donald Curtis, Ivan Triesault, Frank Nechero, Victor Romito

TV Reader's Digest ABC 8pm Night Court - (O) James Finnan, (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 - (O) 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 - (O) Michael Dyne; Trevor Howard, Geraldine Fitzgerald, Felicia Montalegre, Halliwell Hobbes, Le Roi Operti, Moyna Macgill, Zolya Talma, Brock Seawell, Kaye Lyder, Joann Lindille, Renee Gadd, Audrey Ridgwell; Dir - Franklin Schaffner

Douglas Fairbanks WRCA 10:30pm Welcome My Wife; Pamela Wright, Barry Keegan, James Hayter, Harry Hutchinson, Tony Quinn, Bee Duffel, Elsie French

TUESDAY MARCH 13
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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'Brian) ABC 8:30pm 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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| <p>1. The first part of the report deals with the general situation in the country...</p> | <p>100</p> | <p>100</p> |
| <p>2. The second part of the report deals with the economic situation...</p>              | <p>100</p> | <p>100</p> |
| <p>3. The third part of the report deals with the social situation...</p>                 | <p>100</p> | <p>100</p> |
| <p>4. The fourth part of the report deals with the political situation...</p>             | <p>100</p> | <p>100</p> |
| <p>5. The fifth part of the report deals with the cultural situation...</p>               | <p>100</p> | <p>100</p> |
| <p>6. The sixth part of the report deals with the international situation...</p>          | <p>100</p> | <p>100</p> |
| <p>7. The seventh part of the report deals with the future prospects...</p>               | <p>100</p> | <p>100</p> |
| <p>8. The eighth part of the report deals with the conclusion...</p>                      | <p>100</p> | <p>100</p> |
| <p>9. The ninth part of the report deals with the appendix...</p>                         | <p>100</p> | <p>100</p> |
| <p>10. The tenth part of the report deals with the bibliography...</p>                    | <p>100</p> | <p>100</p> |
| <p>11. The eleventh part of the report deals with the index...</p>                        | <p>100</p> | <p>100</p> |
| <p>12. The twelfth part of the report deals with the summary...</p>                       | <p>100</p> | <p>100</p> |
| <p>13. The thirteenth part of the report deals with the conclusion...</p>                 | <p>100</p> | <p>100</p> |
| <p>14. The fourteenth part of the report deals with the appendix...</p>                   | <p>100</p> | <p>100</p> |
| <p>15. The fifteenth part of the report deals with the bibliography...</p>                | <p>100</p> | <p>100</p> |
| <p>16. The sixteenth part of the report deals with the index...</p>                       | <p>100</p> | <p>100</p> |
| <p>17. The seventeenth part of the report deals with the summary...</p>                   | <p>100</p> | <p>100</p> |
| <p>18. The eighteenth part of the report deals with the conclusion...</p>                 | <p>100</p> | <p>100</p> |

TUESDAY MARCH 13 (Cont'd)  
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<u>Jane Wyman Fireside Theatre</u>	NBC 9pm	<u>Scent of Roses</u> - (O) Leo Townsend; Nancy Gates, Jack Kelly, Edith Evanson, Judith Ames; Dir - Sidney Lanfield
<u>DuPont Cavalcade Theatre</u>	ABC 9:30pm	<u>Breakfast At Nancy's</u> ; Amanda Blake, Charles McGraw, Frank 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	<u>Adam and Evening</u> - (O) 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)
<u>Big Town</u>	NBC 10:30pm	<u>Train Wreck</u> ; regulars & Roy Roberts, Phil Chambers, William Forrest, Joan Blair, Herbert C. Lytton

WEDNESDAY MARCH 14
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|                                       |            |                                                                                                                                                                                                                                                                                          |
|---------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Death Valley Days</u>              | WRCA 7pm   | <u>Mr. Bigfoot</u> ; Andrews & Charles Martin, Duane Thornsen, Ann McCrea, Paul Keast, Bruno Desoto, Bill Hale, Mike Vallon, Roy Canada, Fran Allen, Rusty Wescott                                                                                                                       |
| <u>Brave Eagle</u>                    | CBS 7:30pm | <u>The Strange Animal</u> ; regulars & Fred Sherman, George Eldredge, Pete Mamakos                                                                                                                                                                                                       |
| <u>Screen Directors<br/>Playhouse</u> | NBC 8pm    | <u>It's A Most Unusual Day</u> ; Fred MacMurray, Marilyn Erskine, Jimmy McHugh, Veda Ann Borg, William Traylor, Carolyn Craig, Karen Vonne, Diane Jergens, Jana Lund, Peggy Deitrich, Cosmo Sarlo, Darla Hood, Harry Lauter, Ray Kellogg, Frank Sully; (W & D unavailable at press time) |
| <u>Father Knows Best</u>              | NBC 8:30pm | <u>Family Reunion</u> - (O) Roswell Rogers; regulars & Lillian Powell                                                                                                                                                                                                                    |
| <u>The Millionaire</u>                | CBS 9pm    | <u>The Story of Rita Hanley</u> ; regulars & Karen Steele, Robert Lowery, Beverly Washburn, Robert Burton, Helen Andrews; (SW & SD)                                                                                                                                                      |
| KRAFT TV THEATRE                      | NBC 9pm    | Pre-empted by "The Twisted Cross"                                                                                                                                                                                                                                                        |
| US STEEL HOUR                         | CBS 10pm   | <u>The Candidate</u> - (O) 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  
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<u>Guy Lombardo</u>	WRCA 7pm	Karen Chandler
<u>Sgt. Preston of The Yukon</u> (Richard Simmons)	CBS 7:30pm	regulars & Dick Wilson, Gene Roth, Ralph Neff, Ed Dearing, Harry Tyler; (SW & SD)
SHOWER OF STARS	CBS 8:30pm	<u>The Flattering Word</u> - (O) George Kelly, (A) Hugh Wedlock, Howard Snyder, John Tackaberry; Fredric March, Jack Benny, Peggy Lee, Elsa Lanchester; Prod-Dir - Ralph Levy
STAR TONIGHT	ABC 9pm	<u>Love is a Lawyer</u> - (O) Dexter Bellow; Lawrence Hugo, Mary Sinclair, Paul Soarer, Marc O'Daniels, King Caldec; (SD)
<u>Four Star Playhouse</u>	CBS 9:30pm	<u>To Die At Midnight</u> - (O) Michael Fessier; Dick Powell, Stacy Harris, Alexander Campbell, Dan Barton, Dee Carroll, Hallene Hill, Lewis Charles, Don Harvey, Bill Henry, Tom B. Henry, Sydney Mason, Patti Gallagher, Helen Winston, Jack Roberts, Gene Hardy, Ralph Volke; Dir - Don Weiss
<u>Ford Theatre</u>	NBC 9:30pm	<u>That Evil Woman</u> - (O) Richard English; Stephen McNally, Mari Blanchard, Marjorie Rambeau, Robert Hutton, Sue England, Harriette Carler, Red Thorpe
LUX VIDEO THEATRE	NBC 10pm	<u>Little Boy Lost</u> - (O) Marghanite Laski, (A) George Seaton; Dennis O'Keefe, Carl Desmond, Jacqueline Beer, John Crawford, Ernestine Barrier, Naomi Stevens, Jean Del Val; Dir- George Seaton
JOHNNY CARSON SHOW	CBS 10pm	regulars & Jack Prince, Georgie Jessel

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FRIDAY MARCH 16
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Adventures of Rin-Tin-Tin ABC 7:30pm The Third Rider; regulars & Rand Brooks, Leo Gordon, Louis Legler, Robert Keys, Stanley Andrews, Bruce Cowling

MAMA CBS 8pm regulars & Ethel Owen

Crossroads ABC 8:30pm The Sacred Trust - (O) George Bruce; Brian Aherne, Willis Bouchey, Lowell Gilmore, Lester Matthews, Robert H. Barrat, Karen Verne, George Eldredge

Crusader (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 SHOWCASE WABD 9pm Gloris De Haven, Earl Wrightson

The Vise ABC 9:30pm Hear No Evil - (O) Gwen Davis; regulars & Nanette Newman, John Stone, Catherine Finn, Allistair Hunter, Shirley Lawrence, Iris Vandeleur; Dir - Ernest Morris

Schlitz Playhouse of Stars CBS 9:30pm The Young and the Brave - (O) 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 The Man Who Was Irresistible to Women - (O) 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  
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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 - A Cowboy for Chris - (O) Walter Black, William Mendrek; Kim Charney, Eleanor Tannin, Ray Montgomery; 3/13 - The Rocking Chair - (O) Bob Barbash, (A) Anthony Spinner; Lamont Johnson; 3/14 - The Big Guy - (O) Leonard Freeman; Alan Hale Jr., Toni Gerry; 3/15 - Statute of Limitations - (O) A. J. Russell; Herbert Anderson, Richard Crane, Sallie Brophy; 3/16 - The Baron and the Banshees - (O) 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 - (O) 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

SATURDAY MARCH 17
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Fury NBC 11am Timber - (O & A) Nat Tanchuck, Art Browne, Jr.; regulars & Bruce Cowling, John Pickard, Paul Sorrenson

PERRY COMO SHOW NBC 8pm Eddie Fisher, Pat O'Brien, Imogene Coca

STAGE SHOW CBS 8:30pm regulars & Elvis Presley(S), Glenn Derringer(M), Henny Youngman(C)

It's Always Jan CBS 9:30pm regulars & Sid Melton

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

SUNDAY MARCH 18 (Cont'd)
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|                                                  |            |                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HALLMARK HALL<br>OF FAME                         | NBC 4pm    | <u>The Taming of the Shrew</u> - (O) William Shakespeare, (A) William Nichols, Michael Hogan; Maurice Evans, Lilli Palmer, Diane Cilento, Philip Bourneuf, John Colococ, Douglas Watson, Jerome Kilty, Robinson Stone, Ronald Long, Will B. Able, Jack Fletcher; Dir - George Schaefer |
| <u>Captain Gallant of<br/>the Foreign Legion</u> | NBC 5:30pm | <u>The Dagger of Judah</u> - (O) William Robson; regulars & Claire Gerard, Pierre Bertin, Phillippe Nicaud, Pierre Tabard, Pierre Morteville; Dir - Jean Yarbrough                                                                                                                     |
| <u>Roy Rogers</u>                                | 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    | <u>Private Eye</u> ; regulars & Phyllis Coates, Herb Vigran, Richard Reeves, Michael Ross, Sid Melton, Robert Bice, William McLean; (SW & SD)                                                                                                                                          |
| <u>Private Secretary</u>                         | CBS 7:30pm | <u>Cat on a Hot Tin File</u> , regulars & Jean Parker                                                                                                                                                                                                                                  |
| ED SULLIVAN SHOW                                 | CBS 8pm    | Marcel Marceau (film), Joe E. Lewis(C), Nat "King" Cole(S), Roberta Peters(S), Cesare Siepi(S), The Charlivels                                                                                                                                                                         |
| NBC COMEDY HOUR                                  | NBC 8pm    | Marquis Family Chimps (film); others to be added                                                                                                                                                                                                                                       |
| <u>General Electric<br/>Theatre</u>              | CBS 9pm    | <u>The Night Goes On</u> ; Rosalind Russell, Carmen Mathews, Tony George                                                                                                                                                                                                               |
| ALCOA HOUR                                       | NBC 9pm    | <u>Doll Face</u> - (O) Jerome Ross; Glenda Farrell, Frank McHugh, Gene Lyons, Nancy Malone, Addison Powell, Jeff Harris                                                                                                                                                                |
| <u>Alfred Hitchcock<br/>Presents</u>             | CBS 9:30pm | <u>There Was An Old Woman</u> - (O) Francis & Marion Cockrell; Estelle Wendwood, Charles Bronson, Norma Crane, Dan Greer, Emerson Treacy; Dir - Robert Stevenson                                                                                                                       |
| <u>Loretta Young Show</u>                        | NBC 10pm   | <u>His Inheritance</u> - (O) Richard Morris; Loretta Young, John Newland, Kathleen Freeman, Barbara Eiler, Denver Pyle, Ian Wolfe, Bucco Stafford, Diane Wheelif, Anna Marie Nanansi, Pamela Zack<br>Dir - Richard Morris                                                              |

UNITED STATES GOVERNMENT  
DEPARTMENT OF THE INTERIOR

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# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

MARCH 14, 1956

VOLUME 8 NUMBER 11 A

EDITOR: Jerry Leichter

RECEIVED

MAR 15 1956

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL NBC GENERAL LIBRARY

### 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 packages set up this past season have not been seen in many market areas..... Networks 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, 9:30-11pm 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.

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(MORE)

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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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# Ross Reports ON TELEVISION

INCLUDING

## 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)

ABC- 8:30-9:30pm EST; HIGHLIGHT; Voice of Firestone - "Springtime, U. S. A."; LIVE from WABC-TV(NY), approx 80-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 Anncr- Hugh James; Narrator- Helen Hayes. § A special musical cavalcade of American music, tracing its development from Pilgrim times to Spring, 1956. The Voice of Firestone 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)

CBS- 9-9:30pm EST; DEBUT; Guy Lombardo's Diamond Jubilee; 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 also 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)

NBC- 10:30pm-12:15am EST; SPECIAL; Presentation of Awards of Academy of Motion Picture Arts and Sciences; 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 Anncr- Bob Le Mond. § Pkgr- Academy of Motion Picture Arts and Sciences(Hollywood) with NBC-TV(LA); Academy Prod- Robert Emmett Dolan; (Continued on next page)

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THIS WEEK(More)

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THE HISTORY OF THE UNITED STATES

The first part of the book deals with the early years of the nation, from the time of the first settlers to the end of the Revolutionary War. It covers the period of the early colonial period, the struggle for independence, and the formation of the new government.

The second part of the book deals with the period of the early republic, from the end of the Revolutionary War to the beginning of the Civil War. It covers the period of the early republic, the struggle for a stronger central government, and the expansion of the nation.

The third part of the book deals with the period of the Civil War and Reconstruction, from the beginning of the Civil War to the end of Reconstruction. It covers the period of the Civil War, the Reconstruction era, and the struggle for civil rights.

The fourth part of the book deals with the period of the late republic, from the end of Reconstruction to the present. It covers the period of the late republic, the Gilded Age, the Progressive Era, and the modern era.



Wednesday(21)

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 Rhein-stein; Assoc Dir- Roy Montgomery. Academy Staff: Music Dir- Andre Previn; Art Dir- Hal Pereira; Music Numbers Staged By- Nick Castle; Writers- Melville Shavel-son, Jack Rose, Richard L. Breen; Costume Consultant- Edith Head. § Presenta-tion 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 Eisen-hower's 59th birthday (Nov 14) which was delayed because of the President's re-cent illness. The Washington portion will be of a luncheon given for Mrs. Eisen-hower, while the NY pickup will feature musical numbers. The program preempts The Jack Paar Show, 1-1:30pm, on CBS, this day only.

Sunday(25)

CBS- 2-2:55pm EST; SPECIAL; Hall-Butler Debate; LIVE from WCAU-TV(Phila), to the net. § 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 Adventure, 2:30-3pm EST, one time only.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- Wide Wide World (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; SPECIAL March 21; Wed, 8-9pm EST; LIVE from WCBS-TV(NY), to reg-ular 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 comed-ian Jack E. Leonard.

NBC- Paul Winchell-Jerry Mahoney Show (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 The American 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 local-ly over WRCA-TV(NY), Saturdays, 6-6:30pm EST. (See page 13 for program info).

The following information was obtained from a review of the files of the [redacted] and [redacted] concerning the activities of [redacted] and [redacted] in the [redacted] area. It is noted that [redacted] and [redacted] have been active in the [redacted] area since [redacted] and [redacted] have been active in the [redacted] area since [redacted].

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CONFIDENTIAL - SECURITY INFORMATION

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CONFIDENTIAL - SECURITY INFORMATION

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TALENT SHOWSHEET MARCH 16 - MARCH 25  
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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: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY MARCH 16
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|                                              |                                                                                                                                                                  |
|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Science Fiction Theatre</u> WRCA 7pm      | <u>The Frozen Sound</u> ; Truman Bradley & Marshall Thompson, Marilyn Erskine, Ray Collins, Michael Fox                                                          |
| <u>I Spy</u><br>(Raymond Massey) WABD 7:30pm | <u>The Gunpowder Plot</u> ; Robert Dryden, Basil Langton, Byron Sanders, June Hunt, Thomas Palmer, John Call                                                     |
| THE BIG STORY<br>(Ben Grauer) NBC 9pm        | Robert F. Ward, Reporter: <u>Bridgeport (Conn) Post &amp; Telegram</u> - (A) Sheldon Stark; Walter Klavun, Joe Mantel, Peter Turgeon, Harry Ganness, Joe Bernard |
| ETHEL & ALBERT ABC 10pm                      | regulars & Basil Rathbone, Nan McFarland, Cele McLaughlin, Margaret Hamilton, Katherine Raht, Anna Minot, Mary Boylan; (SD)                                      |
| <u>The Line-Up</u> CBS 10pm                  | <u>The Design Case</u> - (O) Montgomery Pitman; regulars & Betty Rubin, Gregory Walcott, Louise Venier, Marion Carr                                              |

SATURDAY MARCH 17  
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<u>Tales of the Texas Rangers</u> CBS 11:30am	<u>Ransom Flight</u> ; Re-run of 9/3/55
Henry Fonda Presents <u>Rheingold Theatre</u> WRCA 7pm	<u>Total Recall</u> - (O) James Helvick, (A) Frederic Brady; William Lundigan
<u>Jackie Gleason Show</u> CBS 8pm	<u>Pardon My Glove</u> , regulars & Alexander Clark
AWARDS PRESENTATION NBC 9pm	Presentation of "Emmy" awards, New York & Hollywood; Pre-empts <u>Texaco Star Theatre</u> & <u>George Gobel Show</u>

SUNDAY MARCH 18
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|                                               |                                                                                                                                                                                                                               |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CAMERA THREE CBS 11:30am                      | <u>The Gift of Toulouse-Lautrec</u> , (O) John McGiffert; (SD) Clay Yurdin                                                                                                                                                    |
| FRONT ROW CENTER<br>(Robert Sterling) CBS 4pm | <u>Dinner Date - Corr.</u> - (O) 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 <u>Out of Darkness</u>                                                                                                                                                                                          |
| <u>You Are There</u> CBS 6:30pm               | <u>The Resolve of Patrick Henry</u> - (O) 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 |
| <u>Frontier</u><br>(Walter Coy) NBC 7:30pm    | <u>The Big Dry</u> - (O) E. Jack Neuman; Scott Forbes, Maura Murphy, 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; <u>High At Noon</u> (film) - (O) Sid Kuller; with Marquis Family Chimps; Dir - Dick McDonough                                                      |
| APPOINTMENT WITH<br>ADVENTURE CBS 10pm        | <u>A Thief There Was</u> - (O) Victor Canning, (A) Abbey Mann; Christopher Plummer, Jason Robards, Milette Alexander, Constance Ford, Ward Costello; Dir - Paul Stanley                                                       |
| JUSTICE NBC 10:30pm                           | <u>The Frightened Witness</u> - (O) Robert David Burke; Jack Klugman, Jerome Cowan, Jack Lord, Lonny Chapman, Bert Remser; Dir - Paul Bogart                                                                                  |

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WEDNESDAY MARCH 21 (Cont'd)  
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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 Playhouse NBC 8pm The Silent Partner; Buster Keaton, ZaSu Pitts, Joe E. Brown, Percy Holtton, Joseph Corey, Jack Kruschen, Evelyn Ankors, Charles Horvath, Harvey Perry, Robert Hoy; Dir - George Marshall

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 Foulger, Christian Pasques, Dickie Hong, Ken Osmond, Joseph McGuinn; (SW & SD)

KRAFT TV THEATRE NBC 9pm The Lost Weekend - (O) Charles Jackson, (A) 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 Hour CBS 10pm Laura - re-run of 10/19/55

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

THURSDAY MARCH 22
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Guy Lombardo WRCA 7pm Helena Scott

The Goldbergs WABD 7:30pm Partners; regulars & Viola Harris, Bruce Gordon

Sgt. Preston of the Yukon (Richard Simmons) CBS 7:30pm Maureen Cassidy, Robert Malcolm, Karen Scott, Bert Trask, Joseph 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 - (O) Katherine Anne Porter, (A) F.W. Durkee Jr.; Dorothy McGuire, Ann Rutherford, John Forsythe, Lili Darvas; Dir - John Frankenheimer

STAR TONIGHT ABC 9pm The Chevalny Man - (O) Robie Macauley, (A) Calvin Tomkins; Robert Culp, Leo G. Carroll, Leora Dana; Dir - Alan Anderson

The People's Choice NBC 9pm Sergeant Dooley - (O) Frank Gill, Jr, Carleton Brown; regulars & Walter Reed, Doris Singleton; (SD) - Robert Finkel

Four Star Playhouse CBS 9:30pm Desert Encounter - (O) Marc Brandel; Charles Boyer, Susan Kohner, Angela Greene, Jonathan Hole, Stuart Whitman, Martin Garalaga, Pepe Harn, 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, Damlan O'Flynn

LUX VIDEO THEATRE NBC The Steel Trap - (O) 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

FRIDAY MARCH 23  
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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 - (O) Tom Reed; Richard Dunning, Robert Armstrong, Jean Willie's, Chick Chandler, Robert Barrat, Eddie Garr, Frank Scannell, Norma Varden, George E. Stone; (SW & SD)

The Life of Riley NBC 8:30pm regulars & Henry "Bomber" Kulky, James Flavin, Douglass Dumbrille, Arthur Q. Bryan, Robert Fould, Fred Sherman; (SW & SD)

FRIDAY MARCH 23 (Cont'd)
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IGOR CASSINI'S WABD 9pm Cleveland Amory, Trevor Howard, Tony Bavaar, Trudy Richards  
 MILLION DOLLAR SHOWCASE

The Vise ABC 9:30pm Killer on the Prowl; Sandra Dorne, Michael Balfour, Teresa  
 (Donald Gray) Thorne, Patrick Holt, Hal Ayer, Leslie Kyle

Schlitz Playhouse CBS 9:30pm The Waiting House - (O) Betty Ulius; Phyllis Kirk, Paul Langton,  
 of Stars Dorothy Green, Arthur Gould Porter; Dir - Justis Addiss

STAR STAGE NBC 9:30pm The Secret Place - (O) Margaret Craven, (A) Lowell Barrington,  
 Richard Collins; Teresa Wright, Ed Reamers, Kevin McCarthy,  
 John Litel, Irene Tedrow, Rudy Goodwin, Herb Butterfield

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY MARCH 16 THRU FRIDAY MARCH 23  
 ~~~~~

GARRY MOORE SHOW CBS 10am 3/19 - George Gilbert(C); 3/21 - Stan Freeman(M); 3/23 - Conire
 & White(D), Charlotte Rae(C)

NBC MATINEE THEATRE NBC 3pm 3/19 - Notebook Warrior - (O) Ira Levin; Ben Cooper, Onslow
 Stevens, Richard Carlyle; 3/20 - Temptation for a King - (O)
 John Secundari, (A) Michael Dyne; John Conte; 3/21 - The Anti-
 dote - (O) Richard McCracken; James Bell, John Lupton, Peggy
 Maurer; 3/22 - Shadows - (O) Ira & Jane Avery; Debra Paget, Joe
 Kirkwood Jr., Eduardo Ciannelli; 3/23 - (O) Joan Cunningham;
 Ann Harding, Tom Pittman, Carol Nugent, Virginia Maguire

MODERN ROMANCES NBC 4:15pm 3/19 - 3/23: (O) Ann Howard Bailey; Augusta Dabney, Sally Kemp,
 John Shay, Court Benson

TONIGHT NBC 11:30pm 3/19 - Henny Youngman, Sylvia Symms(S); 3/20 - Terry Gibbs(C);
 3/21 - Leona Anderson(S). (Show presented 12:15-1am this date);
 3/22 - Herb Jeffries(S); 3/23 - George Kirby(C); Jackie Cain(S),
 Roy Krall(S)

SATURDAY MARCH 24
 ~~~~~

Tales of the Texas CBS 11:30am The Hobo; regulars & Pat Walter, Robert Bice, Paul Brinegar,  
Rangers Tom Black, Hal Taggart

PERRY COMO SHOW NBC 8pm Ann Blyth, Buddy Hackett, Carl Perkins Trio

STAGE SHOW CBS 8:30pm regulars & Glenn Derringer(M), Elvis Presley(S)

It's Always Jan CBS 9:30pm regulars & Sid Melton, Kathleen Freeman, Paul Leavitt, Frank  
 Richards, Larry Dobkin, Rodney Bell; (SW & SD)

GEORGE GOBEL SHOW NBC 10pm regulars & Richard Green

SUNDAY MARCH 25  
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His Way, His Word NBC 2:30pm The Fruitless Fig Tree. (No credits available)

You Are There CBS 6:30pm The Berlin Air Lift - (O) Don Clarke; Lawrence Dobkin, Fay Wall,
 Russ Conway, De Forrest Kelley, Harold Dryenforth, Sam Edwards,
 Bing Russell, John Murphy, James Anderson; Dir - Bernard Girard

SUNDAY SPECTACULAR NBC 7:30pm Heaven Will Protect the Working Girl; Janet Blair, Helen Gallag-
 her, Tammy Grimes, Tony Randall, Connie Russell, Nancy Walker,
 Bert Lahr, Patricia Hammerlee, Bob Carroll; (SW) Billy Friedberg,
 Neil Simon

ED SULLIVAN SHOW CBS 8pm Helen Traubel, Nat "King" Cole, Jack Carter, Andre Segovia,
 Reese & Davis(C), Montez D'Oca(C), Jackson Zouaves(drill team)

GENERAL ELECTRIC THEATRE CBS 9pm Reflected Glory; Ethel Merman, Walter Mathau, Phillip Bourneuf,
 Frances Reid; (SD); (Writer unavailable at press time)

GOODYEAR PLAYHOUSE NBC 9pm Joey - (O) 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 - (O) C.B. Gilford, (A) Francis & Marian Cockrell;
Presents John Williams, Alan Napier, Jerry Paris, Philip Coolidge, Ruta
 Lee, Amanda Blake, Bill Slack; Dir - Francis Cockrell

MEMORANDUM FOR THE RECORD

1. On 10/10/54, the following information was received from the [redacted] office:

2. [redacted] advised that [redacted] had been observed at [redacted] on 10/10/54.

3. [redacted] advised that [redacted] had been observed at [redacted] on 10/10/54.

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ADDITIONAL INFORMATION

9. [redacted] advised that [redacted] had been observed at [redacted] on 10/10/54.

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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

MARCH 21, 1956

VOLUME 8 NUMBER 12 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

RECEIVED

MAR 21 1956

The "Emmy" awards have come and gone -- and everyone must have breathed 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.

- Page 1 -

(MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

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, 9:30-11pm 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 interchangeable for the assignment.

The success of the Adventures of Robin Hood has led Official Films to personalize another of its pageantry series with the formerly-titled A Knight of the Round Table now called Adventures of Sir Lancelot. 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 The Buccaneers, 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 NBC 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, Zane Grey Theatre, an anthology series, and Arizona Ames, 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 Caesar's Hour 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 Soap 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.

The first part of the document is a letter from the Secretary of the State Department to the Secretary of the War Department. The letter is dated August 1, 1918, and is addressed to the Secretary of the War Department, Washington, D.C. The letter is signed by the Secretary of the State Department, Robert Lansing.

The second part of the document is a letter from the Secretary of the War Department to the Secretary of the State Department. The letter is dated August 1, 1918, and is addressed to the Secretary of the State Department, Washington, D.C. The letter is signed by the Secretary of the War Department, Woodrow Wilson.

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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

MARCH 26-APRIL 1, 1956

VOLUME 8 NUMBER 13

EDITOR: Jerry Leichter

RECEIVED
MAR 26 1956
NBC GENERAL SERVICE

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 (26)

ABC- 9-11pm EST; DEBUT; Film Fair; FILM 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 Afternoon Film Festival (Mon thru Fri, 3-5pm EST). Lisa Ferraday is hostess for the new Monday evening series. The program replaces The Dotty Mack Show, 9-9:30pm (last show March 12); Medical Horizons, 9:30-10pm (last show March 5); Outside U.S.A., 10-10:30pm (last show March 12). The 10:30-11pm period has been open time.

Sunday (April 1)

ABC- 4-5pm EST; SPECIAL; The Evening Office of Easter Day; 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 Dean Pike, 4-4:30pm, and College Press Conference, 4:30-5pm, this day only.

CBS- 11am-12noon EST; SPECIAL; Easter Morning Service; 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.

NBC- 10-11am EST; SPECIAL; Easter Morning Service; LIVE from WLW-T(Cinn), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Superv- Doris Ann; Prod- Alexander 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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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.

THIS WEEK(Cont'd)

Sunday(April 1)

NBC- 2:30-3pm EST; DEBUT; Outlook; LIVE from WRCA-TV(NY) & Various Stations, various cities, to the net. § 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.

NBC- The Sunday Spectacular (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, 10:30-11pm EST, April 1, "The Lengthening Span," survey of problems of geriatrics, first program in the spring series; LIVE & FILM from WFLA-TV(St Petersburg, Fla).

Wide 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 Anncr- Tony Marvin. Peter Lind Hayes and Mary Healy star, with Andy Griffith, Bill Haley's Comets and Dorothy Jarnac.

LOCAL STATION ACTIVITY

WABD(Ch 5) - American Theatre Wing's "Tony" Awards; SPECIAL April 1; Sun, 9-10:30pm New York 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.

LOCAL STATION ACTIVITY(Cont'd)

- WRCA-TV(Ch 4)- Bill Cullen Tax Party; SPECIAL Mar 24; Sat, 11:15pm-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-1am CST. Sponsor- Chicago 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.
- KTTV(Ch 11) - Mobilgas Economy Run, ON FILM; SPECIAL Mar 25; Sun, 10:30-11pm PST. Los Angeles 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, 10:30-11pm EST. Sustaining. Miami 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.
- WISN-TV(Ch 12)- The Fruit Basket; DEBUT Mar 26; Mon thru Fri, 9:20-9:30am CST. Part- Milwaukee icipations. 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.
- WISN-TV Magic House; DEBUT Mar 26; Mon thru Fri, 9:30-10am CST. Participa- tions. 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.
- WISN-TV 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.
- WRCV-TV(Ch 3)- Window; DEBUT Mar 19; Mon thru Fri, 2:55-3pm EST. Sponsor- John Wana- Philadelphia maker's thru Richard A. Foley Advertising Agency(Phila). Pkgr- NBC o- and-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.

TALENT SHOWSHEET MARCH 23 - APRIL 1
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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: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY MARCH 23  
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Science Fiction Theatre WRCA 7pm Marked "Danger"; with Nancy Gates, Otto Kruger, Arthur Franz
 (Truman Bradley)

I Spy WABD 7:30pm Ancient Spies; with Nehemiah Persoff, Margia Dean, David J. Stewart
 (Raymond Massey)

MAMA CBS 8pm regulars & Noel Leslie, Nancy Rennick, Bob Hastings

Crusader CBS 9pm The Adoption; with Anita Anton, Andrea King, Herb Patterson,
 (Brian Keith) Walter Coy

THE BIG STORY NBC 9pm Rip Manning, Editor; Columbus (Ohio) Citizen - (A) Alvin Boretz;
 (Ben Grauer) 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

SATURDAY MARCH 24
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Fury NBC 11am Wonder Horse - (O & A) Charles R. Marion & Sidney Salkow; regulars  
 & James Seay, Gordon Jones, Sid Tomack, Billy Wayne, Mike Taylor

Henry Fonda Presents WRCA 7pm The Force of Circumstance; with Angela Lansbury  
Rheingold Theatre

Jackie Gleason Show CBS 8pm Young Man With a Horn; regulars & Charles Eggleston, Nel Harrison  
 (The Honeymooners) (SD) Frank Sateinstein

PERRY COMO SHOW NBC 8pm Add: Basil Rathbone

STAGE SHOW CBS 8:30pm Add: Condos & Brandow (D)

Texaco Star Theatre NBC 9:30pm Gordon MacRae  
 (Jimmy Durante)

Gunsmoke CBS 10pm regulars & John Dehner, Mary Adams, John Patrick, George Selk,  
 Charlene Brooks, Dorothy Schuler

Damon Runyon Theatre 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

SUNDAY MARCH 25  
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LOOK UP & LIVE CBS 10:30am with Jane Dudley (D), Mary Anthony Dancers

FRONT ROW CENTER CBS 4pm Search For A Stranger - (O) Adrian & Virginia Spies; with Dewey
 (Robert Sterling) Martin, Richard Eyer, Ainslie Pryor, Lurene Tuttle, Don Keefer, Elizabeth Patterson; (SD) - Russell Stoneham

Capt. Gallant of NBC 5:30pm The Lady from Zagora; regulars & Danielle Godet, Fred Fisher,
the Foreign Legion Daniel Lecourtois, Duncan Elliot; (SW & SD)

Roy Rogers NBC 6:30pm The Morse Mixup- (O) 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 Dono-
 van, George Neise; (SW & SD)

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

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SUNDAY MARCH 25(Cont'd)

Loretta Young Show NBC 10pm The Wise One - (O) 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 - (O) Bernard Wolfe; with Robert Simon, Charles Ridman, Jason Robards, William Prince; Dir - Gordon Duff; LAST SHOW

MONDAY MARCH 26

Passport to Danger (Cesar Romero) WABD 7:30pm Zamboanga - (O) 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 - (O) Herbert Hoover; with Elisha Cook, Louis Jean Heydt, Joseph Turkel, Paul Dubov, Will Wright, Rodney 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, Catherine Payne, Fred Herrick, Humphrey Davis, Ray Boyle, Gaye Jordan, Ernest Parmentier, Stephen Ellsworth, Joseph Latham, Beulah Garrick

STUDIO ONE CBS 10pm The Tale of St. Emergency - (O) 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

TUESDAY MARCH 27

Warner Bros. Presents ABC 7:30pm Explosion; with Lyle Bettger, Joy Page, 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 ANKRAM; (SD)

Danny Thomas Show ABC 9pm regulars & Walter Woolf King

Jane Wyman Theatre NBC 9pm Sound of Thunder - (O) Louis Vitte, Endre Boehm, (A) Richard Collins; with Charles Drake, Carl Esmond, Irving Bacon; Dir - Sidney Lanfield

DuPont Cavalcade Theatre ABC 9:30pm Man on the Beat; with William Campbell, Constance Ford, Harry Lauter, Fred Gage, Vincent Padula, 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 - (O) J.P. Miller; with Cyril Ritchard, Nina Foch, J. Pat O'Malley, Frederick O'Neal, Arthur Malet, Steve McQueen; Dir - Arthur Penn; From Hollywood

Big Town NBC 10:30pm Interne; regulars & Biff Elliot, Cynthia Baxter, Mack Williams

1. The first part of the report deals with the general situation in the country. It is noted that the economy is showing signs of recovery, but that inflation remains a serious problem. The government has implemented various measures to control inflation, but these have had limited success.

2. The second part of the report discusses the political situation. It is noted that the government is facing increasing opposition from the opposition parties. The opposition is demanding greater political freedom and a return to democratic principles.

3. The third part of the report deals with the social situation. It is noted that there is a growing awareness of social issues among the population. There is a demand for greater social justice and a reduction in the income gap between the rich and the poor.

SECRET

4. The fourth part of the report discusses the international situation. It is noted that the country is facing increasing international pressure to reform its economic and political system. The international community is demanding that the country open its economy to free trade and international investment.

5. The fifth part of the report deals with the military situation. It is noted that the military is becoming increasingly professional and is playing a more active role in the country's development. The military is also becoming more aware of its responsibilities to the civilian population.

6. The sixth part of the report discusses the cultural situation. It is noted that there is a growing interest in the arts and sciences among the population. There is a demand for greater cultural freedom and a return to traditional values.

7. The seventh part of the report deals with the environmental situation. It is noted that there is a growing awareness of environmental issues among the population. There is a demand for greater environmental protection and a reduction in pollution.

8. The eighth part of the report discusses the future of the country. It is noted that the country is facing a number of challenges, but that there is a strong potential for a bright future. The key to success will be to implement the reforms that are being demanded by the population and the international community.

SECRET

9. The ninth part of the report discusses the role of the media. It is noted that the media is becoming increasingly free and is playing a more active role in the country's development. The media is also becoming more aware of its responsibilities to the civilian population.

10. The tenth part of the report deals with the role of the judiciary. It is noted that the judiciary is becoming increasingly independent and is playing a more active role in the country's development. The judiciary is also becoming more aware of its responsibilities to the civilian population.

11. The eleventh part of the report discusses the role of the civil service. It is noted that the civil service is becoming increasingly professional and is playing a more active role in the country's development. The civil service is also becoming more aware of its responsibilities to the civilian population.

12. The twelfth part of the report deals with the role of the private sector. It is noted that the private sector is becoming increasingly active and is playing a more active role in the country's development. The private sector is also becoming more aware of its responsibilities to the civilian population.

13. The thirteenth part of the report discusses the role of the foreign aid. It is noted that foreign aid is becoming increasingly important and is playing a more active role in the country's development. Foreign aid is also becoming more aware of its responsibilities to the civilian population.

14. The fourteenth part of the report deals with the role of the international community. It is noted that the international community is becoming increasingly active and is playing a more active role in the country's development. The international community is also becoming more aware of its responsibilities to the civilian population.

15. The fifteenth part of the report discusses the role of the population. It is noted that the population is becoming increasingly active and is playing a more active role in the country's development. The population is also becoming more aware of its responsibilities to the civilian population.

WEDNESDAY MARCH 28
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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 week only

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 - (O) Walter Lord; Narrator; Claude Rains; Cast of 107 not released at press time

US STEEL HOUR CBS 10pm Thirty Year Man - (O) 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

THURSDAY MARCH 29  
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Guy Lombardo WRCA 7pm Martha Wright

The Goldbergs WABC 7:30pm The Bad Companions; regulars & Mile Dowd, Herbert Faye, Oogie Small, Gene Leonard, Renie Taylor, Johnny Dale, Maxie Shapiro

Bob Cummings Show CBS 8pm regulars & Dick Wesson

CLIMAX CBS 8:30pm An Episode of Sparrows - (O) 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 - (O) John DeMeyer; with Jason Robards, Roney Dengel, June Lockhart; Dir - George Weber

Four Star Playhouse CBS 9:30pm The Case of Emily Cameron - (O) Ida Lupino, (A) Robert Eggenneller with Ida Lupino, Scott Forbes, George Neise, Fay Baker, Arthur Space; Dir - Roy Kellino

Ford Theatre NBC 9:30pm The Face - (O & 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 - (O) Hans Kraly, (A) Norman Krasna & Leo Townsend; with Thomas Mitchell, David Janssen, Joan Weldon, Taylor Holmes, A.E. Gould-Porter, Joan Sinclair, Lillian Culver, Ellen Corby, Alexander Campbell, Jimmy McCallion; Dir-Fred Carney

FRIDAY MARCH 30
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Crossroads ABC 8:30pm Dig or Die, Brother Hyde - (O) 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, Paul Lipson, Betty Garde, Anne Hegira, Leslie Paul

IGOR CASSINI'S MILLION DOLLAR SHOWCASE WABD 9pm 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

MEMORANDUM

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SUBJECT: [Illegible]

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SUNDAY APRIL 1  
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OMNIBUS	CBS 5pm	<u>Billy Mitchell Court Martial</u> - (A) E.J. Kahn (from actual testimony) with James Daly, Richard Carlson, Calvin Thomas, Jack Lord, Noel Leslie, Douglas Rogers, Neva Patterson; Dir - Richard Dunlap (LAST SHOW)
<u>Capt. Gallant of the Foreign Legion</u>	NBC 5:30pm	<u>Pipeline</u> - (O) Gene Levitt; regulars & Robert Haynes, Yves Brainville, Gillies Queant, Stephane Vercoe, Henri Miller
<u>Roy Rogers</u>	NBC 6:30pm	<u>Haunted Mine of Paradise Valley</u> - (O) M.M. Raison; regulars & Hank Patterson, Jean Harvey, Fred Graham, Henry Wills, Harry Harvey, Frank Jaquet; Dir - Robert C. Walker
<u>It's A Great Life</u>	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 midget act
NBC COMEDY HOUR	NBC 8pm	Cesar Romero, Stan Freberg, Jonathan Winters, Gale Storm
<u>General Electric Theatre</u>	CBS 9pm	<u>Easter Gift</u> ; with MacDonald Carey
ALCOA HOUR	NBC 9pm	<u>Finkle's Comet</u> - (O) Herman Raucher; with Hans Conried, Lenka Peterson, David Opatoshu, Norman Feld, Henry Lascoe, Donald Marye, Reynolds Evans, Ned Wertimer, Bert Thorn, Grant Richards, Dora Weissman, Pat Harrington; Dir - Sidney Lumet
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Help Wanted</u> - (O) Stanley Ellin; with John Qualen, Lorne Greene, Madge Kennedy, Ruth Swanson, John Harmon, Malcolm Atterbury, Farley Baer, Paul Brinegar; (SD) James Neilson
<u>Loretta Young</u>	NBC 10pm	<u>But for God's Grace</u> - (O) Richard Morris & Charles Robbins; with High Beaumont, Tommy Kirk, Jimmy Baird, Helen Mayon

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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

MARCH 28, 1956

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

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 one-shot performance.

Frederic March and Claire Trevor will star in "Dodsworth," on Producers' Showcase 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

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(MORE)

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presented on Prudential Playhouse in a one-hour version over CBS on Oct 24, 1950. Another one-hour script was performed on Kraft Television Theatre in its ABC run on May 27, 1954. Walter Abel and Ruth Chatterton played the leads in the Prudential production, while Anthony Ross and Irene Manning had the Kraft parts. All versions are credited as adapted from the Howard play rather than Sinclair Lewis' novel on which the play was based.

Guild Films is winding up production in New York on I Spy and Molly (The Goldbergs) and on the New Liberate Show in Hollywood. As soon as the decks are cleared in New York, two new pilots will be put into production, while in Hollywood, Here Comes Tobor starts work on March 29 with Duke Goldstone moving over from the Liberate unit to handle the direction. Tobor, 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 Gunsmoke and Warner Bros. Presents' "Cheyenne" episodes as adult Westerns has led to a flock of Western pilots being offered for network sale. Gunsmoke's creator and producer, Charles Marquis Warren, is preparing a new CBS series, Cavalry Patrol, 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. Captain Midnight, on the CBS net, is not always a science fiction program in the full sense of the word, while Science Fiction Theatre is syndicated only.

Roy Winsor Productions takes over production on three CBS dramatic serials on April 2: Love of Life, Search for Tomorrow and The Secret Storm. All had previously been produced through the Blaw 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 Youth Wants to Know 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 The American Forum, 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 re-lented 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.

PEOPLE 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 Bohan has moved up to take Morwood's place as eastern story editor at MCA.....Edgar Peterson has been appointed producer of CBS' Climax! in Hollywood, succeeding Martin Manulis, who has been named producer of the new Playhouse 90 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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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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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 Anncr- 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, Jim 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 Anncr- 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)

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.

Tuesday(3)

CBS- 7:30-8:30pm EST; SPECIAL; Highlights of the Greatest Show on Earth; 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 Annncrs- 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 Anncr- 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)

CBS- 5-5:30pm EST; SPECIAL; Annual Masters Golf Tournament; 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 Omnibus (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 Annncrs- 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 Anncr- Del Sharbutt. § Pkgr- CBS-TV(NY); Exec Prod- Judson Bailey; Prod- Hugh Beach; Dirs- Byron Paul, Dick Liesendahl. § 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)

CBS- 6-6:30pm EST; DEBUT; Telephone Time; FILM 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)

Sunday(8)

CBS- Telephone Time (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 Omnibus (last show April 1).

CBS- 9-9:30pm EST; SPECIAL; The Judy Garland Show; 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 Avendon; 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 General Electric Theatre 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 Anncr- 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).

NBC- 10:30-11pm EST; DEBUT; National Bowling Champions; 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 Anncr- Russ Hodges(on film). § Pkgr & Prod- Matt Niesen; Dir- Paul Robinson; Prog Anncr- "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 Championship Bowling, presented locally over WNBQ, Saturday, 11pm-12midnight CST). The program replaces Justice (last show March 25) in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- Ford Star Jubilee (Every 4th Sat, 9:30-11pm EST) April 7; "Twentieth Century," with Orson Welles, Betty Grable, Keenan Wynn; Prod- Arthur Schwartz; Dir- Paul Nickell; LIVE from KNXT(LA); (COLOR).

NBC- Producers Showcase (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).

NBC Opera Theatre (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).

Dear Sir,
I have the honor to acknowledge the receipt of your letter of the 14th inst. in relation to the above mentioned matter. The same has been referred to the proper authorities for their consideration. I am, Sir, very respectfully,
Yours truly,
[Signature]

Very truly yours,
[Signature]

I have the honor to acknowledge the receipt of your letter of the 14th inst. in relation to the above mentioned matter. The same has been referred to the proper authorities for their consideration. I am, Sir, very respectfully,
Yours truly,
[Signature]

I have the honor to acknowledge the receipt of your letter of the 14th inst. in relation to the above mentioned matter. The same has been referred to the proper authorities for their consideration. I am, Sir, very respectfully,
Yours truly,
[Signature]

[Signature]

OTHER NETWORK CHANGES & ADDITIONS

NBC- Choose Up Sides (Sat, 12:30-1pm 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.



MAJOR LOCAL DEBUTS & HIGHLIGHTS

WABD(Ch 5) - Macy's Employees Strike Vote Meeting; SPECIAL April 3; Tue, 8:30-9am New York EST. 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 Easter Parade; SPECIAL April 1; Sun, 11:30am-1:30am EST. New York 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.

WNAC-TV(Ch 7)- River of Life, ON FILM; SPECIAL March 26; Mon, 9:30-10pm EST. Sustaining, 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.

KRCA-TV(Ch 4)- The Helen O'Connell Show; DEBUT March 26; Mon, 6:15-6:45pm PST. Part- Los Angeles icipations. 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 KRCA Komedie Kapers, previously presented Mon, Tue and Thu at this time. Only the Thursday segment continues.

KRCA-TV - Whittinghill at Music City; 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 Komedie Kapers note just above).

KTTV(Ch 11) - Hollywood Bowl Easter Sunrise Services; SPECIAL April 1; Sun, 4:50am- Los Angeles to 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.

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TALENT SHOWSHEET MARCH 30 - APRIL 8
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Most of the shows on Mar. 30, 31, and Apr. 1 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, April 6. Script identifications used are: (O) Original, (A) Adaptation, (SW) Staff-written, (SD) Staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column. filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY MARCH 30  
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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: (O) 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

Line-Up CBS 10pm The Deadwood Case - (O) Fred Eggers; with Ralph Moody, Iris Adrian, Henry Slate, Tom Dillon; (SD) Hollingsworth Morse

SATURDAY MARCH 31
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PERRY COMO SHOW NBC 8pm Add: Patrice Munsel

STAGE SHOW CBS 8:30pm Kill: Eileen Barton; Add: Joey Bishop(C), Roberta Sherwood(S), Glenn Derringer(M)

GEORGE GOBEL SHOW NBC 10pm Eddie Mayehoff

SUNDAY APRIL 1  
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You Are There CBS 6:30pm Lost Battalion; with Mack Williams, James Anderson, Robert Burton, Edward G. Robinson Jr., Ray Baxter, Janeel Farah, Joe Conley, 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 THEATRE CBS 9pm Easter Gift; Add: (O) Frances Ancker & Cynthia Hope, (A) D.J. Powers; MacDonald Carey & Mary Fickett, Michael Allen, Edward Bryan, Harriet MacGibbon, Maxine Stuart, Robley Lawson; Corr: This is a LIVE show

APPOINTMENT WITH ADVENTURE CBS 10pm Two Falls for Satan - (O) Carey Wilbur; with Forrest Tucker, Grant Sullivan, Steve Elliot, Bill Zuchert, Belle Flower, Walter Burke; Dir - Frank Telford. LAST SHOW

MONDAY APRIL 2
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GORDON MacRAE NBC 7:30pm Jeri Southern

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

PRODUCERS' SHOWCASE NBC 8pm The Barretts of Wimpole Street - (O) Rudolf Besier, (A) Guthrie 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 Slep1

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm Escadero(S), Martha King(S), The Boys Next Door

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



MONDAY APRIL 2 (Cont'd)  
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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 - (O) Martha Wilkerson; with Henry Jones, Florence Anglin, Tom Holland, Harry Worth, Helen Choate, Jim Harkins, Aileen Poe; Dir - James Yarbrough

STUDIO ONE CBS 10pm This Will Do Nicely - (O) 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
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Warner Bros. Presents (Gig Young) ABC 7:30pm Quicksand; with (Clint Walker) & Norman Frederic, Dennis Hopper, 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 of Wyatt Earp (Hugh O'Brian) ABC 8:30pm Hunt The Man Down; with Walter Reid, Rico Alaniz

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 NBC 9pm In a Different Life - (O) Leo Townsend; with Scott Forbes, Larry Dobkin, Penny Stanton; Dir - Don Weis

DuPont Cavalcade Theatre ABC 9:30pm The Doll Who Found a Mother - (O) Joel Murcott; with Peggy Webber, Mort Mills, Cheryl Calloway, Willis Bouchey, Scotty Morrow, Jeanette Nolan; Dir - Laslo Benedek

RED SKELTON SHOW CBS 9:30pm Keefe Brasselle; (SW & SD)

ARMSTRONG CIRCLE THEATRE NBC 9:30pm A Baby Named X - (O) Vance Bourjaily with Kathleen McGuire, Ann Pierson, Bibi Osterwald, Frank Overton, Ann Seymour

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

WEDNESDAY APRIL 4  
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Death Valley Days (Stanley Andrews) WRCA 7pm Sego Lilies; with Robert Hutton, Sally Mansfield, Ella Ethridge, John Dierkes, Hank Patterson, John Halloran, Charles Hayes

Screen Directors Playhouse NBC 8pm Sword of Villon; with Errol Flynn, Hillary Brooke, Pamela Duncan, Lois Collyer, Mark Dana, Mervyn Vye

Father Knows Best NBC 8:30pm Bud, the Exoner; with regulars & Skip Torgerson, Joel Cranston; (SW & SD)

The Millionaire (Marvin Miller) CBS 9pm Story of Tom Mead; with John Larch, Claudia Barrett, Dorothy Patrick, Nora Hayden, Arthur Hanson, Gayne Whitman, Paul Keast, Bruce Cowling, Kenneth Drake; (SW & SD)

KRAFT TV THEATRE NBC 9pm Paper Foxhole - (O) James Elward; with Hal March, Joe Mantell, Felix Munso, Kenny Delmar, John Feidler, Jack Weston, Joseph Elic, Bill Duell, Norman Lloyd, John Gibson; Dir-William Graham

20th Century-Fox Hour CBS 10pm Gun in His Hand - (O) 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
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Guy Lombardo WRCA 7pm Toni Arden

The Goldbergs WABD 7:30pm Bad Companions; regulars & Mile Dowd, Herbert Faye, Oogie 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 A Spin Into Darkness - (O) Hagar Wilde; with Ruth Roman, Vincent Price, Virginia Grey, Charles Drake; Dir - John Frankenheimer

STAR TONIGHT ABC 9pm Two Windows - (O) S. Lee Pogostin; with Richard Davalos, Diane Gentner; Dir - Alan Anderson

The People's Choice NBC 9pm (O) Alan Lipscomb, Bob Fisher regulars & Gregory Walcott, Herb Vigran, Carlos Vera, Rudy Lee; Dir - Robert Finkel

Four Star Playhouse CBS 9:30pm The Rites of Spring - (O) Elick Moll; with Niven & Barbara Lawrence, Robert Tafur, Lola Bliss, Juneey Ellis, Helen Wallace, Don Shelton, Ernest Anderson, Bob Shield, Angie Dickinson; Dir - Roy Kellino

Ford Theatre NBC 9:30pm Autumn Fever - (O) Mary Roberts Rinehart, (A) Frederick Brady; With Zsa Zsa Gabor, George Sanders, Virginia Field, John Eldredge, Virginia Gibson, Paul Keast

ARTHUR MURRAY PARTY CBS 10pm Ethel Merman, George Kirby (imitator); Dir - Cobey Ruskin; (Kathryn Murray) PREMIERE

LUX VIDEO THEATRE NBC 10pm Tabloid - (O) 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, Harry Antrim, Ralph Montgomery, Vincent Padula; Dir - Earl Ebi

FRIDAY APRIL 6  
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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

Crossroads ABC 8:30pm Two-Fisted Saint; with Paul 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)

Crusader CBS 9pm A Deal in Diamonds; with Beverly Garland, Ben Wright, Peter Coe, Jack Kruschen, Geoffrey Toone

THE BIG STORY NBC 9pm Fred Wegner Jr., Copy Boy, South Bend (Ind) Tribune - (A) Sheldon (Ben Grauer) 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, Ben Neimes, Gene Hardy, Paul Savage; Dir - Paul Helmick

Star Stage 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 & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 30 THRU FRIDAY APRIL 6
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GARRY MOORE SHOW CBS 10am 4/5 - Jackie Jay(C); 4/6 - Wesson & Polk(C)

JACK PAAR SHOW CBS 1pm 4/2-Andy Griffith; 4/4 - Louis Nye(C); 4/5 -Renzo Cesana (The Continental)

AS THE WORLD TURNS CBS 1:30pm (O) Irna Phillips & Agnes Nixon; with Helen Wagner, Don MacLaughlin, Ruth Warrick, Ann Burr, Les Damon, Bill Johnstone, Hal Studer, Joyce Van Patten; Dir's - Ted Corday, Bill Howell; PREMIERE

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MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 30 THRU FRIDAY APRIL 6 (Cont'd)  
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NBC MATINEE THEATRE NBC 3pm 4/2 - Singer in the Valley - (O) Dorothy Rood Stewart, (A) He-
 lene Hanff; Jane Darwell, Beverly Tyler, Doro Merande, John
 Parrish, Martha Wentworth, Maureen Cassidy; 4/3 - The Heart of
a Husband - (O) Margaret Cushman Banning, (A) Mort Thaw; Gene Ray-
 mond, Catherine McLeod, June Vincent, Roy Roberts; 4/4 - From
the Desk of Margaret Tydings - (O) Robert Esson; 4/5 - You Look
Like Sisters - (O) Fannie Hurst, (A) Lois Jacoby; Vicki Cummings;
 4/6 - The House of Seven Gables - (O) Nathaniel Hawthorne, (A)
 Elihu Winer; Marshall Thompson, John Carradine, Norma Varden

DATE WITH LIFE NBC 4pm The Witness - (O) 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 (O) Elinor Lenz; with Millette Alexander, Fred Beir, Stuart Ger-
 maine, Roy Fant

THE EDGE OF NIGHT CBS 4:30pm (O) 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 Pe-
 terson Trio

SATURDAY APRIL 7
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Fury NBC 11am The Baby - (O) Sidney Salkow, Charles R. Marion, (A) Charles R.  
 Marion; regulars & Ann Robinson, Claudia Barrett, Mark Scott,  
 James Seay, Mike Taylor

Henry Fonda  
Rheingold Theatre WRCA 7pm The Lonely Ones; 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 Twentieth Century - (O) Hecht-MacArthur, (A) Robert Buckner; with  
 Keenan Wynn, Betty Grable, Orson Welles, Ray Collins, Lance Ful-  
 ler, 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  
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LAMP UNTO MY FEET CBS 10am Clown Alley - (O) Robert Higgins; with Frank McHugh, Jack Betts;
 (SD) - Karl Genus

FRONTIERS OF FAITH NBC 3pm The Secret Convent - (O) Robert Kerrigan; with Bronia Stefan,
 Ellen Lowe, Sheila Copelan, Madge West, Grace Keddy, Francis
 Bethancourt, Anthony Messuri, Dir - Martin Hoade

FRONT ROW CENTER CBS 4pm Instant of Truth - (O) Cy Cermak; with Angela Lansbury, Paul
 Kelly, Kevin McCarthy; (SD) Russell Stoneham

Capt. Gallant of
the Foreign Legion (Buster Crabbe) NBC 5:30pm Double Jeopardy - (O) Jack Andrews; regulars & Gilles Queant,
 Henry Beckman, Arthur Klein, Jess Hahn; (SD) Jean Yarbrough

You Are There CBS 6:30pm Recovery of the Mona Lisa; (O) Violet Atkins, M. Lee Perenchio;
 with Lawrence Dobkin, John Wengral, Mario Siletti, Ernest Sar-
 racino, 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	<u>Ghost Town Gold</u> - (O) Dwight Babcock; regulars & Tom London, Marshall Reed, Randy Sanders, Jeanne Dean, Don Harvey, Harry Harvey, Rand Brooks, Russ Scott
<u>It's A Great Life</u>	NBC 7pm	<u>The Raffle Ticket</u> ; regulars & Angie Dickinson, George Chandler, Isabelle Dwan, Parley Baer, Frank Sully; (SW & SD)
<u>Jack Benny</u>	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 THEATRE (Ronald Reagan)	CBS 9pm	Judy Garland, Peter Gennaro(D), Leonard Pennario; Mus. Dir - Nelson Riddle;
GOODYEAR PLAYHOUSE	NBC 9pm	<u>Footlight Frenzy</u> ; with William Bendix, Martha Scott, Malcolm Broderick, Norma Veaney, John McGiver, Guy Raymond, William Redfield; Dir - Herb Hirschman
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Portrait of Jocelyn</u> - (O) Edgar P. Marvin, (A) Harold Swanton; Phil Abbott, Nancy Gates, Raymond Bailey, Arthur Clymer, Olan Soule, Dabbs Greer; Dir - Robert Stevens
<u>Loretta Young Show</u>	NBC 10pm	<u>Hapless Holiday</u> - (O) William Bruckner; Phyllis Thaxter, Mildred Natwick, Russell Conway, Ray Montgomery, Dan Riss, Fred Coby, Don Kennedy

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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

APRIL 4, 1956

VOLUME 8 NUMBER 14 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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MID-WEEK SPECIAL

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 one-hour 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 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 top-rated shows aren't moving cars for their sponsors." The only question about the

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(MORE)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. It begins with the first settlers who came to the continent in search of a better life. These early pioneers established small communities and slowly expanded their territory. The struggle for independence from British rule was a pivotal moment in the nation's history. The American Revolution led to the creation of a new government based on the principles of liberty and democracy. The Constitution of 1787 provided a framework for the federal government and the states. The years following the Revolution were marked by westward expansion and the development of a diverse economy. The Civil War, which lasted from 1861 to 1865, was a defining event in the nation's history, as it resolved the issue of slavery and preserved the Union. The Reconstruction period that followed was a time of significant social and political change. The late 19th and early 20th centuries saw the rise of industrialization and the growth of a powerful middle class. The Progressive Era was a period of reform and social progress. The 20th century has been a time of global conflict, technological advancement, and the pursuit of civil rights. The United States has emerged as a superpower, with a significant influence on the world stage. The future of the nation remains uncertain, but its history provides a rich and complex legacy.

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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 Cisco Kid 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. I Led Three Lives 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 local 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 Telephone Time 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 Wide Wide World 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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