

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

JUNE 11-17, 1956

VOLUME 8 NUMBER 24

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(13)

CBS- 7:30-8pm EDT; DEBUT; CBS Cartoon Theatre; FILM from WCBS-TV(NY) & KNXT(LA), to the net. § Sustaining. § Pkgr- Terrytoons, Inc(NY); Prod- Paul Terry. § Dick Van Dyke is host of this cartoon program, joining the characters in integrated scenes. Four animated films will be used on each program, with different characters in the Terrytoons' series appearing in each. The program replaces Brave Eagle (last show June 6) in thistime spot.

NBC- 7:30-7:45pm EDT, Wed & Fri; DEBUT; Jaye P. Morgan Show; LIVE from WRCA-TV (NY), to the net. § Sustaining. § Pkgr- Durgom-Katz Associates(NY); Prod & Writer- Lynn Duddy; Staged by & Dir- Kevin Joe Jonson; Music Dir- Joel Herron. § Singer Jaye P. Morgan stars in this new music series, supported by her four brothers singing as a quartet, The Morgan Brothers (Charlie, Bob, Dick and Duke). The format will be informal, featuring old favorites and pop tunes. The program is the summer replacement for Coke Time Starring Eddie Fisher (last show June 8).

##### Thursday(14)

CBS- 10-11pm EDT; SPECIAL; Victor Borge's Comedy in Music; LIVE from WCBS-TV(NY), approx 80 stations live. § Sponsor- Shulton, Inc (Old Spice, other toiletries) thru The Wesley Associates, Inc(NY); Acct Exec & TV Acct Rep- J. Perine. § Pkgr- CBS-TV(NY); Prod- Jerome Shaw; Dir- Mel Ferber. § One-man program, starring comedian-pianist Victor Borge, including highlights from his Broadway success, "Comedy in Music". The program preempts The Arthur Murray Party, 10-10:30pm EDT, and Quiz Kids, 10:30-11pm, one time only.

##### Saturday(16)

NBC- 10-10:30am EDT; RETURN; Howdy Doody; LIVE from WRCA-TV(NY), no of stations indefinite. § Sponsor (one-quarter-hour, other quarter sustaining)- Continental Baking Co., Inc (Wonder Bread, Hostess Cake) thru Ted Bates & Co, Inc (NY); Acct Exec- E. L. Hill. § Pkgr- NBC-TV(NY); Prod- Roger Muir; Dir- Robert Hultgren; Music Dir- Bobby Nicholson; Writers- William Gilbert, Jack Weinstock. § Bob Smith stars in this new version of the long-run children's show, with puppets, live characters and filmed features. Last show in its former Mon thru Fri spot was June 1. In its new spot it replaces The Pinky Lee Show (last show June 9). (See page 47).

- Page 48 -

THIS WEEK(More)

ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

Copyright 1956 by Television Index, Inc.

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

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

THIS WEEK(Cont'd)

Saturday(16)

NBC- 4-6pm EDT; SPECIAL; National Open Golf Tournament; LIVE remote direct to WRCA-TV(NY), 110 stations live (56 sponsored, remainder local sponsor or sustaining). § Net Sponsor- Eastman Kodak Co (Cameras, Films) thru J. Walter Thompson Co(NY); Accts Execs- Thayer Jaccaci, Charles Rheinstrom; TV Acct Rep- Robert Ballin. § Pkgr- NBC Sports Dept(NY); Prod- Perry Smith; Dir- Harry Coyle. § Telecast of play at the final holes of the 56th annual National Open Golf Tournament at Oak Hill Country Club, Rochester, N. Y., with sportscasters Lindsey Nelson, Bud Palmer and Jim Simpson describing the play at the final four holes. Nelson will also interview golfing greats at his station at the 18th hole.

NBC- 8-9pm EDT; DEBUT; The Patti Page Show (June 9-July 7); The Julius La Rosa Show (July 14-Aug 4); The Tony Bennett Show (Aug 11-Sept 8); all LIVE from WRCA-TV(NY), 72 stations live, 11 kine. § Alternate Week Sponsors (20-minute segments each)- Armour & Co (Canned Meats) thru Tatham-Laird, Inc(Chi); Sunbeam Corp (Electric Appliances) thru Perrin-Paus Co(Chi); Moxzema Chemical Co (Skin Cream, Shave Cream) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Toni Co (All Products) thru North Advertising, Inc(Chi); International Cellucotton Products (Kleenex) thru Foote, Cone & Belding(Chi); Gold Seal Co (Glass Wax, Snowy Bleach) thru Campbell-Mithun, Inc(Minn). § Pkgr- NBC-TV(NY); Exec Prod- George McGarrett; Prod- Norman Frank; Dir- Grey Lockwood(1st six programs); Music Dir- Carl Hoff; Prog Anncr- Don Pardo; Sets- Don Shirley; Costumes- Michi Weglyn; Writers- Bob Corcoran, James Shelton; Booker- Harry Anger(GAC). § Musical variety series, with three singing stars as headliners during the 13 weeks the program replaces The Perry Como Show during the summer. Patti Page stars during the first four weeks, supported by the Spellbinders, singing and dancing group of two girls and three boys; Julius La Rosa stars during the four weeks beginning July 14, and Tony Bennett is star for five weeks beginning Aug 11. The Perry Como Show (last show June 9) will return Sept 15.

NBC- 10:30-11pm EDT; DEBUT; Adventure Theatre; FILM from WRCA-TV(NY) & KRCA-TV (LA), 146 stations net, 44 delayed. § Alternate Week Sponsors- 1) Lambert-Hudnut Div of Warner-Lambert Pharmaceutical Co., Inc (Quick Home Permanent, Hudnut Products) thru Kenyon & Eckhardt, Inc(NY). 2) American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY). § Pkgr & Film Prod- Edward J. & Harry Lee Danziger(London, England). § Paul Douglas is host, introducing a new suspense series of half-hour films made in England (1st run in U. S.), scheduled for 12 weeks. The program replaces Your Hit Parade (last show June 9) for the summer; the latter returning Sept 8.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- The Sunday Spectacular (Every 4th Sun, 7:30-9pm NYT); June 17; "The Bob Hope Show" (See page D for cast credits); LIVE & FILM from KRCA-TV(LA); (COLOR).

OTHER NETWORK CHANGES & ADDITIONS

NBC- United Automobile Workers 20th Anniversary; SPECIAL June 10; Sun, 3:30-4pm EDT; LIVE from WRCA-TV(NY), no. of stations indefinite. § Sponsor- United Automobile Workers thru Henry J. Kaufman & Associates(Wash). § Pkgr- UAW; Prod- Sherman H. Dryer; Dir- Martin Hoade; Writers- Sherman H. Dryer, Lewis Carliner(UAW). § Dramatic and musical program, marking the 20th anniversary of the UAW. Three dramatic sketches will illustrate various aspects of the UAW. The program pre-emptes Zoo Parade, one time only.

Lux Video Theatre (Thu, 10-11pm EDT) Summer preview series starts June 14, running thru Sept 6. Ken Carpenter is host-narrator for the program.

TALENT SHOWSHEET JUNE 8 - JUNE 17  
 ~~~~~

Most of the shows on June 8, 9, 10 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 June 15. 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.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings) are: December Bride, Ethel & Albert, Father Knows Best, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason Show, I Love Lucy, It's Always Jan, The Lineup, Millionaire, Our Miss Brooks, Roy Rogers, Phil Silvers Show, Star Stage, Tales of the Texas Rangers, Danny Thomas Show, You Are There, Jane Wyman Fireside Theatre, Adventures of Rin-Tin-Tin, Life of Riley, Warner Bros. Presents ("Cheyenne" series).

SATURDAY JUNE 9  
 ~~~~~

WINCHELL-MAHONEY NBC 12:30pm Ruth Brown(S); LAST SHOW  
 CHANCE OF A LIFETIME ABC 10pm Charles Castleman(M)

SUNDAY JUNE 10  
 ~~~~~

LAMP UNTO MY FEET CBS 10am Thing of Evil; kine repeat of 3/28/54  
 LOOK UP & LIVE CBS 10:3am The Flume - (O) Joanna Churgin; with Marc Miller, Claire Griswald, Jerry Stiller, Jeanie McBride, Shepperd Strudwick, Genevieve Frizzell, Walton Butterfield; (SD)  
 CAMERA THREE CBS 11:30am What Price Nonsense - (O) John McGiffert (on material of James Thurber, Lewis Carroll, Edward Lear); with Archie Smith, Alice Pearce, Tommy White, Rex Everhart, Dorothy Sands  
 NBC COMEDY HOUR NBC 8pm Dennis O'Keefe, Marilyn Erskine, Don Tannen(C), Hank Penny(S-C), Gloria DeHaven, Jonathan Winters  
 GENERAL ELECTRIC THEATRE CBS 9pm Exits & Entrances - (O) Leo Davis, Saul Levitt; with Charles Applewhite, Tommy Hanlon, Joe Mantell, Robert H. Harris, Betty Garde, Rudy Bond, Mary Leigh Hale, Anita Cooper, Alan Miller; (SD)

MONDAY JUNE 11  
 ~~~~~

Stage 7 WPIX 8pm Hour of Truth - (O) Richard Karlan; with Ricardo Montalban, Nestor Paiva, Tony Terry, Pepe Hern, Edward Colmans, Larry Craine, Nacho Galindo, Mary Ellen Popel; Dir- Alvin Ganzer  
TV Reader's Digest ABC 8pm The Gigantic Banknote Swindle - (O) Frederic Sondern, Jr.; (A) William Spier; with Philip Van Zandt, Byron Poulger, Fred Essler, Paul Cavanagh, Richard Reeves; (SD)  
 CAESAR'S HOUR NBC 8pm regulars & Glenn Turner, Bill Lewis  
 VOICE OF FIRESTONE ABC 8:30pm Robert Merrill  
 ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm Roy Clark & Trio, Katherine Williams(S), Marguerita Sierra(S)  
Medic NBC 9pm Reach of a Giant; with Scott Forbes, James Martin, Diana Douglas, Berry Atwater, Richard Hale, Michael Galloway, Robert Burton; (SD); This is Part I of a two-part play to be continued.  
 ROBERT MONTGOMERY PRESENTS NBC 9:30pm Storm Over Swan Lake - (O) Kevin McKay; with Haila Stoddard, Jan Miner, Fred Tozere, John Shellie, Phil Kramer, Lester Lonergan Jr., Beverly Lunsford  
 STUDIO ONE SUMMER THEATRE CBS 10pm The Flight - (O) John Steinbeck; (A) Robert Herridge; with Gerald Sarracini, Vivian Nathan, Miriam Colon, Jose Perez, Maria Reid, Robert Carricart, Mario Alcalde, Ted Pearson; Dir - Frank Moriarty. SUMMER THEATRE DEBUT  
Douglas Fairbanks WRCA 10:30pm A Train to the Sea; with Ian Hunter, Mary Steele, Nora Seiburne, Robin Hunter

TUESDAY JUNE 12  
 ~~~~~

Twisted Cross NBC 8pm repeat of 3/14/56 showing.  
 (Special)

Navy Log CBS 8:30pm The Long Week-End; with Ed Kemmer, Dorothy Green, Peter Adams, Gregory Walcott, Bradford Jackson, Steve Pendleton

Jane Weman's Fireside Theatre NBC 9pm The Thread; re-run of 2/21/56.

DuPont Cavalcade Theatre ABC 9:30pm Stay on Stranger - (O) William Dutton, (A) Jack Bennett; with Peggy Converse, Lon Chaney, Edgar Buchanan, Sallie Brophy

RED SKELETON SHOW CBS 9:30pm regulars & Marie Windsor, Arthur Q. Bryan, Harry Antrim, Nancy Kulp, Maxine Gates

ARMSTRONG CIRCLE THEATRE NBC 9:30pm H.R. 8438 - (O) Phil Reisman; with Maureen Stapleton, Voytek Dolinski, Anne Hegira, Luis Van Rooten

Big Town NBC 10:30pm Insane Criminal; with regulars & Vinton Hayworth, Herbert Rudley, Nancy Hadley, Warner Klemperer, Paula Winslowe

WEDNESDAY JUNE 13  
 ~~~~~

Death Valley Days WRCA 7pm Pay Dirt; with Bradford Jackson, Barbara Lang, Paul McGuire, (Stanley Andrews) Frank Richards, Audley Anderson

Screen Directors Playhouse NBC 8pm Every Man Has Two Wives; with Janet Blair, Barry Nelson; Dir - Lewis Allan; other credits not available

KRAFT TV THEATRE NBC 9pm Boy in a Cage - (O) Paul Monash; with James Gregory, Paul Mazursky, Billy James, Bob Shawley, Bill Gunn, Paul Porter Jr, Herbie Coleman, Buzz Martin, Benito Carruthers, Richard Ward, Bert Brinkerhoff

20th Century-Fox Hour CBS 10pm The Hefferan Family - (O) Dorothy Cooper; with Paul Douglas, Alexis Smith, Eilene Janssen, Mark Damon, Jesse White, Carolyn Jones; Dir - Jules Bricken

THURSDAY JUNE 14  
 ~~~~~

Guy Lombardo WRCA 7pm Toni Arden

The Goldbergs WABD 7:30pm Sammy Gets Married; with regulars & Ludmilla Toretzka, Ruth York, Somer Alberg. LAST SHOW

Sgt. Preston of The Yukon (Richard Simmons) CBS 7:30pm regulars & Larry Chance, Douglas Henderson, George Nather, Jack Hill

EDDY ARNOLD SHOW ABC 8pm Margaret Whiting(S)

Bob Cummings CBS 8pm Bob, the Chaperone; with regulars & Robert Ellis, Jeff Silver, Barbara Lang, Maureen Cassidy

CLIMAX! CBS 8:30pm To Scream At Midnight - (O) Patricia Highsmith; (A) John McGreevey; with Diana Lynn, Dewey Martin, Karen Sharpe, Richard Jaeckel (SD)

STAR TONIGHT ABC 9pm The Long View - (O) Kay Arthur; with Lois Holmes, Henry Hull, Larry Robinson, Ephrem Zimbalist Jr. Dir - James F. Lichtman

Four Star Playhouse CBS 9:30pm Second Chance - (O) James Bloodworth; with David Niven, Barry Kroeger, Lou Krugman, Tristram Coffin, William Swan, Gene Hardy; Dir - Richard Kinon

Ford Theatre NBC 9:30pm Panic - (O) Karen DeWolf; with Ruth Roman, Phil Carey, George Macready, Mark Sheeler, Hal Taggart, Ike Jones

COMEDY IN MUSIC CBS 10pm Victor Borge; Prod-Dir - Jerome Shaw, Mel Ferber

LUX VIDEO THEATRE NBC 10pm A House of His Own - (O) Loring Mandel; with Richard Boone (no other credits available); PREMIERE of Summer Preview Series

FRIDAY JUNE 15

\*\*\*\*\*

Crossroads ABC 8:30pm The Singing Preacher - (O) Ralph Murphy; with Dick Foran, John Smith, Gloria Talbott, Casey Adams, Mary Young, Robert Paquin, Douglass Dumbrille, James Seay, Gil Frye

Crusader CBS 9pm The Waif; with Sandy Descher, Helen Wallace, Coleen Gray, Ron (Brian Keith) Randall

THE BIG STORY NBC 9pm John Keyes, Reporter: San Francisco (Calif) Call-Bulletin - (A) Newton Meltzer; with William Zuckert, Mandel Kramer, Anne Seymour, Louise Larrabee, Tom Holland, Trevor Jrazee, Nicholas Saunders, Joe Helgesen

The Vise ABC 9:30pm Blood in the Sky; with regulars & John Stuart, Ryck Rydon, Kay Callard, Charles Richardson, John Stone, Patrick McGoohan, Keith Grieve

Schlitz Playhouse CBS 9:30pm Pattern for Pursuit - (O) Arnold Byron (based on character created by Laurie York Erskine); (A) Fred Eggers, Lewis R. Foster; with Arthur Franz, Jean del Val, Ross Elliott, Maggie Mahoney, Philip Tonge, Jack Haddock, Charles Wagenheim, Guy Kingsford, Ralph Moody, Belle Mitchell

The Lineup CBS 10pm The Spencer Case - (O) Ellis Marcus; (A) Fred Eggers; with regulars & Ron Hargrave, Gloria Saunders, Roy Glenn, Sally Fraser (SD) Harold Shuster

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY JUNE 8 THRU FRIDAY JUNE 15

\*\*\*\*\*

GARRY MOORE SHOW CBS 10am 6/14 - James Reneaux (magic); 6/15 - Billy Gilbert (C), Danny Desmond (D)

TENNESSEE ERNIE FORD NBC 2:30pm 6/13 - Eddie Peabody (M)

NBC MATINEE THEATRE NBC 3pm 6/11 - George Has a Birthday - (O) Jean Clifford Raymond; with Eddie Cantor, Mae Clarke, Paul Cavanaugh, Benny Baker; 6/12 - The Serpent's Tooth - (O) B.M. Atkinson Jr.; with Bill Goodwin; 6/13 - Crime at Blossoms - (O) Mordaunt Shairp; (A) Jerome Rose; with Nydia Westman, Doro Merande; (B&W); 5/14 - The Luck of Amos Currie - (O) Kathleen & Robert Howard Lindsay; with Charlie Ruggles, Wilma Ching, Tudor Owen; (B&W); 6/15 - Alison's House - (O) Susan Glaspell; (A) Richard McCracken; with Dayton Lummis, Val Dufour; (B&W)

MODERN ROMANCES NBC 4:15pm The Steady Man; repeat of 8/1-8/5/55.

TONIGHT NBC 11:30pm 6/11 - Dorothy Sarnoff (S), Norman Houdan (cartoonist); 6/12 - Priest & Fosse (D), Jimmy Vale (S); 6/13 - Bob Eberly (S), Don Herbert ("Mr. Wizard"); 6/14 - Meg Myles (S); 6/15 - Hermione Gingold (C), Eugene List (M), Carol Glenn (M)

SATURDAY JUNE 16

\*\*\*\*\*

WINCHELL-MAHONEY NBC 12:30pm Ruth Brown (S), Bill Hayes (S)

OZARK JUBILEE ABC 7:30pm regulars & Rusty Draper (S)

PATTI PAGE SHOW NBC 8pm Jean Carroll (C), Eddy Arnold (S), Jan August (M), Richard Hayman (M), Wazzan Troupe (Acro), Mr. Ballantine (C-magic)

STAGE SHOW CBS 8:30pm regulars & The Treniers (M), Connie Francis (S), Adele Girard (M), Joe Marcella (M)

LAWRENCE WELK SHOW ABC 9pm Lennon Sisters (S)

Texaco Star Theatre NBC 9:30pm regulars & George Sanders (S-D)

Gunsmoke CBS 10pm regulars & Royal Dano, Chuck Connors, Paul Dubov

Adventure Theatre NBC 10:30pm Thirty Days to Die - (O) James Eastwood; with Hubert Gregg, Lawrence Marsmith, Jenny Laird; Dir - Paul Dixon; PREMIERE

