

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

AUGUST 27-SEPT 2, 1956

VOLUME 8 NUMBER 35

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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

Tuesday(28)

ABC- 8:30-9pm EDT; RETURN; Life and Legend of Wyatt Earp; FILM from WABC-TV(NY) & KABC-TV(LA), 43 stations net, 22 delayed. § Alternate Week Sponsors- 1) General Mills, Inc (Cheerios, Gold Medal Flour) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- Joseph H. Holmes(Cheerios), Stewart Lipson(Gold Medal); TV Acct Superv- Gordon Johnson. 2) Procter & Gamble Co (Gleem) thru Compton Advertising, Inc(NY); Acct Exec- John Cross. § Pkgr- 616 Co., Hollywood, Calif.; Film Prod- Desilu Productions, Inc., at Motion Picture Center, Hollywood, Calif.; Exec Prod- Louis F. Edelman; Prod- Robert Sisk; Prod Mgr- Argyle Nelson; Dir- Frank McDonald; Music- Ken Darby Singers; Sets- Theodore R. Offenbecker; Costumes- Douglas Stevens; Dir of Photog- Harold Wellman; Writers- Frederick Hazlitt Brennan (first 10), others. § Hugh O'Brian stars in the title role in new episodes in the western adventures of the famed frontier marshall, based on the book, "Wyatt Earp, Frontier Marshall," by Stuart Lake. The scene shifts in this season's series from Wichita, Kansas, to Dodge City. Alan Dinehart III continues as Bat Masterson; with Margaret Hayes as Dora Hand and Paul Brinegar as "Dog" Kelly in the Dodge City stories. The series has been seen in re-run in this time spot.

NBC- 9-9:30pm EDT; RETURN & CHANGE; The Jane Wyman Show; FILM from WRCA-TV(NY) & KRCA-TV(LA), 108 stations net, 32 delayed. § Sponsor- Procter & Gamble Co (Ivory Soap, Duz, Crisco, Crest); Ivory Soap, Duz & Crisco thru Compton Advertising, Inc(NY); Acct Execs- John Cantwell(Ivory), E. Gellert(Crisco), Richard Hurley(Duz). Crest thru Benton & Bowles, Inc(NY); Acct Exec- Horace Curtis. § Pkgr- Lewman Productions, Ltd., (at Revue Productions), Republic Studios, Hollywood, Calif.; Prod- William Rousseau; Dirs- Various; Music Dir- Stanley Wilson; Dir of Photog- John MacBurnie; Writers- Leo Townsend, Jameson Brewer, others. § Jane Wyman is hostess for 39, and stars in 26 films in this drama anthology series, with top featured players. The program last season was titled Jane Wyman's Fireside Theater and now completes its transition in title from the original Fireside Theater which debuted on TV in April, 1949. The returning program succeeds its summer replacement Sneak Preview (last show Aug 7) in this time spot.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Wednesday(29)

NBC- 7:30-7:45pm EDT, Wed & Fri; RETURN; Coke Time Starring Eddie Fisher; LIVE from KRCA-TV(LA), approx 89 stations live, 19 kine. § Sponsor- The Coca-Cola Co thru McCann-Erickson, Inc(NY); Acct Exec- George Kern; Comm Anncr- Fred Robbins. § Pkgr- Ramrod Productions; Prod- Tad Danielewski; Dir- Paul Harrison; Music Dir- Axel Stordahl; Sets- Glen Holse; Writer (Continuity)- Berni Gould. § Eddie Fisher is star of a miniature musical revue featuring popular music, with Fred Robbins as host and featuring occasional guest stars; backed by Axel Stordahl leading the orchestra. The program returns to succeed its summer replacement The Jaye P. Morgan Show (last show Aug 24) in this time spot.

Sunday(Sept 2)

CBS- 6:30-7pm EDT; RETURN; You Are There; FILM from WCBS-TV(NY) & KNXT(LA), 100 stations net, 37 delayed. § Sponsor- The Prudential Insurance Co of America thru Calkins & Holden, Inc(NY); Acct Exec- Thomas P. Crolius; Acct Superv- Robert W. Robb; Comm Superv- Peter Krug. § Pkgr- CBS-TV(LA); Film Prod- TCF Television Productions, Hollywood, Calif.; Exec Prod- Robert Sparks; Prod- James Fonda; Dir- William Russell; Script Ed- Elizabeth Bullock(CBS, NY); Writers- Various. § Dramatizations of great historical events presented as if they were happening at the moment, with Walter Cronkite as the principal narrator. The program has been seen in re-run during the summer in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Talent Scouts (Mon, 8:30-9pm EDT) Program originates from Hollywood, Aug 27, Sept 3 and 10, then returns to NY. Hollywood show will have Bob Crosby as m.c., with David Rose as musical director. Gil Rodin is producer, Jack Meyers is associate producer and Ben Tompkins directs. Arthur Godfrey returns as m.c., with his NY staff on Sept 17.

The Johnny Carson Show (Mon thru Fri, 2-2:30pm EDT) Add Clara Kimball Young as a regular, effective Aug 23. She will appear frequently to report on Hollywood activities, starting on camera Monday, Aug 27.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WBBM-TV(Ch 2)- Bowl the Professor; DEBUT Aug 26; Sun, 1:30-2pm CDT. Sponsor- Universal Bowling & Golf Corp of Chicago. Pkgr & Prod- WBBM-TV. Each week a star woman bowler competes against Paul Krumske in match bowling, with the woman getting full handicap in her score. Krumske will also give instructions. Sam Weinstein is m.c. for the program which originates in the station's Studio One which has two permanent AMF alleys installed. The program replaces Bowling Clinic in this time spot for the sponsor.

KNXT(Ch 2) -Fare for Ladies; CHANGES; Mon thru Fri, 2-3pm PDT. Participations. Los Angeles Pkgr- KNXT(LA); Prod- Harry Koplan; Dir- Dan Gingold; Prog Coord- Peter B. Sterne; Music Dir- Irvine Orton. Red Rowe stars as host and m.c. of this audience participation show which debuted July 30 with an indefinite title (see pages 67 and 69). Regulars include Art Jarrett, Mimi Martel, Arlene Harris, and just added to the cast, Frank Veloz (dancing with Jean Davi).

TALENT SHOWSHEET AUGUST 24 - SEPTEMBER 2

Most of the shows on August 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 August 31. 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. 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 below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre (Kine), Big Town, Crossroads, Crusader, Bob Cummings Show, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason Show, Alfred Hitchcock Presents, Life of Riley, The Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the Texas Rangers, 20th Century-Fox Hour, The Wise

FRIDAY AUGUST 24

Science Fiction Theatre WRCA 7pm The Throwback; Add (cast): Virginia Christine

SUNDAY AUGUST 26

LAMP UNTO MY FEET CBS 10am - (O) Vernon Delston; with Neva Patterson, Richard Kindrick
 LOOK UP & LIVE CBS 10:30am Letters from a Jazz Musician, (Part IV) - (O) Nel King; with Dave Brubeck Jazz Quartet & Jimmy Rogers; (SD)
 CAMERA THREE CBS 11:30am The Rime of the Ancient Mariner - (O) Samuel Taylor Coleridge, (A) John McGiffert; with Gerald Hiken, Lawrence Ryle; (SD)
 ED SULLIVAN SHOW CBS 8pm Add: Guest emcee: Kirk Douglas
 GOODYEAR PLAYHOUSE NBC 9pm Kill: entire listing. Add: Grow Up! - (O) Peggy Lamson; with Clay Hall, Addison Powell, James Gregory, Florida Friebus, Patsy Bruder, Carol Lynley, Malcolm Brodrick, Ronnie Welsh, Charles Taylor

MONDAY AUGUST 27

Stage 7 WPIX 8pm Debt To A Stranger - (O) Frederick Brady; with Gene Barry, Victor Millan; Dir - Frank Baur; (also seen Thu WABD 8pm).
 ERNIE KOVACS SHOW NBC 8pm Robert Merrill(S), Four Step Brothers(D)
 VOICE OF FIRESTONE ABC 8:30pm Tong Il Han (M), Dolores Wilson (S), Theodor Uppman (S)
 ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm Guest emcee: Bob Crosby; with April Ames (S), Arthur Ross-Jones (S), Jim Fawcett (M), The Nightcaps (S); (SD)
Charlie Farrell Show CBS 9pm with regulars & Martin Milner, Gloria Winters, Jane Easton, Tom Browne Henry; (SW&SD)
 ROBERT MONTGOMERY PRESENTS NBC 9:30pm Southern Exposure - (O) Owen Crump; (A) Doria Folliott; with Charles Drake, Elizabeth Montgomery, Jan Miner, John Gibson, Tom Middleton, Stuart MacIntosh, William Darrid, Frank Blair
 STUDIO ONE SUMMER THEATRE CBS 10pm Giulio - (O) Herbert Abbott Spiro; with Morris Miller, Eleni Kiamos, H. Frederic Green, David J. Stewart, Rossana San Marco (SD)
Douglas Fairbanks Presents WRCA 10:30pm Ship Day - re-run of 4/30/56

TUESDAY AUGUST 28

THIS IS SHOW BUSINESS NBC 8:30pm Panelists: Sloan Simpson, Robert Q. Lewis, Abe Burrows; with Diahann Carroll, Jackie Kannon (C), Peggy Ryan & Ray MacDonald (D)
Jane Wyman Show NBC 9pm Ten Percent - (O) Ronn Marvin; (A) Tony Barrett; with George Montgomery, William Hopper, Edna Skinner, George Baxter, Paul Frees. RETURN (Note title change). (SD)

TUESDAY AUGUST 28 (Cont'd)

GE Summer Originals ABC 9pm Blizzard Bound; with Forrest Tucker, Donna Martell, Bill Phipp. (Writer credit unavailable).

KAISER ALUMINUM HOUR NBC 9:30pm A Fragile Affair - (O) Ferenc Molnar; with Eli Wallach, Gaby Rodgers, Woodrow Parfrey, Eva Leonard-Boyne, William Podmore, Robert Culp, Marcel Hillaire, Jean Cooke, Kathy Dunn, Eileen Merry, Brook Seawell, Paul Andor; (SD)

WEDNESDAY AUGUST 29

Death Valley Days
(Stanley Andrews) WRCA 7pm The Kickapoo Run; with Fess Parker, Russ Todd, Myron Healey, Phil Arnold, Nancy Hale, Clifford Fields, Francis McDonald, I. Stanford Jolley, Hal Smith

FRANKIE LAINE TIME CBS 8pm with regulars & Los Chavales de Espana (S-D), Eydie Gorme (S)

Screen Directors
Playhouse ABC 9pm What Day Is It? - re-run of 6/6/56

KRAFT TV THEATRE NBC 9pm The Girl Who Saw Too Much - (O) Holly Roth; (A) Robert J. Shaw; with Betsy Palmer, Robert Middleton, Joe Maross, Russell Hardie, Val Avery, Jared Reed

US STEEL HOUR CBS 10pm The Five Fathers of Pepi - (O) Ira & Jane Avery; with Paul Newman, Ben Astar, Phyllis Hill, Zohra Alton, Tommy Rao, Sorrel Booke, Louis Sorin, Walter Kohler, John Drainie; Dir - Elliot Silverstein

INA RAY HUTTON SHOW NBC 10:30pm with regulars & June Hutton (S)

THURSDAY AUGUST 30

Guy Lombardo WRCA 7pm with regulars & Bob Troup(S)

CLIMAX! CBS 8:30pm The Dark Wall - (O) John Kneubuhl (from actual psychiatric records); with Shelley Winters, William Talman, Stan Ripley, Harry Townes, Sheppard Strudwick; (SD) Tom Donovan

Four Star Playhouse CBS 9:30pm The Face of Danger - re-run of 10/13/55

ARTHUR MURRAY PARTY CBS 10pm with regulars & The Platters (S)

LUX VIDEO THEATRE
(Ken Carpenter) NBC 10pm The Wayward Saint - (O) Paul Vincent Carroll; (A) Ed James; with Liam Redmond, Ronald Winters, Ann B. Davis, Sallie Brophy, Charles Davis, John Dehner, Sue Casey, Anita King, Richard Deacon, Barry Macoolum, Harry Raven

FRIDAY AUGUST 31

Combat Sergeant
(Michael Thomas) ABC 8pm All Faces East; with regulars & Frank Marlowe, John Shepodd, Herold Goodwin, Frank Stanlow, Dennis Dengate, Roy Whaley, Lee Millar

Schlitz Playhouse CBS 9:30pm I'll Wait for You - (O) Will F. Jenkins; (A) Al C. Ward; with Ben Cooper, Joan Evans, Eduardo Cianelli, Renati Vanni, John Maxwell, Gene Hardy, Stephen Firstman, Jan Gillum; Dir - Justiss Admiss

MULTIPLE & ACROSS THE BOARD SHOWS AUGUST 24 THRU AUGUST 31

OF ALL THINGS CBS 10am 8/27 - Stan Freeman (M); 8/29 - Roger Price (C); 8/30 - Carl Ballantine; 8/31 - Mrrshall & Farrell (C)

NBC BANDSTAND NBC 10:30am 8/27, 8/29, 8/31 - Art Mooney & orch; 8/28, 8/30 - Ralph Flanagan & orch

MULTIPLE & ACROSS THE BOARD SHOWS AUGUST 24 THRU AUGUST 31(Cont'd)
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NBC MATINEE THEATRE      NBC 3pm      8/27 - Dark Possession - kine repeat of 2/2/56; 8/28 - The House Off Fifth Avenue - (O) Henry Misrock; Dir - Sherman Marks; 8/29 - Yankee Doodler - (O) Allen Swift; Dir - Arthur Hiller; 8/30 - The Pink Hippopotamus - (O) Hobert Deinderfer (article in "True" Magazine); (A) Adrian Spies; Dir - Allan Buckhantz; 8/31 - September Tide - (O) Daphne du Maurier; (A) Richard McCracken; Dir - Larry Schwab

MODERN ROMANCES      NBC 4:45pm      The Big Scoop - (O) Anne Howard Bailey; with Robert Webber, Kathleen Maguire, Harry Worth, Roy Fant, Belle Flower

TONIGHT      NBC 11:30pm      8/27-28 - guest emcee: Tony Randall; guests: 8/31 - Tony Travis (S), Carole Bennett (S), Louis Nye (C), Alice Pearce (C), Jazz Messengers (M), Enid Markey; 8/28 - Tony Travis, Carole Bennett, Helen Thigpen (S), Earl Jackson (S), The Tzabar Quartet (S-D); 8/29 - Trudy Richards (S), Hal Schaeffer Jazz Trio (M); 8/30 - Rosaria Moreles (S), Les Modes Quintet (M); 8/31 - Bill & Cora Baird & puppets, Doretta Morrow (S)

SATURDAY SEPTEMBER 1  
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OZARK JUBILEE ABC 7:30pm emcee's: Sonny James, Red Foley; with regulars & Audrey Williams

TONY BENNETT SHOW NBC 8pm Mindy Carson (S), Jean Carroll (C), Dick Contino (M)

STAGE SHOW CBS 8:30pm regulars & Morey Amsterdam (C), Merv Griffin (S), Martin Brothers (puppeteers)

RUSS MORGAN SHOW CBS 9:30pm with regulars & Bob Eberly (S), the Chordettes (S)

Adventure Theatre NBC 10:30pm Present for the Bride; with Hazel Court, Derek Bond, David Horne; LAST SHOW

SUNDAY SEPTEMBER 2
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ED SULLIVAN SHOW      CBS 8pm      Kaye Ballard (S), Kay Armen (S), Maria Neglia (M), Carolyn Willis (baton twirler), Bob & Betty Hightower (D), The Four Jones Boys (M), Miss Mara (trapeze artist)

STEVE ALLEN SHOW      NBC 8pm      Georgia Gibbs (S), Smith & Dale (C), Fats Domino (M), Ann Sheridan

ALCOA HOUR      NBC 9pm      The Girl In Chapter One - (O) Elihu Winer; with James Daly, Joanne Woodward, Madge Evans, Anne Seymour, Wallace Rooney, Warren Parker; (SD)

Loretta Young Show      NBC 10pm      The Question; with Loretta Young, Craig Stevens, Rhys Williams, Bucko Stafford, Joan Sudlow; (SD)