

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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VOLUME 8 NUMBER 46

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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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

Sunday(18)

NBC- 2-4pm EST; RETURN - NBC Television Opera Theatre - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Prod- Samuel Chotzinoff; Music & Artistic Dir- Peter Herman Adler; Assoc Prod- Charles Polacheck; Dir- Kirk Browning; Assoc Dir- John Schwartz; Asst Conductor- Felix Popper; Sets- Ed Wittstein; Costumes- Saul Bolasni; Casting- George Schick. § Eighth consecutive season for the operas, with six to be presented on about a once a month schedule, all in color. (See page D for cast credits).

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- None this week.

CBS- See It Now (Every 4th Sun, 5-6pm NYT) Nov 18; "Revolution in the Navy"; FILM from WCBS-TV(NY) & KNXT(LA); Murrow also interviews Navy chiefs.

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) Nov 12; "Jack and the Beanstalk"; an original musical version of the famous tale, with book and lyrics by Helen Deutsch, music by Jerry Livingston; Exec Prod- Mort Abrahams; Prod- Alvin Cooperman; Dir- Clark Jones; Music Dir- George Bassman; Sets & Costumes- Rouben Ter-Arutunian; Choreog- Rod Alexander; Assoc Prod- Leo Davis; Prod Superv- Shelley Hull; Assoc Dir- Dean Whitmore; Casting- Joan MacDonald.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Dean Pike; RETURN Nov 18; Sun, 5-5:30pm EST; originally scheduled to return Nov 11; see page 106 for full credits.

CBS- World In Crisis; SPECIAL Nov 11; Sun, 5-6pm EST; LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News(NY); Prod- Leslie Middel; Dir- Vern Diamond; Writer- John Sharnik; Film Superv- Joseph Zigman. § Special program on the anti-communist flare-ups in Hungary and Poland and the tensions in the Middle East. The program is an expansion of the originally scheduled half hour, Revolt of the Satellites, now included in the one hour program. (See page 106).

Face the Nation (Sun, 1:30-2pm EST) New time, effective Nov 11, thru Dec 23. The program had been seen 5-5:30pm before football telecasts preempted the time.

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OTHER NET CHANGES

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TALENT SHOWSHEET NOVEMBER 9 - NOVEMBER 18
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Most of the shows on November 9, 10, 11 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, November 16. 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 NOVEMBER 9  
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WALTER WINCHELL SHOW NBC 8:30pm Add: John Wayne

SUNDAY NOVEMBER 11
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LAMP UNTO MY FEET CBS 10am The Hostages - (O) Howard Rodman; with Will Rogers, Jr, Court Benson, Grace Matthews, Norma Connolly, Noel Leslie, Ward Costello; (SD)

LOOK UP & LIVE CBS 10:30am Antigone - (O) Sophocles; (A) Paul Roche; with Jacqueline Brookes, Robert Goodier, Michael Kane, Janine Claire; (SD)

CAMERA THREE CBS 11:30am A Medieval Tapestry; with Reynolds Evans, Harry Davis, Ellen Madison, Madge West, Dennis Patrick; (SW) John McDuffert; (SD)

FRONTIERS OF FAITH NBC 1:30pm Lawyer from Boston; Add: (O) Morton Wishengrad; with Alexander Scourby, Bert Freed, Henderson Forsythe, Alan Napier, Gerald Hiken, Dayett Garritt; (SD)

ED SULLIVAN SHOW CBS 8pm Add: Bing Crosby, Kate Smith; Kill: Marcel Marceau

STEVE ALLEN SHOW NBC 8pm Add: Jerry Lewis; ~~Delete~~: Art Tatum

OMNIBUS ABC 9pm School for Wives - (O) Moliere; (A) Walter Kerr; with Bert Lahr, Patricia Smith, William Shatner, Earl Montgomery, Elizabeth Wilson, Louis Sorin, Robert Goodier, Michael Strong; Dir - Jack Landau

MONDAY NOVEMBER 12  
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Sheriff of Cochise WABD 7:30pm Question of Honor; with regulars & Stan Jones, Simon Oakland, Belle Mitchess

Danny Thomas Show ABC 8pm Danny Goes to Texas; with regulars & Minerva Urecal, Jesse White, Robert Anderson; (SD)

PRODUCER'S SHOWCASE NBC 8pm Jack and the Beanstalk - (O) Helen Deutsch (from the folk-tale); with Celeste Holm, Cyril Ritchard, Peggy King, Arnold Stang, Leora Dana, Billy Gilbert, Dennis King, Joel Grey, Carson Woods, Brutus Pack, Adria Rice, Buddy Schwab, Virginia Bosler, Carl Morris, Bob Pagent, Pauline Goddard, Virginia Conwell, Dorothy Masel, Abe Simon, Harry Kadison (& others); Music - Jerry Livingston; Lyrics - Helen Deutsch

VOICE OF FIRESTONE ABC 8:30pm Brian Sullivan

I Love Lucy CBS 9pm with regulars & Elsa Lanchester, Strother Martin; (SW&SD)

December Bride CBS 9:30pm Ritzy Neighborhood; with regulars & Cheerio Meredith, Margo Bennett, Almira Sessions, Peter Leeds, Shirley Mitchell, King Donovan, Doris Packer, Harry Antrim

LAWRENCE WELK'S ABC 9:30pm Jerry Rush (S-D), Rosalie Randall (M), Susan Capone (S)
 TOP TUNES, NEW TALENT

ROBERT MONTGOMERY NBC 9:30pm Harvest - kine repeat of 11/23/53

STUDIO ONE CBS 10pm The Pilot - (O) Paul Crabtree; with Nancy Kelly, Barbara O'Neil, Burt Brinkerhoff, Gregory Lafayette, Gerry Stiller, John McLiam, Milton Selzer, Herbert Nelson, Abigail Kellogg, Dorrit Kelton, Robert Bryam, Billy Quinn, Toni Halloran, Casey Allen, Jimmie Rogers, Chris Barberry; (SD) Paul Nickell

Douglas Fairbanks WRCA 10:30pm Homecoming; with Barry Foster, Eynon Evans, Barbara Mullen

TUESDAY NOVEMBER 13
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|                                                       |            |                                                                                                                                                                                                                                                            |
|-------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Conflict</u>                                       | ABC 7:30pm | <u>The People Against McQuade</u> - (O) Howard Brown (from court transcriptions); with Tab Hunter, Dani Crayne, James Garner, Raymond Bailey, Chet Stratton, Robert Hoyer, Mildred von Hollen, Dick Ryan, Lawrence Green, Joanna Heyes; Dir - Roy Del Ruth |
| <u>Phil Silvers Show</u>                              | CBS 8pm    | <u>A Mess Sergeant Can't Win</u> ; with regulars & Joe E. Ross                                                                                                                                                                                             |
| <u>Life &amp; Legend of Wyatt Earp</u> (Hugh O'Brien) | ABC 8:30pm | <u>So Long Dora, So Long</u> ; with regulars & Margaret Hayes, Joseph Turkel, William Tannen                                                                                                                                                               |
| <u>Noah's Ark</u>                                     | NBC 8:30pm | <u>Displaced Deer</u> - (O) Jack Webb & Frank Burt; with regulars & Vance Skarstedt, Martha Wentworth, Lillian Powell; (SD)                                                                                                                                |
| <u>Broken Arrow</u>                                   | ABC 9pm    | <u>Medicine Men</u> - (O) John McGreevey; with regulars                                                                                                                                                                                                    |
| <u>HERB SHRINEP SHOW</u>                              | CBS 9pm    | <u>Zsa Zsa Gabor</u>                                                                                                                                                                                                                                       |
| <u>Jane Wyman Show</u>                                | NBC 9pm    | <u>Father Forgets</u> ; with Miss Wyman, Bruce Gordon, David Kasday; (other information unavailable)                                                                                                                                                       |
| <u>RED SKELTON SHOW</u>                               | CBS 9:30pm | <u>Virginia Grey</u>                                                                                                                                                                                                                                       |
| <u>DuPont Theatre</u>                                 | ABC 9:30pm | <u>Innocent Bystander</u> - (O) Laszlo Gorog; with Don Taylor, Reba Tassel, Herb Vigran, Robert Faulke, Fred E. Shuman, Robert Nicolas, Nesdon Booth; (SD) Lazlo Benedek                                                                                   |
| <u>ARMSTRONG CIRCLE THEATRE</u>                       | NBC 9:30pm | <u>Flight #387 from Budapest</u> - (O) Harold Gast; with William Redfield, Gerald Serracini, Jacqueline Scott; Peter Bradon, Paul Savior, Leonard Cimino, George L. Smith, Sally Kemp                                                                      |
| <u>Polka Time</u>                                     | ABC 10pm   | <u>Philippine Catholic Youth Folk Dancers</u> ; Richard Hodyl & Mildred Lawnik(D)                                                                                                                                                                          |

WEDNESDAY NOVEMBER 14  
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<u>Death Valley Days</u>	WRCA 7pm	<u>The Hidden Treasure of Cucamonga</u> ; with Joel Ashley, Anna Navarro, Richard Gilden, Tony Lawrence, Than Wyenn, Stan Jolley, Carol Thurston, Andre Villon
<u>Disneyland</u>	ABC 7:30pm	<u>Along the Oregon Trail</u> ; with Fess Parker, Jeff York, Sebastian Cabot, Iron Eyes Cody
<u>Adventures of Hiram Holliday</u>	NBC 8pm	<u>The Hawaiian Hamzah</u> ; with Cox & John Wengraf, Lei Aloha, Al Cavens, Ainslie Pryor
<u>Navy Log</u>	ABC 8:30pm	<u>In the Labonza</u> - (O) Allan Sloane; with Richard Wessel, George Conrad, Peter Leeds, Jack Lomas, House Peters, Jr
<u>Father Knows Best</u>	NBC 8:30pm	<u>Whistle Bait</u> - (O) Paul West; with regulars & Mary Ellen Kaye, Yvonne Lime, Jerry Janger; (SD) Peter Tewksbury
<u>The Millionaire (Marvin Miller)</u>	CBS 9pm	<u>The Story of Waldo Francis Turner</u> ; with Reginald Gardner, Kathy Nolan, John Goddard, Raymond Greenleaf, Nora Marlowe, Sheila Bromley, Henry Hunter
<u>KRAFT TV THEATRE</u>	NBC 9pm	<u>Before It's Too Late</u> - (O) Gertrude Schweitzer; with Phyllis Newman, Wallace Rooney, Charles Aidman, Judy Sanford, Warren Oates; Dir - Harry Herrmann
<u>Lilli Palmer Theatre</u>	WABD 9pm	<u>Bardell vs. Pickwick</u> ; with Donald Wolfitt, Roddy Hughes, Desmond Walter Ellis, Sam Kydd
<u>Ford Theatre</u>	ABC 9:30pm	<u>The Woman Who Dared</u> - (O) Pauline Stone, Mike Cosgrove & Gerry Day; with Laraine Day, Gene Barry, Whit Bissell, Don Beddoe, Louis Fean Heydt, Tom Pittman, Kim Charney
<u>20th Century-Fox Hour</u>	CBS 10pm	<u>Smoke Jumpers</u> - (O) Art Cohn (screenplay by Harry Kleiner); (A) Clark K. Reynolds; with Dan Duryea, Dean Jagger, Joan Leslie, Richard Jaeckel, Robert Bray, Robert Armstrong, Lawrence Dobkin, Don Kennedy Bob Watson; Dir - Albert S. Rogell

THURSDAY NOVEMBER 15

<u>Guy Lombardo</u>	WRCA 7pm	Matt Dennis
<u>Sgt. Preston of the Yukon</u> (Richard Simmons)	CBS 7:30pm	with Paul McGuire, Mervyn Vye, Thom Carney
CIRCUS TIME	ABC 8pm	Diahann Carroll(S), Mazzone & Abbott(D), Bill Haast(snakes)
<u>Bob Cummings Show</u>	CBS 8pm	<u>The Double Date</u> ; with regulars & Olive Sturgess, Evelyn Russell
CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>Night Shriek</u> - (O) Dorothy Black; (A) Hagar Wilde; with Brian Aberne, Joanne Dru, Isobel Elsom, Edward Ashley; Dir - Jack Smight
<u>Wire Service</u> (Dane Clark)	ABC 9pm	<u>The Tower</u> - (O) Merwin Gerard; with Ian Wolfe, Jay Robinson, Herbert Rudley, James McCallion; Dir - Reginald LeBorg
<u>People's Choice</u>	NBC 9pm	with regulars & Florenz Ames, Selmar Jackson, Ken Christy;(SW&SD)
PLAYHOUSE 90	CBS 9:30pm	<u>Heritage of Anger</u> - (O) Harold Jack Bloom; with Ralph Bellamy, Nina Foch, Lloyd Bridges, John Ericson, Tom Brown, Onslow Stevens; (further information unavailable at press time.)
THE FORD SHOW	NBC 9:30pm	Spike Jones
OZARK JUBILEE (Red Foley)	ABC 10pm	Billy Walker(S), Jim Wilson(S)
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	<u>The Glass Web</u> - (O) Robert Brees; (A) Harry Kronman; with George Nader, Dan O'Herlihy; (SD) Earl Ebi

FRIDAY NOVEMBER 16

<u>Adventures of Rin-Tin-Tin</u>	ABC 7:30pm	<u>Presidential Citation</u> - (O) John O'Dea; with regulars & Joe Sawyer, William Forrest, Charles Evans, Paul Birch, Orlando Rodriguez, Jack Littlefield; (SD) Robert G. Walker
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>The Land Jumpers</u> - (O)Don Clark; (A) Tom Reed & William H. Wright; with Willard Waterman, Val Dufour, Narda Onyx, Minerva Urecal, Peter Hansen
<u>West Point</u>	CBS 8pm	<u>His Brother's Fist</u> ; with John Bernardino, Jeff Harris
<u>Life of Riley</u>	NBC 8pm	<u>A Man's Pride</u> - (O) Albert E. Lewin & Burt Styler; with regulars & Denise Alexander; (SD) Abby Berlin
<u>Crossroads</u>	ABC 8:30pm	<u>Timberland Preacher</u> - (O) George Bruce; with Martin Milner, Berty Kelly, John Alderson, Ann Flood; (SD) Jus Addis
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Stage for Tucson</u> - (O) Harold Shumate; (A) John McGreevey & Harold Shumate; with Eddie Albert, Mona Freeman, John Ericson, Rusty Lane, Ian MacDonald, Jaclynne Greene, DeForrest Kelley; Dir - Bernard Girard
WALTER WINCHELL	NBC 8:30pm	Patrice Munsel (S)
<u>Crusader</u> (Brian Keith)	CBS 9pm	<u>Accident</u> ; with Vivi Janiss, Arthur Space, Bill Kendis, Ruta Lee, Ben Wright, Ric Roman, Herb Ellis, Ernest Sarracino, George Sawyer, Dennis Moore, Alan Reynolds
<u>On Trial</u> (Joseph Cotten)	NBC 9pm	<u>Death in the Snow</u> - (O) Larry Marcus; with Keenan Wynn, Hoagy Carmichael, Olive Carey, Robert Ellis, Phil Chambers, Tony George, Don Beddoe, Richard Hale
<u>The Vise</u>	ABC 9:30pm	<u>A Cage of Fear</u> ; with regulars & Bernard Bresslaw, Gladys Boot, Laura Gordon, Colin Tapley
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>The Unlighted Road</u> - re-run of 5/6/56 & 6/1/56
BIG STORY (Ben Grauer)	NBC 9:30pm	<u>George Murphy, Reporter; San Francisco(Cal) News</u> - (A) Leon Tokatyan; with Jamie Smith, Alexander Scourby, Al Markim, Sam Gray, Douglas Rutherford

FRIDAY NOVEMBER 16

The Lineup CBS 10pm The Cosmopolitan Bunko Case - (O) Joseph Calvelli; with Jay Novello, Michael Rofetto, Leon Askin, Edgar Barrier, Victoria Risk, Katharine Barrett, Jonathan Hole; Dir - Hollingsworth Morse

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 9 - FRIDAY NOVEMBER 16

GOOD MORNING WITH WILL ROGERS, JR CBS 7am 11/12 - Henny Youngman (weather-caster each week this week); Toni Arden(S), Sally Kemp; 11/13 - Jane Morgan(S); 11/14 - Jim Lowe (emcee for Rogers this day only); 11/15 - Eileen Rodgers(S); 11/16 - Steve Lawrence(C), Joey Carter(C)

GARRY MOORE SHOW CBS 10am 11/16 - Martha Davis & Spouse(S-C); Jane Connell(C)

NBC BANDSTAND NBC 10:30am 11/12-11/16: Les Brown & orch., Julius La Rosa (S)

HOME SHOW NBC 11am 11/12 - Kurt Baum (S); 11/14 - Robert Young & Jane Wyatt

NBC MATINEE THEATRE NBC 3pm 11/12 - Love, Marriage & Five Thousand Dollars - (O) Alfred Brenner; 11/13 - Step Into Darkness - (O) Elizabeth Denham; (A) Betty Ulius; 11/14 - A Candle in the Dark - (O) Paul Tabori; 11/15 - Savrola - (O) Winston Churchill; (A) Michael Dyne; 11/16 - A Table Set for Night - (O) Peter Bernies

MODERN ROMANCES NBC 4:45pm No One Will Ever Know - (O) Marie Baumer; with Patricia Barry, House Jameson, Don Fellows

TONIGHT NBC 11:30pm (Mon & Tues - Kovacs); 11/12 - Dorothy Lamour, Barbara Carroll(M), Maureen Arthur(S); 11/13 - Dinah Washington(S); 11/14 - Anita Ramcus(D), Mario Escudero(M), Erin O'Brien(S), Steve Lawrence(S); 11/15 - Blackstone(magic), Buddy De Franco Quintet(M), Erin O'Brien(S), Andy Williams(S); 11/16 - Erin O'Brien(S), Iva Kitchell(D)

SATURDAY NOVEMBER 17

PERRY COMO SHOW NBC 8pm Lily Pons(S), Dinah Shore(S), Glenn Derringer(M), Robert Lamouret (C), Brenda Lee(S)

Oh! Susanna CBS 9pm The Immigrants - (O) Bernie Ederer & Bob White; with regulars.

Hey, Jeannie! CBS 9:30pm MacLennan Hex; with regulars & Will Wright, George E. Stone;(SD)

Gunsmoke CBS 10pm (information unavailable at press time.)

GEORGE GOBEL SHOW NBC 10pm Edward Everett Horton, Kuldip Singh(S)

SUNDAY NOVEMBER 18

Wild Bill Hickok CBS 12:30pm Prairie Flats Land Swindle; with regulars & Bobby Hyatt, Irving Bacon, Douglas Evans, Fred Libby, Perry Frost, Sam Flint, Fred Kelsey

NBC OPERA THEATRE NBC 2pm La Boheme - (O) Puccini; (A) Joseph Machlis; with Richard Torigi, John Alexander, Kenneth Smith, Thomas Tipton, Chester Watson, Dorothy Coulter, Orrin Hill, Jan McArt, Irwin Charone, Ara Adrian, Robert Leffler; Libretto - Giacosa & Illica; Dir - Kirk Browning

WASHINGTON SQUARE NBC 4pm with regulars (add Kay Armen to permanent cast) & Martha Raye(C-S) Arnold Stang(C), Hugh Martin, Three Flames(S)

Telephone Time CBS 6pm Chico and the Archbishop - (O) John Nesbitt; (A) Sims Carter, Joseph Calvelli; with Narry Bartell, Ricky Vera; (SD)- Robert Florey

77th Bengal Lancers NBC 7pm The Traitor - (O) Douglas Heyes; with Phil Carey, Warren Stevens, Michael Ansara, Millie Doff, Fouglass Dumbrille, Richard Avonde, Brett Halsey, Richard Devon, Patrick Whyte; Dir - George Archainbaud

JACK BENNY CBS 7:30pm (information unavailable at press time.)

SUNDAY NOVEMBER 18

<u>Circus Boy</u>	NBC 7:30pm	<u>The Proud Pagliacci</u> ; with regulars & Otto Waldis
ED SULLIVAN	CBS 8pm	Elvis Presley (on film), Fats Domino(S), Guy Mitchell(S), Don Rondo(S), Ben Blue(C), Mitzi Green(C), Lou Nelson(C), Elsa & Waldo(C), Conn & Mann(C)
STEVE ALLEN	NBC 8pm	Olson & Johnson(C), Duke Ellington & his band, Gene Nelson(D), Betty Walker(C), Erin O'Brien(S), Robert Young, Jane Wyatt, Elinor Donahue
<u>General Electric Theatre</u>	CBS 9pm	<u>I'm a Fool</u> - (O) Sherwood Anderson; (A) Arnold Schulman; with James Dean, Natalie Wood, Eddie Albert, Ray Glenn, Gloria Castillo, Leon Tyler, Eve March, Fiona Hale, Judd Holdron, Richard Bartell, Patrick O'Malley; re-run of 11/14/54
<u>Chevy Show</u> (Bob Hope)	NBC 9pm	Perry Como(S), Julie London(S), Jean Davis
<u>Alfred Hitchcock</u>	CBS 9:30pm	<u>Conversation Over a Corpse</u> - (O&A) Norman Daniels; with Dorothy Stickney, Carmen Mathews, Ray Collins, Ted Stanhope; (SD) Jules Bricken
<u>Loretta Young Show</u>	NBC 10pm	<u>Inga IV</u> - (O) Lowell S. Hawley; (A) William Bruckner; with Miss Young, Donald Murphy, Robert Fortier, Maurice Manson, Kathleen Freeman; (SD) William Bruckner

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PUBLISHED BY TELEVISION INDEX, INC.

= MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

NBC's comedy writers development plan is considered a success by the network, with five of the nine originally signed a year ago currently assigned to regular shows, with the other four on special assignments. Woody Allen is with Stanley, Herb Reich, Herb Hartig and Mike Miller are with Washington Square and Paul Keyes is with the Steve Allen branch of Tonight. The other four are Lois Balk, Bernie Ilson, Bruce Howard and Phil Green. If it means anything, six of the nine were born in New York City, two in Boston and one in Connecticut.....For a real big switch in characterization and talent demand, Nanette Fabray performs in "High Button Shoes" in New York on Nov 24 over NBC, then moves out to LA for the author-mother role of Helen Doss in Playhouse 90's "The Family Nobody Wanted," slated for Dec 20. Lew Ayres will co-star as Rev. Carl Doss, the young minister who, with his wife, built a family from a group of adopted youngsters of mixed racial backgrounds. The story is an adaptation of Helen Doss' book about her family.

Revlon will give up on The Most Beautiful Girl in the World for the time being and instead will sponsor Can Do, starting Nov 26, over NBC, Mondays, 9-9:30pm EST. The show is an audience participation type, not a quizzer, featuring contests and stunts with prizes of up to \$50,000. A special feature will present celebrities who will perform stunts or feats not usually demonstrated to the public in their regular careers, or perhaps special stunts in line with their professional abilities. The Joe Cates production will have Robert Alda as m.c. The tangled line resulting from the many false starts with The Most Beautiful Girl reads this way. Joe Cates was the producer-director of The \$64,000 Question during its prime last year, working for Louis G. Cowan, Inc., now Entertainment Productions, Inc. Cates left for a creative producer berth at NBC. EPI was the packager called in to develop a successful format for The Most Beautiful Girl. The first EPI kine didn't work and Paul Feigay, who had been associate producer at Omnibus, left that post and moved over to EPI as producer (never officially announced) to try to get the talent-beauty show on the road. Now, Omnibus has named Richard Dunlap as new associate producer. Dunlap resigned as a producer-director of Kraft Television Theatre to take his new post.

Another seeker after a trend away from pure money quizzes is Hazel Bishop, Inc., which will sponsor You're On Your Own, a new Barry & Enright package which will debut over CBS on Dec 22, Saturdays, 10:30-11pm EST, replacing High Finance, which goes off the air. Steve Dunne will m.c. the quiz, which will reward resourcefulness with as much as \$25,000 on a single program. Contestants will be able to find all answers to

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(MORE)

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questions somewhere in the studio -- in a directory, record album, telephone book, or other reference, all of which the contestant may use. In other words, TV is trying to move from dependence on crammed knowledge to the open book test....progressive education in television.....The Boing-Boing Show, the UPA cartoon series produced for CBS, will debut on Dec 16, Sundays, 5:30-6pm EST, in full color. The separate little tales seen on each program have been dubbed "vignettes", all presented by program host Gerald McBoing-Boing.....Ernie Kovacs will narrate NBC's one-hour telecast of the Macy's Thanksgiving Day Parade, which will have Roy Rogers and Dale Evans leading the procession as grand marshals. The program, presented from 11am-12noon EST, will be sponsored by Ideal Toy Corporation and Sweets Company of America, Inc.

A special Pulse survey, one of a series devoted to the New York market, turns up a reaction that program producers have claimed existed for years -- that reviews of television programs in newspaper columns do not exert too much influence over viewers' habits. The Pulse survey, conducted during August, indicates that 70 per cent of men and women in metropolitan New York regularly read newspaper columns devoted to news and reviews of television. There were 1000 people interviewed, with 67 per cent saying that they read the columns for advance information about TV programs, with 63 per cent interested specifically as well in advance information and reviews of feature films to be seen on TV.

Last week's annual membership meeting of the Screen Actors Guild in Hollywood turned up the following statistics: Between Nov 1, 1955 and Oct 31, 1956, SAG collected and distributed to members 19,166 checks totalling \$1,413,821 in residual payments for re-runs of TV films. SAG had 10,082 fully paid-up members as of Oct 31, compared with 9,832 a year ago. The Guild staff collected \$152,062 during the year on behalf of the Guild and individual members, from contract violators.

Jerry Lewis will again be m.c. of the Oscar awards ceremonies to be telecast over NBC on March 27, Wednesday, 10:30pm-12:15am EST.....The Bob Hope Chevy Show for next Sunday will be kinescoped in New York and presented "live" on the air via the kine. The nets are beginning to pay close attention to announcements about shows being kinescoped or filmed, to avoid possible union complications over the variations in scale.The beefs that greeted the CBS-Ed Sullivan announcement about Bing Crosby's appearance on last Sunday's Sullivan show being a "first," were based on the release phrase, "Crosby has never before consented to sing in person on a television show." According to the records, Bing Crosby made his first TV appearance, live or otherwise, on the Bob Hope Marathon for the U. S. Olympic team on June 21, 1952, over the NBC-TV net. Crosby did a little of everything on the stage, ducking only when Martin and Lewis joined the on-camera fun.....Sullivan announced an entertainment coup last week when the Metropolitan Opera signed a contract for five Sunday appearances of leading Met stars and conductors and the Met Opera orchestra in five fully-staged scenes from five operas on The Ed Sullivan Show, leading off with Maria Callas and George London in a scene from "Tosca" on Nov 25. Rudolph Bing will do the on-camera intros for the presentations.

Eight-year-old Dennis Kohler, who won the auditions for the role of Tiny Tim in Alcoa Hour's "The Stingiest Man in Town," is a seasoned TV actor.....WRCA-TV's new local five-minute comedy program, Punchline, Monday thru Friday, 11:25-11:30pm, is being handled completely by producer-director Mike Gargiulo. Different comics appear each night, before a small audience -- and that latter condition is a problem to surmount on a five-minute show.

PEOPLE GOING PLACES: Hal Davis will join Grey Advertising Agency(NY) as a v.p. of radio and television as of Jan 1. A. L. Hollender continues to head Grey's broadcast operations.....Mel Goodman joined Henry C. Brown, Inc., as v.p. in charge of commercial talent.....Christy Walsh, Jr., shifts to the New York office of Ted Bates & Co., as agency supervisor for Strike it Rich.