

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

DECEMBER 10-16, 1956

VOLUME 8 NUMBER 50

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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(11)

CBS- 9-10pm EST; SPECIAL - Victor Borge's Comedy in Music - LIVE from WCBS-TV (NY), 114 stations live, 8 kines. § Sponsor- Shulton, Inc (All Toiletries) thru The Wesley Associates, Inc(NY); Acct Exec- Jay Perine; Comm Anncr- John Wingate. § Pkgr- CBS-TV(NY) with Victor Borge; Prod- Jerome Shaw; Dir- Robert Mulligan; Music Dir- Buddy Bregman; Sets- Larry Eggleston. § Victor Borge presents his one-man, one-hour show, perhaps accompanied by 42 musicians. This is the second edition of the comedian-pianist's presentation this season. A similar program was presented on June 14 for the same sponsor. The program preempts The Herb Shriner Show, 9-9:30pm, and The Red Skelton Show, 9:30-10pm, one time only. The Herb Shriner Show left the air after its Dec 4 program.

Saturday(15)

NBC- 2:30-approx 4:30pm EST; RETURN - NBA Professional Basketball - LIVE from different cities each week (premiere from Syracuse), no. of stations indefinite. § Sponsors- quarter sponsors, rotated; sponsors to be announced. § Pkgr- NBC-TV(NY) with the National Basketball Assn; Prod- NBC Sports; various crews in various cities. § Telecasts of one game each week between teams of the National Basketball Assn, the leading professionals, to be presented Dec 22 and then Jan 5 thru March 30, 1957. The games replace NCAA Football (last show Dec 8).

Sunday(16)

CBS- 5-5:30pm EST; RETURN - Mama - FILM from WCBS-TV(NY) & KNXT(LA), to the net. § Sustaining. § Pkgr- Carol Irwin with CBS-TV(NY); Prod- Carol Irwin; Assoc Prod- Doris Quinlan; Dir- Don Richardson; Assoc Dir- David Roth; Music Superv- Herman Fuchs; Art Dir- Jac Venza; Costumes- Natalie Walker; Writers- Various; Casting- Doris Quinlan. § New filmed version of the former long-running situation comedy-drama series, again starring Peggy Wood in the title role and Judson Laire as her husband; with Rosemary Rice as Katrin, Dick Van Patten as Nels and Toni Campbell as Dagmar, among other regulars. Mama originally debuted July 1, 1949 and had its last live show on July 27, 1956. The program will be seen in its new spot three weeks of every four, subject to See It Now presentations.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm EST) Dec 13; third annual showing of Charles Dickens' "A Christmas Carol"; filmed program starring Frederic March and Basil Rathbone; FILM (COLOR) from WCBS-TV(NY) & KNXT(LA).

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) Dec 10; "Festival of Music," presented by S. Hurok, starring world famous singers and instrumentalists (see page A for cast credits); LIVE (COLOR) from WRCA-TV(NY).

Hallmark Hall of Fame (Approx every 4th Sun, varying times) Sun, Dec 16, 7:30-9pm EST; "The Little Foxes," starring Greer Garson and Franchot Tone (see page D for cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; Sets- Otis Riggs; Costumes- Noel Taylor; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Dick Powell-Zane Grey Theater (Fri, 8:30-9pm EST) Ford Division, Ford Motor Co thru J. Walter Thompson Co(Det) became alternate week sponsor, effective Nov 30. Current sponsor General Foods Corp., continues as alternate week sponsor.

The Jackie Gleason Show (Sat, 8-9pm EST) Program presented a full hour "A Tribute to Tommy Dorsey," on Dec 1, with singers and instrumentalists in both New York and Los Angeles presented during the program. Jackie Gleason was m.c.

The Bob Crosby Show (Mon thru Fri, 3:30-4pm EST) Program adds a new regular feature, "Springboard," starting Dec 11, presenting young singers and musicians attending high school and college.

NBC- Today (Mon thru Fri, 7-9am EST) Helen O'Connell becomes a featured regular, effective Dec 10, handling interviews, presenting news of fashions, theatre, etc., as general assistant to Dave Garroway. She takes over the spot formerly held by Lee Meriwether.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

KRCA-TV(Ch 4)- Christmas in Stereo; SPECIAL Dec 2; Sun, 5-5:30pm PST. Sponsor- Prudential Insurance Co of America thru Calkins & Holde, Inc(NY). Pkgr & Prod- KRCA-TV with the Burbank Symphony; Dir- Thomas V. Belcher. The special music program is presented in "stereophonic" sound, with the program simultaneously being broadcast over KFI radio, for dual TV and radio listening. The show features the Burbank Symphony Orchestra and Chorus, directed by Leo Damiani, with Lucille Norman as guest soloist; and the Marymount College Girls Glee Club.

WTVJ(Ch 4) - Take Off; DEBUT Dec 4; Tue, 7-7:30pm EST. Sponsor- Miami Ventilated Awning Co., Inc. Pkgr & Prod- Jim Dooley Enterprises; Dir- Martin Saxon. Jim Dooley is m.c. for this quiz program that awards trips via National Airlines on a mileage basis to winning contestants. Questions are based on topics taken from weekend editions of Miami newspapers. Each correct answer gives a contestant a number of miles toward a destination he has chosen. Winners get their trips, plus other travel accessories.

KOMO-TV(Ch 4)- Heart Surgery (Color); SPECIAL Nov 26; Tue, 10:30-11:30pm PST. Public Service (Medical services, station time and services donated). Pkgr- KOMO-TV with the Washington State Heart Assn, Doctors Hospital (Seattle), American Medical Assn; and Smith, Kline & French Laboratories(Phila). First live medical colorcast in TV history; a heart operation performed at Doctors Hospital in Seattle on a 10-year-old girl -- the first such telecast transmitted in color to the public -- performed by Dr. Dean K. Crystal and two associates.

TALENT SHOWSHEET DECEMBER 7 - DECEMBER 16
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Most of the shows on December 7, 8, 9 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, December 14. 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.

Only first runs of a film series are listed. Running character series (not anthology), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

SATURDAY DECEMBER 8  
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PERRY COMO SHOW NBC 8pm Kill: Robert Lamouret; Add: Carmen Lombardo(S), Kenny Gardner(S)
 CAESAR'S HOUR NBC 9pm The Dancing Towers; with regulars & Beatrice Arthur
 GEORGE GOBEL SHOW NBC 10pm Kill: Anita Ellis(S); Add: The Cheerleaders(S)

SUNDAY DECEMBER 9
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LAMP UNTO MY FEET CBS 10am The Boiling Words - (O) Clair Roskam; with Philip Abbott, Russell Hicks, Paul Clarke, Augusta Merighi; (SD)  
 CAMERA THREE CBS 11:30am The Victorian Era: A Victorian Charade; with Martyn Green(S); Recitations by: Peter Donat, Irma Hurley, Stan Watt; Jacquelyn McKeever(M); (SW&SD)  
 FRONTIERS OF FAITH NBC 1:30pm 36 - (O) Joseph Mindel; with Florence Stanley, Will Kuluva, Anatole Winogradoff, Mandel Kramer, Roger DeKoven; (SD)  
77th Bengal Lancers NBC 7pm (Delete previously listed episode.) Add: The Weakling - (O) John O'Dea; with regulars & William Bryant, John Trayne, Michael Carr, Patrick Whyte;(SD) - George Archainbaud.  
 OMNIBUS ABC 9pm The Fine Art of Murder (O) Sidney Carroll; with James Daly(narr) Rex Stout, Dennis Hoey, Felix Munso, Herbert Voland, Robert Echols, Gene Reynolds, Jane McArthur, Bruce Kirby, Jack Sydow, Truman Smith, Ludie Claire, Dan Ocko; Alice Pearce(C-S); Dir - Paul Bogart  
 GENERAL ELECTRIC THEATRE CBS 9pm The Breach; Add: (O) Jessamyn West; (A) Graham Ferguson; with Betty Field, Robert Burton, Marion Saldes, Harry Townes

MONDAY DECEMBER 10  
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Danny Thomas Show ABC 8pm My Fair Vocal Coach; with regulars & Philip Tonge, John Wengraf, Steven Geray; (SW&SD)
 PRODUCERS' SHOWCASE NBC 8pm Festival of Music - (O) Arnold Sundgaard; with Victoria de Los Angeles, Barry Morell, Elizabeth Doubleday, Virginio Assandri, Arthur Newman, Roy Urhausen, Joshua Hecht, Andres Segovia, Marion Anderson, Artur Rubinstein, Boris Christoff, Nicola Moscona, Michael Pollack, Kirk Jordan; Jose Ferrer(narr); Mus. Cond: Alfred Wallenstein; Dir - Kirk Browning
Stage 7 WPIX 8pm Tough Haul; with James Whitmore, Russ Conway, John Eldredge, Trevor Bardette; (also seen Thurs, 12/13, WABD, 8pm).
 VOICE OF FIRESTONE ABC 8:30pm Dorothy Warenskjold
 TALENT SCOUTS CBS 8:30pm John LaPadula(M), Patrick O'Hagen(S), The Mellow-Maids(S)
I Love Lucy CBS 9pm (originally seen in Nov., 1954)
December Bride CBS 9:30pm Indian Show; with regulars & Norman Leavitt, Joseph Kearns, Rodd Redwing, Ralph Dumke, Jean Harvey; (SW&SD)
 TOP TUNES & NEW TALENT(Lawrence Walk) ABC 9:30pm Judy Kay(S), George Warner(M), The Four Keynotes(S)

MONDAY DECEMBER 10(Cont'd)

ROBERT MONTGOMERY NBC 9:30pm The Young & Beautiful - (O) Sally Benson; (A) Doria Follitt; Leslie Woods, Terry O'Sullivan, Geoffrey Horne, James Olson, Douglas Watson, Fran Carson, Sandy Horn, Barry McGuire, John Olson, Lee Remick

STUDIO ONE CBS 10pm Rachel - (O) Kathleen & Robert Howard Lindsay; with Maureen Stapleton, Everett Sloane, Edward Andrews, Joanne Linville, Alma Hubbard, James E. Wall, Noah Keen, Harry Stanton, Winston Ross, Edmond Glover, Mark Hiken, Roy King, Carson Woods, Judy Sanford, Charles Harris, Michele Clark; (SD) William H. Brown

Douglas Fairbanks WRCA 10:30pm re-run of 3/5/56

TUESDAY DECEMBER 11

Conflict ABC 7:30pm Stranger on the Road - (O) Montgomery Pittman; with Will Hutchins, Rex Reason, Kathy Nolan, Will Wright, Murvyn Vye, Robert Hover; Dir - Walter Doniger

JONATHAN WINTERS NBC 7:30pm Marguerite Piazza (S)

Life & Legend of Wyatt Earp(Hugh O'Brian) ABC 8:30pm Nineteen Notches on his Gun; with regulars & Alan Dinehart III, Gregg Barton, Rick Vailin

Broken Arrow ABC 9pm Cry Wolf - (O) Warren Wilson; with regulars & Helen Wallace, Don Riss, Joe Dominguez, Stacy Keach, Jim Hayward, Hal Smith, Harry Harvey, Sr., Carlos Vera; Dir - William Thelle

VICTOR BORGE CBS 9pm Comedy in Music; with Victor Borge; Dir - Robert Mulligan

Jane Wyman Show NBC 9pm While There's Life; with Miss Wyman, Gordon Jones, Vivi Janiss, Henry Jones

DuPont Theatre ABC 9:30pm Once a Hero - (O) Jack Schaefer; (A) John Dunkel; with Ward Bond, Richard Eyer, Ben Johnson, Sarah Selby, Mike Winkelman; Dir - Lee Sholem

ARMSTRONG CIRCLE THEATRE NBC 9:30pm Search, Seizure & Arrest - (O) Jerome Coopersmith; with Robert Fastene, Walter Brooke, John Lehne, Wallace Rooney, Dennis Patrick, Ann Flood, Nat. Polen, Addison Powell, Jock MacGregor, John Cameron Swayze(narr)

POLKA TIME ABC 10pm Estonian Folk Dancers

WEDNESDAY DECEMBER 12

Death Valley Days (Stanley Andrews) WRCA 7pm Whirlwind Courtship; with Michael Hathaway, Robert Lowery, George Pembroke, Jean Wright, Nan Leslie, Russell Hicks, Susan Cooke, Dallas Boyd, Richard Person, Mitchell Kowal, Jack M. O'Shea, James Lloyd

ARTHUR GODFREY SHOW CBS 8pm regulars only.

Adventures of Hiram Holliday(Wally Cox) NBC 8pm with regulars & Tor Johnson, Ziva Shapir

Navy Log ABC 8:30pm Peril on the Sea; with Robert Shayne, Robert Quarry, Art Lewis, Chuck Courtney, Wayne Taylor

Father Knows Best (Robert Young) NBC 8:30pm The Good Prospect; with regulars & Don Beddoe, Mary Adams, Paul Wallace; (SW&SD)

The Millionaire (Marvin Miller) CBS 9pm The Story of Salvatore Michaelangelo Buonarotti; with Frank Puglia, Peggy Santon, Nestor Paiva, Gloria Castillo, Paul Grant, Dan Riss, Scotty Beckett

KRAFT TV THEATRE NBC 9pm Teddy Bear - (O) James Lee Barrett; with Michael Tolan, Tom Carlin, Marian Brash, Brett Somers, John Shellie, Karl Light, Joseph Sweeney

Ford Theatre ABC 9:30pm The Marriage Plan - (O) Robert Zacks; (A) Barry Trivers & Jack Harvey; with Eddie Bracken, Mona Freeman, Kathryn Card, Roxanne Arlen, John Crawford, Donald MacBride

WEDNESDAY DECEMBER 12(Cont'd)

20th Century-Fox Hour CBS 10pm Men Against Speed - (O) Hans Reusch; (A) John Robinson; with Farley Granger, Mona Freeman, Rick Jason, Regis Toomey, Denver Pyle, Frank Yaconelli, Nico Minardos; Dir - Albert S. Rogell

THURSDAY DECEMBER 13

CIRCUS TIME ABC 8pm The George Hanneford Family(equest-acro); Al Gordon(dog act); Tatjana(aerial); The Cathalas Duo(perch act); Dr. Neff(illusionist); Williams Brothers(C-balance)

Bob Cummings Show CBS 8pm How to Handle Women; with regulars & Esther K. Flintridge;(SW&SD)

Shower of Stars CBS 8:30pm A Christmas Carol - (O) Charles Dickens; (A) Maxwell Anderson; with Fredric March, Basil Rathbone, Christopher Cook, Sally Fraser, Dick Elliott, Queenie Leonard, Craig Hill, Janine Perreau, Peter Miles, June Ellis, John Meek, Ezelle Paule, Rex Evans, Tony Pennington, Billy Griffiths, Jimmy Baird, John Murphy, Bonnie & Judy Franklin, Ray Middleton, Bob Sweeney; Roger Wagner Chorale(16 voices); Dir - Ralph Levy

Wire Service (George Brent) ABC 9pm The Deep End - (O) Frederic Brown; (A) James Edmiston; with Margaret Hayes, Larry Pennell, S. John Launer, Marion Burns, Robert Williams, Edward Byrnes, Robert Carson, Max Wagner; Dir - Tom Gries

The People's Choice (Jackie Cooper) NBC 9pm Sock Takes the Plunge; with regulars & James Bell; Dir - Irving Brecher

PLAYHOUSE 90 CBS 9:30pm Sincerely, Willis Wayne - (O) John P. Marquand; (A) Frank D. Gilroy; with Peter Lawford, Charles Bickford, Sarah Churchill, Jeff Donnell, Jane Darwell, Walter Abel, Howard Smith, Katherine Squire, Carl Betz, Paul Millard, Basil Howes, Duncan Richardson, Shelley Faberer, Emily Lawrence, Edmon Ryan; Dir - Vincent J. Donehue

LUX VIDEO THEATRE NBC 10pm Christmas in Connecticut - (O) Aileen Hamilton; (A) Ed James; (Screenplay by Lionel House, Adele Commandini); with Ed Kemmer, Leon Askin, Rolan Winters; Dir - David Orrick McDearmon

FRIDAY DECEMBER 14

Science Fiction Thea. WRCA 7pm Sun Gold; with Ross Elliot, Marilyn Erskine

Rin-Tin-Tin (Lee Aaker) ABC 7:30pm The Invaders; with regulars & William Forrest, Lane Bradford, Charlita, Tita Aragon, Rico Alaniz, X. Brands; (SW&SD)

Adventures of Jim Bowie(Scott Forbes) ABC 8pm The Swordsman - (O) Margaret Fitts; with Lylyan Chauvin, Richard AvonGe, Michael Landon, Ivan Treseault; (SD)

West Point CBS 8pm Heat of Anger; with Pat Crowley, Hank Silva, Brian Hutton, Larry Thor, James Hickman, Pete Kelly; (SD) Leon Benson

Life of Riley (William Bendix) NBC 8pm Honeybee's Mother; with regulars & Bea Benaderet; (SW&SD)

Crossroads ABC 8:30pm Tenement Saint - (O) Herbert Purdum; with Elizabeth Patterson, Cecil Kellaway, Andrea King, Gerald Mohr, Billy Chapin, Allan Hale, Isabel Dwan, Ruth Warren, Joseph Mell, Dorothy Adams

Dick Powell's Zane Grey Theatre CBS 8:30pm Courage Is a Gun - (O) Frederic Louis Fox; with Dick Powell, Robert Vaughn, Beverly Gariand; Dir - Richard Wilson

WALTER WINCHELL SHOW NBC 8:30pm Nat "King" Cole(S), Frankie Lymon & the Teenagers(S)

Crusader (Brian Keith) CBS 9pm Boy on the Brink; with regulars & Mike Landon, Jorja Curtwright, Rayoond Bailey, Carl Betz; Dir - Brian Keith

On Trial NBC 9pm The Jameson Case - (O) Larry Marcus; with Everett Sloan, Robert Burton, James Gregory, Cmdr. Ian Murray, Tony Lawrence; (SD)

The Vise (Donald Gray) ABC 9:30pm The Very Last Witness; with regulars & Marne Maitland, Gerard Heinz, Jacques Cey, Andre Maranne; (SD)

FRIDAY DECEMBER 14(Cont'd)
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Schlitz Playhouse CBS 9:30pm A Tale of Wells Fargo - (O) Frank Gruber; with Dale Robertson, Helen Westcott, Stuart Randall, John Merrick, Tom McDonough, John Berardino, Paul Fix, Ray Teal, Jason Johnson, William Forrest, George Chandler, Joe McGuinn, Kit Carson; Dir - Bernard Girard

BIG STORY NBC 9:30pm Willard Haselbush, City Editor: Denver(Colo) Post - (A) Douglas Taylor; with Fred Sadoff, Crahan Denton, Mark Rydell, Betty Lou Holland, Margaret Barker, Dana Elcar, Mort Marshall, Alan North

The Lineup CBS 10pm The James Sunday Case; with regulars & Marshall Reed, Jill Jarman, (Warner Anderson) Edgar Barrier, Dorothy Green, Kenneth Patterson, Mack Williams

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY DECEMBER 7 - FRIDAY DECEMBER 14  
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GOOD MORNING CBS 7am 12/10 - George Jessel, Rocky Graziano(C), The Mellolarks(S); (Will Rogers, Jr.) 12/11 - Robert Clary(C-S), Orson Bean(C), Diana Van Der Vlis; 12/12 - Charley Applewhite(S), George de Witt(C), Marian McPartland Trio(M); 12/13 - Betty Madigan(S), Senator Ford(C); 12/14 - Lu Ann Sims(S)

GARRY MOORE SHOW CBS 10am 12/13 - Martha Davis & Spouse(C-S); 12/14 - Bernie West, Tiger Haynes, Ann Henry

NBC MATINEE THEATRE NBC 3pm 12/10 - Miracle at Carville - (O) Betty Martin; (A) William Mournie; 12/11 - The Upper Hand - (O) Nathaniel Benchley; (A) George Lowther; 12/12 - Love is a Locksmith - (O) William McCleery; 12/13 - Captain Brassbound's Conversion - (O) George Bernard Shaw; (A) Boris Sagal; 12/14 - Wisp End - (O) Richard ~~Wendley~~

MODERN ROMANCES NBC 4:45pm No Vacancy - (C) William Kendall Clarke; with Betty Buehler, (Martha Scott) Court Benson, Ben Hammer, Ross Martin, Phyllis Love

TONIGHT NBC 11:30pm (Mon&Tue - Kovacs): 12/10 - Badura Skoda(M); 12/11 - Hazel Scott (M); (Wed-Fri - Allen): 12/12 - Page & Bray(D); 12/13 - Florian Zabach(M), Gene Baylos(C); 12/14 - indefinite (these three shows will originate in Miami, Fla.)

SATURDAY DECEMBER 15
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The Buccaneers CBS 7:30pm The Hand of the Hawk; with regulars & Anthony Dawson, Sidney Jares, (Robert Shaw) Wilfrid Downing

PERRY COMO SHOW NBC 9pm Jo Stafford(S), Johnny Ray(S), Gina Lollabrigida, Groucho Marks(C) Melinda Marks(S-C)

Oh! Susanna CBS 9pm A Night in Monte Carlo - (O) Larry Rhine & Bill Freedman; (SD)

Hey, Jeannie! CBS 9:30pm with regulars & Rolfe Sedan

Gunsmoke CBS 10pm with regulars & Haim Winant, Howard Culver, Harry Townes, Jack Kruschen

SUNDAY DECEMBER 16  
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Wild Bill Hickok CBS 12:30pm The Music Teacher; with regulars & Richard Karlin, William Ching, (Guy Madison) Don Garrett, Kem Dibbs, Ginny Jackson, Burt Wenland

Mama CBS 5pm The Night the Animals Talked - (O) Frank Gabrielson; with Peggy Wood, Judson Laire, Rosemary Rice, Dick Van Patton, Ruth Gates, Alice Frost, Toni Campbell(all regs) & Judy Sanford; (SD); PREMIERE

Telephone Time CBS 6pm Scio, Ohio - (O) Leonard St. Clair; with William Talman; Dir - (John Nesbitt) Owen Crump

Jack Benny CBS 7pm with regulars & Dennis Day(S)

HALLMARK HALL NBC 7:30pm The Little Foxes - (O) Lillian Hellman; (A) Robert Hartung; with OF FAME Franchot Tone, Greer Garson, Sidney Blackmer, E.G. Marshall, Eileen Heckart, Peter Kelley, Mildred Trares, Lauren Gilbert, Lloyd G. Richards, Georgia Burke; Dir - George Schaefer

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DECEMBER 12, 1956

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= MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Vaughn Monroe will star in a new half-hour series over ABC, starting Dec 27, Thursdays, 10-10:30pm EST. Air Time, to be sponsored by the U. S. Air Force Reserve, is scheduled for a 13-week run. Monroe, backed by a 20-piece orchestra, will feature name guests; basically girl singers. Allen Stanley will produce the show for Bozell & Jacobs, Inc., agency for the Reserve, and will handle all casting at the agency's New York office. All programs in the series will originate in New York, with Monroe flying in when necessary to fill the commitment.....CBS will originate a special Christmas Eve telecast from the Hungarian refugees' barracks at Camp Kilmer, New Jersey, 12:30-1am EST (Dec 25), covering special Christmas Eve observances by the refugees.

New series announced as possibilities in Hollywood continue to roll into print. How many will get past the pilot stage is questionable, depending on possible sponsor interest. Some may go into production for syndication. Among the possibilities and pre-production series touted most recently are: The Silent Service, Navy submarine service stories, to be made by NBC's California National Productions, Inc., with Beirne Lay, Jr., writing and supervising scripts. Pony Express, starting pilot production on Jan 3 at California Studios, with Frank P. Rosenberg producing for his new Cliffwood Productions firm, under an NBC agreement. Rosenberg developed the original story being used for the pilot, written by Sam Peckinpah. Yank, to be based on material published in the wartime Army publication, to be produced by John Beck, subject to finding a name personality to host the series (possibly Bill Mauldin) and further subject to money interest. How to Marry a Millionaire, with a pilot written by Whitfield Cook, being prepared by producer Harriet Parsons for TCF TV, based on a format developed from the 20th Century-Fox picture of the same name. Tales of the Barbary Coast, to be produced by Gene Autry thru his Gene Autry Enterprises as a venture independent of his Flying A Productions interests, using a name host for stories about the tough days of San Francisco. Best of the Saturday Evening Post, rolling the pilot this week; future stories scheduled for shooting in other locales. Robert L. Friend, motion picture producer for Robert J. Enders Advertising, Inc (Wash), is producer, with Ted Post as regular director. The above sampling of current plans shows usual mixture of planning by TV and movie film veterans, with "outside chances" for newcomers who control properties that could go. Among dark horses -- considering the past TV record of the firm, not so dark -- are pilots being prepped by Ziv TV. The firm now has a new trio of producers under contract: James Sheldon, William Spier and Matthew Rapf. All will work on new projects for next fall exposure.

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(MORE)

The big changes in NBC's program lineup will be revealed in Miami at the end of this week at NBC's birthday observance festivities. These will be laid out officially, for the benefit of the affiliates. Recent rumors of gigantic upheavals are misleading in that major program changes will probably wait for a solid fall start, which is when the real effects of the recent program executive changes and additions at NBC will be felt. This is a cold turkey season, even if much of the future work is still in the planning stage, and it will be a case of deliver or else. Where CBS used to twist and squirm to break NBC's stranglehold on some prime periods, the situation is now reversed, with ABC's new programming patterns receiving important consideration. ABC is in the position of the spoil sport -- not really ready to sweep in all at once, but poised to knock holes in the other nets' programming any night in the week. CBS is busy with its own problems, which include not only some shaky film series which are new this season but the probabilities that several shows are reaching the end of the trail after two or three full seasons.

Dec 15 may be an important day not only for independent TV producers but also for agencies and sponsors, if the reported plans of the Treasury Dept to issue new regulations governing personal companies go through as planned. The big point at issue is contained in a proposed regulation that would outlaw contracts which depend on the personal services of an individual member of the corporation. The company set up in this manner would be taxed as a personal holding corporation rather than under the straight corporate tax schedule. Many stars have set up corporations which control the stars' personal services in TV, movies and on the stage, and these would be directly affected. Among contracts that might have to be changed if the regulations go through as reported is that between ABC and Frank Sinatra's Kent Productions. The new rules might also effectively cut into capital gains deals that have been made in the past few years in which the nets and talent agencies have bought into or have financed stars' production organizations.

Don Ameche will be host for a filmed anthology series in 11 midwestern markets that is retitled for the sponsor to carry the Ameche name: Don Ameche Presents The Drewrys' Play of the Week. All the films are part of the Stage 7 series, produced by Four Star Films and distributed by Television Programs of America. The series will continue under its original title in markets outside those bought by Drewrys Limited, U.S.A., Inc., midwestern brewery. Ameche is filming his intros for the series this week in Hollywood, for first airing in April, 1957.....Brewers and oil companies continue to be among the better customers for syndicated film series throughout the country. Guild Films' Captain David Grief has now been sold in 78 markets, with 12 for Standard Oil of California, 20 for Stroh Brewery of Detroit, 40 for D-X Sunray Oil of Kansas City and two markets, with an option for six more in Texas, for Pearl Brewery of Texas.

PEOPLE GOING PLACES: Norman Felton signed by CBS Television as a producer-director.....Murray Benson appointed sales manager of CBS Television Enterprises, the merchandising section of the TV net.

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