

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

JANUARY 23-29, 1956

VOLUME 3

NUMBER 4

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

#### Tuesday(24)

CBS- 10:30-11pm EST; SPECIAL; Motorama; FILM from WCBS-TV(NY), 84 stations net, 47 delayed, plus approx 15 added stations. § Sponsor- General Motors Corp thru Kudner Agency, Inc(NY). § Pkgr- Kudner Agency, Inc(NY); Waldorf-Astoria Film: Film Prod- Vavin, Inc(NY); Superv Prod & Dir- Richard de Rochemont; Prod & Dir- Michael Kidd; Music Dir- Jeff Alexander; Lyrics- Jack Brooks; Arizona Proving Grounds: Film Prod- Ed Dudley Productions(H'wood). § Special filmed program in connection with the GM Motorama of 1956 at the Waldorf-Astoria Hotel in New York which runs thru Jan 24. Part of the TV program is a film record of the staged portion of the Waldorf show, featuring TV personalities John Daly, Dave Garroway, Bess Myerson, Margaret Arlen, Mary Margaret McBride and also includes GM president, Harlow Curtice. The portion of the TV show filmed at GM's Arizona Proving Grounds records the tests for GM cars. This program pre-empts Do You Trust Your Wife? in this time spot this week only.

#### Thursday(26)

ABC- 10-10:30pm EST; DEBUT; Music From Meadowbrook; LIVE from WABC-TV(NY), no. of stations indefinite. § Sponsor- U. S. Air Force thru Ruthrauff & Ryan, Inc(Wash); Acct Superv- Joseph R. Joyce(NY); Acct Exec- Donald J. Wilkins(Wash); Comm Anncr- Jimmy Blaine. § Pkgr- Ruthrauff & Ryan, Inc(NY); Prod Staff- Roland Howe, Edwin Rooney, R. Douglas MacNamee(all R&R, NY) with Hal Davis(ABC), Frank Dailey; Dir- Hal Davis; Writer- Ed Brainerd. § Music and music games with Ralph Flanagan and his orchestra and special musical units from the group, at Frank Dailey's Meadowbrook, Cedar Grove, N. J. Jimmy Blaine, Ralph Flanagan and Hannah (Mrs.) Flanagan, share the various m.c., announcing and game chores on the show. Music From Meadowbrook, a similar music program, was previously on the ABC net during the summer of 1953 as a replacement program, featuring various bands appearing at the night spot. The new program replaces a network film program in the time spot.

#### Sunday(29)

NBC- 2:30-3pm EST; DEBUT; His Way, His Word; FILM from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Goodyear Tire & Rubber Co thru Kudner Agency, Inc(NY). § Public service, institutional. § As with other Goodyear sponsorships of religious programs the company uses only the required opening and closing credits and never releases any program credits. (Continued on next page)

- Page 7 -

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)

Sunday(29)

NBC- His Way, His Word (Cont'd from previous page): The general program title is for three special films, to be presented once each month: "The Prodigal Son," is the first, presented this date; "Where Your Treasure Is" will be presented on Feb 26, and the third film, "The Fruitless Fig Tree," will be shown on March 25, all Sundays, 2:30-3pm EST. A previous film, "No Room at the Inn," leading off the once monthly series but not considered a part of it, was presented over NBC on Sunday, Dec 25, 4-4:30pm EST. The program replaces Youth Wants to Know (last show in current series, Jan 22) in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- Max Liebman Presents (Every 4th Sat, 9-10:30pm EST) Jan 21; "Paris in the Springtime," starring Dan Dailey, with Gale Sherwood, Jack Whiting, Helen Gallagher; LIVE from WRCA-TV(NY); (COLOR).

Wide Wide World (Approx every other Sun, 4-5:30pm EST) Jan 29; Prod- Robert Bendick; LIVE control from WRCA-TV(NY); features winter sports in the Bahamas and in the area surrounding St. Paul, Minn.

Sunday Spectacular (Every 4th Sun, 7:30-9pm EST) Jan 29; "Inside Beverly Hills," featuring sketches and visits to the homes of Hollywood stars; Prod- John Guedel; Assoc Prod- Harry Spears; Dir- Dick McDonough; Music Dir- Gordon Jenkins.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Life Begins at 80; RETURN Jan 21; Sat, 10-10:30pm EST; LIVE from WABC-TV(NY), no. of stations indefinite. § Sponsor- Pharmaceuticals, Inc(Zarumin) thru Edward Kletter Associates(NY); Agcy & Comm Superv- Don Blauhut. § Pkgr & Prod- Barry & Enright, Inc(NY); Assoc Prod & Cast- Howard Felsher; Dir- Matt Harlib. § Jack Barry is m.c. for the panel show, featuring panelists all over 80 years of age and musical guests in the same age group. The program originally debuted over NBC on Jan 13, 1950, moved to ABC in Oct, 1950, then to Du Mont on March 14, 1952. It returned to ABC on July 31, 1955, with the last show in the previous Sunday night series on Dec 25. In its new spot the program replaces Tomorrow's Careers (last show Jan 14).

CBS- Eye On New York; NET DEBUT Jan 22; Sun, 11-11:30am EST; LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- WCBS-TV Public Affairs Dept; Prod- Bill Leonard; Dir- Lewis Freedman. § Net debut of a program that started in its present form on Feb 20, 1955. Bill Leonard delivers a weekly report on life in New York, using live and film television to relate and interpret the events and the people of New York. Leonard interviews prominent personalities and also goes behind the scenes to examine civic problems and operations. The program is in open net time.

See It Now (Jan 26, Thu, 10-11pm EST) Irregularly presented program, preempts regular programming at varying times. The Jan 26 program is titled, "The Farm Problem: A Crisis of Abundance," presenting a report on this complex problem via films made in various sections of the country. The program preempts Johnny Carson Show, 10-10:30pm, and Quiz Kids, 10:30-11pm, one time only.

Jack Paar Show (Mon thru Fri, 1-1:30pm EST) Program originates for the week of Jan 23-29 from the Roney-Plaza Hotel, Miami Beach, Fla., then returns to its regular New York origination.

OTHER NET CHANGES(Cont'd)

CTPN- (CBS Television Pacific Network) - Santa Anita Feature Races; DEBUT Jan 28; Sat, 4:30-5pm PST (first race program only), four in series, others to be presented on Feb 25, March 3, March 10; LIVE from KNXT(LA), 19 stations live. \$ Sponsor- Union Oil Co thru Young & Rubicam, Inc(LA). \$ Pkgr- CTPN(LA); Prod- Donald Hine(KNXT); Dir- James Patterson; Race Anncr- Hal Moore; Color Anncr- Bill Symes. \$ Telecasts of the \$100,000-added Santa Anita Maturity(Jan 28), \$100,000-added Santa Anita Handicap(Feb 25), \$100,000-added Santa Anita Derby (Mar 3) and the \$100,000-added San Juan Capistrano Handicap(March 10), at Santa Anita Park, Arcadia, Calif. (Union Oil Co has also sponsored local telecasts of the featured Santa Anita races in a half-hour program over KNXT(LA), which began Dec 31 and continues each Saturday thru March 10. The program has also been fed on a co-op basis to four other CTPN stations, excepting the \$100,000-added races which will be sponsored only by Union Oil Co on the dates noted).

NBC- Armstrong Circle Theatre (Alternate Tue, 9:30-10:30pm EST) Repeat performance on Jan 24 of "Nightmare in Red," special film story of how Communism came to Russia, originally presented on this program on Dec 27 (See Vol 7, Page 151).

~~~~~

LOCAL STATION ACTIVITY

WABD(Ch 5) - Sportsarama; DEBUT Jan 16; Mon, 8-9pm EST; LIVE & FILM. Sustaining. New York Pkgr- WABD; Prod- Betty Freedman; Dir- E. Wesley Kerny. Marty Glickman is host of the show, presenting films on all sports, both current and historical. Glickman also interviews guests, outstanding sports figures. Tom Moore subs as host until Feb 6 when Marty Glickman returns from a trip to the Winter Olympic Games.

WABD - In This Corner; DEBUT Jan 19; Thu, 10:50-11pm EST. Sponsor- Wynn Oil Products, Inc., thru Anderson & Cairns, Inc(NY). Pkgr- WABD; Prod- Ralph Schoenstein; Dir- Jim Saunders. Marty Glickman presents a comprehensive sports review, with film clips and guests.

WCBS-TV(Ch 2)- Yesterday's Worlds; DEBUT Jan 28; Sat, 2-2:30pm EST. Public service, New York sustaining. Pkgr- WCBS-TV Public Affairs Dept with New York University, the Educational TV and Radio Center and the Metropolitan Museum of Art; Prod- WCBS-TV Public Affairs Dept; Assoc Prod- Warren Kraetzer(NYU); Dir- Jon Fogel. An educational 26-week series featuring Dr. Casper Kraemer, professor of archeology and the classics, NYU's Washington Square College, examining the arts and cultures of ancient countries of the Mediterranean area, Near East and Far East, using material in the Metropolitan Museum of Art's collections. Each program will feature a guest expert on the subject under consideration that week. Film recordings of the program will be distributed to educational TV stations throughout the country.

WRCA-TV(Ch 4)- Step This Way; STATION CHANGE Jan 21; Sat, 6:30-7pm EST. Sponsor- New York P. Lorillard Co (Old Gold Cigarettes) thru Lennen & Newell, Inc(NY). Pkgr & Prod- John Irving Fields; Dir- Mike Garguilo; Writer- Nat Fields. Bob Kennedy is m.c. for this amateur dance team competition, which also features Ted Straeter and his orchestra and the professional dance team of Zadan & Carroll. The program debuted over WABC-TV on July 16, 1955; last WABC show, Jan 14.

WAAM(Ch 13) - Key to the Ages; RETURN Jan 22; Sun, 12:30-1pm EST. Public service, Baltimore sustaining. Pkgr & Prod- WAAM with the Enoch Pratt Free Library and Walters Art Gallery; prod staff info not available. Dr. Theodore Low of the Walters Art Gallery is host and co-ordinator of the program, which presents the great art and literature of the ages. Guest experts are from the Gallery, the Enoch Pratt Library and the Peale Museum of Baltimore. The program returns for its fourth season of special half-hour programs. It was also on the ABC net in 1955.





TUESDAY JANUARY 24  
mmmmmmmmmmmmmmmmmmmmmmmmmm

The Phil Silvers Show CBS 8pm

The Revolutionary War - regulars & Charles McClelland, Edith King; (SW & SD)

THE MARTHA RAYE SHOW NBC 8pm

Gordon MacRae, Bill & Cora Baird & puppets, Paul Lynde(C), Rocky Graziano, Jules Munshin(C), the Wazzon Troupe(acro)

Wyatt Earp ABC 8:30pm  
(Hugh O'Brien)

Mr. Cousin & Mr. Brother - with Rico Alaniz, Rod Redwing, Don Hagerty, Douglas Fowley; (SW & SD)

Navy Log CBS 8:30pm

The Gimmick - with William Swan, Richard Benedict, Morgan Jones, Robert J. Nelson, William Boyett, Ron Hargrave, Kim Spaulding, George Eldrege, Kenneth Alton, Jean Howell; (SW & SD)

Jane Wyman's Fireside Thtre NBC 9pm

Excuse Me For Living - (O) by Adelaide Gertzley; (A) by Leo Townsend; with Jane Wyman, Arthur Franz, Edith Evanson; (SD) by Sidney Lanfield

DuPont Cavalcade Thtre ABC 9:30pm

Star And Shield - (O) by Merwin Gerard; with Walter Sande, Cheryl Callaway, Elizabeth Patterson, Harry Havey, Sr, Gordon Jones, Reba Tassell, Joe Locke, Harry Lauter, Joyce Holden, William Newell, Stephen Wotton, Paul Engle; (SD) William Thiele

RED SKELTON SHOW CBS 9:30pm

Melville Cooper, Reginald Denny

Armstrong Circle Theatre NBC 9:30pm

Nightmare in Red - (repeat of film shown on 12/27)

Big Town NBC 10:30pm  
(Mark Stevens)

Bulldog Reporter - regulars & Forrest Lewis, William Roerick, Noel Drayton, Mort Mills; (SW & SD)

WEDNESDAY JANUARY 25  
mmmmmmmmmmmmmmmmmmmmmmmmmm

Brave Eagle CBS 7:30pm  
(Keith Larsen)

Voice of the Serpent - regulars & Tony George, Rick Vallin, Ann Staunton, Ronald Nomkeena, Eugenia Paul, Steve Raines; (SW & SD)

Disneyland ABC 7:30pm

Davy Crockett's Keelboat Race - (rerun of film shown on 11/16/55) with Fess Parker, Jeff York, Buddy Ebsen; (SW & SD)

Screen Director's Playhouse NBC 8pm

The Final Tribute(O) Octavus Roy Cohen, Andrew & Virginia Stone Dan O'Herlihy, Laraine Day, Thomas Mitchell, Joyce McCluskey, Jonathan Hale, Marjorie Stapp, Eddie Marr, Kenneth Osmond, Linda Lowell, Emlen Davies, Linda Gay; directed by Andrew Stone

Father Knows Best NBC 8:30pm  
(Robert Young)

The House Painter - regulars & Parker Fennelly; (SW & SD)

The Millionaire CBS 9pm  
(Marvin Miller)

The Story of Jean Griffith - with Marcia Henderson, Steve Dunne, Dorothy Bernard, Shawn Smith, Peter Adams, Louise Venier, Joan Danton, Marcel Dela Brosse, Dick Curtis; (SW & SD)

KRAFT TELEVISION THEATRE NBC 9pm

Home is the Hero - (O) by Walter Macker; with Ann Thomas, Loretta Leverage, J. Patrick O'Malley, Brian Donlevy, Glenda Farrell, Anthony Perkins, Ann Perkins, Doreen Lang, Dennis Patrick; (SD) by Billy Graham

20th. Century-Fox Hour CBS 10pm  
(Joseph Cotten)

One Life - (O) by Frank & Doris Hursley, Peter Packer; with Nina Foch, Dane Clark, Audrey Totter, William Hopper, Katherine Warren, Norma Varden, Eve McVagh, Julie Gibson, Grandon Rhodes, Robert G. Anderson, John Zaremba; (SD) by Peter Godfrey

I Led Three Lives WPIX 10pm  
(Richard Carlsen)

(O) by Ellis Marcus; with George Mather, Gary Roark, Emmaline Henry, Virginia Stefan, Sidney Gordon, Charles Maxwell; (SD) by Jack Herzberg

Douglas Fairbanks presents WRCA 10:30pm

Deadline Vienna - with Douglas Fairbanks, Jr; (SW & SD)

THURSDAY JANUARY 26  
mmmmmmmmmmmmmmmmmmmmmmmmmm

Sergeant Preston of the Yukon CBS 7:30pm  
(Richard Simmons)

regulars & Maggie Magennis, Don Durant, Terry Frost, Ted Jacques, Tony Radecki; (SW & SD)

The Bob Cummings Show CBS 8pm

The Acid Test - regulars & Dave Willock, Mary Castle; (SW & SD)



SATURDAY JANUARY 28  
 mmmmmmmmmmmmmmmmmmmmmmmmm

|                                        |             |                                                                                                                                                                   |
|----------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Fury</u>                            | NBC 11am    | <u>Stolen Fury</u> - (O) by Sherman Lowe; (A) by Nat Tanchuck & Art Brown; with regulars & Roy Barcroft, Frank Richards, John Cliff, James Seay, Guy Teague; (SD) |
| STEP THIS WAY                          | URCA 6:30pm | Bob Kennedy is new MC                                                                                                                                             |
| THE PERRY COMO SHOW                    | NBC 8pm     | Julius La Rosa (S), Gale Storm (S), Buddy Hackett (C), Matt Maddox (D)                                                                                            |
| TEXACO STAR THEATRE<br>(Jimmy Durante) | NBC 9:30pm  | Liberace                                                                                                                                                          |
| <u>Gunsmoke</u><br>(James Arness)      | CBS 10pm    | regulars & Paul Newlan, Helen Wallace, Val Dufour, Jean Inness;<br>(SW & SD)                                                                                      |

SUNDAY JANUARY 29  
 mmmmmmmmmmmmmmmmmmmmmmmmm

|                                                  |             |                                                                                                                                                                                                                                                                            |
|--------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CAMERA THREE<br>(James Macandrew)                | CBS 11:30am | <u>The Rendezvous</u> - (O) by Ivan S. Turgenev; (A) by Robert Herridge with Michael Higgins, Gerald Sarracini, Lois Nettleton; Original music by Thomas Scott; (SD)                                                                                                       |
| HIS WAY, HIS WORD                                | NBC 2:30pm  | <u>The Prodigal Son</u> - (no credits available due to agency policy.)                                                                                                                                                                                                     |
| FRONT ROW CENTER<br>(Robert Sterling)            | CBS 4pm     | <u>The Challenge of Hemp Brown</u> - (O) Bellamy Partridge; (A) Whitfield Cook; with James Arness, Ray Collins, Alicia Ibanez, Tom Laughlin, Stafford Repp, Frank Wilcox, Dan Megowan, Joe Crehan, John Gallaudet, Dick Elliott, James Gavin, Dan White, Jim Hayward; (SI) |
| <u>Captain Gallant<br/>of the Foreign Legion</u> | NBC 5:30pm  | <u>Tina</u> - (O) by Gene Levitt; with regulars & Gilles Cueant, Pascale Roberts, Philippe Nicaud, Maurice Teynac; (SD) by Marcel Cravenne                                                                                                                                 |
| <u>Sky King</u><br>(Kirby Grant)                 | WABC-TV 6pm | <u>The Crystal Trap</u> - (O) by Burt Sims; with regulars & Ewing Mitchell, Leonard Mazzala, Gilbert Frye, Dennis Moore, Eddie Erwin, Hal Taggart, Rudy Bowman; (SD) by Stuart McGowan                                                                                     |
| <u>You Are There</u><br>(Walter Cronkite)        | CBS 6:30pm  | <u>The Final Hours of Joan of Arc</u> - (O) by Milton Geiger; with Diana Lynn, John Alderson, Addison Richards, Lawrence Dobkin, Peter Brocco, Jeffrey Sayre, Herbert Rudley, Jefferson Searles, Donald Randolph, Harold Dyrenforth, George Barrows; (SD)                  |
| SUNDAY SPECTACULAR<br>(Art Linkletter)           | NBC 7:30pm  | "Inside Beverly Hills" - Peter Lawford, Chico Marx, Helen O'Connell, Sheldon Leonard; (COLOR); (Hollywood stars and noted personalities from the industry will participate) directed by Dick McDonough                                                                     |
| ED SULLIVAN SHOW                                 | CBS 8pm     | Kim Novak, Susan Strasberg, Gracie Fields (C), the West Point Glee Club, Ann Blyth, Freddie Trenkler & the Three Bruises (C) from the Hollywood Ice Revue of '56, Mickey Calin & Grace Gentel                                                                              |
| <u>Alfred Hitchcock<br/>Presents</u>             | CBS 9:30pm  | <u>Shopping For Death</u> - (O) by Ray Bradbury; with Robert Harris, John Qualen, Jo Van Fleet, Mike Ross, Michael Ansara, Alfred Linder, Charlotte Knight, Lee Erickson; (SD) by Robert Stevens                                                                           |
| <u>Loretta Young Show</u>                        | NBC 10pm    | <u>The Secret</u> - (O) by Lowell S. Hawley; with Loretta Young, John Newland, Kathryn Card, Jay Potter, Arthur Lovejoy, Stanley Fraser; (SD) by Norman Foster                                                                                                             |