

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

OCTOBER 22-28, 1956

VOLUME 8 NUMBER 43

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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## WEEKLY REPORT

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Sunday (28)

NBC- 7:30-9pm EST, 6 times during season; RETURN - Hallmark Hall of Fame - LIVE (COLOR) from WRCA-TV(NY), no. of stations indefinite. \$ Sponsor- Hallmark Cards (Greeting Cards) thru Foote, Cone & Belding(Chi). \$ Pkgr- Milberg Productions with NBC-TV(NY); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer (Premiere Dir- Garson Kanin); Assoc to Schaefer- Robert Hartung; Casting- Sybil Trubin(Milberg). \$ 90-minute presentations of classic and modern dramas, returns for its fifth season, presenting Garson Kanin's adaptation of his stage success, "Born Yesterday," for its premiere production of the season. Hallmark programs during the season will be presented on Sun, Nov 25, 9-10:30pm EST; Sun, Dec 16, 7:30-9pm EST; Sun, Feb 10, 9-10:30pm EST; Sun, March 17, 7:30-9pm EST, and Wed, April 10, 9-10:30pm EST. The program debuted over NBC on Jan 6, 1952 as a half-hour drama series originating in NY, moved to LA for the 1953 and 1954 seasons, then returned to NY for the 1955 season as Maurice Evans Presents the Hallmark Hall of Fame, presenting 90-minute dramas every fourth Sunday. Evans will appear in two of this season's dramas. The program will preempt regular programs in its time spots.

### THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS- None this week.

NBC- The Saturday Spectacular (Every 4th Sat, 9-10:30pm NYT) Oct 27; "Manhattan Tower," musical romance produced, written and composed by Gordon Jenkins, based on his 1946 album; (see page E for cast credits); Exec Prod- Elliott Lewis; Prod- Gordon Jenkins; Assoc Prods- Furth Ullman, Pete Barnum; Dir- Boris Sagal; Music Dir- Charles Dant; LIVE (COLOR) from KRCA-TV(LA).

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Going Places (Sun, 5-6pm EDT) Last show was Sept 30. No net service in time.

CBS- Speech by Secretary of Labor James Mitchell; SPECIAL Oct 22; Mon, 9:30-10pm EDT; Sponsored by Republican Senatorial Committee; preempts December Bride, one time.

NBC- The Bob Hope Chevy Show (6 to 8 Sundays, 9-10pm NYT) Added title for Chevy Shows starring Bob Hope (See page 95). Hope show production staff: Prod- Jack Hope; Assoc Prod- George Habib; Dir- Jack Shea; Assoc Dir- Edith Johnson; Music Dir- Les Brown; Costumes- Kate Drain Lawson; Writers- Lester White, John Rapp, Mort Lockman, Bill Larkin, Norm Sullivan; special material by Joe Lilley.

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OTHER NET CHANGES

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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.

TALENT SHOWSHEET OCTOBER 19 - 28

Most of the shows on October 19, 20, 21 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, October 26. 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 OCTOBER 19

<u>Science Fiction Theatre</u>	WRCA-TV 7pm	<u>Mind Machine</u> ; with Bill Williams, Cyril Delevanti, Brad Trumbull
<u>Lilli Palmer Theatre</u>	WABD 9pm	<u>The Brown Man's Servant</u> ; with David Kossoff, Harry Ross, Eddie Byrne
THE BIG STORY (Ben Grauer)	NBC 9:30pm	Add Cast: Biff McGuire, Fran Carlon, Crahan Denton, Allen Nourse, Dana Elcar, Dorrett Kelton
<u>The Lineup</u> (Tom Tully)	CBS 10pm	<u>The Sorenson Case</u> (O) E. Jack Neuman; with Peter Brocco, Sam Gilman, Charlotte Knight, Augle Dickinson, Maudie Prickett, Phil Vinati, Jack Holland, Lyn Thomas, Paul Stadu, Jeanne Lavern Carmen, Eugene Rocke; Dir - Holly Morse (SD)

SATURDAY OCTOBER 20

PERRY COMO SHOW	NBC 8pm	Add: Robert Lamouret(C)
<u>Hey, Jeannie!</u>	CBS 9:30pm	<u>Jeannie Goes To Washington</u> ; with regulars & Herb Vigram, Jack Mulhall, Adelle August, John Mitchum, James Parnell, Joe Hamilton (SW & SD)
GEORGE GOBEL SHOW	NBC 10pm	Fess Parker, Helen O'Connell(S)

SUNDAY OCTOBER 21

LAMP UNTO MY FEET	CBS 10am	<u>Mr. Perkins</u> ; (O) Steven Gethers; with William Hansen, Charles White, Howard Wierun, Michael Higgins
LOOK UP AND LIVE	CBS 10:30am	Kine repeat of December 11, 1955
CAMERA THREE (James Macandfrew)	CBS 11:30am	<u>United Nations; Extraordinary Session</u> (O) John McGiffert; with John Heldebrand, Peter Chan, Kale Deei, Anatol Winogradoff, Charles Korvin, Marcel Hillaire, Ernest Graves; Dir - Clay Yurdin
FRONTIERS OF FAITH (The Catholic Hour)	NBC 2pm	<u>In One Spirit</u> (O) A.J. Palmerio; with Herbert Volland, Dermott McNamara, Abby Lewis, Vince Harding, Douglas Rutherford, Steven Ellsworth, Rawn Spearman, Len Doyle, Roger Quinlan, Dick Dudley, Raymond Johnson, Anthony Missouri, Frances Peter, Henry Heffner, David Lumney, Ray Rizzo, Geoffrey James(D), Joan James (D)
<u>Captain Gallant of the Foreign Legion</u>	NBC 5:30pm	<u>Rodeo</u> (O) R.D. Walker; with regulars & Franco Fantasia, Mara Laine, Alex Revides, Leon Lenois, Richard Watson, Paul Michalelis
<u>Three Musketeers</u>	WABD 5:30pm	<u>The Priceless Documents</u> ; with regulars & Doris Wiss, Paul Muller (SW & SD)
STEVE ALLEN SHOW	NBC 8pm	Add: Rocky Graziano
OMNIBUS	ABC 9pm	Agnes De Mille & the Ballet Theatre Company - <u>Rodeo</u> ; <u>The Last Day of Manolete</u> (film produced by Barnaby Conrad); <u>The Silent World</u> , part two; <u>The Stranger Left No Card</u> - a repeat

MONDAY OCTOBER 23

DING DONG SCHOOL	NBC 10am	Vivian Della Chiesa(S)
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MONDAY OCTOBER 22 (Cont'd)

<u>Adventures of Robin Hood</u>	CBS 7:30pm	<u>A Year And a Day</u> ; with regulars & Shaun O'Riordan (SW & SD)
<u>Sheriff of Cochise</u>	WABD 7:30pm	<u>The Great Train Robbery</u> ; with regulars & Stan Jones, Helen Mayon, Steven Peck, Barbara Stuart
<u>Danny Thomas Show</u>	ABC 8pm	<u>Be A Pal To Your Son</u> ; with regulars & Rudy Lee, Philip Ober
<u>George Burns &amp; Gracie Allen Show</u>	CBS 8pm	with regulars & Francis X. Bushman, John Hoyt
<u>Stage 7</u>	WPIX 8pm	<u>Heart of A Dream</u> ; with Diana Lynn, Jan Merlin, Ross Elliott
VOICE OF FIRESTONE	ABC 8:30pm	Jerome Hines(S), Tong Il Han(M)
TALENT SCOUTS	CBS 8:30pm	Foggy River Boys(S-Quartet), The Carlyles(S-Duo), Tony Lovello(M)
STANLEY	NBC 8:30pm	with regulars & Carol Burnett, Wayne Sherwood (SW & SD)
<u>December Bride</u>	CBS 9:30pm	Preempted by Republican National Committee: Herbert Brownell
LAWRENCE WELK'S TOP TUNES & NEW TALENT	ABC 9:30pm	Polly Johnson(S), Alvan-Ashby(S)
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	<u>Goodbye, Grey Flannel</u> (O) J. Harvey Howells; with George Chandler, Mary Grace Canfield, Fred Herrick, John Shay, J. Robert Dietz, Ray Boyle, Ken Renard, Carl Redcoff
STUDIO ONE	CBS 10pm	<u>The Crimes Of Peter Fage</u> (O) Kathleen and Robert Howard Lindsay; with Barry Jones, Luella Gear, Priscilla Gillette, Norman Lloyd, Don Murphy, Alice Pearce, George Maharis, Norman Rose, Wyatt Cooper, Fred Stewart; Dir - Paul Nickell
<u>Douglas Fairbanks</u>	WRCA 10:30pm	<u>Someone Outside</u> ; with Lois Maxwell, Maurice Kaufmann, Anton Diffring, John Serret, Cyril Shaps

TUESDAY OCTOBER 23

<u>Cheyenne</u>	ABC 7:30pm	<u>The Bounty Killers</u> (O) Berne Giler; with Andrew Duggan, James Gavin, Howard Petrie, Gail Kobe, Walter Coy, Les Johnson; Dir - Walter Doniger
JONATHAN WINTERS SHOW	NBC 7:30pm	with Dorothy Collins(S)
<u>Phil Silvers Show</u>	CBS 8pm	<u>Bilko's War Against Culture</u> ; with regulars & Dina Merrill, Eddy Cunis, Jenny Carter, Mara McAfee, Richard Wagner, Tony Corrado
<u>Life &amp; Legend of Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>The Almost Dead Cowhand</u> ; with regulars & Christian Drake, Paul Brinegar, Camille Franklin, Sam Flint, Michael Bryant, William Tannen (SW & SD)
<u>Noah's Ark</u>	NBC 8:30pm	<u>Mascot</u> ; with regulars & Stacy Harris
<u>Broken Arrow</u>	ABC 9pm	(O) Clark E. Reynolds; with regulars & Ray Stricklyn, Kathryn Card, Trevor Bardette, Richard Wessel, Lane Bradford, Tom Monroe, Paul Fierro, John War Eagle; Dir - Richard L. Bare
HERB SHRINER SHOW	CBS 9pm	Add Oct 16: Jaye P. Morgan(S), Burl Ives(S-M) Oct 23: Preempted by Stevenson 9-9:30pm
<u>Jane Wyman Show</u>	NBC 9pm	<u>Two Sides To Everything</u> ; with Jane Wyman, Simon Scott, Frank Gerstle
RED SKELTON SHOW	CBS 9:30pm	Allen Jenkins, Johnny Carson(O)
<u>DuPont Cavalcade Theatre</u>	ABC 9:30pm	<u>Hobo Kid</u> (O) I.A. Bezzerides; with Reba Waters, Caroline Craig, Penny Carpenter, Melinda Plowman, Robert Foulk, Adrienne Marden, Louise Lorimer





MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY OCTOBER 19 - FRIDAY OCTOBER 26 (Cont'd)

NBC BANDSTAND NBC 10:30am Skinnay Ennis & Orch, Ralph Flanagan & Orch, Johnny Desmond(S)

NBC MATINEE THEATRE NBC 3pm  
 10/22 - Man In Seven League Boots (O) Anthony Spinner  
 10/23 - Woman Across The Hall (O&A) Robert Wallsten  
 10/24 - And Then There Were Three (O) S.V.P. Rand  
 10/25 - One Of The Family - Kline repeat of 4/12/56  
 10/26 - I Like It Here (O) A.B. Shiffrin (orig scheduled 10/8)

MODERN ROMANCES NBC 4:15pm  
 (Martha Scott) Benefit Performance (O) Elinor Lenz; with Margaret Phillips, Betty Johnson, Lee Bergere, Coe Norton

TONIGHT NBC 11:30pm  
 10/22 - Jean Sheppard, Louis Jordan(M); 10/23 - Louis Jordan;  
 10/24 - Gunther Sprecher(M), Naomi Alah Leaf(D), Mort Freeman (S), Elisa Jayne(D); 10/25 - Jimmy Nelson(ventriloquist), Rosaria Moreles(S); 10/26 - Aline MacMahon, Paul Shyre

SATURDAY OCTOBER 27

Fury NBC 11am Trial By Jury; with-regulars & Ray Montgomery, Pamela Beaird (SW & SD)

PERRY COMO SHOW NBC 8pm Brenda Lee(S-M), The Tokayers(teeter-board)

Oh! Susanna CBS 9pm  
 (Gale Storm) with regulars & Ray Roberts, Isabel Randolph, Narda Onyx, Jimmy Fairfax

SATURDAY SPECTACULAR NBC 9pm  
 Manhattan Tower (O) Gordon Jenkins; with Gordon Jenkins Helen O'Connell, Pete Marshall, Phil Harris, Cesar Romero, Edward Everett Horton, Tommy Farrell, Hans Conried Ethel Waters, Ralph Brewster Singers; Dir - Boris Sagal

Hey, Jeannie! CBS 9:30pm with regulars & Hans Conried

SUNDAY OCTOBER 28

Captain Gallant NBC 5:30pm Fuzzy's Furlough; with regulars & Helmut Dantine

Telephone Time CBS 6pm Hatfield, The Rainmaker (O) Donald S. Sanford; with John Crawford, Susan Morrow; Dir - Erle Kenton

You Are There CBS 6:30pm Daniel Webster's Sacrifice To Save The Union; with Morris Ankrum, Ernestine Barrier, Richard Hale, Carl Benton Reid

77th Bengal Lancers NBC 7pm The Pawn; with regulars & Edward Ashley, Jan Arvan, Paul Playdon, Reginald Sheffield, Larry Johns, Lita Milan (SW & SD)

HALLMARK HALL OF FAME NBC 7:30pm Born Yesterday (O&A) Garson Kanin; with Mary Martin, Paul Douglas, Richard Taber, Arthur Hill, Otto Hulett, Larry Oliver, Laura Pierpont, Belle Flower, Bill Becker, Paul Kirk Giles, Audrey Erhardt, Milton Williams, Ned Wertimer; Dir - Garson Kanin

ED SULLIVAN SHOW CBS 8pm Elvis Presley(S), Robert Weede, Jo Sullivan, Susan Johnson, Shorty Long, Mona Paulee, Senor Wences(ventriloquist), Joyce Grenfell(C), The Little Gaelic Sisters(S), Unus(acrobat), Bas Sheva(S)

General Electric Theatre CBS 9pm Second Stranger (O) unavailable; (A) Maurice Valency; with Burl Ives, Alfred Ryder, Don Hammer, Thayer David, Bramwell Fletcher, Gerald Price, Fernel Roberts; Dir - Don Medford

GOODYEAR PLAYHOUSE NBC 9pm All Summer Long (O) Robert Anderson; with Raymond Massey, Malcolm Broderick, Katherine Squire, Sandra Church, Michael Strong, William Shattner; Dir - Daniel Petrie

Alfred Hitchcock CBS 9:30pm None Are So Blind (O) John Collier; (A) James Cavanagh; with Hurd Hatfield, Mildred Dunnock; Dir - Robert Stevens

Loretta Young Show NBC 10pm The Great Divide (O) Melissa Mather; (A) Gerry Day; with Miss Young, Lee Goodman, Evelynne Eaton, Renny McEvoy, Earl Robie, Charles Herbert; Dir - Richard Morris

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VOLUME 8 NUMBER 43 A

EDITOR: Jerry Leichter

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**MID-WEEK SPECIAL**

### NEWS - POSSIBILITIES - COMMENT

Nat "King" Cole's new 15-minute show over NBC, Mondays, 7:30-7:45pm EST, starting Nov 5, will originate from New York during November, while the star is appearing at the Copacabana, then originate from Hollywood until Cole has to leave for overseas engagements. A choral group of four men and a girl and a 16-piece orchestra will back the show. Jim Jordan, Jr., will produce and direct. "Nature Boy," Cole's biggest recording, will be the theme for the program.....Plans to originate Arthur Godfrey's shows from the Royal Agricultural Winter Fair at Toronto, Canada, during the week of Nov 12 have had to be cancelled due to lack of facilities and the expense of setting up the broadcasts. Godfrey will give his scheduled exhibitions of dressage on his Palomino stallion at the Fair, except for Nov 12 and 14 when he will be in New York for his evening TV programs.

WTVJ(Miami) is setting a pattern for a future telethon that may excite "local pride" movements in other sections of the country. The new plan is for a "Crusade for Children," to start at 8pm, Saturday, March 2 and run to 2pm, Sunday, March 3. The station which has conducted telethons for fund-raising agencies during the past six years, will contribute its entire facilities and air time during the 18-hour show, which will originate in the Miami Beach Auditorium. A board of trustees will have sole responsibility for allocating all funds raised in the telethon and all money raised must be spent in South Florida. The other strict requirement is that funds will be granted solely for aiding mentally and physically handicapped children, building youth character and for research and development of the U. of Miami Medical School. The new type telethon is not meant to replace the regular fund campaign of any established agency, nor will grants be made to any project already provided for in the operating budget of an agency. The grants will be assigned for special projects that would not otherwise be undertaken. All South Florida agencies which help children are eligible to apply for funds. Only those agencies which submit proof that contributions are tax-free will be eligible, and recipients will be required to submit audited reports later in the year showing that the money granted was spent as allocated. Actually, WTVJ is following, on a large scale, an example already set in Louisville, Ky., and several other cities.

Nat Perrin, who has been executive producer of the Red Skelton Show, has taken over as producer of the Herb Shriner Show.....Hal Raywin has moved in as new associate producer of Ray Bolger's Washington Square.....Bob Condon becomes a staff writer of the Walter Winchell Show late in November.

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Lee Cooley will produce a special telecast for ABC and Oldsmobile, Thursday, Nov 8, 8:30-9pm EST, which will introduce the 1957 Oldsmobiles. The half-hour 1957 Rocket Revue will have John Daly as host and Bill Hayes as the singing m.c. The special variety show will be backed by Archie Bleyer's orchestra and will originate in New York.....Oldsmobile has also officially confirmed that it will sponsor the telecast of the annual Academy Awards presentations on Wednesday, March 27, 10:30pm-12:15am EST, over NBC. The net has exclusive TV rights to the "Oscar" ceremonies until 1961.....Nanette Fabray will portray "Alice in Wonderland" and be queen of Bamberger's Thanksgiving Eve Parade of Light, to be telecast from Newark on Wednesday, November 21, 7-7:30pm EST over ABC, sponsored by General Electric's Housewares and Radio Receivers Division. John Daly will describe the pageant, which will also have William Bendix as "Merry Maharajah," counterpart to Fabray's role.

Philip G. Lasky, manager of KPIX(San Francisco) blasted the advertising used in San Francisco in connection with test re-runs in movie houses of motion pictures already seen on television in that city. He deplored "the foul-ball method of promoting the stunt by depreciating television," and took particular exception to the local advertising for "Intermezzo," a Selznick picture in the test, which was advertised with the line: "Yes, it was shown on TV...incompletely". Lasky said that the film, which played over KPIX on Sept 9, was shown for its full 70 minutes running time, because KPIX's license for the use of Selznick pictures (distributed for TV by National Telefilm Associates) does not permit the TV user to edit the films.

Richard A. R. Pinkham, NBC v.p., told a convention of the Assn of National Advertisers, meeting in Chicago yesterday (23), that advertisers will be investing \$150 million a year in network color programs by 1957 and \$600 million by 1960.....  
...Ray Stark, who resigned as a v.p. of Famous Artists Corp, has been named v.p. of the West Coast division of PRM, Inc., and executive in charge of production for Associated Artists Productions. The combined companies are setting up a new division that will "finance, develop, create and package motion picture, television and theatrical enterprises, as well as finance any and all elements concerned in the entertainment field." PRM owns the Warner Brothers library of films and shorts.....  
Screen Gems, Inc., has established a special financing fund of \$2,500,000 for new independent packages by outside producers. Packages must have either "star names or a powerful idea".....Helen O'Connell joins NBC's Today on Dec 3, with singing listed only as an occasional chore. She will function mainly as an editor, ad lib conversationalist and fashion authority, filling the position of Dave Garroway's feminine partner.

NBC's next feature in its Project 20 series will be "The Jazz Age," to be shown on Thursday, Dec 6, 10-11pm EST. The late Fred Allen will be heard as narrator, his last major undertaking. The show replaces "Call to Freedom," another Project 20 program, which will be re-scheduled.....TPA will start production in Hollywood on Nov 15 on the first of a series of 39 films of The New Adventures of Charlie Chan, starring J. Carrol Naish in the title role. Leon Fromkess is exec producer.....Herbert J. Leder has been named story editor for Guild Films' programs, assuming supervision of scripts for Captain David Grief, currently in production, and the planned N. Y. Police series, based on cases of former Chief Inspector Conrad Rothengast.....Walt Disney will release his new "Johnny Tremain" feature film to the movies first, instead of showing it in two parts on Disneyland as originally planned. It appears that there's only one "Davy Crockett" and the investment in the new Revolutionary War story is too big to take a chance on TV taking the edge off the theatrical release.

The Radio and Television Directors Guild has charged that NBC violated its contract with the Guild because it gave credit to William Wyler as director of "The Letter," presented on Producers Showcase on October 15, with Kirk Browning listed as having "directed for television". The Guild said that its contract with NBC states that a director's credit must have no qualifying or descriptive language. (That's



the reason some shows will have one person credited as "staged by" and another as a director). The Guild said that the air credit as director should have gone to Kirk Browning. The most interesting sidelight of the dispute comes out of an interview Clark Gable gave to Marie Torre of the N. Y. Herald Tribune. Among various opinions Mr. Gable has of the movies and television he was quoted as saying: "I see some fine things on TV, but not many. I enjoyed enormously William Wyler's production of 'The Letter' the other night. Now if TV developed high-caliber talents -- directors, producers, writers -- I wouldn't be averse to an occasional appearance on TV. But how many Wylers are there, and how many are willing to work in television?" Without detracting from Wyler's part in staging and directing "The Letter," it might be pointed out that Kirk Browning, who is regular director of NBC Opera Theatre, started in TV as a floor manager for NBC in 1949. Without belaboring the point too much it might be pointed out that some prominent movie directors have been failures in television, while others, who put movie work behind them and plunged fully into television, have been very successful, in some cases resurrecting careers that seemed ended when the movie business went on a poverty production schedule a few years ago. TV doesn't have to apologize either for its home-grown or "naturalized" top name producers, directors or writers in matching them against the good movie or stage people.

KTLA(LA), which long prided itself on pushing Lawrence Welk to TV prominence, has cancelled its one-hour Bandstand Revue, another of its long-time band programs, because the costs have become too high for a local show. All the talent which appeared on the show will work out their contracts by guesting on other KTLA shows, including band leader Leighton Noble, singers Anita Gordon, Rush Adams, the McDonald Sisters and Francis Irvin, and the dancing Mercer Brothers.....Briskin Productions (at Screen Gems) will start production on the pilot of Here Comes the Showboat in November. The projected series was originally announced as Captain Charley's Showboat. Alan Case will be one of the two male stars in the pilot.

AGENCIES AND ACCOUNTS: Reddi-Wip, Inc., named D'Arcy Advertising Co(St. Louis) to handle its advertising, effective Dec 1.

PEOPLE GOING PLACES: Arthur Holch has joined Arthur Lodge Productions, Inc., as a writer and director, assigned to the weekly industrial series, Industry on Parade. He had been with NBC TV News.....Oliver Treyz appointed head of the ABC TV Network, with John H. Mitchell named special assistant to the president, American Broadcasting-Paramount Theatres, Inc.....Augie Cavallaro upped to executive asst to Ted Cott, v.p. and general mgr., DuMont Broadcasting Corp. He replaces Lew Arnold, recently named general manager of KTLA(LA).....Robert Rose named production director of Robert Lawrence Productions(Canada) Ltd. in Toronto.....John O'Keefe upped to director of publicity, WRCA-TV, WRCA(NY).....Ray J. Mauer appointed asst creative director of Geyer Advertising, Inc(NY). He had been director of the radio-TV dept. Lee A. Emmerich upped to the new post of television-radio production mgr.....Paul Louis, v.p. in charge of radio and television, D'Arcy Advertising Co(NY), has left to form his own company as a consultant to radio and TV advertisers, retaining the agency as a client. Frank Ott, v.p., business manager of the radio-TV dept., assumes Mr. Louis' title and responsibilities.

Frank Burke, 61, editor of Radio-Television Daily since 1943, died in New York on Oct 15.