

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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### WEEKLY REPORT

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

#### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

##### Monday(22)

NBC- 10:45-11am EDT, Mon thru Fri; DEBUT; The World at Home; from WRCA-TV(NY), to the net. Participations. Pkgr- NBC-TV(NY); Exec Prod- Richard Linkroum; Prod & Dir- Norman Frank; Film Superv- Phillips Wylly; Writers- Harold Azine, Gene Wyckoff, Lee Charell; Researchers- Liz Smith, Hal Emerson. § Arlene Francis and Hugh Downs interview guests whose activities have made them prominent. Guests appear either on film or live, or a combination of both. The program is separate from the Home program, which it precedes. The station line-up duplicates that for Home, except for West Coast stations. The program replaces The Sheilah Graham Show (last show Aug 19) in this time spot.

##### Tuesday(23)

DuM- 9-10pm EDT; SPECIAL; Tennis of Champions; from WABD(NY), to WTTG(Wash), 2 stations live. § Sponsors- New York only, 9-11pm: Metropolitan Bottling Co., Inc (Pepsi-Cola) thru Biow-Beirn-Toigo, Inc(NY); Acct Exec- Jack Byron; Acct Contact- Lou Berger. Washington only, 9-10pm: Sponsored, name not available at press time. § Pkgr- WABD-Du Mont(NY), in cooperation with U. S. Lawn Tennis Assn & U. S. Davis Cup Committee; Prod- Al Hollander; Dir- Jim Saunders. Telecast of tennis matches staged in Studio 5, Du Mont Tele-Centre in New York, featuring a doubles match between professionals Jack Kramer and Don Budge and a pair of leading amateurs from the U. S. and/or the Australian cup teams. Players from other foreign Davis Cup teams will appear and may compete in the two singles or two doubles matches scheduled for the program. Commentary for the matches will be by Kramer and Budge for matches they are not involved in, and by Bill Talbert, captain of the U. S. Davis Cup Team. The program is one in a series of sports spectaculars to be staged by WABD. The full program will be seen 9-11pm on WABD.

##### Wednesday(24)

POOL- NBC, 2:30-3pm EDT; CBS, 11:15-11:45pm EDT (on kine); SPECIAL; Address by President Eisenhower; from WPTZ(Phila), to the NBC and CBS nets. § Public Service, sustaining. § Pkgr- NBC-TV Public Affairs Dept(NY); Prod- Doris Corwith(NBC, NY); Dir- Bob Doyle(NBC, Wash); crew and cameras from WPTZ. § President Eisenhower delivers a major policy address at the 78th annual meeting of the American Bar Assn, at Independence Hall on the mall in Philadelphia. CBS will make a kine of the telecast and program it at 11:15pm. The program is in open net time, both nets.

THIS WEEK(Cont'd)

Friday(26)

NBC- 10pm to approx 10:45pm EDT; RETURN; Cavalcade of Sports; from WRCA-TV(NY), 132 stations live. § Sponsor- Gillette Safety Razor Co., Div of The Gillette Co, thru Maxon, Inc(Detroit); Acct Exec- William Laurie, Jr.(Detroit); TV Acct Exec & Agcy Superv- Ed Wilhelm(NY); Comm Superv- Hugh Hole. § Pkgr- International Boxing Club with NBC-TV(NY); Prod- Ed Wilhelm(Maxon); Dirs- Jack Mills, Jack Dillon. § Jimmy Powers is announcer for big-name boxing bouts, mainly from Madison Square Garden, New York. The program returns after summer hiatus. The program originally debuted over NBC, October, 1948. First bout in the new series will originate in the San Francisco Cow Palace, from KRON-TV, to the net. Program replaces Highlights of the Week in the World of Sports (last show Aug 19) which was seen from 10-10:30pm EDT during the boxing hiatus. So This Is Hollywood (last show Aug 19), 10:30-11pm EDT, is replaced by the bouts and the program listed next.

NBC- approx 10:45-11pm EDT; SPECIAL; NBC Sports Wind-Up; from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV Sports Dept(NY); Prod & Dir- Craig Allen; Writer- Barney Nagler. § Lindsey Nelson and a guest discuss the fight on the previous program and also discuss the upcoming fall football schedule. The program is a one-time special; a prelude to the return of Red Barber's Corner on Sept 2 as the regular post-fight program.

NBC- 2-5pm EDT; also Sat, 2:30-5pm; Sun, 2-5pm; SPECIAL; Davis Cup Tennis Matches; (COLOR); from WRCA-TV(NY), to the net. § Sustaining (open). § Pkgr- NBC-TV Sports Dept(NY); Prod & Dir- Harry Coyle. U. S. Davis Cup team defends the cup against the Australian cup team, winner of pre-challenge round matches, at the West Side Tennis Club, Forest Hills, Long Island, N. Y. Jack Kramer and another commentator to be named will describe the match play. Program pre-empts all regularly scheduled network programming in the periods scheduled for the matches on Friday and Sunday; Saturday is open time. The programs are the first of outdoor sports events to be telecast in compatible color.

Sunday(28)

NBC- 10-10:30pm EDT; RETURN; The Loretta Young Show, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Frocter & Gamble Co (Tide, Gleem). Tide thru Benton & Bowles, Inc(NY); Acct Exec- Francis X. Houghton; Agcy Superv & Comm Dir- Murray Bolen; Comm Superv- Elizabeth Pike; Comm Anncr- Bob Dixon. Gleem thru Compton Advertising, Inc(NY); Acct Superv- William Stewart; Acct Exec- John Cross; Agcy Superv- John Egan; Comm Superv- John Zimmer; Comm Anncr- Rex Marshall. § Pkgr & Film Prod- Lewislors Films, Inc., at Samuel Goldwyn Studios, Los Angeles, Calif.; Prod- Bert Granet; Assoc Prod- John London; Dirs- Harry Keller, Harry Sinclair, Richard Morris; Asst Dir- Nate Levinson; Music Dir- Harry Lubin; Dir of Photog- Norbert Brodine; Story Ed- Ruth Roberts; Writers- Gene Levitt, Jane & Ira Avery, Marian Thompson, Lowell S. Hawley; Art Dir- Frank Sylos; Superv Film Ed- Joe Dervin; Casting- Ruth Burch. § Top Hollywood stars act as guest hosts and hostesses for Loretta Young in introducing stories in this anthology series. The stories themselves use top Hollywood talent in starring roles. Miss Young, customarily hostess and star of the series, is recovering from illness and until she is well enough to resume her roles, the films will be made with guest stars in the host role and others in story roles. The program replaces Cameo Theatre (last show Aug 21) in this time spot. It had been the hiatus replacement for The Loretta Young Show.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Johnny Carson Show (Thu, 10-10:30pm EDT) George Cahan became director, effective Aug 11. (See page 90).

OTHER NET CHANGES(Cont'd)

CBS- Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EDT) Betty Clooney no longer a member of the regular cast, effective Aug 15.

You Are There (Sun, 6:30-7pm EDT) New films in series resume Aug 28, after eight week hiatus during which re-runs were shown (see page 77). CURRENT CREDITS: From WCBS-TV(NY) & KNXT(LA), 81 stations net, 30 delayed (Electric); 99 stations net, 45 delayed (Prudential). § Alternate Week Sponsors- 1) Electric Companies of America thru N. W. Ayer & Son, Inc(NY); Acct Exec- Dwight Van Meter; Comm Superv- John Caldwell. 2) The Prudential Insurance Co of America thru Calkins & Holden, Inc(NY); Acct Exec- Thomas P. Crolius; Acct Superv- Robert W. Robb. § Pkgr- CBS-TV(NY). Films produced at Hal Roach Studios, Culver City, Calif.; Exec Prod- William Dozier; Prod- James Fonda; Dir- Bernard Girard; Script Ed- Elizabeth Bullock(CBS, NY); Research Ed- Jane Swan(CBS, NY). § Walter Cronkite continues as narrator, with other CBS newsmen, of dramatizations of great events of history.

NBC- People, LIVE & FILM; DEBUT Aug 21; Sun, 5-5:30pm EDT; from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Prod- Reuven Frank; Dir- John Goetz; Unit Mgr- Edward Faught; Field Dir- Jack Shugrue; Film Ed- Constantin Gochis; Managing Ed- John Lynch; Staff Correspondent- Paul Cunningham. § Morgan Beatty (live) introduces four of five filmed interviews with notables in all fields. Program will be seen for six weeks in this spot. Several public affairs programs have been alternating in the time spot during the summer.

Read to Me Please; SPECIAL Aug 20; Sat, 7-7:30pm EDT; from WRCA-TV(NY), to the net, one time only. § Sustaining. § Pkgr- WRCA-TV(NY); Prod- Harry Olesker; Dir- James Elson. § A network presentation of one of the programs in WRCA-TV's TV Workshop series. James Daly, Jane White and Hiram Sherman read classics for children, using props, music, background sound effects and illustrations to add to the effect. Program is in open net time.

Colgate Variety Hour (Sun, 8-9pm EDT) CURRENT PRODUCTION STAFF: Prod- Max Siegel; Unit Prod- Kas Zoller; Dir- Joe Tinney, Jr; Assoc Dir- Fred Rheinstein; Music Dir- Frank DeVol; Art Dir- Larry Klein; Costumes- Grady Hunt; Choreog- Lou Onofrio; Writer- Jack Brooks.

Today (Mon thru Fri, 7-9am EDT) Program originates from Schenectady, N. Y., Aug 24 only, then returns to its New York origination.

LOCAL STATION ACTIVITY

WRCA-TV(Ch 4)- One For Sheldon; DEBUT Aug 22; Mon thru Fri, 1-1:30pm EDT. Participations. Pkgr- WRCA-TV; Prod- John Fengler; Dirs- Various. Herb Sheldon is star of the program, which incorporates puppets, cartoons, interviews and audience participations with parents and children. Program is first half-hour replacement for The Brokenshire Show, seen 1-2pm. Second half-hour replacement, 1:30-2pm, is The Sky's The Limit, starring Gene Rayburn as m.c., assisted by Hope Lange, starting Aug 22 in this time spot, Mon thru Fri, moving from 6:30-6:45pm; it was seen on Mon, Wed, Fri. Ask the Camera, film program, returns to the station in the former The Sky's The Limit time on Aug 22; Mon, Wed, Fri, 6:30-6:45pm.

WPIX(Ch 11) - Hy Gardner Calling; CHANGE Aug 22; Mon, 10-10:30pm EDT. Program was New York formerly seen Thursdays, same time; last on Aug 11.

KNXT(Ch 2) - Frees on Two; CAST CHANGE Aug 15; Mon thru Fri, 11pm-12midnight. The Los Angeles Mel Henke Trio joins the regular cast, replacing violinist Joe Venuti and pianist Russ Black, two former regulars. (See page 86).





THURSDAY AUGUST 25(Cont'd)

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LUX VIDEO THEATRE NBC 10pm

June Bride - (O) by Eileen Tighe & Graeme Lorimer (play), Warner filmplay by Randal MacDougall; TV (A) by S. H. Barnett; with Marguerite Chapman, Jerome Thor; (SD) by Dick Goode (H'D)

FRIDAY AUGUST 26

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Schlitz Playhouse CBS 9pm

The Case for the State - (O) by Harry Klingsberg, (A) by Gordon McDonell; with Marshall Thompson, Hayden Rorke, Nancy Howard, Carl Benton Reid, Francis de Sales, Jack Harris, Gordon Mills, Pat Goldin, Harvey Stephens, Ben Niems, Gilmore Bush, Charles Seel, Ray Darmour; (SD) by Jus Addiss

The Vise (R.Randell) ABC 9:30

The Broken Link - with Peter Neil, Philip Friend; (SW & SD)

WINDOWS CBS 10:30

The Calliope Tree - (O) by Doris Frankel; with Henry Hull, Van Dyke Parks; Staged by John Stix; (SD) by George Gould (LAST SHOW)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 19 THRU SUNDAY AUGUST 28

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MORNING SHOW CBS 7am

M thru F - The Bernie Leighton Trio replaces The Norman Paris Trio as regulars

TODAY NBC 7am  
(Dave Garroway)

Tu - remote from Forest Hills, L.I. - with Tony Trabert, Victor Seixas, Hamilton Richardson (tennis)

GEORGE SKINNER WCBS-TV 9am

M thru F - Ted Malone subs for vacationing Skinner

GARRY MCORE CBS 10am

Thu - Jimmie Jeffries (C); F - Roy Benson (C), Cliff Norton(C)

HOME NBC 11am

Thu - Mariko Nikki

JACK PAAR CBS 1pm

Tu - Virgil Partch (cartoonist); F - Burl Ives (S), Louis Nye (C)

SUMMER ENTERTAINMENT WABC-TV 2pm

Week ending 8/19 - Norma Raymond replaces Marion Colby

ART LINKLETTER CBS 2:30

M - Erroll Garner (M); W - Jerry Colonna (C), F - Al Apaka(S)

WAY OF THE WORLD NBC C 4pm  
(Gloria Louis)

Deep Down Inside Me - (O) by Reita Lambert, (A) by Robert Thomen; with Geraldine Brooks, Lamont Johnson, Dean Harens, Carol Goodner, Harry Bannister; (SD)

WORLD OF MR. SWEENEY NBC 4:30  
(Charlie Ruggles, Glenn Waiken, Helen Wagner)

regulars &: M - Jocelyn Brando, Michael King; M & Tu - (O) by Beatrice Kerman subbing for Wilson Lehr; Tu thru F - not cast at press time; W thru F - (O) by Janet Clark; (SD)

MODERN ROMANCES NBC 4:45-5pm  
(Martha Scott)

(O) by Harry W. Junkin; with Grace Raynor, Lonny Chapman, Zol-ya Talma, Fred Easley, Paul Lipson; (SD, M thru F)

Stories of the Century WCBS 5pm  
(Jim Davis)

Sat 8/20 - Clay Allison - (O) by Gerald Geraghty; with regulars & Jack Kelly; Sat 8/27 - Henry Plummer - (O) by Dwight Cummins; with John Dekner; Sun 8/28 - Tom Horn - repeat; (SD)

VAUGHN MONROE NBC 7:30(COLOR)

Tu - Kay Armen, the Diamonds Quartet (both S)

UPBEAT! CBS 7:45

Tu & Thu - Teresa Brewer (S)

SATURDAY AUGUST 27

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Commando Cody NBC 11am  
(Judd Holdren)

Robot Monster of Mars - with regulars & Gloria Pall, John Crawford, Kenneth MacDonald, Sandy Sanders, Sydney Mason, Dale Van Sickle; (SW & SD)

OZARK JUBILEE ABC 7:30

Webb Pierce subs for vacationing Red Foley (FROM SPRINGFIELD)

AMERICA'S GREATEST BANDS CBS 8pm  
(Paul Whiteman)

Xavier Cugat, Johnny Long, Billy May, Richard Himber & their respective bands; Abbe Lane (S)

SUMMER SPECIAL NBC 9pm

One Touch of Venus - Book by Ogden Nash & S. J. Perelman, Music by Kurt Weill, Lyrics by Nash; with Janet Blair (S), Russell Nye (S), George Gaynes (S), Laurel Shelby, Iggy Wolfington, Mort Marshall, Adnia Rice; Choreog by Edmund Balin; Music-Gino Smart; Dir by George Schaefer; Prod by Jack Rayel

SATURDAY AUGUST 27 (Cont'd)  
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Damon Runyon Theatre CBS 10:30

Earthquake - (O) by Jack Harvey; with Alex Nicol, Buddy Baer, Sheila Ryan, Sid Melton, John Berardino, Nestor Paiva, David Saber, Billy Snyder; (SD)

Mayor of the Town WRCA-TV 11:15  
(Thomas Mitchell)

Papa Dear - (O) by David Chandler; with regulars & Natalie Wood, Tom Powers, Stafford Repp; (SD)

SUNDAY AUGUST 28  
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Wild Bill Hickok CBS 11:30

Sagebrush Manhunt - with regulars; (SW & SD)

FRONTIERS OF FAITH NBC 3pm

Cain - (O) by Roger Van Aerde, (A) by A. J. Palmerio; with Louis Edmonds, Thomas Carlin, Terry O'Sullivan, Rosemary Murphy, Jo Rabb, Ronnie Welsh, Brian Dunne, Warren Parker, Raymond Johnson; (SD)

Captain Gallant NBC 5pm  
(Euster Crabbe)

Strange Sanctuary - (O) by William N. Robson; with regulars & Danielle Godet, Pierre Marteville, Philippe Nicaud, Paul Boniface, Gilbert Legay, Eugene Dekers; (SD)

You Are There CBS 6:30  
(Walter Cronkite)

The Attack on Pearl Harbor - (O) by Joseph Landon; with Hayden Rorke, DeForrest Kelley, Rory Lennert, Stanley Farrar, Vivi Janiss, Edward Earle, Patti Gallagher, David Post, Gordon Mills, Kan Tong; (SD) by Bernard Girard (START, FALL SERIES)

IT'S MAGIC CBS 7pm

Blackstone the Great, Paul Le Paul (magicians)

TOAST OF THE TOWN CBS 8pm  
(Ed Sullivan)

Eartha Kitt (S), The Mariners (S), Jay Lawrence (C), Wonder Boy John (balancer), Chicago Festival Singers

COLGATE VARIETY HOUR NBC 8pm

Charlton Heston, the Marjorie Fields Moppets (FROM HOLLYWOOD)

GOODYEAR TELEVISION PLAYHOUSE NBC 9pm

Spring Reunion - (O) by Robert Alan Aurthur; with Kathleen Maguire, Phil Abbott, others to be announced; (SD) by Bob Mulligan (SCRIPT ORIGINALLY DONE ON 4/11/54)

The Whistler WPIX 9pm

Kind Thought - with John Howard, Toni Gerry, Carleton Young, Phil Tead, Jimmy Smith, Ann Loos, Jimmy Hyland, Valerie Hall, William Forman; (SW & SD)

APPOINTMENT WITH ADVENTURE CBS 10pm

Masquerade - (O) by Alfred Brenner; with Janice Rule, Robert Clary, Patrick O'Neal, Beverly Whitney, David White, Betty Allen, Marilyn Parker; (SD)

NEW YORK TALENT AVAILABILITIES  
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JEROME COURTLAND opening at the Latin Quarter on Aug. 25 - Bookings - Baum-Newborn, MU 8-1380; PERSONAL MGT: Cass Franklin, JU 6-8300

BERT WHEELER - beloved comedian - AGT: Jack Davies, PL 7-1880

GENE BLAKELY - recently in The Desperate Hours AGT: Lucile A. Phillips, CI 7-3263

EDDIE ALBERT - to be seen in Reuben, Reuben in the Fall - PRESS: Ben Washer, MU 4-8088

LENARD KAUFMAN - author of An Apple a Day published by Holt - CONTACT: Barbara Emerson, MU 8-9100

JUDY TYLER - featured on Caesar Presents, newly discovered by Rodgers & Hammerstein - PRESS: Michel Mok, MU 7-5927

NANCY MALONE - played lead role in Time Out for Ginger, now a 20 year old ingenue - AGT: Allie Gordon, PL 1-2650

HELEN HAYES - lauded for performance in Skin of Our Teeth at the ANTA - PRESS: Barry Hyams, CO 5-4784

BARBARA COOK - delightful singing and dancing actress in Plain and Fancy - PRESS: Bob Ullman, WI 7-2386

RENATA TEBALDI - sings on The Telephone Hour Sept 5 - Columbia Artists Mgt, CI 7-6900

FRANCIS SULLIVAN - star of Witness for the Prosecution - PRESS: R. S. Maney, CI 7-4646

CONRAD NAGEL - popular actor, MC, host - Shaw Artists, MU 8-2230

AL MORGAN - author of The Great Man published this week by E. P. Dutton - CONTACT: Elliott Graham, OR 4-5900