

# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

AUGUST 13-19, 1956

VOLUME 8 NUMBER 33

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

##### Monday thru Friday(13-17) - DEMOCRATIC PRESIDENTIAL CONVENTION

ABC- Daily Schedule: Mon, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight EDT;  
Tue, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight EDT;  
Wed, 9:30pm-approx 12midnight EDT; Thu, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight EDT; Fri, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight; all times subject to change; LIVE ABC remotes and pool coverage via WBKB(Chi), 70 stations live (at press time) with more to be added. § Sponsor- Philco Corp thru Hutchins Advertising Co., Inc(Phila); Comm Annrcs- Frank and Grace Albertson, Ray Richards, Doris Van Treek; also Carl King. § Pkgr & Prod- ABC News & Public Affairs; Chief Dir- Marshall Diskin; Operations Chiefs- John Daly, Thomas Velotta, Francis N. Littlejohn, Donald G. Coe. § Telecasts of the activities at the Democratic Presidential Convention in the International Amphitheatre in Chicago, in caucus rooms, headquarters hotels and via mobile units in the city's streets. All network programming during the telecast time periods listed above have been preempted for convention coverage, including programs bordering the scheduled periods, during the hour before or after, for each day listed. John Daly heads the ABC group of newscasters and commentators covering convention events.

CBS- Daily Schedule: Mon, 1pm-approx 3pm EDT, 9:30pm-approx 12midnight EDT;  
Tue, 1-4pm EDT, 9:30pm-approx 12midnight EDT; Wed, 9:30pm-12midnight EDT; Thu, 1pm-3:30pm EDT, 9:30pm-12midnight EDT; Fri, 1pm-3:30pm EDT, 9:30pm-12midnight EDT; all times subject to change; LIVE CBS remotes and pool coverage via WBBM-TV(Chi), 175 stations live (at press time). § Sponsor- Westinghouse Electric Corp thru Ketchum, McLeod & Grove, Inc(Pitt); consumer commercials thru McCann-Erickson, Inc(NY), industrial commercials thru Ketchum, McLeod & Grove, Inc.; Comm Annrcs- Betty Furness(consumer), Walter Brooke(industrial). § Pkgr & Prod- CBS News & Public Affairs; Operations Chiefs- Sig Mickelson, Elmer Lower, John F. Day, Paul Levitan, Dallas S. Townsend, Jr. § Telecasts of all activities in connection with the Democratic Presidential Convention in Chicago (see program explanation for ABC above). Walter Cronkite is "anchor man" for the CBS groups of newscasters and commentators. CBS programs which will originate from Chicago during convention week include: Mon, Aug 13 only, Of All Things with Faye Emerson, 10-10:30am EDT; Mon thru Fri, Aug 13-17, 7-8am EDT, Good Morning with Will Rogers, Jr.; Mon thru Fri, 1-1:10pm EDT, Charles Collingwood with the News; Mon thru Fri, 7:15-7:30pm EDT, Douglas Edwards with the News.

- Page 70 -

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)

Monday thru Friday(13-17) - DEMOCRATIC PRESIDENTIAL CONVENTION

NBC- Daily Schedule: Mon, 1pm-approx 3pm EDT, 9:30pm-approx 12midnight EDT;  
Tue, 1pm-approx 4pm EDT, 9:30pm-approx 12midnight EDT;  
Wed, 9:30 or 10pm-approx 12midnight EDT; Thu, 12:30pm-6pm EDT, 9:30pm-approx 12  
midnight EDT; Fri, 12:30pm-6pm EDT, 9:30pm-approx 12midnight EDT; all times sub-  
ject to change; LIVE NBC remotes and pool coverage via WNBQ(Chi), 140 stations  
live (at press time). § Co-Sponsors- 1) Oldsmobile Division, GMC, thru D. P.  
Brother & Co(Detroit); Comm Annrcs- Bill Hayes & Greta Grey as "Johnny and Lu-  
cille"; also animation films. 2) Sunbeam Corp thru Ferrin-Paus Co(Chi); Comm  
Annrc- Peggy Murdock, others. 3) RCA Victor Div, RCA, thru Kenyon & Eckhardt,  
Inc(NY); Comm Annrcs- Vaughn Monroe and Janet Blair. § Pkgr & Prod- NBC News  
and Special Events; Production Exec- Barry Wood; Operations Chiefs- Barry Wood,  
Arch Robb, William R. McAndrew, Davidson Taylor, Julian Goodman. § Telecasts  
of all activities in connection with the Democratic Presidential Convention in  
Chicago (see program explanation for ABC, page 70), as well as regional news from  
the country at large. Chet Huntley is "host," David Brinkley will handle running  
commentary and Bill Henry will handle summaries; heading the news and commentary  
staffs. NBC programs which will originate from Chicago during convention week  
include: Mon thru Fri, 7-9am EDT, Today; Mon thru Fri, 7:45-8pm EDT, News Cara-  
van; Mon thru Fri, 11am-12noon, some sections of Home; Wed, 8-8:30pm EDT, Press  
Conference.

NETWORK POOL- Six cameras on convention floor directed by Bob Doyle(NBC).

GENERAL- All network and local programs on stations linked for convention cov-  
erage are subject to pre-emption and cancellation when news events at  
the convention warrant. Times listed for each network above are considered gen-  
eral averages for each day. If convention telecasts are not carried during per-  
iods in which regular programs have been pre-empted, substitute filmed programs  
will be carried.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC- Grand Ole Opry (Every 4th Sat, 8-9pm EDT) Aug 18; LIVE from WSM-TV(Nashville);  
Eddy Arnold is guest star.

CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Star Tonight (Thu, 9-9:30pm EDT) Last show Aug 8. The Hour Glass (Thu, 8-9pm  
EDT) will extend its time to 9:30pm effective Aug 16, continuing thru Sept 6,  
reverting to 8-9pm EDT effective Sept 13.

NBC- Comedy Time (Mon thru Fri, 5-5:30pm EDT) It's Always Jan replaces So This Is  
Hollywood, effective Aug 13. The series was previously seen over the CBS net,  
Sept 10, 1955 thru June 30, 1956. (See page 62, Comedy Time).

Citizens Union Searchlight; SPECIAL Aug 12, 19; Sun, 2:30-3pm EDT; LIVE from  
WNEQ(Chi) on Aug 12; LIVE from KRON-TV(San Fran) on Aug 19, 6 NBC o-and-o sta-  
tions live. Sponsor- Lanvin Perfumes, Inc, direct. Pkgr- WRCA-TV(NY); Exec  
Prod- William A. Berns; Prod- Al Perlmutter. Special o-and-o net telecasts of  
the program normally seen locally over WRCA-TV in New York; originating at the  
sites of the Democratic and Republican conventions in Chicago and San Francisco,  
these two weeks only. Ben Grauer moderates press conference interviews in which  
key political figures are quizzed by a panel of newsmen, including Citizens  
Union chairman Milton Bergerman.

TALENT SHOWSHEET AUGUST 10 - AUGUST 19  
 ~~~~~

Most of the shows on August 10, 11, 12 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 August 17. 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. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings, below) are: Adventures of Rin-Tin-Tin, Armstrong Circle Theatre (kine), Big Town, Crossroads, Crusader, Bob Cummings Show, DuPont Cavalcade Theatre, Father Knows Best, Ford Theatre, Fury, Captain Gallant of the Foreign Legion, Jackie Gleason Show, Alfred Hitchcock Presents, Life and Legend of Wyatt Earp, Life of Riley, The Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Star Stage, Tales of the Texas Rangers, 20th Century-Fox Hour.

FRIDAY AUGUST 10  
 ~~~~~

Science Fiction Theatre WRCA 7pm Living Lights; add(to cast): Joan Sinclair, Mike Garth

SATURDAY AUGUST 11  
 ~~~~~

TONY BENNETT SHOW NBC 8pm Kill(last week's listing): Judy Canova; Add: Debra Paget, June Valli (S), Harvey Stone (C), George Reeves ("Superman"), Three Goetschis (unicycle act)

SUNDAY AUGUST 12  
 ~~~~~

LAMP UNTO MY FEET CBS 10am The Roving Gambler - (O) Jerry DeBono; with Gene Peterson, Anne Pearson, Renie Riano, Joseph Lieberman, Jared Reed, Al Monaco, Estelle Ritchie, Flossie Ellis, Albert Lewis, Robert Dahdah, John Gilmore; (SD)

LOOK UP AND LIVE CBS 10:30am Letters from a Jazz Musician, Part II - (O) Nel King; with Dave Brubeck Quartet (Paul Desmond, Joe Dodge, Norm Bates); & Rai Sanders, Frances Foster, Sharon Porter, Peter Burke, Elizabeth Williamson (off camera voice); (SD)

CAMERA THREE (Dr. Charles Roth) CBS 11:30am Americans Abroad; with Frank Baly, Jetti Preminger, Joseph Boley; (SW & SD)

SUNDAY SPECTACULAR NBC 7:30pm Atlantic City Holiday; Add(to cast): Carol Morris (Miss Universe)

ED SULLIVAN SHOW CBS 8pm Phil Silvers (emcee); with Teresa Brewer(S), Dick Shawn(C), "The Platters"(S), Charlotte Rae(C), Jimmy Komack(C), The Four Jones Boys(S), Mickey Mantle (& 18 NY Yankees' wives), US Olympic Team stars

(Shows normally carried in the weekly Showsheet which are preempted for the political conventions are listed directly under the day & date headings.)

MONDAY AUGUST 13  
 ~~~~~

The following shows are preempted: Vic Damone Show, Robert Montgomery Summer Theatre, Studio One, Douglas Fairbanks Presents.

Stage 7 WPIX 8pm The Ship's Captain - (O) Mel Goldberg; with Don Taylor, Robert Kino; Dir - George Archainbaud

ERNIE KOVACS SHOW NBC 8pm with regulars & Yma Sumac(S), Boris Karloff; (SW&SD)

VOICE OF FIRESTONE ABC 8:30pm Brian Sullivan

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm Doree Crews(S), The Petticoat Trio(Margie Hirth, Bea & Mary House)(S), Ricky Hale(S)

Charlie Farrell Show CBS 9pm with regulars & Marcel Dalio, Maria Palmer

TUESDAY AUGUST 14  
\*\*\*\*\*

The following shows are preempted: GE Summer Originals, Kaiser Aluminum Hour.

|                                       |         |                                                                                                                                                                           |
|---------------------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE CHEVY SHOW                        | NBC 8pm | (O) Milt Rosen; with Janet Blair, Fernando Lamas(S), Gene Nelson(D), The Taylor Four(C); (special "Movie Queen" sketch by Madaline & Jack Segal); Prod-Dir - Alan Handley |
| <u>Sneak Preview</u><br>(Nelson Case) | NBC 9pm | <u>Calling Terry Conway</u> ; with Ann Sheridan                                                                                                                           |

WEDNESDAY AUGUST 15  
\*\*\*\*\*

The following shows are preempted: Screen Directors Playhouse, Kraft TV Theatre (film "Magic Box" will be shown in place of regular live show), Eddy Arnold Show, US Steel Hour, Ina Ray Hutton Show.

|                                               |          |                                                                                                                                                                                           |
|-----------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Death Valley Days</u><br>(Stanley Andrews) | WRCA 7pm | <u>The Saint's Portrait</u> ; with Martin Carralaga, Chief Thundercloud, Grazia Marciso, Maurice Jara, Rico Alaniz, Eugenia Paul, Julian Upton, Neyle Morrow, George Lewis, Frank Nacbero |
| FRANKIE LAINE TIME                            | CBS 8pm  | with regulars & Lillian Roth(S), Cab Calloway(S), Jack E. Leonard(C)                                                                                                                      |

THURSDAY AUGUST 16  
\*\*\*\*\*

The following shows are preempted: Four Star Playhouse, Arthur Murray Party, Lux Video Theatre

|                     |            |                                                                                                      |
|---------------------|------------|------------------------------------------------------------------------------------------------------|
| <u>Guy Lombardo</u> | WRCA 7pm   | Ray McKinley Quartet                                                                                 |
| CLIMAX              | CBS 8:30pm | <u>The 78th Floor</u> - (O) Leonard Lee; with Scott Brady, Pat Crowley, Otto Kruger, Rosemary DeCamp |

FRIDAY AUGUST 17  
\*\*\*\*\*

The following shows are preempted: Schlitz Playhouse of Stars.

|                                                    |             |                                                                                                                                                 |
|----------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Science Fiction Theatre</u><br>(Truman Bradley) | WRCA 7pm    | <u>Jupitron</u> ; with Bill Williams                                                                                                            |
| <u>I Spy</u><br>(Raymond Massey)                   | WABD 7:30pm | <u>Copperhead</u> ; with Mark Miller, Len Wayland                                                                                               |
| <u>Combat Sergeant</u><br>(Michael Thomas)         | ABC 8pm     | <u>Fatal Hour</u> ; with Cliff Clark, Frank Marlowe, Elaine Riley, Domenick Delgarde, Gene Roth, Doug Henderson, Edward Colebrook, Nestor Paiva |

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 10 - FRIDAY AUGUST 17  
\*\*\*\*\*

The following shows are preempted: Johnny Carson Show, NBC Matinee Theatre (kire repeats, see below), Tonight.

|                                   |            |                                                                                                                                                                                                                                    |
|-----------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OF ALL THINGS<br>(Faye Emerson)   | CBS 10am   | 8/13(from Chicago) - regulars from NY; 8/14 - Roger Price(C); 8/15 - Dick Van Dyke(C); 8/16 - Dylan Todd(S); 8/17 - Marshall & Farrell(C), Carl Ballantine(C)                                                                      |
| NBC MATINEE THEATRE               | NBC 3pm    | 8/13 - <u>Fiddlin' Man</u> - re-run of 4/1/56; 8/14 - preempted; 8/15 - <u>Daughter of the Seventh</u> - re-run of 5/3/56; 8/16 - <u>Babylonian Heart</u> - re-run of 4/19/56; 8/17 - <u>One of the Family</u> - re-run of 4/12/56 |
| MODERN ROMANCES<br>(Martha Scott) | NBC 4:45pm | 8/13-8/17 - <u>Brave Decision</u> - (O) Anne Howard Bailey; with Fran Carlon, Tom Middleton, Bert Freed, James Millhollin, Eric Sinclair                                                                                           |

SATURDAY AUGUST 18  
~~XXXXXXXXXXXXXXXXXXXX~~

|                                            |             |                                                                                                       |
|--------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------|
| OZARK ("JUNIOR")<br>JUBILEE                | ABC 7:30pm  | with regulars & (host) Jim Wilson(S)                                                                  |
| GRAND OLE OPRY                             | ABC 8pm     | with regulars & Eddy Arnold(S)                                                                        |
| TONY BENNETT SHOW                          | NBC 8pm     | with regulars & Elaine Malbin(S), The Vagabonds(S), Chaz Chase(C), Les Daxies(acro), The Four Lads(S) |
| STAGE SHOW                                 | CBS 8:30pm  | The Seven Ashtons(acro), Della Reese(S), Larry Storch(C)                                              |
| RUSS MORGAN SHOW                           | CBS 9:30pm  | with regulars & The Billy Williams Quartet(S), Don Cherry(S), Sharon Kay Ritchie(Miss America 1956)   |
| <u>Gunsmoke</u>                            | CBS 10pm    | with regulars & Ron Hagerthy, Helen Flebe                                                             |
| <u>Adventure Theatre</u><br>(Paul Douglas) | NBC 10:30pm | <u>Present for the Bride</u> - (credits unavailable)                                                  |

SUNDAY AUGUST 19  
~~XXXXXXXXXXXXXXXXXXXX~~

|                       |         |                                                                                                                                                                                                                                            |
|-----------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Telephone Time</u> | CBS 6pm | <u>Emperor Norton's Bridge</u> - re-run of 5/27/56. (Previously listed as "Emperor Norton")                                                                                                                                                |
| ED SULLIVAN SHOW      | CBS 8pm | with regulars & Jeannie Carson(S-C), Kovac & Rabovsky(D), Don Cornell (S), Finito del Oro (aerelist); Japanese acts (on film); (SW & SD)                                                                                                   |
| STEVE ALLEN SHOW      | NBC 8pm | Julius LaRosa(S), Frank Sinatra(S), Eddy Lawrence(S), Augie & Margo(D), Don Adams(C), Mamie Van Dorne                                                                                                                                      |
| THE ALCOA HOUR        | NBC 9pm | <u>The Big Vote</u> - (O) David Karp; with Ed Begley, Walter Matthau, Kathleen Maguire, Robert Emhardt, William Harrigan, Walter Burke, Katharine Raht, Luis van Rooten, Robert Culp, Jay Barney, Don Keefer, Augusta Merighi, Ed Prentiss |