

Ross Reports ON TELEVISION

INCLUDING

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WEEKLY REPORT

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

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(3)

ABC- 7-7:15pm EDT, Mon thru Fri; RETURN; Kukla, Fran & Ollie; LIVE from WBKB(Chi), 4 stations live(Gordon), other stations co-op. § Sponsor- Gordon Baking Co (Silvercup Bread) thru N. W. Ayer & Son, Inc(Detroit). § Pkgr- Burr Tillstrom(Chi); Prod- Beulah Zachary; Dir- Lewis Gomavitz; Asst to Tillstrom- Joseph Lockwood, Jr.; Music Dir- Caesar Giovannini(pianist). § Burr Tillstrom returns for his ninth season on television, manipulating his company of puppets, who talk with and do sketches with Fran Allison. The program returns from vacation, succeeding The Jack Drees Sports Show (last show Aug 31) its summer replacement in this time spot.

Friday(7)

ABC- 8-8:30pm EDT; DEBUT; The Adventures of Jim Bowie; FILM from WABC-TV(NY) & KABC-TV(LA), 64 stations net, 28 delayed. § Alternate Week Sponsors- 1) American Chicle Co (Dentyne, Beeman's Gum, Roloids, Clorets); Beeman's, Roloids & Clorets thru Ted Bates & Co., Inc(NY); Senior Acct Superv- J. Ross McLennan; Senior Acct Exec- David Loomis; Acct Exec- Fred Lamont; Dentyne thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Robert Etienne. 2) Chesebrough-Pond's, Inc (Vaseline products) thru McCann-Erickson, Inc(NY); Acct Exec- Peter Schaffer. § Pkgr- Jim Bowie Enterprises, Inc., at RKO-Pathe Studios, Culver City, Calif.; Exec Prod- Louis F. Edelman; Prod- W. H. Wright; Dir- Lewis R. Foster; Writers- Foster, others. § Scott Forbes stars in this new film series as Jim Bowie, the frontiersman, in episodes based on incidents in the book, "Tempered Blade," by Monte Barrett. The program replaces Combat Sergeant in this time spot, with the latter program moving to Thu, 9-9:30pm EDT, effective Sept 13, with The Hour Glass returning to its former one-hour format, Thu, 8-9pm EDT.

ABC- 9-9:30pm EDT; DEBUT; Treasure Hunt; LIVE from WABC-TV(NY), 52 stations live, 91 kine. § Sponsor- Mogen David Wine Corp thru Weiss & Geller, Inc(Chi); Acct Superv- Marvin Mann; Acct Exec- Edwin Kuhn; TV Acct Rep- Herb Leder(NY); Comm & Prog Anncr- Tom Reddy. § Pkgr- Jantone Productions(NY); Prod- Budd Granoff; Dir- Phil Levens; Writers- Stan Dreben, Bob Howard. § Jan Murray is host for this new quiz show in which two contestants compete in answering preliminary questions, with the winner getting his choice of one of fifty pirate-type treasure chests, all of which contain prizes of various values, up to \$25,000 cash. The program succeeds Dollar A Second (last show Aug 31) in the time spot.

THIS WEEK(Cont'd)

Friday(7)

NBC- 9:30-10pm EDT; RETURN; The Big Story; LIVE & FILM from WRCA-TV(NY), 91 stations live, 6 kine. § Alternate Week Sponsor- 1) American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- William Spire; Asst Acct Exec- Brook Elms. 2) Alternate week has several sponsors and sustaining spots thru Dec. § Pkgr- Pyramid Productions, Inc(NY); Exec Prod- Everett Rosenthal; Prod- Robert Lewis Shayon; Dir- Leonard Valenta; Sets- Willis Connor; Writers- Gail Ingraham, Alvin Boretz, Doug Taylor, Sheldon Stark. § Ben Grauer is on-camera editor for dramatizations of authentic experiences of newspapermen involving their outstanding news stories, produced live with filmed location scenes. The program replaces Star Stage in this time spot, with the latter moving to 9-9:30pm EDT for one week, replacing in turn Best in Mystery (last show Aug 31), the summer show in The Big Story's previous season spot.

Saturday(8)

ABC- 10:30pm-12midnight EDT; SPECIAL; Miss America Pageant; remote from Atlantic City, N.J., thru WABC-TV(NY), 85 stations live. § Sponsor- Philco Corp thru Hutchins Advertising Co, Inc(NY); Acct Exec- H. Pierson Mapes. § Pkgr- ABC with Miss America Pageant; Prod- Fred Heider; Dir- Jack Samath. § Telecast of the finals of the Miss America Pageant at Convention Hall, Atlantic City, N.J. Peter Donald and Barbara Walker (Miss America, 1947) will be host and hostess for the sponsor and describe the competition. The program is in open time.

CBS- 9:30-10pm EDT; DEBUT; Hey, Jeannie!; FILM from WCBS-TV(NY) & KNXT(LA), 116 stations net, 13 delayed. § Procter & Gamble Co (Lilt & Shasta) thru Comp-ton Advertising, Inc(NY); TV Acct Superv- Storrs Haynes. § Pkgr- Jeannie Productions(H'wood); Film Prod- Four Star Films, Inc., at RKO-Pathe Studios, Culver City, Calif.; Prod- Charles Isaacs; Alt Dirs- James V. Kern, Les Goodwins; Music Dirs- Earl Hagen, Herb Spencer; Writers- Various. § Jeannie Carson stars in the title role of this situation comedy with music, featuring Allen Jenkins as Al Murray, a New York cab driver, and Jane Dulo as Al's sister Liz. The program replaces the Russ Morgan Show (last show Sept 1) in this time spot.

NBC- 2pm- approx 5pm EDT, Sat & Sun; SPECIAL; National Singles Tennis Championships; LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC Sports Dept(NY); Prod- Perry Smith. § Telecasts on Saturday and Sunday, Sept 8 and 9 of the National Singles Tennis Championships at the West Side Tennis Club in Forest Hills, N. Y. Commentators for both telecasts will be Jack Kramer, Bud Palmer and Lindsey Nelson.

NBC- 10:30-11pm EDT; RETURN; Your Hit Parade; LIVE from WRCA-TV(NY), 146 stations live, 31 kine. § Alternate Week Sponsors- 1) American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborne, Inc(NY); Agcy Superv- Dan Lounsbury. 2) Lambert-Hudnut Div, Warner-Lambert Pharmaceutical Co., Inc (All Richard Hudnut products) thru Kenyon & Eckhardt, Inc(NY); Acct Exec- Dickerson Griffin; Agcy Superv- Dwight Mills. § Pkgr- Batten, Barton, Durstine & Osborne, Inc. for the American Tobacco Co; Prod- Dan Lounsbury; Asst Prod- Dorothy Walsh; Ideas- Bill Nichols; Dir- Bill Hobin; Asst Dir- Dave Geisel; Music Dir- Raymond Scott; Choral Dir- Ray Charles; Sets- Paul Barnes; Costumes- Sal Anthony; Choreog- Ernest Flatt; Prog Anncr- Andre Baruch. § Song and dance program, dramatizing the seven top popular tunes of the week, plus two extra numbers; featuring singers Dorothy Collins, Snooky Lanson, Gisele MacKenzie and Russell Arms, backed by Raymond Scott and the orchestra and the vocal and dance groups. The program replaces Adventure Theatre (last show Sept 1), its summer replacement for the sponsors in this time spot.

THIS WEEK(Cont'd)

Sunday(9)

ABC- 4:30-5pm EDT; RETURN; Medical Horizons; LIVE from various cities each week, 58 stations live, 7 kine. § Sponsor- CIBA Pharmaceutical Products, Inc (Institutional & Pharmaceuticals) thru J. Walter Thompson Co(NY). § Pkgr- J. Walter Thompson Co(NY); Alt Prods- Robert Foster, James Lichtman; Dir- Bill McCarthy; Medical Superv- Dr. William T. Strauss(CIBA). § Medical documentaries of medical progress at work, originating at the nation's great hospitals and research centers, covering work on 37 vital medical topics during the 1956-57 season. The program originally debuted Sept 12, 1955 and was seen through March 5, 1956. Don Goddard is again the host-narrator, with medical authorities at the various medical centers featured. The program replaces College Press Conference in this time spot with the latter moving to 4-4:30pm EDT this date.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Adventures of Rin Tin Tin (Fri, 7:30-8pm EDT) New series begins Sept 7; program has been seen in re-run during the summer. (See Television Index card). Production staff changes for new series: Prod Exec- Fred Briskin; Prod- Herbert Leonard; Assoc Prod- Douglas Heyes; Asst Prod- Charles Gould; Music Dir- Hall Hopper; Dir of Photog- Fred Jackman, Jr.; Story Ed- Jerry Thomas; Dirs- Various.

CBS- Private Secretary (Sun, 7:30-8pm EDT) New series begins Sept 9; program will also be seen Sept 16, then resume its regular alternate week schedule with The Jack Benny Show in this time spot. Private Secretary has occupied the time during the summer, showing re-runs each week. (See Television Index card for program).

Lassie (Sun, 7-7:30pm EDT) New series begins Sept 9; program has been seen in re-run during the summer. (See Television Index card for program).

Garry Moore Show (Mon thru Thu, 10-10:30am EDT; Fri, 10-11:30am EDT) Program returns from vacation Sept 3, succeeding its six-week vacation replacement program, Of All Things (last show Aug 31).

The \$64,000 Challenge (Sun, 10-10:30pm EDT) Ralph Story replaces Sonny Fox as m.c., effective Sept 2.

NBC- The Magic Box; SPECIAL Sept 9; Sun, 8-9pm EDT; FILM from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Knomark Manufacturing Co (Esquire Shoe Polish) thru Emil Mogul Co., Inc(NY). § Telecast in color of a J. Arthur Rank group Technicolor British-made motion picture, starring Robert Donat as William Friese-Greene, a British inventor credited with being the first to develop a practical motion picture camera. The film was originally produced for the Festival of Britain and stars practically every name player of the British stage and screen. The program replaces The Steve Allen Show in this time spot, one week only.

Home (Mon thru Fri, 11am-12noon EDT) New format, introducing "predictable programming", effective Sept 3. Each day is divided into half-hour segments, with similar service features being seen the same day each week; the first half-hour each day devoted to human interest features, the second half-hour having service information of interest to women.

ADD ABC- The Gold Cup Race; SPECIAL Sept 1; Sat, 3-6:30pm EDT; LIVE from WXYZ-TV(Det), to the net, co-op, no. of stations indefinite. Pkgr & Prod- ABC-TV with staffs of KING-TV(Seattle) & WXYZ. Telecast of the Gold Cup Race for unlimited hydroplanes on the Detroit River, described by Bill O'Mara of King Broadcasting Co(Seattle). The program is in open net time.

TALENT SHOWSHEET AUGUST 31 - SEPTEMBER 9
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Most of the shows on August 31, September 1, 2, 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, September 7. 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: 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, Alfred Hitchcock Presents, Life of Riley, The Millionaire, Navy Log, Our Miss Brooks, People's Choice, Roy Rogers, Phil Silvers, Tales of the Texas Rangers, 20th Century-Fox Hour, The Vise.

FRIDAY AUGUST 31  
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Science Fiction Theatre WRCA 7pm Miracle of Dr. Dove; with Gene Lockhart, Robin Short, Charles (Truman Bradley) Wagenheim, Kay Faylen, Rhodes Reason

SATURDAY SEPTEMBER 1
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TONY BENNETT SHOW NBC 8pm Add: Clifford Guest(ventril), The Collins Kids(S)

SUNDAY SEPTEMBER 2  
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LAMP UNTO MY FEET CBS 10am The Builder - (O) Allan Sloane; with Bramwell Fletcher(narr.), James Reese, George Maharis; (SD)

LOOK UP & LIVE CBS 10:30am The Eternal Triangle - (O) Sam Elkin; with Jerry Stiller, Anne Meara, June Evert, Kathleen Comegys, Karl Weber; (SD)

CAMERA THREE CBS 11:30am The Merry Chase; (scenes from Shakespeare, Austin, Congreve, Behrman Plays); with Alfred Ryder, Olive Dunbar, Donald Harron, Olive Deering; (SW) John McGiffert; (SD)

ED SULLIVAN SHOW CBS 8pm Add: emcee: Patti Page(S).

STEVE ALLEN SHOW NBC 8pm Add: Steve Lawrence(S)

MONDAY SEPTEMBER 3
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Stage 7 WPIX 8pm A Matter of Nerve - (O) Dick Carr; with Dan Duryea, Myron Healey; Dir - Thomas S. Gries

ERNIE KOVACS SHOW NBC 8pm Enid Mosier & Her Steel Band, Bill Hayes(S)

VOICE OF FIRESTONE ABC 8:30pm George Feyer(M)

Charlie Farrell Show CBS 9pm with regulars & Peggy Knudsen, Marla English; (SD)

VIC DAMONE SHOW CBS 9:30pm with Nancy Walker(C), Ann Jeffries(S); (SD)

ROBERT MONTGOMERY SUMMER THEATRE NBC 9:30pm Mr. Parker's Rhubarb - (O) Theodore & Mathilde Ferro; with Charles Drake, Elizabeth Montgomery, Jan Miner, Tom Middleton, John Gibson, Stuart MacIntosh, William Darrid, Frank Blair; LAST SHOW of summer season.

STUDIO ONE CBS 10pm A Day Before Battle - (O) Sherman Yellen, Peter Stone; with Jack Lord, Gerald Sarracini, Susan Oliver, Warren Oates, Eli Rill, Jim Hickman, Dick Robbins, Bill Hickey, Ted Flicker, Gerald Hiken, Griff Evans, Fred Scollay, Jacqueline Scott, Mary Doyle, Ed McCurdy; (SD)

Douglas Fairbanks Presents WRCA 10:30pm Beloved Stranger; with Fairbanks, Ella Raines, Hugh Sinclair, Betty McDowall

TUESDAY SEPTEMBER 4  
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CHEVY SHOW NBC 8pm The Music All Around Us; Fred Waring & Pennsylvanians
Life & Legend of Wyatt Earp ABC 8:30pm Dodge City Gets a New Marshal; with regulars & Selmer Jackson (will be reg.)
 (Hugh O'Brian)
Jane Wyman Show NBC 9pm Dirty Face; with Wyman, Bobby Driscoll, Jack Mullaney; (writers unavailable); (SD)
GE Summer Originals ABC 9pm Dawn at Damascus; with Gene Raymond, Paula Corday, Donald Murphy, Harold Gordon

WEDNESDAY SEPTEMBER 5
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FRANKIE LAINE TIME CBS 8pm with Johnnie Ray (S), Eddie Heywood & Jazz Group, Anne Gilbert (S)  
Screen Directors Playhouse ABC 9pm The Day I Met Caruso - (O) Elizabeth Rodewald; with Lotfi Mansouri, Sandy Descher, William Walker, Emily Lawrence, Walter Coy, Barbara Eiler, Tito Vuolo  
 KRAFT TV THEATRE NBC 9pm Mock Trial - (O) Edith & Samuel Grafton; with Ed Begley, Richard York, Henry Jones, Joyce Smight, Frank Aletter, Elmor Torn, John Shellie, Calvin Thomas, Yale Wexler, Pat Englund; (SD)  
 EDDY ARNOLD SHOW ABC 9:30pm Peggy Dietrick (S)  
20th Century-Fox Hour CBS 10pm Overnight Haul; re-run of 5/16/56  
 INA RAY HUTTON NBC 10:30pm Rose Marie (S)

THURSDAY SEPTEMBER 6  
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Guy Lombardo WRCA 7pm Carmen Cavallero
 CLIMAX! CBS 8:30pm Bury Me Later - (O) H.F.M. Prescott; (A) Jean Holloway; with (Bill Lundigan) Boris Karloff, Angela Lansbury, Torin Thatcher, Sean McClary.
Four Star Playhouse CBS 9:30pm A Spray of Bullets; re-run of 11/3/55
 ARTHUR MURRAY PARTY CBS 10pm with regulars & Toni Arden (S)
 LUX VIDEO THEATRE NBC 10pm Road of Fear - (O) Thomas Patrick Cullinan; with Scott (Ken Carpenter) Brady, Catherine McLeod, Jimmy Baird, Johnny Crawford

FRIDAY SEPTEMBER 7
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Adventures of Rin Tin-Tin (Lee Aaker) ABC 7:30pm Forward Ho - (O) Douglas Heyes; with regulars & Bradford Jackson, Peter Coe, Hal Hopper, William Forrest; Song by Hal Hopper; RETURN  
Adventures of Jim Bowie (Scott Forbes) ABC 8pm The Birth of the Blade - (O) Monte Barrett (from "The Tempered Blade"); (A) Lewis R. Foster; with Scott, Walter Sande, Kem Dibbs, Robert Foulk; PREMIERE  
Schlitz Playhouse CBS 9:30pm The Press Agent - (O) Fred Shevin; with Jack Carson, John Lupton, Nancy Gates, Jack Albertson, Carol Kelly, Larry Blake, Robert Carson, Herb Vigran, Will J. White, Peter Leeds, Ann Stebbins, Robert McCord; Dir - Sheldon Leonard  
 THE BIG STORY (Ben Grauer) NBC 9:30pm William Barker, Reporter: Denver (Colo.) Post - (A) Doug Taylor; with Robert Culp, Lori March, Sidney Pollack, John McLiam, John D. Seymour, Anita Stober; RETURN

MULTIPLE & ACROSS THE BOARD SHOWS FRIDAY AUGUST 31 - FRIDAY SEPTEMBER 7  
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GARRY MOORE SHOW CBS 10am 9/7 - Earl Hall (C); (no guests announced this week); RETURN
 NBC BANDSTAND NBC 10:30am 9/3,9/5,9/7 - Ralph Flanagan & Orch, & Helen O'Connell; 9/4, 9/6 - Russ Morgan & Orch, & Helen O'Connell

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 31 - FRIDAY SEPTEMBER 7
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NBC MATINEE THEATRE NBC 3pm 9/3 - Are You Listening? - (O) Jack Laird; with Conrad Janis; 9/4 - Ladies' Maid's Bell - (O) Edith Wharton; (A) Robert Esson; with Maureen O'Sullivan; 9/5 - One Hundred Red Convertibles - (O) Roger Garis; 9/6 - The Ivy Curtain - (O) Anthony Spinner; 9/7 - Gramercy Ghost - (O) Richard McCracken; with Sarah Churchill

MODERN ROMANCES NBC 4:45pm The Job - (O) Harry W. Junkin; with Valerie Cossart, Loretta Leverage, Don Fellows

COKE TIME EDDIE FISHER NBC 7:30pm with The Echoes(S)

TONIGHT NBC 11:30pm 9/3-4: emcee - Jack Paar; guests: 9/3 - Lou Ann Simms(S), Jack Haskell(S), Jose Melis(M), Archer & Giles(S), "The Continental", Louis Nye(C); 9/4 - all the above except Archer & Giles & "The Continental", & Chan Canasta(mental), Sister Rosetta Tharpe(S), Alice Pearce(C); 9/5 - Sono Osato(D), Suzi Ono(M), Tatasuo Minagawa(D), Haji Koki(S); 9/6 - Four Voices(S), Don Herbert(magic); 9/7 - Gerry Mulligan & his Combo(M)

SATURDAY SEPTEMBER 8  
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OZARK JUBILEE ABC 7:30pm Fran Allison(S)
 (Red Foley)

TONY BENNETT SHOW CBS 8pm The Diamonds(S), Peg Leg Bates(D), Connie Boswell(S), Judy Canova(C-S), The Langs(acro); LAST SHOW

STAGE SHOW CBS 8:30pm with regulars & George Jessel(C), Sunny Gale(S), Bob Hopkins (impressionist); (SD)
 (Dorsey Bros)

Hey, Jeannie CBS 9:30pm with Jeannie Carson, Allen Jenkins, Al Murray, Jane Dulo (all regulars) & others (names unavailable this week); (SD)
 (Jeannie Carson) PREMIERE

SUNDAY SEPTEMBER 9
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You Are There CBS 6:30pm The Great Diamond Fraud - (O) Jack Bennett; with Will Wright, Frank Cady, Tyler McVey, Parley Baer, Emmet Vogan, Joseph Di Reda, Dan Riss, Charles Meredith, Lester Matthews, Alfred Linder; Dir - William Russell  
 (Walter Cronkite)

Private Secretary CBS 7:30pm French Leave; with (same) regulars & Jean Aubert; RETURN  
 (Ann Sothern)

ED SULLIVAN SHOW CBS 8pm Guest emcee: Charles Laughton; with Elvis Presley(S), The Vagabonds(C), The Amen Brothers(acro), Dorothy Sarnoff(S), Conn & Mann(D), Amru Sani(S); (SD)

The Magic Box NBC 8pm British feature film, color; preempts STEVE ALLEN SHOW

GOODYEAR PLAYHOUSE NBC 9pm Ark of Safety - (O) Frances Goforth, Howard Richardson; with Beulah Bondi, Andrew Duggan, Katherine Squire, Jared Reed, Bert Remsen, Ford Rainey, Rawn Harding, Frank Tweddell; (SD)

Loretta Young Show NBC 10pm Saigon - (O) Gerry Day; with Miss Young, Steve Forrest, Donald Randolph, Bruce Wendell, Renee Godfrey, Albert Carrier, Danny Chang; Dir - Richard Morris