

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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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

Monday(5)

NBC- 7:30-7:45pm EST; DEBUT - The Nat "King" Cole Show - LIVE from WRCA-TV(NY) thru Nov 26, then LIVE from KRCA-TV(LA), to the net. § Sustaining. § Pkgr- NBC-TV(LA); Prod & Dir- James Jordan, Jr.; Asst Dir- Marie Correll; Music Dir- Gordon Jenkins. § Musical show, starring the singing and piano playing of Nat "King" Cole, backed by a choral group composed of four men and a girl, and a 16-piece orchestra conducted by Gordon Jenkins. The program replaces The Golden Touch of Frankie Carle (last show Oct 29).

Tuesday(6)

ABC- 8:30pm EST-to concl; SPECIAL - Election Night Returns - LIVE control from WABC-TV(NY), no. of stations indefinite. § Sponsor- Buick Motor Division, GMC, thru Kudner Agency, Inc(NY). § Pkgr- ABC News & Special Events(NY); Superv- Thomas Velotta; Chief Dir- Marshall Diskin; Tech Operations Superv- Frank Marx. § ABC's Election Night staff is headed by John Daly as chief commentator, in New York, with other ABC analysts and commentators in other sections of the country. ABC's major electronic computer will be Underwood Corp's Elecom 125. The election reportage preempts all programs after 8:30pm EST.

CBS- 9pm EST-to concl; SPECIAL - Election Night Returns - LIVE control from WCBS-TV(NY), no. of stations indefinite. § Sponsor- Westinghouse Electric Corp thru Ketchum, McLeod & Grove(Pitt). § Pkgr- CBS News & Public Affairs(NY); Superv- Sig Mickelson; Exec Prod- Paul Levitan. § CBS's Election Night staff is headed by Walter Cronkite as on-the-air "anchor man," with John Day, CBS director of news, in charge of the central news desk. CBS's major electronic computer is Remington Rand's UNIVAC. The election reportage preempts all programs after 9pm EST.

NBC- 9pm EST-to concl; SPECIAL - Election Night Returns - LIVE control from WRCA-TV(NY), no. of stations indefinite. § Co-Sponsors- 1) Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit). 2) Sunbeam Corp thru Ferrin-Paus Co(Chi). 3) RCA Victor Div, RCA, thru Kenyon & Eckhardt, Inc(NY). § Pkgr- NBC News & Special Events(NY); Superv- William R. McAndrew; Prod- Barry Wood. § NBC's Election Night staff is head by Chet Huntley, David Brinkley and Bill Henry as "anchor men". NBC's major electronic computer is IBM's 705, supported by two IBM 650 computer-analyzers. The election reportage preempts all programs after 9pm EST.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Wednesday(7)

CBS- 7:30-8pm EST; DEBUT - Giant Step - LIVE from WCBS-TV(NY), approx 80 stations live and kine. § Sponsor- General Mills, Inc (Betty Crocker Cake & Frosting Mixes, Gold Medal Flour, Cheerios); Betty Crocker thru Batten, Barton, Durstine & Osborn, Inc(NY), producing agency; Acct Superv- E. A. Cashin; TV Acct Exec- Bill Connor. Gold Medal and Cheerios thru Dancer-Fitzgerald-Sample, Inc(NY). § Pkgr- Entertainment Productions, Inc(NY); Exec Prod- Steve Carlin; Prod- Ed Jurist; Dir- Seymour Robbie; Music Dir- Jerry Bressler; Sets- Eddie Gilbert. § Bert Parks is m.c. of this new quiz program, which has no cash awards. Contestants are limited to youngsters who may choose questions from any subject with which they are most familiar; age limits are 7 to 17. There are eight steps to the grand prize, which is a four year college scholarship and travel to foreign countries. Prizes at all levels are mementos with a particular significance and value to the contestant. The program replaces Pick the Winner (last show Oct 31) in this time spot.

Thursday(8)

ABC- 8:30-9pm EST; SPECIAL - 1957 Rocket Revue - LIVE from WABC-TV(NY), 146 stations live and kine. § Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); Acct Exec- Val Corradi; Comm Superv- Ken Manuel; Agcy Superv- Frank E. Egan(NY). § Pkgr- D. P. Brother & Co(NY); Superv- Frank E. Egan; Prod- Lee Cooley; Dir- Matt Harlib; Music Dir- Archie Bleyer; Choreog- Lou Wills, Jr. § Special music-variety show, with John Daly as host and Bill Hayes as performing m.c., to introduce the 1957 Oldsmobiles. The program pre-emptes the second half-hour of Circus Time, this day only.

Sunday(11)

ABC- 3:30-4pm EST; DEBUT - Johns Hopkins File 7 - LIVE from WAAM(Balt), to the net. § Sustaining, public service. § Pkgr- Johns Hopkins University with WAAM and ABC-TV; Prods- Lynn Poole, Leo Geier(both Johns Hopkins); Dir- Kennard Calfee(WAAM). § Lynn Poole is host and moderator for this new Johns Hopkins program, presenting discussions and documentaries of research progress in many fields, with research scholars and authorities from the arts and industry. Program is in open net time.

ABC- 5-5:30pm EST; RETURN - Dean Pike - LIVE remote via WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC Public Affairs(NY); Prod- Wiley Hance; Dir- Marshall Diskin. § The Very Rev. James A. Pike, Dean of the Cathedral of St John the Divine in New York, and a weekly guest, discuss the religious and ethical perspective on current issues of private and public life. Occasionally Dean Pike's family joins the discussions, which originate from Cathedral House. The program debuted Oct 9, 1955, and now returns for its second season.

CBS- 5:30-6pm EST; SPECIAL - Revolt of the Satellites - LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News(NY); Prod- Leslie Midgley; Dir- Vern Diamond; Writer- John Sharnik; Film Superv- Joseph Zigman. § Special program on the current anti-communist flare-ups in Hungary and Poland, narrated by Howard K. Smith, CBS News chief European correspondent, with special filmed and eye-witness reports by other CBS correspondents from Europe.

CBS- 6-7pm EST (premiere only, then 6:30-7pm EST); DEBUT - Air Power - FILM from WCBS-TV(NY) & KNXT(LA), 112 stations net, 27 delayed. § Sponsor- The Prudential Insurance Co of America thru Calkins & Holden, Inc(NY); Acct Superv- Robert W. Robb; Acct Exec- Thomas P. Crolius; TV Acct Rep- Peter Krug; Comm Superv- John Held; Comm Anncr- Bill Shipley. § Pkgr- CBS Public Affairs(NY); Prod & Writer- Perry Wolff; Assoc Prod- James B. Faichney; Prod Mgr- Norton Bloom; Film Eds- Peter Poor, E. Harlan Whitehead, Leo Zochling; Music Composer- Norman Dello Joio; Music Conductor- Alfredo Antonini. § (Cont'd on next page)

THIS WEEK(Cont'd)

Sunday(11)

CBS- Air Power (Continued from previous page): Twenty-six part series depicting the development of flight and its impact on the 20th Century, not only as a weapon, but as a symbol of the history and advance of modern man. The series was produced with cooperation of the U. S. Air Force and includes film from various U. S. and foreign archives. The special one-hour premiere program presents a simulated present-day nuclear attack on North America, with the program in following weeks reverting to a half-hour length. The series replaces You Are There (last show Nov 4) for the sponsor for 26 weeks, with You Are There returning to the spot after the completion of the Air Power series.

THIS WEEK -- REGULAR NETWORK SPECIALS

ABC & CBS & NBC- None this week.

OTHER NETWORK CHANGES & ADDITIONS

CBS- U.N. In Action; RETURN Nov 4; Sun, 11-11:30am EST; LIVE from WCBS-TV(NY), to the net. § Sustaining, public service. § Pkgr- CBS Public Affairs with U.N. staff for TV(NY); Prod- Bill Weinstein(CBS); Dir- Av Westin (premiere); Writers- Harry Rasky, Richard Ellison. § Larry LaSeuer is host for the series, which returns for its sixth season, two weeks earlier than planned because of the special emergency U. N. meeting dealing with the Middle East crisis. The programs include live interviews with diplomats and newsmen assigned to the U. N., supplemented by films of actual U. N. debates. George Hicks is narrator for the films. The program replaces Eye on New York (last network show Oct 28), which reverts to a local program seen only over WCBS-TV(NY).

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WWJ-TV(Ch 4) - Quiz 'Em; DEBUT Nov 3; Sat, 9:30-10am EST. Sponsor- Detroit News. Detroit Pkgr & Prod- WWJ-TV with Detroit Metropolitan school systems. Carl Cederberg is m.c. for a panel quiz competition, in which panels of students from Detroit high schools compete in answering current events questions. Program also includes a segment in which the students quiz a guest. The program series will run thru April 27, 1957.

WWJ-TV - Box 4; DEBUT Nov 6; Mon thru Fri, 6:20-6:30pm EST. Sustaining. Pkgr & Prod- WWJ-TV. Jim Wood is host for a "get it off their chest" program. Viewers can commend, or condemn anything, from city affairs to national affairs, big and small. Opinions, sent in a letter to the station, are read over the air by Jim Wood, with stills and other graphic material illustrating the point of the letter.

KRCA-TV(Ch 4)- Curt Massey Show; DEBUT Oct 29; Mon thru Thu, 6:15-6:45pm PST. Sustaining, open. Pkgr & Prod- KRCA-TV(LA); Dir- Edward Skotch. Curt Massey is the singing star of the musical show, with vocalist Martha Tilton also featured, with Country Washburn. All are backed by a small combo. The program uses occasional singing or instrumental guest stars.

WRCV-TV(Ch 3)- Standby for Stardom; DEBUT Nov 7; Mon thru Fri, 11:15-11:25pm EST. Philadelphia Sustaining. Pkgr- WRCV-TV; Prod & Dir- Dennis Kane. Michael Ellis is host for this special talent show, in which newcomers with talent on a professional level will perform before guest experts from the theatrical or night club field. Ellis and the guest give a frank appraisal and constructive criticism to each performer or act, all limited to three-minute performances.

TALENT SHOWSHEET NOVEMBER 2 - NOVEMBER 11
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Most of the shows on October 26, 27, 28 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, November 9. 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 NOVEMBER 2  
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West Point CBS 8pm Thicker Than Water; with Corey Allen, William Campbell, Pierre Watkin, Helen Andrews, Tom Irish, Rayford Barnes, Michael Garth, Bruce Payne; (SD) Leon Benson

Crossroads ABC 8:30pm Sky Pilot of the Cumberlands - (O) Frank L. Moss; with Donald Woods, Hay Teal, Sarah Padden, Kay Kuter, Lee Van Cleef, Denver Pyle, William Challee; Dir - Ralph Murphy

WALTER WINCHELL SHOW NBC 8:30pm Add: Helen Hayes

SATURDAY NOVEMBER 3
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PERRY COMO SHOW NBC 8pm Add: Gisele MacKenzie(S)

SUNDAY NOVEMBER 4  
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LAMP UNTO MY FEET CBS 10am Apples in Eden - (O) Rose Leiman Schiller; with Richard Waring, Colleen Dewhurst, William Cottrell, Phyllis Goodkind, Bennye Gatteys; (SD)

LOOK UP & LIVE CBS 10:30am Kine repeat of 1/22/56 show. (Mahalia Jackson - spiritual singer)

CAMERA THREE CBS 11:30am The Source of Power; with Alexander Clark, Herbert Volland, Woodrow Parfrey, Norman Rose, Joseph Boley; (SW&SD)

FRONTIERS OF FAITH NBC 1:30pm In the Beginning - (O) Gillel Siedman (Story: "The Last Dance"); (A) Joseph Mindel; with Ludwig Donath, Leon Janney, Joseph Julian, Clarice Blackburn, Samuel Gray, Ira Mitzner

WASHINGTON SQUARE NBC 4pm with regulars & Will Mastin Trio (with Sammy Davis Jr.)(S)

Capt. Gallant of the Foreign Legion NBC 5:30pm Magic Lamp; with regulars & Helen Portello, Pat Crean, Leonardo Botta, Anna Korda, Charles Fawcett, Kamala

OMNIBUS ABC 9pm Eartha Kitt(S); Let There Be Farce - (O) Norman Walsh; with Judith Evelyn, Enid Markey, Jonathan Harris; Dir - Charles Dubin

General Electric Theatre CBS 9pm Corr Title: Rider On the Pale Horse. Add: (O) Helen Eustis; (A) Arnold Schulman. Add(to cast): Richard Crane, Kathryn Givney, Lloyd Corrigan, Rita Lynn, Kem Dibbs, Frank Gorshin, Russell Simpson; Dir - Jules Bricken

MONDAY NOVEMBER 5
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Adventures of Robin Hood CBS 7:30pm The Imposters; with regulars & Brenda de Banzie, Edward Mulhare; (SW&SD)

Sheriff of Cochise WABC 7:30pm Medal of Honor; with regulars & Peter Coe, George Salk, Harry Landers

Danny Thomas Show ABC 8pm Terry at the Crossroads; with regulars & Gary Gray; (SW&SD)

Stage 7 WPIX 8pm Three Strikes and Out; with Dan O'Herlihy, Alan Hale, Jean Willes. (Also seen WABD, Thu, 11/8, 8pm)

VOICE OF FIRESTONE ABC 8:30pm Blanche Thebom

TALENT SCOUTS CBS 8:30pm Peter Brady(S), Robbie Palmer(S), The Polka Band(M)

MONDAY NOVEMBER 5  
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STANLEY NBC 8:30pm with regulars & Carol Burnett
I Love Lucy CBS 9pm Re-run of 10/4/54
December Bride CBS 9:30pm The Prize Fighter; with regulars & Arnold Stang, Art Aragon, Beverly Long, Stanley Clements, Roy Glenn, Joey Barnum
 LAWRENCE WELK'S ABC 9:30pm Fred MacKenzle(M), Elliott Prescott(M)
 TOP TUNES & NEW TALENT)
 ROBERT MONTGOMERY NBC 9:30pm Mr. Tutt Goes West - (O) Arthur Train; (A) Murray Burnett;
 PRESENTS with Parker Fennelly, Lenka Peterson, William Daniels, Donald Peterson, Donald McKee, Bernard Kates, Frank Sutton, Heywood Hale Broun, Paul Sparer, Joanna Roos, Lee Benek, Joe Silver, John Holland; (SD) - Ira Cirker
 STUDIO ONE CBS 10pm Pre-empted by Democratic National Committee
Douglas Fairbanks Presents WRCA 10:30pm Crown of the Andes; with Christopher Rhodes, Christopher Lee, Rosamund Waring, Nicholas Parsons

TUESDAY NOVEMBER 6
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Cheyenne ABC 7:30pm The Law Man - (O) Lee Loeb; with Grant Withers, Andrea King,  
 (Clint Walker) Paul Engle, Charles Horvath, Stafford Repp, Lane Chandler, Pierre Watkin; Dir - Walter Doniger  
Jonathan Winters Show NBC 7:30pm Peggy King(S)  
Phil Silvers CBS 8pm Bilko's Engagement; with regulars & Elisabeth Fraser, Viola Roche, Phillipa Bevans, Doreen McLean, Harry Stanton; (SW&SD)  
Noah's Ark NEC 8:30pm Hardware Cow; with regulars & Roby Winans

(All other scheduled shows for this evening, only, will be preempted by Presidential elections.)

WEDNESDAY NOVEMBER 7  
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Death Valley Days WRCA 7pm Sixth Sense; with Jeanne Cooper, William Hudson, Joan Sudlow, Terry Frost, Betty Shewman, Gilbert Frye, Edward Ingram, Bud Osborne, Ben Mazer
Adventures of Hiram Holliday NBC 8pm with regulars & Ainslie Pryor, Nephru Malouf, Rodolfo Acosta, Alberto Mariscal, Philip Tonge, Lester Mathews, John O'Malley (SW) Joel Rapp, Phil Rapp, Richard M. Powell; (SD)
Navy Log ABC 8:30pm Scratch One Hearse; with Harry Landers, Joseph Turkel, Edwin Bruce, Robert Christopher, James Flavin, Joel Mondeaux
Father Knows Best NBC 8:30pm The Old Days - (O) Dorothy Cooper; with regulars & Yvonne Lime, Dawn Richard; (SD)
Millionaire CBS 9pm The Story of David Tremayne; with Douglas Odney, Ann Robinson, Lurene Tuttle, Douglas Spencer, Sally Corner, Danny Richards, Paul Bryar, Jack Harris
 (Marvin Miller)
 KRAFT TV THEATRE NBC 9pm Shadow of Suspicion - (O) Arthur Hailey; with Philip Abbott, Audra Lindley, Russell Collins, Larry Webber, Robert Lansing, Pernell Roberts, Jane Sutherland
Ford Theatre ABC 9:30pm Sometimes It Happens - (O) Gerry Day; with Guy Madison, Dianne Foster, Michael Emmett, Jeanne Cooper, Louis Towers, Madge Kennedy, Walter Kingsford, John Hubbard; Dir - James Sheldon
 'S STEEL HOUR CBS 10pm Survival - (O) Alfred Brenner; with Franchot Tone, Albert Salmi, Olga Bielinaska, Arnold Moss, Reynold Evans, Mary Welch, Tom Clancy, Anne Pearson, Katherine Squire, Mason Adams, Fred Tozere, Mary Boylan, Robert Goldsby, Arthur Seelen, John Devoe; (SD) Norman Felton

THURSDAY NOVEMBER 8
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|-----------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>guy Lombardo</u>                           | WRCA 7pm   | Carmen Cavallero                                                                                                                                                                                                                                                                                                                                        |
| <u>Sgt. Preston of the Yukon</u>              | CBS 7:30pm | with regulars & Dirk London, Jan Sheppard, Sid Mason                                                                                                                                                                                                                                                                                                    |
| CIRCUS TIME                                   | ABC 8pm    | Denise Darcel, Amin Brothers(acro), "The Goetsches"(uni-cycle)                                                                                                                                                                                                                                                                                          |
| <u>Bob Cummings Show</u>                      | CBS 8pm    | <u>Miss Joplin Arrives</u> ; with regulars & Sue Carolyn Todd, Katherine Warren                                                                                                                                                                                                                                                                         |
| ABC SPECIAL                                   | ABC 8:30pm | 1957 Rocket Revue; with John Daly (host), Bill Hayes(S), The Chordettes(S), Bonnie Murray(S), Greta Gray(S), Archie Bleyer (conductor); Dir - Matt Harlib.(This show one time only.)                                                                                                                                                                    |
| CLIMAX!<br>(Bill Lundigan)                    | CBS 8:30pm | <u>Flight to Tomorrow</u> - (O) Al Ward; with Lee Marvin, Terry Moore, Steve Forrest, Sir Cedric Hardwicke, Richard Arlen, Yma Sumac(S) (SD) Buzz Kulik                                                                                                                                                                                                 |
| <u>Wire Service</u><br>(Mercedes McCambridge) | ABC 9pm    | <u>Conspiracy</u> - (O) Sealeg Lester; with Shepperd Strudwick, Vinton Hayworth; Dir - Reginald LeBorg                                                                                                                                                                                                                                                  |
| <u>People's Choice</u>                        | NBC 9pm    | with regulars & John Stephenson; Dir - Jackie Cooper; (SW)                                                                                                                                                                                                                                                                                              |
| PLAYHOUSE 90                                  | CBS 9:30pm | <u>The Big Slide</u> - (O) Edmund Beloin & Dean Reisner; with Red Skelton, Shirley Jones, Murray Hamilton, Eddie Firestone, Jack Albertson, Jack Mulhall, Fay Spain, Victor Sutherland, William Allyn, Charlie Cantor, Kam Tong, Lewis Martin, George Meader, Tom McKee, Hank Mann, Chester Conklin, Clarence Heneky, Henry Conklin; Dir - Ralph Nelson |
| THE FORD SHOW                                 | NBC 9:30pm | Carol Channing(C)                                                                                                                                                                                                                                                                                                                                       |
| OZARK JUBILEE                                 | ABC 10pm   | Brenda Lee(S), "Shug Fisher"(C), Bill Wimberly's Country Rhythm Boys(M), The Promenaders(D)                                                                                                                                                                                                                                                             |
| LUX VIDEO THEATRE                             | NBC 10pm   | <u>Jezebel</u> - (O) Owen Davis; (Screenplay by Clements Ripley, Abem Finkel, John Huston); (A) Catherine Turney; with Martha Hyer, Charles Drake, Jack Lord, Rebecca Welles, Mabel Albertson, Bartlett Robinson, Douglas Dumbrille, William Lundmark, Joanna (Creck) Moore, Ike Jones; (SD)                                                            |

FRIDAY NOVEMBER 9  
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<u>Adventures of Rin-Tin-Tin</u>	ABC 7:30pm	<u>The Lost Puppy</u> - (O) Roy Erwin; with regulars & Tudor Owen, Kurt Katch, Terrence DeMarney; Dir - Robert G. Walker
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>The Secessionist</u> ; with Marilyn Saris, Robert Lynn, Nestor Paiva, Jacques Gallo
<u>Life of Riley</u>	NBC 8pm	<u>Riley's Lonely Night</u> - (O) Albert E. Lewin & Burt Styler; with regulars & Bert Wheeler, Hildegard Holliday, Guinn Williams;(SD)
<u>Crossroads</u>	ABC 8:30pm	<u>With Charity For All</u> - (O) Herbert Purdum; with J. Carrol Naish, Allan Hale, Jr., Gene Reynolds, Christopher Dard, David McMahon, Jim Griffin; (SD)
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Death Watch</u> - (O) Otis Carney; with Lee J. Cobb, John Larch, John Alderson, Bobby Driscoll, Abel Fernandez; Dir - Bernard Girard
WALTER WINCHELL SHOW	NBC 8:30pm	Jane Froman(S), Dick Haymes(S), Page & Bray(D)
<u>Crusader</u> (Brian Keith)	CBS 9pm	<u>Open Highway</u> ; with Jack Lambert, Paul Dubov, Arthur Space
<u>On Trial</u> (Joseph Cotten)	NBC 9pm	<u>The Law is For Lovers</u> - (O) Don Mankiewicz; with Everett Sloan, Gene Lockhart, Inger Stevens, Ron Hagerty
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>Kill Me, My Love</u> ; with regulars & Mary Parker, Philip Saville, Colin Tapley, Jan Richards
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>The Night They Won the Oscar</u> - (O) Norman Katkov; with Richard Carlson, June Lockhart, Haydon Rorke, Dorothy Green, Whit Bissell, Todd Ferrell, Ray Ferrell, Natalia Masters, Bing Russell, James Turley; Dir - William Self

FRIDAY NOVEMBER 9
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BIG STORY NBC 9:30pm George Thiem, Reporter: Chicago(ill) Daily News - (A) Jerome Coopersmith; with William Zuckert, Russell Hardie, Karl Swenson, Jack Orrison, Paul Huber, Walton Butterfield; (SD)

The Lineup CBS 10pm The Crazy Killer Case - (O) Norman Jacob; with Frances Mercer, Terisa Lyon, S. John Launer, William Billy Griffith, Tom Bernard, Jess Kirkpatrick, Joe McGuinn, Stanley Farrar, John Deering, Madeline Holmes; (SD) Harold Shuster

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 2 - FRIDAY NOVEMBER 9  
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GOOD MORNING CBS 7am 11/5 - Joey Adams(C), Anita Ellis(S); 11/6 - Margaret Whiting (S), Jack Durant(C); 11/7 - Martha Davis & Spouse(C-S); 11/8 - Chris Connor(S); 11/9 - Hal LeRoy(D), Roger Williams(M)

GARRY MOORE SHOW CBS 10am 11/7 - Martha Davis & Spouse(C-S); 11/9 - Ben Bennett & Dick Patterson(C), Carol Burnett(C)

VALIANT LADY CBS 12N Add: John Graham to the regular cast.

NBC MATINEE THEATRE NBC 3pm 11/5 - Thank You, Edmondo - (O) Mac Shoub; 11/6 - The Tell-Tale Heart - (O) Edgar Allen Poe; (A) William Templeton; 11/7 - Strangers on a Honeymoon - (O) Robert Roger Freud; 11/8 - A Dram of Poison - (O) Charlotte Armstrong; (A) Henry Misrock; 11/9 - The Shining Hour - (O) Keith Winter; (A) Richard McCracken

MODERN ROMANCES NBC 4:45pm The Coins - (O) Harry W. Junkin; with David White, Hildy Parks, Elizabeth Dewing, Wyley Hancock, Sandy Kenyon

TONIGHT NBC 11:30pm (No guest talent Mon; Tue show preempted by election coverage); (Wed-Fri - Allen): 11/7 - Lew Parker(C); Joe Acito & his Garden State Five(M); 11/8 - Signe Hasso, Kurt Baum(S); 11/9 - The Wanderers(S)

SATURDAY NOVEMBER 10
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PERRY COMO SHOW CBS 8pm Bob Hope(C), Yvonne deCarlo, Robert Lamouret(C)

Oh! Susanna CBS 9pm with regulars & Jay Novello, Penny Santon, Jimmy Fairfax; (SW) Lee Karson & Ben Gershman; (SD)

Hey, Jeannie! CBS 9:30pm Jeannie, the Caddie; with regulars & Tudor Owen, Frank Darro, Jimmy Ogg, George Eldredge, Frank Wilcox, Parley Baer, Joan Sudlow; (SD)

Gunsmoke CBS 10pm with regulars & Cy Oakland, Joseph Mell, Andy Duggan

GEORGE GOBEL SHOW NBC 10pm Mickey Rooney, Judy Busch(S)

SUNDAY NOVEMBER 11  
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Wild Bill Hickok CBS 12:30pm A Close Shave for the Marshall; with regulars & Robert Filmer, Byron Foulger, Harry Harvey, Steve Brodie, Burt Wenland

FRONTIERS OF FAITH NBC 1:30pm Lawyer from Boston; with Alexander Scourby; (other information unavailable at press time)

Telephone Time CBS 6pm Preempted this week only, by Air Power

77th Bengal Lancers NBC 7pm The Steel Bracelet - (O) Douglas Heyes; with Eva Gabor, Phil Carey, Warren Stevens, Abraham Sofaer, John Hubbard, Rex Evans, George Keymas, Robert Shafto; Dir - Douglas Heyes

Circus Boy NBC 7:30pm The Little Fugitive - (O) Douglas Heyes; with regulars & Guinn Williams. John Hubbard, Millie Doff, Harvey Grant

ED SULLIVAN SHOW CBS 8pm Phil Silvers, Louis Armstrong & his band, Julie Andrews; Michael Redgrave, Barbara Bel Geddes (in a scene from "The Sleeping Prince"); Marcel Marceau(panto)

SUNDAY NOVEMBER 11
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|                                  |            |                                                                                                                                                                                                                                     |
|----------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STEVE ALLEN SHOW                 | NBC 8pm    | Anita Ekberg, Anthony Steel, Georgia Gibbs(S), Buster Crabbe, Art Tatum Trio(M);(film clip of "Jack & the Beanstalk" rehearsal, with Celeste Holm, Cyril Ritchard, Peggy King, Joel Grey).                                          |
| <u>General Electric Theatre</u>  | CBS 9pm    | <u>The Charlatan</u> - (O) Wells Root; with George Sanders, Virginia Gregg, Fredd Wayne, Jeff Morrow, William Remick, Dan Riss, Jean Willes, Bart Burns, Marianne Stewart                                                           |
| GOODYEAR PLAYHOUSE               | NBC 9pm    | <u>Stardust II</u> - (O) Herman Rauscher; with John Forsythe, Martin Balsam, Thomas Carlin, Mario Alcalde, Mark Rydell, James Olson, William Traylor, Clu Gulagher, Jeff Harris                                                     |
| <u>Alfred Hitchcock Presents</u> | CBS 9:30pm | <u>Alibi Me</u> - (O) Therd Jefre & Walter Brown Newman; with Lee Philips, Alan Reed, Harry Tyler, Argentina Brunetti, Shirley Smith, Lee Erickson, Charlie Canton, Herb Vigran, Eugenia Paul, Harvey Stephens; Dir - Jules Bricken |
| <u>Loretta Young Show</u>        | NBC 10pm   | <u>The End of the Week</u> - (O) Virginia Chase; (A) Pauline Stone; with Miss Young, Don Megowan, Johnny Crawford, Tina Thompson, Mira McKinney                                                                                     |



# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

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VOLUME 8 NUMBER 45 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

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= MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

Desi Arnaz doesn't believe that the influx into TV of top movie backlogs can hurt good TV film shows, although he says that they will hurt mediocre shows. The only trouble is how does one tell a good film show from a mediocre product? The latter occasionally pile up awesome audience totals in some markets opposite top rank shows. Arnaz has ideas on another prime Hollywood film subject -- the art of producing film series that will sell to sponsors. He estimated recently that only about half a dozen of the 100 pilots made in Hollywood this year have been sold. With this lesson in mind -- and with another sale for Those Whiting Girls under his belt for next summer -- Arnaz feels that before a pilot is made, it must be thoroughly discussed with agencies and sponsors so that it is aimed for a certain time slot and sponsor. His 13 films starring the Whittings for Procter & Gamble, to be produced and directed by Norman Tokar (just signed to a three-year contract by Desilu), will cost more than Desilu will receive from the sponsor, in order to prove out the story line better over 13 weeks. If P & G decides to go with the show into the fall, the rest of the series will be sold at a higher price, covering the summer series investment. Because of Desilu's good financial position, the company doesn't accept a spot for one of its series unless the time will give the films a good chance to survive. The Orson Welles pilot was reported to have been held back despite a CBS offer, for that reason.

Jerry Lewis, now that he is promoting his new record career, is breaking loose on the air again in a manner he or his lawyers didn't permit in recent months. Lewis had to bow out of a Youth Wants to Know appearance on NBC a while back because York Pictures, a firm in which Lewis is a stockholder with Dean Martin, has sued NBC for breach of contract. The status of the suit hasn't changed as far as anyone knows, but Lewis will appear on The Steve Allen Show to swap "quips" with Allen on Sunday, Nov 11. It may be that the interview, which will also kick off the current drive for the Muscular Dystrophy Assns, will also mention Lewis' new recordings, but whichever way it goes, it may become a full-fledged performance by Lewis. Last Wednesday, the comedian appeared on a radio program over KLAC(LA) to plug his records and proceeded to take over the mike and the station operations for two hours, making a hodge podge of programming and station announcements.....Sunday, Nov 11, will also be the day for public auditions, open to any boy or girl between the ages of 7 and 9 who can sing or act, to play the role of Tiny Tim in The Alcoa Hour's "The Stingiest Man in Town," on Dec 23. Auditions will be held at the Palladium Ballroom in New York from 11am to 2pm EST. Audition judges include Patrice Munsel, Basil Rathbone, producer Joel Spector and Jack Talon of the producing organization.

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ONE OF THE REGULAR SERVICES OF ROSS REPORTS ON TELEVISION

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ABC's Wire Service will soon fulfill its advance notice about going international with episodes in the filmed news service stories. Dane Clark will star in two episodes to begin production in England on Nov 19. Clark will be in New York between Nov 10 and 14, when he leaves for England. Production there will be supervised by series co-producer Don W. Sharpe, but actual production will be handled by a British unit headed by Ruby Rosenberg. George Brent goes to Mexico City on Nov 15 to star in two other Wire Service episodes to be made in and around that city. Co-producer Warren Lewis will supervise the Mexican work, with actual production by Telepeliculas Mexicana, S.A. Mercedes McCambridge, the third of the rotating stars, starts production on a new episode for the series at home base on Hollywood on Nov 15, with production supervised by associate producer "Buck" Houghton.....Sergeant Preston of the Yukon goes back into production on Dec 1, with a new producing organization handling the work, shooting at Paramount Sunset Studios. Charles E. Skinner Productions made the first 26 of the CBS series, but now Tom R. Curtis Productions, Inc., will shoot the next 26 in color, with Tom Curtis, former production man for Skinner, as exec producer. Edward Dew, who directed some of the Skinner episodes, will also work on the new films. Nelson Gidding, who was script editor on the Preston series, is working with Skinner on plans for new series. The Skinner organization is now preparing pilots for Riders of the Pony Express and Men of the Crime Lab, with Gidding working on material for the latter. Although all his TV production work will be concentrated in Hollywood, Skinner's New York office will continue to handle his industrial film activities. The Skinner and Curtis organizations have no connection with each other.

The CBS subsidiary, Terrytoons, Inc., is currently producing a new cartoon series titled Tom Terrific which is slated for exclusive airing as a regular feature of the net's live show Captain Kangaroo, starting April 1, 1957. CBS contracted for 13 weekly episodes, each a complete cartoon story. They will be broken up into five 3 and one-half minute cartoons to be presented Monday thru Friday on Captain Kangaroo, with a composite of the episodes then shown on the Saturday version of the weekday show. The program has exclusive use of the cartoons thru July, 1958.....The Life and Legend of Wyatt Earp, starring Hugh O'Brian, will have Douglas Fowley, veteran Hollywood actor, as a regular in the series, playing the role of gunfighter "Doc" Holliday, with Carol Stone also featured as "Big Kate," Holliday's wife.

Jerry Lewis will sit in for Edward R. Murrow on Person to Person on Friday, Nov 9, while Murrow is in the Middle East.....The Most Beautiful Girl in the World is still up in the air on a starting date, since the new production staff only has a few weeks to get the show rolling before the last tentative date set, Nov 26. If the show is delayed much longer, a new Gina Lollobrigida film with the same title may open ahead of time and take the edge off the title.....Medic, still being seen on NBC in re-runs because of the delay mentioned in the preceding item, is lining up 13 scripts for new production next year, with full go-ahead depending on a sponsor commitment. Richard Boone will again be Dr. Styner if it goes into production.....  
...ABC is allowing its local stations to sell Bishop Sheen's Life is Worth Living, with commercials beginning in December.

AGENCIES AND ACCOUNTS: The radio-TV receiver division of Zenith Radio Corp., whose advertising was resigned by Batten, Barton, Durstine & Osborn, Inc(NY), so the latter could take over the Philco Corp account, has been assigned to Earle Ludgin & Co(Chi).....The new Lentheric Division of Helene Curtis Industries has also been assigned to Ludgin.....Brooke, Smith, French and Dorrance, Inc (Detroit) has resigned the account of the Hudson division of American Motors Corp.

PEOPLE GOING PLACES: Lee Cooley has been signed to an exclusive contract with CBS to produce and create top musical series.....Robert E. Kintner elected an exec v.p. of NBC, effective Jan 1, 1957.....Merle S. Jones becomes president of CBS Television, effective Jan 1, succeeding J. L. Van Volkenburg, resigned.....Jack Rayel joined Four Star Films, Inc., in Hollywood as v.p. and general manager.