

# ROSS REPORTS — TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Wednesday(October 16)

ABC- 8:30-9pm NYT; DEBUT - Tombstone Territory - FILM from WBKB(Chi) & KABC-TV (LA), 87 stations net, 35 delayed. § Sponsor- Bristol-Myers Co (Bufferin, Sal Hepatica, Theradan); Bufferin & Sal Hepatica thru Young & Rubicam, Inc(NY); Acct Execs- Robert Osborne(Bufferin), Edward Lewis(Sal Hep); Theradan thru Doherty, Clifford, Steers & Shenfield, Inc(NY). § Pkgr & Film Prod- Ziv Television Programs, Inc., at Ziv Studios, Hollywood, Calif; Prods- Frank Pittman, Andy White; Dirs- Eddie Davis, others; Writers- Various. § Richard Eastham is host-narrator of the western series, featured as Harris Claibourne, editor of The Tombstone, Ariz., Epitaph, telling stories based on the newspaper's files dealing with the old lawless days of the Southwest. The series stars Pat Conway as Sheriff Clay Hollister, with Eastham in a supporting role. The program replaces Navy Log, which moves to Thursday, 10-10:30pm NYT, effective Oct 17.

#### Friday(October 18)

ABC- 8:30-9pm NYT; DEBUT - The Patrice Munsel Show - LIVE from WABC-TV(NY), no. of stations not available. § Alternate Week Sponsors- 1) Frigidaire Division, GMC, thru Kudner Agency, Inc(NY); Acct Execs- William MacDonough, Norman Sabee. 2) Buick Motor Division, GMC, thru Kudner Agency, Inc(NY); Acct Exec- Stephen Richards. § Pkgr- M & S Productions, c/o William Morris Agency (NY); Exec Prod- Robert Schuler; Prod & Dir- Clark Jones; Music Dir- Charles Sanford; Choral Dir- Hugh Martin; Munsel Costumes- Scaasi; Chief Writer- Larry Gelbart. § Met Opera and supper club singer Patrice Munsel is star and hostess of the new musical variety show, which will feature pop and show tunes, comedy, dancing and top name guest stars. The program is in the time formerly occupied by Crossroads (last show Sept 27).

ABC- 9-10pm NYT (premiere only); 9-9:30pm NYT; DEBUT - The Frank Sinatra Show - LIVE (premiere) from KABC-TV(LA); other programs FILM from WBKB(Chi) & KABC-TV(LA), no. of stations not available. § Alternate Week Sponsors- 1) (For first two programs) Liggett & Myers Tobacco Co (Chesterfields) thru McCann-Erickson, Inc(NY); Acct Exec- James Kleid. 2) Bulova Watch Co., Inc thru McCann-Erickson, Inc(NY); Acct Execs- Robert Andy Brown, Gerald Light. § Pkgr & Film Prod- Hobart Productions, Inc., at Goldwyn Studio, Hollywood, Calif; Prod- William Self(live & film); Dirs- Kirk Browning(live premiere), Jack Donahue(13 filmed musicals), various for 23 filmed dramas; Writer- Bill Morrow(premiere, 13 filmed musicals; dramas are various; Art Dir- Serge Krizman; Dir of Photog- Sam Leavitt; Music Dir- Nelson Riddle; Assoc Prod- Henry W. Sanicola. § Frank Sinatra stars in a full-hour live musical variety show, introducing his season of 13 half-hour filmed musicals and 23 half-hour filmed dramas (Sinatra stars in the musicals and 13 of the dramas). (Continued on next page)

THIS WEEK(Cont'd)

Friday(October 18)

ABC- The Frank Sinatra Show (Cont'd from previous page): A second one-hour live show in the series will be presented Feb 14. The premiere program preempts Date With the Angels, 9:30-10pm NYT, this day only.

ABC- 10-10:30pm NYT; DEBUT - Colt .45 - FILM from WBKB(Chi) & KABC-TV(LA), no. of stations not available. § Sponsor- Campbell Soup Co (Soups, Franco-American spaghetti, Swanson frozen products) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Hiram Brown(Campbell). § Pkgr & Film Prod- Warner Bros. TV Division, at Warners Studio, Burbank, Calif.; Exec Prod- William T. Orr; Prod- Joseph Hoffman; Dirs- Edward Bernds, Franklin Adreon, Douglas Heyes, others; Script Ed- Jack Emanuel; Writers- Various. § Wayde Preston stars as Christopher Colt, a gun salesman on secret missions for the government to smoke out lawless elements throughout the frontier West.

Sunday(October 20)

CBS- 6-7pm NYT, or 6:30-7pm NYT; DEBUT - The Twentieth Century - FILM from WCBS-TV(NY) & KNXT(LA), 106 stations net, 38 delayed. § Sponsor- The Prudential Insurance Co of America thru Reach, McClinton & Co., Inc(NY); Acct Superv- Robert W. Robb; Acct Exec- Thomas Crolius. § Pkgr- CBS Public Affairs(NY); Prods- Burton Benjamin(17 half-hour, one one-hour program), Stephen Fleischman(2 one-hour programs), Albert Wasserman(2 one-hour programs), James B. Faichney(4 half-hour "Air Age" programs); Leslie Midgely(six special half-hour news programs on standby); Composer & Music Dir- George Antheil; Narrator- Walter Cronkite; Writers- Various. § Specially produced films presenting a pictorial canvas of our times, told in terms of the personalities and events that have shaped the period. The premiere program (one hour) and 17 half-hour programs are devoted to the historical past, while four half-hour and four one-hour "originals" will deal with the present and future. The program plan for the season also permits preemption of the programs for up to six special news programs when world events warrant. The program series replaces You Are There, 6:30-7pm NYT (last show Oct 13) and preempts Beat the Clock, 6-6:30pm NYT, for one hour programs.

NBC- 4-5:30pm NYT, alt Sun; NET DEBUT - Omnibus - LIVE & FILM from WRCA-TV(NY), 75 stations(Union Carbide), 94 stations(Aluminium). § Co-Sponsors- Aluminium, Ltd (Institutional) thru J. Walter Thompson Co(NY); Acct Exec- Robert E. Dennison. Union Carbide Corp (Institutional, Divisions) thru J. M. Mathes, Inc (NY); Acct Superv- Jan Meyer. § Pkgr- Robert Saudek Associates(NY); Exec Prod- Robert Saudek; Prod Controller- Richard H. Thomas; Feature Ed- Mary V. Ahern; Drama Consult- Walter Kerr; Art Dir- Henry May; Dirs- Various; Writers- Various. § Alistair Cooke is m.c. for this program, returning for its sixth season on the air, the first with a new producing organization. (It was produced during its previous seasons by Saudek for the TV-Radio Workshop of the Ford Foundation). The program debuted over CBS on Nov 9, 1952, moved to ABC on Oct 7, 1956, and now will be seen over NBC on an alternate week basis, with 15 Sunday afternoon programs, and one additional program during the season.

NBC- 9-10pm NYT, 3 of 4 Sundays; RETURN - The Dinah Shore Chevy Show - LIVE (COLOR) from KRCA-TV(LA), 143 stations live, 7 kine. § Sponsor- Chevrolet Motor Division, GMC, thru Campbell-Ewald Co(Detroit); TV Acct Superv- Colin Campbell(Det); TV Acct Exec- Hugh Lucas(Det). § Pkgr- NBC-TV(LA); Prod & Dir- Bob Banner; Writers- (also music, lyrics) Bob Wells, Johnny Bradford; Choreog- Tony Charmoli; other production personnel to be announced. § Dinah Shore's first full season of one-hour musical-variety shows (she appeared in nine last season), with 24 one-hour shows. Programs during the fourth week of each month will feature other stars on The Chevy Show. The new program series is in the time formerly occupied by The Alcoa Hour (last show Sept 22) and The Goodyear Playhouse (last show Sept 29).

THIS WEEK(Cont'd)

Sunday(October 20)

NBC- 10-10:30pm NYT; RETURN - The Loretta Young Show - FILM from WRCA-TV(NY) & KRCA-TV(LA), approx 95 stations net, 39 delayed. § The Procter & Gamble Co (Tide) thru Benton & Bowles, Inc(NY); Acct Execs- F. X. Houghton, Jack D. Bernhardt. § Pkgr & Film Prod- Lewislor Films, Inc at Goldwyn Studios, Hollywood, Calif.; Prod- John London; Dirs- Richard Morris, others; Dir of Photog- Norbert Brodine; Story Ed- Ruth Roberts; Writers- Various. § Loretta Young returns as star and hostess of her half-hour anthology drama series. Top name stars appear in those films in which Miss Young does not appear during the season. The program succeeds its summer replacement, The Web (last show Oct 6).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Keep it in the Family (Sat, 7:30-8pm NYT) Bill Nimmo has replaced Keefe Bras-selle as m.c. for the program, debuting Oct 12 (see page 80).

The Restless Sphere; SPECIAL Oct 20, Sun, 9-10pm NYT; FILM from WABC-TV(NY), to the net. § Sustaining. § Pkgr & Prod- British Broadcasting Corp., London, England; production information not available. § Prince Philip, Duke of Edinburgh, narrates this special program, first presented over the BBC. The program shows the many phases of the International Geophysical Year, including pickups from 12 countries and the Arctic.

CBS- The Ed Sullivan Show (Sun, 8-9pm NYT) Eastman Kodak Co (Cameras, Films) thru J. Walter Thompson Co(NY) became alternate week sponsor, effective Oct 6. Current sponsor, Mercury Division, Ford Motor Co., continues as alternate week sponsor.

CBS- Around the World in 90 Minutes; SPECIAL Oct 17; Thu, 9:30-11pm NYT, LIVE from WCBS-TV(NY), 123 stations live, 13 videotape and kine. § Co-Sponsors (from Playhouse 90 lineup)- Bristol-Myers Co thru Batten, Barton, Durstine & Osborn, Inc(NY), and Kimberly-Clark Corp thru Foote, Cone & Belding(Chi). § Pkgr- Michael Todd; Prod- Art Cohn; Assoc Prod & Dir- Byron Paul. § Telecast of Mike Todd's first anniversary party for his motion picture, "Around the World in 80 Days," presented in Madison Square Garden. Walter Cronkite will anchor the three-man reporting team for the event, with Bill Leonard and Jim McKay roving the arena with walkie-talkies, interviewing guests. The program preempts Playhouse 90 this day only.

Face the Nation; new time, Sun, 1-1:45pm NYT, effective Sept 29. The program has been seen Sundays, 5-5:30pm NYT.

Alfred Hitchcock Presents (Sun, 9:30-10pm NYT) New series began Oct 6; program has been seen in re-runs during the summer (see Television Index card).

NBC- Wagon Train (Wed, 7:30-8:30pm NYT) Edsel Division, Ford Motor Co., thru Foote, Cone & Belding(Detroit) will sponsor the full hour alternate weeks, effective Oct 23. The Drackett Co thru Young & Rubicam, Inc(NY) and Lewis Howe Co thru McCann-Erickson, Inc(Chi) are now co-sponsors, alternate weeks. (See page 64).

The People's Choice (Thu, 9-9:30pm NYT) New series began Oct 3; program had been seen in re-runs during the summer (see Television Index card). The Borden Co thru Young & Rubicam, Inc(NY) is now alternate week sponsor with American Home Foods (Chef Boy-ar-dee foods) thru Young & Rubicam, Inc(NY). Production staff changes: Prod- E. J. Rosenberg; Assoc Prods- Frank Gill, G. Carleton Brown; Dir- Jackie Cooper.

TALENT SHOWSHEET OCTOBER 11 - OCTOBER 20

Most of the shows on October 11,12,13, 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 18. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), 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.

FRIDAY OCTOBER 11

FIESTA AMERICANA (William B. Williams)	WABD 8pm	Ralph Font & Orch., Beatrice Kraft(D), Marilyn Davies(S).
ART FORD'S GREENWICH VILLAGE PARTY	WABD 10pm	Julie Wilson(S), Alan Dale(S), Josh White(S-M), Polly Bergen(S), Arthur Murray(D), Kathryn Murray (D).

SUNDAY OCTOBER 13

LAMP UNTO MY FEET	CBS 10am	<u>Act of Charity</u> ; (O) Richard Aurelio; with Raymond Bramley, Eileen Ryan, Richard Casey, Pat De Simone; Dir - Mel Ferber.
LOOK UP & LIVE	CBS 10:30am	<u>The Family</u> ; Part 1 - (O) Jack Kuney; with Louise Platt, Eynne Gatteys, Edward Andrews, Warren Beatty, Hiram Sherman(narrator); Dir - Roger Englander.
CAMERA THREE	CBS 11:30am	<u>The Sentimental Traveler</u> ; Based on "The Sentimental Journey";(O) Laurence Sterne; with Max Adrian, Nancy Wickwire, Walter Burke, Arnie Freeman, Vincent Rourke, Justice Watson, Sandy Horne; Dir - Clay Yurdin.
STANDARD OIL 75th ANNIVERSARY SHOW	NBC 9pm	<del>DELETE</del> : Cornelia Otis Skinner; <u>ADD</u> : Donald O'Connor (S-D), Duke Ellington & Orch. Choreog - John Butler.

MONDAY OCTOBER 14

AMERICAN BANDSTAND (Dick Clark)	ABC 7:30pm	no information available.
<u>Adventures of Robin Hood</u> (Richard Greene)	CBS 7:30pm	Pepper; with regulars & Peter Welch, Norma Parnell, Lesley Parry; (SW&SD).
GUY MITCHELL SHOW	ABC 8pm	Margaret Whiting(S), Jack Carson(C).
<u>Burns &amp; Allen</u>	CBS 8pm	with regulars & Judy Meredith, Ralph Dumke, Booth Coleman; (SW&SD).
TALENT SCOUTS	CBS 8:30pm	Manolo Torrente(S), Johnny Melani(M), Mary Frances(S).
VOICE OF FIRESTONE	ABC 9pm	Thomas L. Thomas(S).
<u>Danny Thomas Show</u>	CBS 9pm	with regulars & Morey Amsterdam; (SW&SD).
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Patty Jo Wear(M), Dewayne Wear(M), Bill Chadney (M).
<u>December Bride</u> (Spring Byington)	CBS 9:30pm	with regulars & Joel Grey, Gail Ganley, Frank Tweddell; (SW&SD).
<u>Goodyear Theater - A Turn of Fate</u>	NBC 9:30pm	<u>Lost And Found</u> ; (O) Marc Brandel; with Jack Lemmon, Joanna Moore, Robert Clark, Ed Binns, Peter Leeds, Douglas Dumbrille, Lillian Eronson, Lyn Osborne, Charles Maxwell, Mason Curry, Robert Johnson, Abel Franco, Joe Marr, Ken McDonald; Dir - Andrew McCullough.

MONDAY OCTOBER 14(Cont'd)  
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|--------------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STUDIO ONE                           | CBS 10pm | <u>Act of Mercy</u> ; (O) Jerome Ross; with Richard Kiley, Beatrice Straight, Clay Hall, Frank Overton, Kathleen Comegys, Maxine Stewart; Dir - Tom Donovan.                                                                                                                                                         |
| <u>Suspicion</u><br>(Dennis O'Keffe) | NBC 10pm | <u>The Other Side Of The Curtain</u> ; (O) Helen McCloy; with Donna Reed, Herbert Anderson, Jeff Richards, Ainslee Pryor, Simon Scott, Harold Stone, David Hoffman, Ruth Lee, Juney Ellis, Barbara Townsend, Ray Stewart, Lewis Martin, Jony Jochim, Jack Albertson, Kevin Hagen, Nora Marlowe; Dir - James Neilson. |

TUESDAY OCTOBER 15  
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<u>Sugarfoot</u> (Will Hutchins)	ABC 7:30pm	<u>Strange Land</u> ; with regulars & Morris Ankrum, Rhodes Reason, Jan Chaney, Walter Barnes, Stuart Randall, Phil Tead, Dan White; (SW&SD).
NAT KING COLE SHOW	NBC 7:30pm	Jazz At The Philharmonic; Oscar Peterson Trio, Coleman Hawkins, Stan Getz, Flip Edwards.
<u>Phil Silvers Show</u> (You'll Never Get Rich)	CBS 8pm	<u>The Big Manhunt</u> ; with regulars & Bob Gist, Peter Gumeneg, Joe Brown; (SW&SD).
EDDIE FISHER SHOW (Fisher, George Gobel)	NBC 8pm	Gisele MacKenzie(S), Phil Harris(M-C), Elaine Durr. (D).
<u>Broken Arrow</u> (John Lupton)	ABC 9pm	<u>Apache Child</u> ; with regulars & Paul Picerni, Dan Casabian, Jil Jarmyn, Ken Christy; (SW&SD).
<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>Lucky's Diner</u> ; with regulars & Nancy Gates; (SW&SD).
<u>Telephone Time</u> (Dr. Frank Baxter)	ABC 9:30pm	<u>The Man The Navy Couldn't Sink</u> ; (O) David Evans & Jerry D. Lewis; with Joseph Cotten, Jerry Paris, Mark Lowell, Keith Byron; (SD).
RED SKELTON SHOW	CBS 9:30pm	Virginia Grey(A).
<u>Bob Cummings Show</u>	NBC 9:30pm	<u>Bob For Mayor</u> ; with regulars & Olive Sturgess, King Donovan, Elvia Allman, Phil Arnold, Barbara Pepper; (SW&SD).
<u>The Californians</u> (Adam Kennedy)	NBC 10pm	with regulars & Frank Gerstle, Lowell Gilmore, Judith Ames; (SW&SD).
<u>Assignment Foreign Legion</u> (Merle Oberon)	CBS 10:30pm	<u>The White Kepi</u> ; with Eddie Byrne, Lee Patterson; (O) Paul Monash; Dir - David McDonald.

WEDNESDAY OCTOBER 16  
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|--------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wagon Train</u><br>(Ward Bond)          | NBC 7:30pm | <u>The Les Rand Story</u> ; (O) Berne Giler; with regulars & Sterling Hayden, Eduard Franz, Sallie Brophy, Eugene Martin, Ray Teal, Russ Thorson, James Phil-Brook, Linda Watkins, Frank McGrath, John Dierkes, Chief Shooting Star; Dir - Robert Florey. |
| THE BIG RECORD<br>(Patti Page)             | CBS 8pm    | Ann Miller(D), Vic Damone(S), The Four Lads(S), Lauritz Melchior(S), Lilo(S), Bobby Helms(S), Frank Yankovic & Orch.                                                                                                                                      |
| <u>Tombstone Territory</u><br>(Pat Conway) | ABC 8:30pm | PREMIERE: Regulars in this series are: Mr. Conway, Richard Eastham; <u>Gunslinger From Galeyville</u> ; (O) Frank Pittman & Andy White; (A) Andy White; with regulars & Robert Foulk, Gil Rankin, Carol Kelly, Tom Brown Henry; Dir - Eddie Davis.        |
| <u>Father Knows Best</u><br>(Robert Young) | NBC 8:30pm | <u>Bud, The Executive</u> ; with regulars & Gail Ganley, Stuart Wade, Jimmy Bates; (SW&SD).                                                                                                                                                               |
| <u>Adventures of Ozzie &amp; Harriet</u>   | ABC 9pm    | <u>The Treasurer's Report</u> ; with regulars & Claude Stroud, Jan Arvan; (SW&SD).                                                                                                                                                                        |

WEDNESDAY OCTOBER 16 (Cont'd)

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|-------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>The Millionaire</u><br>(Marvin Miller) | CBS 9pm    | <u>The Story of Laura Hunter</u> ; with Mari Blanchard, Logan Field, John Vivyan, Sid Clute, Ralph Peters, Allen Pinson; (SW&SD).                                                               |
| KRAFT THEATRE                             | NBC 9pm    | <u>A Cook For Mr. General</u> ; (O) Steven Gethers; with Bill Travers, Roland Winters, Mike Kellin, William Redfield, Jack Klugman, John McGiver; Dir - William Graham.                         |
| <u>Walter Winchell File</u>               | ABC 9:30pm | <u>A Day In The Sun</u> ; (O) Adrian Spies; with Harry Bartell, John S. Launer; Dir - Jerry Thorpe.                                                                                             |
| ARMSTRONG CIRCLE THEATRE                  | CBS 10pm   | <u>Crisis On Tangier Island</u> ; (O) Roger O. Hirson; with Kent Smith, Florence Reid, Frank M. Thomas, George L. Smith, Carol Gustofson, Tom Middleton, Peter Turgeon; Dir - William Corrigan. |

THURSDAY OCTOBER 17

|                                                   |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
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| <u>Circus Boy</u>                                 | ABC 7:30pm | <u>Return of Casey Perkins</u> ; with regulars & Ralph Moody, Will Wright, George Keymas, Joseph Vitalo; (SW&SD).                                                                                                                                                                                                                                                                                                                                |
| <u>Sgt. Preston of Yukon</u><br>(Richard Simmons) | CBS 7:30pm | with regulars & Coleman Francis, Barbara Woodell, Charles Braswell, John Close, George Diestel; (SW&SD).                                                                                                                                                                                                                                                                                                                                         |
| <u>Zorro</u><br>(Guy Williams)                    | ABC 8pm    | <u>Zorro's Secret Passage</u> ; with regulars & Pat Hogan, Henry Calvin; (SW&SD).                                                                                                                                                                                                                                                                                                                                                                |
| <u>Harbourmaster</u><br>(Barry Sullivan)          | CBS 8pm    | <u>Dangerous Channel</u> ; with regulars & Hugh Reilly, John Allen, Edmon Ryan, Dick Kilbride; (SW&SD).                                                                                                                                                                                                                                                                                                                                          |
| <u>The Real McCoys</u><br>(Walter Brennan)        | ABC 8:30pm | <u>Kate's Dress</u> ; with regulars & K.T. Stevens, Zina Provendie; (SW&SD).                                                                                                                                                                                                                                                                                                                                                                     |
| CLIMAX!<br>(Bill Lundigan)                        | CBS 8:50pm | <u>The Largest City In Captivity</u> ; (O) John Vlahos; with Franchot Tone, Viveca Lindfors, Kurt Kaszner, Hans Conried; Dir - Buzz Kulik.                                                                                                                                                                                                                                                                                                       |
| <u>Dragnet</u><br>(Jack Webb)                     | NBC 8:30pm | with regulars & Syd Saylor, Jesslyn Fax, Paul Burns, Sherwood Price, Mark Scott; (SW&SD).                                                                                                                                                                                                                                                                                                                                                        |
| PAT BOONE CHEVY SHOWROOM                          | ABC 9pm    | Janis Paige(S).                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| O.S.S.<br>(Ron Randell)                           | ABC 9:30pm | <u>Operation Death Trap</u> ; with regulars & Jeanette Sterke, Gerard Heinz, Guy Deghy; (SW&SD).                                                                                                                                                                                                                                                                                                                                                 |
| HALLMARK HALL OF FAME                             | NBC 9:30pm | <u>The Green Pastures</u> ; (O&A) Marc Connelly; with William Warfield, Eddie "Rochester" Anderson, Earle Hyman, Fred O'Neal, Terry Carter, William Dillard, Avon Long, Estelle Hemsley, Richard Ward, Rosetta Lenoire, Sheila Guyse, Muriel Rahn, Helen Dowdy, John Marriott, Dotts Johnson, Van Prince, Jonelle Allen, Eulabelle Moore; Prod & Dir - George Schaefer; Music Dir - Leonard De Paur; Sets - Trew Hocker; Costumes - Noel Taylor. |
| <u>Navy Log</u>                                   | ABC 10pm   | RETURN: NEW SEASON: PT 109; (O) Allan E. Sloane; with John Baer, Patrick Waltz, Peter Miller, John Close, Joel Smith, Skip Killmond, Tom Wilde, Clark Howat, David Waldor; Dir - Sam Gallu.                                                                                                                                                                                                                                                      |

FRIDAY OCTOBER 18

|                                              |            |                                                                                                                                           |
|----------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker) | ABC 7:30pm | <u>The Last Navajo</u> ; with regulars & Robert Warwick, Race Gentry, Hal Hopper, Robert Griffin, Bill Hale; (SW&SD).                     |
| <u>Leave It To Beaver</u>                    | CBS 7:30pm | <u>The Black Eye</u> ; with regulars & Richard Deacon, Wendy Winkleman, Burt Mustin, Jeri Weil, Phillip Greisman, Julie Bennett; (SW&SD). |

FRIDAY OCTOBER 18(Cont'd)  
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<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>A Fortune For Madame</u> ; with regulars & Elizabeth Patterson, Fay Baker, Samuel Jeb, Ellen Corby; (SW&SD).
<u>Trackdown</u> (Robert Culp)	CBS 8pm	<u>San Saba Incident</u> ; with regulars & Rex Reason, Margaret Hayes, Mort Mills, Chris Alcaide, Robert Karnes, Guy Wilkerson; (SW&SD).
<u>Court of Last Resort</u> (Lyle Bettger)	NBC 8pm	<u>The Forbes-Carol Case</u> ; with regulars & Carol Leigh, Michael Landon; (SW&SD).
PATRICE MUNSEL SHOW	ABC 8:30pm	PREMIERE: Regulars on this show are: Miss Munsel, The Martin Quartette; Guest this week is Eddie Albert(S-A); Dir - Clark Jones; Writer - Larry Gelbart; Music Dir - Charles Sanford.
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>A Gun Is For Killing</u> ; (O) Peter Ballas; (A) Aaron Spelling & Peter Ballas; with Edmund O'Brien, Marsha Hunt, Robert Vaughn, Paul Engle, James Maloney, Michael Hinn, Walter Reed, John Brinkley; Dir - Thomas Carr.
FRANK SINATRA SHOW	ABC 9pm	PREMIERE: Bob Hope(C), Peggy Lee(S), Kim Novak(A), Arnold Stang(C), Nelson Riddle & Orch.; Dir - Kirk Browning; Writer - (for premiere show) - William Morrow.
<u>Mr. Adams &amp; Eve</u> (Howard Duff, Ida Lupino)	CBS 9pm	with regulars & Joan Fontaine, Lee Patrick, Don Beddoe, Paul Grant, Tyler McVey, Eddie Parks; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>High Barrier</u> ; (O) Dick Berg; with Vincent Price, Carolyn Jones, Jeff Richards, John Holland, Joel Mondeax, Marion Collier; Dir - James Neilson.
<u>The Thin Man</u> (Phyllis Kirk, Peter Lawford)	NBC 9:30pm	<u>The Paris Pendant</u> ; with regulars & Lisa Golm, Otto Waldis, Perry Ivins, Malcolm Atterbury; (SW&SD).
<u>Colt .45</u> (Wayde Preston)	ABC 10pm	PREMIERE: Regular in this series is Wayde Preston; <u>Judgment Day</u> ; with regulars (no cast info available) Dir - Douglas Hayes.
<u>The Lineup</u> (Warner Anderson, Tom Tully)	CBS 10pm	<u>Phoney Witness Case</u> ; with regulars & Robert Bailey, Howard McNear, Allison Hayes, Ron Hargrave, Carl Arnold; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS OCTOBER 14 - OCTOBER 18  
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|---------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW                       | CBS 7am  | with regulars & George Hamilton IV(S-M).                                                                                                                                                                                                                                                                                  |
| TODAY<br>(Dave Garroway)              | NBC 7am  | 10/15 - The Fine Arts Quartet(M).                                                                                                                                                                                                                                                                                         |
| GARRY MOORE SHOW                      | NBC 10am | 10/14 - The Amazing Randi(novelty); 10/18 - Carol Burnett(C), Martha Davis & Spouse(S-M).                                                                                                                                                                                                                                 |
| ARLENE FRANCIS SHOW                   | NBC 10am | 10/14 - The Talbot Bros.(S-M); 10/15 - Richard Egan(A), Eddie Lawrence(C); 10/16 - Janice Mars(S); 10/17 - Alice Ghostley(C); 10/18 - Earl Wrightson(S).                                                                                                                                                                  |
| AMERICAN BANDSTAND<br>(Howard Miller) | ABC 3pm  | 10/14 - The Four Coins(S); 10/15 - Carol Jarvis(S), Teddy Rendazzo(S); 10/16 - Lou Connetta(S), The Mello Kings(S); 10/17 - The Five Keys(S), Jay C. Hill(S); 10/18 - Dick Haymes(S), The Lovers(S).                                                                                                                      |
| NBC MATINEE THEATRE                   | NBC 3pm  | 10/14 - Pre-empted; 10/15 - <u>Father Came Home</u> ; (O) Robert Carson; (A) Warner Law; 10/16 - <u>Villa Of The Angels</u> ; (O) Alec Coppel; (A) Robert Esson; 10/17 - <u>The Tone Of Time</u> ; (O) Henry James; (A) Theodore Apstein; 10/18 - <u>Almost Any Man Will Do</u> ; (O) Isabel Langis; (A) Ellen McCracken. |

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

HOWARD MILLER SHOW NBC 1:30pm (Late Listing) 10/14 - Lu Ann Simms(S); 10/15 - Fernanda Montell(S); 10/17 - Jo Anne Miller(S); 10/18 - Roger Williams(M).

MODERN ROMANCES (Martha Scott) NBC 4:45pm Error In Judgement; (O) Harry Junkin; with William Prince, Geraldine Brooks, Grant Sullivan, Frank Milan.

TONIGHT (Jack Paar) NBC 11:15pm Frank Fontaine(C), Diahann Carroll(S), will be guests for the entire week. 10/14 - Art Lund(S), Mickey Deems(C); 10/15 - Skeet Stokes(C), Marguerita Sierra(S); 10/16 - Art Lund(S), Roy Stuart(C); 10/17 - Marguerita Sierra(S); 10/18 - Art Lund(S).

SATURDAY OCTOBER 19

JIMMY DEAN SHOW CBS 12N Jimmy Nelson(ventril).

TRUE STORY (Kathi Norris) NBC 12N Reunion; (O) James Blumgarten; with Lee Bergere, Logan Ramsey, Lori March, Ray Bramley.

Perry Mason (Raymond Burr) CBS 7:30pm The Case of The Sulky Girl; with regulars & Raymond Greenleaf, Lillian Bronson, William Schallert, Robert Griffin, Brian Hutton, Howard Wendell, Paul Bryar, Larry Thor, Dick Winslow, Frank Wilcox, Jack Gargan; (SW&SD).

COUNTRY MUSIC JUBILEE ABC 8pm Roy Acuff(S).

PERRY COMO SHOW NBC 8pm Tony Bennett(S), Diana Dors(A), Jackie Miles(C), Benny Goodman & Trio(M).

Dick & The Duchess (Patrick O'Neal, Hazel Court) CBS 8:30pm The Painting; with regulars & Patric Doonan, Michael Shepley, Richard Gooden, Elwyn Brook-Jones; (SW&SD).

Oh! Susanna (Gale Storm) CBS 9pm with regulars & Linda Leighton, Dan Jenkins, Patrick Waltz; (SW&SD).

POLLY BERGEN SHOW NBC 9pm Kay Kendall(A-C), Howard Morris(C).

Have Gun, Will Travel (Richard Boone) CBS 9:30pm with regulars & Marian Seldes, Bruce Gordon, Michael Connors, Barry Cahill; (SW&SD).

GISELE MACKENZIE SHOW NBC 9:30pm Bob Crosby(S-M).

Gunsmoke (James Arness) CBS 10pm with regulars & Edward Binns, George Brenlin; (SW&SD).

SUNDAY OCTOBER 20

OMNIBUS (Alistair Cooke) NBC 4pm RETURN: NEW SEASON: Stover At Yale; (O) Owen Johnson; (A) Douglass Wallop; with Bradford Dillman, Suzanne Storrs, Larry Hagman; Choreog - John Butler; Orchestration - Phillip Lang.

Twentieth Century CBS 6pm Narrator - Walter Cronkite. Subject for this program is Sir Winston Churchill; PREMIERE.

Lassie (Tommy Rettig) CBS 7am The Ballerina; with regulars & Janine Perreau, Frances Mercer; (SW&SD).

Maverick (James Garner) ABC 7:30pm The Long Hunt; with regulars & Richard Crane, Richard Webb, Joan Vohs; (SW&SD).

Sally (Joan Caulfield) NBC 7:30pm Monte Carlo; with regulars & Ralph Smiley; (SW&SD).

ED SULLIVAN SHOW CBS 8pm Mickey Rooney(A-C), Georgia Gibbs(S), Sammy Kaye & Orch., The Mills Bros.(S), Hildegard(S), George Kaye(C), Carol Lawrence(S), Martin Bros(jugglers).



SUNDAY OCTOBER 20(Cont'd)

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|                                                    |            |                                                                                                                                                                                                             |
|----------------------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STEVE ALLEN SHOW                                   | NBC 8pm    | Ginger Rogers(A), Lou Costello(C), The Hi-Lo's(S),<br>The Harlem Globetrotters(basketball).                                                                                                                 |
| <u>General Electric Theatre</u><br>(Ronald Reagan) | CBS 9pm    | <u>Thousand Dollar Gun</u> ; (O) Frank Gruber; with George<br>Montgomery, John Agar, Jean Allison, George Chand-<br>ler, Morris Ankrum, Joe De Santis, Chuck Connors,<br>Lee Van Cleef; Dir - Paul Henreid. |
| DINAH SHORE CHEVY SHOW                             | NBC 9pm    | RETURN: NEW SEASON: Danny Thomas(A-C), Nanette<br>Fabray(S), Dean Jones(A), Tab Hunter(A); Producer-<br>Dir - Bob Banner; Writers - Bob Wells, Johnny Brad-<br>ford; Choreog - Tony Charmoli.               |
| <u>Alfred Hitchcock Presents</u>                   | CBS 9:30pm | <u>The Perfect Crime</u> ; (O) Ben Ray Redman; (A) Stirling<br>Silliphant; with Vincent Price, James Gregory,<br>Gavin Gordon, Marianne Stewart, Mark Dana; Dir -<br>Alfred Hitchcock.                      |
| <u>Loretta Young Show</u>                          | NBC 10pm   | RETURN: NEW SEASON: <u>A Dollar's Worth</u> ; (O) Richard<br>Morris; with Miss Young, Kim Spalding, Byron<br>Foulger, Phyllis Kennedy, Joseph J. Green; Dir -<br>Richard Morris.                            |

# ROSS REPORTS — TELEVISION INDEX

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

No matter what the rumormongers say, it takes a courageous sponsor to junk a film program series after only 13 weeks if there's a make-good clause for 26 films. Cancellations that may come up will require settlements on contracts, which though cheaper than paying for continued production still require a hefty piece of coin -- and not all agencies are willing to admit expensive mistakes. Although most of the sound and fury has been about the "bad" Western series, several are already being hyped with new production values via added characters. Some of the trade noise about series being cancelled is being promoted by firms that have pilots ready to rush in to agency viewing rooms for possible January starts as series. The tipoff on the misleading nature of the trade reports is that one series which was included in a list of shaky properties was renewed for the season by the sponsor the day after the list appeared, and except in public there was no doubt about the renewal..... The big advantage that a live program has over a filmed series -- ease of revision -- has already hit some of the variety packages on the air, but the shakeups are still under consideration to see how much of the production staffs will be let out. Some affect writers, but a few of the programs that have received so-so reviews may lose producers and/or directors due to internal disagreements about how to handle the starring properties who headline the shows.

CBS will present for the first time on TV the Young People's Concerts of the New York Philharmonic starting next January. The concerts will be presented 12noon-1pm NYT, Saturdays, Jan 18, Feb 1, March 8 and April 19. Leonard Bernstein will be musical director of the programs, with Richard Lewine as exec producer for CBS and Charles Dubin will direct. The four performances will originate at Carnegie Hall.....Minute Maid Corp thru Ted Bates & Co., Inc., and the Florists' Telegraph Delivery Assn thru Grant Advertising, Inc., will again sponsor the two hour colorcast of NBC's Tournament of Roses Parade from Pasadena on Jan 1.....The Jack Benny stunt in appearing on The \$64,000 Question, which was rapped by most of the critics, will have a sequel when Hal March guests on the Jack Benny Show (or is the title now officially The Jack Benny Program?) next Sunday in an attempt to win a prize from Benny in a satire on the quiz show.....NBC has already set its news preview for the coming year. The net will bring seven of its correspondents in from overseas during the Christmas period and they will be joined by five NBC reporters in this country for a special program called Projection '58, to be seen Sunday, Dec 29, for one hour. Since the show follows a telecast of a professional football game, a sort of tone will be set for the review of the year's news events and the expectations for the coming year..... "The Secret Life of Danny Kaye," first presented on See It Now on Dec 2, 1956, will be repeated on the CBS program on Oct 27, Sunday, 5-6:30pm NYT. The re-broadcast will include a specially-filmed segment in which Kaye discusses the United Nations Children's Fund with American grade-school children who have helped to raise money for UNICEF.

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(MORE)

New York television suffered a telling blow with the announcement of the move of Studio One to Hollywood, to become Studio One in Hollywood, beginning January 7, 1958, but no matter what the official announcements said about the move, the basic cause was the lack of adequate "big drama" studio facilities in the New York area. It's not that the studio staging space isn't big enough, although sometimes a bit cramped, but the problems of erecting and storing sets defeats everyone in this area except NBC, which has the Brooklyn color studio, or ABC, which doesn't even use its big stage area for drama at the 66th Street studios. No matter what the real reason, one could have wished that CBS and Westinghouse had gotten together to issue the same public announcements on the move. The Westinghouse spokesman was quoted as saying: "The rich breadth of attractions afforded by Hollywood -- in both star performers and story material -- will add substantially, we feel, to the program's appeal to an even wider audience." CBS said that the move was dictated by two considerations -- the larger number of performers of star rank available there, and the stage space in Television City, but on the story end, the CBS announcement also said: "Studio One however, will continue to maintain all the manpower and personnel in the story area in New York which it recruited during the time the show originated there. It will, of course, also have available to it the CBS Television Story Dept in Hollywood and will add resources on this front as required." The only agreement in the two statements is that "star" talent will be recruited in Hollywood, which also directly suggests that the show will have upped budgets which weren't available to the producers during the program's tenure in New York.

RCA and Ampex Corp have signed an agreement for the exchange of patent licenses covering videotape recording and reproducing systems for both black-and-white and color. Ampex has the successful b&w recorder, but RCA has done the most development work in color taping.....Jack Douglas, who created the ABC series, Bold Journey, will step in as host of the show on the Oct 28 program. The series has been on since July, 1956, but Douglas has been hosting similar programs seen locally in Hollywood and now syndicated.....The Lucille Ball-Desi Arnaz Show on Nov 6 over CBS will introduce two new songs by Arthur Hamilton, who is best known for "Cry Me A River," identified with Julie London. Hamilton will also create songs for other Lucy-Desi productions for ~~CBS this season~~.....Still on a music line. The overnight success (anxious talent agents used the phones like crazy to tie up the already committed property) of Trish Dwelley, the 17-year-old Philadelphia girl who made a cold appearance on the Tonight show last Thursday (10) and again on Friday night, proves that possible success in this business takes devious roads. Pat Kirby had a similar success on the Steve Allen Tonight show a couple of years ago. Miss Dwelley's overnight hit status seemed to stem from the fact that she sings pure melody -- singing the songs as written.

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