

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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EDITOR: Jerry Leichter

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(26)

NBC- 10:30-11am EST, Mon thru Fri; DEBUT - The Price Is Right - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- Goodson-Todman Productions (NY); Prod- Robert Stewart; Dir- Max Miller; NBC Prog Superv- Julian Bercovici. § Bill Cullen is m.c. for this new audience participation program. Four contestants are shown various objects, with each attempting to guess the price of the object displayed, without exceeding it. The closest correct guess wins the object. Home viewers participate in a separate section, in which a showcase of objects are shown on the program for a week. Viewers try to guess the correct value of the objects, then send their guess via post card to the program, with the closest answer winning the prizes. The program replaces NBC Bandstand (last show Nov 23) in this time spot.

NBC- 9-9:30pm EST; DEBUT - Can Do - LIVE from WRCA-TV(NY), 98 stations live. § Sponsor- Revlon, Inc (Love Pat, Clean & Clear, Frosted Nail Enamel, Baby Silicare): Love Pat, Clear & Clean thru C. J. LaRoche & Co., Inc(NY), producing agency; Acct Superv- Philip Cleland; Acct Exec- J. V. Roscoe. Frosted Nail Enamel thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Superv- John Leonard; Acct Exec- Martin Sliesler. Baby Silicare thru Dowd, Redfield & Johnstone, Inc (NY); Acct Superv- Edmund F. Johnstone; Acct Exec- Homer Metzger, § Pkgr- Joe Cates(NBC, NY); Exec Prod- John Greenhut; Prod- Tom Naud; Assoc Prod- Elroy Schwartz; Asst to Prod- Kit Adler; Music Dir- Ted Raph. § Robert Alda is m.c. for this new audience participation-celebrity program. Contestants do not have to be experts on anything, since they win prizes for guessing correctly whether famous personalities can perform certain stunts with their known or avocational skills. Guesses are made by pushing one of two buttons which indicate the guess, "Can Do," or "No Can Do." Prize awards for correct guesses can pyramid to a total of \$50,000 over a period of four weeks, with losers receiving 10 per cent of the amount for which they were trying. The program replaces Medic (last show Nov 19) in this time spot.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Approx every 4th Sun, 5-6pm NYT) Dec 2, special, 4:30-6pm EST; "The Secret Life of Danny Kaye"; film record of the comedian's travels as Ambassador-at-Large for United Nations International Children's Emergency Fund (UNICEF); Co-Sponsors- Shulton, Inc., thru Wesley Associates, Inc(NY); & Pan American World Airways thru J. Walter Thompson Co.; FILM from WCBS-TV(NY).

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THIS WEEK(More)

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REGULAR NETWORK SPECIALS(Cont'd)

NBC- March of Medicine (Irregularly presented in Spring & Fall) Nov 27; Tue, 9:30-10:30pm EST; "Monganga," film story of the work of a missionary doctor in Belgian Congo; FILM from WRCA-TV(NY). Program preempts Armstrong Circle Theatre, one time only.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Arthur Godfrey Time (Mon thru Thu, 10:30-11:30am EST); Arthur Godfrey's Talent Scouts (Mon, 8:30-9pm EST); The Arthur Godfrey Show (Wed, 8-9pm EST) All programs will originate from Miami Beach, Fla., during the two weeks starting Nov 26; then return to their New York origination starting Dec 10.

Name That Tune (Thu, 7:30-8pm EST) Kellogg Company thru Leo Burnett Co., Inc (Chi) becomes alternate week sponsor, effective Nov 29. Current sponsor Whitehall Pharmacal Co., continues as alternate week sponsor.

Schlitz Playhouse (Fri, 9:30-10pm EST) New series, produced by a new film production firm, starts Nov 30. New Pkgr & Film Prod- Revue Productions, Inc., at Republic Studios, Studio City, Calif.; Exec Prod- Allan Miller; Prods & Dirs- Various; Story Ed- William Kozlenko; Writers- Various. Title of program, effective Nov 30, is Schlitz Playhouse; it had been called Schlitz Playhouse of Stars.

NBC- The Jonathan Winters Show (Tue, 7:30-7:45pm EST) Enlarged staff of writers now composed of: Larry Markes(chief writer), Jack Crutcher, Jim Lehner, George Atkins and Jonathan Winters. (See page 92).

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCA-TV(Ch 4)- Punchline; DEBUT Nov 12; Mon thru Fri, 11:25-11:30pm EST. Sustaining. New York Pkgr- WRCA-TV(NY); Prod & Dir- Mike Gargiulo. Program spotlights a different comedian each night presenting a five-minute stand-up routine, in front of a curtain, before a live studio audience. Program is in color.

WBAL-TV(Ch 11)- Moliere's Scapan; SPECIAL Dec 2; Sun, 2-3pm EST. Sustaining. Pkgr- Baltimore WBAL-TV with the Speech and Drama Dept, University of Maryland; Prod Superv- Arnold Wilkes(WBAL-TV); Prod- Raymond Bedwell(U of M); Dir- John Sedwick(WBAL-TV). Television version of Moliere's Scapan, featuring Lewis Bernhardt of Baltimore in the title role, with the entire cast from the University of Maryland staff. Dramas of similar stature will be presented in March and May, 1957.

WNBQ(Ch 5) - Championship Horseshoes; DEBUT Nov 28; Wed, 10:30-11pm CST. Sponsor- Chicago RCA Victor thru Kenyon & Eckhardt, Inc(NY). Pkgr- WNBQ with Matt Niesen; Prod- Matt Niesen; Dir- Paul Robinson. Studio telecasts of two top horseshoe pitchers each week in "head to head" matches; each pitching two shoes per inning in a 25 inning game with the winner determined by total points scored in the 25 innings. The "Count Off" or "Ohio" system of scoring is used, under which three points are given for a ringer and one point for each shoe within six inches of the ring. Norm Barry is the commentator for the matches.

KTLA(Ch 5) - Larry Finley Time; STATION DEBUT Nov 18; Sun, 9:30-10pm PST. Sponsor- Los Angeles Hotpoint Co (Hi-Vi TV) thru Needham, Louis & Brorby, Inc. Production information not available. Larry Finley is host of this new version of his variety shows, seen over various stations in LA at various times. The program features Jerry Gray and his orch., special guest stars, a "rising star" each week, and a viewer participation (thru phone calls) quiz game, with a Hotpoint TV set as the weekly prize.

TALENT SHOWSHEET NOVEMBER 23 - DECEMBER 2

Most of the shows on November 23, 24, 25, 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 30. 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.

Only first runs of a film series are listed. Running character series (not anthologies), usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY NOVEMBER 23

WALTER WINCHELL NBC 8:30pm Add: Jaye P. Morgan(S), Eddy Arnold(S)

SATURDAY NOVEMBER 24

PERRY COMO SHOW NBC 8pm Add: Gene Sheldon(panto)

SUNDAY NOVEMBER 25

LAMP UNTO MY FEET CBS 10am Child of Glass - (O) Jerry De Bono; with Ernesto Gonzalez, Miriam Colon, Mary James, Margot Stevenson; (SD)

LOOK UP & LIVE CBS 10:30am Rites (dance drama by Pearl Lang); with Lang, Bertram Ross, Dale Sehnert, Bruce Marks, Harvey Bernard, Sheldon Ossosky, Carol Dellaglio, Arlyne Rudman, Jan Golden, Matt Turney, Ruth Mesavage, Eddie Verso, Jane Bradford; Narr.: Frederick Rolf; (SD)

CAMERA THREE CBS 11:30am Joseph Conrad, Part II; with Stefan Schnabel, Peter Brandon, Nicholas Joy, Stephen Joyce, Ellis Rabb, Jonathan Harris, Fred-eric Tonere; (SW&SD)

FRONTIERS OF FAITH NBC 1:30pm Cry a Warning - (O) Morton Wishengrad; with Dorrit Kelton, Nancy Wickwire, Michael Strong, Joel Crothers, Mark L. Hykin; (SD)

ED SULLIVAN SHOW CBS 8pm Kill: Princeton Triangle Club

OMNIBUS AEC 9pm Ruth Draper, John Sebastian (M); The Blue Hotel - (O) Stephen Crane; (A) James Agee; with Arthur O'Connell, Pat McAlinney, Rip Torn, Charles Aidman, William Trailer, Jim Boles, Dan Morgan; Dir - Fred Carney

MONDAY NOVEMBER 26

Danny Thomas Show ABC 8pm Talented Kid; with regulars & Barry Gordon, Tony Thomas

Burns & Allen CBS 8pm with regulars & Mary Lawrence, Claude Shoud, Connie Dugovic

Adventures of Sir Lancelot NBC 8pm The Roman Wall; with regulars & Gerald Cross

VOICE OF FIRESTONE ABC 8:30pm Eugene Conley, Nadine Conner

TALENT SCOUTS CBS 8:30pm originates in Miami Beach

I Love Lucy CBS 9pm with regulars & Claude Akins, Joi Lansing, Jil Jarmyn

December Bride CBS 9:30pm The Jockey; with regulars & Arnold Stang, Nestor Paiva, Cheerio Mereqith

LAWRENCE WELK'S ABC 9:30pm Simon & Sullivan (M), Wendy Brennan (M), The Four Keynotes (S)

TOP TUNES & NEW TALENT

ROBERT MONTGOMERY NBC 9:30pm Plainfield Teachers - (O) James Beach; with Jerry Lester, Mary PRESENTS K. Wells, John Gibson, Cliff Norton, Nat Polen, Mitchell Agruss, Charles Mendick, John Marley

MONDAY NOVEMBER 26(Cont'd)

STUDIO ONE CBS 10pm The Landlady's Daughter - (O) John Prescott; (A) Paul Crabtree; with Richard Kiley, Lee Remick, Malcolm Brodrick, George Mathews, Fred Gwynne, Harry Shaw Lowe, Peg Hillias, Crahan Denton, Michael Enserro, George Ebeling, John Kellogg, Frank Sutton, Eugene Ruyman

Douglas Fairbanks WRCA 10:30pm Scheherezade; with Maya Koumani, Hugh Williams, Stanley Van Beers, Lysbeth Rollins, Elwyn Brook-Jones

TUESDAY NOVEMBER 27

Conflict ABC 7:30pm Man from 1997 - (O) Alfred Bester; (A) James Gunn; with Jacques Sernas, Charles Ruggles, Gloria Talbott, James Garner, Stacy Harris; Dir - Roy Del Ruth

Phil Silvers CBS 8pm Where There's a Will; with regulars & Bruce Kirby

Life & Legend of Wyatt Earp(Hugh O'Brian) ABC 8:30pm Lonesome Man in the World; with regulars & Alan Dinehart II, Charles Martin, Helen Gilbert, Selmer Jackson

Noah's Ark NBC 8:30pm Cure-All; with regulars & Tom Brown, Richard Devon, Wendy Winkelman, Lillian Powell

Broken Arrow ABC 9pm Caged - (O) Elliott Arnold; (A) Warren Wilson; with Eugene Iglesias, Addison Richards, Robert Armstrong, Joyce Vanderveen, Larry Blake, Billy Curtis, Tudor Owen, Frank Sully, Paul Smith, Sandra Gallagher; Dir - John English

HERB SHRINER SHOW CBS 9pm Helen Traubel(S)

Jane Wyman Show NBC 9pm A Time to Live; with Carlos Thompson, Lisa Montell

RED SKELTON SHOW CBS 9:30pm The Atomic Sailor; with Boris Karloff

DuPont Theatre ABC 9:30pm Return of a Bombardier - (O)Jo Pagano; with Skip Homeier, Sue Carlton, Bob Kino, James Dobson, Don Kennedy, Jon Shepodd, Wally Richard, Joe Perry

ARMSTRONG CIRCLE THEATRE NBC 9:30pm Preempted by March of Medicine

IT'S POLKA TIME ABC 10pm Klompfen Wooden Shoe Dancers

WEDNESDAY NOVEMBER 28

Death Valley Days WRCA 7pm (Stanley Andrews) Million Dollar Wedding; with James Best, Steve Mitchell, Russ Todd, Virginia Lee, Mike Vallon, Marjory Bennett, Bill Schallert

ARTHUR GODFREY SHOW CBS 8pm originates in Miami Beach

Adventures of Hiram Holliday(Wally Cox) NBC 8pm Swiss Titmouse; with regulars & Violet Rensing, Rene Korper

Navy Log ABC 8:30pm The Pilot - (O) Leonard Lee; with Alberto Morin, Argentina Brunetti, Robert Brubaker, Gerry Taylor, Roy Dean

Father Knows Best NBC 8:30pm (Robert Young) The Family Goes to New York;with regulars & Ann Baker, Ronald Green, Mary Adams; (SW) Dorothy Cooper; (SD)

The Millionaire CBS 9pm (Marvin Miller) The Story of Harvey Borden; with Patrick O'Neal, Peggy Knudsen, Chris Olsen, Herbert Butterfield, Ray Galli, Ann Morrison, Russ Bender, Tommy Taylor

KRAFT TV THEATRE NBC 9pm Time Lock - (O) Arthur Hailey; with Chester Morris, Peter Lazer, Tom Middleton, Nancy Rennick, Victor Thorley, Grace Carney, Sidney Pollock, Jack Bittner, Warren Parker, Henry Barnard; (SD)

Lilli Palmer Theatre WAED 9pm Mister Betts Runs Away; with Eric Portman, Mona Washbourne

WEDNESDAY NOVEMBER 28(cont'd)
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Ford Theatre ABC 9:30pm Stand By to Dive - (O) David Lang; with Farley Granger, Onslow Stevens, William Leslie, Roger Smith, Paul Harber, William Bryant, Douglas Bank, Ron Kennedy; Dir - Lewis Seiler

20th Century-Fox Hour CBS 10pm The Last Patriarch - (O) Jerome Weidman; (Screenplay by Philip Jordan); (A) Maurice Zimm; with Walter Slezak, John Cassavetes, Virginia Leith, Vince Edwards, Alexander Scourby, Marilyn Saris, Angela Greene, Ruth Storey, Walter Coy, John Bleifer, Howard Hoffman, Lisa Golm, Lyle Latell, Leonard Bremen; Dir- Lewis Allen

THURSDAY NOVEMBER 29  
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Sgt. Preston (Richard Simmons) CBS 7:30pm with William Haade, Carol Henry, Richard Wilson, Don Kent

CIRCUS TIME ABC 8pm Jaye Sisters(S), Ving Merlin(M), The Great Barton(balancing), St. Leon Troupe(acro), Chiquita & Johnson(D)

Bob Cummings Show CBS 8pm Air Force Vs. Ruthie; with regulars & King Donovan, Mary Lawrence, Ann McCreia

Stage 7 WAPD 8pm Family Affair; with Charles Coburn, Howard Petrie, Dabbs Greer, Paul Birch, Jean Howell. (Also seen WPIX, 8pm, Mon, Nov. 26)

CLIMAX! CBS 8:30pm The Secret Thread - (O) Ethel Vance; (A) David Dortort; with Richard Carison, Anna Maria Alberghetti, John Barrymore, Jr., Elisha Cook; Dir - Jack Smight

Wire Service (Mercedes McCambridge) ABC 9pm Until I Die - (O) Gabrielle Upton; with Olive Sturgess, Edward Platt, Ralph Votrian, Lillian Bronson, Parley Baer, Eilene Jansen, Ruth Warren, George Chandler, Roy Glenn, Dan Riss; (SD)

People's Choice NBC 9pm with regulars & Arthur Walsh, Benny Rubin; (SW&SD)

Playhouse 90 CBS 9:30pm Confession - (O) Devery Freeman; with Dennis O'Keefe, June Lockhart, Paul Stewart, Romney Brent, Ivan Triesault, Charles Watts, John Crawford, Henry Daniell, Chet Stratton, Jason Johnson; Dir - Anton M. Leader

FORD SHOW NBC 9:30pm Corinne Calvert

LUX VIDEO (Gordon MacRae) NBC 10pm Old Acquaintance - (O) John Van Druten; (Screenplay by Van Druten & Lenore Coffee); (A) Robert Wallsten; with Ruth Hussey, Lynn Bari, Joan Evans

FRIDAY NOVEMBER 30
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Adventures of Rin-Tin-Tin(Lee Baker) ABC 7:30pm Fort Adventure; with regulars & June Ellis, Robert Lowery, Robert Bice, Don C. Harvey, Nan Leslie, William Haade; (SD) Lew Landers

Adventures of Jim Bowie(Scott Forbes) ABC 8pm Jim Bowie and His Slave; with regulars & Denver Pyle, Peter Mamos

West Point CBS 8pm His Highness and the Halfback; with Capt. Felix A. Blanchard, Glen Kramer, Steve Warren, R.G. Armstrong, Dan White, Darlene Albert, Chuck Connors, Helen Mowery, George Gaynes, Donald McKee, Roger Hamilton

Life of Riley NBC 8pm Blessed Event; with regulars & Gloria Blondell, Martin Milner, Audrey Peters, Jack Edwards, Harry Davis; (SW&SD)

Crossroads ABC 8:30pm God's Healing - (O) Thomas J. Fleming; with Vincent Price, Frieda Inescort, Marcia Henderson, Adam Kennedy, Frank Wilcox; Dir - Jerry Juran

Dick Powell's Zane Grey Theatre CBS 8:30pm Vengeance Canyon - (O) Lawrence Louis Goldman; with Walter Brennan, Ben Cooper; Dir - Robert Florey

WALTER WINCHELL NBC 8:30pm Jimmy Durante(C), Joey Bishop(C), Jill Corey(S)

Crusader CBS 9pm Counterfeiters; with Charles Wagenheim, Barry Atwater, Cynthia Baxter, Steve Mitchell, Michael Granger, Rita Rynn, Kem Dibbs; Narr: Ed Reimers

FRIDAY NOVEMBER 30(Cont'd)

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CHEVY SHOW NBC 9pm Dinah Shore(S), Guy Mitchell(S), George Gobel(C), Skylarks(S)  
 The Vise ABC 9:30pm Cry Wolf; with regulars & Jack Watling, Jennifer Jayne  
 (Donald Gray)  
 Schlitz Playhouse CBS 9:30pm Once Upon a Crime - (O) Robert Eggenweiler & Arthur Pritchard;  
 with Peter Lawford, Ray Ferrell, Rudy Lee, Wendy Winkleman,  
 Herb Vigran, Anthony Jochim, Henry Corden, Joe Mell, George  
 Sawaya, Bill Kenkis, Earle Hodgins; Dir - Don Weis; NEW SERIES  
 Lineup CBS 10pm The Paper Millionaire Case - (O) Fred Eggers; with Jay Jostyn,  
 Reginald Sheffield, Peter Votrian, Billy Norman Nelson, Clark  
 Howat, Austin Green, Gene Moorehead, Norma Varden, Jack Murphy,  
 Don Pitts; (SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 23 - FRIDAY NOVEMBER 30

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GOOD MORNING, CBS 7am 11/26 - Rosetta Tharp(S); 11/27 - Don Rondo(S), Shirley Yamaguchi  
 WILL ROGERS, JR. (S); 11/28 - Katy King(S), Sal Mineo; 11/29 - Errol Garner Trio  
 (M); 11/30 - Helen Grayco(S), Signe Hasso  
 GARRY MOORE SHOW CBS 10am 11/27 - June Carter(C); 11/28 - Johnny Miller(S-M); 11/29 - Pick  
 and Pat(C); 11/30 - Earl Hall(C), Martha Davis & Spouse(C-S)  
 NBC MATINEE NBC 3pm 11/26 - Cease from Anger - (O) Eugene Francis; 11/27 - The Empty  
 THEATRE Nest - (O) Joseph Lawrence; (A) Dale Pitt; 11/28 - Share Your  
 Pity - (O) C. Stafford Dickens; (A) William Templeton; 11/29 -  
 House of Seven Gables - re-run of 4/6/56(B&W only); 11/30 -  
 The Last Lear - (O) Ross Claiborne & Frances Banks  
 MODERN ROMANCES NBC 4:45pm Suspicion - (O) Harry W. Junkin; with Augusta Dabney, Richard  
 (Martha Scott) Kendrick, Margia Dean, James Millhollin, Jim Boles  
 TONIGHT NBC 11:30pm (Mon&Tue - Kovacs): 11/26 - Robert Maxwell(M); 11/27 - Gimbel  
 Brothers Department Store Choir(S), Barbara Carroll Jazz Trio(M);  
 11/29 - Erin O'Brien(S), Don Tannon(C); 11/30 - Wendell Corey,  
 Conn & Marn(D), Erin O'Brien(S)

SATURDAY DECEMBER 1

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PERRY COMO SHOW NBC 8pm Nat "King" Cole(S), Isaac Stern(M), Carol Channing(S), Robert  
 Lamouret(C)  
 Oh! Susanna CBS 9pm Hold that Tiger - (O) G. Carleton Brown & Frank Gill, Jr.; with  
 regulars & the Page Cavanaugh Trio, Robert Clarke, Raymond Bailey  
 Hey, Jeannie CBS 9:30pm The Lost Jacket; with regulars & Dick Long  
 Gunsmoke CBS 10pm with regulars & Ray Bennett, Amzie Strickland, Frank Dekova

SUNDAY DECEMBER 2

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Wild Bill Hickok CBS 12:30pm Outlaw's Portrait; with regulars & Bernadette Withers, Tristram  
 Coffin, Robert Hutton, Sandy Sanders, Michael Dale  
 FRONTIERS OF FAITH NBC 1:30pm Old Man Stone - (O) Norman Rosten; with David Opatoshu, Joseph  
 Boland, Florence Stanley, Guy Spaul, Gregory Morton, Louis Sorin  
 77th Bengal NBC 7pm The Golden Ring; with regulars & Patricia Medina, Ted de Corsia,  
 Lancers Mildred von Hollen, Walter Kingsford, Terence de Marney; (SW&SD)  
 Jack Benny Show CBS 7pm information unavailable at press time.  
 Circus Boy NBC 7:30pm The Little Gypsy; with regulars & Robert Lowrey, Mary Ellen Kaye  
 ED SULLIVAN CBS 8pm Rosemary Clooney(S), Sophie Tucker(S), Princeton Triangle Club,  
 Myron Cohen(C) Koester & Stahl(D), Kirk Douglas, Rock Hudson,  
 Victoria Shaw, Frank Sinatra(S), Deris Day(S), Louella Parsons,  
 Tony Curtis, Debbie Reynolds, Natalie Wood, Tony Perkins

SUNDAY DECEMBER 2(Cont'd)

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|-------------------------|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STEVE ALLEN SHOW        | NBC 8pm  | Ethel Waters(S), Charlton Heston, Bobby Van(D), Gypsy Rose Lee, Vince Martin(S)                                                                                                                                                                                                                                                          |
| GE THEATRE              | CBS 9pm  | <u>Orphans</u> - (O) Frank O'Connor; (A) Merle Miller; with Ronald Reagan, Kim Hunter, Rhys Williams                                                                                                                                                                                                                                     |
| ALCOA HOUR              | NBC 9pm  | <u>Merry Christmas, Mr. Baxter</u> - (O) Edward Streeter; (A) William McCleery; with Dennis King, Cornelia Otis Skinner, Patricia Benoit, John McGiver, Margaret Hamilton, Alice Pearce, Rex O'Malley, Tom Pedy, Jimmy Rogers, Moyna Macgill, Eula Belle Moore, Margaret O'Neill, Ann Wedgeworth, Mort Marshall, Roy Johnson, Joe Silver |
| <u>Alfred Hitchcock</u> | CBS 8pm  | <u>Jonathan</u> - (O) Fred Levon; (A) Bernard C. Schoenfeld & Stirling Silliphant; with Corey Allen, Douglas Kennedy, Georgiann Johnson; Dir - John Meredith Lucas                                                                                                                                                                       |
| <u>Loretta Young</u>    | NBC 10pm | <u>Rhubarb in Apt. 7-B</u> - (O) William Bruckner; with Ricardo Montalban, Patricia Hardy, William Allyn, John Crawford, Ray Ferrell, Charles Cane                                                                                                                                                                                       |

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NOVEMBER 28, 1956

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EDITOR: Jerry Leichter

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= MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

New Figures of 1957, the second of the NBC-TV fashion shows sponsored by Warner Brothers Co., Bridgeport foundation garment manufacturer, has apparently bowed to the wishes of viewers among other reactions and the Dec 8 colorcast will be a full-hour fashion show, with the story line idea out. Natalie Core, Home fashion editor, will comment on the styles shown and will introduce and interview many of the designers whose costumes will be on display. The original plan for this second show had Bibi Osterwald and Joanne Gilbert starring in a drama with music, incorporating the fashion show, with book by Selma Diamond and words and music by Mike Brown.....CBS-TV's Dec 9 telecast of the National Automobile Show will highlight eight new car models that the manufacturers are keeping under wraps (except for news story pix and other incidental promotion): Cadillac's El Dorado Brougham, Chrysler's Imperial Convertible, Ford's Convertible with the retractable hard steel top, Hudson's new Metropolitan, Mercury's Turnpike Cruiser, Packard's Caribbean, Pontiac's Transcontinental Safari and Pontiac's Bonneville Convertible. Actually, the new cars are updated models of experimental and regular cars the manufacturers have had on schedule for some time, but new design features are expected to provide the promotion pitch for the show and the telecast.

Gordon MacRae's first of five special musical programs for Lux Video Theatre on Dec 20 will be a musical salute of the great hit songs from famous movies of the last 25 years, with gal vocalists as MacRae's guests in spot singing roles. The schedule includes full production numbers and a dancing chorus. Rudy Schragger and Van Alexander are collaborating on the special arrangements....Greer Garson and Franchot Tone will co-star in the Dec 16 Hallmark Hall of Fame production of Lillian Hellman's "The Little Foxes." The Sunday, 7:30-9pm EST production will also topline Sidney Blackmer, E. G. Marshall and Eileen Heckart, with other roles filled by Peter Kelley, Mildred Trares, Lauren Gilbert, Lloyd G. Richards and Georgia Burke. Robert Hartung did the adaptation....."Sonja Henie Starring in 'Holiday on Ice'", the NBC Saturday Spectacular on Dec 22, 9-10:30pm EST, will have a variety non-ice portion that will include Ernie Kovacs, his Nairobi Trio, comedian Al Kelly and the Goofers, instrumental group. The ice show will mark the TV debut of Hayes Alan Jenkins, U. S. and Olympic men's figure skating champion. Perry Cross will produce the show, with Sidney Smith handling direction....."Amahl and the Night Visitors," NBC's perennial Christmas opera, returns on Christmas Eve, Dec 24, on Robert Montgomery Presents with its regular cast, but with a new Amahl, 10-year-old Kirk Jordan. Montgomery's New Year's Eve program will be a real departure from the norm for the producer as he will present a jazz concert, following present plans, with several different groups performing.

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Although the new Schlitz Playhouse series starts Friday with films by Revue Productions, the Dec 14 program is apparently a filmed story that was or is a pilot for a regular series. The story will be "A Tale of Wells Fargo," and will star Dale Robertson as a detective for the Wells Fargo Express Company, with Helen Westcott as a rancher's daughter who helps the detective track down stage coach robbers. The story was written by Frank Gruber and directed by Bernard Girard. Overland Productions, Inc., produced the story, with Nat Holt as producer.....Although the Coca-Cola Company has announced that it will end Eddie Fisher's Coke Time series with the Feb 22, 1957 performance, to turn money into local and spot advertising, the company wants to hold on to Fisher for special television, radio and promotion events. Presumably, after the company gets all its new bottle sizes uniformly marketed, it might return to net TV and radio, with or without Fisher.

After completing production chores as producer-director of the first eight programs of Screen Gems' George Sanders Mystery Theatre, Fletcher Markle left the company this week to work on a new TV series for his own company, Cubano Productions, with his wife Mercedes McCambridge, and David Ahlers as partners. Tonight in Havana, adapted by Markle from a Saturday Evening Post series, would be the first project, to be filmed in Cuba, possibly in January. The story line concerns a young couple who operate a cafe in Havana.....Screen Gems has decided to invade the country and western syndicated film field with a new 39-program half-hour series called Western Ranch Party. Producing company is The Ranch Party Company, with Mitchell J. Hamilburg as president (he also heads Flying A Productions, just incorporated, which distributes its product thru CBS-TV Film Sales), and William Wagon as exec producer. Tex Ritter as host and Jay Stewart as m.c. will head a permanent cast of country and western stars, augmented in each half-hour film by two popular guest stars.....Screen Gems, in a newly complicated arrangement, will finance and release Here Comes the Showboat, going into production on 39 half-hour films on Dec 10, with Rory Calhoun starring as Captain Charley, owner of the showboat. Alan Case will have the other male lead. Calhoun is in the series thru a contract between his Calhoun-Orsatti Enterprises and Briskin Productions which provides for other productions by Calhoun-Orsatti, with or without Calhoun, for both Screen Gems and Columbia Pictures, the parent organization. Lou Breslow and Victor Orsatti will be alternate producers of Here Comes the Showboat, which will be a semi-musical series, with guest stars in each new episode.

CBS' pilot for The Marie Wilson Story goes into production next week at General Service Studio, with George Burns supervising for his McCadden Productions. McCadden is also in pre-production with Leo McCarey on a new pilot prepared by the movie producer, with scripts by Bob Mosher and Joe Connelly.....Warner Bros. TV division is going full-fledged Western with a half-hour film series planned on the career of Billy the Kid, with Dennis Hopper as the star. This one may wind up on ABC-TV under the new arrangements between the film production company and the network whereby the Warner studio facilities will be made available to ABC contract film producers. Under the same agreement, Warners is preparing a new hour-long Western series and two half-hour series, one a mystery and one an adventure drama, for ABC under the production supervision of Robert Lewine for ABC and William T. Orr for Warners.....CBS Television has signed John Houseman, the motion picture and stage producer, as executive producer in charge of The Seven Lively Arts, the new one-hour prestige program scheduled for the fall of 1957. Robert Herridge will continue as producer of the series, reporting to Houseman.....NBC's Walter Winchell Show will originate its four December Friday shows from Los Angeles.....Eddie Blum replaced Helen Keane in the musical and variety casting spot at CBS in New York.....Worthington (Tony) Miner has resigned as exec producer of the Kaiser Aluminum Hour, but the rest of the production team remains unchanged for the present. Miner is still head of Unit Four Productions, which packages the Kaiser show.