

# ROSS REPORTS — TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (Sept 8)

ABC- 9-9:30pm NYT & LAT, Weekly; RETURN - The Voice of Firestone - LIVE from NY - approx 90 stations live and tape. (Replaces Stars of Jazz, which moves to Thursdays, 10-10:30pm NYT, effective Sept 11, in turn replacing Confession, which moves to Tuesdays, 10-10:30pm NYT, effective Sept 9.) § All-music programs, presenting outstanding singers, instrumentalists, orchestras and conductors in the classical, semi-classical and popular fields, with each of the types of programs presented on a rotating basis during the season. John Daly is narrator on each of the programs. The program format is changed from previous seasons, when the program had a permanent orchestra and chorus.

§ SPONSOR- Firestone Tire & Rubber Co thru Sweeney & James Co (Cleveland).

§ PKGR- Firestone Tire & Rubber Co with ABC-TV (NY); Prod- Frederick Heider; Assoc Prod & Choreog- Danny Daniels; Dir- Richard Donovan Dunlap; Music Conductors- Various guests; Choral Dir- Harry Simeone; Comm & Prog Anncr- Hugh James; Sets- Fred Stover; Writers- David Gregory, Harold Flender.

CBS- 10-11pm NYT (9-10pm LAT), this date only; SPECIAL - Music, U.S.A. - LIVE from LA; 97 stations live and 8 tape; 20 live and 15 kines in Canada. (Pre-empt Studio One in Hollywood, this date only). § Musical program, starring Johnny Green conducting a 60-man orchestra, and featuring Benny Goodman and his quartet (see page A for other cast credits).

§ SPONSOR- Westinghouse Electric Corp (Radio-TV Div) thru Grey Advertising Agency, Inc (NY); Acct Exec- John Mazey.

§ PKGR- CBS-TV (LA); Exec Prod- Robert Sparks; Prod- Eva Wolas; Dir- Norman Abbott; Assoc Dirs- Jack Orbinson, Jerry Leshay; Music Dir- Johnny Green; Art Dir- Edgar Lansbury; Sets- Bob Nelson; Writer- Cy Howard.

#### Tuesday (Sept 9)

ABC- 9:30-10pm NYT, this date and Sept 16; SPECIAL - DEW Line - FILM; to the net. (Replaces Pantomime Quiz, last show Sept 2). § Two-part special documentary report on the construction and maintenance of the chain of radar stations stretching across the Arctic region to warn of approaching airborne objects.

§ Sustaining.

§ PKGR & Film Prod- No production credits available.

NBC- 8-9pm NYT & LAT, this date only; SPECIAL - Mr. Krane - FILM (COLOR), 136 stations net and delayed. (Replaces The Investigator, last show Sept 2).

§ Filmed drama starring Sir Cedric Hardwicke, originally presented on NBC Matinee Theater on Jan 3, 1956 and repeated twice more on that program during 1957.

§ SPONSOR- Radio Corp of America (RCA Victor) thru Kenyon & Eckhardt, Inc (NY).

§ PKGR- NBC-TV (LA); Prod- Albert McCleery; Dir- Boris Segal.

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THIS WEEK (More)

**ROSS REPORTS—TELEVISION INDEX.** Service Subscription Rates: \$125 per year (or \$33 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

THIS WEEK(Cont'd)

Wednesday(Sept 10)

ABC- 7:30-8:30pm NYT (2-9pm LAT), Weekly; DEBUT - The Plymouth Show, Starring Lawrence Welk - LIVE from LA; approx 175 stations live and tape or kine. (Replaces Disneyland, last show Sept 3; see Walt Disney Presents under Sept 12).  
§ Music series, starring Lawrence Welk, his orchestra and instrumental and singing specialists; presenting music and songs ranging from standards to pops to jazz. A previous version of this program, called Lawrence Welk's Top Tunes and New Talent, was seen on Mondays, 9:30-10:30pm NYT, prior to summer hiatus.  
§ SPONSOR- Plymouth Division, Chrysler Corp., thru Grant Advertising, Inc (for TV); Acct Exec- Doyle Lott(Detroit); TV Acct Rep- John Pinto(NY); Agcy TV Super- John Gaunt(H'wood).  
§ PKGR- Telekew Productions, Inc(LA); Exec Prod- Sam Lutz; Prod- Edward Sobol; Dir- James Hobson; Prog Anncr- Peter Hansen.

Friday(Sept 12)

ABC- 8-9pm NYT & LAT, Weekly; DEBUT - Walt Disney Presents - FILM; approx 180 stations net and delayed. (Replaces The Adventures of Jim Bowie, 8-8:30pm NYT, last show Aug 29; and This Is Music, 8:30-9pm NYT, last show Sept 5).  
§ Varied films ranging from true adventure and biographic films to presentations of four to eight episodes, each one-hour, about law enforcement officers of the West. At least four one-hour programs will concern the story of Elfego Baca of the Southwest, and at least eight will deal with John Slaughter, starring Tom Tryon in the title role, as a Tombstone sheriff. The new series is a change in format and title from Disneyland, previously seen Wednesdays, 7:30-8:30pm NYT, last show Sept 3 (see above).  
§ ALTERNATE SPONSORS- 1) (one hour) Reynolds Metals Co (All Aluminum Products) thru Buchanan & Co., Inc(NY); Acct Exec- William Dasheff; and Clinton E. Frank, Inc(Chi). 2) (half-hour each) Kellogg Co thru Leo Burnett Co., Inc(Chi); Acct Supervs- James E. Weber, Roy Lang; and Hills Bros. Coffee, Inc (Midwest and West only) thru N. W. Ayer & Son, Inc(S.F.); Acct Exec- Harry Graybill.  
§ PKGR & Film Prod- Walt Disney Productions at Walt Disney Studios, Burbank, Calif.; Exec Prod- Walt Disney; Story Ed- William B. Dover; other production credits vary for each series and program.

Saturday(Sept 13)

NBC- 8-9pm NYT & LAT, Weekly; RETURN - The Perry Como Show - LIVE (COLCR) from NY; approx 151 stations live, 21 tape or kine. (Replaces The Bob Crosby Show, last show Sept 6).  
§ Perry Como returns with his musical-variety show, with the Ray Charles singers, Louis Da Pron dancers and Mitchell Ayres and the orchestra, with weekly top name guest stars. Frank Gallop is program announcer.  
§ SPONSORS- (one-half hour each, various programs) American Dairy Assn thru Campbell-Mithun, Inc(Minn); Kimberly-Clark Corp (Kleenex, Delsey, other prods) thru Foote, Cone & Belding(Chi); Sunbeam Corp (All Products) thru Ferrin-Paus Co(Chi); Radio Corp of America (RCA Victor) and Whirlpool Corp (All Products) thru Kenyon & Eckhardt, Inc(NY); Noxzema Chemical Co (Various Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); and Chemstand Corp (Synthetic Fibers) thru Doyle Dane Bernbach, Inc(NY).  
§ PKGR- Roncom Productions, Inc(NY); Prod & Dir- Clark Jones; Music Dir- Mitchell Ayres; Choral Dir- Ray Charles; Choreog- Louis Da Pron; Sets- Paul Barnes; Writers- Goodman Ace (head), Jay Burton, Mort Green, George Foster.

NBC- 9-9:30pm NYT & LAT, Weekly; DEBUT - Steve Canyon - FILM; no. of stations not available. (Replaces Club Casis Starring Spike Jones, last show Sept 6, and its alternate program, Opening Night, last show August 23).  
§ Dean Fredericks stars in the title role of this new series, based on the Air Force comic strip characters created by Milton Caniff. (Continued on next page)

THIS WEEK(Cont'd)

Saturday(Sept 13)

NBC- Steve Canyon (Cont'd from previous page): § SPONSOR- Liggett & Myers Tobacco Co (Chesterfield) thru McCann-Erickson, Inc(NY); Acct Exec- James Kleid.

§ PKGR & Film Prod- Pegasus Productions Co., Inc(LA) at Universal Studios, Universal City, Calif.; Exec Prod- Michael Meshekoff; Prod- David Haft; Tech Adv- Lt. Col. Frank P. Ball; Dirs- Ted Post, others; Dir of Photog- Art Arling; Script Ed- Sidney Carroll.

NBC- 10:30-11pm NYT & LAT, Weekly; DEBUT - Brains and Brawn - LIVE from NY, with live remotes from various cities; no. of stations not available. (Replaces The Joseph Cotton Show, last show Sept 6). § Jack Lescoulie and Fred Davis are co-hosts on this new quiz show, with experts in "mental competition" paired with top professional athletes, in competition against each other. Two two-man teams with a "brain" and a "brawn" paired on each will compete. The program is based on a successful French TV program, produced by Pierre Bellemare.

§ SPONSOR- Liggett & Myers Tobacco Co (Oasis, L&M Filters); Oasis thru McCann-Erickson, Inc(NY); Acct Exec- Kenneth Carlson; L&M Filters thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- C. L. Fitzgerald.

§ PKGR- Ile de France International Productions, Inc(NY); Prod- Herb Moss; Assoc Prods- Boris Frank, Jerry Landay, Herb Strauss; Dirs- Paul Bogart, Craig Allen; Asst Dir- Gordon Pigsby; Music Dir- Louis Geristo; Prog Anncr- Bill Wendell; Consultant- Pierre Bellemare.

Sunday(Sept 14)

ABC- 4-4:30pm NYT, this date only; SPECIAL - The Day of Awe - LIVE from NY; to the net. § Dramatization of the story of Dr. Louis Slotin, atomic physicist who died nine days after heroically exposing himself (May 21, 1946) to nuclear radiation in order to save seven other workers at Los Alamos, N.M.

§ Sustaining.

§ PKGR- ABC-TV Special Events with the Jewish Theological Seminary(NY); Prod- Wiley Hance; Dir- Jack Sameth; Writer- Will Lorin.

NBC- 2-5pm NYT (11am-2pm LAT), this date and Sept 21; SPECIAL - Professional Football Exhibition Games; LIVE from Baltimore(Sept 14), LIVE from Washington, D.C.(Sept 21); approx 62 stations live. § Telecasts of National Pro Football League exhibition (pre-season) games on Sept 14 between the New York Giants and Baltimore Colts in Baltimore, and on Sept 21 between the Chicago Bears and Washington Redskins in Washington, D. C.

§ SPONSOR- (one-quarter, each game) Bayuk Cigars, Inc (Phillies) thru Feigenbaum & Wermen Advertising Agency, Inc(Phila). Other portions, co-op.

§ PKGR- NBC Sports Dept; Production by NBC staff.

NBC- 7:30-8pm NYT & LAT; Weekly; DEBUT - Northwest Passage - FILM (COLOR); to the net. (Replaces No Warning, last show Sept 7). § Keith Larsen as Major Robert Rogers, Buddy Ebsen as Sgt. Hunk Marriner and Don Burnett as Ensign Langdon Towne star in the new adventure series, based on the novel of the same title by Kenneth Roberts, set during the period of the French and Indian War (1754-59).

§ Sustaining.

§ PKGR & Film Prod- MGM-TV, filmed at M-G-M Studios, Culver City, Calif.; Exec Prod- Samuel Marx; Prod- Adrian Samish; Dirs- George Waggner, Tom Carr, Alan Crosland, Jacques Tourneur; Dir of Photog- Harkness Smith; Asst to Prod- Mildred Le Vaux; Asst Dir- Bob Justman; Music Consult- Raoul Kraushaar; Atr Dirs- William A. Horning, Merrill Pye; Writers- Gerald Drayson Adams, Sloan Nibley, Marion Parsonnet, Buckley Angell, David Lang, Anthony Ellis.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Shirley Temple's Storybook (Approx once every two or three weeks, evenings)  
Sept 12, Friday, 8:30-9:30pm NYT & LAT; "The Wild Swans," starring Phyllis Love  
Melville Cooper (see page B for other cast credits); FILM.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Bold Journey (Mon, 8:30-9pm NYT & LAT) New series begins Sept 8; was seen in  
re-run during the summer (see Television Index card). Host of the program is  
creator Jack Douglas; 102 stations net and delayed.

You Asked For It (Sun, 7-7:30pm NYT & LAT) New series begins Sept 14; has been  
seen in re-run via kine and film during the summer (see Television Index card).  
Change agency acct exec to Harold Cobb(S.F.). Change production credits: Assoc  
Prods- Rick Mittleman, Bill Webb; Head Writer- Gomer Cool; Prod Coord- Lealani  
Paltz.

CBS- Have Gun, Will Travel (Sat, 9:30-10pm NYT; 8:30-9pm LAT) New series begins Sept  
13; was seen in re-run during the summer (see Television Index card). Change  
production credits for: Exec Prod- Robert Sparks; Prod- Sam Rolfe; Dir- Andrew  
V. McLaglen, others; Dir of Photog- Edward Schwartz; Creators- Sam Rolfe, Herb  
Meadow; Story Ed- Don Ingalls; Writers- Various.

Gunsmoke (Sat, 10-10:30pm NYT; 9-9:30pm LAT) New series begins Sept 13; was seen  
in re-run during the summer (see Television Index card). Add production credit:  
Story Ed & Chief Writer- John Meston.

Bachelor Father (Alt Sun, 7:30-8pm NYT & LAT) New series begins Sept 14; was  
seen in re-run during the summer (see Television Index card). Change sponsor  
information to: American Tobacco Co (Herbert Tareyton Cigarettes) thru Lawrence  
C. Gumbinner Advertising Agency, Inc(NY); Acct Exec- Stanley Evans.

NBC- Tales of Wells Fargo (Mon, 8:30-9pm NYT & LAT) New series begins Sept 8; was  
seen in re-run during the summer (see Television Index card). Change produc-  
tion credits: Asst Dir- Hilton A. Green; Art Dir- Howard E. Johnson; Film Ed-  
Gene Palmer.

People Are Funny (7:30-8pm NYT & LAT) New series begins Sept 13; was seen in  
re-run during the summer (see Television Index card). Sponsor product additions:  
Toni Co., add Tonette, Tame and Bobbi; Tonette thru North Advertising; Tame thru  
Tatham-Laird, Inc., and Bobbi thru Clinton E. Frank, Inc(Chi). Change produc-  
tion credits: Ideas By- Lou Schor, Glen Wheaton, Jack Houston.

TALENT SHOWSHEET AND SCRIPT REPORT - SEPTEMBER 8 - SEPTEMBER 14

Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. 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, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Ozzie and Harriet, Adventures of Rin Rin Rin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Broken Arrow, Burns and Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Jefferson Drum, Father Knows Best, General Electric Theatre, Alfred Hitchcock Presents, Leave It To Beaver, Life and Legend of Wyatt Earp, Perry Mason, Maverick, Mr. Adams and Eve, People's Choice, Real McCoys, Restless Gun, Phil Silvers Show, Sugarfoot, Thin Man, Wagon Train, Zerco.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

TRUE STORY; Saturday September 6; NBC 12 Noon - ADD CAST: Bruce Hall, Frank Campanella.

DICK CLARK SHOW; Saturday September 6; ABC 7:30pm - ADD: Jack Scott(S), Willy Nelson(S).

JUBILEE U.S.A.; Saturday September 6; ABC 8pm - ADD: Bob Darch(M).

LAMP UNTO MY FEET; Sunday September 7; CBS 10am - ADD: No Dragons Need Apply; (O) Mayo Simon; with Michael Tolan, Tomay Halloran, Joe Warren, Joey Trent; Dir - James MacAllen.

LOOK UP AND LIVE; Sunday September 7; CBS 10:30am - ADD: The Sound of the Bible; (First in four-part series devoted to the history of Jewish music); with Rueben Singer, Al Morgenstern.

CAMERA THREE; Sunday September 7; CBS 11:30am - ADD: Ad Astra; (O) William Faulkner; (A) Clair Roskam; with George Voskovek, Donald Moffat, William Clemens, Martin Andrews, P. J. Sidney, Edward Easty, Miriam Goldina; (SD).

FRONTIERS OF FAITH; Sunday September 7; NBC 5pm - ADD: The Rainy Season; Four-part series by Steven Gethers; Regulars in the series are: Herbert Volan, Elizabeth Lawrence, Stan Watt, Jim Boles; with Sheldon Jett, Eugene Francis, Fred Herrick, Herb Duncan, Henry Sharp, Louis Lytton, Frank M. Thomas, Jon Richards, Jill Boriss; Dir - Martin Hoade.

MONDAY SEPTEMBER 8

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Tales of Wells Fargo NBC 8:30pm  
(Dale Robertson)

RETURN: NEW SEASON: Regular in this series is Mr. Robertson. The Gambler; with Tom Pittman, Wilton Graff, Richard Deacon, Orville Sherman; Dir - Earl Bellamy.

VOICE OF FIRESTONE ABC 9pm

RETURN: NEW SEASON: Guests are Jo Stafford(S), Rise Stevens(S), Doretta Morrow(S), Ray Middleton(S), Carlos Montoya(M). John Daly is narrator for the series. Writers - David Gregory, Harold Plender; Dir - Richard Donovan Dunlap.

POLKA-GO-ROUND ABC 9:30pm

Roumanian Dancers.

MUSIC U.S.A. CBS 10pm(9)

(O) Cy Howard; with Diahann Carroll(S), Benny Goodman & Quartet, Shelly Manne(M), Andre Previn(M), Red Mitchell(M), Sheb Wooley(S); Johnny Green is host and conductor. Dir - Norman Abbott.

Suspicion NBC 10pm

Meeting in Paris; RE-RUN of 2/10/58.

TUESDAY SEPTEMBER 9

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Mr. Krane NBC 8pm

RE-RUN: Fourth showing of film starring Sir Cedric Hardwicke originally seen on Matinee Theatre on 1/3/56.

Colgate Theatre NBC 9pm

Strange Counsel; with Walter Brennan, Vera Miles, Harry Harvey, Jr., Don Shelton, Geraldine Carr, Olive Blakeney, Ian Wolfe, Douglas Evans, Whit Bissell.

WEDNESDAY SEPTEMBER 10  
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PLYMOUTH SHOW STAR- AEC 7:30pm  
RING LAWRENCE WELK

RETURN: NEW DAY, TIME & TITLE: Regulars are Mr. Welk & his Champagne Music Makers, including Alice Lon(S), Ienner Sisters(S), Pete Fountain(M), Myron Floren(M), Larry Hopp(S), Rocky Rockwell(S) & Welk's "Little Band" (teen-age musicians). Guests this week are: Chris Piazza(M), Sheryl Swint(M); Dir - James Hobson.

Tombstone Territory ABC 8:30pm(9)  
(Pat Conway)

Thicker Than Water; with Paul Richards, Steve Terrell.

The Millionaire CBS 9pm  
(Marvin Miller)

with Leif Erickson, Jocelyn Brando, Marguerite Chapman, Bobby Driscoll; (SW&SD).

KRAFT MYSTERY NBC 9pm  
THEATRE

Trick or Treat; (O) Doris Miles Disney; (A) Vance Bourjaily, with Robert Pastene, Will Kuluva, Ellen McRae, Robert Mandon, Mary Finney, Perry Wilson, Effie Afton, Ken Harvey, Joseph Campanella, Alfred Sandor, Ann Draper; Dir - David Greene.

US STEEL HOUR CBS 10pm

The Wound Within; (O) Henry Denker; with Farley Granger, Mary Sinclair, Frank Conroy, Frederick Rolf, Astrid Wilsrud, Robert Brown; Dir - Alex Segal.

THURSDAY SEPTEMBER 11  
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Navy Log ABC 9:30pm

The Good-Will Ambassador; with Bob Crosson, Nick Brady, Nick Stuart, Teresa Del Rio; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm

Last Clear Chance; TAPE RE-RUN of 3/6/58.

Buckskin NBC 9:30pm  
(Tommy Nolan)

Hunter's Moon; with regulars & Dayton Lummis, Walter Reed, Marion Ross, Bill Henry; (SW&SD).

STARS OF JAZZ ABC 10pm

NOTE: NEW DAY & TIME: Bobby Troup is host-narrator. Guests this week are: Jesse Fuller(M), Wild Bill Davison Septet(M).

FRIDAY SEPTEMBER 12  
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Trackdown CBS 8pm(7)  
(Robert Culp)

Outlaw's Wife; with Diane Brewster, Richard Crane, Ellen Croby, James Griffith; (SW&SD).

Shirley Temple's NBC 8:30pm  
Storybook

The Wild Swans; (O) Hans Christian Anderson; (A) Jean Holloway; with Phyllis Love, Melville Cooper, Grant Williams, Joseph Wiseman, Alfred Ryder, Olive Deering, Buzz Martin, Robert Chapman, Bob Banas, Anne O'Neal, Lisa Golm, Anne Maria Nanasi, Billy Chapin, Jerry Hartleben, Earl Robie; Dir - Richard Morris.

Schlitz Playhouse CBS 9:30pm

Portrait of a Legend; (O) Milo Wood; (A) Don Sanford; with Preston Foster, Jeff Richards, Buddy Lester, Ann Robinson, Grant Withers, James Flavin, Walter Coy; Dir - Don Weis.

MULTIPLE & ACROSS-THE-BOARD SHOWS - SEPTEMBER 8 - SEPTEMBER 12  
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TODAY NBC 7am  
(Dave Garroway)

9/8 - Kirby Stone Quartet(S).

MODERN ROMANCES NBC 4:45pm(1:45)

(O) Michelle Cousin; with Mary Kay, Johnny Stearns, Christopher Stearns, Sally Kent, Katherine Meskill.

JACK PAAR SHOW NBC 11:15pm

9/8 - Louise O'Brien(S), Reginald Denny(C), Mickey Kahane(O); 9/9 - Jack Haskell(S); 9/10 - Lola Fisher(S), Thelma Ritter(A), Cliff Arquette(C), Jimmy Edmondson(A); 9/11 - Hermione Gingold(C), Genevieve(S), Jack Haskell(S), Cliff Arquette(C); 9/12 - Marion Marlowe(S), Genevieve(S), Gene Baylof(C), Pamela Mason(A).

SATURDAY SEPTEMBER 13  
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TRUE STORY NBC 12 Noon(4pm)

Dinner Party; (O) Franklin Barton; with Frank Schofield, Sallie Gracie, David White, Lesley Woods.

