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UNIVERSITY OF HOUSTON

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (7)

NBC- 7:30-9:30pm EST; HIGHLIGHT; Producer's Showcase - "Peter Pan" (Color); from WRCA-TV(NY), 77 U.S. stations, 6 Canadian stations, live. Co-Sponsors- Radio Corp. of America & Ford Motor Co., both thru Kenyon & Eckhardt, Inc(NY). Pkgr- NBC-TV; NBC Prod Staff- Prod- Fred Coe; Guest Prod- Richard Halliday; Dir- Clark Jones; Assoc Dir- Dominick Dunn; Assoc Prod- Bill Nichols; Adapted for TV- Sumner Locke Elliott; Additional scenery- Otis Riggs; Music Superv- Harry Sosnik; Costume Superv- Rose Bogdanoff. "Peter Pan" Prod Staff- Staged, choreographed, adapted by Jerome Robbins; Prod- Richard Halliday; Music- Mark Charlap; Lyrics- Carolyn Leigh; Additional Music- Julie Styne; Additional Lyrics- Betty Comden & Adolph Green; Scenery- Peter Larkin; Costumes- Motley; Incidental Music- Trude Rittman & Elmer Bernstein; Conductor- Louis Adrian; Orchestral Arrangements- Albert Sendroy. Flying equipment operated by Josephy Kirby and staff, both stage and TV. Mary Martin stars in a television adaptation of the Edwin Lester production of a musical version of James M. Barrie's play; with Cyril Ritchard, Kathy Nolan and Margalo Gillmore. (See page B for cast credits).

NBC- 11:30pm-1am EST; SPECIAL; 'Emmy' Award Dinner; from KRCA-TV(LA) & WRCA-TV (NY), to the net. Sustaining. Pkgr- NBC-TV with the Academy of Television Arts & Sciences; Prod- William Kayden; Dir- William Bennington; Assoc Dir- Fred Rheinstein; NY Dir- Hudson Faussett; Music Dir- Gordon Jenkins; Writers- Charles Isaacs & Glenn Wheaton. Presentation of 'Emmy' awards for best in television during 1954 as determined by the Academy of Television Arts and Sciences. Steve Allen is m.c. for main dinner and ceremonies at the Moulin Rouge in Hollywood, with Dave Garroway as m.c. for cut-ins for winners in New York, presented at Nino's Larue. "Presenters" announcing awards in various categories include Jimmy Durante, George Burns, Danny Thomas, Jack Benny, Ralph Edwards and Dr. Frank C. Baxter, all in Hollywood. Program replaces Tonight, one time only.

Saturday (12)

CBS- 3-4:45pm EST; SPECIAL; Harlem Globetrotters Basketball Game; from WBBM-TV (Chi) remote from Great Lakes Naval Training Station; 85 stations live. Sponsors- Amana Refrigeration, Inc thru Maury, Lee & Marshall(NY); The Maytag Co thru McCann-Erickson(Chi). Pkgr- CBS Sports Dept; Prod & Dir- Judson Bailey. Special professional basketball game; Harlem Globetrotters vs. Washington Generals. Game is an extra, following the last Big Ten Conference series, March 5.

- Page 25 -

THIS WEEK(More)

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OTHER NETWORK CHANGES & ADDITIONS

ABC- Stork Club (Sun, 9:15-10pm EST) New day and time, effective March 13. Program is extended 15 minutes in new spot; previously seen Sat, 10-10:30. Program replaces Horizons, 9:15-9:30pm, and Pantomime Quiz, 9:30-10pm; last shows for both, March 6. Effective with the Stork Club time change, Matt Harlib is director, replacing Marshall Diskin.

CBS- Stage Show (Sat, 8-9pm EST) Replaces Jackie Gleason Show on March 12 and 19 while the comedian is on vacation. The Gleason show returns March 26. Tommy and Jimmy Dorsey are again the m.c.'s for the replacement variety program.

DuM- Johns Hopkins Science Review (Sun, 3-3:30pm EST) Last show, March 6.

NBC- Pinky Lee Show (Mon thru Fri, 5-5:30pm EST; Sat, 10-10:30pm EST) Add Saturday program, effective March 5, with same cast and production staff. Program replaces Happy Felton's Spotlight Gang; last show Feb 26.

LOCAL STATION ACTIVITY

WATV(Ch 13) - Irish Heritage; DEBUT Mar 10; alternate Thu, 8-8:30pm EST. Sponsor- Newark, NJ Hi-V Cranga Juice thru Scheck Advertising Agency, Inc(Newark).
Pkg- WATV with Seton Hall University's Institute of Irish Culture;
Prod- Grant Scheck; Dir- Don Horan. Maurice O'Sullivan, associate dean at Seton Hall, is narrator and m.c. for illustrated lectures on various phases of Irish history, with songs and dances, playlets and Irish-American performers as guests.

WGN-TV(Ch 9) - Ted Travers Show; DEBUT Feb 25; Fri, 11:50pm-12:45am CST. Sponsor- Chicago Sunnyside Auto Co., Inc (DeSoto-Plymouth Dealers), Chicago. Radio disk jockey Ted Travers is m.c. for this music-interview show, presenting popular records, gimmicks, guests for interviews and a new beauty queen each week.

WWJ-TV(Ch 4) - Barn Dance Party, Polka Party, Jazz Party, Mambo Party; DEBUT Feb 26; Detroit four rotating programs, one each Sat; 11-11:30pm EST. Sponsor - E & B Brewing Co thru Simons-Michelson Co(Detroit). Each program has a separate theme and separate talent roster. Barn Dance Party, stars Vic Bellamy with singer Happy Henderson, Phil Girard, The Jubilaires, The Barn Dancers. Polka Party, features Eddie Jerome, the Laur Dancers, Johnny Sadrack and orch. Jazz Party, with Bob Maxwell as m.c. and Billy Adams and orch. Mambo Party, with Bob Maxwell as m.c., and vocalist Racquel, the Robert Morgan Dancers, Fanchito and his band.

KABC-TV(Ch 7) - Al Jarvis' Hi-Jinx; DEBUT Mar 5; Sat, 9-10pm PST. Participations. Los Angeles Al Jarvis is m.c. for a teen-age dance show, featuring dance competitions, guest recording artists and refreshments; all patterned after his daily Make Believe Ballroom program. The program partially fills the time left by the discontinued Hollywood Legion Bouts, with a feature film added in the 8-9pm period, and Vampira moved up one-half hour earlier, starting at 10:30pm, following a half-hour film show.

KNXT(Ch 2) - Musical Mitecap; DEBUT Feb 21; Mon thru Fri, 11:30pm-12midnight PST. Los Angeles Participations. Late evening variety show, with Dave Willock as m.c., guitarist-vocalist Tony Romano, jazz violinist Joe Venuti and trio, newscaster-announcer Chuck Bennett and guest female vocalists. The show includes music, songs, dances and interviews with guest personalities.

KRCA-TV(Ch 4) - Dave Willock's Week-end Workshop; DEBUT Feb 26; Sat, 5-5:30pm PST. Los Angeles Dave Willock demonstrates how to do useful things around the house; making, repairing, etc. Program will have occasional guests.

TALENT SHOWSHEET MARCH 7-MARCH 13, 1955
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st of the shows on Mar. 4, 5 & 6 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the air for Friday March 11. Script identifications used are: (O) original, (A) adaptation, (SW) written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), (H). Actors who appear regularly are listed in caps in the left column; filmed shows are upper and lower case letters, underlined.

FRIDAY MARCH 4  
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(A) CBS 8pm T.R. and the Belgian Blanket - (O) by Turner Bullock; with
 (GGY Wood) regulars and Ruth Hammond, Ricky Hamilton, Donny Dilworth; (SD)
) BUTTONS NBC 8pm regulars & Paul Lynde

SATURDAY MARCH 5
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( CORBETT NBC 11:30 (O) by Albert Aley; with regulars & Frank Sutton, Nat Polen,  
 Joe Marr; (SW & SD)  
 ) GENE COCA NBC 9pm Bibi Osterwald, David Burns  
 ) RK CLUB ABC 10pm Jill Corey (S), Pat Rooney Sr, Jimmy Komack (S), Robert  
 (erman Billingsley) Maxwell (harpist)

SUNDAY MARCH 6  
 ~~~~~

(P UNTO MY FEET CBS 10am The Bus Ride - (O) by Vernon Delston; with Russell Hardie,
 (Lyman Bryson) Bruno Wick, Royal Beal, Jock MacGregor, Lorne Cossette,
 Chris Kane; (SD)
) NTIERS OF FAITH NBC 1:30 The Man In Black - by Elizabeth Meehan, from story by Denis
 Plimmer; with Leif Ericson, Lili Darvas
) RIG INVENTORY NBC 2pm The Human Equation - (O) by George Lefferts; with Edgar
 Stehli, Herbert Nelson, Jean Stapleton, Rusty Lane, Walter
 Brooke, Pat Chandler; (SD)
) FBUS CBS 5pm The Mighty Casey - opera based on Ernest L. Thayer's poem;
 (Lstair Cooke) music by William Schumann, libretto by Jeremy Gury; with
 Danny Scholl, Elise Rhodes, E. G. Marshall, Rufus Smith,
 Nathaniel Frey, Bruce Renshaw, Herb Marshall; conductors:
 Samuel Krachmalnick; Dir: Ted Danielewski; Stager: Elliott
 Silverstein

(MARK HALL NBC 5pm The Emperor's Message - (O) by Charles Peck, Jr., tribute to
 FAME Lt. Marcus Contee; with John Barrymore Jr, James Dobson,
 Paul Grant, Frank Hanley, Richard Loo, Keye Luke; (SD)

GARDNER CALLING WPIX 7pm Rube Goldberg, Billy Daniels, Henny Youngman

RA CAMEOS DuM 7:30 Ruby Mercer will sub indefinitely from this date for host
 Giovanni Martinelli

eral Electric Theatre CBS 9pm Add: Joanne Davis, Robert Middleton, Robert Cornthwaite,
 David Bruce

E BEGINS AT 80 DuM 9:30 Chan Canasta (mentalistic)

er Knows Best CBS 10pm Proud Father - with regulars & John Gallaudet, Tom Mann; (SD)
 (ert Young)

etta Young NBC 10pm Case Book - (O) by Lowell S. Hawley; with Charles Drake,
 Nelson Leigh, Madine Ashdown, Stuart Randall; (SD)

Cummings Show NBC 10:30 Ideal Husband - with regulars & Alvia Allman, Paula Winslow,
 Phil Arnold, Laurette Luez; (SD)

MONDAY MARCH 7
 ~~~~~

lock Holmes WRCA-TV 7pm The Case Of The Reluctant Carpenter - (O) by Sheldon Reynolds;  
 (ald Howard) - with regulars & Pierre Gay, Kenneth Richards, Henry Hubner,  
 Donald Kotite, Claude Bower, Rowland Bartrop, J. Mancier; (SD)



TUESDAY MARCH 8 (Cont'd)

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ARMSTRONG'S CIRCLE THEATRE NBC 9:30

Crack-Up - (O) by Samuel Elkin; with Ernest Truex, Maxine Stuart, Edward Andrews, Ralph Stantley, Gene Blakeley, Billy Greene, Moultrie Patten; (SD)

D/ 3 CBS 10pm

Silent Mutiny - by George Bellak, adapt from Captain Jan Cwiklinski's autobiog The Captain Leaves His Ship; with George Voskovec, Lee Richardson, Milton Selzer, John C. Becher, Peter A. Ostroff; (SD) by Paul Stanley

It's A Great Life (Bishop, O'Shea, Dunn) NBC 10:30

Foster Father - with regulars & Lita Milan, Lori Nelson, David Kasday, Louise Lorimer; (SD)

WEDNESDAY MARCH 9

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Norby (David Wayne) NEC 7pm (COLOR)

The Cinderella Story - with regulars & Bibi Osterwald; (SD) by Richard Whorf

Disneyland AEC 7:30

Tomorrowland - study of man in space; Dr. Wernher von Braun (space engineer), Willy Ley (space travel expert & historian), Dr. Heinz Haber (space medicine authority); Prod & Dir by Ward Kimball

My Little Margie NBC 8:30

Vern's Flying Saucer - with regulars & Archer MacDonald, Clarence Kolb, Joanne Jordan; (SD)

The Millionaire CBS 9pm

The Story Of Nancy Marlborough - with Ellen Corby

CHICAGO SYMPHONY DuM 9pm

Fritz Reiner conducts

RAFT TELEVISION THEATRE NBC 9pm

The Night Watcher - (O) by Nelson Gidding; with Constance Ford, Edward Binns, Mark Roberts, Don Hamner, Harold Stone

WHO SAID THAT ABC 9:30

Pat Carroll, Pee Wee King & regulars

THURSDAY MARCH 10

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Combarbo WRCA-TV 7pm

Sonny Gale

Ray Milland CBS 8pm

(O) by Kitty Buhler & Russ Bender; with regulars & Hans Conreid, Joan Camden, Dudley Dickerson; (SD)

Conrad Nagel Theatre WAED 8pm

The Gypsy - (O) by Claude Kells; with Stella Vitelleschi, Sue Ellen Blake, John Douglas, Alfred Browne

Treasury Men In Action (Walter Greaza) AEC 8:30

The Case of the Lady in Hiding - (O) by Robert Sloane; with Nancy Gates, Joseph Downing, Isabel Jewell, Harry Lauter; (SD)

CLIMAX! (William Lundigan) CBS 8:30

The Great Impersonation - (O) by E. Phillips Oppenheim, (A) by William Kozlenko; with Michael Rennie, Zsa Zsa Gabor, Maureen O'Sullivan; Prod by Martin Manulis, Dir by Allen Reisner (FROM HOLLYWOOD)

JUSTICE (Gary Merrill) NBC 8:30

Revenge Is Mine - (O) by Mann Rubin; with William Prince, Meg Kundy, Robert H. Harris, Parker Fennelly; (SD)

STAR TONIGHT AEC 9pm

Ile - (O) by Eugene O'Neill, (A) staff; with Perry Wilson, Bruce Gordon, Luis Van Rooten, Philip Kenneally; (SD)

Dragnet (Jack Webb) NBC 9pm

regulars & Sally Corner, Alan Reynolds, J.P. O'Donnell, Monty Masters, Larry Gelbmann, Frank Gerstle; (SD)

POND'S THEATRE ABC 9:30

Billy Budd - (O) by Herman Melville, B'way play by Louis O. Coxe & Robert Chapman, (A) by staff; with Luther Adler, Joseph Wiseman, Geoffrey Horne, Russell Collins, Bernard Kates; Prod & Dir by George Roy Hill

Four Star Playhouse CBS 9:30

Eddie's Place - (O) by Buck Houghton, (A) by Willard Wiener & Herbert A. Spiro; with Ida Lupino, William Talman, Louis Jean Heydt, Kathryn Card, Glen Gordon, Lou Krugman, Ding Dong; (SD)

Theatre NEC 9:30

Second Sight - (O) by Gwen Bagni, (A) by Bagni & Karen DeWolf; with Merle Oberon, Phil Carey, Jane Darwell, Eddy Waller, Joe Forte, Kim Charney; (SD) by Fred F. Sears





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D-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

The 'Emmy' awards of the "Academy of Television Arts and Sciences" were presented over 120 stations of the NBC-TV network Monday night (sponsored for the first hour of the hour-and-one-half show on 60 of the stations by Maybelline and Charles Antell). It was an entertaining program in many respects: the comedians were in fine form, some top talent names were very happy over their honors in a manner that viewers like to see, and there were the normal number of foul-ups common to intricate programs of this type. As far as the awards themselves were concerned, these fall into the category of personal preference; some undoubtedly were richly deserved and some were questionable, a condition present in any award competition. Because this was the first network telecast of the 'Emmy' awards, there are some important questions that must be answered, since they certainly weren't considered in the course of the telecast. What is the "Academy of Television Arts and Sciences"? How are nominations for its awards made? Who determines the final winners in each category? the "Academy" representative of the industry?

It may be hazy, but memory records the fact that there used to be two "Academies," one in New York and one in Hollywood. Both were started by magazine publishers to help promote their books; the one in the east for a fan magazine no longer in existence and the one in the west for a local magazine, same condition. As television burgeoned and movie veterans began to move over to the new field, they decided to regularize the west coast version to raise the prestige of their business in Hollywood where it was not only scorned, but positively sneered at by most movie moguls. The "Academy" in Hollywood, the only one now in existence, numbers over 700 members, people engaged in television activity on the west coast. Names prominent in the production and talent side of the industry have joined in increasing numbers during the past two years. NBC's decision to telecast the awards nationally means it has reached a specific pinnacle in achieving nationwide notice for ATAS presentations.

The ATAS membership votes on its choices for nominations, five in each category set by an awards committee (six in case of ties), and then later votes on the final winner from among those. For a program or personality to qualify for consideration they must have been seen on television in Los Angeles during the year. If further emphasis of the strictly local character of the awards is needed, 'Emmies' were also presented in five categories for shows seen only in the Los Angeles area. These, naturally, were not included in the network program, but were shown over a local

- Page 1 -

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station. Following the custom of the Motion Picture Academy, the ATAS sets up special screening periods of films and kinescopes of programs nominated for awards so that members may go to a theatre to refresh their impressions of the programs they had voted for.

Under no circumstances or standards is it possible to consider the ATAS representative of the television industry, either the creative or technical sides. It cannot be considered such in either point of view or in membership as long as it restricts itself to a Los Angeles operation. It is also obvious that as long as it continues as a slavish imitation of the Academy of Motion Picture Arts and Sciences it can never be more than a step-child of the movies. As the major film organizations move into television production there will be a future question about whether film people or television people (live and film) will control the ATAS. There is no question that film workers -- still in a minority as far as network television is concerned -- dominate the ATAS because of the important strides they have made in Hollywood.

Danny Thomas, always a fine performer, signaled the imperfection of the 'Emmies' himself on the air when he termed his first award, for "best actor starring a regular series," as "ridiculous," while admitting to high gratification at the award for Make Room for Daddy as the "best situation comedy series". High spirits at winning two awards in one evening accounted for it and Danny Thomas may regret the careless word now, but it provided a capsule critique of the 'Emmies' as far as their having an industry-wide meaning or standing.

NBC may have unintentionally done everyone a service in presenting the award ceremony on a network basis. Pressure from the industry may force the ATAS to become more representative of the entire craft, east and west, rather than of expatriate movie performers interested in aggrandizement of their new positions as adjuncts of the movie colony. (It might be noted that many capable performers have been able to return to movie careers or have re-established themselves because of successes in television). The ATAS is thus far insular in organization and approach. There is very little "art" or "science" and practically no nationwide television influence in its makeup.

\* \* \*

News in the trades about Worthington Miner's planned series for NBC were considered a little premature. Only one of three series mentioned in stories has gotten to a production stage, Frontier, which will be an adult Western series. Sidney Lumet, former CBS staff director in New York, will leave for the coast tomorrow (March 10) to begin pre-production work before directing the pilot film. Lumet, by the way, did a one-shot direction for Elgin Theatre last night in New York over ABC-TV. The pilot script for the Western was written by Friedkind and Fine. The series is considered a Worthington Miner-Ashley-Stéiner, Inc., package. The second of the talked-about pilots, Challenge, would be for a dramatic anthology series. The pilot script is by Reginald Rose and Rod Serling, but no production details have been set as yet. As far as Briefcase is concerned, the third of the revealed pilots, although it has already received approval from the California Bar Assn and a pledge of assistance, it may have to wait on progress on the other two packages.

Official title for the new live drama series replacing Father Knows Best over CBS-TV on April 3, is Appointment with Adventure (formerly "Adventure Theatre").....  
..New title for Portia Faces Life over CBS-TV, is The Inner Flame, effective March ..  
.....While R. J. Reynolds Tobacco is reported to be set as a co-sponsor of the ..  
..il Silvers film series, You'll Never Get Rich, final okay may depend on the other sponsor. Reynolds has also been reported to be interested in a new Hollywood film series, which may or may not be The Crusaders, currently going into production at Revue in Hollywood.

The new CBS children's series, which will range the nation for origination points to present live documentaries of interest to young viewers, will make its debut on Sunday, April 17, 3:30-4pm EST. The CBS Public Affairs package is as yet untitled, with the final choice of several under consideration depending on clearance. Ted Mack will produce the series, but other production details are still in the works. In essence, the series is intended to present the story of the nation in its basic parts; through visits to a farm to see how its operations are performed, to a port to see how liners are brought to the pier, to an industrial plant to see how products are formed from raw materials, etc.....The new Johns Hopkins series making its debut over ABC-TV on Saturday, March 26, 7-7:30pm EST, will be titled Tomorrow. Lynn Poole of Johns Hopkins University will be producer and moderator, the same functions he performed on Johns Hopkins Science Review, which had its last showing over the Du Mont net last weekend. As with the previous Hopkins program, Tomorrow will originate in the studios of WAAM(Baltimore). The new program will search out the most important and unusual professions open to career-minded Americans to guide young people to the many new industries where there is a desperate shortage of highly skilled personnel.

Everett Rosenthal and Leonard Loewenthan have resigned as v.p.'s of Frockter Television Enterprises to establish their own TV producing company, Pyramid Productions, at 1 East 57th St, effective March 21. The new firm will create and produce both live and film programs and may also finance outside projects for network and syndication programming. Rosenthal, executive producer on all the major Frockter TV projects during the past few years, will be president of the new company, with Loewenthan as exec v.p. and general counsel.....Midwestern Hayride, the Crosley-WLW perennial country and western program, will again be a summer replacement for a major NBC program -- the fourth year. It replaced the Milton Berle show on Tuesday night last year.....Charlie Applewhite has been made a permanent member of the cast of The Morning Show with Jack Paar over CBS-TV. The latter elongation in title, while understood for some time, was made formal with caps in CBS schedules several weeks ago.

CBS' major league baseball TV Game of the Week, starting April 2 on Saturday afternoons, will not be telecast in minor league cities whenever the local team is playing.....Today will make another city origination in April, jumping to Detroit for a week, from April 18 to 22, and will be seen in the future from other major cities at least six times during the year, returning to its regular New York base after each safari. Daily Detroit originations will be from major industrial plants and city landmarks.....CBS' You Are There films have gone into production at Hal Roach Studios, continuing the series for which 15 were originally produced in New York after it switched from a live presentation. James Fonda is producer for CBS, with Barney Girard directing.

Shulton, Inc., makers of Old Spice and women's fragrances, started its first major investment in television last week over KFTV(LA), with its sponsorship of Paris Precinct, which stars Louis Jourdan and Claude Dauphin in stories of the Paris Surete. Shulton's sponsorship of the series, thru Wesley Associates(NY), will reach 30 markets by spring for the MFTV package.

PEOPLE GOING PLACES: Louis G. Bissell, Jr., appointed radio-TV director of Reach, Yates & Mattoon, Inc(NY).....John Kucera upped to v.p. and director of broadcast media at Biow-Beirn-Toigo, Inc(NY).....David Y. Bradshaw upped to manager of the radio-TV dept of Young & Rubicam, Inc(NY).....Mann Holiner named manager of the Hollywood office of Ted Bates & Co., succeeding H. Austin Peterson, who has resigned his partnership and position as head of the Hollywood office, effective March 31.....Guild Films moved to 460 Park Ave., New York (MU 8-5365).....David Savage has been appointed assistant to Reub Kaufman, president of Guild Films, in addition to his station relations duties, to coordinate the firm's departments.