

# Ross Reports ON TELEVISION

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

## THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

### Wednesday(13)

NBC- 8-8:30pm EST; DEBUT; Kodak Request Performance, ON FILM; from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite (84 ordered). Sponsor- Eastman Kodak Co (Cameras, Film, Equipment) thru J. Walter Thompson Co(NY); Acct Execs- Thayer Jaccaci, Charles Rheinstrom. Film Distrib- Screen Gems, Inc. All films have previously been seen on the NBC net during the past season as part of Ford Theatre or Fireside Theatre. Contract is for a minimum of 21 weeks; more than half the films will be from the Ford Theatre group. Program replaces I Married Joan in this time spot; last show April 6.

### Saturday(16)

CBS- 10:30-11pm EST; DEBUT; Damon Runyon Theatre, ON FILM; from WCBS-TV(NY) & KNXT(LA), 52 stations net, 16 delayed. Sponsor- Anheuser-Busch, Inc (Budweiser Beer) thru D'Arcy Advertising Co., Inc(St. Louis); Acct Exec- Jack Macheca. Pkgr- Normandie Productions thru William Morris Agency. Film Prod- Screen Gems, Inc(Hollywood); Prod Exec- Fred Briskin; Prods- Lou Breslow & Michel Kraike; Dirs- William D. Russell, Fred F. Sears; Writers- Various. Drama anthology series based on short stories written by the late Damon Runyon, with various stars in each film. (See page 32 for previous changes in this time spot).

### Sunday(17)

CBS- 3:30-4pm EST; DEBUT; Let's Take a Trip; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs(NY); Superv- Irving Gitlin; Prod- Stephen Fleischman (1st show), Bill Weinstein (2nd show), followed by other producers; Assoc Prod- Ted Sack; Dir- Roger Englander; Writers- Bob Allison, Selig Alkon. Sonny Fox acts as an adult guide for Ginger MacManus, 9, and Brian "Pud" Flanagan, 10, on trips to interesting places around the country, via live remote telecasts. The program is aimed to bring to children answers from the adult world around them, explaining the mechanics of industry, agriculture, etc., through trips to a dairy farm, a firehouse, a power-generating dam, a harbor, etc. The program replaces Adventure in this time spot, with the latter moving this date to 5-6pm, replacing the first hour of Omnibus; last show for Omnibus, April 10.

CBS- 6-6:30pm EST; DEBUT; The Sunday Lucy Show; from WCBS-TV(NY) & KNXT(LA), no. of stations indefinite. Sponsor- Lehn & Fink Products Corp (Hinds, Etiquet & Lysol) alternating with Dorothy Gray, Ltd (Continued on next page)

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THIS WEEK(More)

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Ross Reports On Television, Service Subscription Rates (U.S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

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THIS WEEK(Cont'd)

Sunday(17)

CBS- The Sunday Lucy Show (Continued from previous page): (Beauty Preparations), both thru McCann-Erickson, Inc(NY); Acct Superv- C. Terence Clyne; Agcy Superv- Kingsley Horton; Comm Superv- Ted Robertson(H'wood); Commls on film. Pkgr & Prod- Desilu Productions, Inc. Re-runs of I Love Lucy films, seen originally over CBS-TV, Mondays, 9-9:30pm EST. Program replaces last half-hour of Omnibus in this time spot. (See previous listing on page 37).

OTHER NETWORK CHANGES & ADDITIONS

ABC- The Name's The Same (Mon, 7:30-8pm EST) Bob Elliott and Ray Goulding, as a team, replace Dennis James as m.c., effective April 11. Regular panel effective this date, includes: Joan Alexander, Audrey Meadows, Roger Price and Walter Slezak; plus Laraine Day for one month beginning April 11.

DuM- All About Baby (Thu & Fri, 1:45-2pm EST) New time, effective April 14. It was previously seen from 2-2:15pm, the same days.

CBS- Youth Takes a Stand (Sat, 2:30-3pm EST) Last show, March 26.

Valiant Lady (Mon thru Fri, 12noon-12:15pm EST) Adrian Spies is writer of the series, effective with this date's episode.

NEW NETWORK SPONSORSHIPS

DIXIE CUP CO thru Hicks & Greist, Inc(NY) began sponsorship of the second half-hour segment of Super Circus (Sun, 5-5pm EST) over ABC-TV, on an alternate week basis, effective April 10. Kellogg Co sponsors the first half-hour weekly.

HALL BROS., INC (Hallmark greeting cards) thru Foote, Cone & Belding(Chi) will sponsor a new Hallmark Hall of Fame series over NBC-TV, consisting of dramatic works produced by Maurice Evans and broadcast in color on a monthly basis on Sundays, 4-5:30pm EST, beginning Oct 23.

The following advertisers will sponsor single segments of Mickey Mouse Club (Mon thru Fri, 5-6pm, all time zones) when the program goes on the air over ABC-TV, on Oct 3: AMERICAN DAIRY ASSN thru Campbell-Mithun, Inc(Chi); CARNATION CO thru Erwin, Wasey & Co., Inc(LA); MARS, INC thru Leo Burnett Co., Inc(Chi); and THE WELCH GRAPE JUICE CO thru Kenyon & Eckhardt, Inc(NY). Previous sponsors announced include: GENERAL MILLS thru Knox Reeves and other agencies (six segments); CAMPBELL SOUP CO thru Leo Burnett and BBD&O (two segments); BRISTOL-MYERS CO thru Doherty, Clifford, Steers & Shenfield (one segment); ARMOUR & CO thru Henri, Hurst & MacDonald (one segment).

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) - Three Girls; DEBUT April 10; Sun, 3-3:30pm EST. Sustaining. Pkgr & New York Prod- Gross-Baer Productions(NY); Assoc Prod & Writer- Tony Spinner; Stager- Lee Polk; Dir- Lou Volpicelli(WABC-TV). Situation comedy series, starring Janis Carter, Barbara Gaylord & Joannie Johnson; story of three career girls in New York, a fashion consultant (Carter), an actress (Gaylord) and a singer (Johnson).

R-TV(Ch 9) - Brooklyn Dodgers Baseball Games; 103 home and away games and one ex- New York hibition game during the season; exhibition game April 9; regular season schedule begins April 12, with afternoon games starting at 1:30pm EST. Happy Felton's Knot Hole Gang (half hour) precedes (Cont'd next page)

LOCAL STATION ACTIVITY(Cont'd)

WOR-TV(Ch 9) - Dodger Baseball (Cont'd from previous page): each home game, and Felton's Talk to the Stars (quarter-hour) follows each game. The games are co-sponsored by F. & M. Schaefer Brewing Co (Beer) and American Tobacco Co (Lucky Strikes), both thru Batten, Barton, Durstine & Osborn, Inc(NY). Play-by-play description is by Connie Desmond and Vince Scully, with Andre Baruch doing the color.

WPIX(Ch 11) - New York Yankees Baseball Games; 77 home games RETURN April 12 (one exhibition game on April 10); afternoons, starting at 1:55pm, evenings, 8:15pm. Sponsors- P. Ballantine & Sons (Beer & Ale) thru Wm. Esty Co., Inc(NY), entire game except 3rd and 7th innings which are sponsored by General Cigar Co (White Owls) thru Young & Rubicam, Inc(NY). Mel Allen and Jim Woods handle the play-by-play, color and commercials. Red Barber's 15-minute Red Barber's Clubhouse precedes and follows each game; sponsored by R. J. Reynolds Tobacco Co (Camel Cigarettes) thru Wm. Esty Co., Inc(NY).

WPIX - New York Giants Baseball Games; 77 home games RETURN April 14; afternoon and evenings, starting as for Yankees as above. Sponsor- Liggett & Myers Tobacco Co (Chesterfields) thru Cunningham & Walsh, Inc(NY). Pre-game program (15 minutes), A Day with the Giants, with Laraine Day, is sponsored by Cities Service Oil Co thru Ellington & Co., Inc(NY). Post-game program (15 minutes), Frank Frisch's Clubhouse Interviews, is sponsored by G. Krueger Brewing Co (Beer) thru Grey Advertising Agency, Inc(NY). Russ Hodges and Bob Delaney handle the play-by-play, color and commercials for the ball games.

WRCA-TV(Ch 4) - Answers to Cancer; SPECIAL April 17; Sun, 1-1:30pm; feed to WABC-TV & WOR-TV. Sustaining, public service. Pkgr- New York City Cancer Committee with WRCA-TV; Superv- Bill Berns; Prods- Harry Olesker, John Wingate is m.c. for a panel of cancer specialists who will answer questions on cancer phoned in by viewers during the program.

WATV(Ch 13) - Wilson, Glickman and Lee; DEBUT April 11; Mon thru Fri, 7-7:30pm EST. Participations. Sports chatter by Ward Wilson, Marty Glickman and Bert Lee. The three discuss games of the day and general sports.

WATV - Barry Gray; DEBUT April 11; Mon thru Fri, 7:30-7:45pm EST. The radio commentator returns to TV with his commentaries on news and issues of the day. He had been seen last season over WABD(NY).

KABC-TV(Ch 7) - Fishing Tips; RETURN April 6; Wed, 10-10:30pm PST. Sponsor- Associated Sporting Goods Dealers(3 local stores) thru Richard N. Meltzer Advertising, Inc(LA). Prods- Tom Lowey, Riley Jackson. Seasonal show in its third season returns on a new station, with Jack Curnow, fish and game editor of the L. A. Times, as host for interviews and showing film clips of salt and fresh water fishing locations.

LOCAL FIIM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

<u>STA &amp; CHAN</u>	<u>SERIES TITLE &amp; DISTRIB</u>	<u>SPONSOR &amp; AGENCY</u>	<u>START DATE</u>	<u>DAY</u>	<u>TIME</u>
<u>New York</u>					
WABC(7)	*"Soldiers of Fortune" (Ziv)	-The Seven-Up Co thru J. Walter Thompson Co(CH1)	4/9	Sat	6-6:30pm
WRCA(7)	*"Paris Precinct" (UM&H)	-Shulton, Inc(Toiletries) thru Wesley Associates(NY)	4/3	Sun	10:30-11pm
WATV(7)	*"Cisco Kid" (Ziv)	-Open	4/9	Sat	6:30-7pm
WRCA(4)	*"Science Fiction Theatre"(Ziv)	-Emerson Drug Co(Bromo-Seltzer) thru Lennen & Newell(NY)	4/5	Tue	7-7:30pm

CODE: \*First run in market #Re-runs (Additional listings covering several weeks will be included in the next report)

Most of the shows on April 8, 9, 10 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 listing for Friday, April 15. Script identifications used are: (O) original, (A) adaptation, (SW) self-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic, musician (M). Actors who appear regularly are listed in caps in the left column; filmed shows in upper and lower case letters, underlined.

FRIDAY APRIL 8  
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|                          |          |                                                                                                                                                    |
|--------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| MAMA<br>(Peggy Wood)     | CBS 8pm  | <u>T. R. &amp; the Shining Secret</u> - (O) by Palmer Thompson; with regulars & Jack Sheehan, Helen Carew; (SD)                                    |
| JACK CARSON              | NBC 8pm  | William Gargan, Francis Pierlot (S&D), Connie Towers (FROM H'D)                                                                                    |
| <u>Schlitz Playhouse</u> | CBS 9pm  | <u>Mr. Ears</u> - (O) by Eddy Orcutt, (A) by Philip MacDonald; with Walter Brennan, Tommy Rettig, John Damler, Frances Zucco; (SD) by Gerald Mayer |
| CHANCE OF A LIFETIME     | DuM 10pm | Anita Darian (S), Rebecca Lynch (M)                                                                                                                |

SATURDAY APRIL 9  
 ~~~~~

TOM CORBETT (Frankie Thomas)	NBC 11:30	(SW) by Weinstock & Gilbert; with regulars & Frank Sutton, Bob Hastings; (SD)
<u>Buffalo Bill, Jr.</u> (Dick Jones)	WCBS 5pm	<u>The Black Ghost</u> - with regulars & Nancy Gilbert, Harry Cheshire, Claudia Barrett, Ewing Mitchell, Bill Henry, Dennis Moore, Denver Pyle, Budd Buster; (SW & SD)
<u>Man Behind the Badge</u> (Charles Bickford)	WCBS 6:30	<u>The Case of the Uncrowned Champ</u> - (O) by Alvin Eoretz; with Christian Drake, Sally Fraser, Bob Crosson, Jimmy Ogg, Peter Miller, Howard Negley, John Hiestand; (SD)

MAX LIEBMAN  
SPECTACULAR

NBC 9pm  
(COLOR)

The Merry Widow - Book by Victor Leon & Leo Stein, Music by Franz Lehár, TV (A)-(SW); with Anne Jeffreys, Brian Sullivan, Helena Bliss (all S), Edward Everett Horton (C), John Conte (S), Bambi Linn & Rod Alexander (D), Beatrice Kraft (D), Jack Russell (S); (SD)

SUNDAY APRIL 10  
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|                                         |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET<br>(Dr. Lyman Bryson) | CBS 10am    | <u>A Journey of a Night</u> - (O) by Charles Norman; with Mildred Durnock, Ruth White, Michael Higgins, Nancy Wickwire, Ned Glass, Richard Hamilton, Warren Oates, Richard Robbins, Margot Stevenson; (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| EASTER IN NEW YORK                      | NBC 12:30pm | Ben Grauer, Arlene Francis, Mimi Benzell (S), Robert Shaw Male Chorus (S) dir. by Ralph Hunter, Jack Kelly Trio (M)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| ADVENTURE                               | CBS 3:30    | Van Dyke Parks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| HALLMARK HALL OF FAME                   | NBC 5pm     | <u>Lydia</u> - (O) by E. Jack Neuman; with Sarah Churchill & others to be announced; (SD, FROM HOLLYWOOD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| OMNIBUS<br>(Alistair Cooke)             | CBS 5pm     | <u>Uncle Tom's Cabin</u> - (O) by Harriet Beecher Stowe, (A) by Ellen Violett; with Arthur O'Connell, John Marriott, Doreen Lang, James Daly, Lynn Loring, Phyllis Hill, Jacques Aubuchon, Chris Gampell, Vinnie Burrows, Evelyn Davis, Irene Treadwell, James Milhollin, William A. Forester, Richard Ward, Ken Freeman, Pauline Myers, Robert Duke, Billie Lou Watt, Mildred Clinton; (SD) by Seymour Robbie; <u>Music &amp; Dance from India</u> - interpreted by Yehudi Menuhin (M); with Shantah Rao (D), Ali Akbar Kahn, Chaturlal, Vasanti Rao, Methatta (all M), Ven Kataraman (S); <u>Churchgoers of Kent</u> (Film) - with Father John Patterson; Dir & Photographed by Arthur Ornitz (LAST SHOW OF SEASON) |
| KUKLAPOLITAN EASTER<br>IOWA             | ABC 6:30    | regulars & Joseph Lockwood, Mary Dornheim, Peter Pell, Carolyn Gilbert as (S); Music conducted by Rex Maupin (FROM CHICAGO)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| MR. PEEPERS<br>(Wally Cox)              | NBC 7:30    | regulars & Reta Shaw, Dan Morgan, Martha Greenhouse, Ernest Truex; (SW & SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| GOODYEAR TELEVISION<br>PLAYHOUSE        | NBC 9pm     | <u>Beloved Stranger</u> - (O) by Sumner Locke Elliott; with Hugh Reilly, Constance Ford, Sally Gracie, Maureen Hurly, John Alexander, Margaret Hamilton, Cynthia Latham, Carol Veazie, Will West, Ed Walsh; (SD) by Bob Mulligan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

SUNDAY APRIL 10 (Cont'd)

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STORK CLUB ABC 9:15  
Stage 7 CBS 9:30

POINTMENT WITH CBS 10pm  
ADVENTURE

Jill Corey (S), Oliver Wakefield (C), Isabel Robbins (S)  
Young Girl in an Apple Tree - (O) by Wells Root; with Ann  
Harding, Regis Toomey, Whit Bissell, John White; (SD)

Five in Judgment - (O) by Douglas Taylor; with Paul Newman,  
Frank McHugh, James Gregory, Jeff Harris, Henry Hull, Jack  
Lord, Pat Breslin, Frank Overton; (SD) by Robert Stevens

Paris Precinct WABC-TV 10:30  
(Dauphin & Joudan)

Fire Bug - with Le Peal, Paul Bonifas, Jacques Chambord, Vir-  
ginia Kelly, Alex d'Arcy, Roberta Haynes, Marc Behn; (SW,D)

MONDAY APRIL 11

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Superman WRCA-TV 6pm  
(George Reeves)

The Runaway Robot - with regulars & Phyllis Coates, Jack  
Larson, John Hamilton, Robert Shayne, Herman Cantor, Lucien  
Littlefield; (SW & SD)

Sherlock Holmes WRCA-TV 7pm  
(Ronald Howard)

The Night Train Riddle - listed on March 28. Show substitu-  
on that date, was The Case of the Vanished Detective - (O) by  
Charles & Joseph Early; (SD)

TV Reader's Digest ABC 8pm  
(Hugh Reilly)

How Charlie Faust Won a Pennant for the giants - (O) by Edwin  
V. Burkholder, (A) by Don Mankiewicz; with Lee Marvin, Alan  
Read, Lee Van Cleef, John Cliff, John Larch; (SD) by Leslie  
Martinson

VOICE OF FIRESTONE ABC 8:30

Eugene Conley (S)

Medic (R. Boone) NBC 9pm

Physician Heal Thyself - with Robert Bray; (SW & SD)

ROBERT MONTGOMERY NBC 9:30  
PRESENTS

The Great Gatsby - (O) by F. Scott Fitzgerald, (A) by Alvin  
Sapinsley; with Robert Montgomery, Edward Binns, John Newland,  
Phyllis Kirk, Scott Tennyson, Gena Rowlands, Jayne Heller,  
Ralph Bunker, Fred Worlock; (SD)

December Bride CBS 9:30  
(Spring Byington)

Psychiatrist - with regulars & Grandon Rhodes, Howard McNear,  
Edith Simmons; (SW & SD)

STUDIO ONE CBS 10pm

Passage at Arms - (O) by Irving Elman, based on files of  
Radio-Free Europe; with Robert Sterling, Raimonda Orsell,  
Theodore Bikel, Peter Capell, Ilka Windisch, Michael Gorin;  
(SD) by Franklin Schaffner

Eddie Cantor WABC 10pm  
Big Town WRCA-TV 10:30pm  
(Mark Stevens)

Robert Strauss, Jack LaRue, Douglass Dumbrille, Helen Mowrey  
regulars & Natalie Norwick, Tudor Owen, Dan Riss, Russ Conway.  
Dick Wessell, Robert Easton, John Force; (SW & SD)

TUESDAY APRIL 12

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Cavalcade of America ABC 7:30

The Gift of Dr. Minot - with Walter Coy, Richard Erdman, Aline  
Towme, Don Shelton, Phyllis Coates, Diane Ross, Noel Toy, Nan-  
cy Evans; (SD)

Waterfront WABD 7:30  
(Preston Foster)

Rough Diamonds - (O) by John Tucker Battle & Louis Vittes;  
with regulars & Charlie Smith, Wallace Clark, Maria Palmer,  
Peter Adams, Richard Travis; (SD)

Life With Father CBS 8pm  
(Leon Ames &  
Lurene Tuttle)

Father & the Bicycle - (O) by William Roberts; with regulars  
& Robert Emmett Keane, Madge Blake, Paul Burns, Roger Broadus  
Helen Spring, Connie Van, Gail Bonney; (SD)

MARTHA RAYE NBC 8pm

Dennis O'Keefe, Jackie Coogan, Benny Goodman & His Sextet (M)

The Halls of Ivy CBS 8:30  
(Ronald & Benita Colman)

regulars & Maurice Marsac, Tamar Cooper, Melinda Markey, Byron  
Foulger; (SW & SD)

Studio 57 DuM 8:30

The Stalking Horse - with Paul Langton, Jeanne Bates, Pamela  
Duncan, Ann Lee; (SD)

Reside Theater NBC 9pm  
(Gene Raymond)

The Blessing of the Pets - (O) by Eleanore Griffin, (A) by  
Herbert Little, Jr. & David Victor; with Jay Novello, David  
Colmans, Alma Beltram, Howard Negley, Sheila Bromley, Chick  
Chandler, Victor Millan, Rosa Turich, Pilar Del Rey, Manuel  
Lopez; (SD)

Danny Thomas ABC 9pm  
(Jean Hagen)

Father-Son Show - (O) by Mac Penoff; with regulars & Art Lewis,  
Robert Faulk, Phil Arnold; (SD)



Adventures of Rintintin ABC 7:30

(Lee Aaker & James Brown)

R. T. T. & the Printer's Devil - with regulars & Mildred von Hollen, Robert Burton, Roy Erwin, Harry Cody, John Frank Harry Strang, Mitchell Kowall; (SW & SD)

Secret Files, U.S.A. WAED 8pm

(Pat Wood)

CBS 8pm

Mission Baram - with Dith Corthuis; (SW & SD)

Dagmar's Graduation - (O) by Frank Gabrielson; with regulars & Philip Rodd; (SD)

Ray Bolger (Marjie Millar)

ABC 8:30

Last of the Showboats - (SW) by Richlin, Fox & Shapiro; with regulars & Clem Evans, Barbara Morrison, Byron Foulger, John Ayres, Maurice Kelly, Sylvia Lewis, Georgine Darcy, Cliff Ferre, Eddie Weston; (SD)

Topper

CBS 8:30

Topper's Egyptian Deal - with regulars; (SW & SD)

THE BIG STORY

NBC 9pm

Bernard Averbuch, San Francisco, Calif. Call-Bulletin - (O) by Gail Ingram; with Phil Abbott, Maxine Stuart, Elizabeth Yorke, Bert Freed, Herm Denkin, John Boruff, Courteen Landis

Dear Phoebe

NBC 9:30

(O) by John L. Greene; with regulars; (SD)

Inner Sanctum

WOR-TV 9:30

The Hermit - (O) by Doug Johnson; with John Marley, Gloria Marlowe, Harry Ellaver, John Coots, Tige Andrews; (SD)

The Vise (Ron Handell)

ABC 9:30

The Imperfect Gentleman - with Jack Watling, June Rodney, Hildy Christian, Anne Lancaster, Felix Felton, Leslie Kyle, Shirley Lawrence, Tony Quinn; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 8 THRU FRIDAY APRIL 15

ODAY (Dave Garroway)

NBC 7am

M thru F - Bill & Cora Baird (puppeteers); M - Richard Boone; Tu - Stanley Kramer (producer) & film clips from Not as a Stranger; Thu - Las Vegas travel feature narrated by Lucius Beebe; F - Francoise Sagan (author of Bonjour Tristesse)

MORNING SHOW WITH (ACK PAAR)

CBS 7am

F(4/8) - Larry Markes, Sid Reznick, Bob Howard & Earle Doud (show's staff writers) sub for Paar this show only; M - Goudschmidt Brothers (dog act); Tu - Bobby Sherwood (M); W - Hermione Gingold (C); F - Eurl Ives (S)

MORGE SKINNER

WCBS 9am

Thru F(4/8) - Gene LaMarca (M); M thru F - Nola Fairbanks (S)

MARRY MOORE

CBS 10am

M - Bruce Sidlinger (trampo); Tu - Ringling Circus chimps; F - Feiro Brothers (variety); the Mello Larks (S), Zippy & owner Lee Ecuyer

ME (Irene Francis)

NBC 11am

M - Bob Porterfield (baseball); F - Don Gillis (M), Johnny Anderson (FROM WASHINGTON)

RT LINKLETTER'S (HOUSE PARTY)

CBS 2:30

M - Corky Hale (M); Tu - Ernest Borgnine & clips from Marty; W - Angel Marlo (S); F - Caroline Leonetti (charm expert)(H'D)

ED MACK MATINEE

NBC 3pm

M - Lillian Davis (M); Tu - Joseph O'Connor (M); W - Singing Harkins Family, John Peterson (M); Thu - Ernie Bushmiller (cartoonist), Joe Berner (M); F - Glen Turner (D); M thru F - regulars Dick Lee, The Honeydreamers; & Beth Parks replacing Elise Rhodes (S)

FIRST LOVE

NBC 4:15

M thru F - Tod Andrews replaces Val Dufour as regular; (SW,D)

THE WORLD OF MR. (BENEY(Charlie Ruggles))

NBC 4:30

regulars &: M - Nicholas Saunders, Julia Follansbee; Tu - Marion Shockley; W - Ginger Brooks; Thu - Susan Steell, Dulcie Cooper; F - Charles Cooper; (SW & SD)

MODERN ROMANCES (Martha Scott)

NBC 4:45

M thru F - Attorney for the Defense - (O) by Michael Morris; with Mary Jackson, Judith Braun, Don Friggs; (SD) by Reynolds

MUSIC COTTAGE

WAED 6pm

regulars &: M thru F - Skedje Miller, Bernard Kates; (SW & SD)

MAKE TIME WITH (DEAN SHER)

NBC 7:30

W - Diahann Carroll (KINE); F - Gordon MacRae subs for Fisher; June Hutton (all S)

HIGH (Steve Allen)

NBC 11:50

M - Al Schacht (baseball), Nora Kaye (D); Tu - Irwin Corey (C); W - Ernie Kovacs (C), Val Cleburn (M); Thu - Sol Yaged (M), George DeWitt (C), Ella Logan (S); F - Don Shirley (M)



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WID-WEEK SPECIAL

## NEWS - POSSIBILITIES - COMMENT

NBC will have the final decision on whether Robert Montgomery Presents is cut back to alternate weeks or goes on as is. Talks are in progress on the summer replacement program and the fall set-up. It is a certainty that NBC has a sponsor lined up for the alternate week dropped by the American Tobacco Co (it seems that there is no question that American Tobacco doesn't want the time even though its option still has a short time to go). The question is whether Mr. Montgomery wants to maintain his weekly schedule and also whether NBC would permit the program to be cut back to alternate weeks, weakening a strong property.....Justice, sponsored by The Borden Co., which just passed its first anniversary, stays for another year according to new contracts, with Gary Merrill continuing in the lead-host role.....Henny Youngman will star in a flexible time variety show over ABC, following the Wednesday Night Fights, with Rocky Graziano, a female singer to be signed and a music combo. The format will be similar to that followed by Jan Murray on his current Friday show over ABC following the fight program. The ABC fights will be sponsored on alternate weeks by Pabst, the longtime CBS weekly sponsor, and The Mennen Company for its entire line of men's products including its newly introduced shampoo. The fights open on ABC on June 1 with a world championship middleweight match, spotted to give a splash to the changeover from CBS.

Warner Bros. Presents will debut over ABC on Sept 13, Tuesdays, 7:30-8:30 EST. Each weekly program will have completely self-contained stories, running about 45 minutes, with the rest of the hour devoted to at least six minutes of "on location" scenes of a Warner Bros feature in the making, with additional time slotted for introductions to new Warner Bros. personalities, location shots and a preview of the next week's program. Beyond this the format is described as completely flexible even for its three main types: "Casablanca," the series title for the adventure programs; "Kings Row," for romance stories, and "Cheyenne," for westerns. While the 39-program contract calls for the program types to be presented alternately, "where it is deemed desirable, certain formats may continue two or more weeks in a row." Each of the program types will have its own regular host and each will be produced by special production units assigned to the three types of stories. Jack L. Warner, v.p. and exec producer, will supervise all production. The flexibility of presentation, noted in the statement about the pattern of presentation, gives rise to the possibility that Warner's may "screen test" specific features, presenting extended footage, then combine segments for theatre presentation as Walt Disney did with "Davy Crockett."

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(MORE)

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Warner's also set up its own television film subsidiary, Sunset Productions, with Jack Warner, Jr., as head of production. First series announced is Men of the Sky, to be written and produced by Vincent B. Evans, with Air Force and Defense Dept. cooperation. The half-hour films will be an adventure series rather than a documentary film record.....Parsonnet & Wheeler, Inc., will put its first film series into production for Guild Films in Munich in Carlton Films Studios on April 23. Brother Mark, starring Richard Kiley in the role of a former man-about-the-world who dedicates his life to the golden rule and dispenses justice through spiritual guidance, will employ American actors now abroad in the 39 episodes of the series, made for syndication through Guild. Marion Parsonnet will direct, with Anthony Z. Landi as associate producer. Larry Menkin, of Guild Films, is editorial supervisor.....A CBS pilot for a new series, Yankee Privateer, was in pre-production this week at Eling Studios in Hollywood. Lee Blevins and David S. Garber are producing with CBS exec producer Cecil Barker and producer William Brennan supervising. Lew Landers will direct. The pilot is one of a group that CBS is getting ready for the opening of the net children's programming spread in the Monday thru Friday, 7:30-8pm EST spots. Under present plans, the net needs at least five series, all of which may be new if current sponsorship raids on other networks' program don't jell.

Julius La Rosa will star in his own Monday thru Friday show over CBS, starting June 27, 7:45-8pm EST, except for Tuesdays during the first two or three weeks. On the basis of the starting date, Perry Como's last show for CBS would be June 24, while Jane Froman will leave her Thursday night show after June 23. Jo Stafford will continue into July in her Tuesday time, after which La Rosa will take over the whole spread. The La Rosa contract is firm for nine weeks, with an option for five more, which means that CBS' all-kid schedule in the 7:30-8pm spot would not start before Oct 3, the same day that Mickey Mouse Club bows over ABC in the 5-6pm spot..... Mark Stevens is now the biggest triple-threat star in television, having just signed new contract with Gross-Krasne under which he will produce, direct, star in and script supervisor of 39 Big Town films to be produced starting this summer for next season's programming.....Ashley-Steiner's Steve Canyon pilot will probably be produced in late spring, from a script by Carey Wilbur. It would be shot at an Air Force base, slanted for the adult audience.

Station KTTV, Los Angeles independent, hit the networks where they live yesterday by scheduling the longest remote telecast ever attempted by an independent station -- 2,100 miles from Ann Arbor, Mich., to Los Angeles, for a live telecast of the press conference on the Salk Polio Vaccine Report of the National Foundation for Infantile Paralysis. KTTV exercised its option for microwave lines from Ann Arbor to LA on April 6, including the only outgoing line from Ann Arbor to Toledo. Although NBC's Home was scheduled to cut in on the KTTV telecast, at the last minute the pickup was not made. The KTTV telecast, picked up with its own equipment flown in advance to Ann Arbor, was sponsored by Richfield Oil Corp (Cal.), with LA commentator Ed Reimers as narrator. The program was scheduled to begin at 6:45am PST and continue to 11am, over KTTV and thru feeds to KGO-TV(S. F.), KFMB-TV(San Diego) and KCCC-TV(Sacramento). The KTTV exclusive line from Ann Arbor to Toledo was made available on a pool basis to other stations and nets. The television industry was also responsible for breaking the strictly-held release time for the Salk report, when NBC's Today show announced the first highlights at 9:22am EST. As soon as word of this was flashed to the wire services they moved up their releases to 9:35am, instead of waiting to the agreed 10:20am release time, yesterday (12). In any case, the TV industry, including the networks that care to blush, might bow low to independent KTTV which rushed in on what everyone knew would be the week's big news.

The major programming war for the children's audience has already started in Los Angeles, with KTLA debuting a 90-minute, Monday thru Friday cartoon show, 4-5:30pm, on April 11, featuring the Looney Tunes package. KNKT last week bought 156 "Scrappy" and "Krazy Kat" cartoons, many of them to go into its 5-5:30pm Space Funnies show. ZABC-TV will have Mickey Mouse, 5-6pm, on Oct 3, when the others may be played out.

Reah Productions rolls tomorrow (14) on Raymond Massey's starrer, I Spy, at Parsonnet Studios. Massey plays the only regular in each episode, "Anton, the S. master." Dorothy Hart has the leading feminine role in the first film, as "Maria all." William Berke is exec producer for Guild Films, Edward Montaigne is co-producer and director, Phil Reisman is co-producer and script editor, and Bob Champ-lain handles casting at Reah, 45 E 51st St., New York 22. MU 8-3970.....NBC's Opera Theatre presentation of "The Saint of Bleecker Street" on May 15 will not be seen in Baltimore, Washington or Richmond, because of prior theatrical commitments. ....Kraft Television Theatre celebrates its eighth anniversary on May 11, the longest weekly run in television. It went on the air on May 7, 1947.....In Phila-delphia, WPTZ marked another of television's eighth birthdays, a month ahead of Kraft. The station's scheduled telecast of the Philadelphia Phillies' opening baseball game (washed out) would have been the start of its ninth year of baseball telecasts, begun in 1947 with the spring exhibition series between the Phillies and the late A's. The first game that gets on the air this week, weather permitting, will mark the event.

NBC's Television Playhouse has tentatively scheduled Paddy Chayefsky's new play, a family comedy, for May 22, pending the availability of a star for the key role.... Joseph Sweeney has been added to the cast for Producer's Showcase upcoming "The Petrified Forest." Its May 2 production of "Darkness at Noon" will star Lee J. Cobb, (in an odd switch with Claude Rains, originally announced); David Wayne, Ruth Roman, Oscar Homolka, Joseph Weisman, Mikhail Rasumny, Nehemiah Persoff, Henry Silva, James Millhollin, Alfred Hesse, Fred Rolfe and Michael Gorrin.....Robert Montgomery Pre-sents has re-scheduled "The Great Gatsby" for May 9, following its cancellation on Monday night after Mr. Montgomery was stricken with the flu during Monday afternoon rehearsals. Other futures on the Montgomery program schedule include: April 18, "P. J. Martin & Son," starring Edna Best in a Robert Shaw original; April 25, "The Tall Dark Man," a Milton Gelman adaptation of the Anne Chamberlain novel, starring P. Morgan; May 2, "Bella Fleace Gave a Party," adaptation by Doria Follett from Lyn Waugh's original, starring Fay Bainter.

The George Foster Peabody Radio and Television Awards, administered by the Uni-versity of Georgia, will be formally presented to those honored at a luncheon meeting of the Radio and Television Executives Society of New York on April 20, 12 noon, at the Hotel Roosevelt in New York, the ninth year they have been given in this setting since the awards were set up 15 years ago. The winners are chosen from entries sub-mitted by representative groups in the industry and allied groups as well as "listen-ing post" committees set up by the Peabody Board. The emphasis of the awards has al-ways been on public service and quality as contrasted with fleeting popularity and commercial success. The awards are always announced in advance of the luncheon to permit those honored to be present. The 1954 TV awards were to: John Daly (ABC) for radio-TV news; George Gobel (NBC), TV entertainment; Adventure (CBS), TV education; Cannibus and The Search (both CBS), TV special awards; Disneyland (ABC), TV youth-children's category; Industry on Parade (Nat'l Assn of Manufacturers series), TV na-tional public service; WJAR-TV(Providence) for coverage of "Hurricane Carol", TV regional public service. As with any awards, some may be disputed by others with differing opinions.

PEOPLE GOING PLACES: Chester MacCracken. v.p. in charge of radio and television production for Doherty, Clifford, Steers & Shenfield, Inc., New York, will resign May 1.....Peter Finney has joined Vidicom Pictures Corp. in New York as a partner and exec v.p., after resigning as v.p. for radio and television for Harry B. Cohen Advertising.