

# Ross Reports ON TELEVISION

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PRODUCTION • PROGRAMMING • TALENT

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(25)

CBS-NBC POOL- 2-2:30pm EDT; SPECIAL; President Eisenhower's AP Address; from WCBS-TV(NY) & WRCA-TV(NY), to the respective nets, from CBS origination. CBS Prod- Ted Sack. President Eisenhower's address to the annual luncheon of the Associated Press in the Grand Ballroom of the Waldorf-Astoria Hotel in New York.

#### Tuesday(26)

CBS-NBC POOL- 8-8:30am EDT; SPECIAL; Atom Bomb Test; remote from Yucca Flat, Nev., via pooled lines to stations KNXT(CBS) & KRCA-TV(NBC), Los Angeles, then to the respective nets; no. of stations indefinite. Program will be part of Today over NBC and The Morning Show over CBS. Cameras of each net will be placed at the blast scene for pool purposes with each net's equipment handled by its own technicians from the West Coast stations. CBS Production Staff: Superv- John F. Day, CBS Dir of News; Prod- Paul Levitan; Commentators- Walter Cronkite, Charles Collingwood, Dallas Townsend, Jack Beck and Grant Holcomb. NBC Production Staff: Superv- Barry Wood, NBC Dir of Special Events; Asst Superv- Roy Neal, NBC H'wood News Bureau; Commentators- Dave Garroway, Hugh Downs, Kit Kinne (latter two for Home telecast later in the morning). The actual detonation of the bomb, an open shot, is scheduled for 8:20am EDT. NBC's Home show will have a pickup from the site on Monday(25) and again on Tuesday, the latter devoted to a description of blast effects on a frame house constructed for test purposes. NBC will also photograph the blast in color for network transmission the same evening from KRCA-TV(LA) on the News Caravan, 7:45-8pm EDT. CBS will also follow its telecast of the blast with another on Wednesday on The Morning Show, examining the effects of the blast. CBS & NBC will show films of the blast on Tuesday on all net news programs. No pre-emptions of regular programs are involved in the telecasts.

#### Sunday(May 1)

CBS- 5:15-6pm EDT; SPECIAL; Subscription Television, Pro and Con; from WCBS-TV (NY), to the net. Public service, sustaining. Prod- Irving Gitlin; Program Moderator- Dwight Cooke. Special program exploring both sides of the issue of subscription television, with the following speakers: For Subscription TV: Speaker- W. Theodore Pierson of Pierson & Ball, Washington counsel for Zenith Radio Corp;

(Continued on next page)

Sunday(May 1)

CBS- Subscription Television, Pro and Con (Continued from previous page): For Subscription TV Panel- Dean James Landis, general counsel, Skiatron Electronics & Television Corp.; Ralph Bellamy, president, Actors Equity; Elfred Beck, owner KCEB(Tulsa), UHF station which suspended operations Dec 25, 1954. Against Subscription TV: Speaker- Victor Sholis, v.p. and station director, WHAS-TV(Louisville). Panel- Trueman Rembusch, motion picture exhibitor and member of the executive committee, COMPO; Leon P. Gorman, Jr., general manager, WABI-TV(Bangor, Me); Sherwood Dodge, v.p. in charge of marketing, Foote, Cone & Belding.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Ozark Jubilee (Sat, 9-10pm EDT) Program origination moves from Columbia, Mo., to Springfield, Mo., (via KYTV), effective April 30.

The Danny Thomas Show (Tue, 9-9:30pm EDT) Re-runs of films for summer hiatus begin May 3. Last show in regular season, April 26.

CBS- The Jack Benny Show (alt Sun, 7:30-8pm EDT) Last show before hiatus, May 1.

DuM- Life is Worth Living (Tue, 8-8:30pm EDT) Bishop Sheen's last show of the season, April 26.

NBC- Square Dance Festival(Color); SPECIAL April 23; Sat, 8-8:30pm EST, one time; from WKY-TV(Oklahoma City), to the net. Sustaining. No production info available, WKY-TV staff-produced. Highlight of the fourth annual Square Dance Convention, April 21-23, in Oklahoma City, featuring the top square dance teams and callers attending. Program replaces The Mickey Rooney Show, one time only.

The Shellah Graham Show (Mon thru Fri, 10:45-11am EDT) Originates from New York, April 25-29.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7)- Three Girls (Sun, 3-3:30pm EST) Last show, April 17 (See page 38).  
New York

WABD(Ch 5) - Catholic Charities Appeal; SPECIAL April 23; Sat, 8-8:30pm EST. Francis Cardinal Spellman reviews the work of the annual Appeal during the program which features Met Opera star Salvatore Baccaloni and the St. Patrick's Cathedral 80-voice choir. Kines will be seen on other NY stations later.  
New York

WABD - Sportsman's Guide; DEBUT April 28; Thu, 11:10-11:25 EDT. Sponsor- Uhu Corp (Uhu Glue), direct. Pkgr- Sportsman's Guide, Inc(NY); Co- Prods- Kani Evans & George Spota; Dir- Barry Shear. Kani Evans gives information on the latest fishing equipment, news and met area fishing information, and interviews experts on fishing and members of fishing clubs.

WATV(Ch 13) - Bruce's Roost; DEBUT April 21; Thu, 9:30-10:30pm. Ramon Bruce stars as m.c. of this musical-variety program with musical guests. The first 30 minutes are a rhythm and blues "hit parade," followed by 15 minutes of novelty music, closing with 15 minutes of spirituals.  
Newark, NJ

IV(Ch 4) - After Allen; DEBUT April 25; Mon thru Fri, 12midnight-1am EST. Variety show, featuring Sammy Dibert, with vocalist Janie Palmer, Earl Stuart and orch., and guest stars. Program fills spot left when To-night moves up on the network's Daylight Saving Time schedule.  
Detroit







WAY OF THE WORLD (Gloria Louis)	NBC 10:30	M thru F - (O) by Harry Junkin (5 episodes); with Edna Best, Sara Marshall, Bill Tabbert, Meg Mundy, Kathleen Maguire, William Prince, Claudia Morgan, Paul McGrath; (SD)
THUR GODFREY TIME	CBS 10:30	M thru Thu - Peter Lind Hayes subs for vacationing Godfrey
SHEILAH GRAHAM	NBC 10:45	M thru F - Jane Russell (FROM NEW YORK CITY THIS WEEK ONLY)
ROBERT Q. LEWIS	CBS 2pm	F (4/29) - Jackie Grimes (C) & regulars
ART LINKLETTER	CBS 2:30	M - Joshua Logan (producer-director); W - Crown City Four (S)
WORLD OF MR. SWEENEY (Charlie Ruggles, Elen Wagner, Glenn Walken)	NBC 4:30	regulars &: M - Doug Chandler; Tu - Frank Tweddell, Ethel Remy; W - Carol Veazie; Thu - Grant Richards, Edward Emerson, F - O. Z. Whitehead, Edith True; (SW & SD)
MODERN ROMANCES (Martha Scott)	NBC 4:45	M thru F - <u>For These Services</u> - (O) by Theodore & Mathilde Ferro; with Lin McCarthy, Loretta Daye, Jock MacGregor, William Johnstone; (SD) by Tom Reynolds; Kathi Morris subs for Scott
TONIGHT (Steve Allen)	NBC 11:30	M - Alicia Alonso (D), Roy Smeck (M), remote from Phila. with Gloria DeHaven (S) of <u>7th Heaven</u> ; Tu - Otto Harbach (lyricist); Thu - Yonelly (variety), Leona Anderson (S); F - Erroll Garner (M), Valerie Bettis (D), Marion Lavelle (S)
SATURDAY APRIL 30 ~~~~~		
<u>Captain Midnight</u> (Richard Webb)	CBS 11am	<u>Secret of the Jungle</u> - (O) by Wells Root; with regulars & Renee Beard, John Banner; (SD)
<u>Man Behind the Badge</u> (Charles Bickford)	WCBS 6:30	<u>The Case of the Educated Prisoner</u> - (O) by David P. Harmon; with Karen Steele, Helen Kleebe, Yvonne Doughty, Walter Kingsford, Jeanne Dean; (SD)
<u>The Range Rider</u> (Jack Mahoney)	WRCA-TV 6:30	<u>Dead Man's Shoe</u> - (O) by Joe Richardson; with regulars & Sherry Jackson, Louise Lorimer; (SD)
<u>Rheingold Theatre</u> <u>presents Henry Fonda</u>	WRCA-TV 7pm	<u>Virtue</u> - (O) by Somerset Maugham; (A) by Frederic Brady; with Judith Anderson, Philip Ober, John Howard, Barbara Billingsley, Douglas Kennedy
<u>Donald O'Connor</u>	NBC 9:30	Frank DeVol (M)
GEORGE GOBEL	NBC 10pm	James Stewart (FROM HOLLYWOOD)
<u>Damon Runyon Theatre</u>	CBS 10:30	<u>All Is Not Gold</u> - (A) by Berne Giler; with Scott Brady, Nancy Gates, Tom Brown, Ben Welden, Herb Vigran, Joy Lansing, Charles Horvath, Art Lewis; (SD)
SUNDAY MAY 1 ~~~~~		
<u>You Are There</u> (Walter Cronkite)	CBS 6:30	<u>Lou Gehrig's Greatest Day</u> - (O) by Mel Goldberg; with Roy Engel, Paul Birch, Sheila Bromley, Edit Angold, Hans Herbert, John Marley, Dabbs Greer, Jack Daly, Bing Russell; (SD)
JACK BENNY	CBS 7:30	Jackie Gleason (C), Mary Livingstone (FROM NYC, LAST SHOW)
<u>Conrad Nagel Theatre</u>	WABD 7:30	<u>The Temple of Truth</u> - (O) by John Anderson, (A) by Trueman Clay; with Fiorella Mari, Donald Buka, Alexis Revidis; (SD)
COLGATE COMEDY HOUR	NBC 8pm	Liberace (M&S), George Liberace (M), Gordon Robinson, Walter Borsella, Truman Boardman, Allan Reuss, John Graas, Bob Manners, Lou Singer, Corky Hale, Norbert Liederbach (all M, FROM LASVEGAS)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Lionel Hampton (M), Eartha Kitt (S), Georgia Gibbs (S), Phil Foster, Skidmore College & NYU Glee Clubs (all from NYC); Irene Dunne, Dan Dailey, Arlene Dahl, Richard Todd, Robert Wagner (H'D)
GENERAL ELECTRIC THEATRE (Ronald Reagan)	CBS 9pm	<u>Mr. Blue Ocean</u> - (O) by Arthur Steuer; with Boris Karloff, Susan Strasberg, Eli Wallach, Bramwell Fletcher, Anthony Perkins, Haim Winant; (SD) by Don Medford
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	<u>Letter of Recommendation</u> - (O) by Jerome Ross; with Maureen Hurley, Augusta Dabney, Ross Martin, Fetty Sue Albert, Miko Osgard, John Scanlon, Louise Buckley; (SD) by Robert Mulligan
<u>Age 7</u>	CBS 9:30	<u>Armed</u> - (O) by Dick Stenger; with Neville Brand, Robert Nichols, Peter Hanson, Dan Barton, Strother Martin, Gordon Mills, Brett King, Louis Jean Heydt, Ross Elliott, James Dobson; (SD)
Loretta Young	NBC 10pm	<u>I Remember the Rani</u> - (O) by Hobart Donovan, (A) by Tom Lewis; with Edward Ashley, Robert Warwick, Mark Dana, David Kasday, Aly Wassil, Noel de Souza; (SD) by Harry Keller
<u>Bob Cummings</u>	NBC 10:30	<u>Miss Coffee Break</u> - with regulars & Dwayne Hickman, Nancy Kulp, Hal Peary; (SD)

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MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

Although film series are still making most of the programming news items for the fall season, with too many pilots being announced for the schedule spots that will be open, the summer shows being tested by the nets are live and largely in the variety field. The Orson Bean Show will start during the first week of July over CBS, day and time to be announced, with Milton Douglas producing, Rai Purdy directing and scripts by Max Wilk, Arnold Auerbach and Alen Robin, from New York. The sustainer will have a variety format, include sketches and will probably use a guest or regular girl vocalist. Casting is through Helen Keane, CBS, 524 W 57th St., JU 6-6000..... Stan Kenton's Music 1955 starts July 8 over CBS, Fridays, 10:30-11pm, as the summer replacement for Person to Person. Bob Bach, currently in Hollywood, will be producer at CBS, 524 W 57th St., in New York (he also books the "mystery celebrity" guests for What's My Line? at Goodson-Todman in New York), and director will be Mel Ferber.

Leonard Feather is writing the show, which will use a weekly guest singer, possibly an instrumental or vocal group, guest dancer or dance act and name variety performers. Dick Lewine is exec producer and casting is thru Helen Keane at CBS..... The Brokenshire Show, WRCA-TV, Mondays thru Fridays, expands a half-hour starting May 9, from 1-2pm daily, and is adding a "TV Workshop" feature which will be a showcase for new program ideas and techniques. Exec producer Steve Krantz at WRCA-TV (NY) is open to new ideas and innovations. New producer and director for the program, Mike Gargiulo, also handles casting..... Arthur Murray Party, returning to last summer's spot over NBC as the second half-hour replacement for the Berle Show, Tuesday, 8:30-9pm, will be back on the air June 28 for Associated Products (5 Day Deodorant Pads) thru Grey Advertising. Format is the same as on previous shows, probably using name variety acts and stars, with Kathryn Murray as hostess. Casting is thru Les Zimmerman, 871 Seventh Ave (Suite 210), New York 19. CO 5-0385. The show is set for 13 weeks..... CBS has a kinescope-pilot to be made in the near future for an untitled magic show (possibly "It's Magic"), using a bright m.c. and magic acts. Producer is Milton Douglas at CBS; director, Ken Whelan, with Max Wilk as writer. Helen Keane at CBS handles casting.

Max Liebman's last spec of the season for NBC will be "Desert Song" on June 4, then Jack Rayel takes over as exec producer, and possibly as producer of one or more. Dates for Rayel's shows, thus far, are Sunday, June 19; Saturdays, July 2, July 30 and August 27. The July 30 special may be a musical version of "Trilby," produced on the West Coast by Alan Handley, although it's not definite. No other shows are set.

The new Patti Page quarter-hour film series for the Oldsmobile Dealers of America, thru D. P. Brother & Co., will go into production in New York on May 15, using Screen Gems facilities. Pkgr is GAC, Argap Productions is the film production company, Joseph Santley is producer and director and Jack Rayel is handling the music. Vocal group is set to back Miss Page, but the name has not been announced. The films will be produced in small groups at a time, to keep up to date on current song hits, for a total of 78 for national spot placement.....Steve Allen will present a one-shot on-air live pilot of a contemplated series on his Tonight show during the 12:50-1am period on Tuesday, May 3. Titled The Psychiatrist, the kine will be used as a pilot film for a series of dramatizations of case histories, using professional actors. Packager is NBC with Bristad Enterprises, Inc., Steve Allen's own firm, with Allen as producer and narrator. Director for the live pilot will be Ed King, working from a Howard Rodman adaptation of an original script by Al Foldstein and Jayne Meadows (Mrs. Allen). The pilot, and any future programs in the series, will be pure drama, with the unseen narrator doing the bridges for the psychoanalytical case histories; no pundit panelists are involved.

Fireside Theatre starring Jane Wyman will go on the air August 30, to start the fall season for the P & G series. The producers will use both free lance scripts and stories from a few picked writers, the latter presently under consideration. The demand is for anthology stories of exceptional quality and they must be submitted via MCA to Revue Productions, at Republic Studios, North Hollywood, Calif. SU 3-8894. The series will go into production in July.....Frank Leahy will be on the air this fall with his own filmed football forecast show. Frank Leahy and his Football Forecasts will start a ten-week run over 150 stations for Du Pont (Zerone and Zerex) in October, using the same format as last year's program which starred the late Norman Sper for the sponsor. Norman Sper, Jr., will again be producer-director for the series, packaged by Station Distributors.....Screen Gems signed Edward Buzzell to produce and direct its new series You Can't Take It With You, based on the award-winning play and movie of the same title. A couple of months ago it was revealed that the series might go into production without pilots on the basis of four scripts already approved. Lou Breslow and Bernie Giler were originally announced as producers, but Breslow is working on Damon Runyon Theatre for Screen Gems and Giler's current assignment has not been revealed.....Father Knows Best, the Eugene Rodney-Robert Young package produced at Screen Gems, goes back into production for its fall series to be sponsored by Scott Paper Co over NBC-TV, starting August 31, Wednesdays, 8:30-9pm. The series has also been sold to CBC on a three-year agreement for a Canadian advertiser. Rodney will again produce and William D. Russell returns as director. Russell has been directing some of the Runyon films.

TV film production companies are raising "paper barriers" (read that as "publicity representatives") in the east for inquiries on new production. Check a company official and he refers you to the firm's press rep, who hasn't received the word from the company anyway. It's no secret on the coast that Ziv is doing a Highway Patrol pilot starring Broderick Crawford at its American National Studio, produced by Vernon Clarke and directed by Herb Strock, but it seems to be a secret in New York. Films being produced under the aegis of the networks on the coast are in the same category. Quien sabe?

Sam Levenson is a good bet to be the summer replacement m.c. for Herb Shriner on Two For the Money during July and August, when Shriner vacations. Walter O'Keefe did the job last summer.....Micky Marlo is currently on a four-week stint as alternating girl vocalist on Tonight, with the future subject to negotiation.....Sylvania Electric has renewed Beat the Clock for its sixth consecutive year, effective Sept , with the current staff intact. It is considered to be the lowest-cost-per-viewer program on any net.....Guild Films will put the first of 39 films of The Ina Ray Hutton Show into production on May 5 at California Studios, with Duke Goldstone directing the half-hour musical reviews.

Du Mont's Electronicam TV-Film System was scheduled to get its first on the air trial last night for the Admiral commercials on Bishop Shoen's last show of the season before hiatus for use in the field as dealer spots. Du Mont has equipped Studios 1 and 5 at its Telecentre and its Adelphi Theatre for the new system for current sponsors with others on a waiting list until facility charges have been worked out. One side note as far as Du Mont facilities are concerned. The network renewed its lease on the Ambassador Theatre for five years and then about a month ago sub-leased it to NBC for an undetermined period.

Another pioneering step in color television will be undertaken by WBAL-TV(Baltimore) when its Monday, 10-10:30am "Class A" program telecast to the Baltimore school system will be presented in color from May 2 to the end of the academic year. It is probably the first use of color TV for in-school broadcasting.....Telecasts of major league baseball's "away" games to home cities will grow this season, with WPIX (NY) scheduled to feed 47 games involving the New York Giant and Yankee games to stations in Philadelphia, Boston, St. Louis, Baltimore, Washington, Cleveland and New Haven, the latter a non-league city but on the list for Yankee games.....Along with the Hazel Bishop, Inc., announcement that it would sponsor Place the Face over NBC as the first half-hour summer replacement for the Berle Show, 8-8:30pm, it also said that it would sponsor a half-hour show starring Dunninger, the mind reader, on a net and date to be announced. Considering that the sponsor has also renewed its sponsorship of This Is Your Life, one might say that its advertising schedule is following a one-track mind.

Colgate-Palmolive's new variety series to be produced by York Pictures Corp., the Martin & Lewis-Paramount Pictures company, will begin its run on June 12, featuring 39 shows to be seen three of every four Sundays during the 52 weeks. Aside from the minimum of five shows that will star Martin and Lewis, the variety format, with a permanent m.c., will come closer to the pattern of Ed Sullivan's competing Toast of the Town than it ever has before.....Climax! will join Kraft Television Theatre as the only dramatic series on the air to use the same quality story material and talent during the summer as in the regular season. Neither one will switch production staff or title for the summer.....When Steve Allen's Tonight show switches its origination to the coast for two months following its June 24 telecast from New York, the entire cast and production staff will be airlifted from New York to Los Angeles. West Coast origination will be from the NBC studios on Sunset and the El Capitan Theatre.

PEOPLE GOING PLACES: Anderson & Cairns, Inc., will move to 130 East 59th St., New York, about May 1.....National Telefilm Associates, Inc., will move its New York executive offices to 60 West 55th St., about June 1.....J. English Smith named co-ordinator of Warner Bros. Presents, with his office at the Warner studio in Burbank. His successor as ABC-TV program service manager in New York will be announced.....Ted Cott appointed general manager of Du Mont's owned and operated stations, WABD(NY) & WTTG(Wash).....William Kaland appointed asst national program manager of Westinghouse Broadcasting Co., working in New York.....Donald H. Edgemon named public relations director of WKRC-TV(Cinn) and WKRC-radio.....Clem Stigdon named manager of film production for the film service dept of CBS Television in New York.....Roy Lockwood joined Robert Lawrence Productions in New York as producer-director.....Jim Casey named program co-ordinator for Musical Nitecap, KNXT(LA)'s five-a-week, hour-long nightly musical variety show that closes the program day.