

ROSS REPORTS — TELEVISION INDEX

MARCH 11-17, 1957

VOLUME 9

NUMBER 11

PROGRAMS · ADVERTISERS · TALENT

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551 Fifth Avenue · New York 17 · MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC. ✓

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

March 13 (Wednesday)

NBC- 8-8:30pm EST; RETURN - Masquerade Party - LIVE from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Associated Products, Inc (5 Day Deodorant Pads) thru Grey Advertising Agency, Inc(NY); Acct Exec- Ed Meyer. § Pkgr- Wolf Associates, Inc(NY); Prod- Herbert Wolf; Dir- Lloyd Gross; Makeup- George Fiala, Bill Herman. § Panel-quiz program in which noted celebrities in disguise challenge a panel of celebrity-experts to identify them. The program debuted over NBC-TV, July 14, 1952, and was seen during the following two summers over CBS-TV. It debuted over ABC-TV on Sept 29, 1954 as a regular season program, running until Dec 22, 1956. In its new spot it replaces The Adventures of Hiram Holliday (last show March 6).

Saturday (March 16)

NBC- 12noon-12:30pm EST; DEBUT - True Story - LIVE from WRCA-TV(NY), no. of stations indefinite. § Sponsor- (half of program) The National Brands Div of Sterling Drug, Inc thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec & Agcy Superv- George G. Tormey; Comm Superv- A. W. Spence. Half of program is sustaining. § Pkgr- Wilbur Stark-Jerry Layton, Inc(NY); Prod- Jerry Layton; Dir- Sterling (Tom) Reynolds; Music Dir- Binny; Sets- Elma Tag; Writers- Various; Script Ed & Casting- Jerry Layton. § Kathi Norris is hostess-narrator for half-hour live dramatizations. Miss Norris introduces each character, gives background information and at the end of each weekly dramatization will report on the windup of the story, each of which will be complete with a different cast and writer. The program replaces the second half-hour of Cowboy Theater, 11:30am-12:30pm, (last show March 9).

NBC- 12:30-1pm EST; DEBUT - Detective's Diary - FILM from WRCA-TV(NY), no. of stations indefinite. § Sponsor- (half of program) The National Brands Div of Sterling Drug, Inc thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec & Agcy Superv- George G. Tormey; Comm Superv- A. W. Spence. § Pkgr & Film Prod- Edward J. and Harry Lee Danziger (London), filmed at M-G-M Studios, London; Dirs & Writers- Various. § Re-runs of The Vise, episodes previously seen over ABC-TV, starring Donald Gray as private investigator Mark Saber, under the new program title. The program replaces Watch Mr. Wizard which moves to 5:30-6pm EST, this date.

CBS- 2-4pm EST (also March 23, same time); SPECIAL - National Invitation Basketball Tournament - LIVE from WCBS-TV(NY), approx 70 stations net. § Sponsors- 1) Kemper Insurance Group (Lumbermens Mutual Casualty Co., American Motorists Insurance Co) thru John W. Shaw Advertising, Inc(Chi). (Cont'd next page)

THIS WEEK(Cont'd)

Saturday(March 16)

CBS- National Invitation Basketball Tournament(Cont'd from previous page):

2) Carter Products, Inc (Arrid Men's Deodorant, Rise Shave Cream), Arrid thru Ted Bates & Co., Inc(NY); Acct Exec- James Barker; Rise thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY), producing agency; Acct Exec- Roland Marx. § Pkgr- CBS Sports Dept(NY); Prod & Dir- Judson Bailey. § Bud Palmer describes the action and Chris Schenkel handles the color for the opening game (March 16) and then the closing game (March 23) of the National Invitation Tournament at Madison Square Garden. The special programs replace Big League Hockey (last show March 9) in this time spot.

CBS- 7-7:30pm EST; RETURN - My Friend Flicka - FILM from WCBS-TV(NY), to the net.

§ Sustaining. § Pkgr & Film Prod- TCF Television Productions, at Fox Western Ave Studios, Hollywood; Prods- Sam White, Allen Armer; Dirs & Writers- Various. § Re-runs of films previously seen over the network on Fridays, 7:30-8pm from Feb 10, 1956 thru Feb 1, 1957. The adventure series about a boy and his horse, will be seen in its new Saturday time for three weeks, moving to Sunday, 6-6:30pm EST, effective April 7. In its Saturday time it replaces Vincent Lopez (last show March 9).

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Saturday Color Carnival (Every 4th Sat, 9-10:30pm EST) March 16, "Emmy Awards," with Desi Arnaz as m.c. and Phil Silvers introducing N. Y. segments; Pkgr- NBC-TV(LA); Exec Prod- William Kayden(LA); NY Prod- Julian Bercovici; LA Assoc Prod- Rick Kelly; Dirs- William Bennington(LA), Craig Allen(NY); LIVE (COLOR) from KRCA-TV(LA) & WRCA-TV(NY).

Hallmark Hall of Fame (Approx every 4th Sun, varying times) March 17, 7:30-9pm EST, "There Shall Be No Night," starring Charles Boyer and Katharine Cornell (see page E for other cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

NBC- Educational Television Project via NBC network lines, with local loops supplied by The Educational Television and Radio Center, Ann Arbor, Mich., to 20 or more educational TV stations on a nationwide basis. A five-program series, each presented on the same day each week for 13 weeks, Mon thru Fri, 6:30-7pm EST: Educational Television Project; all programs packaged by NBC-TV Public Affairs (NY); Edward Stanley, NBC mgr of public service programs, in charge; Exec Prod- David Lowe. § The American Scene, Mon, beginning March 11; conducted by Dr. Albert D. Van Nostrand, covering phases of American writing; Prod- William W. Parish; Dir- Edward King. § Geography For Decision, Tue, beginning March 12; conducted by Dr. Albert E. Burke; Prod- Dorothy Culbertson. § Mathematics, Wed, beginning March 13; conducted by James R. Newman; Prod- David Lowe. § The American Government and The Pursuit of Happiness, Thu, starting March 14; conducted by Dr. Elmer E. Schattschneider; Prod- Brice Howard; Dir- Len Salvo. § Highlights of Opera History, Fri, starting March 15; conducted by Dr. Paul Henry Lang; Prod- Charles Polacheck. § The American Scene and Geography For Decision are being underwritten by the Education TV and Radio Center, the other programs by NBC. (Note: WRCA-TV(NY) will begin carrying kinescope recordings of the programs for NY viewers in weekend time blocks, two on Saturdays, 1:30 2:30pm, starting March 23; and three on Sundays, 9-10:30am, starting March 24.)

MONDAY MARCH 11 (Cont'd)

TOP TUNES & ABC 9:30pm Severin Turel(M), Cathy Carr(S), The Harmonikings(M).
 NEW TALENT(Lawrence Welk)
 STUDIO ONE CBS 10pm A Child Is Waiting; (O) Abby Mann; with Pat Hingle, Mary Pickett, Marian Seldes, Mike Osgard; Dir - Vincent Donehue.

TUESDAY MARCH 12

Phil Silvers Show CBS 8pm The Big Investigation; re-run.
 Wyatt Earp ABC 8:30pm Hang Him High; with regulars & Darryl Hickman, Toni Gerry, (Hugh O'Brian) Carleton Young, Damian O'Flynn; (SW&SD).
 Panic! NBC 8:30pm The Prisoner; with Kenneth Tobey, Jaclynne Greene, Tim Powers, Vivi Janiss, Milton Frome; Dir - Maurice Geraghty.
 Broken Arrow ABC 9pm Ghost Face; with regulars & Steven Ritch, Ken Christy, Steve Conte, Claire DuBrey; (SW&SD).
 Jane Wyman Show NBC 9pm The Pendulum; (O) Colin MacKenzie; (A) David P. Harmon; with Miss Wyman, Gene Barney, Jack Kruschen, Stuart Randall, Paul Bryar, George Weise, Simon Scott, Bill Baldwin, Tim Graham, James Nolan, Leon Tyler, Harry Harvey Jr., Ed Platt, Maurice Marsac, Henry Corden.
 DuPont Theatre ABC 9:30pm One Day At A Time; (O) Larry Marcus; with James Daly, James Bell, John Lital, Eve March, Barbara Eiler, James Best, Hugh Sanders, Herbert Lytton, Jack Reitzen, Nolan Leary, Sam Gilman, Tyler McVey, Robert Bice, Edward Earle, Napoleon Whiting, Virginia Christine, Charlotte Lawrence; Dir - Laszlo Benedek.
 RED SKELTON SHOW CBS 9:30pm Edward Everett Horton.
 KAISER ALUMINUM HOUR NBC 9:30pm The Story Of A Crime; (O) David Swift; with Richard Kiley, June Lockhart, Barbara Baxley, Larry Gates, John Griggs, Carl Lowe; Dir - Paul Bogart.
 IT'S POLKA TIME ABC 10pm The Mary Shevlin Irish Folk Dancers.

WEDNESDAY MARCH 13

THE JO STAFFORD SHOW CBS 8pm Jaye P. Morgan(S), Bill Hayes(S), Guy Raymond, Michael Dominico, The Spellbinders.
 Navy Log ABC 8:30pm War of the Whaleboats; with Richard Jaeckel.
 Father Knows Best NBC 8:30pm Bud Buys A Car; with regulars; (SW&SD).
 Millionaire CBS 9pm The Story of Jimmy Reilly; with John Lupton, Janice Rule, Lita Milan, Ernesto Molinari, A.G. Vitanza, Vito Scotti, Bart Bradley, Charles Bradley.
 KRAFT THEATRE NBC 9pm Collision; (O) Norman Vane; with Louis Jean Heydt, Conrad Nagel, Edward Binns, Edward Sloan, Nancy Wickwire, Will Kuluva, Leon Janney, Lawrence Weher, Jack Naughton; Dir - David Alexander.
 Ford Theatre ABC 9:30pm Fate Travels East; (O) Jack Harvey & Robert Bassing; with Linda Darnell, Craig Stevens, Allison Hayes, Sheb Wooley, Stacey Graham, Barbara Fuller, Howard Smith, Robert Brubaker; Dir - Anton M. Leader.
 US STEEL HOUR CBS 10pm The Bottle Imp; (O) Robert Louis Stevenson; (A) Frank Gilroy; Music by Arthur Steurer; with Farley Granger, Geoffrey Holder(S), Susan Oliver, Thayer David, Abe Simon, Robert Fortin, Francis Compton, William Darrid, Harry Shaw Lowe; Dir - Elliott Silverstein.

THURSDAY MARCH 14

Sgt. Preston of the Yukon(Richard Simmons) CBS 7:30pm with regulars & Casey MacGregor, Francis DeSales, Jerry Eskow, Lee Sharon; (SW&SD).

Bob Cummings Show CBS 8pm with regulars & Bonita Granville; (SW&SD).

SHOWER OF STARS CBS 8:30pm (O) Hugh Wedlock & Howard Snyder; with Jack Benny, Gale Storm, Lawrence Welk, Jacques D'Amboise(D), Sid Krofft(puppets), Hedy Lamarr; Dir - Ralph Levy.

Danny Thomas Show ABC 9pm The Model; with regulars & Barbara Logan, Elaine Edwards, Jean Howell; (SW&SD)

PLAYHOUSE 90 CBS 9:30pm The Last Tycoon; (O) F. Scott Fitzgerald; (A) Don M. Man-kiewicz; with Jack Palance, Viveca Lindfors, Keenan Wynn, Peter Lorre, Lee Remick; Dir - John Frankenheimer.

THE FORD SHOW NBC 9:30pm George Gobel

LUX VIDEO THEATRE (Gordon MacRae) NBC 10pm Eileen; (O) Victor Herbert; with Gordon MacRae, Patricia Morison, Wendy Martin, Paul Keast, John McGiver, James Lydon, Ollie O'Toole; Dir - David McDearmon.

FRIDAY MARCH 15

Adventures of Rin-Tin-Tin(Lee Aaker) ABC 7:30pm The Frame Up; with regulars & Roy Gordon, John Reach, John Pickard, George Eldredge; (SW&SD).

Adventures of Jim Bowie(Scott Forbes) ABC 8pm Jackson's Assassination; with regulars & Leslie Kimmell, Perry Lopez; (SW&SD).

West Point CBS 8pm The Only Witness; (O)David P. Harmon; with Eddie Foy III, Peter Baldwin, Ron Hagerthy; Dir - James Sheldon.

Crossroads ABC 8:30pm Lone Star Preacher; (O) Herbert R. Purdom; with Victor Jory, Don Megowan, Frank Ferguson.

Dick Powell's Zane Grey Theatre CBS 8:30pm There Were Four; with John Derek, Dean Jagger.

Joseph Cotten Show-On Trial! NBC 9pm The Freeman Case; with Mr. Cotten, Henry Daniell, Bob Nichols.

The Vice (Donald Gray) ABC 9:30pm Death Wears A Coronet; with regulars & John Dearth, Barry Keegan, Keith Grieve, Tom Gallagher, Alistair Hunter, Shirley Lawrence; (SW&SD).

Schlitz Playhouse CBS 9:30pm The Girl In The Grass; (O) Margery Sharp; (A) Dwight Taylor; with Ray Milland, Fay Baker, Carolyn Jones, Nora Marlowe, Olive Blakeney, Joseph Corey, Thomas F. Martin; Dir - Ray Milland.

BIG STORY (Een Grauer) NBC 9:30pm Dave Alter, Reporter: El Paso (Texas) Herald-Post; (A) Gail Ingram; with Billy Redfield, Cliff David.

The Lineup (Warner Anderson) CBS 10pm The Charlene Bleak Murder Case; with regulars

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 11 - MARCH 15

GOOD MORNING (Will Rogers, Jr.) CBS 7am 3/11 - Stubby Kaye(C), Burt Taylor(S); 3/12 - Henny Youngman(C), Trudi Richards(S); 3/13 - Florian Zabach(M), Henny Youngman(C); 3/14 - Roger Price(C), Robert Maxwell(M); 3/15 - Bobby White(S), Henny Youngman(C).

GARRY MOORE SHOW CBS 10am 3/12 - Martha Davis & Spouse(M); 3/15 - Betty Walker(C), Enid Mosier & Trio(M).

CLUB 60 NBC 1:30pm 3/11 - John "Crazy Otto" Maddox(M); 3/12 - Count Criste & Jennifer Marshall(S-D); 3/13 - Eddie Heywood(M); 3/14 - The Ink Spots(S); 3/15 - Will Mahoney & Co.(C).

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

TENNESSEE ERNIE FORD SHOW NBC 2:30pm 3/11 - Jack Palance(A); 3/12 - Tommy Sands(S); 3/13 - Harpo Marx(C).

NBC MATINEE THEATRE NBC 3pm 3/11 - The Carefree Tree; (O)Aldyth Morris - re-run; 3/12 - Bread Upon the Waters; (O)Ray Lukshis; (A)Nicolas Baehr; 3/13 - The Outing; (O)Arnold Rabin; 3/14 - Yesterday's Magic; (O)Luigi Pirandello; (A)Michael Dyne; 3/15 - Tongue Of Silver; (O)Michael Dyne.

MODERN ROMANCES NBC 4:45pm The Has-Been; (O)William Kendall Clarke; with Gerry Grant, Diana Douglas, Gene Lyons, Ed Peck.

TONIGHT! (Jack Lescoulie) NBC 11:15pm 3/14 - Al Capp(cartoonist), Cyril Ritchard(A).

SATURDAY MARCH 16

TRUE STORY (Kathi Norris) NBC 12N PREMIERE: The Alibi; (O)Mike Morris; with Philip Abbott, June Dayton, Burt Freed, Jim Bowles, Bart Aplan; Dir - Sterling Reynolds.

My Friend Flicka CBS 7pm RETURN TO NETWORK: The Wild Horse; re-run.

JACKIE GLEASON SHOW CBS 8pm (Jackie Gleason returns April 6); Kate Smith, Jonathan Winters(C), Bobby Van(D), Gene Sheldon(panto), June Taylor Dancers, Pat Rooney, Sr.(D), Bill Thompson(C).

PERRY COMO SHOW NBC 8pm Dana Andrews(A).

SATURDAY COLOR CARNIVAL NBC 9pm "TV" EMMY AWARDS: (Coming from N.Y. & Calif.) Participants; Ed Sullivan, Phil Silvers, Dave Garroway, Jimmy Durante, Ernie Kovacs, Peggy Wood, Desi Arnaz, Nat "King" Cole, Ralph Edwards, Peggy Lee, Julie London, Lloyd Nolan, Robert Young; Dir's - William Bennington(Calif); Craig Allen(New York).

OZARK JUBILEE ABC 10pm Smiley Burnette(C-S), David Houston(S).

SUNDAY MARCH 17

LAMP UNTO MY FEET (Dr. Lyman Bryson) CBS 10am In The Dust Of Hope; (O) Milton Wayne; Dir - James Mac-Allen; no cast info. available at press time.

LOOK UP & LIVE CBS 10:30am Poland: The Black Madonna of Czestochowa; (O) Anthony J. Palmerio; with Albert Decker, Max Adrian, Johnathan Harris, Milton Selzer, Paul Stevens, Michael Kane; Dir - Marvin Silbersher.

CAMERA THREE CBS 11:30am The Alchemy Of Light; Lighting and its creative effects.

PURIM STORY NBC 2pm A Story For Queen Esther; (O) Morton Wishengrad; with Jules Munshin, Mildred Trares, Tom Glazer, Joseph Buloff, Ralph Bell, Tom Glazer(S); Dir - Martin Hoade. SPECIAL.

ODYSSEY CBS 4pm Diary Of A Roman G.I.; (O)Walter Wanger; with Bill Mauldin; Dir - Roger Englander & John Desmond; (FILM) Scipio Africanus - Roman Legions at the Battle of Zama in 202 B.C.

Telephone Time (John Nesbitt) CBS 6pm Fight For The Title; (O)Laslo Vadnay; with George Brenlin, Michael Landon; Dir - Earle Kenton.

77th Bengal Lancers NBC 7pm The Courtship of Colonel Standish; (SW) Roy Erwin & Patrick Whyte; with regulars & Queenie Leonard, Roy Erwin, Michael Carr, Reginald Lal Singh; (SD) Douglas Heyes.

Private Secretary (Ann Sothern) CBS 7:30pm Thy Name Is Sands; with regulars & Frank Wilcox, Glenn Langan, Linda Lowell; LAST SHOW.

SUNDAY MARCH 17(Cont'd)
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HALLMARK HALL OF FAME	NBC 7:30pm	<u>There Shall Be No Night</u> ; (O) Robert Sherwood; (A) Morton Wishengrad; with Charles Boyer, Katherine Cornell, Karel Stepanek, Theodore Bikel, Phyllis Love, Ray Walston, Bradford Dillman, Gerald Hiken, Val Avery; Dir - George Schaefer.
ED SULLIVAN SHOW	CBS 8pm	Harold Lang(D), Helen Wood(D), Robert Mitchum, The Ames Brothers(S), Lord Mayor of Dublin, Robert Briscoe, Mary O'Hara(M), Edith Adams(C-S), Connie Towers(S), Joe, Jack & Joanie(acro).
OMNIBUS (Alistair Cooke)	ABC 9pm	<u>The Story of Amelia Earhart</u> ; (O) Sidney Carroll; with Meg Mundy; no other info available at press time.
<u>General Electric Theatre</u>	CBS 9pm	<u>The Victorian Chaise Lounge</u> ; with Joan Fontaine, Marc Dana; no other info available at press time.
ALCOA HOUR	NBC 9pm	<u>The Original Miss Chase</u> ; (O) Frederick Lonsdale (<u>The Last Of Mrs. Cheyney</u>); (A) William McCleery; with Nanette Fabray, John Williams, Larry Blyden, Evelyn Varden, Hiram Sherman, Henry Lascoe; Dir - Kirk Browning.
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>I Killed The Count</u> ; (O) Alec Coppel; (A) Francis Cockrell; with John Williams, Charles Davis, John Hoyt, Alan Napier, Charles Cooper, Froy Kendrick, A.E. Gould-Porter, Pat Hitchcock; Dir - Robert Stevens.
<u>Loretta Young Show</u>	NBC 10pm	<u>Guest In The Night</u> ; (O) Jack & Luci Natteford; with Miss Young, Hugh O'Brian, Earl Roby, Frank Kumagi, Lumsden Hare, James Flavin, Phil Tead; Dir - Justus Addiss.