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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (April 2)

CBS- 8:30-9pm EST; RETURN - Private Secretary - FILM from WCBS-TV(NY) & KNXT(LA), approx 72 stations net, 15 delayed. § Alternate Week Sponsors- 1) Lever Brothers Co (Dove Toilet Bar) thru Ogilvy, Benson & Mather, Inc(NY); Acct Execs- James Heekin, Norman Peterzell. 2) W. A. Sheaffer Pen Co thru Russel M. Seeds Co., Inc(Chi); Acct Exec- Don Reed. § Pkgr- Television Programs of America(NY); Film Prod- Jack Chertok Productions, Inc., Los Angeles, Calif.; Prod- Jack Chertok; Dirs- Oscar Rudolph, Chris Nyby, Rod Amateau; Writers- Various; Music Dir- Mahlon Merrick; Art Dir- Howard Campbell. § Situation comedy series starring Ann Sothern as Susie MacNamara, private secretary for talent agent Peter Sands, played by Don Porter. Ann Tyrell is featured each week as Vi Praskins, office receptionist. The series debuted over CBS on Feb 1, 1953, and was seen Sunday evenings, alternating with the Jack Benny Show, thru March 17, 1957. In its new spot the program replaces The Brothers (last show March 26).

CBS- 10:30-11pm EST; DEBUT - The Spike Jones Show - LIVE from KNXT(LA), approx 84 stations live, 43 kine. § Sponsor- Liggett & Myers Tobacco Co (L&M Filtered Cigarettes) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Clifford Fitzgerald. § Pkgr- CBS-TV(LA); Prods- Tom Waldman, Dik Darley; Dir- Dik Darley; Writer- Tom Waldman; Music Dir- Spike Jones; Anncr- Jack Narz. § Musical variety program starring bandleader-comedian Spike Jones and his wife, singer Helen Grayco, backed by the Jones orchestra; with featured musical and comedy groups from the orchestra personnel; with guest stars. The program replaces Do You Trust Your Wife (last show March 26) in the time spot for the sponsor.

Saturday (April 6)

CBS- 2:25-approx 4:30pm EST; RETURN - Baseball Game of the Week - LIVE from various cities each week (premiere from Houston), no. of stations indefinite. § Co-Sponsors- Falstaff Brewing Corp thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Edmund Burke; TV Acct Rep- Jim Neville. 2) Philip Morris, Inc (Marlboro Cigarettes) thru Leo Burnett Co., Inc(Chi); Acct Exec- Dick Halpin. 3) American Safety Razor Corp (Gem Razors, Blades) thru McCann-Erickson, Inc(NY); Acct Exec- Bob David; TV Acct Rep- Hal Graham. § Pkgr- Dancer-Fitzgerald-Sample, Inc., for Falstaff Brewing Corp., with CBS-TV(NY); Prods- Gene Kirby (D-F-S), Hugh Beach(CBS); Dir- Byron Paul(CBS). § Telecasts of major league baseball games for 26 weeks, beginning with a pre-season exhibition game. Games are not seen in major league cities. Dizzy Dean again handles the play-by-play description, with Buddy Blattner assisting. This will be the third season for the baseball games over CBS-TV. They debuted originally over ABC-TV in 1953.

THIS WEEK(Cont'd)

Saturday(April 6)

NBC- 2:30-approx 4:30pm EST; DEBUT - Major League Baseball - LIVE from various cities each week(premiere from Dallas), no. of stations indefinite. § Sponsor- (one-quarter, other periods open) R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- James Houlihan. § Pkgr- NBC-TV(NY); Prod- Perry Smith; Dir- Harry Coyle. § Telecasts of major league baseball games for 26 weeks during the season, beginning with a pre-season exhibition game. The games will not be telecast in areas of major league cities. Lindsey Nelson and Jim Woods will share announcing the play-by-play, with Leo Durocher handling special commentary. The baseball telecasts replace the National Basketball Association pro game telecasts (last show March 30).

Sunday(April 7)

ABC- 7:30-9pm EST; DEBUT - Hollywood Film Theatre - FILM from WABC-TV(NY), to the net. § Sustaining (open for segment sponsors only; no participation). § Pkgr & Prod- ABC-TV(NY). § Twenty-six week program series, featuring movies purchased from RKO. The program replaces Ted Mack and the Original Amateur Hour, 7:30-8:30pm EST, which moves to 9-10pm EST, effective this date, and Open Hearing, 8:30-9pm EST (last show March 31). The Amateur Hour moves into the time spot vacated by Omnibus, 9-10:30pm EST (last show March 31). See next listing.

ABC- 10-10:30pm EST; DEBUT - All About Music - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV(NY); Prod- Ed Nugent; Dir- Jack Sameth; Writer- Bernard Dougall. § Special three-week music series, spotlighting calypso, country music and jazz. Milton Cross is the host for the three programs. The program replaces the third half-hour of Omnibus (see above).

CTPN- 9-11am PST; SPECIAL - Mormon Church Conference - LIVE from Salt Lake City, remote, to the Columbia TV Pacific Network. § Sustaining, public service. § Telecast of the semi-annual Conference of the Church of Jesus Christ of Latter-Day Saints in the Mormon Tabernacle in Salt Lake City.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) April 1; "The Great Sebastians," starring Alfred Lunt and Lynn Fontanne, with Akim Tamiroff (See page B for other cast credits); Exec Prod- Mort Abrahams; Dir- Franklin Schaffner; Assoc Prod- Leo Davis; Sets- Trew Hocker; Music Dir- George Bassman; Costumes for Lunt & Fontanne- Main Bocher; Other Costumes, Scenic Design- Raymond Sovey; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Master's Golf Tournament; SPECIAL April 5, Fri, 5-5:30pm EST; April 6, Sat, 5-6pm EST; April 7, Sun, 5-6pm EST; LIVE from WRDW-TV(Augusta, Ga.), to the net. § Sustaining. § Pkgr- CBS-TV Sports Dept(NY); Prod & Dir- Judson Bailey. § Special pickups of the 4-day special golf tournament at the Augusta National Golf Club, with Bud Palmer and Jim McKay describing the action.

Sunday afternoon program schedule changes, effective April 7: 3:30-4pm, The Last Word (was 2:30-3pm); 4-4:30pm, Face the Nation (was 3-3:30pm); 4:30-5pm, World News Roundup, (was 3:30-4pm). Odyssey, currently 4-5pm, will be seen 5-6pm, starting April 14, with the April 7 program preempted by the Master's Golf Tournament. Mama, 5-5:30pm EST, and The Boing-Boing Show, 5:30-6pm EST, went off after their March 24 broadcasts.

TALENT SHOWSHEET MARCH 29 - APRIL 7

Most of the shows on March 29,30,31, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 5. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

THURSDAY MARCH 28

PLAYHOUSE 90 CBS 9:30pm ADD: Charley's Aunt; Ralph Brewster Singers, (Ralph Brewster, Bob Stevens, Gene Lanham, Chuck Schrouder, Clark Yokum, Bill Thompson, Vince Degen, Lee Gotch).

FRIDAY MARCH 29

The Lineup CBS 10pm The Question Mark Case; with regulars.
(Warner Anderson)

SATURDAY MARCH 30

PERRY COMO SHOW NBC 8pm ADD: Hedy Lamarr(A).

SUNDAY MARCH 31

LAMP UNTO MY FEET CBS 10am CORRECT: Wayne Tippit(A), not (D).
(Dr. Lyman Bryson)

LOOK UP & LIVE CBS 10:30am The Suffering Servant; (O) George Kirgo; with Michael Kane, Norman Rose; Dir - Marvin Silbersher.

CAMERA THREE CBS 11:30am A Philosophy For April; (O) Jack McGiffert; (Based on the poetry of E.E. Cummings); with Eleanor Ayre, James Broderick, Ralph Bunker, Tom Posten, Bill Schatner, Frances Sternhagen; Dir - Clay Yurdin.

Telephone Time CBS 6pm Castle Dangerous; (O) David Evans; with Susan Luckey; Dir - Erle C. Kenton.
(John Nesbitt)

MARGE & GOWER CBS 7:30pm ADD: Dan Dailey(D-A), Buddy Rich(M), Peg La Centra.
CHAMPION SHOW

Circus Boy NBC 7:30pm The Lady & The Circus; with regulars & Frances Robinson, Paul Keast, Jack W. Harris, Thomas B. Henry; (SW&SD).

SUNDAY SPECTACULAR CBS 8pm Cinderella; ADD: Robert Penn, Alec Clarke, Iggy Wolfington, George Hall, David F. Perkins, Eleanor Phelps, Kathy Kelly.

OMNIBUS ABC 9pm The Music of Johann Sebastian Bach; with Leonard Bernstein, The St. Thomas Choir Boys, Gloria Lane(S), Saramae Endich(S), Kenneth Smith(S), Russell Oberlin(S); Dir - Charles Dubin.
(Alistair Cooke)

ALCOA HOUR NBC 9pm The Big Build-Up; ADD: Mickey & Sylvia(M).
LAST SHOW

MONDAY APRIL 1

Wire Service ABC 7:30pm Misfire; (O) Daniel Mainwaring; (A) Wilton Schiller, Daniel Mainwaring; with Mr. Brent, Roy Roberts, Don Kelly, Rebecca Welles, James Anderson; Dir - Tom Gries.
(George Brent)

Sheriff Of Cochise WABD 7:30pm with Whit Bissell, Peter Brocco; (SW&SD).
(John Bromfield)

Adventures of Robin Hood CBS 7:30pm The York Treasure; with regulars & Karl Stepanek, Helena de Crespo, Allan Cuthbertson; (SW&SD).
(Richard Greene)

MONDAY APRIL 1 (Cont'd)
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PRODUCERS' SHOWCASE NBC 8pm The Great Sebastians; (O&A) Howard Lindsay & Russel Crouse; with Alfred Lunt, Lynn Fontanne, Akim Tamiroff, Lisa Ferraday, Simon Oakland, Army Freeman, Stefan Schnabel, Eugenia Rawls, Boris Tumarin, Anne Francine, Alan Furlan, Rebecca Sand, Pete Gumeny, Martin Brandt; Dir - Franklin Schaffner; Music Dir - George Bassman; Sets - Trew Hocker; Costumes - Main Bocher & Raymond Sovey.

VOICE OF FIRESTONE ABC 8:30pm Cesare Siepi.

TALENT SCOUTS CBS 8:30pm Jane Ford(S), Tommy Fertado(S), Paul Jouarde(M).

TOP TUNES & NEW TALENT(Lawrence Welk) ABC 9:30pm Pat Suzuki(S), Vic Hyde(M), Charles Darvo(S).

December Bride (Spring Byington) CBS 9:30pm The Englishman; with regulars & Paul Cavanaugh, Lewis Martin; (SW&SD).

ROBERT MONTGOMERY PRESENTS NBC 9:30pm A Slice of Life; (O) J. Harvey Howell; with Ruth McDevitt, J. Pat O'Malley, James Pritchett, Peggy McCay, William Traylor, John Buckwalter, Stewart McIntosh, Woodrow Parfery, Arnold Walton; Dir - Jim Beach.

STUDIO ONE CBS 10pm The Years In Between; (O) Will Schneider & Herman Goldberg; with John Kerr, Phyllis Love; Dir - Mel Ferber.

TUESDAY APRIL 2  
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Conflict ABC 7:30pm A Question of Loyalty; (O) Walter Doniger & Howard Browne; with Dennis Hopper, Gerald Mohr, Pat McVey, Paul Richards, Judi Boutin; Dir - Walter Doniger.

JONATHAN WINTERS SHOW NBC 7:30pm Jill Corey(S).

Phil Silvers Show CBS 8pm Around the World in 80 Hours; with regulars & Mike Todd, Tomi Romer, John Studer, Robert Hastings; (SW&SD).

Wyatt Earp (Hugh O'Brian) ABC 8:30pm The Nice Ones Die First; with regulars & Brad Johnson; (SW&SD)

Private Secretary (Ann Sothern) CBS 8:30pm RETURN: NEW DATE, NEW TIME: with regulars & Jacques Bergerac; (SW&SD).

Panic! NBC 8:30pm The Embezzler; with Whit Bissell, Russell Hicks, Ted De Corsia.

Broken Arrow (John Lupton) ABC 9pm Fathers And Sons; with regulars & Nico Minardos; (SW&SD).

Jane Wyman Show NBC 9pm Assignment Champ; Re-run.

DuPont Theatre ABC 9:30pm The Last Signer; (O) Frederic Brady; with Vladimir Sokoloff, Kevin McCarthy, Lisa Montell, Barbara Woodell, Otto Waldis.

RED SKELTON SHOW CBS 9:30pm Arnold Stang(C), Jackie Coogan(A).

ARMSTRONG CIRCLE THEATRE NBC 9:30pm Arson; File #732; (O) Jerome Coopersmith; with John Kellog, Carl Low, Barbara Waide, William Zuckert, George L. Smith, Frank Maxwell, Warren Berlinger, James Congdon, Gordon Barnes, Faye Sappington, Henry Lascoe; Dir - William Corrigan.

IT'S POLKA TIME ABC 10pm The Neringa Lithuanian Folk Dancers

SPIKE JONES SHOW CBS 10:30pm PREMIERE: with Spike Jones & Orchestra, Helen Grayco(S), (Regulars); & guest Gordon MacRae(S); (O) Tom Waldman; Dir - Dik Darley.

WEDNESDAY APRIL 3
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Navy Log ABC 8:30pm Ito of Attu; with John Bryant, Harold Fong, Don Keefer, Robert Ellis.

WEDNESDAY APRIL 3 (Cont'd)  
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Father Knows Best NBC 8:30pm Betty, Track Star; with regulars & Tamar Cooper, Finton Meyer; (SW&SD).
 (Robert Young)

KRAFT THEATRE NBC 9pm The Medallion; (O) Gitta Sereny; (A) Dale Wasserman; with Kevin McCarthy, Leora Dana, Christopher Snell, Lorne Greene, David J. Steward, Robert Arden; Dir - Frank Pacelli.

Millionaire CBS 9pm The Story of Dr. Alan March; with Tom Drake, Allison Hayes, Walter Baldwin, Morgan Jones, Dorothy Morris; (SD).
 (Marvin Miller)

Ford Theatre ABC 9:30pm Exclusive; (O) Gerry Day; with Phyllis Kirk, Everett Sloane, Osa Massen, Richard Webb, Francis DeSales; Dir - Oscar Randolph.

20th Century-Fox Hour CBS 10pm The Still Trumpet; (O) Frank S. Nugent, Curtis Kenyon; (A) Curtis Kenyon; with Dale Robertson, Victor Jory, Carol Ohmart, Regis Toomey, Grandon Rhodes, Douglas Dick, Patrick McVey, James Griffith, Ed Kemmer, Dan Riis; Dir - Lewis Allen.

THURSDAY APRIL 4
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Sgt. Preston CBS 7:30pm with regulars & Frank Richards, Jug Jackson, Grant Richards, Rickey Murray; (SW&SD).  
 (Richard Simmons)

CIRCUS TIME ABC 8pm Betty Ann Grove(S), Roger Ray(C), Nanci Crompton(D).

Bob Cummings Show CBS 8pm with regulars & Hans Conried, Kathleen Freeman; (SW&SD).

CLIMAX! CBS 8:30pm Don't Touch Me; (O) Jerome Gruskin; with Shelley Winters, Warren Stevens, Mildred Dunnock, Henry Silva; Dir - Robert Stevens.  
 (Bill Lundigan)

Danny Thomas Show ABC 9pm Danny Meets Kathy; with regulars & Marjorie Lord; (SW&SD).

The People's Choice NBC 9pm with regulars & Margaret Irving, Tommy Farrell, Barbara Pepper; (SW&SD).  
 (Jackie Cooper)

PLAYHOUSE 90 CBS 9:30pm Clipper Ship; (O) Berne Giler; with Charles Bickford, Jan Sterling, Steve Forrest, Helmut Dantine; Dir - Oscar Rudolph.

THE FORD SHOW NBC 9:30pm Pat O'Brien(A).

LUX VIDEO THEATRE NBC 10pm Adam Had Four Sons; (O) Charles Bonner("Legacy"); (A) Paul Franklin; with Leon Ames, Osa Massen, Fay Spain; Dir - David McDearmon.  
 (Gordon MacRae)

FRIDAY APRIL 5  
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Adventures of Rin-Tin Tin ABC 7:30pm Indian Blood; with regulars & Manning Ross, George J. Lewis; (SW&SD).
 (Lee Aaker)

Adventures of Jim Bowie ABC 8pm The Pearl and Crown; with regulars & William Schallert, Marcel Rousseau, Frank Wilcox, Russ Bender, Georgette Duval; (SW&SD).
 (Scott Forbes)

West Point CBS 8pm Backfire; with Jack Grinnage, John Wilder, Charles Maxwell, Larry Blake, Stuart Whitman, Gregg Palmer, Robert Crosson, Al Terry, Joe Patridge, George Diestel; Dir - Ted Post.

Crossroads ABC 8:30pm The Light; (O) Tom Reed; with Donald Woods, Charles McGraw, James Goodwin, Richard Jaeckel, Adam Kennedy, Lester Hoyle; Dir - Jus Addiss.

Dick Powell's Zane Grey Theatre CBS 8:30pm A Time To Live; (O) Joseph Chadwick, (A) Aaron Spelling; with Ralph Meeker, Julie London, John Larch, Ken Lynch, Walter Barnes, Forrest Lewis, Alan Wells; Dir - Lewis Foster.

Mr. Adams & Eve CBS 9pm with regulars & Burt Nelson; (SW&SD).
 (Ida Lupino, Howard Duff)

Schlitz Playhouse CBS 9:30pm Clothes Make The Man; (O) Nunnally Johnson; (A) Arthur Sheekman; with Hume Cronyn, Jessica Tandy, Hans Conried, Joseph Kearns, Russell Hicks, Ray Walker, Bill McLean, Olan Soule, Vito Scotti, Frank Scannell, Joe Mell, John Close, Herb Vigran; Dir - Don Weis.

FRIDAY APRIL 5(Cont'd)

BIG STORY NBC 9:30pm Hank Messick; Reporter; Raleigh(N.C.) Times; (A) Alvin Boretz; (Ben Grauer) with John McLiam, Jerry Wall, Will Hare, Carl Swenson.

RAY ANTHONY SHOW ABC 10pm Erin O'Brien(S).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 1 - APRIL 5

GOOD MORNING CBS 7am 4/1 - Paul Ashley & Puppets, Al Kelly(C), Russell Arms(S); (Will Rogers, Jr.) 4/2 - Ann Gilbert(S), Jack E. Leonard(C); 4/3 - Sonny James(S), Barbara Carroll & Trio(M); 4/4 - Jimmy Dean(S), Sunny Gale(S), Jack E. Leonard(C); 4/5 - Jimmy Dean(S), Andy Williams(S), Frank Fontaine(C); LAST SHOW

GARRY MOORE SHOW CBS 10am 4/5 - Bernie West(C), Martha Davis & Spouse(M).

CLUB 60 NBC 1:30pm 4/1 - Betty Madigan(S); 4/2 - Carl Ravazza(S); 4/3 - Maria Neglia(C-M); 4/4 - Jo Ann Miller(S); 4/5 - The Three Suns(S).

NBC MATINEE THEATRE NBC 3pm 4/1 - End Of The Rope; (O)Sheldon Stark; 4/2 - We Won't Be Any Trouble; (O)George Lowther; 4/3 - The Daughter of Mata Hari; (O)Kurt Singer; (A)Alvin Boretz; 4/4 - Talk You Of Killing; (O)Joe Barry; 4/5 - Pursuit of Happiness; (O)Lawrence Langner, Armina Marshall Langner; (A)Helene Hanff.

MODERN ROMANCES NBC 4:45pm The Quality of Fear; (O)Elinor Lenz; with Edward Andrews, (Betty Furness) Joy Hodges, Ann Pearson, Dort Clark.

TONIGHT! NBC 11:15pm No info. available at press time. (Jack Lescoulie)

SATURDAY APRIL 6

TRUE STORY NBC 12N My Son Rickey; (O)Michelle Cousin; with Warren Berlinger, (Kathi Norris) Don Briggs.

JACKIE GLEASON SHOW CBS 8pm Visit to Spain; (O)Marvin Marx, Walter Stone, Herbert Finn, Joe Bigelow; Songs & Lyrics by Jerry Bresler, Lyn Duddy; with regulars & Lyn Duddy Singers; Dir - Frank Satenstein.

PERRY COMO SHOW NBC 8pm Teresa Brewer(S), Jack Palance(A), Ben Alexander(A), The Step Brothers(D).

GEORGE GOBEL SHOW NBC 10pm Marilyn Maxwell(A).

SUNDAY APRIL 7

RAY BOLGERS' WASHINGTON SQUARE NBC 4pm with regulars & The Andrews Sisters(S).

JACK BENNY SHOW CBS 7:30pm with Mary Livingstone, Barbara Pepper, Mary Treen, Margaret Brayton.

ED SULLIVAN SHOW CBS 8pm Fred Astaire, Paul Douglas, Fredric March, Florence Eldridge, David Burns(S), Kay Medford(A), Tommy White(A), Gerard Philipe(A), Micheline Presle(A), Jean Marais(A), Francoise Arnoul(A), Juliette Greco(A).

STEVE ALLEN SHOW NBC 8pm Rosemary Clooney(S), Buddy Hackett(C).

General Electric Theatre(Ronald Reagan) CBS 9pm Bargain Bride; (O)Norma Mansfield; (A)Jameson Brewer; with Mr. Reagan, Eva Bartok, Edgar Buchanan; Dir - Justus Addiss.

Bob Hope Chevy Show NBC 9pm Janis Paige(A), Natalie Wood(A), Frank Sinatra(S-A).

ALL ABOUT MUSIC ABC 10pm PREMIERE: The Duke of Iron(M), Johnny Barracuda, The Original Trinidad Steel Band, Helen Ferguson(S), The Trindancers, The Versatones(M); Host:Milton Cross

Alfred Hitchcock Presents CBS 9:30pm One Mile To Go; (O) James P. Cavanagh; with David Wayne, Louise Larabee, Martha Jacoby, Norman Leavitt; Dir - Alfred Hitchcock.

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APRIL 3, 1957

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Playhouse 90's April 18 production of "Three Men on a Horse" doesn't have any featured players -- only stars. The cast without featured players, in TV's strange manner, includes Jack Carson, Carol Channing, Mona Freeman, Edward Everett Horton, Arnold Stang, Frank McHugh, Jane Darwell, Allen Jenkins, Larry Blyden and Johnny Carson. The two Carsons play the pivotal characters in the script, with Jack as Patsy, the leader of the race track betting group, and Johnny as Erwin, the greeting card writer who has the ability to pick winning horses. Arthur Hiller, who directed the filmed program, "Clipper Ship," one of the Screen Gems' productions to be seen on the program tomorrow (4), shifts over to the live side to direct "Three Men on a Horse."

Production staff credits for Tonight! currently include: Prod- Richard Linkrout; Assoc Prods- Ed Cosgrove, Tom Loeb; Commls Mgr- Hugo Seiler; Studio Dir- Lynwood B. King, Jr.; Remote Dir- Ted Nathanson; Senior Unit Mgr- Monty Morgan; Unit Mgrs- John Carsey, Julian Bercovici; Managing Ed- Frank Barton; Talent Coord- Tony Ford; Chicago Location Prod- Don Meier; Los Angeles Location Prod- Herb Braverman; Writers- Stanley Flink, Allan Manings, Walter Wager, Bob Carlisle, Blair Chotzinoff and David Rayfiel, with John Brookman in Chicago. Although the word is that this is the crew resulting from the shakedown of the first weeks' trials, Hollywood is still considered a sore spot because of disagreement over the treatment given to some of the features.

ABC-TV signed Miles Laboratories as a co-sponsor with Mennen, for its Wednesday Night Fights, starting in June.....U. S. Steel Corp renewed the U. S. Steel Hour for its alternate Wednesday evening spot at 10pm over CBS for 1957-58. The Theatre Guild, with Marshall Jamison as exec producer, continues as the producing organization.....General Electric Theater has been renewed for 1957-58 with all 39 shows to be on film for the first time in its four-year history. It began its current career with 26 live shows and 13 on film (for summer re-run purposes), but as Hollywood star names became more important in its battle for the audience, the balance shifted to film, with only eight live shows presented during this season, all during last fall and winter.....Margaret Wilder has succeeded Alice Young as script editor for Climax!.....Spade Cooley, long a "western" music-style bandleader, preemed his newest musical aggregation last night (2) in Hollywood over KTLA -- a 24-piece all girl orchestra, mostly doubling as a 24-voice choir. Spade Cooley and vocalist Eddie Keeley are the only males on the weekly hour-long program, sponsored by Southern California Dodge Dealers (yes, Lawrence Welk started this way) and House of Carpets. Kay Cee Jones is the featured girl vocalist for the band, which also includes five mandolins and five accordians, a marimba and a harp along with the girls to play them. To balance the "sweet" makeup of the group (Cooley is a fiddler), the band also includes a Dixieland group.

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(MORE)

Everyone complains about awards, but no one does anything about them -- not necessarily about the way they are set up or awards made, but about making them more palatable to the TV viewing public. Last week's Motion Picture Academy Awards seem to have been hailed generally in Hollywood (largely because for the first time the audience at the Pantages Theatre didn't see or hear the commercials for Oldsmobile), but were rapped in New York for the boring and pedestrian nature of the awards as a show for television. The coastal reactions illustrate the split personality of the TV-movie marriage. More people probably watched the TV show than go to see any of the movies honored, yet in all the planning by the movie academy no one worried about the hooker, the little dab of honey to get people in the audience to go to see the people and pictures honored. Award ceremonies are limited in program time by the high cost of television, so to get enough interest in a show one must either load it with big name comic m.c.'s backed by as many star names one can get in front of a camera, or cut down the number of awards and show clips from films or programs that were honored, at least to hint to the audience why the honors were deserved. There hasn't been an award show this year in which the "presenters" and the m.c.'s weren't on longer than the people honored.

WOR-TV(NY) will be back in the experimental program business for the first time in several years, starting April 11, when it will begin the presentation of 13 live telecasts of experimental programs, each featuring a different format. The program series, called X-13, will be produced by the John Gibbs Agency and Hardy Burt, with Jay Sheridan, assistant to the production supervisor of Robert Montgomery Presents, as production consultant for the series. The new programs will be presented Thursdays, 9:30-10pm EST. Leading off will be Face Your Critics, tipped as a new type of panel show, with Hardy Burt as moderator, a controversial personality and three guests who are articulate critics of the personality. Sen. Joseph McCarthy will be in the spotlight during the pilot run. Other shows during succeeding weeks will include The Unknown World, with two scientists, one a skeptic and one open-minded, discussing psychic phenomena and the so-called supernatural; TV Tabloid, a presentation of the week's best news features with the people whose stories made the headlines; Places, Please, during which a panel of globetrotters try to determine through questions where a just-returned traveler has been; Medical News Conference, with medical editors and reporters interviewing a specialist on the latest findings in his field of medicine and health; What's Your Average, an audience participation game based on a national poll of public opinion; The Play's the Thing, the only dramatic production scheduled for the series; Electronic Quiz, with the home viewer getting a chance at awards. Other programs still in the development stage include a children's show, a new format for a singing personality, and three shows called The Open Door, Devil's Advocate and Success Can Be Fun.

ABC-TV will have the finals of the 1957 Mrs. America Pageant on Saturday, May 11, 10:30-11pm EDT, televised from Fort Lauderdale, Fla., then a week later, Saturdays, 5:30-6pm EDT, starting May 18, the net will present Five Star Comedy Party, a short-term program series for Joe Lowe Corporation, plugging a new "Popsicle" contest. A comedy star will top the show each week, starting with Paul Winchell and Jerry Mahoney on the first show.....ABC-TV confirmed its buy of The Real McCoys, a new California-locale situation comedy series starring Walter Brennan, to be produced jointly by Brennan-Westgate Corp and Marterto Productions. Irving and Norman Pincus will produce, with Sheldon Leonard as director and Bill Manhoff as writer.....The Arthur Murray Party doesn't get to replace Hey Jeannie over CBS in June, but instead moves into NBC's Tuesday, 8-8:30pm spot, starting April 9, to replace The Big Surprise.

PEOPLE GOING PLACES: CBS signed Broadway producer-director Howard Erskine to a long-term producing-creative agreement.....Screen Gems, Inc., signed producer Herbert B. Leonard to an exclusive two-year creative-production contract.....Garth Dietrick named producer of NBC's Home, with Ted Rogers upped to exec producer.