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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (May 4)

ABC- 7:30-8pm EDT; SPECIAL - The Rock 'n' Roll Revue - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- General Artists Corp(NY); Prod- Fred Heider; Dir- Cort Steen; Asst Dir- George Patrick. § Alan Freed is m.c. and leads the orchestra for this special program featuring a mixture of pop singers and rock and roll performers. (See page D for cast credits). The program will be repeated on May 11, same time, with Alan Freed as m.c. and a new slate of performers. The programs replace the first half-hour of Famous Film Festival.

CBS- 11-11:30am EDT; DEBUT - Susan's Show - LIVE from WBBM-TV(Chi), to the net. § Sustaining. § Pkgr- WBBM-TV(Chi); Prod- Frank Atlass; Dir- Barry McKinley; Sets- Jerry Pinsler. § Twelve-year-old Susan Heinkel is the star of the program, leading her audiences from the land of reality (her mother's kitchen), to a "fantasyland" where she becomes involved in adventures. (The show is an expanded version of the program of the same name, seen Mon thru Fri, 4-4:30pm, over WBBM-TV, locally in Chicago). The program replaces Winky Dink and You (last show April 27) in the time spot.

CBS- 5:15-5:45pm EDT; SPECIAL - Kentucky Derby - LIVE from WHAS-TV(Louisville), 185 U. S. stations live(16 Canada). § Sponsor- Gillette Safety Razor Co., Div of The Gillette Co., thru Maxon, Inc(Detroit); Acct Exec- M. F. Mahoney(NY); Comm Anncr- Bryan Field. § Pkgr- CBS Sports(NY); Prod & Dir- Judson Bailey. § Telecast of the 83rd running of the Kentucky Derby, from Churchill Downs, Ky., with Bryan Field describing the running of the race and Fred Capassela and Phil Sutterfield handling color and interviews. The race telecast will be preceded by Kentucky Derby Preview, 5-5:15pm EDT, with Mr. Brownie Leach interviewing newspaper racing writers.

Sunday (May 5)

NBC- 4-5:30pm EDT; SPECIAL - Call to Freedom - FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Sustaining. § Repeat showing of the "Project 20" program originally seen on Producers' Showcase, Jan 7, 1957 (See page 4). The repeated program will have Charles Van Doren as host and commentator. The program replaces Ray Bolger's Washington Square, which moves to various evening times, starting May 9. The Bolger show has been alternating with Wide Wide World.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) April 29; "Cinderella," presented by the Royal Ballet (formerly Sadler's Wells Ballet), starring Mergot Fonteyn; (See page A for cast and production credits); LIVE (COLOR) from WRCA-TV (NY).

TALENT SHOWSHEET APRIL 26 - MAY 5

Most of the shows on April 26,27,28, 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, May 3. 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.

FRIDAY APRIL 26

Joseph Cotten Show-- NBC 9pm Alibi For Murder; with Macdonald Carey.
On Trial!

SATURDAY APRIL 27

TRUE STORY NBC 12N DELETE: Lester Fenway; ADD: Richard Derr, who will play the part of Lester Fenway.
(Kathi Norris)

JACKIE GLEASON SHOW CBS 8pm ADD: Joey Adams(C), Al Kelly(C), Teresa Brewer(S).

PERRY COMO SHOW NBC 8pm ADD: Peggy King(S).

SUNDAY APRIL 28

CAMERA THREE CBS 11:30am The Enemies; (O) Anton Chekhov; with Richard Waring, Michael Strong; Song Without Words; (O) Frank O'Connor; with Farrell Pelly, Bryan Herbert; Dir - Clay Yurdin.

FRONTIERS OF FAITH- NBC 1:30pm Family -- U.S.A.; (O) Robert Crean.
CATHOLIC HOUR

ODYSSEY CBS 5pm The Arab World; (O) James Benjamin; with Eric Johnston; Dir - Roger Englander.

ED SULLIVAN SHOW CBS 8pm ADD: Alfred Apaka(S), The Happy Jesters(C-S).

STEVE ALLEN SHOW NBC 8pm ADD: Peter Gennaro(D), Ellen Ray(D).

MONDAY APRIL 29

Wire Service ABC 7:30pm Run, Sheep, Run; (O) W.R. Harris; (A) Frederic Brady; (Mercedes McCambridge) with Miss McCambridge, James Lydon, Parley Boon, Steve Darrile, Harry Chesire; Dir - Tony Leader.

Burns & Allen CBS 8pm with regulars & Bob Ellis, John Sorrentino, Francis De-Sales; (SW&SD).

PRODUCERS' SHOWCASE NBC 8pm Cinderella; Ballet by Frederick Ashton; Music by Serge Prokofiev; with Margot Fonteyn, Frederick Ashton, Kenneth MacMillan, Franklin White, Pirmin Treco, Ray Powell, Douglas Stuart, Leslie Edwards, Basil Thompson, Ronald Plaisted, Valerie Taylor, Patricia Thorogood, Julia Farron, Merle Park, Elaine Fifield, Annette Page, Svetlana Beriosova, Michael Somes, Alexander Grant, David Blair, Arnott Mader, Robert Irving; (The Royal Ballet, formerly called Sadler's Wells Ballet); Dir - Clark Jones; Sets - Otis Riggs, Costumes - Jean-Denis Malcles; Ninette de Valois is Dir of the Royal Ballet.

VOICE OF FIRESTONE ABC 8:30pm Jean Madeira(S), Theodor Uppman(S).

TOP TUNES & NEW ABC 9:30pm Sylvia Muesing(S-M), Ed Martini(M).
TALENT(Lawrence Welk)

December Bride CBS 9:30pm Mountain Climbing; with regulars & Morey Amsterdam, Eddie (Spring Byington) Ryder, Sandra Spence; (SW&SD).

MONDAY APRIL 29 (Cont'd)
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ROBERT MONTGOMERY PRESENTS      NBC 9:30pm      The New World; (O) Dr. Arthur H. Compton (Atomic Quest); (A) Sebastian Simms; with Philip Bourneuf, Melville Ruick, Lawrence Fletcher, Guy Sorel, John Shellie, Mark Miller; Dir - Tad Danielewski.

STUDIO ONE      CBS 10pm      Eight Feet To Midnight; (O) Marc Brandel; with Edward Mulhare, Pat Henning, Constance Ford, Dairde Owens, Tom Clancy, Dermot McNamara, John McLiam; Dir - Tom Donovan.

TUESDAY APRIL 30  
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Conflict ABC 7:30pm No Man's Road; (O) John Wells; (A) Robert Schaefer, Eric Freiwald; with Dennis Hopper, Rafael Campos, Jody McCrea, Karen Sharpe; Dir - Leslie H. Martinson.

JONATHAN WINTERS SHOW NBC 7:30pm Eydie Gorme(S).

Phil Silvers Show CBS 8pm with regulars & Biff McGuire, Constance Ford; (SW&SD).

ARTHUR MURRAY PARTY NBC 8pm Helen Hayes, James MacArthur, Sam Levenson(C), Don Ameche, Carol Bennett(S).

Wyatt Earp
(Hugh O'Brian) ABC 8:30pm The Beautiful Friendship; with regulars & Henry Rowland, Dennis Moore, Paul Brinegar; (SW&SD).

Panic! NBC 8:30pm Marooned; with James Mason, Pamela Mason, Portland Mason, Alexander Mason.

Broken Arrow ABC 9pm The Archeologist; with regulars & Arthur Hanson, Antony Eustrel, Richard Hale, Alex Montoya; (SW&SD).

Jane Wyman Show NBC 9pm The Man in the Car; with Miss Wyman, Craig Stevens.

DuPont Theatre ABC 9:30pm Chicago 212; with Frank Lovejoy, Roy Thinnes, Tomi Thurston, Franklyn MacCormack; (O) William P. Rousseau.

RED SKELTON SHOW CBS 9:30pm Arnold Stang(C), Lina Romay(S).

ARMSTRONG CIRCLE THEATRE NBC 9:30pm Night Court; (O) Art Wallace; with David White, June Dayton, Wesley Law, Dennis Patrick; Dir - William Corrigan.

IT'S POLKA TIME ABC 10pm The Ukranian Youth Folk Dancers.

SPIKE JONES SHOW CBS 10:30pm Nelson Eddy.

WEDNESDAY MAY 1
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Navy Log      ABC 8:30pm      Nightmare Off Brooklyn; with Ross Elliott, Richard Crane, Richard Deacon, Patti Gallagher.

Father Knows Best  
(Robert Young)      NBC 8:30pm      Baby In The House; with regulars & Gloria Henry, Michael Emmet; (SW&SD).

Millionaire  
(Marvin Miller)      CBS 9pm      The Story of Hub Grines; with Chuck Connors, Nicola Michaels, Maudie Prickett, Simon Scott, Katherine Barrett, Molly McArt; (SW&SD).

KRAFT THEATRE      NBC 9pm      Drummer Man; (O) Mel Goldberg; with Sal Mineo, Robert Emhardt, Mike Kellin, Ruda Michelle; Dir - Billy Graham.

Ford Theatre      ABC 9:30pm      Strange Disappearance; (O) Jack Harvey; with Stephen McHally, June Vincent, Peggy Knudsen, William Roerick, Alexander Lockwood, Hugh Sanders, Bing Russell, Ellie Kent; Dir - Arthur Hiller.

20th Century Fox Hour      CBS 10pm      Deep Water; (O) Oscar Millard; with Ralph Meeker, James Whitmore, Richard Arlen, Steve Mitchell, Charles Tannen; Dir - Roy Del Ruth.

THURSDAY MAY 2  
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Sgt. Preston of Yukon CBS 7:30pm with regulars & Betty Farrington, George Crise, William Boyett, John Mitchum; (SW&SD).

CIRCUS TIME ABC 8pm Viggo Jahn(magic), The Valenos(acro), Betty Ann Grove(S), Ted Kluszewski(baseball), Alan Dale(S).

CLIMAX!
(Bill Lundigan) CBS 8:30pm Strange Deaths At Burnleigh; (O) Charles Larson; with Michael Rennie, Joan Tetzl, Cedric Hardwicke; Dir - Buzz Kulik.

Danny Thomas Show ABC 9pm Den Mother; with regulars & Rita Lynn, Shirley Mitchell, Evelyn Scott, Madge Meredith; (SW&SD).

PLAYHOUSE 90 CBS 9:30pm Child Of Trouble; (O) Selma Robinson; (A) James P. Cavanaugh; with Patty McCormack, Ricardo Montalban, Joan Blondell, Lillian Roth, Chester Morris, Richard Arlen; Dir - Paul Nickerson.

THE FORD SHOW NBC 9:30pm Marilyn Maxwell(S).

Telephone Time
(John Nesbitt) ABC 10pm Diamond Peer; (O) Joseph Landon; with Tom Hellmore, Jean Byron; Dir - Lewis Allen.

LUX VIDEO THEATRE
(Gordon MacRae) NBC 10pm The Hard Way; (O) Daniel Fuchs, Peter Viertel; (A) Sanford Barnett; with Ann Sheridan, Steve Dunne; Dir - Richard Goode.

FRIDAY MAY 3
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Adventures of Rin-Tin-Tin(Lee Aaker) ABC 7:30pm Corporal Carson; with regulars & Tommy Farrell, Jerry Eskow, Jan Arvan; (SW&SD).

West Point CBS 8pm Flareup; with Peter Baldwin, Jerry Charlebois, Rad Fulton, Gary Vinson.

Crossroads ABC 8:30pm The Wreath; (O) George Bruce; with David Brian, Edith Evanson, James Lydon, Irving Bacon, Frank Wilcox, John Dierkes, Jim Kirkwood, G. Pat Collins, Barbara Kay, Donald Towers.

Dick Powell's Zane Grey Theatre CBS 8:30pm Badge Of Honor; (O) John Robinson; with Gary Merrill, Tom Tully, Robert Culp, Peggy Webber, Dick Gardner, Mike Ragan, Walter Coy, Bill Henry, Bill Leicester, Richard Devon; Dir - Arthur Hiller.

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

Joseph Cotten Show--  
On Trial! NBC 9pm The Case of the Absent Man; with Mr. Cotten, Maggie Hayes.

The Wise  
(Donald Gray) ABC 9:30pm Death In A Flask; with regulars & Joy Webster, Eleanor Pagan; (SW&SD).

Schlitz Playhouse CBS 9:30pm The Traveling Corpse; (O) Norman Matson; (A) Joel McCutty; with Dennis O'Keefe, John Baragrey, Leora Dana, Gertrude Michael, Anthony Eustrel, Jane Buchanan, Fred Kruger, Ferdi Hoffman, Rudy Solari, Robert Anderson, Betty Woods, Bobby Ellis; Dir - James Neilson.

BIG STORY  
(Ben Grauer) NBC 9:30pm Louis B. Seltzer; Editor: Cleveland(Ohio) Press; (O) Leon Tokatyan; with Donald Madden, Joseph Sweeney.

The Lineup  
(Warner Anderson) CBS 10pm The Transom Burglar Case; with regulars & Clarence Lung, Robert Griffin, Richard Karlin, George Lynn; (SW&SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 29 - MAY 3  
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JIMMY DEAN SHOW CBS 7am Betty Johnson(S), will be a guest for the entire week.

GARRY MOORE SHOW CBS 10am 5/1 - Eli Mintz(A); 5/3 - Georgie Kaye(C), Martha Davis & Spouse(M).

CLUB 60 NBC 1:30pm 4/29 - The Rhythm Kings(D); 4/30 - Caesar Giovannini (M); 5/3 - Terri Stevens(S).

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

NBC MATINEE THEATRE NBC 3pm 4/29 - The Professional; (O) Stan Cutler; 4/30 - Guardians of the Temple; (O) Gene Feldman; 5/1 - The Short Safari of Bwana Ben; (O) Stanley Schneider; (A) Nicholas E. Baehr; 5/2 - Church On Monday; (O) Marjorie Duhan Adler; 5/3 - The Gioconda Smile; (O) Aldous Huxley; (A) Anthony Spinner.

MODERN ROMANCES NBC 4:45pm The Long Night; (O) Bob Corcoran; with Philip Abbott, Staats Cotsworth, Dolores Sutton, Frank Schofield, Marian Winters.

TONIGHT! NBC 11:15pm 5/1 - Joe E. Brown(C); 5/2 - Eddie Condon(M).
(Jack Lescoulie)

SATURDAY MAY 4

TRUE STORY NBC 12N The Accident; (O) Ben Radin; with William Prince, Dorothy Elder.
(Kathi Norris)

The Buccaneers CBS 7:30pm with regulars & Adrienne Corri; (SW&SD).
(Robert Shaw)

ROCK 'N' ROLL ABC 7:30pm Alan Freed(MC), Guy Mitchell(S), Sal Mineo(S), June Valli(S), Martha Carson(S), The Clovers(S), The Dell-Vikings(S), "Screamin' Jay" Hawkins(S).
REVUE

PERRY COMO SHOW NBC 8pm Gene Autry, Patti Page(S), Buddy Hackett(C).

OZARK JUBILEE ABC 10pm Webb Pierce(S).

GEORGE GOBEL SHOW NBC 10pm Erin O'Brien(S), Pat Buttram(A).

SUNDAY MAY 5

LAMP UNTO MY FEET CBS 10am Study of Missionary Work in Haiti; also excerpts from the film Heartbeat of Haiti.

Jack Benny Show CBS 7:30pm with regulars & Mel Blanc(A).

Circus Boy NBC 7:30pm The Tumbling Clown; with regulars & Emil Sitka; (SW&SD).

ED SULLIVAN SHOW CBS 8pm Johnnie Ray(S), Walter Pidgeon(A), The Vagabonds(S-M), James Melton(S), Dewey "Pigmeat"(C).

STEVE ALLEN SHOW NBC 8pm The Will Mastin Trio starring Sammy Davis Jr., Jill Corey(S), Orson Welles(A).

General Electric Theatre CBS 9pm Angel of Wrath; (O) William Fay; (A) Halsey Melone; with Ray Milland, Howard McNear, Jeanne Bates, Marianne Stewart, Thayer Roberts, Hugh Sanders, K.L. Smith, Sue George; Dir - Ray Milland.

BOB HOPE CHEVY SHOW NBC 9pm Dr. Cary Middlecoff, George Jessel, Sonny James(S), Shelley Winters(A), Hy Averbach(A), Shirley Falls(A); (O) Lester White, John Rapp, Mort Lachman, Bill Larkin, Charles Lee, Norman Sullivan; Mus - Les Brown; Choreog - Jack Baker; Dir - Jack Shea; LAST SHOW OF SEASON.

Alfred Hitchcock Presents CBS 9:30pm The Hands of Mr. Ottermole; (O) Thomas Burke; (A) Francis Cockrell; with Theodore Bikel, Rhys Williams, Barry Harvey, John Trayne, Torin Thatcher, James McCallion, A.E. Gould-Porter, Nora O'Mahony, Nelson Welch, Mollie Roden, Charles Davis, Gerald Hamer, Hilda Plowright; Dir - Robert Stevens.

Loretta Young Show NBC 10pm The Countess; (O) Richard Morris; with Miss Young, Lawrence Dobkin, Kenneth Osmond, Watson Downs, Kay Miller; Dir - Richard Morris.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

The U. S. Time Corp (Timex Watches) will sponsor six one-hour Bob Hope variety programs over NBC during the 1957-58 season, with dates and time periods to be announced. U. S. Time has been one of the sponsors of the Steve Allen Show over NBC this season.....Buick Motor Division, GMC, will become alternate week sponsor of Tales of Wells Fargo, Mondays, 8:30-9pm NYT, over NBC, effective Sept 9. American Tobacco continues as alternate week sponsor, with General Foods dropping out for Buick.....Those Whiting Girls return to CBS July 1 as the summer show in the time period now occupied by I Love Lucy, Mondays, 9-9:30pm EDT. General Foods Corp and Procter & Gamble will be alternate week sponsors. The show was a summer replacement for Lucy during the summer of 1955.....Have Gun, Will Travel, slated for CBS, Saturdays, 9:30-10pm NYT, starting in the fall, will be alternately sponsored by Lever Brothers Co and Whitehall Pharmacal Co. Whitehall is starting as an alternate sponsor in the time period on May 11, when it alternates with Helene Curtis for a series of re-runs under the title S. R. O. - Playhouse. Current tenant of the time spot is Hey Jeannie!.....Other time buys confirmed by CBS include the alternate week sponsorship by Shulton, Inc., of the new film series Slezak and Son, starring Walter Slezak and featuring his 10-year-old son Leo. This will be seen Tuesdays, 8:30-9pm NYT, in the spot currently occupied by re-runs of Private Secretary. The Gold Seal Co (Glass Wax) and W. A. Sheaffer Pen Co will alternate as sponsors of re-runs of I Love Lucy, to be seen Wednesdays, 7:30-8pm NYT.....Armstrong Circle Theatre, now on NBC, will switch to CBS, alternating with the U. S. Steel Hour, Wednesdays, 10-11pm NYT, starting in September.

John Payne, star of the forthcoming The Restless Gun (or The Westerner, or another title to be decided before debut), Mondays, 8-8:30pm NYT, starting over NBC on Sept 23, revealed in Hollywood last week why he jumped into TV with both feet, although still making good money doing feature pictures. The 39 films in the series are budgeted at \$1,560,000 (about \$40,000 per film), with Payne receiving about \$5,000 per film. In addition he said that he owns 50 per cent of the negatives, with NBC holding 25 per cent and MCA-TV holding the other 25. With that kind of salary and participation, Payne feels, "the worst I can get is a liberal education" in TV. His usual flat fee for a part in a motion picture feature is \$75,000, but he has also worked in nine films on a participating basis, with his return thus far ranging from a low of \$56,000 for one film to a high of \$168,000. Payments for a star of Payne's type usually include straight salary, deferred payments and a participating interest. The economics of his new TV deal serve to illustrate why star names can aid in selling a package to a sponsor, even though the cost per series may be hiked more than \$150,000 for a year's run. Some star packages offered this season have ranged up to \$65,000 per week at the first asking price, and few are geared to come in under \$50,000 without someone being squeezed on the cost end. Some stars are comparatively inexpensive -- if a show delivers everything the sponsor expects.

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(MORE)

Although Schlitz Playhouse (Playhouse of Stars) used to boast that it played a different program each week, 52 weeks of the year (except for a couple of replays of a James Dean film), the shift to Revue Productions, the high cost of star names and generally upped budgets in film TV, will lead to normal season repeats on the series, probably about 12 in each year. The first of this year's repeats will be on May 17, an Edmond O'Brien starrer that was first shown last Jan 11.....Pilot production on the coast is expected to wind up about the first week in May for some of the late starters so that fast editing can get films to some agency reps by the middle of the month. Several of the major agencies are still waiting for a last look at series that might be possibilities for the fall. Several pilot films that haven't made the grade may be pulled back for some re-polishing and held against the possibility that the usual fall season collapse of several programs could result in a call for a mid-winter start for a series.

A premature release from KING-TV(Seattle), later recalled, indicated that ABC had set up a new network origination headquarters at KGW-TV(Portland, Ore.) to provide a "little" network origination point for kinescopes. A look at a map of AT&T TV links indicates that new network origination points to eliminate cable and microwave bottlenecks may lessen the importance of New York, Chicago and Los Angeles as major originations for delayed or re-broadcast programming. The increased production of tape recorders would hasten the day of new network origination points for recording and later re-broadcasting of network programs to take advantage of regional programming conditions or viewer habits. Besides Portland for the northwest, other origination points might be Dallas, Oklahoma City, Detroit, Buffalo, Atlanta, and other cities that are similarly situated as the hubs for radiating lines.

KOA-TV(Denver) last week decided to copy the disc jockey system of playing favorite records for listeners, by polling viewers on what feature films they would like to see on the station during the summer months. The station listed top movies from among the 2,000 it has rights to and has had ballots printed in the regional edition of TV Guide, April 27 issue, and in the April 28 Denver Post and Rocky Mountain News. Ballots were also passed out to the public at some special places. The station has two daily movie programs and a Warner Bros Theatre program on Sunday evenings which will be used to screen the movies chosen by viewers. There's a mad idea there for sponsors who "bring back by request" films for their summer re-run programs.

The Walter Winchell File, a new film series being produced by Desilu Productions, Inc., in Hollywood and New York, will be seen over ABC, possibly on Thursday evenings starting in the fall. Bert Granet is producer, with Jerry Thorpe as director. Oliver Treyz, ABC v.p. in charge of television, was quoted as saying, "It's good to have Walter back on ABC." Columnist Walter Winchell, long an ABC radio and TV commentator, was quoted: "It's good to be home." Not mentioned by either, nevertheless, is a suit for \$7,000,000 brought by the columnist against ABC for breach of contract and damages during 1955. The administration involved is no longer at ABC.

PEOPLE GOING PLACES: E. Charles Straus named to the new post of director of talent and casting, CBS Television, Hollywood. He has been asst to the director of business affairs on the coast.....Wayne Wille appointed director of press information at WBEM-TV(Chi).....Paul Radin upped to v.p., Ashley-Steiner, Inc., and will serve as a member of the board of the east and west coast offices of the firm..... Harry J. Feeney promoted from his post as trade news editor to the new position of manager of trade and business news for CBS Television press information, in NY..... Ray Lukshis named program director for KTLA(LA), with Hal Dasbach named program supervisor.....Matthew Rapf joined Goodson-Todman Productions' west coast office in Hollywood as a producer.