

ROSS REPORTS — TELEVISION INDEX

AUGUST 5-11, 1957

VOLUME 9 NUMBER 32

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue · New York 17 · MURRAY HILL 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (August 5)

ABC- 3-4:30pm EDT, Mon thru Fri; DEBUT - American Bandstand - LIVE from WFIL-TV (Phila), to the net. § Sponsors- Participations. § Pkgr- ABC-TV with WFIL-TV(Phila); Prod- Tony Mammarella; other credits not available. § Audience participation program for teen-agers, with studio dancing, dance contests and guest performances and interviews with top recording stars, all presided over by Dick Clark as m.c. The net program is an outgrowth of the local WFIL-TV program, Bandstand, which began on the station in Oct 1952 and has had Clark as m.c. since July, 1956. The new net program replaces Afternoon Film Festival (last show August 2).

Friday (August 9)

ABC- 9:30pm-12:30am EDT; SPECIAL - College All-Star Football Game - LIVE from WBKB(Chi), approx 176 stations live. § Segment Sponsors- 1) Pabst Brewing Co (Beer) thru Norman, Craig and Kummel, Inc(Chi); Acct Exec- Gerard Bissing-er; full net, first and fourth quarters. 2) Standard Oil Co of Indiana thru D'Arcy Advertising Co(Chi); Acct Superv- W. C. Edwards; midwest regional stations, second and third quarters. 3) The Pure Oil Co thru Leo Burnett, Inc (Chi); Acct Superv- Norman LeValley; midwest and southwest regional stations, second and third quarters. § Pkgr- ABC Special Events(Chi); Prod- Con O'Dea; Dir- Jim Holmes. § The annual contest between college football stars and the world champions of professional football, this year the New York Giants. The event was begun and is still promoted by Chicago Tribune Charities, Inc., at Chicago's Soldier's Field.

Saturday (August 10)

CBS- 5-5:30pm EDT; RETURN - Racing From Saratoga - LIVE remote to WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Sports(NY); Exec Prod- Judson Baily; Prod & Dir- Bob Quinlan. § A series of four telecasts on Saturday afternoons of stake races at Saratoga Race Track in Saratoga Springs, N. Y., during the month of August, thru Aug 31. Bryan Field will handle the race descriptions.

Sunday (August 11)

ABC- 9-10pm EDT; SPECIAL - Gold Cup Race - LIVE from KING-TV(Seattle), to the net. § Sustaining. § Pkgr- KING-TV with ABC-TV Special Events; production by KING-TV staff. § Telecast of the final heat of the annual competition among unlimited hydroplanes for the Gold Cup on Seattle's Lake Washington.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Kukla, Fran & Ollie (Mon thru Fri, 7-7:15pm EDT) Returned for five weeks, beginning July 29, replacing Sports Focus, which will return Sept 2.

- Page 51 -

THIS WEEK

TALENT SHOWSHEET AUGUST 2 - AUGUST 11
 ~~~~~

Most of the shows on August 2,3,4, 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 August 9. Script identifications used are: (O) Original, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), 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. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Jim Bowie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Circus Boy, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Lassie, Life & Legend of Wyatt Earp, Life of Riley, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Playhouse 90, Private Secretary, Phil Silvers Show, Telephone Time, 20th Century-Fox Hour, Wire Service, You Are There.

SATURDAY AUGUST 3  
 ~~~~~

COUNTRY MUSIC JUBILEE ABC 10pm ADD: Del Wood(M).

SUNDAY AUGUST 4
 ~~~~~

LAMP UNTO MY FEET                    CBS 10am                    Something For Bernice; (O) Mayo Simon; with Eila Lee, James Kirkwood, Sr., James Kirkwood, Jr.; Dir - John Desmond.

ED SULLIVAN SHOW                    CBS 8pm                    ADD: Venetia Stevenson.

STEVE ALLEN SHOW                    NBC 8pm                    DELETE: Floyd Patterson.

MONDAY AUGUST 5  
 ~~~~~

GEORGIA GIBBS SHOW NBC 7:30pm Eddie Heywood(M).

Talent Scouts CBS 8:30pm (Coming from Seattle, Wash.) Billy Strange(S), The Gay-Bon-Lynn Trio(S), Georgianna Garner(S).

Those Whiting Girls CBS 9pm with regulars & Vinton Hayworth; (SW&SD).

TOP TUNES & NEW TALENT ABC 9:30pm Fran Irwin(S), Arthur Fairchild(novelty), The Kopper Kings(M).
 (Lawrence Welk)

Richard Diamond, Private Detective(David Janssen) CBS 9:30pm No information available at press time.

ARTHUR MURRAY PARTY NBC 9:30pm Bert Lahr(C), Gypsy Rose Lee(author), June Havoc(C), Jack E. Leonard(C), Paul Winchell(ventril), Bambi Linn(D), Rod Alexander(D).

STUDIO ONE SUMMER THEATRE CBS 10pm My Mother And How She Undid Me; (O) Theodore Apstein; with Eddie Bracken, Larry Blyden, Ann Jackson, Margaret Hamilton, Nita Talbot, Lorri March, Fred Stewart; Dir - Seymour Robbie.

TUESDAY AUGUST 6
 ~~~~~

Meet McGraw                    NBC 9pm                    The Florentine Shield; with regulars; (SW&SD).  
 (Frank Lovejoy)

IT'S POLKA TIME                    ABC 10pm                    The Edelweiss Bavarian Folk Dancers.

NAT KING COLE SHOW                    NBC 10:30pm                    Harry Belafonte(S), The Merry Macs(S).

SPIKE JONES SHOW                    CBS 10:30pm                    Ray Anthony(M), The Axidentals(S).

WEDNESDAY AUGUST 7

\*\*\*\*\*

VIC DAMONE SHOW CBS 8pm Jaye P. Morgan(S), Jack Whiting(S-D), Sandra Deel(S),  
Ketty Lester(S).

KRAFT THEATRE NBC 9pm Sextuplets; (O) John Mortimer; with Ferlin Husky,  
Fred Gwynne, Tammy Grimes, William Redfield, Ruth  
White, Mike Kellin, Kenny Delmar, Jack Weston;  
Dir - William A. Graham.

THURSDAY AUGUST 8

\*\*\*\*\*

CLIMAX!  
(Art Gilmore) CBS 8:30pm Trail of Terror; (O) Seeleg Lester; with Robert  
Preston, Diana Lynn, Kurt Kaszner; Dir - Paul  
Nickell.

LUX VIDEO THEATRE NBC 10pm Barren Harvest; (O) C.M. Nelson; (A) Henry F.  
Greenberg; with Grant Williams, Vaughn Taylor,  
Mabel Albertson, Audrey Dalton, Byron Foulger,  
Florenz Ames, John Arthur; Dir - Norman Morgan.

FRIDAY AUGUST 9

\*\*\*\*\*

Date With The Angels ABC 9:30pm Pre-empted by College All Star Football game.  
(Betty White, Bill Williams)

Schlitz Playhouse CBS 9:30pm Hands Of The Enemy; (O) Charles Caldwell Dobie;  
(A) John McGreevey & Joel Murcott; with Kevin Mc-  
Carthy, Michael Landon, Rhys Williams, DeForest  
Kelley, David Hoffman, Jean Allison, Hope Summers;  
Dir - Paul Henreid.

THE BIG BEAT ABC 10pm Pre-empted by College All Star Football game.  
(Alan Freed)

MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 5 - AUGUST 9

\*\*\*\*\*

JIMMY DEAN SHOW CBS 7am Guests this week will be Les Paul & Mary Ford(S-M).

CLUB 60 NBC 1:30pm with regulars only.  
(Dennis James)

AMERICAN BANDSTAND ABC 3pm PREMIERE: Guests this week include; Billy Williams  
(S), The Chordettes(S), Joni James(S), Don Rondo(S),  
Dale Hawkins(S).

NBC MATINEE THEATRE NBC 3pm 8/5 - The Rose Bush; (O) Blanche Hanalis; 8/6 -  
Finley's Fan Club; (O) Robert James; 8/7 - Laugh  
A Little Tear; (O) Gerald Sanford; (A) Robert  
Thompson; 8/8 - The Invisible Man; (O) H.G. Wells;  
(A) Robert Esson; 8/9 - Where Angels Fear To  
Tread; (O) Edwin Rutt; (A) George Lowther.

MODERN ROMANCES NBC 4:45pm Ticket To Danger; (O) Michelle Cousin; with  
(Martha Scott) Zolya Talma, Martin Newman, Ronald Dawson, Ed Peck.

TONIGHT! NBC 11:15pm Guests for this week will be: Dick Haymes(S), Fran  
(Jack Paar) Warren(S), Hans Conried(A), Dody Goodman(S), Louis  
Nye(C), Richard Armour, Sigmund Spaeth.

