

# ROSS REPORTS — TELEVISION INDEX

AUG 26-SEPT 1, 1957

VOLUME 9

NUMBER 35

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

None this week, all networks.

### OTHER NETWORK CHANGES & ADDITIONS

CBS- Vic Damone Show (Wed, 8-9pm EDT) Production staff for remainder of season, thru Sept 11, now includes: Exec Prod- Lester Gottlieb; Prod- Jack Philbin; Assoc Prod- Stanley Poss; Dir- Peter Birch; Music Dir- Burt Farber; Writers- Lawrence Marks, Arnold Horwitt.

NBC- Club 60 (Mon thru Fri, 1:30-2:30pm EDT) Phil Bodwell added as director, directing the Tuesday and Thursday programs each week. Dave Barnhizer will continue to direct the Monday, Wednesday and Friday shows.

### MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCV-TV(Ch 3)- First Annual Water Safety Carnival; SPECIAL Sept 1; Sunday, 3-5pm EDT. Philadelphia Two-hour telecast of a portion of the first annual Water Safety Carnival, sponsored by WRCV and WRCV-TV, on the Schuylkill River. The all-day carnival program will feature the Middle States Regatta Assn's yearly rowing classic, a water skiing exhibition, Coast Guard rescue demonstrations, inboard power boat races and outboard hydroplane races under the auspices of the American Power Boat Assn. The rowing regatta will be completed before the telecast.

TALENT SHOWSHEET AUGUST 23 - SEPTEMBER 1  
 ~~~~~

Most of the shows on August 23,24,25, 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 30. Script identifications used are: (O) Originals, (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, Schlitz Playhouse, Phil Silvers Show, Telephone Time, 20th Century-Fox Hour, Wire Service, You Are There.

SUNDAY AUGUST 25  
 ~~~~~

LAMP UNTO MY FEET	CBS 10am	<u>I Am Not So Far Away</u> ; (O) Lorraine Reifel; with Martin Rudy, Ellen Denning, Renie Riano, Helen Ray, Pamela King, Mohana; Dir - James MacAllen.
LOOK UP AND LIVE	CBS 10:30am	<u>ADD</u> : Author & Director - <u>The Story of St. Francis</u> ; (O) Rose Leiman Schiller; Dir - Marvin Silbersher.
CAMERA THREE	CBS 11:30am	<u>Study of Shakespeare's Four Kings - Part 1</u> ; <u>King Richard II</u> ; (O) Clair Roskam & Warren Wallace; with Frank Grosclouse, Robert Blackburn, Robert Blossom, Arthur Mallet, Paul Spara, John Scanlon, Wayne Tippet, Richard Shepherd; Dir - Clay Yurdin.
ED SULLIVAN SHOW	CBS 8pm	<u>ADD</u> : Nora Kaye(D), Eric Bruhn(D).

MONDAY AUGUST 26  
 ~~~~~

|                                                           |            |                                                                                                                                                                                                              |
|-----------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GEORGIA GIBBS' SHOW                                       | NBC 7:30pm | with regulars only.                                                                                                                                                                                          |
| TALENT SCOUTS                                             | CBS 8:30pm | Yolanda Masca(S), The Bell Tone Trio(M), Bill St. Claire(S).                                                                                                                                                 |
| TOP TUNES & NEW TALENT<br>(Lawrence Welk)                 | ABC 9:30pm | Fran Irwin(S), Kopper Kings(M), Jimmy Rogers Snow (S).                                                                                                                                                       |
| <u>Richard Diamond, Private Detective</u> (David Janssen) | CBS 9:30pm | <u>The Torch Carriers</u> ; (O) Gene Levitt; with regulars & Phyllis Avery, Gloria Saunders, John Beradine, John Doucette; Dir - Bernard Kowalski.                                                           |
| ARTHUR MURRAY PARTY                                       | NBC 9:30pm | Ferlin Husky(S), The Rod Alexander Dancers.                                                                                                                                                                  |
| STUDIO ONE SUMMER<br>THEATRE                              | CBS 10pm   | <u>Guitar</u> ; (O) Harvey Miller; with Frank Silvera, Clarice Blackburn, Mario Alcalde, Carlos Montalban, Richard Chitas, Jose Perez, Elena Cadiz; Musical background by Rey de la Torre; Dir - Karl Genus. |

TUESDAY AUGUST 27  
 ~~~~~

<u>Meet McGraw</u> (Frank Love Joy)	NBC 9pm	<u>Acapulco</u> ; with regulars & Mark Roberts, Taylor Holmes, Carole Mathews, Adele Mara; (SW&SD).
IT'S POLKA TIME	ABC 10pm	Salute to the Milwaukee Braves.
NAT KING COLE SHOW	NBC 10pm	Margaret Whiting(S), The Merry Macs(S).
SPIKE JONES SHOW	CBS 10:30pm	Mimi Benzell(S).

WEDNESDAY AUGUST 28  
 ~~~~~

|                      |            |                                                                                                                                                                                      |
|----------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| HELEN O'CONNELL SHOW | NBC 7:30pm | with regulars only.                                                                                                                                                                  |
| VIC DAMONE SHOW      | CBS 8pm    | Edith Adams(S-C), Johnny Mathis(S), Carmen Cavallaro & His Trio(M), Richard Hayman(M), Trini Reyes(D).                                                                               |
| KRAFT THEATRE        | NBC 9pm    | <u>Sing A Song</u> ; (O) Don Ettlinger; with Jean Pierre Aumont, Patty McCormack, Jules Munshin, Mickey Shaughnessy, Lois Bolton, Henry Lascoe, Ann Bickles; Dir - Paul Bogart.      |
| US STEEL HOUR        | CBS 10pm   | <u>Up Above The World So High</u> ; (O) Mort Thaw; with Jack Warden, Carmen Mathews, Dennis Kohler, Jack Arthur, Parker Fennelly, Victor Thorley, Milton Selzer; Dir - Fielder Cook. |

THURSDAY AUGUST 29  
 ~~~~~

CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>Deadly Climate</u> ; (O) Ursula Curtiss; (A) Russell S. Hughes; with Nina Foch, Kevin McCarthy, Warren Stevens, Estelle Winwood, Edgar Buchanan; Dir - Buzz Kulik.
LUX VIDEO THEATRE (Ken Carpenter)	NBC 10pm	<u>Last Confession</u> ; Kine-repeat of 9/1/55.

FRIDAY AUGUST 30  
 ~~~~~

|                                                             |            |                                                                 |
|-------------------------------------------------------------|------------|-----------------------------------------------------------------|
| HELEN O'CONNELL SHOW                                        | NBC 7:30pm | with regulars only.                                             |
| <u>Date With The Angels</u><br>(Betty White, Bill Williams) | ABC 9:30pm | <u>The Blue Tie</u> ; with regulars & Hanley Stafford; (SW&SD). |

MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 26 - AUGUST 30  
 ~~~~~

JIMMY DEAN SHOW	CBS 7am	George Hamilton(S), will be the guest this week.
ARLENE FRANCIS SHOW	NBC 10am	8/27 - Herb Strauss(S); 8/28 - Jack Haskell(S); 8/29 - Martha Carson(S); 8/30 - Chan Canasta (mentalistic).
CLUB 60 (Howard Miller)	NBC 1:30pm	with regulars only.
AMERICAN BANDSTAND (Dick Clark)	NBC 3pm	No information available at press time.
NBC MATINEE THEATRE	NBC 3pm	8/26 - <u>Barricade Of The Big Black</u> ; Re-run of 3/21/57; 8/27 - <u>The Awakening</u> ; (O) Richard Wendley; 8/28 - <u>Honesty Blake</u> ; (O) Mary McCarthy & Melville Burke("Angel Face"); (A) Ellen McCracken; 8/29 - <u>The Star Sapphire</u> ; (O) Ben Hecht & Charles Lederer; (A) Alvin Boretz; 8/30 - <u>Women Have Ways</u> ; (O) David Lamson; (A) George Lowther.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>The Sixth Sense</u> ; (O) Harry W. Junkin; with Valerie Cossart, William Redfield, Ross Martin, Gloria Marlowe.
TONIGHT (Jack Paar)	NBC 11:15pm	8/26 - Milt Kamen(C), Denise Lor(S), Tommy Leonetti(S); 8/27 - Jonathan Winters(C), Marguerite Sierra(S), Merv Griffin(S); 8/28 - Jonathan Winters(S), Denise Lor(S), Tommy Leonetti(S), Louis Nye(C), Chan Canasta(mentalistic); 8/29 - Marguerite Sierra(S), Merv Griffin(S), Jonathan Winters(S); 8/30 - Jonathan Winters(C), Denise Lor(S), Tommy Leonetti(S).

SATURDAY AUGUST 31  
 ~~~~~

|                                           |             |                                                                                                                                                                                                |
|-------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)              | NBC 12N     | Who Am I?; (O) Walter Black & William Mendrek;<br>With Audra Lindley, Martin Rudy, Kathleen Maguire,<br>John Seymour.                                                                          |
| JULIUS LA ROSA SHOW                       | NBC 8pm     | Jodie Sands(S), The Four Freshmen(S), Andy Williams<br>(S), The Bob Hamilton Trio, The Three Ghezzis(nov-<br>elty).                                                                            |
| <u>George Sanders Mystery<br/>Theatre</u> | NBC 9pm     | <u>The Night I Died</u> ; (O) Cornell Woolrich; (A) Brain-<br>erd Duffield; with Howard McNear, Eve McVeagh,<br>Scotty Beckett, Paul Gary, Benny Rubin, Ted Jacques;<br>Dir - Fletcher Markle. |
| COUNTRY MUSIC JUBILEE                     | ABC 10pm    | Betty Ann Grove(S), Billy Walker(S), Chuck Bowers<br>(S).                                                                                                                                      |
| JIMMY DEAN SHOW                           | CBS 10:30pm | Judy Canova(S-C).                                                                                                                                                                              |

SUNDAY SEPTEMBER 1  
 ~~~~~

LAMP UNTO MY FEET	CBS 10am	<u>Return To The Prodigal</u> ; (O) Howard Rodman; with Bert Freed, Iggie Wolfington, Read Morgan, Jean Cooke.
LOOK UP AND LIVE	CBS 10:30am	Presentation of the award-winning film "The Man Who Called".
CAMERA THREE	CBS 11:30am	Shakespeare's Kings - Part 2 - <u>King Henry IV</u> . Dir - Clay Yurdin.
ED SULLIVAN SHOW	CBS 8pm	Cesar Romero(A), Richiardi(illusionist), Danny Dillon(C), Joe Di Maggio, Mickey Mantle, Willie Mays.
STEVE ALLEN SHOW	NBC 8pm	Jeff Chandler(A), Pearl Bailey(S), Joan Collins(S), Shai K. Ophir(panto).
ALCOA HOUR	NBC 9pm	<u>No License To Kill</u> ; (O) Alvin Boretz; Narrated by Governor Abraham A. Ribicoff of Conn.; with Eddie Albert, Maureen Stapleton, Robert Strauss, Frank Overton, Hugh Reilly, Joan Rylander; Dir - Herbert Hirschman.
<u>The Web</u> (William Bryant)	NBC 10pm	<u>Last Chance</u> ; (O) Gabrielle Upton; with John Larch, Rebecca Welles, Jeanne Cooper, Jack Kruschen, Ed- ward Foster, Joel Mondeaux; Dir - Alan Miner.

# ROSS REPORTS — TELEVISION INDEX

AUGUST 28, 1957

VOLUME 9 NUMBER 35 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Tyrone Power will serve as host of and take part in the entertainment on the all-star 75th anniversary celebration of the Standard Oil Co (NJ) over NBC-TV on Sunday, Oct 13, 9-10:30pm NYT. The guest list, in addition to Power, includes June Allyson, Marge and Gower Champion, Jimmy Durante, Bert Lahr, Brandon de Wilde, Eddie Mayehoff, Jane Powell, Kay Starr and Kay Thompson. The show will also feature a special 12-minute animated cartoon film on the sources of energy by British caricaturist Ronald Searle. The show is being produced by McCann-Erickson, Inc., with Showcase Productions, Inc., with Terry Clyne and George Haight in charge of production. George Basman is musical coordinator, with Kay Thompson and fashion photographer Richard Avedon also on the creative staff. The colorcast will be staged by Cyril Ritchard.....The first two programs in the new NBC Suspicion hour series will be on film, the first on Sept 30, 10-11pm EDT from the Alfred Hitchcock production unit, the second on the following week from the Revue Productions film unit. The first live show, produced in New York by MCA-TV, will be seen on Oct 14.....CBS will launch The Seven Lively Arts on Nov 3, Sundays, 5-6pm EST, with an S. J. Perelman-scripted review of "The Changing Ways of Love." Sidney Lumet will direct performers presenting America's changing romantic moods. John Crosby is regular host for the series.

The hassle between Russel Hayden Productions, Inc., and Screen Actors Guild (as well as several other craft unions) has been settled with agreements that include a guarantee from ABC on residual payments for actors in the new syndicated series, 26 Men. Hayden had been set to start production last week in Phoenix on the stories of the Arizona Rangers, but SAG and Hayden did not get together in time so production was delayed. A further disagreement involved three IATSE unions which refused to service the producer unless he paid location pay for technicians. Hayden claimed that Phoenix was his studio location. The series will have 39 films, starring Tris Coffin.....The third Du Pont Show of the Month will be Talent Associates second for the series, a dramatization of A. J. Cronin's 1953 novel, "Beyond This Place." David Susskind will produce the play, an adaptation by Vance Bourjaily, Nov 25, Monday, 9:30-11pm EST. The frantic search for material for TV has led to some juicy claims of firsts whenever someone thinks they have come up with a good one. CBS claims that this is "the first of Dr. Cronin's popular novels to be dramatized for television." The first was "The Citadel," in an adaptation by Richard Morrison, on the one-hour Lucky Strike Theatre (Montgomery) over NBC on June 19, 1950. The only other work by Dr. Cronin was "Escape From Fear," not a novel, presented on Climax! Jan 13, 1955. Many of TV's present-day literary researchers forget that some fine plays and novels were dramatized for TV in the early days of 1948-50 for the pre-freeze station nets -- and the story editors went after some top properties.

"A Sound of Different Drummers," a Robert Alan Aurthur drama about a monolithic society of the future in which it is forbidden to possess or read books under penalty of death, will be Playhouse 90's fourth production of the new season, on Oct 3. The CBS series will provide a platform for Ernie Kovacs on Sept 26 when the comedian makes his debut as a dramatic actor (or as a comedian playing a script role) in Marcel Pagnol's satire, "Topaze," adapted by Ellis St. Joseph. Del Reisman has been ~~upped from assistant to story editor on Playhouse 90~~. Former story editor Peter Kortner has ~~previously been named~~ associate producer for the series.....NBC has changed the season premiere dates for four new shows, with three moving up their starting dates and the fourth being delayed. The Price Is Right will make its evening debut on Sept 9, Mondays, 7:30-8pm EDT, instead of Sept 30 as originally planned. Wagon Train will begin its season on Sept 11, Wednesdays, 7:30-8:30pm EDT, instead of a week later as announced. The Nat "King" Cole Show jumps forward two weeks for its new evening spot, changing its Tuesday evening time to 7:30-8pm EDT on Sept 10. The Loretta Young Show will delay its season's debut until Oct 20, Sundays, 10-10:30 pm EDT, instead of Oct 6 as planned.

ABC will start its new Paul Winchell Show on Sept 29, Sundays, 4:30-5pm EDT. The ventriloquist will star in and host the weekly variety show, which will be sponsored by Hartz Mountain Products thru George H. Hartman Co.....ABC's new daytime series, Do You Trust Your Wife, will be produced out of Don Fedderson's new New York office at 28 West 44th St. Jim Morgan will produce the show, with Roy Kammerman as head writer and Allen Robin and Cally Curtiss as staff writers.....Lady Luck, displaced from its Monday thru Friday, 4:30-5pm NYT spot by Do You Trust Your Wife, is still in the ABC future book, for a possible place earlier in the day.....Mark Saber has turned full circle and will be Saber of London in the new series of films starring Donald Gray in the title role, starting over NBC on Sept 13, Fridays, 7:30-8pm EDT. Sterling Drug thru Dancer-Fitzgerald-Sample, Inc., is again the sponsor. Saber moved in on the old ABC The Vise series, which began as anthology films and then gradually brought back the Saber character in a weekly starring role, although the anthology title was kept. The Danziger brothers are producing the series in England, as before.

WABD(NY), which was once the originating station for the former Du Mont network's variety shows (Cavalcade of Stars started Jackie Gleason on his TV way), will go against the film trend for local stations to a certain extent by programming two variety shows, each m.c.'d by a WNEW (now owned by Du Mont Broadcasting Corp) disc jockey. Art Ford's Greenwich Village Party starts Friday, Sept 13, while William B. Williams will host a new variety show with a Latin accent, Fiesta Americana, starting Sept 19, Thursdays, 8-8:30pm EDT. The program will use well-known Latin-American bands and will feature dancing and vocal stars.

Pan American World Airways, Inc., during former seasons an alternate week sponsor, returns after a season off to become the full sponsor of NBC's Meet the Press on a 39-week contract, effective Jan 5. It had been planned to co-op the show if it stayed as a sustainer for too long a period.....The Drackett Co thru Young & Rubicam, Inc., will sponsor one-half of NBC's Wagon Train on alternate weeks, giving NBC its first life in getting off the hook on its expensive, much-touted, but unsold one-hour film series.