

ROSS REPORTS — TELEVISION INDEX

FEB 25-MARCH 3, 1957

2

VOLUME 9

NUMBER 9

PROGRAMS · ADVERTISERS · TALENT

EDITOR: Jerry Leichter

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

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(Feb 27)

CBS- 8-9pm EST; SPECIAL - The Peter Lind Hayes Show - LIVE from WCBS-TV(NY),
no. of stations indefinite, varies for segment sponsors. § Sponsors-
Bristol-Myers Co thru Young & Rubicam, Inc(NY), Pillsbury Mills, Inc., and The
Kellogg Co., both thru Leo Burnett, Inc(Chi). § Pkgr- CBS-TV(NY); Prod- Lee
Cooley; Dir- Byron Paul; Music Dir- Burt Farber; Prog Anncr- Tony Marvin; Sets-
Ben Wampler; Costumes- Don Fisher; Dance Dir- Lou Wills, Jr.; Writers- Norman
Barasch, Carroll Moore. § Peter Lind Hayes is star of the first of a group of
five weekly musical variety shows, each with a book theme and each with a diff-
erent star, replacing the vacationing Arthur Godfrey, thru March 27. Succeeding
weekly shows will be: March 6, The Guy Mitchell Show; March 13, The Jo Stafford
Show; March 20, The Teresa Brewer Show; March 27, The Vic Damone Show.

NBC- 7:30-7:45pm EST, Wed & Fri; DEBUT - The Xavier Cugat Show - LIVE (COLOR)
from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Prod-
Tom Naud; Dir- Barry Shear; Music Dir- Xavier Cugat. § Twice-weekly musical
series, starring Xavier Cugat leading his own orchestra, and starring his wife,
vocalist Abbe Lane, with occasional guest stars. The series, scheduled for 13
weeks, replaces Coke Time Starring Eddie Fisher (last show Feb 22).

Saturday(March 2)

NBC- 1-2pm EST; SPECIAL - Your Figure Is Your Fortune - LIVE (COLOR) from WRCA-
TV(NY), no. of stations indefinite. § Sponsor- Warner Brothers Co., Inc
(Foundation Garments) thru C. J. LaRoche & Co., Inc(NY). § Pkgr- NBC-TV with
C. J. LaRoche & Co., Inc(NY); Exec Prod- Tom Lewis(LaRoche); Prod- Stuart Lud-
lum(LaRoche); Dir- Barry Shear; Music Dir- Al D'Artega; Fashion Advisor- Eleanor
Lambert. § Musical fashion show, the third in a special series for the sponsor
(previous shows were presented on Dec 8 and Sept 22, 1956). Natalie Core is
fashion commentator. The program is in open time.

Sunday(March 3)

CBS- 2:30-3pm EST; SPECIAL - Herbert Hoover Reports to the Nation - FILM from
WCBS-TV(NY), to the net. § Sustaining, public service. § Pkgr- CBS Pub-
lic Affairs(NY); Superv- Helen J. Sioussat; Prod- Carl Beier. § Filmed conver-
sational interview of former President Herbert Hoover by Lowell Thomas, during
which Mr. Hoover and Mr. Thomas discuss major aspects of the Hoover Commission.
In a separate part of the program, Mr. Thomas covers and pays tribute to Mr.
Hoover's career as an engineer and his years of service to the government. The
special program replaces The Last Word this week only.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Approx every 4th Sun, 5-6pm EST) March 3; "England After Suez," a filmed report of current British reactions to American foreign policy and to American influences on the British way of life. Edward R. Murrow interviews four prominent London newspapermen who regularly cover Parliament. FILM from WCBS-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

POOL- President Eisenhower's Address on the Middle East; SPECIAL Feb 20; Wed, 9-:30pm EST; LIVE from Washington to the ABC & CBS nets; delayed kine to the NBC net, 10:30-11pm EST. ABC coverage pre-empted The Adventures of Ozzie & Harriet, Wed, 9-9:30pm EST; CBS coverage pre-empted The Millionaire, same time. NBC coverage was in local time.

CBS- The Phil Silvers Show (Tue, 8-8:30pm EST) Procter & Gamble Co (Joy) thru Leo Burnett Co., Inc(Chi) becomes alternate week sponsor, effective Feb 26, taking the spot formerly held by Amana Refrigeration, Inc. R. J. Reynolds Tobacco Co thru William Esty Co., Inc., continues as alternate week sponsor.

The Garry Moore Show (Mon thru Thu, 10-10:30am EST; Fri, 10-11:30am EST) Frank Simms is now second announcer, assisting Durward Kirby, who is devoting more time to comedy bits. Simms is the first addition to the regular cast of the show since it debuted in 1950.

NBC- Kaiser Aluminum Hour (Alt Tue, 9:30-10:30pm EST) New production unit takes over, effective Feb 26: Pkgr- Talent Associates, Ltd.(NY); Prods- David Suskind, Alfred Levy; Assoc Prod- Murray Suskind; Dirs- Paul Bogart, others; Script Ed- Audrey Gellen; Cast- Anita Gonzales. The group succeeds Unit Four Productions.

Club 60 (Mon thru Fri, 1:30-2:30pm EST) Delete Don Sherwood as regular m.c.; replaced by guest m.c.'s changing each week. (See page 12).

Tonight! (Mon thru Fri, 11:30pm-1am EST) Production staff changes: Herb Braverman replaced Furth Ullman as LA location producer. Ed Cosgrove named an associate producer in NY, joining Roger Gimbel; John Carey succeeding Cosgrove as senior unit manager.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WPIX(Ch 11) - Easy Music; DEBUT March 2; Sat, 3:45-4pm EST. Sponsor- Baldwin Piano New York Co. thru Roy S. Durstine, Inc(NY). Paul Renard, staff organist for Baldwin Piano Co., plays the Baldwin Electronic Organ, featuring both classical and modern music.

KNXT(Ch 2) - Eye to Eye; DEBUT Feb 13; Wed, 10-10:30pm PST. Sustaining. Pkgr- Los Angeles KNXT News; Prod- Sam Zelman; Research- Sheldon Karlan. Bill Stout, KNXT newscaster, conducts a "one-man press conference" with controversial personalities who make the news. Guests are not announced before air time and a guest who, in pre-program conversations, refuses to answer questions is not used on the program.

TALENT SHOWSHEET FEBRUARY 22 - MARCH 3

Most of the shows on February 22, 23, 24, 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, March 1. 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 FEBRUARY 22

RAY ANTHONY SHOW ABC 10pm Peggy King(S), Matt Dennis(S).

SATURDAY FEBRUARY 23

PERRY COMO SHOW NBC 8pm ADD: Tony Bennett(S), Ernie Kovacs(C).

SUNDAY FEBRUARY 24

LOOK UP & LIVE CBS 10:30am What Is My Name?; (O)Marvin Silbersher; with Rev. Alvin Kershaw, Robert Brown, Susan Oliver, Barnard Hughes, Marion Morris, Harriet MacGivvan, Walton Butterfield; Dir - Marvin Silbersher.

CAMERA THREE CBS 11:30am The Tale of Genji; (O)Lady Marasaki; with Shivu Moriya, Yuki Shimoda, Eileen Nakamura, Tae Ko(D); Dir - Clay Yurdin.

ODYSSEY CBS 4pm Book Of The Dead; with Reynolds Evans, Thayer David, Jean Cooke, Leona Powers, Gerry Jedd; Dir - Roger Englander.

ED SULLIVAN SHOW CBS 8pm ADD: The "Amazing" Mr. Ballantine(C), The Three Rebertes(acro).

STEVE ALLEN SHOW NBC 8pm ADD: Aldo Ray(A), Robert Ryan(A).

OMNIBUS ABC 9pm ADD CAST: Shakespeare Segment; Rhoden Streeter, Felicia (Alistiar Cooke) Montealegre, Henry Jones, Jerome Kilty, Pamela Simpson, George Ebeling; Narrator - Boris Karloff.

MONDAY FEBRUARY 25

Wire Service ABC 7:30pm Profile of Ellen Gale; (O)John Copeland; with Miss McCambridge, Beverly Garland, Eddie Firestone, Michael Pate, Virginia Christine; Dir - Reginald LeBorg.

Burns & Allen CBS 8pm with regulars & Frank Wilcox, Bob Ellis; (SW&SD).

VOICE OF FIRESTONE ABC 8:30pm Thomas L. Thomas.

Talent Scouts CBS 8:30pm Video-Tape; Connie Mitchell(S), The Versatones(S), Larry Ellis(S).

I Love Lucy CBS 9pm re-run.

TOP TUNES & NEW TALENT(Lawrence Welk) ABC 9:30pm Lt. Steve Rossi(S), Sabine Godfredson(M), The Shetterley Sisters(S).

December Bride CBS 9:30pm Duck Hunting; with regulars & Raymond Greenleaf, Byron Foulger; (SW&SD).

ROBERT MONTGOMERY NBC 9:30pm Reclining Figure; (O)Harry Kurnitz; (A)Doria Folliott; with Jim Backus, Scott McKay, Norman, Rose, Sally Kemp, Ralph Bunker, Allen Nourse, P. Jay Sidney, Herman Schwedt, Harry Banner, Alfred Hesse; Dir - Perry Lafferty.

STUDIO ONE CBS 10pm The Defender; (O)Reginald Rose; Part 1 - with Ralph Bellamy, Martin Balsam, Steve McQueen, William Shatner, Ian Wolfe, Delores Sutton, Arthur Storch, Michael Higgins, Rudy Bond, Vivian Nathan, John McGovern, Iggy Wolfington, Eileen Ryan, Rosetta Le Noire, Russell Hardy, Milton Selzer; Dir - Robert Mulligan.

TUESDAY FEBRUARY 26
 ~~~~~

Phil Silvers Show CBS 8pm The Son Of Bilko; with regulars & Colette Lyons, Rob Kilgallen; (SW&SD).

Broken Arrow ABC 9pm Legacy of a Hero; with regulars & Mort Mills, Joseph Turkel; (SW&SD)

Jane Wyman Show NBC 9pm A Dangerous Thing; (O)Jameson Brown; with Jeannie Carson, Claude Akins

DuPont Theatre ABC 9:30pm The Boy Nobody Wanted; (O)Laslo Gorog; with Johnny Crawford, Virginia Gregg, Roy Barcroft, Jean Innes, Ron Hagerthy.

RED SKELTON SHOW CBS 9:30pm Charles Ruggles(A), Marie Windsor(A).

KAI SER ALUMINUM HOUR NBC 9:30pm Whereabouts Unknown; (O)Sumner Locke Elliot; with Macdonald Carey, Kim Hunter, Jan Sterling, Nydia Westman, Barbara Barrie, Elsbeth March, Ward Costello, John Mackwood, Felix Deebank, Norah Howard; Dir - Paul Bogart.

IT'S POLKA TIME ABC 10pm The Chicago Finnish Folk Dancers.

WEDNESDAY FEBRUARY 27  
 ~~~~~

Navy Log ABC 8:30pm Cigar Box John; (O)Allan Sloane; with Raymond Bailey, Harry Shannon, Harry Jackson, Jack Raine; Dir - Sam Gallu.

Father Knows Best (Robert Young) NBC 8:30pm An Evening to Remember; with regulars & Cornel Wilde; (SW&SD)

Millionaire (Marvin Miller) CBS 9pm The Story of Jerry Fell; with Charles Bronson, Georgann Johnson, Louise Lorimer, Harvey Stephens.

KRAFT THEATRE NBC 9pm A Traveller From Brussels; (O)Philip Freund; (A)Joel Ross; with Orson Bean, Hiram Sherman, Kathleen Maquire, Jack Klugman, Ken Harvey, Charles Mendick, Len Doyle, Ann Buckles; Dir - Marc Daniel.

Ford Theatre ABC 9:30pm The Man Who Beat Lupo; (O)James Warner Bellah; with Louis Jourdan, Joanna Barnes, Rhodes Reason, Roy Gordon, Wilton Graff, Ralph Faulkner, Lili Valentyn, Joel Collin; Dir - Anton M. Leader.

US STEEL HOUR CBS 10pm Shadow of Evil; (O)Curtis Kenyon; with Shirley Jones, Lee Marvin, Jack Cassidy, Russell Collins, Michael Strong, Fred Stewart, Joseph Sullivan, Raymond Bramley, Rip Torn, Joe Campanella; Dir - Robert Stevens.

THURSDAY FEBRUARY 28
 ~~~~~

CIRCUS TIME ABC 8pm Betty Ann Grove(S).

Bob Cummings Show CBS 8pm Chuck at College; with regulars & Jeff Silver, Dan Tobin, Leon Tyler; (SW&SD).

CLIMAX! (Bill Lundigan) CBS 8:30pm And Don't Ever Come Back; (O)Dick Stenger; with Richard Boone, Everett Sloan, Gene Lockhart, Kathleen Crowley, Elizabeth Patterson, Dan Tobin; Dir - Jack Smight.

PLAYHOUSE 90 CBS 9:30pm The Blackwell Story; (O)Mel Barr; with Joanne Dru, Dan O'Herlihy, Charles Korvin, Marshall Thompson, Keith Larsen, Wilton Graff, Harvey Stephens, Philip Tonge, Paul Keast, Damian O'Flynn, Joanna Barnes; Dir - James Neilson.

FORD SHOW NBC 9:30pm Jeannie Carson.

AIR TIME '57 ABC 10pm Orson Bean(C), Pat Kirby(S).

LUX VIDEO THEATRE (Gordon MacRae) NBC 10pm Possessed; (O) Rita Weiman; (A) Stanley Silverman; with Lorraine Day, Brian Keith, Cnslow Stevens, Judith Braun; Dir - James Yarbrough.

FRIDAY MARCH 1  
 ~~~~~

<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>O'Hara's Gold</u> ; (SW) Jerry Thomas; with regulars & Rand Brooks, John Close; (SD) Lew Landers.
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>Eye For An Eye</u> ; with regulars & Charlotte Austin, Monte Blue, Florita Romero, Edward Colmans, Larry Chance.
<u>West Point</u>	CBS 8pm	<u>The Weapon</u> ; (O) Sam Wolfe; with Race Gentry, Jan Merlin; Dir - James Sheldon.
<u>Crossroads</u>	ABC 8:30pm	<u>Call For Help</u> ; (O) Herbert R. Purdum; with Richard Carlson, Ray Stricklyn, Michael Landon, Ann Morrison, Ken Tobey.
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Village Of Fear</u> ; (O) Antony Ellis; with David Niven, George Wallace, Ross Elliott, Peter Hansen, DeForest Kelley, Don Diamond, Harry Lauter, Dan Barton, Anne Barton, Bill Catching, Troy Melton, Gary Hunley; Dir - Christian Nyby.
<u>Mr. Adams & Eve</u> (Ida Lupino, Howard Duff)	CBS 9pm	<u>The Business Manager</u> ; with regulars & Francis X. Bushman, Whit Bissell; (SW&ED).
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>Murder By Error</u> ; with regulars & John Stuart, Sarah Lawson, Alan Robinson; (SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>The Life You Save</u> ; (O) Flannery O'Connor; (A) Nelson Gidding; with Gene Kelly, Janice Rule, Agnes Moorehead, Paul Smith, Buddy Hart, Barbara Pepper; Dir - Herschel Daugherty.
<u>BIG STORY</u> (Ben Grauer)	NBC 9:30pm	<u>Hoke May, Reporter</u> ; <u>Charlotte (N.C.) Observer</u> ; (A) Leon Tokatyan; with Philip Abbott, Victor Thorley, Michael Conrad, Wallace Rooney, Don Hanmer, Joseph Julien, Mildred Clinton.
<u>The Lineup</u> (Tom Tully)	CBS 10pm	<u>The Walking Deadman Case</u> ; no other info. available at press time.

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY FEBRUARY 25 - MARCH 1
 ~~~~~

|                                        |             |                                                                                                                                                                                                                                                                                                                         |
|----------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>GOOD MORNING</u> (Will Rogers, Jr.) | CBS 7am     | 2/25 - John Houseman(Prod-Dir); 2/26 - Betty Madigan(S); 2/27 - Morgana King(S); 2/28 - Jackie Clark(C), Jill Corey(S); 3/1 - Shura(M).                                                                                                                                                                                 |
| <u>GARRY MOORE SHOW</u>                | CBS 10am    | 2/26 - Professor Heckler(flea circus); 2/27 - Jackie Clark(C); 3/1 - Earl Hall(C), Martha Davis and Spouse(M).                                                                                                                                                                                                          |
| <u>CLUB 60</u>                         | NBC 12:30pm | (Coming from Chicago) - <u>Regulars on show</u> ; Mello-Larks Quartet, Nancy Wright(S), Mike Douglas(S), Joseph Gallicchio & Orch. 2/25 - Ben Beri(juggler); 2/26 - Nip Nelson(impressionist); 2/27 - Harmonicats(M), Art Van Damme & Quintet; 2/28 - Bob Gibson(S); 3/1 - Virginia O'Brien(C).                         |
| <u>NBC MATINEE THEATRE</u>             | NBC 3pm     | 2/25 - <u>The Serpent's Tooth</u> ; (O) B.M. Atkinson Jr.; 2/26 - <u>Voyage to Mandok</u> ; (O) Peter Barry; 2/27 - <u>The Day Before The Wedding</u> ; (O) Anthony Spinner; 2/28 - <u>The Queen Of Spades</u> ; (O) Alexander Pushkin; (A) Michael Dyne; 3/1 - <u>Shadow and Substance</u> ; (O) Paul Vincent Carroll. |
| <u>MODERN ROMANCES</u>                 | NBC 4:45pm  | <u>The Tender Story</u> ; (O) Ted & Matilda Ferro; with William Redfield, Patricia Hosley, Warren Burlinger; Melville Ruick, Gale Page.                                                                                                                                                                                 |
| <u>TONIGHT!</u> (Jack Lescoulie)       | NBC 11:15pm | No Info. available at press time.                                                                                                                                                                                                                                                                                       |

SATURDAY MARCH 2  
 ~~~~~

<u>PERRY COMO SHOW</u>	NBC 8pm	Jo Stafford.
<u>Hey Jeannie!</u> (Jeannie Carson)	CBS 9:30pm	with regulars & Murray Alper, Charles Bronson, Emlen Davies; (SW&SD).
<u>OZARK JUBILEE</u>	ABC 10pm	Jimmy Wakely(S), Patsy Cline(S).

SATURDAY MARCH 2 (Cont'd)
mmmmmmmmmmmmmmmmmmmm

Gunsmoke CBS 10pm with regulars & Walter Reed, Ken Mayer, Joe Mitchum; (SW&SD).
(Jim Arness)
GEORGE GOBEL SHOW NBC 10pm Jack Benny.

SUNDAY MARCH 3
mmmmmmmmmmmmmmmmmmmm

LAMP UNTO MY FEET CBS 10am A Gardener in Saxony; (O) Clair Roskam. No cast info. available at press time.
(Dr. Lyman Bryson)
ODYSSEY CBS 4pm Scott of the Antarctic; (O) Robert Lucas; with David Ting-Wood, John Aronson, Tom Clancy, Winston Ross; Dir - John Desmond.
Telephone Time CBS 6pm The Intruder; (O) Joseph Landon; with Phylliss Avery, Joel Gray.
(John Nesbitt)
77th Bengal Lancers NBC 7pm The Relentless Man; (SW) George F. Slavin; with regulars & James Seay, Michael Carr, Peter Mamakos, Del Berti, Reginald Lal Singh; (SD) Frank McDonald.
Circus Boy NBC 7:30pm Hortense The Hippo; (SW) Lee Erwin; with regulars & Hal Peary, Frank Jenks, Edward S. Brophy, Rusty Wescoatt, William Benedict; (SD) George Archainbaud.
ED SULLIVAN SHOW CBS 8pm Edward Mulhare(S), Stanley Holloway(S-C), Gordon Dilworth(S), Rod McLennan(S-D), Michael King(S), Tony Bavaar(S), Jane Morgan(S), The Vagabonds(S-M), Mort Sohl(C), Marie Wilson(A).
STEVE ALLEN SHOW NBC 8pm The Andrews Sisters, Phil Harris(C-S).
General Electric Theatre CBS 9pm The Fenton Touch; with Jack Benny, Norma Crane, Bill Kendis, Joseph Kearnes, Hallene Hill, Lawrence Dobkin.
ALCOA HOUR NBC 9pm The Last Train To Pusan; (O) Vern Sneider; (A) Theodore Epstein; with Gary Merrill, Susan Oliver, Philip Ahn, Linda Cortes, Virginia Kaye, Tura MaKamura, George Hirose, Mark Marino.
Alfred Hitchcock Presents CBS 9:30pm One For The Road; (O) Emily Neff; (A) Robert C. Dennis; with John Baragrey, Louise Platt, Georgann Johnson; Dir - Robert Stevens.
Loretta Young Show NBC 10pm Rummage Sale; (O) Mary Jane Waldo & Richard Morris; (A) Richard Norris; with Jan Sterling, Mark Roberts, Maggie Mahoney, Myra Marsh, Arlene Harris, Will J. White; Dir - Richard Morris.

ROSS REPORTS - TELEVISION INDEX

FEBRUARY 27, 1957

VOLUME 9 NUMBER 9 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

Possibly un-noticed in the rush to film 'adult' horse operas for next season, is a small but select group of military pilots being prepped for fall sales. Every service has approved films on special branches within the services, ranging from the Navy's submarine service to the Army's infantry, with the latter especially anxious for a reputable producer to come up with a salable series that will give the foot soldier a break in the competition with the more glamorous worlds of air and sea. Navy Log's two-season success, with accompanying promotion values, has paved the way for others. Then there's Ziv's lock on stories about the service academies, with competing producers figuring that there's a large world outside the schools' walls, with greater story flexibility.....Situation comedies are not lying fallow, either. The success of The Gale Storm Show - Oh! Susanna and Hey Jeannie in the Saturday, 9-10pm EST spot on CBS, holding their own easily against Lawrence Welk on ABC and Sid Caesar on NBC is an object lesson. Both half-hour filmed series took a critical rehashing but attracted apparently loyal audiences. Whether they have been hits or not, they have hung up higher ratings than several more highly-touted shows. Laughs, no matter how strained or limp, pull an audience if the sponsor is willing to wait.

The pulling power of a half-hour anthology series against powerful live drama opposition will have a direct test starting in April when Telephone Time moves from its CBS Sunday evening, 6-6:30pm EST spot to ABC's Thursday, 10-10:30pm EST open time. ABC and several loyal sponsors are gambling that The Danny Thomas Show, a family situation comedy series at 9pm, Bold Journey, a true adventure series at 9:30pm, and incoming Telephone Time, can cut the pull of CBS' Climax! and Playhouse 90, or NBC's The People's Choice, The Ford Show and Lux Video Theatre. These are signs that next season's program lineups will have some interesting twists -- including a few that seem entirely illogical -- but that's TV.

Everyone concerned with Showcase Productions, Inc., seems to be playing the news cosy, especially about the reason that the credit line of the packaging firm seems to have taken leave of the shows it produces with NBC. The firm could be dissolved, with its assets divided up between two new firms, one to involve Henry Jaffe, the other with Saul Jaffe, the lawyer-producer-partners, who are dissolving their law firm and splitting up jointly-owned properties. Over a year ago, NBC revealed that it shared ownership of Showcase Productions, Inc., with the Jaffe brothers, on a 50-50 basis. Any new corporate set-ups for production purposes would still involve either of the lawyers with NBC, again on a 50-50 share. Playing a part in future plans is the indefinite future status of Alcoa Hour-Goodyear Playhouse on Sunday evenings and Producers' Showcase, every fourth Monday. All of NBC's special and drama program plans for the fall are still in the process of being resolved.

Long-stayers shift in local TV, too. Bill Burrud's Assignment America, sponsored by the L.A. Times on its own station, KTTV, for almost seven years, moves tomorrow (28) to KTLA.....Singer Don Cherry gets his own Don Cherry Show, Mon thru Fri, 10:45-11pm CST, starting next Monday over WBBM-TV in Chicago. The golfer-singer starts with three of his evenings sponsored by a local clothing firm.....KNXT(LA) is having production troubles with its Juke Box Derby, with a title change ordered (because of too much similarity to Peter Potter's Juke Box Jury) following a wholesale turnover in the show's on- and off-camera personnel.

All assignments for the summer run of Richard Diamond, Private Detective, are set. The Dick Powell-owned summer replacement series will have Richard Carr as producer and main writer. Production started this week at Four Star Films' facilities at RKO-Pathé studios.....Guild Films' Captain David Grief will shoot its next 16 episodes at locations in Cuba and Mazatlan, Mexico, starting about the second week in March. Female leads for individual episodes, and other feature players, will be signed up as needed and flown to location sites. Scripts for the episodes have already been written.....Jack Donohue replaces Al Lewis as producer-director of the George Gobel Show, beginning with the March 9 show.

There were 257 stations in the U. S. able to broadcast in color on Jan 1, 1957, according to NBC Research. The NBC-TV net broadcast 54 hours and 9 minutes of color programming during January.

Some Emmy Notes: Recriminations have already started to bubble between East and West Coast factions, mainly over the several pint-sized uproars before and following the awards nominations. Especially painful to top management of the TV Academy is that the field is so huge that some errors can't be avoided but a few that were made indicated an ignorance of television on the part of some people who checked program nomination lists. The awards next month may provide fuel for undercover charges that East or West Coast groups may vote for coastal favorites, rather than for "real bests" in various categories. Whether the officials realize it or not, every bit of controversy, no matter how damaging each may seem now, can only improve the future of the awards by forcing shake-outs, just as this year's lists are considered a marked improvement over previous efforts.

PEOPLE GOING PLACES: Frank Young named publicity director of the NTA Film Network, with additional responsibility on 10 new TV series being produced by Desilu Productions and 20th Century-Fox for NTA. Harry Albus continues his present duties as publicity director of National Telefilm Associates, Inc., the parent company..... Don Durgin joins NBC on March 11 as director of sales planning for the TV net..... Texas "Tex" Schramm will join the CBS Sports Dept early in April as asst sports director of the CBS TV and radio nets.....Harry D. Trigg upped to director of television programs at WNBQ(Chi).....William A. Gildersleeve upped to promotion manager of WMUR-TV(Manchester, N. H.), with Warren Park succeeding him as program manager..... Ralph Hansen appointed program mgr of KYW-TV(Cleve), effective March 18.

§ § §