

ROSS REPORTS — TELEVISION INDEX

APRIL 15-21, 1957

VOLUME 9 NUMBER 16

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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

Friday (April 19)

ABC- 4:30-5pm EST; SPECIAL - The Shroud of Turin - LIVE & FILM from WBKB(Chi), to the net. § Sustaining. § Pkgr- Loyola University with ABC-TV(Chi); Prod- Grover Allen. § Rev. Francis L. Filas, S. J., professor of theology at Loyola University, discusses the shroud, kept at Turin, Italy, which has been claimed for centuries to be the cloth in which Christ's body was wrapped after crucifixion.

Sunday (April 21)

CBS- 11am-12noon EST; SPECIAL - Easter Sunday Services - LIVE from WTOP-TV(Wash), to the net. § Sustaining. § Pkgr- CBS Public Affairs(Wash); Prod- Ted Ayers; Dir- Beryl Denzer. § Seventh consecutive year for the telecast of the Easter Sunday services from the National (Episcopal) Cathedral in Washington. Mass will be celebrated by the Very Rev. Francis B. Sayre, Dean of the Cathedral; Eastern Sunday sermon by the Right Rev. Angus Dun, Bishop of Washington.

NBC- 5-6pm EST; SPECIAL - Tournament of Champions - LIVE remote from Las Vegas, Nev., to the NBC net. § Sustaining. § Pkgr- NBC Sports; production info not available. § Telecast of the final hour of the fifth annual Tournament of Champions golf competition at the Desert Inn golf course in Las Vegas.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- NBC-TV Opera Theatre (6 times during season) April 21, Sunday, 2-4pm EST (last program of season); "La Traviata," starring Elaine Malbin as Violetta (see page D for other cast credits); LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Martha Rountree's Press Conference; new day and time effective April 15, Mondays, 9-9:30pm EST. Program had been seen Sundays, 5:30-6pm EST. The program is sponsored alternate weeks by Corn Products Refining Co thru C. L. Miller Co., Inc., with the alternate week sustaining. In its new spot the program succeeds Life Is Worth Living (last show April 8).

CBS- Let's Take a Trip (Sun, 12-12:30pm EST) James Colligan has succeeded Stephen Fleischman as producer. Effective April 21, 9 1/2-year-old Joan Terrace and 9-year-old Jimmy Walsh succeed Ginger MacManus and Pud Flanagan on the program.

NBC- Hold That Note (Tue, 10:30-11pm EST) Last show April 2; time reverted to local stations.

MONDAY APRIL 15 (Cont'd)
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TOP TUNES & NEW TALNET(Lawrence Welk) ABC 9:30pm Rudy Whorton & Aime Vereecke(M), Stan Wrightsman(M), Pete Fountain(M).

December Bride (Spring Byington) CBS 9:30pm The Old Man; with regulars & Dick Elliott, Charles Cantor; (SW&SD).

ROBERT MONTGOMERY PRESENTS NBC 9:30pm Fear Street; (O) William Kendall Clarke; with Robert Alda, Joe Campanella, Millette Alexander, Paul Mazursky; Dir - Perry Lafferty.

STUDIO ONE CBS 10pm The Rice Sprout Song; (O) Fileen Chang; (A) Loring Mandel; with Olive Deering, John Colicos, Vivian Nathan, David Opatahu, David Stewart, Dolores Sutton, Michael Tolan, Judy Sanford; Dir - Sidney Lumet.

TUESDAY APRIL 16  
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Conflict ABC 7:30pm Anything For Money; (O) Frederic Brady; with Efrem Zimbalist, Jr., Barton MacLane, Margaret Hayes, Richard Webb, Joanna Barnes; Dir - Walter Doniger.

JONATHAN WINTERS SHOW NBC 7:30pm Jeri Southern(S).

The Phil Silvers Show CBS 8pm The Secret Life of Sgt. Bilko; with regulars & Philip Coolidge, Otto L. Hewlitt; (SW&SD).

ARTHUR MURRAY PARTY NBC 8pm Eartha Kitt(S).

Wyatt Earp ABC 8:30pm The Equalizer; with regulars & Elisha Cook, John Pickardis, Pal Brinegar; (SW&SD).

Private Secretary (Ann Sothern) CBS 8:30pm The Reunion; with regulars & Virginia O'Brien, Robert Rockwell; (SW&SD).

Panic! NBC 8:30pm Nightmare; with Eduardo Cianelli, Argentina Brunetti, Judi Boutin, Willis Bouchey, Katherine Warren, Wilson Wood; (SD).

Broken Arrow (John Lupton) ABC 9pm Ordeal; with regulars & John Larch, Steve Conte; (SW&SD).

DuPont Theatre ABC 9:30pm The Jackie Jensen Story; (O) Lou Rusoff; with Jackie Jensen, B.G. Norman, Gary Gray, Ross Elliott, Vivi Janiss; Dir - Alvin Ganzer.

Jane Wyman Show NBC 9pm Not For Publication; (O) Rufus King; (A) Michael Fessler; with Miss Wyman, Ainslie Pryor, Tom Conway, Cherio Meredith, Walter Kingsford, Grant Richards, Charles Herbert.

ARMSTRONG CIRCLE THEATRE NBC 9:30pm Slow Assassination: Peron vs. La Prensa; (O) Irve Tunick, Cullen Moore; with Kent Smith, Philip Bourneuf, Bruce Gordon, Val Avery, Johnathan Harris; Dir - William Corrigan.

IT'S POLKA TIME ABC 10pm The Gruzia Yugoslav Folk Dancers.

SPIKE JONES SHOW CBS 10:30pm Lord Flea & Calypso Band.

WEDNESDAY APRIL 17
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Navy Log ABC 8:30pm Assignment...BRT; with Herbert Rudley, Jerry Barclay, Frank Kreis, Kendrick Huxham, George Pelling; (SW&SD).

Father Knows Best (Robert Young) NBC 8:30pm The Spelling Bee; with regulars & Beverly Washburn, Mason Curry, Pauline Drake; (SW&SD).

Millionaire (Marvin Miller) CBS 9pm The Story of Maggie Sheeler; with Marilyn Saris, Harry Jackson, Peter Votrian, Harry Jackson, Carleton Young, Rankin Mansfield; (SW&SD).

KRAFT THEATRE NBC 9pm A Matter of Life; (O) Oliver Crawford; with Raymond Massey, Robert Pastene, Gilbert Lewis, Paul Tripp, Ward Costello, Adrian Maren; Dir - Billy Graham.

WEDNESDAY APRIL 17(Cont'd)  
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Ford Theatre ABC 9:30pm Singapore; (O) Karen DeWolf, Gerry Day; with Paulette Goddard, Charles Korvin, Rex Reason, Fay Baker, Arthur Hanson, Frank Kumagai; Dir - James Neilson.

20th Century-Fox Hour CBS 10pm Men In Her Life; (O) Philo Higley, Phillip Dunning; (A) Kitty Buhler; with Phyllis Kirk, Kendall Scott, Malcolm Broderick, Ann Doran, Beverly Washburn, Richard Hale, Gertrude Michael, Sydney Smith, Parley Baer, Sheila Bromley; Dir - Lewis Allen.

THURSDAY APRIL 18  
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Sgt. Preston (Richard Simmons) CBS 7:30pm with regulars & Billy Miller, David Leonard, Don Barry; (SW&SD).

CIRCUS TIME ABC 8pm Betty Ann Grove(S), The Mandarin(acro).

Bob Cummings Show CBS 8pm with regulars & Lyle Talbot, Maxine Gates, Ralph Dumke, General Clarence A. Shoop; (SW&SD).

CLIMAX! (Bill Lundigan) CBS 8:30pm Mad Bomber; (O) Adrian Spies; with Dane Clark, Anne Bancroft, Theodore Bikel, Jim Backus, Estelle Winwood; Dir - Buzz Kulik.

PLAYHOUSE 90 CBS 9:30pm Three Men On A Horse; (O) John Cecil Holm, George Abbott; (A) A.J. Russell; with Jack Carson, Carol Channing, Mona Freeman, Edward Everett Horton, Arnold Stang, Frank McHugh, Jane Darwell, Allen Jenkins, Larry Blyden, Johnny Carson; Dir - Arthur Hiller.

THE FORD SHOW NBC 9:30pm Jackie Cooper(A).

Telephone Time (John Nesbitt) ABC 10pm Elfego Baca; (O) Howard R. Evans; with Manuel Rojas, James Westerfield, Strother Martin, George Trevino, Stacy Harris, House Peters; Dir - Allen H. Miner.

LUX VIDEO THEATRE (Gordon MacRae) NBC 10pm The Taggart Light; (O) Cecil Maiden; with Vera Miles, John McIntire, Roger Moore, Irene Tedrow, Kim Charney, Jim Haywood; Dir - Norman Morgan.

FRIDAY APRIL 19  
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Adventures of Rin-Tin-Tin(Lee Aaker) ABC 7:30pm Stagecoach Sally; with regulars & John Wilder, Lane Bradford, Terry Frost, Dennis Moore; (SW&SD).

West Point CBS 8pm Contact!; with Steve Terrell, Del Erickson, Larry Thor, Jack Mather, Richard Emory, Mitchell Lear, Richard McGrath, Al Austin, Leonard Shoemaker, Eddie Bryan; Dir - Ted Post.

Crossroads ABC 8:30pm Riot; (O) George Bruce; with Pat O'Brien, Roy Roberts, Frank Scarnell, Francis MacDonald, Ann Doran, Robert F. Simon.

Dick Powell's Zane Grey Theatre CBS 8:30pm The Fearful Courage; (O) Arthur Ross; with Ida Lupino, James Whitmore, Michael Pate, Paul Hahn, Robert Karnes; Dir - Bernard Girard.

Mr. Adams & Eve (Ida Lupino, Howard Duff) CBS 9pm The Social Crowd; with regulars & Norma Varden; (SW&SD).

DINAH SHORE'S CHEVY SHOW NBC 9pm Sally Forrest(A), Joey Bishop(C), The Dunhills(D), The Skylarks(S), Dean Martin(S), Hugh O'Brian(A).

The Vise ABC 9:30pm Farewell To Mrs. Forest; no other info. available at press time.

Schlitz Playhouse CBS 9:30pm Girl With a Glow; (O) Harriet Frank, Jr.; (A) Leon Gordon; with Pat Crowley, John Forsythe, Katherine Warren, Nolan Leary, Madge Blake; Dir - Jules Bricken.

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

The Lineup (Warner Anderson) CBS 10pm Cosmopolitan Burko Case; with regulars only; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 15 - APRIL 19

JIMMY DEAN SHOW CBS 7am Connie Boswell will be a guest for the entire week.

GARRY MOORE SHOW CBS 10am Garry Moore is on vacation this week. MC will be Durward Kirby assisted by Dick Van Dyke(C). 4/16 - Cliff Norton(C); 4/19 - Melvyn Douglas(A), Bob Lewis(C), Martha Davis & Spouse(M).

CLUB 60 NBC 1:30pm 4/15 - Eddie South(M); 4/17 - Lenn Redman(caricaturist); 4/18 - Robert Alda(S-A).

TENNESSEE ERNIE FORD SHOW NBC 2:30pm 4/16 - Tommy Sands(S); 4/17 - Walter Brennan(A); 4/18 - Jean Marais; 4/19 - Tommy Sands.

NBC MATINEE THEATRE NBC 3pm 4/15 - The Thread That Runs So True; (O)Howard Gast; 4/16 - Jamie Picks A Wife; (O) Gertrude Schweitzer; (A)Peggy Phillips; 4/17 - Blind Man's Bluff; (O) Nelia Gardner White; (A) Richard Wendley; 4/18 - Horsepower; Re-run - 10/30/56; 4/19 - The Story of Joseph; (O) Howard Rodman.

MODERN ROMANCES (Martha Scott) NBC 4:45pm Problem Woman; (O) Harry W. Junkin; with Richard Kendrick, June Dayton, Ann Loring.

TONIGHT! (Jack Lescoulie) NBC 11:15pm 4/15 - Mickey & Sylvia(M-S).

SATURDAY APRIL 20

TRUE STORY (Kathi Norris) NBC 12N Dream No More; (O)Michael Morris; with Jeffrey Lynn, Augusta Dabney, Harry Worth, Gladys Holland.

PERRY COMO SHOW NBC 8pm Pat Boone(S), Arlene Dahl(A).

OZARK JUBILEE ABC 10pm Bill Wimberly's Country Rhythm Boys.

GEORGE GOBEL SHOW NBC 10pm Jeff Donnell.

SUNDAY APRIL 21

FRONTIERS OF FAITH NBC 1:30pm (Coming from H'wd.) - Biblical Account of the Easter Story; with Charlton Heston; Mus Dir - Owen Brady.

NBC OPERA THEATRE NBC 2pm La Traviata; (O)Verdi;(A) Joseph Machlis; with Elaine Malbin, John Alexander, Igor Gorin, William Chapman, Emile Renan, Luigi Vellucci, Chester Watson, Bonnie Murray, Berte Goapere, Richard Drause, Eda Lloy(D), Jonathan Watts(D); Conductor - Herbert Grossman; Music & Artistic Dir - Peter Herman Adler; Sets & Costumes - Ed Wittstein; Choreo - Robert Joffrey. LAST SHOW OF SEASON.

RAY BOLGER'S WASHINGTON SQUARE NBC 4pm Will Mastin Trio with Sammy Davis, Jr., Patrice Munsel.

ODYSSEY CBS 5pm The Revolution of the Eye; (O)Vincent Price, Charles Collingwood, David Ebin; with Vincent Price; Dir - Roger Englander, John Desmond.

JACK BENNY SHOW CBS 7:30pm Dorothy Kirsten(S).

ED SULLIVAN SHOW CBS 8pm Charlotte Rae(C), The Fredianis(balan), Don Murray(A), Roberta Sherwood(S), Bob Sweeney(C), Gale Gordon(C), Marion Marlowe(S), Mitzi Green(D-S).

STEVE ALLEN SHOW NBC 8pm The Muppets(puppets), Mickey & Sylvia(S-M).

General Electric Theatre(Ronald Reagan) CBS 9pm Bitter Choice; (O)Arthur Gordon; (A)Halsy Malone; with Anne Baxter, Russ Thorson, Michael Landon, Les Lesser, Mike Ragan; Dir - Herschel Daugherty

GOODYEAR PLAYHOUSE NBC 9pm The Gene Austin Story; (O)Ernest Kinoy; with George Grizzard, Phyllis Newman, Eddie Andrews, Scott McKay, Jerome Cowan, Bubber Johnson; Dir - Herbert Hirschman.

Alfred Hitchcock Presents CBS 9:30pm Three Dreams of Mr. Findlater; (O)A.A. Milne; (A)Sarett Rudley; with John Williams, Barbara Baxley, Isabel Elsom, Walter Kingsford, A.E. Gould-Porter; Dir - Jules Bricken.

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

The buying pinch has hit the program market, but the big bottleneck is not the lack of programs or the lack of ad agency or sponsor interest, but the problem of time in getting the two sides together. Every packager with a new or believably hot property is afraid that time spent with marginal prospects may kill a possible sale elsewhere, and all packagers would like to know which agencies (with specific clients having program problems for next season) are legitimately interested. There isn't enough time left before options have to be picked up for the fall on some of this year's so-so programs, so every day someone hops a plane for New York to make what the trades call "the Madison Avenue tour" of the agencies. Several pilots are still slated for production during the next couple of weeks for viewing by agencies during May, but the bell should ring about June 1, and except for some last minute surprises the networks and sponsors should have all their time spots set for fall by then. As happened last season, hundreds of thousands of dollars will have gone down the drain in pilot films that didn't make it. It's now a bigger gamble than the Broadway legit ratrace.

Although the TV industry is divided over Pat Weaver's planned "Program Service" intended for stations in 14 or 15 top market areas of the country, the networks are watching developments closely for several obvious reasons. Weaver suggested a "cream" market network, eliminating many of the basic stations needed for advertisers on a full net lineup. There's nothing new in the idea since all the nets have at one time or another a similar set-up on the books, mainly regional in character, but capable of extension if required. NBC currently has Club 60 and Close-Up on over half a hundred stations, but the original plan was for the programs to go to NBC's o-and-o stations only. CBS has its early morning program, Panorama Pacific, covering the West Coast via its Columbia Pacific Television Network and for several years also had the Harry Owens Show in an evening spot on the same net. The CTPN is regional only in the sense that it sticks to one time zone and stays west of the Rockies. ABC has also had shows peculiar to its Western Division, the last one a couple of years ago. In another instance, CBS had the Uncle Johnny Coons Show on a 31-station net a couple of years ago, with most of the stations in the Midwest, but with a few main city outlets in other areas.....If the networks wanted to develop a program similar to the one suggested by Weaver (and this is the strength of Weaver's plan), they can only go into what is now marginal network time. It would be possible for any network to have its divisions prepare shows with a particular regional or special flavor covering one group of stations on behalf of special sponsors, and at the same time have other limited net packages for other stations in the same time slots, depending on the splits in time zones. NBC used this answer last year when its Red Barber's Corner was linked with Meet the Champions in the same Friday night spot, but the Champions was seen only over a limited New York State network.

Another aspect of special program services that hasn't slipped by any of the independents or net station affiliates, is the importance of the tape recorder as the answer to eliminating a step-down in quality in recording programs for delayed telecast. The tape recorder, whether it comes from Ampex or any other producer, will be the first positive answer to flattening those time zone problems that are sure to bedevil any one trying a cream market approach -- if sponsors want the two top markets that are on the Pacific Coast: Los Angeles and San Francisco.

Mike Wallace, whose new ABC Sunday night net show starts April 28, will remain with the local New York Night Beat program over WABD until May 31 and will also continue as a newscaster on that station until Oct 7.....Rountree Productions, Inc., wants to branch out into psychic phenomena for a new package and is planning a half-hour film series that would examine in detail some of the many "authentic haunted houses" said to exist in the New York and New Jersey area. If it goes, the series would also include some of the more famous haunted locales of Europe.....Anthony Boucher, noted mystery writer and suspense and mystery book critic for The New York Times Book Review (also a well-known science fiction writer and critic), has been signed as consultant on original script material for Crisis, the new one-hour live or film series debuting on NBC in the fall. The series will include 10 stories produced on film by Alfred Hitchcock, with MCA-Revue Productions handling the rest of the 42-program package, including 10 more on film and 22 live and in color.

The new CBS series starring Richard Boone, Have Gun -- Will Travel, slated for Saturdays, 9:30-10pm NYT in the fall, will be produced by Julian Claman and directed by Andrew V. McLaglen. Most interesting part of the storyline for the new film series is that Boone will portray a character named Paladin, "a well-bred soldier of fortune who at one time followed a career as a West Point-trained officer." Romantic history notes that the paladins were the Twelve Peers of Charlemagne with the term usually applied to any hero or knight-errant. Roland was the most famous of the paladins -- and this might give you an idea of the course that will be taken by a fast man with the gun on the loose in the West.....David Dortort will be producer of Restless Gun (formerly Six Shooter), the film series starring John Payne, to be seen over NBC in the fall. Production will be through Revue Productions at Republic Studios. The series is jointly owned by John Payne and MCA, with Payne as exec producer.....David Heilweil is now producer of Richard Diamond, replacing Richard Carr after four of the films had been shot. The Dick Powell-owned series is set for a summer berth.....Date With the Angels, starring Betty White and Bill Williams, originally planned as a summer replacement film series, starts on ABC May 10, Fridays, 10-10:30pm EDT, for Plymouth, with the possibility that it may stay around for next season. It's a Don Fedderson production being filmed at Desilu.

Milton Berle was quoted last week by The Hollywood Reporter as saying in Las Vegas that "TV holds no attraction for me," adding that although NBC wants him to go ahead with Follow That Man, the filmed pilot he recently completed with Sheldon Reynolds producing, he doesn't think that he will. A capsule critique of present-day TV included the statement that the performer is at the "ruthless mercy" of mechanics, split-second timing, Madison Ave., and "expensive writers and guest star artists who have been exposed too much."

The Arthur Godfrey Show, seen Wednesdays, 8-9pm NYT over the CBS net since January 12, 1949, will go off after its June 26 telecast and will not return in the fall. ....National Biscuit Co thru Kenyon & Eckhardt, Inc(NY) has renewed The Adventures of Rin Tin Tin for two more years. The company has sponsored the Screen Gems series since it debuted over ABC in October, 1954.....NBC signed Charles Van Doren to a long term agreement for all the quiz star's radio and TV services. He will act as a consultant and also create new program ideas for NBC.