

# ROSS REPORTS — TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Saturday (June 22)

CBS- 10:30-11pm EDT; DEBUT - The Jimmy Dean Show - LIVE from WTOP-TV(Wash), no. of stations not available. § Sponsor- Hazel Bishop, Inc (All Products) thru Raymond Spector Co., Inc(NY); Acct Exec- Richard Blaine. § Pkgr- Connie B. Gay(Wash); Exec Prod- Ed Friendly(CBS); Prod- Connie B. Gay; Dir- Clark Pangle; Music Dir- Jimmy Dean. § Country music program, starring singer-musician Jimmy Dean with his band, The Texas Wildcats, featuring also The Country Lads duo, ventriloquist Alec Houston, singer George Hamilton IV and guest stars. The program is a nighttime version of the Monday thru Friday Jimmy Dean Show (7-7:45am EDT) and is in addition to the morning program which continues as before. The new nighttime program replaces Two For the Money, which moves to 8:30-9pm EDT, effective June 29.

NBC- 9-9:30pm EDT; DEBUT - George Sanders Mystery Theatre - FILM from WRCA-TV (NY) & KRCA-TV(LA), approx 137 stations net, 8 delayed. § Sponsor- Pabst Brewing Co (Beer) thru Norman, Craig & Kummel, Inc(NY); Acct Exec- H. Gerard Bissinger; TV Acct Rep- Sheldon Platt. § Pkgr & Film Prod- Screen Gems, Inc (LA); Prod- Matthew Rapf; Dir- Justus Addiss, others; Art Dir- Robert Boyle; Sets- William Kiernan, Frank A. Tuttle; Film Ed- Joseph Silver; Writers- Various. § George Sanders is host for this anthology series of mystery and suspense dramas. Program is in the first half-hour of the time formerly occupied by Caesar's Hour (last show May 25).

NBC- 9:30-10pm EDT; RETURN - Dollar A Second - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- Jantone Enterprises, Inc(NY); Prod- Budd Granoff; Dir- Phil Levens. § Jan Murray m.c.'s the audience participation quiz and stunt show in which contestants answer questions in a race against time determined by the completion of a stunt or outside event going on simultaneously. The program originally debuted on the Du Mont network on Sept 20, 1953; was seen on the NBC net as a summer replacement during 1954, and spent two seasons on the ABC net, starting Oct 1, 1954. In its return it fills the second half-hour formerly occupied by Caesar's Hour (see listing for NBC above).

#### Sunday (June 23)

CBS- 7:30-8pm EDT; RETURN - My Favorite Husband - FILM from WCBS-TV(NY) & KNXT (LA), 157 stations net, 23 delayed. § Sponsor- American Tobacco Co (Lucky Strike) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Don Rowe. § Pkgr- CBS-TV; Film Prod- Desilu Productions, Inc(LA); Prod- Edmund Hartman; Dir- Edward Buzzell; Writers- Budd Grossman, others. § Re-runs of the filmed version of the situation comedy series, which co-starred Barry Nelson and Vanessa Brown, with Alix Talton and Dan Tobin. (continued on next page)

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THIS WEEK(More)

THIS WEEK(Cont'd)

Sunday(June 23)

CBS- My Favorite Husband (Cont'd from previous page): The filmed series debuted over the CBS net on Oct 4, 1955 thru Dec 27, 1955. It now replaces the Jack Benny Show (last show June 16, returns in the fall), which alternated with the Marge and Gower Champion Show (last show June 9).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Bold Journey; new day and time effective June 17; Mondays, 8:30-9pm EDT. Program has been seen Thursdays, 9:30-10pm EDT. In its new time it replaces Voice of Firestone (last show June 10, returning in fall).

College News Conference; new time effective June 23; Sundays, 5-5:30pm EDT. It has been seen 4-4:30pm EDT. In its new time it replaces Dean Pike (last show June 9).

CBS- Comment on Khrushchev; SPECIAL June 9; LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News & Public Affairs(NY); Prod- James Fleming; Dir- Av Westin. § Lyman Bryson moderates a panel discussion of the remarks made by Nikita S. Khrushchev during his filmed appearance on Face the Nation on the net, Sunday, June 2, during an interview by American correspondents in Moscow.

Odyssey (Sun, 5-6pm NYT) Last show June 16. Face the Nation, seen 4-4:30pm NYT moves to 5-5:30pm, and World News Roundup, seen 4:30-5pm NYT, moves to 5:30-6pm, both effective June 23 and continuing thru the summer.

The Last Word; new time effective June 2; Sundays, 6-6:30pm EDT. Program had been seen 3:30-4pm EDT. The June 16 and 23 programs will originate in Hollywood, then the program returns to its New York origination.

NBC- Watch Mr. Wizard; new time effective June 23; Sundays, 3:30-4pm EDT. Program has been seen 2:30-3pm EDT. Re-runs via kinescopes began June 9, thru Sept 1.

Ray Bolger's Washington Square (Various days and times, evenings, since May 9; see page 31) Last show was Thursday, June 13, 8-9pm EDT.

The Joseph Cotten Show - On Trial (Fri, 9-9:30pm EDT) Re-runs start June 21, thru Sept 13.

Cowboy Theatre; RETURN June 9; Sun, 7-7:30pm EDT for 3 weeks, then 6:30-7:30pm EDT starting June 30; FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Sustaining. § The three half-hour programs beginning June 9 are half-hour Westerns starring Tom Keene. Beginning June 30, the films will be one-hour edited Westerns starring Charles Starrett, previously seen on the net under the program title on Saturdays during the noon hour earlier in the season. The programs replace The 77th Bengal Lancers, 7-7:30pm EDT (last show June 2) and The Roy Rogers Show, 6:30-7pm EDT (last show June 23).

Father Knows Best (Wed, 8:30-9pm EDT) Re-runs begin June 12; thru Sept 18.

The People's Choice (Thu, 9-9:30pm EDT) Re-runs begin June 13; thru Sept 26.

People Are Funny (Sat, 7:30-8pm EDT) Re-runs begin June 15; thru Sept 7.

Sunday afternoon summer schedule; effective June 23; thru Sept 8, no net service until 3:30pm EDT. 4-4:30pm, American Forum, alt with Youth Wants to Know; 4:30-5pm, Zoo Parade; 5-5:30pm, Frontiers of Faith. (See Watch Mr. Wizard, above).



TUESDAY JUNE 18

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JONATHAN WINTERS SHOW	NBC 7:30pm	Carol Burnett(C-S).
ARTHUR MURRAY PARTY	NBC 8pm	Sal Mineo(A), Ferlin Husky(S).
<u>Private Secretary</u> (Ann Sothern)	CBS 8:30pm	<u>Not Quite Paradise</u> ; with regulars & Hope Summers; (SW&SD).
<u>Panic!</u>	NBC 8:30pm	with Marshall Thompson, Barbara Knudson, Mary Carroll, Claire Meade, George Taylor, Ted Jacques, Joan Fotre; (SW&SD).
<u>Telephone Time</u> (John Nesbitt)	ABC 9:30pm	<u>Pit-a-Pit And The Dragon</u> ; (O) Milton Geiger; with Robert Cabal; (SD).
RED SKELTON SHOW	CBS 9:30pm	Jean Parker(A).
KAISER ALUMINUM HOUR	NBC 9:30pm	<u>A Passion For Revenge</u> ; (O) Leslie Slote; with Alexander Scourby, Frank Sutton, Joanne Le Compte, Eric Berrry; Dir - Paul Bogart; LAST SHOW OF SEASON.
IT'S POLKA TIME	ABC 10pm	The Estonian Folk Dancers of Crystal Lake, Ill.

WEDNESDAY JUNE 19

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<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Rip Matson</u> ; with Steve Brodie, Cathy Downs, Stacy Harris, Robert Shayne, Tommy Tucker; (SW&SD).
KRAFT THEATRE	NBC 9pm	<u>Nothing Personal</u> ; (O) John Whedon; with Robert Preston, Nina Foch, Larry Hayman, Sue Randolph, Lawrence Weber, Marcel Hillaire, Jack Weston; Dir - William Graham.
<u>Ford Theatre</u>	ABC 9:30pm	<u>Desperation</u> ; (O) Karen DeWolf; with Teresa Wright, Kevin McCarthy, William Bishop, Katharine Warren, Hank Patterson; Dir - Jack Gage.
US STEEL HOUR	CBS 10pm	<u>Upbeat</u> ; (O) James Elward; with Patti Page, Biff McGuire, Kathleen Maguire, Jon Cypher; Dir - Paul Stanley.

THURSDAY JUNE 20

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<u>Sgt. Preston of Yukon</u> (Richard Simmons)	CBS 7:30pm	with regulars & George Selk, Don Durant, Jack Reynolds, Pierce Lyden; (SW&SD).
CIRCUS TIME	ABC 8pm	Steve Lawrence(S), Owen McDivney(quick change), Miss Loni(juggler), Ferrante & Teicher(M-C).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>A Taste For Crime</u> ; (O) Ellis St. Joseph; with Michael Rennie, Peter Lorre, Beverly Garland, Marsha Hunt; Dir - Robert Stevens.
<u>Playhouse 90</u>	CBS 9:30pm	<u>Ain't No Time For Glory</u> ; (O) Major William E. Waters; (A) Malvin Wald & Jack Jacobs; with Barry Sullivan, Gene Barry, John Barrymore, Jr., Bruce Bennett, Richard Jaeckel; Dir - Oscar Rudolph.
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	<u>Edge Of Doubt</u> ; (O) Bruno Fischer; (A) Oliver Crawford; with Kathleen Crowley, Phil Carey, Tol Avery, Herbert Rudley, Richard Goode; Dir - David McDearmon.

FRIDAY JUNE 21

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<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>The Old Man Of The Mountain</u> ; with regulars & Robert Warwick, James Lanphier, Alan Wells; (SW&SD).
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SATURDAY JUNE 22(Cont'd)

OZARK JUBILEE	ABC 10pm	Brenda Lee(S), Patsy Cline(S).
<u>Gunsmoke</u>	CBS 10pm	with regulars & Denver Pyle, John Doucette;(SW&SD).
GEORGE GOBEL SHOW	NBC 10pm	Erin O'Brien(S).
JIMMY DEAN SHOW	CBS 10:30pm	<u>PREMIERE</u> : With Mr. Dean & stars from his morning show.

SUNDAY JUNE 23

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	Reading from " <u>The Hand of God</u> "; (O) Rev Oswald W.C. McCall; with Edward Mulhare; Dir - Roger Englander.
<u>My Favorite Husband</u> (Barry Nelson, Vanessa Brown)	CBS 7:30pm	<u>PREMIERE</u> : Re-runs of series previously seen on the network.
<u>Circus Boy</u>	NBC 7:30pm	<u>Little Vagabond</u> ; with regulars & Paul Picerni, Yvette Dugay, Edmund Cobb; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	(Coming from Marine Theatre at Jones Beach, N.Y.); Burt Lancaster(A), Gene Kelly(A-D), Julie Wilson(S), Guy Lombardo(M), Lou Holtz(C), Dick Contino(M), Frank Libuse(C), David Atkinson(S), Gloria Hamilton(S), The Cypress Garden Water Skiers, The Aqua Belles(Water Ballet).
STEVE ALLEN SHOW	NBC 8pm	Lou Costello(C), Jonathan Winters(C), Abby Lincoln(S).
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Dangerous People</u> ; (O) Fredric Brown; (A) Francis Cockrell; with Albert Salmi, Robert H. Harris, Ken Clark, Harry Tyler, David Armstrong; Dir-Robert Stevens.

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

CBS may have the series for next year in its programming locker: J. Edgar Hoover and the F.B.I., to be scripted by and based on the book by Don Whitehead, "The F.B.I. Story." The book just hit its 27th week in the New York Times' best seller list and is still in the top three. The big question on the film series for TV would be whether J. Edgar Hoover would permit his name to be used in the title, although there's very little doubt that he would give his seal of approval, possibly in a filmed appearance, similar to a book preface. In any case, CBS has the deal wrapped up with Whitehead for future production.....Bob Hope's TV schedule for next season over NBC includes two shows on Thursdays, two on Saturdays and two on Sundays: Sunday, Oct 6, 9-10pm NYT; Thursday, Nov 7, 8:30-9:30pm NYT; Saturday, Dec 7, 9-10pm NYT; Sunday, Feb 2, 1958, 9-10pm NYT; Thursday, March 6, 8:30-9:30pm NYT, and Saturday, April 5, 9-10pm NYT. Some of the material for the shows will again be based in foreign locale with international stars and will be recorded during Hope's currently scheduled movie filming stint in France.....ABC's Saturday evening Billy Graham program (from Madison Square Garden) has been extended to run thru July 20.....Armstrong Circle Theatre will have an unusual cutback in its re-run kines over NBC, finishing out its NBC contract, prior to opening on CBS starting Oct 2, Wednesdays, alternating with U. S. Steel Hour. Starting July 9 over NBC, 9:30-10pm NYT (cutting its normal one-hour schedule), it will show on alternate weeks kines of the half-hour programs it had presented on the net during its 1954-55 season. The present cycle of one-hour programs started Sept 27, 1955. The Tuesday, 10-10:30pm period will be filled for 12 summer weeks by re-runs of The Charles Farrell Show.

CBS and NBC are putting all their future TV development plans into the West Coast basket, except for anything needed to keep East Coast studios occupied. CBS has announced the start of new construction at Television City, to be finished by late 1958, including two new studios, seven new rehearsal halls, an expansion of program service facilities and a new administration building. The two new studios, the largest ever built for TV, will have a floor area of 14,100 square feet and will have in supplementary connected space, directors' booths, sound effects rooms, control rooms, technical and storage areas, on-stage dressing rooms for quick wardrobe changes during shows, rooms for directors' conferences during rehearsals and viewing rooms for sponsors and their ad agency reps. At the same time, over at NBC, still undergoing the death struggles inherent in the sweep out of New York program toppers, Alan Livingston, head of NBC's West Coast program operations, has apparently received a flock of green lights on new Hollywood programming ideas, giving further impetus to NBC's West Coast expansion plans. In the definite shift of power and facilities use to the West Coast at both CBS and NBC, any stumbles would not necessarily turn back any power to the East, since all West Coast distress calls in the past have been answered through imports from New York whenever necessary. One long-time spectator overlooking the TV bull ring in New York has remarked that it has the choked look of a dust bowl, facing seven lean years.

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(MORE)

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

Hal March's replacements on The \$64,000 Question during his six-week leave of absence will include Ed Sullivan on June 25, Charlton Heston on July 2, Gene Kelly on July 9, Celeste Holm on July 16 and two other replacements for the remaining weeks to be named.....At a luncheon today (19) in New York, the Fund for the Republic awarded the two top prizes of the \$55,000 Robert E. Sherwood Television Awards to CBS for the best programs during the year dealing with freedom and justice. A prize of \$20,000 for the best network documentary went to See It Now's "Clinton and the Law," produced by Edward R. Murrow and Fred W. Friendly. The \$20,000 prize winner in the drama category was "Island in the Sky," produced on Climax!, written by Adrian Spies, produced by Edgar Peterson and directed by Buzz Kulik. The \$15,000 award for the best program dealing with freedom and justice presented over an independent station was not given because the jurors felt that none of the nominees warranted the honor. Instead, the jurors voted \$5,000 prizes to three program series which have "done much to stimulate intelligent and forthright discussion of important issues affecting life in a democratic society." The prizes went to: Open Mind, produced by Richard Heffner, over WRCA-TV(NY); Camera Three, produced by Lewis Freedman on WCBS-TV(NY), also seen over the CBS net, and Nightbeat, created by Mike Wallace, Ted Yates and Ted Cott for WABD(NY).

The People's Choice will be sponsored over the NBC net (Thu, 9-9:30pm NYT) for the 1957-58 season by the Borden Company (renewing) and the American Home Foods Div of American Home Products Corp., beginning Oct 3 and 10 respectively.....ABC's Ozark Jubilee will be re-titled Country Music Jubilee beginning July 6 (Sat, 10-10:30pm NYT), and will also be given a new production and talent look. Your Hit Parade and BBDO's Dan Lounsbury has been named special producer of the program for the ABC net and will work with the program's Springfield, Mo., producers all during June prepping for the changeover.....Howard Erskine will be producer for "Junior Miss," hour-and-a-half version of the Broadway and movie hit, to be presented next December over CBS as one of the Du Pont Company's series of 10 specials for next season. Will Glickman and Joe Stein are writing the book, based on Max Gordon's stage production of Sally Benson's stories. Dorothy Fields will write the lyrics for music being created by Burton Lane.....NBC has contracted for additional films for Al Simon's Panic series. Even if a sponsor doesn't pick the show up for next season the additional films will fill out a 39-film package for syndication use.....The NTA Film Network is offering a "triple exposure plan" of TV sponsorship availabilities, offering three advertisers representation on three different new half-hour film series weekly on the NTA Film Network stations, all in prime time. The programs offered include TCF-TV's How to Marry a Millionaire and Desilu's This Is Alice and The Last Marshal. The series are being offered for a 110-station lineup.

The Kellogg Co thru Leo Burnett, Inc(Chi), last week bought alternate week time on five ABC daytime programs for next season and one nighttime show. The firm has bought alternate week sponsorships in four shows: Superman (Mon), Wild Bill Hickok (Tue), Adventures of Sir Lancelot (Wed), and The Buccaneers (Fri), all to be seen 5-5:30pm NYT. The Thursday program will be Woody Woodpecker and will be sponsored weekly by Kellogg. The evening program, also on an alternate week basis, will be Circus Boy, Thursdays, 7:30-8pm NYT. Daytime sponsorships start Sept 30, the nighttime commitment begins Sept 19.....Guild Films has acquired world distribution rights to The Michaels in Africa, the authentic adventures of a white hunter and his family during their safaries in the jungles of Rhodesia, Kenya and Bechuanaland; 39 half-hour episodes in color, produced by George Michael.....The Desi Arnaz-Lucille Ball one-hour films for Ford Motor Co will be produced by Bert Granet. Jerry Thorpe directs the first one, rolling at Desilu starting June 28.