

# ROSS REPORTS - TELEVISION

OCTOBER 21-27, 1957

VOLUME 9 NUMBER 43

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISE

551 Fifth Avenue · New York 17 · M

PUBLISHED BY TELEVISION

## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Friday(October 25)

NBC- 9-10pm NYT; SPECIAL - The Strange Case of the Cosmic Rays - from WRCA-TV(NY) & KRCA-TV(LA), no. of stations not available. American Telephone & Telegraph Co (Bell Telephone System) thru N Inc(Phila); Acct Superv- Vance Babb; TV Acct Rep- Jerry Jordan; Shirley. § Pkgr- American Telephone & Telegraph Co; Prod & Dir- Writers- Frank Capra, Jonathan Latimer; Puppet Sequences- Bill Ba line documentary, using actors, animation, puppets and documenta in dramatizing the story that lies behind the discovery and inde cosmic rays. The live actors are Richard Carlson and Dr. Frank l out the scientific detective story for an awards committee of the personating famous writers. This is the third program of the fo Frank Capra for AT&T-Bell System's Science Series. The first two over the CBS net, were Our Mr. Sun, shown on Nov 19, 1956, and He ficent, shown on March 20, 1957. Cosmic Rays preempts M Squad, 9 and The Thin Man, 9:30-10pm NYT, this date only.

### OTHER NETWORK CHANGES & ADDITIONS

CBS- See It Now (Every 4th Sun, 5-6pm NYT, also irregularly) Film, "The Danny Kaye," originally presented Dec 2, 1956, to be shown again 5-6:30pm NYT, with added sequences filmed with New York City sch

See It Now (Every 4th Sun, 5-6pm NYT, also irregularly) Repeat s filmed "The Great Billion Dollar Mail Case," Oct 20; Sun, 5-6pm N was first presented Oct 6 (see page 78).

NBC- Hallmark Hall of Fame; RETURN Oct 17; Thu, 9:30-11pm NYT (premier seen six times during the season, various days, various times); I from WRCA-TV(NY), no. of stations varies. § Sponsor- Hallmark C Foote, Cone & Belding(Chi); Acct Exec- H. W. Clements(Chi). § P Productions(NY); Exec Prod- Mildred Freed Alberg; Prod & Dir- Geo Assoc Prod- Robert Hartung; Assoc Dir- Adrienne Luraschi; Sets- T Costumes- Noel Taylor; Casting- Sybil Trubin. § Return for the Hallmark specials, presenting "The Green Pastures" as the first tions during the season. Other productions will be: Nov 17, "On Time"; Dec 15, "Hans Brinker"; Feb 9, "Twelfth Night"; March 24, "Alban" (original); April 25, "Dial M for Murder". The premiere p season preempted The Ford Show, 9:30-10pm NYT; The Lux Show Starr Clooney, 10-10:30pm NYT, and The Jane Wyman Show, 10-10:30pm NYT;

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

TALENT SHOWSHEET OCTOBER 18 - OCTOBER 27  
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Most of the shows on October 18,19,20, 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 October 25. Script identifications used are: (O) Original, (A) Adaptation, (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.

FRIDAY OCTOBER 18  
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|   |           |   |
|---|-----------|---|
| FIESTA AMERICANA<br>(William B. Williams) | WABD 8pm  | Al Castellanos & Orch., Nicia Giano(S), Angelo DeParte(S), Mambo Gents(D).                                  |
| ART FORD'S GREENWICH<br>VILLAGE PARTY     | WABD 10pm | Stan Rubin & Orch., Sylvia Simms(S), Keefe Braselle(A), Kathryn Murray(D), Arthur Murray(D), George Jessel. |

SUNDAY OCTOBER 20  
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|                       |             |                                                                                                                                                                  |
|-----------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET     | CBS 10am    | <u>The Promised Land</u> ; (O) Henry Walsh; with Felix Deebank, Walter Burke, John Irving, Tom Clancy; Dir - Mel Ferber.                                         |
| LOOK UP & LIVE        | CBS 10:30am | <u>The Family - The Mother</u> ; Part 2; (O) Marvin Silbersher; with Edward Andrews, Louise Platt, Warren Beatty, Bennye Gatteys; Dir - Roger Englander.         |
| CAMERA THREE          | CBS 11:30am | <u>Journey Into A Dream</u> ; (O) Clair Roskam & Warren Wallace; with James Mitchell, Richard Morse, Thomas Duggan, Madge West, Edward Walsh; Dir - Clay Yurdin. |
| ORIGINAL AMATEUR HOUR | NBC 7pm     | Monique Van Vooren(A-S).                                                                                                                                         |
| JACK BENNY SHOW       | CBS 7:30pm  | with regulars & Hal March.                                                                                                                                       |

MONDAY OCTOBER 21  
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|  |            |   |
|--|------------|---|
| AMERICAN BANDSTAND                         | ABC 7:30pm | Billy Williams(S).  |
| GUY MITCHELL SHOW                          | ABC 8pm    | Mindy Carson(S).  |
| <u>Burns &amp; Allen</u>                   | CBS 8pm    | with regulars & Pamela Light, Isobel Elsom, Joe Flynn, Carl Saxe; (SW&SD).  |
| <u>The Restless Gun</u><br>(John Payne)    | NBC 8pm    | <u>Jenny</u> ; with regulars & Veda Ann Borg; (SW&SD).  |
| TALENT SCOUTS                              | CBS 8:30pm | Art Johnson(S), Shirley Given(M).   |
| VOICE OF FIRESTONE                         | ABC 9pm    | Hilde Gueden(S), Clifton Padiman(critic).   |
| <u>Danny Thomas Show</u>                   | CBS 9pm    | with regulars & Hans Conried; (SW&SD).  |
| TOP TUNES & NEW<br>TALENT(Lawrence Welk)   | ABC 9:30pm | Fred Lowery(whistler), Frank Krumtorad(M), Nancy Grimm(M), Billie Loukas(S).  |
| <u>December Bride</u><br>(Spring Byington) | CBS 9:30pm | with regulars & Joel Grey; (SW&SD).   |
| <u>Alcoa Theater -<br/>A Turn of Fate</u>  | NBC 9:30pm | <u>Encounter On A Second Class Coach</u> ; (O) Robert C. Dennis; with Jane Powell, Cort Falkenberg, Stuart Whitman, Steven Geray, Paul Busch, John Stephenson; Dir - Tay Garnett. |
| STUDIO ONE                                 | CBS 10pm   | <u>The Deaf Heart</u> ; (O) Mayo Simon; with Piper Laurie, Fritz Weaver, William Shattner, Vivian Nathan, Ruth White, Clarice Blackburn; Dir - Sidney Lumet.                      |

MONDAY OCTOBER 21(Cont'd)  
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SUSPICION  
 (Dennis O'Keefe)

NBC 10pm

Hand In Glove; (O) Charles K. Freeman & Gerald Savory; (A) Joseph Schrank; with Burgess Meredith, Cathleen Nesbitt, Fred Gwynne, Barbara Barrie, Staats Cotsworth, Farrell Pelly, Mitzi McWorther; Dir - Jack Smight.

TUESDAY OCTOBER 22  
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Cheyenne  
 (Clint Walker)

ABC 7:30pm

The Mutton Puncher; with regulars & Marie Windsor, Robert Wilke, Lane Bradford, Gilman Rank; (SW&SD).

NAT KING COLE SHOW

NBC 7:30pm

Cab Calloway(S-M).

Phil Silvers Show  
 (You'll Never Get Rich)

CBS 8pm

Bilko's Double Life; with regulars & Grant Code, Wyrley Birch, Horace Cooper, Leonard Elliot; (SW&SD).

GEORGE GOBEL SHOW  
 (Gobel, Eddie Fisher)

NBC 8pm

with regulars & Hedy Lamarr(A), Howard McNear(C).

Life & Legend of Wyatt Earp(Hugh O'Brian)

ABC 8:30pm

Warpath; with regulars & Ricardo Alaniz, Rod Redwing, Donald Murphy, Monty Blue, Michael Carr; (SW&SD).

Telephone Time  
 (Dr. Frank Baxter)

ABC 9:30pm

Under Seventeen; (O) Judge Anna Levy("Other People's Children"); (A) Maxine Rasco; with Katherine Warren, Ken Osmand, Dean Dwight; Dir - Robert Sinclair.

RED SKELTON SHOW

CBS 9:30pm

Cesar Romero(A).

Bob Cummings Show

NBC 9:30pm

Bob Hires A Maid; with regulars & Lyle Talbot, Barbara Heller, Audrey Dalton, Geraldine Hall; (SW&SD).

The Californians  
 (Adam Kennedy)

NBC 10pm

with regulars & Carolyn Craig, Fay Roope; (SW&SD).

Assignment Foreign Legion  
 (Merle Oberon)

CBS 10:30pm

The Stripes of Sergeant Schweiger; with Geoffrey Keen, Anton Differing; (O) Paul Monash; (SD).

WEDNESDAY OCTOBER 23  
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Wagon Train  
 (Ward Bond)

NBC 7:30pm

The Nels Stack Story; (O) John Dunkel; with regulars & Mark Stevens, Joanne Dru, Kevin Hagen, Frank McGrath, John Day, Terry Wilson, Irene Corlett, Tom Seldon, Charles Stevens; Dir - Don Weis.

THE BIG RECORD  
 (Patti Page)

CBS 8pm

The Ames Bros.(S), Jimmy Dean(S-M), Lionel Hampton(M), Della Reese(S), The Sunshine Girl Trio(S), Liberace(S-M), Trish Dweilley(S).

Tombstone Territory  
 (Pat Conway)

ABC 8:30pm

Reward of A Gunslinger; with regulars & Ken Drake; (SW&SD).

Father Knows Best  
 (Robert Young)

NBC 8:30pm

Sentenced To Happiness; with regulars & Natividad Vacio, Robert Burton, Frank Gerstle; (SW&SD).

Adventures of Ozzie & Harriet

ABC 9pm

The Boys Land In Jail; with regulars & Skip Young, Emile Meyer, Marianne Gaba, The Four Preps(S); (SW&SD).

The Millionaire  
 (Marvin Miller)

CBS 9pm

The Story of Larry Parker; with Joseph Waring, Barbara Eiler, Kristine Miller, James Douglas, Jean Del Val, Catherine Pasques; (SW&SD).

KRAFT THEATRE

NBC 9pm

Man In A Trance; (O) Will Lorin; with Julius La Rosa, Farley Granger, Nehemiah Persoff, Alexander Scourby, Patricia Smith; Dir - Norman Morgan.

Walter Winchell File

ABC 9:30pm

Where Is Louise Melk?; (O) Adrian Spies; with Robert Ellenstein, Maggie Mahoney, Barbara Pepper, Peter Whitney; Dir - Jerry Thorpe.

WEDNESDAY OCTOBER 23 (Cont'd)  
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US STEEL HOUR CBS 10pm Crisis In Coroma; (O) Elliott Baker; with Elliott Nugent, Charles Ruggles, Betty Lou Keim, John McGovern; Dir - Elliott Silverstein.

THURSDAY OCTOBER 24  
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Circus Boy ABC 7:30pm Major Buffington; with regulars & Thurston Hall, Jesse White, Willard Waterman, Phil Tead; (SW&SD).

Sgt. Preston of Yukon CBS 7:30pm with regulars & Glenn Turnbull, Dori Simmons, Hal Gerard, Kurt Miller; (SW&SD).  
 (Richard Simmons)

Harbourmaster CBS 8pm Sanctuary; with regulars & Evan Elliott, James Bender, David J. Stewart, Will Kuluva, Martin Landau, Margaret Burlen, Kevin Coughlin; (SW&SD).  
 (Barry Sullivan)

CLIMAX! CBS 8:30pm Tunnel of Fear; (O) Gerald Douglass; with Jack Carson, Buddy Ebsen, Leora Dana, Darryl Hickman, Robert Ellenstein; Dir - Paul Nickell.  
 (Bill Lundigan)

Dragnet NBC 8:30pm with regulars & Hans Conried; (SW&SD).  
 (Jack Webb)

PAT BOONE CHEVY SHOWROOM ABC 9pm Terry Moore(A), Paul Winchell(ventril).

O. S. S. ABC 9:30pm Operation Orange Blossom; with regulars & Lois Maxwell, Robert Gallico; (SW&SD).  
 (Ron Randell)

PLAYHOUSE 90 CBS 9:30pm The Mystery of Thirteen; (O) Robert Graves("They Hanged My Saintly Billy"); (A) David Shaw; with Jack Lemmon, Margaret O'Brien, Herbert Marshall, Gladys Cooper, Henry Jones, John Baragrey; Romney Brent; Dir - Robert Mulligan.

FORD SHOW NBC 9:30pm Lee Marvin(A).

Navy Log ABC 10pm Human Bomb; with Ernest Borgnine(host for this episode), Jack Larson, James Lydon, Alex Gerry, Tony Mayo, Willard Sage; (SW&SD).

LUX SHOW STARRING ROSEMARY CLOONEY NBC 10pm Ken Murray(C).

Jane Wyman Show NBC 10:30pm The Pendulum; Re-run of 3/12/57.

FRIDAY OCTOBER 25  
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Adventures of Rin-Tin Tin ABC 7:30pm Mother O'Hara's Marriage; with regulars & Connie Gilchrist, Harry Shannon, Tom McKee, Jack Lomas; (SW&SD).  
 (Lee Aaker)

Adventures of Jim Bowie ABC 8pm House Divided; with regulars & Harry Harvey, Sr., Richard Hale, Helen KleeB, Eilene Janssen, Penny Santon, John Wilder; (SW&SD).  
 (Scott Forbes)

Trackdown CBS 8pm Easton, Texas; with regulars & Dabbs Greer, Larry Kelly, Gale Robbins, Dee Carroll; (SW&SD).  
 (Robert Culp)

Court of Last Resort NBC 8pm The Wesley Furgeson Case; with regulars & Ken Patterson, Philip Bourneff, Celia Lovsky; (SW&SD).  
 (Lyle Bettger)

PATRICE MUNSEL SHOW ABC 8:30pm Cyril Ritchard(A).

Dick Powell's Zane Grey Theatre CBS 8:30pm Proud Woman; (O) Harold Shumate; (A) Clark E. Reynolds & John McGreevey; with Hedy Lamarr, Paul Richards, Roy Roberts, Than Wyenn, Iphigenie Castiglioni, Val Avery, Donald Buka; Dir - Louis King.

Frank Sinatra Show ABC 9pm That Hogan Man; (O) Hal Goodman & Larry Klein; with Mr. Sinatra, Jesse White, Reba Waters, Johnny Crawford, Susan Cummings, Cheerio Meredith, Mary Young, Peggy Maley, Herb Vigran, Nick Dennis, Jack Kruchen; Dir - Chris Nyby.

FRIDAY OCTOBER 25(Cont'd)

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|   |            |   |
|---|------------|---|
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff)     | CBS 9pm    | <u>Suspension</u> ; with regulars & Howard McNear, Hugh Sanders, Mira McKinney, James Parnell; (SW&SD).   |
| <u>Strange Case Of The Cosmic Rays</u>                      | NBC 9pm    | The First of Four Bell Science Series Programs; with Richard Carlson, Dr. Frank Baxter, The Baird puppets; Writers - Frank Capra & Jonathan Latimer; Prod & Dir - Frank Capra.                                  |
| <u>Date With The Angels</u><br>(Betty White, Bill Williams) | ABC 9:30pm | <u>Star Struck</u> ; with regulars & Hugh O'Brian, Dennis Day; (SW&SD).   |
| <u>Schlitz Playhouse</u>                                    | CBS 9:30pm | <u>Bitter Parting</u> ; (O) Nelia Gardner White; (A) John Dunkel; with Laraine Day, Paul Henreid, Dayton Lummis, Howard Wendell, William Remick, Jennifer Lea, Ronald Green, Jane Barclay; Dir - James Neilsen. |
| <u>Colt .45</u><br>(Wayde Preston)                          | ABC 10pm   | <u>A Time To Die</u> ; with regulars & Kenneth R. McDonald, Dan Blocker, John Day, Edwin Parker; (SW&SD).   |
| <u>The Lineup</u><br>(Warner Anderson, Tom Tully)           | CBS 10pm   | <u>The Missing Crime Case</u> ; with regulars & Sally Bliss, Harry Lauter, Jil Jarmyn, John Goddard, Del Courtney; (SW&SD).   |

MULTIPLE & ACROSS- THE-BOARD SHOWS OCTOBER 21 - OCTOBER 25

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|                                    |             |  |
|------------------------------------|-------------|--|
| JIMMY DEAN SHOW                    | CBS 7am     | Dolores Hawkins(S), will be a guest for the entire week.   |
| TODAY<br>(Dave Garroway)           | NBC 7am     | 10/21 - Richard Widmark(A); 10/22 - Rod Steiger (A); 10/23 - Ernie Kovacs(C).  |
| GARRY MOORE SHOW                   | CBS 10am    | 10/25 - Earl Hall(C), Martha Davis & Spouse(S-M).  |
| ARLENE FRANCIS SHOW                | NBC 10am    | 10/21 - Dody Goodman(C); 10/22 - Jerome Robbins (choreog); 10/23 - Lola Fisher(S); 10/24 - Eleanor Roosevelt, Myrna Loy(A); 10/25 - Lew Anderson(A), Peter Ustinov(A).   |
| HOWARD MILLER SHOW                 | NBC 1:30pm  | 10/21 - Martha Carson(S); 10/22 - Carmel Quinn (S); 10/24 - Nick Noble(S); 10/25 - Jane Morgan (S).  |
| AMERICAN BANDSTAND<br>(Dick Clark) | ABC 3pm     | 10/21 - The Five Satins(S), The Rover Boys(S); 10/22 - Robin Hood(S), Romaine Brown(S); 10/23 - Georgia Gibbs(S), Mary Small(S), Carl Perkins(S); 10/24 - Cathy Barr(S), Vernon Taylor(S); 10/25 - Hugh O'Brian(A), Roy Hamilton(S).   |
| NBC MATINEE THEATRE                | NBC 3pm     | 10/21 - <u>Sing For Me</u> ; (O) Jack Paritz; 10/22 - <u>Run For The Money</u> ; (O) Frank D. Gilroy; 10/23 - <u>Lest We Forget</u> ; (O) Frank F. Bukvic; (A) Will Schneider & Herman Goldberg; 10/24 - <u>The Glass Hill</u> ; (O) Kenneth Evans; (A) Sheldon Stark; 10/25- <u>Out Of The Frying Pan</u> ; (O) Francis Swann; (A) Frank Price. |
| MODERN ROMANCES<br>(Martha Scott)  | NBC 4:45pm  | <u>Mrs. Rocky King</u> ; (O) Bob Cochran; with Lew Parker, Betty Kean, Margaret Hamilton, Jayne Heller, Army Freeman, John Kellogg.  |
| TONIGHT<br>(Jack Paar)             | NBC 11:15pm | Jonathan Winters(C), will be a guest for the entire week; 10/21 - Tedi King(S), Trish Dwelley(S), Arte Johnson(C); 10/22 - Dorothy Olsen(S), Genevieve (S); 10/23 - Tedi King(S), Trish Dwelley(S), Lou Carter(S); 10/24 - Dorothy Olsen(S), Genevieve(S); 10/25 - Tedi King(S), Trish Dwelley(S), Paul Lynde (C).                               |

SATURDAY OCTOBER 26

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|   |            |  |
|---|------------|--|
| JIMMY DEAN SHOW                                 | CBS 12N    | Dolores Hawkins(S).  |
| TRUE STORY<br>(Kathi Norris)                    | NBC 12N    | <u>According To Plan</u> ; (O) Joan Cunningham; with Phyllis Hill, Al Markim, Dean Mowry, Lauren Gilbert.  |
| <u>Perry Mason</u><br>(Raymond Burr)            | CBS 7:30pm | <u>The Case Of The Silent Partner</u> ; (O) Don Sanford; with regulars & Anne Barton, Mark Roberts, Peggy Maley, Michael Emmet, Dan Seymour, Dan Sheridan; Dir - Christian Nyby. |
| COUNTRY MUSIC JUBILEE                           | ABC 8pm    | Johnny Cash(S).  |
| PERRY COMO SHOW                                 | NBC 8pm    | Dale Evans(A-S), Roy Rogers(A-S-M), Edith Adams (S-C), Ernie Kovacs(C).  |
| CLUB OASIS                                      | NBC 9pm    | Jimmy Durante(C), Jeannie Carson(S).   |
| GISELE MacKENZIE SHOW                           | NBC 9:30pm | no information available at press time.  |
| <u>Have Gun, Will Travel</u><br>(Richard Boone) | CBS 9:30pm | with regulars & June Vincent, Michael Pate; (SW&SD).   |
| <u>Gunsmoke</u><br>(James Arness)               | CBS 10pm   | with regulars & Casey Adams, Fay Spain, Kelly Thordsen, Robert Cornthwaite, Dan Sheridan; (SW&SD).   |

SUNDAY OCTOBER 27

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|   |            |   |
|---|------------|---|
| <u>Lassie</u><br>(Tommy Rettig)           | CBS 7am    | <u>The Elephant</u> ; with regulars & House Peters, Jr.; (SW&SD).   |
| <u>Bachelor Father</u><br>(John Forsythe) | CBS 7:30pm | <u>Date With Kelly</u> ; with regulars & Shawn Smith, Jay Lawrence, Albert Terr, Paul Serra; (SW&SD).   |
| ED SULLIVAN SHOW                          | CBS 8pm    | Frank Fay(C), Jimmie Rodgers(S), Jane Morgan(S), Gene Austin(S), Benny Fields(S), Blossom Seeley (S), Frances Farmer(A), W.C. Handy(M), Connie Towers(S), T.C. Jones(impersonator), Don Rondo(S), Dario Cassini(S), Andy Quinn(S).          |
| STEVE ALLEN SHOW                          | NBC 8pm    | William Bendix(C), Jerry Vale(S), Janice Harper(S), Shelley Berman(C).  |
| <u>General Electric Theater</u>           | CBS 9pm    | <u>Mister Kensington's Finest Hour</u> ; (O) Lee McGiffin; (A) Halsey Malone; with Charles Laughton, Richard Eyer, Phyllis Avery, Juney Ellis; Dir - James Neilson.   |
| <u>Alfred Hitchcock Presents</u>          | CBS 9:30pm | <u>Heart Of Gold</u> ; (O) Henry Slesar; (A) James P. Cavanagh; with Darryl Hickman, Mildred Dunnock; Dir - Robert Stevens.   |
| <u>Loretta Young Show</u>                 | NBC 10pm   | <u>The Defense</u> ; (O) Lowell S. Hawley; with Mark Stevens, Addison Richards, Ross Elliott, Elizabeth Harrower, Helen Kleebe, Peter Brocco, George Eldredge, Henry Hunter, Robert Malcolm, Hope Landin, Rudy Germain; Dir - Mark Stevens. |

# ROSS REPORTS — TELEVISION INDEX

OCTOBER 23, 1957

VOLUME 9 NUMBER 43 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

Tallulah Bankhead is just a Johnny-come-lately to this business of an actress' love for baseball. The Texaco Command Appearance on Nov 23, Saturday, 10-11pm NYT, for Ethel Barrymore will include in the cast Fred Haney, manager of the Milwaukee Braves; Casey Stengel, manager of the New York Yankees, and Leo Durocher, now in the NBC executive lineup. They will provide the highlights in presenting Miss Barrymore's interest in baseball during her theatrical career, which now spans 58 years. ....Guy Lombardo will provide the next three New Year's Eve shows for WCBS-TV(NY) under a new contract for the station. Programs will originate from the Roosevelt Hotel Grill in New York.....Burgess Meredith will direct his first TV show, for Playhouse 90, the Nov 14 presentation of "The Jet-Propelled Couch." The program will co-star Donald O'Connor and David Wayne, with O'Connor also making a departure from his more normal TV routine in essaying a straight dramatic role as a psychoanalyst. (Interestingly enough, in giving the rundown on Meredith's recent activities, CBS completely ignores the fact that he's now starring in the new syndicated filmed series, The Big Story.)

NBC President Bob Sarnoff's most recent letter to the radio-TV editors of the country, dated last Friday, took up the question of whether or not this is a "dud" TV season, as claimed by some TV critics and trade papers. He didn't take the critics to task, because they "represent personal expressions of opinion," but he did say he was disturbed by the fact that the critical position is being uncritically accepted by various observers of the TV scene. Among the specious positions he disputed is the supposed fact that the present season's fare is driving viewing audiences away from their TV sets to look for other means of entertainment. Various surveys have proved that the TV viewing audience keeps growing each year. Critics, of course, have noticed this and several have written that it is this fact that seems to have encouraged program producers to try to get away with murder -- the most eminent form of murder served up in a palatable form being Westerns. Mr. Sarnoff did mention that he was most disturbed because pay-TV proponents, or free TV opponents, have used the "dud" theme to promote their own interests. Mr. Sarnoff will also go after the pay-TV people in a speech today (23) in Pittsburgh, at a celebration at WIIC, new NBC-TV affiliate in that city. One interesting sidelight was mentioned in the Sarnoff letter. In mentioning some of the fine TV shows he has watched recently, he wrote, "in the evening, I went back and forth between Crosby & Sinatra singing and Steve Allen swimming in Hawaiian waters." Well, it was sponsored by a division of Ford Motor Co., also an NBC sponsor.....Adding a point on TV audiences of 1957: there are millions of people who are enthralled by the basic story lines common to most Westerns, even though they know that the end of the story is fairly obvious. Violent action always draws a crowd and most Westerns include the element of morbidity -- the sight of a man or men being killed or destroying himself -- which enhances the action. If greed is an element in quiz shows, vicarious thrills aid action dramas.

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(MORE)

NBC wasn't the only network with red faces when some of the early enthusiasm for "Cinderella" singer Trish Dwelley was dissipated by the fact that she has been on TV, as part of a vocal group. CBS went wholeheartedly for the success story in hailing the young singer's appearance on The Big Record, set for tonight (23). Jack Paar, without going into details, introduced her on one of his shows last week as having garnered amazing acclaim for "her first solo appearance on a network television program," not exactly akin to other notable TV firsts. TV has to acquire some of the patience of newspaper editors who have learned to lean into press hoaxes, figuring that they make good stories while they last, even if there is some early embarrassment.....Herbert Brodtkin and Gordon Duff will be joined by Norman Felton as a third producer when Studio One goes Hollywood, for the new version of the live dramatic program around the first of the year. The production situation around Television City will have some interesting cross-currents, in view of the fact that CBS and Martin Manulis are negotiating a new pact for the future, with Manulis reportedly wanting to do some feature film production.

The Thin Man is joining the growing list of filmed series going in for a production hypo. Vic Damone will appear in a special episode of the series, which will include a song and a special plot to bring him into the story logically. Although the producers say that "added attractions" will not be a regular thing in future production, Damone is noted as "the first guest star" for the Peter Lawford-Phyllis Kirk starrer.....George Gobel announced last night on The George Gobel Show Starring George Gobel With Eddie Fisher (that's NBC's latest title in a series that started as The Show of George Gobel, with a similar counterpart for the alternating The Eddie Fisher Show Starring....., but meanwhile, back at the office) the winner of the contest on the topic, "Why I Would Like to Win George Gobel for My Home Town", is a Cincinnati resident, and George will be anything but lonesome on Nov 21 when he becomes the property of the city, winding up that day with a variety show which will also star Vaughn Monroe.....The latest sport in Hollywood involves trade columnists who publish the "advance numbers" for nervous TV producers. The writers get telephoned reports from New York and Chicago on the latest ratings on shows, to beat the mails in delivering the ratings bulletins. The Hollywood view has become so important that Steve Allen wrote a letter to at least one Hollywood trade columnist, explaining the different audience makeup for his program and the competing Ed Sullivan Show and Maverick. His point was that ratings shifts will be seemingly against him because Maverick will tend to cut into his viewing audience more than it will Sullivan's. Allen's main thesis was that his audience is primarily youthful, while Sullivan's includes more older people.

Aside from some of the depressing aspects of Mike Todd's "Around the World in 90 Minutes," on CBS, no one noted that over a 100 actors picked up extras' pay for their stints on the program -- or did anyone suppose that those were all amateur groups on the running track at the Garden oval that night? Todd also had to become a signatory of the AFTRA code and post a bond for the program.

§ § §