

ROSS REPORTS — TELEVISION INDEX

MARCH 18-24, 1957

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VOLUME 9

NUMBER 12

PROGRAMS · ADVERTISERS · TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (March 18)

NBC- 8:30-9pm EST; DEBUT - Tales of Wells Fargo - FILM from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Alternate Week Sponsors- 1) The American Tobacco Co (Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- William Spire; Asst Acct Exec- Brooks Elms. 2) General Foods Corp (Jell-O puddings, pie fillings; Sanka) thru Young & Rubicam, Inc(NY); Acct Execs- Owen J. Burns(Jell-O), John McNeill(Sanka). § Pkgr & Film Prod- Overland Productions, Inc., at Republic Studios, Studio City, Calif.; Prod- Nat Holt; Dirs- Various; Chief Writer & Story Consultant- Frank Gruber. § Dale Robertson stars in this Western adventure series as Jim Hardie, Wells Fargo agent. Each episode is based on a different incident in the history of the express company, when it advanced with the pioneers in opening the West, 1852 to 1918. The series replaces Stanley (last show March 11) in the time spot.

Wednesday (March 20)

CBS- 9-10pm EST; SPECIAL - Hemo the Magnificent - FILM (COLOR) from WCBS-TV(NY), 180 stations net, approx 20 delayed. § Sponsor- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila); Acct Exec- Vance Babb. § Pkgr- American Telephone & Telegraph Co; Prod & Dir- Frank Capra; Animation- Shamus Culhane Productions, Inc; Writer- Frank Capra, with the technical assistance of a scientific advisory board. § Story-line documentary using actors, animated cartoons and microphotography to present a fully-detailed story of blood, its circulation and the heart-pump. Richard Carlson plays "The Fiction Writer," with Dr. Frank Baxter as "Dr. Research," in this second program of AT&T-Bell System's Science Series. The first was Cur Mr. Sun, presented Nov 19, 1956. Hemo the Magnificent pre-empts The Millionaire, 9-9:30pm, and I've Got a Secret, 9:30-10pm, one time only.

Saturday (March 23)

CBS- 10:30-11pm EST; RETURN - Two for the Money - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- Goodson-Todman Productions(NY); Exec Prod- Gil Fates; Prod & Dir- Ira Skutch; Writers- Norman Barasch, Carroll Moore, Art Baer; Music Dir- Milton DeLugg. § Humorist Sam Levinson is host of the audience participation quiz show, with Dr. Mason Gross, Provost and Professor of Philosophy at Rutgers University, judging the correctness of contestants' answers. The program originally debuted over NBC on Sept 30, 1952, and moved to CBS on August 15, 1953, where it had been seen Saturdays, 9-9:30pm NYT, thru Sept 22, 1956. Herb Shriner was the original m.c.host, with other humorists replacing him each summer. Levinson was the summer sub during 1955 and again in 1956, holding the post last season until the program went off. In its return the program replaces You're On Your Own (last show March 16).

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THIS WEEK(More)

THIS WEEK(Cont'd)

Sunday(March 24)

CBC- 5-5:30pm EST; SPECIAL - The Black Star Rises - FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr & Prod- CBS News(NY); Editors- Leslie Midgley, Ed Hoyt; Dir- Vern Diamond; Camera- Cyril Bliss; Sound- Frank Binney. § Howard K. Smith, CBS News Chief European Correspondent, gives a live eye-witness account of the tour of Vice President Richard Nixon's visit to the new nation of Ghana and six other African countries, with the film showing what each of the countries is like, tied in with the visit of the Vice President to each. The program pre-empts Mama, this date only.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Big Payoff (Mon thru Fri, 3-3:30pm EST) Delete Betty Ann Grove as a regular, effective March 11.

NBC- Masquerade Party (Wed, 8-8:30pm EST) Add Eddie Bracken as m.c., with panelists Betsy Palmer, Ilka Chase, Bobby Sherwood and Johnny Johnston. (See page 16).

Tonight! (Mon thru Fri, 11:30pm-1am EST) Add Judy Johnson as permanent hostess in New York, effective March 11.

The Gumby Show; DEBUT March 16; Saturdays, 10:30-11am EST; LIVE & FILM from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Sweets Co of America, Inc., direct. § Pkgr- NEC-TV(NY); Prod- Roger Muir; Dir- Bob Hultgren; Creator- Art Clokey. § "Gumby", a wedge-shaped character made of modeling clay, is a three-dimensional character created with stop motion animation. Each weekly program includes a Gumby adventure, an animated cartoon and a live segment. The latter revolves around activities in the Fun Shop, operated by a Scotsman named Scotty McKey, played by Bobby Nicholson, who is also featured on the Howdy Doody Show, the same program that first introduced "Gumby." The program replaces I Married Joan (last show March 9).

Club 60 (Mon thru Fri, 1:30-2:30pm EST) Add Dennis James as regular m.c. until mid-May, effective March 18. He had been guest m.c. since March 4. Program is now seen over 50 NBC stations. Also add Art Van Damme Quintet as regulars. (See pages 12, 14).

The Steve Allen Show (Sun, 8-9pm EST) Program will originate from Hollywood, March 24 and 31, then return to NY origination.

Watch Mr. Wizard; new time effective March 16, Saturdays, 11:30am-12noon EST; formerly seen 12:30-1pm. Program will be in the spot for two weeks, with permanent time to be assigned. (Change of information previously noted on page 16).

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCA-TV(Ch 4)- Shariland; DEBUT March 16; Sat, 8-9am EST. Sustaining. Pkgr- WRCA-TV; Prod- John Fenzler; Dir- Hugh McPhillips; Writer, Music & Lyrics- Ian O'Kun. Ventriloquist Shari Lewis presents music, stories and magic tricks for children, 3-15, taking viewers thru "Shariland".

WTMJ-TV(Ch 4)- How Children Learn; DEBUT March 9; Sat, 1:30-2pm CST, for 6 weeks. Milwaukee Pkgr & Prod- WTMJ-TV with the University of Wisconsin in Milwaukee; Coord- Lucille Gleisner(UoW campus school). Educational series with University of Wisconsin professors and personnel discussing "How Children Learn ...through play...to communicate...from science...from social studies...through creative activities.

TALENT SHOWSHEET MARCH 15 - MARCH 24

Most of the shows on March, 15,16, 17, 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 22. 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.

SATURDAY MARCH 16

PERRY COMO SHOW NBC 8pm ADD: Esther Williams(A), Edye Gorme(S), Georgie Kaye(C).

SUNDAY MARCH 17

LAMP UNTO MY FEET CBS 10am ADD CAST: In The Dust Of Hope; David Opatoshu, Bennye Gatt-
(Dr. Lyman Bryson) eys, Greg Roman, Bert Cowlan, Michael Kane.

CAMERA THREE CBS 11:30am Scenes from Macbeth; (O) William Shakespeare; with John Call-
icos, Colleen Dewhurst

ED SULLIVAN SHOW CBS 8pm ADD: Bill And Cora Baird Puppets.

OMNIBUS ABC 9pm ADD CAST: The Story of Amelia Earhart; with Burgess Meredith,
(Alistair Cooke) Robert Pastene, Frank Daly, Richard Carlyle, Michael Higgins,
Elaine Ellis, Leslie Barrette, Ruth White; Dir - Charles
Dubin

General Electric CBS 9pm The Victorian Chaise Lounge; (O) Marghanita Laski; (A) James
Theatre P. Cavanaugh; with Joan Fontaine, Mark Dans, Sidney Smith,
Marion Seides, Mollie Blessing, Nelson Welch, Philip Tonge,
Bruce Lester; Dir - Herschel Daugherty.

MONDAY MARCH 18

Wire Service ABC 7:30pm No Peace at Lo Dao; (O) Lowell Barrington; (A) Elliot West,
(Mercedes McCambridge) Lowell Barrington; with Miss McCambridge, Keye Luke, Vladimar
Sokoloff, Robert Kino, Morris Ankrum; Dir - Reginald LaBorg

Burns & Allen CBS 8pm with regulars & Mary Livingstone, Howard McNear; (SW&SD).

VOICE OF FIRESTONE ABC 8:30pm Jerome Hines

Talent Scouts CBS 8:30pm Video-Taped: Shelly Gray(S), Douglas Williams(M), Denise
Wray(S).

Tales of Wells NBC 8:30pm PREMIERE: The Thin Rope; (O) N.B. Stone; with Mr. Robertson,
Fargo (Dale Robertson) Chuck Connors, George Wallace, Robert Burton, Kit Carson,
Russ Thorsen, Jacqueline Holt; Dir - Les Martinson; Producer
of series is Nat Holt.

TOP TUNES & ABC 9:30pm Peter Fountain(M), Ralph Sanford(S).
NEW TALENT(Lawrence Welk)

December Bride CBS 9:30pm Kissing Booth; with regulars & Elvia Allman, Robert Fortier,
(Spring Byington) Frank Jenks; (SW&SD).

ROBERT MONTGOMERY NBC 9:30pm His Name Was Death; (O) Frederic Brown; (A) Frank Telford;
PRESENTS with Henry Jones, Arch Johnson, Dolores Sutton, Heywood Broun,
Jr., Sandy Kenyon, Elspeth Eric, Phyllis Newman, Treva Fra-
zee; Dir - Frank Telford.

STUDIO ONE CBS 10pm Walk Down The Hill; (O) Ernest Kinoy; with William Smithers,
Davis Lewis, Don Gordon, Lonnie Chapman, Frank Sutton, Ivan
Dixon, Ciu Gulager, Stefan Gierasch, John Fiedler, Fred Rolf,
Lew Gallo; Dir - Norman Felton.

MONDAY MARCH 18(Cont'd)
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Douglas Fairbanks Presents WRCA 10:30pm Fast Buck; with John McCallum, Lois Maxwell; no other info available at press time.

TUESDAY MARCH 19
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Conflict ABC 7:30pm The People Against McQuade; with Tab Hunter, Dani Crayne, James Garner, Raymond Bailey, Chet Stratton, Robert Hoyer, Mildred von Hollen, Dick Ryan, Lawrence Green, Joanna Hayes; Dir - Roy Del Ruth.

JONATHAN WINTERS SHOW NBC 7:30pm Dorothy Collins(S).

Phil Silvers Show CBS 8pm Bilko's Black Magic; with regulars & Gerald Hiken; (SW&SD).

Wyatt Earp (Hugh O'Brian) ABC 8:30pm The Vultures; with regulars & Mort Mills, Lane Bradford, Gordon Clark, Claudia Bryar; (SW&SD).

Panic! NBC 8:30pm The Boy; with Billy Chapin, Ross Elliott, Jack Lambert, Michael Granger, Paula Winslowe, Michael Taylor.

Broken Arrow ABC 9pm Johnny Flagstaff; with regulars & James Craig, Louis Martin, Louise Collier, Jimmy Baird; (SW&SD).

Jane Wyman Show NBC 9pm The Wildcatter; with Virginia Grey, Claude Akins; no other info available at press time.

DuPont Theatre ABC 9:30pm Dan Marshall's Brat; (O) Michael Fessier; with Patty McCormack, Russ Johnson, Barbara Eiler, Paul Fix, Francis MacDonald; Dir - Reginald Le Borg.

RED SKELTON SHOW CBS 9:30pm Virginia Grey(A).

ARMSTRONG CIRCLE THEATRE NBC 9:30pm Four Homes For Danny; (O) Phil Reisman, Jr.; with Raymond Duke, Joe Maross, Peggy McKay, Richard Kendrick, Bethel Leslie.

IT'S POLKA TIME ABC 10pm Tatra Mountaineer Folk Dancers

WEDNESDAY MARCH 20
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THE TERESA BREWER SHOW CBS 6pm George DeWitt(C), Joan Holloway(D), Terry Gilkyson and The Easy Riders(S).

Navy Log ABC 6:30pm After You, Ludwig; with Bart Burns, King Donovan, Werner Klemperer, Ivan Triesault.

Father Knows Best (Robert Young) NBC 8:30pm Safety First; with regulars & Ethel May Halls, Jimmy Bates, Dee Pollock; (SW&SD).

KRAFT THEATRE NBC 9pm Night Of The Plague; (O) Lester Powell; with Edward Mulhare, Barry Jones, Maggie Smith, Geoffrey Lumb, Milton Selzer, Alfred Shirley, Andine Forrest; Dir - Fred Carney.

Ford Theatre ABC 9:30pm The Man Across The Hall; (O) Jonathan Kohn & Bernard Drew; with Robert Sterling, Vera Ellen, Marga Ann Deighton, Eddie Ryder, Marjorie Bennett; Dir - James Neilson.

20th Century-Fox Hour CBS 10pm The Man Who Couldn't Wait; (O) Leo Lieberman; with Charles Bickford, Jay C. Flippen, Arthur Franz, Josephine Hutchinson, Whit Bissell, Willis Bouchey, Vivi Janiss, Henry Slate, Sydney Smith, John Eldredge, Barbara Woodell, Robert Osterloh, Harry Harvey, Sr., Herb Vigran, Thomas B. Henry, George E. Stone, Barney Phillips, John Doucette, David Bond; Dir - Lewis Allen.

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THURSDAY MARCH 21
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Sgt. Preston CBS 7:30pm with regulars & Dick Wilson, Gene Roth, Ralph Neff, Ed Deering, Harry Tyler; (SW&SD).  
 (Richard Simmons)

CIRCUS TIME ABC 8pm The Florida Trio(acro), Betty Ann Groves(S), Nita & Pepi(balancing), Duke Art(C).

Bob Cummings Show CBS 8pm Bob Meets The Mortons; with regulars & George Burns & Gracie Allen, Bea Benaderet, Larry Keating.

CLIMAX! CBS 8:30pm Let It Be Me; (O) Eileen & Robert Mason Pollock; with Eddie Albert, Steve Forrest, Maureen O'Sullivan, Charles Ruggles, Jill Corey, Johnny Desmond; Dir - Jack Smight.  
 (Bill Lundigan)

The People's Choice NBC 9pm with regulars & Strother Martin, Lisa Davis, Gloria Pall; (SW&SD).  
 (Jackie Cooper)

PLAYHOUSE 90 CBS 9:30pm The Hostess With The Mostes!; (O) Speed Lamkin & Hagar Wilde; with Shirley Booth, Jackie Coogan, Evelyn Rudie, Shepperd Strudwick, Frank Milan, Hedda Hopper, Ferle Mesta; Dir - Paul Nickell.

THE FORD SHOW NBC 9:30pm Steve Allen(C).

LUX VIDEO THEATRE NBC 10pm The Great Lie; (O) Polan Banks; (A) Sanford Barnett; with Jan Sterling, Catherine McLeod, Charles McGraw, Eleanor Audley, Joseph Hamilton, Robert Quarry, Isabelle Cooley; Dir - James Yarbrough.  
 (Gordon MacRae)

FRIDAY MARCH 22  
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Adventures of Rin-Tin-Tin(Lee Aker) ABC 7:30pm Boone's Commission; (SW) Jennings Cobb; with regulars & John Mitchum; (SD) Lew Landers.

Adventures of Jim Bowie(Scott Forbes) ABC 8pm Thieves Market; with regulars & Pam Baird, Kem Dibbs, Kay Kuter, Chester Jones; (SW&SD).

Crossroads ABC 8:30pm The Last Strand; with Conrad Nagel, Mala Powers, William Hughes, Harry Antrim, Lester Matthews, Oliver McGowan, Betty Farrington, Charlotte Fletcher, Joe Jefferson, Kay Kuter, Whit Bissell.

Dick Powell's Zane Grey Theatre CBS 8:30pm A Fugitive; (O) Frederic Louis Fox, Aaron Spelling; with Eddie Albert, Celeste Holm, Peter Botrian, Richard Shannon, Denver Pyle; Dir - John English.

Life Of Riley NBC 8:30pm with regulars & Jack Albertson, Arthur Q. Bryan, Bobby Santon; (SW&SD).

Mr. Adams & Eve CBS 9pm Academy Award; with regulars & Sheila Graham; (SW&SD).
 (Ida Lupino, Howard Duff)

CHEVY SHOW NBC 9pm Dinah Shore, Pat Boone(S), Shirley MacLaine(D), Dan Dailey. (O) Bob Wells, Johnny Bradford; Dir - Bob Banner.

Schlitz Playhouse CBS 9:30pm For Better, For Worse; (O) Dwight Taylor; with Bette Davis, John Williams, Ray Stricklyn, Simon Scott, Charlie Cantor, Oliver McGowan, Katherine Warren, Nancy Kilgas, Irene Tredrow; Dir - John Brahm.

RAY ANTHONY SHOW ABC 10pm Connie Haines(S).

The Lineup CBS 10pm The Cherokee Rose Case; with regulars & Chris O'Brien, Gage Clark, Trudy Wroe, Roger Barrett; (SW&SD).
 (Warner Anderson)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 18 - MARCH 22
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GOOD MORNING CBS 7am 3/18 - Lou Monte(S); 3/19 - Frank Fontaine(C); 3/20 - Bobby Scott(S-M), Frank Fontaine; 3/21 - Frank Fontaine; 3/22 - Earl Wrightson(S).  
 (Will Roger, Jr.)

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

GARRY MOORE SHOW CBS 10am 3/18 - Martha Davis & Spouse(M); 3/22 - James Reneaux(magic), Milt Kamens(C).

CLUB 60 NBC 1:30pm Dennis James is MC until May 17 - 3/18 - Mack Murray(mental-1st); 3/19 - Lurlene Hunter(S); 3/20 - Ann Hathaway(S); 3/21 - The Step Brothers(D); 3/22 - Roger Williams(M).

NBC MATINEE THEATRE NBC 3pm 3/18 - The Peaceable Kingdom; (O) Arthur Arent; 3/19 - The 19th Hole; (O) Frank Craven; (A) Warner Law; 3/20 - Weddings In The Family; (O) Dale Fife; (A) Betty Uilius; 3/21 - Mr. Krane; re-run; 3/22 - The Last Leaf; (O) Ross Claiborne, Frances Banks; re-run.

MODERN ROMANCES NBC 4:45pm Betty Furness is hostess in place of Martha Scott; Realization; (O) Jesse Sandler; with James Bonnett, Mary Jackson, Grant Sullivan, Kathleen Murray, Mary Fickett.

TONIGHT! (Jack Lescoulie) NBC 11:15pm 3/18 - Jimmy Durante, Charles Van Doren; 3/22 - Jane Russell.

SATURDAY MARCH 23

TRUE STORY (Kathi Norris) NBC 12N Wait For Me; (O) Ben Radin; with Phyllis Hill, William Prince, Earl Hammond, Sam Gray, Heywood Hale Broun; Dir - Sterling Reynolds.

JACKIE GLEASON SHOW CBS 8pm (Jackie gleason is on vacation); Kathryn Grayson, Sarah Vaughn, Count Basie & Orch., Joe Williams(S), Dick Haymes(S), Leo DeLyon(C), The Jaye Sisters(S).

PERRY COMO SHOW NBC 8pm Lana Turner

OZARK JUBILEE ABC 10pm Janis Martin(S), Sanford Clark(S).

SUNDAY MARCH 24

RAY BOLGERS' WASHINGTON SQUARE NBC 4pm with regulars & Patti Page, Gertrude Berg, Jim Backus.

77th Bengal Lancers NBC 7pm Ten Thousand Rupees; with regulars; (SW&SD).

Jack Benny Show CBS 7:30pm FILM: Jack Benny & Mary Livingstone in Paris; with Maurice Chevalier.

ED SULLIVAN SHOW CBS 8pm Julie London(S), Ella Fitzgerald(S), Oscar Hammerstein, Dick Rodgers, Guilietta Masina(panto); ON FILM: Sophia Loren, Alan Ladd, Clifton Webb.

STEVE ALLEN SHOW NBC 8pm Greer Garson, Groucho Marx, Dean Jones, Janik & Arnaut(S), The Lancers(S-D).

General Electric Theatre CBS 9pm Too Good With A Gun;(O) Lewis B. Patten; (A) John Dunkel; with Robert Cummings, Dayton Lummis, Michael Landon, Edith Evanson, Frank Ferguson, Jack Lambert, Ed Hinton; Dir - Herschel Daugherty.

GOODYEAR PLAYHOUSE NBC 9pm First Love; (O) Ivan Turgenev; (A) Hedda Rosten; with Claire Bloom, James Daly, Joel Crothers, Lily Darvas, Scott Merrill, Barbara Robbins; Dir - Alex Segal.

Loretta Young Show NBC 10pm Emergency; (O) Pamela Hennell; (O) Pauline Stone; with John Ericson, Anna Maria Alberghetti, Tris Coffin, Norma Varden, Percy Helton, Frances Mercer, Emerson Traacy; Dir - John Newland.