

# ROSS REPORTS — TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (April 22)

NBC- 2-2:30pm EST; SPECIAL - Address by Secretary of State Dulles - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC Public Affairs(NY); Prod- Doris Corwith; Dir- Max Miller. § A foreign policy address by Secretary of State John Foster Dulles at the annual luncheon meeting of the Associated Press, at the Waldorf-Astoria Hotel in New York. The program preempts the 2-2:30pm portion of Club 60 this day only.

#### Sunday (April 28) - DAYLIGHT SAVING TIME BEGINS

ABC- 9-10pm EDT; SPECIAL - The Kate Smith Hour - LIVE from WABC-TV(NY), 105 stations live and kine. § Sponsor- Youngstown Kitchens Division, American Radiator & Standard Sanitary Corp thru Grey Advertising Agency, Inc(NY); Acct Exec- John Rigor; Comm Anncr- Kate Smith (live), also film commls. § Pkgr- Ted Collins(NY); Prod- Ted Collins; Dir- Greg Garrison; Writer- Gordon Auchincloss; Prog Anncr- Andre Baruch; Music Dir- Jack Miller. § Special one-hour variety show which will mark Miss Smith's 25th anniversary as an entertainer (and also launch a new Youngstown Kitchens line), with Miss Smith as m.c. and star of the show. (See page D for cast credits). The program preempts Ted Mack and the Original Amateur Hour, this day only.

ABC- 10-10:30pm EDT; DEBUT - The Mike Wallace Interview - LIVE from WABC-TV(NY), approx 50 stations live and kine. § Sponsor- Philip Morris, Inc (Philip Morris Cigarettes) thru N. W. Ayer & Son, Inc(NY); Acct Exec- George Reese. § Pkgr- Newsmaker Productions, Inc(NY); Prod- Ted Yates, Jr.; Dir- Jack Sameth; Researcher- Al Ramrus; Prog Anncr- Mike Wallace. § Candid, unrehearsed interviews, with Mike Wallace questioning interesting personalities. The program succeeds All About Music (last show April 21), three-program series (see page 23)

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Open Hearing; RETURN April 21; Sun, 5:30-6pm EST; LIVE from WABC-TV(NY) & WMAL-TV(Wash), to the net. § Sustaining. § Pkgr- ABC News(Wash); Superv by- John Secondari. § News and interviews concerning the week's top news story, with John Secondari as moderator for ABC Washington commentators. The program had previously been seen Sundays, 8:30-9pm EST and left the air temporarily after its March 31 program.

NBC- The 77th Bengal Lancers (Sun, 7-7:30pm EST) Re-runs of films begin April 21.

TALENT SHOWSHEET APRIL 19 - APRIL 28  
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Most of the shows on April 19, 20, 21, 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, April 26. 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 APRIL 20  
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JACKIE GLEASON CBS 8pm Jaye P. Morgan(S).  
 SHOW

SUNDAY APRIL 21  
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LAMP UNTO MY FEET CBS 10am Light From Light; (O) Nicholas Andromedas; with William Shatner, Betty Miller, Mark Lenard, John Ragin, Jane Dudley(D), Mary Anthony(D); Dir - Roger Englander.

LOOK UP & LIVE CBS 10:30am The Easter Vigil; (O) Gene Hurley; Ancient religious ceremony at the Maryknoll Seminary in Ossinig, N.Y.; Dir - Marvin Silbersher.

Circus Boy NBC 7:30pm The Cub Reporter; with regulars & Noreen Corcoran, Brad Johnson, James Seay, Kirby Smith, Elaine Haslett; (SW&SD).

ED SULLIVAN SHOW CBS 8pm ADD: Donald O'Connor(D), Buster Keaton(C).

STEVE ALLEN SHOW NBC 8pm ADD: Mickey Rooney(A), Eleanor Steber(S), Betty Walker (monologist).

ALL ABOUT MUSIC ABC 10pm The Evolution of Jazz And The Blues; with Lawrence Winters (S), Leontyne Watts(S), Nelle Fisher & Dancers, Paul White-man(M), Bobby Hackett(M), Billy Butterfield(M), "Peanuts" Hucko(M), Vernon Brown(M).

Loretta Young Show NBC 10pm The Legacy; (O) Pauline Stone; with Miss Young, John Newland, Tita Purdom, Walter Kingsford, Mary C. Ker, George Eldredge; Dir - John Newland.

MONDAY APRIL 22  
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Wire Service ABC 7:30pm The Oil Man; (O) David Chandler & Lowell Barrington; (A) Lowell Barrington; with Mr. Brent, Harry Carey, Jr., Emlen Davies, Harry Shannon, Joe di Reda; Dir - Tom Gries.

Adventures of Robin Hood(Richard Greene) CBS 7:30pm Food For Thought; with regulars & Charles Lloyd Pack, John Sharplin; (SW&SD).

Tales of Wells Fargo(Dale Robertson) NBC 8:30pm A Time To Kill; with Mr. Robertson; (SW&SD). No other information available at press time.

VOICE OF FIRESTONE ABC 8:30pm Patrice Munsel(S).

TALENT SCOUTS CBS 8:30pm Walter Bamberg(S), Nancy Adams(S), Alan Marlo(M).

I Love Lucy CBS 9pm with regulars & Barbara Eden; (SW&SD).

TOP TUNES & NEW TALENT(Lawrence Welk) ABC 9:30pm Pete Fountain(M), Mary Ann Ritzke(M), Andre Philippe(S), Ginger Hulet & Dean Anderson(M).

December Bride CBS 9:30pm Song Plugging; with regulars & Sandor Szabo, Sandra Gould, Sid Melton, Fuzzy Knight, Dave Sharp, Dick Crockett, Bob Hoy; (SW&SD).

ROBERT MONTGOMERY PRESENTS NBC 9:30pm The Trial of Pontius Pilate; (O) Robert E. Sherwood; with Bruce Gordon, Maria Palmer, Max Adrian, House Jameson, Richard Waring, John Kellogg, Richard Nicholls, Astrid Wilsrud; Dir - John Newland.

MONDAY APRIL 22 (Cont'd)

STUDIO ONE CBS 10pm Traveling Lady; (O&A) Horton Foote; with Kim Stanley, Mildred Dunnock, Steven Hill, Robert Loggia, Doreen Lang, Fred Stewart, Wendy Hillier, Ann Hennessey, Kay McDonald; Dir - Robert Mulligan.

TUESDAY APRIL 23

Cheyenne ABC 7:30pm Decision at Gunsight; (O) Burt Arthur; (A) Berne Biler; with John Carradine, Marie Windsor, Patrick McVey, Mickey Simpson, Mike Lane; Dir - Franklin Adreon.

JONATHAN WINTERS SHOW NBC 7:30pm Carol Burnett(A-S).

ARTHUR MURRAY PARTY NBC 8pm Jack E. Leonard(C), Larry Storch(C), Phil Foster(C), Billy De Wolfe(C), Jacques D'Amboise(D), Allegre Kent(D).

Wyatt Earp (Hugh O'Brian) ABC 8:30pm Wyatt Meets Doc Holliday; with regulars & Carol Stone, Frank Richards, Mike Roarke, Don Diamond; (SW&SD).

Private Secretary (Ann Sothern) CBS 8:30pm The Sow's Ear; with regulars & Jesse White, Barbara Morrison, Vito Scotti; (SW&SD).

Panic! NBC 8:30pm Two Martinis; with Kent Taylor, William Ching, Peggy Knudsen, Irene Hervey, Pamela Duncan; (SW&SD).

Broken Arrow ABC 9pm The Assassin; (O) Sam Peckinpah; with regulars & Charles Fredericks, George Selk, Robert W. Filmer, Sam Flint; Dir - Frank McDonald.

Jane Wyman Show NBC 9pm Harbor Patrol; with Neville Brand, Leo Gordon, Cara Williams, Jean Howell.

DuPont Theatre ABC 9:30pm The Shark on the Mountain; with Richard Eyer, James Gleason, Jean Howell, Ross Elliott, Ted Stanhope, Henry Kulky; Dir - Louis King.

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

KAI SER ALUMINUM HOUR NBC 9:30pm A Man's Game; (O) David Shaw; Music & Lyrics by Jack & Madeline Segal; with Nanette Fabray, Gene Nelson, Paul Ford, Lew Parker, Bibi Osterwald, Fred Gwynne, Kenneth Bowers, Stephen Shaw; Dir - Paul Langers.

IT'S POLKA TIME ABC 10pm The Edelweiss Bavarian Folk Dancers.

SPIKE JONES SHOW CBS 10:30pm Dennis Day(S).

WEDNESDAY APRIL 24

Navy Log ABC 8:30pm The Decey; with Veda Ann Borg, Dorothy Morris, Gloria Henry, Sally Fraser, Warren Douglas, Stephen Geray.

Father Knows Best (Robert Young) NBC 8:30pm Bud, The Philanthropist; with regulars & William Leslie, Paul Wallace, Barry Curtis; (SW&SD).

Millionaire (Marvin Miller) CBS 9pm The Story of Carol Wesley; with Norma Crane, Michael Pate, Victoria Ward, Lillian Bronson; (SW&SD).

KRAFT THEATRE NBC 9pm A Night Of Rain; (O) Robert Howard Lindsay; (A) Jacques Deval; with Nina Foch, Roddy McDowall, Harry Townes; Dir - Norman Lloyd.

Ford Theatre ABC 9:30pm Footnote On A Doll; (O) Russell S. Hughes; with Bette Davis, Natalie Schafer, John Hudson, Eleanor Audley, Ralph Clanton, Charles Meredith, Helen Brown, Owen McGivney; Dir - James Neilson.

US STEEL HOUR CBS 10pm A Matter of Pride; (O) John Langdon; (A) Frank Gilroy; with Pat Hingle, Philip Abbott, Joseph Sweeney, Burt Brinckerhoff; Dir - Daniel Petrie.

THURSDAY APRIL 25  
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|                                               |            |                                                                                                                                                                          |
|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sgt. Preston</u><br>(Richard Simmons)      | CBS 7:30pm | with regulars & Kasey Rogers, Will White, Dan Blocker, Frank Scannel, John Ayers; (SW&SD).                                                                               |
| CIRCUS TIME                                   | ABC 8pm    | Francis Brunn(juggler), Remos Toy Boys(novelty), Marquis Family Chimps, Betty Ann Grove(S), Dell Vikings(S).                                                             |
| <u>Bob Cummings Show</u>                      | CBS 8pm    | <u>Bob Meets Miss Sweden</u> ; with regulars & Nancy Kulp, Kathleen Freeman, Ingrid Goude, Gordon Scott; (SW&SD).                                                        |
| CLIMAX!<br>(Bill Lundigan)                    | CBS 8:30pm | <u>Avalanche At Devil's Pass</u> ; (O) Eileen & Robert Mason Pollock; with John Ireland, Wanda Hendrix, Vincent Price, Edgar Buchanan, Judith Evelyn; Dir - Jack Smight. |
| <u>Danny Thomas Show</u>                      | ABC 9pm    | <u>Danny's Proposal</u> ; with regulars & Marjorie Lord; (SW&SD).                                                                                                        |
| <u>The People's Choice</u><br>(Jackie Cooper) | NBC 9pm    | with regulars & Ross Elliot; (SW&SD).                                                                                                                                    |
| <u>Playhouse 90</u>                           | CBS 9:30pm | <u>Four Women In Black</u> ; (O) Bernard Girard; with Helen Hayes, Ralph Meeker, Katy Jurado, Janice Rule, Iita Milan, Narda Onyx; Dir - Bernard Girard.                 |
| THE FORD SHOW                                 | NBC 9:30pm | Cesar Romero(A).                                                                                                                                                         |
| <u>Telephone Time</u><br>(John Nesbitt)       | ABC 10pm   | <u>Rabbi On Wheels</u> ; (O) Norman Lessing; with Hugo Haas, Leonid Kinsky, Douglas Dumbrille, Jack Mulhall; Dir - Hugo Haas.                                            |
| LUX VIDEO THEATRE<br>(Gordon MacRae)          | NBC 10pm   | <u>The Man Who Played God</u> ; (O) Gouverneur Morris; (A) Paul Franklin; with Boris Karloff, Mary Astor, June Lockhart; Dir - David McDearmon.                          |

FRIDAY APRIL 26  
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<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>Bitter Medicine</u> ; with regulars & Billy Miller, Jan Arvan, Peter Mamakos, George J. Lewis; (SW&SD).
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>The Intruder</u> ; with regulars & Lee Erickson, Joyce Vanderveen, Harry Lauter; (SW&SD).
<u>Crossroads</u>	ABC 8:30pm	<u>Jhonakehunga (cc) - Called John</u> ; with Hugh Marlowe, Pat Hogan; (O) Tom Reed.
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Three Graves</u> ; (O) Norman Daniels; (A) John McGreevey; with Jack Lemmon, Nan Leslie, Frank Ferguson, James Best, Terry Frost, Don Kennedy, Richard Cutting, Pat Collins, Michael Galloway; Dir - John English.
<u>Mr. Adams &amp; Eve</u> (Ida Lupino, Howard Duff)	CBS 9pm	<u>Foreign Actress</u> ; with regulars & Pat Donahue; (SW&SD).
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>Bullets For Saber</u> ; with regulars & Garry Thorne, Tony Quinn, Robert Ayres; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>Hey, Mac!</u> ; (O) Frank Butler; with Gary Merrill, Sue George, Marion Marsh, Gordon Gebert, Vito Scotti, Richard Crockett, Boyd Stockman, Ralph Votrian; Dir - James Neilson.
BIG STORY (Ben Grauer)	NBC 9:30pm	<u>Matt Conklin; Reporter; Sherman (Texas) Democrat</u> ; (A) Jerry Coopersmith; with Ed Bryce, Edgar Stehli.
<u>The Lineup</u> (Warner Anderson)	CBS 10pm	<u>The Robert Avery Case</u> ; with regulars & Russ Conway, John Close, Chester Stratton, Carol Nugent, Walter Coy; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 22 - APRIL 26  
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|                  |            |                                                                                                                     |
|------------------|------------|---------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW  | CBS 7am    | Eddy Arnold(S), will be a guest for the entire week.                                                                |
| GARRY MOORE SHOW | CBS 10am   | 4/22 - June Carter(S); 4/25 - Skeet Stokes(C); 4/26 - Martha Davis & Spouse(M), Bruce & Babe Sidlinger(trampoline). |
| CLUB 60          | NBC 1:30pm | 4/23 - Ted Fiorito(M); 4/24 - Eddie Peabody(M); 4/25 - Mel Torme(S); 4/26 - The Salty Dogs(M).                      |

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)  
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NBC MATINEE THEATRE	NBC 3pm	4/22 - Winter In April; (O) Robert Nathan; 4/23 - Arms And The Man; (O) George Bernard Shaw; 4/24 - The Push- over; (O) Harriet Frank, Jr.; (A) William McCleery; 4/25- Ashes In The Wind; (O) Mac Shoub; 4/26 - A Hat, A Coat, A Glove; (O) Luther Reed, Monique Jean.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Talking To The Blues; (O) Michelle Cousin; with Jim Lowe (S-A), Loretta Leverage, Lee Bergere, Sam Gray, Ron Daw- son.
TONIGHT! (Jack Lescoulie)	NBC 11:15pm	4/23 - Duke Ellington(M), Gerry Mulligan(M), Oscar Pettiford(M), Max Roach(M), Paul Chambers(M), Milt Jackson(M), Quincy Jones(M), Jimmy Cleveland(M), Art Blakley(M), Harry Carney(M).

SATURDAY APRIL 27  
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|                              |          |                                                                       |
|------------------------------|----------|-----------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris) | NBC 12N  | The Note; (O) Michael Morris; with Lester FenWay, Meg<br>Mundy.       |
| PERRY COMO SHOW              | NBC 8pm  | Frankie Laine(S), Red Buttons(C).                                     |
| OZARK JUBILEE                | ABC 10pm | Gene Vincent & His Bluecaps(S).                                       |
| <u>Gunsmoke</u>              | CBS 10pm | with regulars & Vic Perrin, Robert Karnes, Robert Burton;<br>(SW&SD). |
| GEORGE GOEEL<br>SHOW         | NBC 10pm | Johnny Puleo & His Harmonica Gang(M-C).                               |

SUNDAY APRIL 28(DAYLIGHT SAVING BEGINS)  
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LAMP UNTO MY FEET	CBS 10am	Whosoever In His Heart; (O) Lois McCullough Vicas; no other information available at press time.
LOOK UP & LIVE	CBS 10:30pm	The Sermon On The Mount; Biblical story narrated by Msgr. John J. Dougherty.
<u>77th Benzal Lancers</u>	NBC 7pm	The Hostage; Re-run.
<u>Circus Boy</u>	NBC 7:30pm	General Pete; with regulars & Edward Cassidy, Lee Trent; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Lena Horne(S), Tony Perkins(A), Bill Haley & His Comets(S), George De Witt(C), Jack Parr(C).
STEVE ALLEN SHOW	NBC 8pm	Brenda Lee(S), Don Adams(C), Jack Carson(C), Xavier Cugat(M), Abbe Lane(S).
THE KATE SMITH HOUR	ABC 9pm	Benny Goodman & Orch., Boris Karloff(A), Billy Williams Quartet(S), Edgar Bergen & Charlie McCarthy, Gertrude Berg (A), Ed Wynn(C), Jack Miller & Orch.; (O) Gordon Auchin- closs; Dir - Greg Garrison.
<u>General Electric Theatre(Ronald Reagan)</u>	CBS 9pm	I Will Not Die; (O) Larry Marcus; (A) Gabrielle Upton, Larry Marcus; with Merle Oberon, Jacques Bergerac, Carl Benton Reid, John Hoyt, Dayton Lumis, Helen Wallace, Stella Lynn; Dir - Robert Florey.
ALCOA HOUR	NBC 9pm	Mechanical Manhunt; (O) Harold Swanton; with Richard Kiley, Sallie Brophy, Lois Bolton, Victor Thorley, Ward Costello, Leora Thatcher, Parker McCormick, Janet Fox; Dir - Paul Stanley.
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	The Night The World Ended; (O) Frederic Brown; (A) Bernard C. Schoenfield; with Russell Collins, Harold Stone; Dir - Justus Addiss.
<u>Lorett Young Show</u>	NBC 10pm	The Man On Top; (O) Loring Dowst; (A) Lowell S. Hawley; with Ricardo Montalban, Harry Townes, Maurice Manson, Clark Howat, Harry Arnie; Dir - Norman Foster.

# ROSS REPORTS — TELEVISION INDEX ✓

APRIL 24, 1957

VOLUME 9 NUMBER 17 A

EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Warner-Lambert, Inc., thru Sullivan, Stauffer, Colwell & Bayles, Inc., will sponsor The Restless Gun on Mondays, 8-8:30pm NYT over NBC, starting Sept 23 for 52 weeks and will also be alternate week sponsor of a nighttime version of Tic Tac Dough over NBC, Thursdays, 7:30-8pm NYT, starting Sept 12 for 52 weeks. The Restless Gun, starring John Payne as Biff Ponset "one of the fastest gunmen in the post-Civil War West. Known as the Six Shooter, Ponset is an itinerant cowhand who drifts from town to town riding the cattle drives and meeting adventure at every stop along the way." As an added note, The Restless Gun is described by NBC as "an adult Western series." In connection with this question of adult Westerns, NBC president Bob Sarnoff sticks his neck out for some TV critics in his second letter to radio-TV editors (informal comment, dated April 19). The nets are all conscious that programming plans for the fall seem to suggest a preponderance of Westerns. Mr. Sarnoff states the problem frankly: "There is no question that the Western show is in vogue. ABC has built consistent audience strength this season with its Westerns. CBS has also found substantial favor with them. We came in late with Wells Fargo, but it has more than doubled the audience of the previous show in the Sunday night period". (The latter was the ill-fated Stanley, the live situation comedy that never recovered from its early critical pasting). Mr. Sarnoff goes on to say that, of 29 nighttime programs set only three are Westerns -- Wagon Train, Wells Fargo and Restless Gun. He adds, "We are now looking at the pilot of a fourth series. If it makes it, out total of Westerns -- and incidentally, we see a great difference between an adult Western like Wagon Train and routine cowboy-Indian fare -- will still represent less than 15 per cent of the nighttime schedule and will hardly saturate it." In rebuttal, the critics will probably be happy to point out that no matter how many pilots for Western series are "adult," when you get into a 39-week production season, at the going rates for scripts on a half-hour film series, the films become less adult and more Western; whether the star is Ward Bond or John Payne, whether the series is one hour or a half-hour in episode length. Only rousing action will hold an audience and blood and thunder seems to satisfy the urge that builds ratings.

R. J. Reynolds Tobacco Co will move its Bob Cummings Show to NBC starting Sept 24, Tuesdays, 9:30-10pm NYT. The company will probably put Harbor Master, a new Ziv series starring Barry Sullivan, into the Cummings' Thursday, 8-8:30pm NYT slot on CBS. ....Cheyenne, alternate Tuesday ABC one-hour film series from Warners, has been renewed by General Electric for next season, and will probably alternate with Sugarfoot, with the current alternate week Conflict going off. Warner Brothers TV Div also signed Carroll Case as a producer and assigned him to a new one-hour film series titled, The Texan, which would make four one-hour Western series on the Warner slate for the fall. Maverick, previously announced, is set for ABC if a sponsor so decides.

- Page 1 -

(MORE)

Clark George, general manager of KNXT(LA), sent a frank letter to newspaper log editors in his station's area last week. Here are some of the important points covered: "The states on Pacific Coast time represent 11% of the nation's homes....two factors -- time and numbers -- have always worked against the Pacific Coast viewer as far as receiving his favorite network programs at the most appropriate times is concerned....Thus, here in the West, adult dramatic shows have been seen in family comedy time periods. Programs have in some instances been scheduled on nights other than their normal release dates, some programs have been delayed as much as a week... ..Further, the quality of reproduction has been such that the Western viewer has seen much of his network programming under adverse physical conditions." After explaining that with the start of Daylight Time and the full use of Ampex tape recorders, there will be a major program re-arrangement starting April 28, Mr. George goes on to explain, "The West Coast overall audience size for television has consistently been lower than that for the rest of the country....we believe that the major factor in this lower number of homes using television in the West has been the scheduling and reproduction problems surrounding network programming." Mr. George is not saying anything new, but only on rare occasions has anyone connected with a network or network station admitted that unless a West Coast program was on film transmitted from the coast, the quality was frankly lousy -- and lost viewers rather than gained them. It also reveals the weakness in many of those peculiar rating claims for programs on the coast which have always been based on "share of audience" rather than share of possible audience. One season's experience with tape recording, and the adjustment of program schedules, could lead to a slight revival of the more flexibly produced live programs to replace some of the filmed mediocrities now on the air.

Gillette Safety Razor Co thru Maxon, Inc., will sponsor the CBS telecasts this season of racing's Triple Crown: The Kentucky Derby (May 4), The Preakness (May 18) and the Belmont Stakes (June 15). All are on Saturday afternoons.....Breast-O-Chicken Tuna thru Foote, Cone & Belding(LA) will sponsor its second NBC spec on Saturday, June 15, a one-hour live variety show from New York. The sponsor's previous show was Maurice Chevalier's Paris, a filmed special. The June 15 show will be titled RCA Victor Galaxy of Stars, with Vaughn Monroe as host and star, and also starring Tony Martin, Julius La Rosa, Jaye P. Morgan and Georgia Gibbs. Joe Cates will produce the show.....Norman Felton will produce Studio One Summer Theatre this year, starting in late June.....Screen Gems is going to take advantage of the costumes, location experience and other paraphernalia accumulated during the production of The 77th Bengal Lancers, by announcing for production a new series called The Adventures of Gunga Din, based on the poem by Rudyard Kipling. William Sackheim will supervise pre-production for a summer shooting schedule.....Screen Gems will also produce 26 episodes of a new Ivanhoe series in England, with Roger Moore in the title role.....Television Programs of America starts production June 15 of another 26 films for Fury, which has been renewed for a third year by sponsors General Foods and the Borden Co.

Arthur Singer has been named associate producer and story editor for Edgar Peterson, alternate producer of Climax! Joyce Cook has been named story editor for Ralph Nelson, whose alternate production stint on Climax! will begin with July programs..... ..Maria Little named story editor for ABC-TV's Hollywood program department, with responsibility for agent and writer contacts concerning new program ideas.....Douglas Whitney joined the exec staff of Screen Gems, Inc., to take charge of negotiations for and creation of new packages. He succeeds Milton E. Pickman, who has been assigned to supervise production on several TV series.....Nox Lempert upped to producer of commercials for Guild Films.....MPO Television Films, Inc., opened its new film production studio at 210 West 65th St., New York.