

# ROSS REPORTS — TELEVISION INDEX

JULY 1-7, 1957

VOLUME 9

NUMBER 27

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue · New York 17 · MURRAY HILL 2-5910

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PUBLISHED BY TELEVISION INDEX, INC.

## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday (July 1)

CBS- 9-9:30pm EDT; RETURN - Those Whiting Girls - FILM from WCBS-TV(NY) & KNXT (LA), 133 stations net, 26 delayed. § Alternate Week Sponsors- 1) General Foods Corp (Instant Sanka, Post Cereals) thru Young & Rubicam, Inc(NY); Acct Exec- Don McNeill; TV Acct Rep- Marty Waldman; Comm Anncr- Dan Seymour(Sanka). 2) Max Factor & Co (Sof-Set, other hair control products) thru Anderson-McConnell, Inc(LA); Acct Exec- Bruce Altman. § Pkgr & Film Prod- Desilu Productions, Inc., at Motion Picture Center(LA); Prod- Bert Granet; Dir- Norman Tokar; Music Dir- Skip Martin; Dir of Photog- Nick Musuraca; Writers- John Greene, Peggy Chantler, Ben Gershman. § Margaret Whiting and Barbara Whiting star as themselves in this situation comedy with music, featuring Mabel Albertson as their fictional mother and Jerry Paris as Margaret's accompanist. Previous films in this series were seen as a summer replacement in this time spot during 1955. The program replaces I Love Lucy (last show June 24).

CBS- 9:30-10pm EDT; DEBUT - Richard Diamond, Private Detective - FILM from WCBS-TV(NY) & KNXT(LA), 150 stations net, 34 delayed. § Sponsor- General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY); Acct Exec- Casey Jones. § Pkgr- Dick Powell with Dayton Productions(LA); Film Prod- Four Star Films, Inc, at RKO-Pathé Studio, Culver City, Calif.; Prod- Richard Carr (first four), David Hellweil; Dirs- Various; Dir of Photog- George Diskant; Writers- Various. § David Janssen stars in the title role of this new mystery-suspense series, scheduled for 13 weeks as a summer replacement for December Bride (last show June 24).

NBC- 2:30-3pm EDT, Mon thru Fri; RETURN - Bride and Groom - LIVE from WRCA-TV(NY), to the net. § Sponsor- (alternate Mon, other periods sustaining at present) Toni Co (Various Products) thru North Advertising, Inc(Chi); Acct Exec- Bennett Cooper; TV Acct Rep- Bruce Dodge(NY); Comm Superv- Frank Higgins(NY). § Pkgr- Bride & Groom, Inc(NY); Prod- John Reddy; NBC Prod- Roger Gimbel; Assoc Prod- Tom Cochran; Dir- Dick Schneider; Music Dir- Paul Taubman; Sets- Jan Scott; Writers- Jack Wilson, Bob Cenedella, Beryl Pfizer. § Frank Parker and Bob Paige are co-hosts for this new version of the program in which couples are married in actual wedding ceremonies on the show. The new series also includes a reception for the couple after the ceremony on the air. The program originally debuted as a 15-minute program on CBS on Jan 25, 1951 and moved to NBC on Nov 30, 1953, with its last show on Aug 27, 1954. The program replaces the Tennessee Ernie Ford Show (last show June 28) in this time spot.

NBC- 7:30-7:45pm EDT; DEBUT - Georgia Gibbs Show - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); (Continued on next page)

THIS WEEK(Cont'd)

Monday(July 1)

NBC- Georgia Gibbs Show(Cont'd from previous page): Prod & Dir- Tom Naud; Music Dir- Eddie Safranski; Writer- Bill Welch. § Singer Georgia Gibbs is star of this new music program, backed by Eddie Safranski and the orchestra, with guest recording artists. The program replaces the 15-minute Nat "King" Cole Show (last show June 24) in this time spot.

NBC- 8-8:30pm EDT; RETURN - The Charles Farrell Show - FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Alternate Week Sponsors- 1) Lever Bros (Lux Liquid) thru J. Walter Thompson Co(NY). 2) Whitehall Pharmacal Co (Anacin, Kolynos); Anacin thru Ted Bates & Co(NY), Kolynos thru Grey Advertising Agency, Inc(NY). § Pkgr & Film Prod- Hal Roach Studios, Culver City, Calif.; Prod- Gordon Hughes; Dir- Rod Amateau; Writers- Gordon Hughes, Lee Karson, Phil Shuker, John L. Greene, Jack Harvey. § Re-runs of the situation comedy series starring Charlie Farrell, featuring Charles Winninger, which were previously seen over the CBS net during the summer of 1956. In their new spot they replace The Adventures of Sir Lancelot (last show June 24) and will run thru Sept 16.

NBC- 10-10:30pm EDT; RETURN - Ted Mack and the Original Amateur Hour - LIVE from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Hazel Bishop, Inc (All Products) thru Raymond Spector Co., Inc(NY); Acct Exec- Richard G. Blaine. § Pkgr- Reemack Enterprises, Inc(NY); Prod- Lewis Graham; Dirs- J. Robert Blum, Lloyd Marx. § Ted Mack is host-m.c. for performances by talented amateurs from all over the country. The television version of the original radio program debuted over the Du Mont net on Jan 18, 1948, went to the NBC net on Oct 14, 1949, running thru Sept 11, 1954; then started over the ABC net on Oct 30, 1955, running thru June 23, 1957. In its new spot it replaces the second half-hour of Robert Montgomery Presents, 9:30-10:30pm NYT (last show June 24). (See Arthur Murray Party in "Other Network Changes" for first half-hour replacement).

Tuesday(July 2)

CBS- 9:30-10pm EDT; TITLE RETURN - Spotlight Playhouse - FILM from WCBS-TV(NY) & KNXT(LA), 73 stations net, 31 delayed(Pet); 70 stations net, 18 delayed (S. C. Johnson). § Alternate Week Sponsors- 1) Pet Milk Co thru Gardner Advertising Co(St. Louis); Acct Exec- Wells Hobler. 2) S. C. Johnson & Son (Auto Waxes) thru Foote, Cone & Belding(Chi). § Pkgr & Film Prod- Screen Gems, Inc (LA); Prods & Dirs- Various. § Re-runs of Ford Theatre films provide the material for the summer replacement program, returning for the third season under the title. The program replaces The Red Skelton Show (last show June 25) for 13 weeks thru Sept 24.

NBC- 7:30-7:45pm EDT; DEBUT - The Andy Williams-June Valli Show - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Prod & Dir- Craig Allen; Music Dir- Alvy West; Sets- Ted Cooper; Writer- Earl Hammer. § Singers Andy Williams and June Valli, backed by Alvy West and his orchestra, sing solos and duets on this all music program. The program replaces The Jonathan Winters Show (last show June 25). Starting July 25 the program will also be seen Thursdays, 7:30-7:45pm EDT, thru Sept 5.

NBC- 8-8:30pm EDT; TITLE RETURN - Festival of Stars - FILM from WRCA-TV(NY) & KRCA-TV(LA), 130 stations net. § Alternate Week Sponsors- 1) Purex Corp. (All Purex Products) thru Edward H. Weiss & Co(Chi). 2) Speidel Co (Watchbands) thru Norman, Craig & Kummel, Inc(NY). § Pkgr & Film Prod- Lewislor Productions at Goldwyn Studios, LA; Prods & Dirs- Various. § Re-runs of The Loretta Young Show provide the material for the summer replacement program under the title used last season for other summer re-runs. This program replaces Arthur Murray Party in this time spot; the latter moved to Mon, 9:30-10pm EDT, effective July 1 (see "Other Network Changes").

THIS WEEK(Cont'd)

Tuesday(July 2)

NBC- 9-9:30pm EDT; DEBUT - Meet McGraw - FILM from WRCA-TV(NY) & KRCA-TV(LA), 188 stations net, 32 delayed. § Sponsor- Procter & Gamble Co (Tide, Prell, Lilt, Gleem): Tide & Prell thru Benton & Bowles, Inc(NY); Acct Execs- F. X. Houghton(Tide), Norman Grulich(Prell). Lilt thru Grey Advertising Agency, Inc (NY); Acct Exec- Lee Baer. Gleem thru Compton Advertising, Inc(NY); Acct Exec- John Cross. § Pkgr & Film Prod- Don W. Sharpe-Warren Lewis Production, at Motion Picture Center(LA); Prod- Warren Lewis; Assoc Prod- A. E. Houghton; Dirs- John Peyser, Harold Schuster, Anton Leader; Dir of Photog- Joe Novak; Story Ed- Dick Bluel; Writers- Blake Edwards, Frederic Brady, E. Jack Neuman, Lowell Barrington. § Mystery-adventure series starring Frank Lovejoy as McGraw, an adventurous trouble-shooter who will take any job, provided it is within the law. The program replaces The Jane Wyman Show (last show June 25).

NBC- 9:30-10pm EDT; RETURN - Summer Playhouse - FILM & KINE from WRCA-TV(NY) & KRCA-TV(LA), 97 stations net, 1 delayed. § Sustaining, with alternate week sponsor (starting July 9)- Armstrong Cork Co (Floor, Wall Coverings) thru Batten, Barton, Durstine & Osborn, Inc(NY). § Pkgr (kines) - Talent Associates, Ltd., for BBDO; film information not available. § Weeks sponsored by Armstrong will feature kinescopes of programs presented live on Armstrong Circle Theatre during the 1954-55 season when the program was a half-hour live series. The alternate week programs will be re-runs of half-hour filmed dramas. The program replaces the first half-hour of the alternate-week one-hour live drama programs, Kaiser Aluminum Hour (last show June 18) and Armstrong Circle Theatre (last show June 25). (See next listing for second half-hour replacement).

NBC- 10-10:30pm EDT; DEBUT - The Nat "King" Cole Show - LIVE from KRCA-TV(LA), to the net. § Sustaining. § Pkgr- NBC-TV(LA); Exec Prod- Hal Kemp; Prod & Dir- Bob Henry. § Singer-pianist Nat "King" Cole stars on this new, expanded program, backed by Nelson Riddle leading a 16-piece orchestra and the Randy Van Horne choral group. The show will have one guest star each week. Cole previously had a 15-minute program, Mondays, 7:30-7:45pm EDT, with the last show on June 24. The new program will run thru Sept 16.

Wednesday(July 3)

CBS- 8-9pm EDT; DEBUT - The Vic Damone Show - LIVE from WCBS-TV(NY), 111 stations live, 9 videotape or kine. § Co-Sponsors- 1) Kellogg Co (Corn Flakes, Special "K") thru Leo Burnett Co., Inc(Chi); Acct Exec- Dale Nolan; TV Acct Rep- Frank Dodge(NY). 2) Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); NY Acct Exec- Frank Egan. § Pkgr- CBS-TV(NY); Exec Prod- Lester Gottlieb; Prod- Lee Cooley; Asst to Prod- Charlotte Paley; Dir- Byron Paul; Music Dir- Bert Farber; Stager- Peter Birch; Sets- Gary Smith; Writers- Laurence Marks, Arnold Horwitt. § Singer Vic Damone is star and host of this hour-long musical revue, with variety guest stars weekly. The "Spellbinders," singing quintet will be featured weekly, with Bert Farber leading the orchestra. The program replaces The Arthur Godfrey Show (last show June 26), running thru Sept 18.

Thursday(July 4)

ABC- 8-8:30pm; 8:30-9pm EDT; RETURN - The Big Picture and Enterprise; FILMS from WABC-TV(NY), WBKB(Chi) & KABC-TV(LA), to the net. § Sustaining. § Documentary films; The Big Picture, 8-8:30pm, from the Dept of the Army; Enterprise, 8:30-9pm, from various industry sources; replace Circus Time, 8-9pm EDT (last show June 27).

NBC- 9:30-10pm EDT; DEBUT - High-Low - LIVE from WRCA-TV(NY), 147 stations live, 26 kine. § Sponsor- Ford Motor Co (Ford) thru J. Walter Thompson Co(NY); Acct Exec- W. Eldon Hazard. § Pkgr- Barry & Enright Productions, Inc(NY); Exec Prod- Robert Noah; Prod- Al Friedman; Dir- Charles Dubin. §(Cont'd on next page)

THIS WEEK(Cont'd)

Thursday(July 4)

NBC- High-Low (Cont'd from previous page): Jack Barry is host of this new panel-quiz show, on which three contestants appear each week and attempt to equal or better the answers of several panelists for a varying total of cash prizes. The program replaces The Ford Show (last show June 27) for the summer, thru Sept 12.

Friday(July 5)

CBS- 8:30-9pm EDT; TITLE DEBUT - Destiny - FILM from WCBS-TV(NY) & KNXT(LA), 116 stations net, 23 delayed. § Alternate Week Sponsors- 1) General Foods Corp (Instant Maxwell House Coffee) thru Benton & Bowles, Inc(NY); Acct Exec- A. C. Jones. 2) Ford Motor Co (Ford) thru J. Walter Thompson Co(NY); Acct Exec- W. Eldon Hazard. § Pkgr & Film Prod- Various. § Re-runs of films previously seen in net showings on the Jane Wyman Theatre, Stage 7 and General Electric Theatre. The program replaces Dick Powell's Zane Grey Theatre (last show June 28) for 13 weeks thru Sept 27.

CBS- 10:30-11pm EDT; RETURN - Pantomime Quiz - LIVE from WCBS-TV(NY), 99 stations live(Life); 64 stations live(Amoco), 32 stations live(Hamm). § Alternate Week Sponsors- 1) (Eastern States) American Oil Co (AMOCO) thru Joseph Katz Co(NY); Acct Exec- William Lynn. (Midwest and Far West) Hamm Brewing Co thru Campbell-Mithun, Inc(Minn). 2) Time-Life, Inc thru Young & Rubicam, Inc(NY); Acct Execs- Layng Martine(Life), Eric Schlubach(Time). § Pkgr- Mike Stokey Enterprises(NY); Exec Prod- Mike Stokey; Assoc Prod- John Hueners; Asst to Prod- Arnold Kane; Dir- Joe Dackow. § Mike Stokey is host for the popular charade game returning to the CBS net for the fifth consecutive year as a summer replacement program and its 10th year on TV. The program is the summer replacement for the second year for Person to Person (last show June 28) thru Sept 6. The program features six regular panelists, plus two guest celebrities weekly. Regulars thus far include: Gypsy Rose Lee, Orson Bean, Judy Tyler, Peter Donald and Robert Clary, with one to be named.

NBC- 9:30-10pm EDT; DEBUT - The Big Moment - FILM from WRCA-TV(NY) & KRCA-TV(LA), 94 stations net, 1 delayed. § Alternate Week Sponsors- 1) American Tobacco Co (Hit Parade Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Hank See; TV Acct Rep- Bill Connor. 2) Ralston Purina Co (New Purina Dog Chow) thru Gardner Advertising Co(NY); Acct Exec- Oscar Norling; TV Acct Rep- John Naylor, Jr. § Pkgr- Metrotone News (dist by Sterling Television, Inc); Dirs & Writers- Saul Turell, Harry Robert; Ed- Jerry Forman. § Sports-caster Bud Palmer is host and narrator for a series of sports films recapturing some of the most dramatic events in sports history from the 1920's thru 1957. The program replaces The Big Story (last show June 28).

Saturday(July 6)

NBC- 10-10:30pm EDT; TITLE RETURN - Encore Theatre - FILM from WRCA-TV(NY) & KRCA-TV(LA), 153 stations net, 26 delayed. § Sponsors- 1) (July 20; Aug 10, 24 & Sept 14) Armour & Co (Dial Soap) thru Foote, Cone & Belding(Chi); Acct Exec- T. P. O'Keefe. 2) (July 6, 13, 27; Aug 3, 17, 31 & Sept 7) Quaker Oats Co (Cereals) thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- Paul Harper. § Pkgr & Prod- Screen Gems, Inc(LA). § Re-runs of films previously seen as part of Ford Theatre, to be seen for 11 weeks in this spot, replacing the George Gobel Show (last show June 29). The program title was also used last summer for the film re-runs in this time period.

THIS WEEK(Cont'd)

Sunday(July 7)

NBC- 10-10:30pm EDT; DEBUT - The Web - FILM from WRCA-TV(NY) & KRCA-TV(LA), 95 stations net, 13 quick kine, 39 delayed. § Sponsor- Procter & Gamble Co (Tide, Camay): Tide thru Benton & Bowles, Inc(NY); Acct Exec- Francis Houghton. Camay thru Leo Burnett Co, Inc(Chi); Acct Exec- Richard Fleming. § Pkgr- Goodson-Todman Productions; Film Prod- Screen Gems, Inc, at Columbia Studio, Hollywood, Calif.; Prods & Dirs & Writers- Various; other production info not available. § William Bryant is narrator for this new filmed mystery-suspense anthology series. The program series is the summer replacement for The Loretta Young Show (last show June 30) thru Sept

OTHER NETWORK CHANGES & ADDITIONS

ABC- Date With the Angels; new time effective July 5, Friday, 9:30-10pm EDT. The program was seen 10-10:30pm EDT. In its new time it replaces The Vise (last show June 28).

Flight Number Seven, 9-9:30pm EDT, travel film series, also military films, all dealing with aviation subjects; and Industries for America, 9:30-10pm EDT, documentary film series on various aspects of American industry; started on the net June 30, Sunday; FILM from WABC-TV(NY) & KABC-TV(LA), to the net. Both series' films have been seen at other times on the net in replacement series. In their new times they replace Ted Mack & the Original Amateur Hour, 9-10pm EDT (last show June 23). (See page 43).

Midwestern Hayride; NET DEBUT June 29; Sat, 7:30-8pm EDT for 3 weeks, then new time period to be announced; LIVE from WLW-D(Dayton, Ohio), to the net. § Sustaining. § Pkgr- Crosley Broadcasting Corp(Cinn); Prod- Al Bland; other production info not available. § Paul Dixon is host for the program, which was seen over the NBC net irregularly, but mainly during the summer, from June 1951, thru June, 1956, originating from WLW-T(Cinn). The program features top country music entertainers and The Midwesterners, square dance group. The program replaces the half-hour abbreviated version of Famous Film Festival (last show June 23), which had been cut when Billy Graham's New York Crusade debuted on June 1 (see page 34). The Graham program has now been extended for three additional weeks beyond the original plan, June 29 thru July 13, 8-9pm EDT.

Country Music Jubilee (Sat, 10-10:30pm EDT) New title, effective July 6, for the program previously titled Ozark Jubilee (See page 41). Dan Lounsbury is special producer, effective this date.

CBS- Secretary Dulles Address on Far East Policy; SPECIAL June 28; Fri, 12:30-1pm EDT; remote from San Francisco, via CBS origination, to the NBC net, live, 12:30-1pm EDT, rebroadcast by the CBS net via videotape, 5-5:30pm EDT. § Public Service. § Pkgr & Prod- CBS Public Affairs. § Secretary of State John Foster Dulles addressed the Lion's International Convention in San Francisco's Civic Auditorium on our government's policy in the Far East.

NBC- Tonight! (Mon thru Fri, 11:15pm-1am EDT) Al Collins named host, starting June 24.

The Arthur Murray Party; new day and time, effective July 1; Mondays, 9:30-10pm EDT. Program was previously seen Tuesdays, 8-8:30pm EDT. New sponsor in new spot is Bristol-Myers Co (Bufferin, Ban, Ipana) thru Young & Rubicam, Inc(NY); Acct Exec- Glenn Daly. In its new time program is seen over 109 stations live, 7 delayed. Production credits remain the same as in previous spot (see page 24; also see page 43).

TALENT SHOWSHEET - JUNE 28 - JULY 7  
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Most of the shows on June 28,29,30, 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 July 5. 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. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Adventures of Sir Lancelot, Blondie, Adventures of Jim Bowie, Broken Arrow, The Buccaneers, Burns & Allen, Cheyenne, Circus Boy, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, December Bride, Father Knows Best, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Lassie, Life & Legend of Wyatt Earp, Life of Riley, The Line-up, Millionaire, Mr. Adams & Eve, Navy Log, Oh! Susannah, The People's Choice, Schlitz Playhouse, Phil Silvers Show, Telephone Time, Danny Thomas Show, 20th Century-Fox Hour, Wire Service, You Are There.

SATURDAY JUNE 29  
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JULIUS LA ROSA SHOW	NBC 8pm	ADD: Whitmore & Lowe(M).
JIMMY DEAN SHOW	CBS 10:30pm	ADD: George Hamilton IV(S).

SUNDAY JUNE 30  
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|                  |             |                                                                                                            |
|------------------|-------------|------------------------------------------------------------------------------------------------------------|
| LOOK UP & LIVE   | CBS 10:30am | <u>The Seeking Years</u> ; (O) William Gammie; Host - Donald Symington; Dir - James MacAllen. Part 5.      |
| STEVE ALLEN SHOW | NBC 8pm     | DELETE: Rod Alexander(D). ADD: George Jessel(C), (On Film) Dean Martin(S), Alexis Smith(A), Vera Miles(A). |

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| GOODYEAR PLAYHOUSE | NBC 9pm | ADD TO CAST: Walter Matthau(A). |
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MONDAY JULY 1  
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GEORGIA GIBBS' SHOW	NBC 7:30pm	PREMIERE: with Miss Gibbs & guest stars; Prod & Dir - Tom Naud; Music Dir - Eddie Safranski; (O) Bill Welch. Guests: The Lane Bros.(S).
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<u>The Charles Farrell Show</u>	NBC 8pm	PREMIERE: Re-runs of show seen on CBS last summer.
TALENT SCOUTS	CBS 8:30pm	Jackie Moore(S), Don Cammon Group(S-M), John Mash(S).

TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9pm	Repeats while Mr. Welk is on vacation.
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<u>Those Whiting Girls</u>	CBS 9pm	PREMIERE: Starring Margaret Whiting & Barbara Whiting, with Mabel Albertson, Jerry Paris; Prod- Bert Granet; Dir - Norman Tokar; Writers - John Greene, Peggy Chantler, Ben Gershan.
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<u>Richard Diamond, Private Detective</u> (David Janssen)	CBS 9:30pm	PREMIERE: <u>The Mickey Farmer Case</u> ; (O) Richard Carr; With Mr. Janssen, Christopher Dark, Virginia Stefan, Regis Toomey, William Erwin, Lou Charles, Louise Arthur, Janius Mathews, Vic Perrin; Dir - Del Ruth.
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ARTHUR MURRAY PARTY	NBC 9:30pm	NOTE: <u>NEW DAY &amp; TIME</u> . George Jessel(C), Beatrice Lillie(C), Billy De Wolfe(C), Gertrude Berg(A-C), Paul Winchell(ventril), Mae Sagan(S).
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STUDIO ONE SUMMER THEATRE	CBS 10pm	<u>Death And Taxes</u> ; (O) Laurence Marks; with Theodore Bikel, Vivian Nathan, John Fiedler, Jerome Kilty, Roger DeKoven, Bernie Grant; Dir - Ira Cirker.
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ORIGINAL AMATEUR HOUR (Ted Mack)	NBC 10pm	NOTE: <u>NEW NETWORK, DAY &amp; TIME</u> .
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TUESDAY JULY 2  
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ANDY WILLIAMS-JUNE VALLI SHOW NBC 7:30pm

PREMIERE: Prod & Dir - Barry Shear; Writer - Earl Hamner; with Alvy West & Orch. This series will become a Tues & Thurs feature effective July 25.

Festival of Stars NBC 8pm

PREMIERE: Re-runs of Loretta Young Show.

Private Secretary (Ann Sothern) CBS 8:30pm

Two And Two Make Five; with regulars & Mel Blanc; (SW&SD).

Panic! NBC 8:30pm

(O) William Spier; with June Havoc, Allen Napier, Norman Alden; (SD).

Meet McGraw (Frank Lovejoy) NBC 9pm

PREMIERE: Prod - Warren Lewis; Dir's - John Peyser, Harold Schuster, Anton Leader; Writers - Blake Edwards, Frederic Brady, E. Jack Neuman, Lowell Barrington. Mystery-adventure series starring Mr. Lovejoy; The New Orleans Story.

Spotlight Playhouse CBS 9:30pm  
Summer Playhouse NBC 9:30pm  
IT'S POLKA TIME ABC 10pm

PREMIERE: Re-runs of Ford Theatre.  
PREMIERE: Re-runs of Armstrong Circle Theatre. The Slovenian-American Radio Club Folk Dancers.

NAT KING COLE SHOW NBC 10pm

PREMIERE: (From H'wd.) Prod-Dir - Bob Henry; with Mr. Cole, Nelson Riddle & Orch., The Randy Van Horne Singers; Guest - Frankie Laine(S).

SPIKE JONES SHOW CBS 10:30pm

Sonny James(S).

WEDNESDAY JULY 3  
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VIC DAMONE SHOW CBS 8pm

PREMIERE: with Mr. Damone & guests, Peggy King (S), Roger Williams(M), Mata & Hari(D), Lembeck & Strauss(C), Alene Dalton(A), The Spellbinders (S), Peter Lawford(A); Prod - Lee Cooley; Dir - Byron Paul; Mus Dir - Bert Farber.

KRAFT THEATRE NBC 9pm

The Long Flight; (O) De Witt Copp; with James Gregory, Patricia Bosworth, Loren Tindall, Frank Marth, Ward Costello; Dir - Robert Foster.

Ford Theatre ABC 9:30pm

Sudden Silence; (O) Larry Marcus; with Barbara Stanwyck, Jeff Morrow, Trevor Bardette, Mort Mills, Robert Easton, Ralph Dumke, Malcolm Atterbury; Dir - Lewis Allen.

US STEEL HOUR CBS 10pm

Sideshow; (O) Shelby Gordon; with Lisa Daniels, Abe Simon, Reed Morgan; Dir - Don Richardson.

THURSDAY JULY 4  
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CLIMAX! (Bill Lundigan) CBS 8:30pm

False Witness; (O) Marie Baumer("Little Brown Jug"); with Eddie Bracken, Agnes Moorehead, John Baragrey, Gloria Talbott, Dean Harens; Dir - Paul Nickell. (A) John McGreevey.

Playhouse 90 CBS 9:30pm

The Country Husband; Re-run of 11/1/56.

HIGH-LOW (Jack Barry) NBC 9:30pm

Quiz show with Mr. Barry as host. PREMIERE.

LUX VIDEO THEATRE NBC 10pm

Who Is Picasso?; (O) Louis Pelletier; with Marilyn Erskine, Steve Dunne, Hugh Marlowe, K.T. Stevens, Betty Sinclair; Dir - David McDearmon.

FRIDAY JULY 5  
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Destiny CBS 8:30pm

PREMIERE: Re-runs of Stage 7, Jane Wyman Show, General Electric Theatre.

FRIDAY JULY 5(Cont'd)  
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|-----------------------------|-------------|------------------------------------------------------------------------------------------------------------------------|
| <u>Date With The Angels</u> | ABC 9:30pm  | NOTE: NEW TIME. <u>Mother By Proxy</u> ; with regulars & Natalie Masters; (SW&SD).                                     |
| PANTOMIME QUIZ              | CBS 10:30pm | PREMIERE: Popular charade game with panel members, Gypsy Rose Lee, Orson Bean, Judy Tyler, Peter Donald, Robert Clary. |

MULTIPLE & ACROSS-THE-BOARD SHOWS JULY 1 - JULY 5  
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JIMMY DEAN SHOW	CBS 7am	Rita Robbins(S), Porter Wagoner(S).
GARRY MOORE SHOW	CBS 10am	7/1 - Cliff Norton(C); 7/5 - Dick Van Dyke(C).
BRIDE & GROOM	NBC 2:30pm	RETURN: Co-hosts: Frank Parker & Bob Paige; Dir - Dick Schneider.
NBC MATINEE THEATRE	NBC 3pm	7/1 - <u>Too Much Johnson</u> ; (O) William Gillette; 7/2 - <u>Money In The Bank</u> ; (O) Henry S. Maxfield; (A) George Lowther; 7/3 - <u>The Trouble Train</u> ; (O) Ellen & Richard McCracken; 7/4 - <u>The Last Voyage</u> ; (O) James Truex; 7/5 - <u>Price of Scandal</u> ; (O) Harriet Frank Jr.(From Redbook Magazine Novel); (A) Theodore Apstein.
MODERN ROMANCES (Martha Scott)	NBC 4pm	<u>Those We Love</u> ; (O) Theodore and Mathilde Ferro; with House Jameson, Jimsy Somers, Jeff Harris, Dortha Duckworth.
TONIGHT! AMERICA AFTER DARK (Jack Lescolie)	NBC 11:15pm	no info available at press time.

SATURDAY JUNE 6  
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|---------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY (Kathi Norris)             | NBC 12N     | <u>Mother's Day</u> ; (O) Bob Corcoran; with Jan Miner, Ruth McDevitt.                                                           |
| FIVE STAR COMEDY PARTY                | ABC 5:30pm  | Olsen & Johnson, Bob Bean(cartoonist).                                                                                           |
| JULIUS LA ROSA SHOW                   | NBC 8pm     | Stubby Kaye(C), Bobby Van(D), The Fontane Sisters (S), The Piero Bros.(novelty).                                                 |
| <u>George Sanders Mystery Theatre</u> | NBC 9pm     | <u>The Call</u> ; (O) Bethel Laurance; (A) Halsted Welles; with Toni Gerry, Adam Williams, James Gavin, Marshall Bradford; (SD). |
| COUNTRY MUSIC JUBILEE                 | ABC 10pm    | NOTE: NEW TITLE, (formerly OZARK JUBILEE). Lu Ann Simms(S), Rex Allen(S-M).                                                      |
| <u>Encore Theatre</u>                 | NBC 10pm    | PREMIERE: RE-RUNS of Ford Theatre.                                                                                               |
| JIMMY DEAN SHOW                       | CBS 10:30pm | Peggy King(S).                                                                                                                   |

SUNDAY JUNE 7

|                                      |          |                                                                                                                                                                                                                                      |
|--------------------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET (Dr. Lyman Dryson) | CBS 10am | Pirzade Vilayat Inayat Khan, leader of the Sufi religious order.                                                                                                                                                                     |
| FRONTIERS OF FAITH                   | NBC 5pm  | The role of the dance in religion; with Doris Humphrey, Harold Ehrensperger, Dr. Eugene Carson Blake(moderator).                                                                                                                     |
| ED SULLIVAN SHOW                     | CBS 8pm  | Ed Farley(M), Louis Armstrong(M), Teresa Brewer(S), Mitzi Green(S), Enzo Stuarti(S), Jack Paar(C), Judge Dewey "Pigmeat" Markham(C), Allen & DeWood (C), Betty Madigan(S), Cilly Feindt(animals), The Tyrone(Pa.)Drum & Bugle Corps. |



SUNDAY JULY 7(Cont'd)  
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STEVE ALLEN SHOW

NBC 8pm

Benny Goodman(M), Peter Lawford(A).

ALCOA HOUR

NBC 9pm

Hostages to Fortune; (O) John Secondari; with Anne Bancroft, Charles Korvin, Rip Torn, Joe De Santis, Charles Cooper, Harold Vermilyea, Colleen Dewhurst, Pat De Simone, George Mitchell, Leslie Litomy; Dir - Herbert Hirschman..

The Web  
(William Bryant)

NBC 10pm

PREMIERE: Matter of Degree; with Dan Barton, Robert Burton, Paul Levitt, Helen Westcoff, Sid Cassel.

# ROSS REPORTS - TELEVISION INDEX

JULY 3, 1957

VOLUME 9 NUMBER 27 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

The Henry Jaffe Enterprises package of 16 one-hour fairy tale productions, with Shirley Temple as hostess and narrator, will debut over NBC on Sunday, Jan 12, 8-9pm NYT and will be televised approximately every two or three weeks thru the season in various evening time periods throughout the program schedule. The program production will be handled thru Jaffe's Coronet Productions, with William Phillipson as exec producer. The programs will be either live or film, with the latter produced with Screen Gems, Inc., in Hollywood. Co-sponsors of the 16 programs, all thru N. W. Ayer & Son, Inc., will be the Sealtest Ice Cream and Dairy Products Division of National Dairy Products Corp; John H. Breck, Inc., for its shampoo and Hill Brothers Coffee, Inc. The series will include two musical revues, one based on Mother Goose and the other on Aesop's Fables. Other classic properties planned as bases for individual programs are: "Hansel and Gretel," "Gulliver's Travels," "Ali Baba and the Forty Thieves," "The Legend of Sleepy Hollow," "The Nightingale," "The Rose and the Ring," "The Land of Counterpane," "Beauty and the Beast," "Dick Whittington," "The Magic Fishbone," "The Emperor's Clothes," "The Prince Who Could Not Laugh," "Robinson Crusoe" and "Rumpelstiltskin."

Alan Beaumont, currently one of the directors of NBC's Home show has been named producer of the new Arlene Francis Show, debuting sometime "early in August," according to coy NBC announcements, after the Home program goes off the air.....In the same breath, NBC announced that Jan Murray's Treasure Hunt, formerly an evening show on ABC, will become a daytime, five-a-week show, starting Monday, August 12, 10:30-11am EDT. This means that Arlene Francis will be on the air, 10-10:30am EDT, starting the same day, which also means that Home will be off the air following its Aug 9 program. Murray's quiz show will follow the same format as the former evening version, with a choice of treasure chests by winning quiz contestants, with the further chance that they win something valuable, or something prosaically more valuable in a kitchen than in hand. Jantone, Inc., will package the Murray show, with Budd Granoff as producer and Phil Levens as director. All currently have the same duties with Murray's Dollar A Second, an NBC summer replacement show now on Saturdays, 9:30-10pm EDT.....Starting Aug 12, NBC will have five half-hour quizzes or aud participation shows in a row, Monday thru Friday, kicking off with Treasure Hunt at 10:30am, then following in order, The Price Is Right, 11-11:30am; Truth or Consequences, 11:30am-12noon; Tic-Tac-Dough, 12noon-12:30pm; and It Could Be You, 12:30-1pm EDT.

Jimmy Blaine will fill in for vacationing Randy Merriman as host on The Big Pay-off, CBS, Monday thru Friday, 3-3:30pm EDT, for two weeks, starting July 15.....Suspicion is the new title for NBC's one-hour live and film mystery-suspense series formerly titled Crisis. It still debuts Monday, Sept 30, 10-11pm EDT. Max Ehrlich and Joseph Schrank have been named as adapters of two stories selected for the live shows from New York.

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(MORE)

Rex Harrison has been signed for the lead in "Crescendo," Paul Gregory's color musical which will be the premiere production for the Du Pont Show of the Month, on Sunday, Sept 29, 9-10:30pm EDT. The first program will originate in New York, rather than in Hollywood as originally scheduled. Harrison will portray an English visitor to this country who is given an introduction to American styles in music: in musical comedy, blues, western songs, religious marches, folk songs, Latin American rhythms and jazz. Richard Lewine is CBS exec producer for the Du Pont specials.....Kaiser Industries Corp. and Kaiser Aluminum & Chemical Corp. will sponsor Maverick, a new Warner Bros. one-hour Western film series, starring James Garner in the title role of Bret Maverick, "a fictional character who roamed the West in the late 19th Century." William T. Orr is exec producer for the series. (The nets are now so finger-crossed, self-conscious about the flood of programs about the West that ABC noted that Maverick "is the only Western on any network scheduled for Sunday night."). The program will have a major distinction in that it, and any others produced under Kaiser sponsorship by Warner Bros. for ABC net showing, will be the property of a new corporation held jointly by Kaiser Industries Corp., Warner Bros. and American Broadcasting-Paramount Theatres.

Note for crime-mystery-suspense series producers: Lineup, in three years of production for the CBS net show, has run 647 suspects thru the San Francisco police lineup in 145 films in solving: 57 homicides, 27 armed robberies, 17 narcotics cases, 14 burglaries, 12 grand theft, auto; 9 extortions, 3 kidnappings and 6 miscellaneous crimes. (One critical viewer of the program noted that the police cars never lack for parking space when they answer a call -- suggested realism be added with some double parking scenes in an emergency).....Harry Ackerman has been named exec producer of Gomalco's Wally and the Beaver (temporary title) film series for CBS. The films will be produced at Revue, rolling the first week in August. Ackerman is also producer of Revue's Uncle Bentley film series, starring John Foraythe, which will alternate with the Jack Benny Show in the fall over CBS.....William Russell and Chris Nyby are the alternating directors for CBS' one-hour Perry Mason film series now in production at TCF-TV for CBS. Ben Brady is producer, with Gail Patrick Jackson as exec producer.

The Eddie Fisher and George Gobel alternate star and guest star shows on Tuesdays over NBC, starting Sept 24, 8-9pm EDT, have finally been titled: The Show of George Gobel (starting Sept 24, alternate weeks) and The Show of Eddie Fisher (starting Oct 1, alternate weeks). Radio Corp of America and Whirlpool-Seeger Corp will sponsor the Gobel weeks and Liggett & Myers Tobacco Co will sponsor the Fisher starring weeks. The Gobel show (that title will have to go!) will be a Gomalco, Inc., production with Alan Handley as producer-director, while Ramrod Productions, Inc., will produce the Eddie Fisher show. The shows, with each star guesting on the other's show alternate weeks, will include comedy, variety and music from other guest performers.

Pinocchio, the one-hour original musical to be presented as a simulcast over NBC on Sunday, Oct 13, 6:30-7:30pm NYT, will be sponsored by Rexall Drug Co on both radio and TV, thru BBDO. Mickey Rooney will star in the title role, with Walter Slezak as Papa Geppetto, Fran Allison as the Blue-Haired Fairy Queen, Jerry Colonna as the Jolly Coachman and the Circus Master, Stubby Kaye as the Town Crier, Martyn Green as the Fox, Mata and Hari as the Marionettes and Sondra Lee as Papa Geppetto's cat and Matt Mattox as the cat who follows the sly fox. Alec Wilder is composing the score for Collodi's classic children's story.....Lever Bros will have a new half-hour series starting in the fall, during the first half-hour of the time now occupied by Lux Video Theatre, NBC, Thursdays, 10-11pm NYT. The half-hour being relinquished will be filled by a new drama anthology series of films starring Jane Wyman, with Hazel Bishop, Inc., as one of the alternate week sponsors. The Lever half-hour show could involve Gordon MacRae, Lux Video regular season host, who is under contract to the sponsor for another year.