



WHO SAID

**Production**

WE DID!

We've been turning them out in batches for all Southeastern Ohio  
.... programs that is, not rabbits!

In only five months of operation, WHIZ-TV's highly competent  
production staff is already producing over 40 local and regional  
television programs every week.

Combining well chosen talent with production-minded television  
personnel, WHIZ-TV, complete with film service department, art  
studios, photography lab, continuity staff and newsroom, is doing  
a real job for the sponsor.

That's why over 100 national, regional and local advertisers are  
SELLING in Southeastern Ohio with ....

**WHIZ-TV**

Zanesville, Ohio

Established May 23, 1953

NBC Primary Affiliate • CBS • ABC • DU MONT

Represented Nationally by John E. Pearson TV, Inc.

THE GEORGE JESSEL SHOW

Network: ABC-TV  
Time: Sun., 6:30-7 p.m. EST.  
Alternate Sponsors: B. B. Pen Co. for BB  
Rol-Rite pens, and the Gemex Watch  
Band Co.  
Agencies: Hilton & Riggio Inc., for B. B.  
Pen Co. and BBDO for Gemex Watch  
Band Co.  
Star: George Jessel  
Producer: Mannie Manheim  
Director: Edward Nugent  
Writers: Georgie Jessel and Sam Carlton  
Musical Director: Rex Koury  
Production Manager: Darrell Ross  
Origination: New York

AS SAD a variety program as has passed before  
the discerning eye of a tv camera and subse-  
quently into view of ABC-TV's Monday eve-  
ning audience is *The George Jessel Show*. The  
blame for this shabby excuse for entertainment  
must rest with Mr. Jessel, the telecast's m.c.

His guest performers who bring their spe-  
cialties to the series every week are headliners  
in the entertainment world. On the Nov. 8  
show, singers Monica Lewis and Cab Calloway  
were on hand along with Frank Fontaine, a  
comedian who can be very funny, material per-  
mitting.

On a production level, the Jessel program gets  
more attention than it deserves. Guest's num-  
bers, generally speaking, are expertly handled.  
In particular, the lighting and camera work on  
Cab Calloway's spot on the Nov. 8 telecast  
merited favorable comment. The singer's fine  
performance was matched with equally fine  
production. But celebrities and production  
personnel working hand in glove can't possibly  
rescue this one. Mr. Jessel is still on camera  
more than he ought to be.

It is shallow over-confidence that is Mr.  
Jessel's most irritating trait. The "humility"  
bug that has been biting everyone in television  
these last few weeks has certainly bypassed  
Mr. Jessel.

The theme of the Nov. 8 program was "Show  
Stopping." Minimum comment was made on  
shows Mr. Jessel's guests may have stopped but  
after watching the telecast any viewer might  
have delivered a 10-minute oration on how time  
and again Mr. J. had rolled 'em in the aisles.

Mr. Jessel devoted his introductory remarks  
to radio-tv critic John Crosby. A recent Crosby  
column carried an item that received anything  
but a graceful reception from the m.c. He was  
unaware that a polished showman would have  
chosen to ignore Mr. Crosby's unflattering refer-  
ence.

Critics notwithstanding, any theatrical of-  
fering will ultimately be judged by an audience.  
Half-hearted applause at the Jessel show in  
question might well indicate there was more  
truth in the Crosby statement than Mr. Jessel  
cared to admit.

\* \* \*

COLGATE COMEDY HOUR

Sponsor: Colgate-Palmolive Co.  
Time: NBC-TV, Sun., 8-9 p.m. EST, Nov. 22  
Star: Donald O'Connor  
Guests: Ralph Bellamy, Corrine Calvet,  
Dorothy Dandridge, Sid Miller.  
Exec. Producer: Sam Fuller  
Producer-Director: Ernie Glucksman  
Tv Director: Jim Jordan Jr.  
Art Director: Furth Ullman  
Music Director: Al Goodman  
Writers: Sid Kuller, Sid Miller, Snag Wer-  
ris  
Executive Producer in Charge of Color  
Coordination: Barry Wood

THE FIRST color broadcast of an NBC-TV  
commercial program, the *Colgate Comedy Hour*

BROADCASTING • TELECASTING