

# Ross Reports ON TELEVISION

INCLUDING

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ASSOC ED: Alvin Sullum  
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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Monday(4)

NBC- 3-3:30pm EST, Mon thru Fri; DEBUT; The Ted Mack Matinee; from WRCA-TV(NY), to the net. Sustaining, open for participations. Pkgr- Reemack Enterprises, Inc(NY); Prod- Louis Graham; Dir & Casting- Lloyd Marx; Asst Cast- Robert Oakley; Asst Dir- J. Robert Blum; Editorial Dir- Wanda Ellis; Conductor- Charles Magnate. Musical variety program, including a showcase for undiscovered professional talent, interviews, special features. The show will also include individual presentations of talented amateurs. Ted Mack is m.c., with vocalists Dick Lee and Elise Rhodes as regulars, and the Honeydreamers vocal group. The program replaces The Greatest Gift, 3-3:15pm, Mon thru Fri, which moves to 3:30-3:45pm, effective April 4; and Golden Windows, 3:15-3:30pm, goes off, last show April 1. In its new spot, Greatest Gift replaces One Man's Family; last show for the latter, April 1.

#### Tuesday(8)

ABC- 5:30-6pm EST; SPECIAL; The Shroud of Turin, LIVE & FILM; from WBKB(Chi), to the net. Sustaining. Special Good Friday program, featuring Father Francis L. Filas, S. J., of Loyola University, Chicago, discussing authenticity of a reputed relic of the crucifixion of Christ, allegedly the cloth in which Christ was buried. The program was presented over ABC-TV last year also.

#### Saturday(9)

ABC- 10-10:30pm EST; SPECIAL; A Time to Remember, ON FILM; from WABC-TV(NY), to the net. Sustaining. Pkgr- Film produced for the British Travel Assn. Documentary of a tour made by Danny Kaye thru the British Isles, including his interview with the late George Bernard Shaw and Kaye's first appearance at the London Palladium; all presented as a flashback from the present. (WABC-TV(NY) will present the film at 11-11:30am EST).

CBS- 8:30-9am EST; SPECIAL; Hickory, Dickory, Dock; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); production info not available at press time. Show for kindergarten and nursery school-age children, presented by Eleanor Vekassy, teacher at P. S. 9 in Queens, with some of her pupils. Program will be presented one time only.

Sunday(10)

ABC- 11am-12noon EST; SPECIAL; Easter Services; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC Public Affairs. Easter services from the Church of the Ascension (Protestant Episcopal), Fifth Ave & 10th St., New York. The Rev. James William Kennedy, pastor of the church, will officiate, assisted by the Rev. Leonard F. Thornton, Jr. The church choirs, including a junior choir, will participate.

ABC- 6:30-7pm EST; SPECIAL; Kuklapolitan Easter Show; from WBKB(Chi), 39 stations live. Sponsor- Gordon Baking Co (Silvercup Bread) thru D'Arcy Advertising Co., Inc(NY) for 4 stations only; remainder co-op. Pkgr- Burr Tillstrom; Prod- Beulah Zachery; Dir- Lewis Gomavitz; Music Dir- Rex Maupin; Special Music Composed by- Jack Fascinato; Sets- Franklin Oakley from Tillstrom designs. Special Easter show, starring Burr Tillstrom, Fran Allison and some of the Kuklapolitans of Kukla, Fran & Ollie, in a tour of a mythical candy plant that makes Easter eggs.

CBS- 9-9:30am, 9:30-10am, 11am-12noon EST; SPECIAL; Easter Services; from WCBS-TV(NY), 9-9:30am; from WMAR-TV(Balt), 9:30-10am; from WTOP-TV(Wash), 11am-12noon, to the net. Sustaining. Pkgr- CBS-TV; CBS Superv- George Crothers. Telecasts of religious services from the Chapel of Fordham University in New York, with a Mass presented especially for television; then "America Goes to Church," from Saters Baptist Church in Baltimore; followed an hour later by the service at the National Cathedral (Episcopal) in Washington, with the sermon by the Rt. Rev. Angus Dun, Episcopal Bishop of Washington, and the Mass celebrated by the Very Rev. Francis P. Sayre, Jr., Dean of the Cathedral.

NBC- 11am-12noon EST; SPECIAL; Easter Mass; from WLW-T(Cinn), to the net. Sustaining. Pkgr- Crosley Broadcasting Corp; Exec Prod- Peter Katz; Prod & Dir- Lee Hornbeck; Coordinator- The Rev. Richard McCarthy. The Rev. Earl Whalen narrates for television viewers an Easter Mass from St. Monica's Cathedral in Cincinnati, with Archbishop Karl J. Alter of the Roman Catholic Archdiocese of Cincinnati presiding, including a choir of 500 voices, half of them seminarians.

NBC- 12:30-1pm EST; SPECIAL; New York Easter Parade; from WRCA-TV(NY), no. of stations indefinite. Sponsor- Charles Antell, Inc (Hair Preparations) thru TAA, Inc(Balt). Pkgr- NBC Special Events; Dir- Robert Friaulex (cq). Arlene Francis and Ben Grauer are hosts and narrators for the telecast of the traditional Easter Parade on Fifth Avenue in New York. The program will include a fashion show in the Hotel Pierre.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Easter Teleparade of Stars, ON FILM; SPECIAL April 2; Sat, 10-10:30pm EST, from WABC-TV(NY), to the net. Sustaining. Pkgr- National Society for Crippled Children and Adults with CBS Television; Prod- Hilliard Marks; Dir- Ralph Levy; Assoc Prod- Dick Fisher; Co-ordinator- Bill Whitley; Writers- Sam Ferrin, George Balzer, Al Gordon, Hal Goldman, Carroll Carroll; Musical Numbers Staged by- Paul Gotkin; Music Dir- Paul Baron; Sets- Robert T. Lee and John Lamphear; Prog Anncr- Don Wilson. Special musical-variety-comedy program for the Easter Seal program, produced at CBS Television City. (See Page A for credits). The film will also be shown on about 300 different stations on a spot basis at various times.

CBS- Name That Tune (Thu, 10:30-11pm EST) Last show, March 24.

You Are There (Sun, 6:30-7pm EST) New series of films produced in Hollywood with new production staff, starts April 3. Exec Suporv- William Dozier; Exec Prod- Ben Feiner; Prod- James Fonda; Dir- Bernard Girard. Films produced by CBS at Hal Roach Studios, Culver City, Calif.

OTHER NET CHANGES(Cont'd)

CBS- A Night of Vigil; SPECIAL April 3; Sun, 2-2:30pm EST; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS Public Affairs; Prod- George Crothers; Dir- Joseph Scibetta. Special dramatic program written by Irving Tunick, commemorating the first Jewish Passover services in the U. S., 300 years ago in New Amsterdam. (See Page A, for cast credits).

DuM- Captain Video (Mon thru Fri, 7-7:15pm EST) Last show, April 1. Morgan Beatty and the News (Mon thru Fri, 7:15-7:30pm EST) Last show, April 1. Chicago Symphony (Wed, 9-10pm EST) Last show, April 6. The Paul Dixon Show (Mon thru Fri, 3-4pm EST) Last show, April 8.

NBC- Norby (Wed, 7-7:30pm EST & PST; 10-10:30pm CST) Last show, April 6.

Concerning Miss Marlowe (Mon thru Fri, 3:45-4pm EST) Helen Shields succeeds Louise Allbritton as "Maggie Marlowe," effective April 7.

NEW NETWORK SPONSORSHIPS

MILES LABORATORIES, INC (Alka Seltzer & One-A-Day Vitamins) thru Geoffrey Wade Advertising(Chi) will sponsor the Thursday episode of The World of Mr. Sweeney (Mon thru Fri, 4:30-4:45pm EST) over NBC-TV, effective April 7. Miles dropped its one episode a week sponsorship of both Modern Romances and Concerning Miss Marlowe, effective March 31, both over NBC-TV.

GENERAL ELECTRIC CO (Major Appliances Div) thru Young & Rubicam, Inc(NY) will become alternate week sponsor of Dear Phoebe, Fridays, over CBS-TV, effective April 8. Current sponsor, Campbell Soup Co., thru Batten, Barton, Durstine & Osborn, Inc (also agency for GE's institutional and group advertising) continues as alternate sponsor.

LOCAL STATION ACTIVITY

All Stations- Special Easter programs, both filmed and live, will be shown on stations throughout the country. Films come from various church sources.

WABD(Ch 5) - Schedule changes: Local live shows going off the air: Finders Keepers (Thu, 7:30-8pm), last show, March 31. Roy Doty and the Adventures of Danny Dee (Mon thru Fri, 5:15-5:30pm), last show, April 8. Kitchen Fare (Mon thru Fri, 12-12:30pm), last show, April 8. The Ernie Kovacs Show (Tue & Thu, 10-11pm), last show, April 7. Replacement programs are various film series and anthology dramas, several with live m.c.'s.

WRCA-TV(Ch 4) - Sheldon at Six; DEBUT April 5; Tue, Wed, Thu, 6-6:30pm EST. Sustaining. Pkgr- WRCA-TV; Prod- Steve Krantz; Dir- Willie Stein. Herb Sheldon, with his "characters" featured on his morning programs, Egbert, the Bookworm, etc., present variety entertainment for children, including films and cartoons, and advice on deportment.

WPIX(Ch 11) - Hy Gardner Calling; SCHEDULE CHANGE March 31; Thu, 10-10:30pm. Program was formerly seen Sundays, 7-7:30pm.

WPIX - Schedule changes: Programs going off the air to make room for baseball telecasts: Opinion Please (Mon thru Fri, 1:30-2pm); The Bob Comedy Show (Mon thru Fri, 3-4:55pm); 3:55 News (Mon thru Fri, 3:55-4pm); all have last shows on April 8. Other programs in the afternoon are being re-scheduled, including The Dione Lucas Show, which moves from 2-2:30pm, to 4:30-5pm, Mon thru Fri, effective April 12.



SUNDAY APRIL 3 (Cont'd)

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Paris Precinct WABC-TV 10:30  
(Claude Dauphin & Louis Jourdan)

Moulin Rouge - with regulars: Claude Dauphin, Louis Jourdan, & Colette Richard, Madeleine Lambert, Colin Drake, Christian Fourcade, Jean Valmence, Mickey Michaels, Marcelle Broc, Gemond Vital, Rachel Berendt; (SD) by Sobey Martin & Charles Haas; Prod by Andre Haklm (PREMIERE OF NEW SERIES)

MONDAY APRIL 4

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Superman WRCA-TV 6pm  
(George Reeves)

Double Trouble - with regulars & Phyllis Coates, Jack Larson, Walter Cannon, Hans Miller; (SW & SD)

Sherlock Holmes WRCA-TV 7pm  
(Ronald Howard)

Christmas Pudding - (O) by George & Gertrude Fass; with Eugene Deckers, June Rodney, Richard Watson, Arthur Lance, Harry Eelither, Russell Caprio, Sacha Pitoeff; (SD)

TV Reader's Digest ABC 8pm  
(Hugh Keilly)

Incident on the China Coast - (O) by Peter Thacher, (A) by Warren Forth; with Dan Barton, Alan Lee, Victor Millan, Noel Toy, Laura Elliott, Douglas Kennedy, John Dodsworth, Gloria Saunders, Joan Elan; (SD) by James Neilson

PRODUCER'S SHOWCASE NBC 8pm  
(COLOR)

Reunion in Vienna - (O) by Robert E. Sherwood, (A) by David Shaw; with Greer Garson, Brian Aherne, Peter Lorre, Robert Fleming, Cathleen Nesbitt, Lili Darvas, Herbert Berghof, George Voskovec, Frederic Worlock, Tamara Daykarhanova, Horace Cooper, Nehemiah Persoff, Boris Marshalov, Edith Meiser, Donald Marye, Gene Saks; (SD) by Vincent Donehue; Assoc Dir - Dominick Dunne; Sets - Rouben Ter-Arutunian; Music - Harry Sosnick; Guest Prod - Jean Dalrymple

VOICE OF FIRESTONE ABC 8:30

Nadine Conner (S)

ROBERT MONTGOMERY NBC 9:30  
PRESENTS

The Tender Leaves of Hope - (O) by Theodore & Mathilde Ferro; with Raymond Massey, Anne Seymour, Robert Goddier, Norman Rose, Harrison Dowd, Joy Hodges, Viola Roache; (SD)

Debutante CBS 9:30  
(Ang Byington)

Theatre Tickets - with regulars & Pitt Herbert, Emory Parnell, Phil Tead; (SD)

STUDIO ONE CBS 10pm

Cross My Heart - (O) by Harry W. Junkin; with Hugh Marlowe, Neva Patterson, Roni Dengel, Jane Seymour, Evelyn Ellis, Sandy Kenyon, Janie Alexander; (SD) by Paul Nickell

Big Town WRCA-TV 10:30  
(Mark Stevens)

regulars & Denver Pyle, Jean Willis, Morris Ankrum, Jimmy Dodd, Steve Pendleton; (SW & SD)

TUESDAY APRIL 5

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Science Fiction Theatre WRCA-TV 7pm  
(Truman Bradley)

Beyond - with William Lundigan, Ellen Drew, Tom Drake, Bruce Bennett; (O) by Ivan Tors, (A) by Robert Smith & George Van Marter; Dir by Herbert Strook (PREMIERE OF NEW SERIES)

Cavalcade of America ABC 7:30

No Greater Love - with Mary Anderson, Arthur Franz, Reed Hadley, David Bond; (SD)

Waterfront WAED 7:30  
(Preston Foster) & Lois Moran)

Fog Bound - (O) by Frank Moss & Lee Eerg; with regulars & Mae Clarke, Wilton Graff, George Chandler, Victor Sen Young, Weaver Levy, Spencer Chan; (SD)

Life With Father CBS 8pm  
(Leon Ames & Lurene Tuttle)

Father & the Circus - (O) by Whitfield Cook; with regulars & Sig Arno, Ronny Liss, Herb Rissman, The Great Navarre, Jane Crowley, Noreen Corcoran; (SD)

BUICK-BERLE NBC 8pm

Sophie Tucker (S)

Studio 57 DuM 8:30

Rescue - (O) by H. Eedford-Jones, (A) by Lawrence Kimble; with Brian Keith, Dorothy Green, Romo Vincent; (SD)

Ballads of Ivy CBS 8:30

regulars & Erville Alderson; (SW & SD)

Reside Theater NBC 9pm  
(Gene Raymond)

Not the Marrying Kind - (O) by Lester Atwell, (A) by Cyril Hume; with Dan Barton, Kathleen Crowley, Sheila Bromley, Ray Montgomery, Marjorie Owens, Larry White, Nadene Ashdown, Francis Pierlot; (SD)

Danny Thomas ABC 9pm  
(Jean Hagen)

The Philosopher - (O) by Henry Garson; with regulars & Arthur Q. Bryan; (SE)

TUESDAY APRIL 5 (Cont'd)

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LOGIN HOUR ABC 9:30

Black Eagle Pass - (O) by Halsted Welles; with Paul Douglas, Joan Lorrying, Valerie Pettis, Philip Abbott, Charles Dingle, Edward Binns; (SD) by Donald Richardson

ED SKELTON SHOW CBS 9:30

Mary Meade French (S) (FROM HOLLYWOOD)

ARMSTRONG'S CIRCLE NBC 9:30  
THEATRE

Ruckskin - (O) by Mann Rubin; with Jack Lord, John Cassavetes, Susan Morrow, Neville Brand, George Macready, Frank McHugh, Matt Crowley, Walter Burke, George Ebeling, Gaines Kincaid; (SD) by Dan Petrie

DANGER CBS 10pm

Last Duel in Virginia City - (O) by Irving Elman; with Todd Karns, Lawrence Fletcher, Ford Rainey, Noel Leslie, G. Albert Smith, John Buckwalter, P. J. Kelly, Charles Mendick, Dan Reed, Martin Newman; (SD)

WEDNESDAY APRIL 6

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Wild Bill Hickok WRCA-TV 6pm

Sagebrush Manhunt - with regulars & Jill Richards; (SW & SD)

My Little Margie NEC 8:30

regulars & Muriel Landers; (SW & SD)

New Stu Erwin ABC 8:30

regulars & Nancy Evans, Theresa Lyon, Dee Carroll, Larry Blake

KRAPF TELEVISION NBC 9pm

Whim of Iron - (O) by Michael Dyne; with Anthony Franciosa, Claudia Morgan, Judson Laire, Woodrow Parfrey, Jerome Kilty, Mildred Tolan; (SD) by Fielder Cook

THEATRE

The Millionaire CBS 9pm  
(Harvin Miller)

The Story of Ev Johnson - with Arthur Shields, Eleanore Tannin, Lennie Freeman; (SD)

THE BEST OF BROADWAY CBS 10pm  
(COLOR)

Stage Door - (O) by Edna Ferber & George S. Kaufman, (A) by Gore Vidal; with Rhonda Fleming, Diana Lynn, Dennis Morgan, Peggy Ann Garner, Charles Drake, Elsa Lanchester, Victor Moore, Virginia Vincent, Nita Talbot, Kathleen Maguire, Mary Ellen Verheyden, Treva Frazee, Elizabeth Yorke, Don Koefer, Jack Weston, Melissa Weston, David White; Dir by Sid Lumet

Doris Fairbanks WRCA-TV 10:30

Con Cregan's Legacy - no credits available at press time

Edna Cantor WABC-TV 10:30

The Finer Points - with Robert Strauss, Douglass Dumbrille, Jack LaRue; (SD)

THURSDAY APRIL 7

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Guy Lombardo WRCA-TV 7pm

Toni Arden (S)

Ray Milland CBS 8pm

regulars & Jack Haley; (SW & SD)

Conrad Nagel Theatre WABD 8pm

To Whom it May Concern - (O) by Sam Twining; with Fiorella Mari, John Douglas, Pat Crean; (SD)

CLIMAX! CBS 8:30  
(William Lundigan)

Private Worlds - (O) by Phyllis Bottome, (A) by Mel Dinelli; with Claudette Colbert, Marguerite Chapman, Marilyn Erskine, Lorne Green, Warren Stevens, Katharine Warren; (SD) by John Frankenheimer (FROM HOLLYWOOD)

JUSTICE NBC 8:30  
(Gary Merrill)

The Wire-Tapping Case - (O) by Newton Meltzer; with June Lockhart, Joe Maross; others to be announced; (SD)

Treasury Men in Action (Walter Greaza) ABC 8:30

(O) by Malvin Wald; with Byron Foulger, Vivi Janis, Harry Lauter, Phillip Van Zandt; (SD)

STAR TONIGHT ABC 9pm

Treasure Trove - (O) by Fryniwyd Tennyson Jesse, (A) by Harry W. Junkin; with Pat Sully, Wesley Addy, Marc Cramer, others to be announced; (SD) by Joel O'Brien

Four Star Playhouse CBS 9:30

The Collar - (O) by Frederick Lipp; with David Hiven, Barton MacLane, Walter Coy, Richard Hale; (SD) by Roy Kallino

For Theatre NBC 9:30

Deception - (O) by Ted Thomas & Jan Leman, (A) by Lillie Hayward & Karen DeWolf; with Sylvia Sidney, John Howard, June Vincent, Greta Granstedt, Sally Fraser, Mark Andrews; (SD)

PCND'S THEATRE ABC 9:30

The Glass Parlor - (O) by Hal Hackady; with Polly Rowles, Richard Kendrick, Bill Lundmark, Margaret Barker, Sue Randall, Ruth Attaway; Prod & (SD) by William Graham



MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY APRIL 1 THRU FRIDAY APRIL 8 (CONT'D)  
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TELEPIX NEWS WPIX 7:15 & 11pm M thru F until 4/25 - John E. McCarthy subs for hospitalized John Tillman as reporter

IGHT (Steve Allen) NBC 11:30 M - Sono Osato (D), The Red Caps (D); Tu - Henry Morgan (C), Terri Stevens & Al Hibbler (S); W - Dorothy Collins (S), Wally Cox (C), John Scarne (card expert); Thu - Shubert Alley block party celebrating 1st anniversary of Anniv. Waltz; F - Richard Hayman (M)

SATURDAY APRIL 9  
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Captain Midnight CBS 11:30 Trapped Behind Bars - (O) by Milton M. Raison, (A) by George Bricker; with regulars & Don C. Harvey, Mel Wells, Lennie Bremen; (SD)

The Range Rider (Jack Mahoney) WRCA-TV 6:30 The Hawk - (O) by Elizabeth Beecher; with regulars & Denver Pyle, Louise Lorimer; (SD)

Rheingold Theatre Presents Henry Fonda WRCA-TV 7pm Her Crowning Glory - (O) by Clock Dailey; with Teresa Wright, John Litel, Habel Albertson, Doug Kennedy, Maudie Prickett; (SD) by Roy Kellino

SWIFT'S SHOW WAGON NBC 7:30 Four Step Brothers (D)

MAX LIEBMAN SPECTACULAR NBC 9pm (COLOR) The Merry Widow - with Anne Jeffreys, Edward Everett Horton (C), John Conte, Bambi Linn & Rod Alexander (D), Beatrice Kraft (D), Brian Sullivan (S)

ALL IN FUN CBS 10:30 George DeWitt (C), Johnny Mercer (S&composer), The Gocfers (trampo-C), Bill Hayes (S), Fisher & Marks (C) (LAST SHOW!)

SUNDAY APRIL 10  
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The Search CBS 4:30 Progress in Psychiatry & Research on the Human Brain - 2 Parts - (O) by John Pfeiffer; Dir by Henwar Rodakiewicz (THIS WEEK & NEXT)

Roy Rogers (& Dale Evans) NBC 6:30 Go for Your Gun - (O) by Dwight Cummins; with regulars & Alfalfa Smitzer, James Diehl, Bob Wilke, Michael Ragan, George Lewis, William Fawcett, Reed Howes; (SD)

You Are There CBS 6:30 P. T. Barnum Presents Jenny Lind - (O) by Alexander Furth; with Leni Landrey, Edith Evanson, John Dodsworth, Roy Collins Earl Brown, Dick Simmons, Frank Krieg, William Dalzell, Syl Lamont, Lillian Sayre, Stafford Repp, Claire de Brey, John Alvin, Maury Hill, Sid Clute, Stephen Coit, Herbert Deans (SD)

private Secretary (Ann Sothern) CBS 7:30 Perfect Specimen - (O) by Leonard Gershe; with regulars & Donald Curtis, Anne O'Neal, Cliff Roche, Cosmo Sardo; (SD)

OPERA CAMEOS DuM 7:30 Fledermaus - excerpts from opera by Johann Strauss, English version by Howard Dietz & Garson Kanin; with Brenda Lewis, Virginia MacWatters, Adriana Knowles, Suzanna Ames, Ralph Herbert, Lloyd Thomas Leech, David Aiken, Stanley Carlson, Mr. Velucci (all S) (45 MINUTES, LAST SHOW OF THE SEASON)

Pepsi-Cola Playhouse ABC 7:30 Petersen's Eye - with Robert Ellenstein, Herbert Patterson

TOAST OF THE TOWN (Ed Sullivan) CBS 8pm David Whitfield (S), Rosemary Clooney (S), clips from Run for Cover - with James Cagney, also in recorded interview; Willie Mays, Pee-wee Reese, Dusty Rhodes, Robin Roberts, Warren Spahn Vic Wertz, Gerry Coleman (all baseball); Graduation Ball - choreographed by David Lichine, with Ballet Theatre Co. (D) Los Chavales de Espana (S&M), Trini Reyes (D), Notre Dame Glee Club

COLGATE COMEDY HOUR NBC 8pm Roberta - Jerome Kern's operetta - with Gordon MacRae (S), Nina Foch, Jack Carter (C), Agnes Moorehead, Lucille Norman (S), Luba Malina (S&C), Reginald Denny; TV (A) by Charles Friedman, Ronald Alexander, David Rogers (FROM HOLLYWOOD)

Loretta Young NBC 10pm He Always Comes Home - (O) by Marian Thompson; with Richard Arlen, Eleanor Donahue, Russ Conway, Merry Anders; (SD)

Bob Cummings (Rosemary DeCamp) NBC 10:30 Bob to the Rescue - with regulars & Lyle Talbot, Rosemary Bowe, Norman Brooks, Wilson Wood; (SM & SD)



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### MID-WEEK SPECIAL

#### NEWS -- POSSIBILITIES - COMMENT

According to present plans, American Tobacco Co will keep its alternate week interest in NBC's Monday, 9:30-10:30pm time spot, with a new program to be decided on to replace Robert Montgomery Presents, on alternate weeks. Montgomery's other sponsor, S. C. Johnson & Son, is reported to be happy with the program and, pending the outcome of current talks, will probably continue to sponsor the actor-producer's dramatic programs on an alternate week basis next fall. If NBC is also willing, this would probably also satisfy Montgomery's reported wishes to cut back on his TV work and still leave him with part of the showcase he developed.....For the following evening over NBC, Tuesdays, 9:30-10:30pm, the new Armstrong and Pontiac alternately-sponsored one hour dramas will probably start the first week in September. Armstrong's current half-hour Circle Theatre, 9:30-10pm, continues live into June and then may use kine re-runs of its best programs for summer hiatus. Talent Associates, Armstrong's packager, will also produce its one hour show in the fall on alternate weeks. The Pontiac dramas, scheduled to start Sept 6, will not be produced directly by MacManus, John & Adams, Pontiac's ad agency, but may be assigned to an outside organization. No creative talent has been set for high budget show.

Jane Wyman's own packaging firm, Carmen Pictures, is set to produce films with the star as hostess in all and lead in some for Procter & Gamble Co, to be shown in the fall over NBC, Tuesdays, 9-9:30pm. The report out of Hollywood on Monday (4) was considered premature, especially on some of the details of the new half-hour anthology series. The show will not replace Fireside Theatre, but it is said that the new title will probably be along the line of, "Jane Wyman stars in Fireside Theatre." P & G's investment in the title and long-time audience is too big to be dropped, even for a Hollywood star name. The new films will present a different version of Fireside with a general use of higher-priced stories and bigger name actors. The only facts not changed about the program are that P & G's Ivory Soap and Crisco thru Compton Advertising will continue to sponsor the programs.

Jackie Gleason's CBS summer replacement show will be an as-yet-untitled music-variety production, featuring four different music groups on each program, changing weekly. Paul Whiteman and an orchestra will be the permanent program band. Tentatively set for the first bill, starting June 25, are Stan Kenton and band, the Lecuona Cuban Boys, and Steve Gibson's Red Caps with Whiteman. The show will use only soloists or vocalists within the band units; no outside singlos or acts. Casting will be done by Jack Philbin at the Gleason Enterprises office, at the Park Sheraton Hotel in New York, and Frank Satenstein may direct. The new show will run thru September 24.

(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

U. S. Steel Hour will have its last showing over ABC on June 21 and will bow over CBS on July 6. For some odd reason, several stories out of Hollywood last week said that the Steel Hour's May 10 repeat showing of "Fearful Decision," starring Ralph llamy, would be its third presentation of the kidnapping drama. It will be only the cond, and it will present as many of the original cast as will be available in New York, including Meg Mundy. Sam Levene will not be available to recreate his role.... .NBC Television Opera's last program of the season on May 15, Sunday, 3:30-5pm, will be Gian Carlo Menotti's "The Saint of Bleecker Street," with Davis Cunningham, Rosemary Kuhlmann and Virginia Copeland.....Producer's Showcase has combined the available stars and will present "Petriified Forest," starring Humphrey Bogart, Henry Fonda and Lauren Bacall, on May 30. Earlier plans for an alternate date were based on the possibility that Fonda and Bogart would not be available at the same time. Fred Coe will produce the show and Del Mann will direct, in Hollywood. The May 2 Showcase production will be "Darkness at Noon," with the TV adaptation by Robert Alan Aurthur, from Sidney Kingsley's play based on the Arthur Koestler novel. Claude Rains will repeat his original stage role; with David Wayne, as a "heavy" in Jack Palance's original role in the play. Del Mann will direct.

Although some reports out of Hollywood predict that total hour production of telefilms may drop in the fall on the coast, total money volume should be way up. With sponsors calling for increased quality in scripts and production (See page 1 Jane Wyman note) and the advent of the previously stand-off movie makers into the field, the demand for writer and actor services portends another spiral in costs, but this time the sponsors are going along with it. Hal Roach, Jr., has announced that several new pilots now in pre-production will be budgeted around \$35,000. The increase in one-hour live dramas in New York set for the fall will cause another drain on star names and writers geared for the distance. If enough movie makers go into telefilm production, several studio lists will be closed to outside packagers. Actually, the basic want won't be actors, but capable writers, and program producers may find that money one doesn't create audience-holding scripts.

Goodson-Todman plans to present its pilot film for the Buckley series to ad agencies only, on a "best offer" basis. The series was created by Don Quinn and stars Reginald Gardiner as a butler who works for a different Hollywood star in each episode. Desilu did the physical production on the pilot, which was written and produced by Ed Hartmann.....Sgt. Preston of the Yukon starts production in June, on location in the Sierras and in Hollywood, with the studio location still to be determined. The radio series will be used as the basis for the stories, upgraded and adapted for adult interest. The story editor has not been set. Tests for the lead will take place on the coast in mid-April (Charles Skinner Productions is handling all production), but no star name is involved.....Allan Sloane wrote the pilot script for the Bernard Schubert-Harry Joe Brown pilot for Men in Black, planned series with a religious theme.....Laraine Day is expected to discuss the future of her Kelly film series with the William Morris agency when she comes to New York next week for her baseball season telecasts. The pilot will probably arrive from the coast about the same time.

Buff Cobb hasn't decided on a lead for her Judge Priest series. The firm is Buff Cobb, Inc., at 340 E 57th St., New York 22. PL 3-2646.....Bob Champlain is handling casting for Reah Productions' I Spy series at 45 E 51st St., New York 22. MU 8-3970. Production starting date for the Raymond Massey starrer at Parsonnet studios in Long Island City is still not set.....Charles Marquis Warren's Gunsmoke series has set June 1 for the start of location shooting in Hollywood. James Arness and Amanda Blake star, with Dennis Weaver and Milburn Stone filling the other lead roles.....Hollywood television producers continue to move, with Ziv currently leaving California studios for its own home at American National. Television Programs of America and the Edward Small production group will move to the KTTV lot in a couple of months.....CBS has recognized one facet of the re-run problem for current network series by changing the title of its new Sunday series to The Sunday Lucy Show. It was originally called The Lucy Show.

There may be a large difference of opinion brewing about the origination point for the Eddie Fisher Coke Time show for next fall. Hollywood says it will come from here, starting August 31. The production office in New York says that there are no plans. Probability is that it will change scene with Fisher's p.a. schedule, as has this season.....Pat Weaver's statement on the signing of Perry Como to a long-term contract with NBC included the significant historical reminder of "his six years with us on 'The Chesterfield Supper Club'..." in discussing Como's association with NBC. The singer's contract with CBS winds up July 1.....Paul Dixon is returning to Cincinnati after he leaves his Du Mont net spot on April 8, with a new Crosley Broadcasting show scheduled to start over WLW-T on April 18, spotted from 3-3:30 for the first week, then spreading to 3-4pm starting on April 25, with a feed to WLW-D and WLW-C. Sis Camp, who had come on from Cincinnati to join his New York show, returns to her home city to join the boss again....."Vampira" has had her local movie show over KAEC-TV(LA) cancelled, with a possible ABC regional net show of her own in the offing.....What happened to the talk of ABC's-Theatre Guild The Devil's Theatre drama series?

Max Liebman spectaculars for the future schedule are: April 24, a revue starring Judy Holliday, Dick Shawn and Bambi Lynn and Rod Alexander; with Frank Sinatra starring in a cut-in segment from Hollywood; May 7, a revue, with no cast set; May 22, "Chocolate Soldier," starring Eddie Albert; June 4, "Desert Song," starring Nelson Eddy, with Gale Sherwood, in the leads..... Best of Broadway's final bill, May 4, will present "Broadway," starring Fifer Laurie, Joseph Cotten, Jack Lemmon and Akim Tamiroff.....Future productions for Philco & Goodyear Television Playhouse include: April 17, "The Blind and the Brave," an original by Calder Willingham, based on a section cut out of his original novel, "End as a Man," concerning the commandant's son; April 24, production not decided; May 1, "The Governess," an original by Jerome Ross about a governess who takes over a household and tries to win the affection of children. Future productions without definite dates include: "The Catered Affair," an original by Paddy Chayefsky, a comedy about a father who gets involved in marriage arrangements; and a Gore Vidal original, "To a Small Planet," a science fiction satire about a man from outer space who takes a hand in the earth's affairs.

American Chicle will not be a participating sponsor in next season's Berle-Raye schedule over NBC, as rumored, but is remaining whole-heartedly with its Sid Caesar sponsorship. Chicle, thru Dancer-Fitzgerald-Sample, continues its one-third participation in the Caesar summer replacement program, starting June 27, and will carry on for the fall, according to present plans. The shift of the Clorets part of the account to Ted Bates & Co., Inc., does not affect any other part of the account..... Parker Pen Co has named Tatham-Laird, Inc., of Chicago, as its agency to replace J. Walter Thompson Co.

Robert Sloane, 42, producer, director and writer of Treasury Men in Action and many other series, died in Hollywood, April 3.

PEOPLE GOING PLACES: Charles Oppenheim has been named director of press information service for CBS Television, in New York, responsible for the coordination of press activities both in New York and Hollywood. Michael J. Foster has been upped from publicity manager in New York to manager of press relations.....Howard Henkin has been named eastern sales manager in New York for Walter Schwimmer Productions. He had been general manager of TelePromPter Corp.....Mickey Dubin has left MCA-TV to join Chad, Inc., film producers, as executive director of sales.....Henry C. Brown, New York artists rep, moves to 46 E 53rd St., effective April 15. New phone is PL 1-0.....Donald E. Tomkins has joined Owen Murphy Productions, Inc., in New York, general sales manager. He was formerly director of TV and radio with Grant Advertising, Inc.....Joyce Cook has joined Robert Maxwell Associates, producer of Lasie, as story editor. She had been with Frank Wisbar Productions in the same capacity.