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PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (May 21)

POOL- CBS, 8:30-9pm EDT, live; ABC, 10-10:30pm EDT, tape; NBC, 11:15-11:45pm EDT, kine; SPECIAL - President Eisenhower's Address on Mutual Aid - CBS pool from WTOP-TV(Wash), to the nets. § Public Service. § Prod- CBS News & Public Affairs. § President Eisenhower's second address to the nation, "Why We Need Mutual Aid to Win the World." Program pre-empts Private Secretary over CBS, It's Polka Time over ABC and part of Tonight over NBC.

OTHER NETWORK CHANGES & ADDITIONS

POOL- President Eisenhower - Cost of Government Address; SPECIAL May 14; Tue; NBC, 9-9:30pm EDT, live; ABC, 10-10:30pm EDT, kine; CBS, 11:15-11:45pm EDT, kine; NBC pool from WRC-TV(Wash), to the nets. § Public Service. § Prod- NBC News and Special Events. § President Eisenhower's first address to the nation, in a two-address series; the first on "Cost of Your Government." Program pre-empted Jane Wyman Show over NBC, It's Polka Time over ABC and local shows over CBS.

CBS- Senatorial Discussion of the President's Proposals; SPECIAL May 19; Sun, 2:30-5:30pm EDT; LIVE from WTOP-TV(Wash), to the net. § Sustaining, public service. § Pkgr- CBS Public Affairs(Wash); Prod- Bill Kobin. § CBS news correspondent Griffing Bancroft is moderator for a discussion among four U. S. Senators concerning "The President's Budgetary and other Legislative Proposals."

The Rebels of Sierra Maestra; SPECIAL May 19; Sun, 6:30-7pm EDT; FILM from WCBS-TV(NY), to the net. § Sponsor- Prudential Insurance Co of America thru Reach, McClinton & Co(NY); Acct Exec- Thomas P. Crolius; Acct Superv- Robert W. Robb; Comm Anncr- Bill Shipley (on film). § Pkgr- CBS News(NY); Prod- Leslie Midgely; Eds- Don Hewitt, Leslie Midgely; Film Eds- John Dullaghan, Ken Dagleish. § Filmed report of life in the camp of Cuban revolutionary leader Fidel Castro in the Sierra Maestra mountain range, reported by CBS Newsman Robert Taber and CBS News cameraman Wendell Hoffman. The program pre-empted You Are There for the sponsor, this date only.

NBC- Three, Two, One - Zero; SPECIAL May 19; Sun, 4-5pm EDT; FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Sustaining. § Repeat of the "Project 20" film program originally seen over NBC on Sept 13, 1954. The repeat showing will have NBC Washington commentator Joseph C. Harsch delivering a five-minute live commentary on political efforts to deal with atomic energy. The program is the second of the Project 20 series to be repeated. (See Call to Freedom, page 29).

Caesar's Hour (Sat, 9-10pm EDT) Last show May 25.

TALENT SHOWSHEET MAY 17 - MAY 26
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Most of the shows on May 17,18,19 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 May 24. 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 MAY 18  
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FIVE STAR COMEDY PARTY	ABC 5:30pm	<u>PREMIERE</u> : (O) Herb Moss; Regulars: Paul Winchell & Jerry Mahoney, Olsen and Johnson, Jerry Colonna, Ben Blue, Senor Wences, on a rotating basis. Cast for this date; Paul Winchell and Jerry Mahoney, Bob Bean(car-toonist), Ann Marstin; Dir - Herb Moss.
JACKIE GLEASON SHOW	CBS 8pm	Monica Lewis(S), Johnny Haymer(C).
PERRY COMO SHOW	NBC 8pm	ADD: The Goofers(M-acro).

SUNDAY MAY 19
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|                           |             |                                                                                                                                                                                                                             |
|---------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET         | CBS 10am    | <u>King Canute in Exurbia</u> ; (O) Henry Walsh; with Edward Andrews, Nan McFarlan, Charles White, Bennye Gattys; Dir - James MacAllen.                                                                                     |
| LOOK UP & LIVE            | CBS 10:30am | <u>Orthodox Judaism</u> ; (O) Mortimer Frankel; with Rabbi Joseph H. Lookstein, New York; Dir - Marvin Silber-sher.                                                                                                         |
| CAMERA THREE              | CBS 11:30am | <u>The American Presidency</u> ; based on lectures given by Clinton Rossiter.                                                                                                                                               |
| YOU ARE THERE             | CBS 6:30pm  | Special Film Report, this date only. <u>The Rebels Of Sierra Maestra</u> ; Report made by Wendell Hoffman and Robert Taber(CBS Staff); Interview with Cuban revolu-tionary leader Fidel Castro in his secret mountain camp. |
| ED SULLIVAN SHOW          | CBS 8pm     | <u>DELETE</u> : Herb Score; <u>ADD</u> : Clyde Beatty Circus.                                                                                                                                                               |
| <u>Schlitz Playhouse</u>  | CBS 9:30pm  | <u>Tower Room 14-A</u> ; Re-run of 1/11/56.                                                                                                                                                                                 |
| <u>Loretta Young Show</u> | NBC 10pm    | <u>Royal Partners</u> ; Part 1; (O) Richard Morris; with Miss Young, Robert Fortier, Oliver McGowan, Ann Morrison, James Parnell, Jack Regas; Dir - Richard Morris.                                                         |

MONDAY MAY 20  
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<u>Wire Service</u> (Mercedes McCambridge)	ABC 7:30pm	<u>The Last Laugh</u> ; (O) Andrew Solt & Glen Bohannan; with Miss McCambridge, Robert Hutton, Rudolfo Hoyos, Lisa Montell, Ainslie Pryor; Dir - Tony Leader.
<u>Burns & Allen</u>	CBS 8pm	with regulars & Yvonne Lime, Darlene Albert; (SW&SD).
VOICE OF FIRESTONE	ABC 8:30pm	Robert Merrill(S).
TALENT SCOUTS	CBS 8:30pm	Scotty Harrell(S-M), Marvin Lawwill(S), Anita Bryant (S).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:50pm	The Collins Kids(S-M), Elmer Plenger(S).
<u>December Bride</u> (Spring Byington)	CBS 9:30pm	Starts re-runs.

MONDAY MAY 20(Cont'd)
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RAY BOLGER'S WASHINGTON SQUARE	NBC 9:30pm	with regulars & Vera Ellen(D), Richard Haydn(C), Jose Greco(D).
STUDIO ONE	CBS 10pm	<u>The Man Who Wasn't Himself</u> ; (O) Howard Rodman; from a story idea by Quentin Reynolds; with Eli Wallach, Patricia Smith, David Lewis, Ian Wolfe, Fred Stewart, Arthur Anderson, Rudolf Weiss, Joanna Roos, Christopher Snell, George Ebeling; Dir - Jack Smight.

TUESDAY MAY 21
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<u>Cheyenne</u> (Clint Walker)	ABC 7:30pm	<u>Hard Bargain</u> ; (O) Jack Natteford & Howard Browne; with regulars & Richard Crenna, Regis Toomey, Dawn Richard, Will Wright, Robert Keys; Dir - Edward Ludwig.
JONATHAN WINTERS	NBC 7:30pm	Jack Haskell(S).
<u>Phil Silvers Show</u>	CBS 8pm	<u>Bilko's Perfect Day</u> ; with regulars & Paul Lipson, Bert Thorn, Bob Hastings, Parker Fendley; (SW&SD).
ARTHUR MURRAY PARTY	NBC 8pm	Judy Holliday, Bert Lahr.
<u>Private Secretary</u> (Ann Sothern)	CBS 8:30pm	<u>Her Best Enemy</u> ; with regulars & Franklin Pangborn, George E. Stone; (SW&SD).
<u>Panic!</u>	NBC 8:30pm	with Robert Douglas, Red Morgan, Larry Dobkin, Dan Riss, Chuck Roberson, Bill Erwin; (SW&SD).
<u>Broken Arrow</u>	ABC 9pm	<u>Attack on Fort Grant</u> ; with regulars & Mae Clark, Charles Horvath; (SW&SD).
<u>Jane Wyman Show</u>	NBC 9pm	Starts Re-runs.
<u>DuPont Theatre</u>	ABC 9:30pm	<u>Pursuit of A Princess</u> ; (O) George Loveridge; (A) Laszlo Gorog; with Brian Aherne, Fred Clark, Dick Elliot, Paul Burns, Percy Helton, Oliver Blake, Mary Lawrence, Ida Moore, Edward Schryver; Dir - William A. Seiter.
RED SKELTON SHOW	CBS 9:30pm	Mickey Rooney, Lina Romay(S).
KAISER ALUMINUM HOUR	NBC 9:30pm	<u>The Deadly Silence</u> ; (O) Irving Gaynor Nieman; with Lili Darvas, Ben Astar, Harry Guardino, William Shatner, Jane McArthur; Dir - Paul Bogart.
SPIKE JONES SHOW	CBS 10:30pm	Carol Channing(S).

WEDNESDAY MAY 22
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<u>Navy Log</u>	ABC 8:30pm	<u>Mission to Murmansk</u> ; with William Lundmark, Henry Slate, Norman Leavitt, Ken Becker, Gene Roth; (SW&SD).
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>Margaret Discowns Her Family</u> ; with regulars & Christine White, James Ogg, Monroe Childs; (SW&SD).
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Ted McAllister</u> ; with Barry Atwater, Marian Seldes, Ray Stricklyn, John Carlyle, Barbara Eden; (SW&SD).
KRAFT THEATRE	NBC 9pm	<u>Men of Prey</u> ; (O) Leonard Heideman; with Chester Morris, Georgann Johnson, Bruce Gordon, Mario Alcalde, Jerome Kilty, Frank Marth, Richard Sheppard; Dir - Richard Goode.
<u>Ford Theatre</u>	ABC 9:30pm	<u>Miller's Millions</u> ; (O) Jack Harvey; with Thomas Mitchell, Otto Kruger, Richard Webb, Michael Fox, Sheridan Comerate, Charlott Knight; Dir - Danny Dare.
US STEEL HOUR	CBS 10pm	<u>Shadow In The Sky</u> ; (O) S.S. Schweitzer; with Richard Kiley, Peter Cookson, Bonita Granville; Dir - David Greene.

THURSDAY MAY 23
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|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CIRCUS TIME                                   | ABC 8pm    | Betty Ann Grove(S), Billy Fellows(panto), Gil Shephard And The De Soto Sisters(bells), The Szony's and Tokayers (teeter-board), George Holmes (D).                                                                 |
| <u>Bob Cummings Show</u>                      | CBS 8pm    | <u>Bob Ages Margaret</u> ; with regulars & Herbert Rudley; (SW&SD).                                                                                                                                                |
| CLIMAX!<br>(Bill Lundigan)                    | CBS 8:30pm | <u>The Hand of Evil</u> ; (O) Jhan & June Robbins; (A) Leo Lieberman; with John Forsythe, Vera Miles, Mary Anderson; Dir - Allen Reisner.                                                                          |
| <u>The People's Choice</u><br>(Jackie Cooper) | NBC 9pm    | with regulars & Almira Sessions; (SW&SD).                                                                                                                                                                          |
| PLAYHOUSE 90                                  | CBS 9:30pm | <u>Winter Dreams</u> ; (O) F. Scott Fitzgerald; (A) James P. Cavanagh; with Mildred Dunnoek, Darryl Hickman, Phyllis Love, Joe Sweeney, Dana Wynter, John Cassavetes, Lana Wood; Dir - John Frankenheimer.         |
| THE FORD SHOW                                 | NBC 9:30pm | Molly Bee(S).                                                                                                                                                                                                      |
| <u>Telephone Time</u><br>(John Nesbitt)       | ABC 10pm   | <u>Again The Stars</u> ; (O) Donald S. Sanford; with Robert Ellenstein; Dir - Richard Kinon.                                                                                                                       |
| LUX VIDEO THEATRE                             | NBC 10pm   | <u>The Armed Venus</u> ; (O) Richard McDonagh & William Stuart; with Esther Williams, Steve Forrest, Peter Graves, John Hudson, Robert Richards, Don Barry, William Keene, Arline Anderson; Dir - James Yarbrough. |

FRIDAY MAY 24  
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<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>Along Came Tubbs</u> ; with regulars & Andy Clyde, Jim Bannon, John Cliff, Harry Strang, Syd Saylor; (SW&SD).
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>Gone to Texas</u> ; with regulars & Rodolfo Hoyas, Jr., Virginia Core, Douglas Kennedy; (SW&SD).
<u>Crossroads</u>	ABC 8:30pm	<u>9:30 Action</u> ; (O) Donn Mullally; with Richard Arlen, Steve Brodie, Susan Oliver; (SD).
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	Starts Re-runs.
<u>Life Of Riley</u>	NBC 8:50pm	with regulars & Ty Perry, Helen Jay; (SW&SD).
<u>Mr. Adams & Eve</u> (Ida Lupino, Howard Duff)	CBS 9pm	<u>The Fighter</u> ; with regulars & Morris Miller, Douglas Dumbrille, Jack Lomas; (SW&SD).
<u>Joseph Cotten Show-- On Trial!</u>	NBC 9pm	<u>The Gentle Voice of Murder</u> ; with Barbara Bel Geddes.
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>The Pink Scarf</u> ; with regulars & Patrick Holt, Eleanor Fazan; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>Sister Louise Goes To Town</u> ; (O) Louis Paul; (A) Kathleen Hite; with Teresa Wright, Josephine Hutchinson, Augusta Roeland, Mary Webster, Brett Halsey, Shawn Smith, Frank Scannell, Emerson Treacy, George Humbert, Roy Engel, Raymond Guth; Dir - John Brahm.
BIG STORY (Ben Grauer)	NBC 9:30pm	<u>Jack Gill, Reporter: Albuquerque(N.M.) Journal</u> ; (A) Douglas Taylor; with William Redfield, Michael Strong, Martin Newman, Lenka Peterson, Joseph Helgerson; (SD).
<u>Date With The Angels</u>	ABC 10pm	<u>High Fever</u> ; with regulars & Gage Clark; (SW&SD).
<u>The Lineup</u> (Warner Anderson)	CBS 10pm	<u>The Stanley Devlin Case</u> ; with regulars & Eve Miller, Robert Hutton, Lillian Bronson; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MAY 17 - MAY 24
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|---------------------------------|---------|--------------------------------------------------------|
| JIMMY DEAN SHOW                 | CBS 7am | Lu Ann Simms(S), Jimmy Dickens(S), George Hamilton IV. |
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MULTIPLE & ACROSS-THE-BOARD SHOWS(cont'd)

GARRY MOORE SHOW CBS 10am Durward Kirby will emcee this week for Garry Moore.  
5/21 - Dick Van Dyke(C); 5/22 - Betty Walker(A);  
5/24 - Martha Davis & Spouse(M), Dick Van Dyke(C).

CLUB 60 NBC 1:30pm 5/20 - Keefe Brasselle(A); 5/21 - Andy Griffith(S-C);  
(Dennis James) 5/23 - Lou Monti(S); 5/24 - The Hi-Los(S).

NBC MATINEE THEATRE NBC 3pm 5/20 - Aftermath; (O) Howard Berk; 5/21 - A Guest at  
the Embassy; (O) Jerome Ross; 5/22 - Second Hand  
Love; (O) George Lowther; 5/23 - The Avenging of Ann  
Leete; (O) Marjorie Bowen; (A) Robert Esson; 5/24 -  
Lonesome Husband; (O) Phyllis Duganne; (A) Warner  
Law.

MODERN ROMANCES NBC 4:45pm Unwanted Diamonds; (O) Bob Corcoran; with Richard Coog-  
(Martha Scott) an, Gloria Marlowe, Ross Martin, Ann Flood, Robert  
Allenstein.

TONIGHT!(AMERICA AFTER NBC 11:15pm 5/21 - Bob Manning(S).  
DARK)-(Jack Lescoulie)

SATURDAY MAY 25

TRUE STORY NBC 12M The Treasure; (O) Earl Hamner; with David Opatoshu, Biff  
(Kathi Norris) McGuire, Dolores Sutton, Richard Kendrick, Art Barry;  
Dir - Ira Cirker.

PERRY COMO SHOW NBC 8pm Jo Stafford(S), Fats Domino(S).

OZARK JUBILEE ABC 10pm Jimmy Wakely is guest emcee; Homer & Jethro(C).

Gunsmoke CBS 10pm with regulars & Earle Hodgins, Paul Wexler; (SW&SD).

GEORGE GOBEL SHOW NBC 10pm Cliff Norton.

SUNDAY MAY 26

LOOK UP & LIVE CBS 10:30am Divine Melody - The Story of Hassidism; (O) Marc Siegel;  
Dir - Marvin Silbersher.

Circus Boy NBC 7:30pm The Swamp Man; with regulars & Race Gentry, John  
Majulin; (SW&SD).

ED SULLIVAN SHOW CBS 8pm Jayne Mansfield(A), Gene Austin(S), Ricky Lane(ventril),  
Will Jordon(C), Jack Webb(A), Martha Ann Bentley(D),  
The Three Cottas(adagio), Bill Kenny(S).

STEVE ALLEN SHOW NBC 8pm Anna Maria Alberghetti(S), Marty Robbins, Errol Gar-  
ner(M), Andy Griffith(A-C).

General Electric CBS 9pm A New Girl In His Life; (O) Arthur Alsberg; with  
Theatre(Ronald Reagan) John Forsythe, Noreen Corcoran, Sammee Tong, D.J.  
Thompson, Barbara Darrow, Pat Morrow, Joyce Meadows;  
Dir - Jerry Hopper.

GOODYEAR PLAYHOUSE NBC 9pm The Treasure Hunters; (O) Henry James("The Pupil");  
(A) Michael Dyne; with Roddy McDowall, Donald Cook,  
Rex Thompson, Mary Ellis, ~~Anne~~ Kimbell, Pippa Scott;  
Dir - Herbert Hirschman.

Alfred Hitchcock CBS 9:30pm The West Warlock Time Capsule; (O) J.P. Cahn; (A)  
Presents Marion Cockrell; with Henry Jones, Mildred Dunnoek,  
Sam Ruffington, Bobby Clark, James F. Stone, Russ  
Thorson, Charles Watts, James Philbrook; Dir -  
Justus Addiss.

Loretta Young Show NBC 10pm Royal Partners - Part 2; (O) Richard Morris; with  
Miss Young, Robert Fortier, Oliver McGowan, Ann Morr-  
ison, James Parnell, Jack Regas; Dir - Richard Morris.

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MAY 22, 1957

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

Last show dates for many of the regular season programs taking summer vacations are now confirmed, and some will have their last shows, period. ABC's Voice of Firestone takes its first TV summer vacation since its 1949 debut after its June 10 show. Circus Time fades on that net after its June 27 performance. Last show dates before vacation for CBS programs are: Studio One, June 3; Odysey, June 16; Phil Silvers Show, June 18 (new production for fall season starts July 8); The Lineup, July 12; Red Skelton Show, June 25; I Love Lucy (last of series), June 24; Arthur Godfrey Show (last on Wednesday), June 26; Person to Person, June 28, and December Bride, June 24. Last NBC show dates are: The Big Story (last show), June 28; Kaiser Aluminum Hour (last show), June 18; Perry Como Show, June 8; Your Hit Parade, June 8.

Loretta Young Show will have five weeks of re-runs of past shows from June 2 thru June 30 and then vacate its NBC spot for the summer with The Web, a filmed mystery series, replacing it. The Loretta Young Show will return to its Sunday night spot on Oct 6. The Web films are a Goodson-Todman package, with no connection, beyond the title, with their former live network series.....Other re-runs of the Loretta Young Show will provide a summer program for Purex Corp thru Edward H. Weiss & Co., and Speidel Corp thru Norman, Craig & Kummel, Inc., over NBC, Tuesdays, 8-8:30pm EDT, starting July 2.....George Sanders Mystery Theatre will start over NBC a week earlier than originally announced, Saturdays, 9-9:30pm EDT, June 22.....The Helen O'Connell Show will replace the Xavier Cugat Show over NBC, Wednesdays and Fridays, 7:30-7:45pm EDT, starting next Wednesday, May 29.....Although Lassie will go into its fourth season over CBS starting in the fall, the series will have a big change in cast after the new films start on the air. The name of the replacement for Tommy Rettig (he's outgrowing the juvenile aspects of the part) is around, but it's tabbed not for release (with photo) until July 1. There are 40 films set for production for the 1957-58 season in the series.....U. S. Rubber Co thru Fletcher D. Richards, Inc has renewed Navy Log over ABC for next season, with the program moving to Thursdays, 10-10:30pm EDT, starting Oct 17. It is currently seen Wednesdays, 8:30-9pm EDT.....Nestle Co., Inc. thru Bryan Houston, Inc., renewed its alternate week sponsorship of Gale Storm Show - Oh! Susanna over CBS for the fall. Time, Inc., thru Young & Rubicam, Inc., renewed its alternate week sponsorship of Person to Person over CBS for the fall. (Pantomime Quiz, Mike Stokey's perennial, will be the summer replacement for the Ed Murrow interview programs).

Edward A. Byron will produce a pilot film in New York in June (start indefinite) titled, Fire Fighters, based on exploits of the New York City Fire Department and using the facilities of the department for exteriors, with interiors to be filmed at Hi Brown's Production Center. The series will be for CBS Television Film Sales, Inc. The pilot, written by George Bellak, will star Mark Miller as Lieutenant Tom Coyne.

Bride and Groom, returning to NBC on July 1, will have remote pickups about once a week "to televise weddings of unusual interest." Producer Roger Gimbel explains, "What we want to do is realize some couples' dreams -- whether it is for an outdoor wedding in a beautiful garden, a wedding in a particular church of their choice, or any other wedding situation close to their hearts." The line of publicity men who can provide wedding situations close to any one's heart is forming at the right .....Pinky Lee returns to TV and NBC on June 8, beefing up The Gumby Show as host on Saturday mornings. The program had been shoved from the schedule and then rerieved, and now Lee starts pumping additional life into it with some new segments. ....One of the reasons given unofficially for the difficulties which led to the termination of Sid Caesar's contract with NBC was that no sponsor had come forward for next season's shows. One view of the situation, from the agency-sponsor side, is that since NBC delayed setting a spot for the show and as no budget was set for next season, the show couldn't be sold. Its high price demanded split sponsorship, but even the segment sponsors were willing to go the price only in prime evening time and NBC had broken up all other available times after it was decided not to bring the program back to its current spot.

Leo Guild had this statement in one of his columns last week in The Hollywood Reporter (before last Sunday's Mike Wallace show): "Mike Wallace needs one good one to maintain his prestige and all at ABC are hoping the Mickey Cohen interview this week will do it. Trouble is Mickey's been on a local (IA) show and talked dry there." Must have been another bucket of water in that old well.

Sally, the new series starring Joan Caulfield, which will be seen over NBC, Sundays, 7:30-8pm EDT, starting Sept 22, will be the first TV film series to be produced on the main Paramount Studio lot. Frank Ross, Miss Caulfield's husband, a vet film producer, will handle the new series, with production slated to start next week. Paramount's connection is strictly thru rental for the facilities, with no other consideration involved.....Other pilots rolling this week and next week in Hollywood, include two for NBC's California National Productions and one by MGM. The NBC series are Westerns: Union Pacific, at the MGM lot, this week, and Boots and Saddles, on location in Utah. MGM's own series will be The Thin Man, starting next week, with Peter Lawford and Phyllis Kirk in the starring roles.

The first TV performance of a work by Clifford Odets, will be an adaptation by F. M. Durkee of "Clash by Night", to be presented over CBS on Playhouse 90 on June 13. John Frankenheimer will direct. Playhouse 90 has also scheduled for next season an adaptation of Irving Stone's, "Clarence Darrow for the Defense." CBS is negotiating with Don M. Mankiewicz to do the adaptation.....Lee Marvin will star in Manhunt, new MCA-Revue film series scheduled for NBC, Fridays, 9-9:30pm NYT, starting in the fall. Sponsors will be American Tobacco (Pall Mall) and Ralston Purina Co, who are dropping The Big Story after this season and taking over the time a half-hour earlier. Campbell Soup Co., key sponsor of The Joseph Cotten Show - On Trial, 9-9:30pm NYT, is switching to the later time vacated by Big Story, with the fall property still to be determined.

TRANSFER AND TRANSITION: William J. Moore joined Benton & Bowles, Inc(NY) as director of television operations.....H. Paul Field named to the new post of commercial services supervisor for WTVJ(Miami).....Joel Chaseman re-joined WAAM(Balt) as assistant to Ken Carter, v.p. and general manager.

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