

ROSS REPORTS - TELEVISION INDEX

JULY 8-14, 1957

VOLUME 9

NUMBER 28

PROGRAMS · ADVERTISERS · TALENT

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551 Fifth Avenue · New York 17 · MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (July 9)

NBC- 2:15-approx 5pm EDT; SPECIAL - All-Star Baseball Game - LIVE from KSD-TV (St. Louis), 182 U.S. stations live; approx 30 Canadian stations live. § Sponsor- Gillette Safety Razor Co, Div of The Gillette Co thru Maxon, Inc(Det); Acct Exec- M. F. Mahoney(NY). § Pkgr- NBC Sports(NY); Prod- Perry Smith; Dir- Harry Coyle. § Telecast of the 24th annual All-Star Baseball Game at Busch Stadium, St. Louis, with Mel Allen and Al Helfer as the commentators. The game preempts all NBC net programming between 2:15 and 5pm, this day only.

Wednesday (July 10)

ABC- approx 10:50-11pm EDT; DEBUT - Famous Fights - FILM from WABC-TV(NY), to the net. § Co-op. § Pkgr, Prod & Dist- Winik Films Corp(NY). § Marty Glickman handles the commentary for films of highlights of outstanding boxing matches of the past few years. The program follows the conclusion of the weekly Wednesday Night Fights, 10-10:50pm NYT. The program is in open time.

Friday (July 12)

ABC- 10-10:30pm EDT; DEBUT - The Big Beat - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- General Artists Corp(NY); Prod- Frederick Heider (ABC); Dir- Cort Steen(ABC); Music Dir & Casting- Alan Freed. § Live music series with Alan Freed as host and conductor of an 18-piece orchestra, backing guest recording artists each week who are featured on the nation's best-selling records. Approximately seven guests will appear weekly. The program occupies the time formerly filled by Date With the Angels, which moved to 9:30-10pm EDT, effective July 5 (see page 46).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Truman Library Dedication Ceremonies; SPECIAL July 6; Sat, 4:30-5:30pm EDT; remote from Independence, Mo., by and via KMBC-TV(Kansas City, Mo), to the net. § Sustaining. § Pkgr- ABC News & Special Events with KMBC-TV; Production by- KMBC-TV staff. § Dedication ceremonies of the Truman Library in Independence, Mo., with a tour of the institution. The program will include an address by U. S. Supreme Court Chief Justice Earl Warren.

Midwestern Hayride; new day and time effective July 14; Sun, 9:30-10pm EDT. The program has been seen Sat, 7:30-8pm EDT, since it debuted June 29.

NBC- Tex and Jinx Show (Mon thru Fri, 1-1:30pm EDT) Hugh Downs and June Lockhart replace vacationing Tex and Jinx McCrary as host and hostess, July 8 thru Aug 2.

Panic (Tue, 8:30-9pm EDT) Re-runs begin July 9; thru Sept 10.

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OTHER NET CHANGES

ROSS REPORTS-TELEVISION INDEX, Service Subscription Rates: \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

TALENT SHOWSHEET JULY 5 - JULY 14
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Most of the shows on July 5,6,7, 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 12. 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, Blondie, Adventures of Jim Bowie, Broken Arrow, The Buccaneers, Burns And Allen, Cheyenne, Circus Boy, Conflict, Joseph Cotten Show--On Trial, Crossroads, Bob Cummings Show, Father Knows Best, Ford Theatre, General Electric Theatre, Gunsmoke, Alfred Hitchcock Presents, Lassie, Life & Legend of Wyatt Earp, Life of Riley, The Lineup, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Playhouse 90, Schlitz Playhouse, Phil Silvers Show, Telephone Time, Danny Thomas Show, 20th Century-Fox Hour, Wire Service, You Are There.

SUNDAY JULY 7  
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LOOK UP & LIVE	CBS 10:30am	<u>A Thing of Beauty</u> ; (O) Howard Rodman; with Diana Van der Vlis, Sarah Marshall, Bryarly Lee; Dir - John Desmond.
ED SULLIVAN SHOW	CBS 8pm	ADD: Gary Cooper.
STEVE ALLEN SHOW	NBC 8pm	ADD: Yvonne De Carlo(A), Irwin Corey(C).

MONDAY JULY 8
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|                                                           |            |                                                                                                                                                                                                           |
|-----------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GEORGIA GIBBS SHOW                                        | NBC 7:30pm | Tommy Leonetti(S).                                                                                                                                                                                        |
| TALENT SCOUTS                                             | CBS 8:30pm | Juan Alverado(S-M), Gina Fuller(M), Howard Hartman(S).                                                                                                                                                    |
| <u>Those Whiting Girls</u>                                | CBS 9pm    | with regulars only; (SW&SD).                                                                                                                                                                              |
| TOP TUNES & NEW TALENT(Lawrence Welk)                     | ABC 9:30pm | Ed Martini, Jr.(M), Sylvia Meusing(M), Andre Phillippe(S).                                                                                                                                                |
| <u>Richard Diamond, Private Detective</u> (David Janssen) | CBS 9:30pm | <u>Custody</u> ; with Mr. Janssen, Regis Toomey, Robert Quarry, Cheryl Callaway, Eve Miller, Maura Murphy.                                                                                                |
| ARTHUR MURRAY PARTY                                       | NBC 9:30pm | Bambi Linn(D), Rod Alexander(D), John Lambert(D), Audrey Baxter(D).                                                                                                                                       |
| STUDIO ONE SUMMER THEATRE                                 | CBS 10pm   | <u>A Matter of Guilt</u> ; (O) Alfred Harris; with June Lockhart, Lin McCarthy, Cecil Linder, Ben Yaffee, Luke Halpern, Donald McKee, Astrid Wilsrud, Herbert Voland, Lorraine Kirby; Dir - David Greene. |

TUESDAY JULY 9  
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<u>Private Secretary</u> (Ann Sothern)	CBS 8:30pm	<u>Thy Name is Sands</u> ; with regulars & Frank Wilcox, Glenn Langen, Linda Lowell; (SW&SD).
<u>Meet McGraw</u> (Frank Lovejoy)	NBC 9pm	<u>Tycoon</u> ; (SW&SD).
IT'S POLKA TIME	ABC 10pm	Albert Duna(M), Donau Schwabische Jugend Folk Dancers.
NAT KING COLE SHOW	NBC 10pm	June Christy(S), Mel Torme(S).
SPIKE JONES SHOW	CBS 10:30pm	Dean Jones(S).

WEDNESDAY JULY 10
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|                 |         |                                                                                                                                                              |
|-----------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| VIC DAMONE SHOW | CBS 8pm | Jaye P. Morgan(S), Emmett Kelly(clown), The Diamonds(S), Jimmy Dean(S-M), Michael Dominico & Dancers, Mario Escudaro(M), Jody Sands(S), The Spellbinders(S). |
|-----------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|



SATURDAY JULY 13(Cont'd)  
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COUNTRY MUSIC JUBILEE ABC 10pm Betty Ann Grove(S).  
JIMMY DEAN SHOW CBS 10:30pm Carl Smith(S).

SUNDAY JULY 14  
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LAMP UNTO MY FEET CBS 10am Sad Song; (O) Terry De Bono; with Lila Lee, Kay Medford, John Marriott.  
FRONTIERS OF FAITH NBC 5pm Subject is the life and work of Dietrich Bonhoeffer, Lutheran pastor; with Dr. Franklin Clark Fry, John W. Doberstein.  
ED SULLIVAN SHOW CBS 8pm Sal Mineo(A), Sue Carson(S), Rickie Layne(ventrill), Don Cherry(S), Art Mooney & Orch., Diahann Carroll(S), Marvin Rainwater(S), Mitzi Green(S).  
STEVE ALLEN SHOW NBC 8pm Roger Price(C), Frankie Laine(S), Buddy Rich(M).  
GOODYEAR PLAYHOUSE NBC 9pm Backwoods Cinderella; (O) Peggy Lamson; with Martha Scott, Enid Markey, Larry Hagman, Peg Hillias, Abigail Kellogg, Tuesday Weld, Michael Allen, William Traylor, Joan Gray, Bill Berger; Dir - Paul Stanley.  
The Web NBC 10pm After The Fact; with Keith Larsen, Philip Ober, (William Bryant) Tina Carver.

# ROSS REPORTS — TELEVISION INDEX

JULY 10, 1957

VOLUME 9 NUMBER 28 A

EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

The Seven Lively Arts, CBS one-hour Sunday afternoon program series starting this fall, will have an 11-man production staff, including exec producer John Houseman. Robert Herridge will produce up to one-half of the series' programs, which will deal with the entertainment world from every angle. Jud Kinberg, an associate movie producer for Houseman at M-G-M and previously an agency TV film production man, is also a producer of some of the programs. Robert Northshield is exec producer of the project's film unit, which includes writer-director Robert Sharpe, writer Andy Rooney and film editor Peter Poore. Other production associates under Houseman are Jack McGiffert, Charles Schultz, Robert Goldman and Joe Hurley. (CBS insists on emphasizing the ages of the men on the staffs of its new fall public service and public affairs programs. The Seven Lively Arts production people range from Robert Goldman's 25 to Jack McGiffert's 41 years).....NBC has further revealed, although not yet firmed up, the elements of its new Arlene Francis Show, debuting Aug 12, Monday thru Friday, 10-10:30am EDT. It will be a variety show, with Miss Francis serving as hostess. The program content will revolve about the people, places and things which most interest Miss Francis -- ranging from entertainment personalities to books, from authors to adventurers. Some program elements may also include audience participation. Alan Beaumont will produce, as previously announced, and the program will be directed by Ted Nathanson. The Norman Paris Trio will provide the music. Studio set for the show will be 3A in the RCA Bldg.....Max Factor & Co thru Anderson-McConnell Advertising(LA) becomes alternate week sponsor of Masquerade Party, effective tonight (10) and continuing thru Sept 4. Associated Products, Inc., is the alternate sponsor of the NBC program, Wed, 8-8:30pm EDT.

Westinghouse station KYW-TV in Cleveland has been doing a bit of crowing about absence of complaints from the viewing public, following its decision to drop NBC's live Tonight! program from its schedules and present feature films instead. (WBZ-TV in Boston, also a Westinghouse unit, followed the same procedure as KYW, putting thru the change on June 24). KYW-TV reports that after the first week, complaints to the station totaled only 12 letters and several cards. The biggest job of eating crow came from local newspaper radio-TV editors, who admitted that they had few protests after anticipating that viewers "would rise up and demand that Tonight be returned." The three newspaper radio-TV editors in Cleveland reported a combined total of five letters and two phone calls of protest against the station's action.

Walt Framer's new five-a-week audience and home participation show for ABC fall afternoon viewing, Lady Luck, will debut on the net Sept 30, Mon thru Fri, 4:30-5pm EDT. Keefe Brasselle will m.c. and star on the program, which will present contestants chosen because of an unusual lucky event in their lives, competing with one another for prizes. ABC, by the way, has no evening quiz or audience participation shows scheduled for its fall line-up.

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(MORE)

Hollywood trade writers are boasting that 85 per cent of important TV programming will be produced in Hollywood during the next season, yet the majority also decry the apparent mediocrity of the announced program series in the sameness of their approach. Hollywood critics are also no different than others throughout the country in that they devote more news and critique space to live drama shows, no matter where they originate from, than they do for filmed programs. Few of the newsman-critics, at one time or another, have not wished for the "live" spark in film stories, although they know that any substantial swing back to live production can only hurt the burgeoning Hollywood economy. The biggest question on the TV horizon is: If a large group of Western series flounders next season, what type of programming will rush into the breach? Since TV has almost exhausted possible "trends" it can only revert to previously tested types of programming -- a smattering of anthology series, private eye productions or some newer types of wild-eyed adventure films, such as variations on the old science-fiction series. The current cry from cross-fingered ad agency execs seems to be, show me something new, unique, not-too-expensive but good -- in other words, a happy golden mean for TV.

Dennis O'Keefe will be the host for both the live and film programs on Suspicion over NBC, Mondays, 10-11pm EDT, starting Sept 30.....Neil Simon and Irvin Graham have been signed as co-writers for ABC's The Guy Mitchell Show, starting Sept 21, Saturdays, 10-10:30pm EDT.....In case anyone has wondered what the dependable situation comedy writers for TV are doing these days, many of them have been assigned to do scripts for the Eve Arden Show (formerly, It Gives Me Great Pleasure). The CBS film series, starting this fall, Tuesdays, 8:30-9pm NYT, goes into production on July 23 at Desilu, with Edmund Hartmann producing and John Rich as director. The 15 writers who will work on scripts are: Hugh Wedlock, Howard Snyder, Everett Greenbaum, Marty Ragaway, Jack Douglas, Marvin Fisher, Joe Quillan, William Cowley, Peggy Chantler, William Davenport, Jim Fritzell, Sherman Marks, Leo Townsend, Seaman Jacobs and Sy Rose.

In addition to its spreading network sponsorship pattern, Max Factor & Co is adding to its spot schedule with "special situation" sponsorships, the biggest of which is this week's Miss Universe Beauty Pageant in Long Beach, Calif. The company will sponsor KTTV(LA)'s entire live coverage of the event, including nine telecasts on eight different days totalling more than 10 hours. The coverage is scheduled to begin Thursday morning, July 11, at approximately 10am PDT, when the contestants will arrive in Long Beach, airline weather permitting. There will be a one-hour luncheon telecast on Friday, 12:30-1:30pm; opening ceremonies Saturday, 10-11pm; the parade telecast on Sunday, 2:30-4:30pm, and then starting Tuesday, July 16, nightly telecasts of the activities running thru the final night's judging on Friday.

When West Coast movie producers run out of police enforcement agencies for West Coast cities and states (Los Angeles, San Francisco, California Highway Patrol, Cochise County, Nevada State Troopers) and Southern areas (Texas and New Orleans), someone may discover a ready-made pattern that covers the entire East Coast of the U. S. U. S. One runs from the northern tip of Maine to Key West, Florida, and over its vast route it covers every conceivable type of highway and is policed by every type of state and local law enforcement agency. The storied route presents almost any adventure-police angle a producer could want -- and just imagine the joy of an agency able to couple its sponsor's claims with the title of the show -- U. S. Number One.