ROSS REPORTS - TELEVISION INDEX

AUGUST 5-11, 1957

2

VOLUME 9

NUMBER 32

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

-WFFKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (August 5)

ABC- 3-4:30pm EDT, Mon thru Fri; DEBUT - American Bandstand - LIVE from WFIL-TV (Phila), to the net. § Sponsors- Participations. § Pkgr- ABC-TV with WFIL-TV(Phila); Prod- Tony Mammarella; other credits not available. § Audience participation program for teen-agers, with studio dancing, dance contests and guest performances and interviews with top recording stars, all presided over by Dick Clark as m.c. The net program is an outgrowth of the local WFIL-TV program, Bandstand, which began on the station in Oct 1952 and has had Clark as m.c. since July, 1956. The new net program replaces Afternoon Film Festival (last show August 2).

Friday(August 9)

ABC- 9:50pm-12:30am EDT; SPECIAL - College All-Star Football Game - LIVE from WBKB(Chi), approx 176 stations live. § Segment Sponsors- 1) Pabst Brewing Co (Beer) thru Norman, Craig and Kummel, Inc(Chi); Acct Exec- Gerard Bissinger; full net, first and fourth quarters. 2) Standard Oil Co of Indiana thru D'Arcy Advertising Co(Chi); Acct Superv- W. C. Edwards; midwest regional stations, second and third quarters. 3) The Pure Oil Co thru Leo Burnett, Inc (Chi); Acct Superv- Norman LeValley; midwest and southwest regional stations, second and third quarters. § Pkgr- ABC Special Events(Chi); Prod- Con O'Dea; Dir- Jim Holmes. § The annual contest between college football stars and the world champions of professional football, this year the New York Giants. The event was begun and is still promoted by Chicago Tribune Charities, Inc., at Chicago's Soldier's Field.

Saturday(August 10)

CBS- 5-5:30pm EDT; RETURN - Racing From Saratoga - LIVE remote to WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS Sports(NY); Exec Prod- Judson Baily; Prod & Dir- Bob Quinlan. § A series of four telecasts on Saturday afternoons of stake races at Saratoga Race Track in Saratoga Springs, N. Y., during the month of August, thru Aug 31. Bryan Field will handle the race descriptions.

Sunday (August 11)

ABC- 9-10pm EDT; SPECIAL - Gold Cup Race - LIVE from KING-TV(Seattle), to the net. § Sustaining. § Pkgr- KING-TV with ABC-TV Special Events; production by KING-TV staff. § Telecast of the final heat of the annual competition among unlimited hydroplanes for the Gold Cup on Seattle's Lake Washington.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Kukla, Fran & Ollie (Mon thru Fri, 7-7:15pm EDT) Returned for five weeks, beginning July 29, replacing Sports Focus, which will return Sept 2.

- Page 51 -

THIS WEEK

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

TALENT SHOWSHEET AUGUST 2 - AUGUST 11

Most of the shows on August 2,3,4, 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 August 9. Script identifications used are: (0) Original, (A) Adaptations, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), actor (A), 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 reruns, 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 listing) are: Adventures of Rin-Tin-Tin, Adventures of Robin Hood, Blondie, Jim Bowie, Broken Arrow, The Buccaneers, Burns & 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, Millionaire, Mr. Adams & Eve, Navy Log, Panic, People's Choice, Playhouse 90, Private Secretary, Phil Silvers Show, Telephone Time, 20th Century-Fox Hour, Wire Service, You Are There.

SATURDAY AUGUST 3

LAMP UNTO MY FEET CBS 10am

Something For Bernice; (0) Mayo Simon; with

Lila Lee, James Kirkwood, Sr., James Kirkwood, Jr.;

Dir - John Desmond.

ED SULLIVAN SHOW CBS 8pm ADD: Venetia Stevenson.

STEVE ALLEN SHOW NBC 8pm DELETE: Floyd Patterson.

MONDAY AUGUST 5

NBC 7:30pm Eddie Heywood(M). GEORGIA GIBBS SHOW (Coming from Seattle, Wash.) Billy Strange(S), The CBS 8:30pm Talent Scouts Gay-Bon-Lynn Trio(S), Georgianna Garner(S). with regulars & Vinton Hayworth; (SW&SD). CBS 9pm Those Whiting Girls Fran Irwin(S), Arthur Fairchild(novelty), The ABC 9:30pm TOP TUNES & NEW TALENT Kopper Kings(M). (Lawrence Welk) No information available at press time. Richard Diamond, Private CBS 9:30pm Detective (David Janssen) Bert Lahr(C), Gypsy Rose Lee(author), June Havoc(C),
Jack E. Leonard(C), Paul Winchell(ventril), Bambi ARTHUR MURRAY PARTY NBC 9:30pm Linn(D), Rod Alexander(D). My Mother And How She Undid Me; (0) Theodore Apstein; with Eddie Bracken, Larry Blyden, Ann CBS 10pm STUDIO ONE SUMMER THEATRE

TUESDAY AUGUST 6

Meet McGraw
(Frank Love Joy)

IT'S POLKA TIME
ABC 10pm
The Edelweiss Bavarian Folk Dancers.

NAT KING COLE SHOW
NBC 10:30pm
Harry Belafonte(S), The Merry Macs(S).

SPIKE JONES SHOW
CBS 10:30pm
Ray Anthony(M), The Axidentals(S).

Jackson, Margaret Hamilton, Nita Talbot, Lorri March, Fred Stewart; Dir - Seymour Robbie.

WEDNESDAY AUGUST 7

		<u> </u>			
•	VIC DAMONE SHOW	CBS 8pm	<pre>Jaye P. Morgan(S), Jack Whiting(S-D), Sandra Deel(S), Ketty Lester(S).</pre>		
	KRAFT THEATRE	NBC 9pm	Sextuplets; (0) John Mortimer; with Ferlin Husky, Fred Gwynne, Tammy Grimes, William Redfield, Ruth White, Mike Kellin, Kenny Delmar, Jack Weston; Dir - William A. Graham.		
THURSDAY AUGUST 8					
	CLIMAX! (Art Gilmore)	CBS 8:30pm	Trail of Terror; (0) Seeleg Lester; with Robert Preston, Diana Lynn, Kurt Kasznar; Dir - Paul Nickell.		
	LUX VIDEO THEATRE (Craig Stevens)	NBC 10pm	Barren Harvest; (0) C.M. Nelson; (A) Henry F. Greenberg; with Grant Williams, Vaughn Taylor, Mabel Albertson, Audrey Dalton, Byron Foulger, Florenz Ames, John Arthur; Dir - Norman Morgan.		
	FRIDAY AUGUST 9				
	Date With The Angels (Betty White, Bill Williams)	ABC 9:30pm	Pre-empted by College All Star Pootball game.		
	Schlitz Playhouse	CBS 9:30pm	Hands Of The Enemy; (0) Charles Caldwell Dobie; (A) John McGreevey & Joel Murcott; with Kevin McCarthy, Michael Landon, Rhys Williams, DeForest Kelley, David Hoffman, Jean Allison, Hope Summers; Dir - Paul Henreid.		
	THE BIG BEAT (Alan Freed)	ABC 10pm	Pre-empted by College All Star Football game.		
MULTIPLE & ACROSS-THE-BOARD SHOWS AUGUST 5 - AUGUST 9					
	JIMMY DEAN SHOW	CBS 7am	Guests this week will be Les Paul & Mary Ford(S-M).		
	CLUB 60 (Dennis James)	NBC 1:30pm	with regulars only.		
	AMERICAN BANDSTAND (Dick Clark)	ABC 3pm	PREMIERE: Guests this week include; Billy Williams (S), The Chordettes(S), Joni James(S), Don Rondo(S), Dale Hawkins(S).		
	NBC MATINEE THEATRE	NBC 3pm	8/5 - The Rose Bush; (0) Blanche Hanalis; 8/6 - Finley's Fan Club; (0) Robert James; 8/7 - Laugh A Little Tear; (0) Gerald Sanford; (A) Robert Thompson; 8/8 - The Invisible Man; (0) H.G. Wells; (A) Robert Esson; 8/9 - Where Angels Fear To. Tread; (0) Edwin Rutt; (A) George Lowther.		
	MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Ticket To Danger; (0) Michelle Cousin; with Zolya Talma, Martin Newman, Ronald Dawson, Ed Peck.		
			a did amala addit ha a Di ala Harmaga (C) Pran		

Guests for this week will be: Dick Haymes(S), Fran Warren(S), Hans Conried(A), Dody Goodman(S), Louis Nye(C), Richard Armour, Sigmund Spaeth.

TONIGHT! (Jack Paar)

NBC 11:15pm

SATURDAY AUGUST 10

	TRUE STORY (Kathi Norris)	NBC	1 2N	Tea Is For Terror; (0) Leon Tokatyan; with Jan Miner, Minnie Jo Curtis, Patricia Sales, Lawrence Weber, Ralph Dunn.	
	JULIUS LA ROSA SHOW	N BC	8pm	Lou Carter(M), Johnny Mathis(M), Victor Julian & His Pets, Corbett Monica(C).	
	George Sanders Mystery Theatre	NBC	9pm	Try It My Way; (0) Whitfield Cook; with Jerry Paris, Jeanne Cooper, Gilbert Frye; Dir - Fletcher Markle.	
	COUNTRY MUSIC JUBILEE	ABC	10pm	Patsy Cline(S), Sonny James(S).	
	JIMMY DEAN SHOW	CBS	10:30pm	Johnny Cash(S).	
SUNDAY AUGUST 11					
	LAMP UNTO MY FEET LOOK UP & LIVE		10am 10:30pm	The Wood; (0) Robert Lavener; Dir - James MacAllen. <u>Bernadette of Lourdes</u> ; with the Mary Anthony <u>Dancers; Bette Shaler</u> , Jane Dudley, Jay Gitlin, Elna Rapp. (0) Rose Leiman Schiller.	
	ED SULLIVAN SHOW	CBS	8pm	Jayne Mansfield(A), Mickey Hargitay(A), Buddy Knox (S), Charlie Applewhite(S), Peter Palmer(S), The Texans(S-C), Pfc. James Tillman(C), Pfc. Norbert Kreisch(acro), WAC Pfc Anna Lamitie(judo), Pfc. Roman Ancho, Jr. (S), The Dixielanders(S), Pvt. Alan Kohan(C), Pvt. Robert Dishy(C), The Birk Twins (acro), Carl Manulkin(S), Pfc. Carl Wright(D).	
	ALCOA HOUR	NBC	9 pm	The Trouble With Women; (0) John Whedon; with Walter Matthau, Audrey Christie, Hiram Sherman, Jeff Harris, Shirley Standlee; Dir - Fielder Cook.	
	STEVE ALLEN SHOW	NBC	8pm	Jane Russell(A-D), Ferlin Husky(S), Larry Storch(C).	
	The Web (William Bryant)	NBC	lOpm	Added Attraction; (0) Frank Cockrell; with Judson Pratt, Thomas Coley, Maxine Cooper, Karl Swenson, William Boyett, John Shay, Rory Mallinson; Dir - Walter Doniger.	