

ROSS REPORTS — TELEVISION INDEX

AUGUST 18-24, 1958

VOLUME 10 NUMBER 34

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PROGRAMS · ADVERTISERS · TALENT

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

PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday (August 22)

ABC- 9:30-10pm NYT & LAT, Weekly; TITLE DEBUT - Buick Action Theatre - FILM; 55 stations net and delayed. (Replaces The Frigidaire Summer Theatre, last show August 15; same group of films, but title change for different sponsor).

§ Re-runs of films previously seen over the nets as part of General Electric Theatre, Schlitz Playhouse, Screen Directors Playhouse and Ford Theatre. (See page 51). This series will be seen for eight weeks.

§ SPONSOR- Buick Motor Division, GMC, thru McCann-Erickson, Inc(NY).

§ PKGR- Kudner Agency, Inc(NY), original packager of group of films as agency for sponsors when program series began; Film Prods- Various.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Shirley Temple's Storybook (Approx every 2 or 3 weeks, various times, evenings) August 19, Tuesday, 89pm NYT & LAT; FILM, "The Magic Fishbone," adapted by Margaret Fitts from a story by Charles Dickens, starring Barry Jones and Estelle Winwood (see page A for other cast credits).

OTHER NETWORK CHANGES & ADDITIONS

FOOL- President Eisenhower's Address to the UN; SPECIAL Aug 13; approx 10am-12:50pm NYT (including special pickups at the UN, other speeches, news comments, etc., from the UN pool feed to all nets). Coverage varied among the ABC, CBS and NBC networks, depending on special commentaries inserted into the schedules during the day. The UN feed actually started with the opening of the session at approx 10:45am, with the President's arrival and speech shortly after that time.

§ Sustaining, public service.

§ PKGR & Prods- UN staff with (for each net's own coverage) ABC News & Special Events, CBS News and NBC News.

ABC- Tales of ESP (Fri, 9-9:30pm NYT & LAT) Last show, Aug 22.

NBC- The Life of Riley (Fri, 8:50-9pm NYT & LAT) Last show, Aug 22.

Today (Mon thru Fri, 7-9am NYT & LAT) Betsy Palmer replaces Helen O'Connell as on-camera women's editor, effective Aug 18. Production staff, as of this date: Exec Prod- Bill Sargent; Gen Mgr- John Lynch; Asst Prods- Jack Otter, Ed Cosgrove, Mary Kelly; Dirs- Bill Healion, Dennis Kane; Asst Dir- Bill Brown; Managing Ed- Larry Picard; Sports Ed- Cliff Evans.

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OTHER NET CHANGES

ROSS REPORTS—TELEVISION INDEX. Service Subscription Rates: \$125 per year (or \$33 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertising, 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 AND SCRIPT REPORT - AUGUST 18 - AUGUST 24
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Multiple and across-the-board programs are grouped together after the listing for Friday in the current week. Script identifications used are: (O) Original, (A) Adaptations, (SW) Staff-written. Performers and other identifications used are: (SD) Staff-Directed, (A) Actor, (S) Singer, (D) Dancer, (C) Comic, (M) Musician. 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, underlined, same column. Program times listed are current in New York and Los Angeles. Where number is in parentheses, it indicates a different Los Angeles time.

Generally only first runs of a film series are listed. During the summer when many shows are in 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 listing) are: Adventures of Jim Bowie, Adventures of Ozzie and Harriet, Adventures of Rin Tin Tin, Adventures of Robin Hood, Alcoa-Goodyear Theatre, Bachelor Father, Broken Arrow, Burns and Allen, The Californians, Cheyenne, Circus Boy, Bob Cummings Show, Richard Diamond Private Detective, Dragnet, Jefferson Drum, Father Knows Best, General Electric Theatre, Gunsmoke, Have Gun Will Travel, Alfred Hitchcock Presents, Lassie, Leave It To Beaver, Life and Legend of Wyatt Earp, Life of Riley, M Squad, Perry Mason, Maverick, Millionaire, Mr. Adams and Eve, No Warning, People's Choice, Real McCoys, Restless Gun, Schlitz Playhouse, Phil Silvers Show, Sugarfoot, Tales of Wells Fargo, Thin Man, Tombstone Territory, Trackdown, Wagon Train, Zorro.

PREVIOUS WEEK - ADDITIONS AND DELETIONS:

ART LINKLETTER'S HOUSE PARTY; CBS 2:30pm; ADD: 8/11 - Rafael Mendez(M); 8/13 - Clark Dennis(S); 8/14 - David Ladd(A); 8/15 - Cesar Romero(A), Sue Rainey(S).

JACK PAAR SHOW; NBC 11:15pm; ADD: 8/14 - Dennis Day(S); 8/15 - Jack Pearl(C), Allen Funt.

LOOK UP AND LIVE; Sunday August 17; CBS 10:30am - ADD: Diary of a Teenager; (Seventh in a nine-part series); Episode #7 - (O) Clair Roskam; with regulars & James Broderick, Lowell Harris, Eleni Kiamos, Ethel Everett.

CAMERA THREE; Sunday August 17; CBS 11:30am - ADD: Ivy Day In The Comittee Room; (O) James Joyce, (A) Clair Roskam; with Michael Higgins, P. J. Kelly, John Hamilton, Walter Burke, Dan Morgan, Liam Gannon.

ED SULLIVAN SHOW; Sunday August 17; CBS 8pm - ADD: Gregory Peck(A); Correct spelling: Sandy Preshay.

STEVE LAWRENCE AND EYDIE GORME SHOW; Sunday August 17; NBC 8pm - DELETE: Gregory Peck(A).

CHEVY SHOW; Sunday August 17; NBC 9pm - DELETE: Mickey Shaughnessy(C); ADD: Eddie Foy(C).

MONDAY AUGUST 18  
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STARS OF JAZZ ABC 9pm(10:30) Andre Previn(M) with his Trio (Shelly Manne, Red Mitchell).

POLKA-GO-ROUND ABC 9:30pm Chicago Israeli Dancers.

STUDIO ONE IN HOLLYWOOD CBS 10pm(9) Birthday Present; (O) Jack Roche; (with additional dialogue by Sid Dorfman); with Cesar Romero, Cecil Kellaway, Edgar Buchanan, J. M. Kerrigan, Brian Keith, Mary Beth Hughes, Betsy Jones-Moreland, Mary Carver; Dir - Don Taylor.

Suspicion NBC 10pm Lord Arthur Savile's Crime; RE-RUN of 1/13/58

TUESDAY AUGUST 19
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Shirley Temple's Storybook NBC 8pm The Magic Fishbone; (O) Charles Dickens; (A) Margaret Pitts; with Barry Jones, Estelle Winwood, Leo G. Carroll, Lisa Daniels, Richard Lupino, Gary Ven Euer, Philip Walters, Jimmy Carter, Keva Zajic, Christine Anderson, Terry Burnham, J. M. Kerrigan, Rex Evans; Dir - Oscar Rudolph.

WEDNESDAY AUGUST 20  
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KRAFT MYSTERY THEATRE NBC 9pm We Haven't Seen Her Lately; (O) E. X. Ferrars; (A) Sumner Locke Elliott; with George C. Scott, Angela Thornton, Mary Finney, Louis Edmonds, Myra Carter, Patrick Morgan; Dir - Paul Bogart.

WEDNESDAY AUGUST 20 (cont'd)

ARMSTRONG CIRCLE
THEATRE

CBS 10pm

Twelve Cases of Murder; RE-RUN of 6/25/58.

THURSDAY AUGUST 21

Navy Log

ABC 9:30pm

Florida Weekend; with Robert Rockwell, Richard Webb, Ben Johnson; (SW&SD).

PLAYHOUSE 90

CBS 9:30pm

Portrait of a Murderer; RE-RUN - ON TAPE - of 2/27/58.

Buckskin
(Tommy Nolan)

NBC 9:30pm

Tree of Death; with regulars & Richard Karlan; (SW&SD).

FRIDAY AUGUST 22

NOTE: No first run talent programs scheduled for this day.

MULTIPLE & ACROSS-THE-BOARD SHOWS - AUGUST 18 - AUGUST 22

TODAY

NBC 7am

H. V. Kaltenborn subs for Dave Garroway for this week. Betsy Palmer becomes permanent Women's Editor, replacing Helen O'Connell. 8/20 - Whittemore & Lowe(M); 8/22 - Sylvia Syms(S).

ARTHUR GODFREY
TIME

CBS 11am(10)

Tony Randall is sub m.c. from 8/18 - 8/29.

MODERN ROMANCES

NBC 4:45pm(1:45)

Three-week series (15-episodes) starts this week thru 9/5. (O) William Kendall Clarke; with Mark Roberts, Joanne Linville, Melville Ruick, Marion Winters, Ford Rainey.

JACK PAAR SHOW

NBC 11:15pm

8/18 - Henny Youngman is guest host; Betty Johnson(S); 8/19 - Cliff Arquette(C), Hans Conried(A), Arlene Harris(C), Genevieve(S), Betty Johnson(S); 8/20 - Eva Gabor(A), Arlene Harris(C), Genevieve(S); 8/21 - Hans Conried(A), Cliff Arquette, Lee Allen(C); 8/22 - Betty Johnson(S), Genevieve(S).

SATURDAY AUGUST 23

JIMMY DEAN SHOW

CBS 12 Noon

Jaye P. Morgan & the Morgan Brothers(S).

TRUE STORY

NBC 12 Noon(4pm)

(O) Irving Elman; with Joy Hodges, Ed Peck, Sally Kemp, Dean Harens.

DICK CLARK SHOW

ABC 7:30pm

The Imperials(S), Rusty Draper(S), Jerry Wallace(S), Everly Brothers(S).

JUBILEE U.S.A.

ABC 8pm(8:30)

Martha Carson(S), Pete Stamper(C).

BOB CROSBY SHOW

NBC 8pm

The Modernaires(S), Bobby Darin(S), Allen and De Wood(C).

SUNDAY AUGUST 24

ED SULLIVAN SHOW

CBS 8pm

Wayne and Shuster(C) are hosts for this week. Althea Gibson(S), Jean Carrol(C), Frankie Lyman(S), Charlie Applewhite(S), Ann Leonardo(S).

STEVE LAWRENCE &
EYDE GORME SHOW

NBC 8pm

Jackie Cooper(A), Barbara Nichols(A).

CHEVY SHOW

NBC 9pm

with regulars & Rowan and Martin(C).