

# ROSS REPORTS — TELEVISION INDEX

APRIL 8-14, 1957

VOLUME 9 NUMBER 15

EDITOR: Jerry Leichter

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

#### Monday (April 8)

CBS- 7-7:45am EST, Mon thru Fri; DEBUT - The Jimmy Dean Show - LIVE from WTOP-TV(Wash), 40 stations live, none kine. § Co-op. § Pkgr- CBS-TV with Connie B. Gay(Wash); Exec Prod- Ed Friendly(CBS, NY); Prod- Connie B. Gay; Dir- Clark Pangle; Music Dir- Jimmy Dean. § Musical program in easy-going "country" style, starring singer-musician Jimmy Dean with his band, The Texas Wildcats, featuring also ventriloquist Alec Houston, The Country Lads duo, regular guest recording star George Hamilton IV, and other guest stars. The program replaces Good Morning, with Will Rogers, Jr. (last show April 5).

CBS- 7:45-8am, 8:45-9am EST, Mon thru Fri; DEBUT - The CBS Morning News - LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News(NY); Superv- John F. Day; Dir- Bob Quinlan; Overnight Ed- Hal Herkell. § Richard C. Hottel, former chief of the CBS news bureau in Germany, augments late news-film and taped overseas reports with his reports on the day's top stories. He will also spotlight stories of long range importance. The final five minutes will be a feature report and may be used by local stations to cut in with local news. The program will on the net 7:45-8am EST for Eastern Time Zone stations; 8:45-9am for both Eastern and Central Zone stations, and 9:45-10am for Central Zone stations. The 8:45-9am show cuts a quarter-hour from Captain Kangaroo, to be on 8-8:45am, Mon thru Fri, effective this date.

#### Tuesday (April 9)

NBC- 7:30-7:45pm EST; SPECIAL - Scientific Manpower - KINE from WRCA-TV(NY), to the net. § Sustaining, public service. § Pkgr- NBC-TV; Prods- Doris Corwith(NY), Julian Goodman(Wash); Dirs- Charles Jones, Richard Cox. § Kine recording of a discussion of the urgent need for trained scientists, with the viewpoints of Vice President Richard M. Nixon; Dr. James Killian, president of Massachusetts Institute of Technology, and Dr. Howard L. Bevis, president of Ohio State University and chairman of the Presidential Committee on Scientific Warfare. The program preempts The Jonathan Winters Show, this date only.

NBC 8-8:30pm EST; RETURN - The Arthur Murray Party - LIVE from WRCA-TV(NY), approx 139 stations live and kine. § Alternate Week Sponsors- 1) Purex Corp., Ltd. (Trend, Beads O' Bleach, Liquid Bleach, Sweetheart Soap, New Blue Dutch Cleanser); Sweetheart Soap, Dutch Cleansers thru Edward H. Weiss & Co(Chi); Acct Exec- Robert Harris; Purex Bleaches thru Foote, Cone & Belding(LA). 2) Speidel Corp (Photo Ident, Men's and Ladies Watch Bands) thru Norman, Craig & Kummel, Inc(NY); Acct Exec- E. Gerard Bissinger. § (Cont'd on next page)

THIS WEEK(Cont'd)

Tuesday(April 9)

NBC- The Arthur Murray Party (Cont'd from previous page): Pkgr- Kaar Productions, Inc(NY); Exec Prod- Johnny Stearns; Prod- Arthur Murray; Dir- Coby Ruskin; Music Dir- Ray Carter; Talent Booker- Ken Hoffman(Kaar). § Variety program with Kathryn Murray as hostess, featuring top name stars from the movie, stage, recording and TV fields. A dance contest among celebrities is a weekly feature. The program made its original debut July 3, 1950 over CBS and has been seen over all the networks at various times, as a summer replacement show during the past few years. During 1955 it was seen over NBC, last summer over CBS. In its new spot the program replaces The Big Surprise (last show April 2).

Thursday(April 11)

ABC- 10-10:30pm EST; NET DEBUT - Telephone Time - FILM from WABC-TV(NY) & KABC-TV(LA), no. of stations indefinite. § Sponsor- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila). § Pkgr- Passing Parade Productions, Inc.; Film Prod- Hal Roach Studios, Culver City, Calif.; Exec Prod- Hal Roach, Jr.; Prod- Jerry Stagg; Dirs- Various; Writers- Various. § Dramatizations of stories as related by story-teller John Nesbitt, who appears as host of the program. The program debuted over CBS-TV on April 8, 1956, Sundays, 6-6:30pm NYT, with its last CBS show on March 31, 1957.

Sunday(April 14)

ABC- 5:30-6pm EST; SPECIAL - The Empty Cup - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV with the Union of American Hebrew Congregations(NY); Exec Prod- Wiley Hance(ABC); Dir- Mickey Trenner. § Dramatization based on the traditional Seder, commemorating the Jewish Festival of Passover, with Eli Wallach as narrator of a script by Alvin Boretz.

CBS- 3-3:30pm EST; SPECIAL - Ready, Mr. Rosewater? - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS-TV with the American Jewish Committee; Prod- Pamela Ilott(CBS); Assoc Prod- Richard Siemanowski; Dir- Mel Ferber. § Special Passover program commemorating the 50th anniversary of the founding of the American Jewish Committee, with a dramatization of the life of newspaper editor Edward Rosewater, founder of the AJC. Dramatization is by Virginia Mazer.

NBC- 11am-12noon EST; SPECIAL - Palm Sunday - LIVE from WLW-T(Cinn), to the net. § Sustaining. § Pkgr- NBC; Prod- Doris Ann. § Telecast of a Holy Communion Service in the Church of the Redeemer (Protestant Episcopal), in Cincinnati. The Venerable David R. Thornberry, Archdeacon of the Diocese of Southern Ohio, will celebrate the Communion.

NBC- 2-2:30pm EST; SPECIAL - Exodus--1861 - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr & Prod- NBC with the Jewish Theological Seminary; Writer- Jerome Coopersmith. § Passover program based on the true story of a Baltimore rabbi who was an Abolitionist, coupling his opposition to slavery to the story of Passover in this dramatization.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm NYT) April 11; musical variety, starring Jack Benny, with guests (see page C for cast credits); Prod & Dir- Ralph Levy; Assoc Prod- John F. Myers; Writers- Hugh Wedlock, Howard Snyder; LIVE (COLOR) from KEXT(LA).

NBC- Hallmark Hall of Fame (6 times during season, usually Sun) April 10, Wednesday, 8:30-10pm EST (last show of season); "The Yeomen of the Guard," by Gilbert & Sullivan, adapted by William Nichols. (Continued on next page)

REGULAR NET SPECIALS(Cont'd)

NBC- Hallmark Hall of Fame (Cont'd from previous page): Alfred Drake stars as Jack Point, with Celeste Holm as Phoebe Meryll (see page B for other cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; LIVE (COLOR) from WRCA-TV(NY); preempts Father Knows Best and Kraft Television Theatre.

Saturday Color Carnival (Every 4th Sat, 9-10:30pm NYT) April 13; "Salute to Baseball," with Gene Kelly as host for a seasonal salute to the beginning of the baseball campaign (see page D for cast credits); Pkgr- NBC-TV(NY); Prod- Joe Cates; Dir- Barry Shear; Assoc Dir- Marcia Kuyper; Music Dir- Harry Sosnik; Sets- Jan Scott; Costumes- Joe Mostellor; Choreog- Bobby Herget; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

CBS- Climax! (Thu, 8:30-9:30pm EST) Ralph Nelson appointed alternate producer, sharing duties with regular producer Edgar Peterson, effective April 1. Delete Paul Monash as associate producer, effective April 4. Margaret Wilder replaced Alice Young as script editor, effective with program of April 4.

CBS- Playhouse 90 (Thu, 9:30-11pm EST) Sponsor roster, effective April 11: Bristol-Myers Co sponsors the first hour alternate weeks; with Philip Morris, Inc (Marlboro Cigarettes), first half-hour and American Gas Assn, second half-hour, alternate weeks. Third half-hour weekly is sustaining.

CTPN- Panorama Pacific (Mon thru Fri, 7-9am PST) Kay Westfall joined the regulars as guest women's editor and hostess for Tuesdays and Thursdays. Helen Parrish, the program's regular women's editor and hostess, is on Mondays, Wednesdays and Fridays.

NBC- Leo Durocher's Warmup; DEBUT April 6; Sat, 2:15-2:30pm EST (15 minutes before the Major League Baseball telecasts, April 6 & 13, thereafter 10 minutes before the baseball telecast). § Sustaining. § Pkgr- NBC Sports Dept(NY); Prod- Perry Smith; Dir- Harry Coyle. (See Major League Baseball, page 23).

Close-Up (Mon thru Fri, 1-1:30pm EST) Program originates from Chicago during the week of April 8, then returns to NY origination.

The Life of Riley (Fri, 8:30-9pm EST) Filmed series will be telecast regularly in color, effective April 12.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WCBS-TV(Ch 2)- Our Nation's Roots; DEBUT April 13; Sat, 2-2:30pm EST. Sustaining, New York public service. Pkgr- WCBS-TV Public Affairs Dept with New York University and the Educational TV and Radio Center; Prod- Nazaret Cherkizian(NYU); Dir- Neal Finn(WCBS-TV). The backgrounds of the millions who make up the composite America of today will be the subject of the 26-week series, with the story developing into what they found in the U. S. and how they helped develop it. Ormand J. Drake, professor of speech, and Dr. Thomas P. Robinson, of the history dept., both NYU faculty members, will be narrators, with professional actors used to dramatize specific incidents in the various programs.

WOR-TV(Ch 9) - X-13; DEBUT April 11; Thu, 9:30-10pm EST. Sustaining. Pkgr- Hardy New York Burt and the John Gibbs Agency; Prod- Hardy Burt; Prod Consultant- Jay Sheridan. A series of 13 experimental telecasts, each with a different format and using different production techniques. All will be "pilot" efforts.

TALENT SHOWSHEET APRIL 5 - APRIL 14

Most of the shows on April 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, April 12. Script identifications used are: (O) Original, (A) Adatation, (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.

FRIDAY APRIL 5

Joseph Cotton Show NBC 9pm The Case of the Jealous Bomber.  
On Trial!

SATURDAY APRIL 6

OZARK JUBILEE ABC 10pm Ardis Wells and her Ranch Girls.

SUNDAY APRIL 7

LAMP UNTO MY FEET CBS 10am The Rites and Significance of the Passover Seder Services; with Rabbi Emanuel Rackman & Family.

LOOK UP & LIVE CBS 10:30am The Bridge; (O) Martin Plissner; with Norman Rose, Bert Cowlan, The Walter Farrell Singers; Dir - Marvin Silbersher.

RAY BOLGER'S WASHINGTON SQUARE NBC 4pm ADD: Salvatore Baccaloni(S).

77th Bengal Lancers NBC 7pm Akbar The Great; with regulars & Paul Picerni, Tom McKee; (SW&SD).

Circus Boy NBC 7:30pm Counterfeit Clown; with regulars & Don Beddoe, Darlene Fields, Leonard Carey; (SW&SD).

ED SULLIVAN SHOW CBS 8pm ADD: Xavier Cugat(M), Abbe Lane(S), Jacqueline Francois(S), Frank Libuse(C), Ferlin Huskey(S), Buddy Knox(S), Jimmy Bowen(S).

STEVE ALLEN SHOW NBC 8pm ADD: Rosemary Clooney(S), Tommy Sands(S), Somethin' Smith & The Redheads(S-M).

Loretta Young Show NBC 10pm So Bright A Light; (O) Lowell Hawley; with Miss Young, Eric Feldary, Albert Szabo, Ann Morrison, Ross Elliott, Erzsi Pulay; Dir - John Newland.

MONDAY APRIL 8

Wire Service (Mercedes McCambridge) ABC 7:30pm The Indictment; (O) Seeleg Lester; with Miss McCambridge, Rhodes Reason, Whitney Blake, Harold J. Stone; Dir - Tony Leader.

VOICE OF FIRESTONE ABC 8:30pm Elaine Malbin.

TALENT SCOUTS CBS 8:30pm Jan Canada(S), Jimmy Stevens(D), The Tune Cryers(S).

TOP TUNES & NEW TALENT(Lawrence Welk) ABC 9:30pm The Rhythm Pals(M), Jimmy Fields(M).

December Bride (Spring Byington) CBS 9:30pm Do It Yourself; with regulars & Lee Millar, Norman Leavitt, Dick Joy; (SW&SD).

ROBERT MONTGOMERY PRESENTS NBC 9:30pm Victoria Regina; (O) Laurence Housman; with Claire Bloom, Paul Stevens, Leopoldine Konstantin, Norman Rose, Henry Brandon, Nan Martin, Zolya Talma, Francis Compton, Cathleen Cordell, Felix Deebank, Michael Con Aree, Ronald Long, John Seymour; Dir - John Newland.

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MCNDAY APRIL 8(Cont'd)  
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STUDIO ONE CBS 10pm The Playwright And The Star; (O) Sidnay Carroll; with Cathleen Nesbitt, Sam Levene, Fritz Weaver, Joanne Linville, Henderson Forsythe, Vaughan Bellaver; Dir - Norman Felton.

TUESDAY APRIL 9  
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Cheyenne (Clint Walker) ABC 7:30pm The Brand; (O) Dean Reisner; with Edward Byrnes, Sue George, Darryl Duran, Benny Baker, Douglas F. Rodgers, Nelson Leigh; Dir - Thomas Carr.

Phil Silvers Show CBS 8pm The Mess Hall Mess; with regulars & Jon Silo, Suzanne Caubaye; (SW&SD).

ARTHUR MURRAY PARTY NBC 8pm PREMIERE: Hostess: Kathryn Murray; with guest stars Andy Williams(S), Helen O'Connell(S).

Life & Legend of Wyatt Earp(Hugh O'Brian) ABC 8:30pm Old Jake; with regulars & Francis McDonald, George J. Lewis, Ewing Mitchell, Carol Thurston; (SW&SD).

Private Secretary (Ann Sothern) CBS 8:30pm All That Glitters; with regulars & Franklin Pangborn; (SW&SD)

Panic! NBC 8:30pm Airline Hostess; with Carolyn Jones, Paul Picerni, John Bryant, Stephen Bekassy, Robert Quarry, Hal Callie, Dori Simmons; (SD).

Broken Arrow ABC 9pm Quarantine; (O) DeVallon Scott, Robert Leslie Bellem; with regulars & Christopher Dark, Steven Rich, Steve Conte; (SD).

DuPont Theatre ABC 9:30pm The Texas Rangers; with Jim David, William Tallman, Malcolm Atterbury, Harry Antrim, Gary Gray, Glen Charles Gordon

KAI SER ALUMINUM HOUR NBC 9:30pm Murder In The House; (O) Leslie Srote; with Oscar Homolka, Joan Tetzel, Gerald Sarracini; Dir - Ira Cirker.

IT'S POLKA TIME ABC 10pm Estonian Folk Dancers.

SPIKE JONES SHOW CBS 10:30pm with regulars & The Hi-Lo's(S).

WEDNESDAY APRIL 10  
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Navy Log ABC 8:30pm SSN-571; with Pat Henning, Mark Rydell, Frank Daley, Addison Powell, James Pritchett, John Boruff.

HALLMARK HALL OF FAME NBC 8:30pm The Yeomen Of The Guard; (O) Arthur Seymour Sullivan, William Schwenck Gilbert; (A) William Nichols; with Alfred Drake, Celeste Holm, Bill Hayes, Barbara Cook, Robert Wright, Henry Calvin, Norman Atkins, Norman Barrs, James Norbert, Don Blackey, Muriel O'Malley, Marjorie Gordon; Dir - George Schaefer; Conductor - Franz Allers; Choreog - Paul Godkin; Sets - Paul Barnes; Costumes - Noel Taylor.

Millionaire (Marvin Miller) CBS 9pm The Story of Crystal Sands; with Barbara Ruick, Kim Spalding, Liam Sullivan, Lisa Davis, Nora Hayden, Dori Simmons, Wilson Wood, Joan Danton.

Ford Theatre ABC 9:30pm Moments of Decision; (O) Herbert Abbott Spiro; with Jane Greer, Victor Jory, Marshall Thompson, William Lally, Mason Curry; Dir - James Neilson.

US STEEL HOUR CBS 10pm The Hill Wife; (O) Alfred Brenner; with Melvyn Douglas, Geraldine Page, Albert Salmi; Dir - Daniel Petrie.

THURSDAY APRIL 11  
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Sgt. Preston Of The Yukon(Richard Simmons) CBS 7:30pm with regulars & George Lynn, Robert Cunningham, Robert Whitesides, Jo Ann Wade, Belle Mitchell; (SW&SD)

THURSDAY APRIL 11(cont'd)

CIRCUS TIME	ABC 8pm	Betty Ann Grove(S), Peiro Bros.(C), Wally Boag(C), Johnny Cash(S), The Merky's(acro).
<u>Bob Cummings Show</u>	CBS 8pm	Bob Plays Gigolo; with regulars & Marjorie Bennett, Gale Robbins, Jay Novello, Carol Morris, Jacqueline Beer; (SW&SD).
SHOWER OF STARS	CBS 8:30pm	Jack Benny, Tallulah Bankhead, Ed Wynn, Tommy Sands, Julie London; (O) Hugh Wedlock, Howard Snyder; Dir - Ralph Levy.
<u>Danny Thomas Show</u>	ABC 9pm	Men Are Men; with regulars & Anna Marie Nanasi, Marjorie Lord; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm	If You Knew Elizabeth; (O) Tad Mosel; with Claire Trevor, Gary Merrill, Tad Mosel, Ernest Truex, Natalie Schafer, Joe Sweeney, Doro Merande, Stephen Wootten, Joi Lansing, Nancy Marchand; Dir - John Frankenheimer.
FORD SHOW	NBC 9:30pm	Wally Cox(C).
<u>Telephone Time</u> (John Nesbitt)	ABC 10pm	PREMIERE: NEW DAY & TIME: Bullet Lou Kim; (O) Joseph Landox; with Alan Baxter, Harold J. Stone, Johnny Crawford, Oliver McGowan; Dir - Don Taylor.
LUX VIDEO THEATRE	NBC 10pm	A House Of His Own; (O) Loring Mandel; with Richard Boone, Mabel Albertson, Gage Clark, Charles, Meredith, Lewis Martin, Harry Shannon, James Flavin, Stephen Coit; Dir - James Yarbrough.

FRIDAY APRIL 12

<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	The Old Soldier; (SW) Roy Erwin, Don Brand; with regulars & Ralph Moody, Lee Roberts, Duane Grey; (SD) Lew Landers.
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	The General's Disgrace; with regulars & Carole Mathews, Pauline Myers; (SW&SD).
<u>West Point</u>	CBS 8pm	Cold Peril; with Larry Pennell; no other info available at press time.
<u>Crossroads</u>	ABC 8:30pm	The Big Scabrero; (O) Frank L. Moss; with Cecil Kellaway, Douglass Dumbrille, John Alderson, Virginia Greeg, Victor Sen Yung.
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	Black Is For Grief; (O) Aaron Spelling; with Tom Tryon, Mary Astor, Chester Morris, Tom Tully, Skip Homeier, Beulah Bondi; Dir - Lewis Allen.
<u>Life Of Riley</u> (William Bendix)	NBC 8:30pm	with regulars & John Hoyt, Vivi Janiss, Steve Pendleton; (SW&SD).
<u>Mr. Adams &amp; Eve</u> (Howard Duff, Ida Lupino)	CBS 9pm	That Magazine; with regulars & Barbara Billingsley, Alvin Greenman, Lee Patrick; (SW&SD).
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	The Hostage; with regulars & Dorothy Gordon; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	The Blue Hotel; (O) Stephen Crane; (A) John McGreevey; with Vincent Price, Wallace Ford, Chick Chandler, Lee Van Cleef, Adam Kennedy, Tris Coffin, Phil Chambers, Dick Rich, Jack Jordan, Stuart Wade; Dir - John Brahm.
EIG STORY (Ben Grauer)	NBC 9:30pm	Seymour Berkson; Publisher; New York(N.Y.) Journal American; (A) Leon Tokatyan; with Whitfield Connor, William Zuckert, Frank Overton, John Kellogg, John Cecil Holm.
RAY ANTHONY SHOW	ABC 10pm	Erin O'Brien(S), Gene Merlino(S), Med Flory(C-S).
<u>The Lineup</u> (Warner Anderson)	CBS 10pm	The Georgie Gillette Case; (O) Fred Eggers; with regulars & Gertrude Graner, Jay Novello, Whit Bissell, Ezelle Poule, Rex Lease, Jack Carol; (SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 8 - APRIL 12  
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JIMMY DEAN SHOW CBS 7am PREMIERE: Regulars: Jimmy Dean, Jan Crockett(S), George Hamilton IV, (S), The Texas Wildcats(M), The Country Lads(S), Alec Houston(ventril). Added guest for the entire week is Wanda Jackson. (Coming from Washington D.C.)

GARRY MOORE SHOW CBS 10am 4/11 - Martha Davis & Spouse(M); 4/12 - Kaye Ballard(C), Varel and Bailly(S), The Chanteurs de Paris(S).

CLUB 60 (Dennis James) NBC 1:30pm 4/8 - Randy Brown(paddle-ball); 4/10 - Andy Williams(S); 4/11 - Gale Robbins(S); 4/12 - Charlie Applewhite(S).

NBC MATINEE THEATRE NBC 3pm 4/8 - Wuthering Heights; (O) Emily Bronte; (A) Lois Jacoby; 4/9 - Long Distance; (O) Reita Lambert; (A) George Lowther; 4/10 - Point of Clearing; (O) Robert Thompson; 4/11 - The Sport; (O) Helene Hanff; 4/12 - Flashing Stream; (O) Charles Morgan; (A) Kathleen & Robert Howard Lindsay.

MODERN ROMANCES (Martha Scott) NBC 4:45pm The Big Talker; (O) William Kendall Clarke; with Neil Hamilton, Kathleen Murray, Jeff Harris, John Marley.

TONIGHT! (Jack Lescoulie) NBC 11:15pm 4/9 - Eric Portman(A); 4/10 - Shep Fields & Orch.

SATURDAY APRIL 13  
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TRUE STORY (Kathi Norris) NBC 12N No Vacation; (O) Earl Hamner; with David White, Mary K. Wells, Martin Brooks, Bill Daniels, Rudy Bond.

The Buccaneers (Robert Shaw) CBS 7:30pm The Spy Aboard; with regulars & Richard Johnson, John Salew; (SW&SD).

PERRY COMO SHOW NBC 8pm Gale Storm(A-S), The Diamonds(S).

SATURDAY COLOR CARNIVAL NBC 9pm Salute To Baseball; with Gene Kelly, Janis Paige, Robert Alda, Tony Bennett, Paul Winchell & Jerry Mahoney, Ed Gardner, Bill Hayes, Pat Marshall.

OZARK JUBILEE ABC 10pm Duncan Renaldo(S), Barbara Cameron(S).

Gunsmoke (James Arness) CBS 10pm with regulars & Catherine McCleod, Robert Griffin; (SW&SD).

SUNDAY APRIL 14  
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LOOK UP & LIVE CBS 10:30am La Chemin de la Croix; (O) Paul Claudel("The Way of the Cross").

PASSOVER STORY NBC 2pm Exodus--1861; (O) Jerome Coopersmith; with Larry Gates.

PASSOVER STORY ABC 5:30pm The Empty Cup; (O) Alvin Boretz; with Eli Wallach, Bess Myerson, Leonard Lyons, Meyer Levin.

77th Bengal Lancers (Phil Carey) NBC 7pm The Inconstant Moon; with regulars & Leslie Denison; (SW&SD).

MARGE & GOWER CHAMPION SHOW CBS 7:30pm with regulars only.

Circus Boy NBC 7:30pm The Pawnee Strip; with regulars & Coca Dolenz, Scott Morrow, Daniel White; (SW&SD).

ED SULLIVAN SHOW CBS 8pm Judy Holliday, Henry Fonda, Kay Thompson.

STEVE ALLEN SHOW NBC 8pm Esther Williams, Eydie Gorme, Stan Freberg(M), The Four Lads, Jackie Cooper.

General Electric Theatre(Ronald Reagan) CBS 9pm The Cab Driver; (O) Cornell Woolrich; (A) John L. Greene; with Imogene Coca, Keenan Wynn, Harry Shearer, Joseph Downing, Harry Bartell, Billy McLean, Joyce Jameson; Dir-Don Weis.

ALCOA HOUR NBC 9pm Nothing To Lose; (O) Jerome Ross; with Ralph Bellamy, James Whitmore, Robert Emhardt, Mike Kellin, Harry Bellaver, Edmon Ryan, Frank Sutton; Dir - David Green.



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## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

NBC's fall tote board shows over \$80,000,000 in gross billings as of April 5, about 60 per cent more than the nighttime sales position a year ago. Sales include four new series, renewals for seven series and an alternate week sale for the Steve Allen Show. The list, including some previously known, now officially confirmed, lists the following sales: 1) The Chevy Show, Sundays, 9-10pm NYT, for 52 weeks starting Oct 6. Dinah Shore will star in a major number of shows, using her current variety format. Chevrolet Motor Division thru Campbell-Ewald, Inc., is the sponsor. 2) Weekly variety series, Tuesdays, 8-9pm NYT, starring Eddie Fisher and George Gobel, alternating as host and guest, starting Sept 24. Alternate sponsors are Liggett & Myers Tobacco Co (Chesterfield) and Radio Corp of America and Whirlpool Corp. 3) The Gisele MacKenzie Show, Saturdays, 9:30-10pm NYT, starting Sept 21. To be sponsored by Scott Paper Co thru J. Walter Thompson Co. 4) Series to be announced, Mondays, 9:30-10pm NYT, starting Oct 7, to be sponsored alternately by The Aluminum Co of America thru Fuller & Smith & Ross, Inc., and Goodyear Tire & Rubber Co thru Young & Rubicam, Inc. 5) Series to be announced, Saturdays, 9-9:30pm NYT, starting Sept 28. Alternate sponsors will be Liggett & Myers Tobacco Co thru McCann-Erickson, Inc., and Max Factor & Co thru Doyle Dane Bernbach, Inc.....S. C. Johnson & Son, Inc., thru Needham, Louis & Brorby, Inc., will sponsor the Steve Allen Show on alternate Sundays, 8-9pm NYT, starting July 7.....NBC program and time period renewals include: Procter & Gamble Co thru Benton & Bowles has renewed The Loretta Young Show (Sun, 10-10:30pm NYT), effective July 7, and This Is Your Life (Wed, 10-10:30pm NYT), beginning Sept 25. P & G thru Compton Advertising, Inc., has also renewed for the Tuesday, 9-9:30pm NYT period, with Meet McGraw scheduled to replace The Jane Wyman Show in the spot for the sponsor. Scott Paper Co thru J. Walter Thompson Co renewed Father Knows Best (Wed, 8:30-9pm NYT), starting Sept 25. The DeSoto Division, Chrysler Corp thru BBDO and the Toni Co thru North Advertising, Inc., renewed their alternate sponsorship of Groucho Marx' You Bet Your Life (Thursday, 8-8:30pm NYT), effective Sept 26. The Borden Co and Procter & Gamble Co., both thru Young & Rubicam, Inc., renewed their alternate week sponsorship of The People's Choice (Thu, 9-9:30pm NYT).....On another NBC front, Ray Bolger's Washington Square will have four different evening spots during May and June: May 9, Thu, 9-10pm NYT; May 20, Mon, 9:30-10:30pm NYT; June 4, Tue, 8-9pm NYT, and June 13, Thu, 8-9pm NYT. The first three will be co-sponsored by Royal McBee and Helene Curtis, with the fourth sponsored by Helene Curtis alone.

NBC's buy of Barry & Enright Productions, though still not officially announced, has ended the three-and-a-half-year run of Winky Dink and You over CBS. Starting May 4, Saturdays, 11-11:30am NYT, CBS will present Susan's Show, starring 12-year-old Susan Heinkel in a weekend version of her show of the same name which has been seen in Chicago over WBBM-TV, since last September, Mon thru Fri, 4-4:30pm CST. The program format involves the girl's adventures in a fantasyland.

Garry Moore will take a week's vacation beginning May 20, with Durward Kirby subbing, with Dick Van Dyke coming in to assist on the CBS morning shows.....James Colligan has been named producer of CBS' Let's Take A Trip, succeeding Stephen Fleischman who has been named producer of special programs on The Twentieth Century, which will replace You Are There in the fall for Prudential Insurance Co.....Although General Mills has renewed its sponsorship for Tales of the Texas Rangers, the series will not return to CBS-TV, but will be seen on another net or on a national spot basis in over 100 markets. Screen Gems will soon go into production on new films for the series.....Screen Gems has bought all the assets of Wm. F. Broidy Productions, including 100 TV films produced for the Wild Bill Hickok series. Production will continue with Guy Madison and Andy Devine as co-stars and Kellogg Co as net and national spot sponsor of the films.

The new Jimmy Dean Show, which started on Monday over the CBS net, has created a small talent problem for WMAL-TV(Wash), the ABC outlet in the capitol, and its two longtime programs on which Dean has starred for several years -- Town and Country Time, Mon thru Fri, 6:30-6:55pm, and Town and Country Jamboree, Sat, 10:30pm-1:30am. Connie B. Gay is producer of the local shows and the new CBS net program series. Because of Dean's long identity with the Washington country & western series, he will ease out gradually, with Grandpa (Louis Marshall) Jones replacing him on both WMAL programs. Jones, now touring Europe, will take over as featured singer and m.c. of the weekday programs on May 13 and will also begin appearances on the Saturday night show, gradually moving into the top spot to replace Dean. The transfer will be completed by the end of May. Dean's band, the Texas Wildcats, will be replaced on the shows by a five-man group to be known as "The Grandchildren," with the changeover in bands to take place one man at a time, beginning this week. No change in format is intended, just a gentle way of acclimating the new musicians to the shows.

The addition of Hazel Bishop, Inc., and Sunbeam Corp., as alternating sponsors of one segment of Premiere Performance on 126 stations of the NTA Film Network, revealed that Warner-Lambert Pharmaceutical Co sponsors six-tenths of the program, P. Lorillard Co for Old Golds has three-tenths, and the two new sponsors, the remaining segment....."The Billboard," adding up the announcements this season, said this week that there are 183 new properties being offered to sponsors for fall showing, with at least 110 represented by completed pilots. Some in the list have already been sold. (There may be at least 50 more that are ready and waiting, most of them in the form of presentations by several of the big package-talent-production agencies who play it cosy in approaching one or two prospects until turndowns make it necessary to open up for possible sales).

PEOPLE GOING PLACES: CBS Chicago moved offices and production facilities to 630 N. McClurg Court, Chicago 11. The new address is for all CBS TV and radio departments, Columbia Records and the WBBM stations.....Ralph Howard Peterson returned to NBC Washington to replace Bob Doyle as producer-director of net news and special events for TV. Doyle has been named manager of the Washington office of TelePrompTer Corp.....Leonard Zweig named director of news and special events for WABD(NY), and also producer of the station's Night Beat program.....Fred Fitzgerald, upped from news editor to senior editor of "Broadcasting-Telecasting" with Donald V. West succeeding him as news editor.....Fred W. Wile, Jr., has opened offices at 120 El Camino Drive, Beverly Hills, Calif.