

ROSS REPORTS — TELEVISION INDEX

MAY 6-12, 1957

VOLUME 9 NUMBER 19

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

Friday (May 10)

ABC- 10-10:30pm EDT; DEBUT - Date With the Angels - FILM from WABC-TV(NY), re-broadcasts from WBKB(Chi) & KABC-TV(LA), approx 162 stations net and delayed. § Plymouth Motor Corp., Div of Chrysler Corp. thru Grant Advertising, Inc(Detroit); Acct Exec- Bill Brown. § Pkgr- Don Fedderson Productions(LA); Film Prod- Desilu Productions, Inc., at Motion Picture Center, Los Angeles; Exec Prod- Fred Henry; Prod- Don Fedderson; Dir- James V. Kern; Camera- Nick Musaraci; Film Ed- Ben Smith. § Domestic comedy series concerning the experiences of a newly-married couple, starring Betty White as Vicki Angel, with Bill Williams as her husband Gus. The program replaces The Ray Anthony Show (last show May 3) for the sponsor.

Saturday (May 11)

ABC- 10:30-11:30pm EDT; SPECIAL - Mrs. America Pageant - LIVE remote from Ft. Lauderdale, Fla., to the net. § Co-op sponsors. § Pkgr- ABC-TV with Mrs. America, Inc.; Prod- Ed Nugent; Dir- Mickey Trenner. § Telecast of the finals of the Mrs. America contest, climaxing a week of competition in various aspects of homemaking.

CBS- 9:30-10pm EDT; DEBUT - S.R.O. - Playhouse - FILM from WCBS-TV(NY) & KNXT(LA), 109 stations net, 12 delayed. § Alternate Week Sponsors- 1) Whitehall Pharnacal Co thru Ted Bates & Co., Inc(NY); Acct Superv- Dan Rodgers; TV Acct Rep- James Seaborne. 2) Helene Curtis Industries, Inc., thru Earle Ludgin & Co(Chi); TV Superv- Mr. Clair Callihan; NY Superv- Phillips Carlin. § Pkgr- CBS-TV(NY); re-runs of anthology films originally shown on the network during the 1955-56 seasons as part of Playhouse of Stars. The summer replacement program succeeds Hey, Jeannie! (last show May 4) in the time spot.

OTEN- 5:15-5:45pm PDT; RETURN - Hollywood Park Feature Races - LIVE from KNXT(LA), 17 CBS TV Pacific Net stations live. § Sponsor- Union Oil Co of California thru Young & Rubicam, Inc(LA). § Pkgr- KNXT Sports Dept(LA); Prod- Don Hine; Dir- Don Cook. § Telecasts of 11 Saturday feature races from Hollywood Park, Inglewood, Calif., described by Hal Moore, with color and interviews by Gil Stratton. The program series will run thru July 20.

Sunday (May 12)

CBS- 6:30-7pm EDT; RETURN - You Are There - FILM from WCBS-TV(NY) & KNXT(LA), 104 stations net, 43 delayed (plus 27 Canadian stations). § Sponsor - The Prudential Insurance Co of America thru Reach, McClinton & Co(NY); Acct Exec- Thomas P. Croluis (Agency change is effective May 15). (Continued on next page)

THIS WEEK(Cont'd)

Sunday(May 12)

CBS- You Are There (Cont'd from previous page): Pkgr- CBS-TV; Film Prod- TCF Television Productions, at Fox Western Ave., Hollywood, Calif.; Exec Prod- Robert Sparks; Prod- James Fonda; Dir- William Russell; Writers- Various. § Dramatizations of great historical events presented as if they were happening at the moment. The series returns after a 26-week recess during which it was replaced by Air Power, which was also presented under the general title, You Are There. Air Power's last showing was May 5.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm NYT) May 9; musical-variety starring Jack Benny, featuring Van Johnson (See page B for other cast credits); Prod & Dir- Ralph Levy; LIVE (COLOR) from KINXT(LA).

NBC- Saturday Color Carnival (Every 4th Sat, 9-10:30pm NYT) May 11; "Mr. Broadway," starring Mickey Rooney as George M. Cohan (See page D for other cast credits). § Sponsor- Swift & Co thru McCann-Erickson, Inc(Chi); Acct Exec- William Kinnaid; TV Acct Rep- Jack La Frandre. § Pkgr- Showcase Productions, Inc(NY); Exec Prod- Paul Feigay; Dir- Sidney Lumet; Music Dir- George Bassman; Sets- James Russell; Costumes- Noel Taylor; Choreog- Peter Gennaro; Writers- Samuel and Bella Spewack; Musical score based on the songs of George M. Cohan; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

NBC- Ray Bolger's Washington Square; new days and times effective May 9, Thu, 9-10pm EDT; then May 20, Mon, 9:30-10:30pm EDT; then June 4, Tue, 8-9pm EDT, and June 13, Thu, 8-9pm EDT. Program had been seen alternate Sundays, 4-5pm NYT (last show in former time, April 21). Royal Typewriter Co thru Young & Rubicam, Inc (NY) becomes co-sponsor with Helene Curtis Industries, Inc for the first three evening shows, with Helene Curtis again the single sponsor for the fourth program (thru Earle Ludgin & Co., Chicago, producing agency). Phil Rapp and Joel Rapp have been added to the writing staff for the evening programs.

Hone (Mon thru Fri, 10-11am EDT) June Lockhart is guest editor-in-chief for vacationing Arlene Francis during the week of May 13-17.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

KOMO-TV(Ch 4)- Apple Cup Preview and Apple Cup Hydroplane Race; SPECIAL May 5; Sun, Seattle 9am-6pm PDT; LIVE to a 5-station regional net. Apple Cup Race Sponsors (12noon-6pm)- National Bank of Commerce & D. K. MacDonald Insurance Brokers. Pkgr- KOMO-TV(Seattle); Prod & Dir- Tom Rogstad; Asst Dirs- Bob Gordon, Ed Lackner; Engineering Planning- Bill Vandermay. Previews and the first annual Apple Cup Hydroplane Race at Lake Chelan, Washington, with live interviews and films of past hydroplane races during two preview programs, 9-10am & 10:30am-12noon. The 10-10:30am period will cover a segment of the Washington State Apple Blossom Festival at Wenatchee, with the race and later telecast from Lake Chelan as the climax of the four-day state festival. Keith Jackson will describe the racing action in the heats and final. The race telecasts will be carried over a temporary microwave system on four mountaintops to the telephone office in Yakima which will feed into the statewide TV net for transmission to Seattle to the telecasts' home station. Engineering and equipment installation has been handled by the Pacific Telephone Co.

TALENT SHOWSHEET MAY 3 - MAY 12
 ~~~~~

Most of the shows on May 3,4,5, 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 10. 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 4  
 ~~~~~

SUSAN'S SHOW CBS 11am PREMIERE: Starring Susan Heinkel; Dir - Barry McKinley.
 JACKIE GLEASON SHOW CBS 8pm ADD: Helen Forrest(S), The Amazing Mr. Ballantine(magic), June Carter(S-C).

SUNDAY MAY 5
 ~~~~~

LOOK UP & LIVE CBS 10:30am Reform Judaism; (O) Martin Plissner; with Rabbi Alvin Rubin of Temple Sinai, Roslyn Heights, N.Y.  
 CAMERA THREE CBS 11:30am The Twenty-Four Hour Day; (O) Jack McGiffert; Readings of works by Yeats, Wordsworth, Frost, Browning, De la Mare, Gray, Wolfe; Dir - Clay Yurdin.  
 ED SULLIVAN SHOW CBS 8pm ADD: Judy Scott(S), Allen & DeWood(C), Martha Ann Bentley(D), Ballet Russe De Monte Carlo, Eugene Slavin(D), Meredith Baylis(D).

MONDAY MAY 6  
 ~~~~~

Wire Service ABC 7:30pm The Death Merchant; with Mr. Clark, Peter Illing, Sandra Dorne, Paul Eliscu, Lilly Kann, Jane Griffiths.
 (Dane Clark)
Burns & Allen CBS 8pm with regulars & Judi Boutin, Robert Easton; (SW&SD).
 VOICE OF FIRESTONE ABC 8:30pm Eugene Conley(S).
 TALENT SCOUTS CBS 8:30pm The Hansen Duo(S), Ricky Richesin(S), Ocie Smith(S).
 TOP TUNES & NEW TALENT(Lawrence Welk) ABC 9:30pm The Buckskins(M), Jimmy Wright(M).
December Bride CBS 9:30pm Lily-Hilda Fight; with regulars & Marge Bennett, Doris Packer, Don Bell; (SW&SD).
 (Spring Byington)
 ROBERT MONTGOMERY PRESENTS NBC 9:30pm Longing For To Go; (O) Martha Wilkerson; with Lenka Peterson, Robert Culp, Gaines Kincaid, Joan Hotchkiss, Belle Flower; Dir - Frank Telford.
 STUDIO ONE CBS 10pm The Out-Of-Towners; (O) Tad Mosel; with Eileen Heckart, E.G. Marshall, Phyllis Hill, Milton Selzer, Gerald Hiken, Jack Manning, Martin Newman; Dir - Jack Smythe.

TUESDAY MAY 7
 ~~~~~

Cheyenne ABC 7:30pm The Spanish Grant; (O) Albert Aley; with Douglas Kennedy, Peggie Castles, Anthony George; Dir - Thomas Carr.  
 JONATHAN WINTERS SHOW NBC 7:30pm Eddie Safranski(M).  
Phil Silvers Show CBS 8pm with regulars & Harry Gresham; (SW&SD).  
 ARTHUR MURRAY PARTY NBC 8pm Mickey Rooney, June Havoc(A), (on film) Sophia Loren(A).  
Wyatt Earp ABC 8:30pm Dull Knife Strikes For Freedom; with regulars & Ian MacDonalld, Rico Alaniz, Alex Montoya, Mason Alan Dinehart, Robert Malcolm; (SW&SD).  
 (Hugh O'Brian)

TUESDAY MAY 7(Cont'd)  
 ~~~~~

Panic! NBC 8:30pm Courage; with Paul Burke, Trevor Bardette, Parley Baer, Don Haggerty, Raymond Greenleaf; (SW&SD).

Broken Arrow ABC 9pm Apache Girl; (O) Elliott Arnold; (A) Curtis Kenyon; with regulars & Donna Martell, Jan Merlin, Miguas Landa; (SW&SD).

Jane Wyman Show NBC 9pm There Comes One Moment; with Miss Wyman, Larry Pennell; no other information available at press time.

DuPont Theatre ABC 9:30pm Dowry For Ilona; (O) Al Martin & Laszlo Gorog; with Oscar Homolka, Steven Geray, Dan Barton, Caroline Craig, Lisa Golm, Amalia Ligeti, Everett Glass, Oliver McGowan; Dir - Laxlo Benedek.

RED SKELTON SHOW CBS 9:30pm Una Merkel(A).

KAISER ALUMINUM HOUR NBC 9:30pm The Man Who Vanished; (O) Art Wallace; with Bruce Gordon, Sallie Brophy, Carl Low, Richard Coogan, Carolyn Brenner, Norman Shelly, Frederic Downs, Jayson Wingreen, Jimmy Yoham, Hal Suder; Dir - Paul Bogart.

IT'S POLKA TIME ABC 10pm The Slovenian-American Folk Dancers.

WEDNESDAY MAY 8
 ~~~~~

Navy Log ABC 8:30pm Goal...Mach Two; with Ross Elliott, Richard Crane, Richard Deacon, Patti Gallagher.

Father Knows Best NBC 8:30pm Class Prophecy; with regulars & Betty Lou Gerson, Vivi Janiss; (SW&SD).

Millionaire CBS 9pm The Story of Chris Daniels; with Murray Hamilton, Sally Fraser, Ray Teal, Johnny Silvers, George Eldredge, Gregg Barton, Jimmy Murphy, Frank Scannell; (SW&SD).

KRAFT THEATRE NBC 9pm Flesh And Blood; (O) Anthony Spinner; with Victor Jory, Tommy Sands, Marian Seldes, Ian Wolfe, Cavada Humphrey; Dir - Frank Pacelli.

Ford Theatre ABC 9:30pm The Idea Man; (O) Sterling Silliphant & Howard Estabrook; with Don DeFore, Richard Denning, Doe Avedon, Jack Kelly, Howard McNear, Paul Keast, Dorothy Joyce, Paul Cavanagh, Regina Gleason; Dir - D. Ross Lederman.

US STEEL HOUR CBS 10pm A Drum Is A Woman; (O) Will Loren; A fantasy in Jazz, created by Duke Ellington; with Duke Ellington & Orch., Margaret Tynes(S), Joya Sherrill(S), Ozzie Bailey(S), Carmen de Lavallade(D), Talley Beatty(D); Choreog - Paul Godkin; Dir - Norman Felton.

THURSDAY MAY 9  
 ~~~~~

Sgt. Preston of the Yukon(Richard Simmons) CBS 7:30pm with regulars & Rusty Wescott, Allen Welles, Barry Truex, Joseph Downing; (SW&SD).

Bob Cummings Show CBS 8pm with regulars & Lola Albright; (SW&SD).

SHOWER OF STARS CBS 8:30pm Jack Benny, Van Johnson, Jean Durand(S), Yvonne De Carlo(A), Georgia Gibbs(S); (O) Hugh Wedlock, Howard Snyder; Dir - Ralph Levy.

Danny Thomas Show ABC 9pm Terry at the Crossroads; with regulars & Gary Gray; (SW&SD).

RAY BOLGER'S WASHINGTON SQUARE NBC 9pm NOTE NEW TIME; Jeannie Carson, George Gobel, Bill Haley & His Comets(S), Muriel Anders(D-C).

Playhouse 90 CBS 9:30pm Homeward Borne; (O) Halsted Welles; with Linda Darnell, Richard Kiley, Keith Andes; Dir - Arthur Hiller.

Telephone Time ABC 10pm Stranded; (O) Herb Ellis & John T. Kelly; with Bette Davis; Dir - Allen Miner.

THURSDAY MAY 9 (Cont'd)

LUX VIDEO THEATRE NBC 10pm Stand-In For Murder; (O) Richard McDonagh; (A) Sanford Barnett; with Bonita Granville, Dewey Martin; Dir - Norman Morgan.

FRIDAY MAY 10

Adventures of Rin-Tin-Tin(Lee Aaker) ABC 7:30pm Hubert's Niece; with regulars & Anna Maria Nanas, Queenie Leonard, Gordon Richards, Tommy Farrell; (SW&SD).

Adventures of Jim Bowie(Scott Forbes) ABC 8pm The Bound Girl; with regulars & Jeanne Moody, Robert Wilke, Austin Green, Lurene Tuttle; (SW&SD).

Crossroads ABC 8:30pm Convict 1321; (O) George Bruce; with Stephen McNally, Darryl Duran, Sarah Padden, Douglas Dumbrille; Dir - Ralph Murphy.

Dick Powell's Zane Grey Theatre CBS 8:30pm The Long Road Home; (O) Harold Swanton; with with Mr. Powell, Conrad Janis, Jean Willes, Ray Collins, Ainslie Pryor, Francis J. McDonald, Robert Armstrong, Alan Wells, Ned Glass, Kay Reihl, Wes Hudman, John Mitchum; Dir - Felix Feist.

Life of Riley (William Bendix) NBC 8:30pm with regulars & Charlie Ruggles, Donna Corcoran, Gregory Marshall; (SW&SD).

Mr. Adams & Eve (Ida Lupino, Howard Duff) CBS 9pm The Diet; with regulars & Nick Dennis, Barbara Pepper; (SW&SD).

Joseph Cotten Show-- On Trial! NBC 9pm The Case of Sudden Death; no other information available.

The Vise (Donald Gray) ABC 9:30pm Against the Ropes; with regulars & Garry Thorne, Robert Ayres, Gil Winfield.

Schlitz Playhouse CBS 9:30pm The Lady Was A Flop; Re-run.

BIG STORY (Ben Grauer) NBC 9:30pm Al Nakkula, Reporter; Rocky Mountain(Denver, Colo.) News; (A) Alvin Boretz; with Al Markim, Alfred Ryder, Jerry Stiller, Joseph Warren, John Newton.

The Lineup (Warner Anderson) CBS 10pm The Ringing Bells Case; with regulars & Carol Shannon, Dave Willock, Robert Griffin, Henry Slate; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MAY 6 - MAY 10

JIMMY DEAN SHOW CBS 7am Hank Thompson & his western swing band, The Brazos Valley Boys, will be guests during the entire week.

GARRY MOORE SHOW CBS 10am 5/7 - "The Wizard of Waukesha," "Professor" Russell Oakes(C); 5/10 - Charles Manna(C), Martha Davis & Spouse (M).

CLUB 60 (Dennis James) NBC 1:30pm 5/6 - Johnny Janis(S); 5/7 - Glen Yarborough(S); 5/9 - Linda Darnell(A), Robert Clary(S); 5/10 - Maurice & Maryea (D).

NBC MATINEE THEATRE NBC 3pm 5/6 - Show of Strength; (O) Herman J. Epstein; 5/7 - Make Believe Affair; (O) Robert Standish; 5/8 - Hymn To The Dedicated; (O) Milhail Ryoff; 5/9 - Thursday's Child; (O) Mary George Kochos; 5/10 - Big Hearted Herbert; (O) Sophie Kerr & A.S. Richardson; (A) Kay Arthur.

MODERN ROMANCES (Martha Scott) NBC 4:45pm The First Million; (O) Theodore & Mathilde Ferro; with Neva Paterson, Coe Norton, Ed Peck, Joanne Bayes.

TONIGHT! (AMERICA AFTER DARK) - (Jack Lescoulie) NBC 11:15pm No information available at press time.

SATURDAY MAY 11

TRUE STORY (Kathi Norris) NBC 12N A Stranger In Town; (O) Elinor Lenz; with Nancy Coleman, Staats Cotsworth, Warren Berlinger, Kathleen Muray.

SATURDAY MAY 11 (Cont'd)

ROCK 'N' ROLL REVUE ABC 7:30pm Alan Freed(emcee), Guy Mitchell(S), Sal Mineo(S), June Valli(S), Martha Carson(S), The Dell-Vikings(S), The Clovers(S), "Screamin' Jay" Hawkins(S); Dir - Cort Steen.

The Buccaneers CBS 7:30pm To The Rescue; with regulars & Jane Griffiths, Louis Brion, Ewan Solon; (SW&SD).

PERRY COMO SHOW NBC 8pm Liberace(S-M), George Liberace(M), Jean Fenn(S), The Weire Bros(C).

MR. BROADWAY NBC 9pm (O) Samuel & Bella Spewack; (Musical portrait of George M. Cohan); with Mickey Rooney, Garry Moore(narrator) of the story - Gloria De Haven, James Dunn, Eddie Foy Jr., June Havoc, Roberta Sherwood, Army Freeman, Dick Button, Bernard Lenrow, Henry Lascoe, Robert Ellenstein, Paul Sparer, Walter Kinsella, Bobby Mariano, Patricia Mariano, Dwight Marfield, Sig Frolich; Dir - Sidney Lumet; Music Dir - George Bassman; Choreog - Peter Gennaro; Costumes - Noel Taylor; Sets - James Russell.

S.R.O. -Playhouse CBS 9:30pm PREMIERE: Summer Dramatic Program: Re-runs from Schlitz Playhouse.

OZARK JUBILEE ABC 10pm Rex Allen, substitutes for vacationing Red Foley; Sonny James(S).

Gunsmoke CBS 10pm with regulars & Phil Pine, Stafford Repp, Tom Palmer; (SW&SD).

SUNDAY MAY 12

LAMP UNTO MY FEET CBS 10am Excerpts from the film "Albert Schweitzer"; Produced by Erica Anderson & Jerome Hill; with Fredric March, Burgess Meredith as narrators; Dir - James MacAllen.

ODYSSEY CBS 5pm The Kremlin; (O) Pat Barton; with film sequences from "Ten Days that Shook the World"; & "Peter The Great", by Sergei Eisenstein; Dir's - John Desmond, Roger Englander.

ED SULLIVAN SHOW CBS 8pm Jack Dempsey, Thomas E. Johnson(S), Robert Emmet Rodifer(pantomine), The Malletmen(M), Ralph Grasso(M), Harry Kehr & William Hrynkiw(S-M).

STEVE ALLEN SHOW NBC 8pm Dean Jones(S).

General Electric Theatre(Ronald Reagan) CBS 9pm A Question of Survival; (O) Floyd Beaver; (A) John Dunkel; with Mr. Reagan, Kevin McCarthy, Arthur Space, Robert Stevenson, Dan Riss, Clark Howat, John War Eagle; Dir - Jules Bricken.

GOODYEAR PLAYHOUSE NBC 9pm A Will To Live; (O) Jerome Ross; with Betsy Blair, Walter Matthau, Cathleen Nesbitt, Larry Gates, Virginia Kaye, Barbara Robbins, Ray Bramley, Harold Vermilyea, Adnia Rice; Dir - Paul Stanley.

Alfred Hitchcock Presents CBS 9:30pm A Man Greatly Beloved; (O) A.A. Milne; (A) Sarett Rudley; with Sir Cedric Hardwicke, Evelyn Rudie, Hugh Marlow, Rebecca Welles, Edith Barrett, Robert Culp, Ken Christy; Dir - James Neilson.

Loretta Young Show NBC 10pm A Mind of Their Own; (O) Ruth Roberts & Helen Garnell; (A) Richar Morris; with Miss Young, Murray Hamilton, Judy Morris, Ludwig Stossel, Thurston Hall, Frances Mercer, Gail Bonney; Dir - Richard Morris.

ROSS REPORTS — TELEVISION INDEX

MAY 8, 1957

VOLUME 9 NUMBER 19 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

551 Fifth Avenue · New York 17 · MURRAY HILL 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Bride and Groom returns to NBC as a half-hour show, Mondays thru Fridays, 2:30-3pm EDT, starting July 1. It replaces The Tennessee Ernie Ford Show in the time spot. The old Masterson, Reddy and Nelson package comes back, after being off the TV air since August, 1954, as packaged for NBC by Bride & Groom, Inc. Producer is the NBC staffer, Roger Gimbel, who most recently was on the Tonight show. During its previous tenure on TV -- it debuted over CBS on Jan 25, 1951 and moved to NBC on Nov 30, 1953, with its last show on Aug 27, 1954 -- it was a 15-minute program, but in its new version the program will use the first 15 minutes each day for its on camera wedding ceremonies and the second half of the program for a reception for the new bride and groom, with a roster of "surprise guests" -- friends and relatives -- present. The m.c. for the current version still has to be named. John Nelson handled the role during the show's previous four-year TV run.

Vic Damone will headline the summer show moving into the CBS Wednesday, 8-9pm, spot being relinquished permanently by Arthur Godfrey. Starting July 3, The Vic Damone Show will take over as a musical-variety-revue showcase, featuring the Spellbinders singing quintet, with guest singers, dancers and comedians. One highlight will be specialty dance numbers each week performed by a special group. Production staff for the show lists Lester Gottlieb as exec producer, Lee Cooley as producer, Charlotte Paley as assistant producer, with Byron Paul directing and Burt Farber leading the orchestra.....Sylvania Electric Products, Inc., thru J. Walter Thompson Co., will sponsor The Real McCoys, new situation comedy series starring Walter Brennan, over ABC, Thursdays, 8:30-9pm NYT, starting Oct 3. The featured players include Richard Crenna, Kathy Nolan, Michael Winkleman, Lydia Reed and Tony Martinez. Irving Pincus is creator-producer and Sheldon Leonard will direct.....Purex Corp., Ltd., thru Edward H. Weiss & Co(Chi) will be a full-hour, alternate week sponsor of the new CBS hour film series, Perry Mason, starting Sept 21, Saturdays, 7:30-8:30pm NYT. Raymond Burr stars in the title role, with Ben Brady producing with the facilities of TCF TV Productions at Fox Western Ave. studio in Hollywood. Permanent featured players will be Barbara Hale as the attorney's girl Friday, Della Street; Ray Collins as police lieutenant Arthur Tragg; William Talman as d.a. Hamilton Berger and William Hopper as Paul Drake, Mason's private detective.....Schick, Inc., thru Warwick and Legler, Inc(NY) will be alternate week sponsor of NBC's new Gisele MacKenzie Show which will debut Sept 28, Saturdays, 9:30-10pm NYT. Scott Paper Company is the previously announced alternate week sponsor. Schick's commercials begin Oct 5.....The Big Record, starring Patti Page, will take regular season possession of Arthur Godfrey's Wednesday time, starting Sept 25 (see Vic Damone item at beginning of paragraph), with two of Godfrey's current sponsors taking alternate half-hours weekly on the new show -- Kellogg Co., and Pillsbury Mills, Inc. The show will feature big names of the record industry doing in person performances of their biggest hits. Lester Gottlieb will be exec producer, with Vic Schoen leading the orchestra. Separate eight-person dancing and singing groups will be regularly featured.

- Page 1 -

(MORE)

The Perry Como Show is completely sold out for the 1957-58 season, which will begin on Sept 14. The six sponsors (each has one-third of the program, alternate weeks), including four current advertisers, the first listed, are: Kimberly-Clark Corp for Kleenex and other products, thru Foote, Cone & Belding; Noxzema Chemical Co thru Sullivan, Stauffer, Colwell & Bayles, Inc.; Radio Corp. of America with Whirlpool-Seeger Corp thru Kenyon & Eckhardt, Inc.; Sunbeam Corp thru Perrin-Paus Co.; American Dairy Assn thru Campbell-Mithun, Inc; and Knomark Manufacturing Co., Inc., for Esquire shoe polishes thru Emil Mogul Co., Inc.....Toni Company thru North Advertising, Inc(Chi) will be the alternate week sponsor with American Tobacco Co when Your Hit Parade returns next season, Saturdays, 10:30-11pm EDT, starting Sept 7. The revamped program will have new singers Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland performing, with Don Walker as music director.....The complete sponsorship lineup for the Steve Allen Show, Sundays, 8-9pm NYT, will have S.C. Johnson & Son, Inc., as full hour sponsor alternate weeks, starting July 7, with Greyhound Corp thru Grey Advertising Agency, Inc., (starting July 14) and Pharma-Craft Corp., Inc., thru J. Walter Thompson Co., each sponsoring one-half the program on alternate weeks.

Guy Mitchell's new ABC music-variety show starts Sept 21, Saturdays, 10-10:30pm NYT, with Revlon thru Emil Mogul Co., Inc., sponsoring. The program will be produced by Phil Cohan, with Mitchell's manager, music publisher Eddie Joy, as exec producer. The show will have a guest star each week and will also feature "fresh young talent.".....Will Hutchins will star as Tom Brewster in the title role of Sugarfoot, the new hour-long Western series that will alternate over ABC with Cheyenne, starting Sept 17, Tuesdays, 7:30-8:30pm EDT. One-half of the program will sponsored by American Chicle Co (Dentyne, Clorets, Roloids) thru Ted Bates & Co., Inc. Sugarfoot producer will be Art Silver for Warner Bros. TV division, with William T. Orr as exec producer, the same team currently producing Cheyenne.

David Lowe, exec producer of NBC's Educational TV Project, has taken a three-month leave of absence to produce a special one-hour color film for Smith, Kline & French's March of Medicine, to be seen over NBC on Dec 3. Lowe leaves today (8) with writer Lou Hazam and associate producer Mike Oppenheimer for Tokyo, the beginning of a 13-country trek that will record the activities of American doctors around the world. Brice Howard takes over as exec producer of the educational programs while Lowe is out of the country.

PEOPLE GOING PLACES: H. Pierson Mapes and Gene Schiess formed Creative Merchandising Co., Inc., 535 Fifth Ave., New York 17., specializing as TV packagers, producers and agency consultants.....Barry and Enright Productions, Inc., are now exclusive packagers for NBC radio and TV, under an agreement which gave NBC rights to the firm's current packages.....Armand Grant appointed exec producer in charge of daytime programming for ABC-TV.....Darrell Ross named producer in charge of talent in Hollywood for NBC Matinee Theater, casting all shows and supervising the show's directors. He succeeds Winston O'Keefe who has moved to Screen Gems, Inc., in a programming-talent position.....Dominick Dunne named executive assistant for Playhouse 90 at CBS, covering all aspects of the weekly hour-and-a-half series.

§ § §